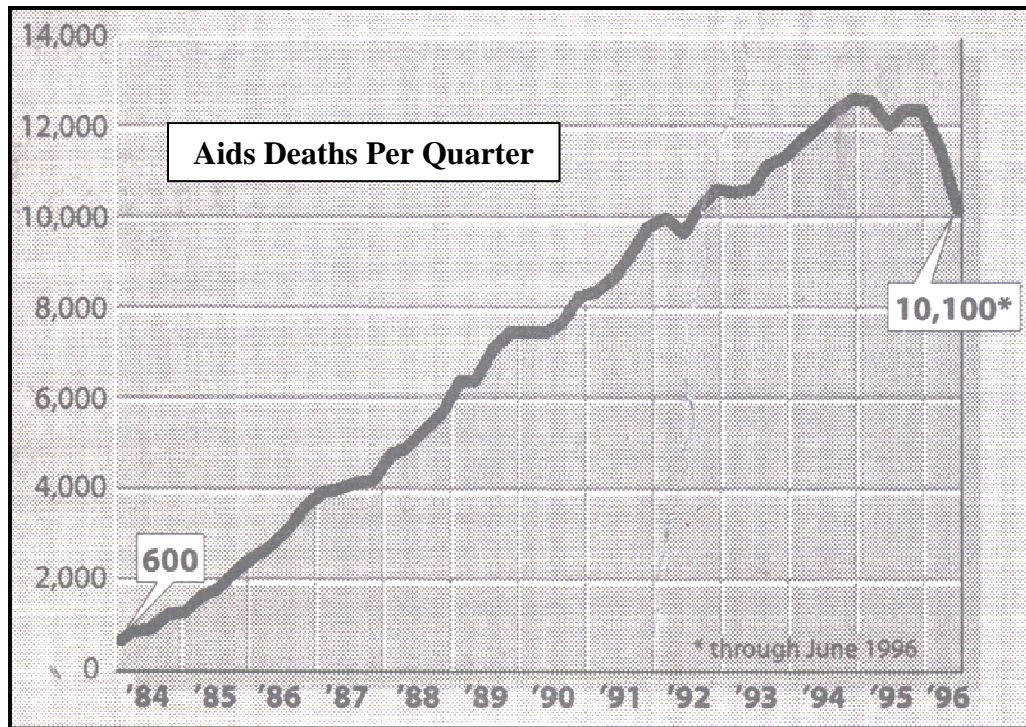


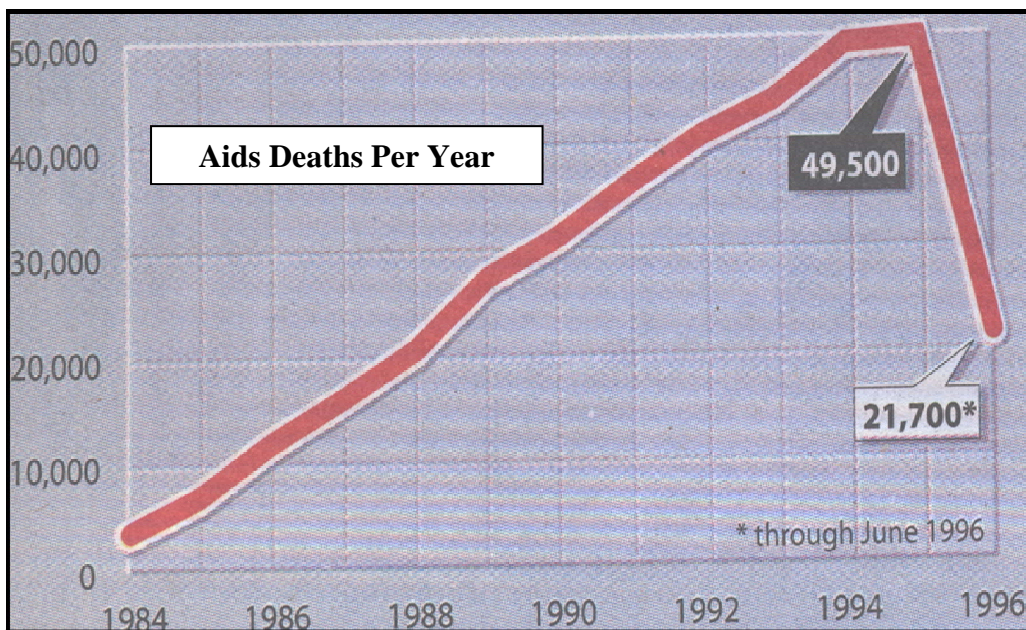
## The Ethics of Visualization

**Good news:** people form opinions more quickly from a visual representation than from a written one.  
**Bad news:** people form opinions more quickly from a visual representation than from a written one.

Is there any problem with this visual?



That was the second one that appeared. Here is the first. Any problems here?



**Values:** The principles or standards or habits with respect to right or wrong in conduct

**Morals:** The social principles, goals, or standards held or accepted by an individual, class, society, etc.

**Ethics:** The principles of conduct governing an individual or a profession. The standards of social or professional behavior.

(Webster's New World College Dictionary, 4<sup>th</sup> edition.)

## **Top-down Types of Ethics:**

### **Kantian**

- Always treat persons as ends-in-themselves and never merely as means to your ends.
- The right moral rules are those which people would freely choose to have govern them.
- A maxim is **universalizable** if and only if you could effectively achieve your goal by acting on it in a world where everyone else was pursuing the same goal by acting similarly in similar circumstances

### **Utilitarian**

- The purpose of morality is to make the world a better place.
- Morality is about producing good consequences, not having good intentions
- We should do whatever will bring the most benefit to all of humanity.

### **Intuitionism**

- You just know what is right and what is wrong
- The Golden Rule
- <http://www.committeeforthegoldenrule.org>

## Bottom-Up Ethics:

### Case Study

- Create rows of traits.
- Put really bad behavior on one side
- Put really good behavior on the other side
- Take a situation and mark where it falls in each row

### Visualization

#### BAD

#### GOOD

Hides assumptions used to create .....Makes assumptions clear

Filters or removes artifacts without telling..... Makes artifact handling clear