

In order for app developers to make apps that make the user interact with it more often they create notifications. The notifications tell the user what is happening on the app even when the phone is off, but this can be distracting to the user because it prevents him from focusing on whatever he is trying to do. In order for there to be less distractions the app developer would have to sacrifice the users attention towards their app so that the user could focus on other things.

An option app developers could take to limit notifications to create less distractions is to only send notifications during the day. At night no notifications would be sent to the phone to prevent the user from staying up too late into the night. Another option would be to only send notifications in certain areas. The user could set certain areas that he visits frequently to either allow or prevent notifications to be sent to his phone. This would allow the user to focus on his work if he prevents notifications from being sent to his phone while he is at his job place. This is similar to Apple's "Do Not Disturb While Driving" option, which prevents notifications from being sent to the phone while the user is driving. Another option is disabling the notifications on Sundays in order to avoid distractions during church. "I say this for your own benefit, not to lay any restraint upon you, but to promote good order and to secure your undivided devotion to the Lord." (1 Corinthians 7:35). This verse is trying to say to not get distracted by other things and to stay devoted to God.

These options can be enabled and disabled by the user depending on where and when they want to receive notifications. Urgent messages such as time sensitive events or offers, and notifications that might have something to do with the users safety would be sent even when the user has them disabled. In "Ethics and Professional Responsibility in Computing" by M.C. Loui and K.W. Miller, they mention that one of the first general moral imperatives is to contribute to society and human well-being meaning that in order to be ethical you would need to think about

the well-being of the user. By preventing notifications from being distractions, you are fulfilling this moral imperative by looking after the well-being of the user. In Amy Fleming's article "Distraction disaster! Notifications are destroying our concentration - here's how to escape them." She tells the story of Joanie who was getting tired of having constant notifications that went off as she worked and gave presentations. She ended up just turning off all of her notifications, which if there were options such as shutting notifications off at work places then she would not have had to do.

By giving the user the option to disable or enable notifications during the night, on Sundays, and in certain areas, notifications will become less of a distraction. By only sending urgent notifications about time sensitive events and about the safety and security of the user while notifications are disabled, then it will provide an ethical way of engaging the user with the app and less of a distraction to the user.