

# NEEDS N ETHICAL



KAT ZHOU (she/her)

@KatherineMZhau

# IV

**CREATOR of <Design  
Ethically>**

**MOM to a rescue doggo**



< DESIGN ETHICALLY >

HOME FRAMEWORK TOOLKIT CONTACT



It's time for designers to  
pave the way for ethical  
decision-making in tech.



[www.designethically.com](http://www.designethically.com)

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## When technology facilitates ICE raids that violate rights, who is responsible?

Palantir has argued that its technology does not play an active role in deportations and the human rights violations that have occurred under the Trump administration, but this claim is patently false.

By: Jacinta Gonzalez

Español | Deutsch

## Paris court finds Deliveroo guilty of abusing riders' rights

Deliveroo was fined the maximum penalty for abusing the freelance status of riders working in France for the British takeaway food delivery platform. Two former bosses were also given one-year suspended sentences and fined.

with AFP

ARTIFICIAL INTELLIGENCE

## Why Meta's latest large language model survived only three days online

Galactica was supposed to help scientists. Instead, it mindlessly spat out biased and incorrect nonsense.

By Will Douglas Heaven

November 18, 2022

ocial

## Meta urged to pay reparations for Facebook's role in Rohingya genocide

atasha Lomas @riptari / 12:18 PM GMT+2 • September 29, 2022

Google the Giant

## Google Has a Secret Blocklist that Hides YouTube Hate Videos from Advertisers—But It's Full of Holes

Many well-known White supremacist and White nationalist terms and slogans were not blocked

April 8, 2021 08:00 ET

## THE MICROSOFT POLICE STATE: MASS SURVEILLANCE, FACIAL RECOGNITION, AND THE AZURE CLOUD

Microsoft helps police surveil and patrol communities through its own offerings and a network of partnerships — while its PR efforts obscure this.



Michael Kwet

July 14 2020, 9:42 p.m.

BREAKING • BUSINESS

## FTX Faces Criminal Investigation In Bahamas After Crypto Exchange Collapses, Police Say

Sara Dorn Forbes Staff  
Politics

Follow

## Uber Uses Psychological Tricks to Push Its Drivers' Buttons

The company has undertaken an extraordinary experiment in behavioral science to subtly entice an independent work force to maximize its growth.

By NOAM SCHEIBER and graphics by JON HUANG | APRIL 2, 2017

## PALANTIR PROVIDES THE ENGINE FOR DONALD TRUMP'S DEPORTATION MACHINE

Documents reveal the role played by Palantir in creating the systems used by ICE to target immigrants for deportation.

Spencer Woodman

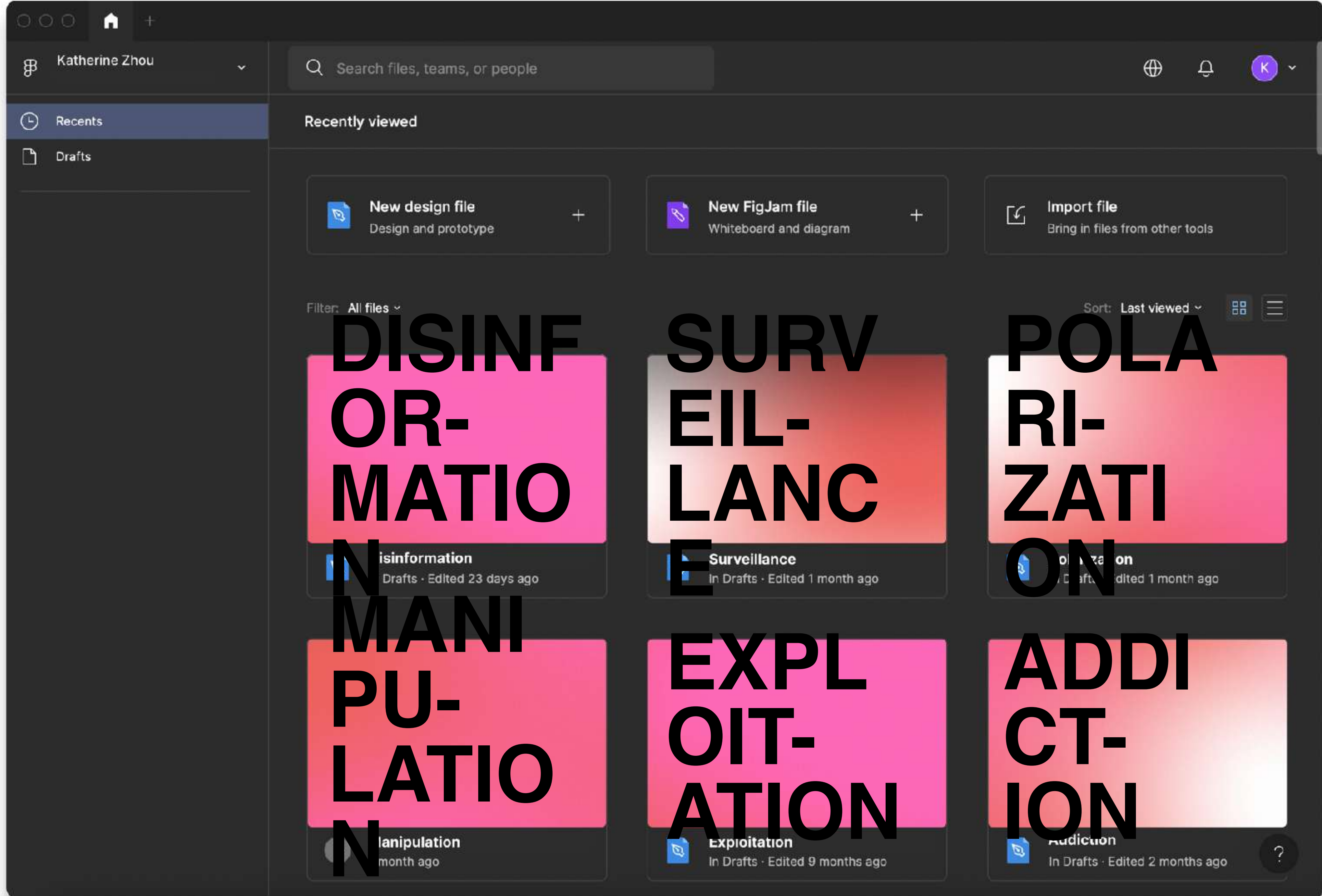
March 2 2017, 7:18 p.m.

Amazon's Advantage

## Amazon Puts Its Own "Brands" First Above Better-Rated Products

The online giant gives a leg up to hundreds of house brand and exclusive products that most people don't know are connected to Amazon





DISINF  
OR-  
MATIO

Disinformation  
Drafts - Edited 23 days ago

MANI  
PU-  
LATIO

Manipulation  
Drafts - Edited 1 month ago

SURV  
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Surveillance  
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EXPL  
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ATION

Exploitation  
In Drafts - Edited 9 months ago

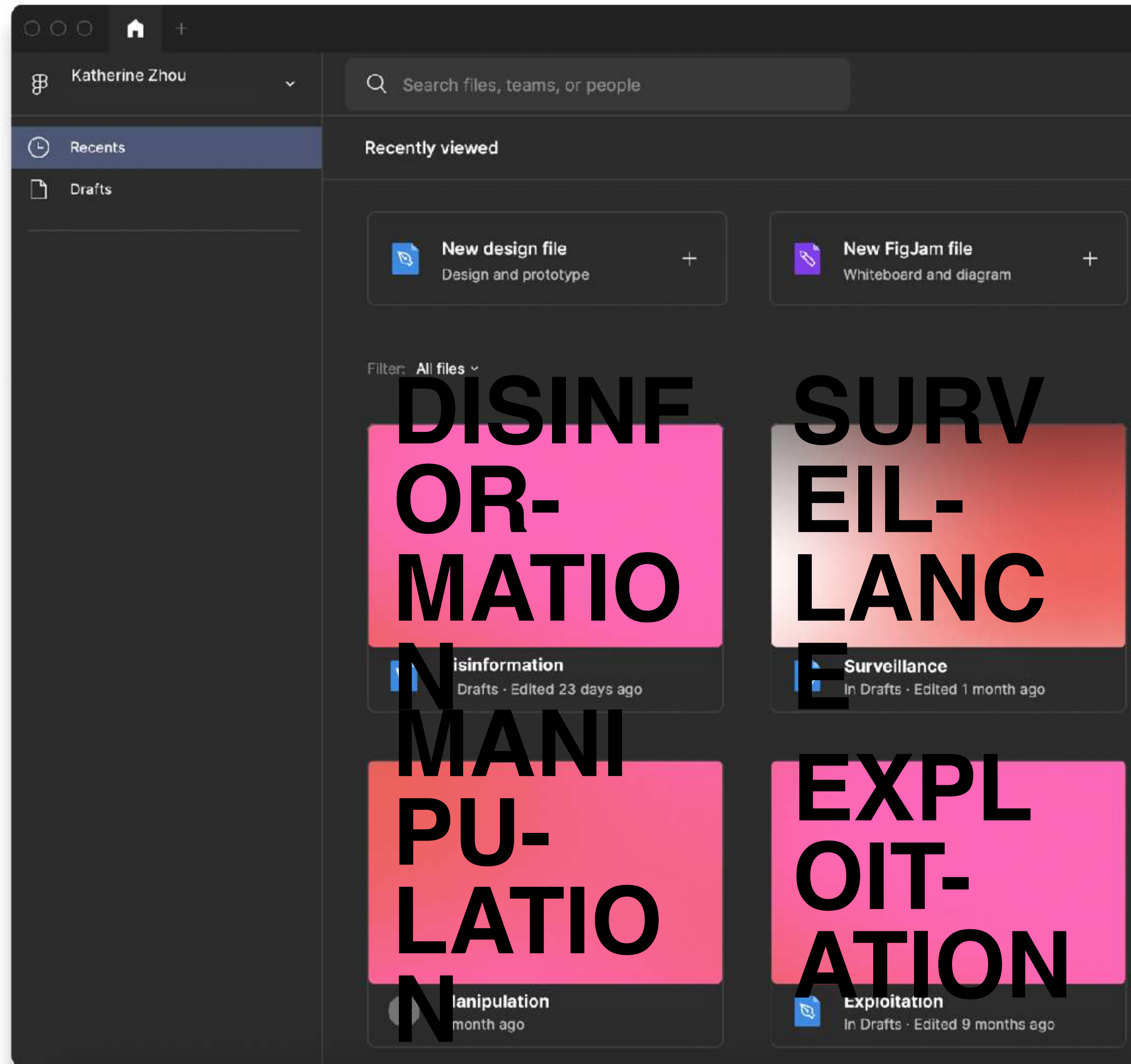
POLA  
RI-  
ZATI

Polarization  
Drafts - Edited 1 month ago

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CT-  
ION

Addiction  
In Drafts - Edited 2 months ago

WHY  
ARE WE  
DESIGNING  
THESE  
PROBLEMS?



WHAT DRIVES THE PRODUCT TEAM

WHAT DRIVES THE DESIGN ORG?

WHAT DRIVES THE COMPANY?

WHAT DRIVES THE LOCALE?

WHAT DRIVES THE TECH INDUSTRY

WHAT DRIVES THE RACIAL CAPITAL  
SYSTEM?



How to build a **growth** team – lessons from Uber, Hubspot, and others (50 slides)

Why 2019 Is The Year Of **Growth**

Engineering In SaaS

Defining **Growth** Design: The Guide to the Role Most Startups are Missing

Product **Growth** Hacks

**Growth** Hacking Made Simple: A Step-by-Step Guide

**Growth at what cost?** the new VP Marketing

How We Design on The Uber **Growth** Team

The Product Designer's Guide to **Growth**

Growing a hyper**growth** startup

Step 1: Figure out what **growth** means

**GROWTH** IS THE SCIENTIFIC METHOD APPLIED TO KPI'S

WHAT'S THE DIFFERENCE BETWEEN A "GROWTH HACKER" AND **GROWTH** TEAM?

IN ORDER TO SURVIVE  
IN THE TECH INDUSTRY,  
COMPANIES MUST  
RUTHLESSLY DESIGN  
FOR GROWTH.



PRIVILEGE X

TECH, NEW WEE

PERSON WITH THE KEY YOU  
DIPLOMASTION =

DESIGN MATTERS  
AMBITIFIED

WHAT IS  
POWER?



The ability or official authority to decide what is best for others. The ability to decide who will have access to resources. The capacity to exercise control over others.

age

gender

religion/  
spirituality

class

# IDENTITIES

education

race/  
ethnicity

ability/  
disability

sexual  
orientation

neurodiversity

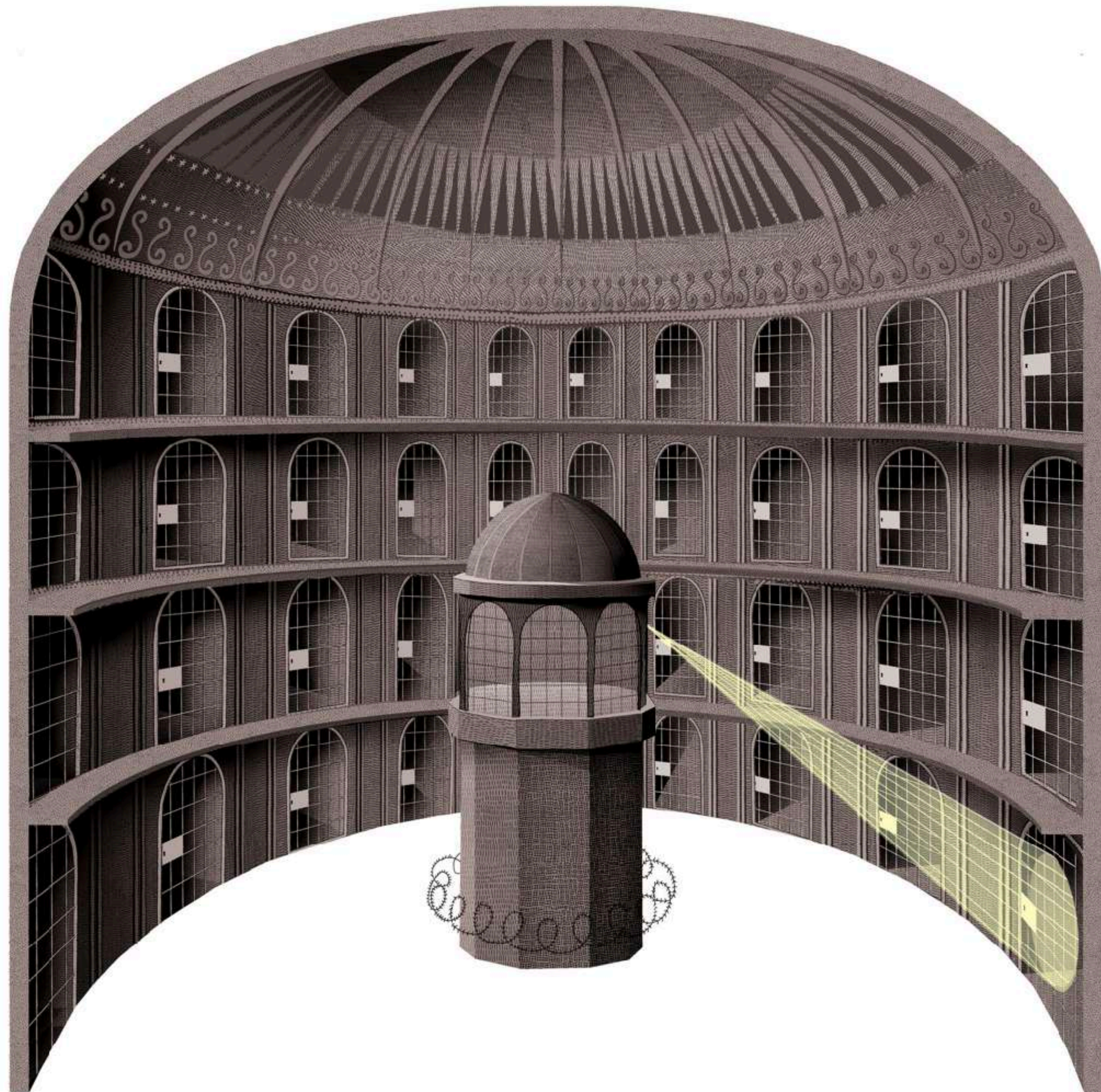


OPPRESS

IVE

DESIGN

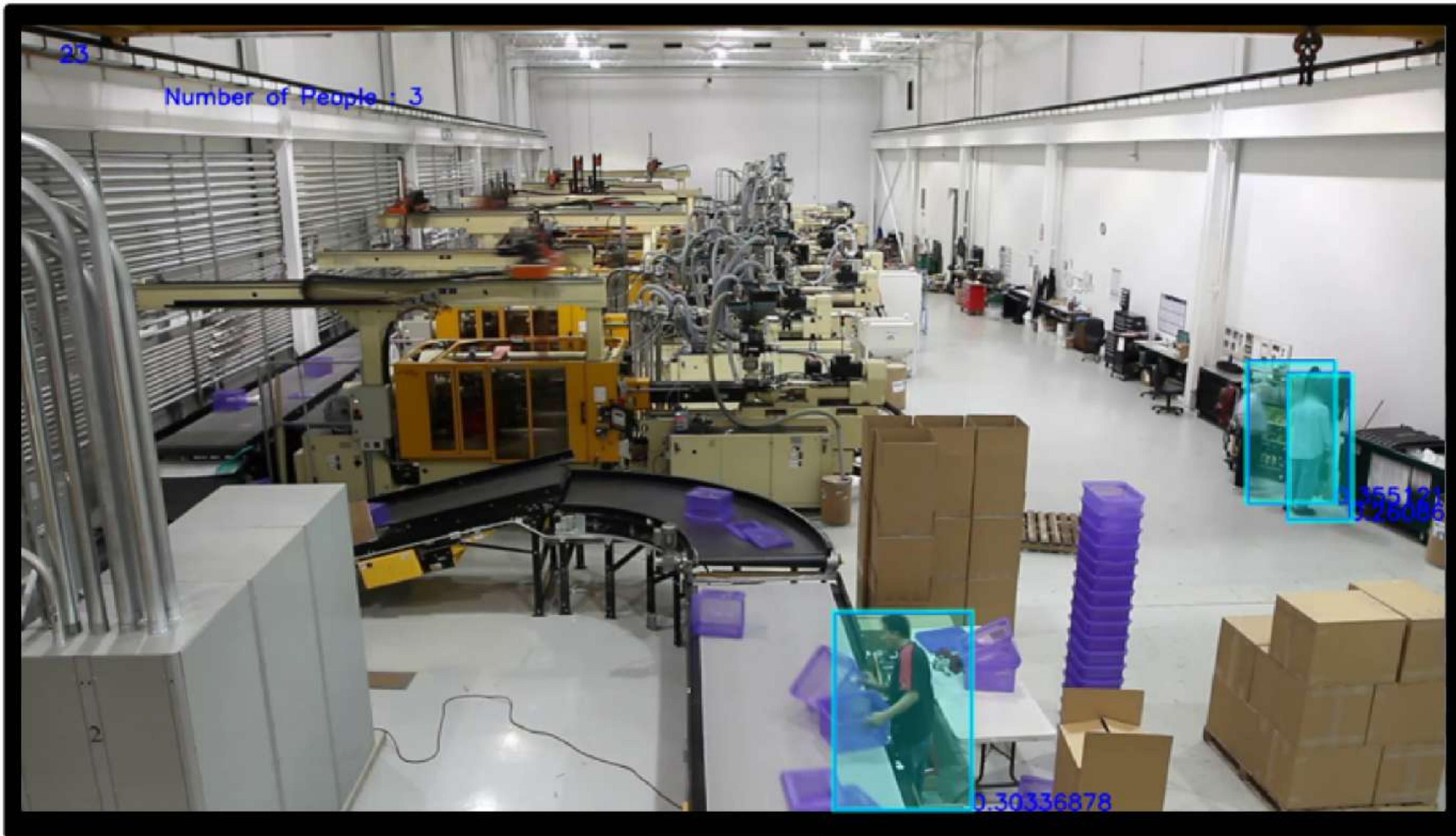












23

Number of People : 3



0.30336878



0.355121  
0.28088



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# OPPRESSIVE DESIGN END GOALS

Get users to share more data, time, and money

Uphold current power dynamics because they are profitable in this system

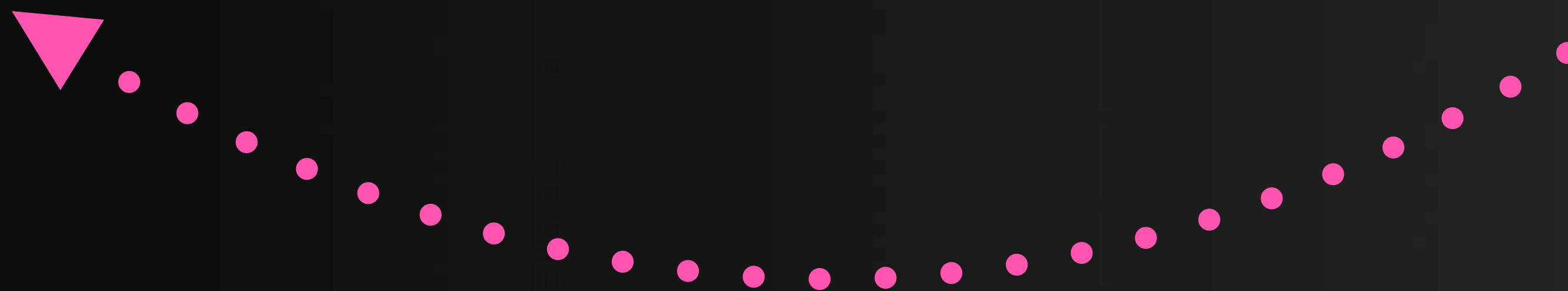
Capture more users to achieve short-term growth

# PRODUCT CYCLE



Quarterly objectives and key results (OKRs) are chosen

Designers + engineers tweak product to achieve OKRs





# EMPLOYEE PERSPECTIVE

Oftentimes, employee performance is tied to how they were able to impact OKR achievement

Employees have an incentive (direct or indirect) to fulfill their OKRs

metrics as  
proxy for  
delight



“BEING  
OPPRESSED  
MEANS THE  
ABSENCE OF  
CHOICES.”

BELL HOOKS

*author, activist, feminist*



REDESIGNING

THE

DESIGN

PROCESS



DESIGNERS  
SHOULD DEFINE &  
DESIGN ETHICAL  
EXPERIENCES AND  
ENSURE THEY DO NOT  
POSE  
SIGNIFICANT HARM  
NO SIGNIFICANT  
HARM.

ETHICAL

EXPERIENCES AND

DO NOT  
POSE

SIGNIFICANT HARM

*\*not just for the elite, but also for the most vulnerable*

*\*anti-racist, abolitionist, sustainable, compassionate, reparative, equitable*

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST



THE DESIGN  
PROCESS DERIVES  
FROM AND  
PERPETUATES  
EXISTING SYSTEMS  
OF POWER.

# inspiration

USER  
RESEARCH  
INSIGHTS



WHAT'S TAUGHT  
IN OTHER  
INSTITUTIONS



PATTERNS  
FROM SIMILAR  
PRODUCTS



EXISTING  
MODELS OF  
BUSINESS





USER  
RESEARCH  
INSIGHTS



PATTERNS  
FROM SIMILAR  
PRODUCTS



WHAT'S TAUGHT  
IN OTHER  
INSTITUTIONS



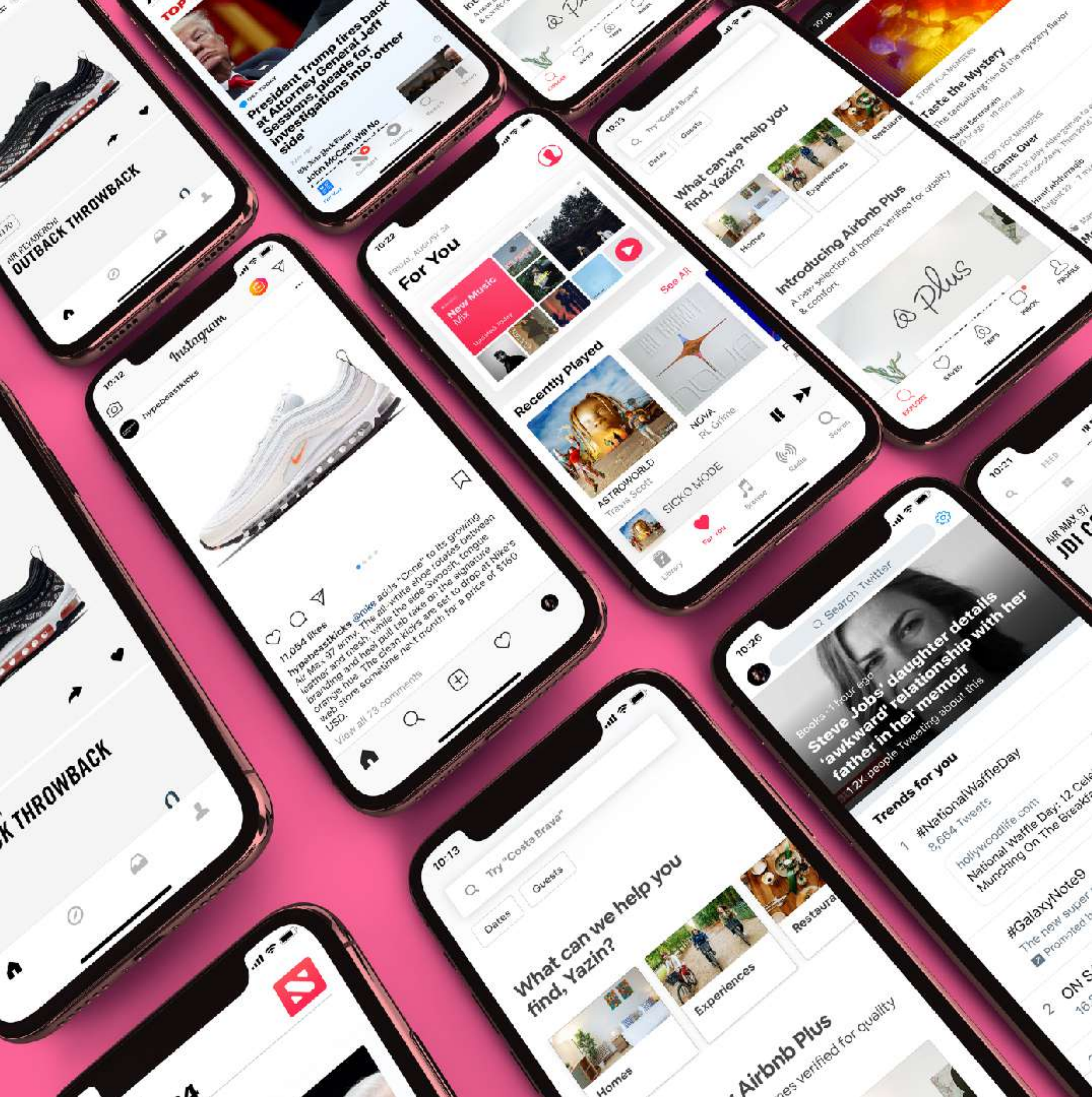
EXISTING  
MODELS OF  
BUSINESS



THE DESIGN  
PROCESS DERIVES  
FROM AND  
PERPETUATES  
EXISTING SYSTEMS  
OF POWER.

*\*and tends to uphold  
hegemonic perspectives  
and serve the interests  
of the dominant class*





WHY DO  
ALL OUR  
APPS  
LOOK THE  
SAME?





WANT TO  
EXPAND  
OUR

HUMAN  
CENTERS OF  
CARE

DESIGN  
GOMAN  
CENTRUS  
THUS FAR?

WHO IS  
PLANETARY



INTE  
NTS

Is this problem a worthy  
problem to solve?

RESU  
LTS

What consequences  
does our solution have?

# INTENTIONS

Is this problem actually a problem? Or simply a difference in epistemologies, values, and lifestyles?

# RESULTS

What consequences does our solution have for at-risk communities? For the environment?



INTEN  
TS

RESUL  
TS

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

INTEN  
TS

RESUL  
TS

EMPATHIZE

DEFINE

EVALUATE

IDEATE

FORECAST

PROTOTYPE

TEST

MONITOR

ship!

^

Is the problem statement we defined even ethically worthy of being addressed?



INTEN  
TS

RESUL  
TS

EMPATHIZE

DEFINE

EVALUATE

IDEATE

FORECAST

PROTOTYPE

TEST

MONITOR

ship!

^

Can any ethical violations occur if we implement this idea? What are they?

INTEN  
TS

RESUL  
TS

EMPATHIZE

DEFINE

EVALUATE

IDEATE

FORECAST

PROTOTYPE

TEST

MONITOR

ship!

^

Are there any new ethical issues occurring?  
How can we design around them?



A library of resources to help you integrate ethical design into your practice.



INTEN  
TS

RESUL  
TS

EMPATHIZE

DEFINE

EVALUATE

IDEATE

FORECAST

PROTOTYPE

TEST

MONITOR

ship!

^

Can any ethical violations occur if we implement this idea? What are they?

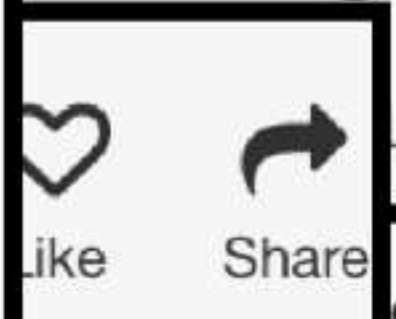


FORECASTED  
CONSEQUENCES  
OFTEN ARE DESIGN  
PROBLEMS.



... warning of the **unintended consequences** of the  
... kind. (One argument certain to get Donald Trump's  
... attention: Regulate us too severely, and you'll only  
... power our Chinese competitors.)

... respond to certain things and therefore the adjustment of the  
... messaging to make it more impactful. Do you worry about  
... the kind of **unforeseen consequences** of this technology



## ... the **unintended consequences** of technology

Transcript Reading List Comments (8)

... is inflexible, which leaves it vulnerable, once it has  
... on, to the sort of **unforeseen consequences** that law  
... are best able to address. Fortunately, they argue,  
... ~~... of a central authority can make it seem as if~~  
... New York politicians, including Governor Cuomo and the

## The **unintended consequences**

... broader business community, worry that being overly restrictive on tech co  
... result in **unintended negative consequences** that limit economic growth. Th  
... point to the failed Amazon HQ2 deal as a major loss that could have a rippl

But what if you scratch the surf  
... design interventions or proposa  
... and political systems we are sur

abc NEWS VIDEO LIVE SHOWS

# The **Unforeseen Consequences** of New Tech

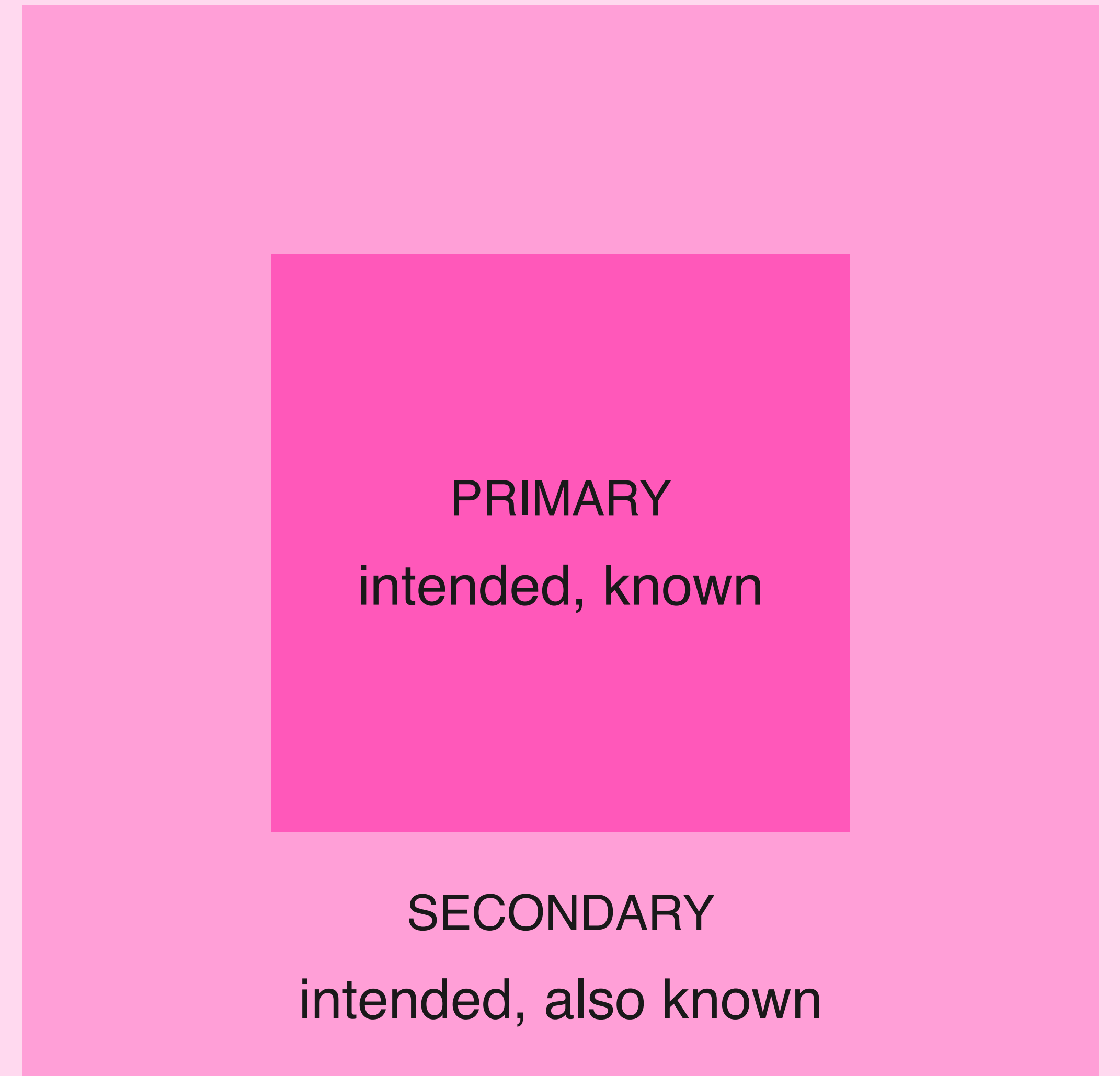
## An Abridged List Of Facebook's **Unforeseen Consequences**

Here's an incomplete list of the massive negative

# Opening Pandora's Dox: The **Unintended Consequences** of an Internet That Never



# LAYERS OF EFFECT



TERTIARY  
unintended, possibly known

# DESIGN ERS SHOULD

...

1. Define and design  
**ethical** primary and  
secondary effects

*\*anti-racist, abolitionist, sustainable,  
compassionate, reparative, equitable*

2. Forecast tertiary  
effects and **ensure they  
pose no significant  
harm**

*\*not just for the elite, but also for  
the most vulnerable in our societies*



sociology

political  
science

behavioral  
economics

future studies

# FORECASTING TOOLKIT

ethnography

intuition

history

literature

introspection

FORECASTED  
CONSEQUENCES  
OFTEN ARE DESIGN  
PROBLEMS.



ADVOCACY

CY





WE HAVE  
UNPRECEDENTED  
POWER  
TODAY



TECH & DESIGN  
SOLUTIONISM  
IS NOT ALWAYS THE  
ANSWER.



# ... AS AN CONTRACTOR

Equip designers with more  
learn and unlearn  
transparently on business

Overhaul our metrics we  
use to gauge our workers  
performance

Create a *new* pipeline for a  
diverse and inclusive 'no'  
stop types of working  
workforce



“IN ORDER TO  
TRANSFORM THE  
WORLD, WE MUST  
TRANSFORM  
OURSELVES.”

GRACE LEE BOGGS

*philosopher, activist, author*



THANK

YOU