

DATA SCIENCE

Area	Faculty	Course name	Course instructor	Embedded ethics teacher	Informative title of intervention	Description of intervention: goal, ethical dilemmas raised, issues discussed
Data science	Industrial Engineering and Management	Introduction to Data Analysis	Dr. Ofra Amir & Dr. Ori Plonsky	Prof. Ohad Nachtomy	Is data morally neutral?	The intervention focuses on whether data is morally neutral by exposing the historical roots of the distinctions (in Hume and Kant) between science and morality; descriptive and prescriptive usage of language; is and ought; These distinctions are made explicit and discussed by a series of real-life examples (for example data on COVID).
Marketing	Industrial Engineering and Management	Marketing Principles	Prof. Liat Levontin	Dr. Lotem Elber-Dorozko	Ethical dimensions of marketing in the age of big data	Ethical dimensions of: data collection; personalized marketing; marketing data retention; sharing of marketing data
Data collection	Industrial Engineering and Management	The Human Factor in Data Collection	Prof. Rakefet Ackerman	Dr. Avigail Ferdman	Ethics of recommendation systems	Learning systems are inherently value-laden. As such, they might strengthen and deepen social injustices. Even well-meaning recommendation systems may inadvertently exploit human weaknesses or undermine users' autonomy. Focuses on the implications of explicit and implicit values in learning systems.