



(Survey) Design and Ethics

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

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Week4

 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

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

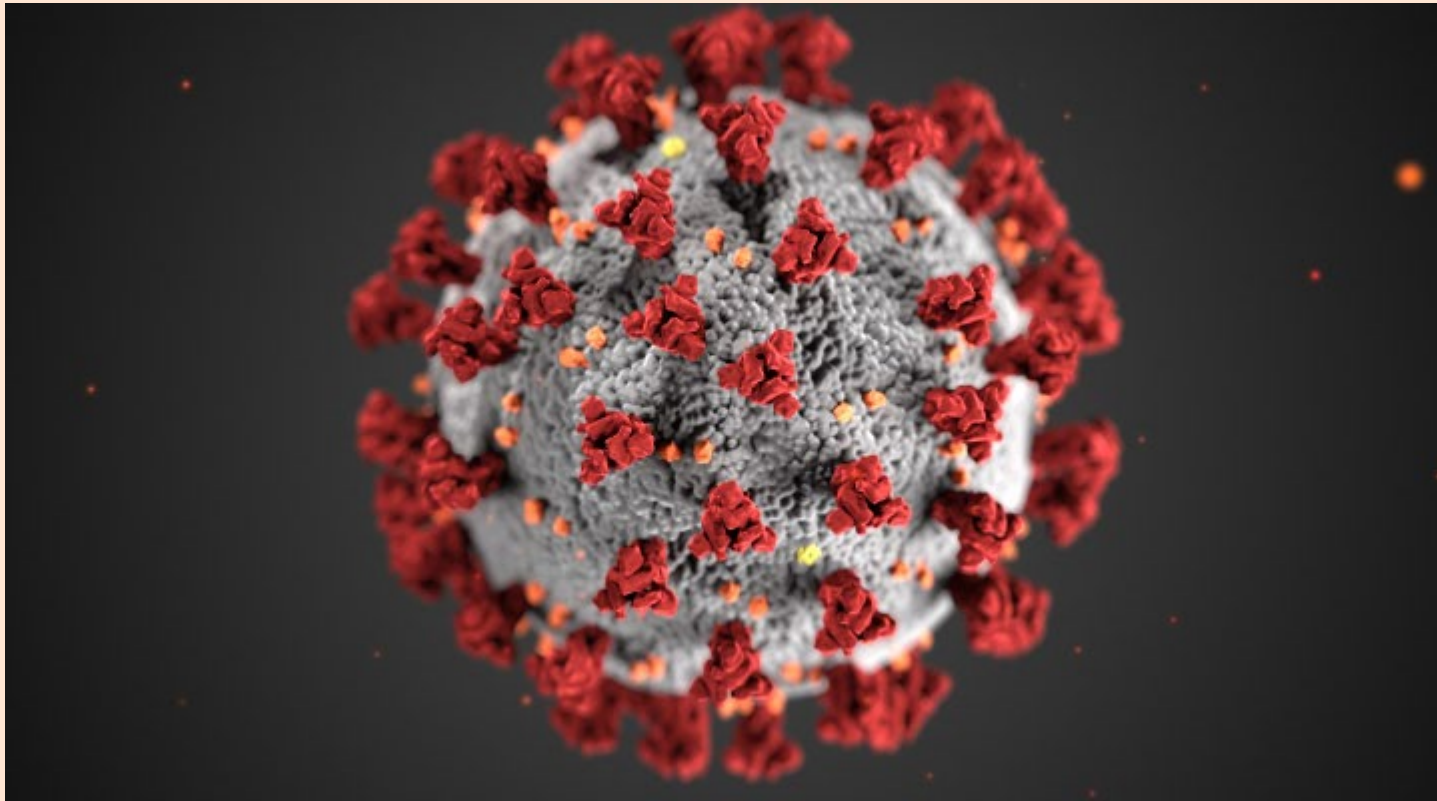


Design Justice

Principles of Survey Design

Why are we doing online surveys?

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



Why are we doing online surveys?



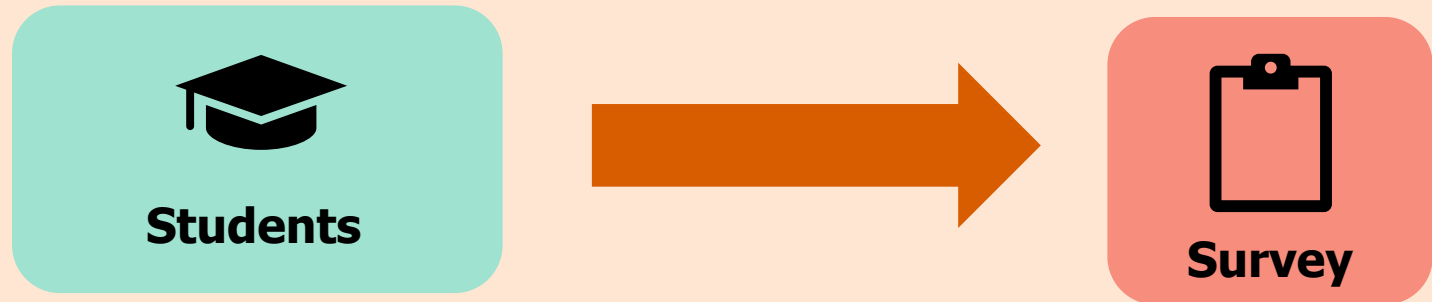
Albert Passes Stopgap Measure to Find Group Projects, Avert Shutdown

Lisa Hagen · 12/11/2020

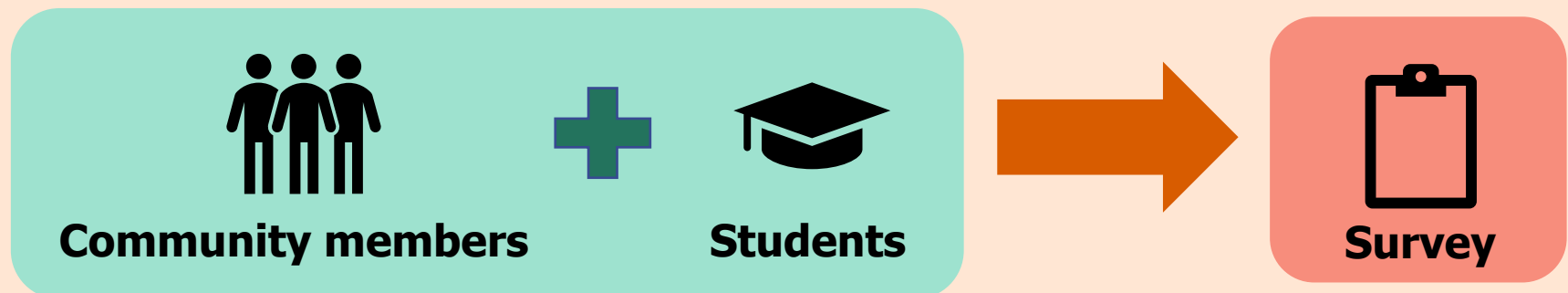


Reaffirming the group options

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.

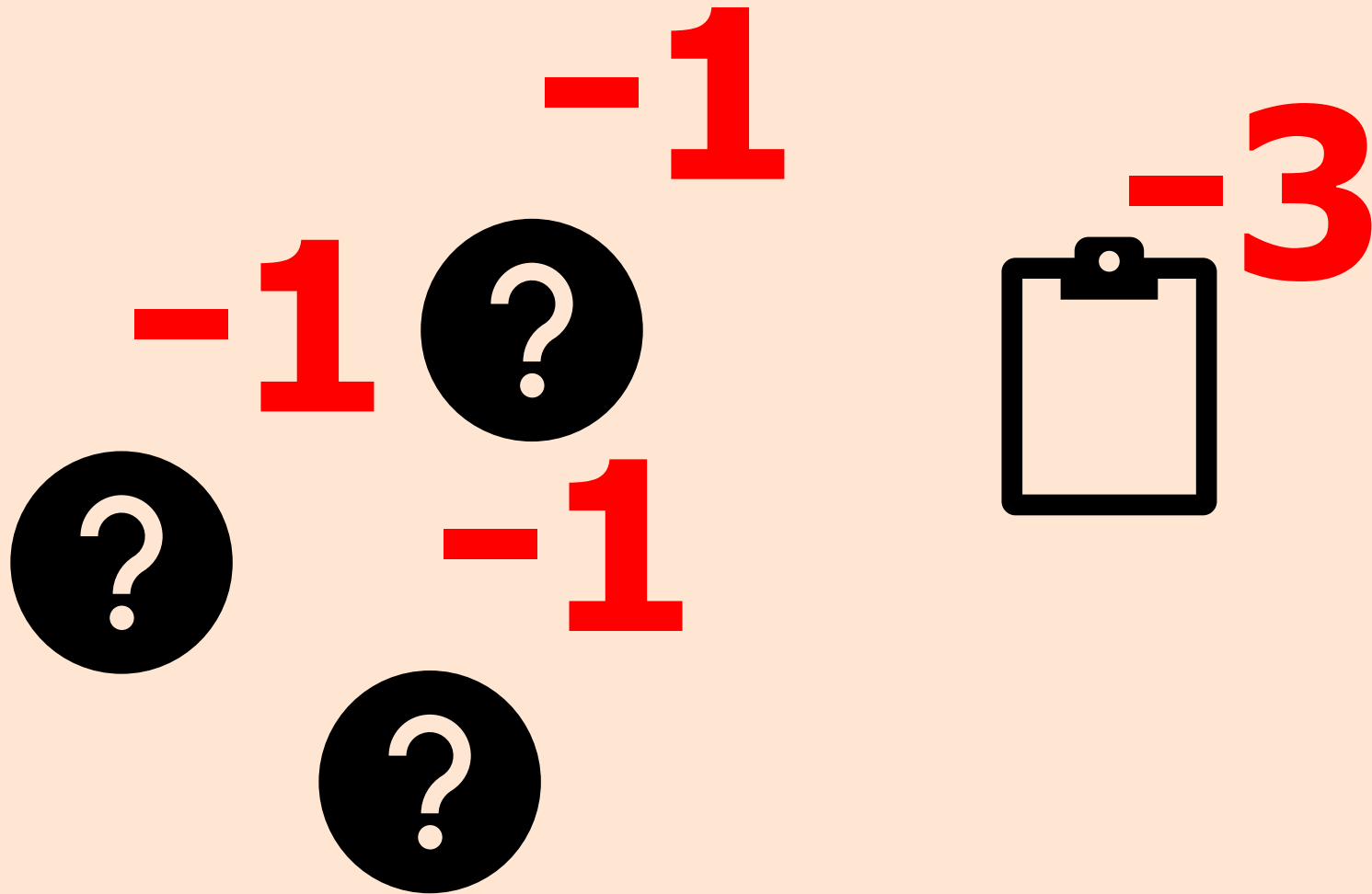
#1 Reason why you should test your survey...

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 to contributes to survey fatigue

A note about survey fatigue



A note about survey fatigue

Every time a survey that 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 ⓘ

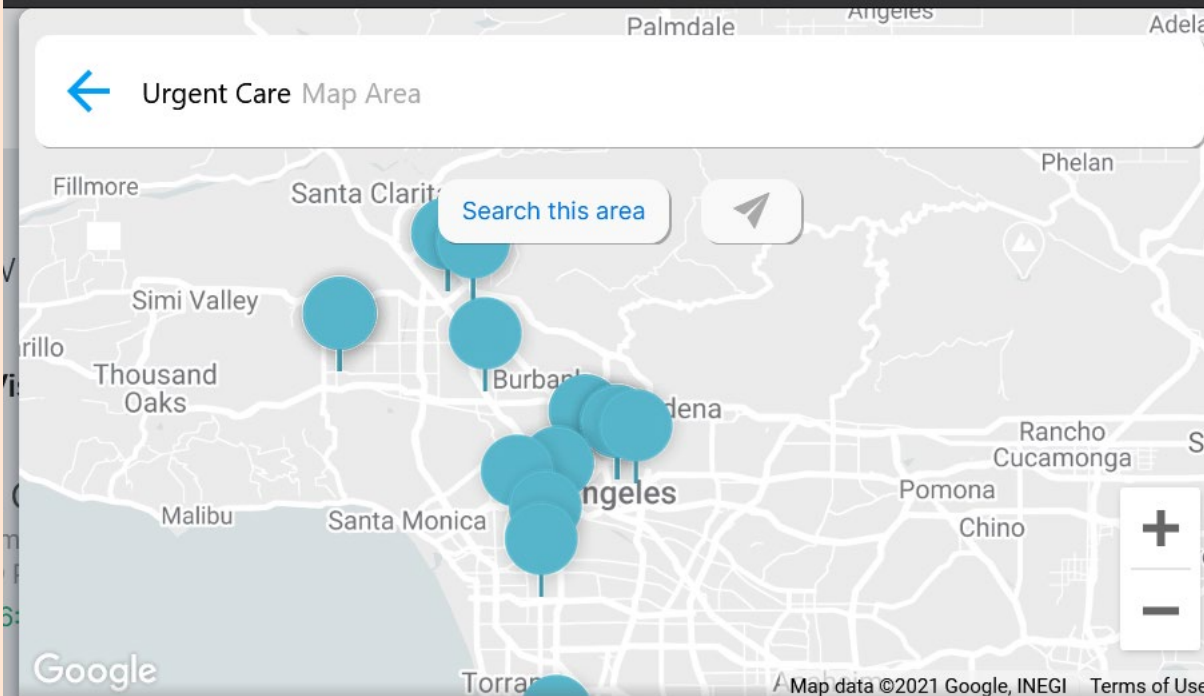
• Health condition or disability ⓘ

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

Exhibit B.


← Urgent Care Map Area

Search this area



Google


Map data ©2021 Google, INEGI Terms of Use



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.

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Select language

English

Find an appointment



Services Departments Search

COVID-19 vaccine sites

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City of Los Angeles

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Los Angeles COVID-19 Vaccine Registration

Pick your group and book an appointment

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Book Appointment Frequently Asked Questions

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PHASES WE'RE CURRENTLY VACCINATING

Phase 1A

Phase 1B

Health condition or disability


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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

/ /

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.



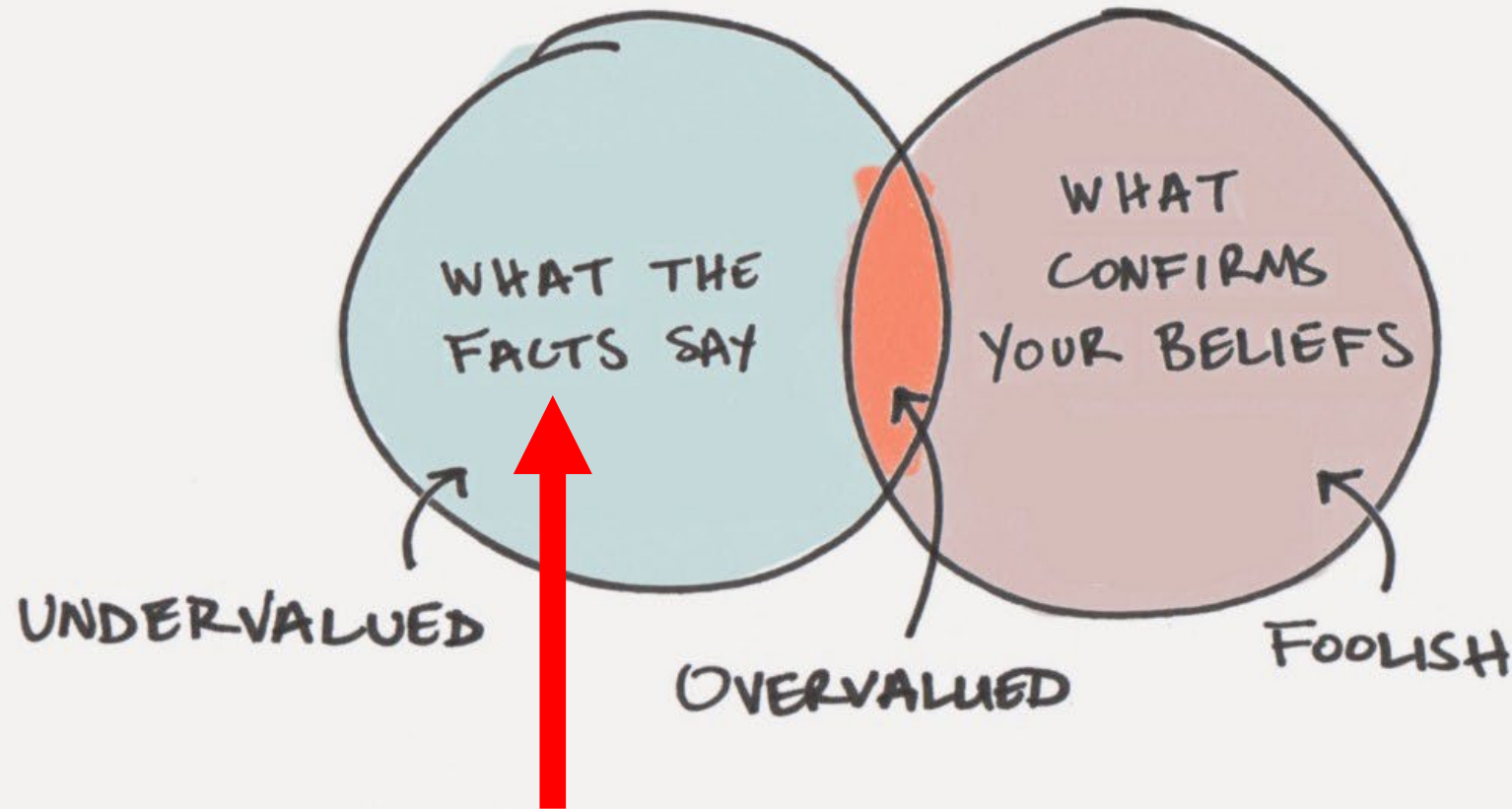
<https://forms.gle/JdNNm5vRYWuieaGLA>

<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

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Is that being respectful?

 Start presenting to display the poll results on this slide.

Designing for Social Change

A man in a tuxedo and bow tie stands behind a dark podium. On the podium are a bottle of water, a glass, and a rotary telephone. The background is dark and out of focus.

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.

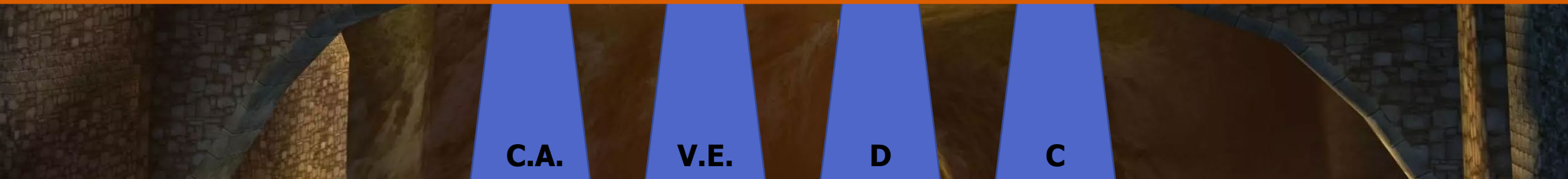
Let's **Link** **ethics** and **action** together



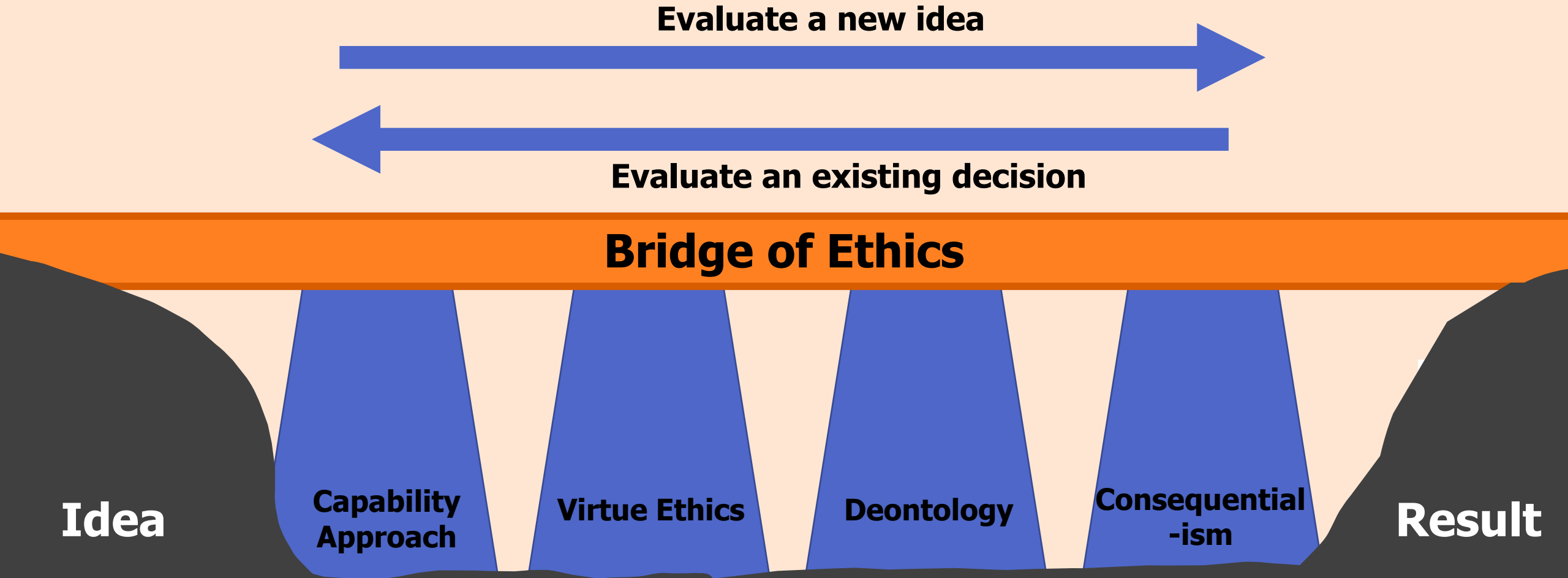
Bridge of E-Idin-thics



Bridge of E-Idin-thics



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?”

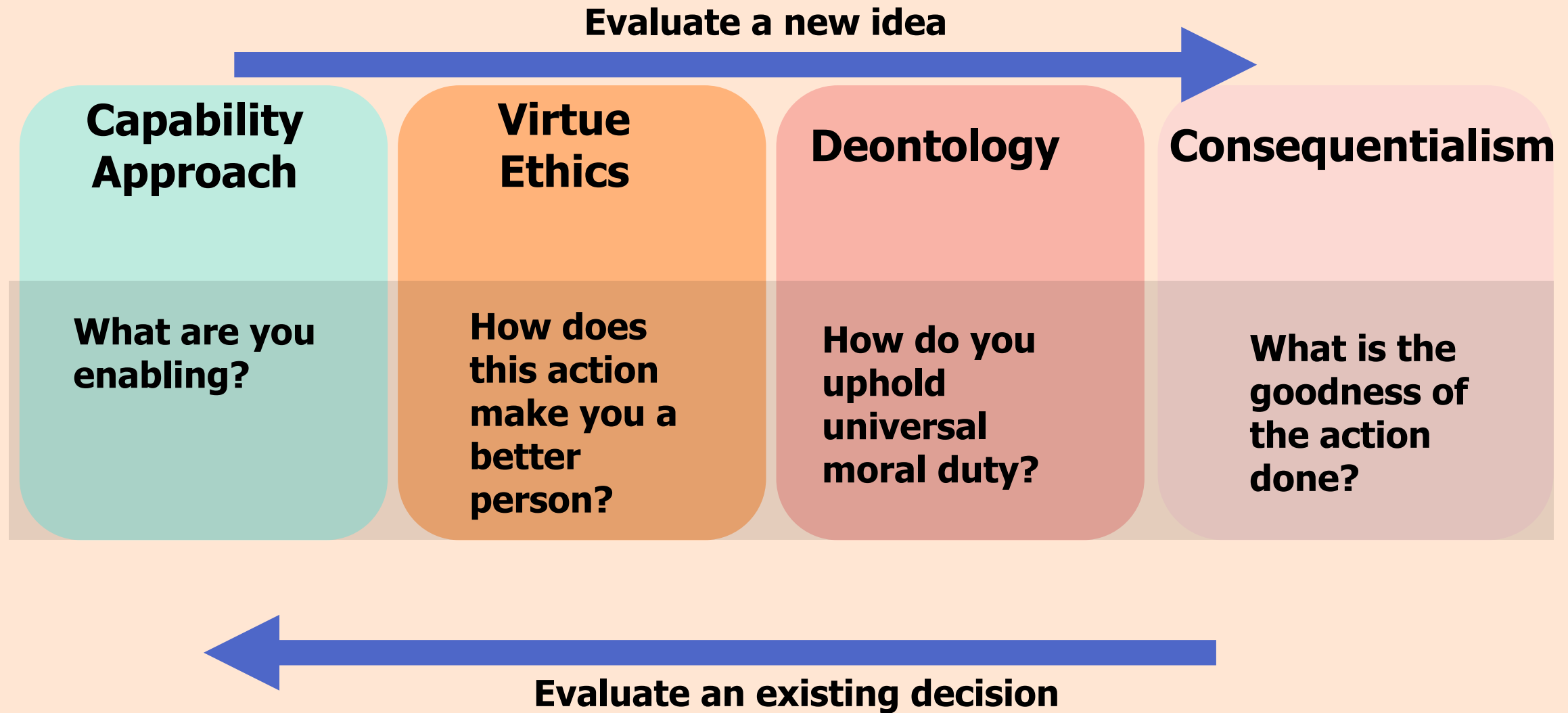


The diagram consists of two nested rectangles. The outer rectangle is dark blue and contains the word 'Consequentialism' at the bottom left. The inner rectangle is light blue and is centered within the dark blue rectangle, containing the word 'Utilitarianism' in the center. This visualizes Utilitarianism as a specific form of Consequentialism.

Utilitarianism

Consequentialism

Summary:



Design Justice

DESIGN JUSTICE



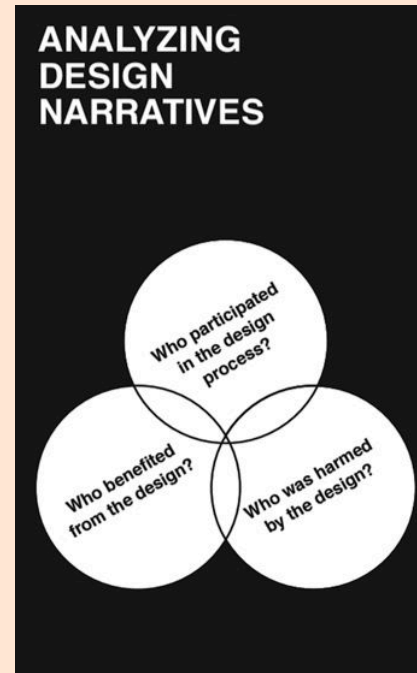
COMMUNITY-LED PRACTICES
TO BUILD THE WORLDS WE NEED

SASHA COSTANZA-CHOCK

What is Design Justice

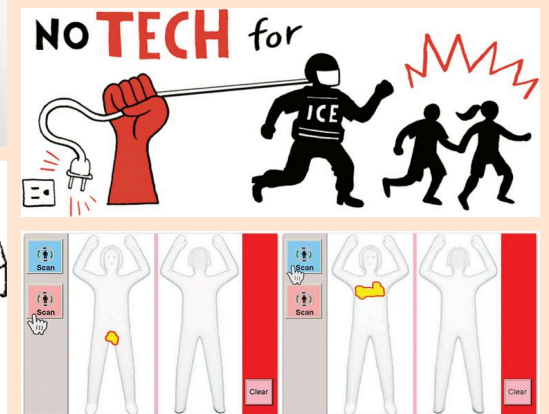
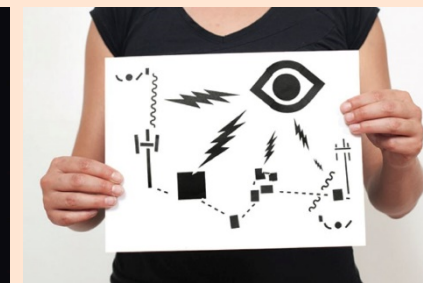
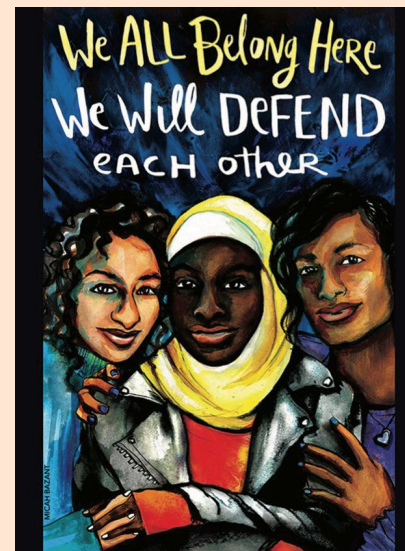
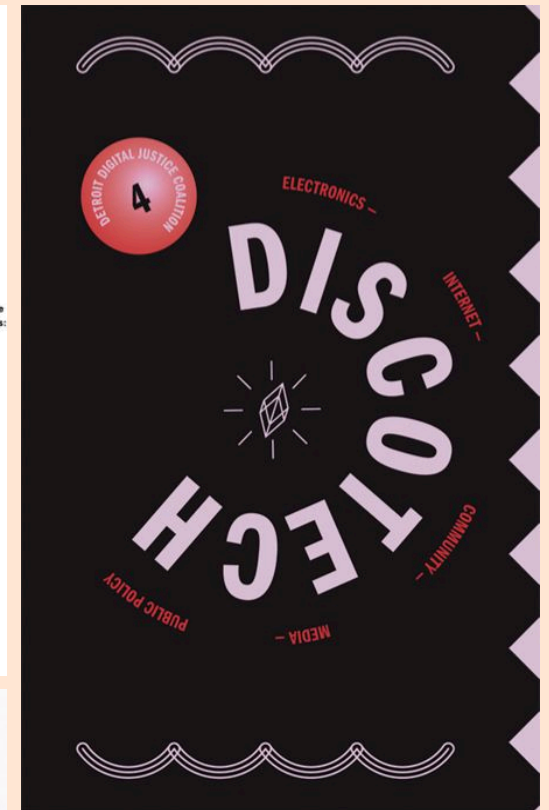
**Design should be led by marginalized communities
and that aims explicitly to challenge,
rather than reproduce, structural inequalities**

Design Justice



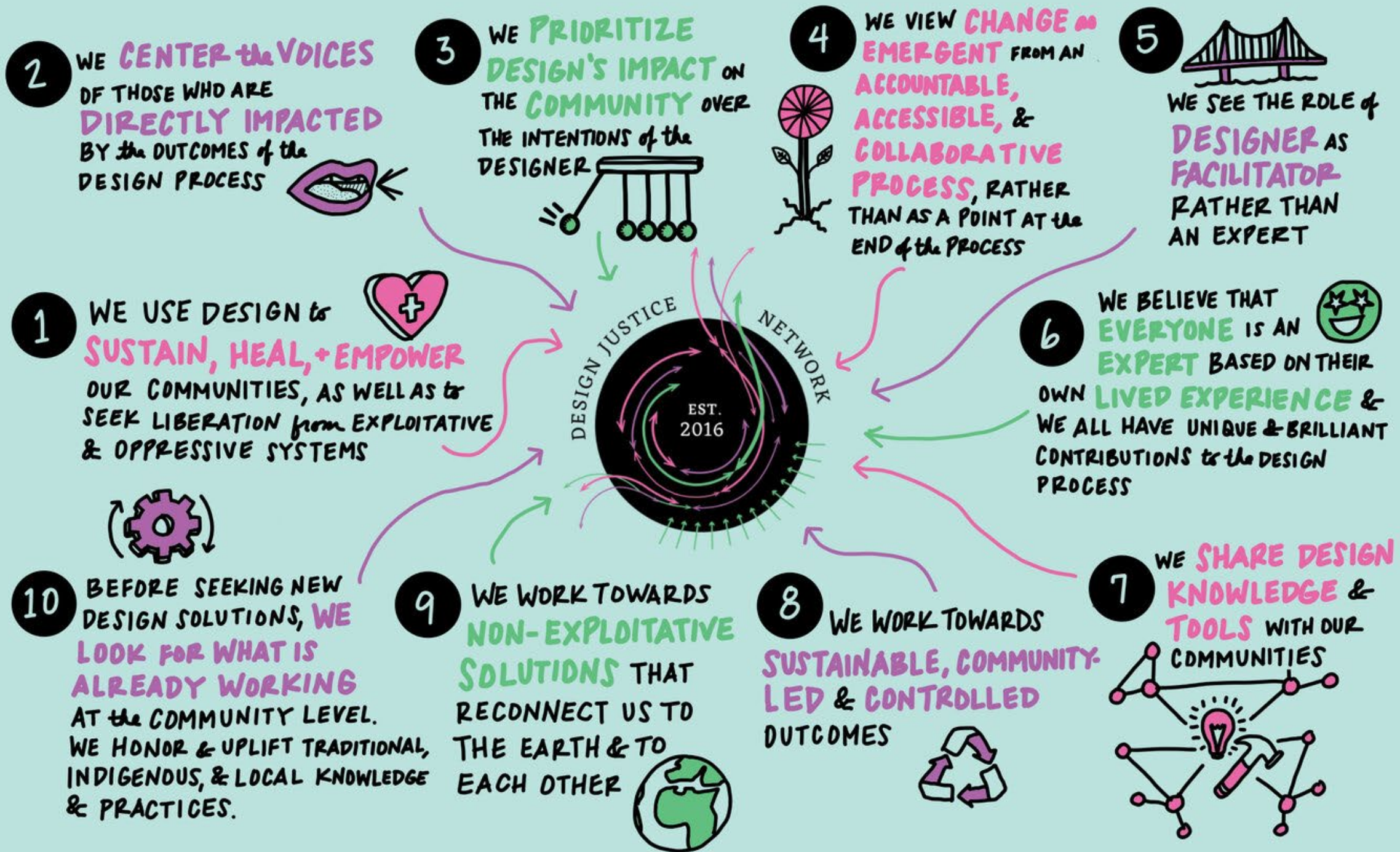
DESIGN JUSTICE WORKSHOP ACTIVITIES

1. In groups, look at three Detroit "design for change" stories:
a) DETROIT FUTURE CITY <https://vimeo.com/96930973>
b) SHINOLA <http://www.bloomberg.com/news/videos/b/05125438-2cf9-4784-a515-30549ee39d97>
c) EMPWR coat <http://www.empowermentplan.org>
2. Recorded the "characters" in the story in a Venn diagram to understand:
a) Who is involved in the design process?
b) Who is harmed?
c) Who benefits?
3. Look at the design process:
Define the problem
a) Research
b) Creative
c) Develop & produce
d) Deliver & distribute
e) Evaluate
4. Each group redesigned one part of the process by responding to these prompts:
a) Who should participate?
b) What are they motivated by?
c) What do they have to offer?
d) What methods could be used?
5. Individually or collaboratively, responded to these prompts:
a) Design justice is...
b) We do this by...



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

FRAMEWORK & PRINCIPLES

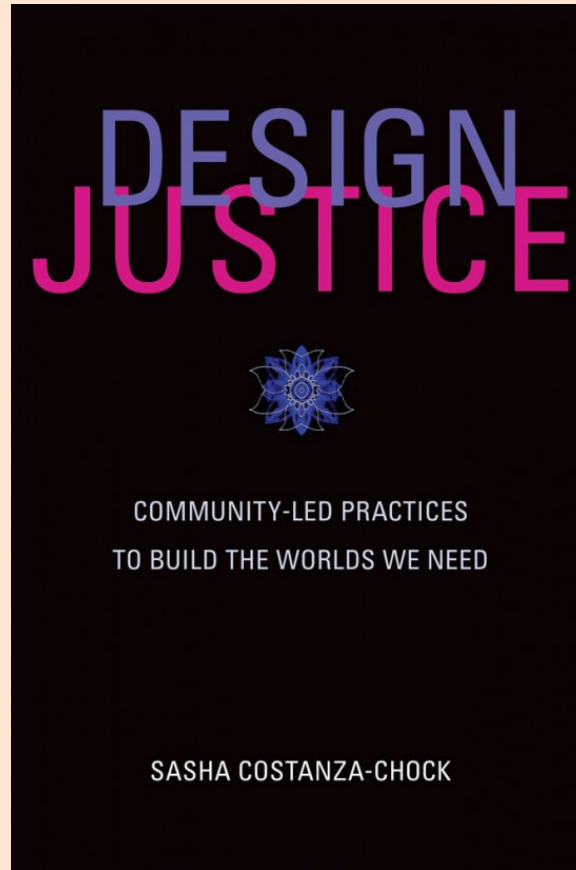


For more information



<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**

Assignments

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