

Strategy : Ethical Speculation

Fundamentals of the strategy

What is the goal of this strategy ?

It is used to **anticipate** the potential **impacts** of a technology or software on stakeholders by envisioning **future scenarios** and their consequences.

When to use it ?

This analysis should be done at early stage of the design phase, before major updates or new features.

Assessment questions

What are the potential **negative consequences** of the technology or software you are designing?

What positive outcomes can arise from **resolving the identified ethical issues**?

Applying the strategy

Create a pitch for fictional story in two parts:

- Part I** will explore the **dark, pessimistic outcomes**, similar to a black mirror episode (Template 1)
- Part II** will present a **positive outcome**, where ethical issues are resolved for a better future (Template 2)

Follow the steps and use the templates below:

Part I. Dark and pessimistic

- Imagine a **character** that would be negatively impacted by the software
- Write a pitch that summarizes their **story**
- Find an attractive **title**

👉 Fill out **Template 1**

Part II. Positive outcome

- Identify 1 or 2 main **ethical issues** represented in your story
- Describe the **immediate and future consequences**
- Imagine a **happy ending** for your character

👉 Fill out **Template 2**

TEMPLATE 1

Title

Summary
(pitch)

Image

TEMPLATE 2

Ethical Issues

Immediate and
Future
Consequences

Happy ending

When applying this strategy in the context of the exam, you are not expected to provide an image.