As you view this TedTalk, consider the following questions and reflect on them in your journal.

- **How are machine decisions subjective, open-ended, and value-laden?**
- **What are the implications when social media software gets more complex and less transparent?**
- **How might we create accountability, auditing, and meaningful transparency in social media?**
- **What is our moral responsibility for judgment in digital life?**

In her compelling Ted Talk titled "Machine intelligence makes human morals more important," Zeynep Tufekci delves into the profound implications of advanced technologies, particularly in artificial intelligence and machine learning, on society, ethics, and human decision-making. Reflecting on Tufecki's insights and what I've learned throughout the course I will explore the complex interplay between machine decisions, social media software, accountability, transparency, and our moral responsibilities in the digital age. Machine decisions are inherently subjective, open-ended, and value-laden due to the influence of human design, biases, and societal norms embedded in algorithms and AI systems. Tufecki underscores that these technologies reflect the values and perspectives of their creators, making them inherently subjective. Furthermore, the open-mindedness of machine decisions can be limited by the data they are trained on, potentially reinforcing existing biases or overlooking diverse perspectives as we don't know what the machines are actually learning. We are asking questions to computation that have no concrete definitive single right answers. This subjectivity and value-laden nature of machine decisions underscore the importance of human oversight, ethical considerations, and critical reflection in the design and deployment of AI technologies. As social media software becomes more complex and less transparent, the implications are profound. Opacity in algorithmic decision-making on social media platforms can lead to filter bubbles, echo chambers, and the amplification of misinformation and polarizing content. The complexity of these systems may obscure how user data is collected, used, and manipulated, undermining user trust, autonomy, and decision-making. In this context, the lack of transparency can hinder accountability, limit user control over their digital experiences, and exacerbate social divisions and ethical challenges. Creating accountability, auditing, and meaningful transparency in social media requires a multifaceted approach. Tufekci advocates for robust oversight mechanisms, independent audits of algorithmic systems, and clear reporting on data practices and outcomes. This is especially important as machines and artificial intelligence can make mistakes that are not even a part of human error. Establishing ethical guidelines, governance structures, and industry standards can enhance accountability and promote responsible AI use in social media. Meaningful transparency involves providing users with insights into how algorithms work, enabling informed consent, and empowering individuals to navigate and shape their digital interactions. Artificial intelligence does not give us a get out of ethics free card. Our moral responsibility for judgment in digital life is paramount. Tufekci emphasizes the need for

ethical reflection, empathy, and critical thinking in our interactions with technology. We need to cultivate algorithmic suspension, scrutiny, and investigation. We cannot outsource our moral responsibilities to machines. As users, creators, and policymakers in the digital landscape, we bear a moral duty to uphold ethical values, respect privacy, and promote social good in our digital engagements. Cultivating digital literacy, ethical awareness, and a sense of accountability can empower individuals to navigate complex ethical dilemmas, challenge algorithmic biases, and foster a more inclusive, transparent, and ethical digital society. In conclusion, Tufekci's TED Talk underscores the importance of human agency, ethical foresight, and values-driven decision-making in harnessing the potential of technology for positive societal impact. Embracing these principles can empower us to navigate the complex intersection of machine intelligence, social media dynamics, and ethical considerations in the digital age.