

NASA Secured and Safe Assured Autonomy (S2A2): Ethics and Social Responsibility Research

A S²A² NASA ULI Research Poster

Introduction:

Understanding laws, ethics, and being able to communicate with a target audience (both verbally and in writing) are essential in any given field. Every message one conveys should be crafted carefully to accomplish a specific purpose, or business goal that is consistent with established legal and ethical standards.

The goal is to broaden students' understanding of today's highly interconnected, technology-driven, and complex global business environment and break the traditional silo mentality by encouraging interdisciplinary studies and discussion.

This presentation briefly explores the ethical practices in business, communication, social media, and the interplay between machines and humans.

How Ideas Were Communicated:

- Actual Business/Industry Case Studies Were Used
 - Social Media Ethics
 - Morals and Legal Implications
 - Human Machine Interaction
 - Corporate Social Responsibility
- Workshops & Presentations

Intended Audience:

- Students majoring in STEM

Partners

- North Carolina A&T State University
- Purdue University
- Georgia Tech
- ALAKA1 Technologies
- Aurora Flight Sciences
- General Atomics Aeronautical
- Northrop Grumman

Discussion Questions:

- Why did Taylor Swift cause change, but Justine Sacco was fired?
- Comparing their profit to their punishment, did Forest Labs lose more in the long run?
- How could the varying emotions of the EMMYS conflict with Asimov's laws of robotics?
- If Nike's factory conditions do not break laws, should the public be more forgiving in its stance against the company? Why or why not?



Comparison Tweets Case Study



Forest Labs and Celexa Case Study



EMMYS Case Study



Nike CSR Case Study

Next Steps:

- Explore decision-making in humans vs machines.
 - What causes humans to trust one machine algorithm versus another?
 - What causes a machine to make a poor choice?
 - How do ethics vary from human to machine?