**Designing a dispute resolution mechanism in a media consultant expert system**

## Proposed dispute resolution mechanism

• Methods used for conflict resolution  
• Dispute resolution methods prioritize rules based on their importance, specificity, and priority, giving preference to recent information over general rules.  
• Justifications for choosing the method  
• The chosen method prioritizes the most important rules, ensuring that the system is based on the latest information. Specialization allows the system to adapt to unique situations, enhancing its effectiveness.

### Describe the methods used to resolve the conflict and Include an explanation of why your chosen method is appropriate:

#### 1. Priority

**Priority is crucial in addressing unethical content, as it ensures immediate action and minimizes negative impacts. For instance, content containing hate speech should be rejected, regardless of engagement or novelty rules, to maintain ethical standards.**

• Identifies rules or events that require quicker or more significant action due to their higher importance.  
• Prioritizes the most critical rule based on factors such as credibility, innovation, or ethical considerations.  
• Example: The 'Content Rejection' rule takes precedence over the 'Interaction Review' or 'Controversial Content' rules.

#### 2. Recency

**Recency is crucial as it reflects the most current information in the system, with recently updated content being the most important and should be published or addressed immediately, reflecting current events or fresh information.**

• Resolves conflicts involving newly updated content.  
• Gives priority to the most recent content in conflict.  
• Example: Content updated within the past few hours.  
• Ensures that content is refreshed if another rule indicates outdated information.

#### 3. Privacy

**Privacy is optimal when multiple rules are in place, with some being more specific for more accurate decisions. Prioritizing controversial or unethical content is crucial as it can lead to significant harm if not addressed promptly**

• Identifies the most detailed and complex rule for resolving conflicts.  
• More specific rules lead to more precise decision-making.  
• Example: Defining content based on its national origin and addressing sensitive or controversial material.