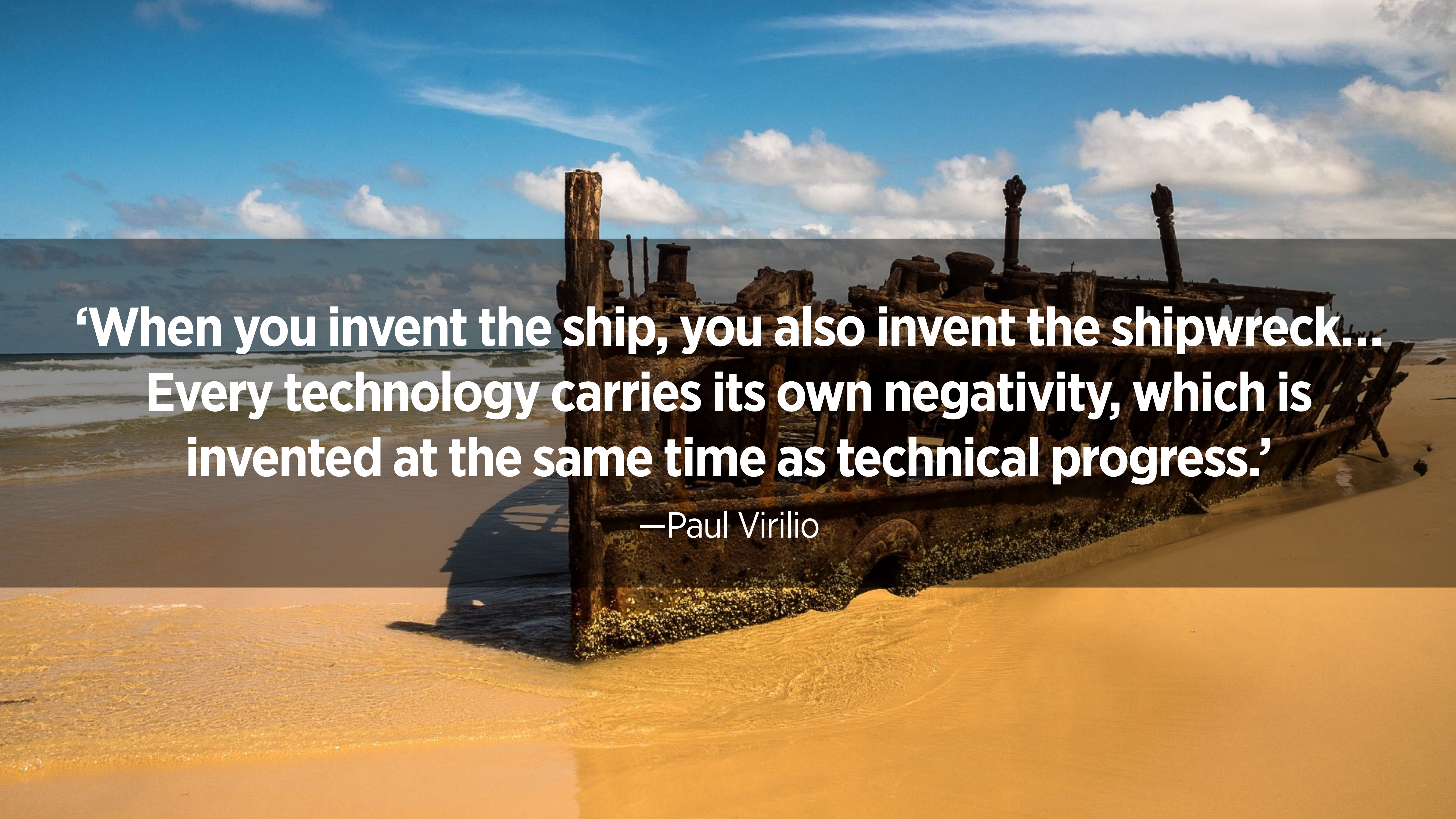


FUTURE ETHICS

@Cennydd



A photograph of a rusted shipwreck on a sandy beach. The ship's hull is partially submerged in the shallow water, with its structure heavily corroded and covered in seaweed. The sky is blue with scattered white clouds. The text is overlaid on the image in a white, bold, sans-serif font.

**‘When you invent the ship, you also invent the shipwreck...
Every technology carries its own negativity, which is
invented at the same time as technical progress.’**

—Paul Virilio

Tay: Microsoft issues apology over racist chatbot fiasco

Facebook sorry – almost – for secret psychological experiment on users

Uber in hail of a controversy over smear campaign

How YouTube Pushes Viewers Towards Extremism

Google Photos labeled black people 'gorillas'

We've not earned the trust we'll need.



Future tech raises the ethical stakes.

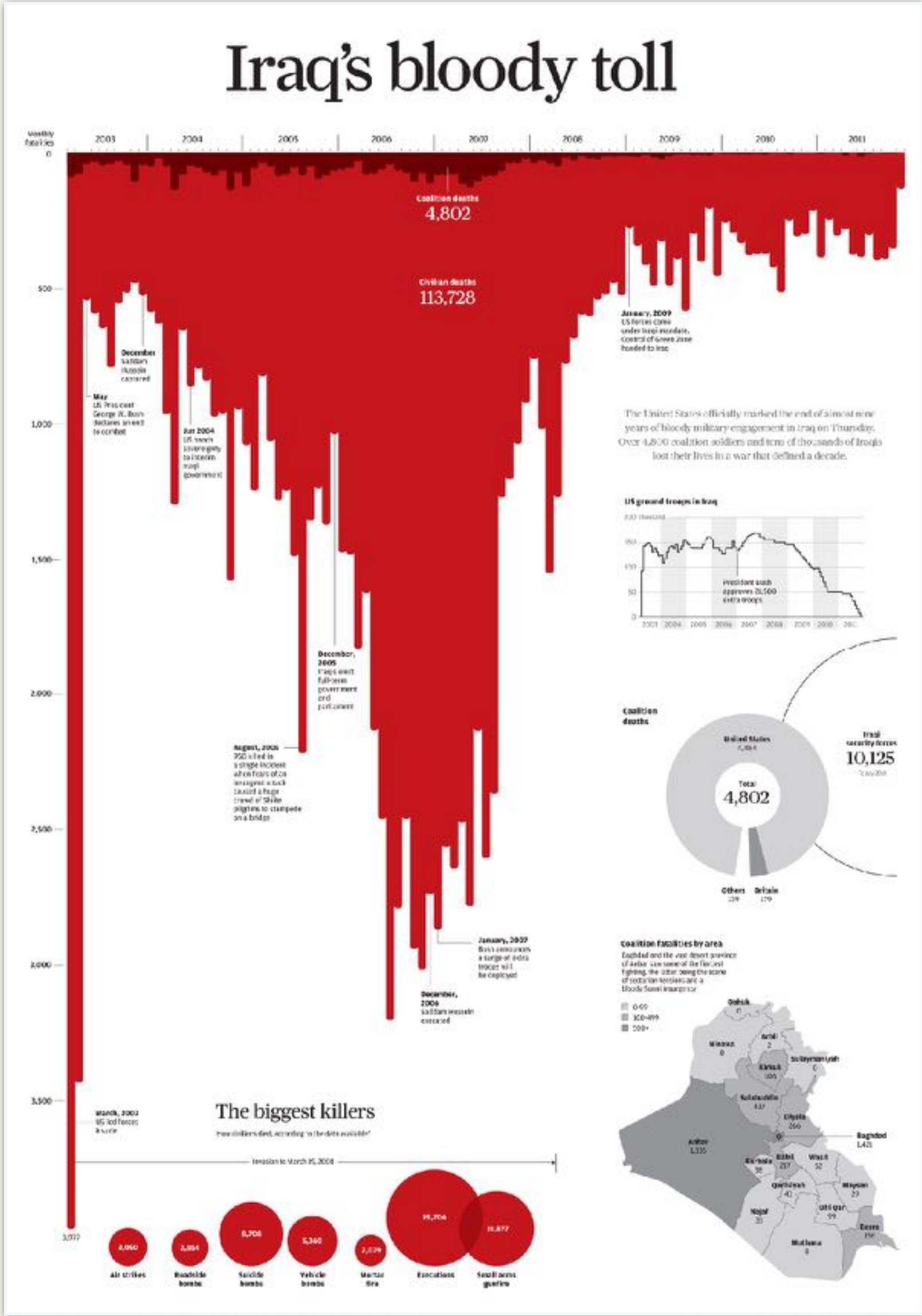


It's time we took ethics seriously.

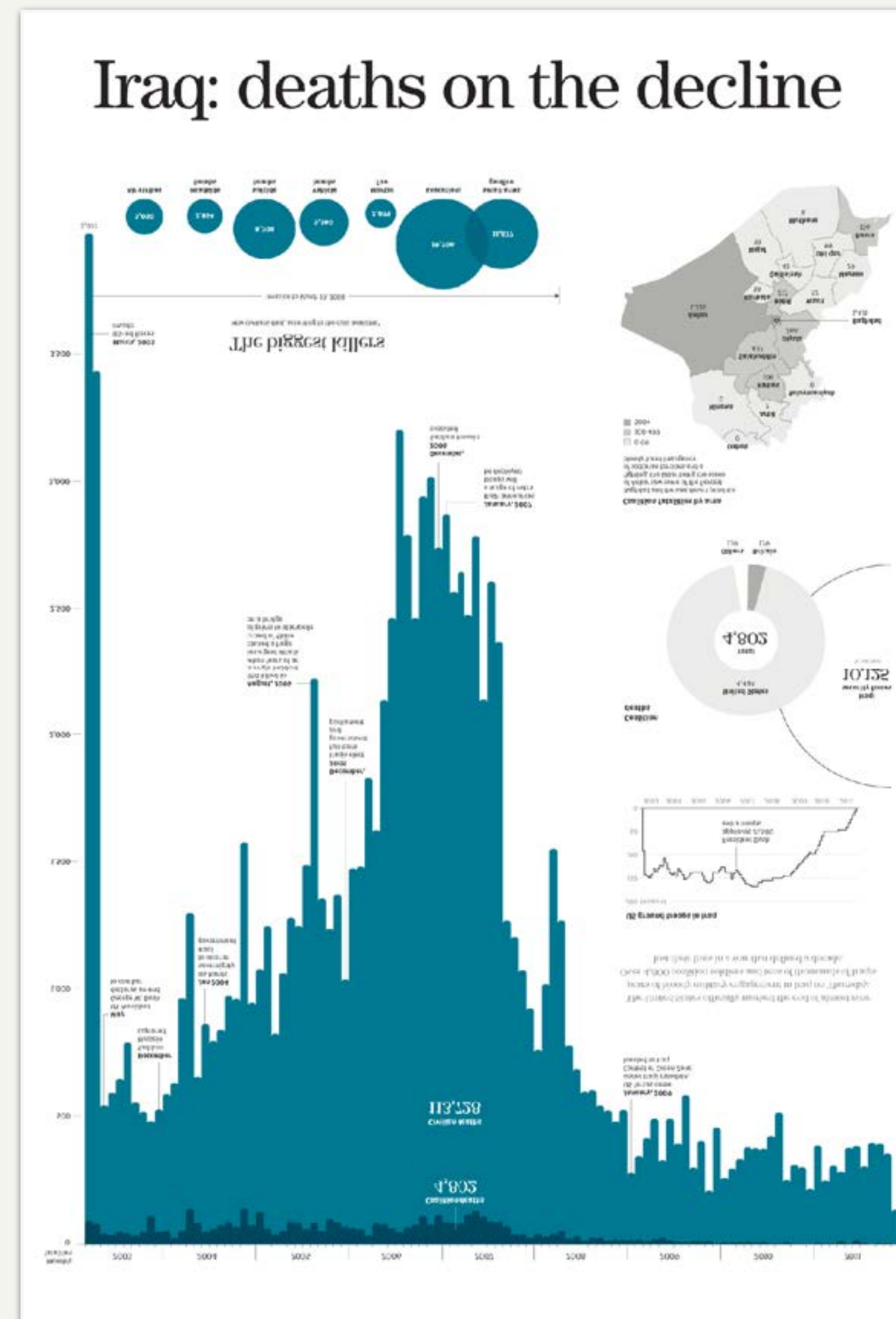
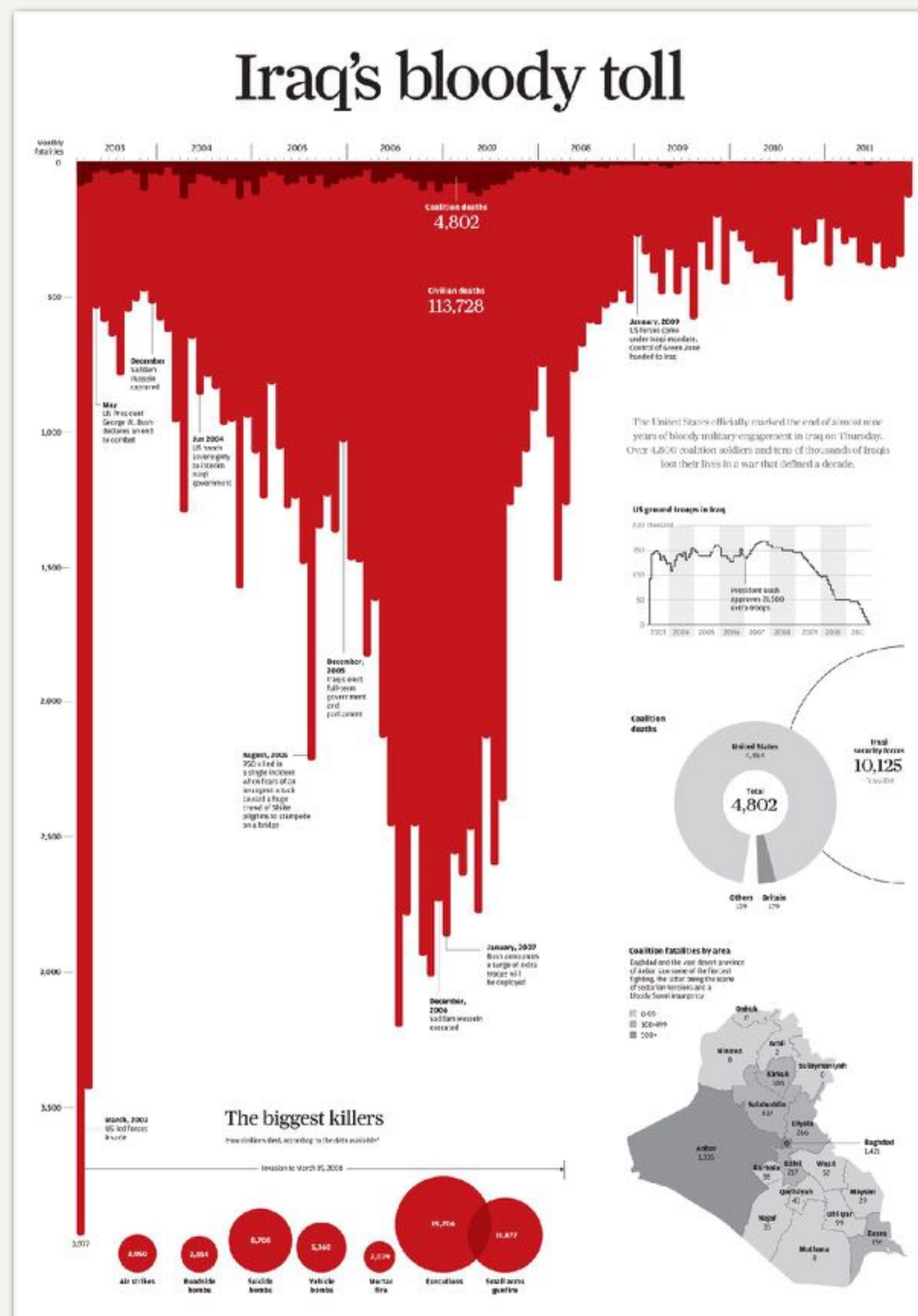
Technology was never neutral.



Raw data is an oxymoron.



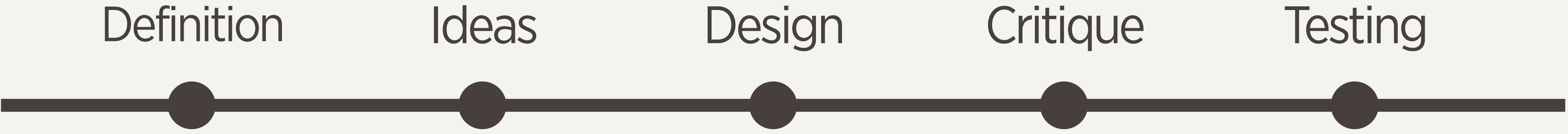
Raw data is an oxymoron.



Design is applied ethics.



Ethics must become an ethos.
Until then, we can take concrete steps.





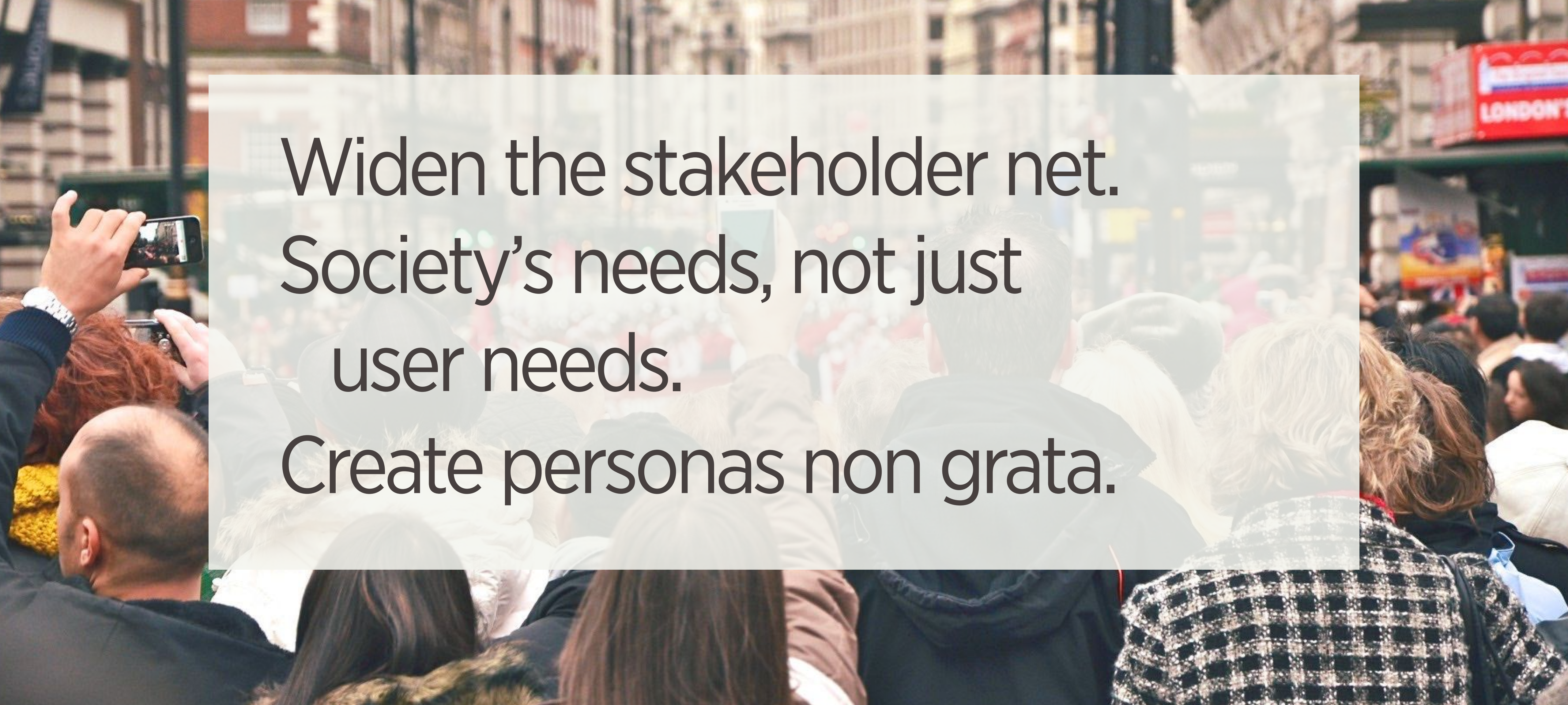
Definition

Ideas

Design

Critique

Testing



Widen the stakeholder net.
Society's needs, not just
user needs.
Create personas non grata.

Definition

Ideas

Design

Critique

Testing





Definition

Ideas

Design

Critique

Testing



A woman with curly hair and glasses is writing on a whiteboard with a blue marker. The text "Create provocatypes to tease out unintended consequences." is overlaid on the image.

Create provocatypes to tease
out unintended consequences.

Definition

Ideas

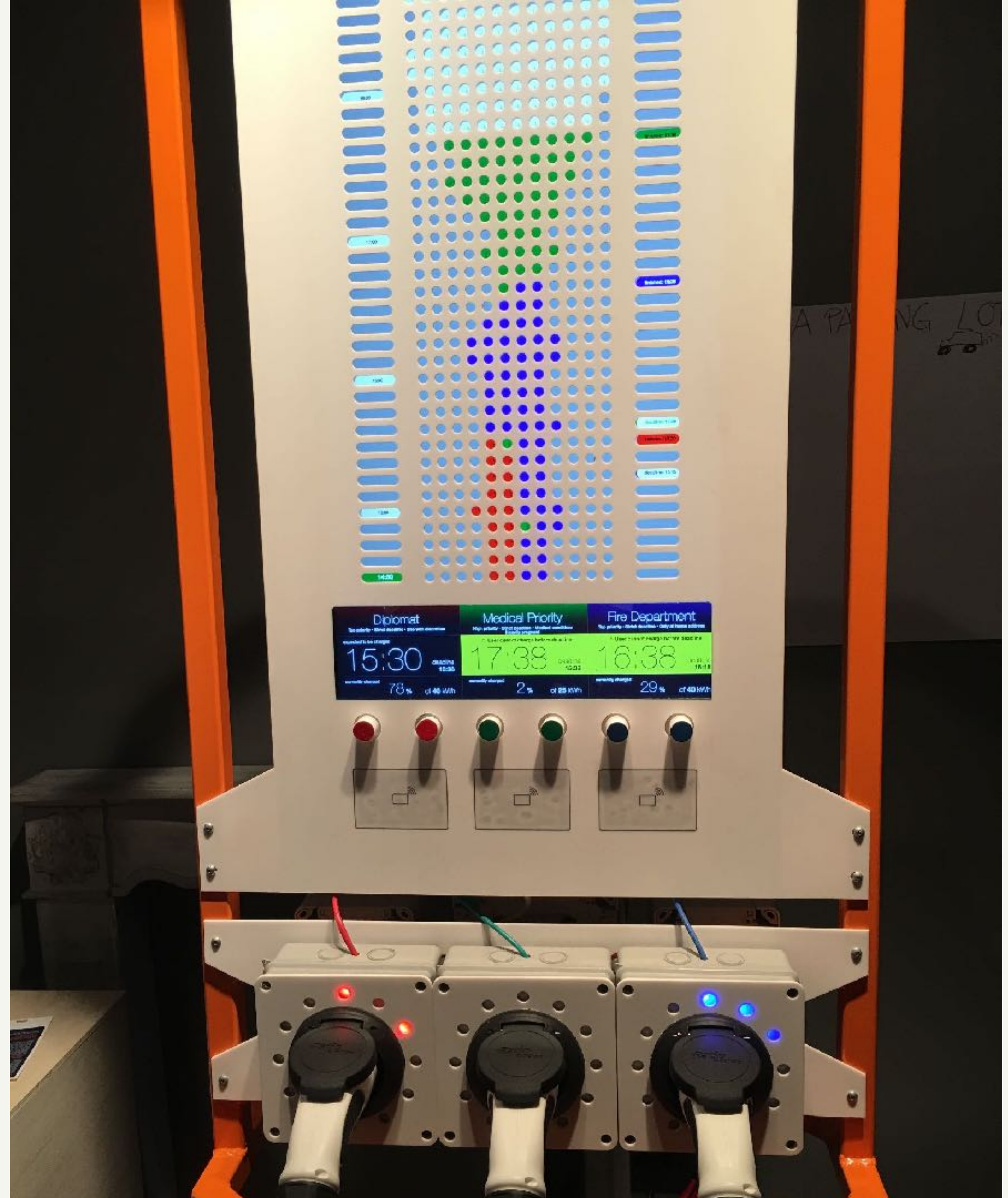
Design

Critique

Testing

Electric vehicle charging point provocatype.

Marcel Shouwenaar and Harm van Beek, The Incredible Machine.





DIPLOMAT

DR. HANSEN DM

TOP PRIORITY
STRICT DEADLINE
USE WITH DISCRETION



Membership Card

NORMAL PRIORITY
STRICT DEADLINE
ONLY AT HOME ADDRESS



MEDICAL
DOCTOR

Dr. John Cole
St. Paul's Hospital

Unauthorized use is
punishable by law

TOP PRIORITY
STRICT DEADLINE
USE WITH DISCRETION

chargecc

FIRE
DEPARTMENT

David
line 1

NORMAL PRIORITY
FLEXIBLE DEADLINE

PROBATION I.D.

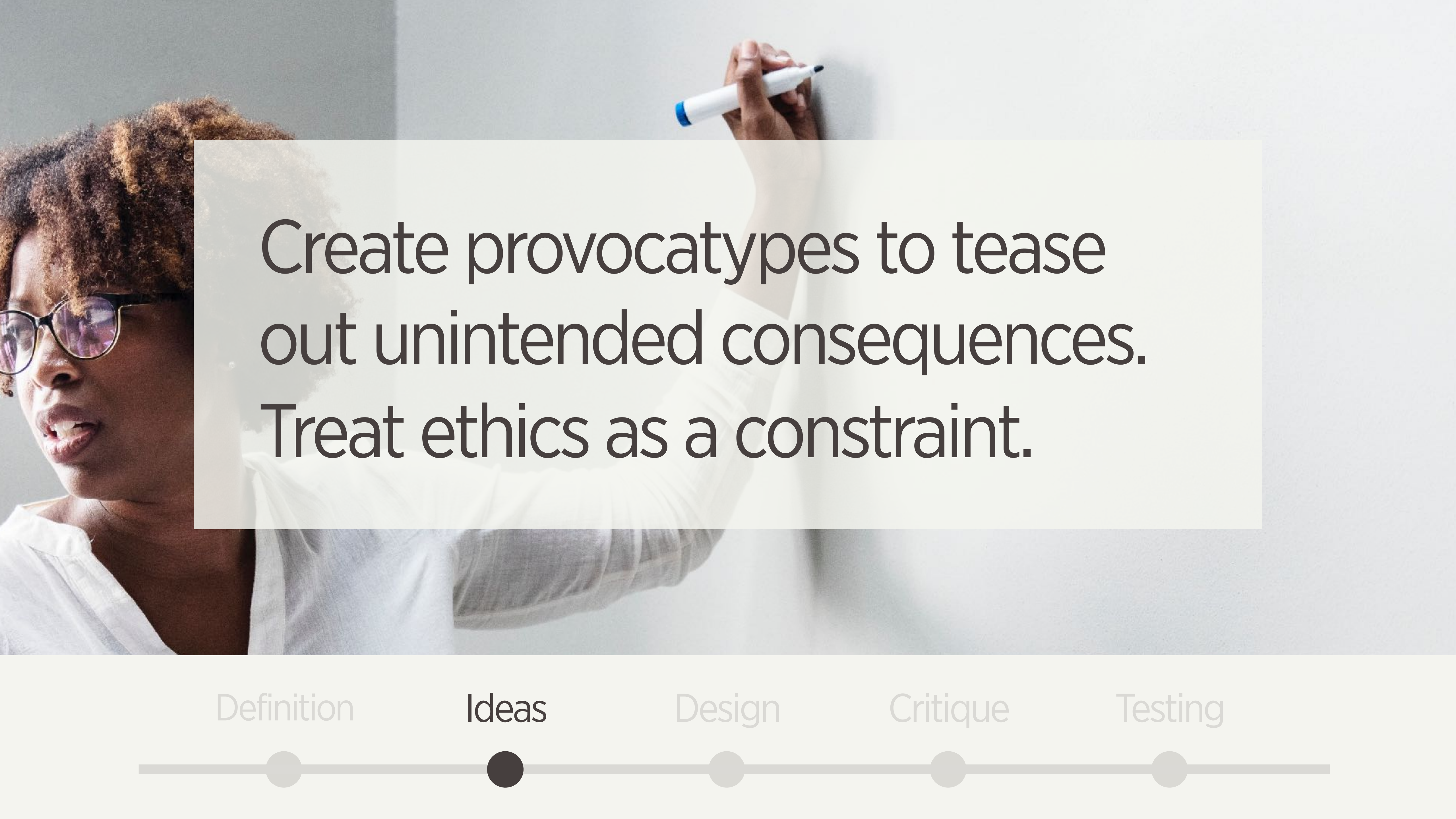
LOW PRIORITY
FLEXIBLE DEADLINE
MAX 20 KWH PER CHARGE



GREENCH



Swiss
Citizen
Charging
Plan

A woman with curly hair and glasses is writing on a whiteboard with a blue marker. The text is overlaid on a semi-transparent white box.

Create provocatypes to tease
out unintended consequences.
Treat ethics as a constraint.

Definition

Ideas

Design

Critique

Testing



Definition

Ideas

Design

Critique

Testing



The background of the slide is a long-exposure photograph of a night street. It features vibrant light trails from cars in shades of red, orange, and yellow. In the distance, a building with a prominent tower sits atop a hill. The overall scene is dark, with the sky transitioning from deep blue to black.

Materialise the invisible.

Definition

Ideas

Design

Critique

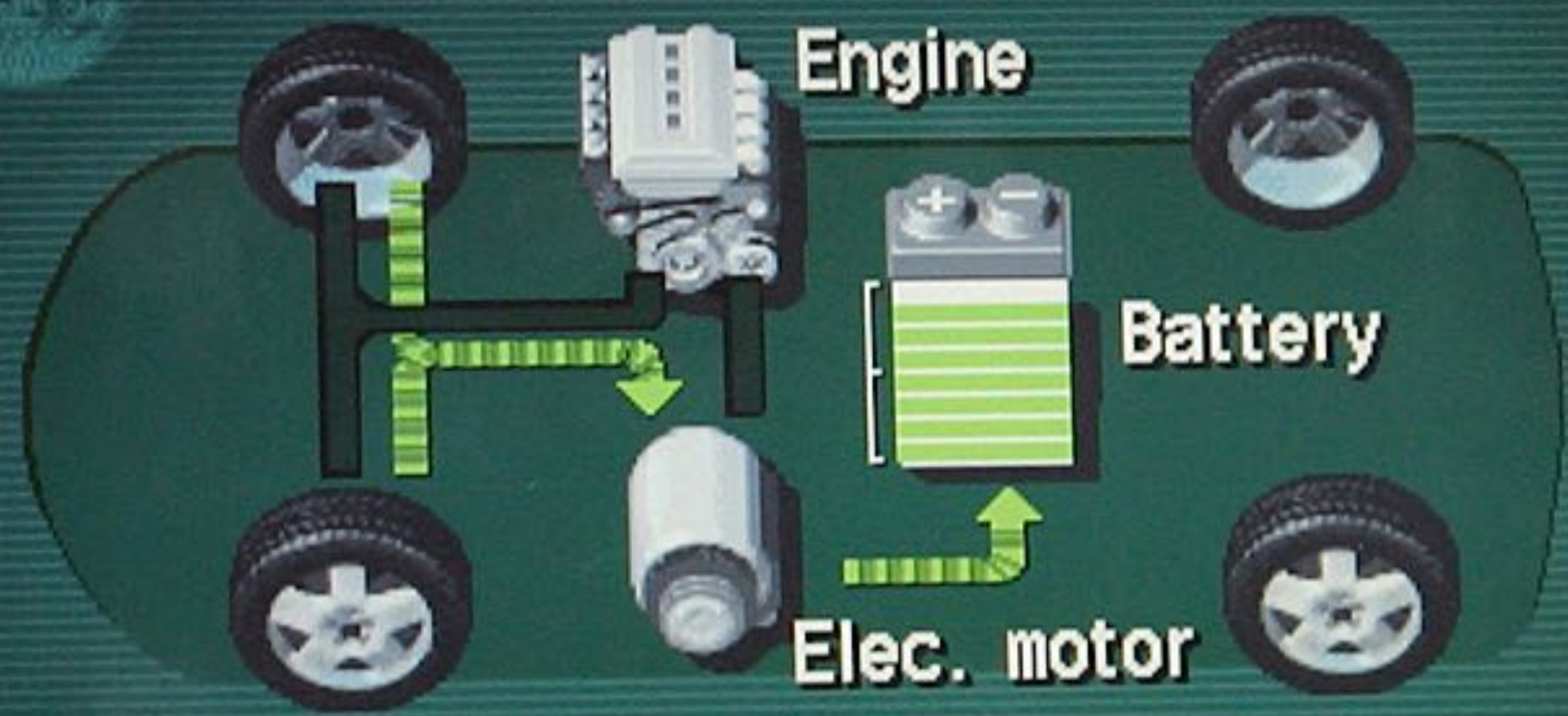
Testing





Energy monitor

Outside temp. 10 °C



Consumption

Current 99.9 MPG

CLIMATE

AUDIO

DISPLAY

INFO

 **ADVERTISER PANEL**

 **Cookery**

 **HOME HUB**

 **Work**



ALICE

OFFLINE




SANG

 **Masterchef**

 **80**



ASHLEY

 **Schedule update**

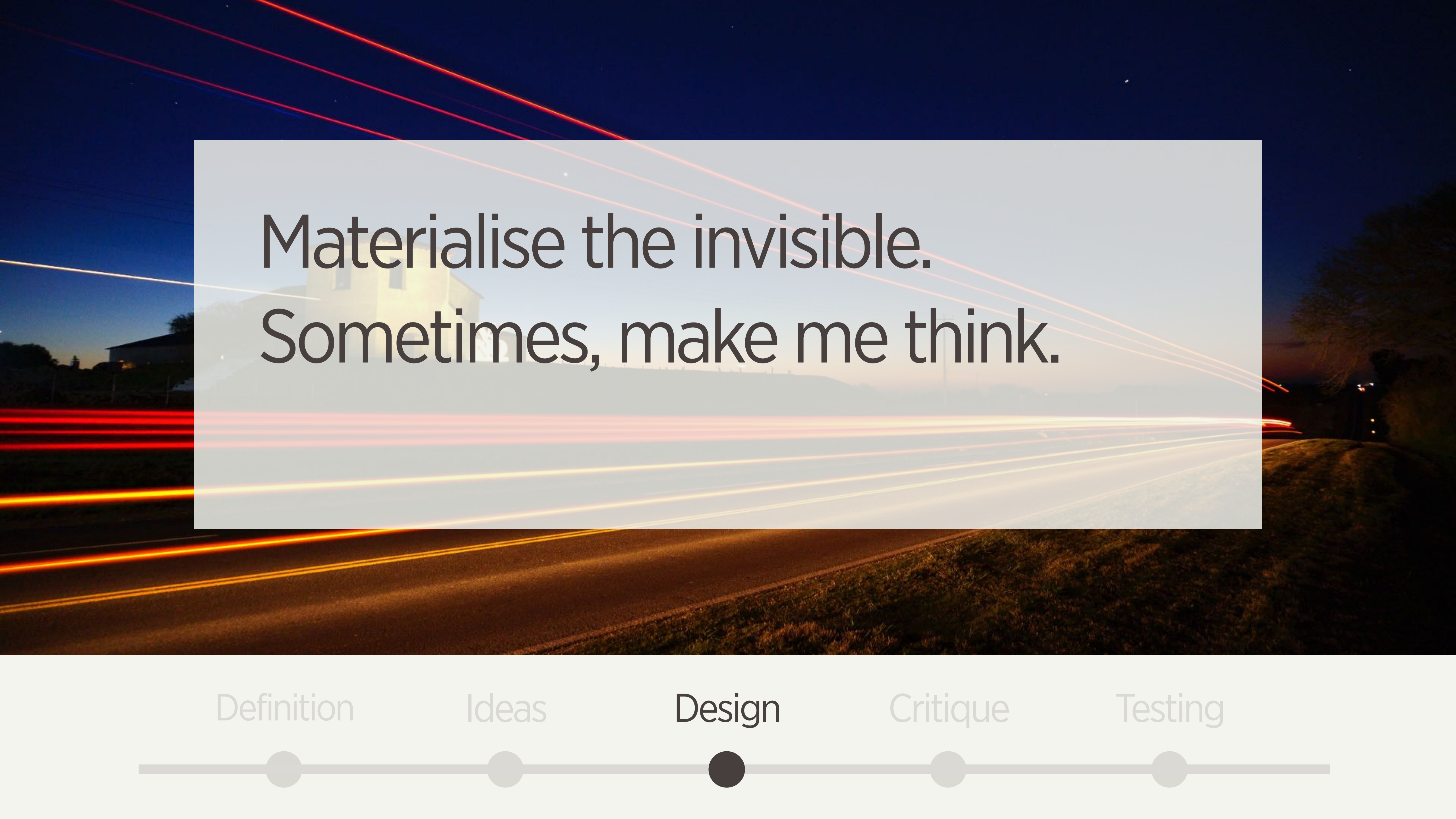


THERMOSTAT

 **Kitchen 3**



LIGHTS

The background is a long-exposure photograph of a road at night. Bright red and orange light trails from cars stretch across the frame. A semi-transparent white rectangle is centered over the image, containing the text.

Materialise the invisible.
Sometimes, make me think.

Definition

Ideas

Design

Critique

Testing



Sensitive data requested

Your HomeHub G25 would like to access:

 Your location

 Your heart rate

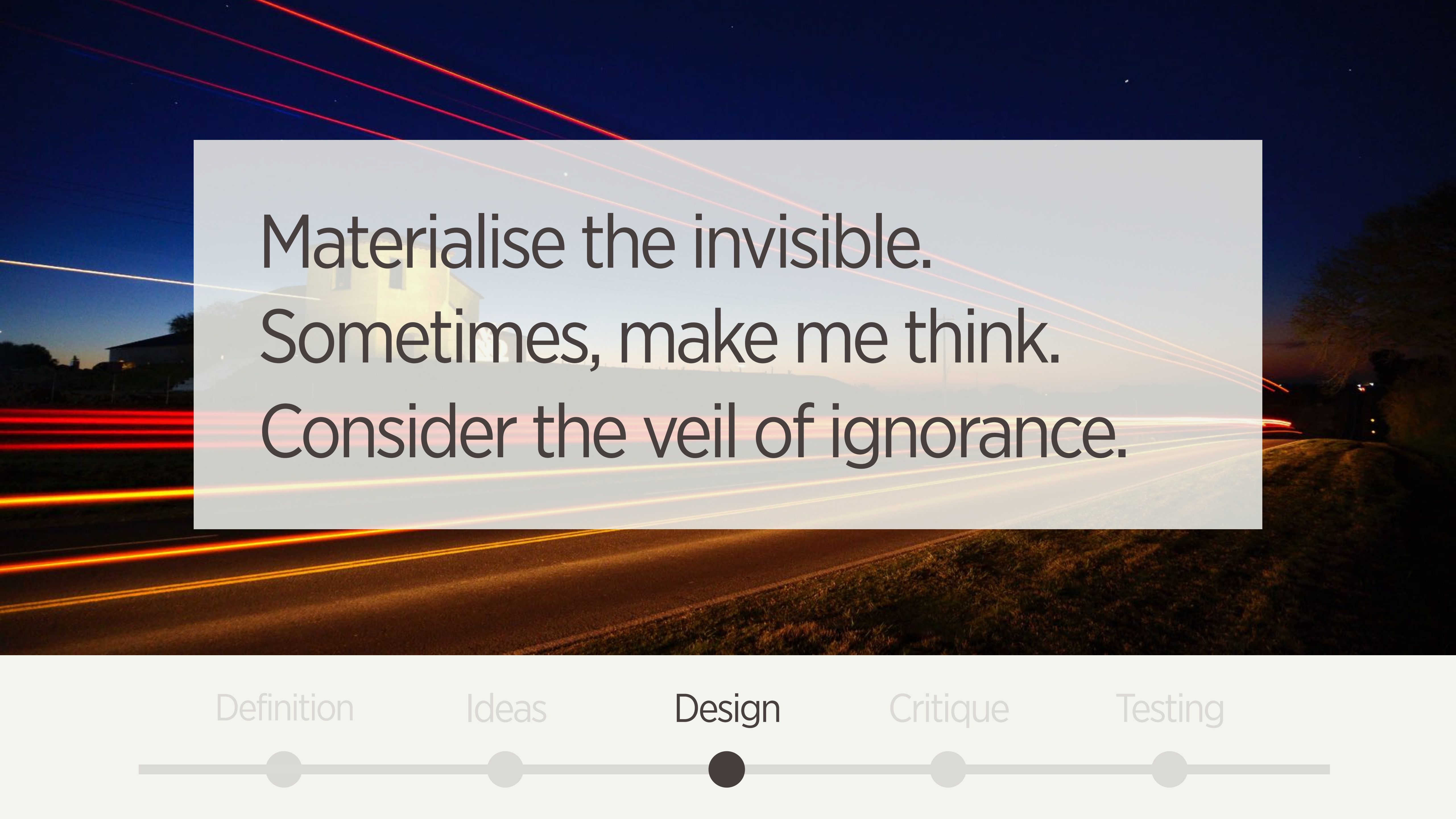
 Your home sensors

Data will be anonymised but there is always a risk of future re-identification.

Write 'I agree' in the box to share this data.

I agree

No, thanks – deny this request



Materialise the invisible.
Sometimes, make me think.
Consider the veil of ignorance.

Definition

Ideas

Design

Critique

Testing





Appoint a designated dissenter.
Apply the four ethical tests.

Definition

Ideas

Design

Critique

Testing





What if everyone did what I'm about to do?

(DEONTOLOGY)

Definition

Ideas

Design

Critique

Testing



A black and white photograph of a person sitting in a car seat, viewed from the side. A sign on the window reads: "This Bus is Equipped with a Security Camera System. Este Ônibus Está Equipado Com Um Sistema De Câmera De Segurança." A semi-transparent text box is overlaid on the image.

Am I treating people as ends or means?

(DEONTOLOGY)

Definition

Ideas

Design

Critique

Testing



Am I maximising happiness for the greatest number?

(UTILITARIANISM)

Definition

Ideas

Design

Critique

Testing





Would I be happy for this to be a front-page story?

(VIRTUE ETHICS)

Definition

Ideas

Design

Critique

Testing



Definition

Ideas

Design

Critique

Testing



A background image showing a group of people sitting around a wooden table. A hand is visible on the left, and another on the right. A tablet is on the table, and a glass of water is in the center. A brown leather bag is in the top left corner.

Apply fairness forensics.
Conduct deep research.
Learn from vulnerable groups.

Definition

Ideas

Design

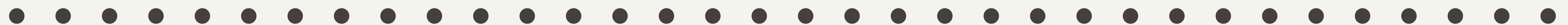
Critique


Testing





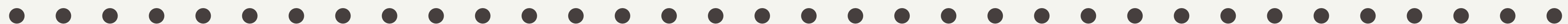
Infrastructure





Hire diverse teams.
Expect & reward ethical behaviour.
Instil core values.

Infrastructure



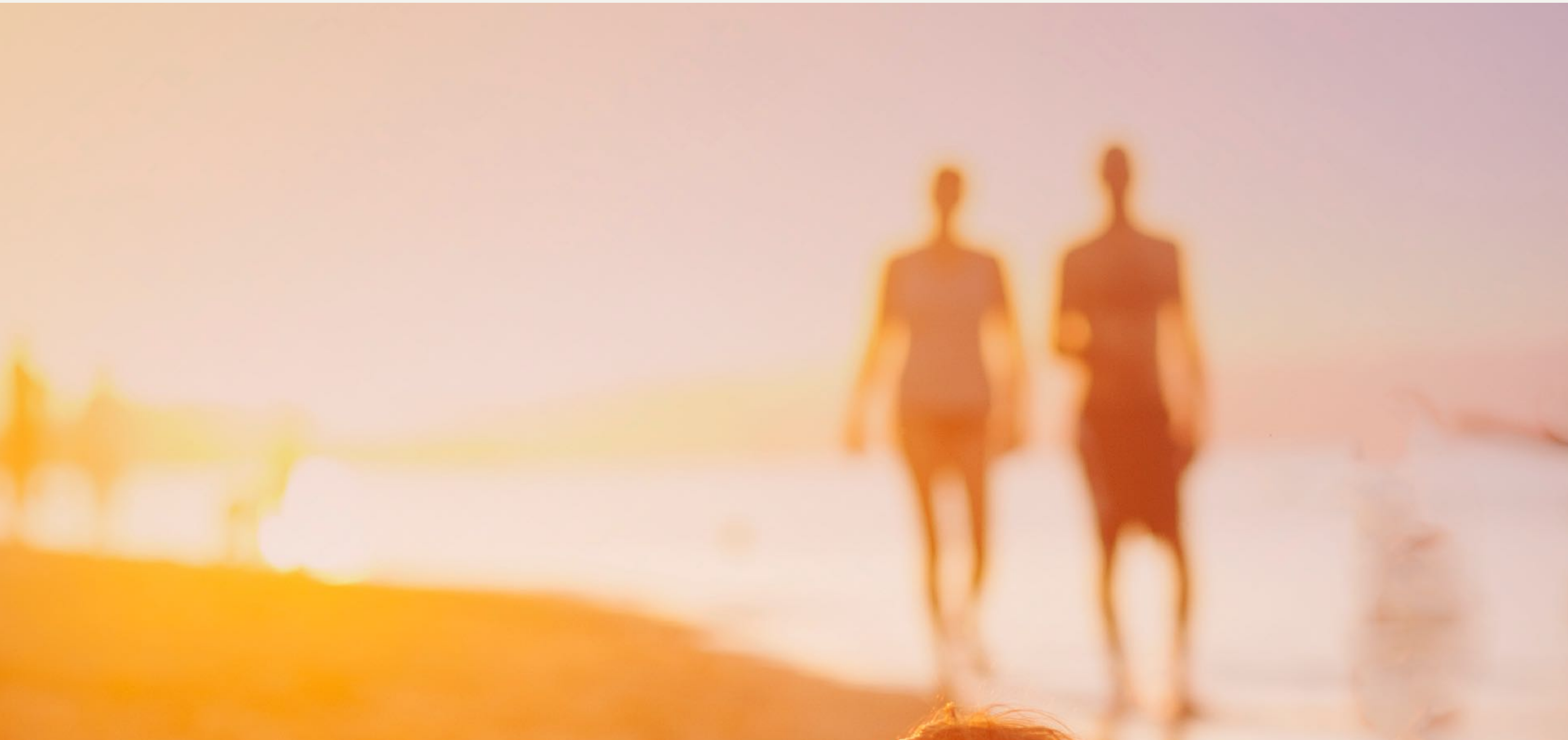
Ethics and politics are sometimes entwined.



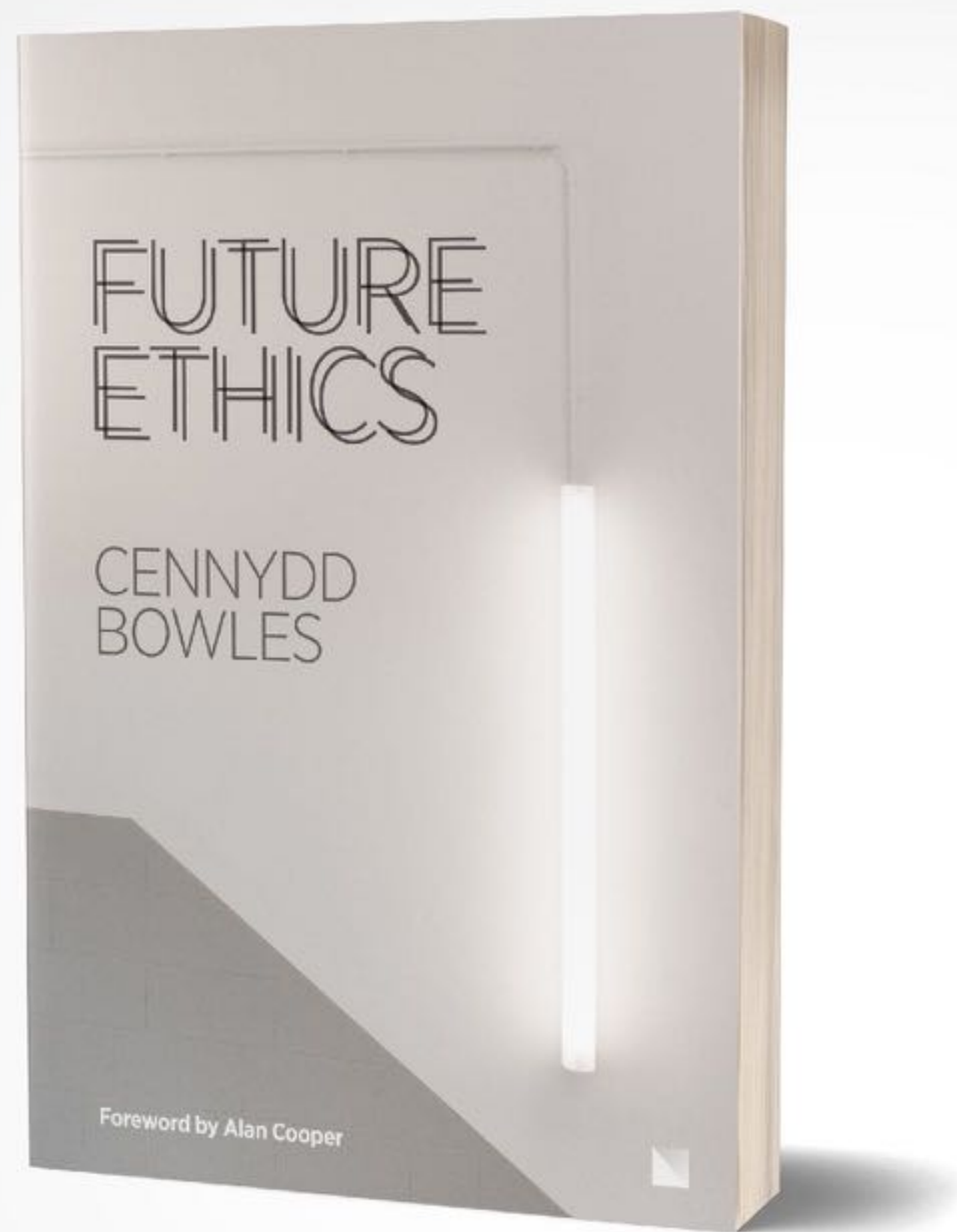
Morality is a muscle that needs exercise.



The journey needs patience and forgiveness.

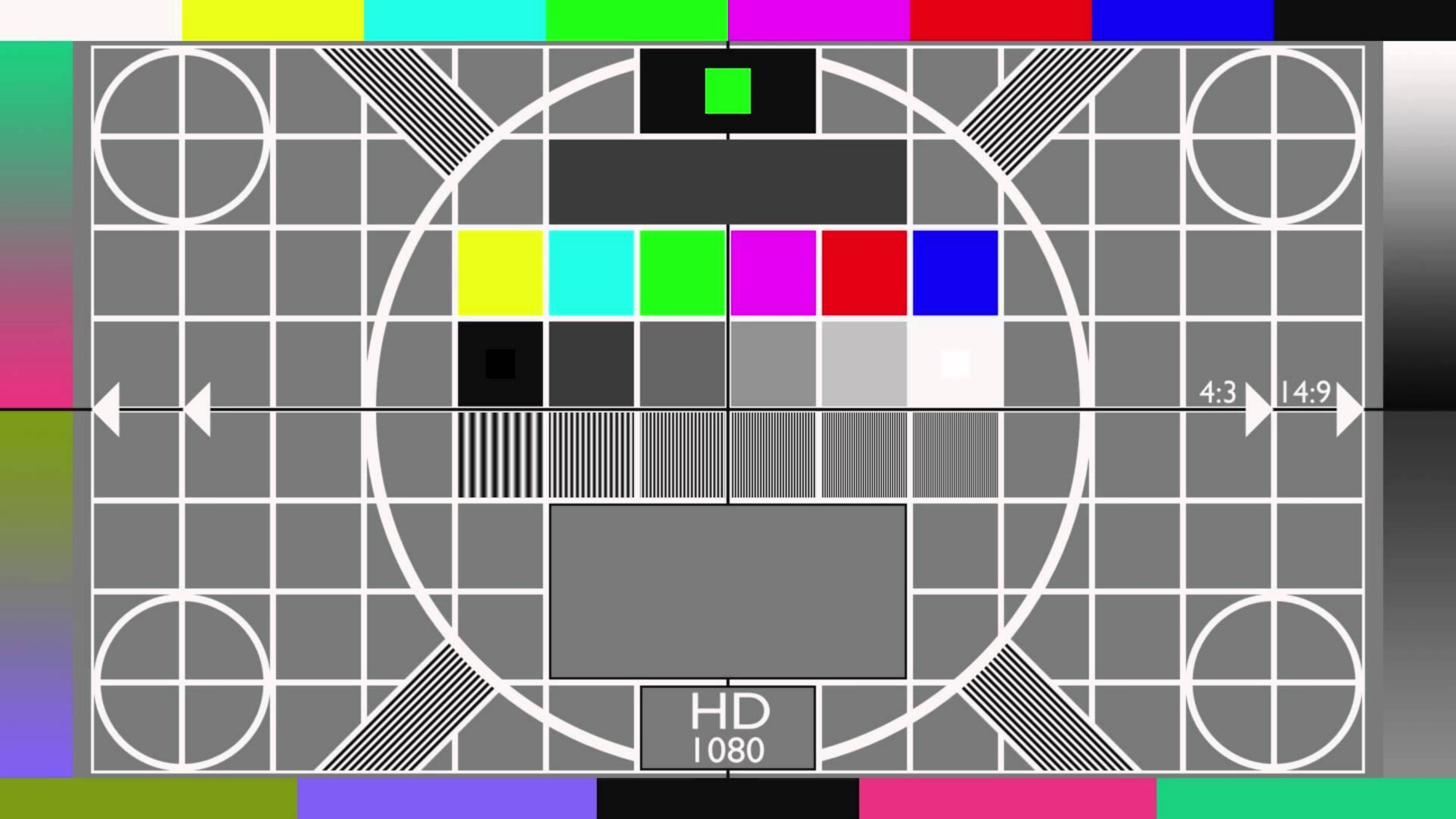


Thank you.



Available now in
paperback and digital.
future-ethics.com

@Cennydd



HD
1080

4:3

14:9