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(Survey) Design and Ethics

Albert S. Kochaphum
Week 4 | July 12nd, 2021

slido

Week4

- ① Start presenting to display the poll results on this slide.

Today's Agenda

Logistics

Lecture

Group Exercise



Assignments

1. **Pre-Lab** due **Wednesday 7/14**
2. **Group Assignment #3 “Survey”** due **Friday 7/16**

Week 3 - Alwards

Stayin' Cool with some nICE Cream Alwards

- <https://luigimagdamitucla.github.io/211A-191A-Lab-Assignments/week2/>
- <https://perezsara59.github.io/211A-191A-Assignments/week2/>
- <https://hrfrahn.github.io/191A-Labs/week2/>
- <https://abi-200.github.io/191a-labs/week2/>
- <https://github.com/albertkun/211A-ASIAAM-191A/discussions/10#discussioncomment-988887>
- <https://github.com/albertkun/211A-ASIAAM-191A/discussions/10#discussioncomment-989699>

Alwards for Week 3

IMAGE WITH A

COLD STONE CREAMERY SENSE OF HUMOR

Luigi Magdamit



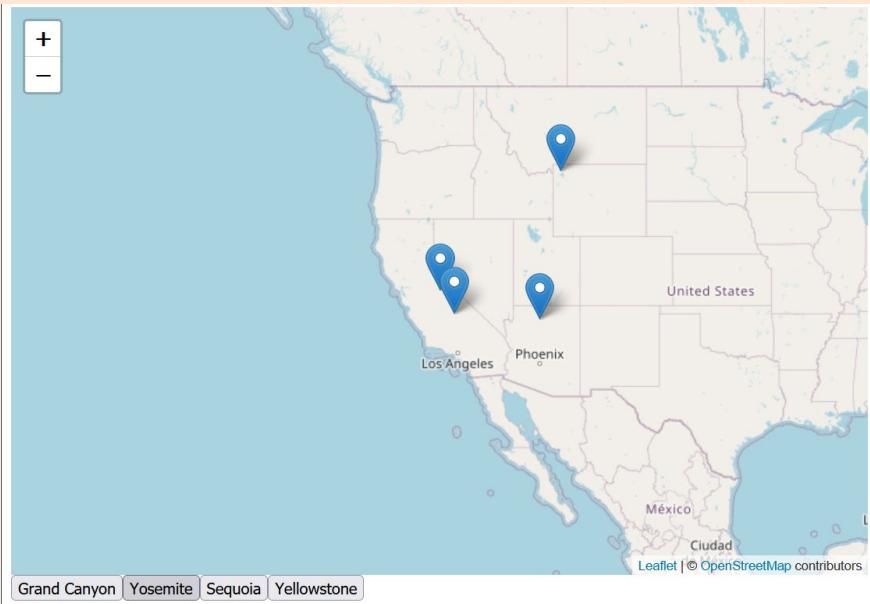
you have to scroll down hehe (also click the image :D)



Alwards for Week 3

Nice baskin**BR**robb0h-click Eveht

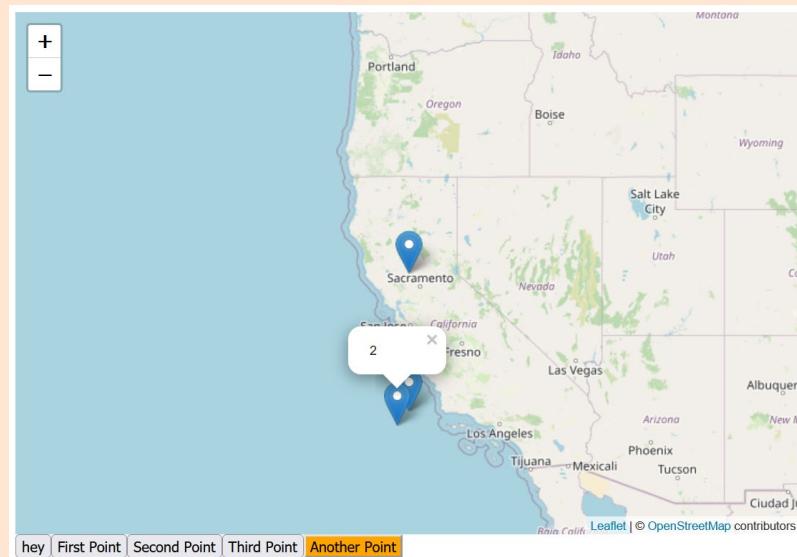
Sarah Perez



Alwards for Week 3



Harry Frahn

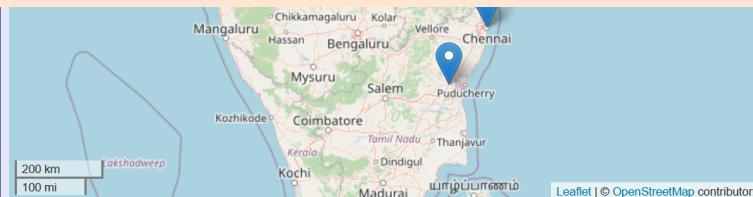


Alwards for Week 3



Abita Venkatesh

My ethical views when it comes to technology and society generally fall into the category that without consideration for both, we cannot hope to have a comprehensive view of ethical use of cartography, mapping, and/or GIS - this relates to lecture with both social and technological reductionism, and I believe that falling too much onto one side prevents one from truly considering all ethical boundaries of mapping that would best allow one to give power back to communities.



Meaningful Places

(scroll down to see buttons!)

"my favorite place" is Toronto, just because this is where I grew up. I have great childhood memories here, and in the late 1990s/early 2000s, most of my family was in the process of immigrating to Canada. I have a lot of memories of meeting up with family in this city, meeting relatives for the first time here, and generally having a happy time growing up!

"best vacation memories" is Puerto Vallarta, because this is the only vacation I got to take with both my immediate and extended family. I got to see cousins I hadn't been able to see in years, and I was also able to enjoy great food and branch outside of my comfort zone with ziplining, scuba diving, etc

P.S - check out the scale, mouseover, and button color change when you scroll over!

[my favorite place](#) | [mom hometown](#) | [dad hometown](#) | [best vacation memories](#)



Alwards for Week 3

Häagen-Dazs®

What I really enjoy reading about !!

Edmond Wen



The core of my ethical views is based on the key principle that technology ought to be decentered while people should be prioritized. Tech culture has always felt very weird but this past week's material has really helped materialize my thoughts into words.

Theme of the week

**Focusing on meaningful community engagement
and design choices**

Concepts to learn today



Principles of Survey Design



Human-Centered Design



Bridge of Ethics for Web Design

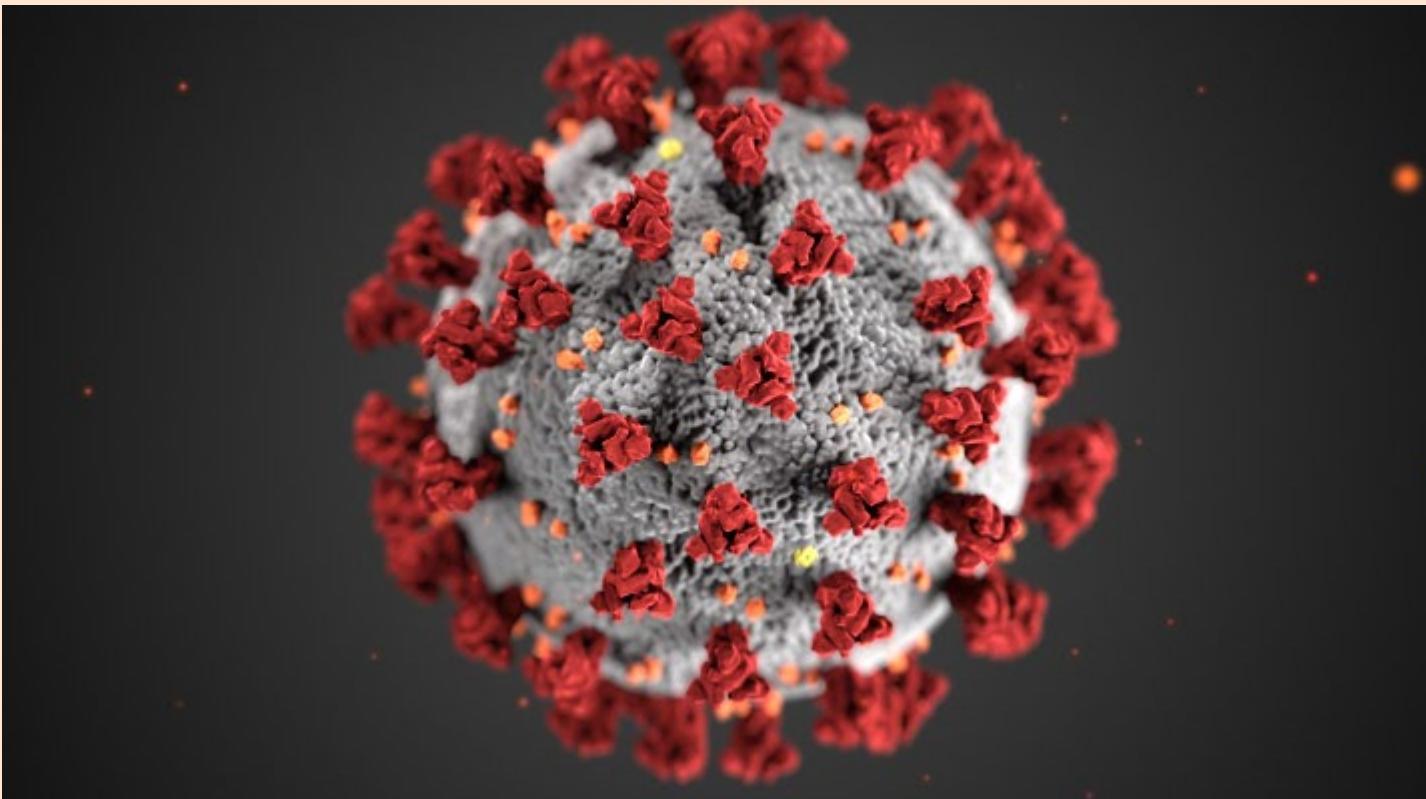


Design Justice

Principles of Survey Design

Why are we doing online surveys?

- Ideally, we'd be in the field but...



Why are we doing online surveys?



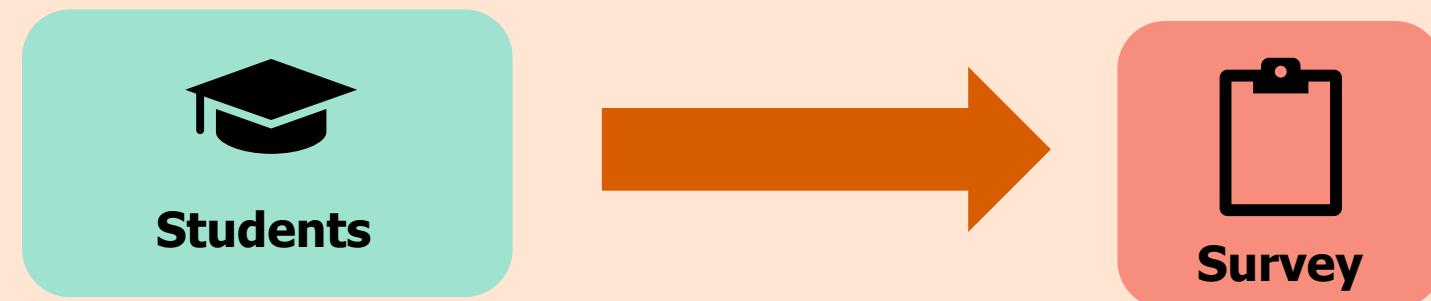
Albert Passes Stopgap Measure to Find Group Projects, Avert Shutdown

Lisa Hagen · 12/11/2020



Reaffirming the group options

Option A: Application Prototyping



Option B: Application Deploying



Community Focused Surveys

Let the community speak for itself.

We should not be making any “conclusions”

Important points

1. Test your survey!
2. We are here to listen and empower **NOT** take information and leave.
3. Acknowledge and try to avoid as much bias as possible
4. Keep it short.

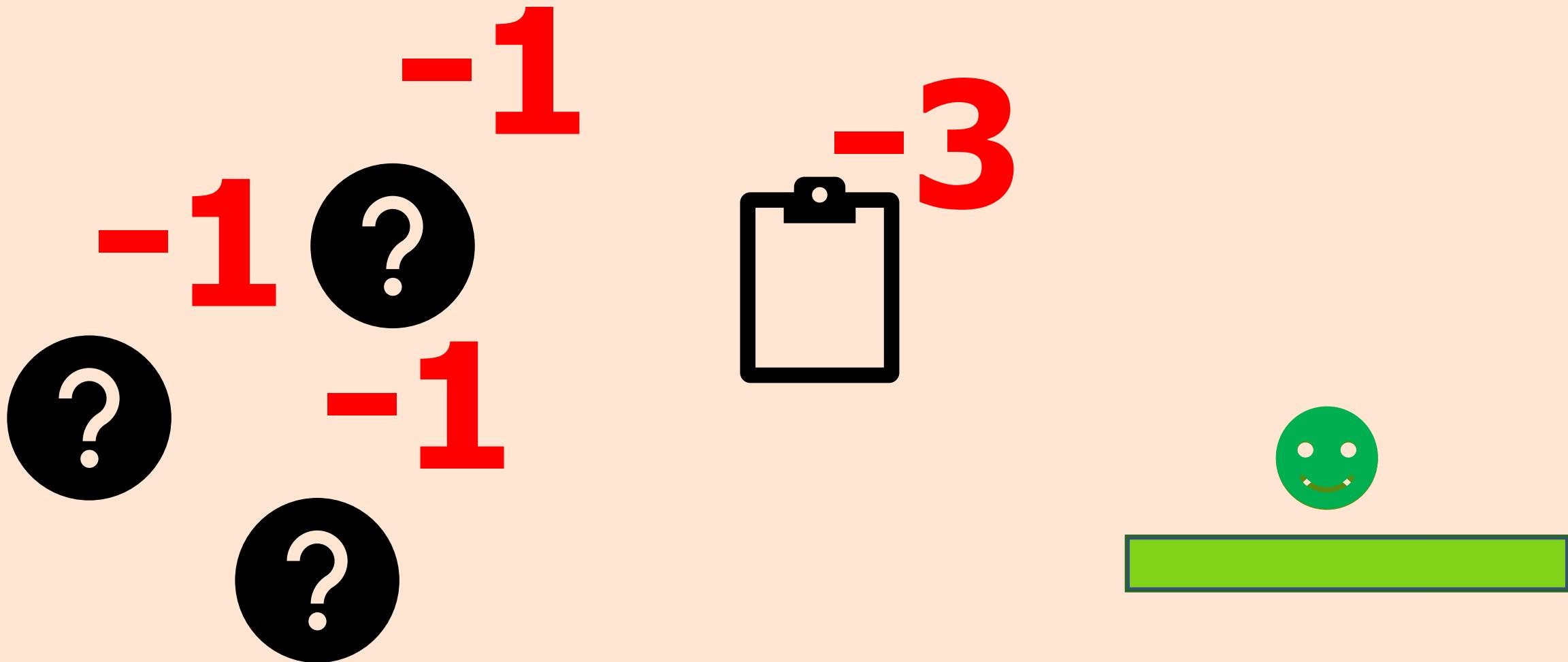
#1 Reason why you should test your survey...

Respecting the community.

Checking for respect

- Each question **MUST** have an important purpose
- If a question is not necessary, **DO NOT** ask it just because it'd be “nice to know”.
- Less is more.
- Each question takes someone’s time
- Each survey contributes to survey fatigue

A note about survey fatigue



A note about survey fatigue

Every time a survey goes out it reduces the chance of future surveying in that same community or group.

So... make it pleasant and meaningful, another chance may not come.

#2 - We are hear 2 listen

How we listen is important

- Access to internet may be limited
- Language barriers
- Dependent on social networking
- All the above could create biased responses

How we listen is important

- Focus on open-ended questions.
- Do not “lead” (i.e. try to get a specific answer) in questions both open-ended and closed.
- If you must include closed-ended, do not have:
 - Tons of options
 - Long options

Example about language barriers



The COVID-19 vaccine is here. And everyone in California will get a turn.

Safe, free, and effective COVID-19 vaccines are now available to everyone age 16 and up. Let's end this pandemic. Check for available appointments and book your vaccination as soon as you can.

Just follow these easy steps:

Answer a few questions, choose a location, then select a date & time.

If no appointments are available in your area, register and we'll notify you when more appointments open up.

Select language

English

Find an appointment

Exhibit A.



City of Los
Angeles

English ▾

Los Angeles COVID-19 Vaccine Registration

Pick your group and book an appointment



Choose your group

Book Appointment

Frequently Asked Questions



Need assistance booking an appointment?
¿Necesita ayuda para reservar una cita?

[Learn More](#)
[Aprende más](#)

PHASES WE'RE CURRENTLY VACCINATING

• Phase 1A ⓘ

• Phase 1B ⓘ

• Health condition or disability ⓘ

Need more information on current vaccine eligibility? [Learn More](#).

Exhibit B.

Palmdale Angeles Adelan

← Urgent Care Map Area

Fillmore Santa Clarita Phelan

Simi Valley Thousand Oaks Burbank Adena

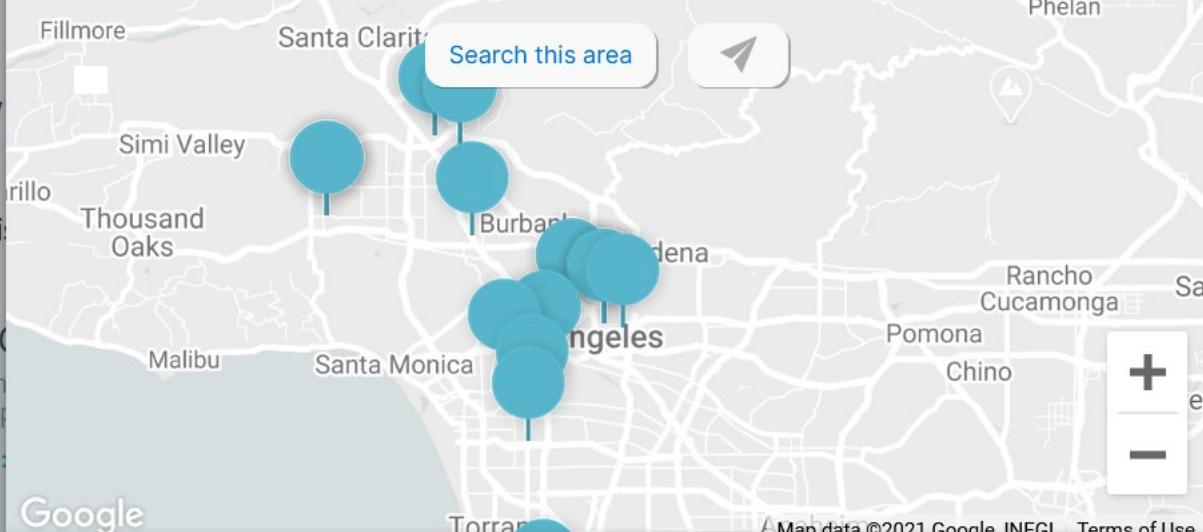
Malibu Santa Monica Rancho Cucamonga Sa

Burton Chino Pomona

Torrance Google Map data ©2021 Google, INEGI Terms of Use

Search this area

+ **-**



1. Cal State LA - Pfizer - Park & Walk - LAFD
5151 State University Dr
Los Angeles, CA 90032
Next: [Tomorrow at 8:30 am](#)



2. Hansen - Janssen J&J (Age 18+) - Drive-Thru - LAFD
10965 Dronfield Ave
Los Angeles, CA 91331





COVID-19 vaccine sites

Find out where to get a vaccine if you're eligible. Keep checking for appointments. New locations will be added as they're available. If you need a second dose, contact the location where you got your first dose. [Learn more.](#)

ⓘ You must be eligible in order to get vaccinated. [See eligibility criteria](#)

Showing 71 results

CVS Store #05131

This site often has Pfizer, the only vaccine available for people age 16 and 17. People under 18 need to be accompanied by a parent or guardian to be vaccinated. Please confirm that they will have Pfizer when you book.

📍 [1900 19th Avenue, San Francisco](#)

🌐 Languages spoken
English

♿ Access
Walk-thru

✓ Appointments available as of April 19, 2021, 3:56 am

[Book an appointment](#)

Or call [800-746-7287](#)

Filters

- Only show sites open to the general public
- Only show sites with confirmed availability
- Wheelchair accessible

Any language

Drive-thru or walk-thru

Apply

Exhibit C.



The COVID-19 vaccine is here. And everyone in California will get a turn.

Safe, free, and effective COVID-19 vaccines are now available to everyone age 16 and up. Let's end this pandemic. Check for available appointments and book your vaccination as soon as you can.

Just follow these easy steps:

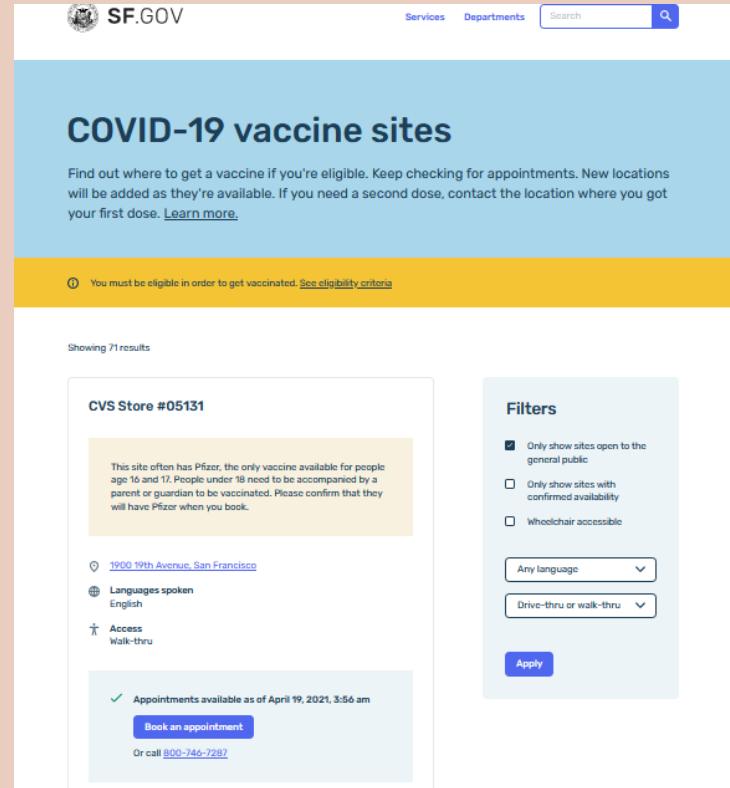
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If no appointments are available in your area, register and we'll notify you when more appointments open up.

Select language

English

Find an appointment



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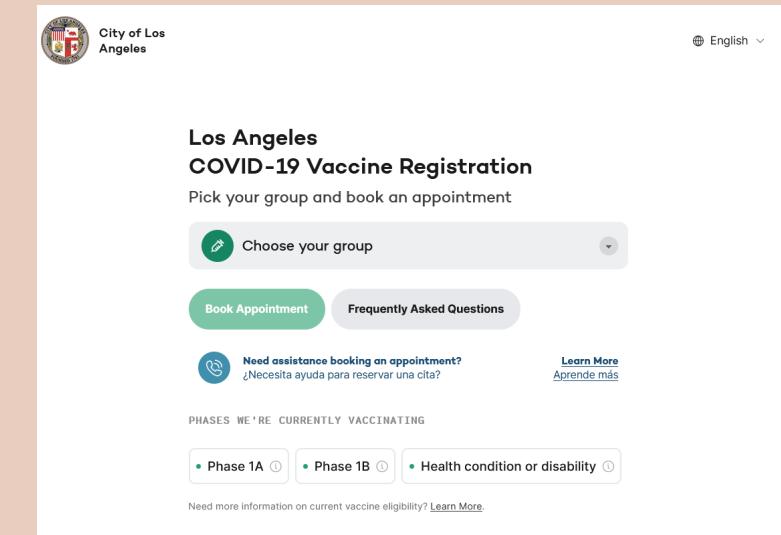
Only show sites with confirmed availability

Wheelchair accessible

Any language

Drive-thru or walk-thru

Apply



City of Los Angeles

English

Los Angeles COVID-19 Vaccine Registration

Pick your group and book an appointment

Choose your group

Book Appointment Frequently Asked Questions

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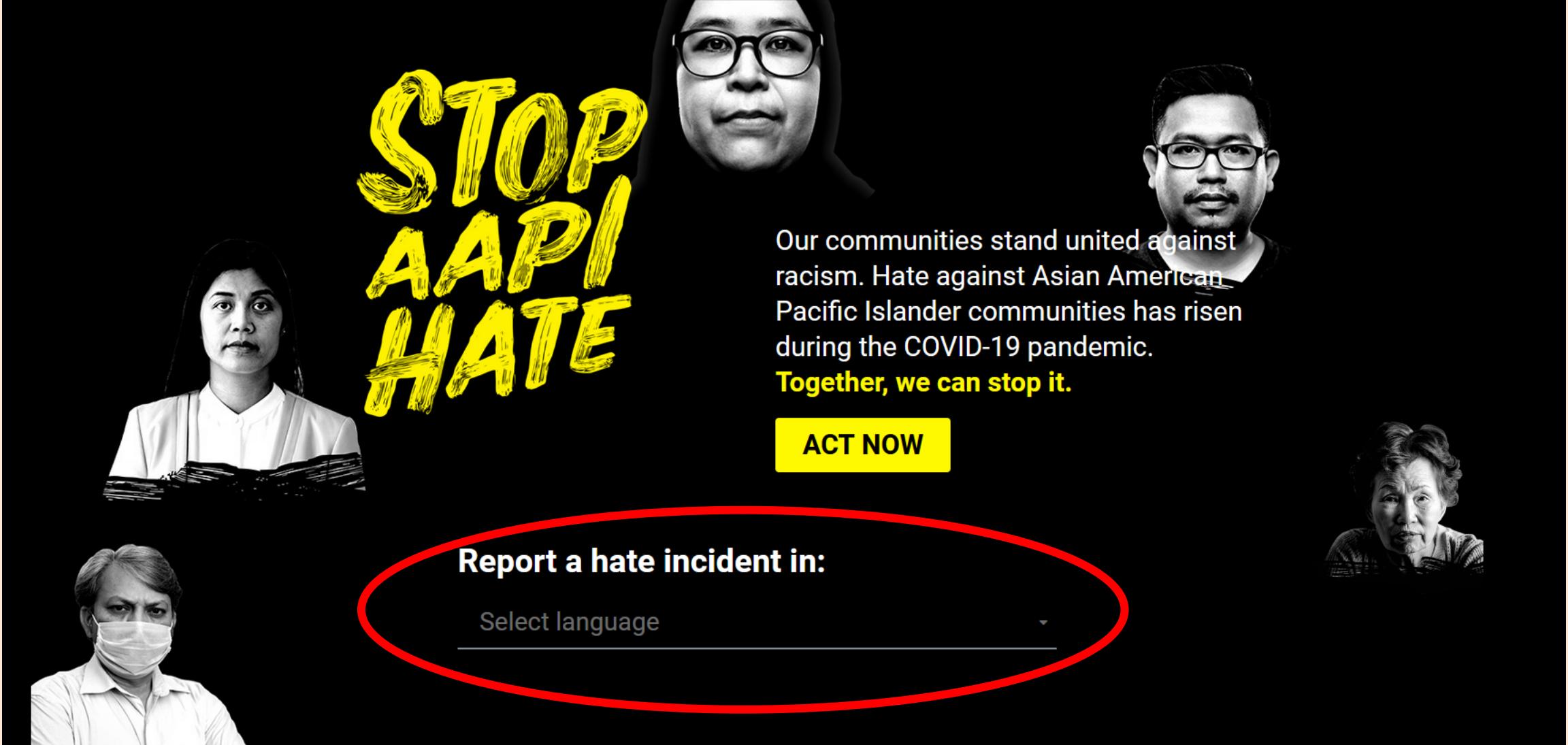
PHASES WE'RE CURRENTLY VACCINATING

Phase 1A Phase 1B Health condition or disability

Need more information on current vaccine eligibility? [Learn More](#).

COVID-19 Vaccination Sites

Doing better



STOP AAPI HATE

Our communities stand united against racism. Hate against Asian American Pacific Islander communities has risen during the COVID-19 pandemic.

Together, we can stop it.

ACT NOW

Report a hate incident in:

Select language

Google Forms vs. Microsoft Forms

아시아계 미국인 증오 범죄 보고서

* Required

사건은 어디 있었습니까 *

Your answer

당신은 아시아입니까? *

아시아 사람

아시아 아님

Other:

언제 발생 했습니까

MM DD YYYY

/ /

<https://forms.gle/JdNNm5vRYWuieaGLA>

아시아계 미국인 증오 범죄 보고서

* 필수

1. 사건은 어디 있었습니까

답변을 입력하세요.

2. 당신은 아시아입니까? *

아시아 사람

아시아 아님

기타

3. 언제 발생 했습니까

M/d/yyyy 형식으로 날짜를 입력하세요.

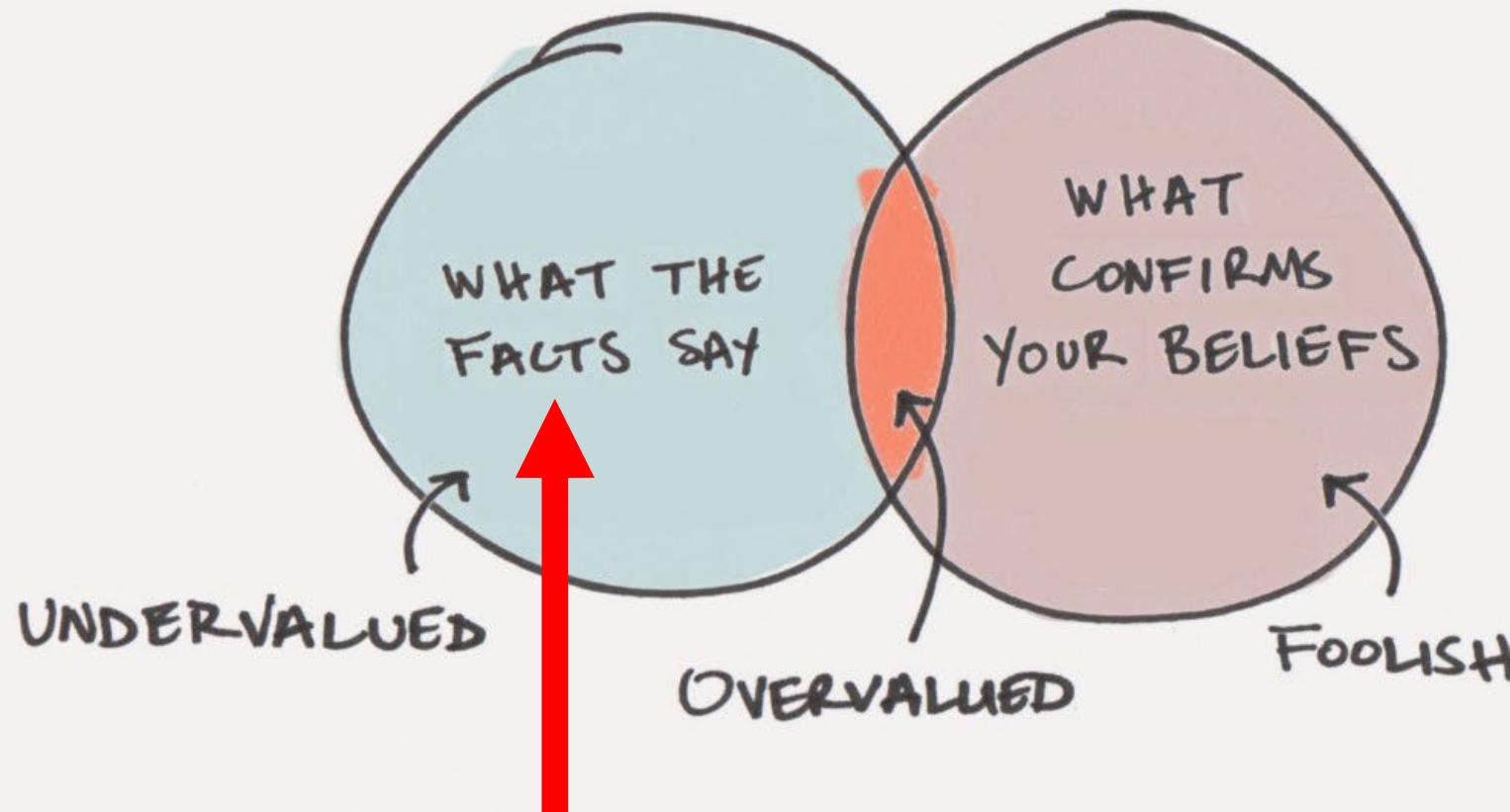


<https://tinyurl.com/5xe5t7h3>

Note: Microsoft Forms is way more complicated to set up.

#3 Minimizing Bias

THE CONFIRMATION BIAS



Warning: Who determines what is factual?

What is bias?

- **Preset notions and values**
- **As humans we are all biased, but we can learn more from people and ourselves when we set aside our own bias and listen.**

Why?

We should challenge our biases because...

- Well, most social problems we are facing come from people assuming (wrong) things.
- As facilitators for social change our job is to break down those barriers.

How?

By minimizing our bias when listening!

Minimizing bias

- **Ask simple questions with simple wording**
- **Never assume people know what you are talking about,**
- **Define terms if you must use them**

#4 Keep it Short

Keep it short 4 you and 4 them

Keeping it short

- **A shorter survey means more space to share their stories as people**
- **Tie each question to who you are looking to empower**
- **If community members can take time to respond, that's where open-ended questions are meaningful.**

Final Takeaways of Survey Design

Be respectful.

Where is this?



S.F. billionaire funds controversial plan to create surveillance camera network in Castro



Steve Rubenstein

May 2, 2021 5:11 p.m.



Additional security cameras could be installed in the Castro district as part of a controversial crime-fighting proposal.

Yalonda M. James / The Chronicle 2020

<https://www.sfchronicle.com/local/article/Proposal-to-add-more-cameras-in-S-F-s-Castro-16139770.php>

Is that being respectful?

ⓘ Start presenting to display the poll results on this slide.

Designing for Social Change



And now for something completely different

Reminder about ethics



No right answer!!!



But... personally, I agree with Socrates:

“The unexamined life is not worth living.” i.e. Keep asking questions!

My Thinking Cap

Personally, I believe that **technology** and **society** are **holistic** and **cannot** be reduced to either **technological determinism** or **social determinism**.

We should constantly evaluate how **society** and **technology** are **connected** and need to affect each other in a balanced way.

Right now, it is imbalanced, so we have **social** issues we need to address.

Let's **Link** ethics and action together



Bridge of E-Idin-thics



Bridge of E-Idin-thics

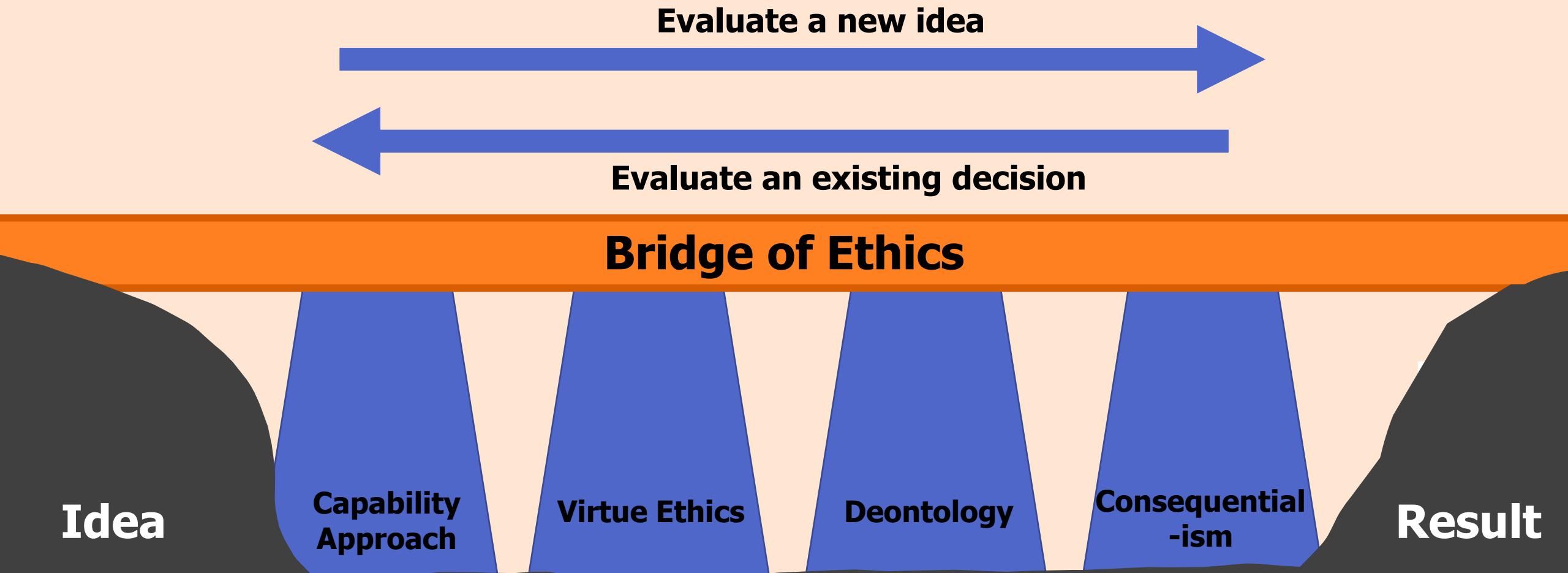
C.A.

V.E.

D

C

Bridge of Ethics for Web Design



Consequentialism

“The ends justify the means”

- What are the consequences of your decision?
- Do they improve the common good of those affected?

Deontology

“Every time you do something, do the thing every person should do in the same situation.”

- What norms and expectations are you establishing?
- Are you upholding your duties of care?

Virtue Ethics

“Are you living a good life true to yourself by doing this action?”

- What type of person do you become in the process?

Capability Approach

“What is the actual capability for a person to achieve their own well-being?

- What world are you building for the end-user?
- What capabilities are you granting or enabling?

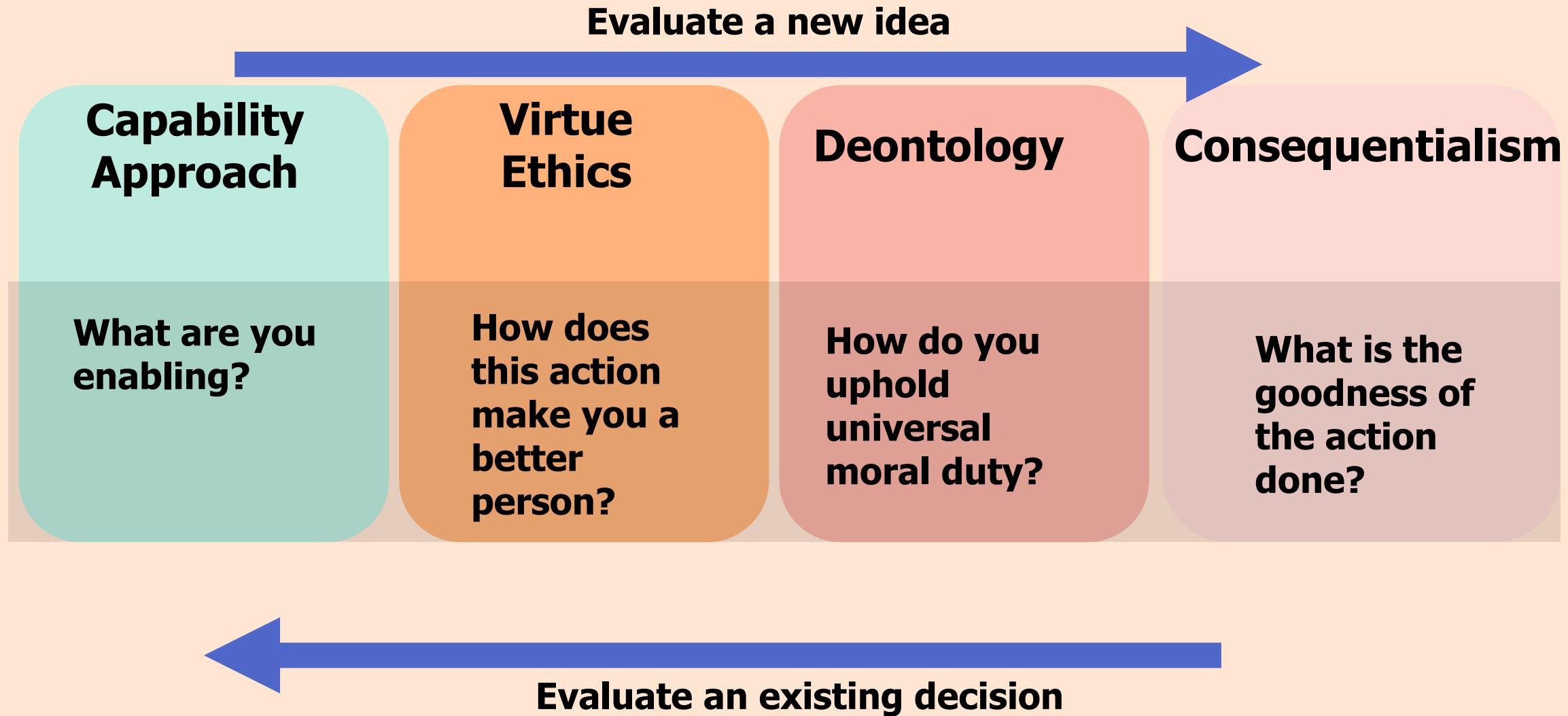
Utilitarianism

“Do the benefits outweigh the costs?”

Utilitarianism

Consequentialism

Summary:



Design Justice

DESIGN
JUSTICE



COMMUNITY-LED PRACTICES
TO BUILD THE WORLDS WE NEED

SASHA COSTANZA-CHOCK

What is Design Justice

**Design should be led by marginalized communities
and that aims explicitly to challenge,
rather than reproduce, structural inequalities**

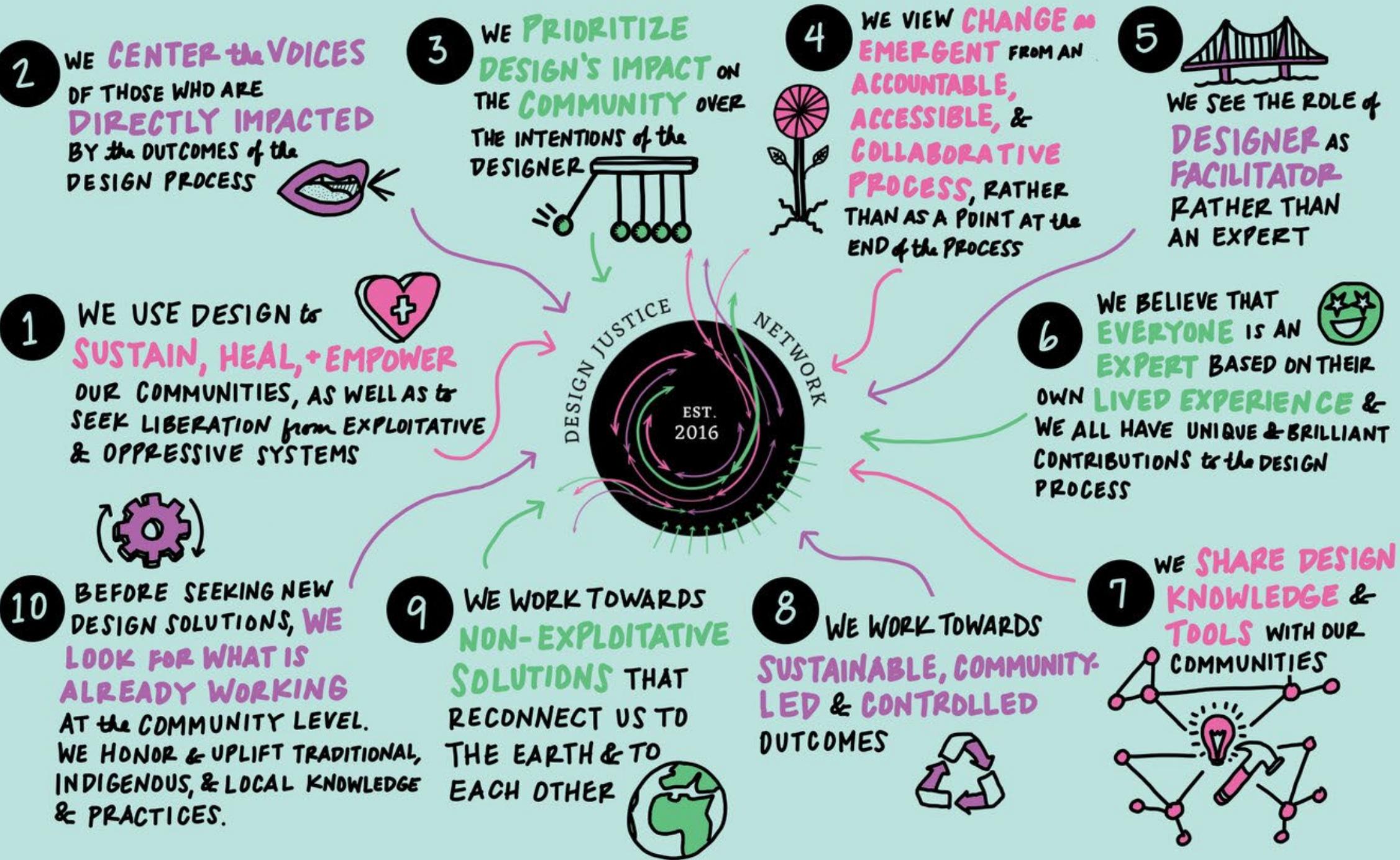
Design Justice

The collage consists of five distinct panels:

- ANALYZING DESIGN NARRATIVES:** A Venn diagram with three overlapping circles. The top circle contains the text "Who participated in the design process?". The bottom-left circle contains "Who benefited from the design?". The bottom-right circle contains "Who was harmed by the design?".
- DESIGN JUSTICE WORKSHOP ACTIVITIES:** A black banner with white text listing activities for a workshop, including group analysis of Detroit stories and individual responses to prompts about design justice.
- DETROIT DIGITAL JUSTICE COALITION DISCO TECH:** A graphic featuring the number 4 in a red circle, the word "DISCOTECH" in large purple letters, and various categories like "ELECTRONICS", "INTERNET", "MEDIA", "COMMUNITY", and "PUBLIC POLICY" around it.
- We ALL Belong Here We Will DEFEND each other:** A painting of three diverse women holding hands, with the text above them.
- NO TECH for ICE:** An illustration showing a person holding a power cord, a figure labeled "ICE" running away, and a group of people holding a banner that reads "NOTHING ABOUT US WITHOUT US". Below this is a diagram of a body being scanned by a machine with "Scan" and "Clear" buttons.

<https://design-justice.pubpub.org/pub/ev26fjji/release/1>

PRINCIPLES & FRAMEWORK

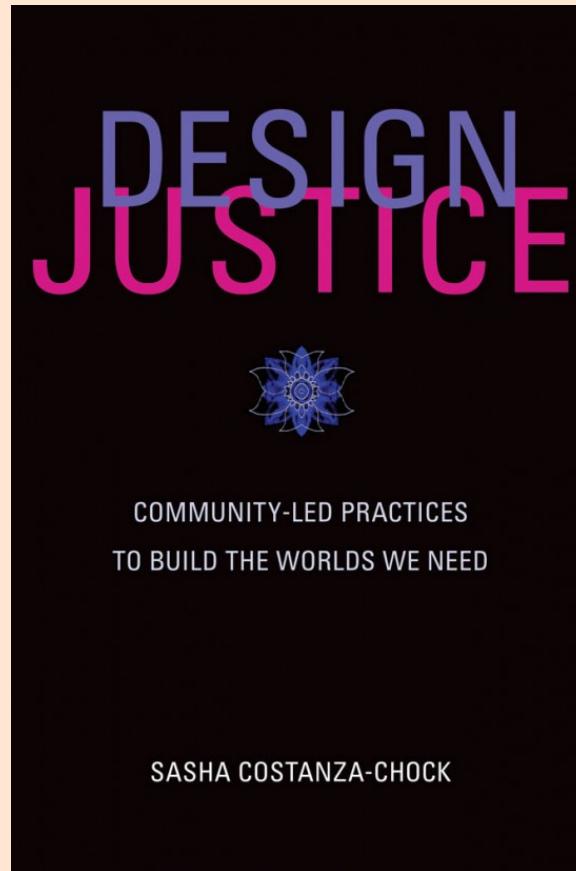


For more information



<https://designjustice.org/>

For more information



<https://design-justice.pubpub.org/pub/ev26fjji/release/1>

Group Exercise

1. Join a breakout room with someone not from your group and copy this Google Doc:

https://docs.google.com/document/d/1uU_5Zc6SvQAV6VUg1GH_36alHVBTbDmmR2o5BYd5Chk/edit?usp=sharing

2. Person A:
 - Introduces their topic (1 min. – 2 mins)
 - Shares some potential questions (5 mins)
3. Person B: The other person takes notes about ethical considerations and potential biases
4. Person B shares their thoughts with Person A
5. Swap Roles

Group Exercise (Time permitting)

- Share your findings with your Final Project group**

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