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SUMMARY KEYWORDS

ethics, users, testing, jobs, data, people, product, conduct, stakeholders, person, research, experiment, question, design, manipulation, content, software, game, read, big



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Okay, so Well, their their argument was basically this was a manual file, the gas chambers and the different portrait that happened in the concentration camp was basically done trying to come up with a more pure iron Aryan race as a new story, but they also use it as an opportunity to fire lots of different new



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medicines. So with these are the fire them, they are pain points that came up on the



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Google ones are basically their voluntary consent of the field subject is absolutely special. So that was the code. Number one, that if you if you only have a one out of 10, that's the one is also a constant, a human subject is absolutely essential. And there's even more detail such for what sponsorship, the person needs to have capacity content and freedom to vote portion. So they should not be forced to be content. And they need to understand what they're consenting for. What is the content even more? So what is the risk worth benefiting both. And that's the only one we need to provide whenever you ask somebody participate in the study. And we got our points, qualified researchers need to use the workers if you're not qualified for searching skill, you should not be able to conduct the site. The degree or risk should not exceed the benefits. So it is more risky than beneficial than what you decide. And as you as possible, they always have one more concept. At the end of the day is numerical code was signed, boy, he was never used online as an ethics. He's a code of ethics for human research. He said the focus was a lot more on just the Human Rights aspects rather than the actual physical power input. Human Research. So another historical point of universe Checketts is the diversional f&b to survival Medical Association. And this has gone for refinement many, many model violence, even the latest revision was just a couple of months ago. What revision number is that? So so this is actually the ethical principles on conducting humanist ethics in medical field in the medical, I'm sorry, you have the therapist, suppose like, you know, basically, you should not harm your quality events. And basically looking at the resort and benefits. But it also add a lot of other things has to do with let's say, handling, what are the words and assignment requirements and protocols in doing the research, how to actually define it. And basically, consistency of the protocol. If you're make sure your data is valid, that you piping that the way

you through your essay, yeah, I'm proud of myself for trials. If you want to do treatment on both a everybody age should be treated the same. That's why we have the same protocol otherwise, your data will not be consistent, the funding will not be consistent. There's also a game of second privacy confidentially. Informed consent. And there's also a lot of detail about how do you get in contact us on Facebook both give participants samples that are uncomfortable, some are not. How do you get them? How do you want them whether they aren't pleased or not? In order not to actually comply with the data, but at the same time, they need to be aware that at some things they may get paid more for revisions. And also then how do you submit the result? Participants have the right to get accepted results. They have the right view as the research unless they think intervention Once you once you've deployed the files and from practice and intervention intervention was not proven valid. How do you actually rectify? How did they go back in constant pain and joy study? So a lot of these are there in medical research, because they have a direct direct interaction with the end user and patients right. Now want to go back to this



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user research?



05:39

If you look at this, talk and read the little metal thing, let me just start off by asking you here. How many of you here either as a student of practitioner, you might be already working in a company and department? Maybe you have done any of these user research? All? Right, right. Even as an assignment? I mean, most of it. Yes. Have you know that is? What about focus groups? Has anyone had that student run a club with your Toby Potter poster? Right? And what about things like usability testing? Has anyone tried this new testing? Lab online? Lab, can you tell us a bit more about this used to be testing experience?



06:59

needed to really test session and the group was the third was the members of that class, including the tutor as well, we did have to provide Sam wouldn't have to formally speak out that we will keep everything confidential and private, everything will be used for the purpose of the end of the evaluation. So the products are functioning. And then we carried on with the whole testing session, we found a lot of interesting details that we missed out, when we design a product that we didn't think of before. We did have a really good outcome out of that.



07:58

session. Thank you for sharing. So human centered design, user centered design is absolutely essential if you want to definitely super product. And our primary job, right, your main job. So in a previous study, he had to actually pull out informed consent of participants, and to ensure that data is kept private and confidential. And you might have to say a protocol as well, that, you know, the data is analyzed in aggregate math. But why is important that he mentioned derivatives when you have thinking about things that that are very useful that they didn't think

about before. And they'll be discovered even if you've made a lot of simple design or some of the new things that happened robot, can you submit that thing? So how many users did you have usability testing?



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will be problems, but then we



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will. Right, so, so Joe mentioned that they use seven users need to be setting so that's why you see that usually, typically do only quite qualitative with only small numbers, and it's not a monopoly. And you see the red boxes basically restrict the use of the product of international product. And in here, use a completely informed about what they need to do. Now, obviously, there are cases when people do this all the time tech products do this all the time these days doing AV testing example. Does anyone know what is testing? Yes.



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When you do something, and then there's another group of people who don't do it, too, there's one group, okay, who's even the intervention group, he doesn't see it, and you're like, Oh, I wonder what happens, then maybe you look at like, how much they spent or something like that.



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Right. So an example of that is, for example, Google Apps, right? Google Docs, if you're happy all the time, for example, looking at the size of the gas money, so you need to put these before your results, you need to give reacts, let's maximize the blame for how big is the size of the apps. So, everyone will come up with I mean, maybe one group has seen the dimension and the other one say same. And then you see the impact of it. So that the testing give me an ethical level. Deductible



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once your story



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a lot of the companies get away with concepts right? By by getting users to agree with certain conditions, okay, and all reasonable conditions involve, provide a constant that your data of use from time to research. But here, this is again, go back to the ethical principles of the company. MSN is really big data. And your data is known as Google right? Millions of people you know, identifiable person, we can aggregate them, you know, getting a concept from that one person

may not be essential, because this is basically part of the presentation, that is data, we use analyze it. But if there is a certain the bigger question is, what happens if there are certain manipulations that happen, anything testing that includes your luck. Your likelihood, I'm questioning, for example, this one here. Again, it's very fresh news today, from New York Times. Links and brasilito experiments on final use over five years, Tony, you're here,



13:38

they're very likely that we are part of this experiment. So actually, we have strong ties in LinkedIn, and who actually get more likely to get the jobs.



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So in that study, they also did a bit of manipulation of the legal software showing people people that you might be interested in and then see whether you will be connected to those people. You're getting a lot of referrals. And with the more title path, and what it is, we go sometimes what it actually will help to get home jobs. And they found interesting, I have to read the original paper. This is a nice article that it was a paper this especially those with weaker ties and lack of promoted pebble jobs from the person who those with stronger social class. Well, that's just from the general population. Right? So a big question mark, but if it does actually involve manipulation and people having more chance of getting jobs, do you think this is applicable if people are not informed about it? Sir



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isn't the game to



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get all the better systems? Yes. Yes. So that is very good. So if the again, if we go back to the value of ACM Code of Ethics competing for a public group, if that is the thing, how do we get this? How do we make sure that it's going to be a better system that can help people to find better jobs, better connections. And I agree that a b testing is very common. It's happening and is used at all platforms. But the bigger question that always asked by basically at USCIS, even, even some of that system interview in this article was questioning whether to what degree the medical market manipulation is required. That will actually then sacrifice subgroups of the of the users who have to lose basic opportunities from getting jobs for example, this, this refers to another experiment, if you remember social experiment done by Facebook in 2014. Well, that so they get a testing in 2014. Where seven groups of people are showing more distressing content. And they want to see the reactions, whether those are shown that more distressing content will be smiling more to either, so this is the Facebook Moon social experiment, we're going to the spiral of the more negative and distressed. And when they went public, they actually had a very negative impact on that. Protesting creates. So, so that, that also goes back to defining motorcycle months, I think. I think for me, it's important to always whenever you're that new tap or feature to be tested, if it was meant to use a bar, we are testing this individual personal. For example, in a study that will we do a Cisco, Cisco Collaboration, conducting HMLs

flagging the number of web devices connected to their Wi Fi routers in train stations and to be able to monitor congestion? Very simple notice just text on organization, we are collecting Wi Fi devices anonymously, just to be able to measure congestion on train station platforms and characters. I think this is okay. I'm going back to the reflection. So I think one yes.



18:56

Will they will let you look at the data. Well, the thing is, how would you look at the data now this is exactly what we're doing. Or like we just say that we are testing a new feature, which is this. Right? And whether you be willing to be part of that sermon, and you may not love it, but it doesn't matter. Right. I mean, it's fine for each of us to reflect on the day. It's about you reflecting in your own moral code on your ethics. So as a professional computer scientists or software engineer, what kind of software what kind of others and what kind of technology we are creating epic and software I got two versions they were they were You know, you're going to be ethically true to your own moral code of conduct as a senior in ACM professional work. You really are, I don't care about these ethics. This brings me to this purely because anyone read it's only like four cents on Kindle. And if you cannot download it, it's very fast. I mentioned read it in an hour. And



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I really enjoy reading it, because I really want to maybe this would be even a discussion uniform next week.



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What a horribly evolved, checklist here. What are the things that the person does the question, shake your head, or like, oh, you know, maybe I've seen this before. So, and I hope that can help you to reflect on your own values and principles, as a researcher, as a student or as a practitioner. And finally find out what moral firts individually in your profession and society. Now next week, I will talk about ethics framework. More of a bit of experimenting, especially in AI, and also the comfortability of xe, and I'll have the rules on Flexi Sonic expense. In big part, I'll have the same specification release next week. But and we'll have a discussion in week part. But remember, I talk a lot about value today. There's a, there's a thing called Value sensitive design. Value sensitive design is basically an approach that reduce reducing cost or human values in technical design and your process. So normally, it's BSB. You go beyond just the users, you think about all the stakeholders. So So in here at the ethics, the ethics of a software project is considered right from the beginning, not the end. It's not like other designers. Apparently, it's not the ethical, we are avoiding that kind of issue. With BSD, well, it's sensible design, we are so basing their values through these two aspect with conceptually always, what is the value of the different stakeholders empirically makes you have to find evidence that these are the value that stakeholders will see in a certain product. And I got this game for judgment call is a card game



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online. So this will be signed by Microsoft. It was a horrible mention award paper. And this will

online. So this will be signed by Microsoft. It was a honorable mention award paper. And this will be part of your assignment. That's why I'll give you more details. But let's just have a little.



23:54

judgment call is a team activity that puts Microsoft's ethical principles into action. The goal of the game is to gain a better understanding of stakeholders what they need and expect and potential outcomes of the product or platform you're building. Start by identifying a