

Date: 11/01/2020

To: Dr. Holly Baker

From: Brandon Nguyen, Onyi Nwogu, Joe Rodriguez

Subject: ENGL421 Project 3 Proposal Memo

Current social media sites such as *Twitter* and *Facebook* are powered by artificial intelligence (AI) algorithms. These AI algorithms can give specific social media users significant influence that may be beneficial or detrimental to specific communities. Half of the world population currently uses social media. Therefore, these AI algorithms within social media can have a profound impact on how we interact around the world. The team realizes that such AI algorithms can create bias among the social media users. For example, a social media platform may swiftly suspend an account based on specific keywords such as political or religious alignments. Often, these account suspensions may be unwarranted and may be seen as censorship. The reason that such bias exists is because these AI algorithms must be developed by humans, who are naturally subjected to bias themselves. There are ongoing researches and discussions on how to reduce such bias so that specific communities would not be misrepresented or that specific communities would not gain unfair influence among other communities. The common solution would be to have a human to double check whether a social post was appropriate based on the platform's guidelines and that they may mark it into the AI algorithm so that it would not make the same bias. If this problem of bias in social media algorithms is not addressed properly and continues to persist, it could be among the contributing factors in the formation of a dystopian future. The team has been assigned to produce a formal recommendation report on the bias in social media algorithms. The purpose of the recommendation report is to suggest potential solutions that could resolve the problem of bias in social media algorithms, where such bias can encompass areas, including, but not limited to, politics, races, religions, and gender.

The team members are Brandon Nguyen, Onyi Nwogu, and Joe Rodriguez. Nguyen's role is the lead researcher and the project manager. The lead researcher's responsibility would be to delegate and to execute research tasks. The project manager's responsibility would be to organize the project structure (drive, documents, folders, etc.) and submit the appropriate deliverables on Brightspace. Nwogu's role is the lead designer and the lead analyst. The design role includes being responsible for delegating design tasks such as creating graphics, tables and charts for the recommendation report. The analyst role involves collecting and organising data from the primary research (observation, field notes, interviews, etc.) for the recommendation report. Rodriguez's role is the lead editor, which is responsible for delegating editing tasks and providing the final proofread of the recommendation report.

The team will be using *Discord* as the primary communication channel. The team will use other methods of communication such as email or text messages in the case that the primary communication channel is unavailable.

To complete the project successfully, the team has established a tentative conflict resolution plan:

1. Schedule Conflict

- a. The team may not be able to meet and work synchronously.

- b. Solution 1: Continue working asynchronously and maintain communication via *Discord*
  - c. Solution 2: Establish a weekly synchronous meeting schedule (e.g. meet only on Mondays and Wednesdays for this week and then meet Tuesdays and Thursdays next week, or meet only on weekends, etc.)
- 2. Getting Stuck
  - a. A team member may struggle to complete a task.
  - b. Solution 1: Communicate with team on expectations and goals
  - c. Solution 2: Change roles or assign task to different team member
- 3. Member Disagreements
  - a. Members may have different or clashing ideas for the same assignment.
  - b. Solution 1: Discuss and debate each idea among all three members
  - c. Solution 2: Have the third member decide their preference.

The team believes that communication is key in resolving any conflict. However, in the event that a conflict arises beyond the conflict resolution plan, the team will contact the instructor Dr. Holly Baker.

The gantt chart below will serve as the team's project calendar.

<https://drive.google.com/file/d/1ekdgrnaD7hV2tCbf6zDrPA8bYQ4vFz7U/view?usp=sharing>

### Project 3: Formal Report

Project Start:

Mon, 10/26/2020

**Project End:**

Wed, 12/9/2020

Display Week:

26-Oct

[illegible]