Assignment 4

Scenario Analysis

**Learning Outcome Addressed**

* Outline a plan that can help an organisation improve its compliance with AI ethical guidelines and law

Based on what you have learnt about the regulations of AI and ML, create an outline addressing the following:

**Questions**

1. Identify an organisation that uses AI for data analysis. Study and explain how it does so and to what extent.
2. Identify any controversies or criticisms (including legal action or the threat thereof) that the organisation had faced, or is currently facing, in relation to its use of AI and/or information and the organisation’s response to it, if any.
3. Critically examine the organisation’s privacy statement and policy and describe the extent to which it complies with the AI ethical guidelines and the law within the jurisdiction of your choice.
4. Advise the organisation on how it can improve its compliance with the law and the policy of the country of your choice.

**Submission Instructions**

* Download this assignment to record your responses.
* After you complete your assignment, select the **Start Assignment** button at the top of the assignment page.
* Upload the document containing your response.
* Select the **Submit Assignment** button to submit your responses.

**Suggested Time:**120 minutes

***Note:****This is a required assignment and counts towards programme completion.*

| Scenario Analysis | | |
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| **Criteria** | **Ratings** | **Pts** |
| Identify an organisation that uses AI for data analysis. Study and explain how it does so and to what extent. | |  |  |  | | --- | --- | --- | | **4 pts**  **Exceeds expectations**  Identified an organisation that uses AI for data analysis. Also explained how it does so and to what extent. | **2 pts**  **Meets expectations**  Only identified an organisation that uses AI for data analysis se. Or, only explained how an organisation uses AI for data analysis. | **0 pts**  **Did not meet expectations**  Did not identify an organisation that uses AI for data analysis. Also, did not explain how it does so and to what extent. | | 4 pts |
| Identify any controversies or criticisms that the organisation had faced, or is currently facing, in relation to its use of AI and the organisation’s response to it, if any. | |  |  | | --- | --- | | **2 pts**  **Exceeds expectations**  Identified controversies or criticisms that the organisation had faced, or is currently facing, in relation to its use of AI. | **0 pts**  **Did not meet expectations**  Did not identify controversies or criticisms that the organisation had faced, or is currently facing, in relation to its use of AI. | | 2 pts |
| Examine the organisation’s privacy statement and policy and describe the extent to which it complies with the AI ethical guidelines and the law within the jurisdiction of your choice. | |  |  | | --- | --- | | **2 pts**  **Exceeds expectations**  Examined the organisation’s privacy statement and policy and described the extent to which it complies with the AI ethical guidelines and the law. | **0 pts**  **Did not meet expectations**  Did not examine the organisation’s privacy statement and policy and described the extent to which it complies with the AI ethical guidelines and the law. | | 2 pts |
| Advise the organisation on how it can improve its compliance with the law and the policy of the selected country. | |  |  | | --- | --- | | **2 pts**  **Exceeds expectations**  Described the approach the organisation should take to improve its compliance with the law and the policy of the selected country. | **0 pts**  **Did not meet expectations**  Did not describe the approach the organisation should take to improve its compliance with the law and the policy of the selected country. | | 2 pts |
| Total Points: 10 | | |

Required Assignment   
Scenario Analysis

**<Your Name>**

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| Clock | Suggested time: 120 minutes |

**Task:** Based on what you have learnt about the regulations of AI and ML, create an outline addressing the following:

**Questions**

1. Identify an organisation that uses AI for data analysis. Study and explain how it does so and to what extent.
2. Identify any controversies or criticisms (including legal action or the threat thereof) that the organisation had faced, or is currently facing, in relation to its use of AI and/or information and the organisation’s response to it, if any.
3. Critically examine the organisation’s privacy statement and policy and describe the extent to which it complies with the AI ethical guidelines and the law within the jurisdiction of your choice.
4. Advise the organisation on how it can improve its compliance with the law and the policy of the country of your choice.

***Note:****This is a required assignment and counts towards programme completion.* *The solution to this assignment will be made available after you submit the assignment.*

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| 1. Identify an Organization that Uses AI for Data Analysis **Organization:** Facebook (now Meta Platforms, Inc.)  **Use of AI:**   * **Content Moderation:** AI algorithms are used to detect and remove inappropriate content, such as hate speech, violent content, and misinformation. * **Personalization:** AI-driven recommendation systems tailor content and advertisements to individual users based on their preferences and behavior. * **Facial Recognition:** AI is used to recognize faces in photos and suggest tags for users. * **Data Analytics:** AI models analyze vast amounts of user data to derive insights for improving user experience and targeting ads.   **Extent of Use:** Meta extensively integrates AI into its core operations, from enhancing user engagement to ensuring platform safety and compliance with community standards. 2. Controversies or Criticisms Faced **Controversies:**   * **Cambridge Analytica Scandal:** In 2018, it was revealed that Facebook data was harvested and used without user consent to influence political outcomes. * **Bias in Content Moderation:** Allegations of AI bias in moderating content, disproportionately affecting certain groups or viewpoints. * **Privacy Concerns:** Continuous scrutiny over how Facebook handles user data, particularly with facial recognition technology and targeted advertising.   **Organization’s Response:**   * **Policy Changes:** Implementation of stricter data privacy policies and transparency reports. * **AI Improvements:** Ongoing refinement of AI algorithms to reduce bias and improve fairness in content moderation. * **User Control:** Enhanced privacy settings, allowing users more control over their data and opting out of facial recognition.  3. Examination of Privacy Statement and Policy **Privacy Statement and Policy:**   * **Data Collection:** Facebook’s policy outlines the types of data collected, including user content, interactions, and device information. * **Data Usage:** Describes how collected data is used for personalization, advertising, and platform improvement. * **User Rights:** Provides users with rights to access, correct, delete, and restrict their data processing.   **Compliance with AI Ethical Guidelines and Law:**   * **Ethical Guidelines:** Facebook’s policies align with principles of transparency, user control, and accountability. * **Legal Compliance:** Adheres to regulations like GDPR (General Data Protection Regulation) in Europe, CCPA (California Consumer Privacy Act) in the US, and other regional data protection laws.   **Extent of Compliance:** While Facebook’s privacy policies are comprehensive, ongoing scrutiny and frequent updates indicate efforts to maintain compliance with evolving legal and ethical standards. 4. Advice for Improving Compliance **Recommendations:**   * **Enhanced Transparency:** Provide clearer explanations of AI processes and decisions affecting users, such as content recommendations and moderation. * **Bias Mitigation:** Implement regular audits and impact assessments to identify and mitigate biases in AI systems. * **User Empowerment:** Increase user control over their data and AI-driven experiences, including more granular privacy settings and opt-out options. * **Ethical AI Practices:** Establish an independent ethics board to oversee AI development and deployment, ensuring adherence to ethical principles and guidelines. * **Stakeholder Engagement:** Engage with diverse stakeholders, including users, advocacy groups, and regulators, to gather feedback and improve AI policies and practices. |