# Final Project: Creation of information resource on an ethical issue

**Brief**: Please create a short resource on an ethical issue of your choice, linked to the class materials covered in this course. The resource needs to be designed to be suitable to communicate specifically either with the general public, a professional AI audience, or another non-academic audience (you choose your intended audience). You will submit this assignment in three parts:

1. The resource
2. A reflection on how your resource development was informed by considerations on communicating effectively with your target audience
3. A background academic literature review on the ethical issue to be communicated

**You will present this resource to the class during Week 12 of the term**.

**Collaboration**: You can complete the project alone or in a small group of up to three students. Exceptionally, if you would like to work in a larger group, you will need to provide a more extended resource and a more extensive literature review to reflect a comparable level of input per person. Group members can choose to be graded as a group, all with the same grade, or submit their project together with an individual literature review and an individual reflection (to be indicated on the project submission sheet)

**Submission**: If suitable for the project, submit all three parts together in one single Word or PDF file on Turnitin (Turnitin only accepts those formats). If you have chosen a non-written format for the resource, then you submit Part 2 and 3 together in a single file and send me the resource file separately, either by email or through a link through which the resource can be accessed longer-term. Please email me any links separately, not just include it on the Turnitin submission, as PDFs on Turnitin do not allow me to access or copy and paste links.

**Assessment criteria**: While the material to be submitted comes in three parts, they will be assessed in relation to each other. I will provide you with two partial grades (Part A and Part B), Part A covering the resource and reflection, Part B regarding the literature review, but these are to some extent dependent on each other. (For example, a literature review that is academically competent, but not specifically tailored to the ethical topic covered in the resource will be marked down, insofar as it does not clearly underpin the resource provided. A resource that comes across as appealing and accessible but is not clearly grounded in relevant academic information on AI ethics will also be marked down, because it does not effectively communicate academic information.) It is essential that you create the resource with a view to communicating effectively with your target audience. It is not just about the content you transmit, but very much about how you package the content to optimise effective communication with the target audience. The bullet points below will help you target your work.

**Part A: Resource Creation and Reflection**

**1. Final resource (targeted at professionals, general public, other non-academic audience)**

Main success criterion: how well does the resource work for the intended audience and does it accurately reflect important current knowledge on the chosen issue?

* Consists in the creation of a brief resource dedicated to communicating one ethical issue covered in the course (e.g. blog contribution, short video or podcast, infographic, explained flowchart)
* Brief means the equivalent of 1-2 pages of writing (you can go over if needed, but keep it manageable for your own sake!). Focus more on communicating one issue briefly and effectively than providing a wide range of information on various related issues – think TikTok rather than Joe Rogan.
* The resource should communicate **one** relevant ethical issue clearly to the intended target audience, in a format and presentation that is tailored to their interests and background knowledge, and is easily understandable by this target audience
* Work to your existing strengths and knowledge both in choosing a topic and in choosing the format. E.g. only pick an infographic if you are comfortable with visual design; only pick a video if you already have experience with recording and editing videos.

**2. Reflection on communication decisions during resource creation**

Main success criterion: how did your reflection on optimising communication with the target audience influence the creation of the resource?

* Describe your target audience
* Describe where/how you would disseminate it to this target audience
* Explain why the chosen format is suitable to communicate with your target audience
* Explain what makes the chosen topic and specific example(s) used suitable for this particular audience; how do they connect to the audience’s existing knowledge, how do they help expand on this knowledge
* Explain the development process for the resource (e.g. how did you decide on the topic, how did your topic definition and approach develop over time, what challenges did you encounter, how did you resolve these challenges)
* What do you see as remaining limitations/weak points of your product? What might improve it further?

**Part B: Academic Background**

**3.** **Literature review of the ethical issue**

Main success criterion: how well grounded is your understanding of the ethical issue in academic literature?

* You should provide an outline of relevant ethical literature that addresses the issue that you chose. Describe the problem, engage with why it matters for society and professional practice in AI, what makes the problem challenging, and identify suggestions from the literature on how to address these concerns.
* Make sure to reference relevant literature clearly in the text (according to an established academic referencing system, see below)
* Provide a minimum of 8 items in the reference list. At least half of these should not have been part of the provided literature on Blackboard.
* Provide appropriate academic referencing, listing all required referencing details such as author’s name, date, title of article, publication/conference/journal, volume, issue and page numbers (where appropriate), URL. **DO NOT PROVIDE ONLY NAKED URLS!**
* You can use any established academic referencing style of your choice; it may make most sense for you to use the IEEE style.