

User Interviews

11 Participants

4 STUDENTS

Design Management graduate
students at SCAD

3 DESIGN EDUCATORS

Design Management Professor, SCAD
Professor of Design, Ohio State University
Graphic Design Professor, California State University

3 INDUSTRY PROFESSIONALS

Principal product designer, Express Scripts
Service Designer, Intuit (Data Ethics) VP,
Organisation learning leader, Synchrony

1 ETHICS LAWYER

Professional Responsibility Attorney


Interview Discussion Guide



Design Graduate
Students

1. What are your values as a designer?
2. Do you believe in the saying that - "A design professional's actions and behavior impact others and can have unintended consequences?" Please elaborate.
3. What does the term "Ethics" mean to you?
4. Are your personal and professional ethics the same or different? Please explain your answer.
5. Please describe in detail, what kind of ethical dilemmas you have faced in your academic or professional life as a designer?
6. Please describe how often you are able to pause and reflect on your design decisions from an ethical perspective?
7. What are some of the barriers you face while tackling an ethical dilemma?
8. How often you are able to pause to identify and acknowledge how your actions and behavior would impact your peers or other stakeholders involved in the project?
9. Talk to me in detail about any incident, where either you had to bear a consequence of an unethical action?
10. Talk to me in detail about any incident where you were in deep conflict about your action from an ethical perspective?
11. Please describe if you are aware of any ethical codes of conduct as a designer?
12. Do you feel it is necessary for a designer to be aware of the ethical code of conduct? If yes, why?
13. What are the different courses that you are doing as a part of your program?
14. Do you think "Ethics" or "Ethical Decision Making" is incorporated in any form in your curriculum? If yes, Please elaborate.
15. Do you feel it is necessary for a design graduate to be trained in practice-based ethics? If yes, Why.
16. Why do you think there is a gap in incorporating ethics in design education?
17. How do you think you can benefit from learning more about ethics in your design education?
18. What is your ideal mode of learning?
19. In an ideal world, how would you like to be trained in ethics in design?

Interview Discussion Guide



Design
Professional in the
Industry

1. What are your core values as a designer?
2. Do you believe in the saying that - "A design professional's actions and behavior impact others and can have unintended consequences?" Please elaborate.
3. What does the term "Ethics" mean to you?
4. Are your personal and professional ethics the same or different? Please explain your answer.
5. Did you have any understanding of "Ethics" when you were pursuing your design education? If yes, how is it different now?
6. Please describe in detail, what kind of ethical dilemmas you have faced in your professional life as a designer?
7. Talk to me more about various ethical implications, that are common in your field of practice?
8. Please describe how often you are able to pause and reflect on your design decisions or professional behaviors from an ethical perspective?
9. What are some of the barriers you face while tackling an ethical dilemma?
10. Talk to me in detail about any incident, where either you had to bear a consequence of an unethical action?
11. Talk to me in detail about any incident where you were in deep conflict about your action from an ethical perspective?
12. Please describe if you are aware of any ethical codes of conduct as a designer?
13. Do you feel it is necessary for a designer to be aware of the ethical code of conduct? If yes, why?
14. When you were a design student, please recollect if "Ethics" or "Ethical Decision Making" was ever taught or discussed in your curriculum? Please elaborate.
15. Do you feel it is necessary for every design graduate student to be trained in practice-based ethics? If yes, Why.
16. How do you think we can fill this gap in students' understanding and awareness of the ethical implications of their actions and behaviors?
17. What according to you should be necessarily included, when teaching ethics to students?
18. What according to you is the ideal mode of learning?
19. In an ideal world, how would you like to be trained in ethics in design?

Interview Discussion Guide



Design Educators/
Professors

1. How do you see design education has evolved over the years, you may compare it to when you were a student?
2. Do you believe in the saying that - "A design professional's actions and behavior impact others and can have unintended consequences?" Please elaborate.
3. What does the term "Ethics" mean to you?
4. Are your personal and professional ethics the same or different? Please explain your answer.
5. Did you have any understanding of "Ethics" when you were pursuing your design education? If yes, how is it different now?
6. Please describe in detail, what kind of ethical dilemmas you have faced in your professional life as a professor and as a design professional?
7. According to you, what are the various ethical implications, that any design professional would face in the industry?
8. Talk to me in detail about any incident, where either you had to bear a consequence of an unethical action?
9. Talk to me in detail about any incident where you were in deep conflict about your action from an ethical perspective?
10. Do you feel it is necessary for a designer to be aware of the ethical code of conduct? If yes, why?
11. What are the various courses you teach as a design educator?
12. Please describe if ethics or ethical decision-making is a part of the curriculum in the form of formal training?
13. Do you feel it is necessary for every design graduate student to be trained in practice-based ethics? If yes, Why.
14. How do you think we can fill this gap in students' understanding and awareness of the ethical implications of their actions and behaviors?
15. What according to you should be necessarily included, when teaching ethics to students?
16. What could be the best strategies to engage students to effectively and consciously practice ethical decision-making?
17. What could be some of the challenges, that you as a professor would face while educating graduate students on ethics?
18. What do you think would be the best way for students to learn and practice ethics that could be translated to a professional world?
19. What according to you is the ideal mode of learning?
20. In an ideal world, how would you like train students in practice-based ethics in design?

Interview Discussion Guide



1. Please talk to me a little bit about your background. How long have you been in this profession?
2. Do you believe in the saying that - "A design professional's actions and behavior impact others and can have unintended consequences?" Please elaborate.
3. What does the term "Ethics" mean to you?
4. Are your personal and professional ethics the same or different? Please explain your answer.
5. What inspired you to become a leader/coach in ethics?
6. Did you have any understanding of "Ethics" when you were pursuing your design education? If yes, how is it different now?
7. Please describe in detail, what kind of ethical dilemmas you have faced in your professional life as a professor and as a design professional?
8. According to you, what are the various ethical implications, that any design professional should be aware of?
9. Talk to me in detail about any incident where you were in deep conflict about your action from an ethical perspective?
10. Do you feel it is necessary for a designer to be aware of the ethical code of conduct? If yes, why?
11. What are the various ways you have trained people on "Ethics"?
12. What have been your challenges in the process of educating people about ethics?
13. When have you felt most successful in bringing a change in a person/organization in context to awareness about ethics?
14. Do you feel it is necessary for every design graduate student to be trained in practice-based ethics? If yes, Why.
15. How do you think we can fill this gap in students' understanding and awareness of the ethical implications of their actions and behaviors?
16. What according to you would be the best way to weave ethics in design education?
17. What could be the best strategies to engage students to effectively and consciously practice ethical decision-making?
18. What could be some of the challenges, that one would face while educating graduate students on ethics?
19. What do you think would be the best way for students to learn and practice ethics that could be translated to a professional world?
20. What according to you is the ideal mode of learning?
21. In an ideal world, how would you like train students in practice-based ethics in design?