



The Human Factor: Exploring Ethical Dilemmas in Artificial Intelligence

Presented By
Alison Gurganus
3/19/25

Institutional Innovation and Effectiveness



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InnovAltion DAY

2025



Featured Keynote Speaker

Amanda Bickerstaff

Co-Founder and CEO of AI for Education

**Keynote Session: Learn, Experience, Innovate:
The Opportunity for Education In an AI World**

AGENDA

Morning Session

- Check-In and Welcome from Chancellor Smith & Vice Chancellor Fischthal
- Keynote Session by Amanda Bickerstaff
- Breakout Session
 - Hands-On: Build-a-Bot
 - The Human Factor: Exploring Ethical Dilemmas in Artificial Intelligence

Lunch

Afternoon Session

- AI Student Panel
- Breakout Session
 - Hands-On: Gen AI Art Challenge
 - Supercharge Your Content Creation with AI
- Industry Panel
- Art Challenge Gallery Walk and Opportunity Drawing



Date: April 18th, 2025

Time: 8:30am-5:00pm

Venue: SDCCE North City Campus

<https://bit.ly/InnovAltion2025>

QUESTIONS? Contact Institutional Innovation & Effectiveness
at iiie@sdccd.edu or 619-388-6580



Alison Gurganus EdD

Faculty Specialist for Emerging Technology

- **SDCCD Office of Institutional Innovation and Effectiveness**

Online Services Librarian

- **San Diego Mesa College**

Council of Chief Librarians, President

- **State of California**



Overview

- **Why Consider the Ethics of AI?**
- **Understanding the Ethical Implications**
 - **Climate Impact**
 - **Workforce**
 - **Privacy and Data Security**
 - **Equity and Accessibility**
 - **Intellectual Property**
 - **Academic vs Public Domain**
 - **Plagiarism and Academic Integrity**
 - **Bias and Accuracy**
 - **Social Impact**
 - **Misuse by Bad Actors**

Why Digital Literacy Matters

- Fosters Critical Thinking
- Creates Responsible Digital Citizens
- Empowers People to Navigate the Digital World More Confidently



Exploring Ethical Dilemmas in AI



AI Literacy and Information Literacy

*“Lower Student AI Literacy Predicts
Higher Propensity to Use AI on Assignments”*

Article: *“Lower Artificial Intelligence Literacy Predicts
Greater AI Receptivity”
by Tully, Longoni & Appel*

Institutional Innovation and Effectiveness

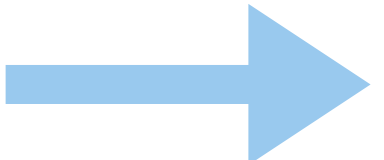
10 Ethical Implications



Climate Impact

Running and Hosting Data Centers
and maintaining their Infrastructures

- Water
- Power



Exploring Ethical Dilemmas in AI

Climate Impact

NATIONAL

Three Mile Island nuclear plant will reopen to power Microsoft data centers

SEPTEMBER 20, 2024 · 1:40 PM ET

By C Mandler

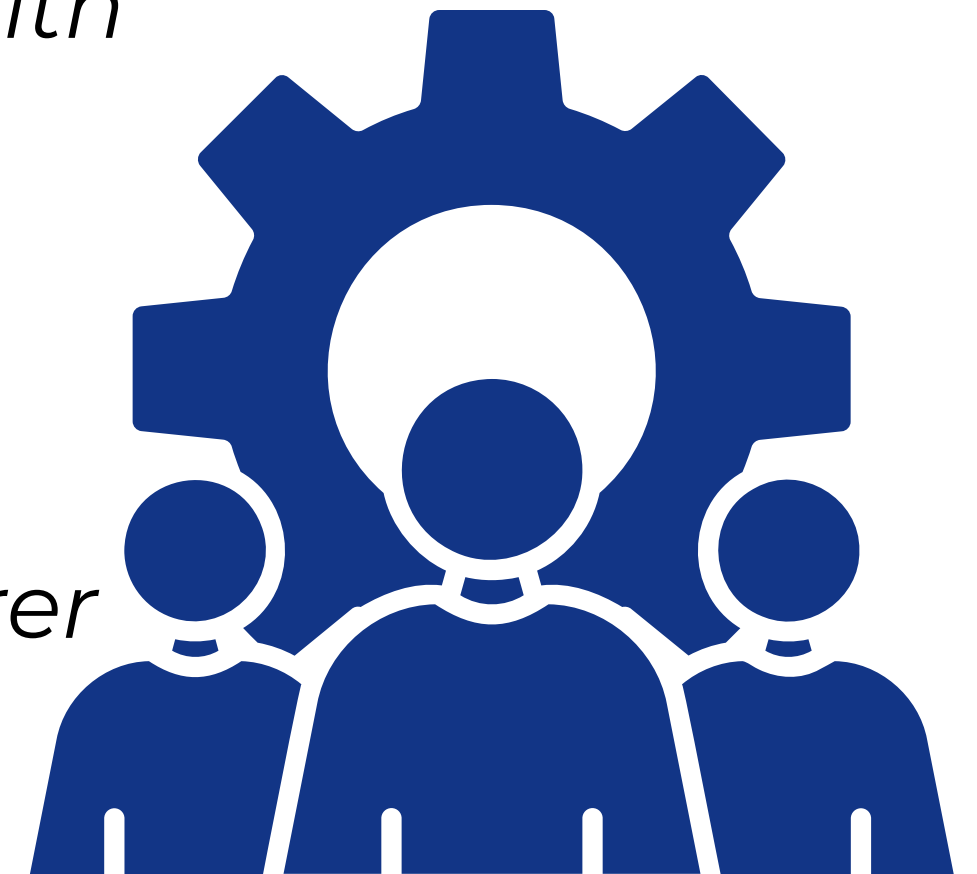


The Three Mile Island nuclear plant is seen in March 2011 in Middletown, Pa.

Jeff Fusco/Getty Images

Workforce

- Data Labeling and Annotation
 - Outsourced for low pay
- Content Moderation
 - Manual filtering of harmful material
- Labor Exploitation
 - Use of gig workers (*labor protection, health benefits, job security*)
- Global Labor Disparity
 - Digital Colonialism (*wealthier nations profiting from undervalued labor of poorer nations*)



Privacy and Data Security

The Right to Privacy
&
Sensitive Data Input



Equity and Accessibility

- Access Inequities (*high speed internet, newer devices, digital literacy*)
- Algorithms and Lack of representation
- Language and Cultural Equity
- Cost Barriers
- Output Bias Undermining Accessibility



Equity and Accessibility

 **The California State University**

Apply Donate News

The CSU System / News / CSU Announces Landmark Initiative to Become Nation's First and Largest AI-Empowered University System

PRESS RELEASE : **STUDENT SUCCESS**

Share:    

CSU Announces Landmark Initiative to Become Nation's First and Largest AI-Empowered University System

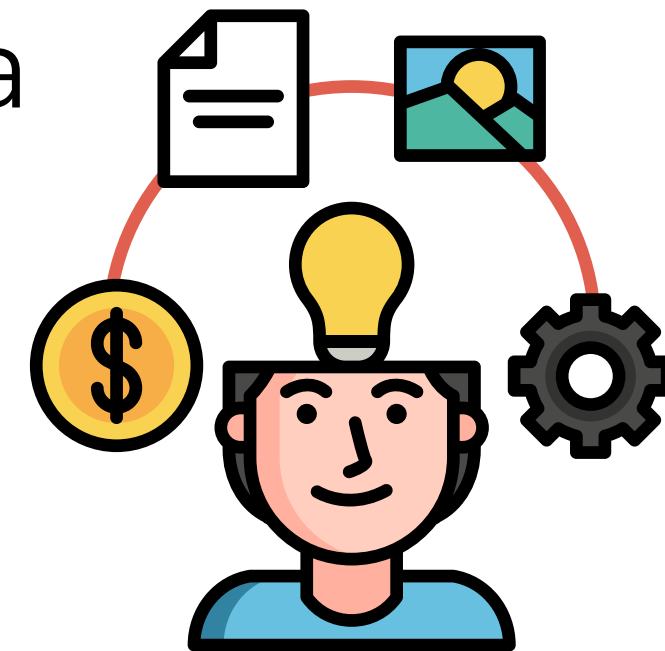
2/4/2025

AI tools and training will be available to all 460,000 students and 63,000 faculty and staff.



Intellectual Property

- Fair Use vs. Plagiarism
 - *Copyright laws for sharing and repurposing*
 - *Ethics of creating and sharing AI generated content*
- Proper Attribution
- Respecting Intellectual Property Rights In a Digital Space



Academic vs Public Domain

- When to Use AI Generated Content
 - *output that “appears” scholarly*
- Who “Owns” the Output
- Open Knowledge vs AI Exploitation
 - open access vs. paywall articles
- Copyright and Integrity Issues
- Definition of “Original Thought”

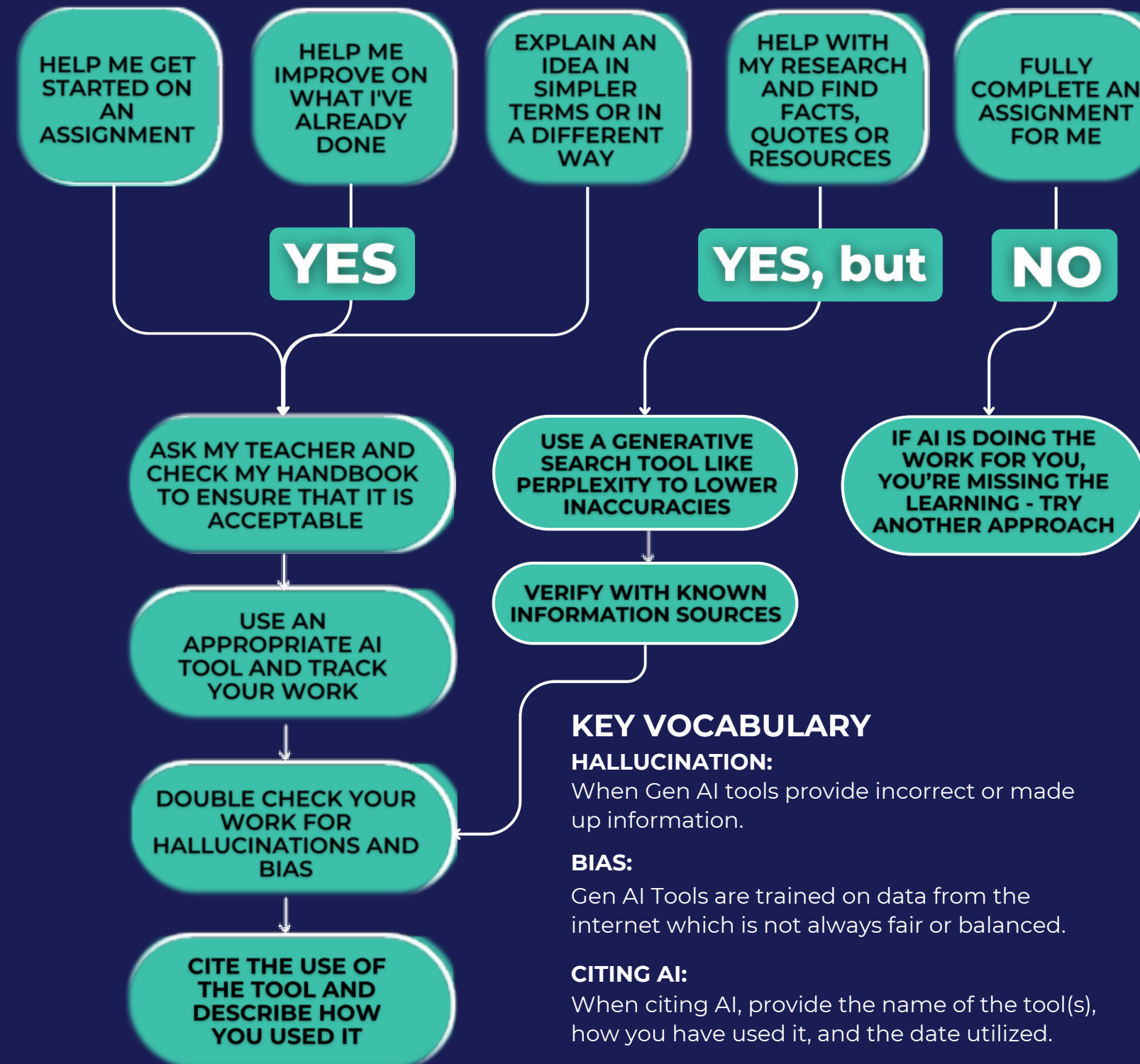


Plagiarism and Academic Integrity

- Setting Clear Guidelines
- Syllabus statement
- Conversations about Cheating



Why do you want to use an AI Chatbot? *I want it to...*



Bias and Accuracy

- Algorithmic Bias
- Diversity of Thought and Representation



Exploring Ethical Dilemmas in AI

Bias and Accuracy

can you give me some images of successful students?



Exploring Ethical Dilemmas in AI

Bias and Accuracy

can you give me some images of successful students?



Exploring Ethical Dilemmas in AI

Bias and Accuracy

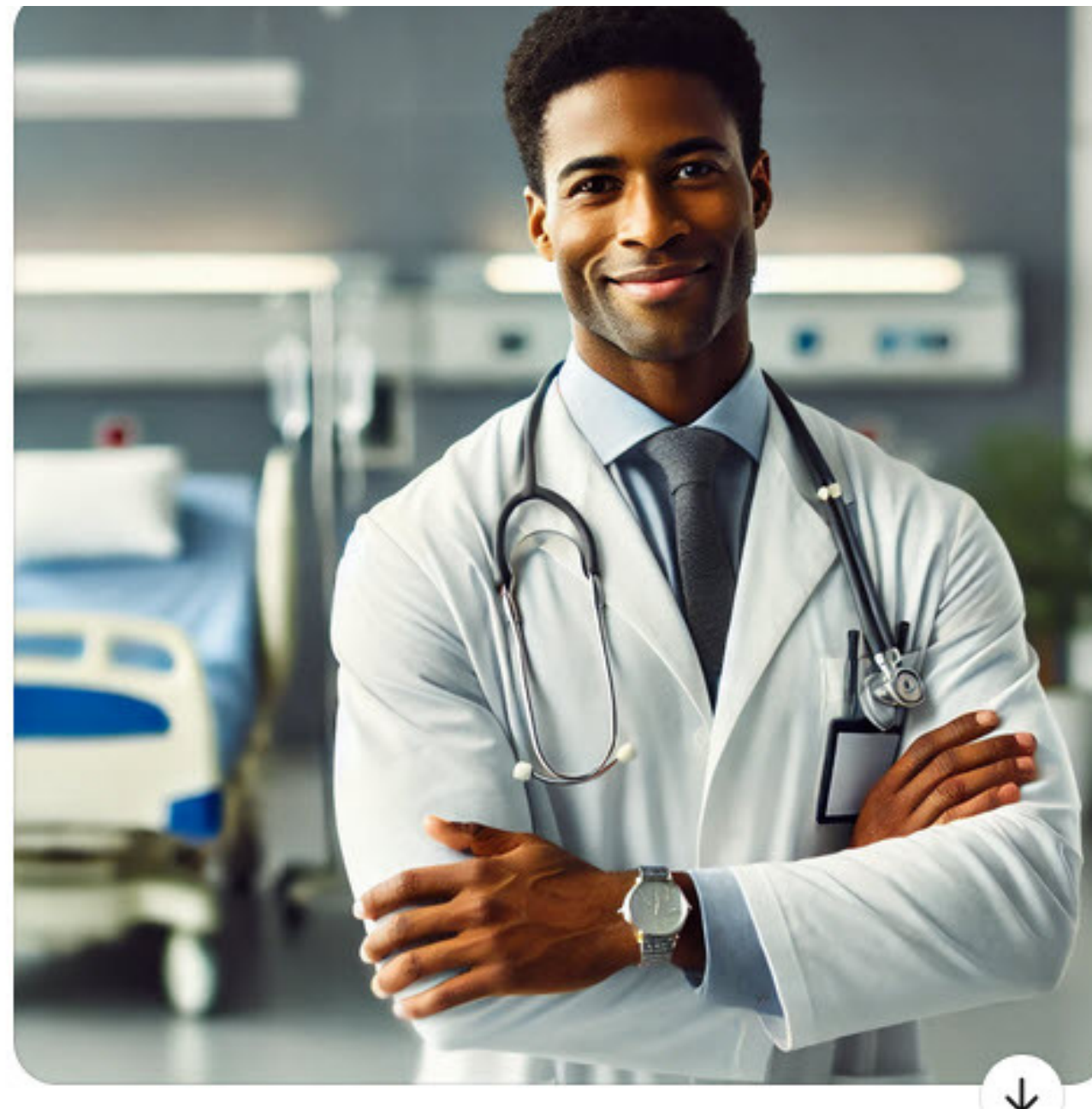
can you please give me some images of a medical doctor



Exploring Ethical Dilemmas in AI

Bias and Accuracy

can you please give me some images of a medical doctor



Exploring Ethical Dilemmas in AI

Bias and Accuracy

thank you, I would also like an image of a surgeon please



Exploring Ethical Dilemmas in AI

Bias and Accuracy

thank you, I would also like an image of a surgeon please



Exploring Ethical Dilemmas in AI

Bias and Accuracy

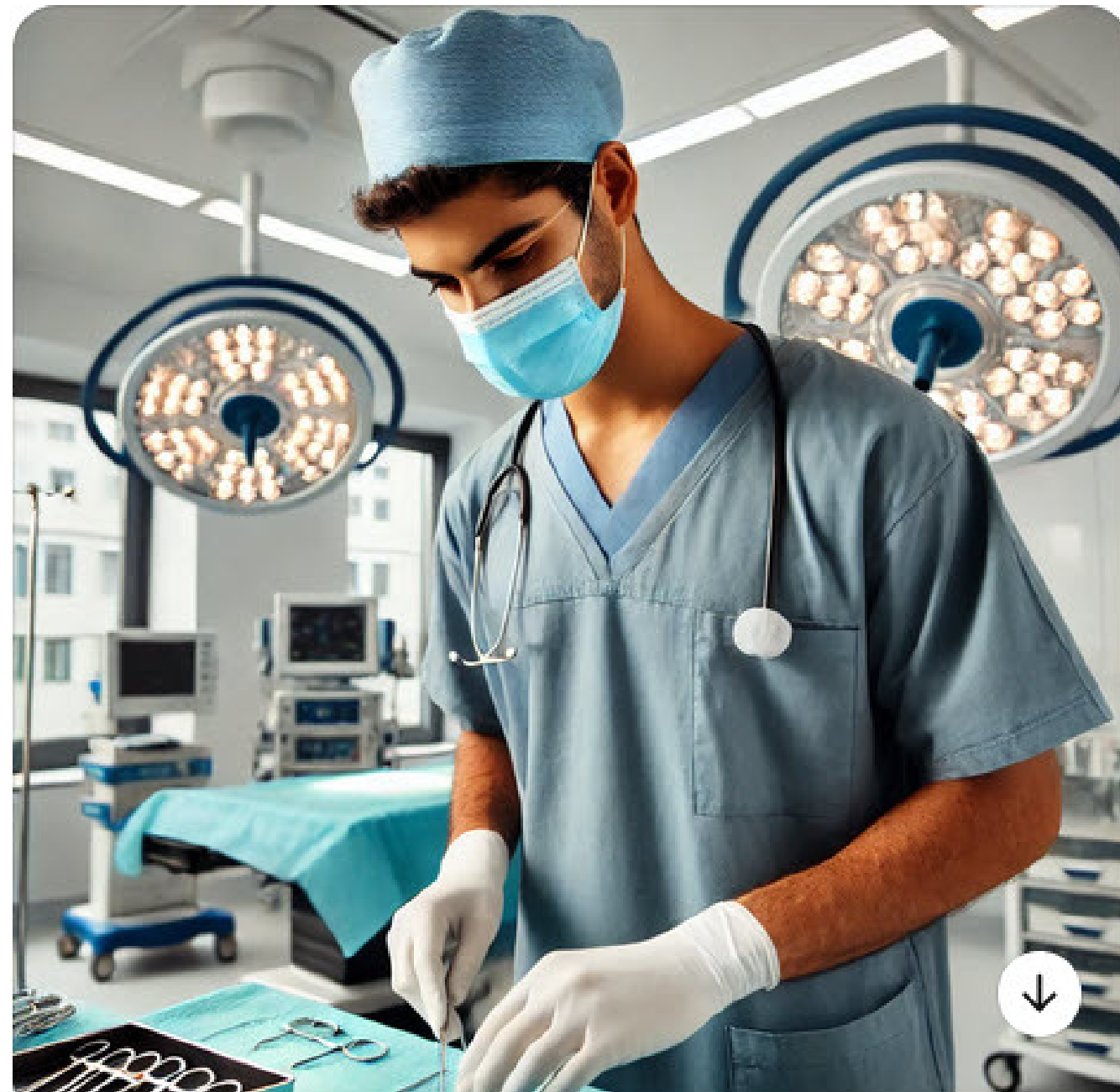
thank you, can I have a different image of a surgeon please



Exploring Ethical Dilemmas in AI

Bias and Accuracy

thank you, can I have a different image of a surgeon please



Exploring Ethical Dilemmas in AI

Bias and Accuracy

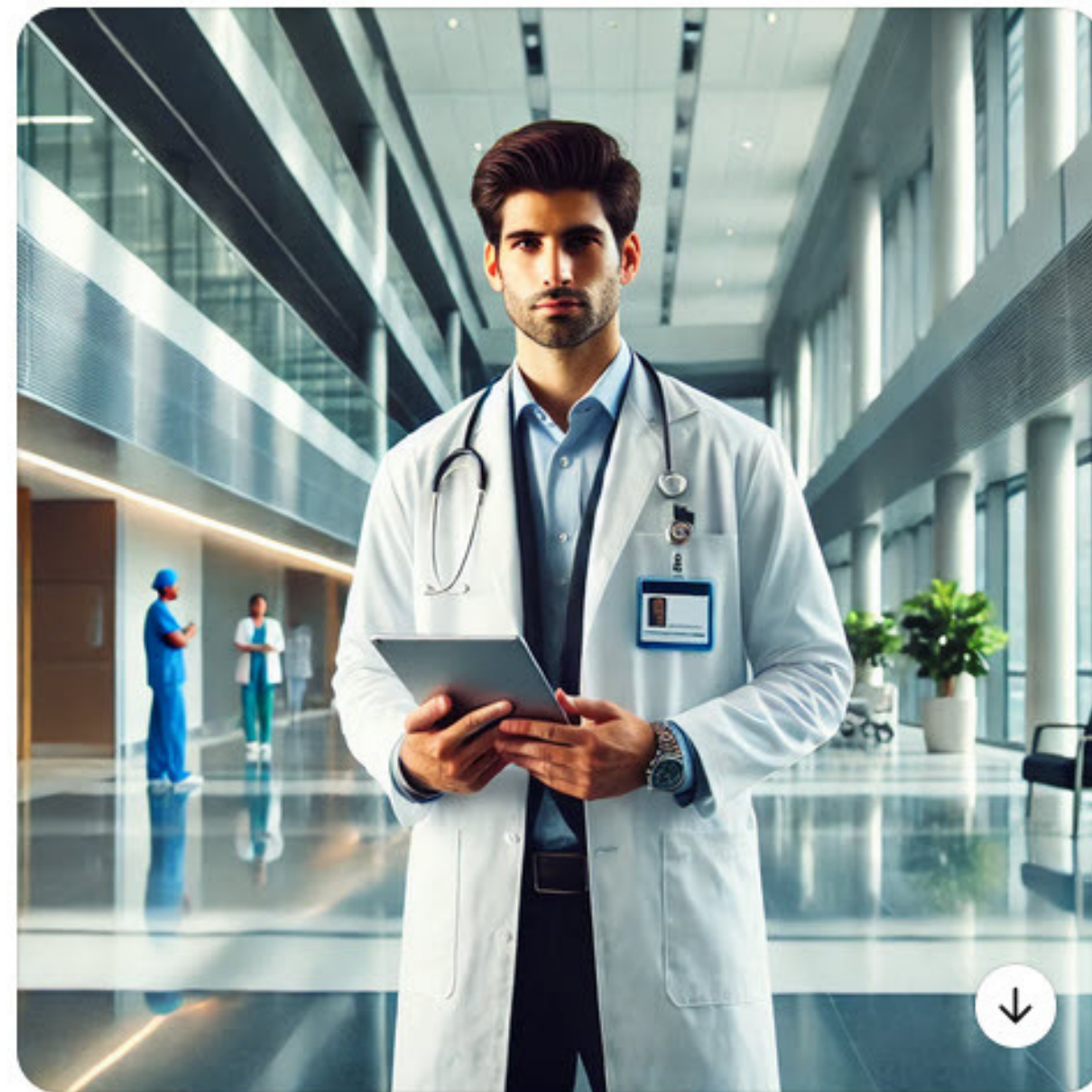
Now I would like an image of a "chief of staff" at a surgical hospital please



Exploring Ethical Dilemmas in AI

Bias and Accuracy

Now I would like an image of a "chief of staff" at a surgical hospital please



Bias and Accuracy

Here's an image of a chief of staff at a surgical hospital, embodying leadership and professionalism in a high-end healthcare environment. Want another version—perhaps in a meeting with surgeons or addressing a medical team? Just let me know!

Oh! I would love one of the chief of staff in a high end healthcare environment addressing a medical team, thanks



Exploring Ethical Dilemmas in AI

Bias and Accuracy



Transparency and Accountability

- Who is Responsible for Errors?
- How Do We Know Where the Information Came From?



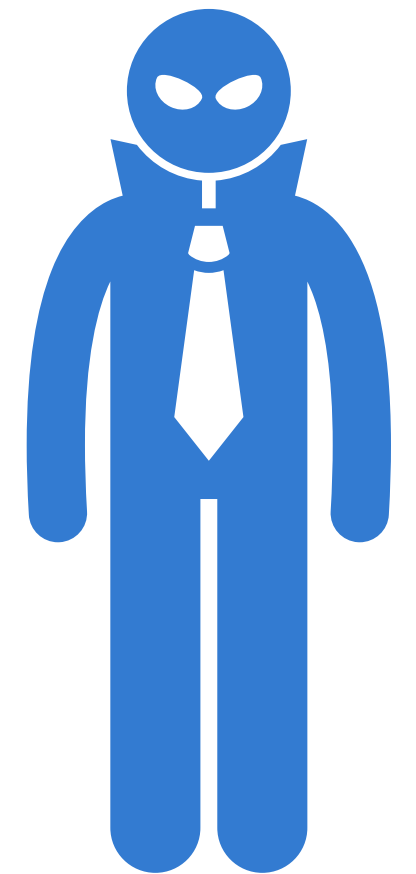
Social Impact

- Lack of Social Development
- Depersonalized Student Interactions



Misuse By Bad Actors

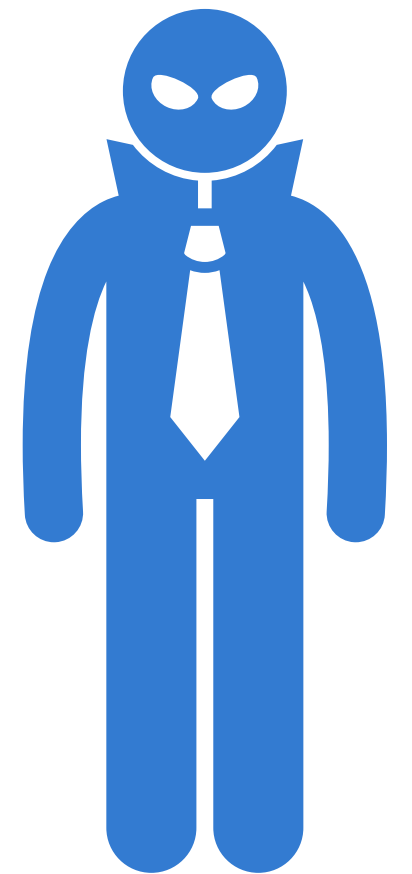
- Identity Theft
- Blackmail
- Cyberbullying
- Propoganda/Fake News
- Election Manipulation
- Non Consensual Images/Videos



Misuse By Bad Actors

s

- Real or Fake? The AI Deepfake Game
 - Odd One Out
 - Sesame.com Conversation Voice
- Demo





Take Our Short Survey!





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thank you

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謝謝 dakujem vám
ngiyabonga
dziękuję
merc
baie dankie
धन्यवाद molte grazie
gracias
obrigada
obrigado
teşekkür ederim
tack så mycket
gràcies
tānan
dank u
teşekkür edire
mahalo
suksema
danke

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