

Ethics

**miguel sicart
playful design
designing digital play**

Menu for the day

- Information**
- Ethics vs. Morality**
- Chapter One: Risks**
- Chapter Two: Value Sensitive Design**
- Chapter Three: The Ethics of Play?**



Basic definitions

all together now

Morality



- A public system.
- Governs the behaviour towards others,
- and how to avoid harm.
- Morality is a system of rules for guiding human conduct, and principles for evaluating those rules (Tavani).
- Principles stem from ethics.

Ethics



- The philosophical study of morality.
- Framework for the analysis of moral issues via a coherent, philosophically argued scheme.
- It is concerned with providing the evaluative standards that evolve into the principles and rules of moral systems.
- Not only to avoid harm, also to encourage human flourishing (Bynum)

Acting ethically

- **Three-steps method:**

- 1** . Identify potential moral issues

- 2** . Analyze and contextualize them

- 3** . Deliberate about them, applying ethical theories

HELL IS EMPTY
AND
ALL THE DEVILS
ARE HERE.

**Task: identify moral issues with your
project**

Dealing with risks: 4 theories

Consequence-based

- Intuitive: decisions ought to be taken thinking about their consequences.**
- Consequences are evaluated based on the most desirable outcome (for society).**
- Either act-utilitarianism (based on actions) or rule-utilitarianism (based on rules)**

Duty-based

- Centered upon our obligations/duties with others, trying to pursue happiness without harming others.**
- Duties can be based on rules,**
- or duties can be derived from particular situations.**

Contract-based

- Moral systems are developed from the contracts between individuals that form society.
- It is often used in the case of right-based moral issues, focusing on what are the rights of the individuals.

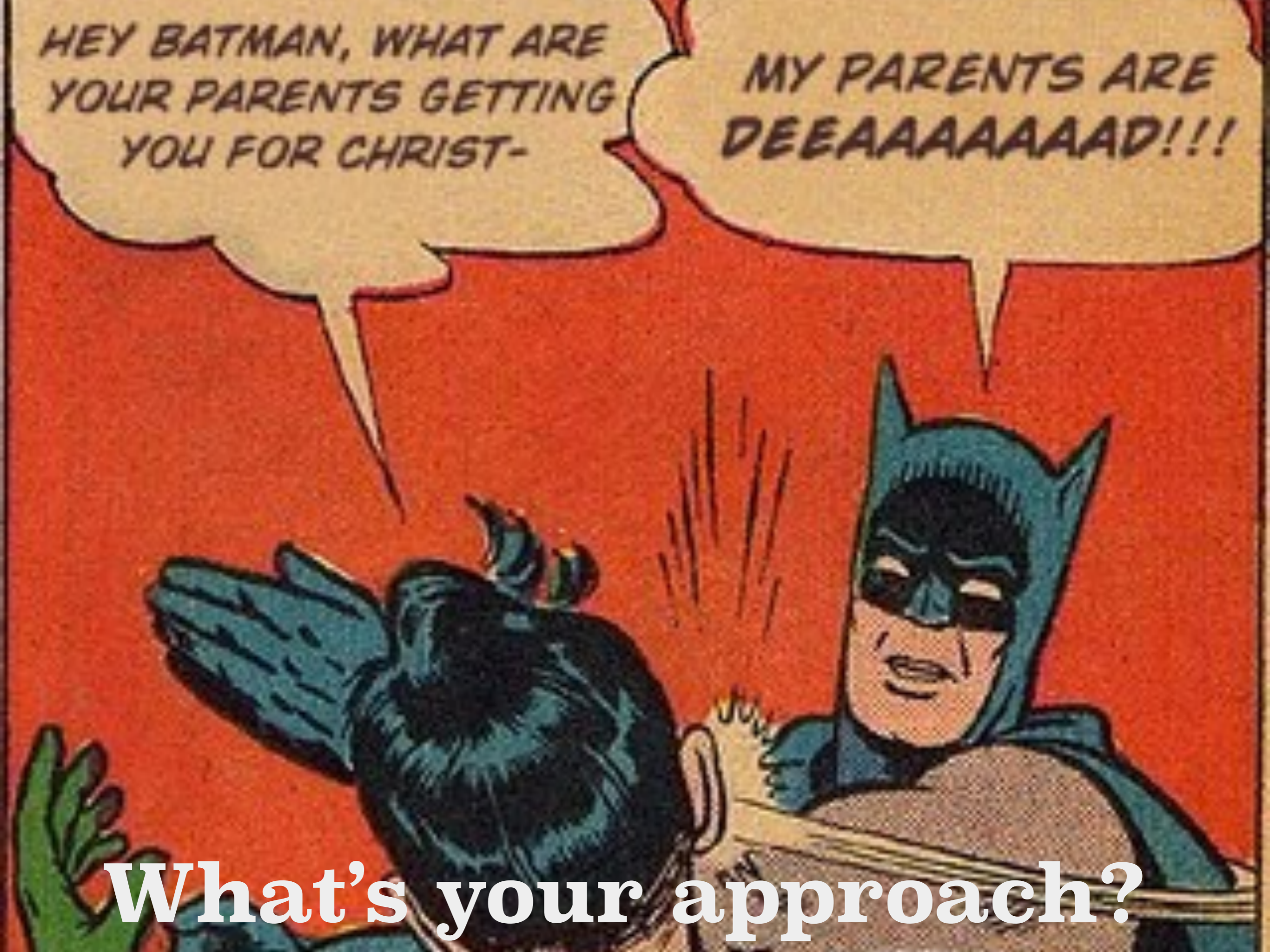
Character-based

- Instead of following rules, analyzing consequences, or establishing contracts,**
- we should focus on being good.**
- Development of virtues and good characteristics will lead general morally good behavior, also in unexpected/new cases.**

HEY BATMAN, WHAT ARE YOUR PARENTS GETTING YOU FOR CHRIST-

MY PARENTS ARE DEEAAAAAAAAAAD!!!

What's your approach?



Value Sensitive Design

- Objects can have embedded values: remember Robert Moses!**
- The design process often ignored this fact.**
- Value Sensitive Design: incorporate values from the beginning in the design process.**
- Value-aware objects = good objects.**
- Good objects create good experiences, are good for users.**

VSD process



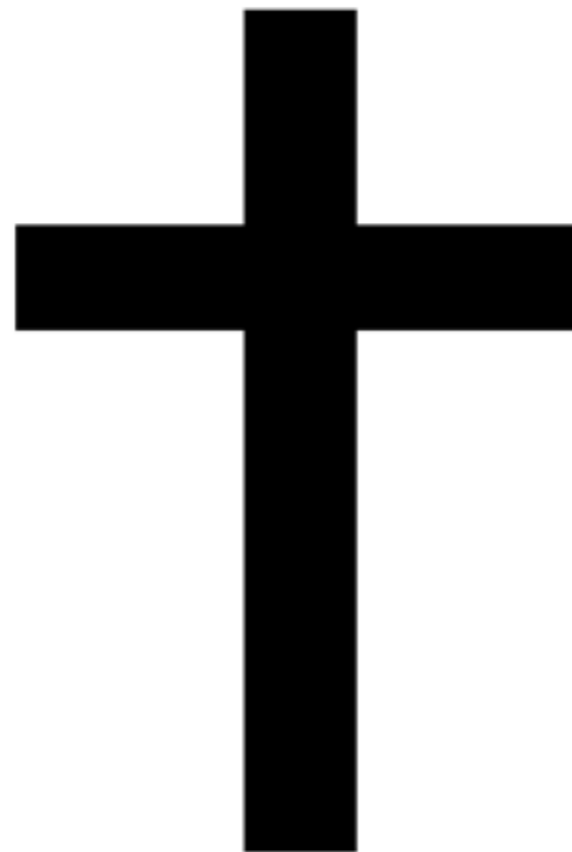
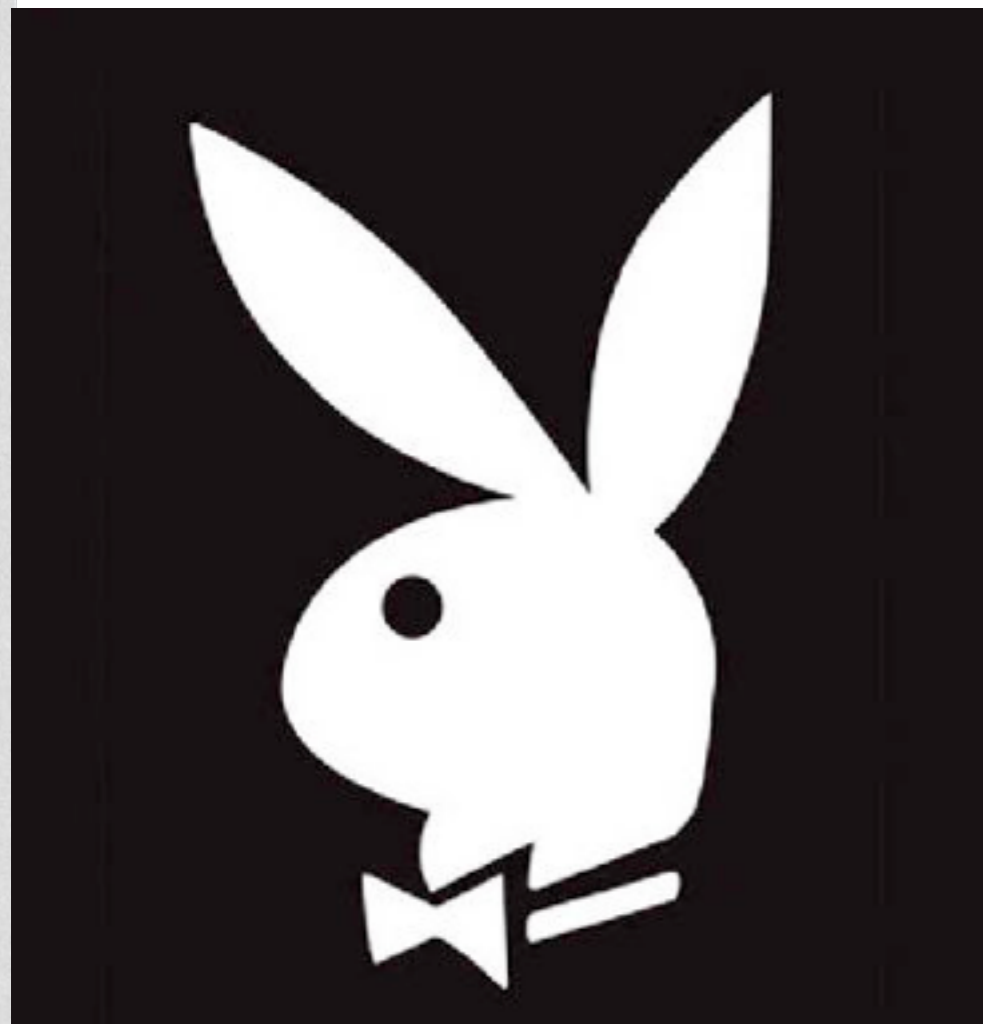
A challenge



- Design a playful approach for one of their services**
- Spell out the ethical issues**



SKAT



**FREE SOFTWARE
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Chapter Three:
The problem with Play

Play, again (and playfulness)



- Encapsulated, yet connected to the real world.
- Serious, but in its own way.
- Community of play.
- Internal goals.

Instrumentalized



- Again, the risk is instrumental play.
- Intrinsic vs. extrinsic rewards,
- or virtues as opposed to consequences.

The ethics of gamification

The ethics of playful design



- Any gamified system, and any playful design, must make sure that:
 - the system preserves its goal.
 - the users' values are respected.
 - play contributes to both the goal of the system, and our betterment as human beings

#1 HARRY

#2 HERMIONE

#3 RON

#4 NEVILLE



Harry Potter

Summarizing

CHANNEL FOUR FILMS PRESENT A FREMENT FILM IN ASSOCIATION WITH THE NOEL BAW MOTION PICTURE COMPANY! TRANSPORTING EWAN MCGREGOR, EWEN BRUNER, JONNY

KEVIN NICKOL AND ROBERT CARPYLE AS BOSSIE. INTRODUCING KELLY MACDONALD. COSTUMES RACHAEL FLEMING. PRODUCTION DESIGNER KATE BIRN. EDITOR WALSHE

