

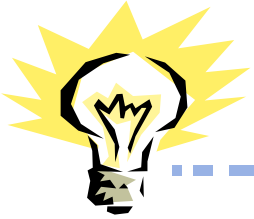
# Ethics and Design

Don't be evil...?



# Agenda

- Ethics in Research
- Ethics in Design
- Ethics Beyond



➤ Definitions



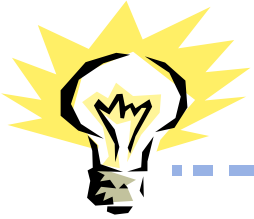
➤ Is it as simple as "Don't be evil?"...??



# Ethics in Research

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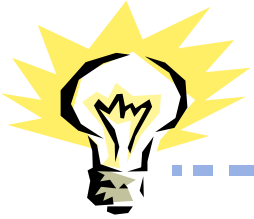
- Research questions
- Research design
- Recruiting participants
- Conduct of research
- Data, data, data
- Reporting of research



## EiR: Examples

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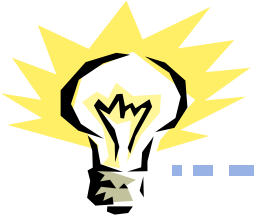
- Facebook
  - ❖ Study of affect in social media feed
  
- Accessibility research
  - ❖ Can people with disabilities use your product?
  
- Product release at Beta stage??
  - ❖ e.g., Microsoft



## EiR: Research questions

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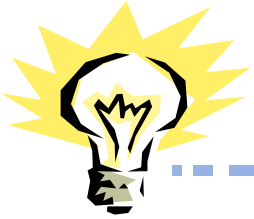
- What is fair to ask?
- Taboos?
- Gratuitous/exploitative research?
- Framing/lenses/biases?
- Culture/gender/groups?



## EiR: Research design

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- Where?
- How?
- Terms of service for websites/products?

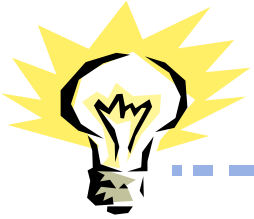


## EiR: Recruiting participants

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- Representative samples
- Sample size
- Recruiting
- Incentives (to participate)
- Informed consent in HCI research?





## EiR: Conduct of research

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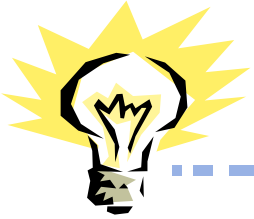
- Privacy
- Deception
- Incentives (to perform)



## EiR: Data, data, data

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- Collecting, storing, preserving
  - ❖ What about deleted content?
  - ❖ “Ancient” data?
- Anonymity
- Privacy
- Multiple uses for data



## EiR: Reporting of research

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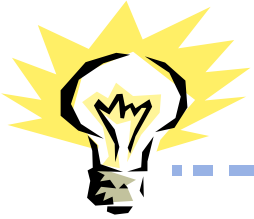
- Ethical analysis and conclusions
- Unbiased reporting
- Scientific vs. popular dissemination
- Withholding results, embargos
- “Circular file” for some data/results



# Ethics in Design

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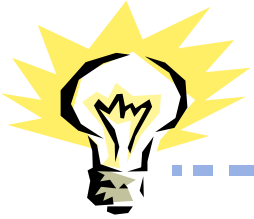
- Business models
- User groups
  - ❖ Exclusive, inclusive, universal?
- Features and functions
- Data, data, data



## EiD: Examples

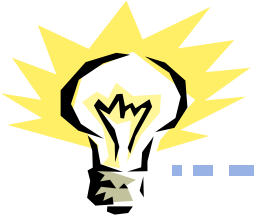
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- Cell phone tracking
  - ❖ Every move you make...?
- Cookies, ads, sticky websites
  - ❖ Arms race of privacy concerns?
  - ❖ Or, welcome customization?
- Encryption of messages
  - ❖ Hiding vs freedom?
- Social media influence in life
  - ❖ Echo chambers?
  - ❖ Is anyone responsible?



## EiD: Business models

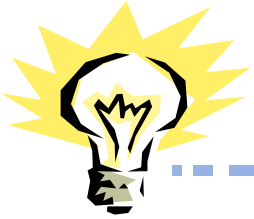
- “Don’t be evil” (?)
- Business interests vs user interests
- Exploitative business models



## EiD: User groups

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- Exclusive, inclusive, universal?

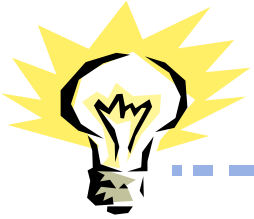


# EiD: Features and functions

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- Deception
- WYSIWYG functionality
- Being very good at “very bad” things
  - ❖ (What is “bad”, and who decides??)





## EiD: Data, data, data

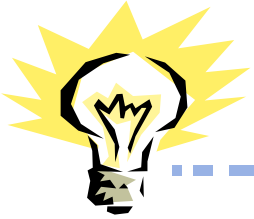
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- What is collected (by a system)?
- How is it collected?
- Who knows about it?
- How is it used (explicit AND implicit)?
- Ownership?



# Ethics Beyond

- Support
  - Service
  - Warranties
  - Data, data, data
- Ethics Beyond



## EB: Examples

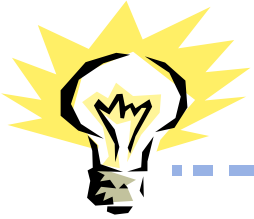
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- Digital colonialism
  - ❖ Culture, language, norms
  
- De-commoditization
  - POTS → mobile phone (costs, service, etc.)
  
- US vs Euro data norms, laws
  - ❖ Who is right?
  - ❖ What about global contexts?



## EB: Support

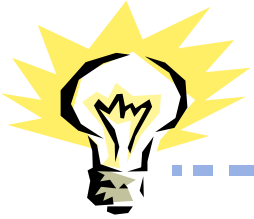
- Social contract vs. legal contract
- Defect = contact opportunity?



## EB: Service

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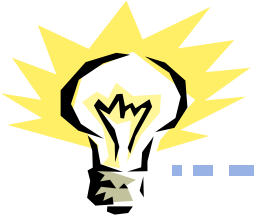
- Social contract vs. legal contract?
  - ❖ What is really being offered?
- Outsourcing of service/support



## EB: Data, data, data

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➤ Serendipitous data



## Further Discussion

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- Who is responsible?
- Conflicts of interest?
- Is big data better data or worse data (ethically)?
  
- There is no simple answer in ethics