

# 8 Actionable Insights



1

Ethics has to be a **direct and explicit** part of design education such that its not lost in translation.

2

Designers need to be made aware of the **value of ethics** and it's benefit to the entire ecosystem.

3

There should be room for **flexibility** and a way to **maintain and update** our principles sustainably.

4

Ethics can be brought into practice by having a **systems thinking approach** and empathy for the **entire ecosystem**.

5

**Immersing in diversity** and absorbing from different stories helps develop the ethical thinking muscle.

6

**Reflection and slowing down** are essential attributes for bringing ethics to practice.

7

Ethics must be integrated **seamlessly** and consistently **in collaboration**, with a non-prescriptive, **bottom-up approach**.

8

Ideal form of learning ethics is which helps you **internalize, reflect and apply**, it has to be interactive, experiential and immersive.

# 8 Key Insights



1

Direct exposure and engagement with ethics at an early stage are important so that it becomes a practice of the subconscious mind and is not lost in translation.

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Peeking into people's hearts and minds..

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"I really don't know why but no, ethics was not a formal part of my curriculum, the discussion about ethics gets lost and is not direct."

"I don't think ethics is incorporated in the curriculum to be honest"

Ethics is a practice so if we engage in it early on it would just become a habit and would be there within subconsciously"

"I got just bites of ethics in my graduate education"

"Our professors have been in the industry long enough so they try to inculcate it as much as they can but I don't know how much they are actually able to"

# 8 Key Insights



2

Ethics is a moral compass that ensures integrity and designers need to be made aware of the value of ethics and its benefit to the entire ecosystem and most importantly to themselves.

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Peaking into people's hearts and minds..

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"If you show students, not just that it is a good practice to follow but also hey this is a good career and it adds a certain amount of value, then I think they would understand better"

"My value as a designer is that I want to make sure that whatever I'm doing there is some sort of greater good involved"

"If am consciously thinking of ethics it would help me have a different approach."

"When you are creating a product, you are thinking of the costs, or the features or utility it provides or functions in terms of usability or experience but not ethics"

# 8 Key Insights



3

It is important to align on principles but there should be room for flexibility and a way to maintain and update our principles in a consistent and sustainable manner

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Peeking into people's hearts and minds..

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"Ethics is subjective"

"Trying to define ethics the biggest challenge is to put it in contemporary context but also cross cultural context"

"I would define ethics differently in different contexts"

"Maybe previously held beliefs formed our principles, but then, what if those beliefs change what if we learn something that alters those beliefs you have to find a way to alter and maintain these principles"

"When you are creating a product, you are thinking of the costs, or the features or utility it provides or functions in terms of usability or experience but not ethics"

# 8 Key Insights



4

There is an assumption that focussing on empathy for users will automatically help designers build ethical awareness however ethics can be best understood and brought into practice by having a systems thinking approach and having an understanding and empathy for the entire ecosystem

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Peaking into people's hearts and minds..

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"I think there is an assumption that people are ethical"

"I think through empathy you can develop your ethical moral compass"

"I feel there is an implied nature or assumption of focusing on empathy for your users during research would give you would lend that you know to your discovery of ethics"

"I feel ethics is a way of thinking so to train a way of thinking you really have to build up upon these foundations of empathy equity"

"I feel empathy plus systems thinking are the two key things for bringing that muscle"

"I believe ethics not only relate to humans or users but every decision or every offering would impact the whole system and a lot of things around the system like environment and even the backstage actors like the company and you yourself"

# 8 Key Insights



5

To incorporate ethics it is important to create a safe space where everybody feels comfortable sharing their personal stories and diverse perspectives and immersing and absorbing in different perspectives helps develop the ethical thinking muscle

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Peaking into people's hearts and minds..

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"It's important for me to make sure that people feel included and I am someone that is always a safe place to at work"

"Discussing is important, getting different perspectives on ethics would help you with peer learning"

"For me I believe, exposure to different experiences helps you develop ethical thinking muscle"

"Learning stories and exposure to diverse cultures made me reflect that the way I move in the world is different than the way other folks move in the world"

"I believe for teaching ethics it is important to create an environment where people can share personal stories about how they have been offended at different times or those different perspectives that people have to bring the unconscious into the conscious through those experiences"

# 8 Key Insights



6

Reflection and slowing down are essential attributes for bringing ethics to practice, which is often even more tough when working as a professional

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Peaking into people's hearts and minds..

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"It's it is really difficult to slow down and make sure that you're assessing the impact of what this new service will actually have right"

I think of slow down as a really good term for this, slowly down and backing up and thinking about the impact of your design, impact of your work and even the impact of how you interact on a team

"When I was at SCAD you know, and I was on my own schedule in a way right and managing my own projects I had time to think about ethic to slow down"

"In an ideal world, I would like I would like, for them to be able to sit with things for longer before they have to like act on them"

"My company is really faced paced, it's really revenue-driven, any big company revenue is a big part of you know what we're measured against tight timelines, so I think that's probably one of the biggest challenges"

"The bigger challenge is to survive ethics in the industry"

# 8 Key Insights



7

Ethics must be integrated seamlessly and consistently in collaboration, with a non-prescriptive, bottom-up approach

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Peaking into people's hearts and minds..

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"It should not be something that feels forced and coming from somewhere else."

"I would look at ethics in design education as not being so prescriptive and more an opportunity to start a conversation about responsibility"

The way that I sort of work ethics into my classrooms is as discussions right again because I am very much of that mindset that you telling people what to believe is not learning and that's indoctrination

"It takes agreement and coordination between faculty members in a design program to introduce ethics course in curriculum and regardless of what teachers want if it's not supported by their community, culture or school then they can't as every design program is different and it should be a collaborative effort"

"It is important that ethics is integrated or incorporated seamlessly in every class as opposed to being a stand alone course"



# 8 Key Insights



8

Ideal form of learning ethics is which helps you internalize, reflect and apply, which can be a mix modal approach that is problem based, practical, interactive, experiential and immersive

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Peaking into people's hearts and minds..

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"If I can get someone to experience something and engage their senses or engage their emotions, then they will understand it on a conceptual and philosophical level"

"Activities help to to internalize and I digest and apply the knowledge"

I think having those options are more inclusive of different learning styles and also help people the benefit

Giving a situation and giving possible options and asking what would you choose, on that there can be levels and based on my answer it could tell me where my ethics are what are the ethical implications of my decision - it could be very helpful for regulating things

"if there were ways to apply ethics to real life scenarios, why not"

"The practice of ethics comes through actually doing the work and then again discussing reflecting on that work"

"through creative sort of brainstorming of like Okay, what would be the worst case scenario that we could come up with right, seeing the snow ball effect"

"I would like to learn about ethics from a practical and collaborative approach"