



Module 3

Workshop 1: Exploring Data Ethics in Sentiment Analysis



Guess the headline

Imagine a company gets caught misusing social media data. What's the headline?

Share your best guess in the chat!





Module 3

Workshop 1: Exploring Data Ethics in Sentiment Analysis



Agenda

- **Review:** Recap key concepts.
- **Case study:** Ethical dilemmas in AI-powered sentiment analysis.
- **Closing:** Wrap up and reflection.



Learning objectives

- Understand the ethical considerations in using social media data for sentiment analysis.
- Identify potential risks and regulatory concerns related to data collection and usage.
- Discuss best practices for handling user-generated content ethically.
- Apply critical thinking to real-world scenarios involving data privacy and consent.



Async review: Unit 1

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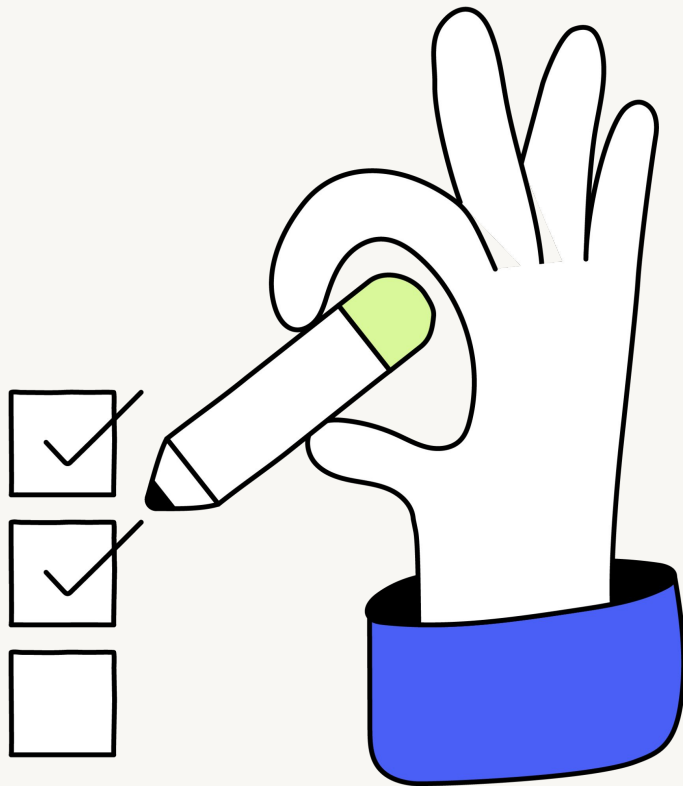


Navigate to the **"Async review"** page



Review the summaries of Unit 1, then
complete the following Poll:

Navigating AI and ML ethics





Poll debrief

- In AI projects, there is often a tension between maximizing innovation and ensuring ethical data practices.

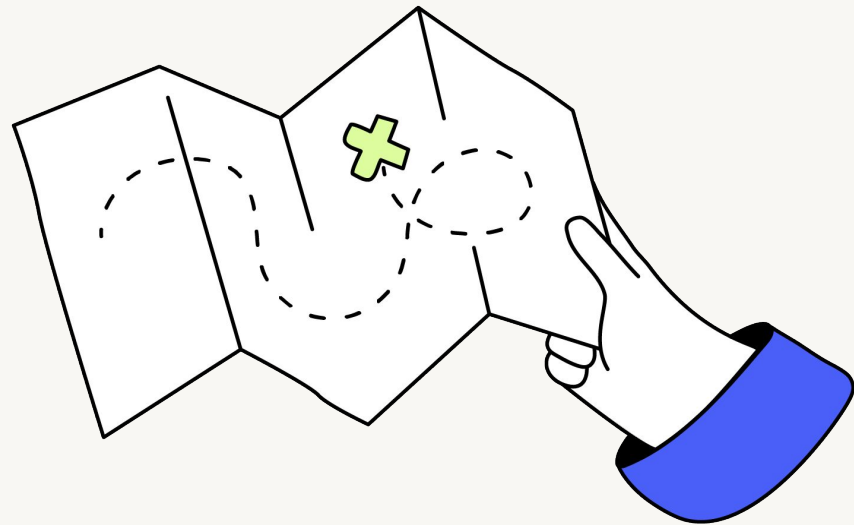


Based on the poll questions, where do you think the biggest ethical trade-offs occur in AI development?



Why ethical frameworks matter in AI and ML?

- AI and ML systems must balance innovation with ethical responsibility to avoid harm and ensure trust.
- Ethical frameworks help guide data collection, model deployment, and decision-making to prevent bias, privacy violations, and unfair outcomes.

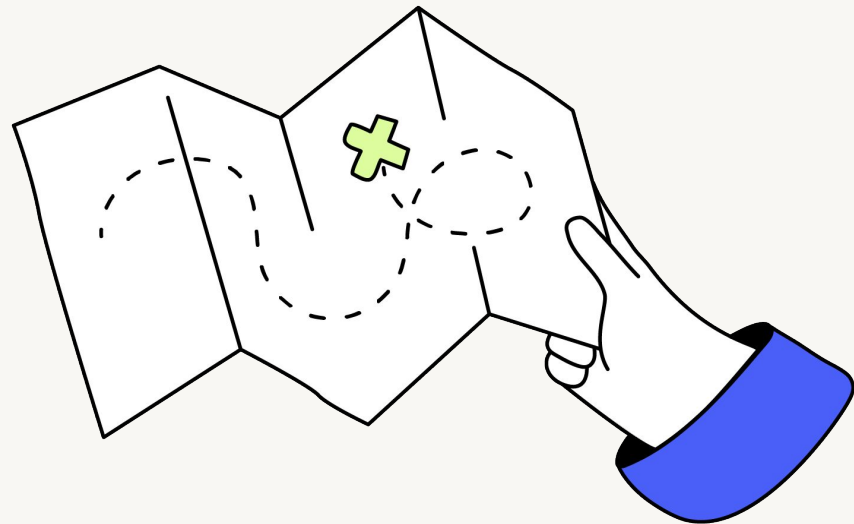




UK Data Ethics Framework

Guidelines for ethical AI use in the public sector to promote:

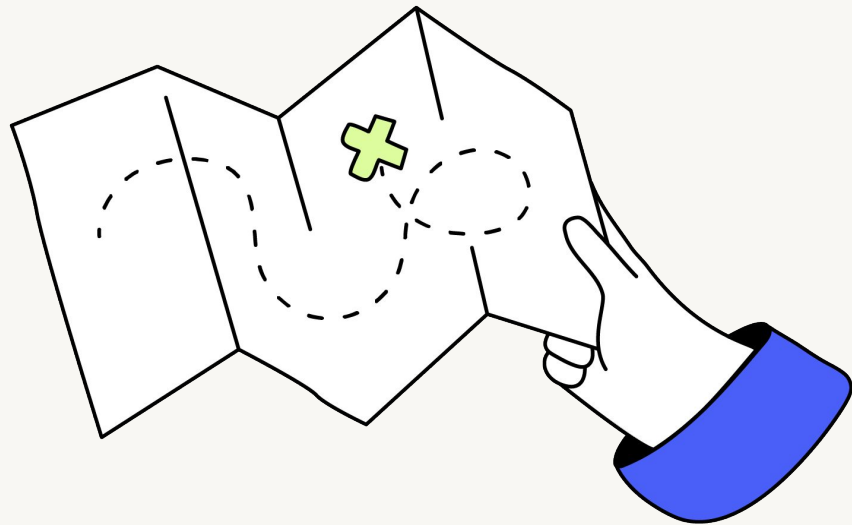
- **Transparency:** Clearly communicate AI decisions.
- **Accountability:** Define responsibility for AI-driven decisions.
- **Fairness:** Reduce bias and ensure equitable AI applications.



UK's Ethics, Transparency & Accountability Framework

A framework ensuring explainability and fairness in AI-driven automated decision-making, with a focus on:

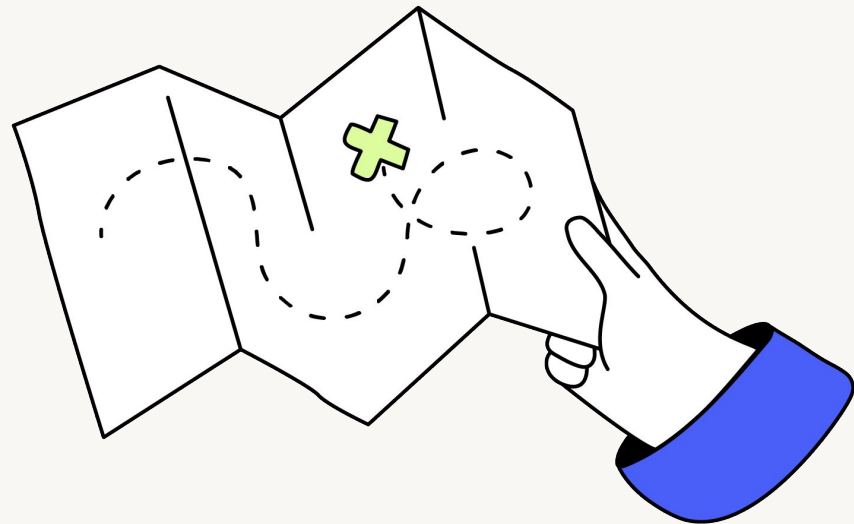
- **Explainability:** Make AI decisions interpretable.
- **Impact assessment:** Analyze AI's social, legal, and ethical implications.
- **Bias mitigation:** Identify and reduce algorithmic discrimination.



EU AI Act

A legal framework categorizing AI systems into risk levels, focusing on:

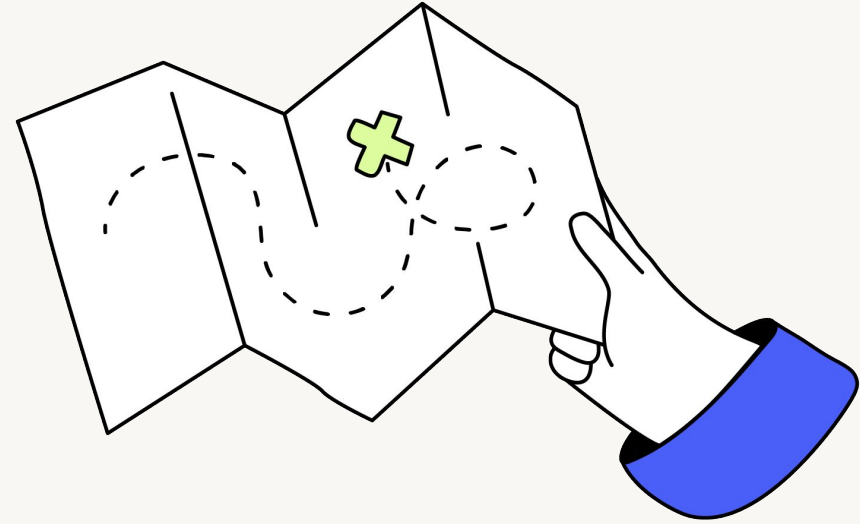
- **Risk categorization:** Determines AI governance based on application type.
- **Compliance requirements:** Strictest regulations for high-risk AI (e.g., hiring, healthcare).
- **Transparency and fairness:** Mandates auditability and user awareness.



IEEE AI Ethics & Governance Standards

A global AI ethics standard ensuring AI is:

- **Trustworthy:** Protects sensitive data.
- **Fair:** Prevents discrimination in AI decisions.
- **Human-centered:** Ensures AI benefits society.



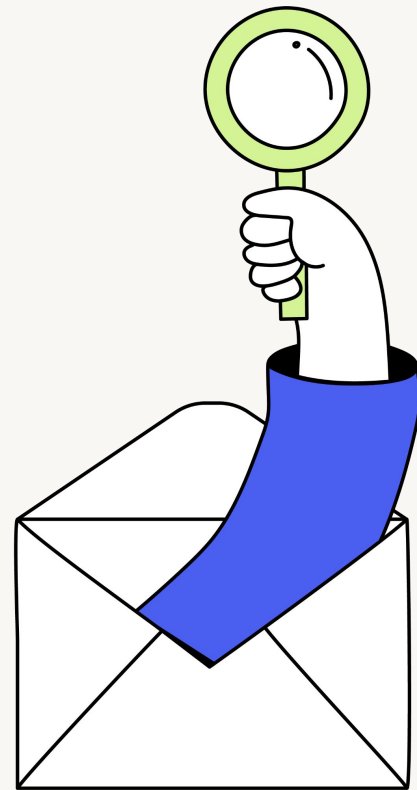


Case study: Ethical dilemmas in AI-powered sentiment analysis



Introduction to data ethics in sentiment analysis

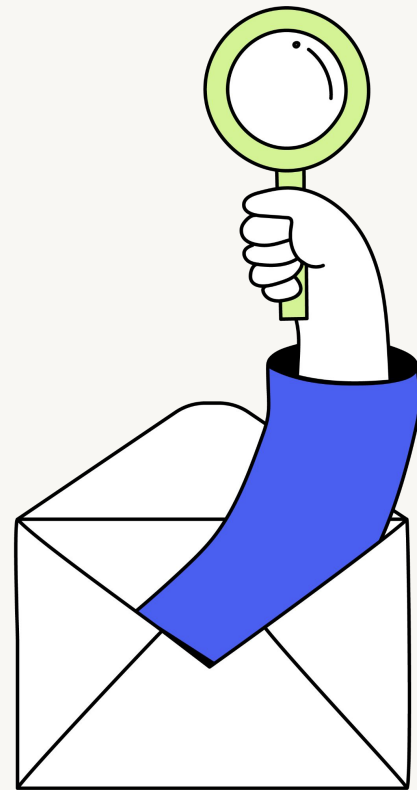
- **Data ethics** ensures AI and ML collect, use, and interpret data responsibly while protecting user rights.
- **Sentiment analysis** helps businesses track public opinion, detect trends, and improve decision-making.
- **Key concerns include** privacy, consent, and data misuse, especially when companies scrape social media or buy user data.





Case study: Context

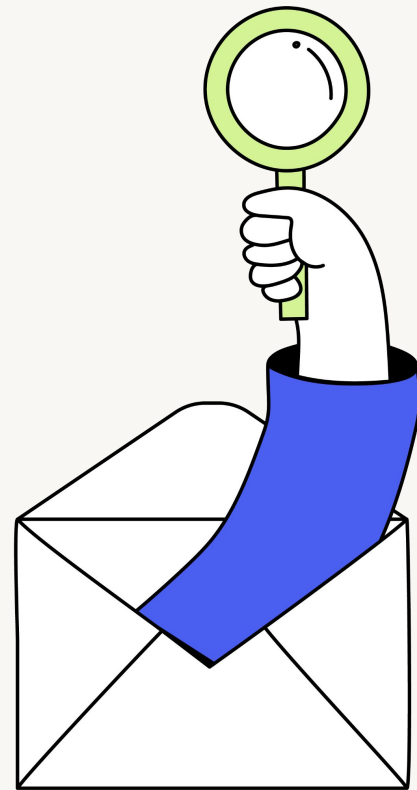
- **Company:** StyleSync, a global fashion retailer that leverages AI to track fashion trends and customer preferences.
- **Product initiative:** StyleSync recently launched a new sustainable clothing line and wants to measure public reactions to its eco-friendly initiative.
- **Strategy:** The company turns to AI-powered sentiment analysis to track customer sentiment across social media and assess whether their sustainability efforts are resonating with the market.





Group discussion instructions

- Engage in a structured discussion and apply ethical principles to a real-world scenario.
- Work in breakout rooms in small groups.
- Discuss and analyze the ethical and privacy issues raised in the StyleSync case study and propose solutions.
- Find all instructions and resources on Ariel.



Access the skills application

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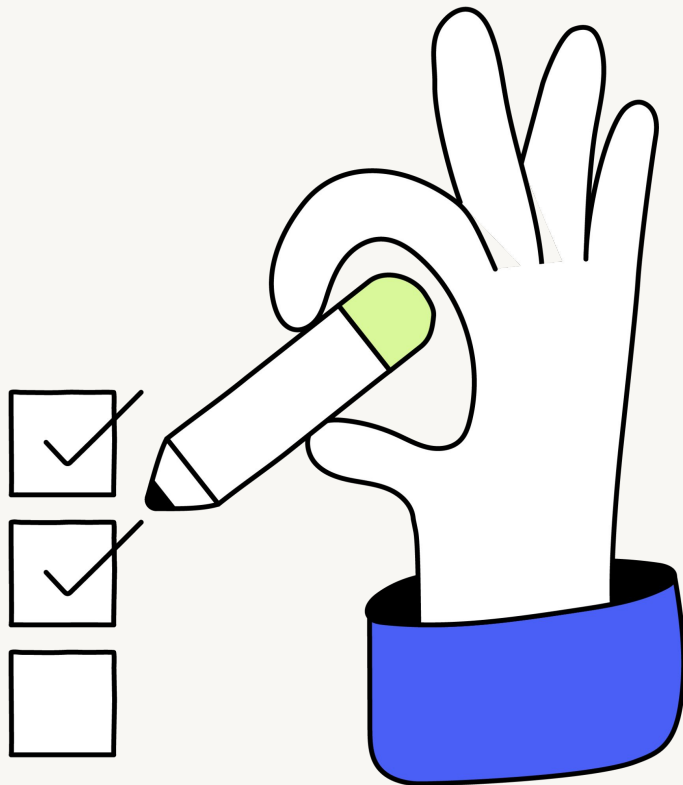
Navigate to the **"Case study group discussion"** page



Start working on the activity tasks



Be prepared to share in 20 minutes
when we come back together





Group discussion debrief



Group discussion debrief

1

What is **one major ethical insight** your group discovered in the case study?

2

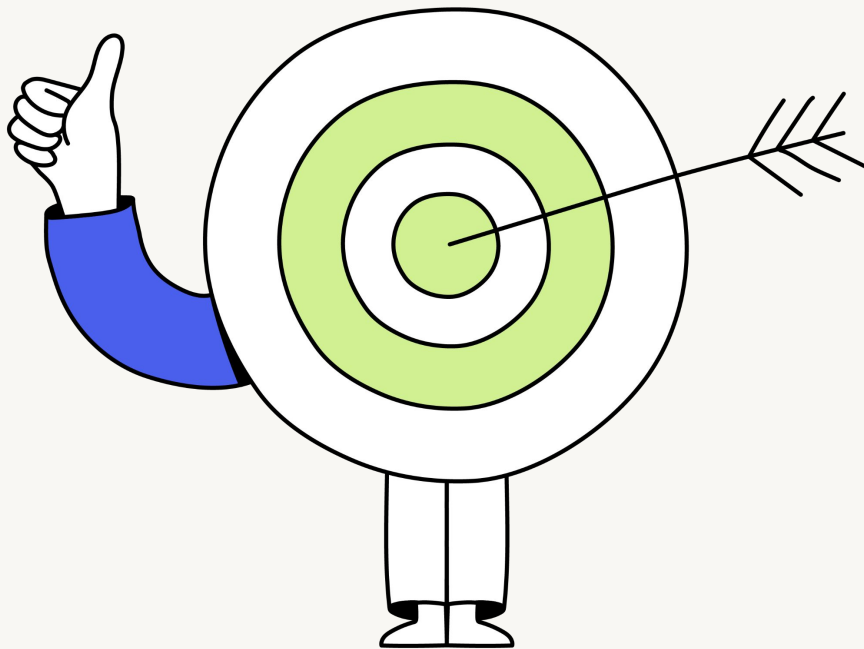
What is **one action step** you would recommend to StyleSync to ensure responsible AI governance?





Key takeaways

- 1 Transparency & accountability matter.
- 2 Privacy & consent are essential.
- 3 AI bias skews results.
- 4 Regulations set the standard.
- 5 Ethical frameworks provide solutions





Applying **key** **takeaways** to your organization



Applying key takeaways

- 1 How does your organization address AI ethics and where might ethics risks exist?
- 2 What steps can your organization take to improve AI transparency and fairness?



Share your plan to apply new skills

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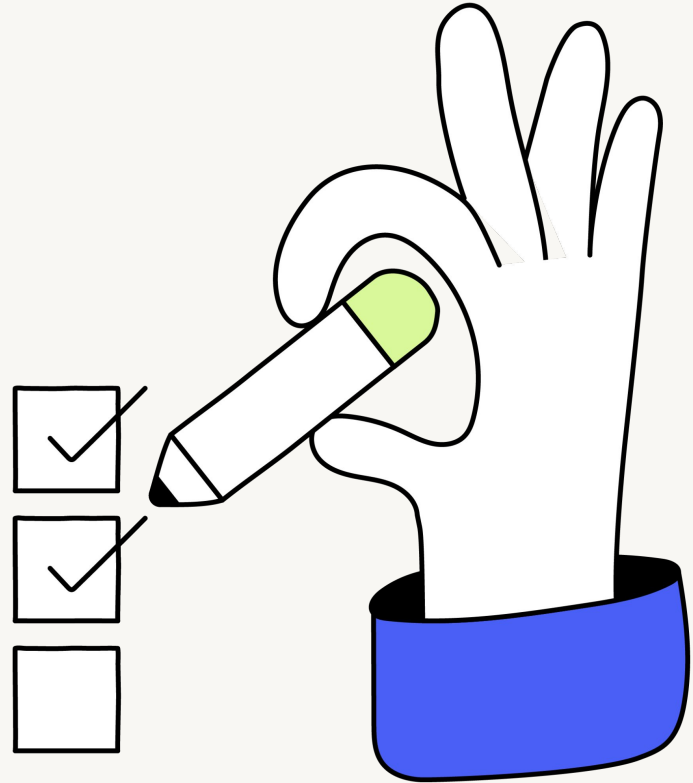
Navigate to the discussion activity
page **"Apply new skills to your role"**



Take 5 minutes to share how you will
apply this skill in your role



Take time this week to read what
others have written and get new ideas!





Closing out

- **Next workshop:** Ethical and Sustainable Practices in Cloud Platforms
- **Have questions?**
 - Chat with Atlas
 - Reach out to your Cohort Coach
 - Sign up for Tutoring
- **Log your OTJ hours**
- **Take the Workshop Survey** on My Multiverse

multiverse