In summary, the discussion has raised some critical points regarding software development and, more importantly, machine learning ethics. The point raised that developers are responsible for ensuring that users come to no harm (Wang, 2023) is essential as it offers a holistic approach to system design. With the rapid development and use of artificial intelligence, the impact on society may not always be positive.

The ACM Code of Ethics (ACM, 2018) and BCS Code of Conduct (British Computing Society, 2022) make strides in adhering members to professional practices. Nonetheless, as machine learning is based upon human behaviour, greater emphasis should be placed on the bias developed from algorithms designed by humans and development in improving this has been limited (Gussoni, 2023).

In contemporary development, Gussoni (2023) highlighted that the AI model ChatGTP demonstrated gender and political discrimination (Getahun, 2023). Wang (2023) further discusses that risk assessment practices should be consistently used to understand potential impacts and minimize harm.

Regarding this case, Blocker Plus would need a clear policy on the consideration of ethics and reassessment through the application development, as stated in the initial post. The application aims to filter to make content secure for vulnerable groups. A more significant consideration in the evaluation should be taken in applying the correct category of machine learning algorithms to yield good results (Proko et al., 2018).

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