CULTURAL 2.0 HERITAGE

YOUR GUIDE TO

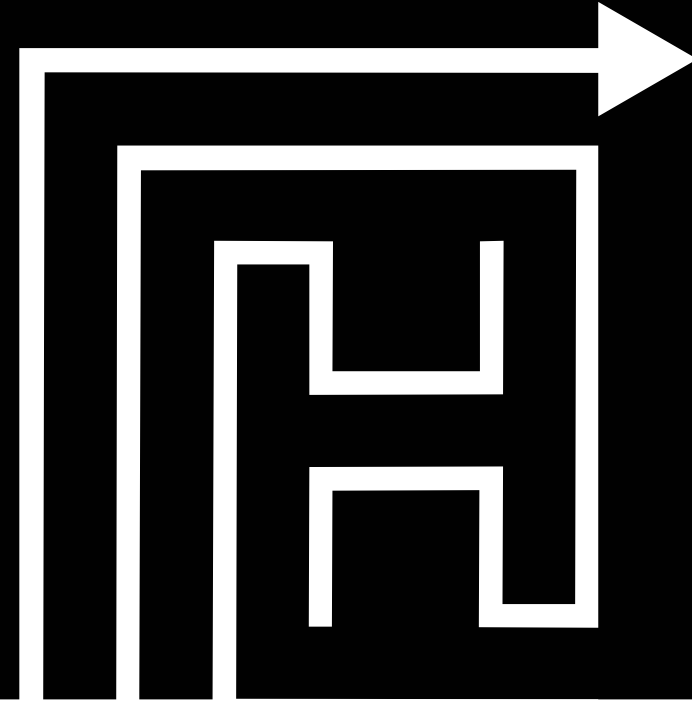## THE DIGITAL ETHICS COMPASS
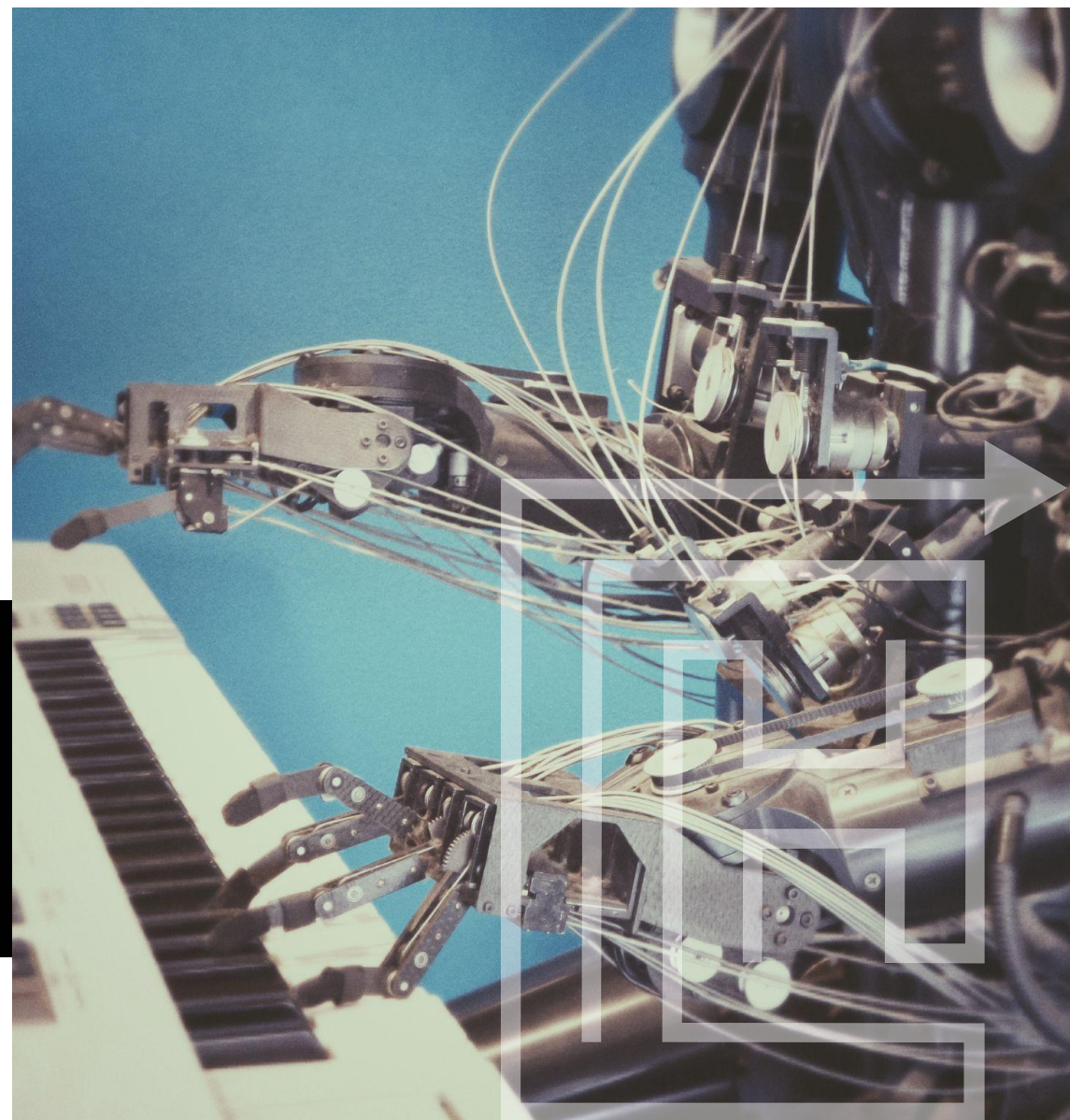
HUMANIZING TECHNOLOGY AND NAVIGATING DIGITAL ETHICS IS INCREASINGLY IMPORTANT FOR CHOs

Post covid-19 the cultural heritage sector has stepped into the digital age in everything from hybrid concerts, NFT galleries in the metaverse and generative language models build on artificial intelligence enabling anyone to replicate the work of famous artists. These new possibilities require CHOs to be able to navigate the ethics of humanizing technology.

THE DIGITAL ETHICS COMPASS

Is a set of questions developed by Danish Design Center to ensure that humans are at the centre of the transformation when implementing new digital tools in your organization.

CULTURAL 2.0 HERITAGE

PUT THE HUMAN AT THE CENTER

Putting humans at the center means that the compass aims to help the organization to ensure the following four ethical goals:

- **Avoid manipulation**
- **Make your technology understandable**
- **Avoid creating inequalities**
- **Give users control**

To do achieve this there are three categories of questions to visit when implementing new technologies.

- **Data**
- **Automation**
- **Behavioral design**

In the following slides we will visit each category separately.
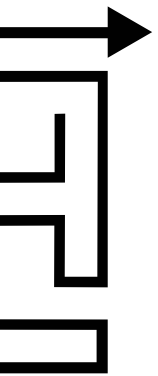
DATA

Digital products and services get better from data, and it is, therefore, tempting to collect as much data as possible. But it is not legal to collect data that one does not need.

And even if one is within the bounds of the law, data collection can easily become very unequal, so it is the company that reaps all the benefits while customers are left without knowledge of or control over their own data.

It is your ethical choice whether you as a company will use data in a way that increases people's sense of control, or whether you will use data solely for your own benefit.
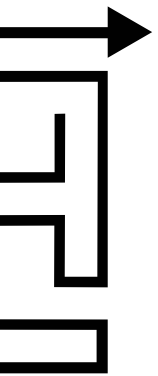
DATA QUESTIONS

1. Are you collecting too many data points, and do you keep them for too long?
2. Do you anonymize your data?
3. How do you store data?
4. Do you give people access to their own data?
5. Have you obtained user permission to collect and process data?
6. Do you inform your users about how they are profiled?
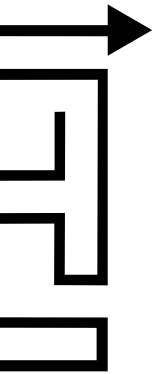
AUTOMATION

We can automate our digital solutions by using artificial intelligence and algorithms.

Automation is often a good thing because machines can solve tasks faster and more accurately than humans, but on the other hand, machines also make mistakes that can be quite significant and have serious consequences for humans.

It is your ethical choice whether you want to design automated solutions that help people or override people.
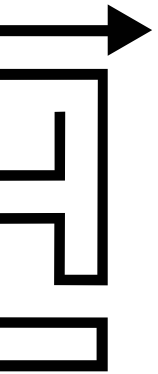
AUTOMATION QUESTIONS

1. Are your users aware that they are interacting with an automated solution?
2. Do your automated systems comply with legislation and human rights?
3. Does automation cause people to lose the abilities to do a job?
4. Is your automated system transparent, so the user can see the engine room?
5. Can your automated system explain itself?
6. Are your algorithms prejudiced?
7. Is there an unnecessarily high risk with your automated system?
8. Is someone in the company ready to step in when automation fails?
9. Is your automated system adaptable to changes?
10. Can your automated system be hacked?
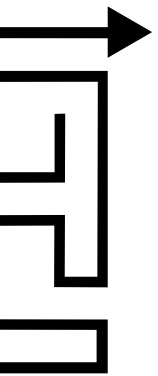
BEHAVIORAL DESIGN

Humans are not always rational. We make decisions based on emotions, which can be manipulated via behavioral design, for example, by nudging.

In the best case, behavioral design is used to help people make wise decisions, but in the worst-case, behavioral design can be used to manipulate people in directions that are harmful to them.

It is your ethical choice whether you want to use behavioral design to help or to manipulate.
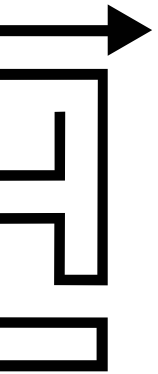
BEHAVIORAL DESIGN QUESTIONS

1. Does your design play with negative emotions?
2. Do you deliberately make it difficult for users to find or understand information or functionality?
3. Do you exploit your user's inability to concentrate to your own advantage?
4. Do you manipulate actions by taking advantage of people's need to be social?
5. Are you trying to create addiction to your product with cheap tricks?
6. Do you validate or challenge your users?
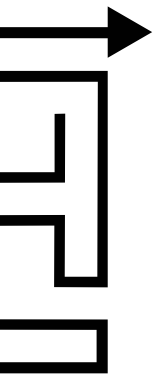
FURTHER USE

For deep-diving into the different categories and questions visit the interactive version of the tool from Danish Design Center here.

The purpose of this tool is to ensure the human aspect when new technologies changes the ways we work with cultural heritage.

CULTURAL HERITAGE 2.0

Source: Danish Design Center

OER prepared by Rasmus Kastrup Brorly, University of Copenhagen

Ca' Foscari University of Venice

UIIN University Industry Innovation Network

UNIVERSITY OF COPENHAGEN

universität wien

momentum [educate + innovate]

bespoke