



# The Human Factor: Exploring Ethical Dilemmas in Artificial Intelligence

**Presented By**  
**Alison Gurganus**  
**3/19/25**

Institutional Innovation and Effectiveness



**SAN DIEGO**  
Community College District

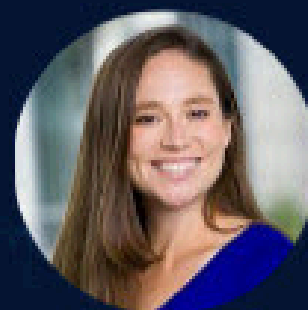


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# InnovAltion DAY

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 [iie@sdccd.edu](mailto:iie@sdccd.edu) or 619-388-6580



# **Alison Gurganus EdD**

## **Faculty Specialist for Emerging Technology**

- **SDCCCD 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





# 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*



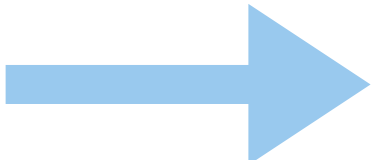
# 10 Ethical Implications



# 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

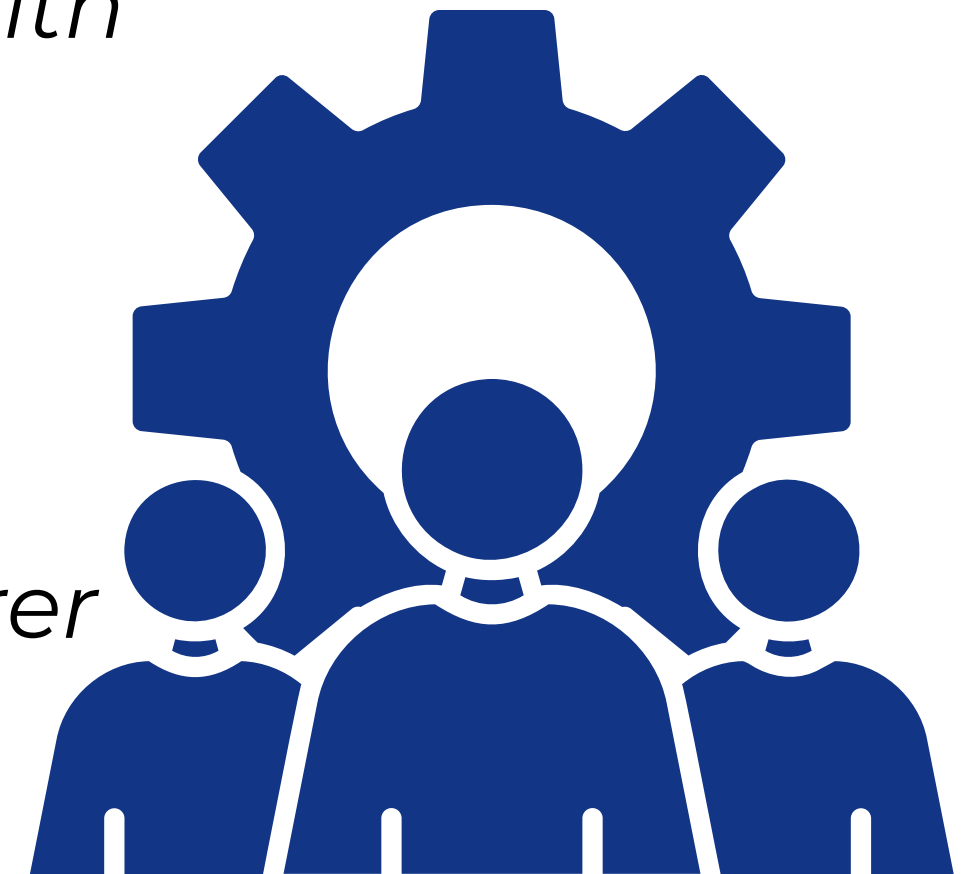


The Three Mile Island nuclear plant is seen in March 2011 in Middletown, Pa.

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

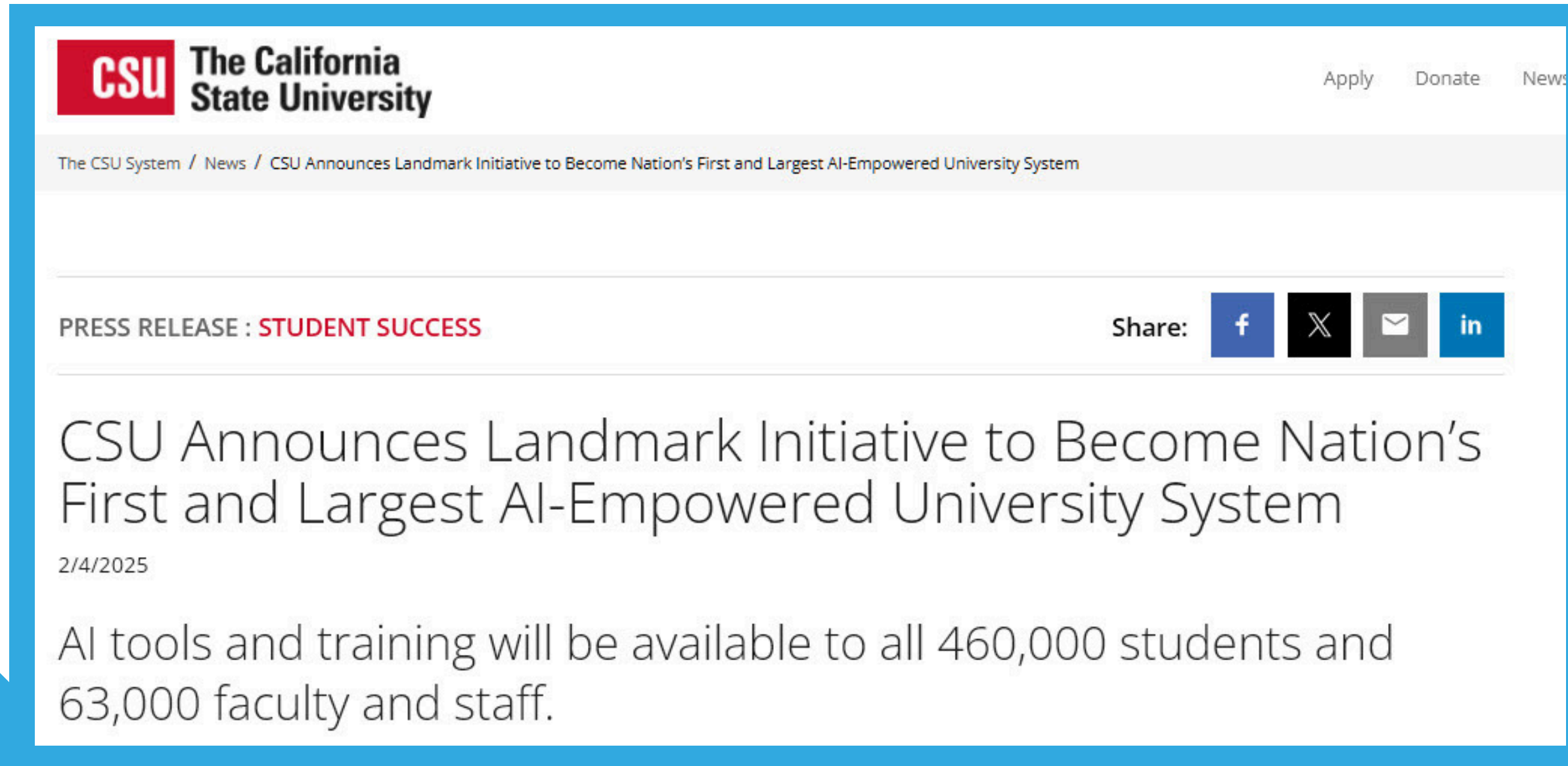


# Equity and Accessibility

- 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



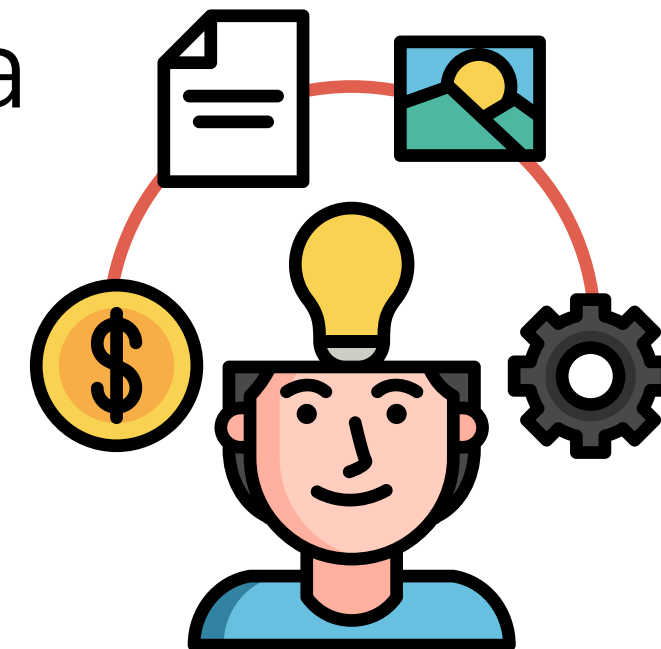
The screenshot shows the top of a news article from The California State University (CSU) website. The header includes the CSU logo and the text 'The California State University'. Navigation links for 'Apply', 'Donate', and 'News' are visible. Below the header, a breadcrumb trail reads 'The CSU System / News / CSU Announces Landmark Initiative to Become Nation's First and Largest AI-Empowered University System'. A 'PRESS RELEASE : STUDENT SUCCESS' tag is present, along with social media sharing icons for Facebook, X, Email, and LinkedIn. The main headline is 'CSU Announces Landmark Initiative to Become Nation's First and Largest AI-Empowered University System', dated '2/4/2025'. The lead text states: '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”

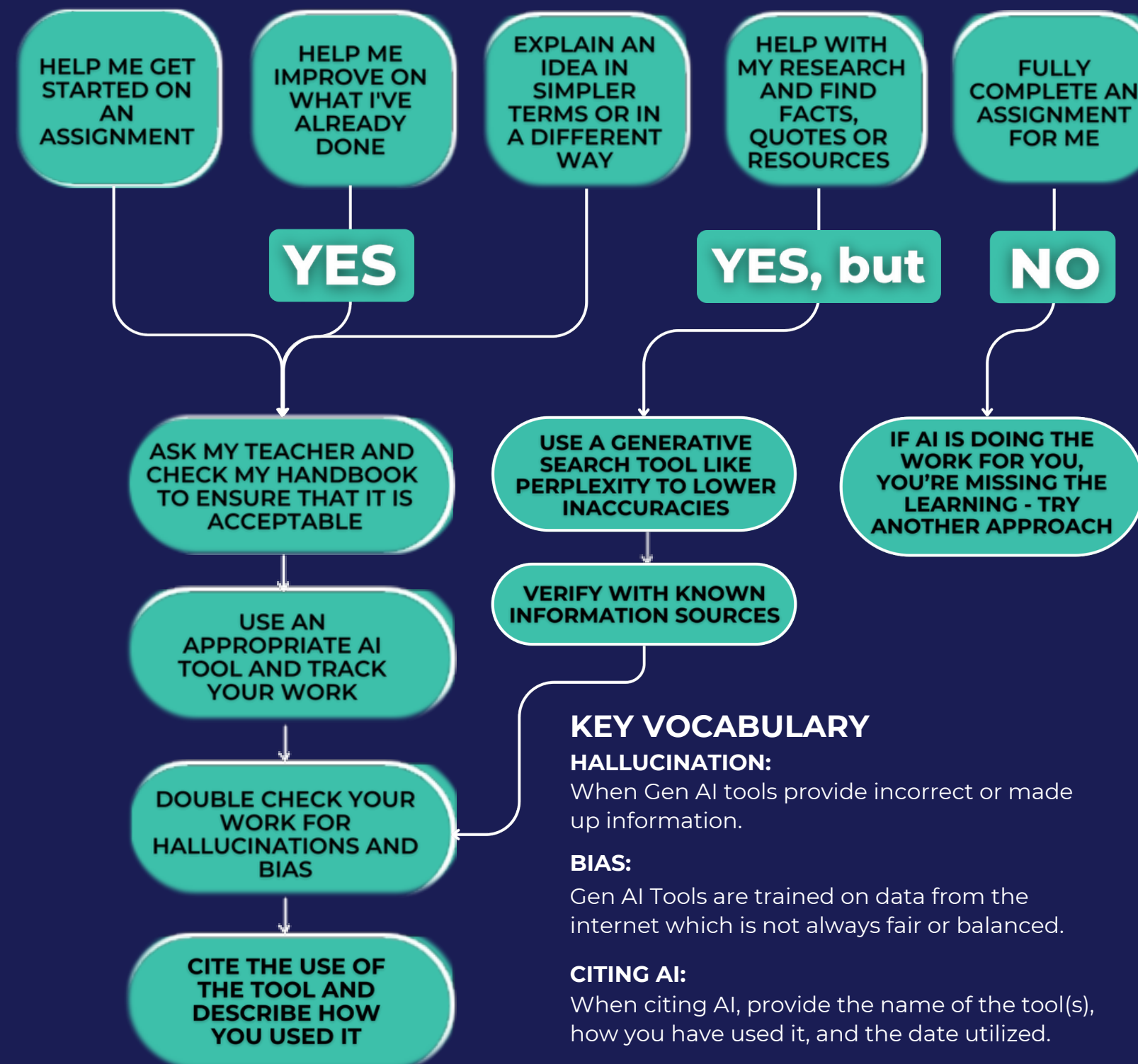


# Plagiarism and Academic Integrity

- 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





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# Bias and Accuracy

can you give me some images of successful students?



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# Bias and Accuracy

can you give me some images of successful students?



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# 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





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# Bias and Accuracy

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





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# Bias and Accuracy

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



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# 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



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# Bias and Accuracy

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

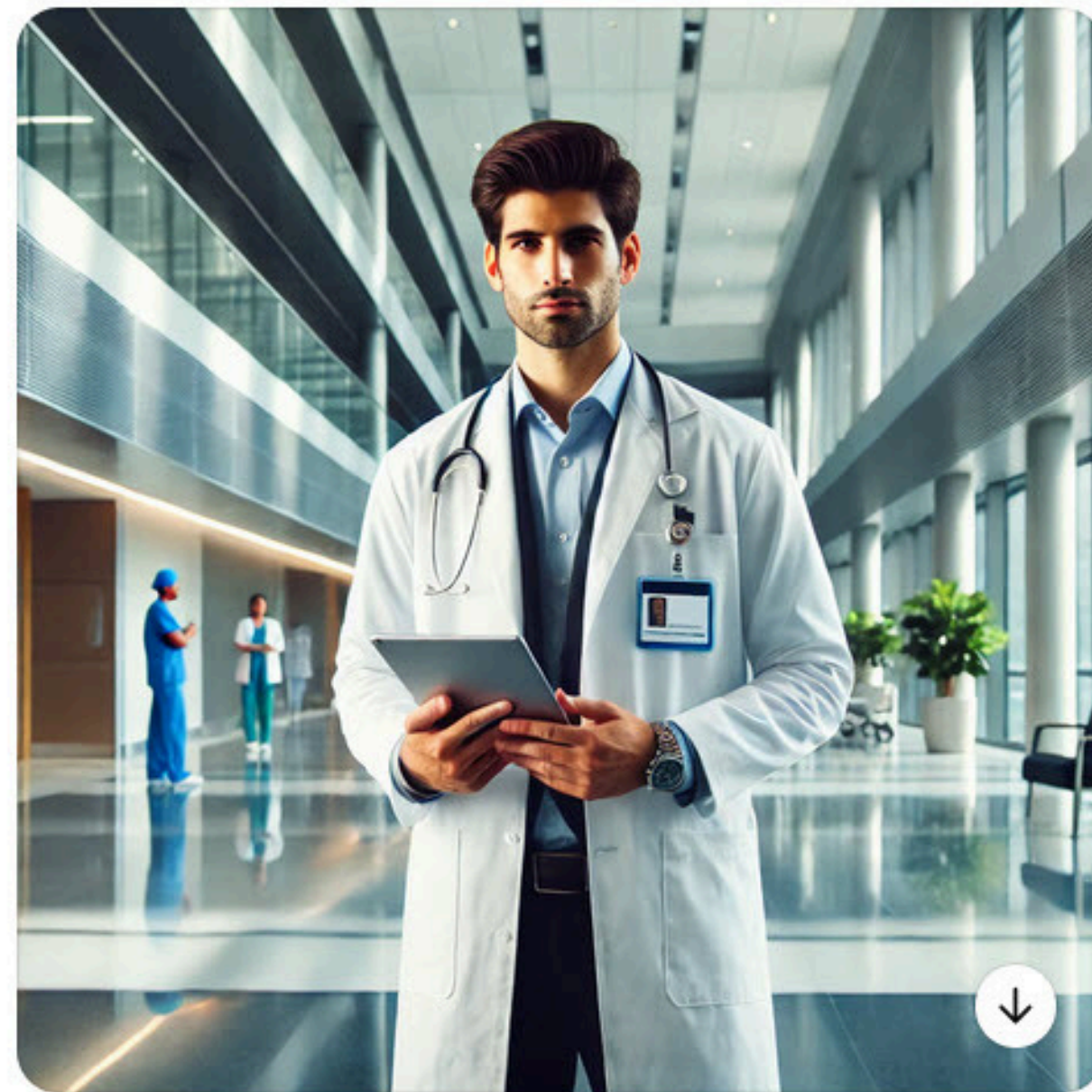




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# Bias and Accuracy

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



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# 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?



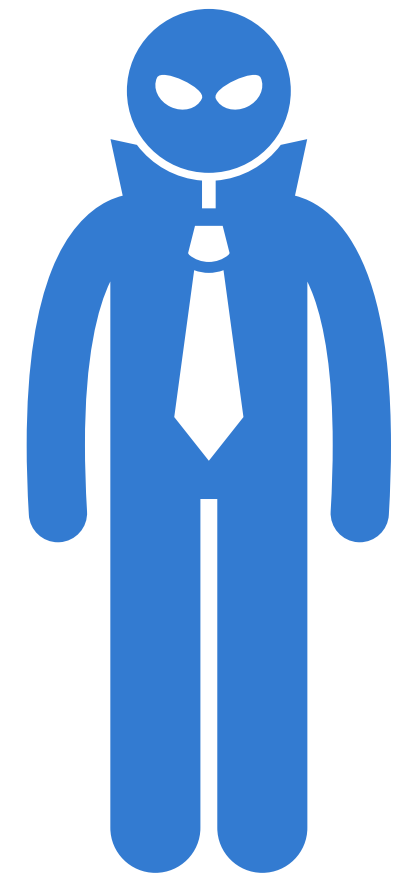
# Social Impact

- Lack of Social Development
- Depersonalized Student Interactions



# Misuse By Bad Actors

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

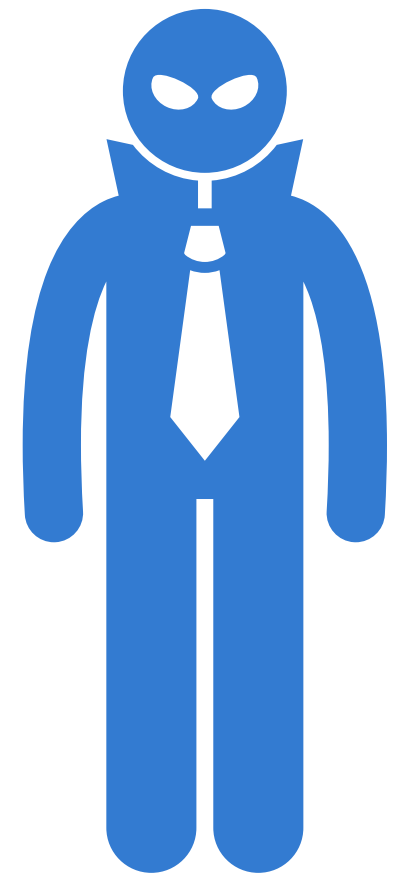




# Misuse By Bad Actors

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  
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tānan  
dank u  
teşekkür edire  
mahalo  
suksema  
danke  
tak

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