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Ethics Case Study Portfolio

Future Business Leaders of America

Competition 2024





What is required? Students in each Career and Technical Education (CTE) course must complete a portfolio using an FBLA approved topic. Teachers will replace one of the existing curriculum portfolios with the FBLA portfolio, so it will not be extra work.

The case you'll study involves the use of AI (artificial intelligence) in the business world.

Artificial intelligence is the science of making machines that can think like humans. It can do things that are considered "smart." An example might be when Siri tells you when it will rain in your city today. (Google 6/28/22)



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Getting Started - Ethics Case Study

1. Begin by reviewing the terms presented on the next slide.
2. Carefully read the case study.
3. Answer the questions by creating a power point presentation that includes one slide for each question and an image to enhance your response.
4. Earn full points by writing responses that include supporting details and explanation and are free of spelling errors.

Any other options?

Sure! As long as you respond to all the questions you can use any format (videos etc.) that appeals to you. Creativity is welcome!



Major Value Systems

- ▶ A **law** is a rule *imposed by government or a recognized authority* to direct the actions of people or to forbid particular behaviors. The study of rules and regulations that apply to rights and conduct of companies engaged in trade, commerce, and sales, is called **business law**.
- ▶ An *individual's beliefs and values* about what is right and wrong is called **morality**. Morals are internal guides to personal conduct. People decide for themselves what is moral (right) or immoral (wrong) behavior. Examples of moral values are honesty, self-control, modesty, courage, determination, responsibility, and respect.
- ▶ Rules *written by an organization or entity*, known as **ethics**, guide behavior in a particular setting or situation, such as in the workplace, the boardroom, or a hospital. Morals and ethics are closely related, but they are not the same. It has been said that "Morals are how you treat people you know. Ethics is how you treat people you don't know."

Business Ethics - High School - Scenario

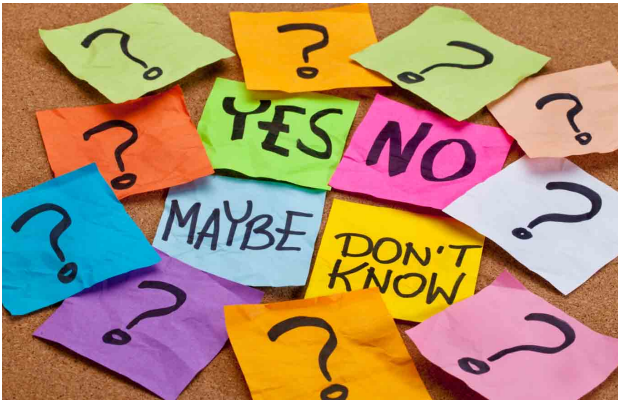
- ▶ Jace is a software manager for Synergy Consulting, a company that specializes in information technology services and consulting. His primary responsibility at the company is integrating new programs and applications into Synergy's processes to increase efficiency companywide.
- ▶ Synergy is always looking for new ways to innovate, and recent advances in generative artificial intelligence have motivated them to incorporate this technology into their processes. The company decides to modernize and streamline their customer service operations with an advanced chatbot called ANNETTE (Artificial Neural Network for Telecommunications Engagement). ANNETTE possesses highly sophisticated comprehension and language skills, allowing it to have complex conversations with customers.
- ▶ Jace is responsible for overseeing ANNETTE's interactions with Synergy's clients and adjusting the chatbot's behavioral procedures accordingly. This includes catching any errant responses, providing any missing data or information when needed, and monitoring and modifying ANNETTE's interpersonal conduct when communicating with customers.
- ▶ As the chatbot begins its role as a customer service representative, things appear to be going well. In fact, customers have loved their interactions with ANNETTE. In an effort to make ANNETTE as "human" as possible, the chatbot is programmed to make informal conversation, talk in a casual tone of voice, and even display emotions. This programming has allowed ANNETTE and customers to form personal connections, leading to improved customer relations overall at Synergy Consulting.
- ▶ However, Jace recognizes potential ethical issues with designing a charismatic chatbot. He worries that customers forming a close connection to ANNETTE will lead to a false sense of support and trust. After all, no matter how genuine ANNETTE appears, it cannot feel or demonstrate real emotions and is simply responding to prompts based on collected data. If Synergy's clients become trusting of or vulnerable towards ANNETTE, this could lead to them divulging sensitive personal or professional information and being emotionally manipulated.

Scenario continued

- ▶ Jace raises his concerns to his department manager. He recommends modifying ANNETTE's behavior to be much more impersonal and rigid with customers, so as to decrease the risk of customers being manipulated or deceived. However, Jace's manager doesn't seem to share his concerns. They remind Jace that ANNETTE's personable nature is what makes it such an effective customer service representative and dialing that element back would defeat the purpose of incorporating chatbots into their business processes. Besides, they argue, even human customer service representatives run the risk of developing unhealthy personal connections with customers. Jace's manager urges him to keep ANNETTE's engaging personality, and even floats the idea of expanding ANNETTE's responsibilities to other roles and departments.
- ▶ Next week, Jace is slated to meet with the top executives at Synergy Consulting and provide recommendations for the future of AI use at the company.

Question One

- ▶ What should Jace suggest to his company's leadership? Should he recommend reprogramming ANNETTE to be more formal and transactional? Or should he recommend continuing with ANNETTE's design as-is, knowing this may lead to ANNETTE—or other chatbots—receiving an expanded role at the company?



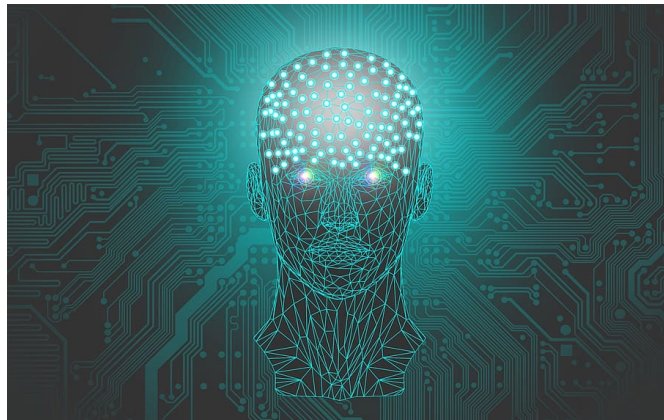
Question Two

- ▶ Should businesses be expected to disclose when customers interact with chatbots as opposed to real humans? Why or why not? Explain.



Question Three

- ▶ For this question, you can answer question A **or** question B - your choice!
- ▶ A. To what extent should businesses be held accountable for the actions of artificial intelligence programs they use? Explain.
- ▶ B. Describe one of your experiences with AI. Was it positive or negative? Provide details.



What else?

- ▶ Submit your assignment using the drop box for this unit.
- ▶ Remember to answer all questions by writing complete, detailed sentences that are free of spelling errors.
- ▶ Remember to add a supporting image(s) to each slide.
- ▶ Get this completed promptly - it's only three questions!
- ▶ Questions, concerns - call, text or write me! 530-428-5032

