10

universal principles for digital design ethics

Why

Society has since long reached a point where digital life affects everyday human life in a very real way. Our interaction with the Digital has as much impact on us as any physical or social phenomena. It's time to set the same ethical standards for the Digital, as we have for the physical aspects of life and society.

How

If every digital artifact designed or redesigned from now on would just get these **10 user stories** approved and done, the Digital would become a habitat where all humans of all sorts can thrive.

№1 Freedom

As a user, I need to be treated with dignity and have my rights respected, to keep my freedom and sense of equality.

№2 Protection

As a user, I need to be protected against cruelty, inhuman or degrading treatment or punishment.

№3 Legality

As a user, I need to be equally recognized and responsible to laws as everyone else.

№4 Choice

As a user, I need to be able to decide on my own if I want to be part of any digital commitment or not, without suffering negative consequences.

№5 Privacy

As a user, I need to feel certain that my privacy is protected and that information about my thoughts and ideas, about my social interactions and my whereabouts, are not provided or used in ways that I am not aware of and have accepted.

№6 Expression

As a user, I need to be able to express any thought, idea or belief to whomever I choose.

№7 Information

As a user, I need to reach the full flora of information and ideas created by others. So that I can explore the potentials of my intellectual capabilities.

№8 Inclusion

As a user, I want to decide on my own which tools or services I choose to use or be a member or part of.

№9 Influence

As a user, I want to influence how the Digital is taking form, since it is a big part of my life.

№10 Peace of mind

As a user, I need a break sometimes. I need room for rest and leisure. I need time to see, feel and experience the physical world with full focus at times.

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