

ECIU-Challenge
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Video Clip Summary
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The speech was about the difference between breaking a rule and doing something wrong.

Values are shared beliefs like honesty and fairness. Norms are what happens when those beliefs get written into rules.

There are two kinds of rules. Some define what something is. Others only control how it works. Eligibility criteria are the second kind and are meant to be updated.

The case: a founder applies to an accelerator and prepares for months. Two days before the deadline, one sentence in the criteria changes. Her category is excluded. Her competitor stays in. Nothing illegal happened.

The problem is that the rule still looked correct on paper. But it was no longer serving fairness. It was serving a result.

When a rule is used to target one person instead of organizing a process, it loses its purpose even if it keeps its wording.

Most integrity checks only ask whether a rule was broken. The second question is missing: was the rule changed for the process, or against a person?

Generative tools now make this kind of edit faster and easier to disguise. The problem existed before AI. The speed is new.