

## Assessment information and submission

- Deadline and submission information:

The **summative assessment** is to be submitted through ELE by **2pm** on **Tuesday 29 April 2025**.

- Assessment brief:

Formative assessment (no marks):

**Presentation** given during seminars in groups of up to 4 students

*Presentation topic: Develop a case study of data work or data use and discuss how one or more ethical frameworks would help us identify and assess the moral issues the case raises. You can take a real-life case or develop a fictional story that you think contains key ethical issues. We will discuss different case studies in the lectures, and you will have time to work on the case you want to use during the seminars in weeks 7 and 8.*

*Presentation format:* Presentations must be 10 minutes long (but not longer). You are welcome to use PowerPoint slides, but you don't have to. You can either take turns in presenting or you can assign one member of the group as the main presenter.

*Presentation assessment:* Your presentation will be discussed during seminars, with questions from the seminar leader and your fellow students. You will also receive written feedback from your seminar leader. **There are no marks for this assessment.**

*Presentation schedule:* We will form groups in the seminars in week 4. You will have time to prepare for the presentations during the seminars in weeks 7 and 8. Presentations will take place during seminars in **weeks 9 and 10**.

Summative assessment (100% of final mark, deadline 2pm on Tuesday 29 April 2025):

### **Length:**

**SOCM033/PHLM011 (15 credit):** Written assignment of **3000 words**

**SOCM038/PHLM012 (30 credit):** Written assignment of **6000 words**

A note on the word count: You are allowed a margin of +/- 10% in terms of word count (so the range is 2700-3300 words for SOCM033 and 5400-6600 for SOCM038). Also, the word count indicated above *includes* footnotes and in-text references but *excludes* the bibliography that you have to add at the end of your text (this is where you list the

bibliographical information for all the readings and sources that you refer to in your written assignment).

**Structure:**

*The assignment has two parts:*

**Part A (1000 words** for both SOCM033/PHLM011 and SOCM038/PHLM012): Personal reflection on **one** of these five concepts:

- Datafication (week 1)
- Big Data (week 2)
- Data Journey (week 3)
- Open Data (week 4)
- Privacy (week 5)

*The text for Part A should have the following content:*

*First*, provide a summary of the key insights you took away from the discussions we had about the concept during the lecture and seminars (this should be roughly 250-500 words). To provide this summary you can ask questions such as: How do different authors define the concept [X]? What are some of the key insights you found most interesting about the discussion we had about [X]? Why did these insights stand out to you?

*Second*, reflect on how the discussions we had have changed your thinking about how we can or should work with data (this should be 500-750 words). Questions you might ask in this context:

- How has the more nuanced discussion of [X] changed your view of this concept and its different uses in society? Can you provide an example to illustrate this?
- Do you think one particular definition of [X] is especially useful or enlightening? If so, why? Does it help you think about our data-driven world or your own data practice in a different way?
- Does the more nuanced discussion of this concept only provide benefits, or do you also see problems with it? If so, what are they in your view?

**Part B (2000 words for SOCM033/PHLM011; 5000 words for SOCM038/PHLM012):** *Apply one or more ethical frameworks to a case study to identify and critically discuss the ethical issues the case raises.*

- *Choose a case study.* This can be one of the real-life case studies we discuss in the lectures/seminars, or you can also develop a fictional case. You can re-use the case that you develop as part of your formative assessment.
- *Explain the case in sufficient detail* to the reader. Include all relevant (and only the relevant) details.
- *Apply one or two of the ethical frameworks* we have discussed on this module to the case (consequentialism, deontological ethics, virtue ethics, relational ethics, principlism). Use the framework(s) to identify the ethical issues the case study raises.
- *Critically reflect on the analysis you have developed.* If you use one specific framework: explain why you have chosen this framework. Why is this a helpful tool for our analysis and where might it fall short? If you are using two different frameworks then discuss the benefits and downsides of each framework. Can one help us deal with aspects of the problem that the other framework cannot? Do we need a pluralism of frameworks to develop a satisfactory ethical analysis of the case you have chosen? Or could one of the frameworks do the job on its own?

We will discuss case studies and practice the application of ethical frameworks in the seminars and lectures in weeks 6-10 when we prepare for and do the formative assessment. **It is important that you attend these seminars as this will give you a good sense of how to approach Part B of the summative assessment.**

Important:

- **Use of GenAI tools:** The University of Exeter is committed to the ethical and responsible use of Generative AI (GenAI) tools in teaching and learning, in line with our academic integrity policies where the direct copying of AI-generated content is included under plagiarism, misrepresentation and contract cheating under definitions and offences in TQA Manual Chapter 12.3. To support students in their use of GenAI tools as part of their assessments, we have developed a category tool that enables staff to identify where use of GenAI is integrated, supported or prohibited in each assessment.

***This assessment falls under the category of “AI-supported”.*** This is because generative AI is now part of how we generate text (and other things), so you should be allowed (but not forced) to use it in your assessment.

You need to include a **GenAI Student Declaration** in which you declare if and how you have used GenAI. This should be **part of your coversheet**. The declaration can be

downloaded from our module ELE page (“Assessment” tile). It does not count towards the overall word count.

The ways in which GenAI use is permitted for this assessment: Any use that is listed in the Student Declaration that you have to submit.

Please read the **university guidelines on the use of GenAI tools** carefully and ensure you include the appropriate documentation. You can find information on how to use and reference AI tools in this guide produced by the library: <https://libguides.exeter.ac.uk/referencing/generativeai>

- **In your bibliography always add ALL and ONLY the sources you have used.** Please use the HARVARD REFERENCE STYLE (see the style instruction sheet on the ELE page of this module for more information on how to cite the sources you are using).
- Submission process: Please be sure to submit your work at least three hours before the deadline to avoid any difficulties. Late submissions receive a penalty. Note that all assignments will be checked through Turnitin after submission for plagiarism. If you have doubts about plagiarism, make sure that you familiarise yourself with the guidelines for good academic conduct: <https://universityofexeteruk.sharepoint.com/sites/StudyZone/SitePages/Academic-Honesty-%26-Plagiarism.aspx>