Ever since 2013 when Snowden released government information about clear invasion of privacy via technology, there has been an uprising towards the necessity for better privacy control in our technologically infused era. However, five years later the article “The ethics lessons will continue until morality improves” was written by Mary Branscombe about how new technology still tiptoes along the fence of helpful to society and an extreme invasion of privacy. CEO of Microsoft, Satya Nadella, opened the Build conference in 2018 by asking developers to make ethical choices when it comes to the new technology they create, a bold start at 8:30am on the first day of the conference. Later in in the week, a new AI camera system could recognize people entering the room and transcribe everything they said, no matter how difficult they might be to understand due to an accent or deafness. Branscombe pointed out the usefulness of such a technology with an ordering food scenario where the person ordering food may struggle with speech, but an AI system like this could place the order for them to alleviate the difficulty. However, in a subway station or in a meeting room where a private conversation about workplace harassment is being held, such an AI could be easily abused for unethical purposes.

In the beginning of the article, Branscombe mentioned to of my favorite books – *1984* and *Brave New World*. If *1984* were not so spot on about invasion of privacy 70 years after it was written, its accuracy would be comedic. Technology like the AI camera system introduced at the Build conference makes me feel two distinct ways: 1) I am glad I live in a free country where people will fight invasion of privacy, and 2) I fear for those who do not share my location in the world. However, I am encouraged by the fact that even the CEO of Microsoft took a moment to recognize the importance of ethicality when it comes to technology, and hope the conversation of ethics continues and is highly valued by developers and people in power worldwide.