MODULE 5: ETHICAL AI CASE STUDY ANALYSIS

Work in small groups or individually to analyse an ethical case study involving the use of AI technology. The goal is to apply the ethical decision-making models, principles, and considerations covered in the module notes.

Scenario:

TechnoCore, a leading AI company, developed a resume screening system using machine learning to help streamline their hiring process. After deploying the system, they noticed a sharp decline in candidates from underrepresented backgrounds like women, minorities, and non-traditional education paths making it through to interviews.

An internal audit revealed the training data was heavily biased towards resumes from elite universities and technological fields dominated by young, white males. The system was treating attributes like ethnic names, gender-coded language, and lack of prestigious credentials as negative signals, perpetuating historical biases.

TechnoCore now faces a dilemma - keep using the cost-saving system despite its ethical issues or find an alternative that promotes equitable hiring but may be more resource-intensive. As an ethical AI governance board, how should they proceed?

Instructions:

- Using the provided scenario, read through the case study assigned to your group (5 minutes)
- As a group, or individually, identify the key ethical issues and stakeholders involved using the guidelines from section 5.4 Ethical Decision Model (10 minutes)
- Prioritize the issues and stakeholder impacts based on the ethical theories, principles and values discussed in sections 5.3, 5.5 and 5.6 (5 minutes)
- Propose potential solutions or mitigation strategies to address the ethical concerns, referring to the recommendations in 5.6 on AI bias mitigation (5 minutes)
- Each group will have 5 minutes to present their case analysis and proposed solutions to the class.

Output:

After all group presentations, individually write up a 600 word analysis of your group's case study that covers:

1. The key ethical issues identified
2. The prioritization of issues based on ethical principles
3. Your recommended solution and rationale for why it is ethically justified

This exercise will allow you to apply the ethical decision-making framework, moral philosophies, and AI ethics guidelines from the module in a practical context. Be prepared to discuss, debate and justify your ethical reasoning with examples from the notes.