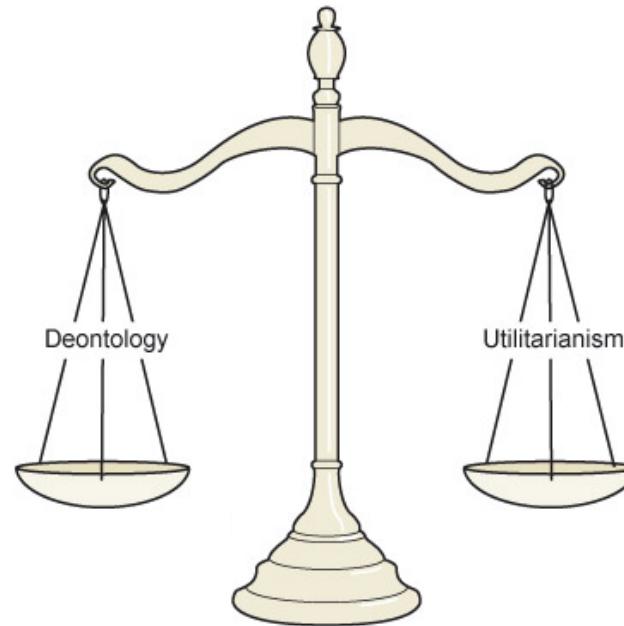


Research Ethics

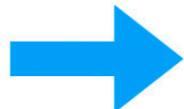
- Academic research can be seen as a balancing act between two philosophical stances
 - ***Utilitarianism***
 - the ends justify the means
 - morality of an act is judged based on the outcome
 - utilitarian ethics focuses on the consequences of actions abstracted from agents, characterizing good outcomes in terms of the maximization of happiness or minimisation of suffering for all parties involved
 - ***Deontology***
 - regardless of the outcome, an act should be judged based on how immoral or moral it is
 - the ends do not justify the means
 - important that individuals follow their established moral rules, duties, or principles regardless of outcomes

EXAMPLE



Automatic Visual Censoring

Reducing Affective Responses to Surgical Images through Stylization



Example of an image processing technique found to be effective at making surgery images look less repulsive (a lasagna dish is used as a stand-in for a surgery image).

EXAMPLE

FaceOff: A Video-to-Video Face-Swapping System

Winter Conference on Applications of Computer Vision (WACV) 2023



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EXAMPLE

Su-RoBERTa: A Semi-supervised Approach to Predicting Suicide Risk through Social Media using Base Language Models

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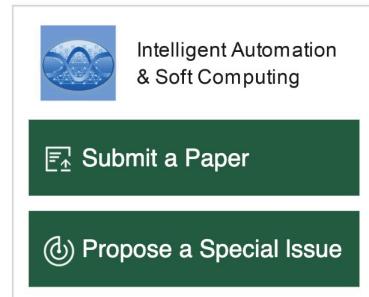
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EXAMPLE



Open Access

ARTICLE



Prediction of Suitable Candidates for COVID-19 Vaccination

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Table of Content

- > Abstract
- > Introduction

1 Introduction

In today's world, the main concern has become COVID-19, and we are trying our best to fight this pandemic. Researchers and clinicians have been working hard for over a year to develop the vaccine for this disease finally. Now that it is here, the main task is to get it to the people. However, Researchers say people might have a negative impact from this vaccine. Certain cases have been reported around the world about such negative impacts. Several bad health conditions or symptoms that the candidate already has can lead to a horrible effect on taking the COVID-19 vaccine. The worst effect can even lead to the death of the candidate. So, it is essential to know the prior health condition of the candidate.

The main objective of this work is to develop a system that predicts if a candidate's life is in danger once he/she takes the COVID-19 vaccine through various machine learning (ML) algorithms. We have used

EXAMPLE

Persuasion Strategies in Advertisements

Yaman Kumar Singla, Rajat Jha, Arunim Gupta, Milan Aggarwal, Aditya Garg, Tushar Malyan, Ayush Bhardwaj, Rajiv Ratn Shah, Balaji Krishnamurthy, Changyou Chen

Modeling what makes an advertisement persuasive, i.e., eliciting the desired response from consumer, is critical to the study of propaganda, social psychology, and marketing. Despite its importance, computational modeling of persuasion in computer vision is still in its infancy, primarily due to the lack of benchmark datasets that can provide persuasion–strategy labels associated with ads. Motivated by persuasion literature in social psychology and marketing, we introduce an extensive vocabulary of persuasion strategies and build the first ad image corpus annotated with persuasion strategies. We then formulate the task of persuasion strategy prediction with multi-modal learning, where we design a multi-task attention fusion model that can leverage other ad-understanding tasks to predict persuasion strategies. Further, we conduct a real-world case study on 1600 advertising campaigns of 30 Fortune–500 companies where we use our model's predictions to analyze which strategies work with different demographics (age and gender). The dataset also provides image segmentation masks, which labels persuasion strategies in the corresponding ad images on the test split. We publicly release our code and dataset [this https URL](https://doi.org/10.48550/arXiv.2208.09626).

Comments: Accepted at AAAI-23

Subjects: Computation and Language (cs.CL); Computer Vision and Pattern Recognition (cs.CV)

Cite as: arXiv:2208.09626 [cs.CL]

(or arXiv:2208.09626v2 [cs.CL] for this version)

<https://doi.org/10.48550/arXiv.2208.09626> ⓘ

The Tuskegee Syphilis Experiment (1932)

The Monster Study (1939)

Nuremberg Code (1947)

Psychochemical Weapons (1950-1960)

The Neubauer Twin Study (1950-1980)

Tearoom Trade Study (1960)

Milgram Experiment (1960s)

The John/Joan Case (1967)

Stanford Prison Experiment (1971)

The Belmont Report (1979)

Indian Council for Medical Research (2006)

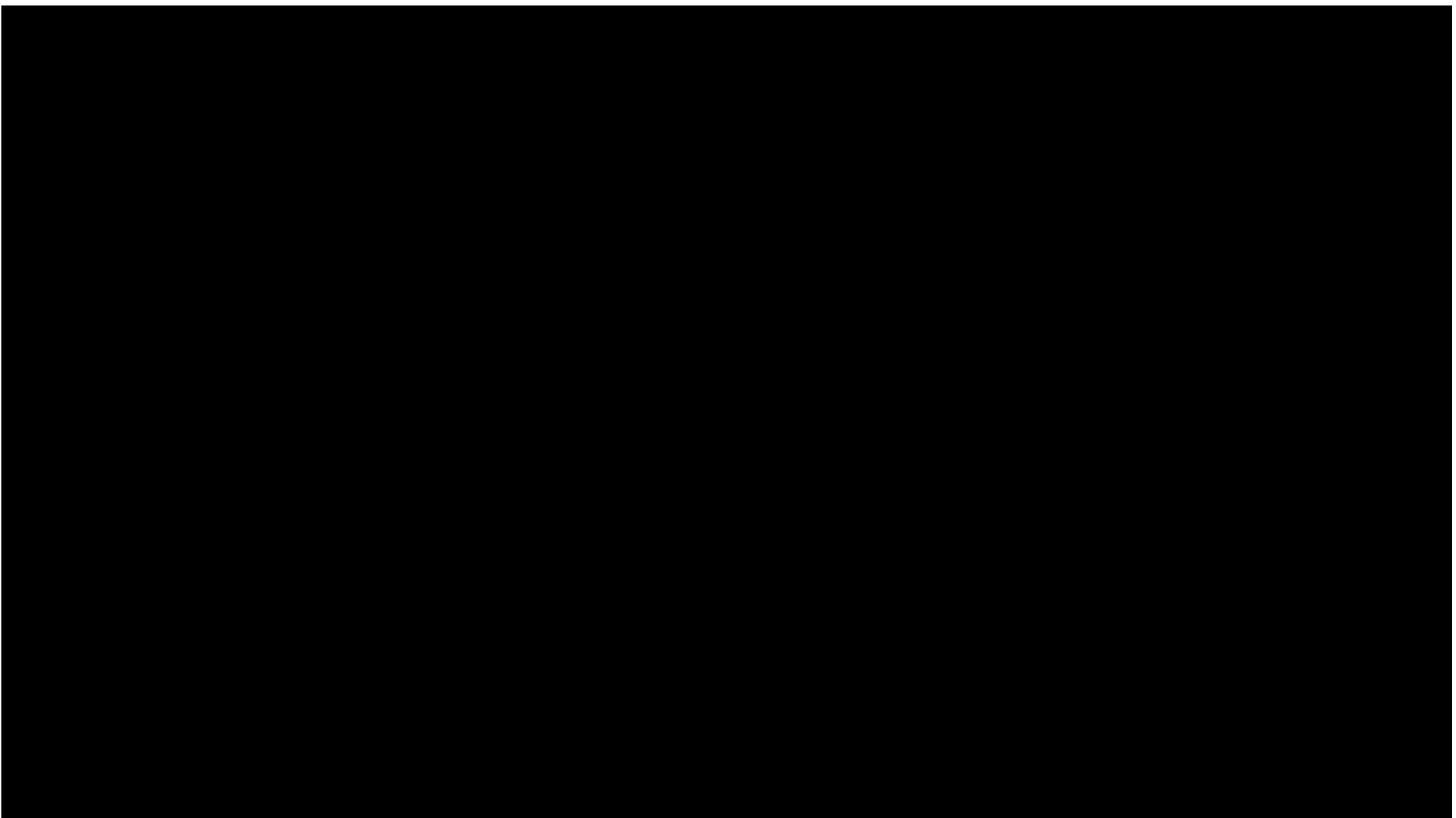
The Facebook Emotional Contagion Experiment (2011)



Mind Control/Mood Manipulation



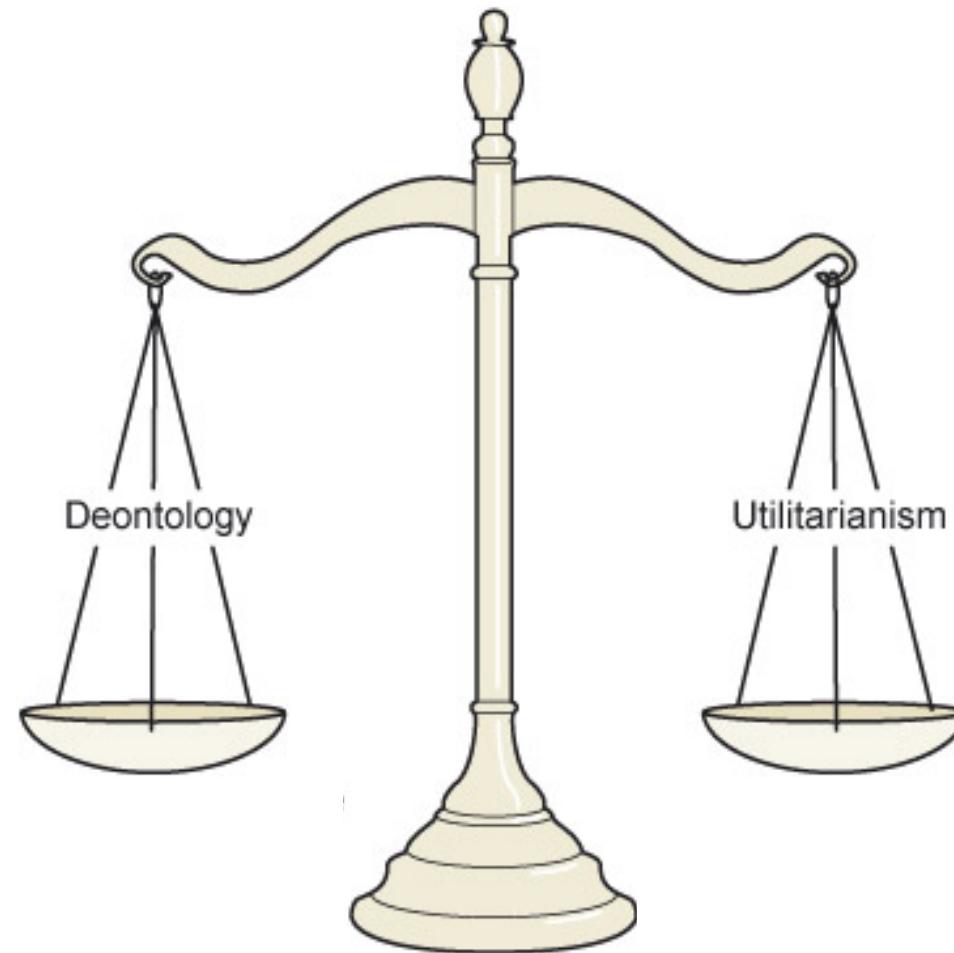
Mind Control/Mood Manipulation



Testing Psychochemical Weapons

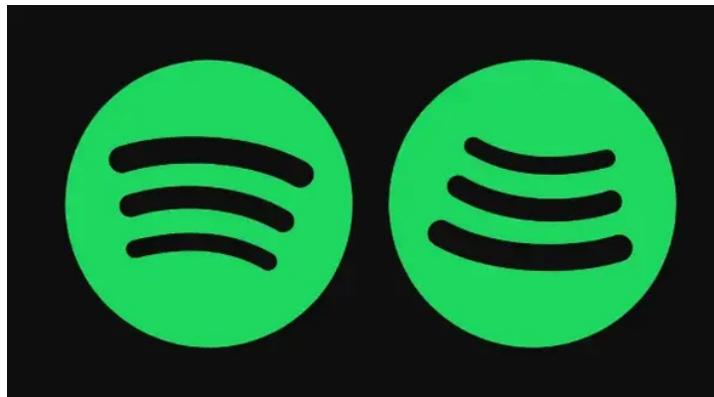
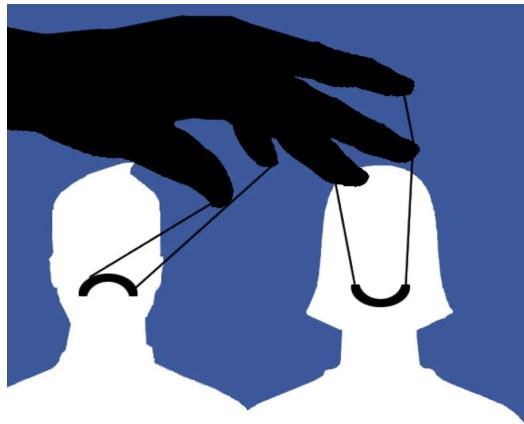
- how does this violate the Belmont Principles?
 - respect of persons (autonomy and informed consent)
 - no informed consent, unaware that they were being drugged; no autonomy in one case
 - beneficence (maximizing benefits, minimizing harm)
 - all of them were harmed
 - questionable scientific benefits because military personnel (not scientists) oversaw the study
 - justice (fair distribution of research benefits and risks) - did it unfairly expose a subset of people to risk?
 - lower ranking soldiers
 - psychiatric patients

Use of Psychochemical Weapons: Manipulation vs Death



anticipating/planning —> doing —> disseminating?

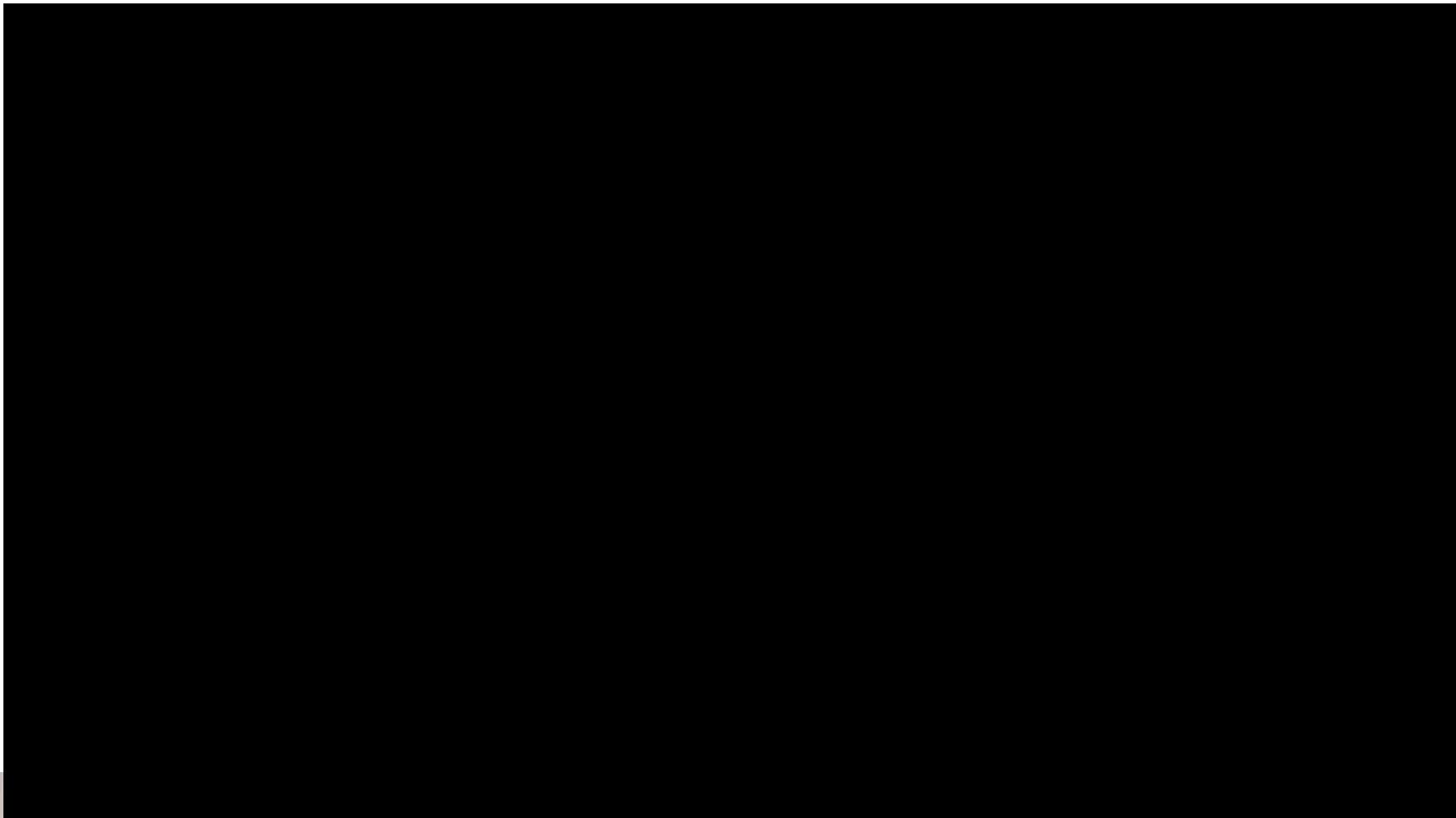
Mind Control/Mood Manipulation



Observing Human Behaviour



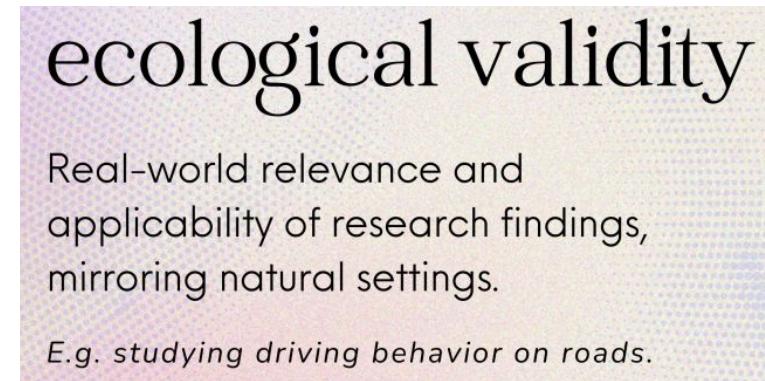
The Tea Room Trade Study



The Tea Room Trade Study



Naturalistic
Observation



anticipating/planning → doing → disseminating

The Tea Room Trade Study

- pretended to be a voyeur who would serve as a lookout in exchange for the opportunity to observe the proceedings
 - watch the door and provide a warning signal if the police were in the vicinity or if someone was approaching the restroom
 - avoid suspicion by adopting this role because this was standard practice in many tearooms
- wrote down license plates of cars that the participants drove, with the help of some friends in the police force, figured out who the men were and where they lived
 - went to their homes and interviewed them under the pretence of conducting survey research
 - Humphreys was worried that the men he interviewed would recognize him, he waited about a year before conducting the interviews and changed his appearance. None of the men reported recognizing him.

anticipating/planning —> doing —> disseminating

How does this violate the Belmont principles?

- respect of persons
 - many of the men had no idea that their behavior was being observed as part of a scientific study (no informed consent)
- beneficence
 - harm done?
- justice
 - ?

But....

- public spaces and that observing public behavior does not typically require getting a person's consent
- respect the privacy of the men he studied
 - scrupulously protected their identities
 - none of them experienced any negative effects as a result of the study and were not harmed in any way

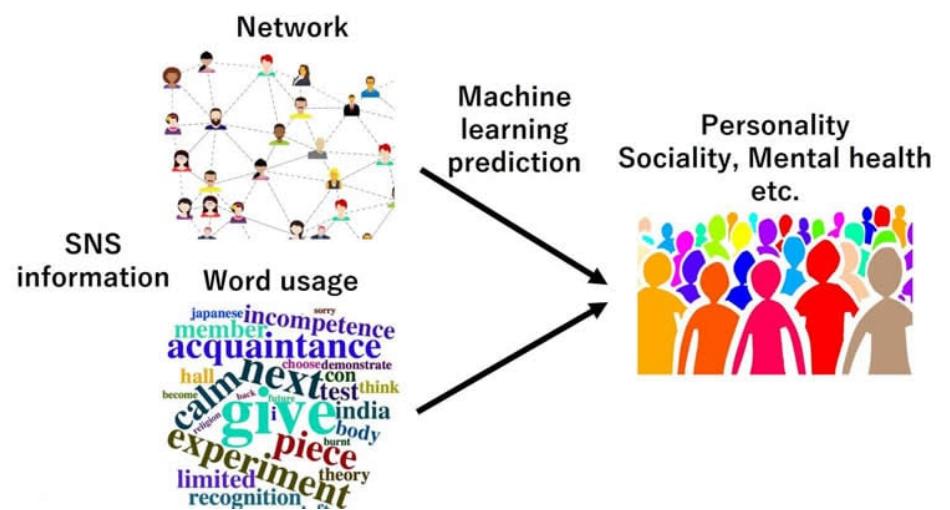
anticipating/planning —> doing —> disseminating

The Tea Room Trade Study

- study had a profound influence on the field of sociology the recognition that public and private behavior can be radically different significantly influenced theories of human behavior in the field
- led sociologists to adopt methodologies that tried to capture private behavior while recognizing that it might be very different from public behavior
- also inspired a generation of sociologists to study sexual behavior using similar so-called ethnographic methods

anticipating/planning —> doing —> disseminating

Observing Behavior: Then vs Now



Terminology

- subject vs participant (involuntary vs voluntary)
 - eg: Tuskegee study
- consent vs informed consent vs implicit informed consent
 - eg: Tea room vs Milgram vs Facebook emotional contagion