For all analysis reports you will be writing from the perspective of Chief Ethics Officer for a company called X-Tech. For this analysis paper please consider the topic of algorithmic bias discussed in class this week. XTech is in the process of developing a new product line/ application that will rely on machine learning to identify, predict, and/or otherwise segment their customer base. 1). Describe the product and its design. How is machine learning used to facilitate the product or application? 2). Discuss the issue of algorithmic bias. Provide at least one example from a news story that is relevant to the new product/ application that XTech is working on. 3). How can XTech avoid algorithmic bias in this new product/ application? Describe the steps, both technical and ethical. 4). Finally, offer a statement on the ethics of avoiding algorithmic bias. How are human and machine bias related and why is bias an ethical issue? Please write in third person voice and use a professional tone throughout your essay and include at least 4 citations and references formatted according to IEEE guidelines. Follow the formatting guidelines below. Please use a report format/ structure (see writing resources in course materials). · 12-point Times New Roman font · Double-spaced pages with 1-inch margins · Cover page including author's name, report title, date · 500 words minimum Criteria/ Points Possible Background 5 Discussion of example 5 Discussion of bias 5 Structure2 Voice 2 Citations references 4 Editing and formatting 2