

James Yang

DATA 512

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### **Activity 5 – Unethical, Unfair, and Uniformed (Makeup assignment)**

Step 0: James Yang – Facilitator, timekeeper, note taker, and submitter.

Step 1:

Notes:

#### **Dark Design Patterns:**

- UX Design choices are selected to be intentionally deceptive.
- Methods can exploit content-overloaded consumers (sign-ups, completing a purchase, etc.)
- Dark Patterns point to an ethical vacuum tricking users to do something to achieve a favorable result.
- Falling foul of the dark pattern can mean that you unwittingly agreed to your personal data being harvested.
- Privacy concerns arise through deceptive designs of ui.
- Forced consent is a target for privacy campaigns to enforce individuals the right for people to collect individual data rights.

#### **Types of Deceptive Design:**

- Trick questions, sneak into basket where purchasing adds an item into your basket without direct choice.
- Premium subscriptions but difficult to get out of them.
- Privacy sucking where you reveal more than you truly want.
- Difficult to compare prices.
- Misdirection – focusing your attention on something else.
- Bait and switch, undesirable things happening at the end.
- Friend spam where messages get mass delivered without permission.

#### **Antisocial Computing:**

- Recasting tool for information is something where different properties can be manipulated.

- Grand challenge opens interesting research in social networks; the main idea is to use social computing for criminal, abusive or antisocial purposes.
- Crowdsourcing, user generated content, etc. Designers need to think about how the systems can put users at risk and need to understand how they should take care of these risks.

#### Anti-Pattern

- They include lack of an architecture for a page.
- Unsound programming, lack of a design, dark pattern, static code, rotting software, etc.
- Bad practice for certain applications causing confusion for the user.

#### Step 2: Brainstorm

- An unethical situation I was thinking of was an educational system where passing a grade requires purchasing tasks that are required to graduate to the next grade level.
- Children and parents require their students to be educated to progress in the early stages of life. There is little alternative to this situation, and adding a pay-to-progress type system would be very unethical.
- The type of data would be educational textbooks and workbook requirements such as math and reading.

#### Step 3: Draft Scenario

- Scenario: Students at a K-5 elementary school are transitioning into a stage of teaching modern technology by ordering a supply of iPads. A new tech giant has undercut the prices of the iPad by supplying the elementary school with an “eyePad” instead. These tablets are supplied with Android instead of iOS, which operate different. Standardized modern technology tests are done in iOS, giving the students at this school a severe disadvantage because they have been learning off of Android. The Android offers an educational bundle that translates each feature in android to an identical iOS feature but it costs money to enable each feature that gets converted.

- This becomes unethical to both the students and the parents of the class because they become invested in an expensive tablet that contains android and require additional addons for conversion of features every time they want to adapt to a standardized feature. It puts the students in a monopolized situation where they either ignore the new feature or learn it to do better on the standardized exam. This is unethical because there are hidden fees in a tablet which was originally thought as a full product. It's an example of a premium subscription that is difficult to leave because so much money has already been invested.