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Data Ethics

After reading the article by Ms. Bruckman, I have got some thoughts for myself. The content of the writing is definitely concerning when it offers us a glimpse into how technology can be misused to serve unwanted purposes. I recalled reading an article about deepfake technology a few years ago that also surprised me. According to a piece by Daniel Victor, a reporter for The New York Times, deepfakes have enabled people to take one step closer to digitally impersonating someone else. The technology uses advanced algorithms to mimic one's voice and action, thus easily be distributed through various social media channels. I remember in a TV show called Black Mirror, deepfakes are used to coerce characters into doing things they do not want to do.

Besides the information on China's spy technology on their citizens, Ms. Bruckman's writing also mentioned how we should react to the situation when we see it arises. I like the approach of "save face." It is true that when we start working on something big, we tend to easily fall into a "defense" position where we will try our best to refute a counterargument before actually thinking about it. And since our end goal is to stop unethical implications, not attacking one's opinion, it is better to leave them some space to respond to our comments. With that, I admit it is scary to think about it, and fortunately, I have not yet witnessed any of them. This paper is beneficial in raising awareness of unwanted research consequences and providing a way to address them.

Works Cited

Bruckman, Amy. ““Have You Thought About....”” *Communications of the ACM*, vol. 63, no. 9, Association for Computing Machinery (ACM), Aug. 2020, pp. 38–40.
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