Value Sensitive Design Assignment #2 (submit with your final project)  
[General]  
**1. Briefly describe the website you are building (its purpose/functionality/etc.)**

This website is a community-based movie aggregation website. Users can see the latest movies, search for older movies, leave comments on movies, and see a film’s likes/dislikes. This will help potential viewers to get an idea of whether a movie is worth seeing or not.

**2. What problem is your website meant to solve? (If your website wasn’t intended to solve a   
problem, instead answer the following: what problem or problems could a website like   
yours solve?)**

This website can help users decide what movies they want to see next. There’s useful metrics such as likes, dislikes, favorites, comments which can help undecided viewers make an informed decision about which movie to watch next.

**3. Identify the stakeholders (direct and indirect) whose interests are relevant to your   
website.**

Users get to benefit from looking up information about upcoming movies (and what other people thought about said movie). Movie companies could benefit from seeing the data collected from users; if a movie seems popular with users, it could be beneficial to make a sequel.

**4. What values are at stake for these stakeholders?**

Users might not be happy with some personal information being given away (ie privacy). Movie companies might get a bad reputation for using user data (ie positive reputation).

**5. Is your website likely to undermine or compromise any of these values? Which ones, for   
which stakeholders, and how?**

Yes. Our website will collect user aggregate data (violates privacy), but this data is fairly innocuous, in that it does not contain any personal information. Our website will sell this data to third-parties (hurts reputation), but since this is aggregate data, it shouldn’t make anyone companies worried about acquiring a reputation as a data thief.

**6. Which values does your website promote, for which stakeholders, and how?**

Our website is open about which information is tracked. This hopefully helps users feel as if their privacy is being respected.

**7. What counts as “success” for the website you are building? Given the relevant   
problem(s), stakeholders, and values that are at play, why is this account of success   
reasonable?**

Success for community-based websites means lots of users, lots of user interaction, and thus lots of user data. A movie website with no likes/dislikes on it’s movies doesn’t provide any utility to any users looking for information on a movie, nor does it provide utility to third parties interested in knowing about people’s tastes in movies.

**8. How does the broader social context surrounding your website affect the likelihood it will   
succeed?**

There are a lot of other community-based movie aggregation websites. This makes it difficult to build a community because people tend to be attracted to websites which already have a community. No one wants to join a website where they are the only one there.

[Privacy]  
**9. What user data will you have access to, and what might this data reveal about its   
subjects?**

We will have access to a user’s comments, likes, dislikes, favorite movies, and bio. This data could reveal which types of movies a viewer is likely to want to see next, which would help benefit targeted advertisers. If a user “likes” or “favorites” a lot of animation films, it would be a good idea to advertise Pixar’s next movie to them.

**10. What values are relevant to your website’s privacy policy? (Note that the relevant values   
will depend in part on the kind of website you are building).**

This website values transparency and openness with the user. When a user first shows up to a website, they are introduced to our privacy policy, which informs them that users likes, dislikes, favorites, comments will be used to better serve their interests. Their personal profile information like username, password, bio will NOT be sold to other third parties.

**11. Describe how you took the relevant values into account in writing your privacy policy   
(e.g. what decisions and tradeoffs were made, and why).**

Because our website’s utility comes from having lots of aggregated data, we inform all users that likes, dislikes, comments, favorites will be tracked. The benefits of doing this are that all our other users get a better experience by seeing what other users are thinking about a movie. Another benefit is that this aggregated data can be sold to third parties. The tradeoff is that users may not like that data being tracked. Overall, the benefit to other users and to third parties makes storing the likes, dislikes, comments, favorites a worthwhile investment.

[Autonomy]  
**12. In what ways might your user interface “nudge” users? Analyze a minimum of 3 features.**

* Our homepage contains the most recent/popular movies. This encourages our users to check those movies out over older ones. Coincidentally, metrics for the most recent movies are the types of metrics that third parties would care most about.
* Some features are disabled for anonymous users. This encourages users to sign up.
* We put the ratings of each movie on the front, so users don’t need to navigate to the movie details page to see what a movie is rated. This bias users to navigate to movies with higher ratings, even if the movie would otherwise be something they might be interested in.

**13. Do any of these constitute “dark patterns”? For each previously identified feature, explain   
why it does or does not.**

I'd argue that none of these constitute dark patterns. Having our homepage contain the most recent/popular movies is a reasonable choice because many people who look up movies are interested in movies that are new and in theatres right now. Making users sign up for accounts in order to access certain features (such as favorites) makes sense since you'll need an account to track which movies "you" have liked.Without an account, it would be difficult to know who "you" is. Finally, having the movie's ratings be on the front will most likely be seen as a helpful feature, since users usually want to see movies with very good reviews.