

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

Second Semester - 2022-2023

Professional Ethics

HSS F343 (Close Book)

Comprehensive Examination

Room No. 1225/1226/1227

Date: 12.5.2023

Max Marks 40

Duration: 3 Hours

- Attempt All Four Questions.

- All Questions Carry Equal Marks.

1. Define ethics. State and discuss in brief the answers to the following questions keeping in view Aristotle's Virtue Ethics: What does it mean to be a good human being? What the function of a human being is supposed to be? How are human beings supposed to use their rationality? What could be the role of Virtue Ethics in the practice of professions?

2. Define Marketing Ethics and Advertising Ethics. State and discuss the three issues of Advertising Ethics: Deceptive Advertising, Irrational Persuasion, and the Impact of Advertising. You may use examples to elaborate your answer.

3. "The general rule in engineering is that general knowledge and tricks of the trade go with the engineer while trade secrets stay with the employer." Discuss the quote in light of your understanding of "Professional Information in Engineering."

4. **Privacy, Technology, and School Shootings: An Ethics Case Study**

In the wake of recent school shootings that terrified campus communities and the broader public, some schools and universities are implementing technical measures to reduce such incidents. Companies are pitching various services for educational settings, including facial recognition technology and social media monitoring tools that use sentiment analysis to identify (and forward to school administrators) student posts on social media that might portend violent actions.

A New York Times article notes, "More than 100 public school districts and universities ... have hired social media monitoring companies over the past five years." According to the article, the costs for such services range from a few thousand dollars to tens of thousands per year, and the programs are sometimes implemented by school districts without prior notification to students, parents, or school boards.

The social media posts that are monitored and analyzed are public. The monitoring tools use algorithms to analyze the posts.

A Wired magazine article titled "Schools Are Mining Students' Social Media Posts for Signs of Trouble" cites Amanda Lenhart, a scholar who notes that research has shown "that it's difficult for adults peering into those online communities from the outside to interpret the meaning of content there easily." She adds that in the case of the new tools being offered to schools and universities, the problem "could be aggravated by an algorithm that can't possibly understand the context of what it was seeing."

Others have also expressed concerns about the effectiveness of the monitoring programs and the impact they might have on the relationship between students and administrators. Educational organizations, however, are under pressure to show their communities that they are doing all they can to keep their students safe.

Should universities not just notify students but also ask them for their input before implementing monitoring of student social media accounts? Why or why not?

You may answer the questions regarding the case in light of your understanding of the topic “Privacy, Security, and Moral Wrong Doing” in the theme of Computer Ethics and any one theoretical framework of ethics. If you want to include any detail from any other topic or theme, you may have one, but that would be treated as optional and additional to the suggested topic and theme.