



Data Ethics & Responsible AI Fundamentals

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Module 0. About the Course (4 min)

Module 1. What's Driving the Urgent Focus On Data Ethics? (20 min)

- *More Data, Shared Faster*
- *Quantum Computing*
- *Effects Of Global Crisis*
- *Technological Innovation*
- *New Information Context*
- *Benefits*
- *Harms*
- *Many Factors Driving Data Ethics Focus*

Module 2. Why Are Data Ethics Important? (25 min)

- *Data Professionals & The Public Cloud*
- *Lag Between Innovation & Regulation*
- *Data Breaches & Consumer Trust*
 - *Cost Of Data Breaches*
 - *Facebook & Consumer Trust*
 - *Declining Trust*
- *How To Create Trust*
 - *Customer Loyalty*
 - *Trust In Big Tech*
- *Evolving Trust*
 - *Trust Paradox*
 - *Dignity & Respect*
 - *Leadership*
 - *Sustainability*
 - *Brand*
 - *Capitalism*
 - *AI/ML & Advanced Analytics*
 - *Information Quality*
 - *Stakeholder Interests*
 - *Ethics Vs. Competence*
- *Existential Issues Of The Next Decade*
- *Trust In The Enterprise*
- *Data Sovereignty*
- *Trust During A Crisis*
- *Data Ethics Responsibility*

Module 3. What Are Data Ethics? (75 min)

- *What Are Data Ethics?*
- *What Are Ethics?*
- *What Is Good?*
 - *Socrates*
 - *The Good Place*
 - *Masameer*
- *What Are Ethics?*
 - *Working Definition Of Ethics*
 - *Features Of Ethical Judgement*



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- Foundational Ethical Values
- Ethics
- *Classic & Contemporary Ethics Experiments*
- *Complexity In Decision Making*
 - Structural Discrimination
 - Today's Trolley Problem
- *Change Ahead*
- *Ethical Frameworks*
 - Deontological
 - Utilitarian
 - Virtue Ethics
 - Ethical Frameworks Recap
- *Assumptions & Outcomes*
- *Topics Of Ethical Concern In Data Management*
- *What Does Ethics Have To Do With Data?*
- *Moral Principles & Practices*
- *Data Ethics Definition*
 - Ethics Of Algorithms
 - Ethics Of Data
 - Ethics Of Practices
- *Why Should I Care?*
- *Principles Of Ethical Data Management*
 - Types Of Trust
 - From Values To Trust
 - Human Dignity
 - Value Chain
 - Provenance
 - Expectations
 - Law As Low Bar
 - Sustainability
 - Inclusion
 - Explainability
 - Professionalism
 - Design
 - Review
 - Governance

Module 4. DCAM Guidance for Ethical Data Management (36 min)

- *Data Ethics In DCAM*
- *Ethics & Organizational Culture*
- *DCAM – Data Capability Assessment Framework*
- *Integrated Data Ethics Concepts*
- *Component 1.0*
 - Data Strategy & Business Case
 - Data As An Asset
- *Component 2.0*
 - Data Management Program And Funding
 - Data Management Training
- *Component 3.0*
 - Business & Data Architecture
- *Component 4.0*
 - Data & Technology Architecture
- *Component 5.0*



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- Data Quality Management
- Data Quality Management Questions
- *Component 6.0*
 - Data Governance
 - Ethical Data Governance
 - Code Of Data Ethics
 - Code Of Data Ethics Principles
 - Data Ethics Mandate
 - Data Ethics Maturity
 - Artifacts Of Effective Ethics
 - Data Ethics Maturity Scoring
 - Outcomes & Accountability
 - Types Of Unethical Data Management
 - Data Governance Maturity
 - Data Governance Artifacts
- *Component 7.0*
 - Data Control Environment
 - Data Control Maturity
 - Data Control Artifacts
- *Component 8.0*
 - Analytics Management

Module 5. Three Steps Toward Data Ethics Actualization (27 min)

- *Data Ethics Deliverables*
- *From Action To Theory*
- *Steps Toward Data Ethics Actualization*
- *DCAM Scoring*
- *Data Ethics Goals*
 - The Aim Is Trust
 - Steps Toward Data Ethics Actualization Review
 - DCAM & Data Ethics Actualization
- *Catalyze As An Individual*
- *Catalyze As An Institution*
 - Develop & Publicize Organizational Code Of Ethics
- *Catalyze As An Industry*
- *Strategize As An Individual*
 - Document & Annotate Existing Workflows
- *Strategize As An Institution*
 - Form Data Ethics Review Board
 - Data Ethics Review Boards In The Wild
- *Operationalize As An Individual*
- *Operationalize As An Institution*
- *Operationalize As An Industry*
- *Steps To Data Ethics Actualization*
- *What's Next?*