



What does it mean to build an ethical product?

Workshop Takeaways

We've reached a critical point with the way technology impacts our lives, the environment, & society-at-large. Now that technology has embedded itself into every part of our lives, we're experiencing unintended consequences that we never took the time to predict.

That means that the incredible, world-changing products you are creating could have a negative impact on you, your users, and society. The good news? You have the power, opportunity, and responsibility to prevent that from happening.

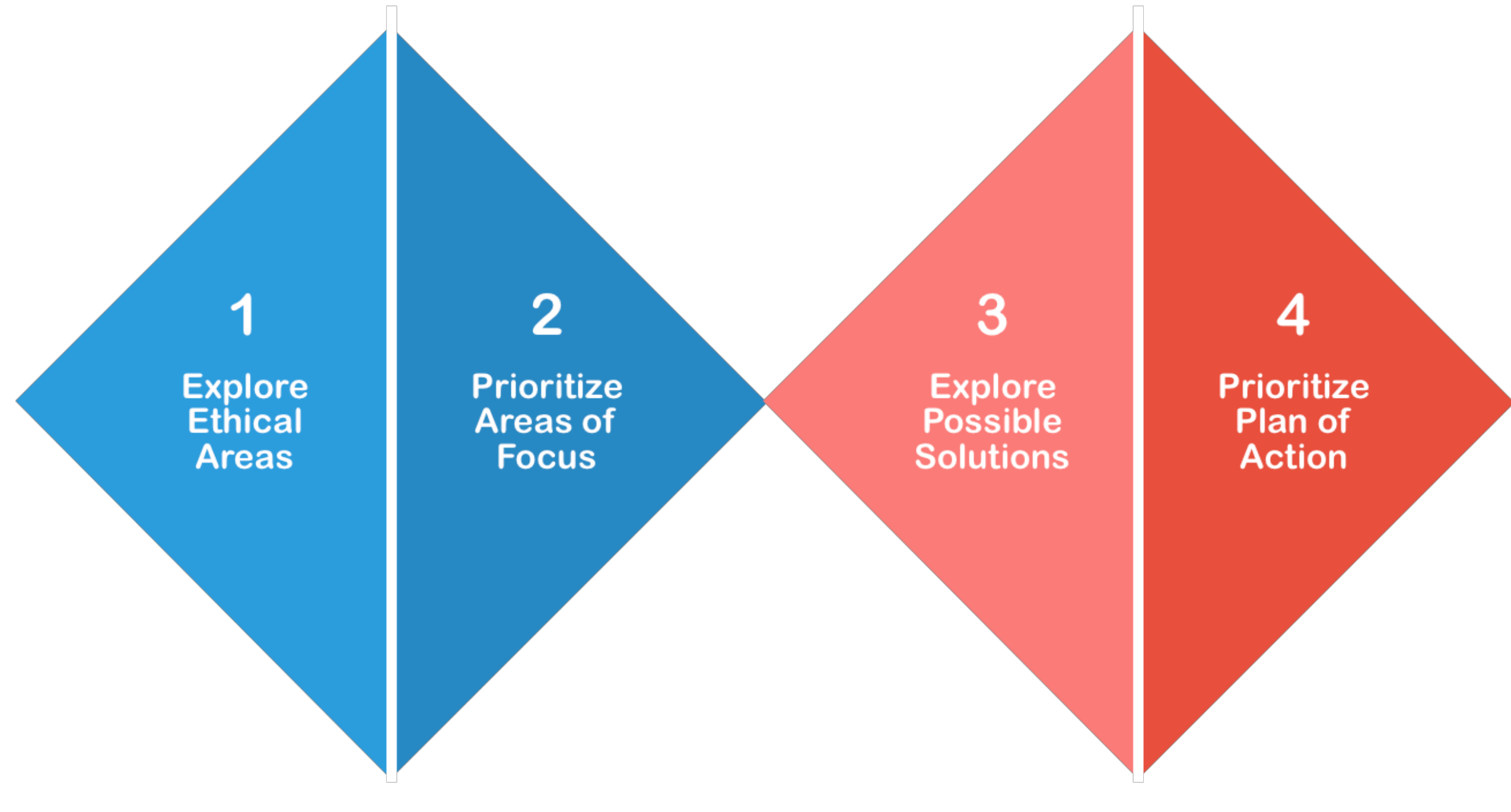
What makes a product ethical?

Safe for Users & Employees	Accessible & Inclusive	Positive for Society
Transparent collection, use, & protection of data.	Adheres to WCAG standards	Takes unintended consequences into consideration
Clear & enforceable content policies	Representative of a diverse society	Environmental impact as a priority
Protection from harassment, discrimination, & threats	Free of discriminatory language or media	Anticipates malicious use cases
Clear communication channels for feedback & support	Avoids simplistic binaries for gender identity or sexual preferences	Prioritizes development of healthy behavior

Bringing ethics to life in products is a never ending effort, but it can start with a spark.

Ethics Sprint Workshop

A 5 day hands-on experience designed to help you identify ethical concerns and address them through specific, achievable action.



Ethical Exploration Games

The way we explore ethical areas is through the use of games. The purpose of these games is to force ourselves to ask questions we otherwise wouldn't in order to expose ethical issues.

Malicious MadLibs

The purpose of this game is to explore all of the ways a bad actor could leverage a piece of technology to do harm. This exercise forces organizations to think about the inner workings of their products in new and unexpected ways.

Not all of these scenarios are realistic, but the goal of this game is to find any feasible way to accomplish the malicious activity using the given technology.

As a hate group, I want
to recruit individuals by
using Reddit.

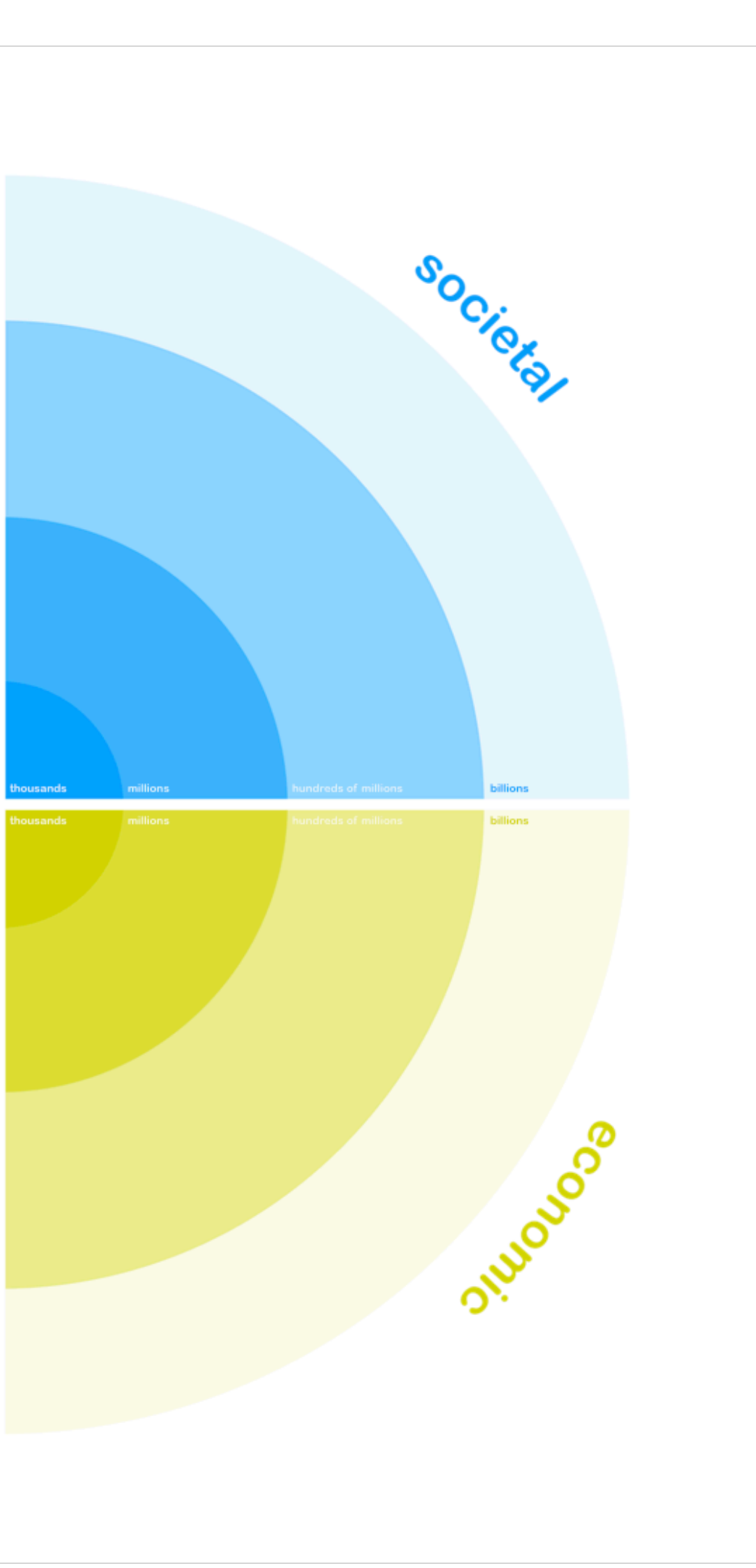
Threat Analysis

Any technology, no matter how much positive intent went into creating it, can be used for harm. But not every scenario generated using Malicious MadLibs is realistic. That's where threat analysis comes in.

By borrowing a framework used by the FBI and CIA, we can gauge whether any scenarios we uncovered during Malicious MadLibs is something we should actually worry about.

$$\text{Risk} = \text{Threat} \times \text{Vulnerability} \times \text{Consequence}$$

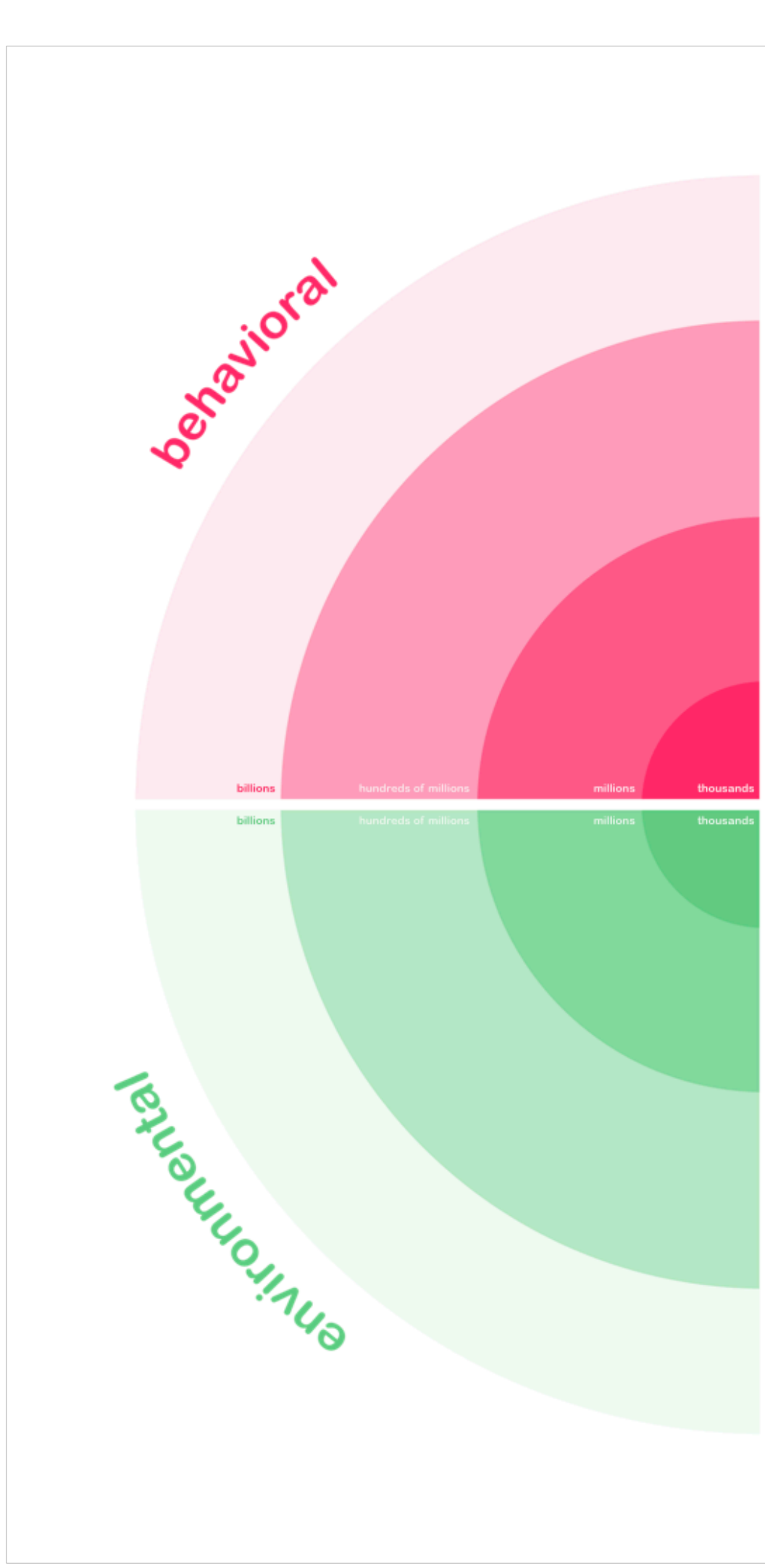
Get one to zero.



The Game of Externalities

The impact of your product changes as it grows in scale. Some ethical concerns may exist on day one, others may only manifest themselves once your product has reached millions of users.

The game of externalities pushes organizations to consider the behavioral, societal, environmental, and economic impacts of their product at different points of scale.



Most of these issues go completely unnoticed on a daily basis. But once you become aware of them, they become impossible to miss.

Let's stay in touch.

Go to ahumanmachine.com to sign up for our newsletter, inquire about ethical sprint workshops, & hear more about future events.



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