

IT AND ETHICS

**A philosophical view on how "things", technology,
influence human acquiring of knowledge
- what designer's should do in accordance**

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THE VIEW

To study technology in terms of the relations between human beings and technological artifacts, focusing on the various ways in which technologies help to shape relations between human beings and the world

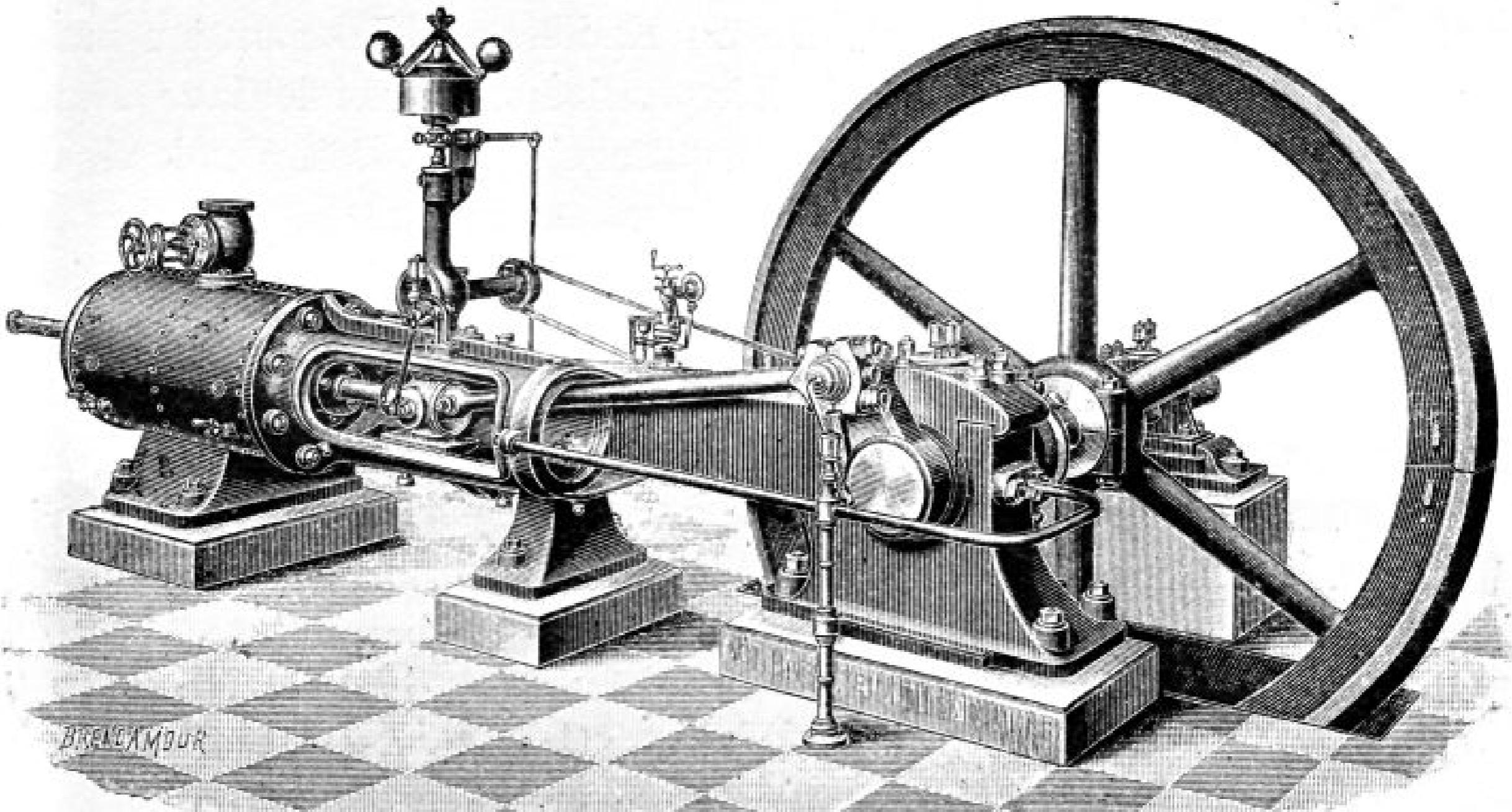
A MACROVIEW

A satellite image of the Northern Hemisphere, showing a vast expanse of clouds over the oceans and continents. The image captures various weather systems, from large, organized cyclones to smaller, more scattered cloud clusters. Landmasses are visible as green and brown patches, with the Arctic region showing significant cloud cover. The overall scene conveys a sense of the scale and complexity of Earth's atmospheric patterns.

**Gun's don't kill
people. People
kill people**



Instrumentalists
Technology is neutral



Substantivists

Technology is an independent power, that can alter culture drastically



Western
wayfinding



Inuit
wayfinding



Postphenomenological view

Both perspectives assume, that technologies can be spoken about as independent of the human beings that engage with it and the culture in which it functions.



A MICROVIEW



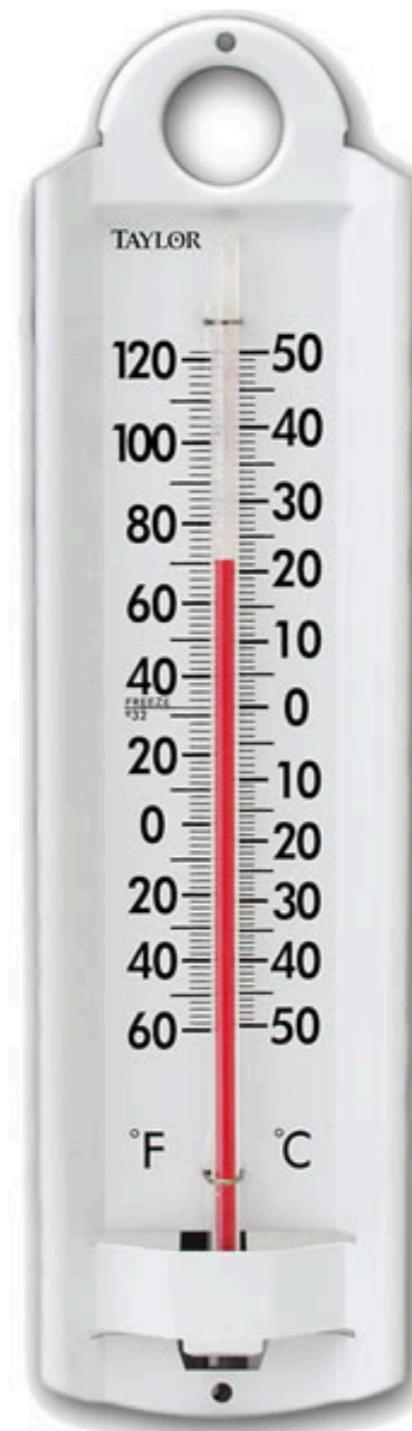
Following philosopher John Ihde

**3 main types of ways to describe the interrelation
between human beings and the world through
technology**

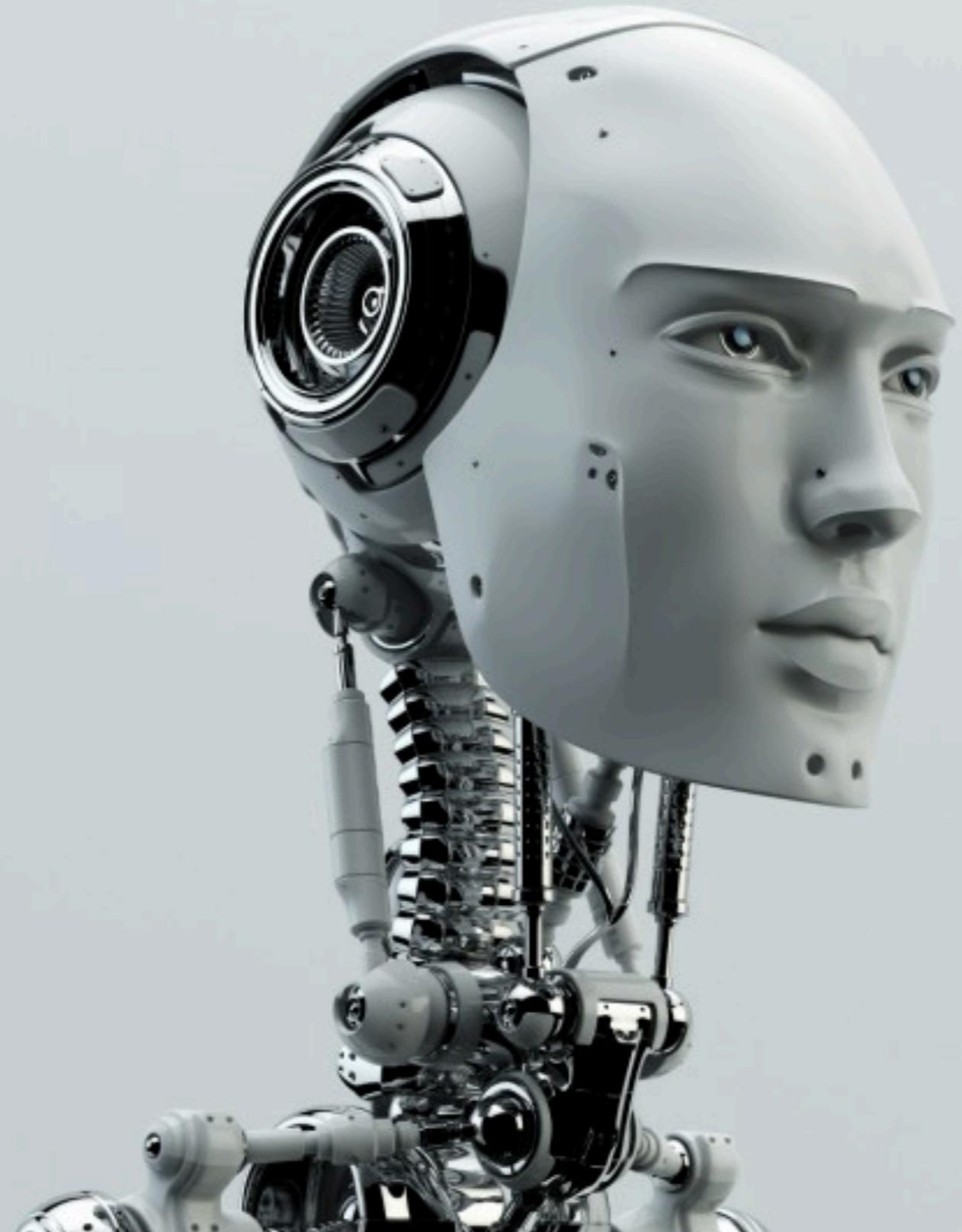
Embodiment



Hermeneutical (interpretation)



Mediation



Alterity



Background



Subject/object as mutually interwoven

Technology provides specific forms of
access to reality

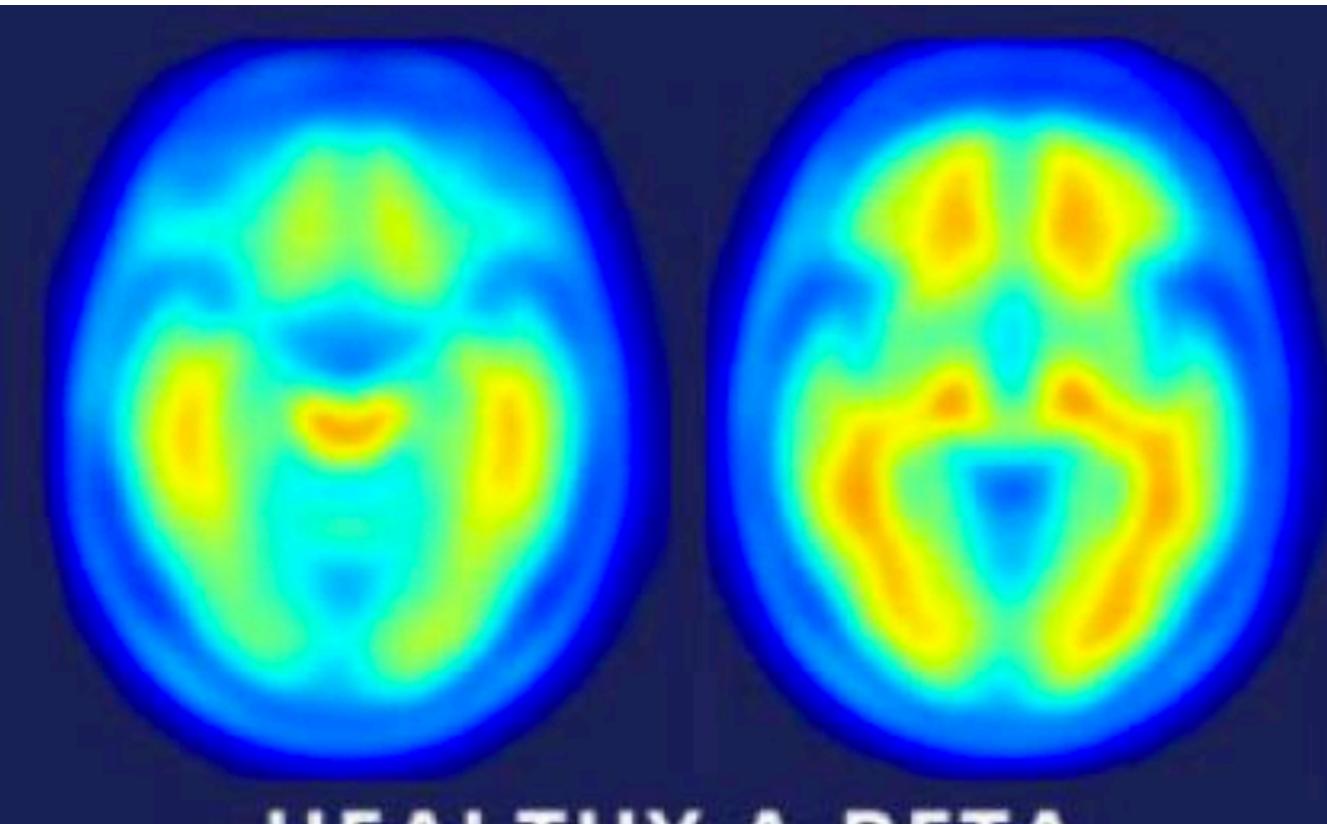
I perceive the world differently
with and without glasses



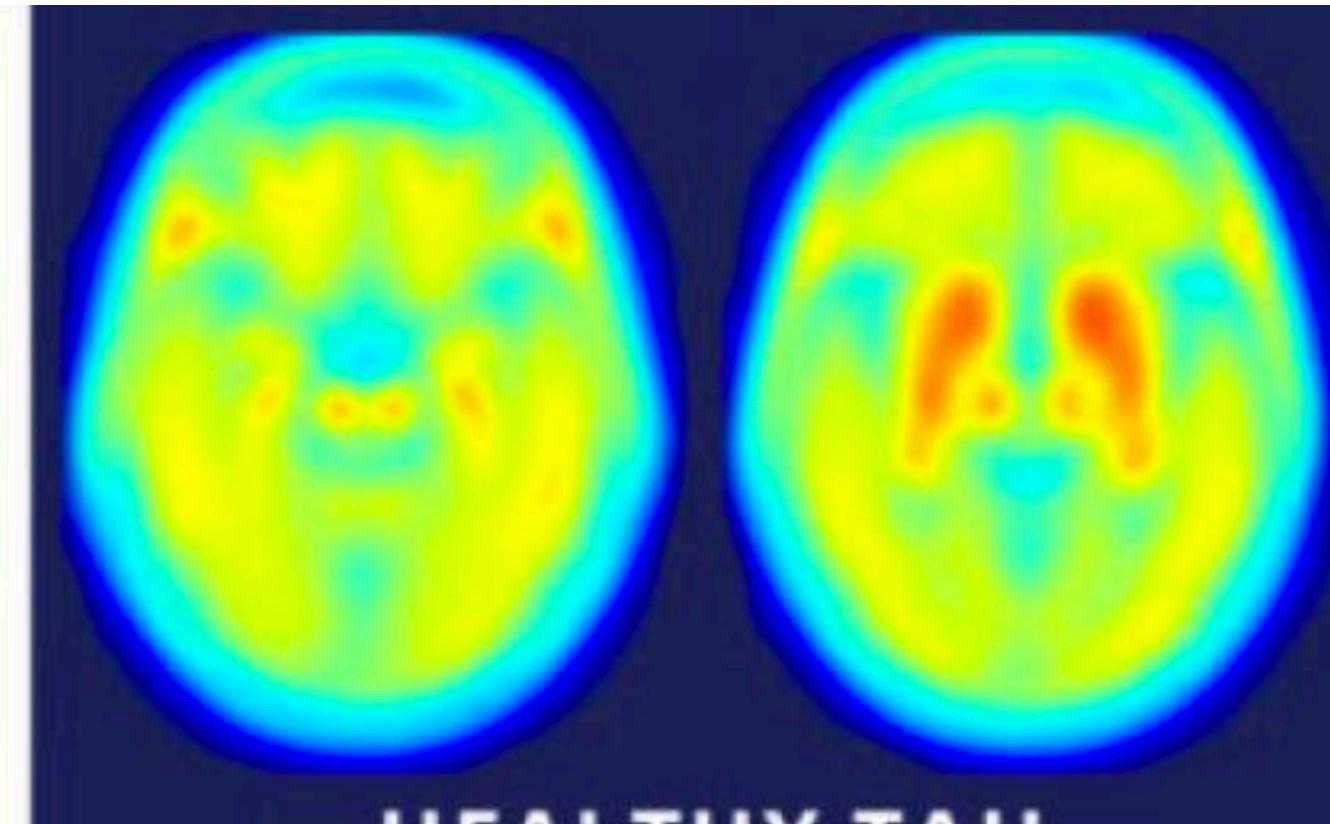
Artefacts mediate

Mediation cannot be regarded as a mediation “between” subject and object. They mutually constitute each other

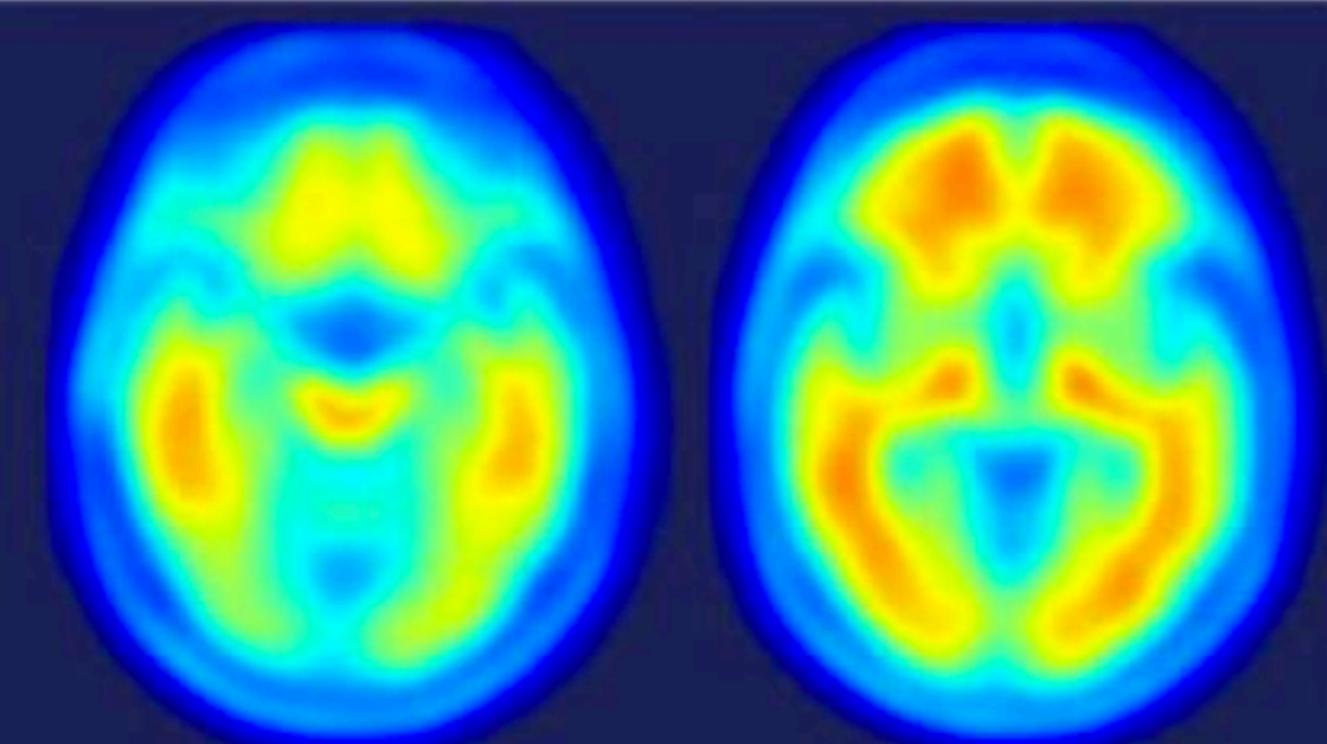
Mediation **coshapes** subjectivity and objectivity.
Mediation always strengthens specific aspects of reality perceived and weakens others.



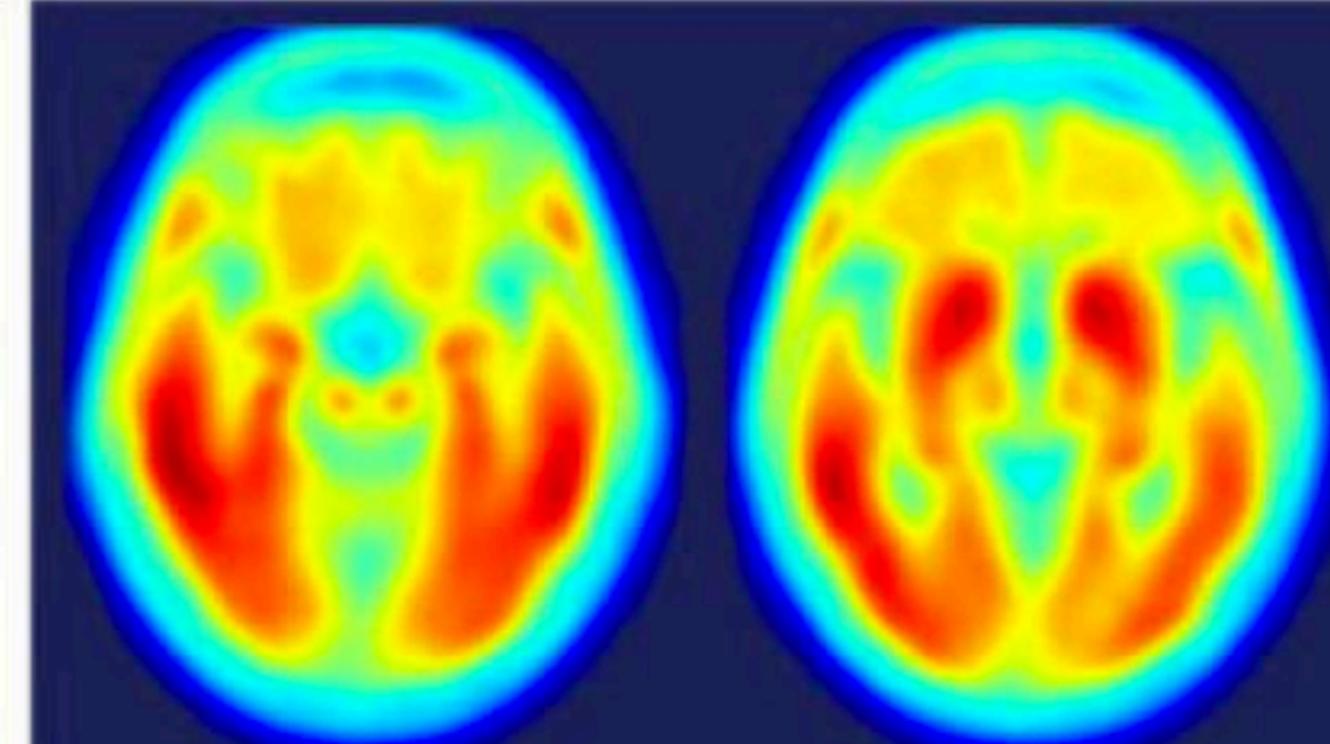
HEALTHY A-BETA



HEALTHY TAU



ALZHEIMER'S A-BETA



ALZHEIMER'S TAU

New Scientist

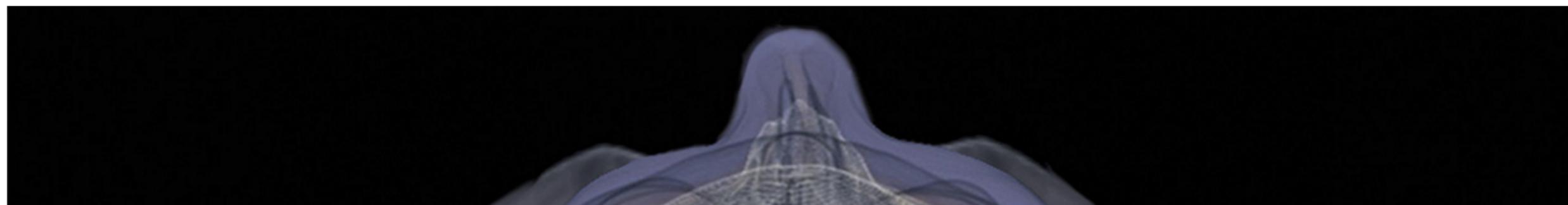
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BRAIN SCANNER 18 July 2016

Thousands of fMRI brain studies in doubt due to software flaws

Brain Scanner is **Simon Oxenham**'s weekly column that sifts the pseudoscience from the neuroscience



SO WHAT
SHOULD
DESIGNERS DO?

Material aesthetics

When things are used, people take up a relation to the world that these things, thanks to their "handiness", coshape.

The meaning of aesthetics in design then comes to include not just style and beauty, but also the relations between people and products, and the way in which products coshape the **relation between humans and the world**



**Design ethics requires
that artefacts be treated
as members of the moral
community conceived as the
community in which morality
assumes a shape**

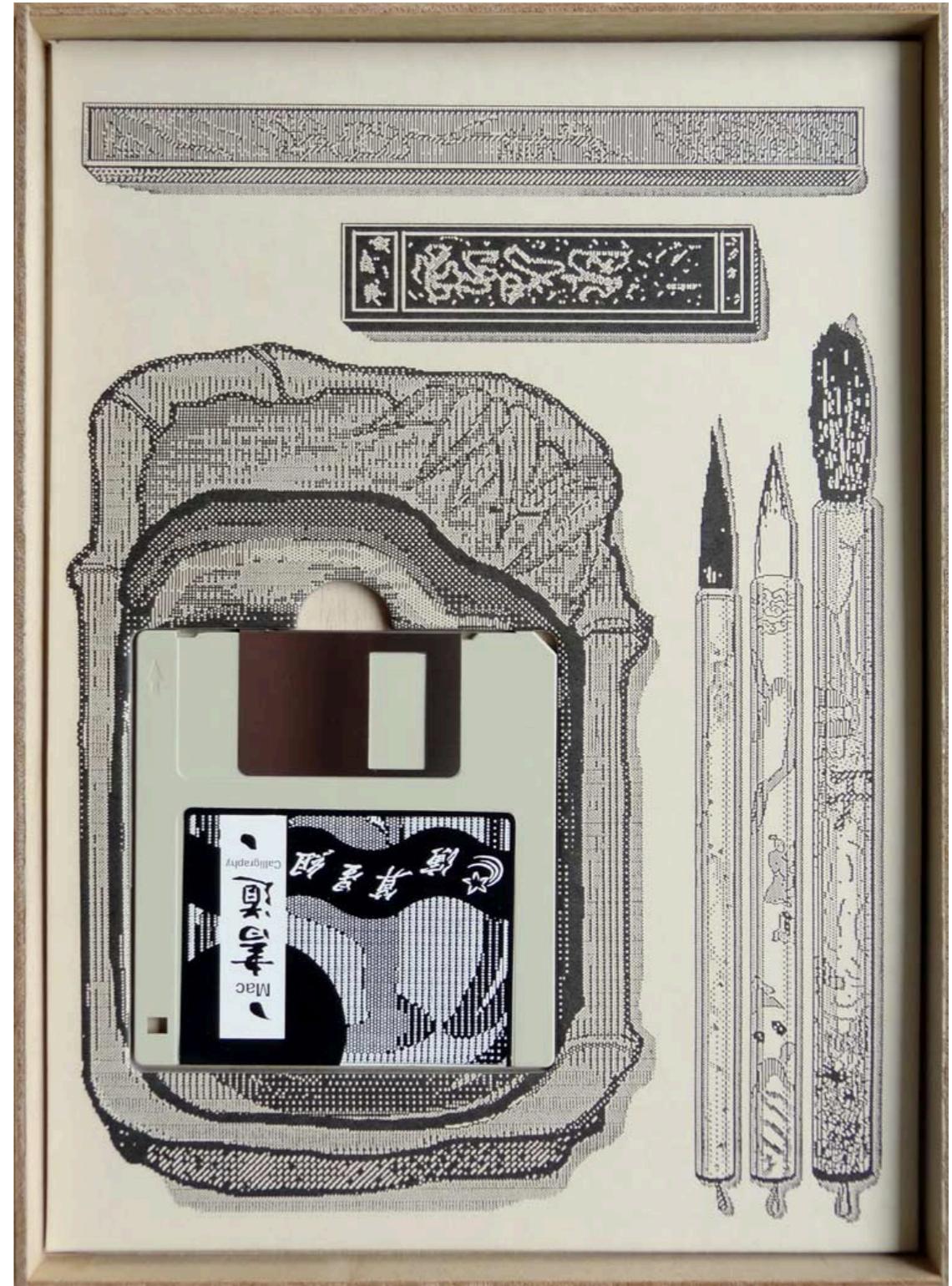


Is this interaction meaningful?

Does this design support creativity, happiness at work?



**Could one think of a more
meaningful interaction?**



MacCalligraphy 1989



Eternally yours

... thank you - ela@eal.dk