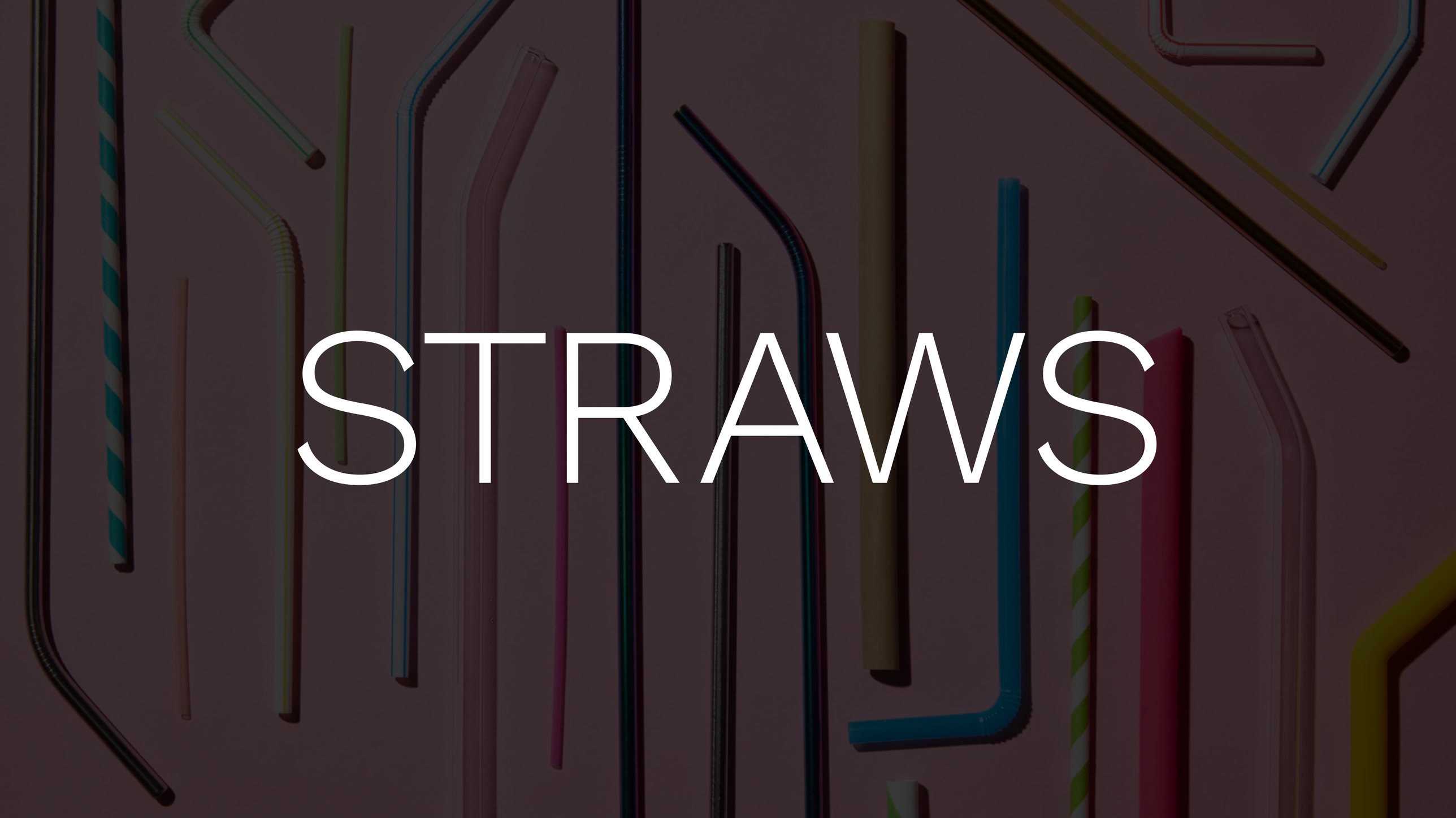
Moral Design
Beyond Ethical Frameworks

Zack Bryant

Journey Group

February 23, 2019


STRAWS

Fact:

Americans use 500 million straws each and every day.

Source:

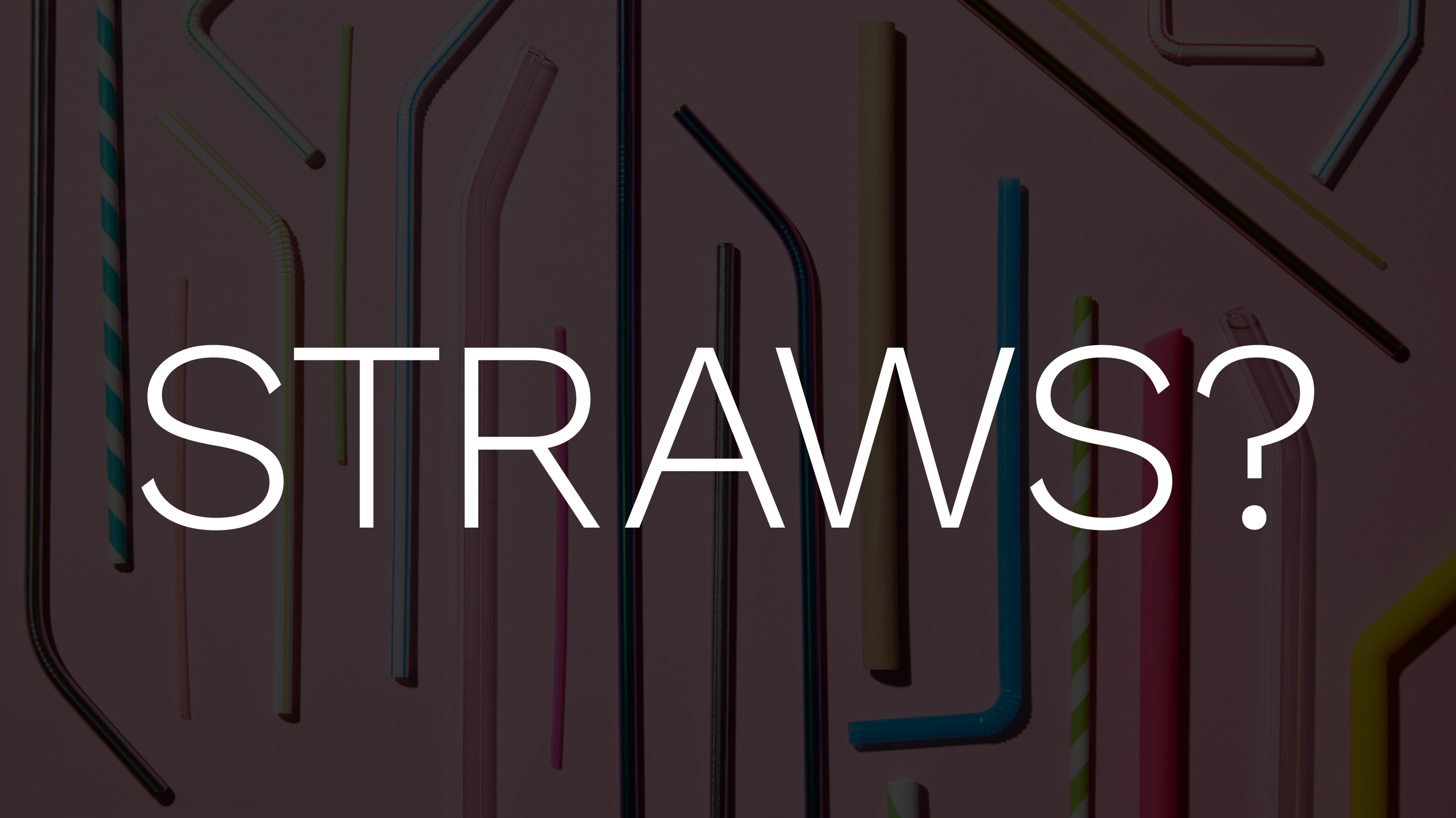
Milo Cress, age 9

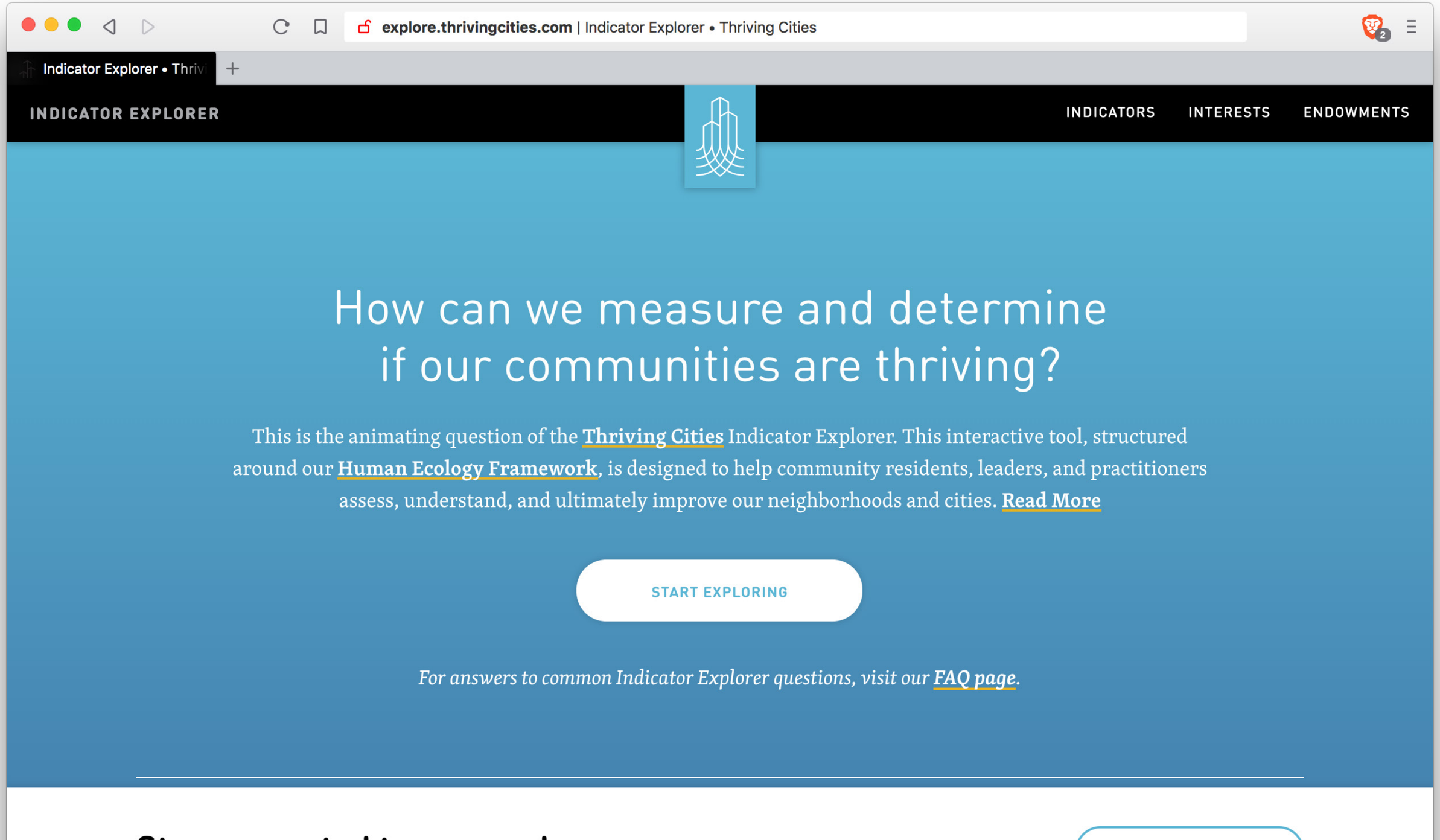
“It’s honestly a little surprising. I came up with this statistic because I couldn’t find anything else about it. If there are other statistics… based on more rigorous research than the research that I did, I’m happy to embrace those.”

SOURCE: NEW YORK TIMES, JULY 19, 2018

Moral: Concerned with the principles of right and wrong behavior and the goodness or badness of human character.

Design: The purpose, planning or intention that exists behind an action, fact or material object.


STRAWS?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INDICATOR EXPLORER
INDICATORS
INTERESTS
ENDOWMENTS
How can we measure and determine if our communities are thriving?
This is the animating question of the Thriving Cities Indicator Explorer. This interactive tool, structured around our Human Ecology Framework, is designed to help community residents, leaders, and practitioners assess, understand, and ultimately improve our neighborhoods and cities. Read More
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AUDIO

1492: Columbus in American Memory

Columbus Day is here again -- along with the controversy over its namesake. How have earlier generations understood him?

BackStory

ANTECEDENT

Trump's Nineteenth-Century Grand Strategy

Foreign Affairs

BOOK REVIEW

Green and Pleasant Land

New York Review of Books

COMPARISON

What Good Is Fear?

Slate

ORIGINAL

Zones of Doubt

What we can learn about trade policy from a misbegotten 19th century effort to quantify the chemical properties of wool.

by David Singerman

ARGUMENT

No Law Without Politics (No Politics Without Law)

The way to address politicization in the courts is not de-politicization but counter-politicization.

Law and Political Economy

COMMENT

Being Morally Serious About the Supreme Court

The American Interest

American Corruption

ORIGINAL

Mum's the Word

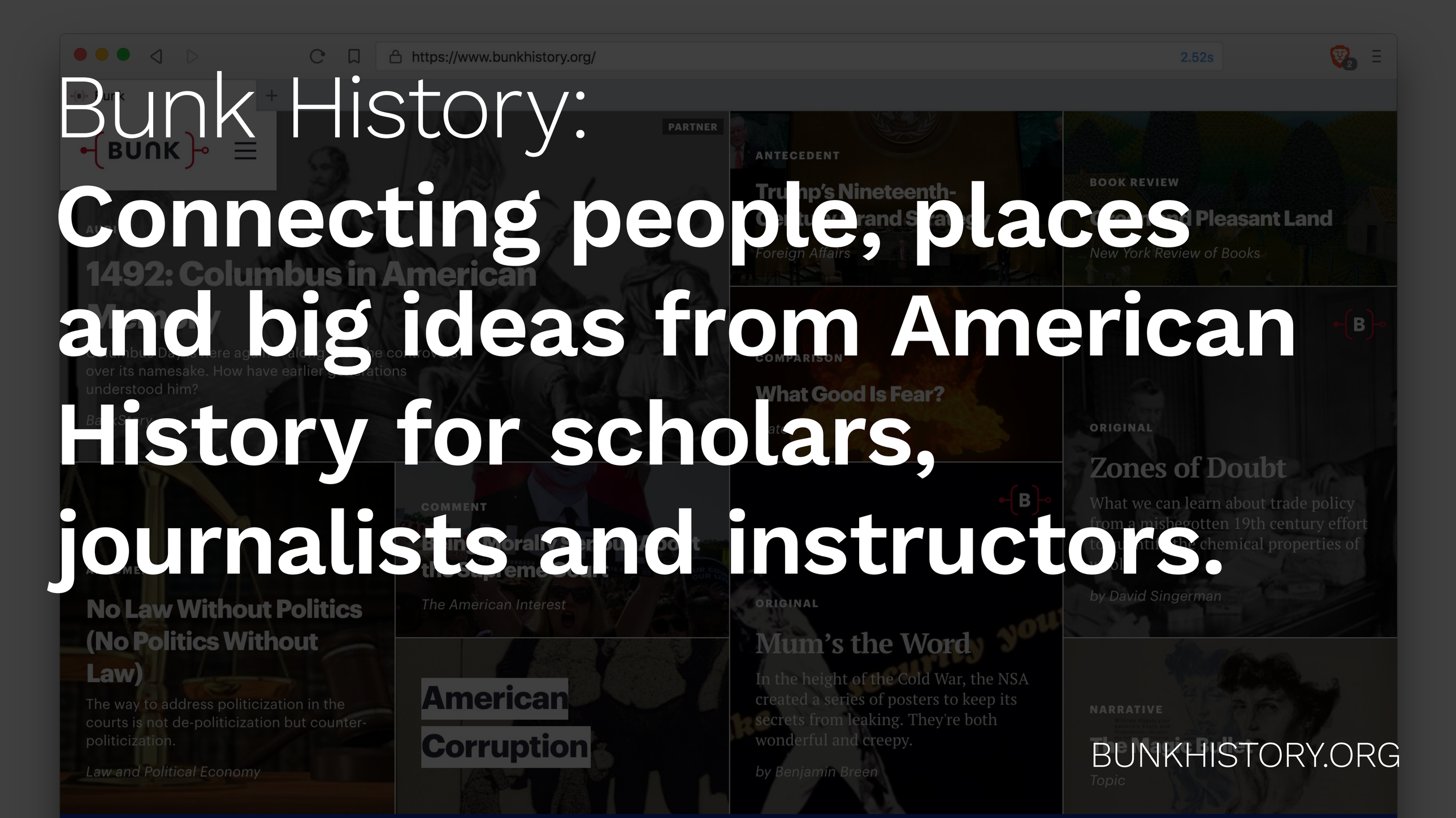
In the height of the Cold War, the NSA created a series of posters to keep its secrets from leaking. They're both wonderful and creepy.

by Benjamin Breen

NARRATIVE

The Magic Bullet

Topic



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HOW IT WORKS

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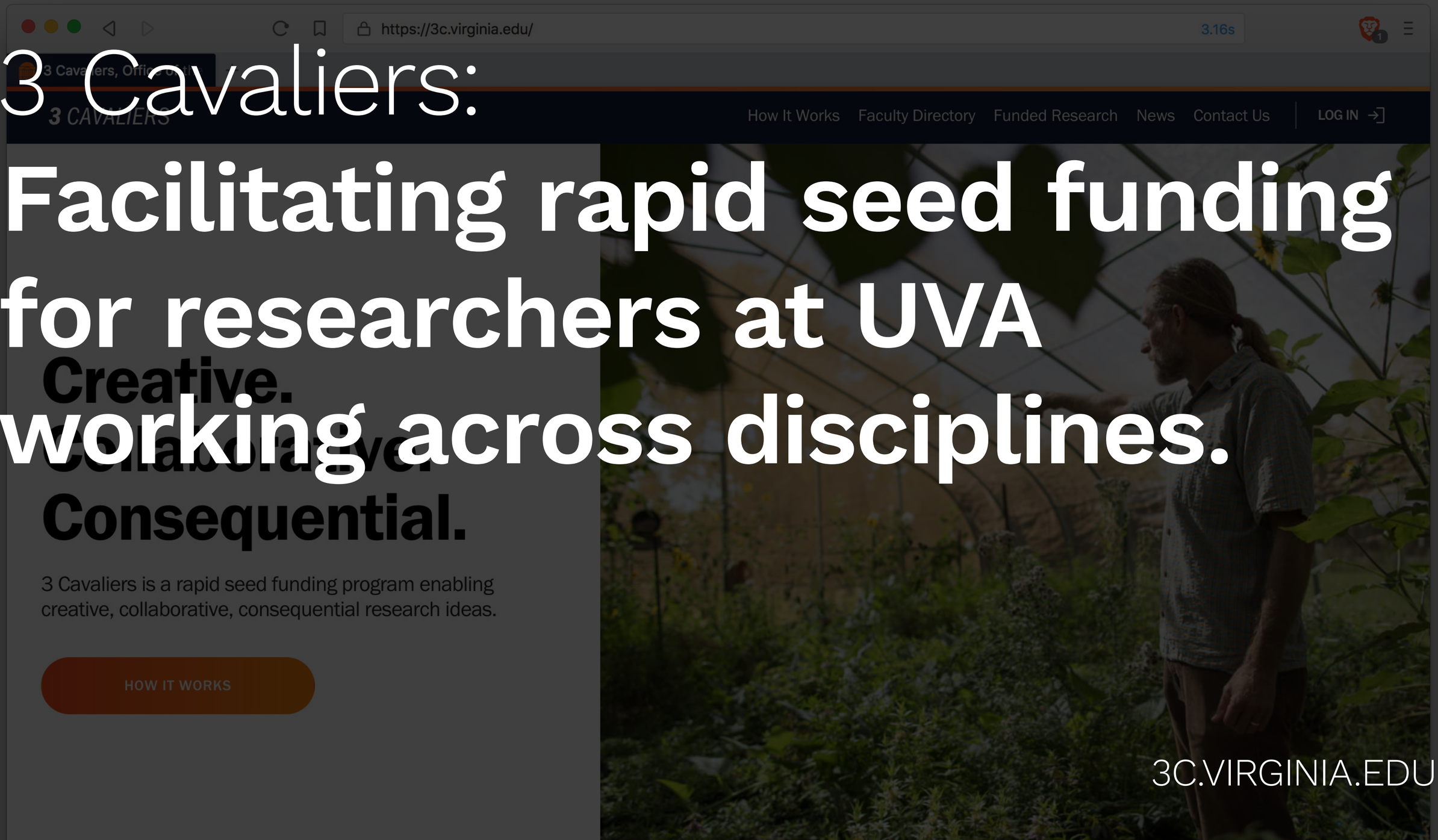


Yeah, sure: But are we building beautiful cogs for terrible machines?

Actual Fact:

Suicide attempts among youth more than doubled from 2008 to 2015.

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

Almost 2/3 of those attempts involved girls.

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

The number of successful suicide attempts also more than doubled.

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

Suicide rates among girls ages 15–19 are at their highest level since we started tracking them.

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION

Top causes:

Social Media

School

Stress

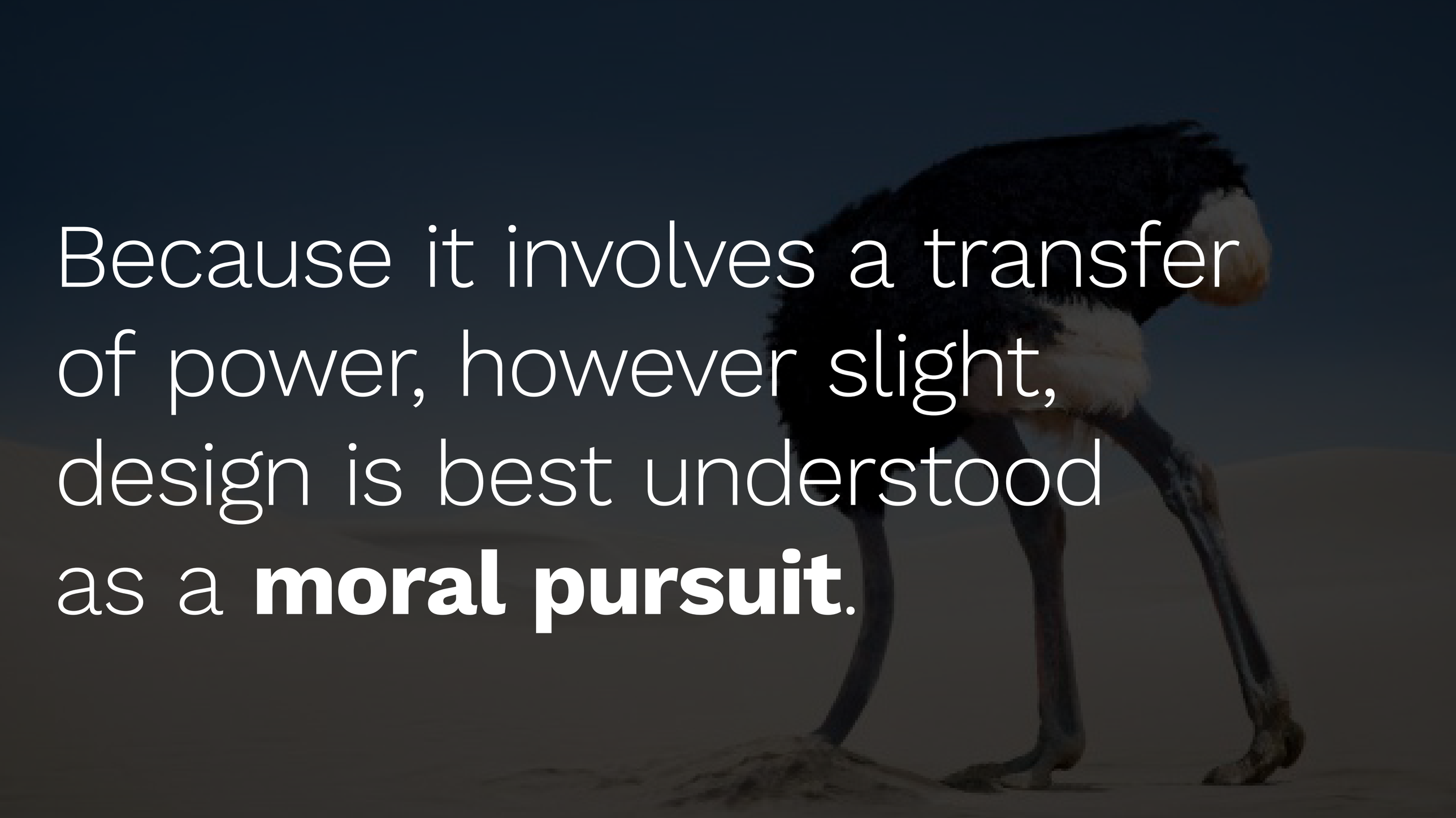
Loneliness

Isolation

SOURCE: PEDIATRICS MAGAZINE, MAY 2018

I believe this is a **moral** crisis.

To design is to make
decisions for others.

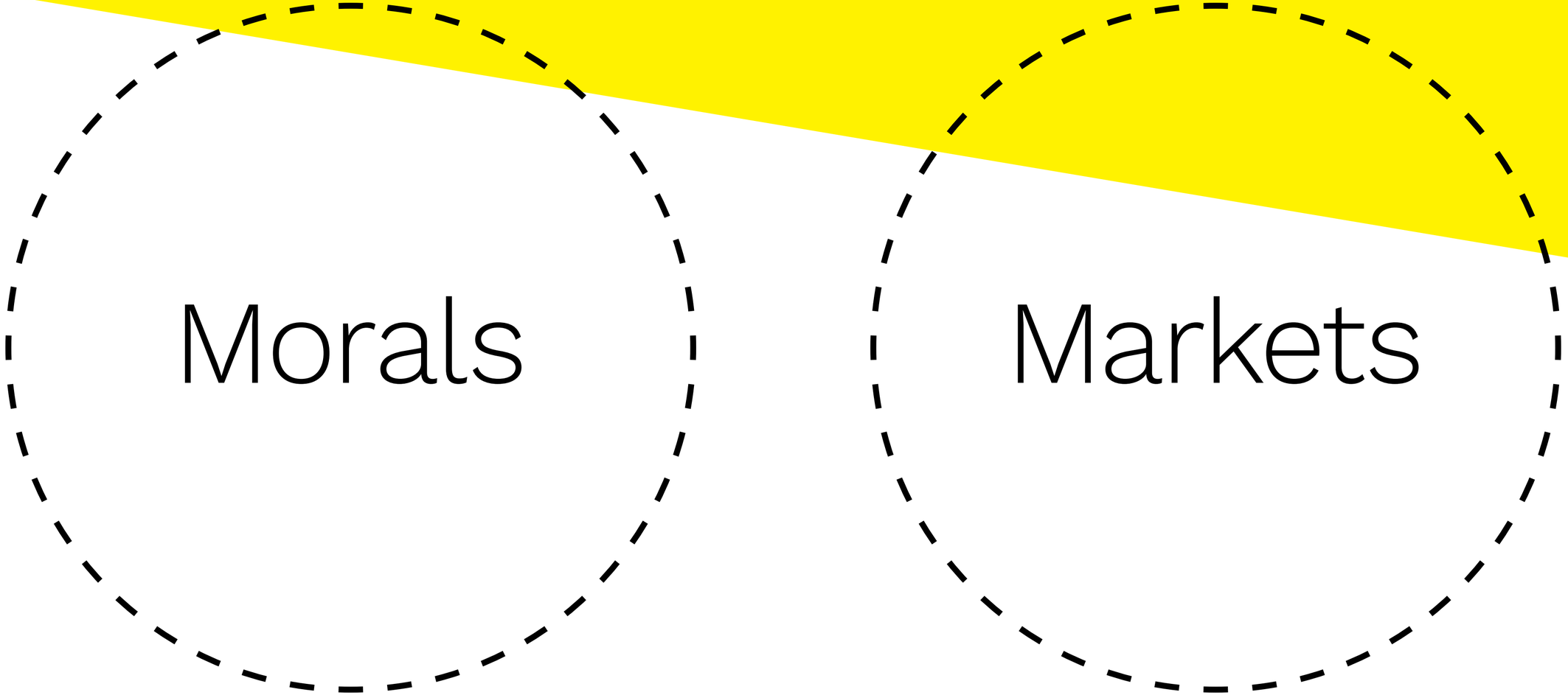

Because it involves a transfer
of power, however slight,
design is best understood
as a **moral pursuit**.

TRANSFERS

TENSIONS

EXCHANGES

Moral Design



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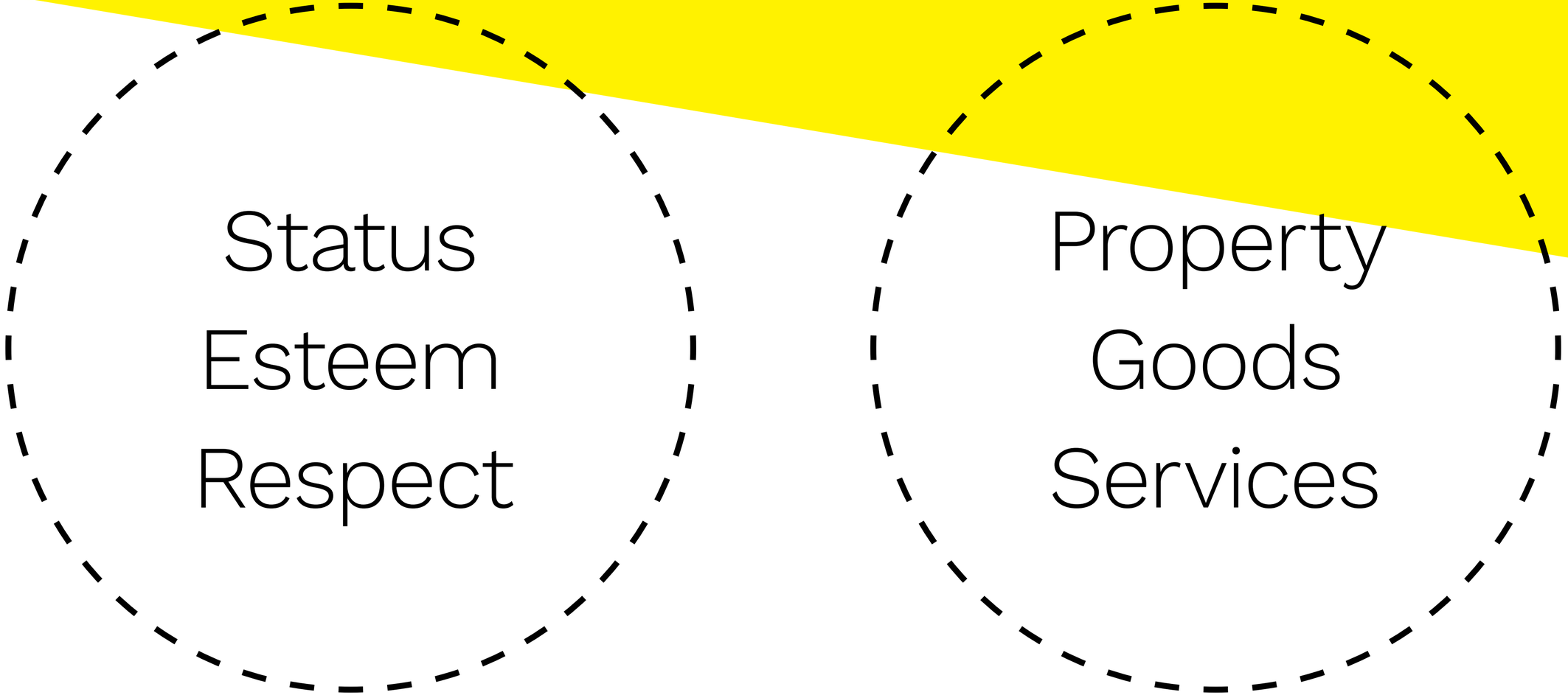

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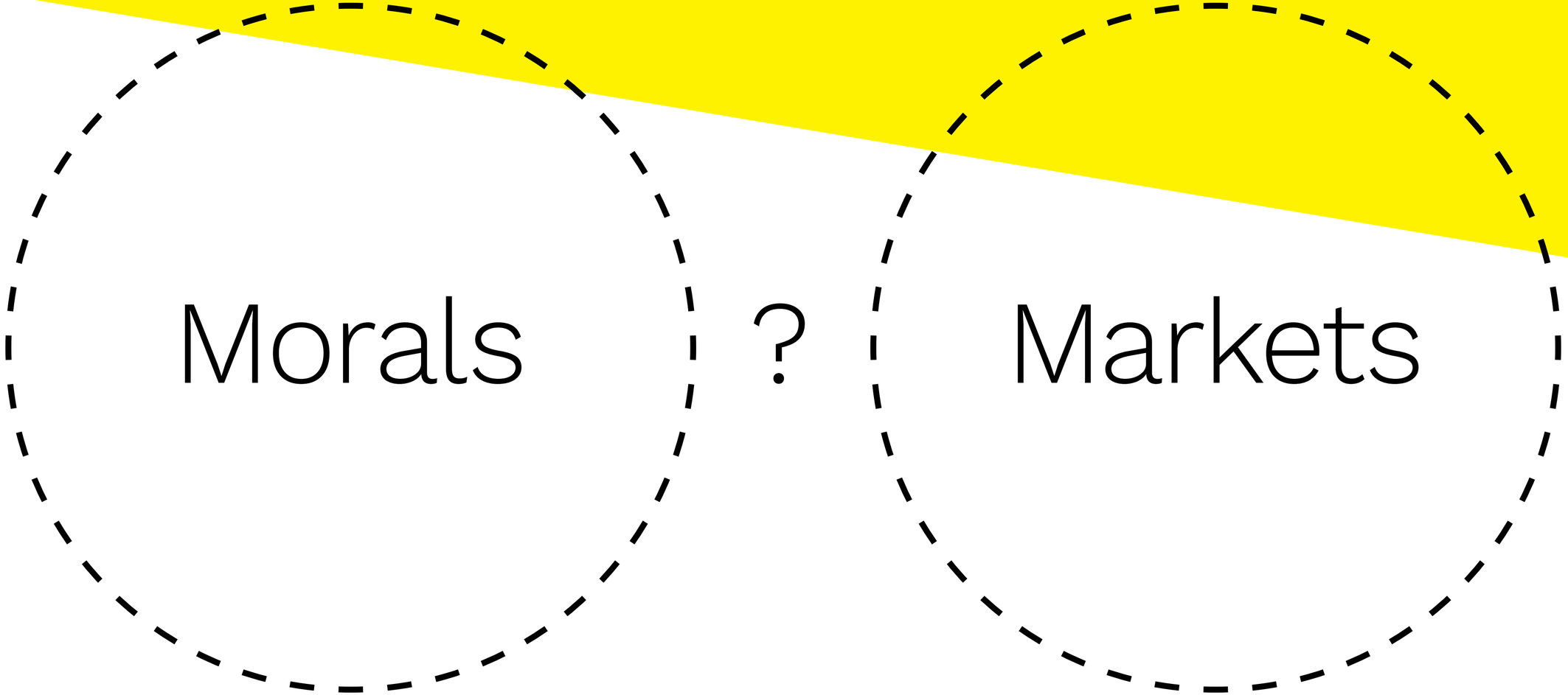

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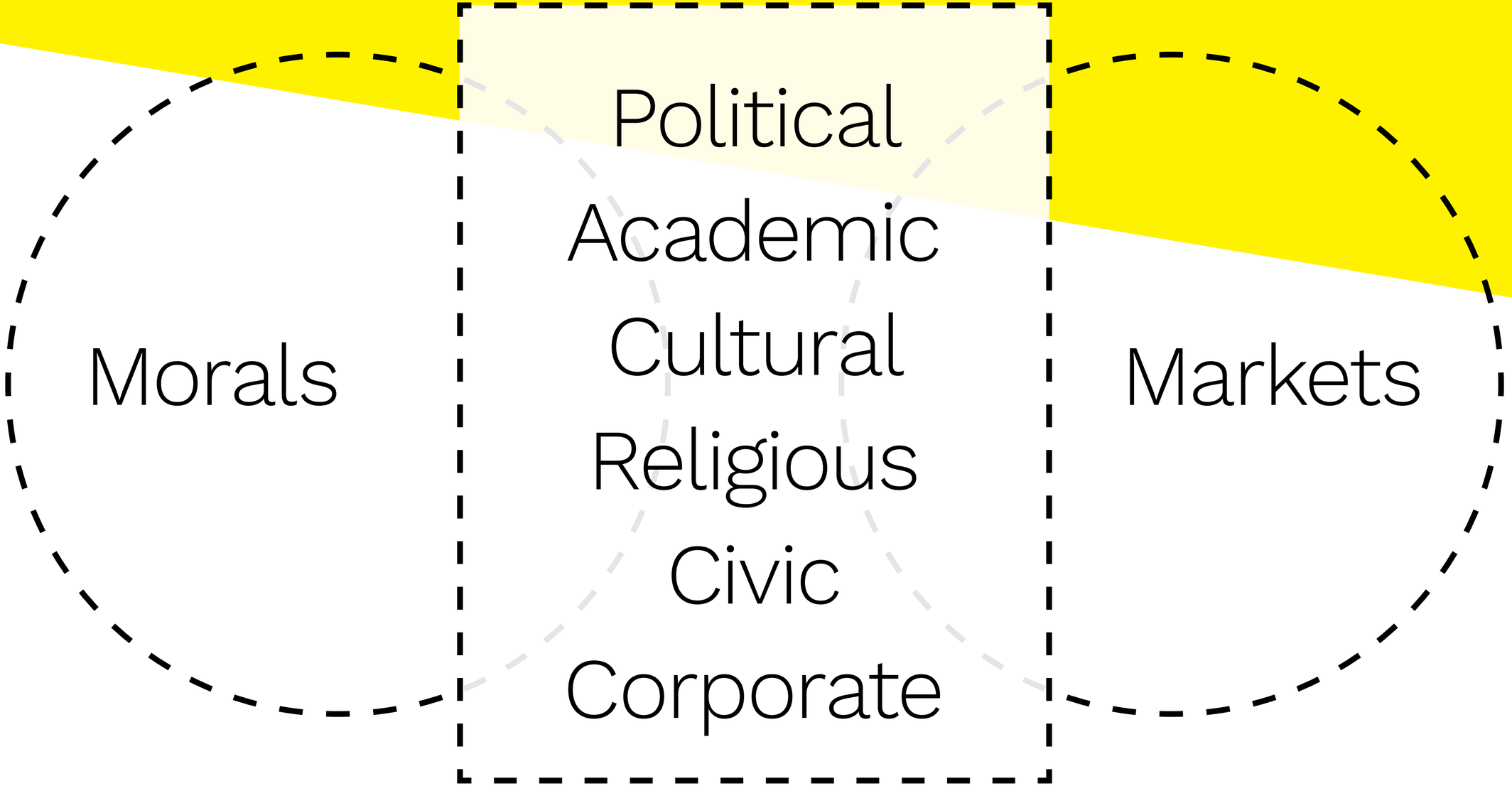

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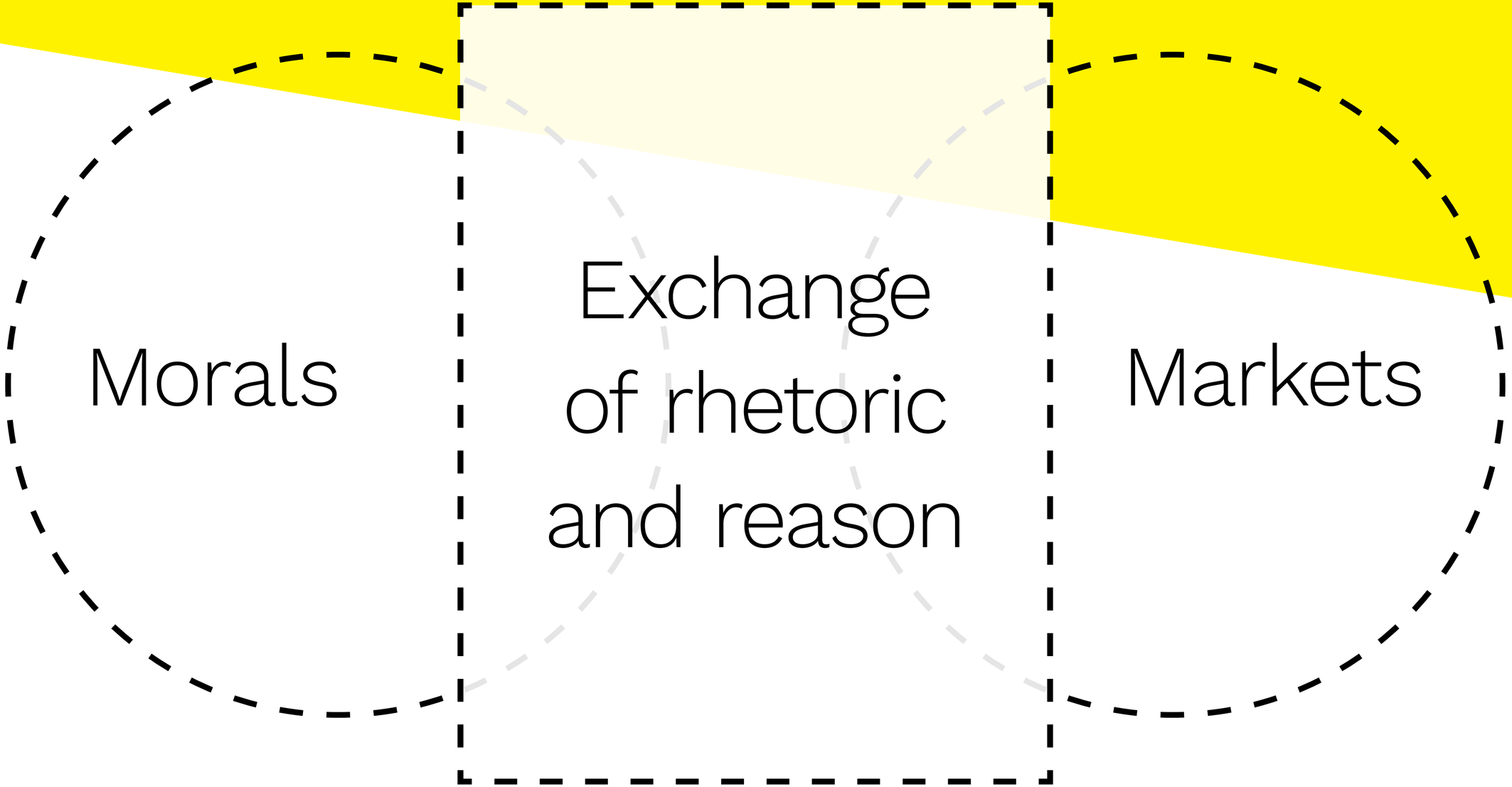

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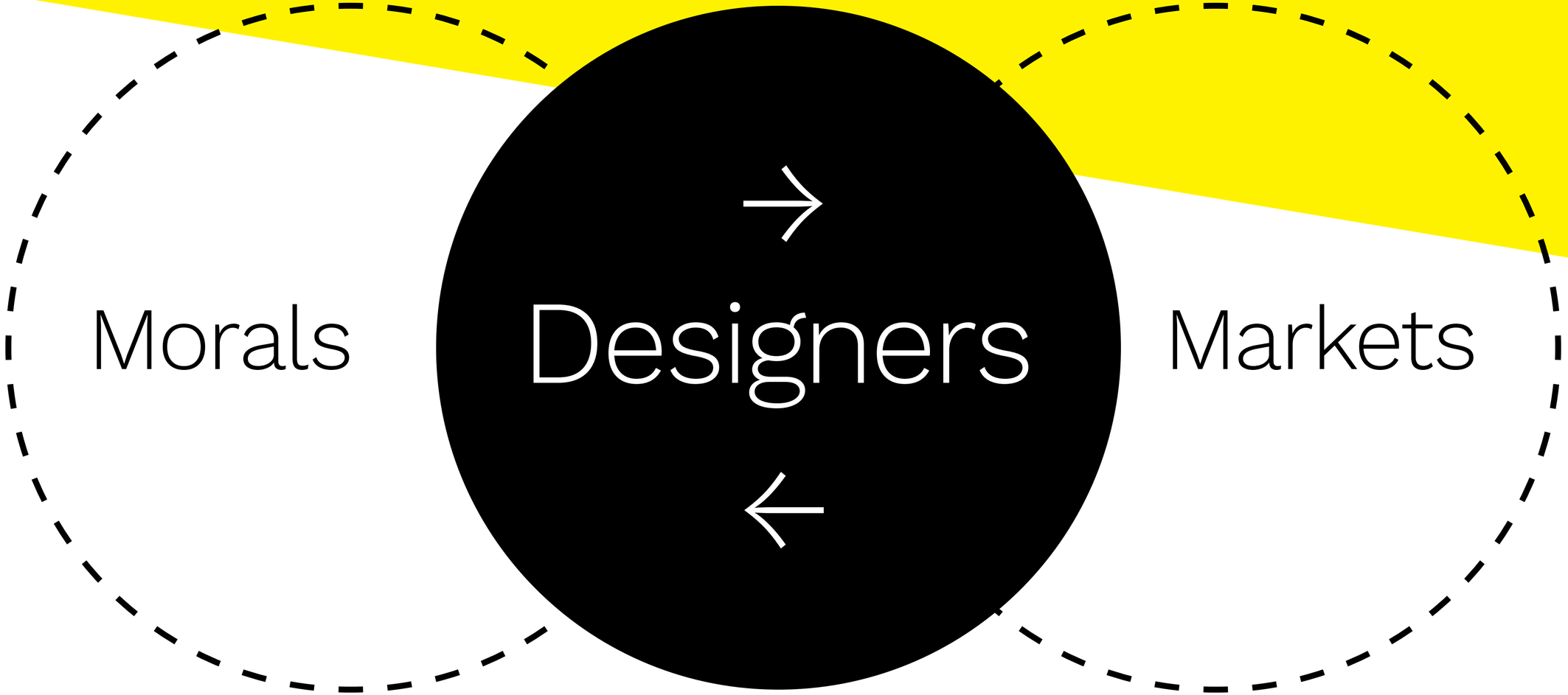


Four Lenses:

Intentions

Production

Limitations

Outcomes

Intentions:

What do we want to see happen? How will we evaluate our success or failure?

Production:

Who/what will be used up and discarded? Sustainable versus sacred.

Limitations:

Where have we gone too far?
What do we not understand?
Humility versus hubris.

Outcomes:

What actually happened? What new problems exist? Iterative design versus moving on.

Ethical Frameworks:

Data / Dignity

Privacy / Security

Accessibility / Innovation

Inclusion / Diversity

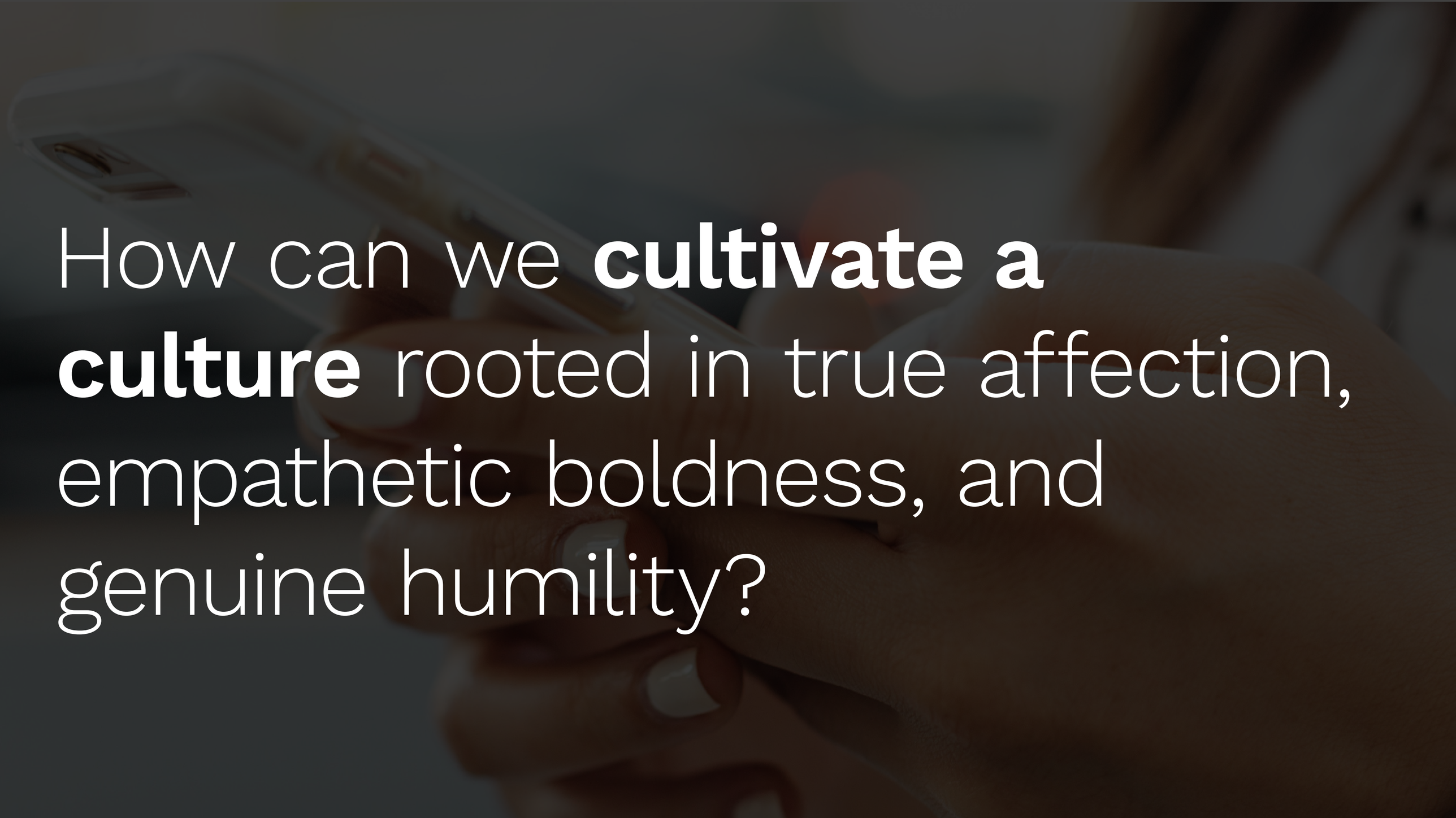
What **stories** are we telling?

How do we design for **human flourishing**?

How do we create workplaces that honor both **conscious** and **conscientious** design work?

How do we balance flawed
data with **what we believe**
to be true?

How do we respond when systems we've built **create new problems**?



How can we **cultivate a culture** rooted in true affection, empathetic boldness, and genuine humility?

Thank you.

Point to the good →

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