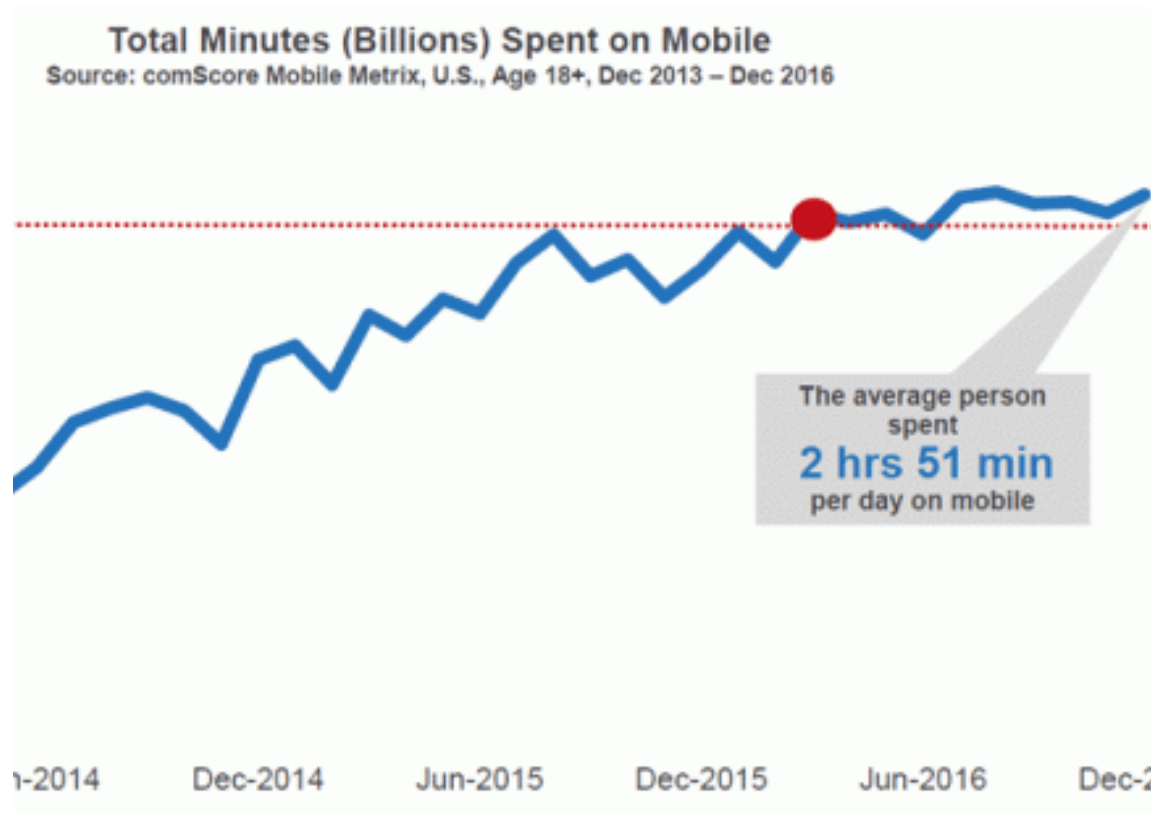




Ethical Design

Ann Keenan

What



- ▶ Technology scheduling our lives
- ▶ Goal of getting attention
- ▶ Top 5
 1. YouTube
 2. Facebook
 3. Snapchat
 4. Instagram
 5. Twitter

Problems

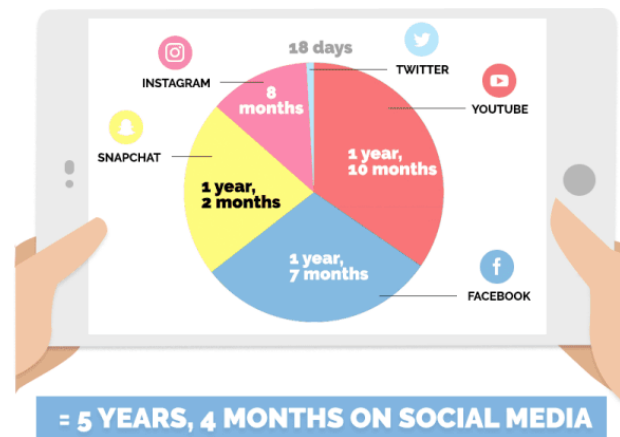
- ▶ Persuasion power
- ▶ Good for business vs good for society
- ▶ Align design goals with goals for how we want to live life
 - ▶ goals of persuader = those of the persuaded
- ▶ Hold designers accountable

Examples

- ▶ Autoplay
- ▶ Snapstreaks
- ▶ Targeted feeds
- ▶ Advertising



TIME SPENT ON SOCIAL IN A LIFETIME



WHAT CAN YOU DO IN 5 YEARS & 4 MONTHS?

FLY



TO THE MOON AND BACK
32 TIMES

WALK



THE GREAT WALL OF CHINA
3.5 TIMES

WATCH



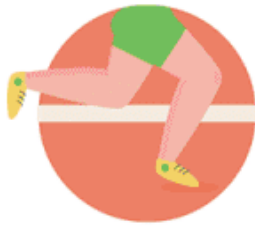
THE SIMPSONS SERIES
215 TIMES

CLIMB



MT. EVEREST
32 TIMES

RUN



10K+
MARATHONS

WALK



YOUR DOG
93K TIMES

Why

- ▶ Put our attention towards those things we care about
- ▶ Unwanted persuasion