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was assigned to do usability and information architecture and front end development, which was interesting back get back at that time.

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But that's really where I started, sort of falling in love with usability which was my first step into.

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into UX, we didn't call it you accept the time but you know it kind of developed from there.

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And, and my, my passion and my interest in design ethics has grown over the years I mean, if you're user centered by heart. And I see a lot of people who also are concerned with ethics went with ethics when that's kind of their profile, but I've also

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worked with design for children for a number of years, and that's where it really seriously hit it kicked off because, because they're such a vulnerable group that we have a huge responsibility as designers and you actually searches and product people

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to design stuff that's right for them that doesn't harm them. So that's where my, my, my interest and passion for for ethics really sort of spiked.

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Yeah.

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Great, thank you so much Trina and Martin, why don't you go ahead and introduce yourself now.

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Hello everybody, my name is Martin, I live in Vancouver, Canada, but as Selena alluded to, I am from Norway. So, if you want to try to break your face saying my name correctly.

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It's my name is Martin,

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which I've discovered English speaking people can't make the right sounds for this.

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I work for LinkedIn learning. I'm an instructor. I made courses about front end development, and basically anything that has to do with the intersection between humans and computers.

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I also teach, sometimes at university, locally. The Emily Carr University of Art and Design.

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If each interaction design there.

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And before I became a web developer, I studied philosophy and I spent a lot of time working on ethics. This was a long time ago. I'm my students referred to me as an old.

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I think one of my students figured out my age at some point and literally stood up and classes that you're older than my dad, which is always a sobering.

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But when I, when I was in university I wanted to write a master's thesis on the ethical ramifications of human brain or brain computer interfaces. And at the time, the my coaches and everything were like this is ridiculous.

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Like, why would you do this this is science fiction and nonsense and now it's happening, and you know I was, I've always been really focused on this.

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The technology is running ahead of us and we're not really treating it in a reasonable way.

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So I came back to ethics in technology and design about seven years ago, because I realized that the conversations that were happening around ethics in tech and design, were conversations that acted as if this was something new that have just been discovered

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by the tech industry, and that conversations around ethics had never happened before.

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And I was sitting there going, there's like 3000 years of, you know, tradition around this stuff that we may want to refer to, instead of trying to invent this from scratch.

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And for the past.

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I'd say three years I've been doing a lot of research and comparing other industries to the tech industry to say what caused, let's say psychologists or structural engineers to adopt ethics as their common practice, and what changed in their communities

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that forced them to say, not only are we going to take responsibility. Responsibility for what we're doing, but we're going to hold ourselves accountable and make ethical missteps lead to actual professional consequences.

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And is there any way we can do this with our industry, which is a very challenging problems so I come at this from a fairly theoretical angle and more of a broad spectrum angle.

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So that's, that's why I'm here. That's why this is interesting to me.

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Awesome. Thank you so much. And last but not least, I'm Andy love to hear a little bit about your background.

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Awesome. So, so I'm Andy, I lead designed for rocket companies, we are the nation's number one lender.

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We've got a design team that's focused on all different aspects of lending.

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And for us like that's an area that ethics are super important, right. So throughout my career I've had the opportunity to work in spaces like finance like health care, where the decisions that we make for the products that we provide services to people,

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they have to really do right by the people who use them people come to use these products and times that they don't feel so sure about the decisions that they're making, and there's a lot of fear and there's a lot of uncertainty.

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So being able to really create that sense of confidence in people as they go through this and doing right by them and building trust is front and center of everything that we do.

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And, you know, I mean, the story of how I got into this and what it looks like, is like a lot of people right I was a designer I graduated I started in the industry and then just saw things collapse around me right there's so much shit every day that's

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like what the fuck. What were they doing, like who thought that up.

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And, you know, when when you realize that you've got the option to either like I could ignore that or I can really try to solve some of those problems and and for me that was the call to action to lean in and find my own way to solve some problems in

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what I touched on a day to day basis, and at the same time raise awareness for the things that I don't have control over but can hopefully inspire others to do the same thing.

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So, at that kind of takes me to my first question for the group is.

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Was there ever a moment, or kind of like the WTF moment you mentioned there have have some ethical consideration that turns you on to this field or made you kind of look into it or just like a moment that you can remember where you saw something happening

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and you were like I want to do this better. Can you think of a moment like that.

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Yeah, I assume you wanted me to answer that since you mentioned me first so it's, we're gonna have to figure out how to work the panel but anyway.

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So for me the, the one moment that stands out in actually doing the work is, I was working for in healthcare and I was working at 3am, and we were working on software that medical coders use to communicate to doctors to CBI nurses to measure quality of

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care of patients in the hospital, and at the same time, you know, be able to active accurately build the patient as they got the hospital because as we know the hospital's job is to make money not just provide care.

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So, what we found when we were shadowing some some CDI nurses. Is that what, when they wanted to communicate there wasn't a way in the tool that we created for them to easily like share information or ask each other questions, so they were printing out

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pages taking screenshots emailing them, and they said patient health information on it so it had PHI so it was unintentional right they weren't trying to like, cause risk or or cause harm in any way, but ethically for us like once we realized hey we've

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got to build security to protect people into the software like that was a decision for me it's like wow, everything that we do even the littlest thing has so much of an impact like if any of those printed pages got out or those screenshots like that could

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really screw up some people's lives or just affect people in a way that's that's not what we would want to do so that was the moment where I realized what I was doing, had an impact on people.

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And that to me was the moment of like how can I do more of this

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work and I'd love to know if you have an example of, you know, real world ethical challenge that kind of change your perspective.

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The moment I realized I needed to get back into this was when I it dawned on me that open source developers.

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Think that code is value neutral, that when they make things. And this, this goes for everyone but in particular in the open source community that you build things, and then you're not in any way responsible for how it's used and how open source licenses,

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in particular the General Public License or GPL that is regularly used on open source projects and actively.

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This owns the creator from responsibility of how their tools are used. Because it says once you create something and put it into the world, other people can take it and do whatever they want with it and then redistribute their version of it.

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And in that you're than saying the Creator has no control over their content and therefore has no effect the responsibility can't be held responsible for what happens once they release it into the world.

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And the way that that is interpreted by a lot of developers is, then I'll just build something and then if people do harmful things but that's not my responsibility, which then leads to them saying, I don't mean to take care, and how I build things because

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it's not my responsibility what happens to it.

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And being in a large open source project and talking about this became difficult because the people in the project were so invested in this notion that code and design is by nature value neutral, and the things that happened from my work is not my concern.

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And there is an entire community built around this ethos, which is a very problematic one that doesn't hinge on reality in any way but it's become ingrained in the way we think about our design, and our work and our development.

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And that's, that's what triggered me to say okay I need to actually invest time in this again. Whereas I, I kind of left it in the past but I don't go and reread all my materials and everything you can try to figure out how to make people understand that

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we make design decisions we're actively making decisions on behalf of other people. And not just that but we're actively saying here our capabilities, you can use to go into your future and I am the governor and decider over what capabilities you haven't

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don't have, and how you can use those capabilities, and if the people who make those decisions are saying, I'm not responsible for how it's used. Then, we're in the situation where bad things will happen, and no one can be held accountable and that means

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no one can fix the bad things and no one actually cares about the bad things and it's just problematic. So, yeah, I'm, I'm kind of curious based on that is, do you have a recommendation for how we might hold folks accountable or how we might solve some

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of that problem you just mentioned.

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Honestly, we need to get rid of those licenses because they're terrible like they're poorly written by.

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Let me phrase this very carefully.

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White men who are technical utopians and quite libertarian who really wrote licenses during a time when the internet, effectively didn't exist the way it does today.

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And who wrote licenses on this assumption that the people who are best at something will automatically have the time, the resources and the capabilities to contribute into a project and the best people will bubble to the surface, no matter what, which

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is just not how the world works at all it excludes pretty much everyone who has meaningful input into these projects, yet that's what we've based, the internet on these licenses, which is not good, and we need to come up with better licenses.

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Now there is a whole. There's a bunch of projects around this, the fall under the umbrella of ethical licensing.

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Those things don't work because they are too broad. And they don't address the core issue which is the open source ethos in itself has problematic components to it and we need to rethink how that works, before we can even talk about ethics.

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So there's there's a core work to be done that we're not really willing to do because it means we have to address this reality that we are responsible for what happens when people use our work.

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And unless our design, the design industry and bodies that way of thinking, we can't really move forward. So, so interesting. And when I think of ethics and UX I often think of, you know, the design and the product services but don't often think down

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to the code level and the licensing levels and that's that's really interesting point and Trina I love to hear if you have kind of an example that stuck out to you that got you interested in the field or that, you know, which is a turning point for you.

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There is, there actually is, it was.

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So as I said I feel I've always been invested in usability and in Human Centered Design and then using empathy and design but when my oldest, I have two kids, two sons, they're 10 and 14.

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And when my now 14 year old then I don't know I was back in 2015 1415.

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He started playing Minecraft.

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And I vividly recall he said, Mom, can you ask, can you help me, download a mod for my Minecraft and I'm because I'm the tech go to person in there in the household.

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So yeah, I get all I also get all the clothes from grandparents and stuff it's horrible but you know it is what it is. And then you know I tried to help him, download this mod.

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And after this entire experience it was just full of dark patterns full of advertisement, full of, you know, green buttons designed to look like they you know that it was safe to click them but when you click them they were actually advertising and just

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full of stuff that I as an adult, with my full brain capacity really had to be careful not to make any mistakes are thinking this experience that I just went through this was designed for seven year old eight year old.

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We have to do better than this. This is not this is not right, this is just horrible. How you know what what are we doing to our future generation that kind of really sparked my, my way into to ethical design.

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Not example, you mentioned some dark patterns and, you know, clicking something that you think is part of a flow and it's not or, you know, making a big green button when it's actually not the right move for you.

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I'm curious, um, from you all as experts in the field, what are the new emerging or trendy dark patterns that you're seeing that, that UX professionals should be aware of.

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I was thinking about that question I don't know if I'm seeing sort of new new stuff, the things that I'm that I'm seeing that that tends to happen.

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More and more frequently though is how we're, we are tied to certain services because you know that there is a dark pattern called roach motel that stays that it's really easy to get in but impossible to get out.

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And the big corporation Susie's all the time.

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For instance, if you want to close your Skype account, you can do that but then you have to kill all your Microsoft products now. So it's just become horrible, and that's that trend has grown with all the subscription based products that we're using.

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They've really grown with with the fact that some so many things have gone cloud based, and I get the, I get the business model behind it because it's actually costly for companies to store all this data in a cloud service, it is not costly but it costs

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money right. It's not, it's not free, which means that they had to have some kind of recurring income to cover these costs, but it's something that I'm, you know that that's coming up more and more frequently, I think.

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Yeah, example. You know the one thing that I would say is first, just, I would love if, if one person can walk away from today and we start to use a phrase different than dark patterns.

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If we can start to call them out for just being harmful patterns or what they are and not make reference to like darkness or light and good and bad in that way.

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I think that that's something that, you know, would be great to take away. But there are opportunities right. There's a lot of like slimy shit right, then every time you subscribe for something, and you have to try to unsubscribe it shouldn't have to

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be, like, how do I track this down, how do I find this out like why is it so hard to do, how do I contact support, and then realize like nobody's here to help me to, to unsubscribe.

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That's terrible. There are also other things that we do to just kind of like increase conversion, that are better things we shouldn't do there's there's ways we use language to trick people to get them to do something that if we were just clear in our

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labeling and what we call things we can prevent that. I mean, you know, looking at like, I use this example before so I tried, I ordered deodorant from this company called NATO if they're an all natural deodorant so you would think they're like, ethical

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they're on the up and up right. Soon as I did that I got spam ridiculously. And when I went to unsubscribe The first thing that I saw when I clicked on subscribe was a picture of this dog, their office dog Muffet, and they're showing the dog his head

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is down like his eyes are looking up and they said if you unsubscribe them up it will be sad.

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And you think, like, Where, where did someone come up with this why would they want to get somebody into doing something or not doing something, and then you look back two years before that Facebook did the same thing.

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When you wanted to cancel or close out your Facebook account they would tell you like Jill will be super sad if you leave and new will no longer see any updates, or you'll never, you know here what's happening from Jerry at 17 kids that you never met.

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It's kind of like, what, like, we often point to a company like that that does things at scale and say well if they did that, and they've got millions or billions of users.

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And it seems right for us to do the same thing because that must be working. And when it comes to like, ethics, the first thing you have to look to is yourself and your moral compass.

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And that has to shine through in the decisions that we make and even with the companies that we've worked for. We've got to like that I know Morton talked about this before we talk a lot about governance right.

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The thing is, and I know I know we're designers, and I know when it comes to governance, right, we don't always have that final say. But what we can do is get in the practice of when we see something that doesn't feel right, we have to say something.

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We may not win every discussion but we will start to change the way the organization looks at things. And that's the most important thing we can do.

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Have you guys heard about this app called Tech Talk course everywhere, back to what Andy was saying with the dark patterns. So, Ian Burgos suggested a different term for this back in 2011 which is exploitation where I think it's very apropos to this because

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that's what it is.

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So, I'm an Android phone.

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Right.

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Random Tech Talk. If I click back which is how you normally exit apps on Android phones.

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There's a little. It just goes to a new video. And then there's a little model that says, if you want to exit, there's a top again to exit up here. And notice how quickly that model goes away, it just disappears.

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So this app, when you try, you go like oh I've spent 17 hours on this app, time to like eat, be a human being, through things. The app goes, actually, here's some drugs for you.

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Do you want to take the extra drugs and keep going down this rabbit hole, or do you want to leave and then you wait long enough because he was like oh new video.

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And the videos that it shares with you when you're trying to exit get more and more like extreme. As you're trying to access to try to keep you hooked into the application and if you keep scrolling than that experience goes away.

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Everything about this app is designed to keep you engaged so I've been experimenting with it for two to three months just to figure out how it works. It does things like the first few posts, you share are very very popular, they get massive exposure.

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And then once you start interacting with people, the next couple of posts you post, get less exposure. And then this little flag shows up at the top that says, Do you want to try it like here's a, here's a free coupon to try promoting your tik tok, right,

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because all of a sudden your engagement is going way down, and they go like.

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Here you can try this and the next time you have to pay for it, but the first time you get to pay for it. If you take that coupon, then you'll get massive engagement on the pulse that you just promoted because they over promote it.

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Right. And then your engagement goes down and get the entire app is designed around just keeping people on the app. Everything about it is about keeping people on that.

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That is the news UX Platinum saying that the apps are actively going for 100% engagement, all the time, and are doing everything in their power to with like every possible implicit bias, every possible psychological trick in the book to drive people to

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keep using the app under all circumstances to the detriment of everything around it, like the only thing that cares about is that you stay on the app as much as possible.

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And I see other tools, trying to do the same thing, because they're seeing how effective it is with this one. And what Tick Tock is doing which is different from every other social media I've seen so far as they actively and openly exploit all the social

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all the psychological patterns that everyone else has been kind of cagey about doing.

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They're like, to hell with it we read the book, we read like Thinking Fast and Slow. This is a manual of how to manipulate people we're just going to use all of it right now.

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Because then will lower the bar on what's acceptable. Right. And I mean, you know, if someone from Tech Talk watches this and wants to be angry at me.

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That's great. I should totally make a tech talk about this but that is a perfect example of how you've just thrown out everything and said, You know what, our job is to keep people on this platform to help with everything else.

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And, unfortunately, it works, and that means other people are going to follow.

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Yeah, um, you know, everybody.

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I think mentioned a little bit about as our, it's our jobs to kind of watch out for that and speak up to that and Mike Montero says you experts should be gatekeepers to putting bad designs and services out there in the world.

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And I want to know from each of you How can someone in UX designer UX and UI UX research, effectively do that also balancing the business needs is important as you mentioned like Tick Tock is basically saying like yeah we know what we're doing like we're,

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this is how we're running our business and as a designer who might work for Tick Tock like what do you do in that situation.

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I think, I think it depends on the company work for if you work for Tick Tock or Facebook.

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I mean it's it's it's a pill.

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And to be, to be fair, I don't, I actually don't think that ethical design is applicable in, in, in, in all products, because if the business model that that is sort of the foundation.

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So the business model of Tick tock, is to to hook people in keep them, keep them there for as long as possible, consume as much content as possible and to to also create as much content as possible.

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Right, that's their business model, how do you how do you make that more ethical.

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I mean, I wouldn't even try.

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So, and I think some people that that can seem like giving up. But I think if you have to look at the business model to figure out whether it's realistic to make a true impact when Facebook talks about ethics Council and stuff like that.

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I'm not buying it.

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And I know that more than your your your sparring, I think you were you, you might agree with me here I don't know if you agree with me. But, but it's absolutely agree with you.

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Yeah, I think we should pick our fights.

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And I have full respect that designers and UX areas and people of our profession of our industry cannot necessarily pick and choose their jobs I have full respect of, I mean, those who can are fortunate, and have a privilege, right.

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So, so I think it's a balance, I do, I agree with what my mentor assess. I also think it's placing a lot of responsibility and shame on the individual I think we have to separate the two have to separate the responsibility, and the shame that comes with

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it. When the business that we work for makes very poor decisions that we have to enforce that we are asked to enforce, and what we need to separate the two because we, it's, it's not.

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It's not fair of us as an industry to place the blame and the guilt on the individuals.

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So, I like that you mentioned Mike Mike's actually with our team right now.

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But ultimately, having spent a lot of time with him and really digging into his perspective around this and getting to know we even talked to him on our podcast about this.

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It's, it's easy to stand on the sideline and say hey we've got to make big change in these companies right and and the truth is that change really happens from the inside.

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And like Trina said it's really important to look at the business model right that's the key thing that would have to change for companies to make more ethical decisions if they're doing unethical things.

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And when you really look at that and what happens to certain companies. That's, that's also a governance issue that is tied to, who is the final decision maker in that company and when you get to a company like Facebook, It's Zuckerberg, and he grew up

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privileged right surrounded himself with people who think just like him. So anyone that doesn't think like that isn't going to be in that, in his circle isn't going to be one of those people that, that helped him make decisions.

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And based on that privilege it's the decision is like, I know what's best for everyone and this is what we're going to do. And we're seeing the fallout from that right, but ultimately the goal and I thought here too is like, what, What can we do as designers

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and the truth is, like, we can raise awareness, we can bring it up all the time. I know you know the other thing that people say is like, you know what, you can you can leave right and that's not always an option for people.

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So how and also the people that leave you don't get the opportunity to drive that change, and I get it, like that is hard to shift a whole like way a company thinks that shifts their business model that shifts the way they work is like.

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It takes a series of people that can take that as far as they can. And then from frustration, they may move on but the next person that comes in comes in with some progress made and then can move that as far as they can, and eventually like things always

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become illuminated like look what's happening to some of these companies now. The government is looking at them right so that's when you start when there's harm, that's when you start to see regulations, and when there's regulations the response to that

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is, how do we do things in a better way. And you know that sometimes, and if you look at our industry right our industry on the web, in general, right, is, is what 30 years old.

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35 years old.

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It's relatively new. When you look at other industries like auto, right, the first automobile fatality was in the 1860s.

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And what happened, nothing no regulations, you know, seatbelts seatbelts are you, you look at the videos from 1980s, or when seatbelts were actually implemented as a thing that's required.

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It took how many deaths to get to that point. Now what we can do is learn from the mistakes of other industries and try to call these things out earlier and figure out what the right thing is to do.

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But as designers like we literally have to escalate and continue to escalate and point out how not creating trust not doing things the right way affect the bottom line of the businesses that we work for.

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That's the way to speak to them that they understand when you talk dollars to think this question is just a split in half so there's the right now question and then there's the, what do we do moving forward question.

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one and that's the one where we constantly grapple with, which is Person A works for a company that does something problematic. What does person, this person probably said quite low down on the decision hierarchy in the company.

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Because you are designers are pushing pixels are moving data from one place to another, or doing something like that. So, the decisions are being made way higher up the new, and you may feel that it's impossible for you to make the change like who can

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say this is unethical you can go to your manager and say this is unethical the manager can go to the next manager level up and say this is unethical but at some point that just dies because the business decision is such that that won't happen.

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So what do you do in that situation.

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Both Trina and Andy pointed out this major problem which is that there is a fair amount of shame in these conversations right now that there's this drive towards if some if your company does something unethical than just quit.

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For a lot of people, especially people in North America, especially people in the United States. That is not a viable solution because their job is what gives them healthcare.

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Their job is what gives them housing and food, they have families who also need health care right and now especially in the pandemic. You can't just walk away from your job there is no safety net.

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I mean, Europe, they're kinda is in Canada, they're kind of is in the United States, they're very much as not.

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And in the United States, that's where a lot of these decisions are being made. Because, in a way, a lot of the employees are held captive by the companies.

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So when we say, what can you do part of the solution is to educate the people on the bottom, as to what this is and not just educate, educate them on.

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Why is this wrong, but educate them on, how do you speak about this in a way that people higher up in the system understand.

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And that means, developing a language around ethics that isn't focused on constant moral judgments, or saying this is wrong, but saying, here are the reasons why this might not be what we are aiming to do or here the reasons why doing this may cause harm

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and waste we didn't consider, and these are the harms that are caused them there's how that will play out over time.

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Because, like there's a story right now. Yesterday, YouTube said that they're going to take away the dislike count on their videos, so if you go to YouTube there's like a Nero voting right so you can like a video or you can dislike a video and then under

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the, each of them, there's a number that says how many people have liked and disliked video, and they're taking away the counting under the dislike, so you can still click on it and the creator can still see how many people dislike the video but the public

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can't see it, it's become a private piece of data.

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Their argument for doing that. Is it turns out. Shockingly, that the dislike button is being used for abuse, which anyone with a brain would tell you immediately because that's obvious that's what's going to happen right to give people the ability to

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tell someone that their work sucks, they're going to do it.

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Right. So, but it took what, five or six years for Google for YouTube to realize this obvious thing and then they realize it's actually so harmful that we have to take it away.

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Right.

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Right. There was a guarantee, there was a designer at the bottom of that food chain. That was like we're adding a counter on to this like what have you seen what happens on Reddit when, like, the.

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Do you, are you aware of the rest of the internet and how the internet actually works, right. So, but that person has no power. So, giving that person that capability of talking about this in a constructive way would help for the future, part of that

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conversation like what do we how do we move forward, there's this idea that we are working in a profession.

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That's not true.

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We as web, people don't have a professional practice, we are practitioners, because we've never established what it means to be a web professional, a web professional, for there to be a web professional you have to have a training school, you have to

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have certifications, you have to have oversight, you have to have a code of ethics, you have to have licensing and everything else and usually professions.

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Do this on their own. So for example, engineers, if you go back 100 years, engineers would build bridges that fell down.

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Right. And then people die. And then over time they realized, Oh, the work we do actually impacts the lives of human beings, so maybe we should stop doing bad work, or maybe we should hold the people who do the work, badly accountable for their bad work.

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So they went and created a code of ethics for themselves. And then they went to governments and said I want you to enforce it. Because we can enforce it but only to a certain extent, so actually want government to enforce it.

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Right, so if you build a bridge now and you're an engineer and the bridge falls down.

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It's a, it's an, it's a crime that is prosecuted by the government. Right.

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More but more importantly, if you're an engineer, and you observe another engineer doing something that falls outside of the ethical guidelines, and you don't report it.

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Even if you have nothing to do with a decision being done, you lose your license to practice because you're showing bad ethics by not actively saying something about it.

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For us to continue doing the work we're doing now in the way we're doing now we have to start thinking about them that way, that means unionizing, that means creating actual definitions of what we do, creating requirements for work actually professionalize

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in our industry, which the entire industry is against because the entire premise of our industry is anyone can do this and there are no limits. right.

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So, embracing our responsibility as future builders and taking that responsibility seriously and realizing that the work we do impacts human beings is the way forward.

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And that actually starts at the very bottom with every new entry into the industry, immediately being on boarded into this, you have a responsibility to raise this stuff.

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This is the language you use to do it. This is how you raise it and these are the, these are the things you can do if something goes wrong like how do you report this Who do you report it to.

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What do you say, how do you talk to the media about unethical practices, all this stuff.

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Yeah, some more can you talk a lot about government regulation and I think a few of you have talked about modeling after other industries that have gone through this Trina and Andy I'd love to know where you'd like to see government regulation go, if

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at all. And what we're hoping from that Trina let's start with you.

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Well, I think.

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A couple of things I just want to respond to a couple of the very interesting comments in the in them.

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And the common trail, and also just some of the things that that both more than Andy have talked about that.

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you disagree so so fiercely with your management, or you fear you you fear that you will get blamed for for decisions. The only thing we don't want is to create to to make any kind of impact because I do agree we have to speak up.

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We have to speak up in ways.

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I agree, very much with that in ways that that the business understands, and most importantly, the only thing we don't want is to create trench force.

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Is that the right is that the accurate terminology, we don't want to stand on each side and just throw mud at each other from, you know, business and designers.

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We have to, to get to a common ground and the common ground for management, very often is an Excel spreadsheet. So we as designers are not good enough to speak Excel.

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There are tons of ways to measure on ethics and design, and we have to learn how to do that, because that will get the attention of management and we also have to stop thinking about exponential growth SEO and the success criteria, we can actually start

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challenging some of the current decisions being made by saying okay can we do this differently and still maintain the same revenue. It's not about growing it's about retaining the same revenue.

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If we have to talk about those types of arguments. Right.

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But when you coming back to legislation in Europe, we have GDPR.

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We already have pretty extensive legislation they're actually just today we had, we had a visit at the academy from our data protection officer. We have a data protection officer officer who works with us and comes by every you know now and then to just,

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you know, make an analysis and let us know where we have to sort of tweak stuff to to stay complicit took to GDPR.

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I think GDPR has made a huge positive impact, we are seeing huge fines and, you know, stuff like that in Europe. I think it's also become quite problematic for American companies to make do business in Europe because they actually have to comply as well.

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I'm very much for this type of legislation, I'm not sure whether the.

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The industry is receptive to legislation related to ethics, I'm just not convinced because there's no tradition.

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However, I think that we're also missing some important ISO standards for instance, the ISO 26,000, for instance, is actually one that could be used as a foundation for ethical designers, it talks about it relates to sustainability.

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So I think that we have, we actually have some ISO is not a, it's not a legislative right. We actually have some, some pretty conform standards in place already that I think we could look at as Martin, you said, the industry talks about this as if it's

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something, invented by tech and catch they have a pretty, pretty extensive history of working with standards as well, not just with ethics but standards and standards relating to all sorts of things.

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Why not start there.

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Yeah. And Trina and Morton I think actually all of you, including any had mentioned something about giving designers, the language to talk and influence and helping folks kind of speak the language of excel in the language of business, I'd love to know

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what what tips or advice you give to designers or researchers or just UX professionals on the call now, of how to get that influence, and use your voice to speak up against an ethical decision making.

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So I think when it comes to to language. The most important thing is to do what you would normally do, like, do the research on the company understand how people communicate.

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Understand what people like if we go and talk to our partners with design speak, they're going to kind of like not listen all the time they're going to, they're going to perk up when they hear words that they understand, but they're not going to relate.

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And I know there is a time and place for us to speak, you know about nerd out on design details, but at the end of the day like we've got to understand the language that that our partners use, and if we can add new vocabulary to that language that's great

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but if we're talking to different languages, we're talking past each other. So the most important thing is to find that common ground and the way we communicate find the things that are super important.

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And then when we do say something we're speaking a language that they understand. And when we're talking about you know ethical concerns or, you know, anything that impacts people positively or negatively we want to be able to communicate that we want

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And we want to communicate it as quickly as possible. So understanding those words that that resonate with them and ways to communicate in what's important to them.

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So understand the key metrics and drivers of the business and understand the impact of doing right or wrong on those numbers. And, you know, as researchers it's really important to be able to tie every decision we make to those metrics and even beyond

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that, so where we work, we have these, these beliefs these values called isms, and they're the fiber of our company. And if we can tie our product decisions or design decisions to those, then the whole company understands and gets behind them.

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Some of them are like. Easy enough like do the right thing, right. So if we see something that's wrong we can literally say like that's not doing the right thing.

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And people will listen, people are like, wait, what do you mean what are we doing that's not right because we want to always do the right thing so understand the values of your company, and be able to tie decisions in their language to them.

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That's great advice.

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There's some.

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There's this thing in modern philosophy that's called capability approach, which applies in a very significant sense here.

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It's a branch off duty ethics if you ever want to dive into it.

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It was originally developed as an economic theory by a guy named Mr Tyson from India to figure out how to distribute help to people in countries that or regions that needed help.

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And what he came up with was this notion that help is only valuable to people, if it gives them the capabilities to do and be what they have reason to value in their context, meaning you can give everyone a bike, but not everyone needs a bike.

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But not everyone can use a bike and understanding each individual and how their needs can be met them how and then give them the capabilities to do things and the agency to decide how to use those capabilities are essential to making good decisions in

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general.

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That way of thinking applies directly to design work, because if you actually think about any design, what you're trying to do is give a person a capability of some kind, it could be to consume information right it could be as simple as understand the

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contents of an article, it could be, watch a video, it could be understand the contents of the video, it could be accessed the contents of the video without listening right subtitles, it could be adding a product to shopping cart or buying a product or

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being informed about what product they buy or finding an actual credible review of a product they want to buy right every design decision in some way modifies the capabilities of the end user.

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If you frame the conversation around any design decision. In terms of the capability, you can bring it all the way to the top of the food chain and sent to the manager.

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What are the capabilities we're trying to give the end user here and are those capabilities, things that will help the end user do and be what they have reason to value in their context, or are we making decisions about what the user can do and giving

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them capabilities that may harm. Right.

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And that changes the conversation dramatically from, you know, we need to do this for ROI, and then someone saying it's unethical to, what are we actually trying to do here is the end goal to get people to buy the product.

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Okay. Who should buy the product who this, who is this product actually helpful for and why is it helpful to them. And this opens the door to have a much deeper conversation about the business.

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Why are we doing this and what parts of our business are actually meaningful because long term and city and it will tell you about this.

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She wrote a book about this stuff by the way is totally go and check it out it's a very very very solid book, and she has a workshop happening sometime in the next year, apparently.

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So all of that, that, that this notion that when we do work, we impact people's lives. And when we do that, the business benefits, because when was people's lives are impacted in a positive way they will come back and tell you, this was amazing.

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I'll give you a practical example, I have door handles on my door. Shockingly, and they've, one of the door handles broke, and I was about to go to Home Depot and buy a new door handle for \$300.

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And then on the website on the Home Depot website at the very bottom of the page about the door handle I noticed that it said lifetime warranty, like, oh, wait a second, can I call them and just get a new door handle.

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So I called wiser lock the people who made the door handle. And I said, Hey, do you have a lifetime warranty. Yeah, we do. Okay, can you just send me a new door handles them.

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Yes we can.

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That information was buried so deep in the system that it was almost impossible to find it. And the only reason I found it was because I'm the guy who scrolls, all the way to the bottom of the page to see if there's any like information there right, a

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designer who has the best interest of the user in mind would have put that information at the top because that's a selling point for that feature right to say buy this lock once falls apart, you get a new one.

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Right. That's a huge incentive, I will keep buying blocks for this company because they are fixing the problem that they created.

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But that requires the other way of thinking, right and that very much roots down to this idea of the capabilities we are giving people in during our design work.

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Yeah, I love the theme of, you know, if you can convince your company that doing the right thing for people will ultimately create more customers, loyal customers come back over time, in the long run it's, it's better for the company.

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And I would like to ask them that I know there's been some comments in the chatter for those that do have the luxury as it's been mentioned to choose a company and select the company.

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What are some things that UX professionals should ask her look for when they're looking at a perspective company.

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So, I, I go to the business model first tried to figure out okay how how is this actually run, and also in this startup day and age, either get the capital under good at what capital has been put into the company.

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And how's it backed, is it, you know, do they have an exit strategy, what does that look like.

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Because when a company is a sort of another step, regardless of their scale, if they have an exit strategy that can have a huge impact on the way that the businesses run because typically companies that have, you know, an exit strategy.

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And at the same time, are founded on business model that relies on building a huge pool of users is typically a really bad combination because you typically know what happens to that data.

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Once the exit is real. Right.

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So I definitely would go and look for stuff like that.

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And also the mission statements, go to the mission statement, you know Is it is it just a few words or are they actually solving problems do does your values resonate with the mission statement.

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Awesome, Andy. What are your thoughts on that. Yeah, I actually been treated. Got it. Like, spot on so the mission statement is the place to is one of the best places to start read that look at the values, and then look at the product and see if they're

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actually living those because a lot of times they may just be words on a website, and you can find out dude do a little research do some digging. There's a lot of like websites that you can go to or there's an app called blind, that you can actually see

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like anonymous people that have worked for the company before talking about their experience there. So just understanding like what happens behind the scenes because a lot of times where there's smoke, there's fire, right.

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So reach out to your network look at who maybe has like what that reputation of that company is both externally and for the folks that work internally, because that's going to really be the tell more so than the language that they use on their website.

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Martin What are your thoughts on that.

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I should unmute myself values are important.

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Trust is important. And more and more big companies now have trust teams, talking like finding out what their trust teams are doing and what how they define trust is very important, especially if it's a company that does any kind of consumer focused product,

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especially if it's any kind of online service type of product.

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Now to, you know, not to sing this thing the praises of my own company, but if you go look at LinkedIn, trust, page, it is extensive and the amount of work that LinkedIn is doing internally on trust now, and has done over the past several years, is extensive.

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The seeing that when companies start embracing this idea that we are impacting people's lives and really taking that to heart things change. We also see it in Microsoft Microsoft introduced this idea of inclusive design.

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Many years ago now where they said instead of having personas we're going to have persona spectrums where we look at our persona in different contexts where they may or may not have all capabilities available to them like the classic example is a person

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with full use of both arms or a person holding a coffee cup, or a phone or something so only have use of one arm or a person with a broken arm, or a person with no arms and say, a persona should cover all of those different use cases for each persona,

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the spectrum of use cases, because that will happen to all of us all the time.

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Just something as small as that has a significant impact on the entire way the company things.

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The, if I were to go work for a company I think the very first question I would ask them is, how are you dealing with accessibility and equity.

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Not equity and how much money are the shark stockholders earning, but equity and how are we ensuring that everyone has access to the service regardless of their circumstance.

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Because on the internet. There's too much content that is still being produced that is not accessible and that is simply unacceptable.

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Any company that doesn't put accessibility first in their processes and not is doing something wrong, literally doing something wrong, and any company that doesn't address historic and justices who doesn't address the historic like who doesn't provide

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support for Hicks historically excluded populations who doesn't put equity first is a company that isn't doing the work necessary to move society forward.

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And I say all this, as someone who is extremely privileged who can go into the workforce, looking the way I do with my background and get a job. A lot of people can't do that, due to historic exclusion do to us all these other factors.

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And for them, listening to me say oh, you should just discard all jobs because they're not, you know, doing things right, is not constructive so I'll say this instead get the job where you can do the most meaningful work for yourself.

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Right, and figure out how do you prioritize this what are the three things that matter to you, you have basically have, you get a job for money, you get a culture, or you get it for meaning or value right and you have to figure out like how do you define

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those things and what are you going to do with it. And you need to find a job where you can do you can achieve your goal with the job. If the job is solely to make money, that's fine.

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If you need the money if you need the health care whatever thing take the job, even if it's a job that doesn't do.

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All good things. If you're looking for a job, mainly to find the people that are like you then hire yourself for culture, if you're looking for a job that gives you meaning in some way or were you can impact other people's lives then find a job that gives

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gives you that value or that has that value, but be very aware that the burden of fixing the world is not solely on your shoulders, and you can take a job but everything that's being done isn't 100% ethical because if you come into that job knowing that

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and you know where you're all liners and you know the line you won't cross, then you're able to do good works. And the reality is, for all these big companies that are doing bad things.

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We need to go into those companies and push them in the right direction. If all the good people leave the companies, they will just do more bad things.

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Yeah.

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And so we are just about out of time for panel portion. So I'd love to end with this last final question for everybody is, if you were to give advice to a new UX researcher designer, what would that one piece of advice or best practice or just tidbit

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for them to help them design a research a little bit more ethically and whatnot. I'll start with you.

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You have half an hour.

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I'm sorry. Do you have half an hour,

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what's the what's the best piece or the biggest piece of the most important one.

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Remember that you're building future building the future for other people.

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Everything you do builds the future for other people. That's the job you're doing

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awesome and Trina almost to you.

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How do you follow up on that

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challenge the norm.

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Showers that don't don't accept it and argue men just because it's, we usually do this.

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Ask yourself and others whose truth is that love that.

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Okay. All right, Andy last but not least, what is your piece of advice for new UX or is out there. It's to be curious, stay curious, and dig into the wise, until you really understand the true like why things are happening.

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That will uncover a lot.

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That's great.

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Awesome. Well, I'm big thank you to all of our panelists Morton tonight Andy you are fabulous. I seen that there's a bunch of resources, put into the chat including Trina's book and amongst others.

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So, really appreciate all of your knowledge today. and we are going to do some breakout rooms here in a bit but before we do that, we also will be sharing a recording of this talk, along with the transcript and the chat so don't worry about scribbling

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down notes I know I saw a couple of you doing that will be sharing that out. And, and let me go ahead and share my screen.

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So once again, big thank you to everybody.

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I, we are going to start our networking breakout room so if you do not want to join and no judgment. If not, please go ahead and drop so we don't put you in a room and and nobody's there for the other folks.

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And so we'll give everybody a couple minutes but it is an awesome place to meet UX professionals. I have gotten every job I've ever had through networking so it's super important and in this day and age and coven.

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We need all those opportunities that we can.

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But a couple ground ground rules before we get into it.

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All right, let's see, let me get my recording back up.

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Alright so for those of you who have not been to UX research and strategy and meetups before at the end of our networking we usually just do a small group discussion with everybody just any thoughts reactions and the interesting things from your groups,

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any questions that you want to ask.

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So if you'd like to share something use the reaction and zoom to raise your hand. And I'll ask folks to come off mute and share their ideas and thoughts.

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Anything interesting from your from your breakout groups that you discussed.

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All right alright kb.

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m.

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Um, hello everyone I'm Katie. One of the things that we were talking about right at the very very end and it kind of referenced the panelists before was, um, if you're trying to talk to like your managers or the business or the stuff it's like you need

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to have that vocabulary, and so I was asking in my breakout room like, you know, kind of going starting out in the UX field like, what are some good skills to just have and everybody was a green like business development and having that lingo and stuff

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and like, look at who's cutting your checks and just being able to talk to those people is a really good skill and it like is going to play out pretty much in every part of your life.

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So thanks.

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Awesome.

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Yeah Did anyone else have anything interesting come up in in the group.

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Anyone have any questions I know it looks like we still have Trina on

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Morton this year somewhere as well, and more.

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Looking around I was like I know he was here earlier I'm not sure if he was still here. I hear his no way to laugh

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scene.

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I'm guy really love being in the group sessions was my, I think maybe my first or second meeting with this organization. We get here from Wharton talking about how in Norway because apparently there are people who are going to visit some, like, I guess like a national park like the American.

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The Norwegian equivalent of American national bar, and they want to have pictures taken of themselves, you know, at a certain with maybe a certain mountain in the background or something, and apparently because so many people are doing this.

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Just so they can take a selfie of having been there. The government is is talking about the possibility of restricting access to these sites, or maybe, eliminating access to some of them all together.

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And I think that's you know that's a problem because of you know people's intentions and are no longer just to go and be in nature or experience nature, but now their, their drive their intention is to.

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I want to be taken in, I have a picture taken of me in this, you know this famous place. So, you know that that's an example I guess of how you know because of the impact of social media.

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You know we have to make some evaluation and make some choices about the impact that our work is having on other people in the environment.

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Just like.

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I think it was more than he was talking about, always thinking about the future and how it impacts people and I think all the panelists mentioned that.

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Monica, did you have a comment or question.

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Yeah sure I just was gonna say our breakout room had four people.

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Two of us are entering the profession. Now through boot camps and two of the people were exposed are experienced professionals in the field and it was really great just to have that dynamic conversation.

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Awesome, thanks Monica I'd like to ask you a question.

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Do Yeah, talk about this stuff out of your boot camp.

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I have not.

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There might have been like one tiny module of it but no, not to the extent that I would hoped, so far.

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I wonder, well I would be curious to hear if you have ideas for how I can encourage the boot camp there been a few things have been a few things in the curriculum that I'm like, that is discriminatory in several ways or.

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So I'd be curious how how that might be worthwhile to bring up to the curriculum designers.

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Morton I kind of gathered by your comment that you're interested in, in that topic and did you have any advice for Monica other.

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the inside, you know, like for you as a students, the simplest thing you can do is to start it yourself like have a cohort but then the group that says, hey, let's discuss this.

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You know I buy it or do something else and pick some books or some materials, I provided a link earlier to the best resource that I've found is from the center of applied ethics in Santa Clara.

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They have a massive amount of resources on how to learn.

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Ethics and technology practice, including like literal PowerPoint decks, you can download and presentations that are pre configured so that you can do a presentation.

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They have discussion sheets and challenges and like examples, all this kind of stuff you can use. Also, I don't know where she is in your view but today in this book is a good reference for this.

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There's also another book that's called the practicing.

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But the.

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Hold on one second. The, it's called the conscious creative by by Kelly small, which is a collection of very short, almost essays on how to do different things and why all these things matter matter that are that's really good as a reference.

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So, I'll share a huge pile of links in the chat and then you can all try to find.

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Awesome, thanks Martin.

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Alright Christian I think I see you next on my hand raised screen.

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Yeah.

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Yes I appreciated the talk and specifically looking for things I can actually start doing right beyond the theory.

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And so, yeah.

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The list.

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The morning was just mentioning and then I'm also very curious about the city program that was linked in the chat.

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I think that there's going to be pretty good leads to get me started maybe implement some of these things within my team. So, very much appreciate that content.

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Thanks Christian. I'm so sorry if I mispronounced your name it Tiana to try piano.

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I muted myself. Yeah, it's close enough.

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He's actually teach piano, but as I say it's kind of hard to read from my spelling. So, um, yeah I want to mention a couple of things that I found that I really enjoy about the talk, I been.

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I am a freelancer, as well as a teacher, and I always include ethics in my talk so in my classes, all the time because we talk about psychology and we talking about persuasion.

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So of course, I always talk about a snake before even mentioning how you can persuade people.

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But there is another aspect I noticed that not a lot of people talk about it which is the positive using media and social media and all that kind of stuff for positive use, because there is a lot of talk about how not to do but stuff.

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How not to use harmful patterns or not to do things, but there's not as much talk about well, these tools are here to stay, we can eliminate them. Can we just use them for good and a lot of people doing.

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So I'm finishing my masters in medium psychology, and I'm focusing on my last project. Exactly. I'm dead and there is a lot of resources as far as positive media psychology that really focus on leveraging all this media for positive change both for behavior

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change towards wellness, as well as providing support of things like that. So I was wonder what you guys think about that.

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Yeah. Does anyone have any thoughts on almost sounds like you're talking about using the persuasion and legal techniques for doesn't change versus.

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Correct, yeah, like something like for example the, I don't know if everybody knows but the app noon. The trying to make you you know have a healthier lifestyle by using psychology and they openly say that.

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So they're using some kind of persuasive techniques and to help you review like kind of reassess your the relationship with food. So they are taking advantage of psychology for good.

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So I'm kind of curious, you know, I don't know if anybody has any thoughts on that.

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Anybody have thoughts.

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I think in general, everything we know about behavioral psychology can, and I, I agree, very much with you to Tiana that we can use this for good as well but anything we know from behavioral psychology.

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We can choose to use that for good or for evil right.

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And fortunately, there are a lot of digital to digital services out there that actually use these this knowledge forget where we have to be mindful is and this is.

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I mean, this is, this might be more of a philosophical discussion Q, modern,

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but it's the it's the notion of just because we think that something is for better. Does that mean that it is actually for the better, or is that just my truth is, and, you know, that's amplified if I build up decide to put the product that sort of amplifies

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my truth on a certain thing is, does that make it a good thing. More is, is that always a good thing for the people that end up using this product.

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Yeah, no, that makes makes great sense and the idea will be well I give you the tool, but at the end is your choice. if you want to make that change or not.

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So that's that's why I was mentioning noon because nobody forced you to use it or Nobody forced him to do it but if you do I will give you the support, psychology, so obviously still based on finding out what the customer really want or what the user

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want. So, what I want is about what they want. I just provide the tools. So, be more successful. So, first of all, David Dylan Thomas wrote a book about cognitive bias and how it's used to design and can be used.

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Let's call designed for a cognitive bias I put it.

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I put it. I just bombed the comments with a ton of links constructed, that is, so I'm going to send the whole pile of links to the organizers and then they can somehow disseminate this and a barbecue.

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But there's a very difficult thing with this whole notion of, I can manipulate people into doing good things, and that is the manipulation part because that's what all of this is, and, like, Tina alluded to, it's very difficult for us to know whether

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like to know what is the right thing to do for other people, right, especially when we're trying to guide them. And there are there are ways of using cognitive biases in a positive way, but it's only really something we can do with oversights, and by

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by oversight. I mean, the kind of oversight you see when you're doing psychological research that in advance, you have to go and actually apply there's a board that looks at what you're doing.

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There are checks and balances in place so that you can the project can be stopping anytime.

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A lot of the work that's being done by social media companies is types of work that would never be allowed in an academic setting because it is manipulating people and messing with their biases and trying to figure out how they work like they're going

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and messing with the brains of other human beings just to see if you can earn more money right right and anytime there's a mean drive towards exploiting your cognitive bias and anyone regardless of what your intentions.

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That is the warning bell does it stop stop stop stop stop. Step. 15 meters back and look at this and say, What are you trying to do here and is there some way you can do it without because, Amy.

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and you're taking agency away from people like that, that new map has been heavily criticized for being manipulative because it's guiding people towards one very specific way of dealing with health and wellness weight loss that isn't necessarily the best

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way of doing it and especially is not the right way to do it for a lot of people.

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And once you're into it, it has all these social enforcement systems that makes it into a game, which like I said, Ian Burgos correctly defines as exploitation where because once you gamify something you're making life decisions of a person into something

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that they get points for, right. So it's a it's a extremely challenging problem to address, and it isn't. It is very much something where you almost have to go read a book like Thinking Fast and Slow, and then make each of the chapters because each of

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addresses one cognitive bias, and then say okay, each of these things is now a warning sign for all my work. So anytime I touch on any of these things I need to stop and think, is this actually done correctly. Is it done in a way so that the user understands that we

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are exploiting their cognitive bias here. Right. And is it done in such a way that the user has agency to choose if they want to be part of this or not.

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And that can choose to exit. Right. The big problem with things like Tech Talk is once you're addicted to it. It's very hard to leave. And when you leave it feels painful because it's an addiction.

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Right. So, getting like social media addiction is a huge problem, because these companies have basically figured out how to create an addiction. And that's why in some countries there.

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This is now starting to be classified as an actual disease. Right. and it's because we're using cognitive biases against people. Yeah, that's interesting work, even though something like new or other wellness apps, seeing positive because it's wellness,

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it's still using manipulative techniques that that takes away that agency like you mentioned, very interesting.

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Thank you for sharing.

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All right, I thought I saw another couple Hands up, but maybe they're back down.

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Any other questions or thoughts or insights

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and. Does anybody else in the group have other resources they want to share with others anything that I've helped you in this area of trust and ethics.

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Alright, Katie I see your hand up is that from before or is that a new know this is this is a new.

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Perfect. Does anyone have any podcast kind of related to this stuff because I'm a big audiobook podcast listener.

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So, yeah.

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Anyway, have good podcast or on your books to share.

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good are good audio books, and some of it is easier to consume as an RV RV stuff, make a great subject for a podcast, somebody should think about starting one.

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There is a new book I just read that's very interesting that doesn't sound like it's about this but it's actually about this Hold on one second.

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It is called. I just have to find it because it has a terrible title and absolute No, a beautifully foolish endeavor.

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By Hank Green you know the YouTube guy. So he brought two books, one that's called an absolutely remarkable thing, and one that's called a beautifully foolish endeavor.

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And I think I can like nominate these as worst book titles ever because they know way, tell you anything about these books are so the the overall story you have to read both of them.

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The overall story is what happens if a company figures out how to tap into our brains and then basically do VR, but in our brains. So it's like.

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Ready Player One without all the 80s nostalgia nonsense and white supremacy and just very very in depth, a guy who's really thought carefully about how, how dangerous is it to have technology plugged into our brains and they're quite good.

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They're good books but the I'm not judging the book by that title I'm saying when you see the books, you would have no idea that the subject matter is some is what it is.

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So, those are under audio books are great because they're like performance audio books so they're very engaging.

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Awesome any other folks have have good recommendations and Morton, would you mind adding those to the chat too so folks can have them especially with the long and really interesting titles that you mentioned.

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I have one. The Omidyar network meta ethical design kit.

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And it's a it's an ethical explorer pack is what it's called, so it was to assess the organization's, you know, potential things that could go wrong, and then gives tools to talk with teams, your teams about the issues and even pass to address those issues

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so there's some really good practical application there.

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Open it and download it and print it out for free yet but the useful to really well.

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There's also the main interface by Jeff Raskin, that's an old one. I don't know if any of you are familiar with that.

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Awesome.

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Well that that takes us to about time I just want to thank Morton, and Trina for staying on a little longer to chat with our folks are really appreciate everybody saying for the networking portion and asking your questions to the group and please do join

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us at our at our next event, we're going to be doing more networking and happy hour chat on December 1. Also please do fill out the, the follow up survey we want to make sure that our events are awesome for our community so please give us that feedback.

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And as always connect with us on all of our social media. We're happy to hear from you. And our Slack channel. And with that Happy World usability day.

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Thank you again to our great speakers and have a great rest of your day or night wherever you are, appreciate it, everybody.