

Ethical design, how does it work?

Suggestion of an agile DIY framework

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**In which world do we
want to live?**

How do we want to live?

TB;DPA

too boring; didn't pay attention

Once you've covered your basic needs,
you can take care of ethical design,
because...

..ethical products respect your rights as
a human being.

They know that you have other things to do than using an app, and **they make it fun for you to use technology.**

TB;DPA 2

1. Maslow

1. Maslow

2. Ethical Design Manifesto

- 1. Maslow**
- 2. Ethical Design Manifesto**
- 3. „Surveillance Capitalism“**

1. Maslow
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4. Go to [switching.software](#)

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5. Basics, Basics, Basics, Basics, Basics

Thank you very much

Slides: nii.io/wud2019

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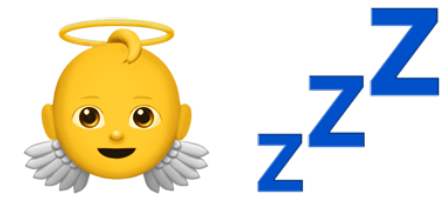
Ethical Design Framework

How do we want to live?

Maslow



1. Security



1. Security
2. Nap



1. Security
2. Nap
3. Food



1. Security
2. Nap
3. Food
4. Why



1. Security
2. Nap
3. Food
4. Why
5. Love

1. Security

2. Nap

3. Food

4. Why

5. Love

WiFi

Ethical Design Framework

1. Consumption
2. Action

Consumption

**You have understood your basic
human needs.**

Ethical Design Framework > Consumption

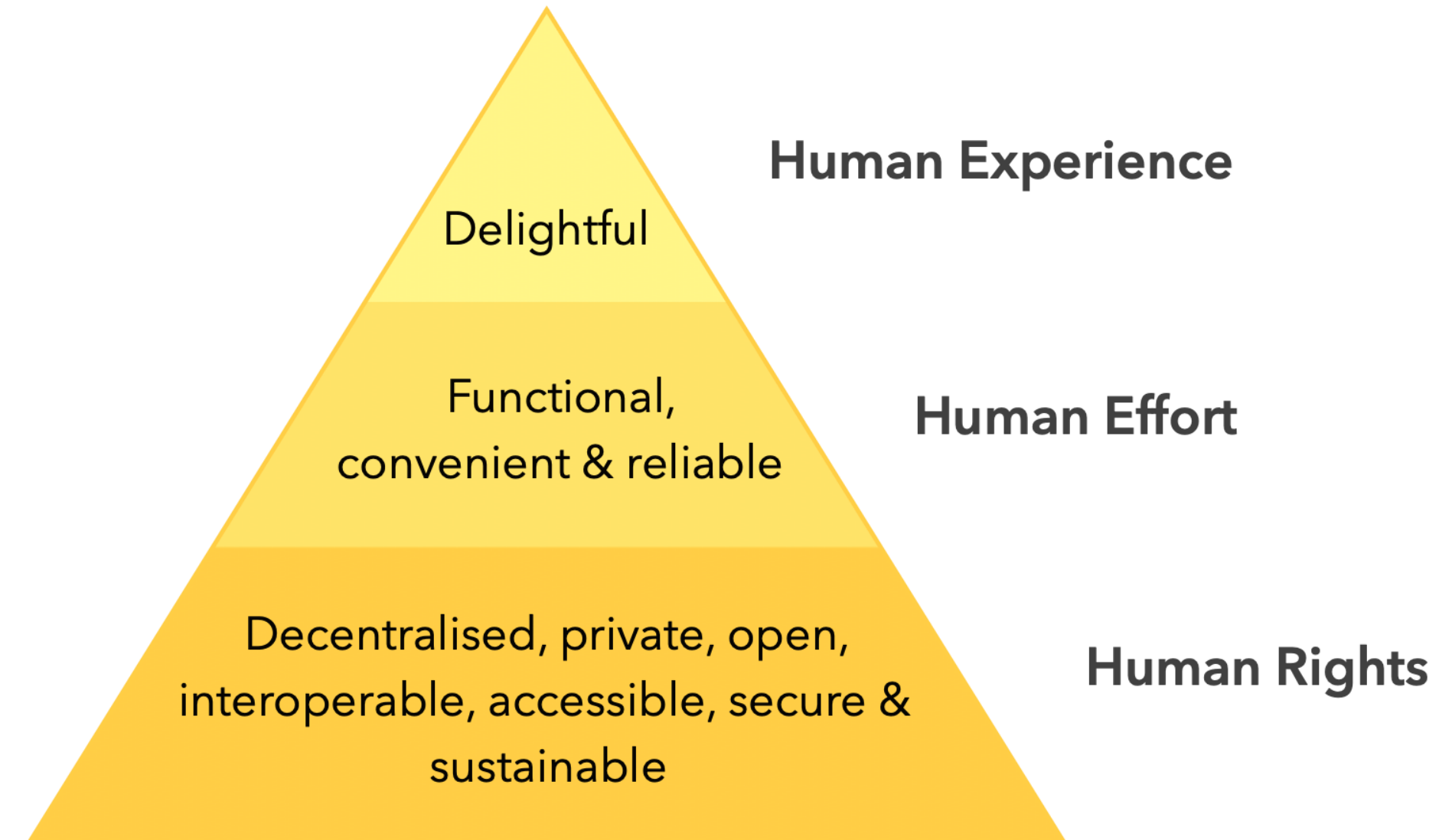


Ethical Design Framework > Consumption

**You have read the Ethical Design
Manifesto.**

Ethical Design Framework > Consumption

Respect



Ethical Design Framework > Consumption

Technology respects people.

Ethical technology respects...

- ✓ Human rights
 - Striving and effort
 - Fun during the Experience

Ethische Technologie respektiert...

- ✓ Human rights
 - ✓ Striving and effort
- Fun during the Experience

Ethische Technologie respektiert...

- ✓ Human rights
- ✓ Striving and effort
- ✓ Fun during the Experience

Ethical Design Framework > Consumption

**Ethical technology works,
is intuitive
and invisible.**

**It gives you real pleasure and makes
you a superhuman.**

When you use ethical technology, you grin like a „honey cake horse” and your life becomes more beautiful.

Ethical Design Framework > Consumption

**You understood Surveillance
Capitalism.**

Supervision capitalism is a system in which surveillance and capitalism merge with each other.

As a surveilling person, I capture your data and store it in my company's data centers.

When I put the data together, I can
create a copy that reflects you,
without having to call you my slave.

Very easy.

This data interests marketers and sellers, because they can tailor their messages to you and then you buy.

**And because I've been collecting data
so diligently that it takes a lot of
sweat and work, the sellers pay for it
and everyone has won...**

...until your lungs can no longer carry any oxygen into your blood, your kidneys stop producing urine, and your liver cannot keep up to detoxify you.

It works like cancer, with uncontrolled growth and rampant growth. When cancer is in top form, there is not much left of the host.

But until then everything is fine.

Action

Ethical Design Framework > Action

Ethical software alternatives

to be found on [switching.software](#).

Ethical Design Framework > Action

Do it yourself instead of just consuming

Ethical Design Framework > Action

Write code

Glitch

freeCodeCamp

Ethical Design Framework > **Action**

Write

dev.to

Neocities

own blog

Ethical Design Framework > Action

Support Nonprofits / Social Purposes

Indie

Dat Foundation

Code for Science & Society

Puri.sm

Ethical Design Framework > **Action**

Talk about it

it's what I'm doing ;)

Two examples

- 1. Small Technology Foundation**
- 2. Studiolist**

Ethical Design Framework > Action

Small Technology Foundation

Site.js
Better
Tincan

Ethical Design Framework > **Action**

Studiolist

ethical

open-source

transparent

Takeaway

1. Maslow
2. Ethical Design Manifesto
3. „Surveillance Capitalism”
4. Go to [switching.software](#)
5. Basics, Basics, Basics, Basics, Basics

Bonus takeaway

Extract parts of Google Services,
write the app with your own code
and offer it as an ethical product.

That's exactly what I did with
Studiolist.

Ende

And if you have not experienced
enough love today, you can pick up a
hug from your neighbor, or directly
from me, as you wish.

And when we're done with that, we can move from basic human needs to the basic needs of ethical product design. How to do that, we know now.

So... how do we want to live?

Thank you very much

Slides and all links: naii.io/wud2019

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