## <u>Motivation Matrix</u>

https://www.designethically.com/motivation-matrix

How would the motivations listed below influence someone's perspective while they respond to concerns with the tutorial?

## Instructions

In each role-quadrant below, paste YELLOW sticky notes describing what a person in that role might be feeling, thinking, saying, or doing due to each of the 6 motivations.

For each yellow sticky, paste BLACK sticky notes with ideas for how an Al Ethics process might address the concerns or meet the needs.

Data scientist	Product Manager  Reward people for
Incentive	Incentive  I get rewarded for "delivering" features Anything that slows that down is bad  Make sure the process is as efficient as possible
Achievement	Achievement  Culture change: Focus on quality more than dates
Social acceptance	Social acceptance  My friends and family know I lead this product. I don't want them to see stories in the news about the product being unethical or unfair.  Find a way to highlight ethical Al our company produces
Fear	Fear  I'm a good person; I don't want to be called unethical be called unethical is blame-free  Create a process that is blame-free
Power	Power  I lead this product and don't want to lose control    Design the process to give product owners control over how the process unfolds
Crowdb	This experience is a good learning  Crowth