



2024 ETHICS TEAM EVENT MIETH

PARTICIPANT INSTRUCTIONS

A team consists of two (2) DECA members that are Seniors in High School.

Business Case Analysis (written entry):

- Each team will analyze the posted case-study situation, and write a **five (5) page report**, in which the team members identify the ethical issues involved and explain how they will address the issues.
- The written entry must be brought to the State Conference and turned in during the event's orientation on Thursday. The written entry must be submitted in a [DECA written event folio](#) (*not a hard-sided binder*). Older versions of folios are accepted.
- A completed [DECA Written Event Statement of Assurances and Academic Integrity form](#) (page 55 of the national DECA Guide), certifying the originality of the work must be signed by the advisor and the students must be included. The DECA Written Event Statement of Assurances and Academic Integrity form must be the first page of the written entry. Only those students whose name appears on the DECA Written Event Statement of Assurances and Academic Integrity form and have been included on the chapter's registration will be allowed to compete in the event. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.

Oral Presentation:

- During competition, each team will give an **eight (8) minute presentation** of its analysis and recommendations to the judges, followed by a two-minute question and answer period.
- Each team member must participate in the oral presentation and respond to questions from the judges.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed.
- Participants must furnish their own materials.
- If participants wish, they may use a laptop or tablet to aid their presentation. No electrical power will be supplied. A personal hotspot may be used. We caution that it could be difficult for participants to receive and maintain a Wi-Fi connection due to so many people using cell phones while at the conference. If the team loses internet connection, you will not be given additional time. Our suggestion is for anything that participants might want to reference or show during the presentation, to save it directly onto a laptop or tablet.
- Participants may use notecards during the presentation.
- No materials may be handed to the judges.
- If any of the above rules are violated, the Event Coordinator must be notified of such, by the judge(s).
- The presentation and report weigh twice (2 times) the value of the team's averaged exam score.
- The decision of the judges is final. Students are not to ask judges for justification of their scores.



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CASE STUDY

Jace is a software manager for Synergy Consulting, a company that specializes in information technology services and consulting. His primary responsibility at the company is integrating new programs and applications into Synergy's processes to increase efficiency company-wide.

Synergy is always looking for new ways to innovate, and recent advances in generative artificial intelligence have motivated them to incorporate this technology into their processes. The company has decided to modernize and streamline their customer service operations with an advanced chatbot called ANNETTE (Artificial Neural Network for Telecommunications Engagement). ANNETTE possesses highly sophisticated comprehension and language skills, allowing it to have complex conversations with customers.

Jace is responsible for overseeing ANNETTE's interactions with Synergy's clients and adjusting the chatbot's behavioral procedures accordingly. This includes catching any errant responses, providing any missing data or information when needed, and monitoring and modifying ANNETTE's interpersonal conduct when communicating with customers.

As the chatbot begins its role as a customer service representative, things appear to be going well. In fact, customers have loved their interactions with ANNETTE. To make ANNETTE as "human" as possible, the chatbot is programmed to make informal conversation, talk in a casual tone of voice, and even display emotions. This programming has allowed ANNETTE and customers to form personal connections, leading to improved customer relations overall at Synergy Consulting.

However, Jace recognizes potential ethical issues with designing a charismatic chatbot. He worries that customers forming a close connection to ANNETTE will lead to a false sense of support and trust. After all, no matter how genuine ANNETTE appears, it cannot feel or demonstrate real emotions and is simply responding to prompts based on collected data. If Synergy's clients become trusting of or vulnerable towards ANNETTE, this could lead to them divulging sensitive personal or professional information and being emotionally manipulated.

Jace raises his concerns to his department manager. He recommends modifying ANNETTE's behavior to be much more impersonal and rigid with customers, to decrease the risk of customers being manipulated or deceived. However, Jace's manager doesn't seem to share his concerns. They remind Jace that ANNETTE's personable nature is what makes it such an effective customer service representative and dialing that element back would defeat the purpose of incorporating chatbots into their business processes. Besides, they argue, even human customer service representatives run the risk of developing unhealthy personal connections with customers. Jace's manager urges him to keep ANNETTE's engaging personality, and even floats the idea of expanding ANNETTE's responsibilities to other roles and departments.

Next week, Jace is slated to meet with the top executives at Synergy Consulting and provide recommendations for the future of AI use at the company. What should Jace suggest to his company's leadership? Should he recommend reprogramming ANNETTE to be more formal and transactional? Or should he recommend continuing with ANNETTE's design as-is, knowing this may lead to ANNETTE—or other chatbots—receiving an expanded role at the company?



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EVALUATION FORM

Please refer to the event guidelines for a more detailed explanation of these items.

CONTENT AND RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Discussed the importance of ethics in business.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
2. Provided a comprehensive analysis of the case.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
3. Identified and explained all ethical issues involved in the case.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
4. Determined the actions that led to unethical behavior.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
5. Described the impact of the ethical issues on the decisions that were made.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
6. Provided a logical, meaningful rationale for how the case should have been handled.	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10	
7. Identified business executives interviewed, and incorporated a meaningful analysis of their input.	1 - 2	3	4	5	
8. Overall impression of the written entry.	1 - 2	3	4	5	
TWENTY-FIRST CENTURY SKILLS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Statements were well organized and clearly stated.	1 - 2	3	4	5	
10. Appropriate business language was used.	1 - 2	3	4	5	
11. Presentation contained original ideas for problem resolution.	1 - 2	3	4	5	
12. Students demonstrated self-confidence, poise, and good voice projection.	1 - 2	3	4	5	
13. Both team members actively participated in the presentation.	1 - 2	3	4	5	
14. Both team members effectively answered questions.	1 - 2	3	4	5	
TOTAL POSSIBLE POINTS (100)					
LESS PENALTY POINTS <i>Deduct 15 points if the team did not turn in the written entry in a DECA folio at event orientation</i>					
FINAL SCORE					

JUDGES:

Please enter the team's scores on the supplied scantron form and write any comments on the back of the scantron.