

Intro to Design Ethics

UVA CS 4501



Josh Kim

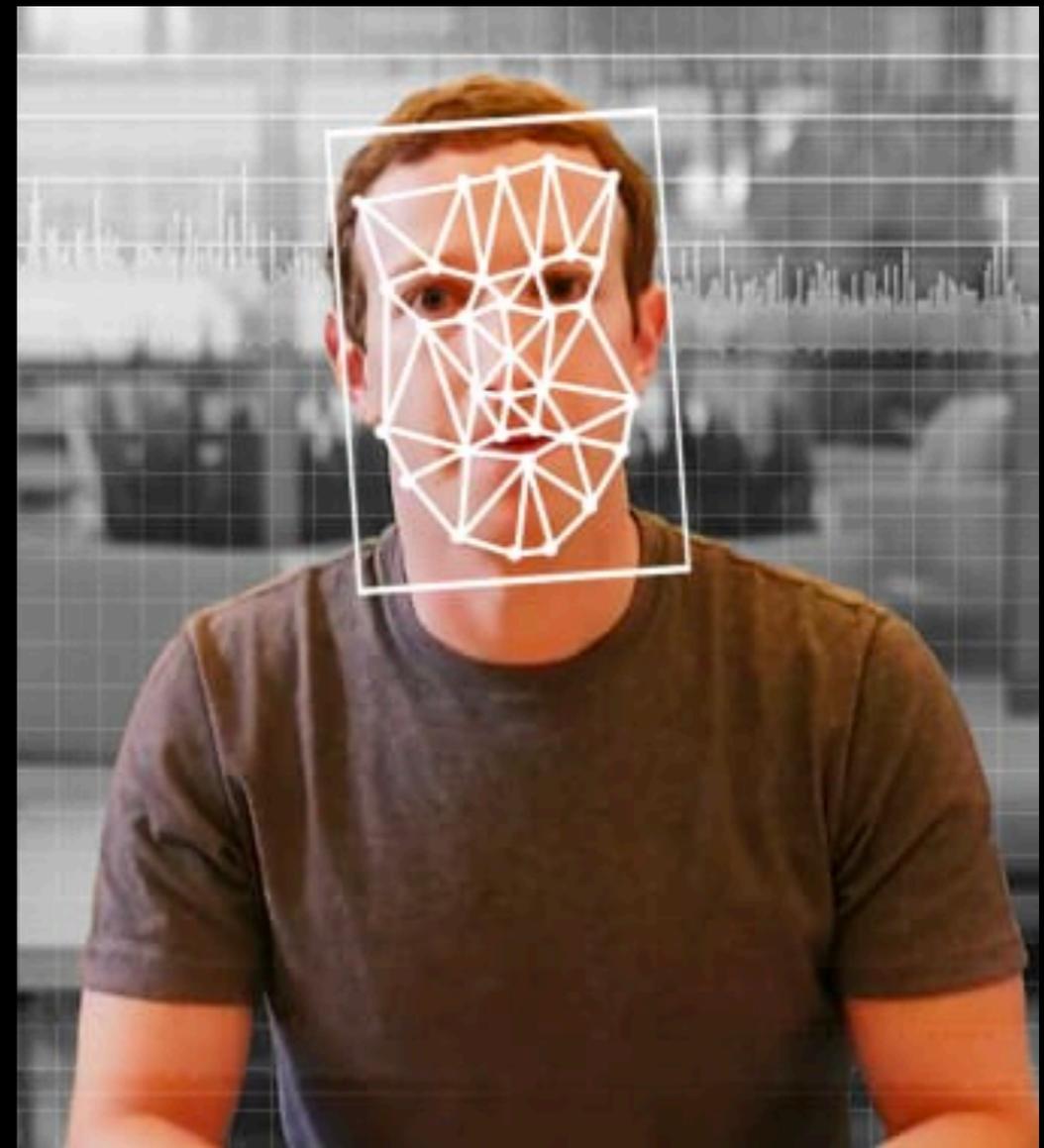
Sr. Designer and Accessibility
Specialist at Ad Hoc

Contact

joshkimux@gmail.com

joshkimux.com

Why ethics?

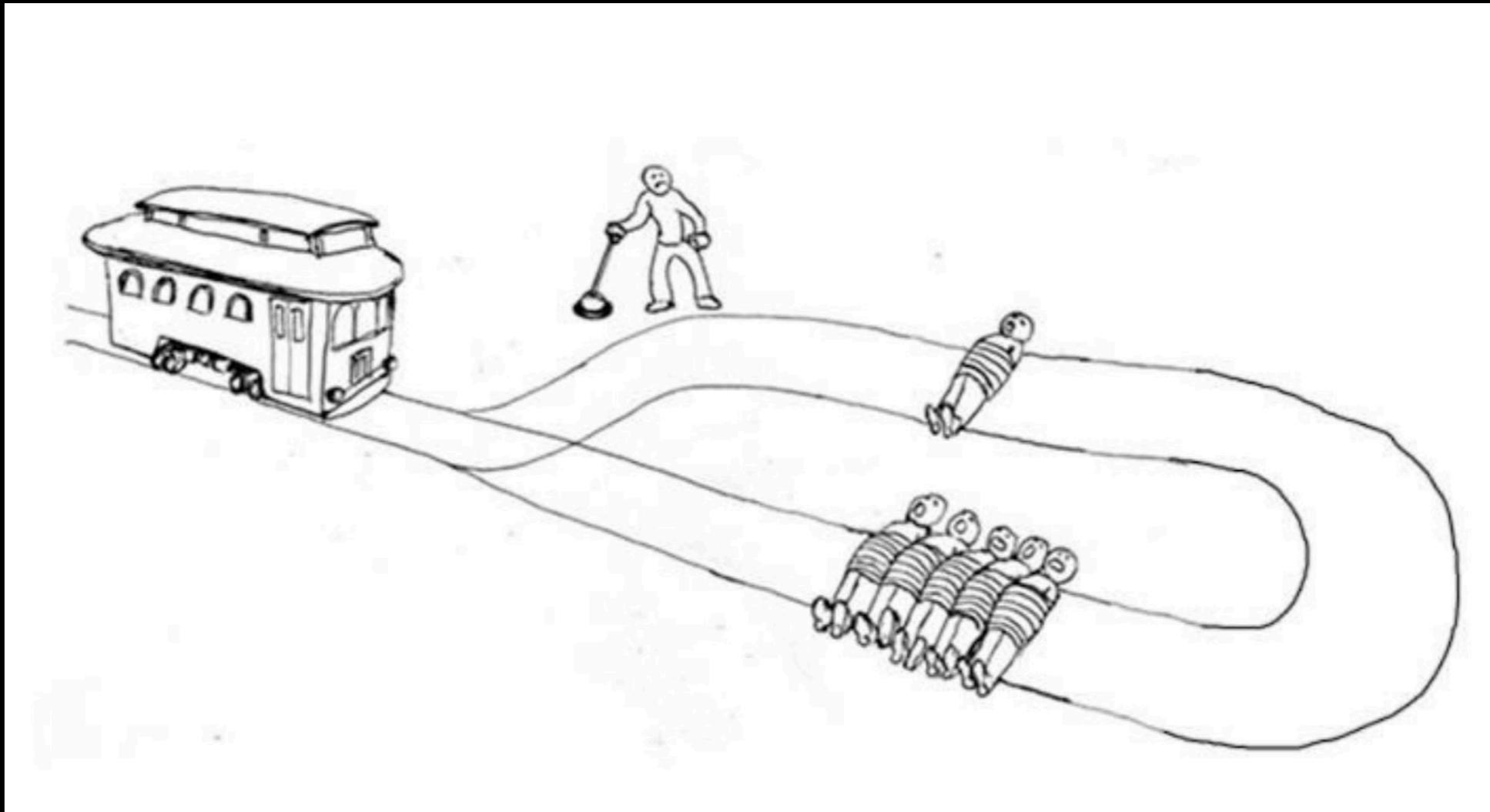


Technology then vs. technology now - a new kind of simulation.

Average practitioners performing simple, day-to-day software design and development, are often blithely unaware of the ethical choices they make unconsciously.

Yet, these choices can have ramifications comparable to those faced by the inventors of poison gas or the atomic bomb.

Alan Cooper



The classic trolley problem.



Let's get started

Technologists are
ruining the world



Walk up to my car

Pull out my smartphone

Wake up my phone

Unlock my phone

Exit my last opened app

Exit my last opened group

Swipe through a sea of icons

Tap the app icon

Wait for the app to load

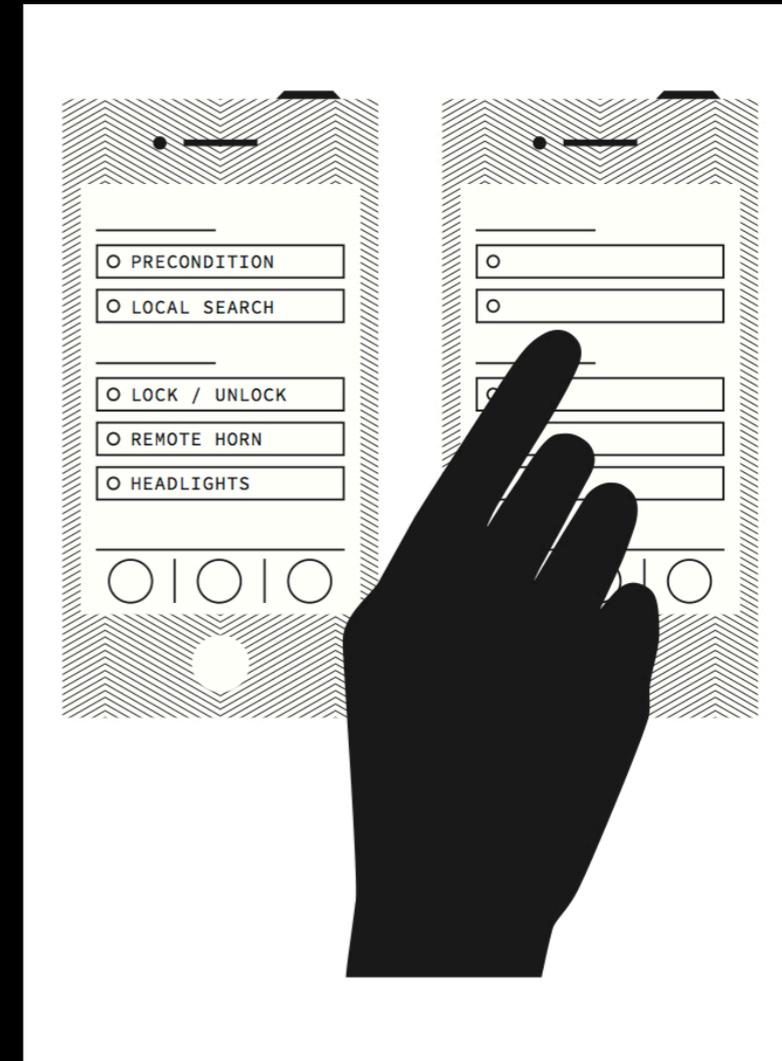
Try to find the unlock action

Make a guess with the menu and tap "Control"

Tap the Unlock button

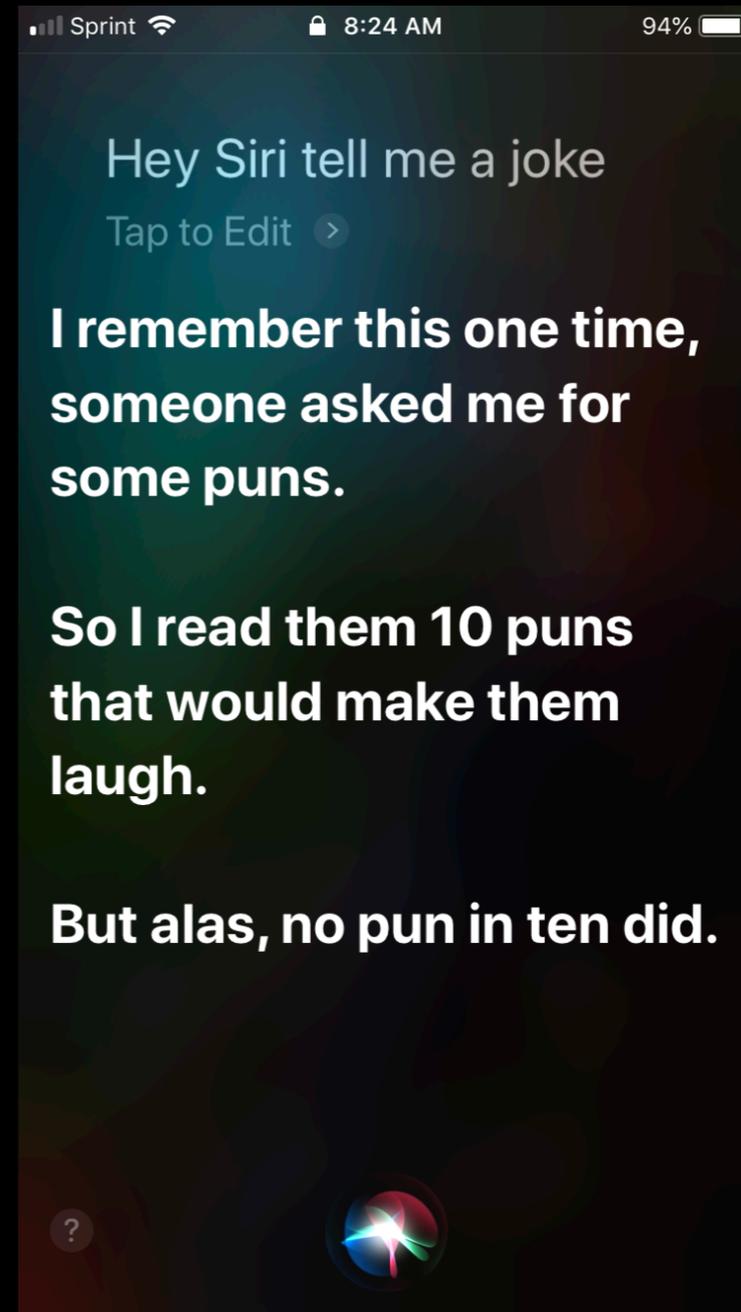
Slide the slider to unlock

Physically open the car door (my goal)



“We’ve made [a] job to solve problems with screens”

- Golden Krishna



How Siri responds to 'I was raped' vs. tell me a joke (2016)

Ethics tip

Prioritize and solve real problems first.

Slack Groups

Design Gigs for Good

www.designgigsforgood.org

Design to Divest

www.designtodivest.com

US Digital Response

www.usdigitalresponse.org

Uber

UBER SCANDALS

Uber's rapid rise has brought an even sharper increase in disputed activities — from violating city rules on licensing and safety to invading critics' privacy to tolerating sexual harassment. This site indexes and organizes selected examples, providing summaries and citations for each.

Issues by category:

[admissions](#) (2)

[airports](#) (6)

[billing](#) (18)

[board of directors](#) (14)

[bystanders and pedestrians](#) (8)

[competition](#) (5)

[competitors](#) (14)

[cover-ups](#) (32)

[disabilities](#) (7)

[driverless/self-driving](#) (25)

[drivers](#) (46)

[drugs](#) (2)

[lobbying](#) (3)

[passengers](#) (47)

[privacy](#) (14)

[private investigators](#) (5)

[regulators](#) (38)

[safety](#) (38)

[surge](#) (3)

[tax](#) (6)

[specific managers](#)

[Arianna Huffington](#) (3)

[Travis Kalanick](#) (33)

[Dara Khosrowshahi](#) (1)

[specific regions](#)

[Arizona](#) (3)

[California](#) (14)

[Florida](#) (3)

[Illinois](#) (5)

[Massachusetts](#) (4)

[New York](#) (9)

[Oregon](#) (3)

[Pennsylvania](#) (4)

[Texas](#) (1)

[Washington, DC](#) (1)

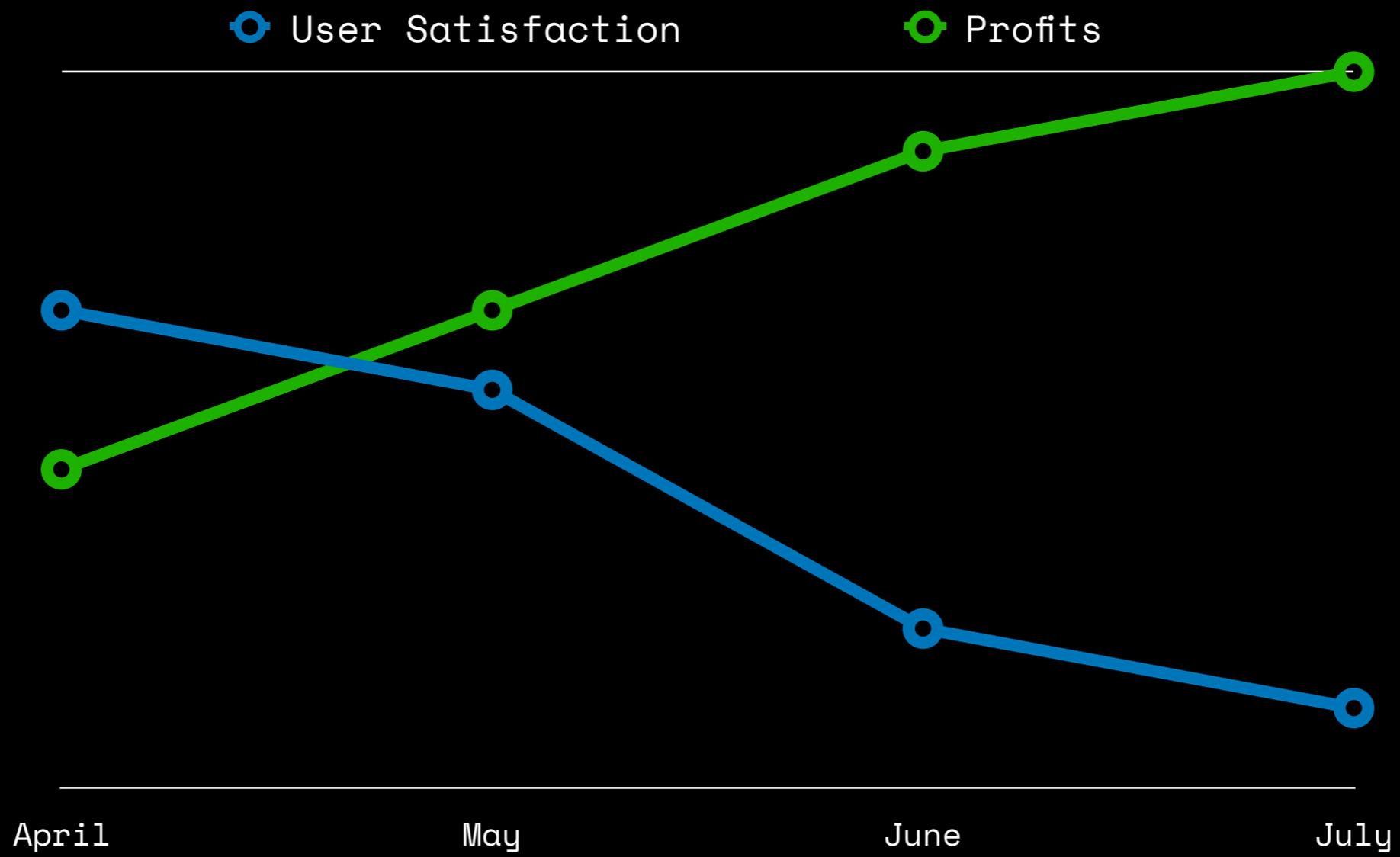
[Canada](#) (1)

“Venture capital is like startup cocaine” - Mike Monteiro

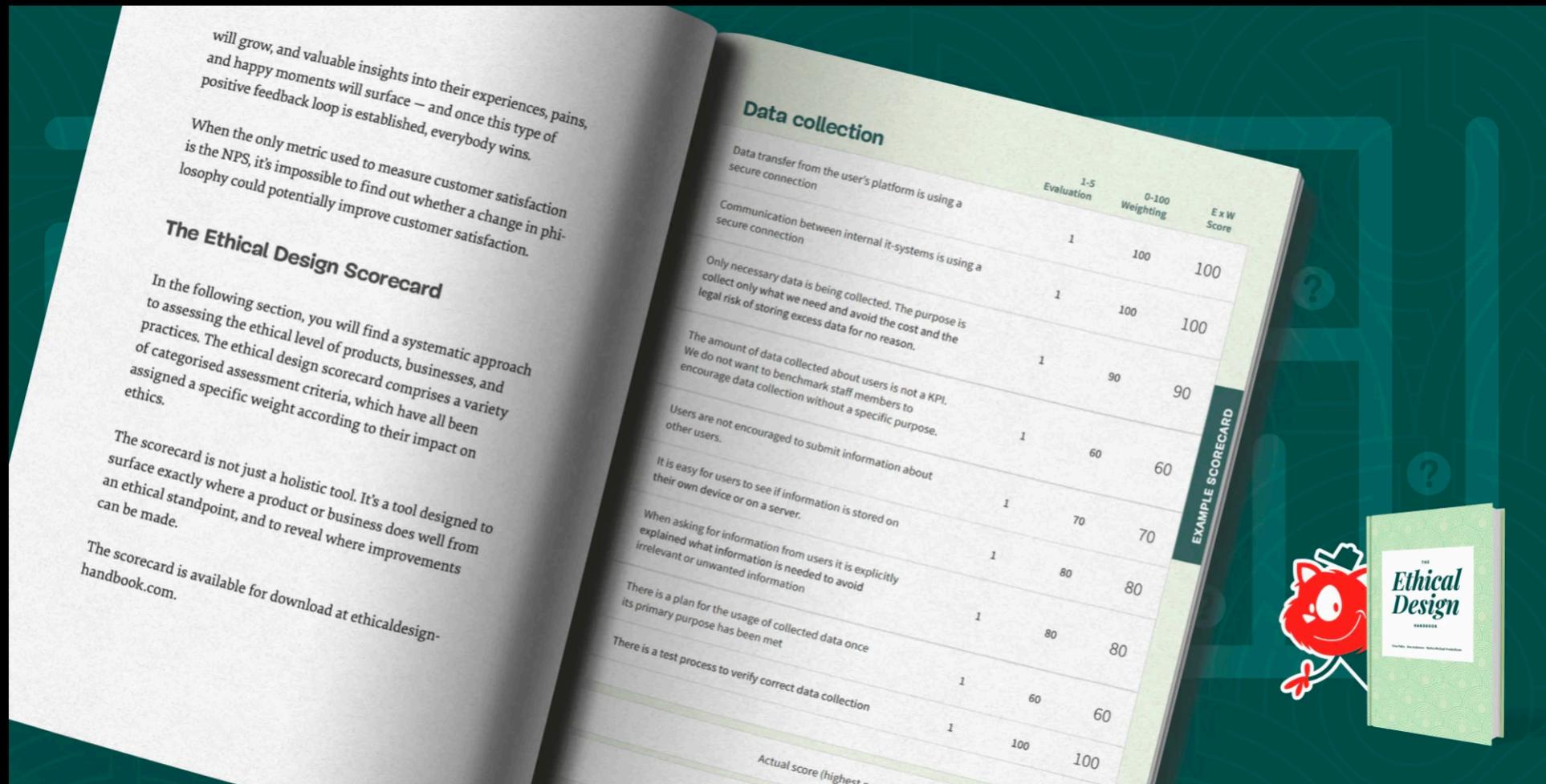
Ethics tip

How do you define
success?

Be careful what you
measure.



Ethical Design Scorecard



<https://ethicaldesignhandbook.com/goodies/ethical-design-scorecards.xlsx>

**MOVE
FAST AND
BREAK
THINGS**

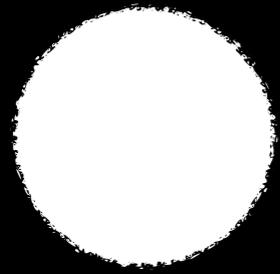


Design changes how
we see the world

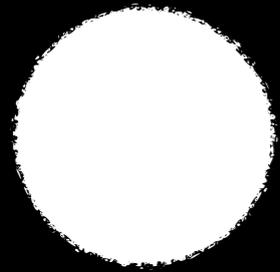


All media works us over
completely... the medium
is the message.

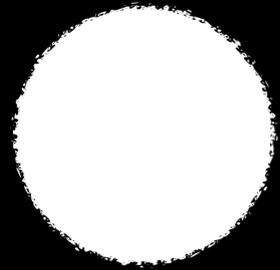
Marshall McLuhan



Male



Female



Other

Language shapes reality by defining who's in and who's out.

Job application form

Examples

The Bad Place

The OK Place

The Good Place

Everyone involved is
responsible.

Not just designers...

Will you need an accommodation?

Yes No

...but developers too

```
<p>Will you need an  
accommodation</p>
```

```
<div class="radio-custom"  
id="acm"/>  
<span>Yes</span>
```

```
<div class="radio-custom-2"  
id="acm"/>  
<span>No</span>
```

Will you need an accommodation?

Yes No

...but developers too

```
<fieldset>
```

```
<legend>Will you need an  
accommodation</legend>
```

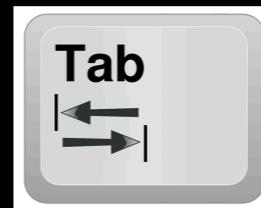
```
<input id="acm" name="acm"  
type="radio" value="yes"/>  
<label for="acm">Yes</label>
```

```
<input id="acm-2" name="acm"  
type="radio" value="no"/>  
<label for="acm-2">No</label>
```

```
</fieldset>
```

Will you need an accommodation?

Yes No



“Selected, Yes, radio button, 1 of 2,
Will you need an accommodation?”

You will determine who is
“in” and who is “out”

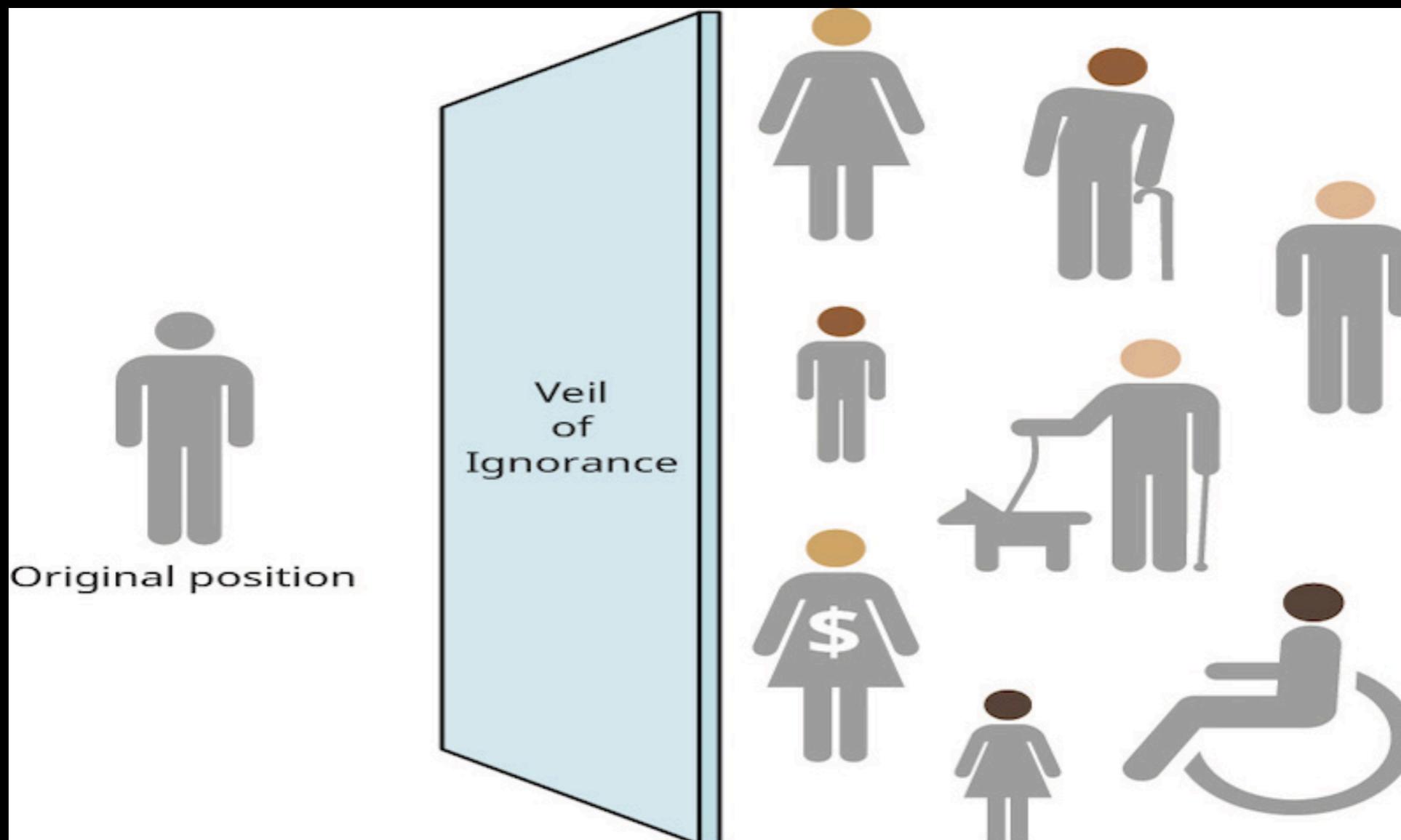


The 504 Sit-in was a disability rights protest that began on April 5, 1977.

Ethics tip

John Rawl's Veil of Ignorance

Veil of Ignorance



Veil of Ignorance



Matrix of Oppression

Social Identity Categories	Privileged Social Groups	Border Social Groups ↔	Targeted Social Groups	Ism
Race	White People	Biracial People (White/Latino, Black, Asian)	Asian, Black, Latino, Native People	Racism
Sex	Bio Men	Transsexual, Intersex People	Bio Women	Sexism
Gender	Gender Conforming Bio Men And Women	Gender Ambiguous Bio Men and Women	Transgender, Genderqueer, Intersex People	Transgender Oppression
Sexual Orientation	Heterosexual People	Bisexual People	Lesbians, Gay Men	Heterosexism
Class	Rich, Upper Class People	Middle Class People	Working Class, Poor People	Classism
Ability/Disability	Temporarily Abled-Bodied People	People with Temporary Disabilities	People with Disabilities	Ableism
Religion	Protestants	Roman Catholic (historically)	Jews, Muslims, Hindus	Religious Oppression
Age	Adults	Young Adults	Elders, Young People	Ageism/Adultism

© Teaching for Diversity and Social Justice, Second Edition, Routledge, 2007

Pay attention to intersectionality

Ethics tip

A more diverse team

=

A safer and more
inclusive product

Ethics tip

Nihil de nobis,
sine nobis

The Better Place LLC

Attach your resume.

To ensure a fair hiring process, we hide any potentially biasing information like your name, gender identity, and accommodation needs before it's reviewed.

Attach your resume

Designed with people with disabilities

The Better Place LLC

Request an accommodation.

We offer a variety of accommodations to meet your needs including ramps, rest rooms, assistive technologies, sign language interpreters, and more. We encourage you to request for any accommodations you may need.

For more information or assistance, please contact our accommodations lead Lainey Kohlstedt.

- [Call for an accommodation at \(703\) 555-1212, TTY:113](tel:(703)555-1212)
- [Email an accommodation request to lkohlstedt@xyz.org](mailto:lkohlstedt@xyz.org)
- [Submit an anonymous accommodations request form](#)

Inclusion often means giving more than one way to a solution

Surviving in the real world



Know what you're getting into:

- Do your research
- Ask the right questions
- Have an exit plan

Questions?

Contact

joshkimux@gmail.com

joshkimux.com

Layers of effect activity



LAYERS OF EFFECT

Product: Yelp

manipulations of users to paying hidden fees they don't want to pay

fake user accounts on the platform

political targeting of establishments

users trolling restaurants or establishments

ad-revenue generator

reservation services

self service tool for businesses

harassment between users online

affiliate revenue (open table, etc.)

community of people who love restaurants, experiences, etc.

write reviews of restaurants and other establishments

read reviews of restaurants and other establishments

PRIMARY

SECONDARY

TERTIARY

mismatched expectations between customers and establishments

prioritization of restaurants that pay more, skews what users see

Layers of Effect Activity

A group activity to reframe the way we look at the products and experiences we make or use.

Defining the primary layer

These are the effects that you think of first when you think of a product or experience. They are always intended and known.

write
reviews of
restaurants

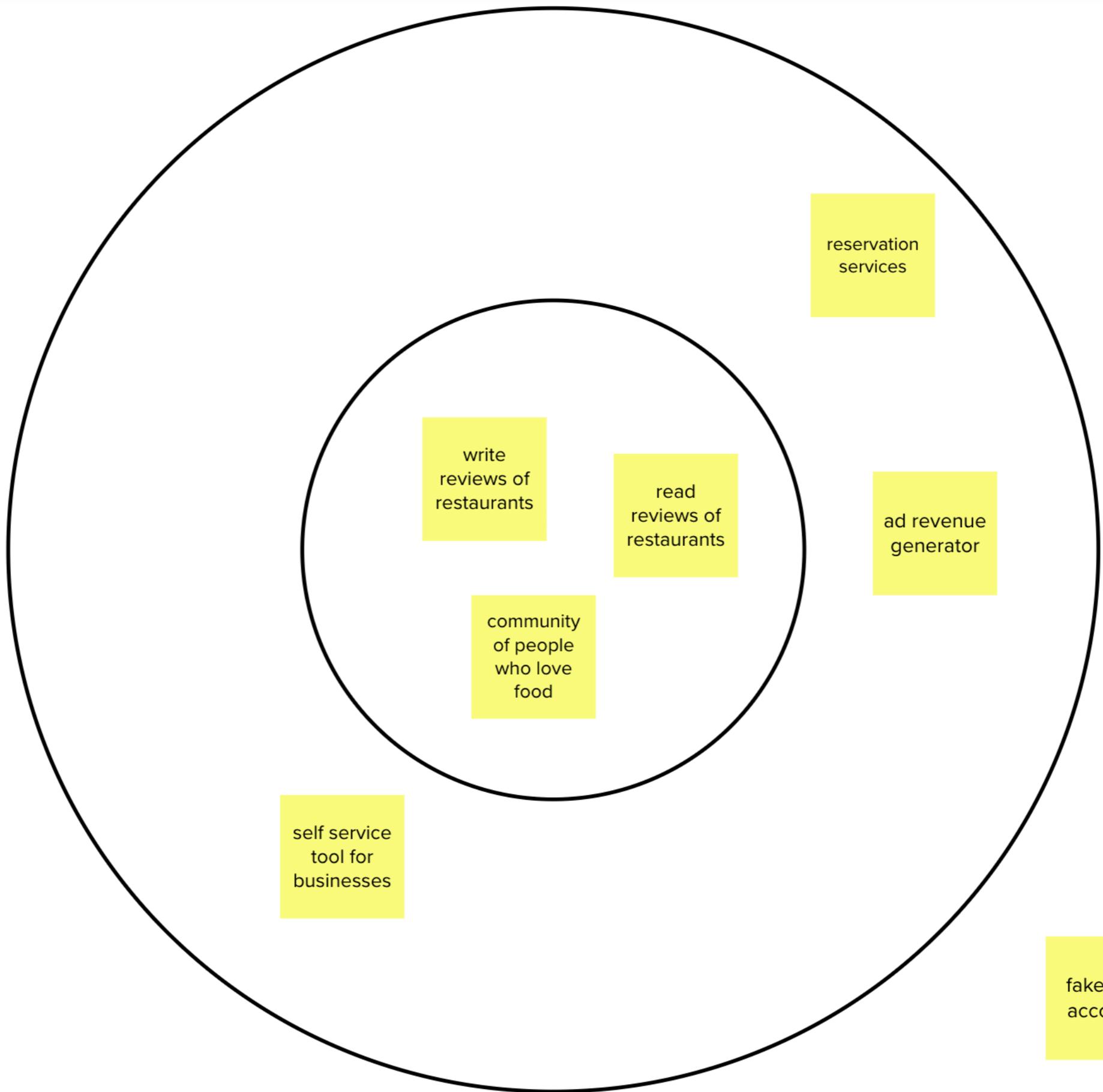
read
reviews of
restaurants

community
of people
who love
food

self-service

Defining the secondary layer

These are the effects that might not pop up immediately as the defining characteristic of a product, but are still just as relevant to the company's shareholders.



write reviews of restaurants

read reviews of restaurants

community of people who love food

reservation services

ad revenue generator

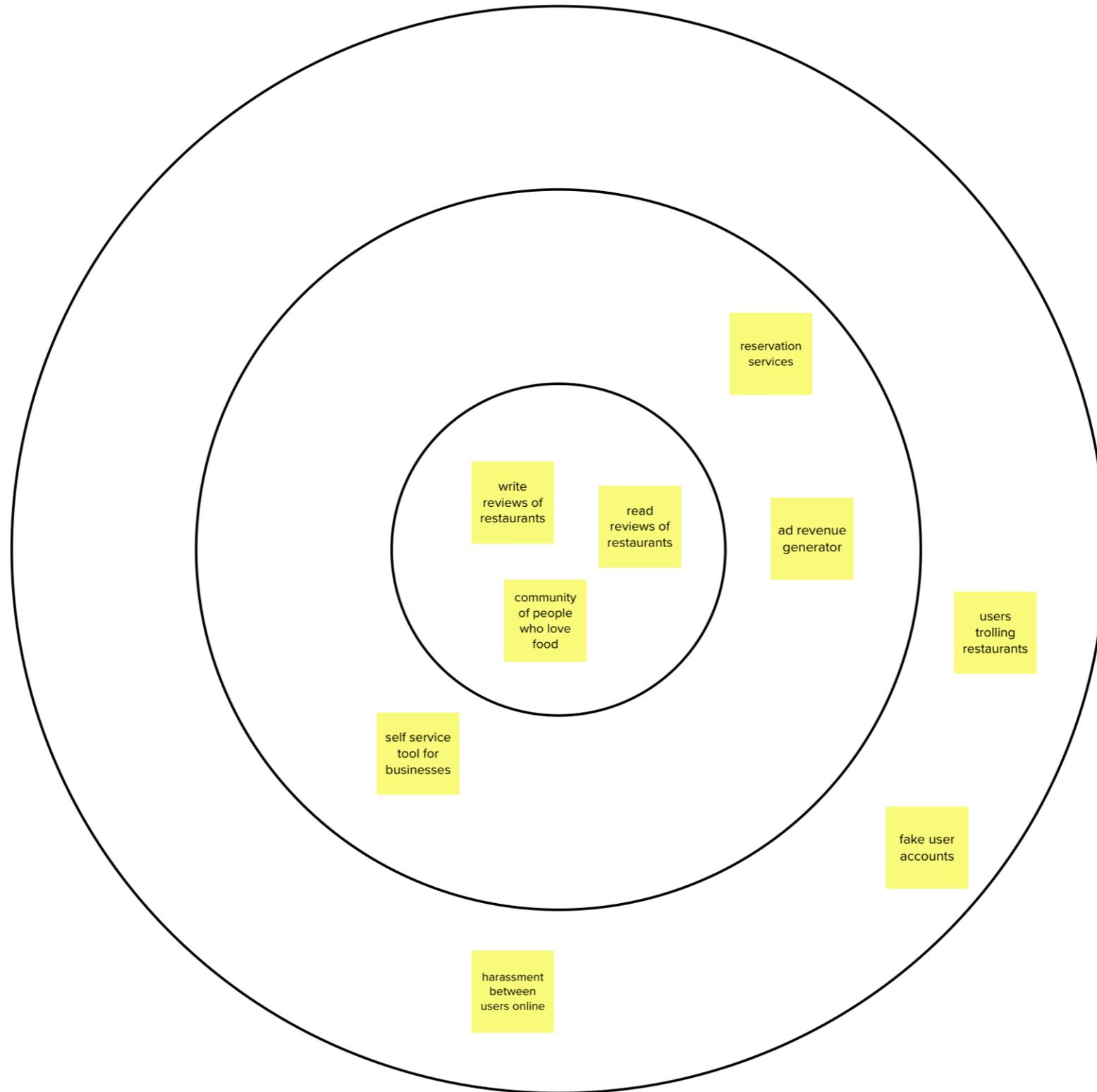
self service tool for businesses

fake use account

Defining the tertiary layer

These are the effects that are either unintended or unforeseen. These can be good or bad. These effects are always surprises that start cropping up after users have had their hands on the product.

Yelp - EXAMPLE



Setting up

1. Write your group name next to the company you'd like to study.
2. As a group, brainstorm and populate each of the layers using sticky notes. Don't worry about quality— be creative and focus on quantity instead!
3. After 20 minutes, we'll reconvene and share our boards.

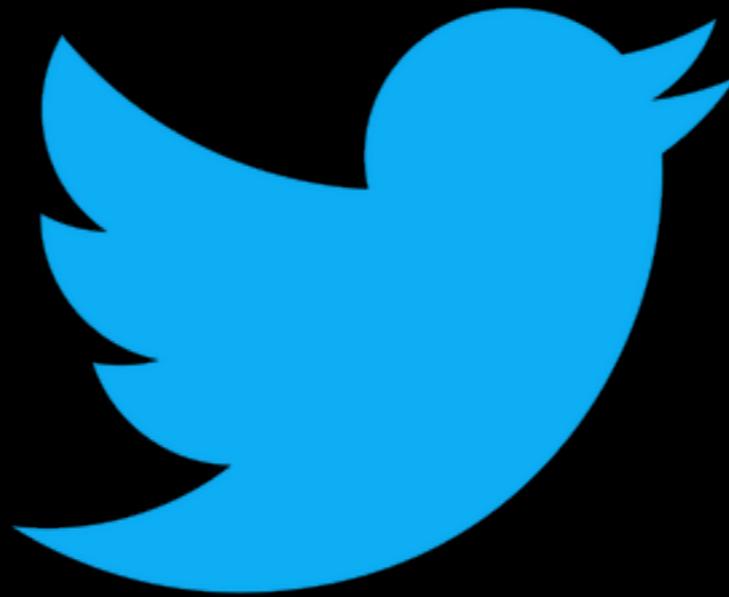
Discussion

1. What effects did you identify at the tertiary layer?
2. What scared you the most?
 1. If you worked at that company, how might you prevent it from happening?

Recommended readings



Appendix



“Twitter’s brevity lends itself to emotional tweets, while its virality breeds legions of opinionated, less-informed tweets”
- Kurt Wagner

Ethics tip #5

Self-regulated ethics
is not a substitute for
regulation.



“A Genocide Incited on Facebook, With Posts From Myanmar’s Military” - New York Times

Ethics tip

Move fast and break
things is over.

Slow down and fix
stuff instead.