**MARKETING MANAGEMENT**

**ASSIGNMENT # 3**

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1. The software that has been developed and tested for these self-driving cars has been done by the smartest people with the necessary skillsets and who are ethical. It took a lot of research work to develop such a huge project and requires effective algorithms. But people have mixed opinions about the introduction of autonomous vehicles. Some believe that it would be ethically immoral to blame the developer, who has created the software of this system, for any of the mishaps that happen using these vehicles. Since random accidents can happen naturally too so he should not be blamed for it. A team from the University of Bologna designed a feature that will allow drivers to switch driving options in these vehicles to full altruistic, full egoist or impartial. But here the issue arises that if the person uses any option, what chances are the accidents can be avoided? That also left an unethical mark. Moreover, people are not comfortable in sharing their data with these companies, government and policymakers but the developers require this data to develop the technology based on the provided data. People believe that they are being used and also being controlled which is also unethical. Along with that, autonomous cars also collect a lot of data from the user on daily basis using the sensors. The chances of misuse of this data are also high because hackers can easily breach the sensitive information of the users.

However, some studies and claims demonstrate the products' safety. Because Google's self-driving vehicle algorithm is so good at recognising objects and people, it can compute the risk magnitude based on that to prevent head-on crashes. Even programmers are compelled to overlay real-life scenarios onto the system. In 2015, Mckinsey and Company released a paper claiming that autonomous vehicles may save up to 90% of accidents and save $190 billion in addition to thousands of lives. In 2017, there were 40,000 road deaths in the United States, yet 90% of them were caused by human error. Furthermore, because these vehicles lack emotions, they will not behave as people would in the worst-case scenario. The car's programmed software, for example, will respond in such a way that both of the objects involved are protected. The National Science Foundation also discovered that a single autonomous vehicle may cut traffic to 20 human-controlled vehicles. Fuel usage is also expected to decrease by 40% by 2050, according to the Energy Information Administration. Because of their decreased environmental effect, the Transportation Society of America predicts that these cars might reduce oil use by 2-4 per cent. People no longer have to travel for hours; instead, they can sit back and relax, or even work in the meanwhile, using these cars.

1. I would definitely use this product because being a software engineering student I believe that we need this technology to be advanced in future that would have no ethical issues and would be utmost safe for the users. These vehicles are preventing the number of crashes as well as driving errors. I would easily reach any of my desired locations without having to think about long hectic hours of driving. Annually, I would be saving a good amount of money because of lesser petrol consumption. As well as this product would prove to be eco friendly. Even though my data would be used to analyse the activities but I would also make sure to take possible legal action if I get to know about the data being misused.