An Introduction to Thinking Ethically

Dr. Damian Jackson, Irish School of Ecumenics, TCD
Prof. Owen Conlan, TCD
What Values are important?

- Dignity
- Autonomy
- Convenience
- Safety
- Privacy
Use Case: Find My Friends

- Apple are changing Find My Friends
- Open it up to Emergency Services
- Costly
- Requires Commercial Support
- Key stakeholders
  - Apple
  - Emergency Services (Fire vs Police)
  - Retailers
  - Consumer

Description
Find My Friends allows you to easily locate friends and family using your iPhone, iPad, or iPod touch. Just install the app and invite friends to share locations by choosing from your contacts or entering their email addresses.

What's New in Version 4.0.1
Bug fixes and stability improvements

Screenshots

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.
All Versions: 65 Ratings
## Ethics Canvas

### Individuals Affected
- Identify the types or categories of individuals affected by the product or service, such as men/women, user/non-user, age-category, etc.

### Changes in Individual Behaviour
- Name problematic differences in individual behaviour such as differences in habits, time-schedules, choice of activities, etc.

### Social Conflicts
- Capture possible social conflicts that could be caused by the project, such as labour conflicts, minority/majority conflicts, ethnic conflicts, etc.

### Organisation or Group Interests
- Identify relevant ethical interests that other organisations or groups might have in your project, such as environmental, privacy, justice interests.

### Organisations and Groups Affected
- Identify the collectives or communities, e.g. groups or organisations, that can be affected by your product or service, such as environmental and religious groups, unions, professional bodies, competing companies and government agencies, considering any interest they might have in the effects of the product or service.

### Changes in Individual Relations
- Name problematic changes in relations between individuals, such ways of communication, frequency of interpersonal contact, etc.

### Resolving ethical impacts
- Select the four most important ethical impacts you discussed.
- Identify ways of solving these impacts or changing the project’s production/service design, organisation or by providing recommendations.

### Products and Services provided
- Name the different types of products and services that your project will provide.

### Impact of product or service failure
- Capture the potential negative impact of your product or service failing to operate as intended, e.g., technical or human error, financial failure/receivership/liquidation, security breach, data loss, etc.

### Impact of resource consumption
- Capture possible negative impacts of the consumption of resources of your project, e.g., climate impacts, privacy impacts, employment impacts etc.

### Resources needed
- Capture the consumption of energy, raw materials, human resources, financial capital, social capital (trust, tolerance,...), marketing capital (reputation, brand,...), privacy and personal data needed by your product or service.

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More information at ethicscanvas.org
Thank you

Dr. Damian Jackson (Damian.Jackson@tcd.ie)
Prof. Owen Conlan (Owen.Conlan@scss.tcd.ie)