

**INTRODUCTION TO LAW
ETHICS WRITING ASSIGNMENT (FALL 2021)**

1. Introduction

To write the essay you will need to view (or read the transcript of) Joseph L. Badaracco's *Defining Moments: A Framework for Moral Decisions*. The directions for accessing this video are below. You can also read a transcript of the video, which I have added to the appropriate module.

2. Background to Case:

First read the following articles:

1. *Facing Consequences: Will facial recognition technology allow teams to actually enforce lifetime bans?* <https://www.si.com/more-sports/2021/07/16/fan-ban-facial-recognition-daily-cover>
2. *The ethical questions that haunt facial-recognition research* <https://www.nature.com/articles/d41586-020-03187-3>
3. *Facial Recognition Unmasked: How Companies Can Ensure An Ethical Implementation* <https://www.forbes.com/sites/forbesbusinesscouncil/2021/05/18/facial-recognition-unmasked-how-companies-can-ensure-an-ethical-implementation/?sh=266afa2a7c5b>

You are welcome to read and use additional sources to support your arguments, but you are not required to do so. For any source that you use or quote, please be sure to cite it on a Works Cited page (this does not count toward your page count). This includes the above sources and the Badaracco video.

Next, read the following fact pattern and use it to guide your response.

3. Prompt:

Facial recognition technology has both benefits and drawbacks. The Sports Illustrated article discusses it mainly in the context of identifying people banned from sporting events. The Forbes article discusses its use in law enforcement and

security. The Nature article talks about the overarching ethical considerations, as well as its specific uses in ways that might violate human rights.

For this paper, assume you are the President of the University of Hawklandia, a public Big 10 University with 30,000 students. You have a proposal on your desk from FaceTech, a private corporation that develops and markets facial recognition technology. FaceTech proposes to sell your university a facial recognition technology system that is capable of compiling photos and recognizing the faces of all your 30,000 students, based on their student ID photos and other sources.

The proposal on your desk includes hardware and software for use at Herky Football Stadium which will allow you to recognize and reject, at the gates of the stadium, any students who are banned from attending football games due to previous unlawful behavior in the stadium. The hardware and software in the proposal will also allow students to purchase food and drink at stadium concession stands by having their faces scanned at the cash register. The purchases will then be billed to their university billing account. The proposal notes that this system can also be used to verify the age of any students attempting to buy beer at the stadium by cross-referencing their date of birth found in their official university records. The proposal states that this system will “pay for itself” in increased food and beverage purchases alone.

Attached to the proposal are two optional “add-on” purchases available from FaceTech: 1) A system that uses existing classroom cameras to scan the faces of all students in the class to create a virtual “sign-in sheet” showing which students attended class on each day; and 2) a system that integrates FaceTech software into the existing network of security cameras around campus, to allow for automatic recognition of students who appear on those cameras.

For your essay, you must decide whether or not you will purchase and implement the FaceTech system for your university, and if so, which features you will enable and use. Whether or not you decide to purchase and use the FaceTech system, you should discuss the ethical issues you considered in making your decision and how these ethical issues informed your conclusion about using or not using the FaceTech system.

4. Structure and Format:

Use the following steps to assist you in structuring your answer (although you should not write the essay as just answers to the series of questions below). Your

essay should have a clearly articulated thesis and effective claim statements for paragraph topic sentences in which you develop your position.

1. What is the ethical issue or problem?
2. What are the critical facts related to your decision?
3. What are possible solutions/actions/responses?
4. Who will be affected by your decision? (Who are the stakeholders?)
5. What is the effect of the likely solutions/actions/responses on the stakeholders?
6. What is your decision? How do you propose to justify your decision based on Badaracco's four Frameworks for a Decision (i.e., best net/net, individual rights, messages sent about character, and what will work in the world as it is) and your own primary ethical values?
7. What makes your decision "ethical"?

Your essay should be written in paragraph form, with indented paragraphs and no headings or bulleted points. Essays should be between 3 – 4 double-spaced pages (one-inch margins, page numbers and 12-point font). Essays longer than 4.5 pages will not be eligible for the competition.

You may write in first-person or third-person prose. There is no one required citation style, but your style should be professional and consistent. MLA or APA styles are recommended. Please cite all outside sources used, including a "works cited" page if necessary. You do not need to cite Badaracco's speech or course slides (unless you quote verbatim, in which case you must cite appropriately).

Essays should be submitted to the appropriate assignment on ICON. Your essay will be evaluated for originality/plagiarism through turnitin.com. You must cite all sources that you use, particularly where you quote text directly.

Thanks to the generosity of Mary and Dempsey Prappas, monetary awards will be given to the students whose essays are considered by the essay contest external review judges to be top-ranked. All Tippie undergraduates are eligible for the contest. The amounts are to be determined by UPO and the Frank Center, and are to be credited toward the winners' U-bills assuming they are continuing students at the UI.

Previous winning essays can be viewed here: <https://tippie.uiowa.edu/about-tippie/centers-institutes/frank-business-communication-center>

5. How to Access the Badaracco Video

Note: the video is hosted in Flash format, which unfortunately is no longer supported by many browsers. You can go through the steps to install Flash, or you can read the transcript instead, which is on ICON in the appropriate module.

The Defining Moments video is available on-line through the Business Source Complete (BSC) database on the University of Iowa website
<http://www.lib.uiowa.edu/biz/>

Here is a permalink to the video:

<http://proxy.lib.uiowa.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=fsv&AN=2861c&site=bsi-live&scope=site>