UNIVERSITEIT TWENTE.

Freedom vs. Paternalism: Beauvoir and the Politics of Design

Industrial Design Engineering LabTalk

TU Delft

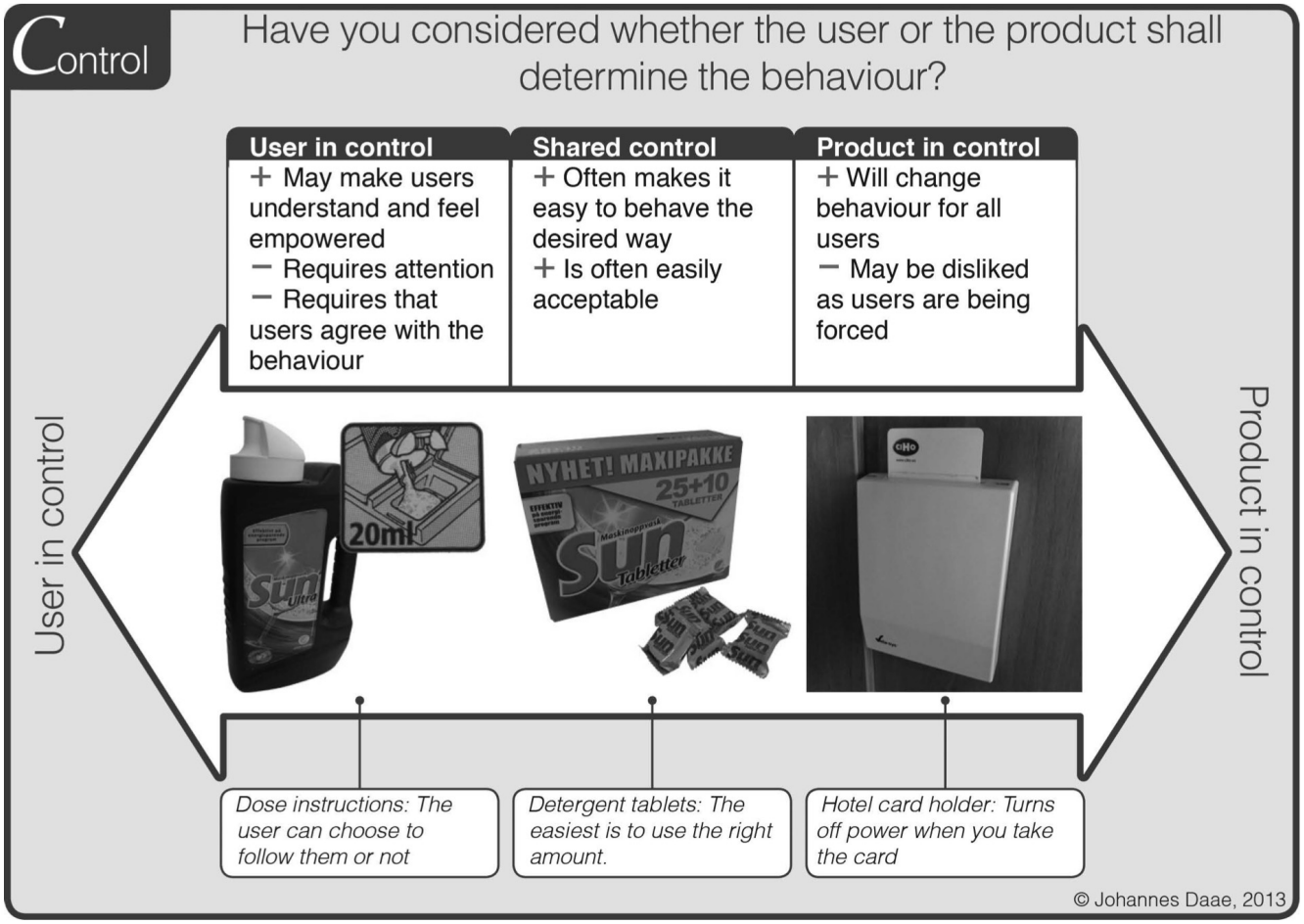
28 June 2023

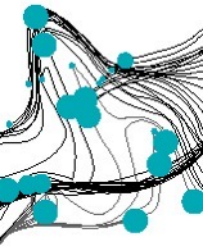
Dr. Nolen Gertz

Assistant Professor
of Applied Philosophy

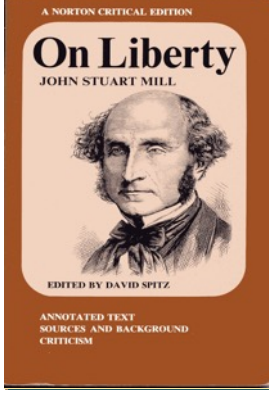
University of Twente

Part I
Design and Paternalism





Mill vs. Paternalism



"The only freedom which deserves the name, is that of pursuing our own good in our own way, so long as we do not attempt to deprive others of theirs, or impede their efforts to obtain it...

"...the only purpose for which power can be rightfully exercised over any member of a civilized community, against his will, is to prevent harm to others. His own good, either physical or mental, is not a sufficient warrant."

MASTER INDUSTRIAL DESIGN ENGINEERING

BECOME A **'DESIGNEER'** AND ENRICH PEOPLE'S LIVES WITH **NEW AND/OR BETTER PRODUCTS** WHILE CONTINUOUSLY **IMPROVING THE DEVELOPMENT PROCESSES** INVOLVED.

In your daily life, without realising, you are continuously surrounded by products. But who designed these products? Why are they shaped the way they are? What user demands do they meet, what processes lie behind the development and what technologies are involved in that process? That's what the **Master's in Industrial Design Engineering (IDE)** at the University of Twente (UT) is all about.

VS

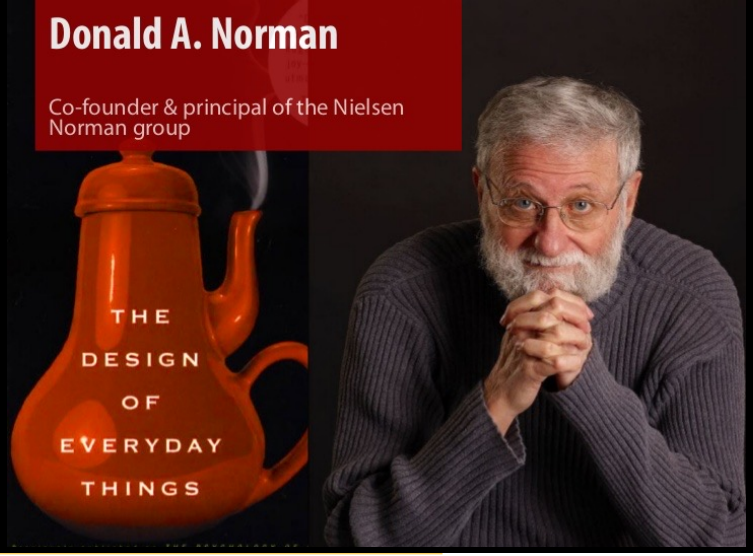
Herbert A. Simon

The Science of Design: Creating the Artificial

Historically and traditionally, it has been the task of the science disciplines to teach about natural things: how they are and how they work. It has been the task of engineering schools to teach about artificial things: how to make artifacts that have desired properties and how to design.

Engineers are not the only professional designers. Everyone designs who devises courses of action aimed at changing existing situations into preferred ones. The intellectual activity that produces material artifacts is no different fundamentally from the one that precribes remedies for a sick patient or the one that devises a new sales plan for a company or a social welfare policy for a state. Design, so construed, is the core of all professional training: it is the principal mark that distinguishes the professions from the sciences. Schools of engineering, as well as schools of architecture, business, education, law, and medicine, are all centrally concerned with the process of design.

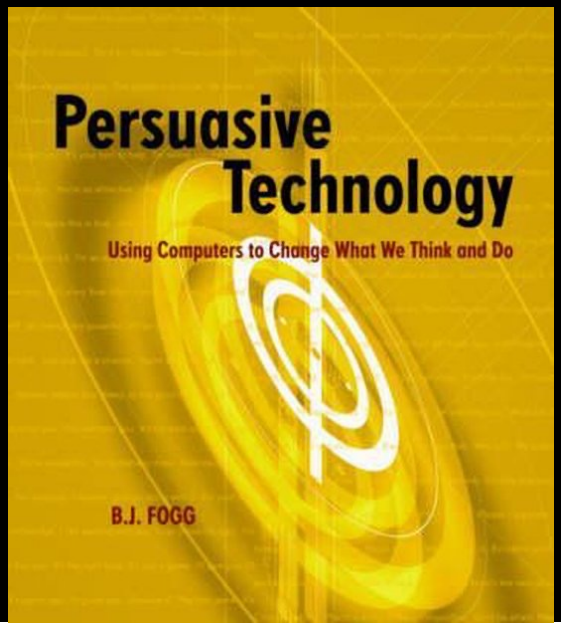
VS



Human-centered design is a design philosophy. It means starting with a good understanding of people and the needs that the design is intended to meet. This understanding comes about primarily through observation, for people themselves are often unaware of their true needs, even unaware of the difficulties they are encountering. Getting the specification of the thing to be defined is one of the most difficult parts of the design, so much so that the HCD principle is to avoid specifying the problem as long as possible but instead to iterate upon repeated approximations. This is done through rapid tests of ideas, and after each test modifying the approach and the problem definition. The results can be products that truly meet the needs of people. Doing HCD within the rigid time, budget, and other constraints of industry can be a challenge: Chapter 6 examines these issues.

Where does HCD fit into the earlier discussion of the several different forms of design, especially the areas called industrial, interaction, and experience design? These are all compatible. HCD is a philosophy and a set of procedures, whereas the others are areas of focus (see Table 1.1). The philosophy and procedures of HCD add

VS



chapter 9

The Ethics of Persuasive Technology

VS

Intentions: Why Was the Product Created?

One reasonable approach to assessing the ethics of a persuasive technology product is to examine what its designers hoped to accomplish. Some forms of intentions are almost always good, such as intending to promote health, safety, or education. Technologies designed to persuade in these areas can be highly ethical.

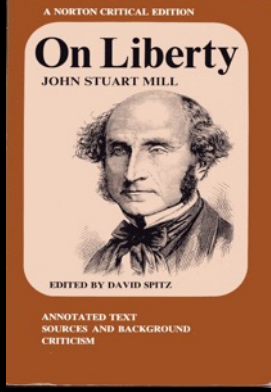
The ethics in balancing control and freedom when engineering solutions for sustainable behaviour

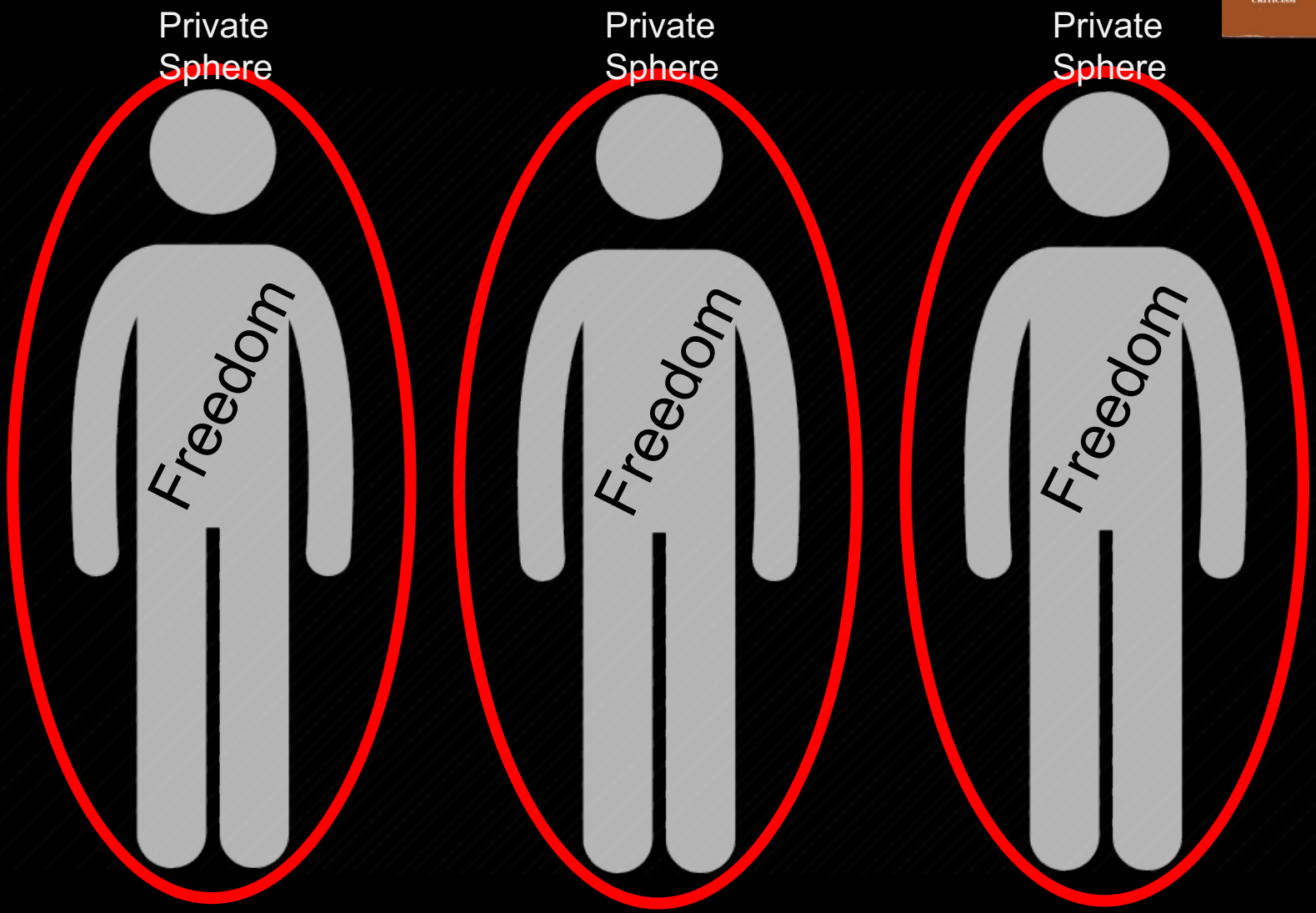
Ida Nilstad Pettersen & Casper Boks

The rationale behind research into design for sustainable behaviour lies in the grave character of the effects of climate change and the unequal distribution of the world's resources. The situation calls for immediate action and necessitates fundamental change to the way we consume. Taboos for political intervention have until now included economic growth and individual freedom or consumer sovereignty principles. It is possible that in the end we cannot afford to keep them. However, they constitute majors barriers to sustainability efforts, as these largely depend on politicians taking the lead and industry operating pro-actively – while both are under scrutiny from the general public who are believed to prefer individual freedom over collective responsibility in addressing issues of sustainability. In the case of design for sustainable behaviour, it thus becomes the task and responsibility of designers and design researchers to eradicate such barriers, by considering and investigating how individual behaviour can be influenced and changed towards more sustainable patterns of consumption, without compromising individual freedom and rights.

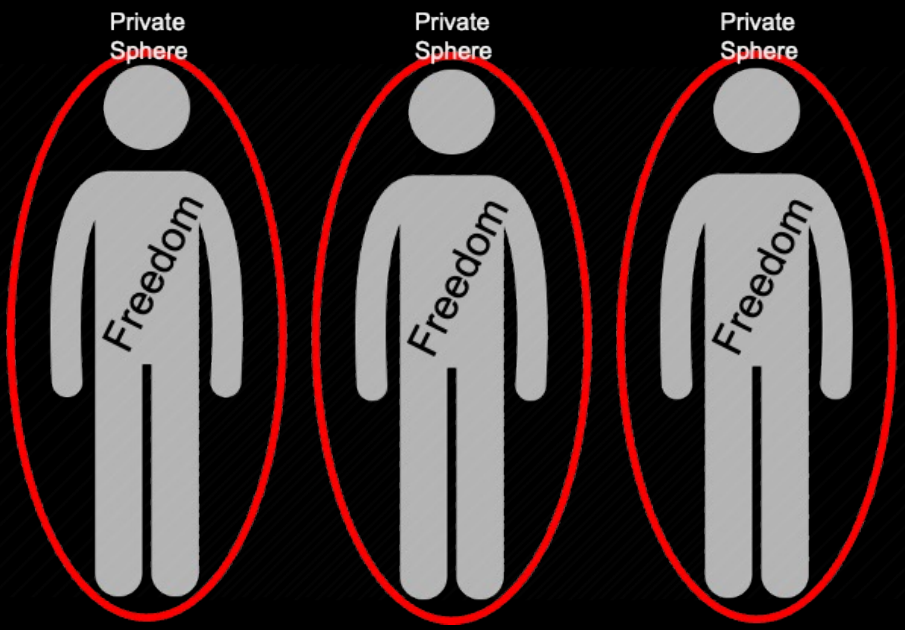
VS

Freedom = No Interference

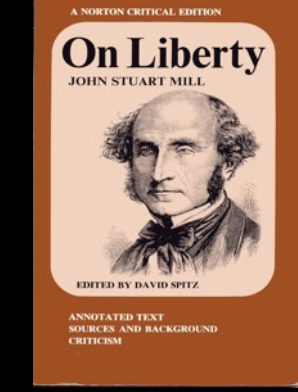


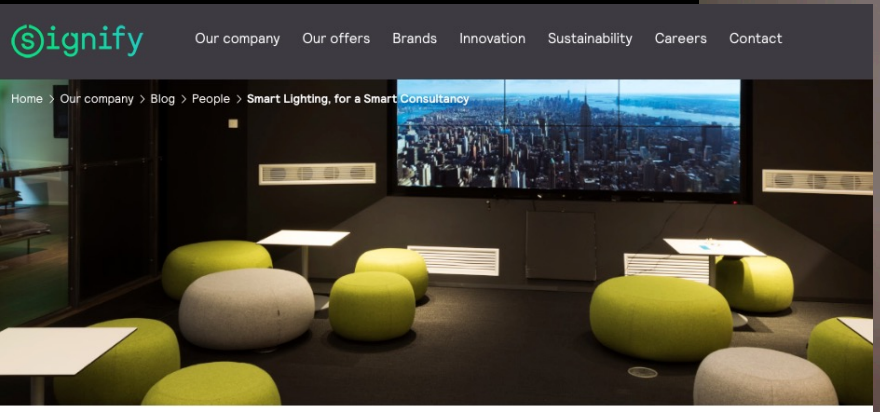


Freedom = No Interference



"You're not my father!"

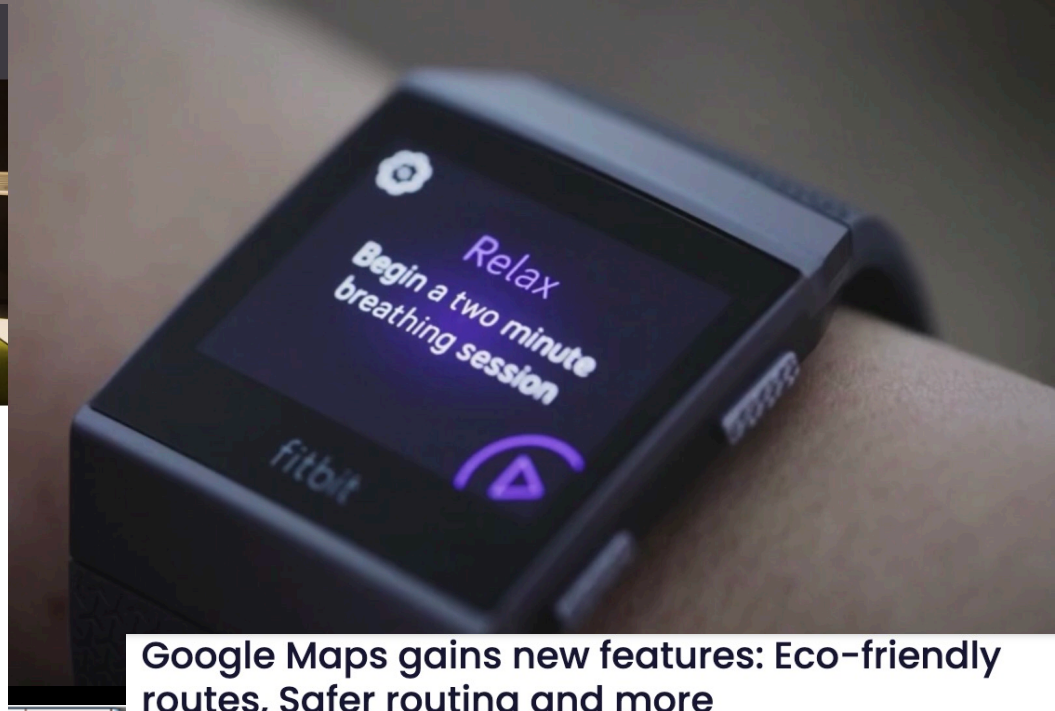




Smart Lighting, for a Smart Consultancy

November 14, 2018

Gone are the days when offices were just seen as blocks of concrete and steel in which we work. Increasingly they've become smart. And forward-thinking organizations are capitalizing on this –transforming offices into structures for promoting employee productivity, wellbeing and competitive advantage.

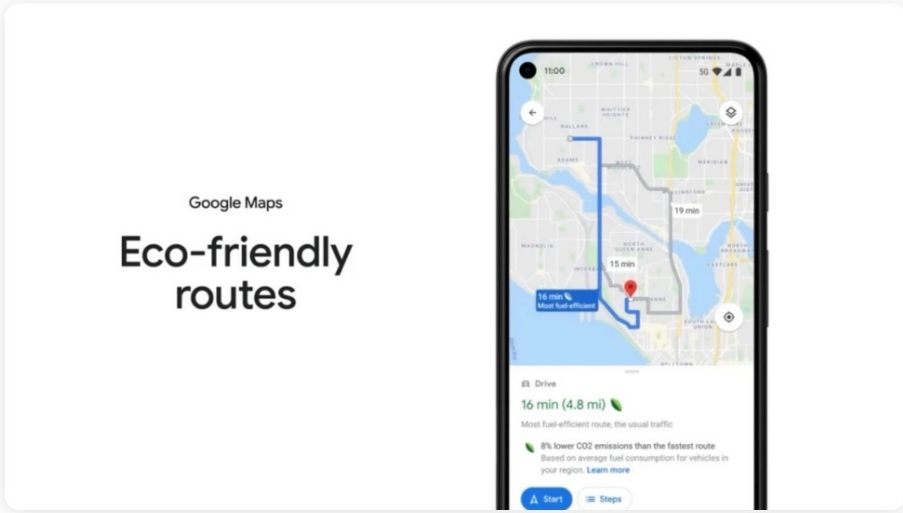


Google Maps gains new features: Eco-friendly routes, Safer routing and more

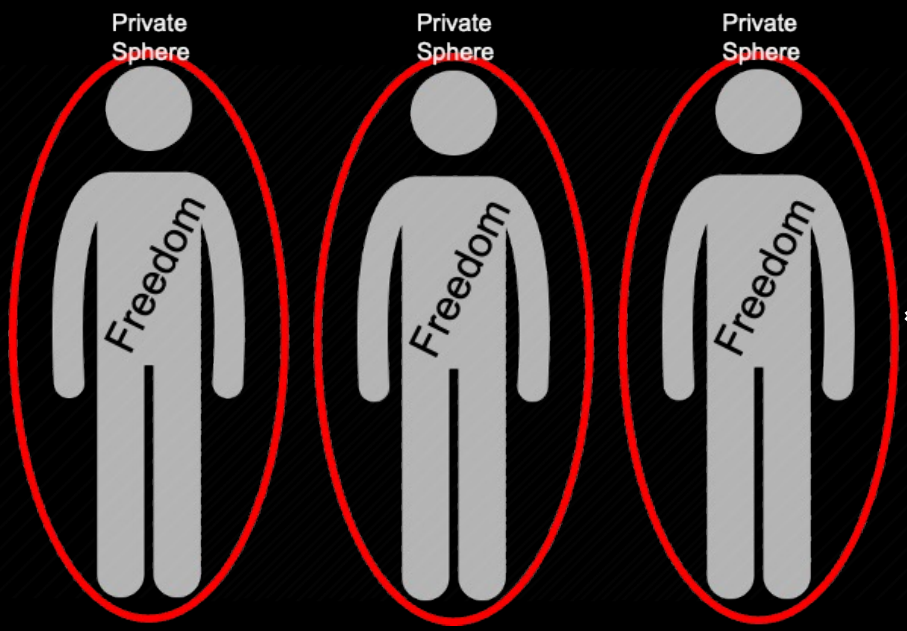
SOFTWARE UPDATES APPS GOOGLE

PUBLISHED: MAY 18, 2021, 1:42 PM

Iskren Gaidarov
@IskrenGaidarov

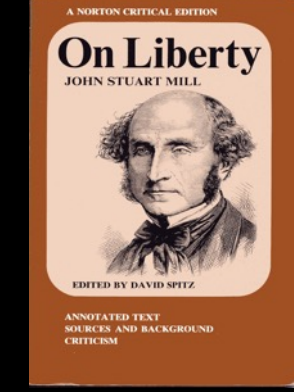


Freedom = No Interference



"You're not my father!"

"You're not a human so you're not interfering with my freedom!"

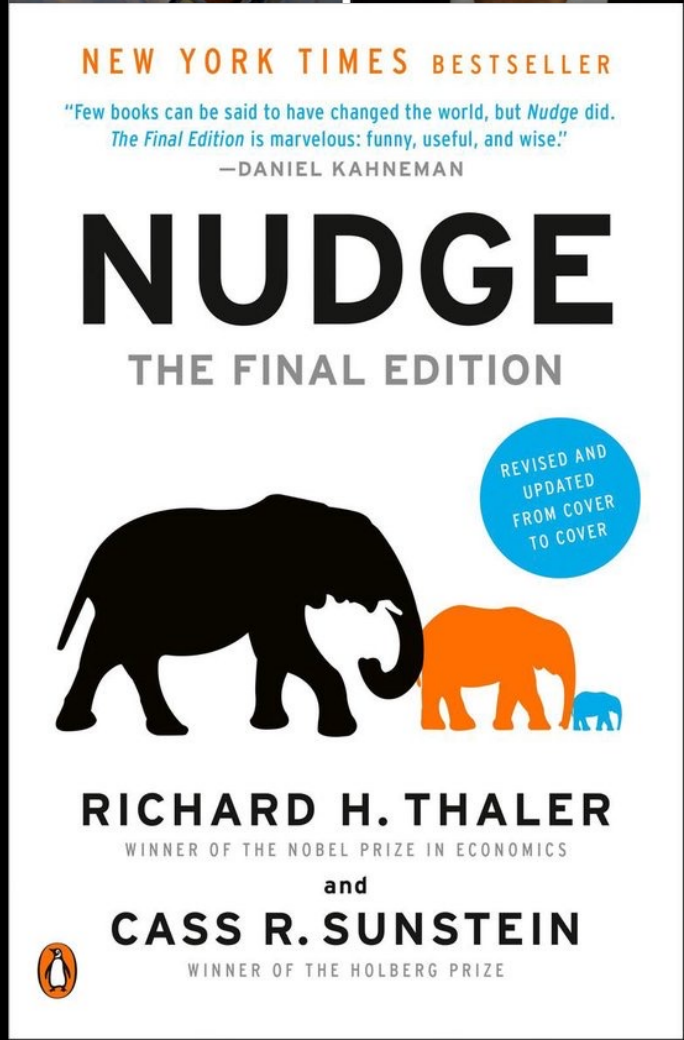


"Libertarian Paternalism"

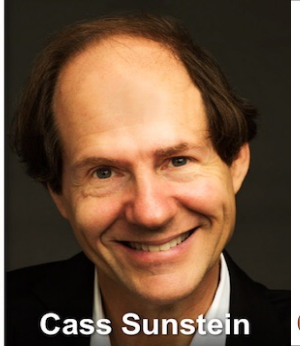
Interference from Others = Bad

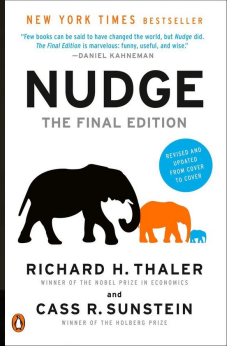
Using Tech to Improve Life = Good

Nudges = Technological Interference (Paternalism) that People Can Refuse (Libertarianism)

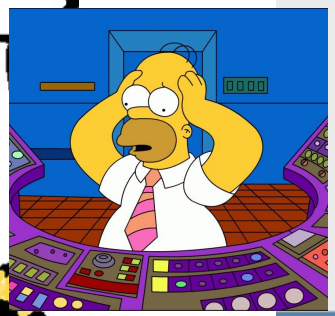


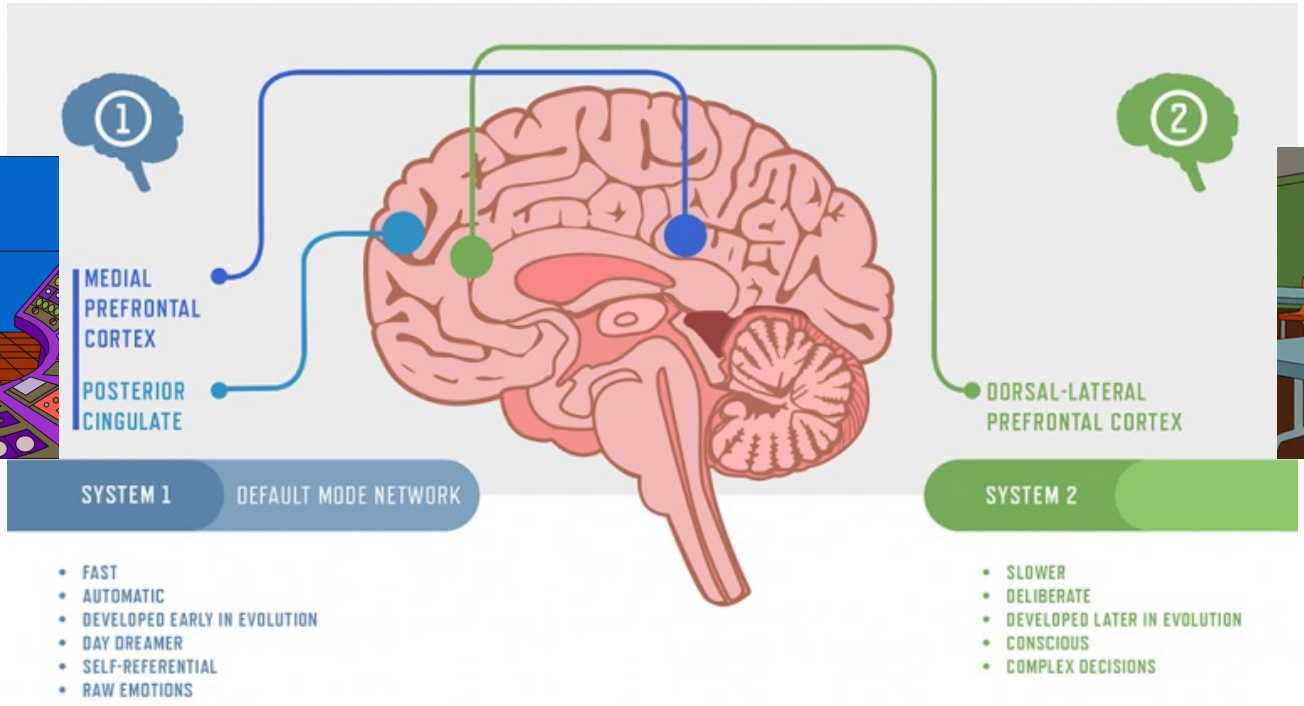
Justification for Nudges





"One of our major goals in this book is to see how the world might be made easier, or safer, for the Homers among us (and the Homer lurking somewhere in each of us). If people can rely more on their Automatic Systems without getting into terrible trouble, their lives should be easier, better, and longer."





Nudge

II

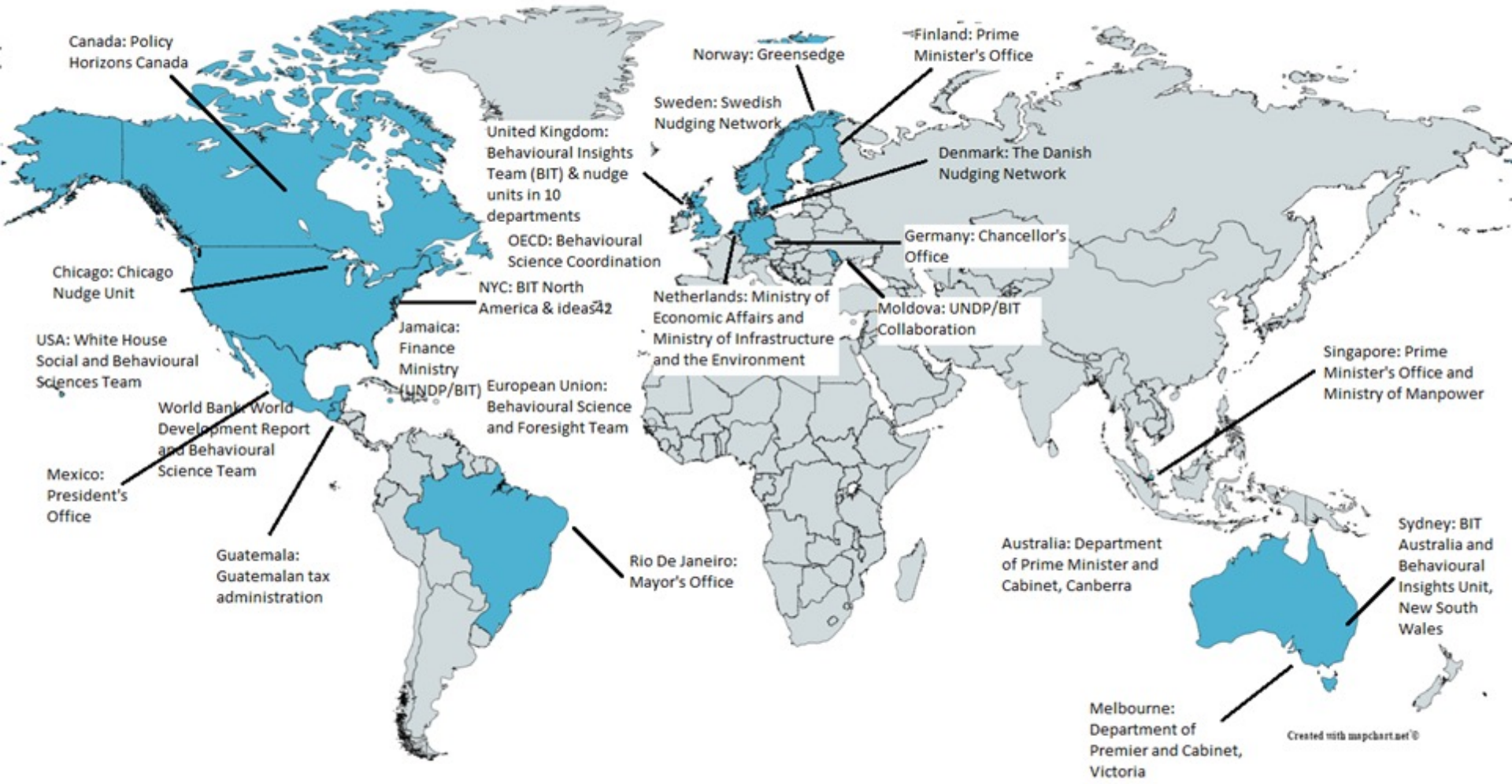
Put the healthy food
at the front of the
grocery store to make it
easier to find without thinking

Nudge

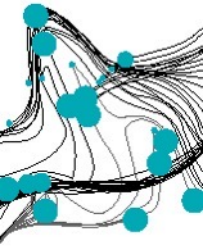
II

Make the default option to keep
your health plan from last year
so you don't lose insurance because
too overwhelmed to remember deadlines

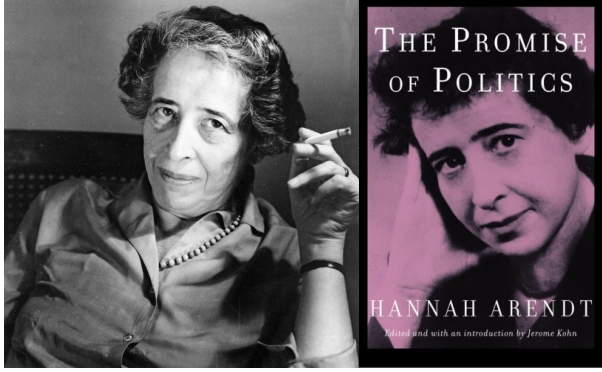
NUDGE UNITS AROUND THE WORLD



Source: Behavioural Insights Team, UK.

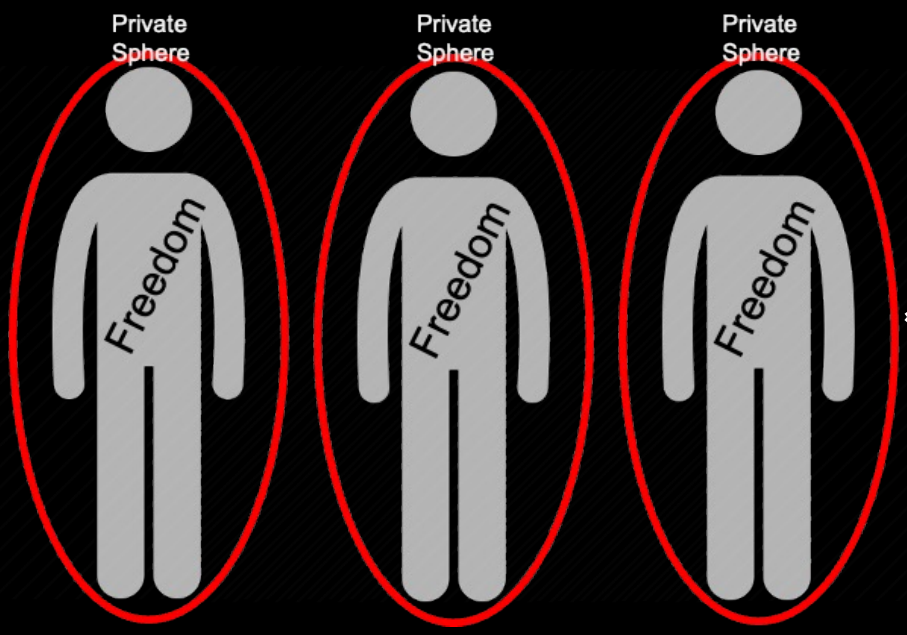


Arendt vs. Nudges

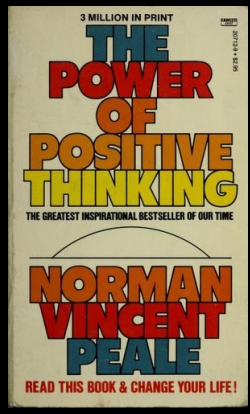


"The modern growth of worldlessness, the withering away of everything *between* us, can also be described as the spread of the desert… Modern psychology is desert psychology: when we lose the faculty to judge—to suffer and condemn—we begin to think that there is something wrong with us if we cannot live under the conditions of desert life. Insofar as psychology tries to 'help' us, it helps us 'adjust' to these conditions, taking away our only hope, namely that we, who are not of the desert though we live in it, are able to transform it into a human world."

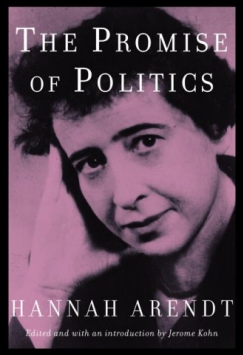
Individualism → Desert Psychology



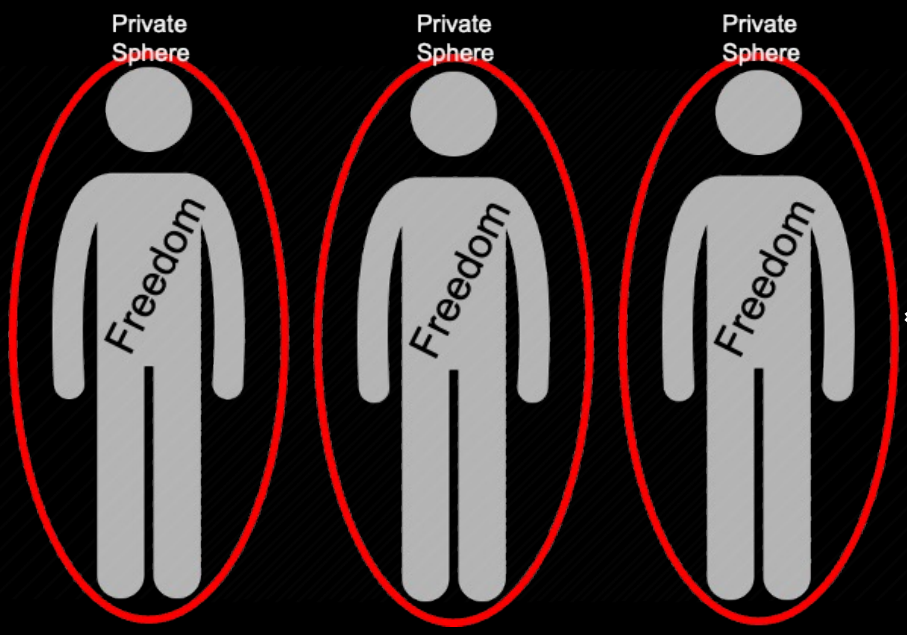
Suffering
II
Something wrong with me (Psychology)



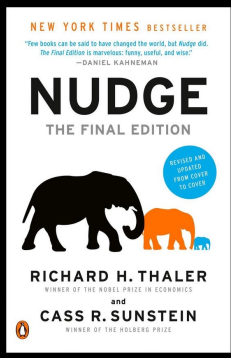
Suffering
II
Something wrong with world (Politics)



Individualism → Desert Technology



Suffering
=
Something wrong with me (Nudges)



Suffering
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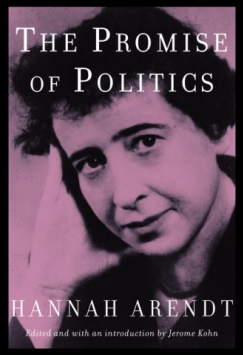
Something wrong with world (Politics)



“Nudges!”

vs

“Politics!”

“Nudges!”

Richard Thaler

Cass Sunstein

VS

“Politics!”

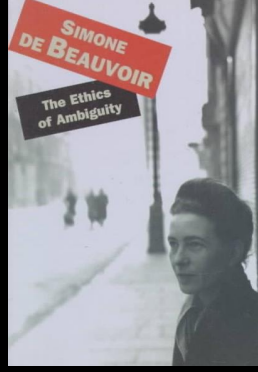
“Use technology for political purposes!”

Part II
Beauvoir's Existential Ethics

Beauvoir on Ambiguity

"Man knows and thinks this tragic ambivalence which the animal and the plant merely undergo. A new paradox is thereby introduced into his destiny. 'Rational animal,' 'thinking reed,' he escapes from his natural condition without, however, freeing himself from it. He is still a part of this world of which he is a consciousness. He asserts himself as a pure internality against which no external power can take hold, and he also experiences himself as a thing crushed by the dark weight of other things. At every moment he can grasp the non-temporal truth of his existence. But between the past which no longer is and the future which is not yet, this moment when he exists is nothing. This privilege, which he alone possesses, of being a sovereign and unique subject amidst a universe of objects, is what he shares with all his fellow-men. In turn an object for others, he is nothing more than an individual in the collectivity on which he depends. As long as there have been men and they have lived, they have all felt this tragic ambiguity of their condition, but as long as there have been philosophers and they have thought, most of them have tried to mask it."

Humanity = Ambiguity



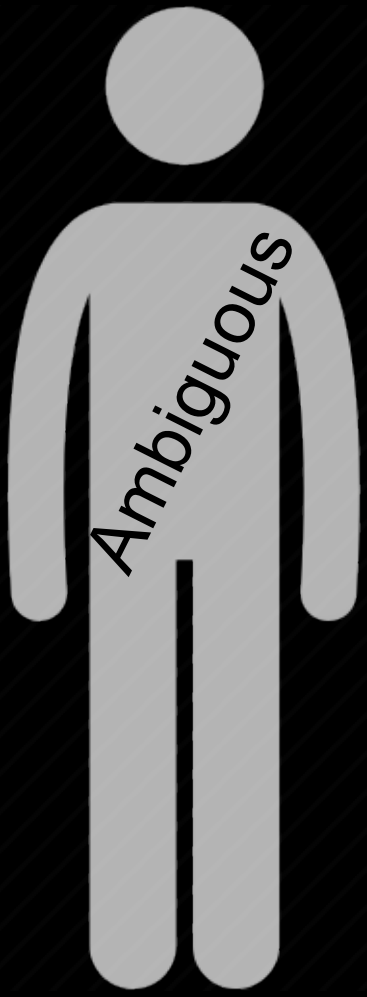
Subject

Consciousness

Transcendence

Sovereignty

Freedom



Object

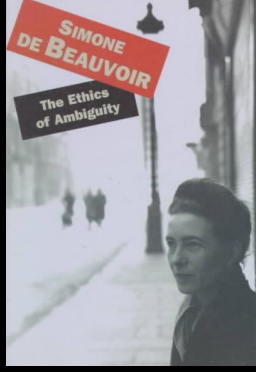
Materiality

Facticity

Subordination

Oppression

Evading Ambiguity

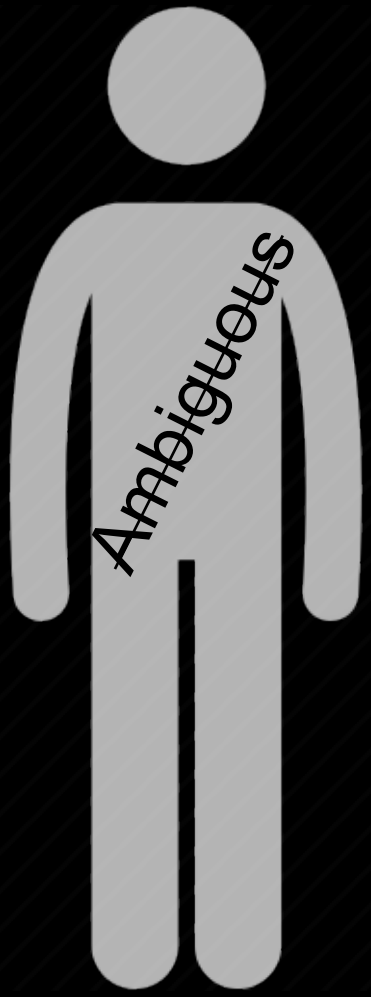


Deontological Ethics

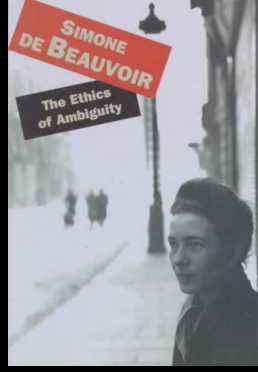
=

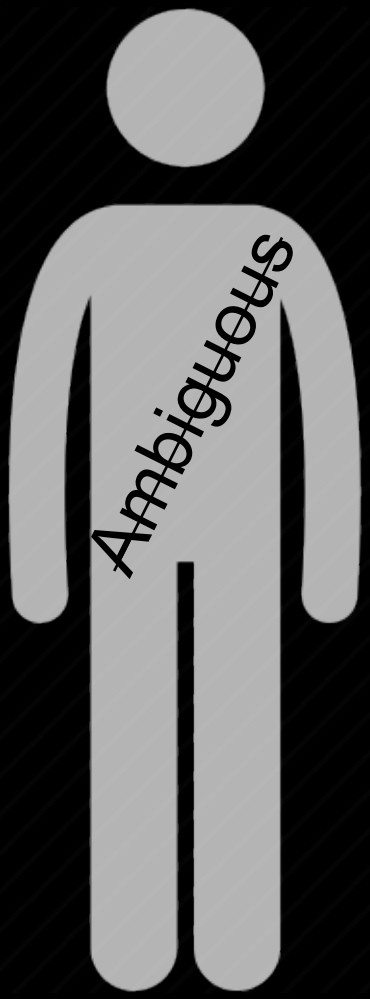
Rationally obey dictates of Ethics regardless of situation

- Subject
- Consciousness
- Transcendence
- Sovereignty
- Freedom



Evading Ambiguity





Object

Materiality

Facticity

Subordination

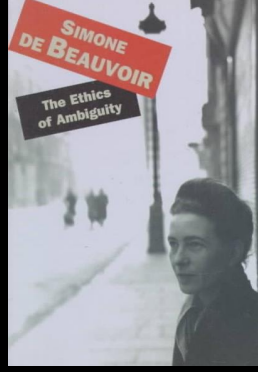
Oppression

Consequentialist Ethics

=

Use physiological and psychological research to determine best outcomes

Existential Ethics



Embrace Freedom

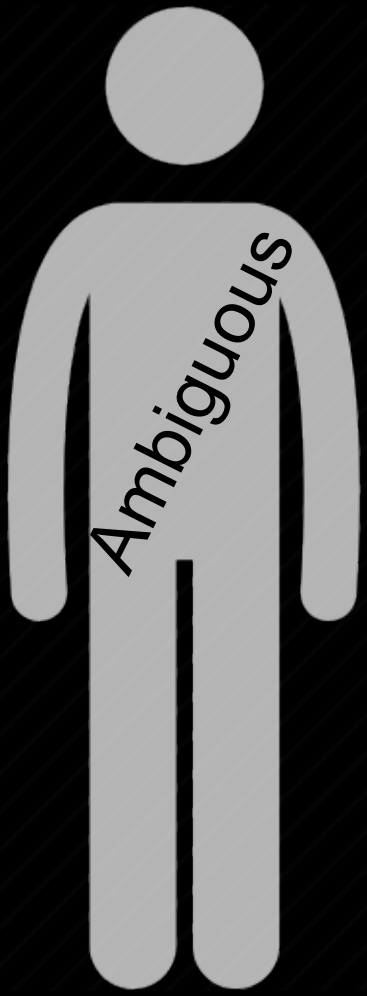
Subject

Consciousness

Transcendence

Sovereignty

Freedom



Object

Materiality

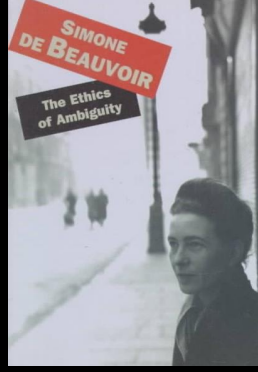
Facticity

Subordination

Oppression

Fight Oppression

Why Embrace Freedom?



Desire

↓

Desirable Object

↙ ↘

Desirable Object makes something Desirable

↓

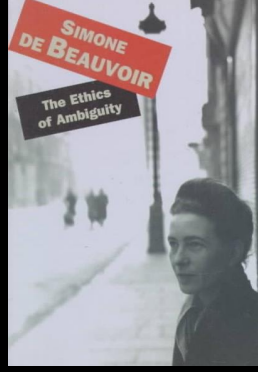
Freedom = One Value among Others

Act of Desiring makes something Desirable

↓

Freedom = Source of All Values

Existential Conversion



Freedom =
One Value among Others

↓

Achieve Goals
even if Freedom
must be Sacrificed
b/c Goal too Important
(Serious Attitude)

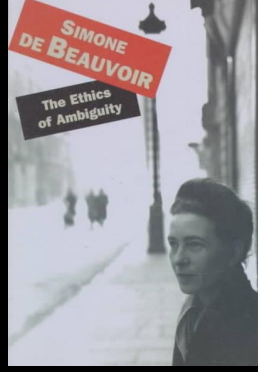
vs

Freedom =
Source of All Values

↓

Goals only exist
if Humans Freely
Desire something
as a Goal
(Ethical Attitude)

Existential Ethics

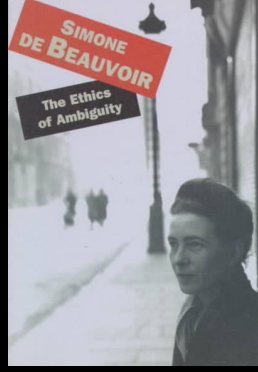


Ethical = Embrace Freedom + Fight Oppression

Freedom ≠ Zero-Sum Game

"We have to respect freedom only when it is intended for freedom, not when it strays, flees itself, and resigns itself. A freedom which is interested only in denying freedom must be denied. And it is not true that the recognition of the freedom of others limits my own freedom: to be free is not to have the power to do anything you like; it is to be able to surpass the given toward an open future; the existence of others as a freedom defines my situation and is even the condition of my own freedom. I am oppressed if I am thrown into prison, but not if I am kept from throwing my neighbor into prison."

Existential Ethics

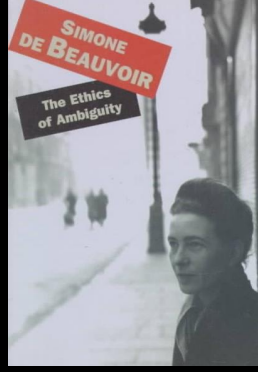


My Freedom

Ethical = Embrace Freedom + Fight Oppression

Others' Freedom

Existential Ethics and Design?



My Freedom

Ethical = Embrace Freedom + Fight Oppression

Others' Freedom

What role is there for Designers?

Part III
Beauvoir and Technology

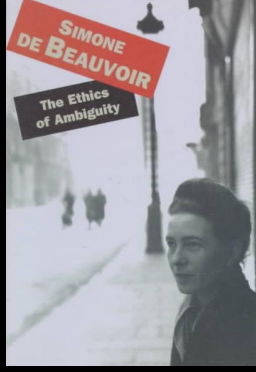
Beauvoir vs. Technology

"…technics itself is not objectively justified; if it sets up as absolute goals the saving of time and work which it enables us to realize and the comfort and luxury which it enables us to have access to, then it appears useless and absurd, for the time that one gains can not be accumulated in a store house; it is contradictory to want to save up existence, which, the fact is, exists only by being spent, and there is a good case for showing that airplanes, machines, the telephone, and the radio do not make men of today happier than those of former times. But actually it is not a question of giving men time and happiness, it is not a question of stopping the movement of life: it is a question of fulfilling it. If technics is attempting to make up for this lack, which is at the very heart of existence, it fails radically…"

Beauvoir vs. Technology

"And certainly the proletarian is no more naturally a moral man than another; he can flee from his freedom, dissipate it, vegetate without desire, and give himself up to an inhuman myth; and the trick of 'enlightened' capitalism is to make him forget about his concern with genuine justification, offering him, when he leaves the factory where a mechanical job absorbs his transcendence, diversions in which this transcendence ends by petering out: there you have the politics of the American employing class which catches the worker in the trap of sports, 'gadgets,' autos, and frigidaires."

Fantasy vs Freedom



- ⬆ Efficiency
- ⬆ Comfort
- ⬆ Luxury
- ⬆ Happiness

≠ Ethical = Promotes Fantasy of Fulfillment (danger of nihilism)

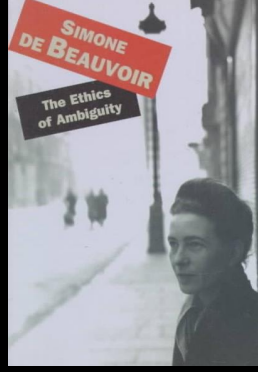
Technology

Beauvoir pro Technology

"…but it [technology] escapes all criticism if one admits that, through it, existence, far from wishing to repose in the security of being, thrusts itself ahead of itself in order to thrust itself still farther ahead, that it aims at an indefinite disclosure of being by the transformation of the thing into an instrument and at the opening of ever new possibilities for man…"

…the constructive activities of man take on a valid meaning only when they are assumed as a movement toward freedom; and reciprocally, one sees that such a movement is concrete: discoveries, inventions, industries, culture, paintings, and books people the world concretely and open concrete possibilities to men…"

Fantasy vs Freedom



Technology

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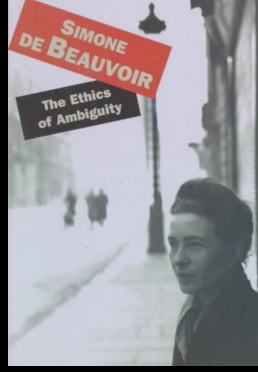
- ⬆ Awareness
- ⬆ Possibilities
- ⬇ Complacency
- ⬇ Oppression

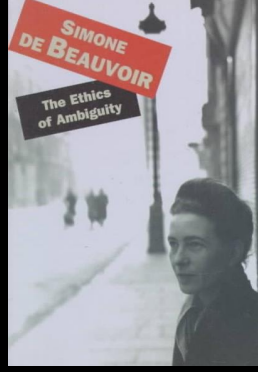
= Ethical = Promotes Freedom

How Design can be Ethical



Technology = Ethical = Promotes Freedom

How can Design be Ethical?



My Freedom

Technology = Ethical = Promotes Freedom

Others' Freedom

Part IV
Freedom by Design

WHAT IS FREEDOM BY DESIGN ™?

Freedom by Design™, the AIAS community service program in partnership with the National Council of Architectural Registration Boards (NCARB), uses the talents of architecture students to radically impact the lives of people in their community through modest design and construction solutions. The program embraces efforts to provide both **design-build** and **engagement** solutions to address 5 barriers:

- Physical
- Educational
- Environmental
- Socio-Economic
- Cultural

Freedom by Design™ (FBD) encourages students to serve their communities by addressing issues with design solutions. FBD provides real-world experience through working with clients, learning from local licensed architects and contractors, and experiencing the practical impacts of architecture and design.

All AIAS Chapters are encouraged to establish a Freedom by Design program at their university. Please see how you can get involved below.

FREEDOM BY DESIGN SPONSORS

NCARB

Benjamin Moore

May 4, 2022

Freedom by Design Student Chapter Designs Shelters for Safe Outdoor Spaces

Written by Carmen New, College of Architecture and Planning

STORY FEATURED IN:

College of Architecture and Planning News >

In 2020, the Denver City Council approved a measure to allow sanctioned campsites for those experiencing homelessness to be established within the city limits. When Richard McSwain, Master of Architecture student and the CU Denver American Institute of Architecture Students (AIAS) Freedom by Design Director, learned about the sanctioned campsites, he began making phone calls to see how the student organization could get involved to make the communities more dignified places to live.

CVC has three temporary, operational shelter sites, and they plan to add additional sites this summer. Currently, fishing tents provide residents shelter but do little to protect residents from challenges presented by the weather.

As the Freedom by Design team learned more about the needs of the sites, they began designing to meet three goals—to address the need for heated handwashing stations, to provide a healthier gathering space, and to waterproof the shelters.

FREEDOM BY DESIGN
CU DENVER

SHELTER PROPOSAL FOR COLORADO VILLAGE COLLABORATIVE 'S SAFE OUTDOOR SPACES

EXISTING ISSUES

SHADE

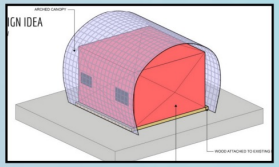
ENTRY

HEATING/ COOLING

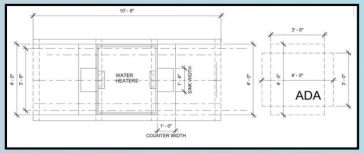
PLANTERS FOR FOOD

ELECTRICITY DISTRIBUTION

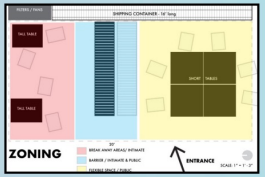
EVOLVING PROBLEMS



WATER PROOFING
The tent doesn't work

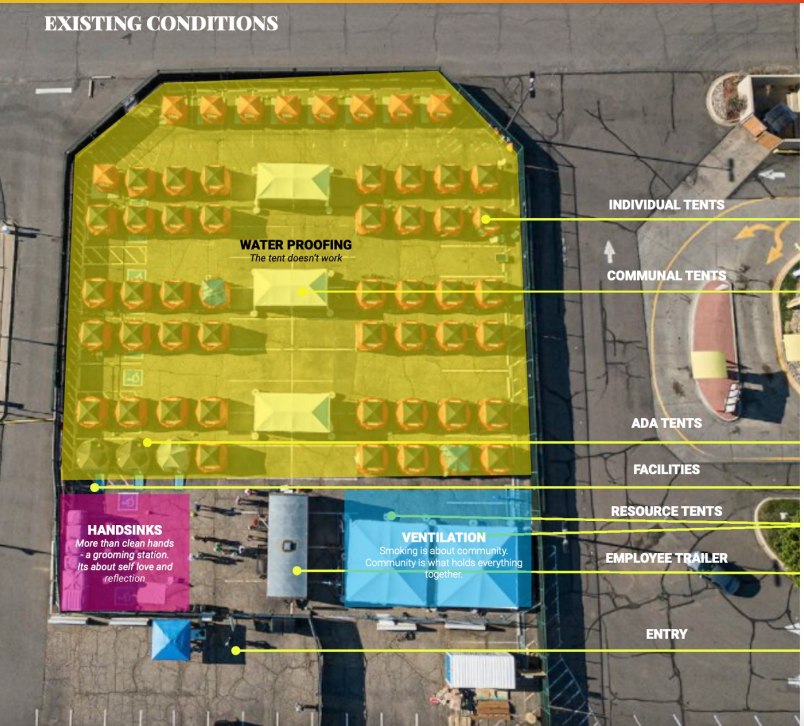


HANDSINKS
More than clean hands - a grooming station. Its about self love and reflection



VENTILATION
Smoking is about community. Community is what holds everything together.

EXISTING CONDITIONS



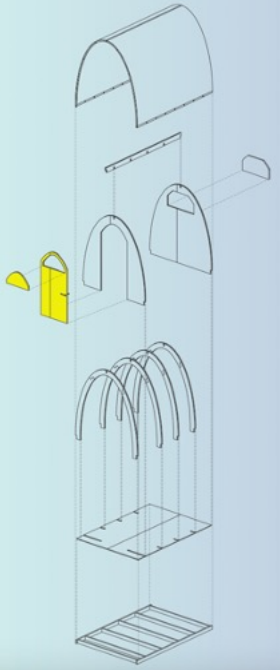
BRIEF DESCRIPTION:

We focused on three fundamental goals to design a safe single occupant shelter:

DIGNITY
This shelter uses quality materials. The space is designed to serve many needs while the shape defines a unique and consistent design language for a community.

TRANSPORTABILITY
The shelter can be delivered, assembled, disassembled, relocated, and reassembled by a two person team of novice builders with a pick-up truck. It leaves no foot print behind when it is relocated.

COST
The tents currently in use last about a year, but this shelter is durable enough to last seven to ten years for half the price of the tent replacements over the same amount of time. The shell offers better protection from the elements compared to the current solution.



COMPONENTS

INSULATED CANVAS
The shelter covering consists of an air entrained insulation with radiant barrier sandwiched between 2 layers of canvas.

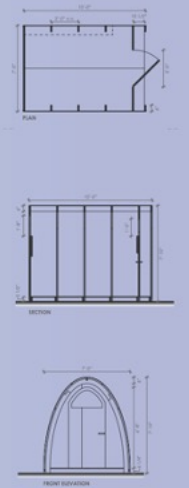
RIDGE BEAM
The ridge beam ties the whole structure together ensuring the end walls and ribs all stay in place and have wheel support.

END WALLS + OPENINGS
CNC machine routed 4x8 sheets of plywood then doubled up to make solid walls, window shutters, and a door.

RIBS
CNC machine routed 4x8 sheets of plywood are doubled up to make the legs in three segments; two legs that slip into notches cut in the floor, and the arch that connects the legs.

FLOOR FINISH
CNC machine routed 4x12 sheets of plywood that perfectly fit the ribs.

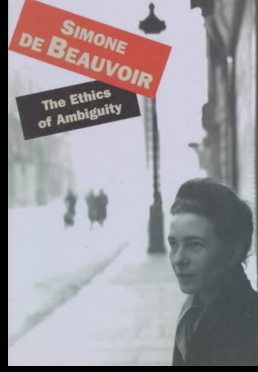
FLOOR BASE
A series of treated 2x6 lumber joists that buffer the shelter from the ground.



MATERIAL LIST

2 qty	4 x 10 Plywood Sheets
12 qty	4 x 8 Plywood Sheeets
6 qty	2 x6 Treated Lumner
1 qty	Custom made water resistent and insulated fabric by Denver Tent
36qty	Canvas hooks

How can Design be Ethical?

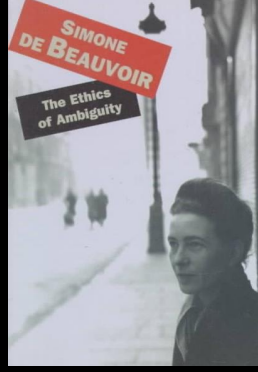


My Freedom

Technology = Ethical = Promotes Freedom

Others' Freedom

How can Design be Ethical?

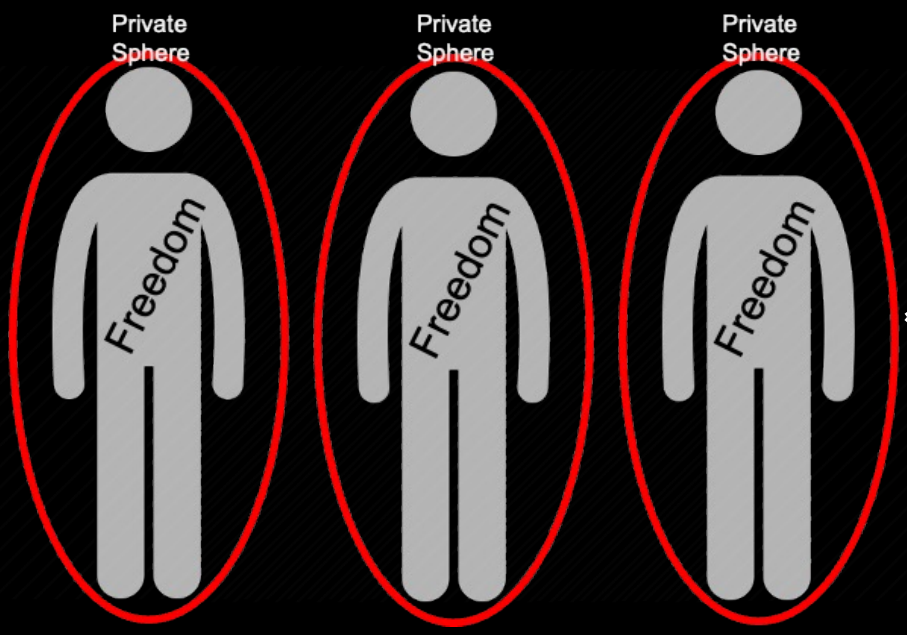


My Freedom

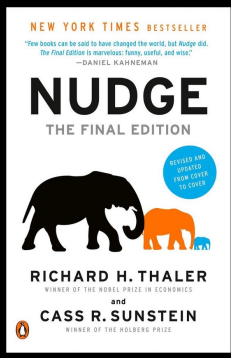
Freedom-by-Design = Ethical? = Promotes Freedom?

Others' Freedom

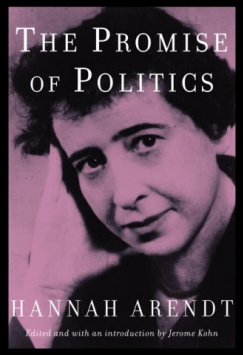
Individualism → Desert Technology



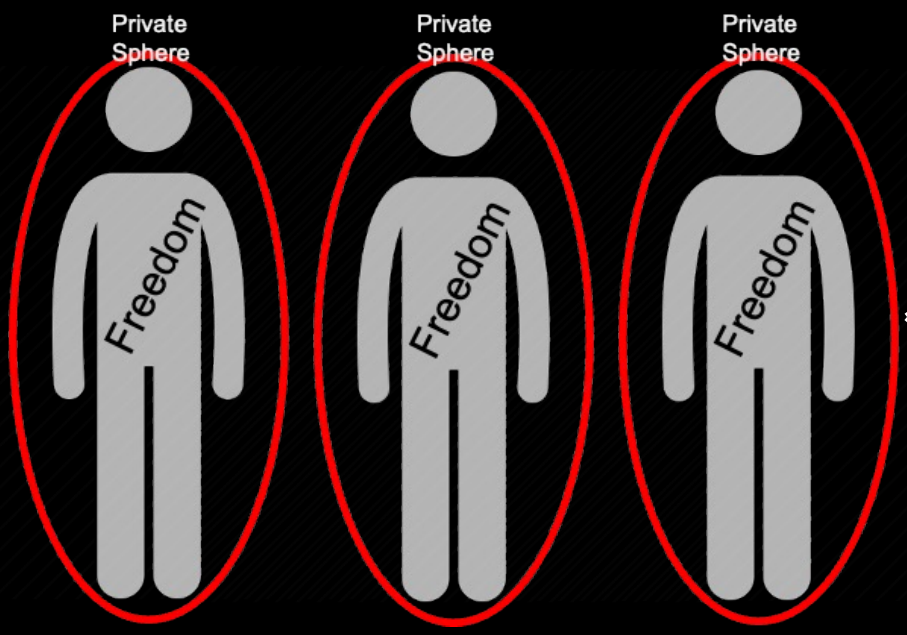
Suffering
=
Something wrong with me (Nudges)



Suffering
=
Something wrong with world (Politics)

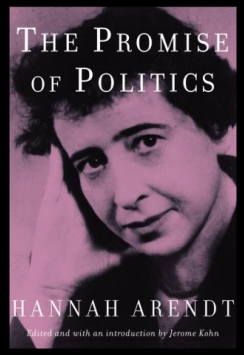


Individualism → Desert Technology

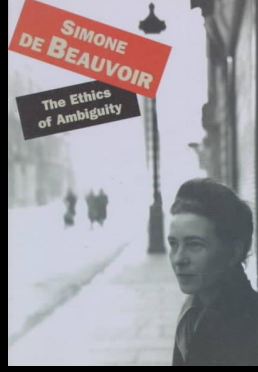


Homelessness
=
Need better shelters for the homeless (FBD)

Homelessness
=
Need to prevent homelessness (Politics)



Fantasy vs Freedom



Technology

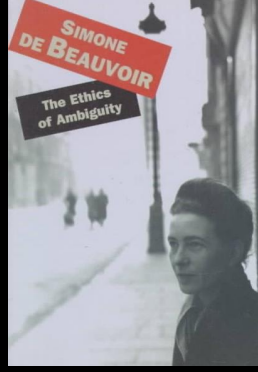
- ⬆ Efficiency
- ⬆ Comfort
- ⬆ Luxury
- ⬆ Happiness

≠ Ethical = Promotes Fantasy of Fulfillment (danger of nihilism)

- ⬆ Awareness
- ⬆ Possibilities
- ⬇ Complacency
- ⬇ Oppression

= Ethical = Promotes Freedom

Freedom-by-Design vs Freedom



Freedom-by-Design

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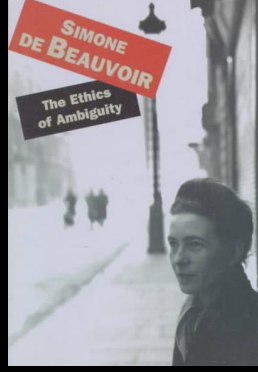
Part V
Designing Freedom

How can Design be Ethical?



My Freedom

Technology = Ethical = Promotes Freedom

Others' Freedom

? **?**

Ethics ≠ Recipes

"It will be said that these considerations remain quite abstract. What must be done, practically? Which action is good? Which is bad? To ask such a question is also to fall into a naïve abstraction. We don't ask the physicist, 'Which hypotheses are true?' Nor the artist, 'By what procedures does one produce a work whose beauty is guaranteed?' Ethics does not furnish recipes any more than do science and art. One can merely propose methods."

GRADUATE INSTITUTE RESEARCH ETHICS CHECKLIST

	Yes	No
➢ Will the research involve topics that may be deemed politically or culturally sensitive (e.g. sexual behaviour or preference, experience of violence or abuse, mental health, use of medical or biological data, ethnic status, religious belief)?	☐	☐
➢ Could the research cause harm or entail negative consequences for vulnerable groups of people or communities?	☐	☐
➢ Could the research cause harm, induce physical or psychological stress, or entail risks to participants or third parties beyond what can reasonably be expected in everyday life?	☐	☐
➢ Will the research involve participants who are particularly vulnerable or unable to give informed consent (e.g. children, inmates, adults with learning difficulties, physical or mental impairments)?	☐	☐
➢ Will the research require the cooperation of a "gatekeeper" (e.g. an authority figure who has the power to grant access to groups and individuals, possibly without their informed consent)?	☐	☐
➢ Will it be necessary for participants to take part in the research without their knowledge and consent at the time of participation (e.g. research involving deception or covert observation)?	☐	☐
➢ Will material or financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	☐	☐
➢ Will the research involve collecting confidential, protected or otherwise sensitive data?	☐	☐
➢ Will the research involve the internet or other visual/vocal methods (e.g. recordings, pictures, videos) where people may be identified?	☐	☐
➢ Will the research require approval from competent authorities to collect data from public or private institutions (e.g. schools, charities, prisons, hospitals, government agencies)?	☐	☐
➢ Will the research involve investigation of illegal conduct or criminal offences?	☐	☐
➢ Will the research involve collection of medical or biological data?	☐	☐
➢ Will the research take place in politically sensitive, conflictual or dangerous environments or expose investigators to potential risks, harm or injury?	☐	☐
➢ Could the research entail or lead to conflicts of interest (e.g. financial sources compromising the independence or objectivity of the research)?	☐	☐
➢ Could the image of the Graduate Institute, its academic departments or research centres, or any other institution involved in the project be negatively affected by this research?	☐	☐

1

The Behavioral Scientist's Ethics Checklist

Principle	Goal	Risk if ignored
#1: Aligned Interests	*The company, researchers, and participants' interests are aligned.*	Participants may do things that contrary to their interests. Loss trust in the company.
#2: Transparent Processes	*Participants understand the plan and purpose of the research.*	Loss of trust in the research pro Increased oversight on the com
#3: Rigorous Evaluation	*Rigorous research design and evaluation so participant time is not wasted and the company can learn and improve.*	Waste of participant and compa time, effort, and resources. Lac improvement and support for fu research.
#4: Data Privacy and Security	*Robust data privacy and security protocols to protect participants' information.*	Participant's sensitive data is breached. Company faces legal problems.
#5: Ease of Opt Out	*Participants understand how to opt out and can do so simply.*	Participants feel forced or coerc to particip company.
#6: Cost-Benefit Analysis	*Potential benefits to the participants outweigh potential harms.*	Participant company a

Principle	Question	✔ or ✖
#1: Aligned Interests	*Are the interests of our company, researchers, and participants aligned?*	
#2: Transparent Processes	*Is our research process transparent to the participants?*	
#3: Rigorous Evaluation	*Does our study design and analysis plan allow us to evaluate effectiveness of the research?*	
#4: Data Privacy and Security	*Do we have a data management plan that protects the privacy and anonymity of our participants?*	
#5: Ease of Opt Out	*Can our participants easily opt out of the study?*	
#6: Cost-Benefit Analysis	*Do the potential benefits of our study outweigh the potential harms?*	

Authors: Jon M... Chimowicz (Columbia), Vyacheslav Polonski (Oxford), & Sandra Matz (Columbia)
Contact: Jo... Chimowicz at jjachimowicz19@gsb.columbia.edu

Healthcare Improvement Scotland | Community Engagement

Community Engagement Design Checklist

This checklist has been developed to promote good practice and to quality assure staff-led community engagement work. It covers both legal and ethical issues, such as data protection and informed consent.

The checklist is a ... assessment form which is designed to help staff who are planning engagement ...

This ... et contains:

AI APP PROJECT CHECKLIST

Name of the Poject

❶ Goal

❷ Team Accountable for App

Client	MOBGEN / Accenture Interactive

❸ Context of the Project

❹ Stakeholders Impacted

Primary	Unexpected/Unintended
E.g. Business People	Eg. Partners, Customers, other businesses

❺ Type of Impact

☐ Financial	☐ Property	☐ Privacy
☐ Emotional	☐ Reputation	☐ Liberty / Freedom
☐ Access to goods	☐ Life / Safety	☐ Rights / IP

❻ AI ... orithm & Learning Model used

❼ Data Type

Human Data | Non-Human Data

❽ Data Source

	GDPR compliant	Trustworthy

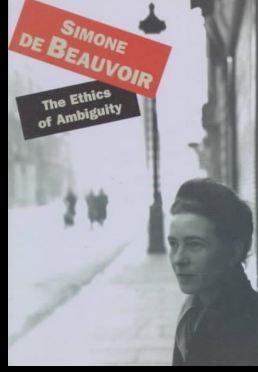
❾ Ethical Principles Checklist (Order by relevance for proj... High(+) / Med(0) / Low(-))

Data Privacy	Honest Communication	Human Well-Being
Data Safety	Accountability	...ernance
Explainability	Fairness	User Saf...
Transparency	Value Alignment	

The SciTe... Lawyer

Legal and Ethics Checklist for AI Systems

How can Design be Ethical?



My Freedom

Technology = Ethical = Promotes Freedom

Others' Freedom

? **?**

Promoting Freedom ≠ Diversions

"And certainly the proletarian is no more naturally a moral man than another; he can flee from his freedom, dissipate it, vegetate without desire, and give himself up to an inhuman myth; and the trick of 'enlightened' capitalism is to make him forget about his concern with genuine justification, offering him, when he leaves the factory where a mechanical job absorbs his transcendence, diversions in which this transcendence ends by petering out: there you have the politics of the American employing class which catches the worker in the trap of sports, 'gadgets,' autos, and frigidaires."

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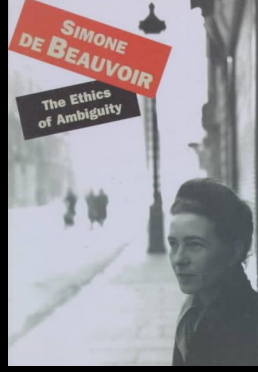
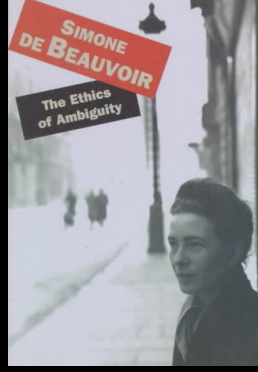


1) Don’t design “diversions”

Promoting Freedom ≠ Fascism

"We object to the inquisitors who want to create faith and virtue from without; we object to all forms of fascism which seek to fashion the happiness of man from without; and also the paternalism which thinks that it has done something for man by prohibiting him from certain possibilities of temptation, whereas what is necessary is to give him reasons for resisting it."

How can Design be Ethical?

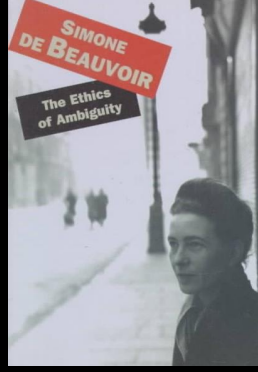


1) Don’t design “diversions”
2) Give reasons for resisting oppression rather than manipulating people (≠nudges)

Promoting Freedom ≠ Charity

"What must be done is to furnish the ignorant slave with the means of transcending his situation by means of revolt, to put an end to his ignorance. We know that the problem of the nineteenth-century socialists was precisely to develop a class consciousness in the proletariat; we see in the life of Flora Tristan, for example, how thankless such a task was: what she wanted for the workers had first to be wanted without them. 'But what right does one have to want something for others?' asks the conservative, who meanwhile regards the workingman or the native as 'a grown-up child' and who does not hesitate to dispose of the child's will. Indeed, there is nothing more arbitrary than intervening as a stranger in a destiny which is not ours: one of the shocking things about charity - in the civic sense of the word - is that it is practiced from the outside, according to the caprice of the one who distributes it and who is detached from the object. But the cause of freedom is not that of others more than it is mine: it is universally human. If I want the slave to become conscious of his servitude, it is both in order not to be a tyrant myself - for any abstention is complicity, and complicity in this case is tyranny - and in order that new possibilities might be opened to the liberated slave and through him to all men…"

How can Design be Ethical?

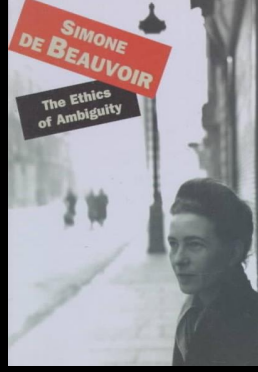


1) Don’t design “diversions”
2) Give reasons for resisting oppression rather than manipulating people (≠nudges)
3) Raise consciousness of oppression

Promoting Freedom ≠ Risk-free

"Thus, we can set up point number one: the good of an individual or a group of individuals requires that it be taken as an absolute end of our action; but we are not authorized to decide upon this end *a priori*. The fact is that no behavior is ever authorized to begin with, and one of the concrete consequences of existentialist ethics is the rejection of all the previous justifications which might be drawn from the civilization, the age, and the culture; it is the rejection of every principle of authority. To put it positively, the precept will be to treat the other (to the extent that he is the only one concerned, which is the moment that we are considering at present) as a freedom so that his end may be freedom; in using this conducting wire one will have to incur the risk, in each case, of inventing an original solution…"

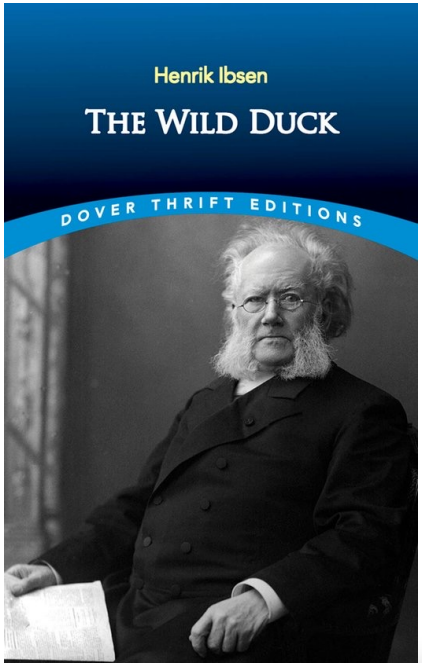
How can Design be Ethical?



1) Don’t design “diversions”
2) Give reasons for resisting oppression rather than manipulating people (≠nudges)
3) Raise consciousness of oppression
4) Justify actions on freedom rather than on traditions or authority of others (≠co-design)

Promoting Freedom ≠ Absolutism

"That is also the problem touched on by Ibsen in *The Wild Duck*. An individual lives in a situation of falsehood; the falsehood is violence, tyranny: shall I tell the truth in order to free the victim? It would first be necessary to create a situation of such a kind that the truth might be bearable and that, though losing his illusions, the deluded individual might again find about him reasons for hoping."



THE WILD DUCK

A DRAMA IN FIVE ACTS

By HENRIK IBSEN

TRANSLATED FROM THE NORWEGIAN BY
ELEANOR MARX AVELING

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BOSTON
WALTER H. BAKER & CO.

GREGERS. Hedvig has not died in vain. Did you see how grief set free all that is noble in him?

RELLING. Most people are ennobled when they stand sorrowing by the dead. But how long do you suppose this fine feeling will last with him?

GREGERS. It will last and grow all his life through!

RELLING. In three-quarters of a year little Hedvig will be nothing more to him than an excellent theme for declamation.

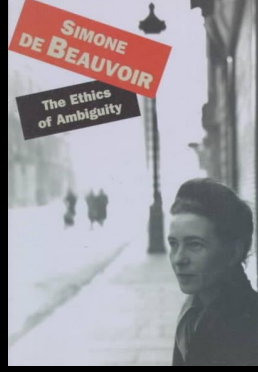
GREGERS. And you dare to say this of Hjalmar Ekdal?

RELLING. We'll talk about it again when the first grass has withered upon her grave. Then you'll hear him perorating about "the father's heart bereft too soon of it's child," then you'll see him steeping himself in emotion and in self-admiration, and self-pity. Wait and see!

GREGERS. If you are right, and I am wrong, then life is not worth living.

RELLING. Ah! life might be pleasant enough all the same, if only we could be left in peace by those blessed duns who come worrying us poor folk about the claims of the ideal.

How can Design be Ethical?



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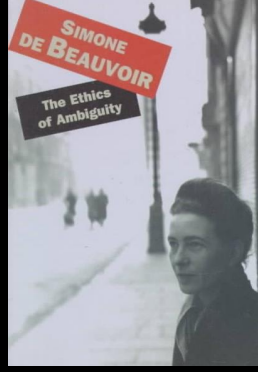
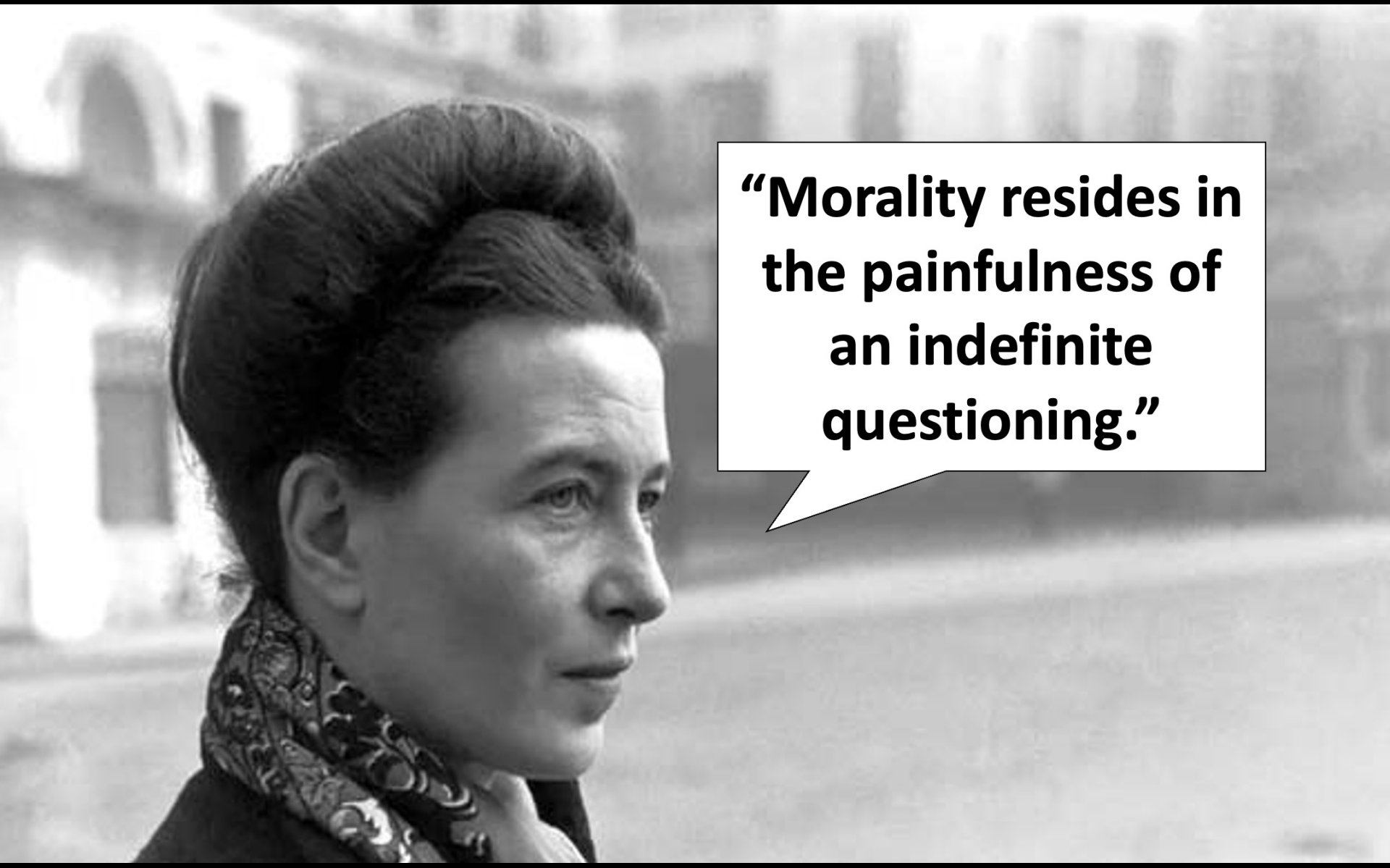
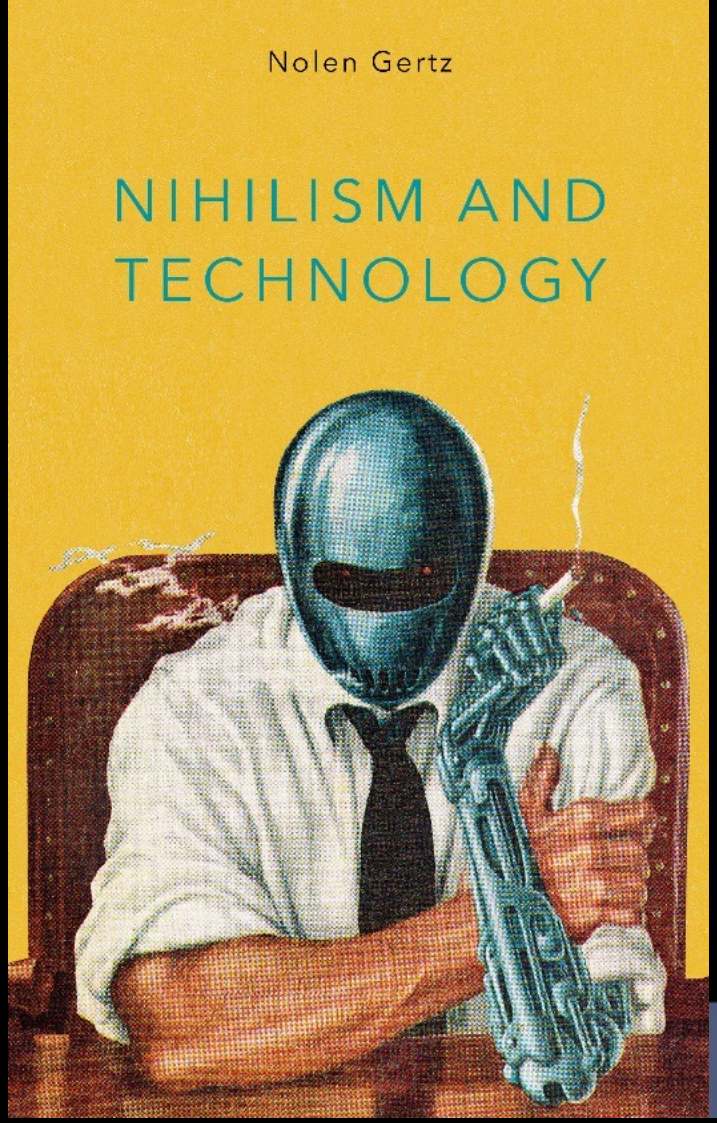
2) Give reasons for resisting oppression rather than manipulating people (≠nudges)
3) Raise consciousness of oppression
4) Justify actions on freedom rather than on traditions or authority of others (≠co-design)
5) Don’t just force people to face truth but change situation so truth is bearable rather than disillusioning

How can Design be Ethical?



1) ***But what if people want diversions?***
2) ***But what if giving reasons doesn't work?***
3) ***But how do you raise consciousness?***
4) ***But how do you know if your actions are justifiable?***
5) ***But how do you know if you have changed a situation successfully?***


“Morality resides in the painfulness of an indefinite questioning.”



NIHILISM

NOLEN GERTZ

¯_(ツ)_/¯

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