

# Responsible Design in Reality

**Now/next**

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Part 1

# Trends

Part 2

# Responses

**Customer  
pressure**

**Regulatory  
pressure**

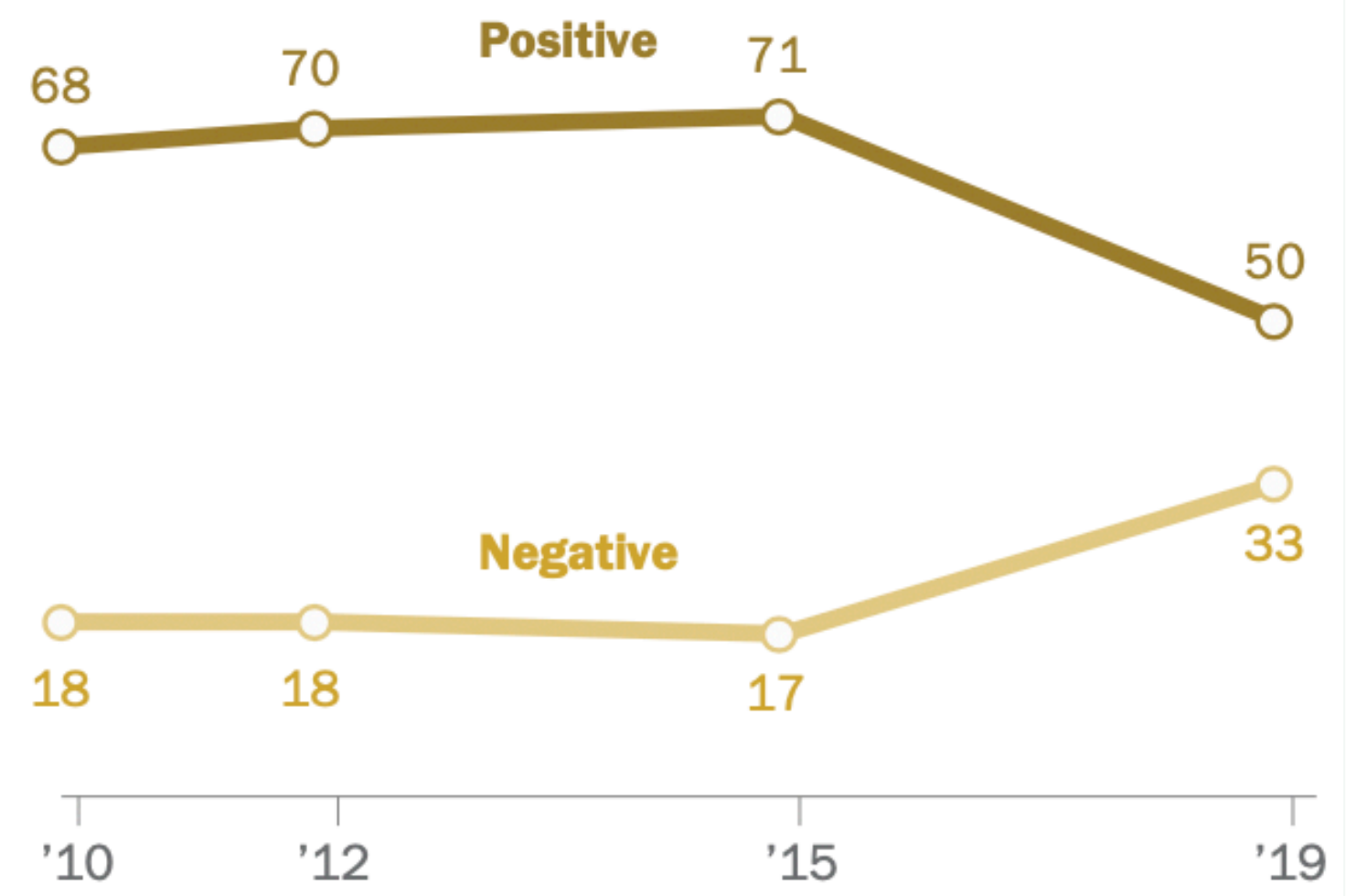
**Employee  
pressure**

**Customer  
pressure**

**Regulatory  
pressure**

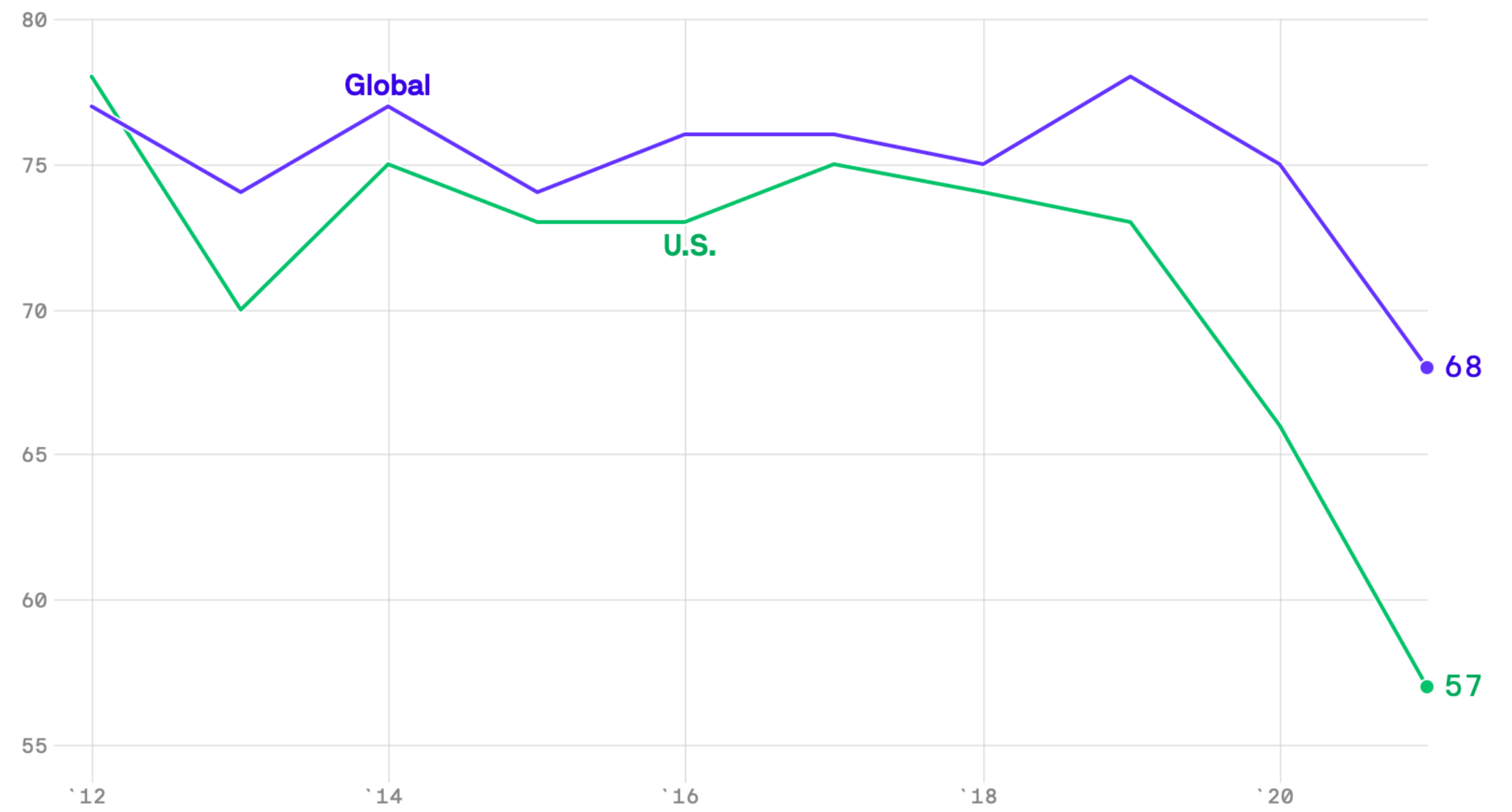
**Employee  
pressure**

*% who say technology companies have a \_\_\_\_ effect on the way things are going in the country*



*% who say technology companies have a **positive** effect on the way things are going in the country*

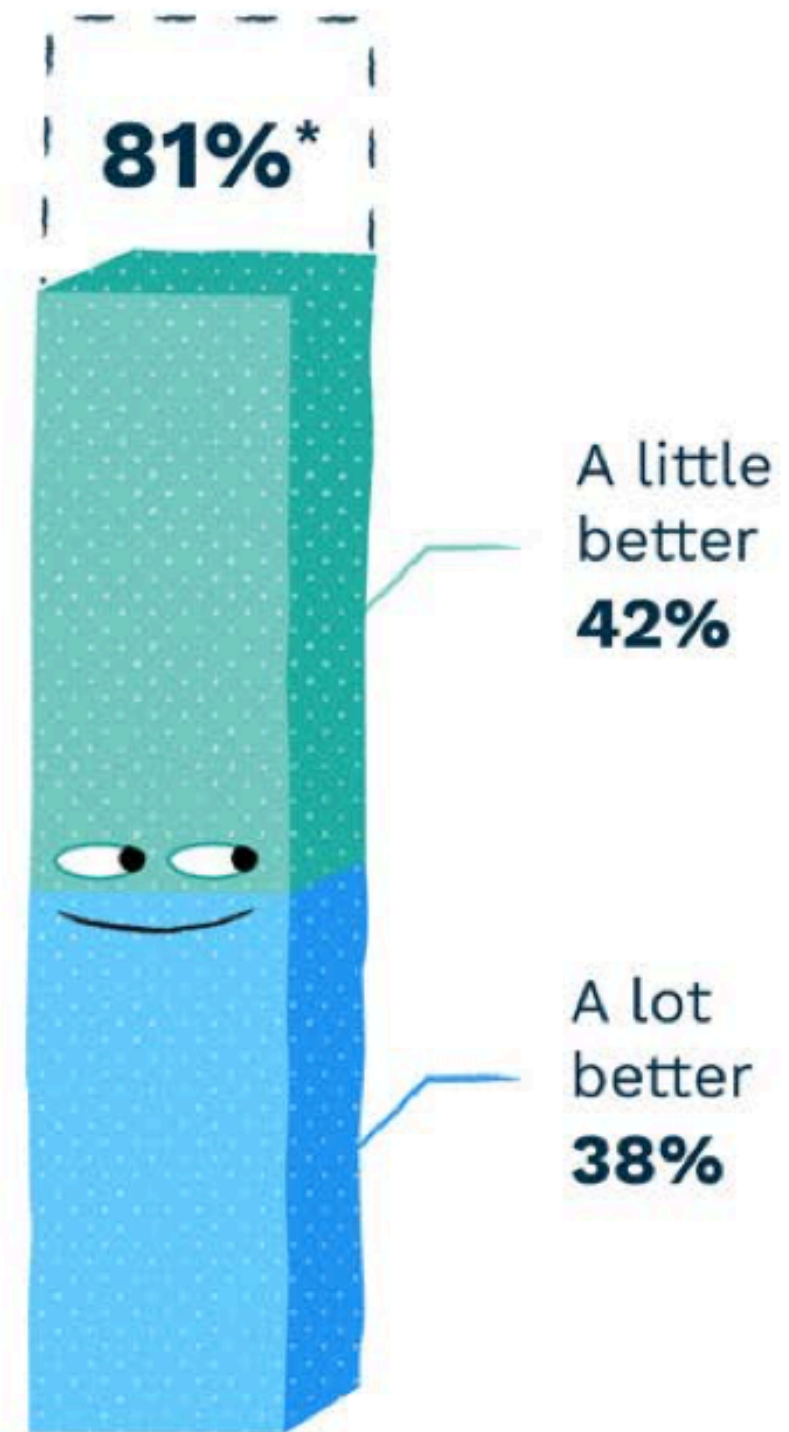
Trust score per Edelman Trust Barometer; 2012 to 2021



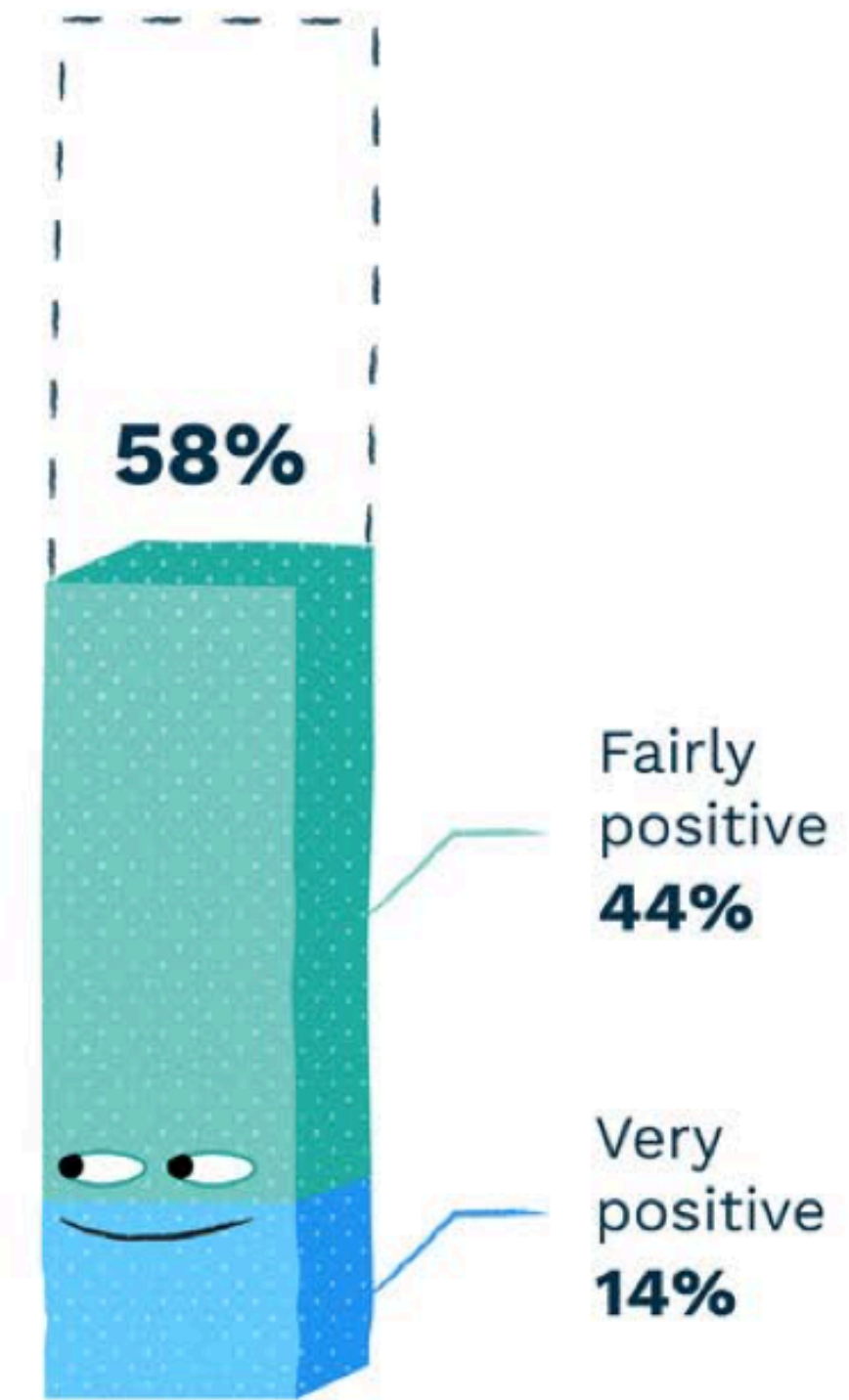
# 19%

**of the UK public believe tech companies design with their best interests in mind.**

The internet has made life better for **people like me**



The internet has had a positive impact on **society overall**



Critical media reflects (and shapes) public disquiet.

# **/the social dilemma**





Critical media reflects (and shapes) public disquiet.

FACE DETECTED

A close-up photograph of a woman's face, which is being tracked by a digital face-recognition system. The system's interface is overlaid on her face, consisting of a grid of red dots connected by thin blue lines. The woman has dark hair and is wearing large, colorful, circular earrings. Her hand is visible near her chin. The background is a blurred wall with some papers or notices. In the bottom left corner, the text "FACE DETECTED" is displayed in a light blue, sans-serif font. A white L-shaped corner bracket is visible in the bottom right corner of the image.



**Critical media reflects (and shapes) public disquiet.**

Feds Say Self-Driving Uber SUV Did Not Recognize Jaywalking Pedestrian In Fatal Crash

Facebook policy chief admits hiring PR firm to attack George Soros

*A Genocide Incited on Facebook, With Posts From Myanmar's Military*

**Twitter is still failing to protect women from 'deluge of abuse', Amnesty claims**

The press is eager to exploit tech missteps.

There's software used across the country to predict future criminals. And it's biased against blacks.

Facebook Manipulated User News Feeds To Create Emotional Responses

Digital Cameras Still Racist

Apple to pay \$113m settlement after admitting slowing down older iPhones



**93%**

**companies must look beyond  
profit to positively impact society**



**86%**

**more loyal to a company that  
demonstrates good ethics**

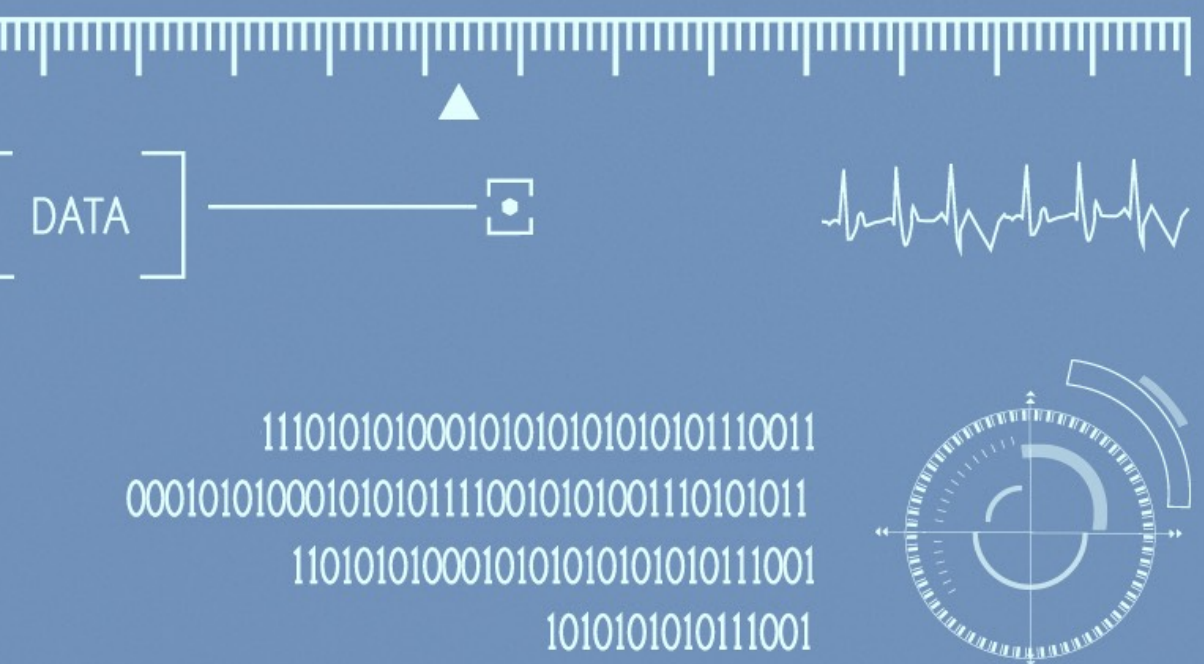
**Customer  
pressure**

**Regulatory  
pressure**

**Employee  
pressure**



**Regulation is gathering momentum.**



NO: ONE PERSON  
GENDER: FEMALE  
AGE GROUP: YOUNG WOMEN  
ETHNICITY: CAUCASIAN  
HUMAN BODY PART: HUMAN FACE  
TIME: 331 S  
DETECTION: 25621 POINTS

**Expect controls on facial recognition, explainable AI, deep fakes, dark patterns...**



**ROAD  
AHEAD  
CLOSED**

Is tech ethics just regulation avoidance?

**Diversion**





**Customer  
pressure**

**Regulatory  
pressure**

**Employee  
pressure**



Employee activism is here to stay.

A man in a light-colored shirt stands at the front of a meeting room, presenting to a group of people seated around a large wooden table. The table is equipped with several laptops, some of which are open and displaying content. A large screen at the front shows a presentation slide with the text "Development Media Blog: Multiple Design Trends". The room has large windows with blinds and a bookshelf in the background. A pink banner with white text is overlaid on the center of the image.

Ethics is becoming a talent risk.



**~90%**

**Facebook software engineer  
offers accepted, 2016**



**~50%**

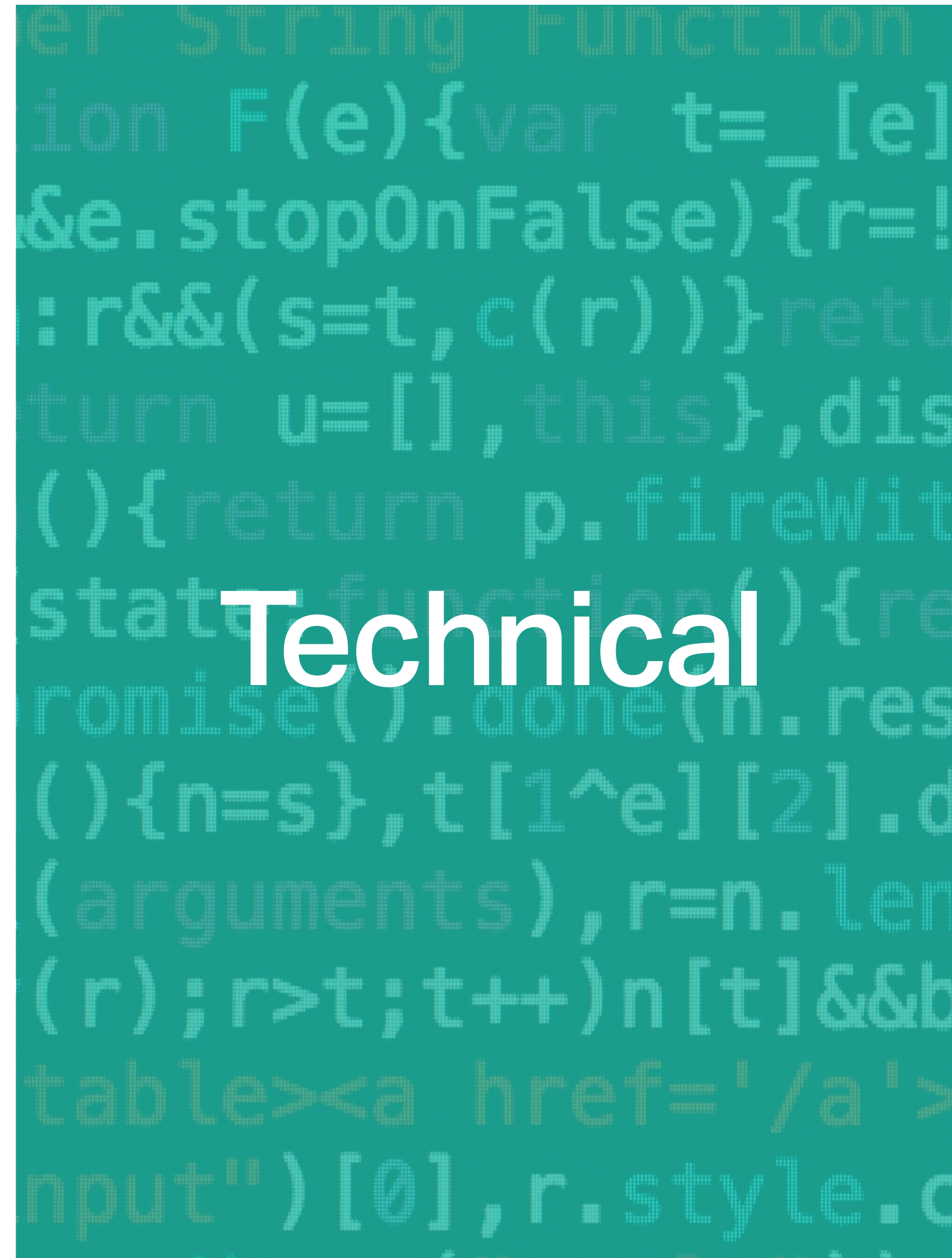
**Facebook software engineer  
offers accepted, 2019**

CNBC, 'Facebook has struggled to hire talent since the Cambridge Analytica scandal'

A large crowd of people is gathered for a protest in front of a brick building. The scene is filled with red smoke, likely from flare guns. Several red flags are being held up, some with logos and text like 'INDEPENDENT' and 'PU'. In the foreground, many people are holding cameras and smartphones, capturing the event. A person in the lower right foreground is wearing a bright green Uber delivery bag with 'UBER EATS' written on it. A sign on the left reads 'DELIVERY RIDER STRIKE DEMANDS PAY'. The overall atmosphere is one of intense activity and public demonstration.

Activism makes many companies nervous.

# Three waves of tech ethics





**Might ecological ethics be wave four?**



Questions of impact are starting to bite.



Buy and sell cryptocurrency

12:17

coinbase

Some companies are trying to opt out of ethical & political debate.

\$12,647.99



**Not engaging with ethics is itself an ethical act.**

A woman with a large, dark afro hairstyle is looking directly at the camera. She is wearing a grey ribbed sweater and a light-colored, textured scarf. The background is a blurred city skyline with tall buildings under a bright sky. A pink rectangular box is overlaid on the image, containing white text.

**Prominent advocates have faced  
resistance and retaliation.**



**An uneasy state of 'akrasia':  
consciously unethical behaviour.**

Part 1

Trends

Part 2

Responses

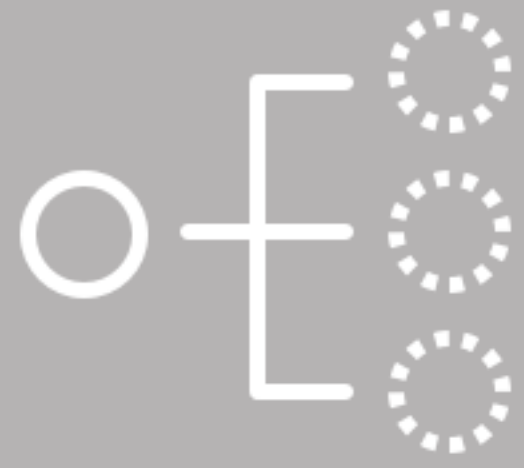


Push every button: individual, collective, systemic.

2A



Decentre



Anticipate



Evaluate



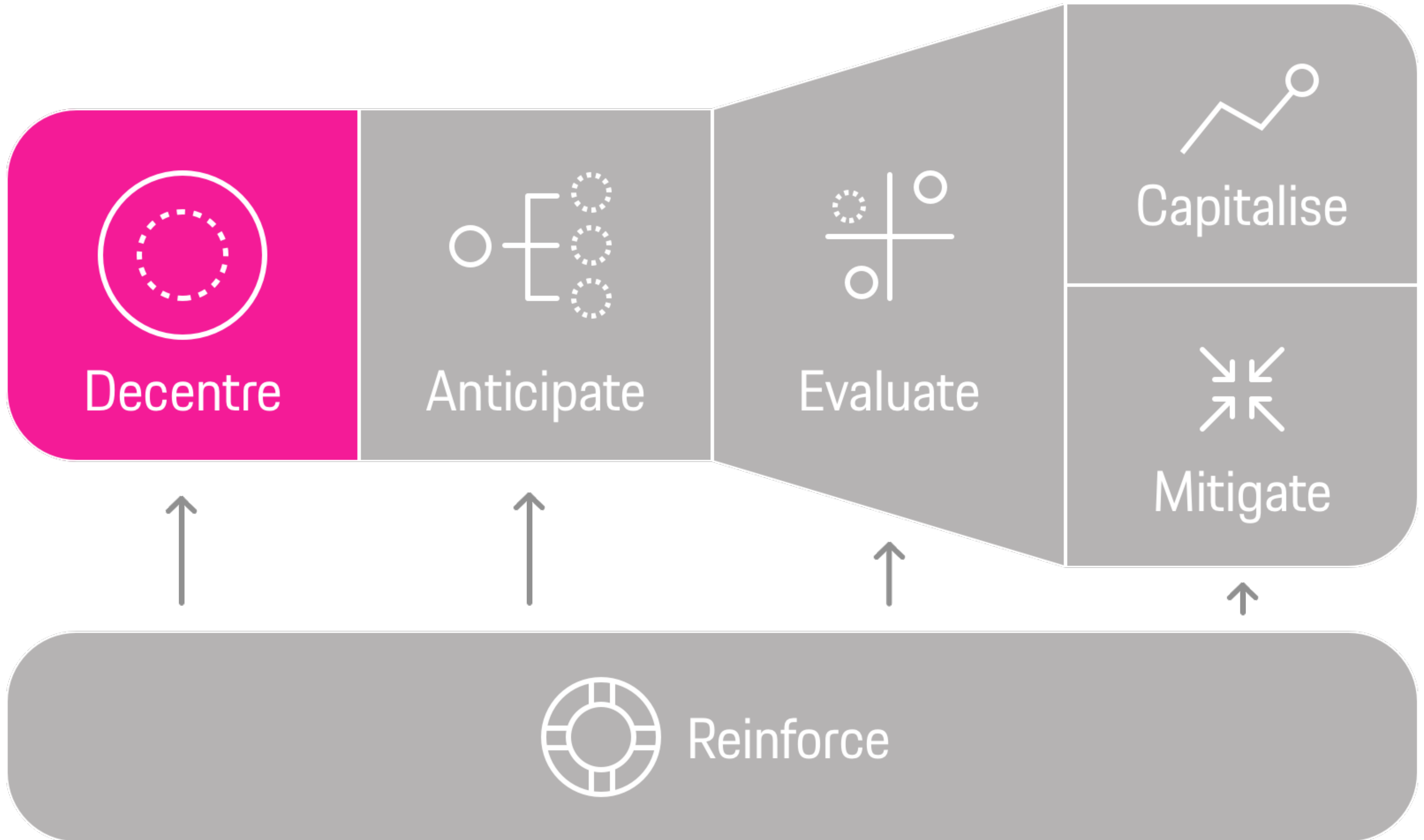
Capitalise



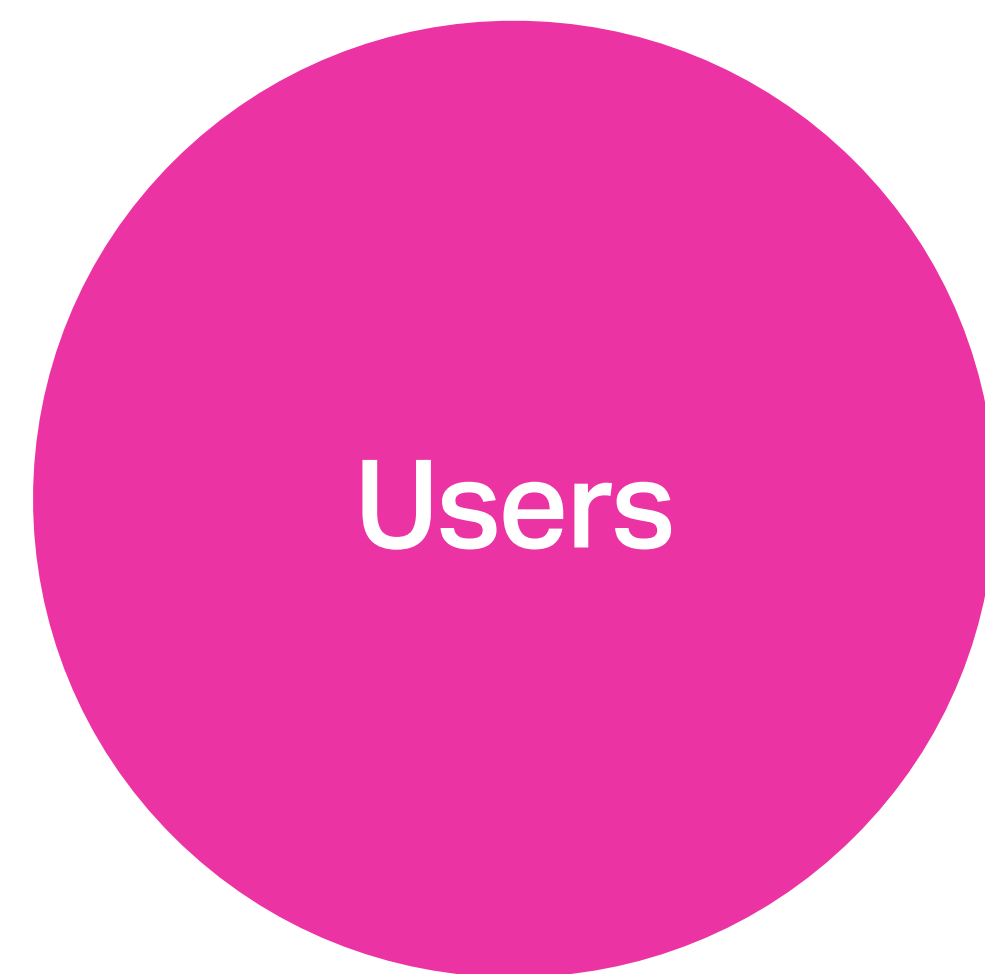
Mitigate



Reinforce









Stalker



Prankster



Government

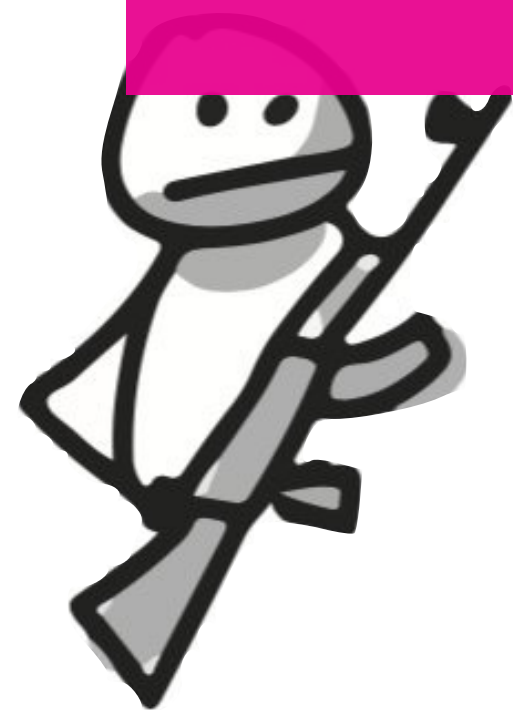


Swarm

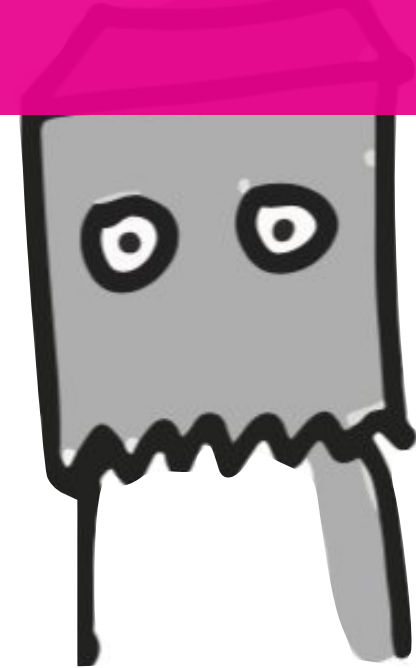


Opportunist

User interactions aren't always positive.



Terrorist



Fraudster



Naïf



Truther



Abuser



**Death to Brianna** @chatterwhiteman

7m

@spacekatgal I hope you enjoy your last moments alive on this earth. You did nothing worthwhile with your life.



**Death to Brianna** @chatterwhiteman

8m

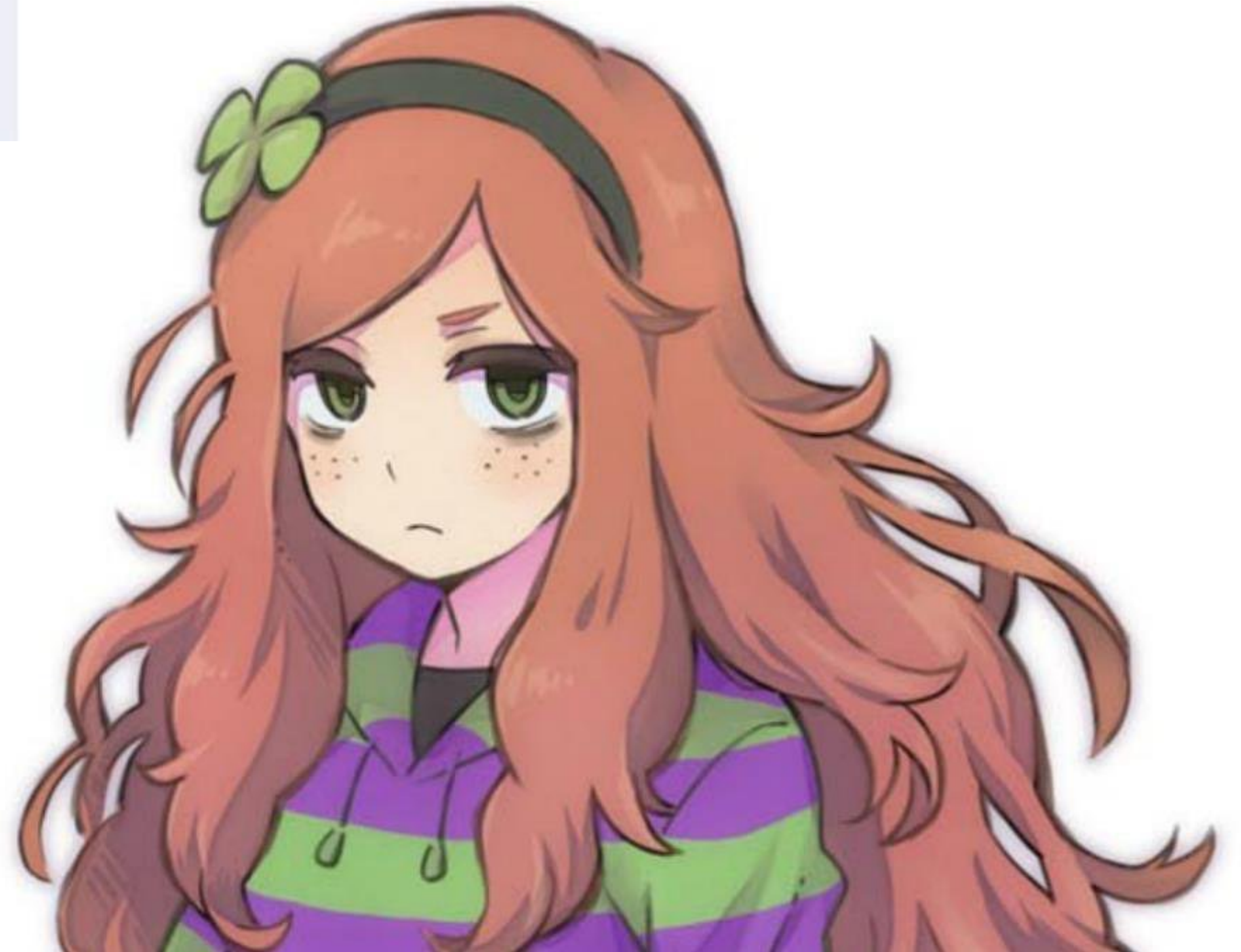
@spacekatgal If you have any kids, they're going to die too. I don't give a [redacted]. They'll grow up to be feminists anyway.

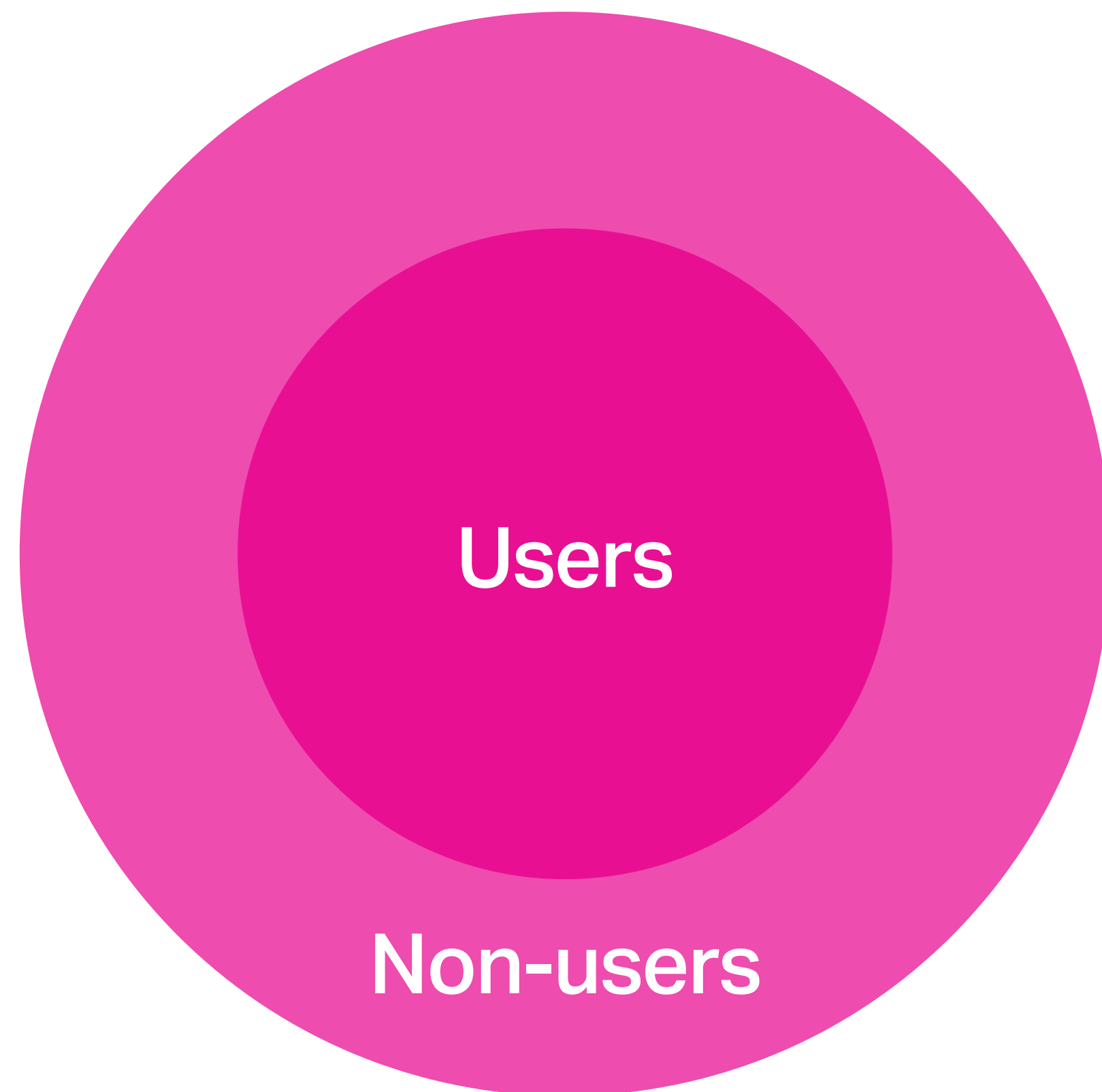


**Death to Brianna** @chatterwhiteman

8m

@spacekatgal Your mutilated corpse will be on the front page of Jezebel tomorrow and there isn't jack [redacted] you can do about it.







**User-centred design is woefully inadequate for the 21<sup>st</sup> century.**



Principle 1

We use design to **sustain, heal, and empower** our communities, as well as to seek liberation from exploitative and oppressive systems.



Principle 2

We **center the voices of those who are directly impacted** by the outcomes of the design process.



Principle 3

We **prioritize** design's impact on the intentions of the designer.

# Design Justice: bring underheard voices to the fore.



Principle 4

We view **change as emergent from an accountable, accessible, and collaborative process**, rather than as a point at the end of a process.\*



Principle 5

We see the role of the **designer as a facilitator rather than an expert**.



Principle 6

We believe that **everyone is an expert based on their own lived experience**, and that we all have unique and brilliant contributions to bring to a design process.



Principle 7

We **share design knowledge and tools** with our communities.



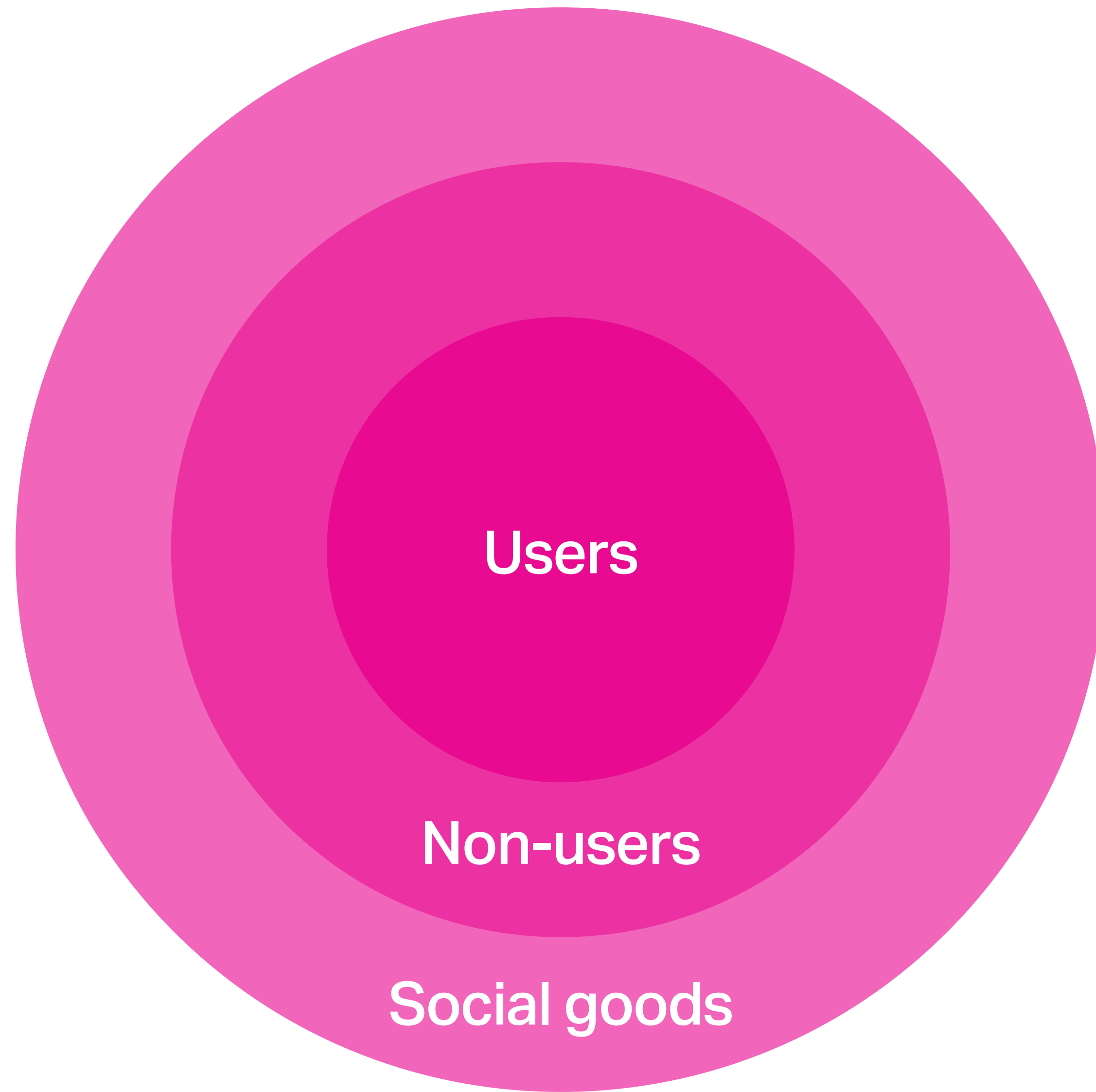
Principle 9

We work towards **non-exploitative solutions** that reconnect us to the earth and to each other.



Principle 10

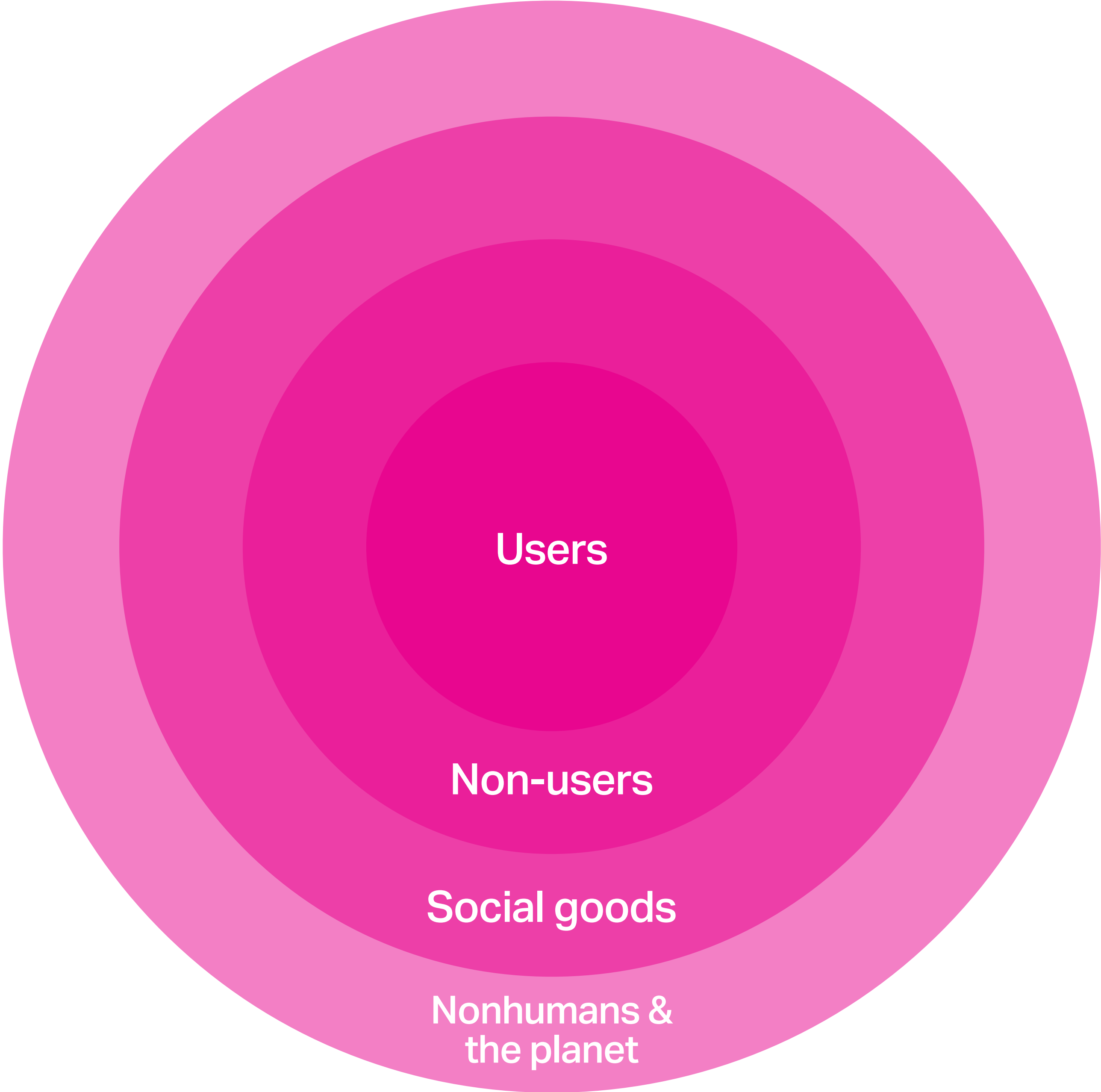
Before seeking new design solutions, we **look for what is already working** at the community level. We honor and uplift traditional, indigenous, and local knowledge and practices.



**Users**

**Non-users**

**Social goods**

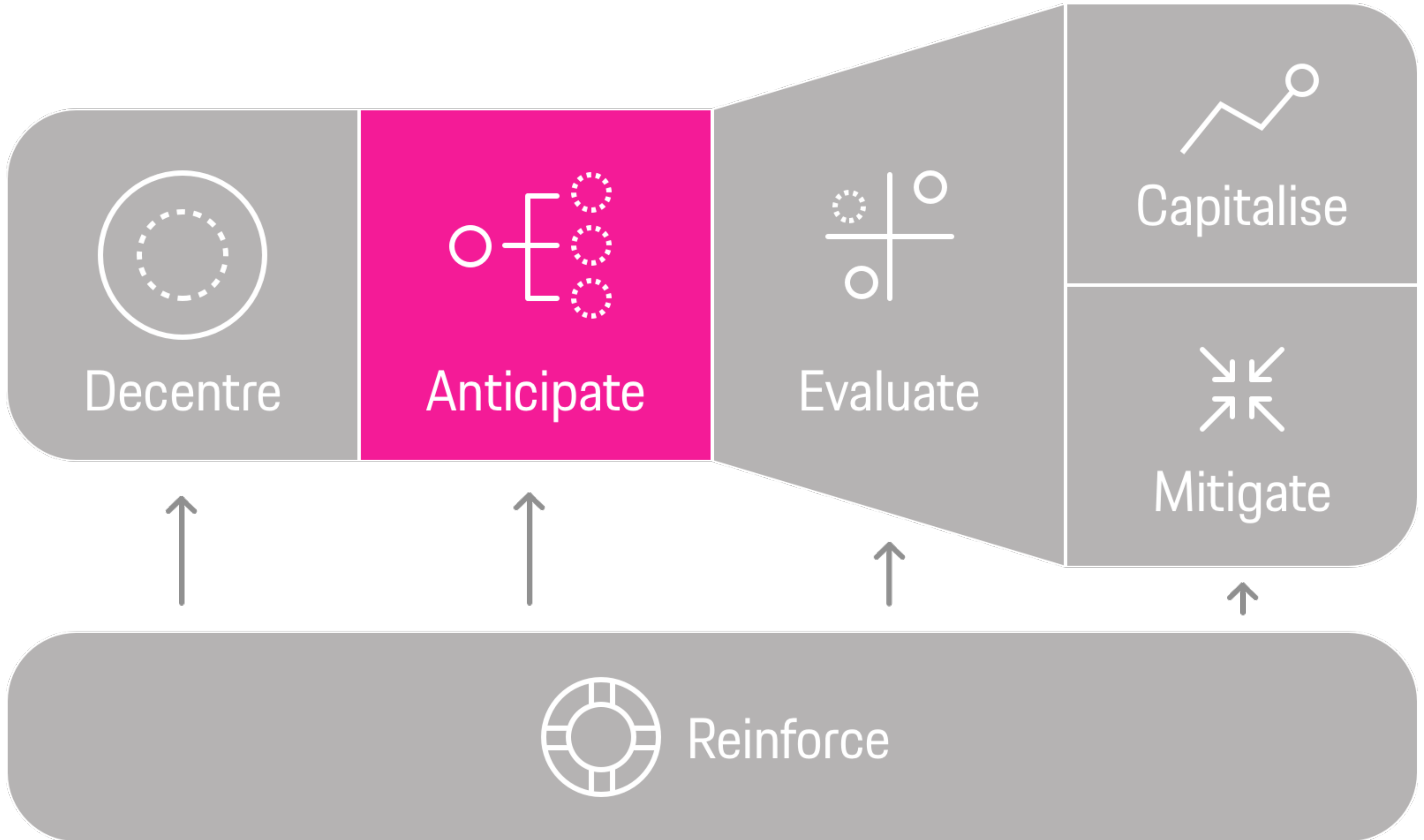




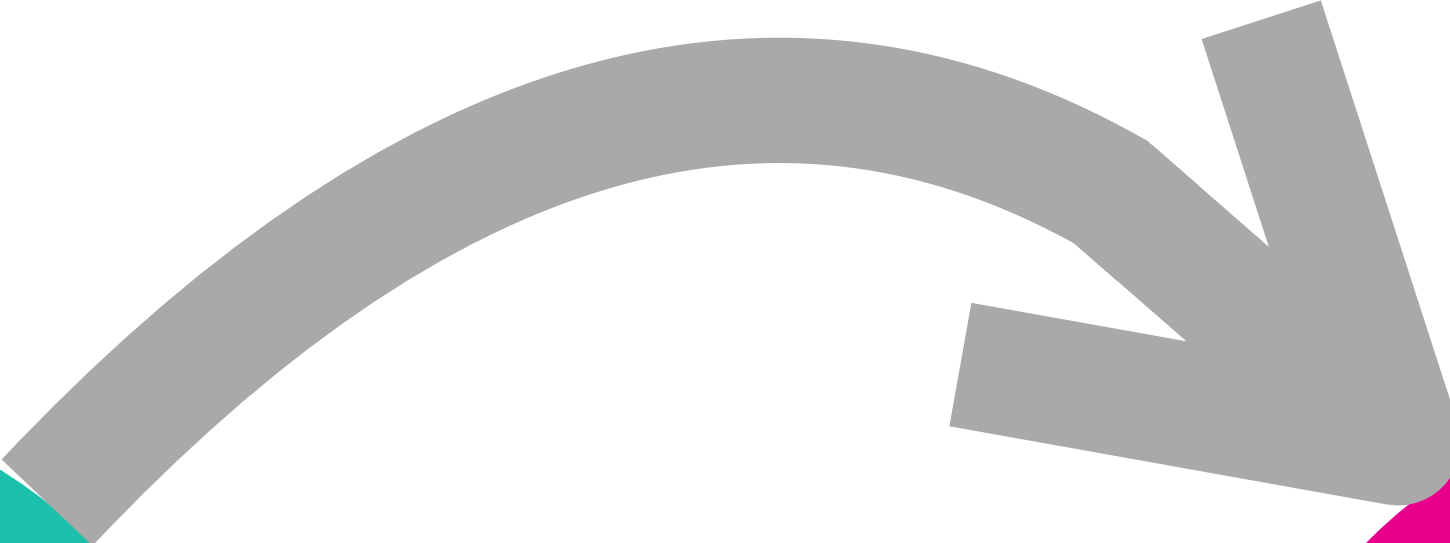


**Decentre. Like sound mixing, listen and tweak.**

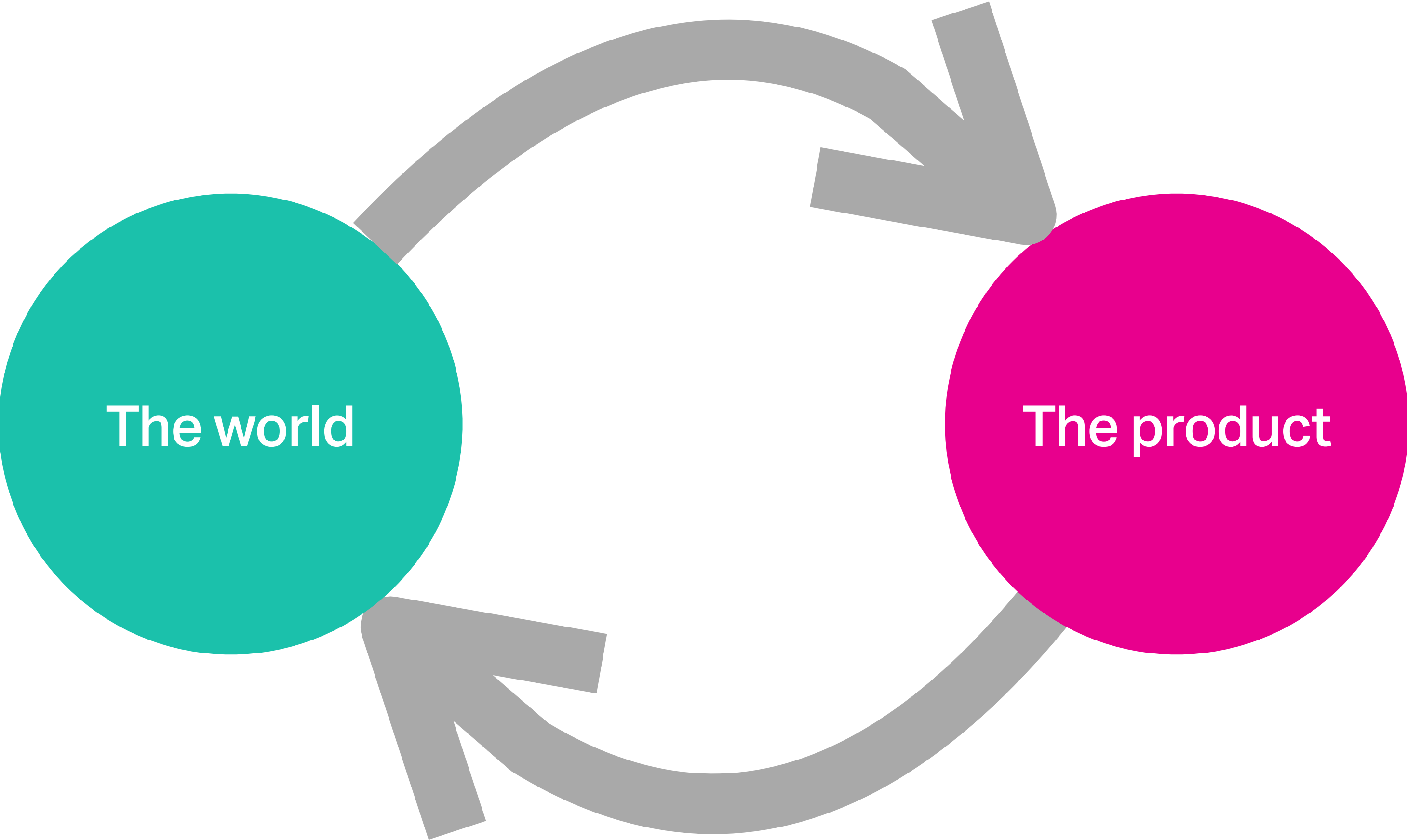
See also: Thomas Wendt, Decentering Design



Research



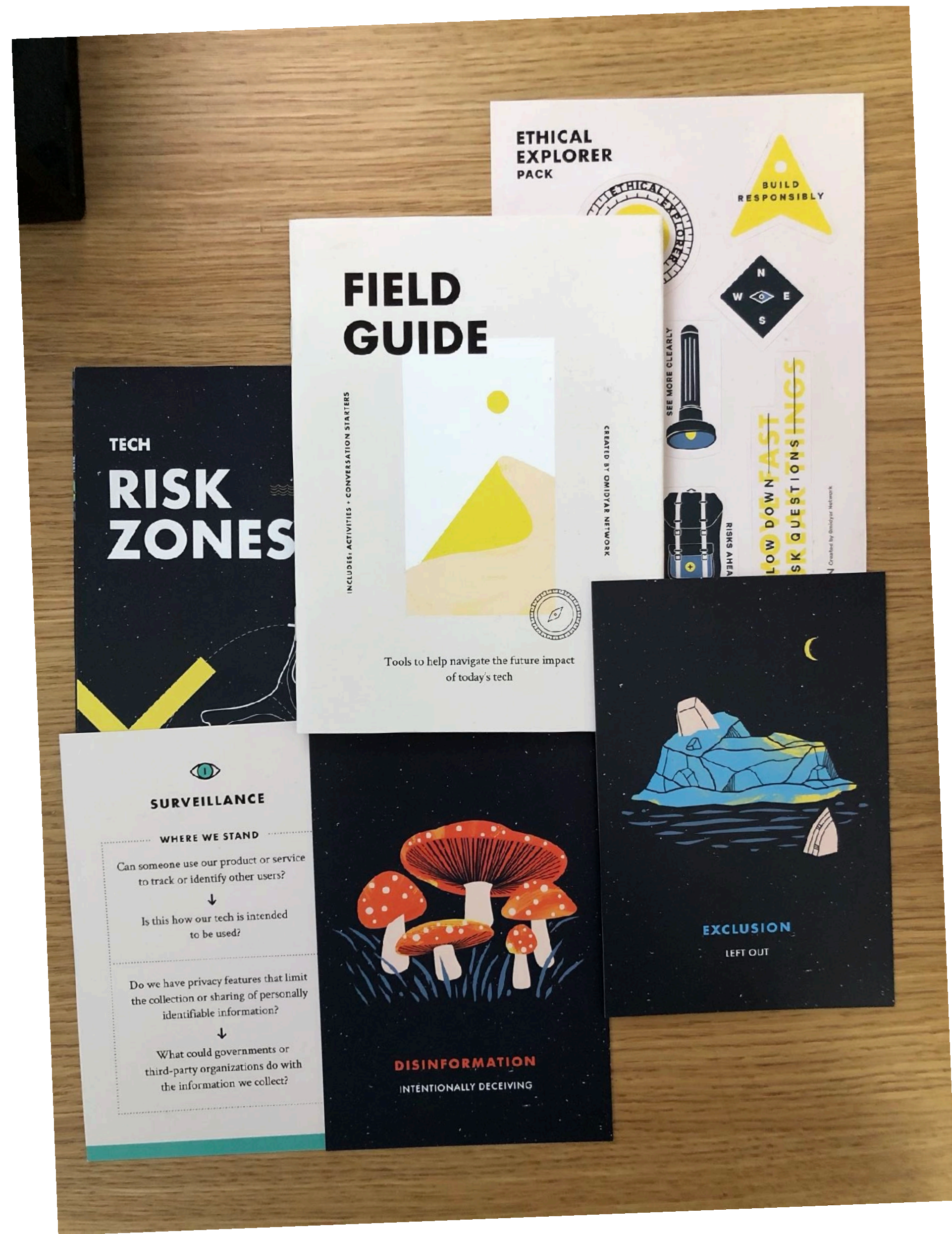
Research



The world

The product

Anticipating impact



ETHICAL EXPLORER PACK

BUILD RESPONSIBLY

# FIELD GUIDE

INCLUDES: ACTIVITIES • CONVERSATION STARTERS



CREATED BY DIGITAL NETWORK

Tools to help navigate the future impact of today's tech

# TECH RISK ZONES

## SURVEILLANCE

### WHERE WE STAND

Can someone use our product or service to track or identify other users?



Is this how our tech is intended to be used?

Do we have privacy features that limit the collection or sharing of personally identifiable information?



What could governments or third-party organizations do with the information we collect?



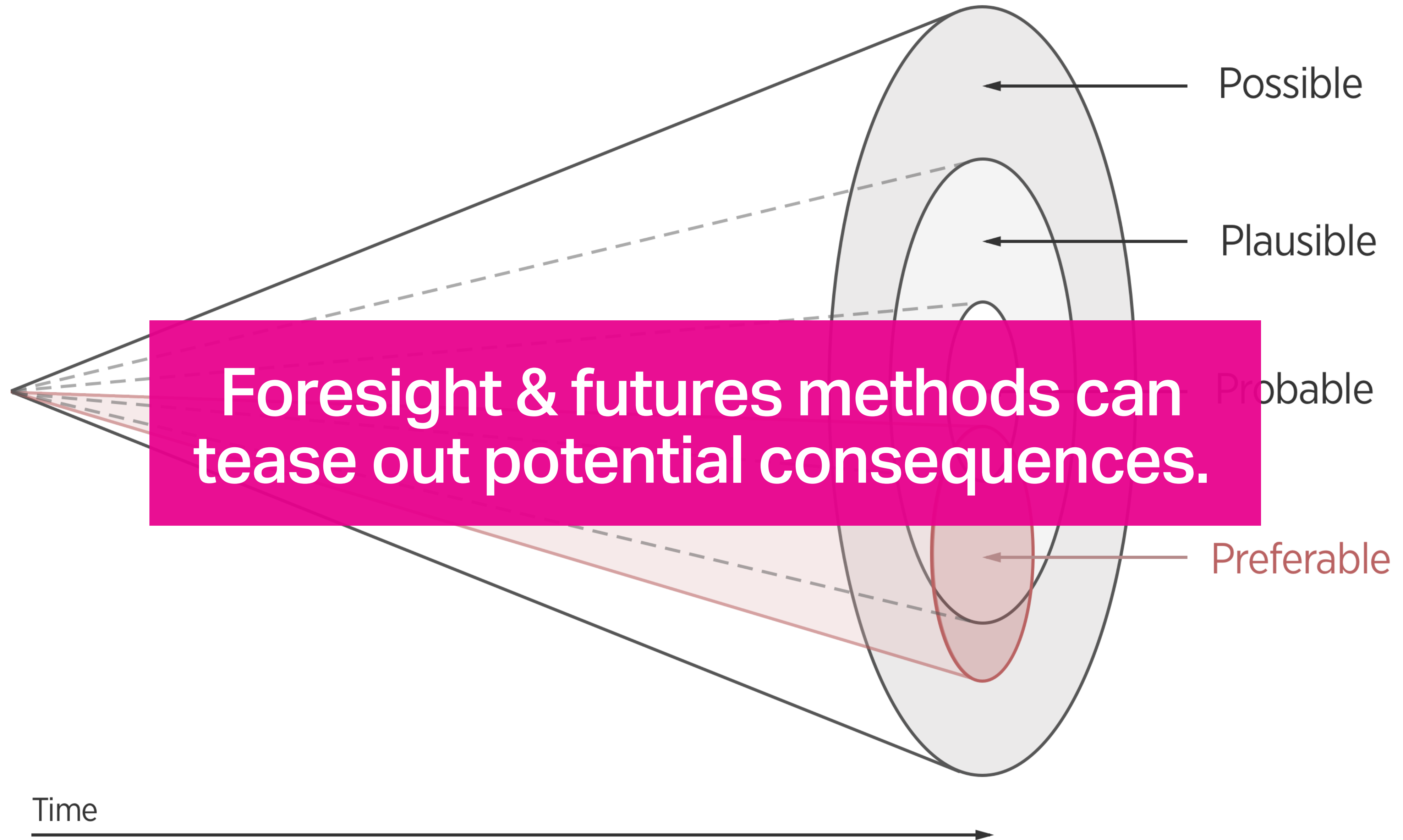
## DISINFORMATION

INTENTIONALLY DECEIVING



## EXCLUSION

LEFT OUT



A futuristic electric vehicle charging station with a white body and orange frame. The station features a digital display showing 'Generic Motors' and 'CarShare' information, including times '17:30' and '19:08', and battery levels '37%' and '47%'. Below the display are several buttons and a row of three charging ports. Two charging cables are plugged into the first two ports. The station is set against a plain white background.

Use design fiction as a shortcut to moral debate.

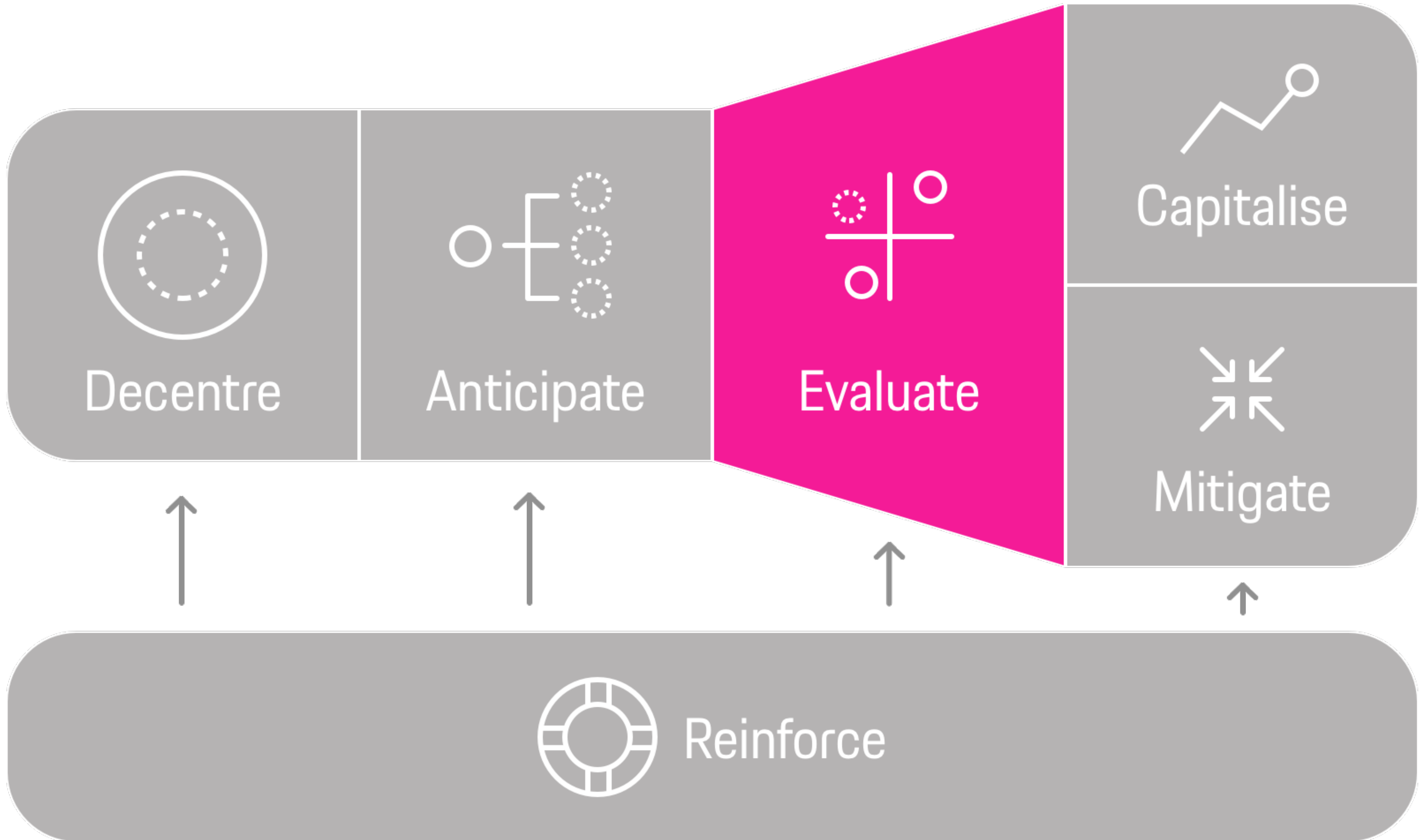


Use design fiction as a shortcut to moral debate.



A glass sphere sits on a sandy beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The sphere reflects the sun and the sky. A pink rectangular box is overlaid on the image, containing the text "Anticipation demands time and space." in white.

**Anticipation demands time and space.**



A person wearing a light blue button-down shirt is sitting at a dark wooden desk. They are holding a black pen and writing in an open notebook. To the right of the notebook is a silver laptop. The background is a solid orange wall. A semi-transparent pink rectangular box is overlaid on the image, containing white text.

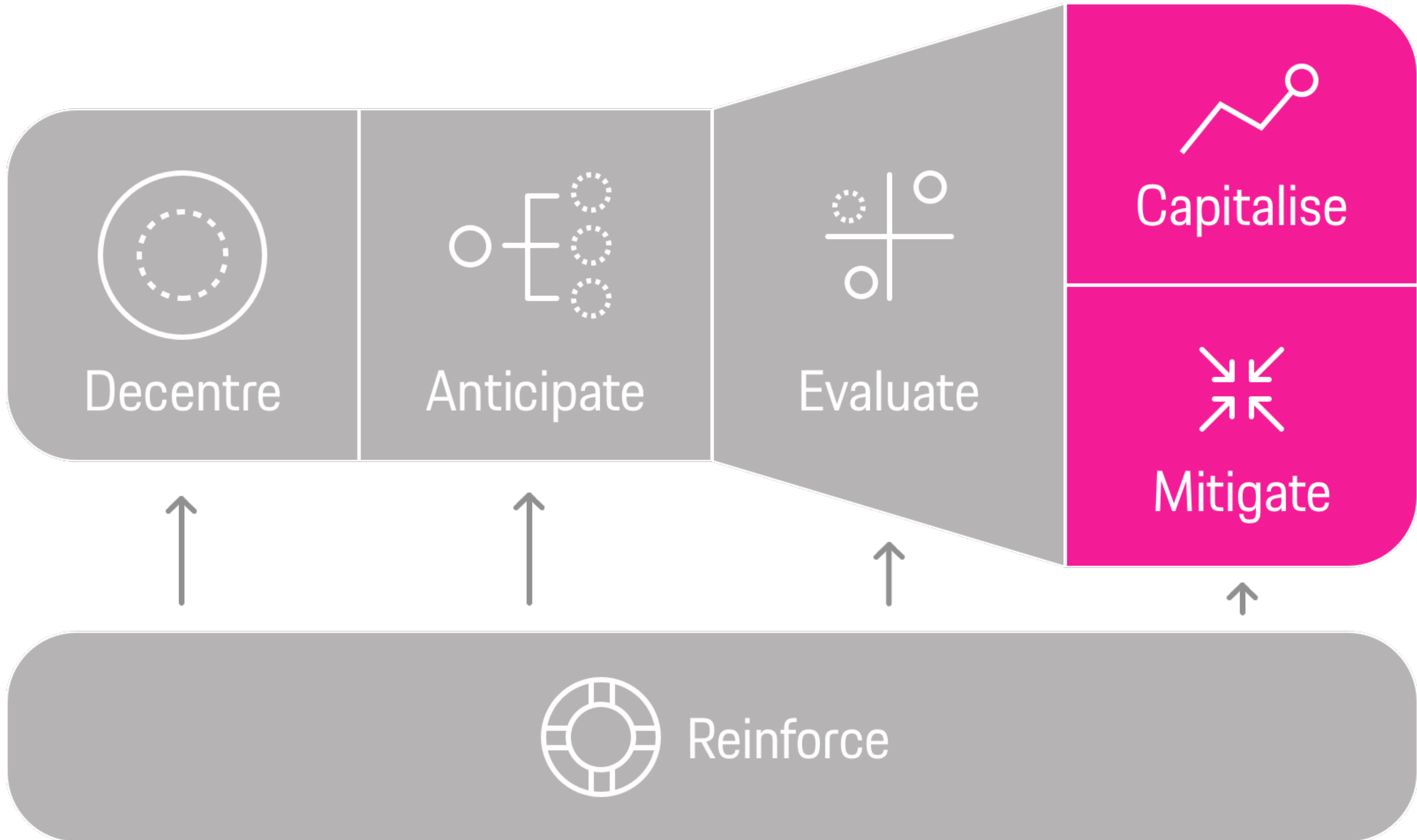
**Others have done the work for us.**

A modern office meeting room with a wooden conference table and orange chairs. A pink banner with white text is overlaid on the image.

Technocracy isn't the answer.

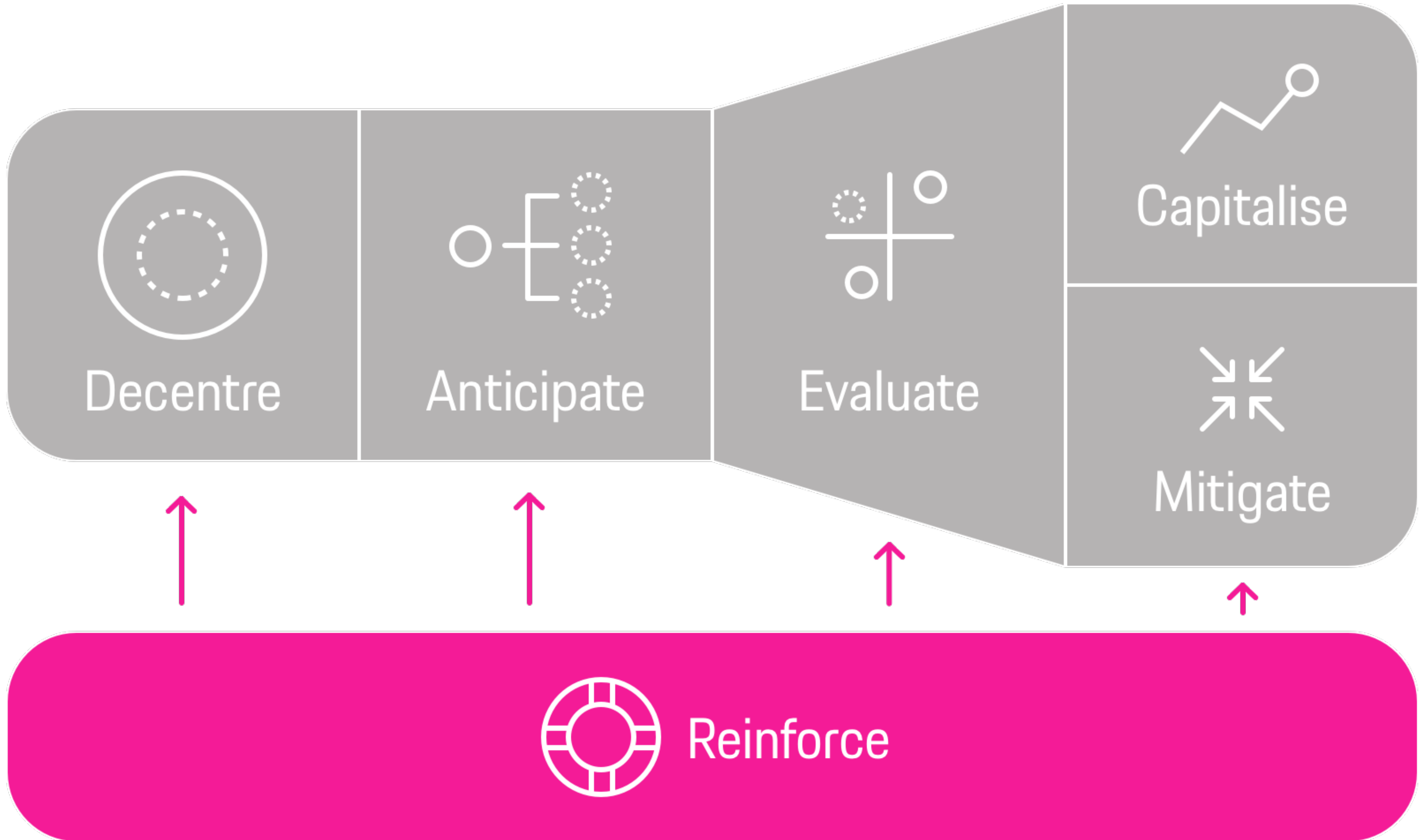


Design with, not just for.





**Ethics is a constraint – but  
constraints breed creativity.**





A black microphone on a stand is positioned in the upper center of the frame. The microphone has a silver mesh grille and a black body. The stand is also black and has a small logo on it. The background is a solid, vibrant orange color.

**If you have the safety to speak up, please do.**

# Thank you!

## Further reading

*Design Justice*, Sasha Costanza-Chock

*Building for Everyone*, Annie-Jean Baptiste

*Moralizing Technology*, Peter-Paul Verbeek

*Technology and the Virtues*, Shannon Vallor

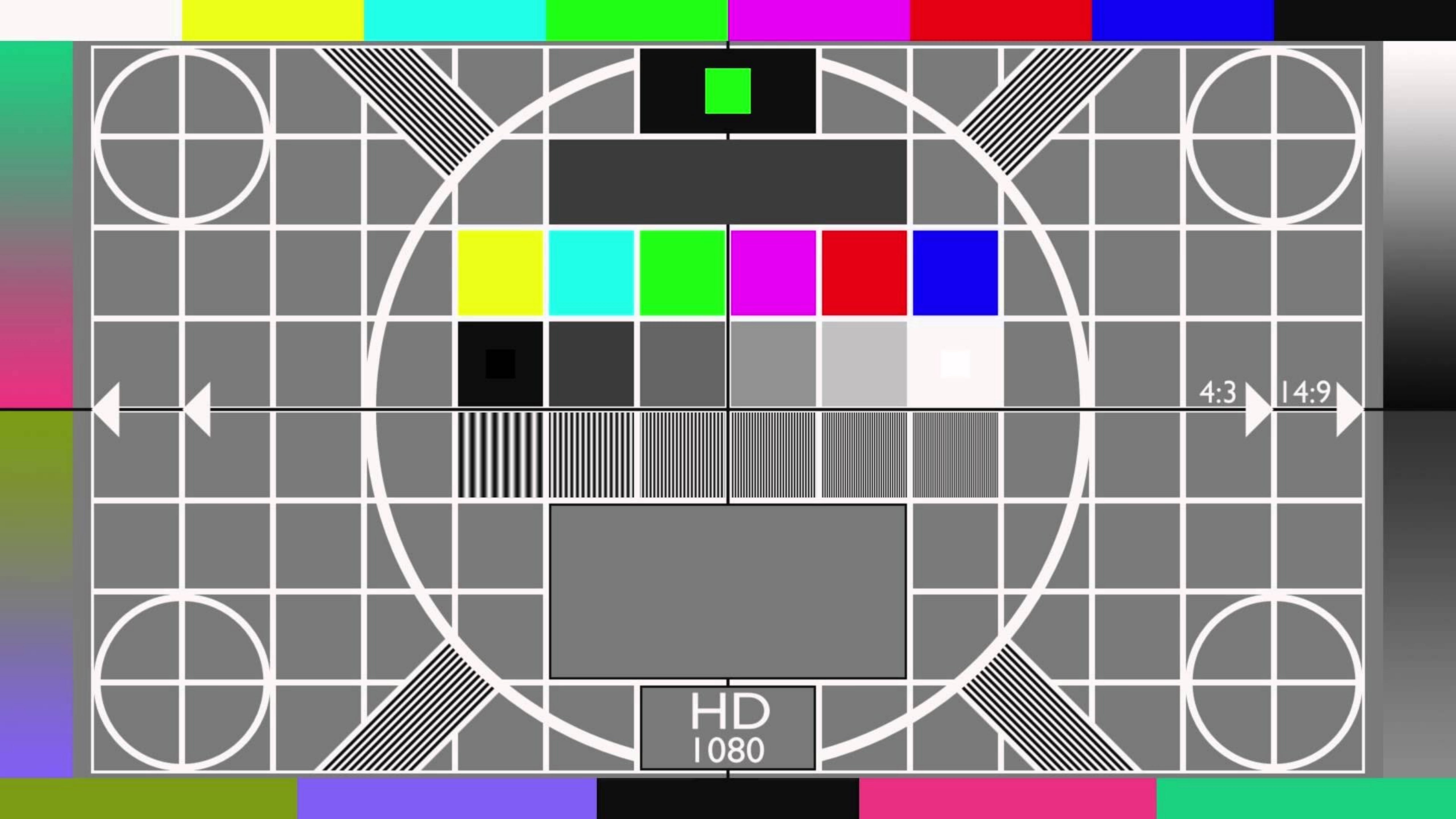
*Ethical Product Development*, Pavani Reddy

*Technically Wrong*, Sara Wachter-Boettcher

*Future Ethics*, Cennydd Bowles

**NowNext**

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HD  
1080

4:3

14:9