

Continuous Assessment (40%)

MSc in Artificial Intelligence , MSc in Artificial Intelligence for Business

Data Governance and Ethics (H8DGAE)
Courses: MSCAI1_JAN25I, MSCAIBUSJAN25I

Submission Deadline: Tuesday, 25th March 2025 @ 23.55 hrs

Instructions:

1. **Assignment:** You will work individually for this project.
2. **Submission:** The final report must be submitted as a Word/pdf to Moodle before the deadline at the specified Turnitin link.
3. The report will have a strict word limit of 1500 words (+/- 10%) as determined by Turnitin, and submissions with violations of this limit will be penalized by 5%. The length only includes the actual report content (Not references or cover sheet). Use a single column **IEEE style referencing layout**.
4. The assignment will be marked out of 100. This assessment is worth **40% of the overall module mark**.
5. The *project cover sheet & AI declaration*([available here](#)) must be duly filled out (all sections) and attached to your assessment. Please note that submissions that don't have the cover sheet attached will **NOT BE MARKED**.
6. **Turnitin:** All submissions will be electronically screened for evidence of academic misconduct (plagiarism and collusion).

The following learning outcomes are addressed in the assessment:

LO3	Analyse and evaluate the main ethical, legal, and social implications of using data-driven technologies.
LO4	Demonstrate critical awareness and interpretation of the fundamental principles and regimes of data protection and data privacy in socio-technical environments.
LO6	Develop and enhance interpersonal communication skills to become a successful member of a working team.

1 Part A: Presentation Component (50 marks)

As part of the assessment for the Data Governance and Ethics module, each student (or student group, depending on your course's setup) will deliver a presentation during the lab sessions, which will account for **50 marks** out of 100 for the CA grade. The students will be evaluated on their ability to effectively communicate their case study, the relevance and clarity of their content, and their engagement with the audience. This presentation component is designed to assess the students' ability to effectively communicate their understanding and preliminary analysis of a chosen AI technology or application.

2 Part B: Written Analysis (50 marks)

A 1500-word report, critically analyzing the ethical, legal, and social implications of the assigned AI technology. Students can choose an AI technology from the table below or propose their own, subject to lecturer approval.

Last Digit of Student No.	Assigned AI Technology
0, 1	Facial Recognition and Surveillance AI
2, 3	Autonomous Vehicles
4, 5	AI in Predictive Policing
6, 7	AI in Healthcare Diagnostics
8, 9	AI in Financial Services

Table 1: Choose the AI technology based on your student No.

Before you begin your analysis, consider the transformative impact of Artificial Intelligence (AI) across various sectors:

- In *healthcare*, AI enhances diagnostic accuracy and patient care personalization.
- In *financial services*, AI technologies detect fraud and automate trading.
- Public security benefits from *predictive policing and surveillance AI*.
- Transportation sees revolutionary changes with the development of *autonomous vehicles*.

These advancements, while beneficial, introduce ethical, legal, and social challenges that need careful consideration.

1. Provide a brief introduction to the chosen AI technology, including its primary use cases and potential impact on the relevant industry. **(10 marks)**
2. Discuss how data governance principles apply to the AI technology, focusing on data quality, provenance, and management practices. Consider aspects such as data collection methods, data lineage, and the accuracy and consistency of data. **(20 marks)**
3. Analyze the compliance requirements under relevant regulations, such as GDPR, in relation to data processing, storage, and transfer and discuss the role of data processor and controller within the chosen AI technology. **(20 marks)**

NOTE:

- Ensure your report is well-structured, with each section transitioning smoothly to the next, forming a coherent narrative.
- Adhere to a high standard of academic writing, aiming for clarity and accessibility, avoiding unnecessary jargon.
- Follow the specified referencing style meticulously, demonstrating academic integrity in your citations and references.