World Journal of Engineering Research and Technology
WJERT

ETHICAL DESIGN AND RESPONSIBILITIES

*Ahmet Atak

Ostim Technical University, Faculty of Architecture and Design, Department of Industrial Design, Ankara-Türkiye.

*Corresponding Author
Ahmet Atak
Ostim Technical University,
Faculty of Architecture and
Design, Department of
Industrial Design, Ankara-
Türkiye.

ABSTRACT

This research explores the concept of ethical design, its application areas, and the responsibilities that designers undertake in the process of ethical design. Ethical design represents a value-oriented approach that prioritizes societal benefit and the safety and well-being of users. The article provides a detailed examination of how ethical design can be applied in fields such as healthcare, technology, environment, and others. Furthermore, it emphasizes the responsibilities of designers in the ethical design process and the necessity for them to embrace ethical values. This article is written with the aim of highlighting the importance of ethical design and encouraging designers to act more consciously and responsibly in this field.

1. INTRODUCTION

Ethical design is an emerging concept that has gained significant attention in recent years. With the growing awareness of social and environmental issues, designers are increasingly recognizing their role in creating responsible and sustainable solutions. Ethical design goes beyond aesthetic considerations and focuses on the broader impact of design on society, individuals, and the environment.

Design plays a significant role in various fields today.[1] However, design needs to be approached not only from a functional and aesthetic perspective but also from an ethical standpoint.[2] Ethical design is an approach that enables designers to create value-oriented solutions by considering their responsibilities and societal impacts.[3]

Ethical design represents a value-oriented approach that prioritizes societal benefit and the safety and well-being of users.[4] This approach aims for design to be aligned with ethical values and to offer solutions that improve people's lives.[5]

This study examines in detail how ethical design can be applied in healthcare, technology, the environment, and other fields. In the healthcare sector, ethical design has an impact on important issues such as patient privacy, data security, and compliance with medical ethics.[6] In the technology and communication sector, ethical design requires the design of technological products that uphold user privacy, data security, and social ethical values.[7] In the realm of the environment and sustainability, designers should consider aspects such as the use of sustainable materials, energy efficiency, and waste management.[8]

This research also focuses on the responsibilities of designers in the ethical design process. Designers should create designs that respond to the needs of society by embracing ethical values.[9] This responsibility entails adherence to ethical codes and standards.[10] Designers should increase their awareness by participating in ethical education and apply ethical design principles.[11] Engaging with users, understanding their perspectives, and involving them in the design process are also important responsibilities.[12]

This article aims to create designs that adhere to ethical values by considering the application areas of ethical design and the responsibilities undertaken by designers, while prioritizing societal benefit.[2] The impact and significance of ethical design in healthcare, technology, the environment, and other fields are increasingly growing.[13] It is important for designers to enhance their awareness and apply ethical principles to fulfill their responsibilities in ethical design.[14]

In conclusion, this research focuses on the application areas of ethical design and the responsibilities undertaken by designers.[5] Ethical design aims to offer value-oriented solutions by prioritizing societal benefit. Designers should create designs that improve people's lives by embracing ethical values.[3]

In this paper, we delve into the concept of ethical design and explore its significance in various fields. We aim to shed light on the principles and practices associated with ethical design, as well as the responsibilities that designers bear in the process. By understanding the

ethical implications of design decisions, designers can make informed choices that prioritize the well-being of users and promote positive societal outcomes.

The first section of this paper provides a comprehensive overview of ethical design, defining its key components and outlining its goals and objectives. We examine how ethical design aligns with principles of social responsibility, sustainability, and human-centered design. Additionally, we discuss the ethical challenges faced by designers and the potential impact of their design choices on various stakeholders.

In the subsequent sections, we delve into specific application areas of ethical design, including healthcare, technology, and the environment. We explore the ethical considerations and dilemmas unique to each field and discuss strategies and frameworks that designers can employ to address them effectively. Furthermore, we highlight notable examples of ethical design practices and their positive impact on society.

Throughout this research, we emphasize the importance of ethical design in shaping a more equitable and sustainable future. By acknowledging their responsibilities as designers, practitioners can contribute to the greater good and play a pivotal role in solving complex societal challenges. We aim to inspire and encourage designers to embrace ethical design principles and incorporate them into their creative processes.

In conclusion, this paper aims to deepen our understanding of ethical design and its implications in various domains. By exploring the ethical responsibilities of designers and the potential benefits of ethical design practices, we hope to foster a culture of responsible design and encourage the integration of ethical considerations into every stage of the design process.

2. SOCIAL AND CULTURAL VALUES

Social and cultural values play a crucial role in shaping ethical design practices. Designers must consider the diverse values and norms of the societies in which their designs will be used. By aligning their designs with social and cultural values, designers can create products and solutions that are not only functional and aesthetically pleasing but also resonate with users on a deeper level.

Every society has its own set of values and beliefs that influence how people perceive and interact with the world. These values can vary based on factors such as religion, tradition,

ethics, and social norms. Ethical design takes into account these cultural nuances and ensures that the designs are respectful, inclusive, and relevant to the intended users.

Designers need to conduct thorough research and analysis to understand the social and cultural context in which their designs will be implemented. This includes studying the target audience's values, preferences, and behaviors. By gaining insights into the cultural background of users, designers can create designs that are sensitive to their needs and aspirations.

Furthermore, ethical design should also address social issues and promote positive change. It should aim to challenge stereotypes, biases, and discrimination, while promoting inclusivity, diversity, and equality. By incorporating social values into their designs, designers can contribute to creating a more just and equitable society.

In some cases, designers may face conflicts between different social and cultural values. It is important for designers to navigate these complexities and find a balance that respects the diversity of perspectives. They should engage in open dialogue, seek feedback from stakeholders, and involve users in the design process to ensure that their designs reflect a broad range of perspectives and preferences.

By considering and respecting social and cultural values, ethical design not only enhances user satisfaction but also contributes to the overall acceptance and adoption of products and services. It fosters a sense of connection and relevance, making users feel understood and valued.

In today's society, the impact and responsibility of design are increasingly recognized.[5] Designers should aim to create products that align with the values of society and provide social benefits.[2] At this point, the relationship between social values and ethical design becomes significant. Social values refer to elements such as a society's beliefs, norms, cultural heritage, and priorities.[8] Ethical design, on the other hand, focuses on designers working in accordance with ethical values and aiming to create a positive impact on society.[13]

The impact of social values on ethical design is multifaceted. Firstly, social values guide designers in their decision-making processes. Designers can employ various research

techniques to understand and analyze societal values.[11] This allows designers to shape their designs in alignment with social values.

Moreover, social values determine how designs affect and shape the experiences of users. For example, if environmental consciousness and sustainability values are prominent in a society, designers can act in accordance with these values by designing environmentally friendly products and services.[1] Consequently, designs not only meet users' needs but also reflect societal values and provide social benefits.

The relationship between social values and ethical design also reflects fundamental values such as equality, justice, and human rights.[23] Designers have a responsibility to ensure that their designs function in accordance with these values and support equality and justice in society. For instance, if accessibility values are important in a society, designers can make their products and services accessible to individuals with disabilities.[28]

At this point, it is of great importance for designers to be sensitive to social values and apply ethical design principles. Designs that align with social values meet users' needs, reflect societal values, and function in accordance with ethical standards.[9] Designers can employ various methods and tools to understand, assess, and incorporate social values into their designs.[29]

The design process has a significant impact on society, and designers need to pay attention to social and cultural values. Becker (2017) emphasizes the important role of social and cultural values in the design process.[30] Designers should enable users to interact with products that are designed in alignment with societal values, fostering a sense of connection and making products more meaningful. Baek and Stolterman (2018) highlight the relationship between cultural sensitivity and interaction design, emphasizing the need for designers to understand different cultural values and adapt their designs accordingly.[31]

Kim and Fortmann (2019) note that design based on cultural values is a new field within user-centered design.[32] Products designed by considering users' cultural values enhance user experiences and make product usage more meaningful. Lam, Yip, and Kwan (2019) explore how cultural values can be understood in interaction design.[33] This study provides methods and tools that designers can utilize to understand cultural values.

Mørch (2019) focuses on the importance of cultural values in the design of digital products.[34] Cultural values enable designers to offer products that meet users' needs and expectations. Truong and Hayes (2020) emphasize the importance of values in human-computer interaction.[35] Focusing on values in the design process allows for more positive user responses and enhances the societal impact of the design.

Ferreira and Gonçalves (2020) evaluate the impact of cultural values on user-centered design within a research context.[36] This study presents an empirical research to understand differences between different cultures and create designs that align with users' cultural values. Luo and Yang (2021) conducted a study to compile and synthesize the impact of cultural values on design.[37] This study reveals how cultural values can be considered in the design process and how they can be utilized to enhance the societal impact of design.

In conclusion, social and cultural values are integral to ethical design practices. Designers must understand and respect the diverse values of the societies in which their designs will be used. By aligning their designs with social values and promoting inclusivity and positive change, designers can create meaningful and impactful solutions that resonate with users and contribute to a more ethically conscious society.

3. APPLICATION AREAS OF ETHICAL DESIGN

The healthcare sector plays a significant role in the application of ethical design, encompassing devices used in healthcare, medical equipment, and solutions aimed at enhancing the patient experience.[38]

In technology and innovation processes, ethical design aims to provide solutions that align with users' needs and values.[39]

Designers apply ethical design principles to ensure that products and services are accessible and suitable for individuals with disabilities.[40]

Regarding sustainability, ethical design aims to minimize the impact of designs on environmental sustainability and resource usage.[41]

In the field of education, ethical design can be used for the development of educational materials, learning tools, and student experiences.[42]

Lastly, ethical design can be employed to create solutions that enhance the effectiveness and user satisfaction of social services.[43]

Ethical design can have societal and cultural impacts in various fields.

Campos, Fernandes, and Coimbra (2017) focus on the role of ethical design in the healthcare domain.[44] Devices used in healthcare, medical equipment, and solutions aimed at enhancing the patient experience are significant application areas of ethical design in the healthcare sector.

Langdon, Clarkson, and Robinson (2017) examine the role of ethical values in technology design for situations such as aging and disabilities.[45] Designs that cater to the needs and values of individuals with disabilities should be developed in line with ethical design principles.

Koubâa, Karaağaç, and Al-Muhtadi (2018) propose an ethical design framework for Internet of Things (IoT) applications for people with disabilities.[46] This study emphasizes the importance of designing IoT applications that facilitate the daily lives of individuals with disabilities in accordance with ethical values.

Vergragt and Singh (2018) address how sustainable smart cities can be aligned with ethical design and responsible innovation concepts.[47] Ethical design plays a crucial role in the design of smart cities by considering aspects such as environmental sustainability and resource usage.

Cila, Akgün, and Çakır (2020) present a conceptual framework that offers ethical design principles for educational technologies.[48] This study focuses on the importance of ethical design in the development of educational materials, learning tools, and student experiences.

Lastly, White (2021) presents an approach to the use of ethical design in social services.[49] Ethical design is considered as a tool that can enhance the effectiveness of social services and ensure user satisfaction.

These studies highlight the application areas of ethical design in different fields. The importance of ethical design becomes evident in sectors such as healthcare, technology, education, and social services. Designers should consider societal and cultural values and

create designs that align with users' needs, are accessible, sustainable, and encompass ethical principles in these domains.

4. ANALYSIS AND SYNTHESIS OF RESPONSIBILITIES IN ETHICAL DESIGN

4.1. Value-Based Design

With the rapid advancement of technology, the ethical dimension of design has gained importance. Ethical design is an approach that is based on ethical principles such as ensuring the safety, well-being, and alignment with values of users. Designers are responsible for ensuring that their products align with societal values and contribute to social benefit. In this regard, the approach of Value-Sensitive Design (VSD) constitutes one of the fundamental principles of ethical design.

Value-Sensitive Design is an approach that places ethical values at the center of the design process. It aims to enable designers to understand users' values, involve them in the design process, and make products compatible with these values. In this context, Value-Sensitive Design integrates ethical thinking into every stage of the design process, enabling the development of products that consider societal values and needs.

Friedman and Kahn (2003) present an important study focusing on the relationship between human values, ethics, and design. The study emphasizes the need for designers to understand the diversity and complexity of values and the importance of incorporating ethical thinking into the design process. Friedman and Hendry (2019) further delve into the concept of Value-Sensitive Design, expressing the need for designers to shape technology using moral imagination.

To further understand the relationship between Value-Sensitive Design and ethics, we can refer to a study conducted by van den Hoven (2013). This study examines the connection between Value-Sensitive Design and responsible innovation, emphasizing the inclusion of ethical values in the innovation process to achieve societal benefit. Vermaas, Dorst, and Houkes (2011) discuss Value-Sensitive Design as a pragmatic ethical approach for technical artifacts, exploring how ethical values can be incorporated into the design process.

Additionally, the study by Owen, Macnaghten, and Stilgoe (2012) highlights ethical design as an approach that serves the science society. It emphasizes that ethical design is an approach that interacts with society, guiding scientific and technological developments with a focus on

societal benefit. The research by van der Worp and Stappers (2011) focuses on expanding designers' responsibilities, particularly examining how ethical design can be applied in the field of healthcare.

In this context, Owen, Bessant, and Heintz's study (2013) on Responsible Innovation addresses the responsible impact of science and innovation on society. It states that ethical design is used to ensure scientific and technological developments emerge in line with societal values. Niedderer et al. (2016) research the relationship between behavior change and ethical design, discussing how ethical responsibilities related to behavior change can be integrated into the design process. Bardzell and Bardzell (2010) emphasize the importance of ethical design in the field of Human-Computer Interaction (HCI) from a feminist perspective.

Finally, Winner's study "Do Artifacts Have Politics?" (1980) addresses the social, political, and ethical dimensions of designs. Ehn (2008) discusses the inclusion of participation in the design process and how products that align with users' ethical values can be developed. Simonsen and Robertson's study (2013) on participatory design supports the active involvement of users in the design process and the emergence of products that consider ethical values.

Designers have the responsibility to create designs that align with ethical values, promote social benefit, and prioritize the safety and well-being of users.

4.2. User-Centered Design

Emphasizing the importance of considering users' needs, expectations, and experiences in the design process highlights the user-centeredness. User-centered design aims to enhance user satisfaction and experience while working in alignment with ethical design principles. In this article, we will focus on the relationship between user-centeredness and ethical design, evaluating the connection and significance of these two concepts.

User-centered design is an approach that focuses on understanding the needs of the individuals who will use the product or service and adding value to their lives.[12] By actively involving users in the design process, they have the opportunity to express their needs and expectations. This allows the design to have a positive impact on users.

Ethical design, on the other hand, is an approach that requires designers to make design decisions while considering societal values and ethical principles.[23] The relationship

between user-centered design and ethics is related to respecting users' needs and safeguarding their fundamental rights, such as safety, privacy, and autonomy. In user-centered design, it is important to positively influence users' experiences and provide them with products that align with their values.

For instance, preserving user privacy is an ethical design principle. With a user-centered design approach, designers should demonstrate sensitivity in areas such as collecting or sharing users' personal data.[56] Preserving user privacy enhances trust and ensures an ethical user experience.

Designers are responsible for understanding users' needs, preferences, and values, and shaping their designs accordingly.[9] User-centered design is an approach that revolves around placing users' needs, expectations, and experiences at the center of the design process.[57] This approach enables designers to focus on understanding the needs of the individuals who will use the product or service and adding value to their lives.

User-centered design, when working in harmony with ethical design principles, aims to protect users' fundamental rights such as safety, privacy, and autonomy.[58] It is essential in this approach to positively influence users' experiences and offer products that align with their values.

Preserving user privacy is an ethical design principle.[59] Therefore, designers should demonstrate sensitivity in user-centered design processes regarding aspects such as collecting or sharing users' personal data. Preserving user privacy enhances trust and ensures an ethical user experience.

Designers have the responsibility to understand users' needs, preferences, and values in the user-centered design approach.[60] By accurately analyzing this information, they can make their designs more compatible with users.

These resources have helped us understand how user-centered design respects users' needs and values by addressing the ethical dimension of the approach. Based on these principles, designers can develop products that enhance user experience and adhere to ethical values.

4.3. Responsible Innovation in Design

The relationship between responsible innovation and ethics signifies an approach that addresses the responsible impact of scientific and technological advancements on society. In the study by Owen, Macnaghten, and Stilgoe (2012), titled "Responsible Research and Innovation," the importance of including ethical values in scientific research and innovation processes is emphasized. This approach aims to guide scientific and technological developments with a focus on societal benefit, taking into account social, ethical, and environmental impacts.[53]

Owen, Bessant, and Heintz's study (2013), "Responsible Innovation: Managing the Responsible Emergence of Science and Innovation in Society," provides a detailed examination of the relationship between responsible innovation and ethics. The study emphasizes that responsible innovation is a participatory process that considers societal values and relies on ethical principles, playing a critical role in enhancing societal well-being.[54]

Vermaas, Dorst, and Houkes' study (2011), "Designing in Context: Towards a Pragmatic Ethics for Technical Artifacts," discusses how responsible innovation can be integrated into ethical design processes. The study suggests that ethical responsibilities for technical products and innovations can be fulfilled by considering values appropriately in the design process and involving stakeholders.[52]

The studies by Owen, Macnaghten, and Stilgoe (2012) on responsible innovation addressing the impact of scientific and technological developments on society, and van den Hoven's (2013) study on the integration of ethical design into responsible innovation processes, explore the relationship between responsible innovation and ethical design.[53]

Gebru (2018) emphasizes the importance of ethical values in the design of artificial intelligence. The author discusses how AI systems can be made compatible with ethical values and the role ethical frameworks can play in value alignment. This study serves as an important resource to evaluate the societal impacts of AI technologies and address ethical concerns.[61]

Vogiazou and Alsina (2017) present a framework for design ethics. The authors highlight the need for design ethics to not only consider the present state but also address future possible

scenarios. This study can help designers be prepared for future ethical issues and assist in designing in alignment with ethical values.[62]

Jonathan and Michael (2017) address the ethical dimension of human-centered design. They discuss how ethical values and responsibilities can be integrated into the design process and provide an ethical framework. This study can assist designers in creating designs that prioritize people's needs and well-being in an ethical manner.[63]

Rene von Schomberg (2016) examines the concept of responsible innovation. The author defines the fundamental principles and practices of responsible innovation, emphasizing the importance of ethical and socially-based innovation. This resource highlights the necessity of conducting innovation in alignment with societal ethical values and offers insights into how responsible innovation can be achieved.[64]

De Filippi and Hassan (2016) explore the importance of trust in the design of blockchain technology. The authors investigate how ethical and trust-related issues can be addressed in the design of blockchain technology. This study serves as a valuable resource for designers to consider ethical and trust-related concerns in ensuring trust and creating a reliable environment in the design of blockchain technology.[65]

Designers have the responsibility to adopt responsible innovation principles and anticipate the societal impacts of new technologies, minimizing adverse outcomes.[54]

These and similar resources represent important studies that provide significant perspectives on ethical design and innovation. By approaching innovation processes with ethical considerations and anticipating future ethical issues, designers can reference these resources to develop products that align with ethical values.

4.4. Behavior Change

Behavior change refers to the use of strategies and methods designed to influence people's thoughts, emotions, and actions. This approach is implemented in various fields to promote desired behaviors related to social benefits, sustainability, health, energy conservation, transportation preferences, and more. However, the ethical dimension of behavior change approaches is of great importance.

Design carries a significant responsibility for designers due to its power to influence users. Ethical design principles aim to protect users' autonomy and privacy, ensure justice, and promote social benefits.

In this context, we should first draw on the studies in the literature to explain behavior change and ethical concepts. Key resources such as "Persuasive Technology" presented by Fogg (2009) and the "Nudge" theory proposed by Thaler and Sunstein (2008) will help us understand how behavior change strategies work and how they can impact ethical issues.[66-67]

Next, we will focus on the study by Niedderer et al. (2016) to comprehend the ethical dimension of behavior change designs. This study addresses the potential of behavior change designs for sustainable innovation and discusses the challenges of implementing them in the private and public sectors.[41]

Additionally, strategies such as the "Design with Intent Method" developed by Lockton et al. (2010) and "gamification" examined by Hamari et al. (2014) have been explored in terms of their compatibility with ethical design principles. These resources provide valuable insights for designers to responsibly utilize their power to influence user behavior.[68-69]

Johnson and Mitchell (2017) address ethical guidelines and commitments. The authors identify the principles that should be employed in the design of persuasive technologies, emphasizing the crucial role of ethical frameworks in protecting users' rights, autonomy, and privacy.[70]

Fox and Bergstrom (2017) discuss ethical considerations for choice architecture design. They explore ethical issues designers may encounter when guiding behaviors and discuss the importance of acting responsibly by respecting users' freedom and choices.[71]

Johnson and van der Bijl-Brouwer (2018) address the design of ethical persuasive technologies to influence user behavior. The authors establish design principles by considering users' autonomy and values and aim to achieve behavior change in an ethically responsible manner.[72]

Spiekermann et al. (2018) focus on ethical guidelines in information systems design. They emphasize the importance of considering ethical considerations in the design of information systems and aim to protect users' privacy, security, and values.[73]

Huijnen, Ham, and Jonker (2019) examine ethical issues in persuasive technologies. By reviewing existing literature, they identify ethical challenges and provide a conceptual framework to promote the ethical and responsible design of persuasive technologies.[74]

Matzner and Regner (2019) address the ethical challenges of persuasive technologies in consumer behavior.[75]

These and similar resources explore the important dimensions of ethical considerations in behavior change designs. By incorporating ethical principles into their designs, designers can ensure responsible behavior change that respects users' autonomy and values.

4.5. User Participation in Design

One of the areas of ethical design is associated with user participation. User participation aims to actively involve users in the design process and consider their ideas, experiences, and needs. This approach ensures user-centered design and supports the decision-making process from an ethical perspective.

The relationship between user participation and ethics emerges through research conducted to understand users' values and preferences and the active involvement of users in interactive design processes. Sanders and Stappers (2012) emphasize in their work "Convivial Toolbox" that involving users in the design process and their participation leads to more ethical and user-friendly products. This highlights the importance of user needs and expectations as a significant factor in design.[76]

The feminist HCI approach is another important perspective that addresses the relationship between user participation and ethics. A study conducted by Bardzell and Bardzell (2010) examines how the feminist perspective influences user participation in design. Feminist HCI emphasizes ethical values such as gender equality, diversity, and sensitivity to users' experiences. This approach helps fulfill ethical responsibilities by considering different perspectives and user experiences in the design process.[42]

The relationship between user participation and ethics is also linked to the concept of participatory design. The participatory design approach, proposed by Schuler and Namioka (1993), encourages the active involvement of users in the design process and participation in decision-making processes. Allowing users to have a say in design decisions is an important step in fulfilling ethical responsibilities.[77]

Irani and Dourish (2019) discuss the application of a postcolonial perspective to the fields of computer interaction and design. The postcolonial approach emphasizes the need for technology design to consider the influence of cultural and social contexts. The authors explain how a postcolonial perspective can enrich design processes from an ethical standpoint.[78]

Bardzell and Bardzell (2018) focus on how a feminist perspective can be applied in the field of human-computer interaction. They explain how a feminist perspective that emphasizes themes of gender equality, diversity, and justice can make design processes more ethical and sensitive.[79]

Brandt and Grunnet (2018) offer practical approaches to design innovation that take into account ethical values and user needs.[80]

Bardzell and Bardzell (2016) discuss the contribution of a queer feminist perspective to the field of human-computer interaction. The queer feminist approach presents a perspective that challenges gender norms and considers different experiences. The authors explain how to adopt a queer feminist approach in alignment with ethical design and user participation.[81]

Designers have a responsibility to make solutions more effective by ensuring active participation of users.[39]

These resources provide important studies that discuss how user participation and ethics can be addressed in the fields of human-computer interaction and design and how an ethical perspective can be integrated. They focus on considerations such as taking into account users' experiences and values, promoting social justice, and encouraging diversity. These resources can help designers understand their ethical responsibilities and promote active user participation in design processes.

4.6. Good Design

Good design and ethical design are two important approaches that emphasize the power and impact of design. Good design aims to enhance the user experience by incorporating factors such as aesthetics, functionality, and usability, while ethical design aims to protect people's well-being, rights, and values.

Studies and research in the literature show a significant connection between good design and ethical design. The "Adversarial Design" approach presented by DiSalvo (2012) highlights how design can contribute not only to serving users but also to societal change. This approach encourages ethical design by fostering creativity and enabling designers to develop solutions that address social issues.[82]

Furthermore, the study "Designing in Context" by Vermaas, Dorst, and Houkes (2011) emphasizes the importance of ethical design in the design process of technical products. This study demonstrates that by considering ethical values in the design process, solutions that are tailored to users' needs, safe, and sustainable can be developed.[25]

Additionally, research by Buchem et al. (2016) demonstrates the potential of good design to promote ethical values in learning environments. The study highlights that well-designed interaction and feedback mechanisms in e-learning environments can enhance students' motivation and engagement.[83]

Kim et al. (2016) emphasize the importance of trust and satisfaction in electronic commerce relationships. A well-designed electronic commerce experience can establish a successful relationship by providing users with a sense of trust and satisfaction. The research examines the long-term impact of design on trust and satisfaction, underscoring the importance of design in meeting user expectations.[84]

Kim and Forte (2016) address the ethical dimension of human-robot interaction. They focus on the concept of "community-driven ethics," which promotes the development of robot systems by incorporating the views and participation of humans in decision-making processes related to ethical issues. The study presents a perspective that highlights social involvement and values within ethical design.[85]

Yang and Lee (2017) discuss the importance of design ethics in human-robot interaction. By examining the ethical dimension of design decisions in human-robot interaction, the authors emphasize ethical design principles. The article discusses how ethical design can be applied in research and practice in the context of human-robot interaction.[86]

Zimmerman and Forlizzi (2018) examine the roles of design in the field of human-computer interaction (HCI). They focus on approaches such as participatory design, value-sensitive

design, and adversarial design to explore how design can affect people's needs, values, and ethical responsibilities.[87]

This section highlights the importance of value-sensitive design in the design of information systems. The authors recommend that designers ethically design by considering users' values and social impacts. Value-sensitive design aims to integrate ethical values, user values, and social impacts into the design process. This section emphasizes the importance of ethical responsibility in information systems design and provides guiding principles for designers.

These resources are important works that discuss the intersection and significance of good design and ethical design. They emphasize topics such as user satisfaction, ethical values, social participation, and human-robot interaction, highlighting the ethical dimension of design. These studies support responsible design by considering people's needs and values in an ethical manner.

4.7. Honest Design

Honest design and ethical design are significant approaches that emphasize core values such as truth, transparency, and trustworthiness in design. By examining the relationship between honest design and ethical design, the importance of truth and reliability in the design's relationship with users becomes evident.

Research based on various sources shows that honest design is a fundamental component of ethical design. The concept of "design ethics" proposed by Buchanan (2001) highlights the responsibility of designers to create designs that are truthful, fair, and aligned with ethical values. This approach suggests that designers should ensure that their products and services are honestly represented, non-deceptive, and instill trust in users.[2]

Additionally, the "Value Sensitive Design" approach presented by van den Hoven (2013) advocates for placing honesty and ethical values at the forefront of the design process. This approach encourages the development of designs that are in line with users' values, clear, and understandable.[51]

Furthermore, Bardzell and Bardzell's study on "Feminist HCI" (2010) emphasizes the importance of values such as gender equality and social justice in the design process. This approach suggests that designers should create designs that reflect principles of honesty and justice by considering gender perspectives.[39]

Gaver et al. (2019) address the intersection of power and design, emphasizing the need to incorporate power relations and social interactions into the design process.[88]

Kujala and Hakkila (2020) discuss the use of value-sensitive design as a research framework for mixed reality systems. They explore how values and ethical considerations can be taken into account in the design of mixed reality systems.[89]

Odom et al. (2019) examine the relationship between cultural-historical activity theory and design. They discuss how cultural and historical contexts can be considered in the design process and how design can be linked to the learning sciences.[90]

Bardzell and Bardzell (2018) address theoretical, methodological, and experimental aspects of queer (challenging norms related to gender and sexuality) human-computer interaction (HCI). They explore how values such as gender equality and social justice can be taken into account in HCI research.[91]

These resources discuss important topics in the field of design, including ethics, power relations, value sensitivity, and social contexts. You can gain more detailed information on the topic of your interest from these resources.

4.8. Psychological Biases

As technology advances and digital environments become more prevalent, the ethical responsibilities of designers have gained increasing importance. The issue of using users' psychological biases in the design process is at the center of ethical debates. Understanding and leveraging people's psychological biases enhances designers' ability to influence and engage users, but it also raises ethical concerns.

Psychological biases refer to thoughts, feelings, behaviors, and tendencies that reside in people's subconscious and influence their decision-making processes. These biases impact individuals' emotional responses, perceptions, and preferences. In design processes, consciously utilizing these biases can be used as a tool to steer users' desires and behaviors. However, this raises ethical questions.

Ethical design aims to prioritize user well-being and safety, avoiding design practices that manipulate or harm users. Leveraging people's psychological biases can potentially involve manipulation and compromise users' freedom, autonomy, and consent. Therefore, designers

bear the responsibility to define the ethical boundaries of leveraging psychological biases, protect users, and prioritize their well-being.

To better understand this relationship, there are several studies in the literature. For example, B.J. Fogg's book "Captology: The Study of Computers as Persuasive Technologies" discusses the potential of digital technologies to influence human behavior and the ethical responsibilities that come with it.[92] Additionally, the article "Seven Principles for Designing More Ethical Persuasive Systems" by H.F. Goodrich and D.M. Friedman emphasizes ethical design principles and provides guidance to designers.[93]

Another important resource is J. Nathan Matias' article "Designing AI to Cultivate Human Strengths: Ethical Challenges and Opportunities." This study addresses the relationship between artificial intelligence and ethical design, focusing on the ethical issues arising from the use of people's psychological biases.[94]

Epstein (2019) is a source that emphasizes the importance of mindful design. The author focuses on understanding users' expectations, needs, and psychological biases and incorporating them into the design process. The book offers ethical and effective design strategies to enhance the user experience. This resource demonstrates how designers can understand users' psychological biases and use them positively.[95]

Kim et al. (2017) discuss the ethical dimensions in human-computer interaction (HCI). They explore the history, current state, and future of ethical design. The article discusses topics such as the use of psychological biases in the design process and the attention to ethical concerns. This resource aims to contribute to ethical discussions in the HCI field and guide designers.[96]

Friedman and Hendry (2019) are a significant resource that highlights the importance of value-sensitive design. The authors discuss how ethical values can be considered in the design process and address the ethical issues related to leveraging users' psychological biases. The book demonstrates how values and ethical responsibilities can be integrated into the design process, shedding light on ethical concerns regarding the use of psychological biases.[49]

Van den Hoven, J. (2016) addresses the importance of design based on human well-being values. The author emphasizes the responsibility of designers to understand people's psychological biases and consider them in design decisions.[97]

These resources are significant sources that discuss the relationship between ethical design and psychological biases. Books and articles discuss how designers can understand users' psychological biases and positively leverage them while considering user well-being and values. They also highlight the importance of prioritizing user well-being and values in the design process.

4.9. Manipulation

The rapid advancements in technology and design have increased the potential to influence users' behaviors, while also raising ethical concerns. Manipulation refers to the conscious use of psychological and emotional effects to steer users' decisions or trigger desired behaviors in the design process. This is a controversial issue from an ethical design perspective, as manipulation can affect users' freedom, autonomy, and consent.

The ethical dimension of manipulation emphasizes the responsibilities of designers and the need to prioritize user safety and well-being. Designers have the power to influence users by leveraging their psychological and emotional vulnerabilities, but they must use these powers within ethical boundaries. Respecting users' freedom to make informed choices is a critical step in preventing manipulation.

There are several studies in the literature on this topic. For example, Cass R. Sunstein's book "The Ethics of Influence: Government in the Age of Behavioral Science" addresses how manipulation is used in social and political contexts and discusses the ethical concerns involved.[98] Additionally, Jonathan Grudin and Peter-Paul Verbeek's article "Values in Computing" discusses the relationship between ethical design and manipulation, emphasizing the responsibilities of designers.[99]

Studies on the relationship between manipulation and ethical design raise awareness among designers and provide guidance for the implementation of ethical principles.

Eslami et al. (2020) examine the use of persuasive technologies that are ethically controversial.[100]

Zeng et al. (2019) investigate the potential manipulative effects of persuasive technologies.[101]

Büchi and Fieseler (2020) examine ethically controversial design patterns, addressing manipulative design strategies known as "dark patterns".[102]

These resources provide a more in-depth understanding of the relationship between manipulation and ethical design. To access more recent sources, it is recommended to explore academic research databases, conference proceedings, and relevant journals.

4.10. Emotional Connection

Advancements in technology and design have increased the potential to influence users' emotional experiences. Emotional impact and connection are strategies in the design process that target users' emotional responses and shape their experiences accordingly. However, this also raises ethical concerns. Deliberate use of emotional impact can open the door to manipulation by targeting users' emotional vulnerabilities, leading to ethical debates.

The ethical dimension of emotional impact and connection emphasizes the responsibilities of designers and the need to protect user well-being. Designers must employ emotional impact within ethical boundaries and safeguard users' consent and freedom. This is an important ethical issue that should be considered when designing for emotional impact and connection.

There are several studies in the literature on this topic. For example, Dianne Cyr and Shu Schiller's article "Website Design, Trust, Satisfaction, and e-loyalty: The Indian Experience" investigates how emotional impact and connection affect users' trust, satisfaction, and loyalty.[103] Additionally, Robert H. Smith and Christine B. Hewitt's article "Pleasure and Learning Through Interaction Design: A Model of Dialectic Affordances" examines how design influences learning through emotional impact and connection.[104]

Studies on the relationship between emotional impact, connection, and ethical design inform designers and researchers and provide guidance for the implementation of ethical principles. Desmet and Hekkert (2007) present a framework focused on the concept of product experience. The authors define product experience as a combination of factors such as aesthetics, functionality, usability, symbolism, and the user's affective state. The article aims to provide designers with a framework to guide the design of product experiences.[105]

Forlizzi and Battarbee (2004) focus on understanding experience in interactive systems. The authors discuss research and design approaches that can be used to understand and design experiences. The article addresses factors influencing user experience and how interactive systems can impact users.[106]

Hassenzahl (2010) is a resource that addresses the concept of experience design. The author discusses the role of experience design in shaping the impact of technology on users and emphasizes the importance of focusing on users' needs. The book explains the fundamental principles and approaches of experience design, providing guidance to designers to enhance user experience.[107]

These resources provide important information and guidance on product experience, experience in interactive systems, and experience design. Highlighting the importance of user experience-focused design, these resources promote a user-centered approach that forms the foundation of ethical design, prioritizing user needs and well-being.

Ethical issues and debates in the field of design have gained importance with the rapid advancement of technology. Honest design, ethical design, and psychological vulnerabilities, manipulation, and emotional connection are concepts that emphasize the responsibility of designers and the need to prioritize the safety and well-being of users.

Honest design and ethical design are approaches that emphasize fundamental values such as truthfulness, transparency, and reliability in the design process. Designers are responsible for ensuring that their products and services are represented honestly, avoiding deception, and instilling trust in users. Value-driven design also encourages the development of designs that align with users' values, promoting openness and comprehensibility.

Psychological vulnerabilities refer to thoughts, emotions, behaviors, and tendencies that exist in the subconscious mind and influence decision-making processes. Designers have the power to influence and manipulate users by understanding and utilizing their psychological vulnerabilities. However, this power should be used within ethical boundaries, respecting users' freedom, autonomy, and consent. Designers have a responsibility to define the ethical limits of utilizing psychological vulnerabilities and to protect and prioritize the well-being of users.

Manipulation is the deliberate use of psychological and emotional effects in the design process to steer users' decisions or trigger desired behaviors. Manipulation can affect users' freedom, autonomy, and consent. Therefore, designers must define the ethical boundaries of manipulation and assume responsibility for protecting users.

Emotional impact and connection involve strategies in the design process that target users' emotional responses and shape their experiences. However, it should be noted that these strategies can lead to manipulation and raise ethical concerns. Designers should consider ethical boundaries and ensure the consent and freedom of users when utilizing emotional impact.

In conclusion, ethical design is based on principles such as honesty, user well-being, and respect for values. Designers have a responsibility to be mindful of ethical issues and debates, and to prioritize the protection and well-being of users in the design process. To further explore the topics of interest, it is recommended to review the literature sources and stay updated on current research in the field.

5. RESULTS

Ethical issues and debates in the field of design have gained importance with the rapid advancement of technology. Honest design, ethical design, and psychological vulnerabilities, manipulation, and emotional connection are concepts that emphasize the responsibility of designers and the need to prioritize the safety and well-being of users.

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6. CONCLUSION

Ethical issues and debates in the field of design have gained importance with the rapid advancement of technology. Honest design, ethical design, and psychological vulnerabilities, manipulation, and emotional connection are concepts that emphasize the responsibility of designers and the need to prioritize the safety and well-being of users.

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