



Module 5: Ethical aspects of AI-aided content analysis

Lesson 5.1: Key takeaways and ethical perspectives

nils.holmberg@iko.lu.se

Key takeaways and ethical perspectives

- AI for sustainability insights
- Low-code text and visuals
- Interpret machine learning findings
- Automation ethics boundaries
- Bias transparency accountability



What You Learned in This Course

- Collect sustainability source data
- Analyze text and visuals
- Apply NLP, vision methods
- Visualize communication patterns
- Link methods to messaging



Ethics of Automating Content Interpretation

- Probe algorithmic bias impacts
- Assess interpretability limits
- Center researcher validation role
- Respect privacy and consent
- Embed ethics in design



Analysis documentation and open science (Jupyter)

- Champion transparent workflows
- Share data code outputs
- Use cloud collaboration tools
- Enable peer replication
- Align practice with openness



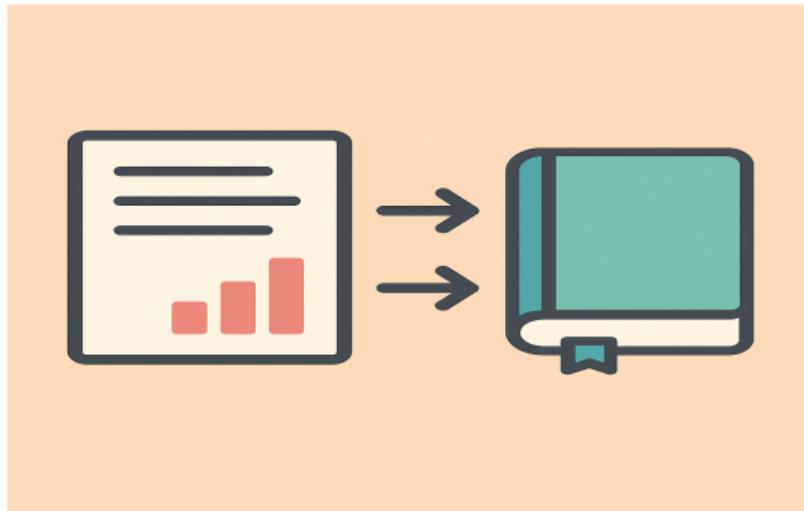
Using Jupyter Notebooks to Ensure Reproducibility

- Quarto unifies code narratives
- Automate reproducible execution
- Convert easily across formats
- Embed metadata and settings
- Share transparent reports



Communicating AI-aided content analysis (Quarto)

- Translate findings for audiences
- Visualize sustainability patterns
- Link effects to strategy
- Clarify methods for all
- Situate findings ethically



Turning Your Analysis into a Research Publication

- Begin with documented notebook
- Clarify question and methods
- Use structured visual supports
- Align with existing literature
- Target relevant digital journals

