**ACTIVITY #3**

1. **Multiple choice activity based on the previous reading.**

1. Why are major tech companies investing in addressing ethical problems related to data and artificial intelligence (AI)?

 - A. To gain more profits

 - B. To avoid reputational, regulatory, and legal risks

 - C. To compete with other companies

2. What are some potential risks companies face when they fail to operationalize data and AI ethics?

 - A. Increased profits

 - B. Regulatory compliance

 - C. Reputational, regulatory, and legal risks

3. Why does the author criticize the academic approach to addressing data and AI ethical risks?

 - A. Academics lack expertise in ethics

 - B. Academics focus on specific business goals

 - C. Academics ask different questions than businesses

4. What is the key to a successful creation of a data and AI ethics program according to the text?

 - A. Strict policies

 - B. Leveraging existing infrastructure

 - C. Academic collaboration

5. How can companies optimize guidance for product managers regarding AI ethics?

 - A. Providing vague guidelines

 - B. Developing customized tools

 - C. Ignoring ethical considerations