

Objectives

- Positive Design Framework
- Ethics

Design
for
Virtue

Being a morally good person

Positive Design

enables and/or
stimulates human
flourishing

Design
for
Pleasure

Experiencing positive affect

Design
for
Personal
Significance

Pursuing personal goals

- Discuss in pairs
 - One product in the paper
 - What was the “positive outcome or virtue” of the product?
 - In what ways does the product support or increase well-being?
 - What is potential variable the could influence the outcome? That is, is there something about the target audience or the context that could affect the outcome?

Psychology Terms

INTRINSIC MOTIVATION

- Emotions
- Meaning
- Virtue
- Engagement

EXTRINSIC MOTIVATION

- Money
- Materialism
- Resources

What are some ethical issues?

- Creating emotional connections

Ethical Code

- Code of conduct
 - Accepted rules and regulations
 - Psychologists follow American Psychological Association's --(APA) code, but most fields of science have a similar code
- Personal and organizational codes may conflict
 - You should strive to focus on the moral principles

APA Ethics

- Need for a code by late 1940s:
 - Following WWII, U.S. nuclear experiments, Tuskegee Institute experiments, others...
- APA's ethical standards (1970s)
 - Eventually linked with creation of Institution Review Boards --IRBs, through the National Research Act (1974)

The APA Code of Ethics (cont'd)

Five general principles of the APA code:

1) **Beneficence and non-maleficance**

- Constantly weigh costs & benefits; produce greatest good

2) **Fidelity and responsibility**

- Constantly aware of responsibility to society

3) **Integrity**

- Scrupulously honest

4) **Justice**

- Fair treatment

5) **Respect for people's rights and dignity**

- Safeguard welfare, protect rights

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Controversial Experiments

Take a look at three of the most highly controversial studies ever conducted in psychology, the Stanford prison experiment and the Milgram obedience study.

- [Stanford Prison Experiment](#) Video can be found [here](#).
- [Milgram's Obedience Study](#)
- [Little Albert](#)

Noted as the one of the most unethical study in the US: [Bad Blood-](#) The Tuskegee Syphilis Experiment

Sign up and get certified for ethics training offered at the [Collaborative Institutional Training Initiative \(CITI Program\)](#) for free as a student at City Tech.