The Ethics of Visualization

Values: The principles or standards or habits with respect to right or wrong in conduct

Morals: The social principles, goals, or standards held or accepted by an individual, class, society, etc.

Ethics: The principles of conduct governing an individual or a profession. The standards of social or professional behavior.

(Webster's New World College Dictionary, 4th edition.)

Top-down Types of Ethics:

Kantian
- Always treat persons as ends-in-themselves and never merely as means to your ends.
- The right moral rules are those which people would freely choose to have govern them.
- A maxim is **universalizable** if and only if you could effectively achieve your goal by acting on it in a world where everyone else was pursuing the same goal by acting similarly in similar circumstances

Utilitarian
- The purpose of morality is to make the world a better place.
- Morality is about producing good consequences, not having good intentions
- We should do whatever will bring the most benefit to all of humanity.

Intuitionism
- You just know what is right and what is wrong
- The Golden Rule
- http://www.committeeforthegoldenrule.org

Versions of The Golden Rule in Different Religions
(This doesn't have a direct bearing on what we are discussing today,
but I thought it was interesting…)

BUDDHIST: Hurt not others in ways that you would find hurtful.

CHRISTIAN: All things whatsoever ye would that men should do to you, do ye even so to them.

CONFUCIAN: Do not unto others what you would not have them do unto you.

HINDU: This is the sum of duty; do naught unto others which if done to thee would cause thee pain.

ISLAMIC: No one of you is a believer until he desires for his brother that which he desires for himself.

JAIN: In happiness and suffering, in joy and grief, we should regard all creatures as we regard our own self.

JEWISH: Whatever thou hatest thyself, that do not to another.

SIKH: As thou deemest thyself, so deem others.

TAOIST: Regard your neighbor's gain as your own gain, and your neighbor's loss as your own loss.

ZOROASTRIAN: That nature alone is good which refrains from doing unto another whatsoever is not good for itself.

Bottom-Up Ethics:

Case Study
- Create rows of traits.
- Put really bad behavior on one side
- Put really good behavior on the other side
- Take a situation and mark where it falls in each row

Visualization

BAD   **GOOD**

Hides assumptions used to create...Makes assumptions clear

Filters or removes artifacts without telling .... Makes artifact handling clear

Presents information as exact

No scale or units shown

Deceptive

Inaccurate

Hard to Understand

Biased

Presenter selects views and parameters

Incomplete