



Course program and reading list

Semester 0 Year 2023

School: Sammy Ofer School of Communications B.A

Advanced Ethical aspects of UX design

Lecturer:

Dr. Noa Morag nmorag@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7654	Seminar	4	6

Course Requirements :	Group Code :	Language:
Final Paper	230765401	English

Prerequisites

Prerequisite:

4048 - Preparatory Course: Practicing Academic Writing
7046 - Qualitative Research Methods

 Course Description

Week 1: Why UX Ethics? Isn't UX great?!?

- The power of design in changing behavior
- The shift from sustainable design to responsible design
- Overview of seminar structure, readings and requirements

Mandatory reading and videos watch:

1. Tromp, N., Hekkert, P., & Verbeek, P. P. (2011). Design for socially responsible

behavior: a classification of influence based on intended user experience. Design issues, 27(3), 3-19.

HW: Research Proposal:

From this week you will be working on your research project based on instructions in class. The idea is to 1) To gradually practice your academic writing and research skills 2) To advance as much as possible and receive full support from the teacher in the process. All submissions need to **be to the Trello** board and in Academic writing style. Form groups of 2.

For next week: submit a proposal for a technology (feature) you would like to research (1 page).

In your submission answer the following:

1. Describe the technology your want to research
2. Why is this interesting?
3. Why is this interesting to you? What's your motivation?
4. What is the scope of the phenomenon? (The impact)

Week 2: How UX affects our understanding of the world?

- Introduction to the concept of construction of knowledge through demarcation
- Lists, categorisation & classification in digital technologies
- Construction of Self

Mandatory reading and videos watch:

1. Listen to Anil Dash: "What tech is doing to us" (O-being podcast radio show)
<https://onbeing.org/programs/anil-dash-techs-moral-reckoning-jan2017/>

HW: Technology/Feature report

Look for information on your chosen feature. When was it created, by whom, what was the context, impact, numbers.. the mission is to become an expert on that feature and this is the beginning of the *introduction section* of your paper. Submit to the Trello board your findings in a coherent way including footnotes of your resources. (1-2 pages Max)

Week 3: Value Sensitive Design (VSD) Methodology

- Introduction to VSD, How values are embedded in design
- In class workshop - identify values in daily technological artifacts

Mandatory reading and videos watch:

1. Friedman talk "Moral and Technical Imagination: A Value Sensitive Design Perspective" on Youtube: <https://youtu.be/6HPgN050DIw> (till 25:00 minute only)
2. The complete paper is here: Friedman, B. (2010). Value sensitive design. <https://cseweb.ucsd.edu/~goguen/courses/271/friedman04.pdf>

HW: VSD report

Analyze the technology you chose from a VSD perspective. List the values from the personal perspective only. Think of all the values that are encouraged or compromised. Can you find tension between values? For example: independence but a breach of privacy. Submit in a coherent way (not a list) to the Trello board. (1-2 pages Max)

Week 4: Values in design (Continued)

- The notion of neutrality of technology
- Can technological artifact embody values? If so, how?
- The "4 ethical questions" model
- Discussion in class of values emerge from the technology you chose

Mandatory reading:

1. Friedman talk "Moral and Technical Imagination: A Value Sensitive Design Perspective" on Youtube: <https://youtu.be/6HPgN050DIw> (till 25:00 minute only)

HW: Academic research report

Continue to research your topic by searching online. Look for academic papers that search for the values you are interested in. For example, anxiety, curiosity, empowerment. In your report include **4 relevant papers** (add their correct citation and a short summary of the paper, from the abstract).

Week 5: Doing (Academic) Research!

- How to research your topic. Where do we start?
- The importance of a Research question
- How to construct your literature review based on your RQ
- Students present their progress

HW: Expand your academic knowledge

Continue to research your project by exposing yourself to the academic discourse on the topic you chose. The goal is to become an expert and look for the research lacuna you want to place yourself in.

1. Make a list of "keywords" to describe the question/ specific topic of investigation
2. Continue to look for more academic papers on your topic

Week 6: RQ and corresponding hypothesis

- Students present their research question in class and leading questions
- What is the difference between a RQ and an Hypothesis?
- Literature review "line-up"
- Work in class

HW: Literature review "line-up"

Find more relevant academic papers and form a line up for your lit review as explained in class. Make 3-4 sections, explain what each section is about and add references.

Week 7: How to write you Literature Review

- Students present their line up in class
- How to progress from line-up to a coherent writing
- The difference between introduction and literature review, what goes where.
- Work in class

HW: Submit an expanded line-up/ first draft of literature review

Week 8-10: Personal meetings with Noa (sign-up):

Personal meetings are set so you can better advance your project. You need to come prepared, present your work and receive advice on how to continue your work.

Each group meets once

Week 11: Form a research plan

- Students present their progress
- Explanation: what is a research plan
- Work in class

HW: Prepare a presentation

1. A well described research question with 3-4 corresponding hypothesis

2. Line-up of your literature review including 3-4 subdomains and a list of academic papers that are relevant
3. Research plan and method

Week 12: Semester A submission presentation

Spring semester: Doing Research!

Week 1: Welcome back!

- In class discussion of your semester A submission
- Prepare your research for Data collection: How to define your research field
- Admin, semester outline, etc

Submit: Definition of your field of research

Week 2: Qualitative research methodology: Collecting data

- Go over methods for collecting data - interviews, field diary, observation
- Do's and Don't's!!!

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Week 3-4: Students collect data (no class)

Submit by the end of week 4: Submit your data report

Week 5: Data Analysis

- Presenting main insights from your data in class
- Discuss your data in class
- Go over thematic coding

Submit to review your "Methodology" section of the seminar

Week 6-7: Personal meetings with Noa

- signup

Week 8: Outline and writing tips

- Outline your entire project for revision in class. We will go over each section and explain what needs to be there. Use google doc and share on trello
- Learn from mistakes!
- How to write a seminar paper: go over all the different sections of the paper, see previous examples, analyze in class. Super important class!!!

Week 9-10: Personal meetings with Noa

- signup

Week 11: Outline and writing tips continues

Week 12: Final presentation

- In class presentations of your advancement,
- Final instructions for semester break

Submit seminar paper by October 1st, 2023



Course Goals

Seminar Description:

In this seminar we will examine digital interfaces and their impact on the user. The high-tech industry understands its responsibility today in the development and implementation of new products and features. Designers of new technologies are required to be aware of the behavioral, and social context in which the technology they produce operates, what are the values that the digital interface encourages or inhibits socially? What makes us use a particular feature? Does the feature produce anxiety and a feeling of loneliness? Does the interface encourage exploration and self-learning? How does the interface shape the user, her level of knowledge, and decision making? Does the UX in hand exclude users or is it inclusive?

Seminar Goals:

As future designers of technologies, this seminar will give you tools to examine technological interfaces based on academic knowledge and methodology in the fields of "Science Technology Studies" (Science technology studies), "Inclusive Design", "Value-sensitive Design" and "Responsible Design". The goals are:

1. To be able to apply critical thinking on the use and production of digital technology

2. To sharpen your academic research abilities, from how to construct a valid research question to how to write a literature review, findings and conclusion.



Grading

Requirements

All members of the class share responsibility for being active participants. As part of this class, every student is required to fulfill the following assignments:

- Attendance (see IDC handbook)
- Submissions throughout the semester (see below)
- End of semester A - Presentation of your project
- Semester break- Research Q + Lit review (7-8 pages)
- End of semester B - Full seminar paper by October 1st, 2023

Students' submissions and class documentation will be managed through Trello

<https://trello.com/invite/b/LcpZZvFX/89e63054ee3a274a7f3a458a02ffc231/2022advanced-ux-ethics-intl>

Grade Composition:

- Mandatory submission of personal exercises (HW 1-6)- Pass/ Fail
- End of semester A presentation (based on all prior submissions) - Graded - 10%
- During semester break - submit your literature review - Pass/Fail
- Mandatory submission of data report and analysis - Pass/Fail
- End of semester A presentation (based on all prior submissions) - Graded - 10%
- Submission of a written seminar (until 1.10.2023) - 80%



Learning Outcomes

Students (in couples) will apply the theories learned in this seminar to a specific digital technological artifact of their choice. Projects of investigation can be a specific feature in an application (for example "stories" on Instagram) or a digital behavior (adding emojis on Facebook), a digital service (for example a dating app, Waze), a digital "IoT" (for example fitbit watch), robotics (for example Alexa, google home).

In our first semester you will be introduced to theories and critical thinking in the field of social studies of technology. You will also choose your research domain and draft a

research question and start researching for supporting academic literature (Literature review). In your second semester you will conduct a qualitative field research and collect empirical data. In the 2nd semester classes will be mostly based on personal meetings to support your project.



Reading List

1. Fogg, B. J. (2009, April). A behavior model for persuasive design. In Proceedings of the 4th international Conference on Persuasive Technology (pp. 1-7).
2. Friedman, B. (2010). Value sensitive design. <https://vsdesign.org/publications/pdf/friedman96valuesensitivedesign.pdf>
3. Tromp, N., Hekkert, P., & Verbeek, P. P. (2011). Design for socially responsible behavior: a classification of influence based on intended user experience. *Design issues*, 27(3), 3-19.

General References for Qualitative research methodology:

1. Denzin, N. K., & Lincoln, Y. S. (1994). Introduction: Entering the Field of Qualitative Research. In: Denzin, N. K., & Lincoln, Y. S (eds.) *Handbook of Qualitative Research*. California: Sage. Pp. 1-17.
2. Geertz, C. (1973). Thick Description: Toward an Interpretive Theory of Culture. In: *Interpretation of Cultures*. New York: Basic Books. Pp. 3-30.
3. Charmaz, K. (2008). Grounded theory as an emergent method. *Handbook of emergent methods*, 155-170.
4. Strauss, A., & Corbin, J. (1994). Grounded theory methodology. *Handbook of qualitative research*, 273-285.