

## What is Corporate Social Responsibility (CSR)?

When considering the ethical ramifications of something done with intentional forethought, the question remains; what is the appropriate responsibility of the instigating party?

I would argue it would be to recognize harm done and whether it's reasonable or not to believe this harm could've been avoided had the branding been more robustly vetted prior to launch, the fact remains that it still exists.

If we are to hold that good corporate citizenship is something more than a buzzword and a marketing slogan, then the expectation would be to acknowledge the error in judgement and its impact on millions of people and rectify the mistake, even if it's inconvenient or expensive.

At one point or another, we've all had our names mocked or to be made the butt of jokes. For every hanging Chad that's no longer the center of societal gestalt, there's a Felicia that's wishing people would just move on already. But that's also the key difference, these other unfortunate names are just fads that fade out of the limelight as easily and quickly as they appeared.

What is truly bedeviling for Alexas however is this scenario is being driven at the behest of one of the world's most powerful corporations who's intent on embedding their AI into every facet of our lives with a never ceasing barrage of marketing and advertising. The mockery, harassment, and continuous unwanted attention will never dry up as long as there's millions upon millions of dollars spent to remind you of Amazon's products day in and day out.

The consequences of Amazon's decision to anthropomorphize their device with a human name ranges from name changes, identity erasure, harassment often perpetrated by adults, including teachers, if you can believe it, to job, social and education impact. It's funny for many; for others impacted by it and without hope of escaping its near continuous effect there have been adverse consequences. “

- Father of an Alexa