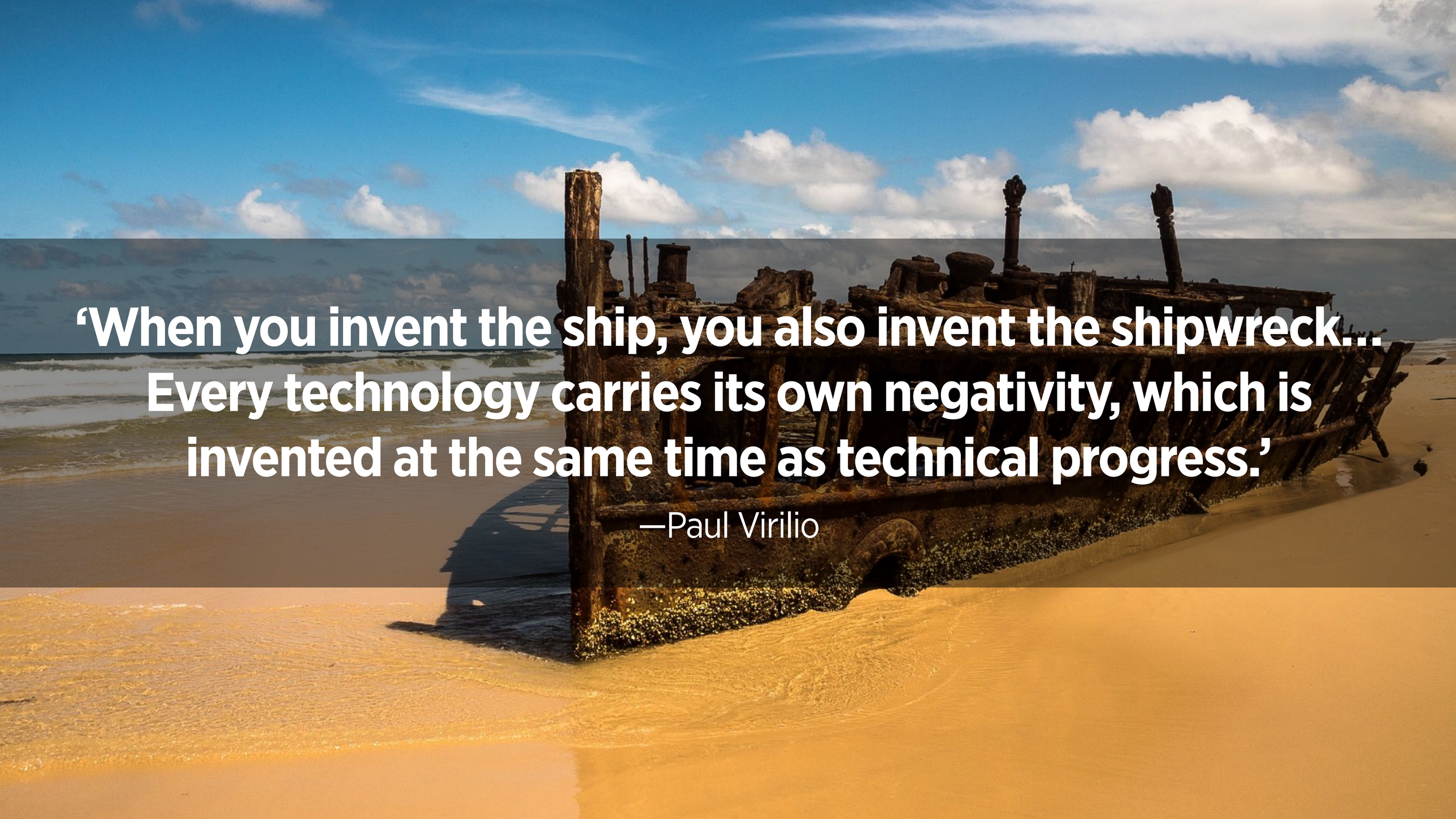
FUTURE ETHICS

@Cennydd


‘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'

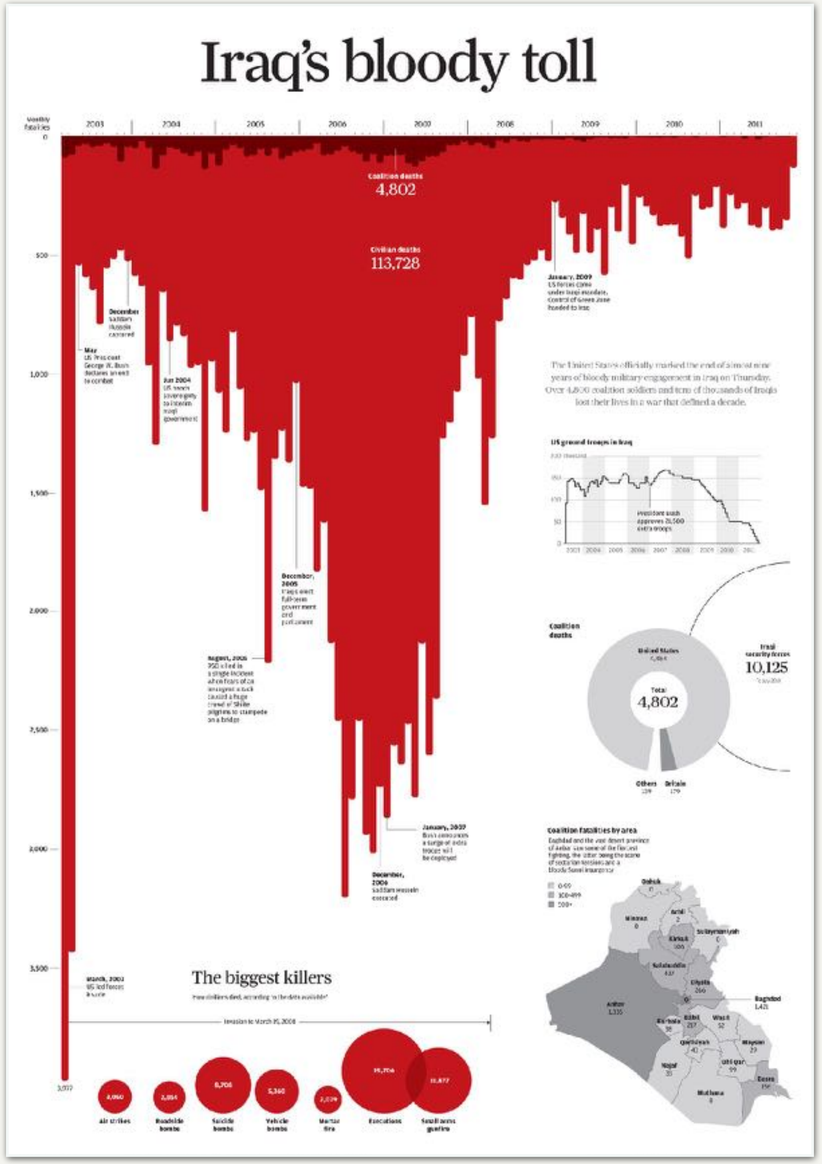
We’ve not earned the trust we’ll need.

Future tech raises the ethical stakes.

It’s time we took ethics seriously.

Technology was never neutral.

Raw data is an oxymoron.



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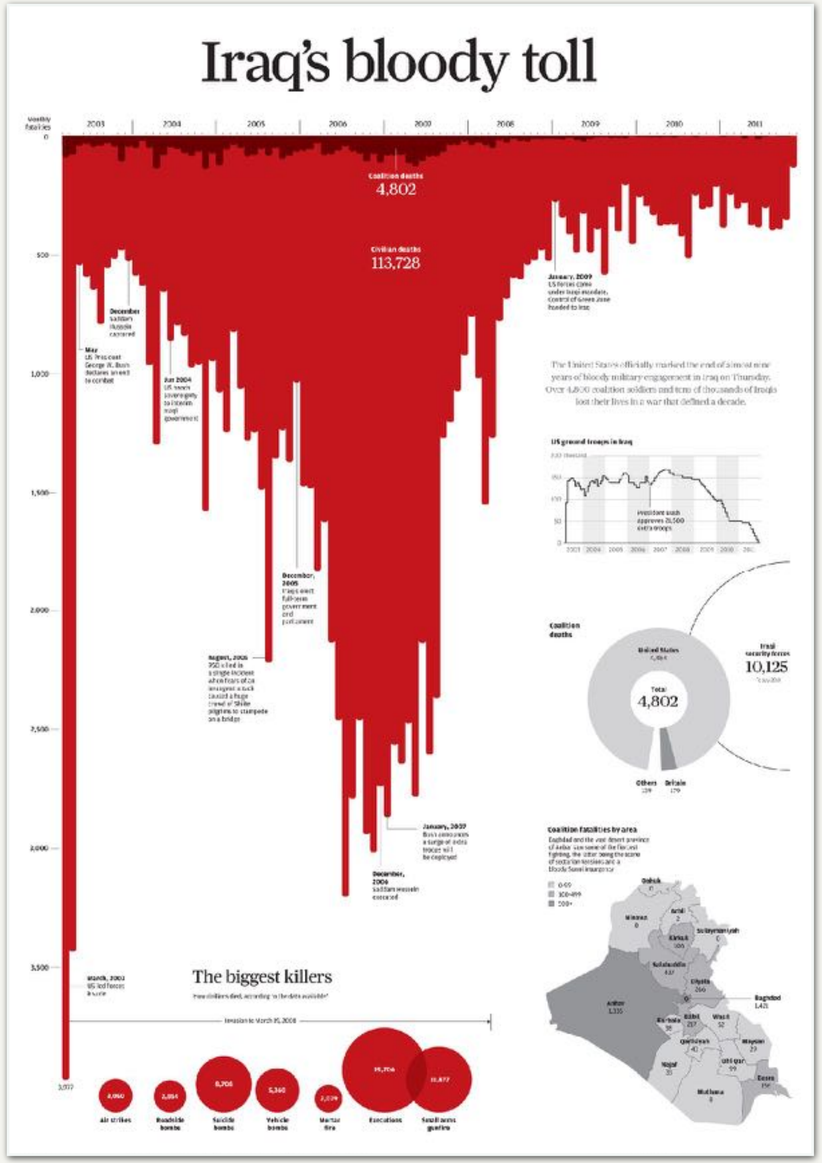
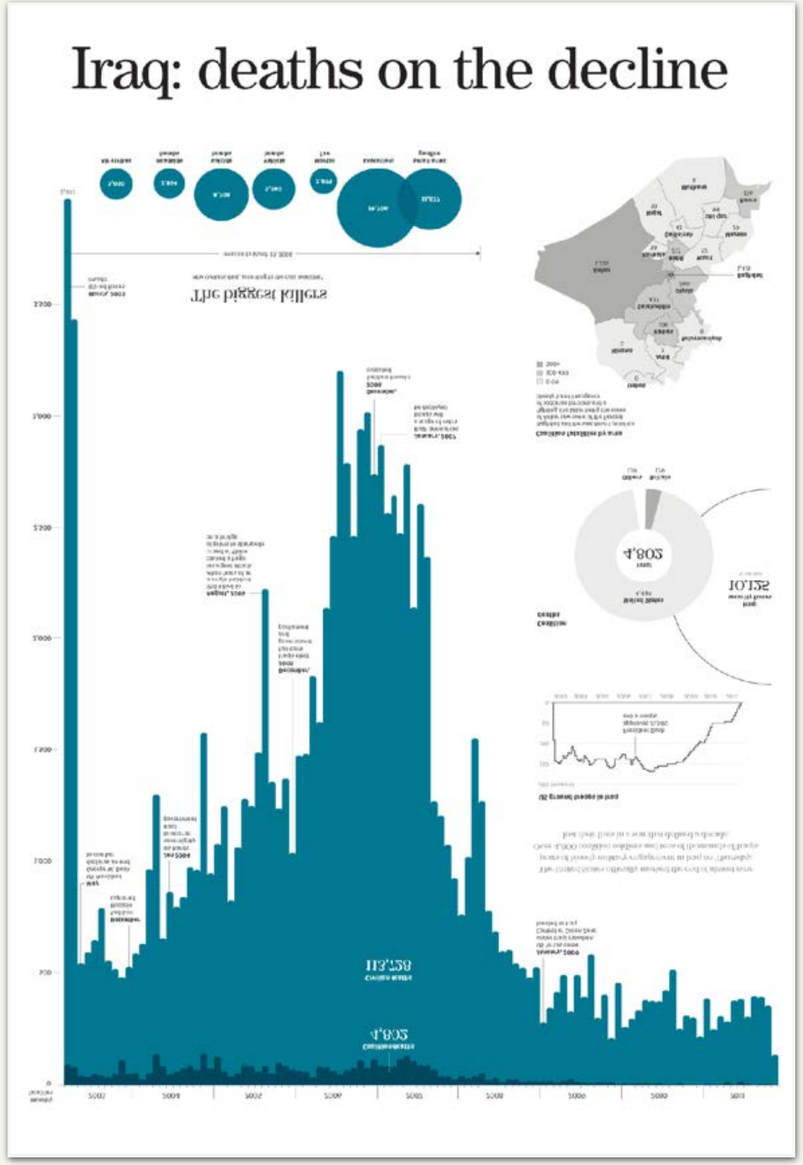
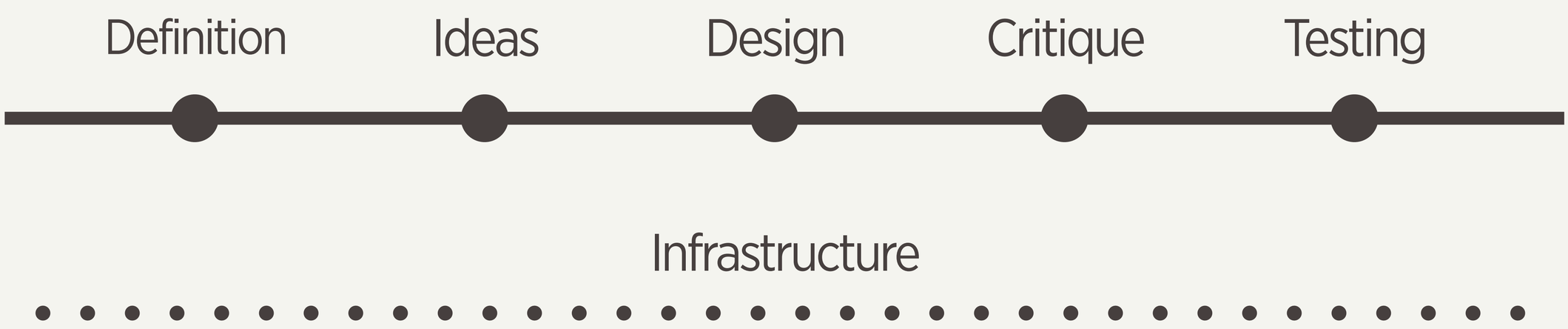


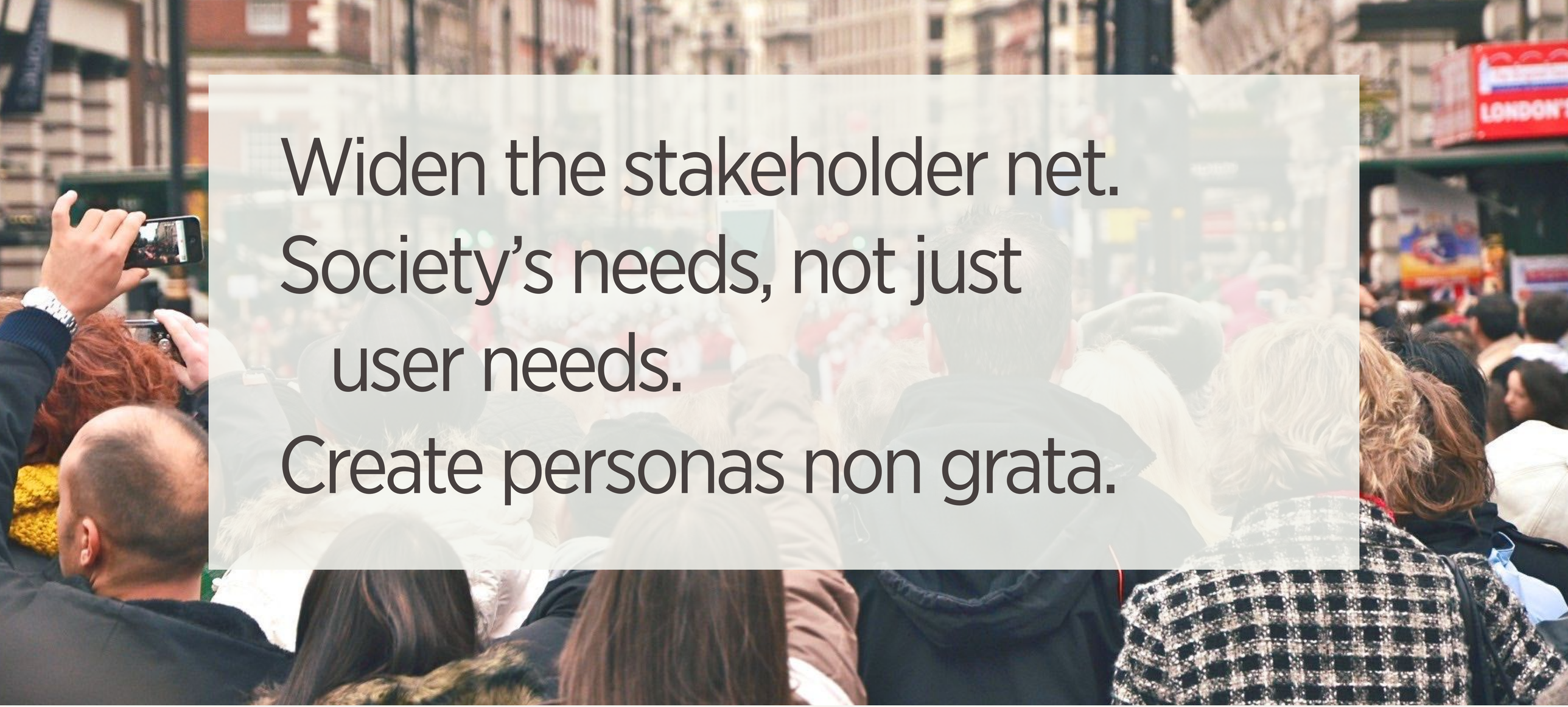


Design is applied ethics.

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


Definition
Ideas
Design
Critique
Testing
Infrastructure

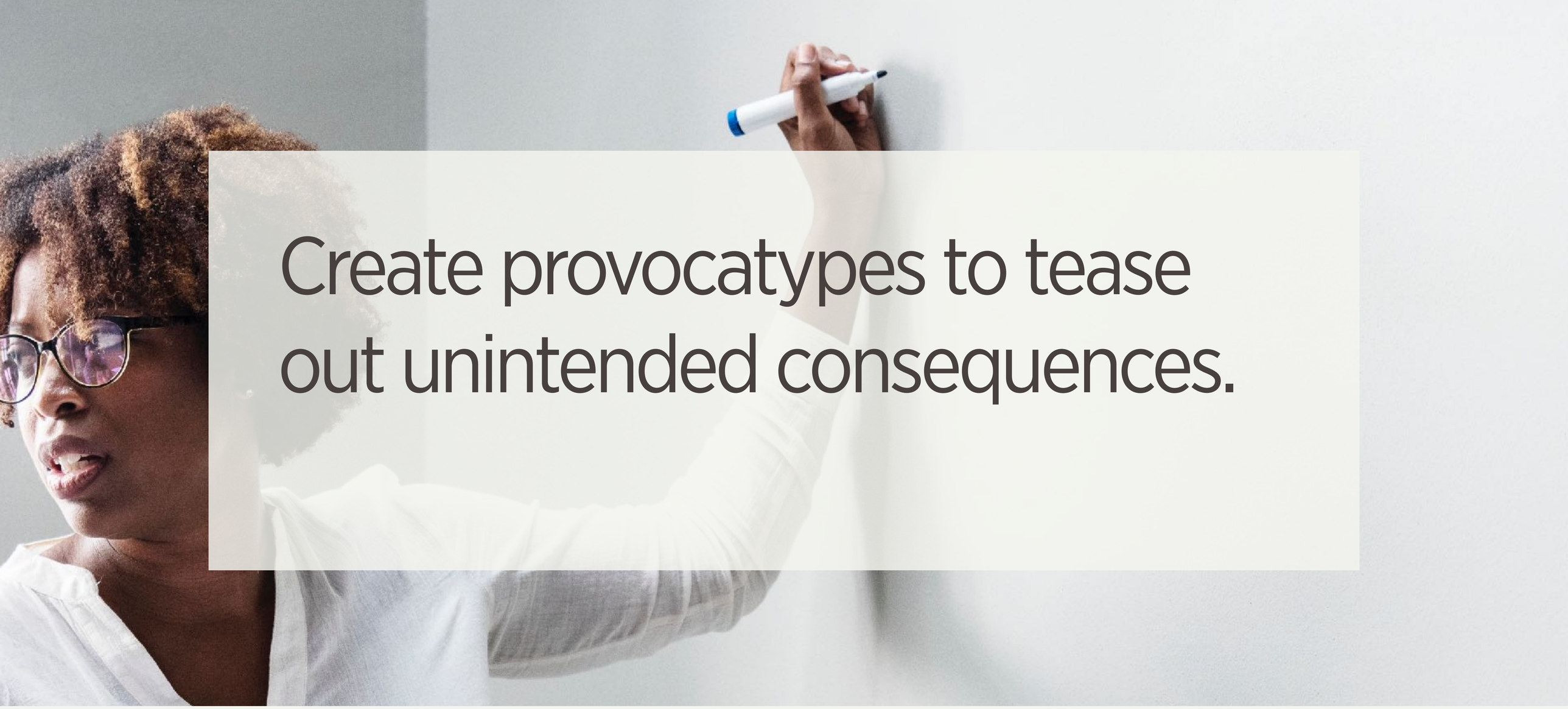
Definition Ideas Design Critique Testing



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

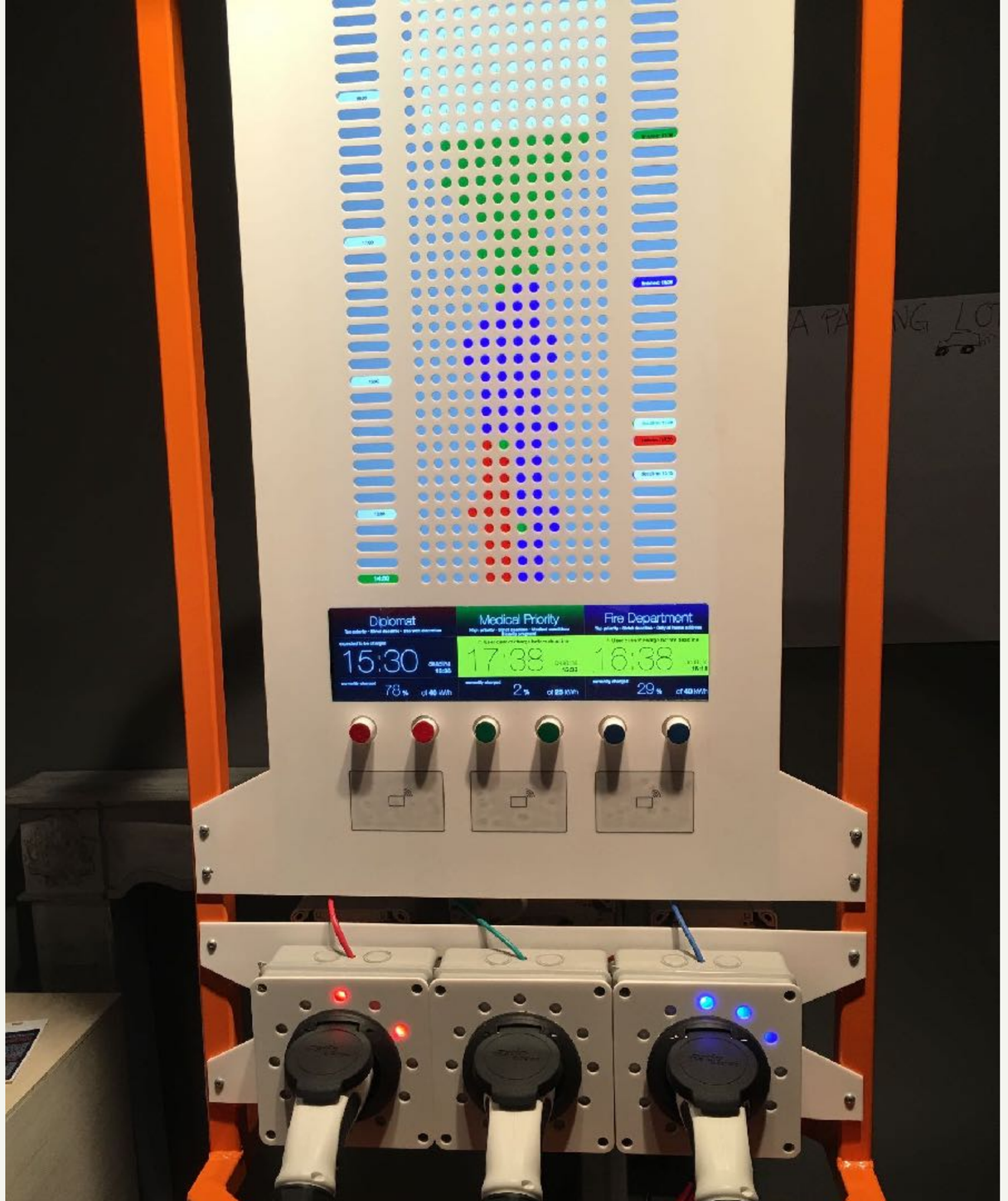


Create provocatypes to tease out unintended consequences.

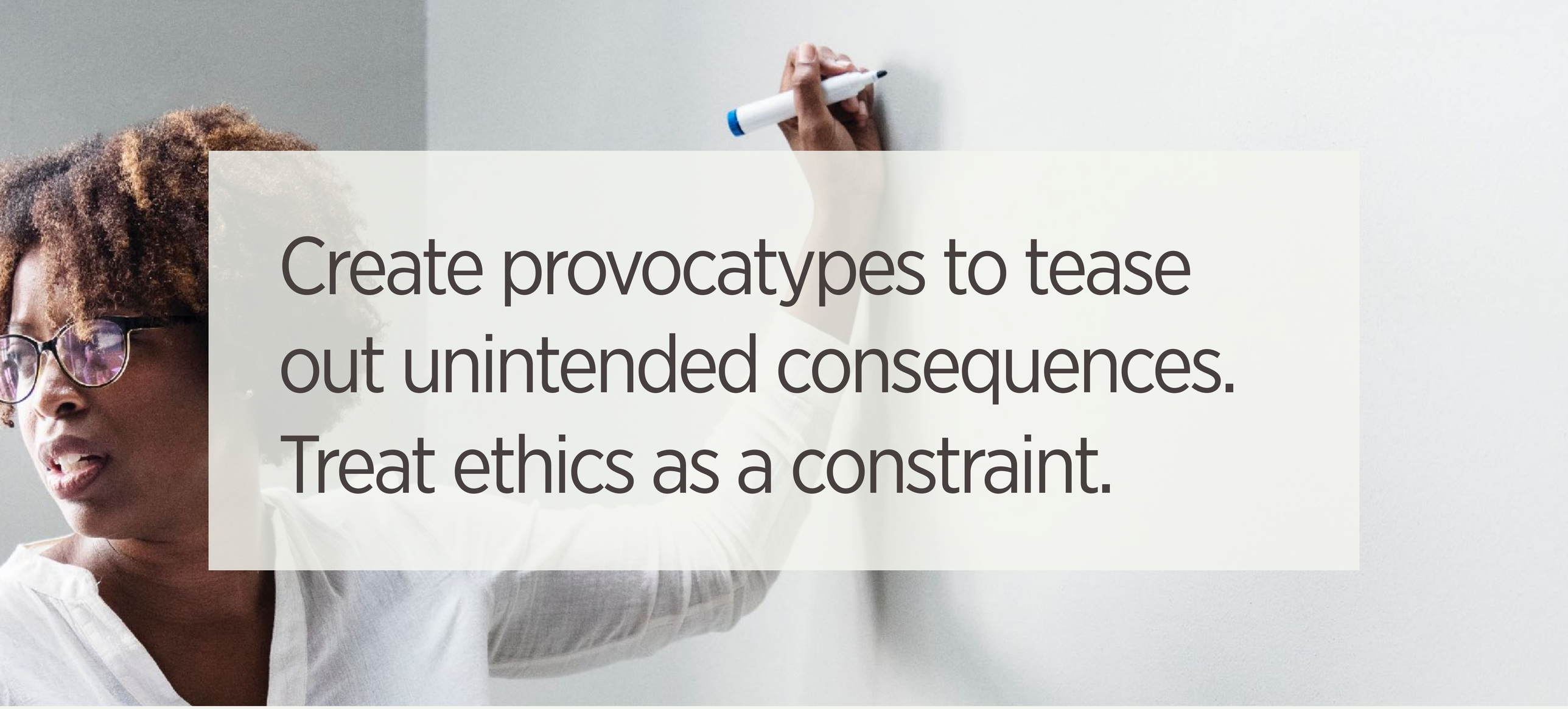
Definition | Ideas | Design | Critique | Testing

Electric vehicle charging point provocatype.

Marcel Shouwenaar and Harm van Beek, The Incredible Machine.



100
kWh
DIPLOMAT
TOP PRIORITY
STRICT DEADLINE
USE WITH DISCRETION
carShare
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
NORMAL PRIORITY
FLEXIBLE DEADLINE
HIGH PRIORITY
FLEXIBLE DEADLINE
ONLY FOR GENERIC
ROBATION I.D.
LOW PRIORITY
FLEXIBLE DEADLINE
MAX 20 kWH PER CHARGE
Swiss
Citizen
Charging
Plan



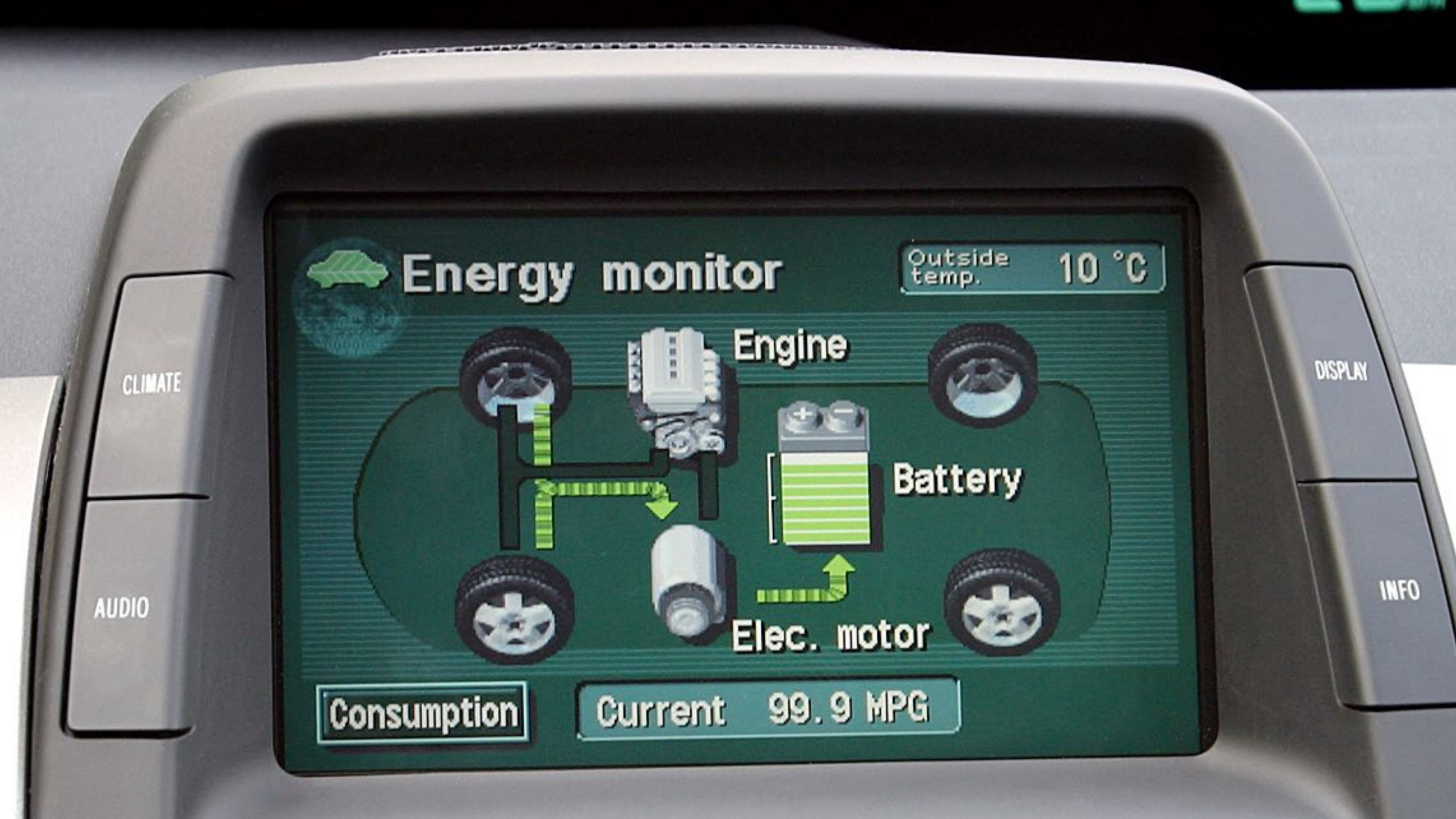
Create provocatypes to tease out unintended consequences. Treat ethics as a constraint.

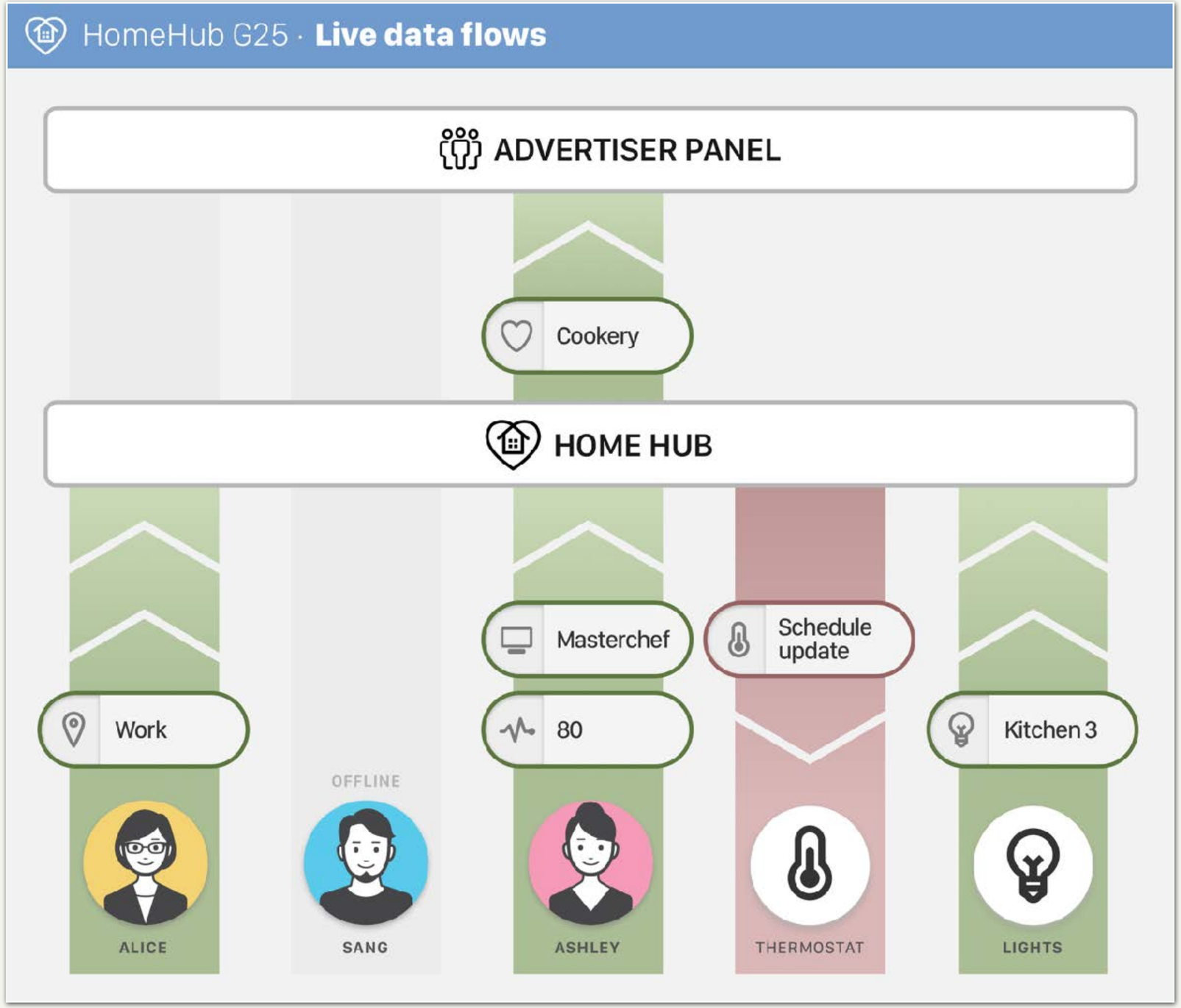
Definition | Ideas | Design | Critique | Testing

Definition Ideas **Design** Critique Testing

Materialise the invisible.

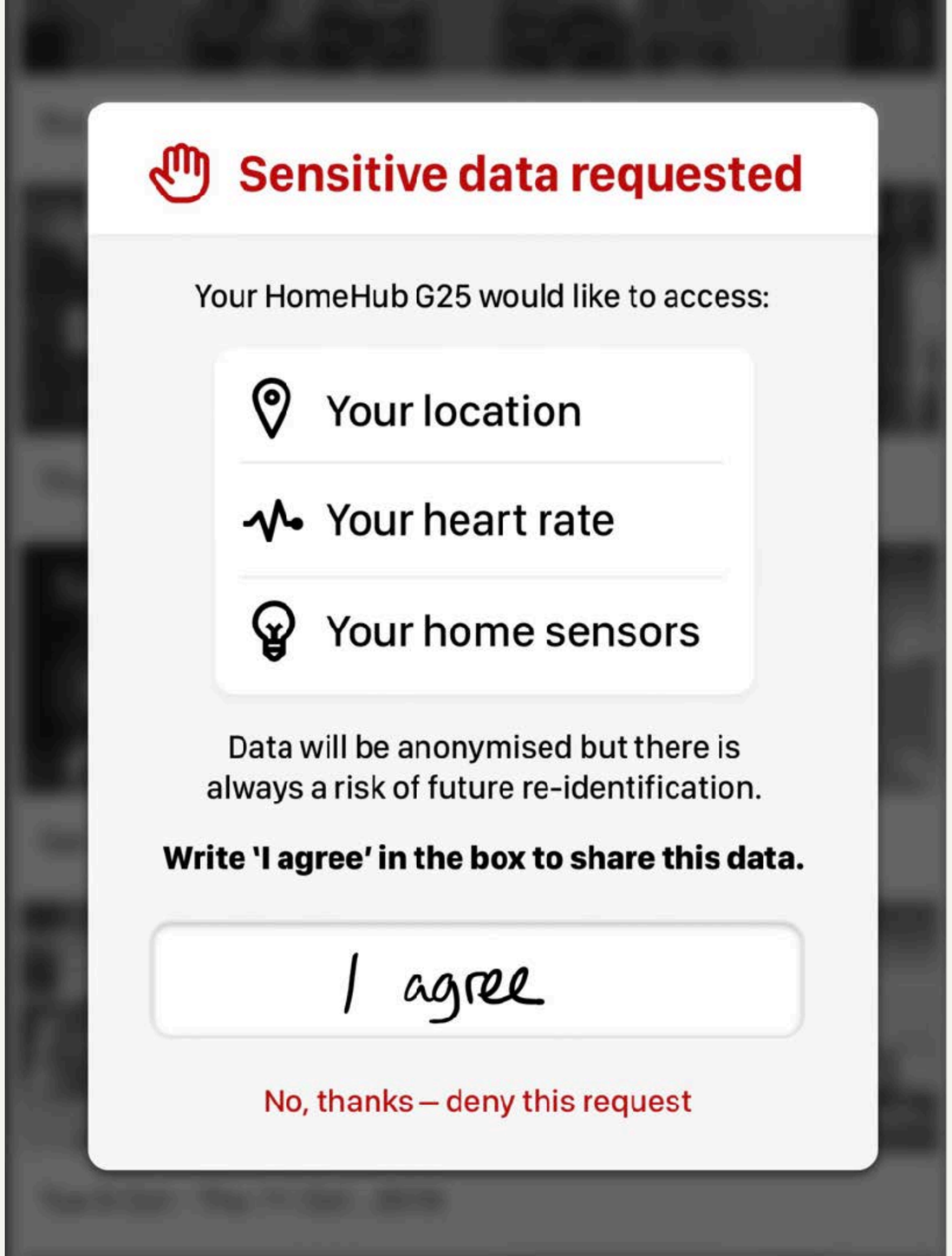
Definition Ideas **Design** Critique Testing

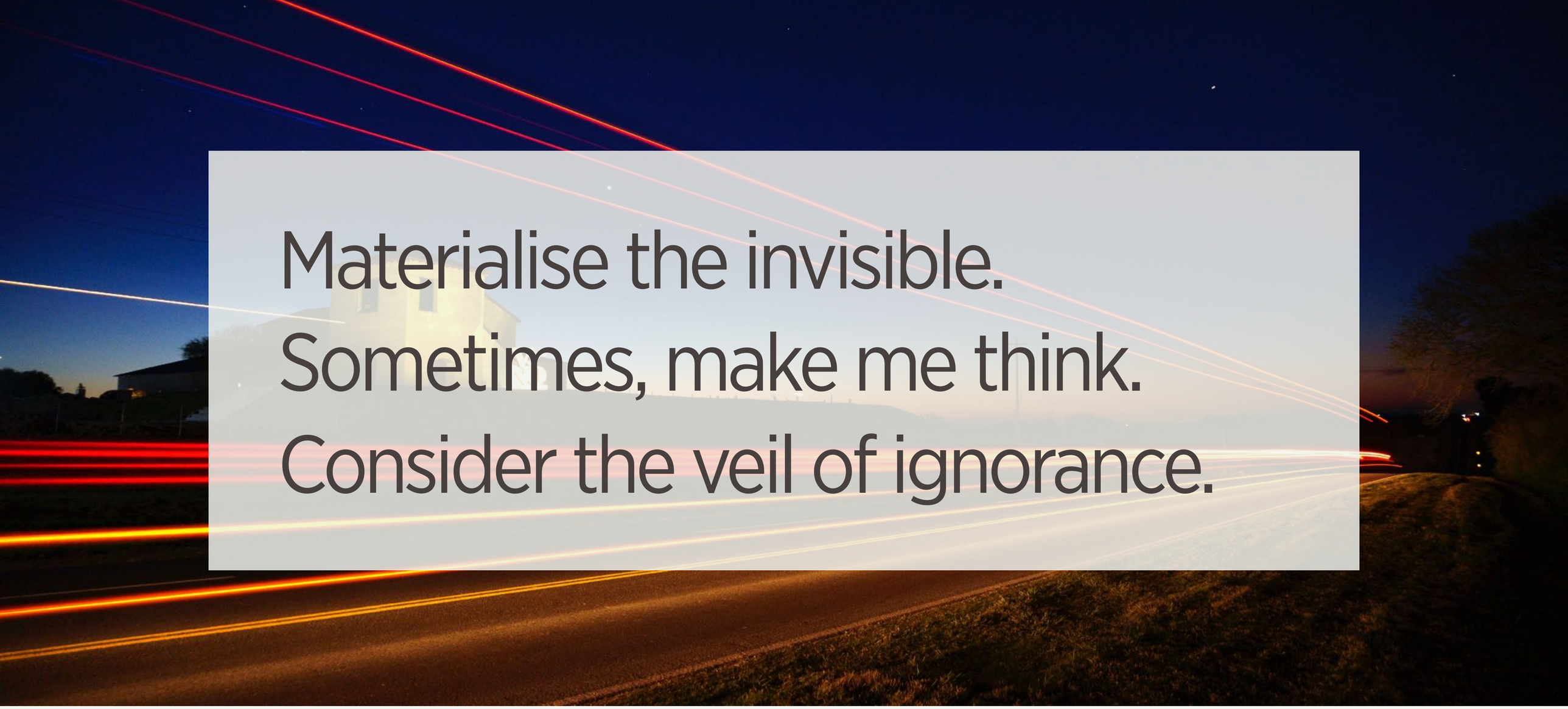

Energy monitor
Outside temp. 10 °C
Engine
Battery
Elec. motor
Consumption
Current 99.9 MPG
CLIMATE
AUDIO
DISPLAY
INFO


HomeHub G25 · Live data flows
ADVERTISER PANEL
Cookery
HOME HUB
Masterchef
Schedule update
Work
80
Kitchen 3
OFFLINE
ALICE
SANG
ASHLEY
THERMOSTAT
LIGHTS

Materialise the invisible.
Sometimes, make me think.

Definition Ideas **Design** Critique Testing

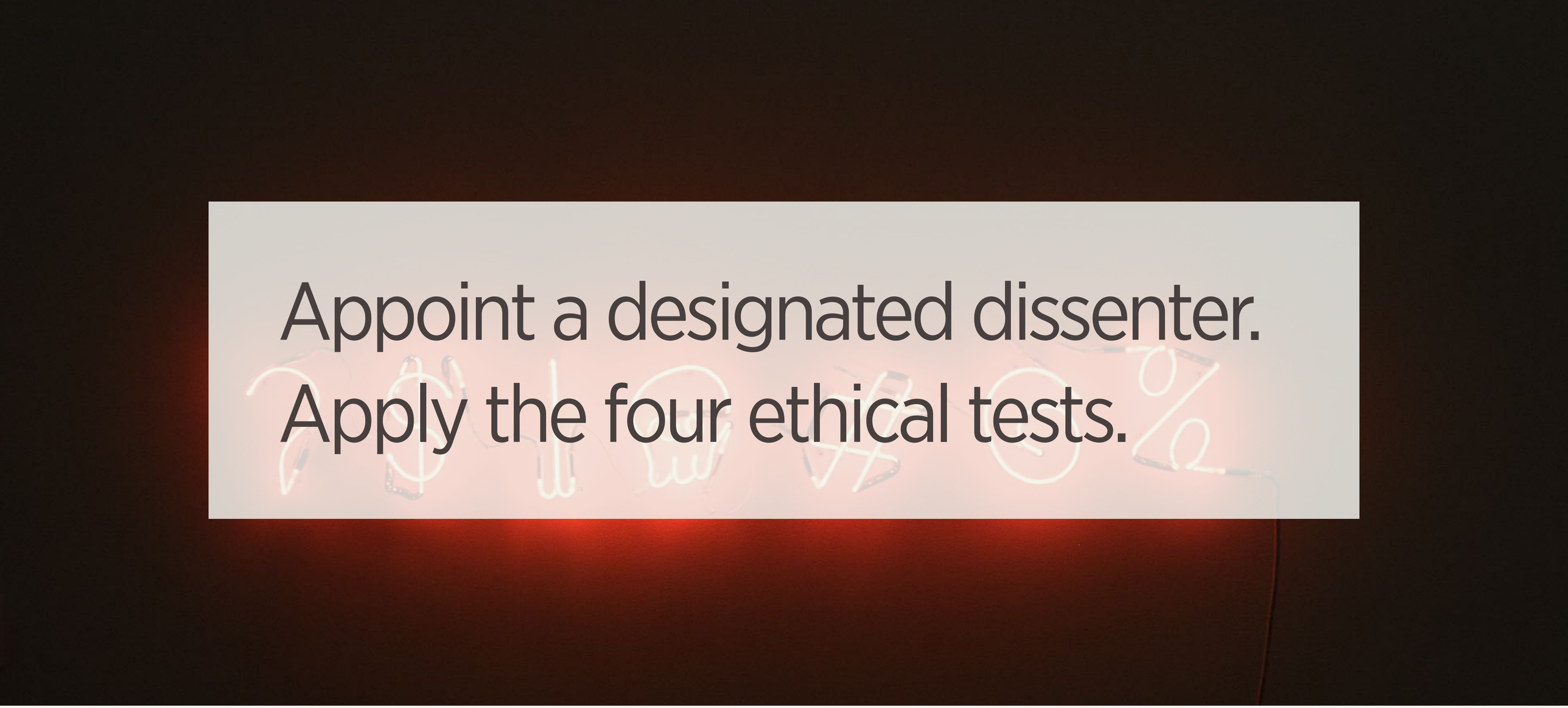

Sensitive data requested
Your HomeHub G25 would like to access:
Your location
Your heart rate
Your home sensors
Data will be anonymised but there is always a risk of future re-identification.
Write 'I agree' in the box to share this data.
I agree
No, thanks – deny this request



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

Definition Ideas **Design** Critique Testing

Definition Ideas Design **Critique** Testing



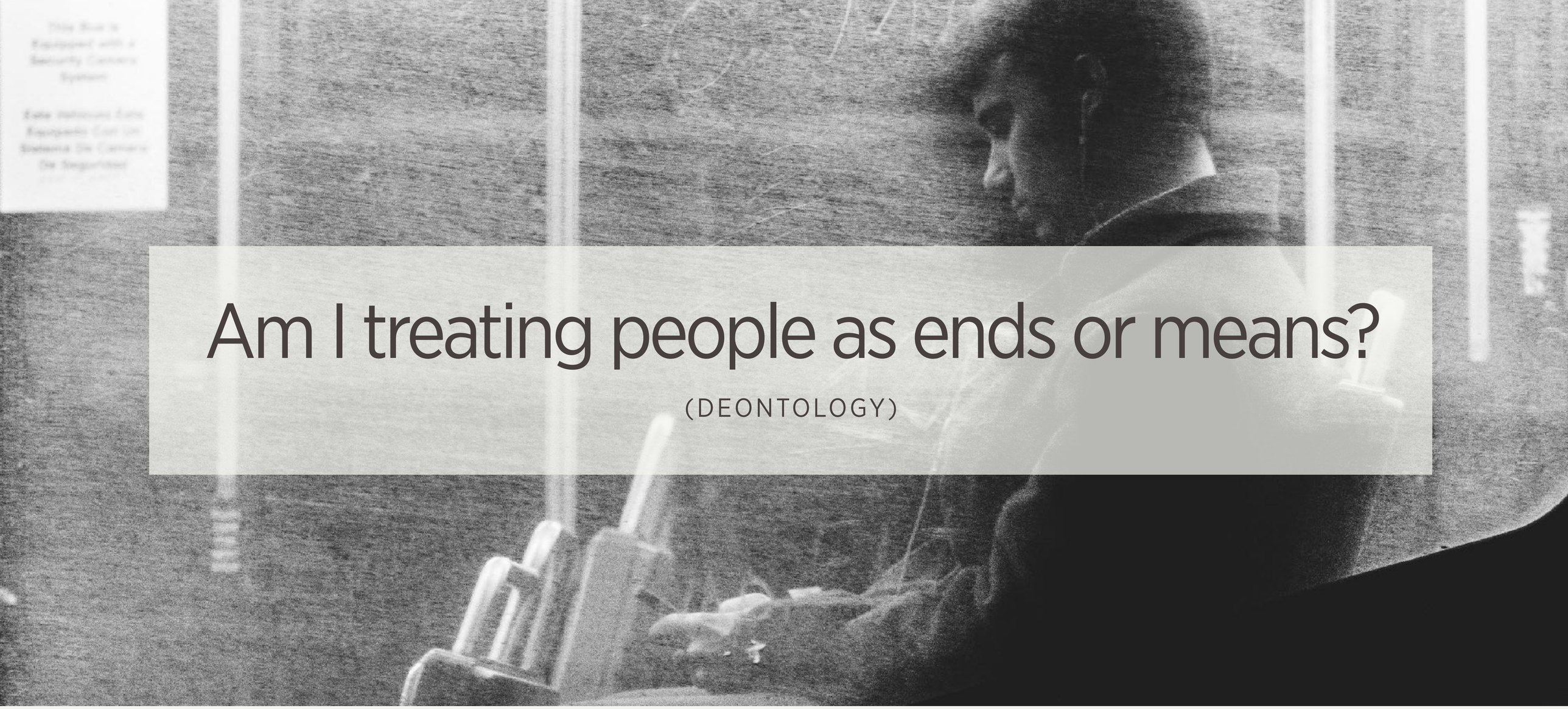
Appoint a designated dissenter.
Apply the four ethical tests.

Definition Ideas Design Critique Testing

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

(DEONTOLOGY)

Definition Ideas Design **Critique** Testing



Am I treating people as ends or means?

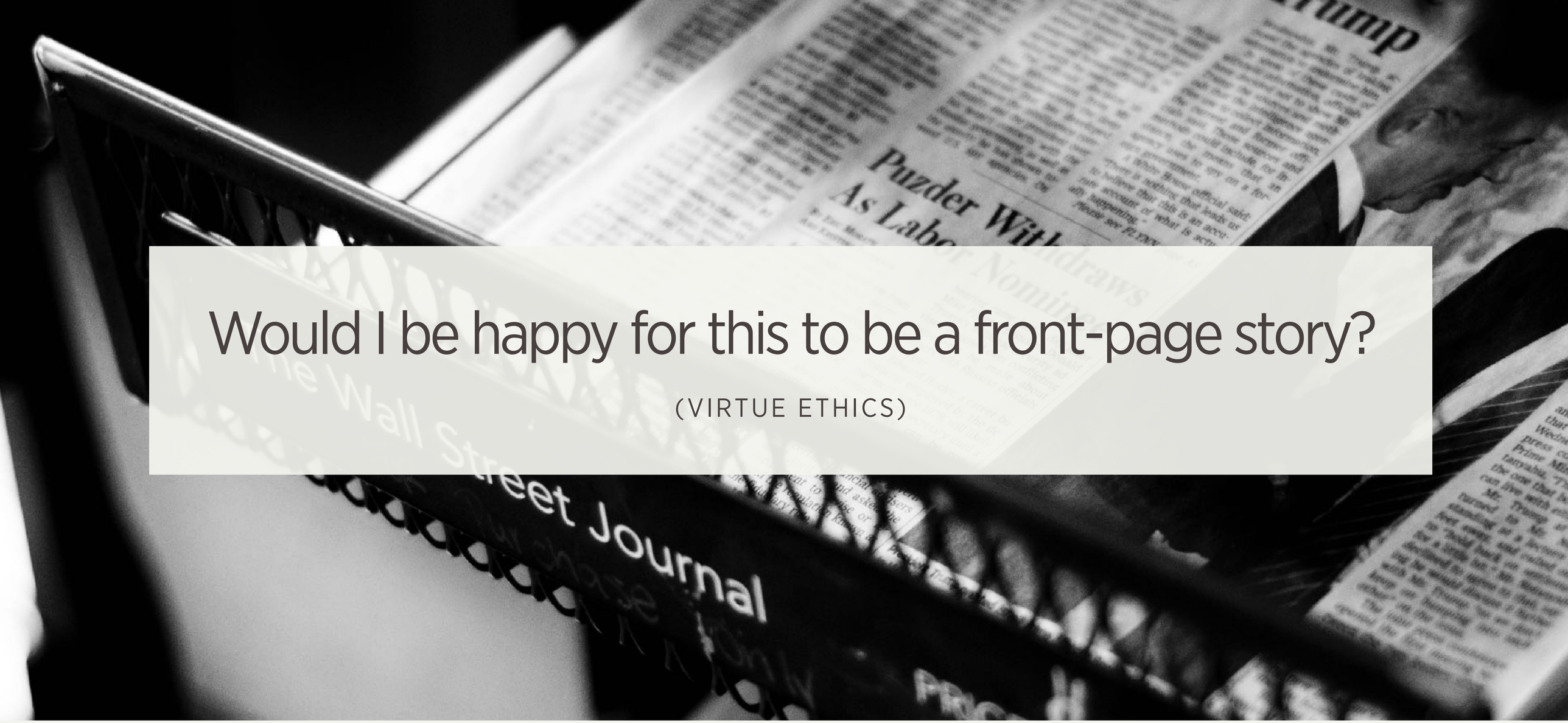
(DEONTOLOGY)

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**

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

Definition Ideas Design Critique **Testing**

Infrastructure

Hire diverse teams.

Expect & reward ethical behaviour.

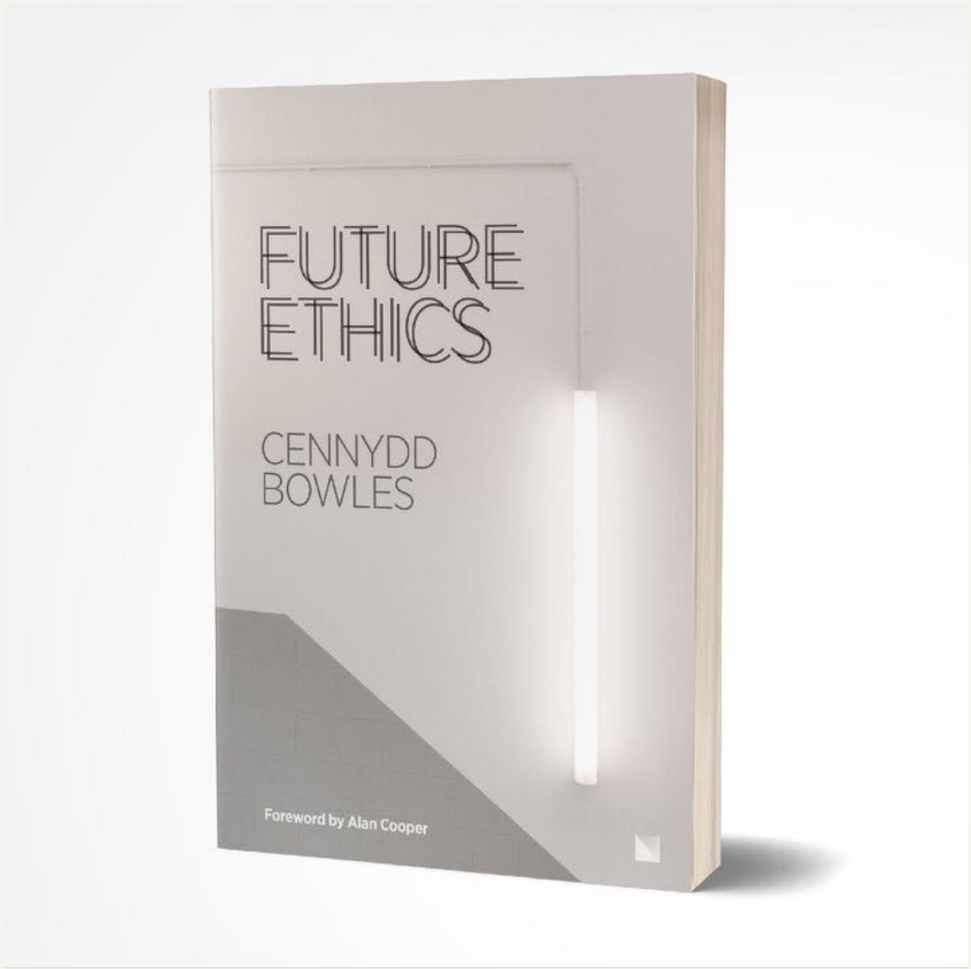
Instil core values.

Ethics and politics are sometimes entwined.

Morality is a muscle that needs exercise.

The journey needs patience and forgiveness.

Thank you.



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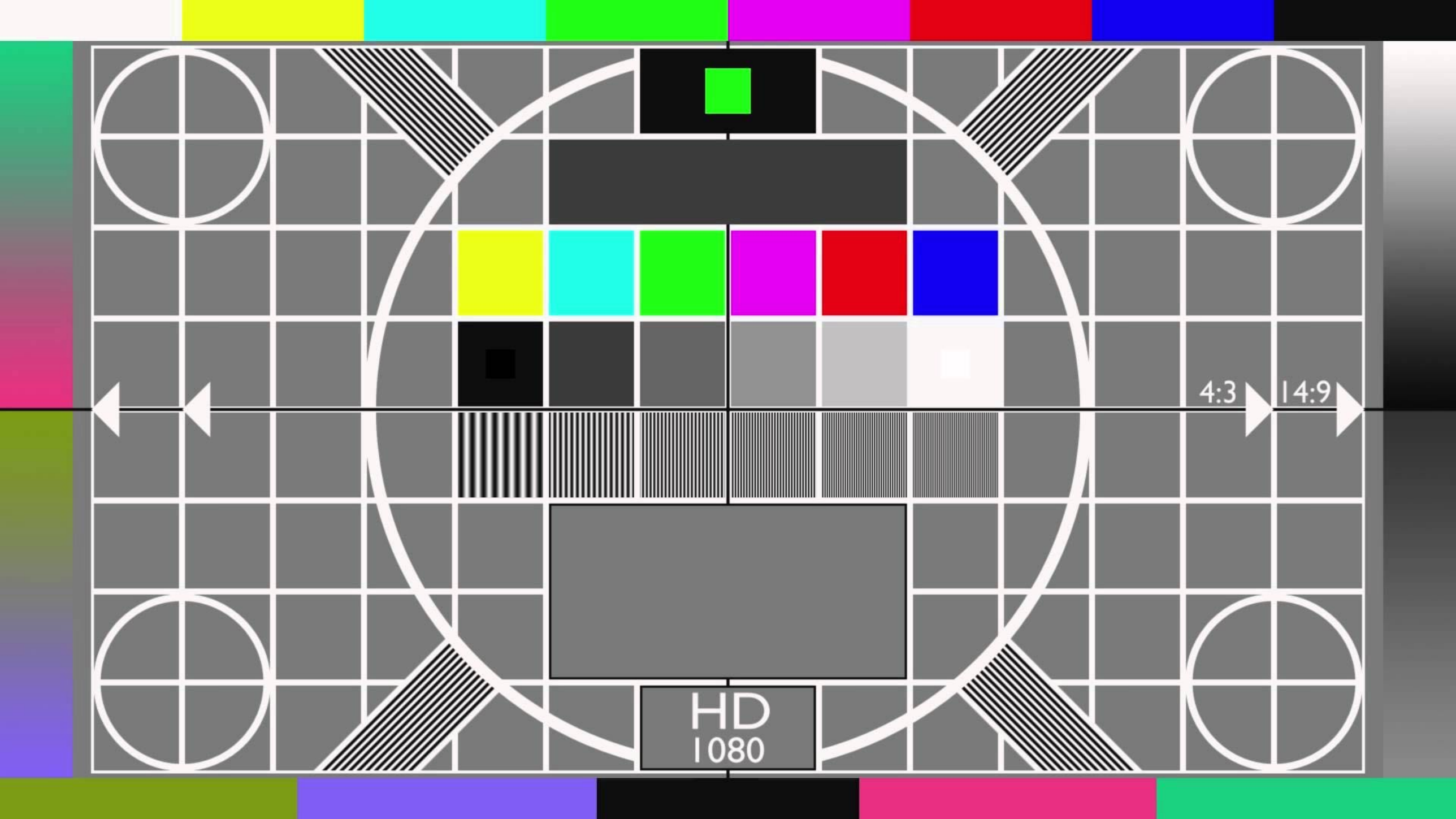
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