

**Situation:**

A software developer, works for a company developing a social media app. The app's algorithms are designed to maximize user engagement, which significantly boosts ad revenue. Recently, the developer discovers that the algorithm push electoral content, which can influence elections in some countries, often spreading misinformation and do not marking the content as electoral content. This content has more engagement, aligning with the company's financial goals but causing harm to society by increasing misunderstanding and spreading false information.

The developer brings this issue to the attention of their manager, but they are told to "focus on the business priorities" and reminded of their contractual obligation to the company. His is also aware that refusing to continue optimizing the algorithm might cost him the job and harm his future career.

**Ethical Dilemma:**

Should the developer prioritize his ethical responsibility to society by taking action against the harmful algorithm, even at the risk of losing his job, or should they prioritize his loyalty and obligation to the company by continuing his work as imposed by the hiring contract?

**Solutions:**

**Assess the Harm vs. Obligation:** The developer should weigh the potential societal harm caused by the algorithm against their contractual and professional obligations. While loyalty to the employer is important, the harm caused by misinformation and societal division is substantial and cannot be ignored.

**Seek Internal Resolution:** The developer should make a formal, documented case to higher management, presenting evidence of the algorithm's harmful effects and proposing alternative strategies to boost engagement ethically (e.g., prioritizing constructive or balanced content or tagging content).

**Prioritize Personal Integrity:** Ultimately, the developer should prioritize ethical principles over personal or financial gain. While losing a job is challenging, participating in actions that harm society can have long-term personal and professional consequences.