

# THE CARE-AI STUDY

CREATING ACCOUNTABLE AND  
RESPONSIBLE ETHICS FOR  
ARTIFICIAL INTELLIGENCE IN  
HIGHER EDUCATION

**April 10, 2025**

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**Dr. Lyn K. Sonnenberg:** University of Alberta

**Dr. Jerry Maniate:** University of Ottawa

# OBJECTIVES

1. Identify and understand the challenges for professionalism introduced by the use of AI technologies, including algorithmic bias, data privacy, and ethical use of AI-generated insights.
2. Apply the CARE-AI principles to scenarios in higher education.

A decorative graphic on the right side of the slide. It features a dark blue background with white circuit-like patterns. The letters 'AI' are prominently displayed in a large, white, sans-serif font. The graphic is partially obscured by a diagonal white line and a dark blue triangle in the top right corner.

AI



# ACKNOWLEDGEMENTS

This work builds off of previous work in professionalism and social media created by:

Rachel Ellaway, University of Calgary

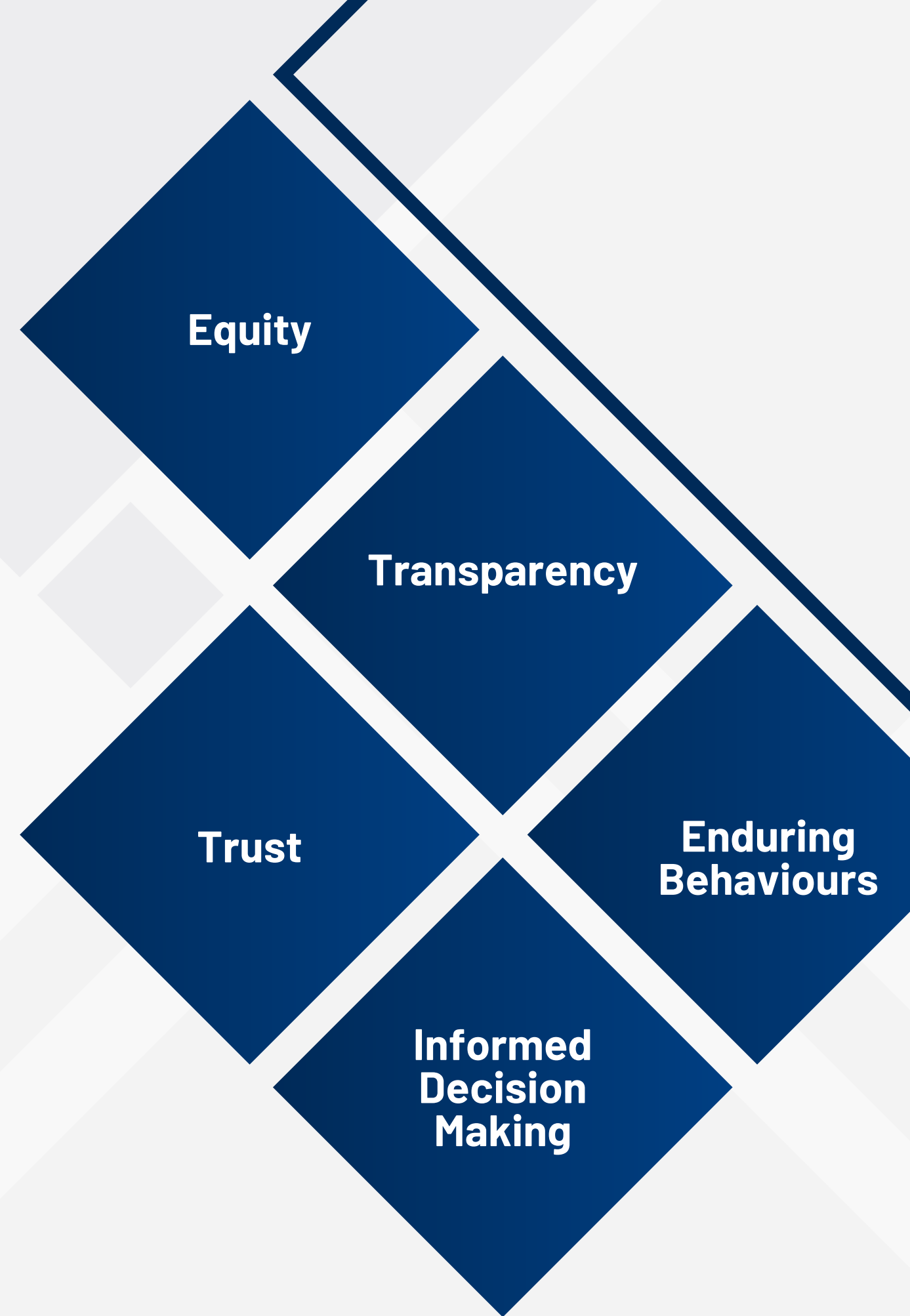
Janet Corral, University of Ottawa and University of Calgary;  
Friend of the Wilson Centre, University of Toronto

*They have approved the use of Professionalism Principles for Social Media to be used in this work and related work, and have participated in its creation.*

uOttawa Faculty of Medicine and FSC through UHN are providing funding in part to support the work of the CARE-AI study



# WHY DO WE NEED A PROFESSIONALISM FRAMEWORK?





# CAN ARTIFICIAL INTELLIGENCE TRANSFORM HIGHER EDUCATION?

Bates et al. *International Journal of Educational Technology in Higher Education*  
(2020) 17:42  
<https://doi.org/10.1186/s41239-020-00218-x>

International Journal of Educational  
Technology in Higher Education

EDITORIAL

Open Access

## Can artificial intelligence transform higher education?



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### The aim of this edition

Many have argued that the development of artificial intelligence has more potential to change higher education than any other technological advance. For instance, Klutka et al. (2018) has listed the following goals for AI in higher education:



# IDENTIFIED GAP: RISKS AND OPPORTUNITIES



ORIGINAL ARTICLE

## AI In Higher Education: Risks and Opportunities From the Academician Perspective

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**Received:** 23 July 2024 | **Revised:** 31 October 2024 | **Accepted:** 20 November 2024

**Keywords:** academicians | artificial intelligence | higher education | qualitative study

# IDENTIFIED GAP: PROFESSIONALISM FRAMEWORK IS NEEDED



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Clinical ethics

Clinicians and AI use: where is the professional guidance? 

 [Helen Smith](#)<sup>1</sup>, [John Downer](#)<sup>2</sup>,  [Jonathan Ives](#)<sup>1</sup>

Correspondence to Dr Helen Smith, Centre for Ethics in Medicine, University of Bristol, Bristol, BS8 1QU, UK; [helen.smith@bristol.ac.uk](mailto:helen.smith@bristol.ac.uk)

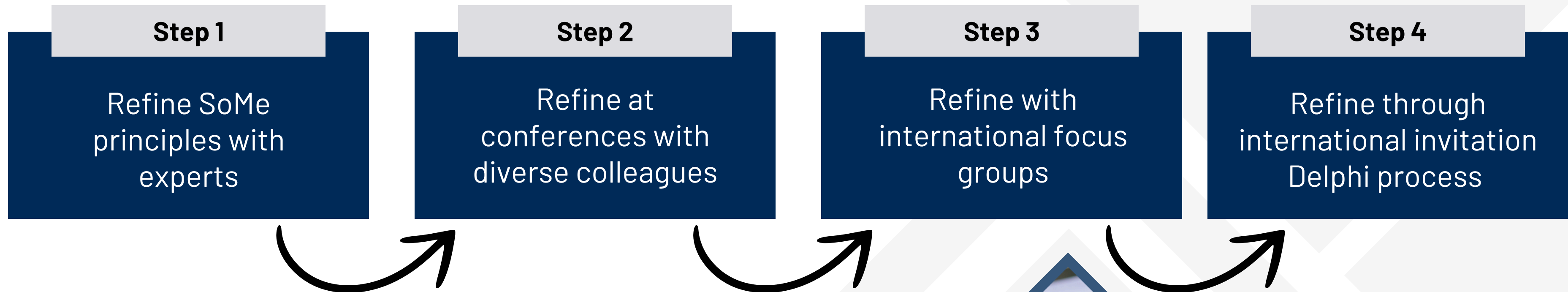


# HOW SHOULD WE USE AI RESPONSIBLY AND PROFESSIONALLY IN TRAINING AND WORK?



# DEVELOPING CARE-AI

Build off Social Media Principles (2011) and iteratively develop with inclusive, diverse and expert voices:



*With gratitude to collaborative colleagues:*

Lyn Sonnenberg, U Alberta

Janet Corral, U Ottawa

Jerry M. Maniate, U Ottawa

David Wiljer, U Toronto

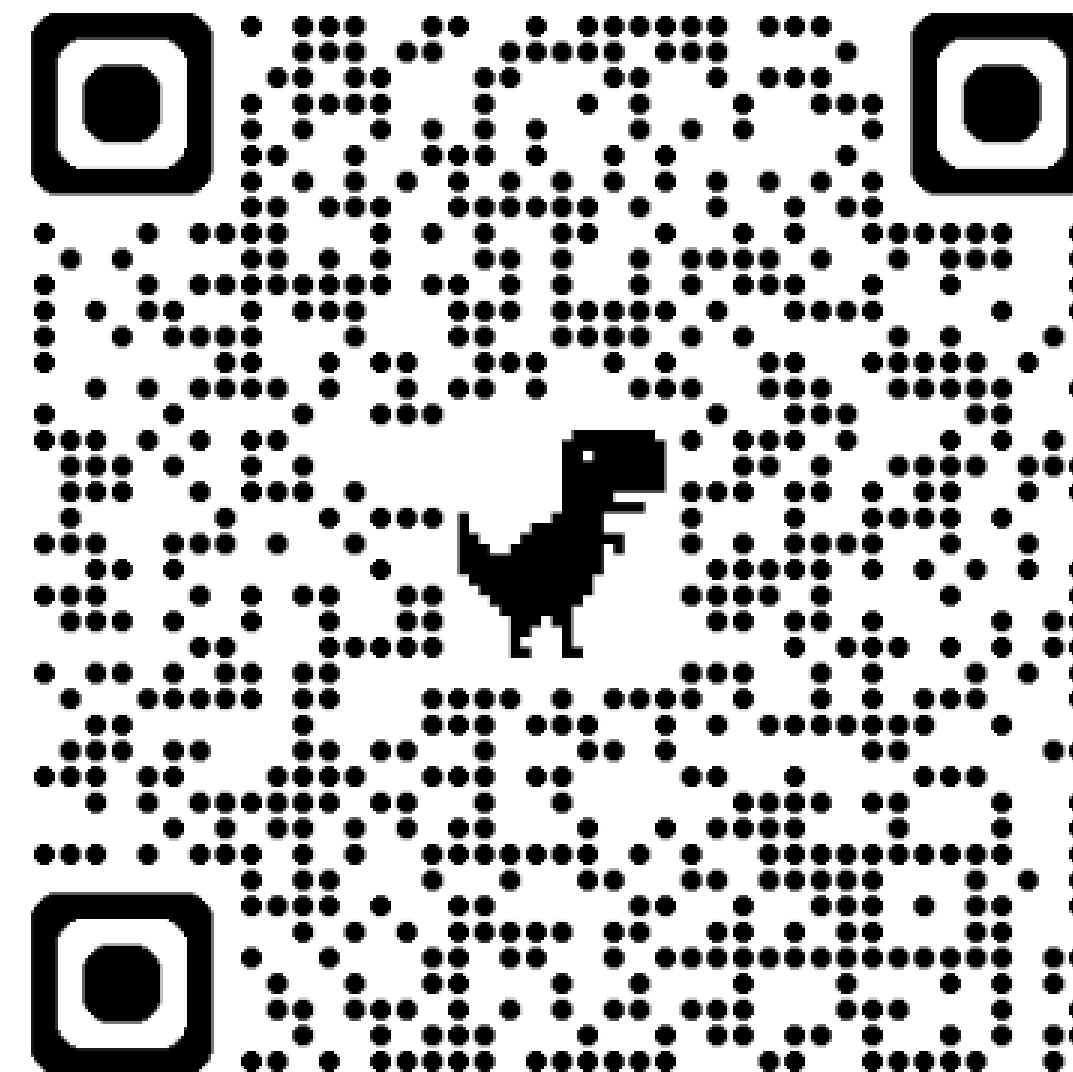
Muhammad Mamdani, U Toronto

Brandon Tang, U Toronto

Babar Haroon, Memorial U



# CARE-AI FRAMEWORK

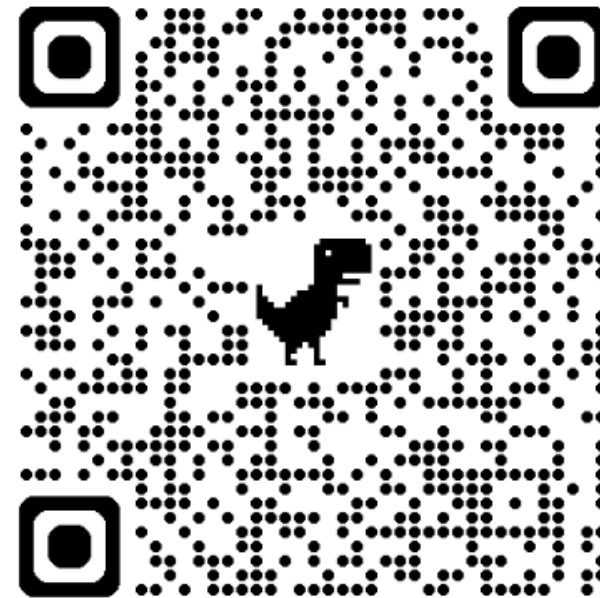


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# OVERVIEW OF CARE-AI PRINCIPLES

1. Responsible AI is a professional duty.
2. Responsible AI use should complement, not replace, human judgment.
3. Think before you say, do, or interact with an AI system present.
4. Use AI with honesty and integrity.
5. Work within the law.
6. Ensure ethical information stewardship.
7. Advocate for mechanisms to reduce bias in AI tools.
8. Digital security awareness is part of your professional responsibility and your professional reputation.
9. Consider the long-term implications of your digital activities.
10. Build and maintain literacy in AI.



# LET'S APPLY CARE-AI PRINCIPLES TO SCENARIOS

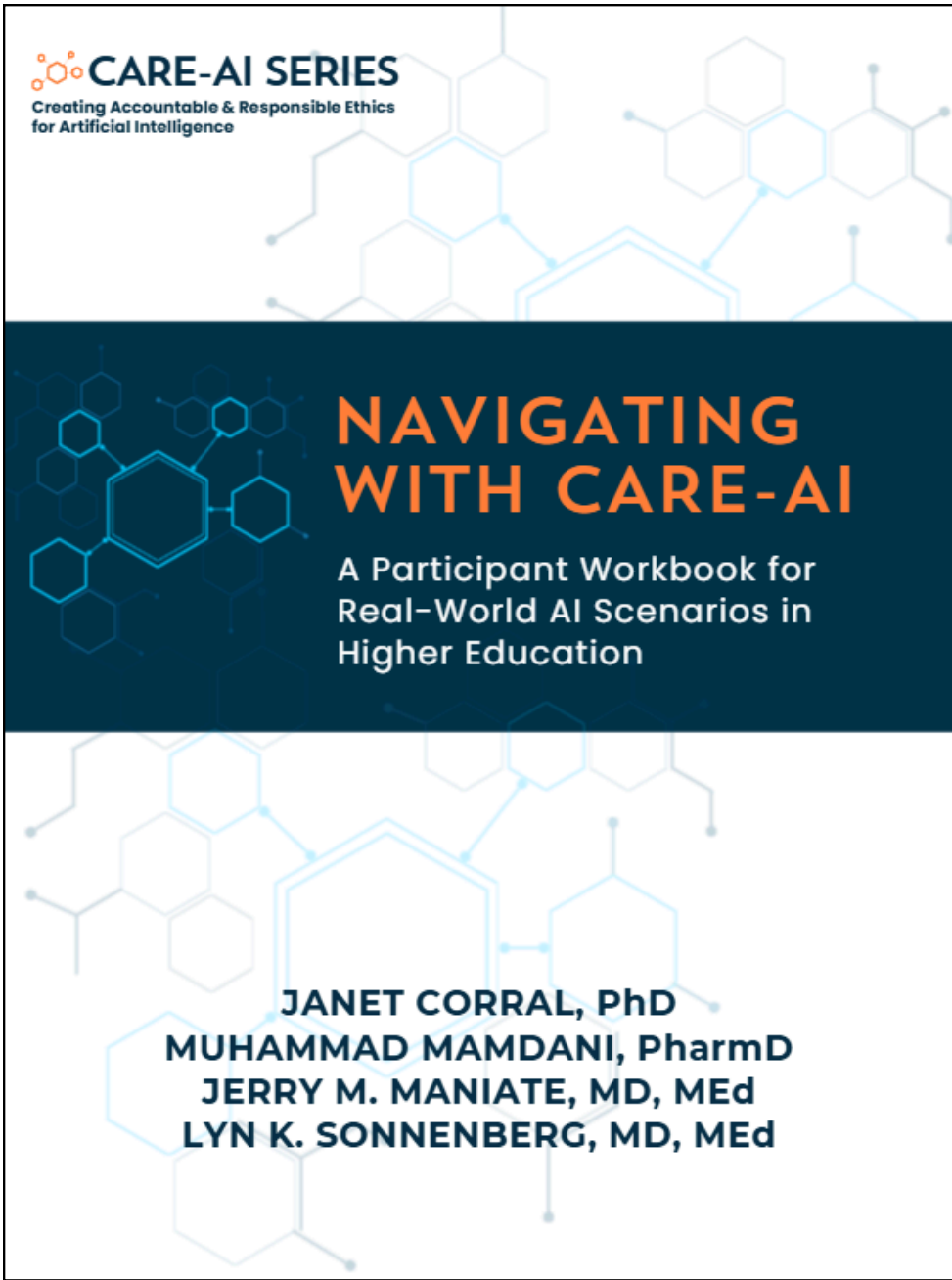
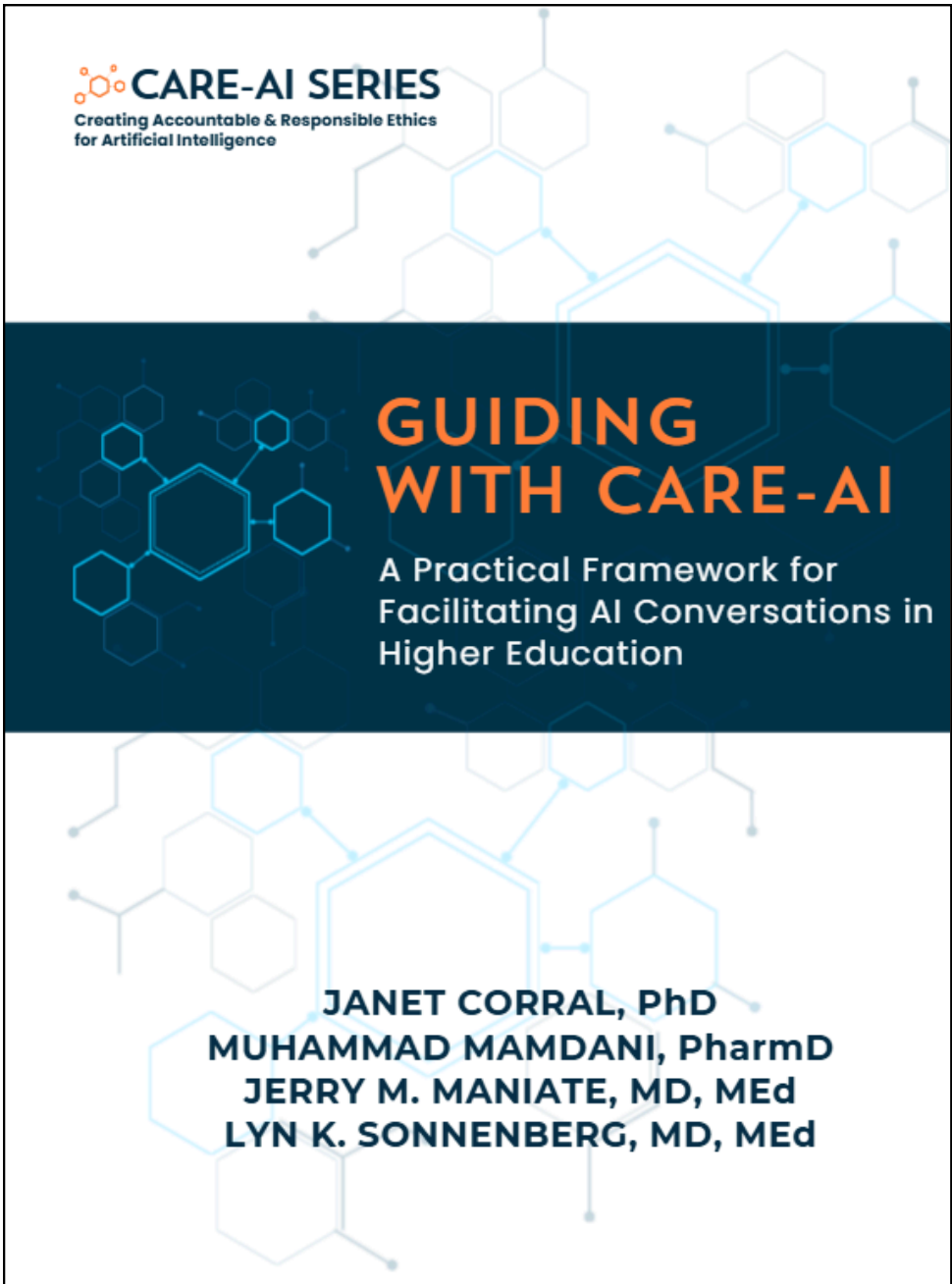
We had a wonderful discussion – please  
see the recording!

Scenarios are copyrighted, and available  
in the workbook.





# CARE-AI FACILITATOR AND PARTICIPANT WORKBOOKS



Scan here for  
release details

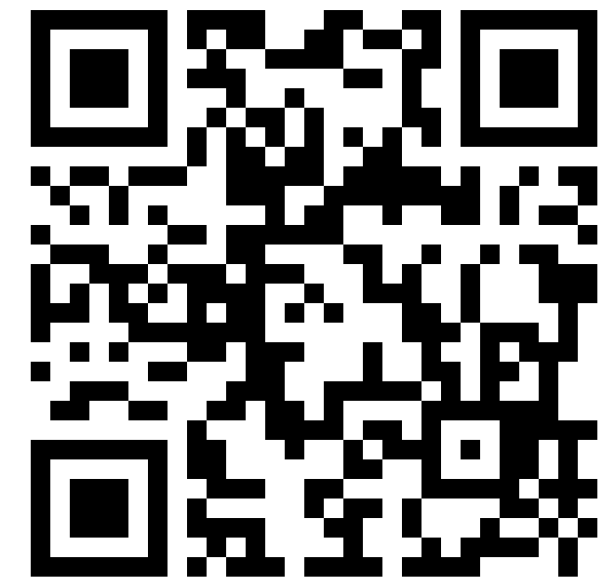
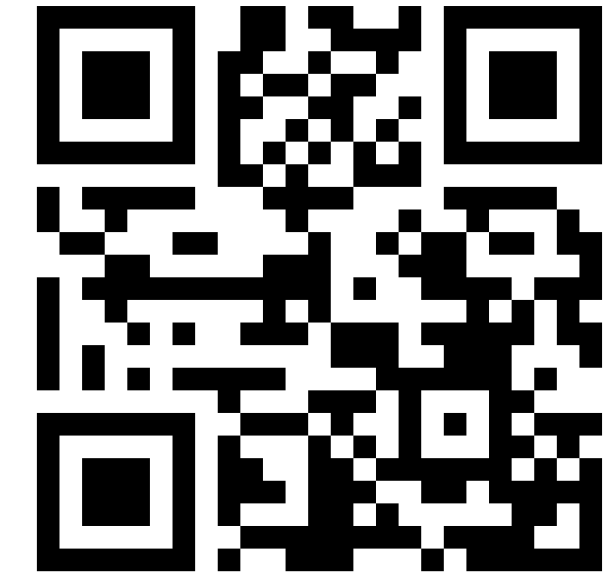




# GET INVOLVED: CARE-AI STUDY



- CARE-AI Study: Survey Link - **<https://redcap.link/CAREAI1>**
  - Scan the QR Code to participate in the Delphi-based CARE-AI survey.
- EqHS helps organizations put Equity into Action through consulting, co-design, and workshops. Scan the QR Code to learn more!



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# EQHS CONSULTING



## Bringing Our Concepts to Your Contexts.

We equip organizations with evidence-informed, strategic tools to embed equity principles into decision-making, practice, and research.

### Our Expertise

- » Organizational & Systems Consultation
- » Strategic Visioning & Change Management Strategies
- » Curriculum & Higher Education Advising
- » Relational Engagement through Dialogue & Co-Design
- » Keynote Presentations & Custom Workshops
- » Program Evaluation, Research & Impact Measurement
- » Leadership Coaching & Adaptive Mentorship



**Let's co-create  
impactful change**

# CONTACT US!



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# THANK YOU!

## FOR YOUR PARTICIPATION

