

ethics@work

DESIGN ETHICS: THE PERILS AND PROMISE OF INSIGHT

Virtual Panel Discussion

Moderated by Jeffrey Moriarty
Executive Director
Hoffman Center for Business

Wednesday, February 28, 2024

12:00 p.m. to 1:30 p.m.

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Insights into behavioral psychology has enabled the field of human-centric design: with the goal of designing technology to be used by people so as to further human flourishing. However, insight into how people think, feel and act, their biases and proclivities, have increasingly been used to do the polar opposite: design technology to use humans. Increasingly, technology is created to harvest and control human time, attention, action, and other resources. For example, with social media, people's time and attention become the de facto currency to be mined at all costs: and the cost have been high. Today we are faced with an epidemic of psychological illness, social polarization, and the decay of truth into opinion, reason into feeling. And now with AI, people's intellectual and creative output have literally become the food for growing LLMs and other learning networks. We are in the process of training (most often unwittingly and for free) that which will influence, control and perhaps eventually replace us. This has resulted in a renewed interest in the field of design ethics. A field, with the guiding questions: How ought we use insights to design the technologies that increasingly constitute the fabric of our world? How ought we regulate/incentivize the companies at the forefront of these endeavors? How ought we, as users, to comport ourselves? How do we self-regulate in a technological environment which too often seeks to regulate us for goals at odds with the good of society and the natural world? So please join us: bring your personal insights, experiences, your questions and you own answers to one of the most pressing issues of our age.

Co-Sponsored by the Hoffman Center for Business Ethics and the
eXperience Design (XD) Department at Bentley University



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