

Activity 7.1 – Learning Highlights

Ethical Frameworks:

- **Deontological Ethics:** This approach is all about doing the right thing because it's the right thing, not because of what might happen.
- **Utilitarian Ethics:** This one's focused on getting the best out of a situation. In tech, it means making design choices that benefit the most people.
- **Virtue Ethics:** It's about who you are as a designer. Are you honest, empathetic, and responsible? If you have these virtues, your design decisions will naturally reflect care for the users and society as a whole.

Core Ethical Ideas:

- **Beneficence:** Design things that truly help users and make their lives easier or better.
- **Non-maleficence:** Don't create or do the bad things that could harm people.
- **Autonomy:** Let users control their own data and understand what they're agreeing to when they use an app.
- **Justice:** Make sure the app treats everyone fairly and doesn't have any biases.

How to Address These Ethical Issues?

- **Privacy by Design:** Build privacy right into the app from the start. Make sure data collection is kept to a minimum, and that users know what they're agreeing to.
- **Algorithmic Fairness:** Test your algorithms to make sure they aren't biased. It's important to use diverse data so your app treats everyone fairly and equally.

Strengths and Challenges: Each ethical approach has pros and cons. Deontological ethics gives clear rules but can be inflexible. Utilitarian ethics is flexible, though it's tricky to figure out what's best for everyone. Virtue ethics focuses on character but can be subjective. The real challenge is balancing these to make the best design choices.