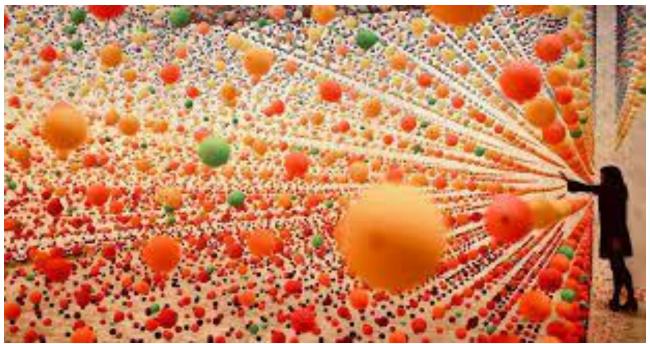


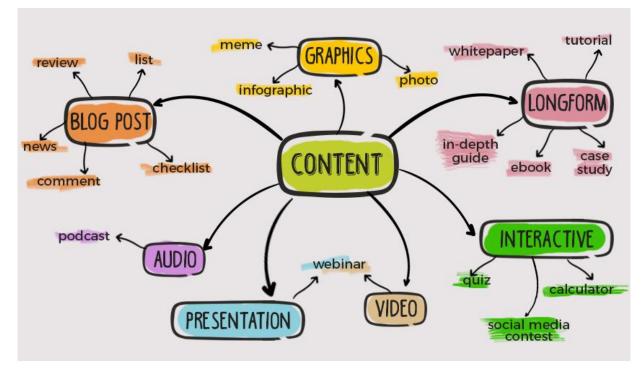
Ethics should make us joyful, not afraid. Ethics is not about what's wrong, but

what's right.



The best outcome is achieved not by preventing harm, but rather by creating

good.

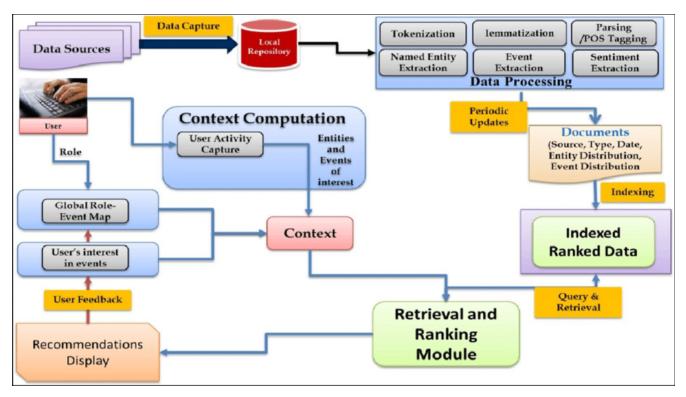


Ethics is based on perception, not principle.



Today's artificial intelligence engines are not based on cognitive rules or principles;

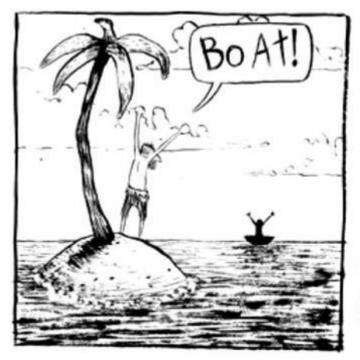
they are trained using a mass of contextually relevant data.



When we ask what is right and wrong, we ask also how we come to know what is right and wrong.



There are multiple perspectives on ethics, and each issue that arises in learning analytics - and there are many - is subject to multiple points of view.

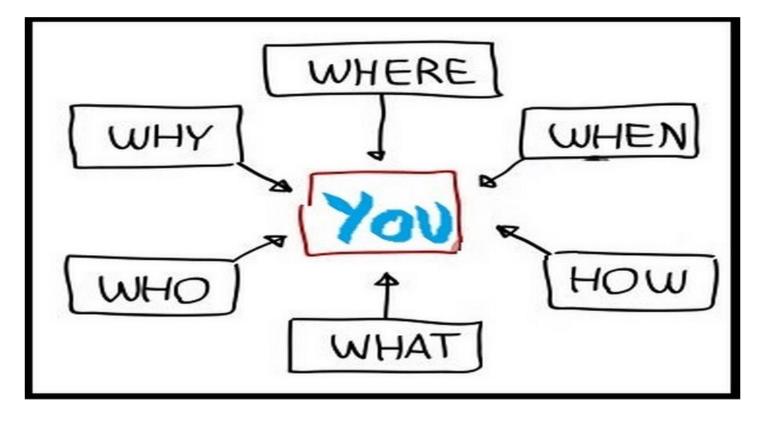




Also, it is no simple task to define successful outcomes, nor how to cause them. Will it work next time?



And universal principles do not take into account context and particular situations



The key to understanding both ethics and analytics is to understand that they are not about something abstract and abstruse, but instead are about us.



If we want better learning analytics - whatever that means - then we have to become better people.

