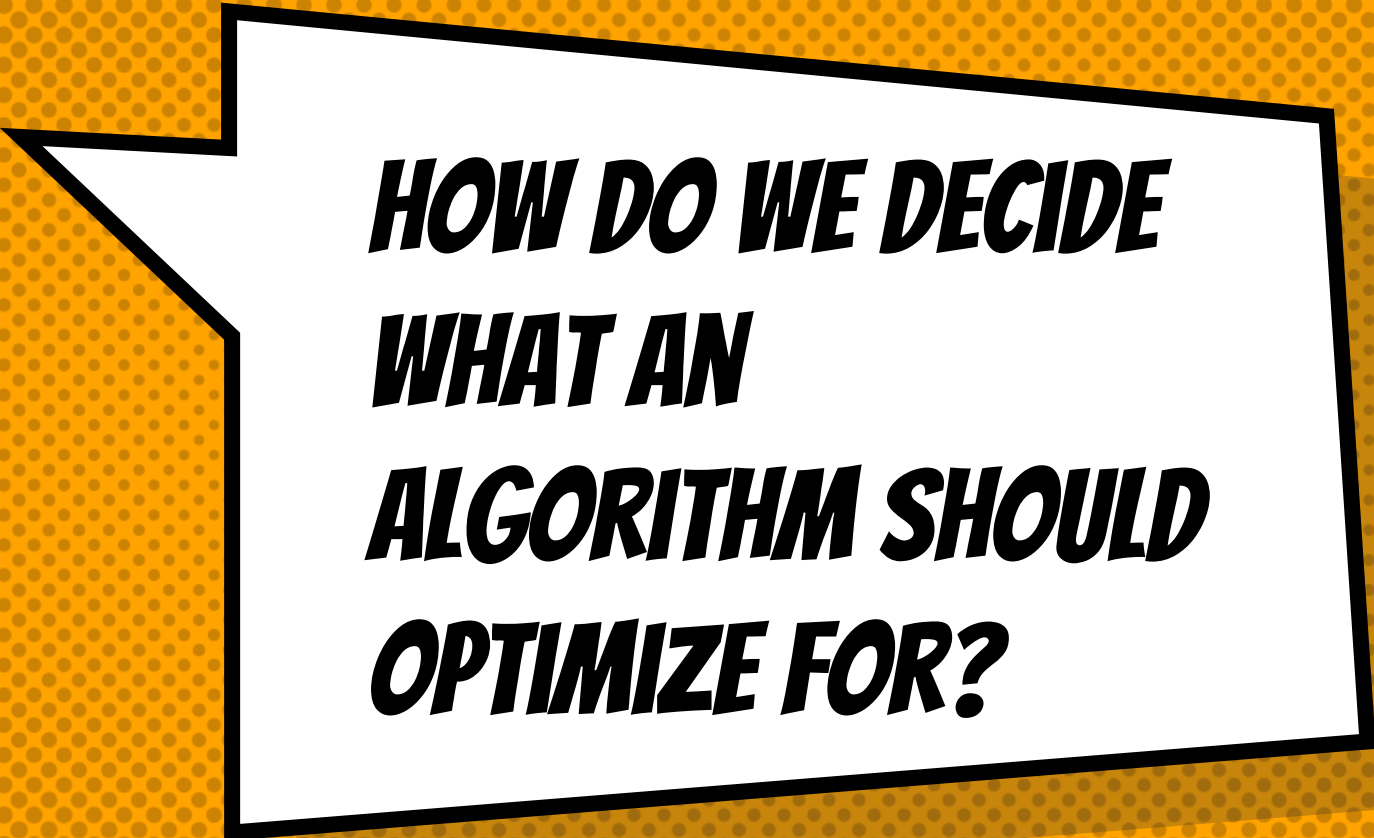


***INTRO TO ETHICAL
MATRICES!***



***HOW DO WE DECIDE
WHAT AN
ALGORITHM SHOULD
OPTIMIZE FOR?***

BRAINSTORMING

- × For the next five minutes, brainstorm with your partner ~10 goals your peanut butter and jelly sandwich algorithm could have



SHARE

BRAINSTORMING... PART II

- × For the next five minutes, brainstorm with your partner ~10 stakeholders who care about the outcome your PB&J algorithm could have and why they care about the algorithm



SHARE

Stakeholder

\$			

Values

Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>S</u> <u>Child</u>			
<u>Parent</u>			
<u>Doctor</u>			

Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>S</u> <u>Child</u>			
<u>Parent</u>			
<u>Doctor</u>			

Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>S</u> <u>Child</u>			
<u>Parent</u>			
<u>Doctor</u>			

Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
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Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
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Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>Child</u>			
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Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>Child</u>			
<u>Parent</u>			
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Values

Stakeholder

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>Child</u>			
<u>Parent</u>			
<u>Doctor</u>			

What should the goal be?

	<u>Taste</u>	<u>Nutritio</u> <u>n</u>	<u>Cost</u>
<u>Child</u>			
<u>Parent</u>			
<u>Doctor</u>			



NOW YOU TRY!



SHARE