Value Sensitive Design Assignment #2 (submit with your final project)

[General]

1. Briefly describe the website you are building (its purpose/functionality/etc.)

   Movie Website is a website that displays information about movies. Users can search for movies by movie title and get detailed information about cast, plot, ratings and user reviews. Registered and logged-in users can also write reviews for movies, and add movies to their lists.

2. What problem is your website meant to solve? (If your website wasn't intended to solve a problem, instead answer the following: what problem or problems *could* a website like yours solve?)

   Our site is dedicated to helping users find movies of interest and helping producers get reviews of their work.

3. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

   Film makers may be interested in our website because they want to know what audiences think of their films.

4. What values are at stake for these stakeholders?

   Film production companies can learn from our website's analytics what types of movies users like, so they can create movies that sell more at the box office.

5. Is your website likely to undermine or compromise any of these values? Which ones, for which stakeholders, and how?

   Films with lower ratings may be disliked by audiences and cause box office losses

6. Which values does your website promote, for which stakeholders, and how?

   Films with high ratings will attract more people to watch them, thus generating more revenue for investors.

7. What counts as "success" for the website you are building? Given the relevant problem(s), stakeholders, and values that are at play, why is this account of success reasonable?

    The huge number of users and the high level of activity are undoubtedly the success for our website. Users can use our website to find the films they are interested in, and filmmakers can get reviews from our website and produce better works in the future.

8. How does the broader social context surrounding your website affect the likelihood it will succeed?

    As more and more users comment and interact on our website, their friends will be drawn in and our website will become more and more popular.

[Privacy]

9. What user data will you have access to, and what might this data reveal about its subjects?

    We will have access to users' search and browsing history to analyze which movies are more popular. We will also analyze user preferences through user reviews and lists.

10. What values are relevant to your website's privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

    In addition to the information in question 3, we may also access to the location and date of birth of our users so that we can analyze the movie preferences of people of different ages and geographic regions. With these analysis results, we can more accurately recommend movies for different users.

11. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

    We want to track as little information as possible about our users. But in order to expand our website and provide a better service to users, we need to analyze the behavior history and basic information of our users.

[Autonomy]

12. In what ways might your user interface "nudge" users? Analyze a minimum of 3 features.

    (1) In order to get more features, users may pay to become vip users.
    (2) Users may be attracted to watch high-rated movies.
    (3) Users may compete with each other for the number of reviews and followers.

13. Do any of these constitute "dark patterns"? For each previously identified feature, explain why it does or does not.

    (1) No. The features and charges for vip users are clearly displayed on our website. Users can unsubscribe vip service at any time.
    (2) No. The ratings on our website are based on real user reviews and we do not interfere in any way.
    (3) No. While we want higher user activity, we do not support pointless completing and spamming. We will take actions to stop these behaviors.