AI Ethics:
A Two-Session Series
Session 2:
Ownership, Access, and Wider Impact

Presented By:
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Credit College Flex # 35279
CCE Flex # 40125

SDCCD: Institutional Innovation and Effectiveness



- **Online Services Librarian**
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- ***2025-2026 AI Special Advisor to the CCCCO***
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Today’s Question:

Should we be using an AI tool
and what is the cost?

There are tradeoffs:

There isn’t always a right answer
but there is an informed one

10 Ethical Challenges

- Transparency, Accountability & Ownership
- Misuse & Misinformation by Bad Actors
- Bias & Accuracy
- Human Labor & Exploitation Practices
- Plagiarism & Academic Integrity
- Social & Psychological Impact
- Climate & Environmental Impact
- Equity & Accessibility
- Privacy & Data Security
- Intellectual Property & Copyright

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10 Ethical Challenges

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Social & Psychological Impact

Social &
Psychological Impact



The AI Feedback Loop is real

we trust it because it sounds
like someone who cares

- *It's sycophantic*
- *It predicts the research & references that fall into our likes and dislikes as it collects data on us*
- *It gets anthropomorphized (e.g. companions and therapy)*

Social & Psychological Impact



The good...

- Medical Terminology
  - *explaining so we better understand what is happening and can ask questions*
- Civic Engagement
  - *Example: Feeding in the fed chair speech to understand what is going on in the economy*

Social & Psychological Impact



Influences...

- **Shopping**
  - *Looking for shopping recommendations?*
  - *remember those Super Bowl Commercials?*

Social & Psychological Impact





Social & Psychological Impact



Influences...

- **Body Image**
  - *AI Beauty Filters*
  - *Rise in Plastic Surgery*
  - *Narrow filter of beauty*
    - *the Vogue AI model*
  - *“Looksmaxxing”*
    - *“Rate my looks” app*

Social & Psychological Impact



Does this look like a real woman? AI model in Vogue raises concerns about beauty standards

26 July 2025

share save

Yasmin Rufo
BBC News



This model isn't real, but her beauty standards might still be influential

BBC July 2025

Social & Psychological Impact



Influences...

- **Psychosocial**
  - *Companionship and Loneliness*
    - *subverting the friction of relationships*
  - *Emotional Dependency*
    - *when the chatbot's personality changes*
  - *Teens and Crisis Situations*
    - *self harm*
  - *California Policy*
    - *SB243 effective January 2026, requires co's to disclose that users are talking to AI and to have protocols for responding to users in crisis*

Social & Psychological Impact



Cognitive Offloading & Critical Thinking

When we hand thinking to AI, do we lose the ability to do it ourselves?

A 2025 MIT Media Lab study found that people who wrote essays with ChatGPT showed lower brain engagement and had trouble recalling what they'd written

Kosmyna, N., Hauptmann, E., Yuan, Y. T., Situ, J., Liao, X.-H., Beresnitzky, A. V., Braunstein, I., & Maes, P. (2025). Your brain on ChatGPT: Accumulation of cognitive debt when using an AI assistant for essay writing task (arXiv:2506.08872). arXiv. https://doi.org/10.48550/arXiv.2506.08872

Social &
Psychological Impact



Deepfakes & Eroding of Trust

*When anything can be faked, people start **doubting what's real**, and bad actors can **dismiss real evidence as fake***

Social & Psychological Impact



Trust In the Classroom

AI detectors and suspicion of cheating can strain faculty-student relationships, and detectors have been shown to flag non-native English writers more often

Liang, W., Yuksekgonul, M., Mao, Y., Wu, E., & Zou, J. (2023). GPT detectors are biased against non-native English writers. Patterns, 4(7), Article 100779. https://doi.org/10.1016/j.patter.2023.100779



Keep in Mind

Employers want durable or "soft skills" more now than ever before

Climate
&
Environmental Impact



Climate & Environmental Impact

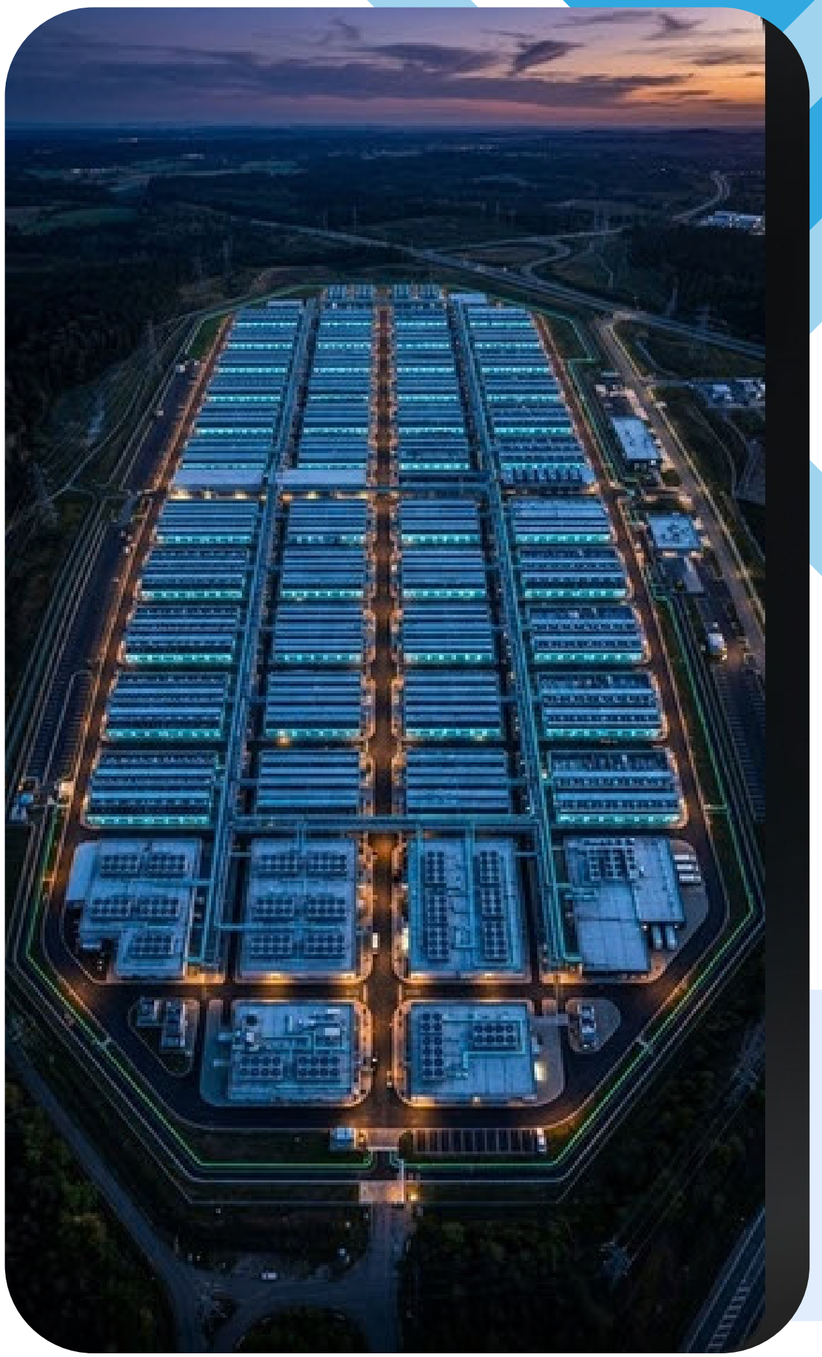
The more “reasoning” or “thinking” you have an LLM take on, the more climate impact you are having



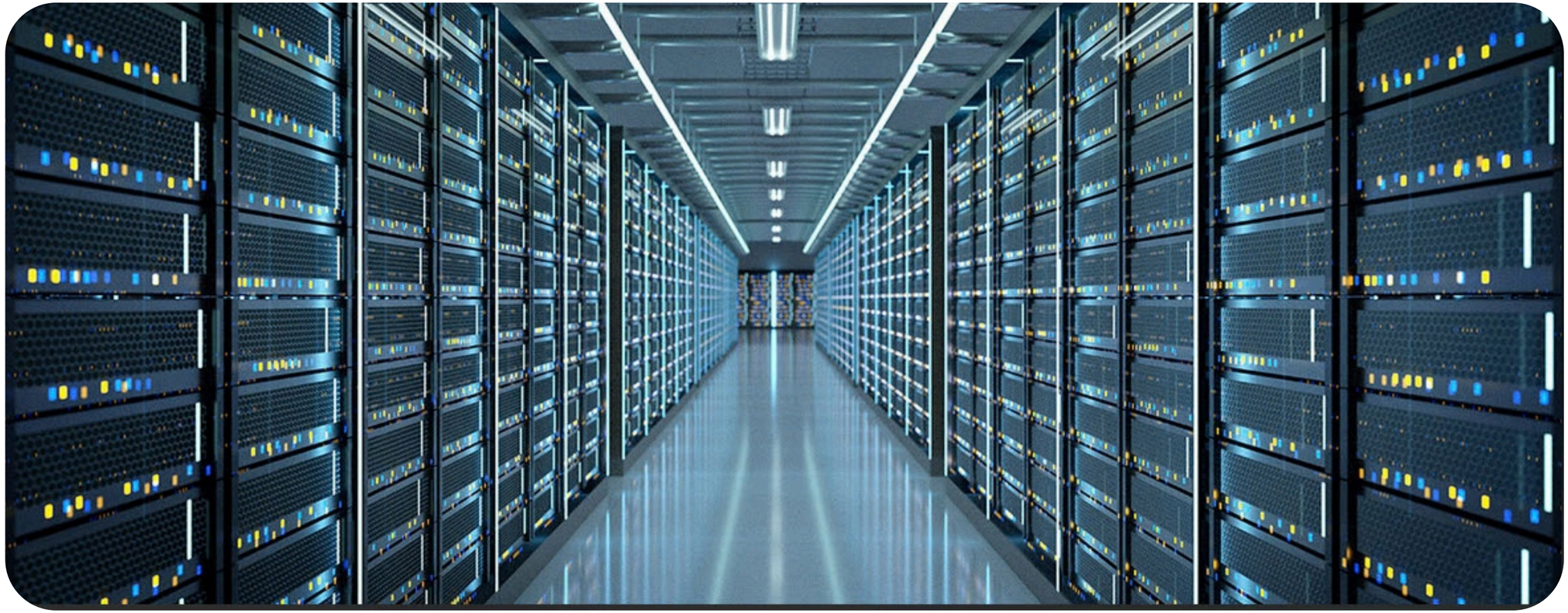
Climate &
Environmental Impact

What is a Data Center?

A data center is a building filled with thousands of computers that store, process, and send the information behind nearly everything we do online, from email and streaming to AI chatbots



Climate & Environmental Impact





Climate & Environmental Impact

- **Data Centers** *(Cons)*
  - ***Power***
    - *Energy Consumption*
    - *Increased Carbon Emissions*
  - ***Water***
    - *Needed to Cool Data Centers*



Climate & Environmental Impact

- **Data Centers** *(Cons)*
  - ***Center Location***
    - *Rely heavily on air-polluting fossil fuels that pose significant health threats*
    - *Draw heavily on local power grids, which can raise electricity rates and strain supply for nearby residents*
    - *"...an emerging and troubling national trend where Big Tech and data center developers are choosing vulnerable communities as sacrifice zones" in the race for global dominance in AI*

- Unequal Burden of Data Centers, Kapor Foundation



Data Centers (Cons)

- **Hardware and E-Waste**
  - *The chips themselves require mining, manufacturing, and eventually disposal, and they're replaced frequently*



Climate & Environmental Impact

- **Data Centers** *(Pros)*
  - *New Research*
  - *Local Economic Benefit*
  - *Driving Investment in Clean Energy*
    - *Tech companies are among the largest buyers of renewable energy, and their demand is funding new solar, wind, and storage projects*



Climate & Environmental 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



Climate & Environmental Impact

The Efficiency Paradox

- *When technology gets more efficient, people tend to use more of it, so total consumption can still rise*
- *Some major tech companies have seen their emissions rise despite climate commitments, largely due to AI growth*



Climate & Environmental Impact

- **Anything with a Cloud Server Has Climate Impact, such as:**
  - *Amazon Shopping*
  - *Streaming Video Platforms*
  - *Zoom and Teams Meetings*
  - *Scrolling Social Media*
- *The longer you use a service the more impact you have*



Climate &
Environmental Impact

Using AI for Good

- Weather Forecasting
- Power Grid Management
- Research Into New Materials
- Wildfire Detection
- Whale Strike Prevention
- Data Center Cooling



Climate &
Environmental Impact

Using AI for Good

- **Wildlife Monitoring**: *AI identifies species in millions of camera-trap images that would take researchers years to sort by hand*
- **Illegal logging detection:** *Rainforest Connection uses old cell phones and AI to listen for chainsaws in rainforests and alert rangers*
- ***Deforestation tracking:*** *Satellite imagery analyzed with AI helps monitor forest loss in near real time*



What You Can Do

- *Use a lighter AI model for simpler tasks*
- *Only create images or video when they will add real value*
- *Not every question needs AI*
- *When a tool allows you to turn AI mode off, do it*





Equity & Accessibility

Equity & Accessibility



The Access Gap (Paid vs. Free)

When we assume that everyone has the same tools the gap widens

Equity & Accessibility



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.

Equity & Accessibility



Bias in Output

AI reflects the data it was trained on, which overrepresents some groups and voices

- *Gender and ability stereotypes*
- *Assumptions in examples*
- *socioeconomic bias*
- *cultural bias*

Equity & Accessibility



Language and Voice

AI works best in standard academic English

Equity & Accessibility



WorkForce Readiness

Not teaching AI may also be an equity issue

Equity & Accessibility



Unclear Policies as an Equity Issue

AI rules vary from class to class, often unwritten, students with more support or experience navigating college have more ability to keep track of what is approved in each class

Equity & Accessibility



Accessibility and Human Review

- Tools that lack accessibility (e.g.Gemini Notebook)
- AI-generated captions and alt text contain errors and don’t automatically meet accessibility standards

As with much in the AI world, it can help you get there faster, but it can’t be the final check

Privacy
&
Data Security



Before you hit enter, do you know where that text goes?



FERPA Compliance

Family **E**ducation **R**ights and **P**rivacy **A**ct

protects the privacy of student education records



Privacy & Data Security

Student Work and FERPA

Do Not...

Paste student essays, grades, or identifying information into a personal AI account



A Good Rule of Thumb

If you wouldn't email it to a stranger, don't paste it into a tool that the district hasn't approved

Privacy & Data Security

AI Note Takers in Meetings

- *Any meeting that cover confidential information can raise issues*
- *California is a two-party consent state for recording*



Privacy & Data Security

Chatbots are Not Confidential

sharing personal struggles with AI does not have the same protections that a therapist or lawyer has



Privacy & Data Security

Surveillance in the Classroom

When using tools like AI detectors

do you know...

- *What data the tool collects?*
- *Who stores the data?*
- *Are students aware of where their information is going?*



Privacy & Data Security

Who is Most at Risk?

- *Undocumented students*
- *Students with disabilities*
- *Students in difficult personal situations*



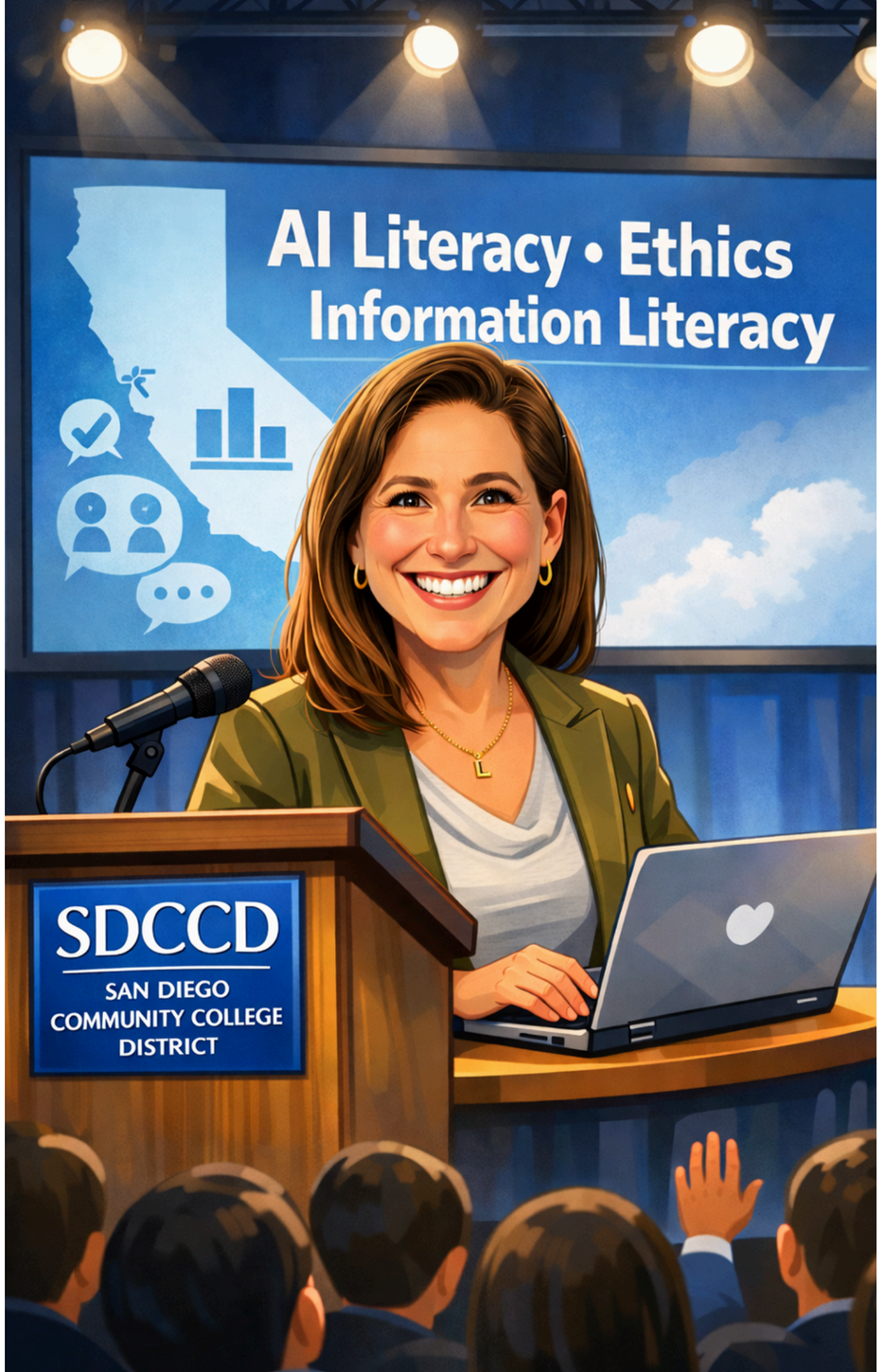
For these students a data leak is more than an inconvenience

Privacy & Data Security

Prompt:

Using the Information You Know About Me Create a Caricature of Me at Work




AI Literacy • Ethics
Information Literacy
SDCCD
SAN DIEGO
COMMUNITY COLLEGE
DISTRICT



Intellectual Property & Copyright



SDCCD Copyright Guidelines



Copyright & Intellectual Property

Two Questions...

- *What goes into AI?*
  - *training on existing work*
- *What comes out of AI?*
  - *who owns what AI produces?*



Copyright & Intellectual Property

Training: The Big Unresolved Question

- *There are dozens of lawsuits regarding the books, articles, art, music and code used with and without permission*
- *Courts are split on where AI liability should start*
- *In 2025 Anthropic agreed to a $1.5 billion settlement with authors of whose books were obtained from pirated sources*



Copyright & Intellectual Property

Tony Robbins Files Federal Lawsuit Against YesChat.ai Over Unauthorized AI Chatbot Replicas

By **Samuel Lopez** - July 23, 2025

428 0

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Copyright & Intellectual Property

.....Disney Sues MidJourney & MiniMax

Disney, Universal and Warner Bros. Discovery sue Chinese AI firm as Hollywood's copyright battles spread



A scene from the animated movie "Despicable Me 4." Universal alleges in its lawsuit against MiniMax that "Despicable Me" characters can be replicated on MiniMax's AI tool. (Illumination & Universal Pictures)

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length of California

L.A. has a new jazz mega-fest, from a former city councilman



Copyright & Intellectual Property

The New York Times

The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

Millions of articles from The New York Times were used to train chatbots that now compete with it, the lawsuit said.



...Also, now suing Perplexity & Microsoft

Copyright &
Intellectual Property

Who Owns What AI Creates?

- *U.S. copyright requires a human author*
- *We do not know how much human involvement is enough*
- *FYI, course material, OER or images created mostly by AI may not be protectable*



Copyright & Intellectual Property

Things to Consider Regarding Your Work:

- *Your published articles, textbooks, and course materials may already be in training data*
- *Uploading your syllabi, lectures, or assessments into AI tools shares them with the company to use at will*



Copyright &
Intellectual Property

Uploading Others' Copyrighted Material

Pasting a textbook chapter, a library database article or a publisher's test bank into an AI tool may violate copyright or licensing terms



Copyright &
Intellectual Property

Students Work Belongs to Students

- *Students own the copyright in what they write and create*
- *Uploading their work into AI tools, including some detectors, raises both privacy and intellectual property concerns*



Whose Property is My Work?

- *On your own time*
- *Outside of your assigned work schedule*
- *Without using any district equipment, facilities, or resources*





Slide Deck
https://tinyurl.com/AIEthicsSecondFive



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