

Ethics and Values in Design GBDA 306

Winter 2022

Contact Information

Instructor: Jennifer R. Whitson, PhD.

- *In your emails and communications, please call me Dr. W, Prof, or JW.* My pronouns are she/her
- Meeting times with Instructor: Online, booked through [Calendly](#)
- See the below "Contact Us" Table for more information.

Course meeting time information

COVID 19 health protocols, building closures, and individual isolation requirements require an adaptive course schedule. Even when we are cleared for in-person learning, there may be weeks where individual students and even your instructor may not be able to attend in person. This course is designed as a hybrid course that allows us to move between in-person and online meetings. *As long as you are participating each week, regardless of whether you participate in-person or online, you will be able to complete this course.*

This class is officially scheduled to meet in-person on *Tuesdays* and *Thursdays*. Our lectures (online or in-person, as permitted by health protocol) will take place on Tuesdays. Thursdays will be reserved for online coursework, group discussions, and one-on-one meetings. The weekly modules will be released each Tuesday morning at 9AM EST, and most activities have a deadline the following Monday at 11:59pm. (Please refer to the section on Late Policies below for more information).

Online-only schedule

Tuesdays 10:30-11:50am: LIVE online on [WebEX](#) (through LEARN). Yes. You are expected to attend. It will be fun. Note: students who are unable to attend live will be able to watch the recorded session and submit their lecture reflection activity on LEARN.

Thursdays 10:30-11:30am: Your discussion of weekly readings will take place asynchronously on LEARN using Persuall and discussion forums. This time is reserved for drop-in meetings with the instructor on WebEx, and group project work.

In-Person Schedule

Tuesdays 10:30-11:50am: In person in DMS2 006. Note: students who are unable to attend live will be able to watch the recorded session and submit their lecture reflection activity on LEARN. However, the quality of this recorded classroom session may vary.

Thursdays 10:30-11:30am: Your discussion of weekly readings will take place asynchronously on LEARN using Persuall and discussion forums. This time is reserved for drop-in meetings with the instructor on WebEx, and group project work

Announcements

I will use the Announcements widget on the Course Home page during the term to communicate new or changing information regarding due dates, any instructor absences, etc., as needed. You are expected to read the announcements on a regular basis. To ensure you are viewing the complete list of announcements, you may need to click Show All Announcements.

Discussions and Weekly Learning Activities

To extend the classroom experience and reduce in-person lecture time, some of your coursework and discussion will take place within forums dedicated to weekly modules. There are 10 modules total. The class will be divided into smaller groups to facilitate more engaged discussion. These groups will change and be randomly re-assigned continually. The discussions may take place on LEARN or on other learning platforms such as Perusall.

I have provided a **Community Forum** discussion site for class-wide discussions, which -along with other gems- includes an "Ask the Instructor" discussion forum. Use the "[Ask the Instructor Forum](#)" when you have a question that may benefit the whole class. Also, check this forum to see if your question has already been answered before reaching out to me.

Discussions can be accessed from the Course Home page by clicking "Connect" and then "Discussions" on the course navigation bar.

Contact Us

Who and Why	Contact Details
<p>Instructor and TAs</p> <ul style="list-style-type: none"> Course-related questions (e.g., course content, deadlines, assignments, etc.) <p>Instructor</p> <ul style="list-style-type: none"> Questions of a personal nature <p>TAs</p> <ul style="list-style-type: none"> Reviews of draft writing before submission, cat photos, etc. 	<p>Post your course-related questions to the Ask the Instructor discussion topic. This allows other students to benefit from your question as well.</p> <p>Questions of a personal nature can be directed to your instructor.</p> <p>Instructor: Jennifer R. Whitson, PhD (she/hers) jwhitson@uwaterloo.ca</p> <p>TAs:</p> <p>Krystle Shore (she/hers) kshore@uwaterloo.ca</p> <p>Stacey Colliver (she/hers) scollive@uwaterloo.ca</p> <p>Danielle Thompson (she/hers) d37thompson@uwaterloo.ca</p> <p>Learning online asynchronously can be isolating, so come visit! Weekly Drop in Hours are Thursdays 10:30-11:30am using the WebEX meeting function in LEARN.</p> <p>Every student is encouraged to introduce themselves to me before March 14 by attending a drop-in session and saying hello, or booking a 15 min one-on-one appointment via Calendly or email. Both Drop ins and one-on-ones may count as your "one-on-one" grade (see below).</p> <p>We check email and the Ask the Instructor discussion topic frequently and will make every effort to reply to your questions within <i>48 hours</i>, Monday to Friday. When emailing us, please indicate the course code in the subject line.</p> <p>*Discussion topics can be accessed by clicking Connect and then Discussions on the course navigation bar above.</p> <p>Weekly Drop in Hours are Thursdays 10:30-11:30am, using the WebEx meeting function in LEARN.</p> <p>Calendly Meeting Booking: https://calendly.com/jwhitson-uw/15min</p>
<p>Technical Support</p> <ul style="list-style-type: none"> Technical problems with Waterloo LEARN 	<p>learnhelp@uwaterloo.ca</p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to</p>

Who and Why	Contact Details
	<p>4:30 PM (Eastern Time).</p> <p>LEARN Help Student Documentation</p>
Student Resources	<p>Student Resources</p> <ul style="list-style-type: none"> • Academic advice • Student success • WatCards • Library services and more

Course Description and Learning Outcomes

Course Description

This course will explore the ethical responsibilities that emerge from the nexus of design, business, and globalization. Students will critically reflect upon the ethical considerations behind contemporary business and design practices.

Learning Outcomes

By the end of this course, students should be able to:

1. Understand how values and biases come to be embedded in everyday technologies, the impact of these values and biases, and the role of designers and creative workers in these processes.
2. Identify Dark Design Patterns and the contexts behind their increasing deployment.
3. Understand how issues of equity, diversity, and inclusion impact workplaces, the products that are created, and how users engage with these products.
4. Assess and evaluate different approaches that promote more ethical design, such as professional, legal, and socio-cultural methods.
5. Develop ethical reasoning skills via textual analysis, discussion, case studies, and debate.
6. Recognize one's own structural position as a designer, the strengths, limitations, and responsibilities that come with this position, and develop a personal code of ethics.
7. Understand how individual ethical responsibilities and legal rights operate in contemporary internships, co-ops, freelance work, and workplaces. Be able to identify common unethical and/or exploitative behaviours in these sites, and recognize ways to effectively respond to these behaviours.

Grade Breakdown

The following table represents the grade breakdown of this course. More detail can be found on your [Course Schedule](#).

Activities and Assignments	Due Date	Weight (%)
----------------------------	----------	------------

Activities and Assignments	Due Date	Weight (%)
Course Surveys	3 throughout term	6%
Attend a Drop-in Session or one-on-one session with your instructor.	Any time before Mar 14.	2%
Weekly Lecture Reflection activities (best 8 of 11 at 3% each)	Weekly	24%
Weekly Module Discussion Groups (Best 7 of 9 at 3% each)	Weekly	21%
Term project	3 stages, throughout the term	22%
Summative Reflections (8 ¹ / ₃ % each)	3 throughout term	25%

* For those unable to attend the live lectures, the lecture component will be recorded and an alternate written activity, to be submitted online will constitute your grade for that week.

Final Assessment

There are no exams or major term tests in this course. Successful completion of the course relies on consistent weekly participation, both in terms of your group forums/weekly activities and in completing your summative reflections.

I, the instructor, reserve the right to alter marks for individual students based on their contributions to group discussions on LEARN and in our asynchronous sessions. Group forums and activities are meant to initiate discussion. If you post once and leave, or do not engage with other classmates, your mark will reflect this. We do not learn alone.

Your Instructor



I am an Associate Professor in the [Department of Sociology & Legal Studies](#) and at the [Stratford School of Interaction Design and Business](#). I study the secret life of software, mostly at the nexus of digital games and Surveillance Studies. I have been researching surveillance for over 15 years, and have been conducting ethnographic fieldwork with game developers since 2012. Past projects included work on digital media surveillance, social influences on software development processes, and gamification. You can find more of my work at [IndieInterfaces.com](#) and [jenniferwhitson.com](#).

Your Teaching Assistants



Stacey Colliver is a PhD candidate at the University of Waterloo in the Sociology department. Her areas of research include online governance and content moderation policy development. She is also currently a sessional instructor at the University of Guelph in the Political Science department and has worked in the fields of restorative justice and poverty law. Stacey obtained her MA from the University of Guelph in Criminology & Criminal Justice Policy, and her BA in Political Science, also from the University of Guelph.



Krystle Shore is a PhD Candidate at the University of Waterloo in the Department of Sociology & Legal Studies. Her research interests broadly concern the fields of policing and surveillance, and more specifically include critically examining the use of police surveillance technologies (e.g., police body-worn cameras, wearable location tracking devices). Krystle's dissertation research explores the obscuring of protective and security-based surveillance practices and how these practices relate to broader trends in power and governance. She is specifically examining the deployment of wearable location tracking technology by police in order to track people who have cognitive impairments. In addition, Krystle is interested in the hegemonic and counter-hegemonic dimensions of various trends within academia, such as the contemporary push for research collaboration and knowledge mobilization.



Danielle Thompson is a PhD student in the department of Sociology and Legal studies. Her research interests broadly centre around policing, technology, surveillance, and gendered analyses. Danielle obtained her MA in Criminology and her Honours BA in Criminology and Psychology both from Wilfrid Laurier University. Her SSHRC-funded MA research took a qualitative approach to examine the lived experiences of police officers who are fathers both prior to and during the pandemic.

Materials and Resources

All readings and course resources are accessible within the class discussion forums via hyperlinks. Please refer to the [Course Schedule](#) for more information.

Resources

[Library COVID-19: Updates on library services and operations](#)

Course and School Policies

Ethical Design and Research

All members of the University are required to adhere to [UW Policy 33: Ethical Behaviour](#), and as members of the Stratford School of Interaction Design and Business community we are committed to ethical design and practice. The projects we work on, including our course projects, services, and business ideas, are grounded in principles of fairness, accessibility, equity, and fundamental respect. Any learning or research activities involving human participation, including observation, usability testing, and the use of data, are to be conducted in a manner that is sensitive to the inherent worth of all human beings and the respect and consideration that they are due. If your work requires the use of human participation, please let your instructor know what activities you are planning to ensure that you are engaging in methods that help you gain the insights you need while maintaining the integrity, safety and well-being of your participants. For more information on research conducted with human subjects, please refer to the [Office of Research Ethics' guidelines](#).

How to Hand in Assignments

- All assignments must be submitted electronically via LEARN. Unless otherwise specified, **they are due by 11:50 pm**.
- Keep electronic copies of any assignments you submit. Be sure to back up your work (both locally and to network/cloud drives) as you write.
- Summative Module Reflections should employ proper APA format. This should include a cover sheet that indicates your name, student number, title, instructor's name, course number, and word count, if applicable. Word count should **not** include your references. Papers should have page numbering, one inch margins, be double spaced, and use 12 point, Times New Roman (default) font.
- Make sure your bibliography on submitted work (including your "Teach this Topic" assignment) is perfect, including citing any images, sound clips, or visual elements incorporated in your work. If you are unfamiliar with APA citation style you should consult one of the many books in the library that will provide guidance on academic styles. Perdue also has online guides found here: <http://owl.english.purdue.edu/owl/resource/747/01/>

Late Policies and Extension Requests

- Due to the nature of group work there are **NO** extensions for discussion group postings. They are due each Monday night at 11:59pm.
- Individual written assignments (lecture reflections, summative module reflections, term projects) submitted late have a grace period of 1 week. After that, they will be docked up to 10% per day.
- Extensions longer than 1 week require:
 - special permission for an extension from the Instructor. **Special permission requests must be submitted by email to the Instructor before the due date.** I generally support extensions, as long as they are requested in advance.
- Failure to complete or hand in a written assignment earns a zero on that project.

University Policies

Academic integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4](#) . When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#) . For typical penalties, check [Guidelines for the Assessment of Penalties](#) .

Appeals: A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#) .

Note for students with disabilities: [AccessAbility Services](#) , located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services

at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

University policies are from the course outline template: June 15, 2009 (updated March 2018)

Remote Teaching and Learning: Student Notice of Recording

Activities for this course involve recording, in partial fulfillment of the course learning outcomes. You will receive notification of recording via at least one of the following mechanisms: within the Learning Management System (LEARN), a message from your course instructor, course syllabus/website, or other means. Some technologies may also provide a recording indicator. Images, audio, text/chat messaging that have been recorded will be available on LEARN, and be made available for students unable to attend synchronous sessions. Breakout sessions will not be recorded. Recordings will be managed according to the University records classification scheme, WatClass, and will be securely destroyed when no longer needed by the University. Your personal information is protected in accordance with the [Freedom of Information and Protection of Privacy Act](#), as well as University policies and guidelines and may be subject to disclosure where required by law.

The University will use reasonable means to protect the security and confidentiality of the recorded information, but cannot provide a guarantee of such due to factors beyond the University's control, such as recordings being forwarded, copied, intercepted, circulated, disclosed, or stored without the University's knowledge or permission, or the introduction of malware into computer system which could potentially damage or disrupt the computer, networks, and security settings. The University is not responsible for connectivity/technical difficulties or loss of data associated with your hardware, software or Internet connection.

By engaging in course activities that involve recording, you are consenting to the use of your appearance, image, text/chat messaging, and voice and/or likeness in the manner and under the conditions specified herein. (In the case of a live stream event, if you choose not to have your image or audio recorded, you may disable the audio and video functionality (see: [Student privacy during live events](#)). Instructions to participate using a pseudonym instead of your real name are included where the feature exists; however, you must disclose the pseudonym to your instructor in advance in order to facilitate class participation.) If you choose not to be recorded, this notice serves as confirmation of your understanding that this will preclude you from participating in synchronous classroom sessions.

You are not permitted to disclose the link to/URL of an event or an event session recording or copies of recording to anyone, for any reason. Recordings are available only to authorized individuals who have been directly provided the above instructions/link for their use. Recordings for personal use, required to facilitate your learning and preparation of personal course/lecture notes, should not be shared with others without the permission of the instructor or event coordinator. Review the University's [guidelines for faculty, staff and students entering relationships with external organizations offering access to course materials](#) for more information on your obligations with respect to keeping copies of course materials. For more information about accessibility, connect with [AccessAbility Services](#).

Coronavirus Information

[Coronavirus Information for Students](#)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

Mental Health Support

All of us need a support system. We encourage you to seek out mental health supports and resources when they are needed. You can reach out to [Campus Wellness](#) and learn about the variety of services available to promote your mental health and wellbeing.

Territorial Acknowledgement

“We acknowledge that we live and work on the traditional territory of the Neutral, Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.”

Credits and Copyright

Copyright

© *Jennifer R. Whitson, PhD and University of Waterloo.*