

Professional Ethics for UI/UX designers in India

India HCI 2014 workshop . 7th Dec 2014
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What this workshop is?

Too simplistic

Designer's responsibility to clients, other designers, public, society and environment

Fees, authorship, self promotion and publicity

Contractual agreements, confidentiality, conflicts of interest

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Successful candidate should have a firm understanding of the laws of Manu, Dharma principles from Gita, Nicomachean Ethics, be a practitioner of ecologic humanism, and a believer in bio-centric and eco-holistic techniques. Must present an oral argument on the virtues and drawbacks of consequential morality, moral absolutism and deontology.

Oh, and must be able to generate creative ideas, create wireframes, UI layouts, and aesthetic definitions for products; perform usability testing; and be familiar with Agile/Scrum methodology. HTML5, CSS3 and a Law degree a plus, but not required.

Salary negotiable.

What this workshop is?

Concrete

Recognise design instances that a designer is faced with and conflicted about

Identify design patterns that are manipulative, malicious and misleading

Practical

Design user behaviour and evaluate their ethical implications using a successful behavioural insights framework and toolkit

Rational

Learn empirical interventions drawn from behavioural economics and cognitive psychology literature to help you understand the science behind design

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(which curiously where we seem to be headed with the raise of algorithmic regulation)

The Mahabharata (*The Difficulty of Being Good*, Gurucharan Das)

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The epic is a 'series of precisely stated problems imprecisely and therefore inconclusively resolved, with every resolution raising new problems, until the very end, when the question remains: whose heaven and whose hell?'

Aristotle's Nicomachean Ethics (*Philosophy: The classics*, Nigel Warburton)

How should we live?

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What is ethics?

Ethics refers to standards of behaviour that tell us how human beings ought to act in the many situations in which they find themselves—as friends, parents, children, citizens, businesspeople, teachers, professionals, and so on

Ethics are codified strictures—laws and professional codes provided to an individual by an external source, e.g. society, profession or religion. Morals refer to an individual's own principles regarding right and wrong (personal values)

Morals are how you treat people you know. Ethics are how you treat people you don't know

Philosophical foundations of ethics

	Ethics	Morals
What are they?	The rules of conduct recognized in respect to a particular class of human actions or a particular group or culture	Principles or habits with respect to right or wrong conduct. While morals also prescribe dos and don'ts, morality is ultimately a personal compass of right and wrong
Where do they come from?	Social system - External	Individual - Internal
Why do we do it?	Because society says it is the right thing to do	Because we believe in something being right or wrong
Flexibility	Ethics are dependent on others for definition. They tend to be consistent within a certain context, but can vary between contexts	Usually consistent, although can change if an individual's beliefs change
They 'Gray'	A person strictly following Ethical Principles may not have any Morals at all. Likewise, one could violate Ethical Principles within a given system of rules in order to maintain Moral integrity	A Moral Person although perhaps bound by a higher covenant, may choose to follow a code of ethics as it would apply to a system. "Make it fit"
Origin	Greek word "ethos" meaning "character"	Latin word "mos" meaning "custom"
Acceptability	Ethics are governed by professional and legal guidelines within a particular time and place	Morality transcends cultural norms

What is NOT ethics?

Ethics is not feelings

Ethics is not religion

Ethics is not following the law

Ethics is not following culturally accepted norms

Ethics is not science

5 sources of ethical standards

The Utilitarian Approach—one that provides the most good or does the least harm, produces the greatest balance of good over harm

The Rights Approach—one that best protects and respects individual rights, to make one's own choices about what kind of life to lead, to be told the truth, not to be injured, to have a degree of privacy and live with dignity

The Fairness or Justice Approach—one that treats all human beings equally, or if unequally, then fairly based on some standard that is defensible

The Common Good Approach—one that benefits the community as a whole

The Virtue Approach—one that enable us to act according to the highest potential of our character and on behalf of values like truth, beauty, honesty, courage, compassion, generosity, tolerance, love, fidelity, integrity, fairness, self-control, and prudence

A framework for ethical decision making

1. Recognize an Ethical Issue
2. Get the Facts
3. Evaluate Alternative Actions
4. Make a Decision and Test It
5. Act and Reflect on the Outcome

History of design ethics

Leni Riefenstahl and her *films for the 3rd Reich*, 1930s

Ken Garland and his *First Things First* manifesto, 1964

Victor Papanek, *Design for the Real World*, 1971

Naomi Klein, *No Logo*, 1999

John Thakara, *In the Bubble: Designing in a Complex World*, 2006

Nathan Shedroff, *Design Is the Problem: The Future of Design Must be Sustainable*, 2009

Evgeny Morozov, *The Net Delusion: The Dark Side of Internet Freedom*, 2012

Jaron Lanier, *Who Owns the Future?*, 2013

Evgeny Morozov, *To Save Everything, Click Here: The Folly of Technological Solutionism*, 2014

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