



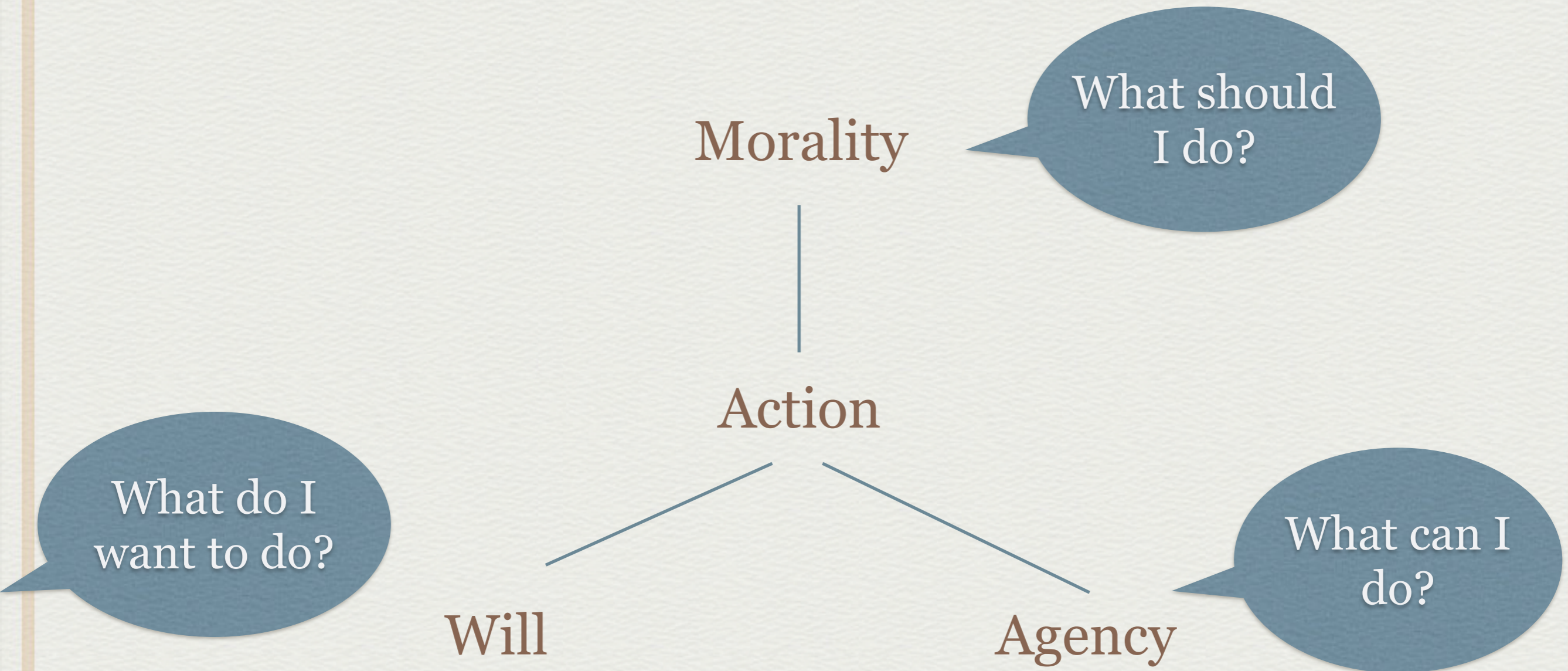
# Design Ethics

*@fredvanamstel, PhD researcher at University of Twente*

# What is ethics anyway?

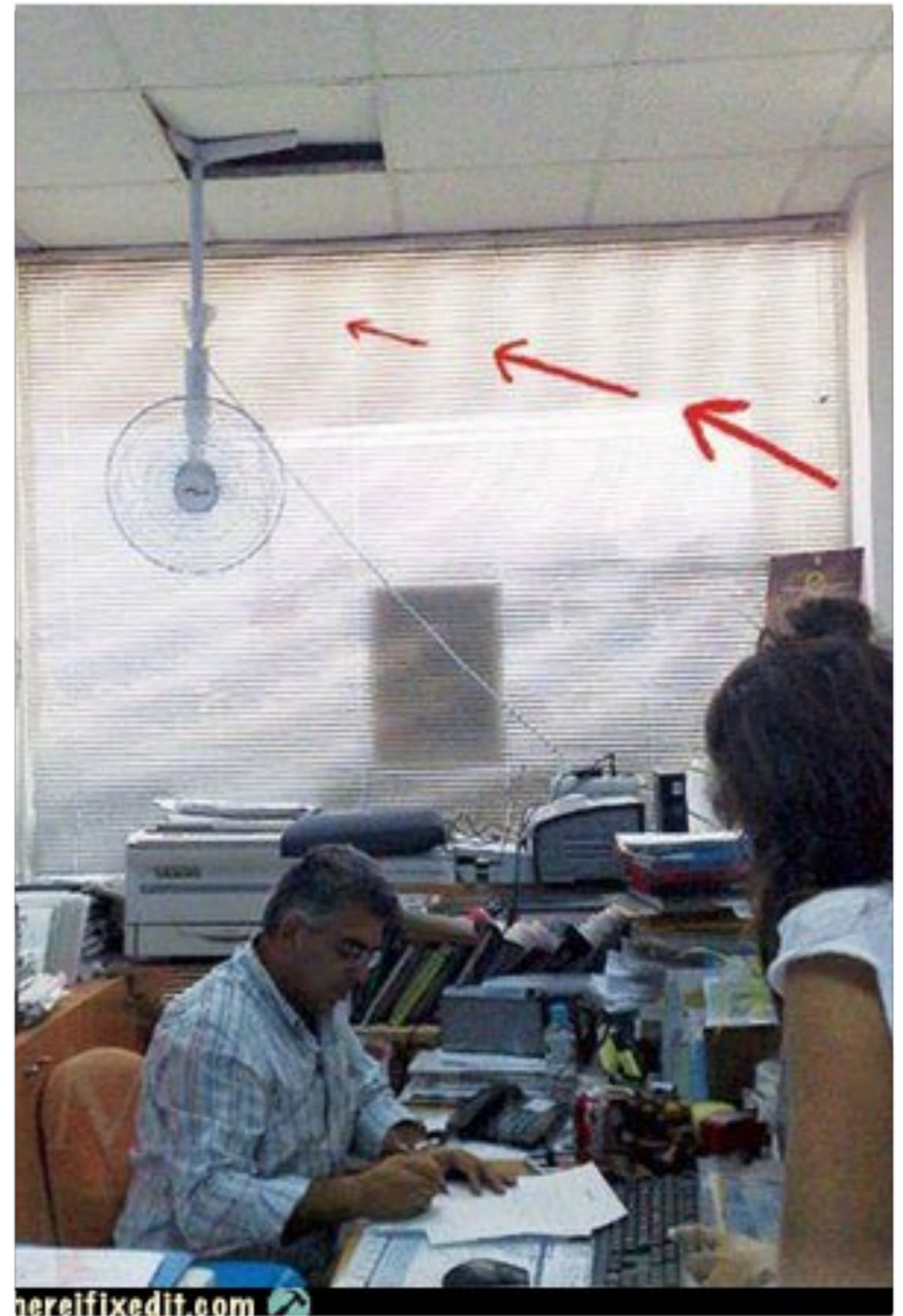
- Universal values
- The notion of goodness
- Societal norms

# Ethical choice



# Why ethics is important for design

- Designed things influence will, agency and morality
- Designers must make ethical choices
- Designers are accountable
- There are norms other than regulations to be followed

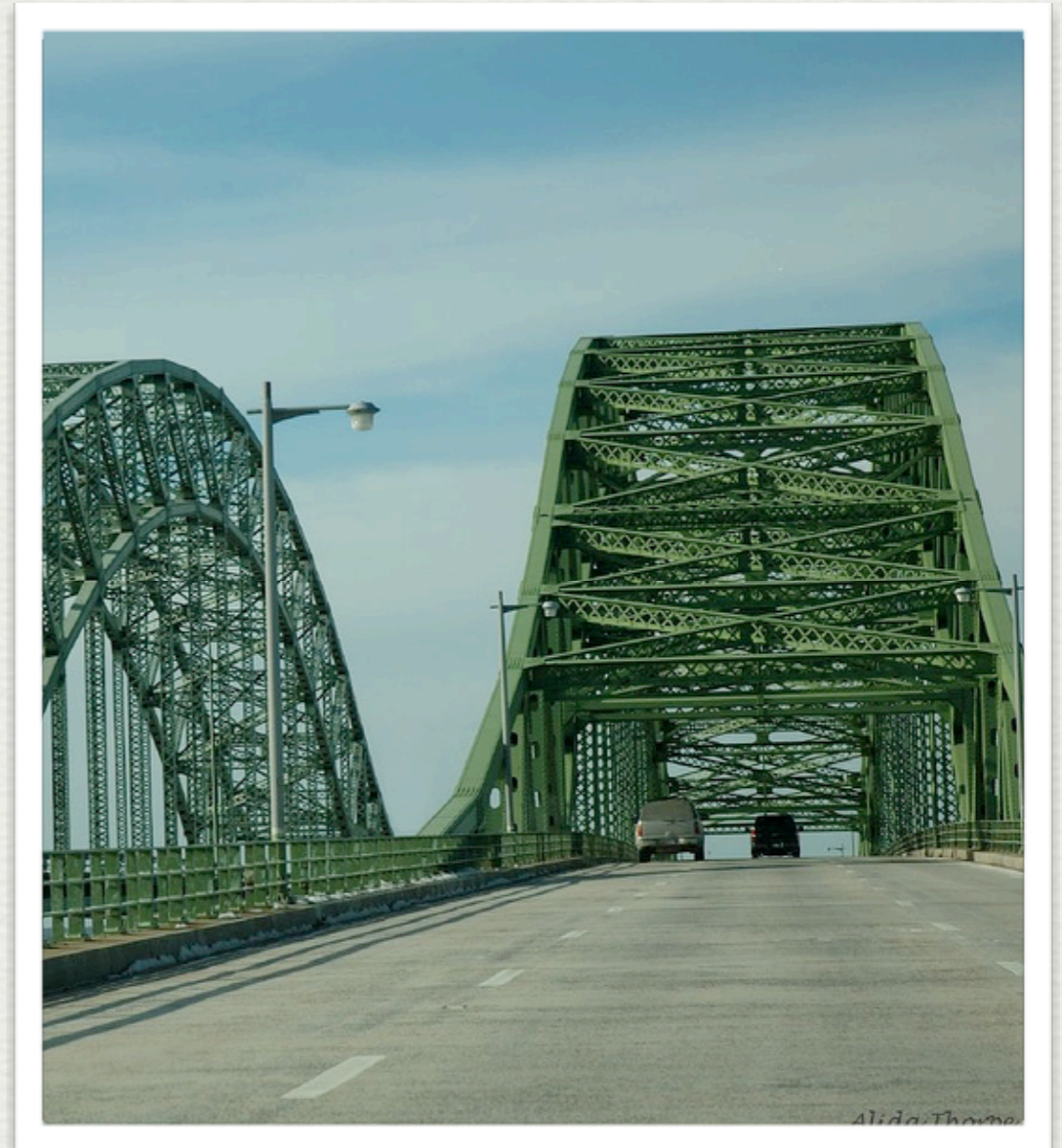


# How to analyze ethical choices

- Consequentialist
  - Measurable effects
  - Conditions for acting
- Deontologic
  - Explicit intentions
  - Explications

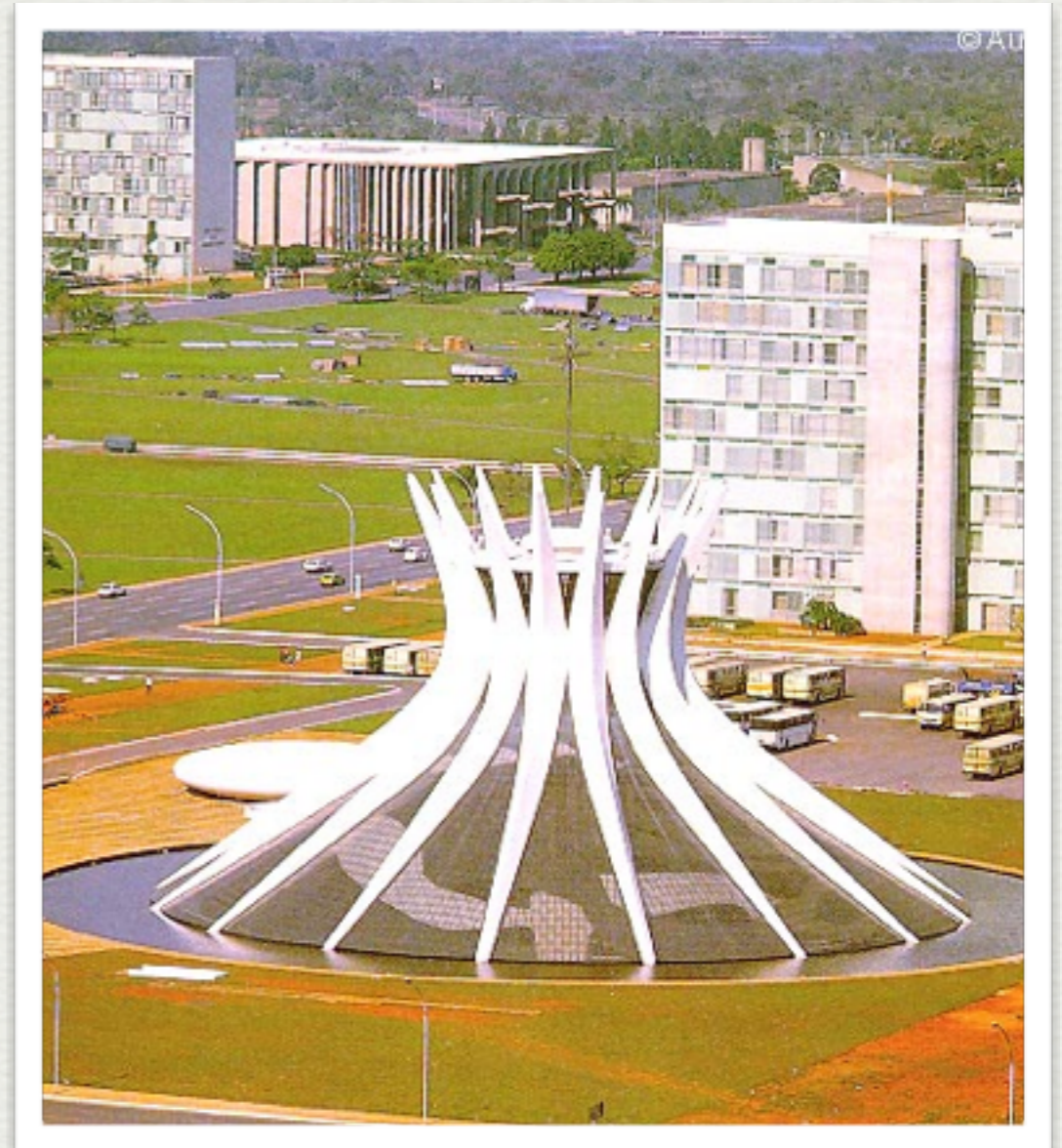
# Measurable example

- Robert Moses was one of the major player on prioritizing cars in United States urban planning
- He built bridges too low for buses
- Paved big highways with thin sidewalks



# Intentional example

- Brasilia city was completely built from scratch to symbolize the modernization of Brazil
- Lucio Costa and Oscar Niemeyer designed buildings that clearly introduced new political values





# Architecture of Happiness

*Allain de Botton*

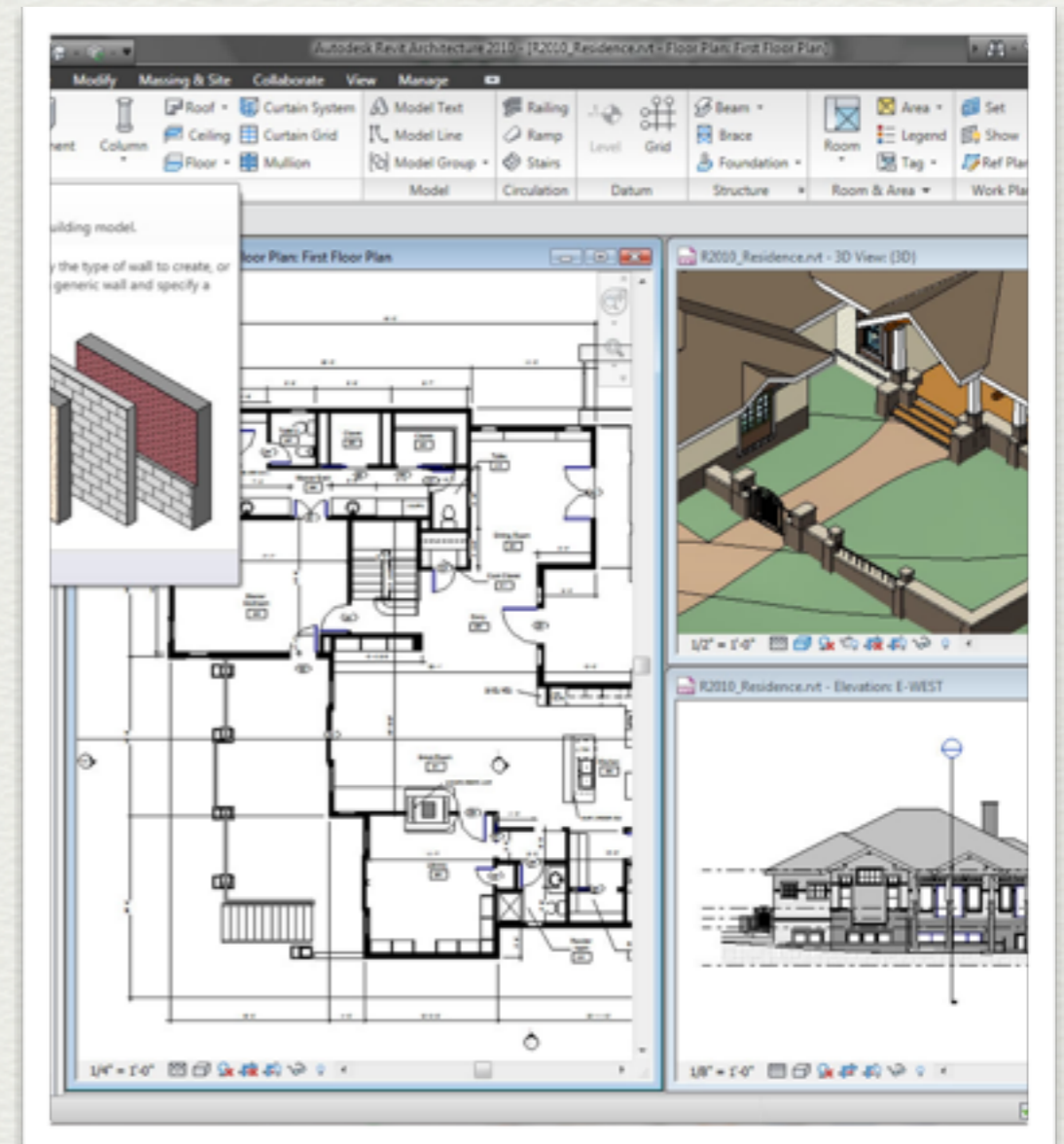
# Diversity

- The Pruitt-Igoe complex was a huge failure because people didn't want to be leveled down
- Modernity coexist with pre-modernity and post-modernity



# Metadesign

- Design the conditions for design
- Tools, process, principles
- Extrapolate possibilities
- Make actionable functions



# Is technology neutral?



# Open Design

- Design simple tools
- Share design knowledge
- Flexibility for adaptations
- Expand possibilities, allow ethical choices





<http://www.ewb-international.org/>

# Exercises

*Behavior changing briefings*

# Design With Intent Toolkit

- Cards to provoke designers to think about possible ways to influence behavior
- [http://www.danlockton.com/dwi/Main\\_Page](http://www.danlockton.com/dwi/Main_Page)



# Energy waste

- People waste unnecessary energy for internal climate control



which  
card seems  
more similar to  
this solution?

# Traffic in Enschede Center

- There are too much cars going inside the city center
- How to desincourage going to the center by car?



# Foreigners

- Hypothetic scenario: Europe is crashed and only Netherlands preserved its economy
- Many legal and illegal immigrants enter the country
- Immigrants creates a lot of annoyance
- How to induce immigrants to leave the country without using brute force?



Thank you!

*@fredvanamstel*