

Data Ethics in Context (DEC)

INF30004-Business Intelligence and Data Visualisation

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Introduction

As OurVoice intends to use aggressive data analytic strategies and artificial intelligence to increase its effect throughout the Pacific and Oceania areas, it can bring ample advantages such as efficient competition, operational effectiveness and donor value maximisation. However, these applications also raise a variety of ethical concerns (Harlow, 2018). Hence, as we explore the application of these strategies and technologies, this board paper aims to provide insights regarding their ethical, business, and governance implications, thus ensuring the smooth and strategic decision making processes.

Ethical Consideration

Engaging Third-Party Data Aggregators

Engaging third-party aggregators can raise ethical concerns such as data privacy, consent and the unethical exchange of user personal information (Rahimzadeh, 2021). Hence, it is vital to ensure that these data aggregators follow strong data privacy rules to sustain OurVoice's commitment to ethical integrity. This includes assuring the data quality and the transparency of data management, in which donors will acknowledge that their personal data will be extracted, stored and used (Vladeck, 2016).

Advanced Analytic Adoption

The adoption of advanced analytics introduces a lot of ethical risks, specifically in terms of data privacy and data security (Hirsch et al., 2024). Due to the fact that data analytics often involve large volumes of sensitive data, OurVoice must develop policies to manage data ethically and transparently, ensuring that all data is handled in compliance with applicable data protection laws and ethical standards. This includes securing data analytic output against unauthorised access and ensuring that data handling methods respect the privacy and autonomy of individuals (Hirsch et al., 2024).

Collaboration with AI And Machine Learning Provider

This strategy might pose significant ethical challenges, specifically with regard to bias and discrimination. These challenges come from the way AI systems are trained and the data they are trained on. If the training data contain inherent biases, the AI algorithms will likely amplify these biases, thus leading to discriminatory outcomes (Fu et al., 2020). As a result, it is crucial to ensure that the AI service providers commit ethical AI integration and development. This includes conducting regular audits, ethical AI guidelines and transparent AI operation (Fu et al., 2020).

Business and Technology Consideration

Engaging Third-Party Data Aggregators

This strategic decision allows OurVoice to gain access to a greater range of data insights, which are critical for enhancing marketing and fundraising initiatives. However, it is essential to evaluate the cost-effectiveness of these partnerships, ensuring that they produce value that justifies their investment. Additionally, incorporating data from external sources also raises a variety of issues with interoperability and management of data. Robust governance processes must be implemented to manage data security and compliance with data protection requirements

Advanced Analytic Adoption

Adopting advanced analytics enhances OurVoice's ability to analyse data and extract insights, thus enhancing decision-making processes and operational efficiency. However, the primary challenge is justifying investment in advanced analytics technologies, including software and personnel training. Additionally, the organisation needs to ensure that its infrastructure can support advanced analytics tools, which often require significant computational resources.

Collaboration with AI And Machine Learning Provider

Collaboration with AI and machine learning providers offers significant opportunities for maximising donor values, thereby enhancing operational performance. However, this introduces complexities in integration, scaling, and management of AI systems. Additionally, while AI can offer significant efficiencies and predictive capabilities, it also requires substantial upfront costs and ongoing expenses for training for staff and software maintenance (Tarafdar et al., 2020). The governance of AI technologies must be rigorously structured to ensure they align with ethical standards and transparency.

Balancing Concerns and Commercial Benefits

To achieve long-term growth, OurVoice must find a balance between ethical concerns and commercial benefits. The company must manage the ethical challenges of adopting analytics and AI, with a focus on safeguarding data privacy, obtaining informed consent, and avoiding bias in automated choices. This ethics will support the organisation's objective of transparency and fairness, while commercial advantages from improved data capabilities can be utilised to further improve the business performance.

On the other hand, OurVoice must also balance business and technological concerns with commercial benefits, ensuring that investments in new technologies and business strategies drive not only operational and financial efficiencies but also align with long-term sustainability goals. This involves adopting scalable technological solutions that accommodate growth without compromising ethical standards and satisfying all the technological and business conditions and requirements of the organisation.

Recommendation

As OurVoice aims to enhance its operational capabilities and community impact through third-party data aggregators and the utilisation of advanced data analytics and AI, the following recommendations are proposed to ensure that these technologies are implemented effectively and ethically.

Data Governance Framework

OurVoice should develop a data governance framework that aligns with the ethical standards. This framework should address key aspects such as data privacy, security, consent protocols. Additionally, it should also include guidelines for engaging with third-party data aggregators to ensure that all external partners adhere to the same high standards of data management as OurVoice. Hence, this governance framework will help mitigate risks associated with data breaches and misuse of data, thereby protecting donor privacy (Al-Badi et al., 2018).

Ethical Review Board

OurVoice should establish an ethical review board comprising experts in ethics and internal stakeholders to ensure the ethics of the strategies and technologies. This board will be responsible for reviewing all strategies before they are deployed and monitoring them for ethical compliance (Head, 2019).

Reference

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