

We Work Intentionally Resource List

Ethical Frameworks

- [Ethical Decision Making](#) - Blog
A great resource to familiarize yourself with ethical frameworks. Attempts to answer the question, “What is and isn’t ethics?” and offers a path for navigating ethical situations.
- [Crash Course: Philosophy and Ethics](#) - Video Series
A great video series that unravels various ethical and philosophical principles. Always wanted to understand Utilitarianism better? These are your videos!
- [Equity vs. Equality: What’s the Difference?](#) - Article
Article navigating the differences between equity and equality with some great resources expanding on both.
- [The Ethicist](#) - Advice Column
A regular column from the New York Times where Kwame Anthony Appiah considers readers’ ethical quandaries.
- [You Are Not So Smart](#) - Podcast
The central theme of You Are Not So Smart is that you are unaware of how unaware you are which leads you to becoming the unreliable narrator in the story of your life. You Are Not So Smart is a fun exploration of the ways you and everyone else tends to develop an undeserved confidence in human perception, motivation, and behavior. I hope you’ll rediscover humility and reconnect with the stumbling, fumbling community of humans trying to make sense of things the best we can.

Ethics and Design

- [Design Professionals of Canada Code of Ethics](#) - Code of Ethics
A code of ethics for design professionals in Canada — a great reference for all working designers.
- [Jessica Oddi: Ethical Guide to Design](#) - Portfolio Website
Jessica Oddi is a disabled designer with an ethical approach. Her personal code of ethics is a great reference.
- [Ruined by Design](#) - Book
The world is working exactly as designed. And it’s not working very well. Which means we need to do a better job of designing it. Design is a craft with an amazing amount of power. The power to choose. The power to influence. As designers, we need to see ourselves as gatekeepers of what we are bringing into the world, and what we choose not to bring into the world. Design is a craft with responsibility. The responsibility to help create a better world for all.

- [Do Good Design](#) - Book
An in depth look at how designers can “do good” while working with actionable steps.
- [Ethics of Design](#) - Blog
Why are ethics important in the profession of graphic design?
- [Good Design for a Bad World](#) - Article
Article arguing that, “designers are better equipped than any other profession to offer solutions to issues such as pollution, climate change and depletion of resources.”
- [WTF is Dark Pattern Design?](#)
Diving into dark patterns and how UX can be intentionally deceptive and harmful.
- [The Good, the Bad, and the Biased](#)
An overview of how to avoid creating misleading infographics with examples of misleading and correct examples.
- [Milton Glaser's 12 Steps on the Road to Design Hell](#)
Milton Glaser was responsible for some of the most iconic pieces of design and illustration from the past century, but as an educator and public figure, he also became a prominent advocate for ethics in design. He didn't shy away from the messy questions about commerce and consumption that regularly come up in our profession. With that in mind, he wrote the “12 Steps on the Road to Design Hell,” a series of hypotheticals he'd pose to his students about the jobs that might come up during a career in commercial art.

Ethics and Marketing

- [American Marketing Association Statement of Ethics](#) - Statement of Ethics***
The Statement of Ethics addresses the AMA's position on the ethical standards that marketers should observe while practicing marketing as part of their profession. This includes standards for research into marketing.
- [The Hidden Persuaders](#) - Book
A scrutinous look at marketing and advertising techniques and how it affects our decisions unconsciously.
- [“In On It”: Honesty, Respect, and the Ethics of Advertising](#) - Book chapter
A chapter focused on the ethics of advertising and a look into an episode of Mad Men.
- [Draft Your Code: Committing Yourself to Ethical Principles](#) - Book chapter
The importance of holding yourself to a code.

Examples of the Impact of Design and Marketing

- [Mike Monteiro, How Designers Destroyed the World](#) - Video
Great talk by our generation's leading design ethicist, Mike Monteiro. If you don't read his book, "Ruined by Design", watch this talk. Run time - 45:47
- [How Bad UX Killed Jenny](#) - Medium Article
Why intuitive and intentional UX can literally save lives.
- [How to spot a misleading graph - Lea Gaslowitz](#) - Video
TEDed talk about misleading data visualization. Run time - 4:10
- [The future of humanity depends on design ethics, says Tim Wu](#) - Article
Evaluation of dark patterns and false loops that exist in current products and how design ethics could help prevent these dangerous design decisions.
- [Nest Founder: "I Wake Up In Cold Sweats Thinking, What Did We Bring To The World?"](#) - Article
Tony Fadell reflecting on the consequences some of his products have brought into the world, including his own children's screen addictions.

UX + Tech

- [Tech for Good Live](#) - Podcast
Technology gets a bad rap. This is because it's used to do a lot of really, really crappy stuff. However, at Tech for Good Live we believe it can be used to have a positive impact on the world. We've ran events, volunteer matching schemes, advised councils... but right now, we're focussing on making a podcast. Because it's fun.

Ethical Research and Design Tools

- [Spotify Ethics Assessment Worksheet](#) - Worksheet
If you don't use anything else when considering a product/design, use this! This worksheet is aimed at helping you evaluate your products for any potential harms and prioritize next steps, whether that's doing more research or holding brainstorming sessions to address the results you uncovered.
- [Tarot Cards of Tech](#)
Cards that ask the tough questions about a product or design — great to consider during the research and evaluation phases of a project.
- [52 UX Cards to Discover Cognitive Biases](#)
Here is a list of 52 selected biases organized in 5 different categories. They help team members become aware of their own biases and the different biases they can induce, whether on purpose or not, to users.
- [Ethical Litmus Test](#)
A card deck to use at work. The deck and activities help build up our ethics capacity and vocabulary — as individuals and as part of a team. Use the prompts to practice grappling with the grey, inconvenient, or ambiguous challenges in our everyday work.

- [Ethical Explorer](#)
Whether you're launching a new product at a startup or updating software used around the world, consider this a go-to tool for sparking dialogue, identifying early warning signs, and brainstorming positive solutions. Go straight to the Teckh Risk Zones toolkit [here](#).
- [The Designer's Critical Alphabet](#)
Questions considering ableism, bias, critical race theory, and beyond to consider during anything we do. Not just applicable to design!