

Public Relations Society of America
Board of Ethics and Professional Standards
Code of Ethics Case Study Series

AI-Generated Misinformation

An innovative tech company is facing a potential PR crisis after an AI-powered chatbot releases misleading or false information about a current flu epidemic. They are already in precarious financial shape and are about to lose contracts with health systems, meaning a huge loss of revenue and layoffs for the fledgling company. The CEO would like to fix the technical glitch and urges you, as the Director of Public Relations, to keep the mistake confined to internal discussions and solutions.

- 1. Define the specific ethical issue and/or conflict.**
- 2. Identify internal/external factors that may influence the decision.**
- 3. Identify key values.**
- 4. Identify the parties who will be affected by the decision and define the public relations professional's obligation to each.**
- 5. Select ethical principles to guide the decision-making process.**
- 6. Make a decision and justify.**