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Mod 2 case study

1. What is the purpose of this website?
    To bring awareness to inclusive design. As well as its importance and to provide material to learn how to go about identifying and implementing inclusive designs for diversity inclusion.

2. According to the website, what is "Inclusive Design"?
    "Inclusive Design is a methodology, born out of digital environments, that enables and draws on the full range of human diversity. Most importantly, this means including and learning from people with a range of perspectives."

3. Describe Microsoft's inclusive design principles in your own words.
    Be able to identify, learn from, and solve exclusion of users. Make sure that your designs are able to accommodate all types of users no matter the disability or limit.

4. According to the "Inclusive 101" ToolkitLinks to an external site., why is inclusive design necessary? What are a couple of the pitfalls designers encounter that inclusive design seeks to address?
    The importance is to open the product up to as many people as possible. Robust accessibility. A pitfall that designers fall into, is designing based only on what they know. They may not be deaf or missing an arm, and so they do not think to add subtitles or a one handed option.

5. According to the "Inclusive 101" Toolkit, what is "disability"? Describe in your own words.
    A disability is the inability to do a certain action or series of actions for any reason. For example, the inability to hear the sounds from the product, inability to see the colors of the design, inability to list or carry the product. The reason why is not as important as being sure that someone with that permanent or temporary inability is still able to interact with the product as intended.

6. "Designing for Guidance" Links to an external site. details a few different approaches to learning. What is your typical approach to learning? Is it context specific?
    My learning is typically context specific, I want to know how the information applies to the end goal. From there or on the way, I can pull on information from other sources or situations which may benefit me to accomplish the goal.

7. What are the five types of AI bias described in "In Pursuit of Inclusive AI"Links to an external site.?
    1. Dataset Bias
    2. Association Bias

3. Automation Bias
4. Interaction Bias
5. Confirmation Bias

8. Find a news article about bias in AI, then explain how it relates to one or more of the "five ways to identify bias" from "In Pursuit of Inclusive AI". Include a link to the article. Automation Bias: https://www.theguardian.com/technology/2021/aug/10/twitters-image-cropping-algorithm-prefers-younger-slimmer-faces-with-lighter-skin-analysis

   The definition of automation bias is the propensity for humans to favor suggestions from automated decision-making systems and to ignore contradictory information made without automation, even if it is correct.

   This article falls heavily into this definition as Facebook will automatically curate your feed with images from an algorithm. This algorithm will try to detect and choose faces that are slimmer and whiter.

9. After looking through "Respecting Focus" Links to an external site. identify some software that uses distracting and highly urgent alerts for low-urgency messages. What users might be most negatively affected by these alerts?
   One software that does this is something that most people have: the Windows operating system. Windows (by default) has a lot of bloatware and notifications about every aspect going on while the system is on. Most notable are the software updates, and if you have any other Microsoft applications like Teams or Outlook, their notifications. All of these notifications will pull up a large bar on the side of your screen immediately and ask you to perform an action on it right away, even though it is not necessary. If the user chooses not to perform any action, a dot or reminder will persist on the screen until the action is resolved. Users who aren't well-versed in computers may not know the best choice when prompted to update the system, downgrade, upgrade, or install something new. As a result, they will likely ignore it or even get frustrated with the system.

Now, come up with some of your own questions about inclusive design (at least three) and use the Microsoft Inclusive Design website to find the answers. Let your curiosity guide you (that's what I did when generating the questions above).

1. How might you identify a potential disability for your product?
   Inclusive Design for Cognition Worksheet: Find the motivation, goal, task, and cognitive demands, then find your learning style. Finally, evaluate what actions you took to accomplish the task or goal and see what challenges someone might encounter if they did not have access to the certain action.

2. How does inclusive design benefit people without disabilities?

Solve for one, extend to many: Designing your product for all levels of disability will ensure that people without disabilities can still use the product even when they are temporarily impaired. Such as walking into a crowd and not being able to hear the product. This can lead to new innovations that further serve the users in a more accessible way.

3. How can inclusive design influence AI?
   In Pursuit of Inclusive AI: AI uses a database of information to gather its results from. If the database is too small, then when asked for an answer, it may not know or it will give an incorrect answer because it will need to fit the question to something it knows. Likewise, if the database is skewed in some way, the answers will have a bias. For example, if the AI is supposed to generate a picture of someone's face, and its entire database of sample faces to gather reference material from are white women, then the only output the AI will have will be of white women.