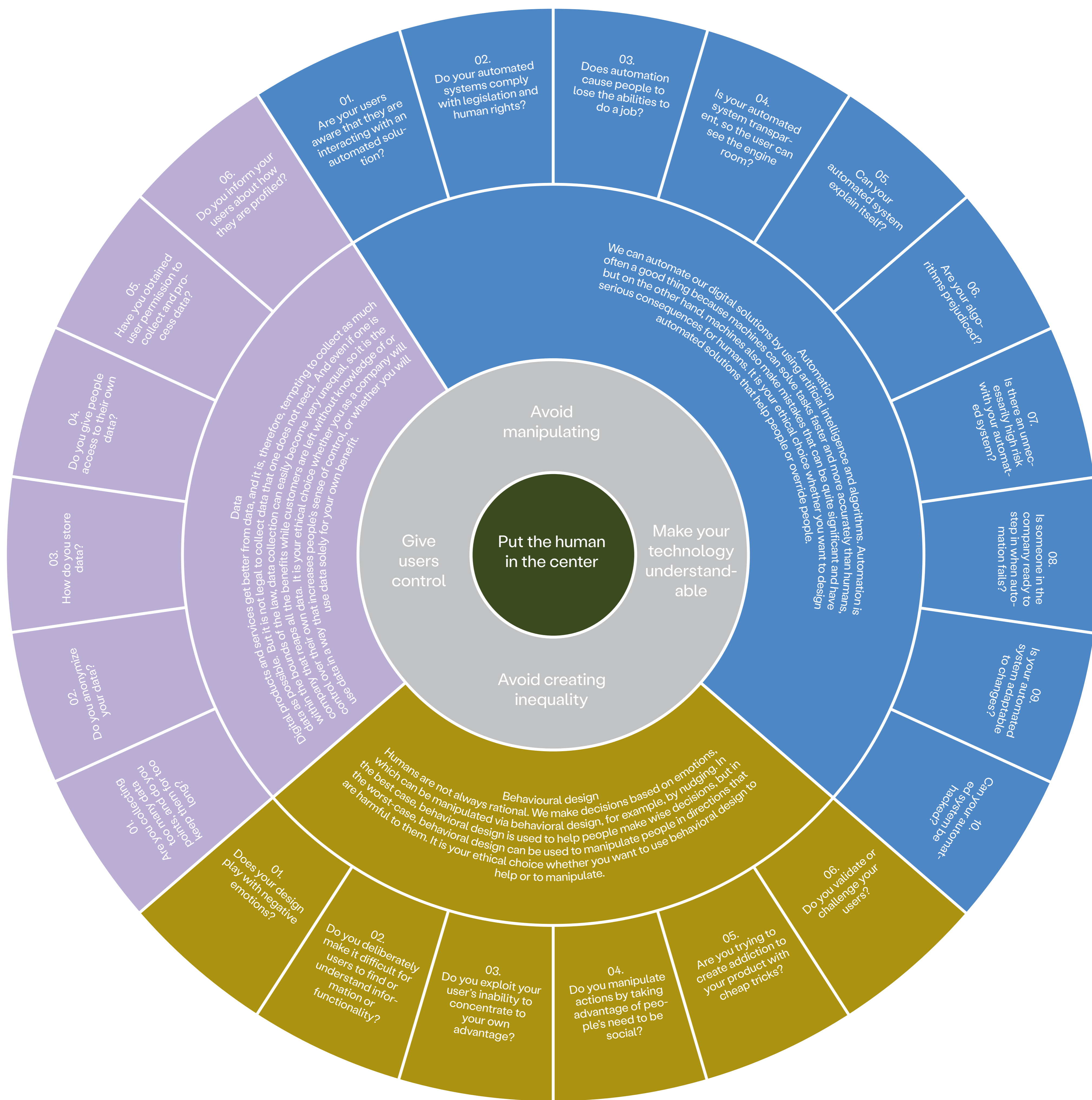


The *Digital* Ethics Compass



How do you use the Ethics Navigator and the knowledge cards?

The Ethics Navigator is a checklist that helps you ask ethical questions about your digital solutions and designs. You can use it to quickly get answers to ethical questions, but it can also be included as a working tool in workshops or design courses where you want to ensure that ethics are involved in the development of the digital solution.

In the middle of the Ethics Navigator, you will find the five basic principles of responsible and ethical digital design.

You should memorize them and always keep them in mind when working with digital solutions. All five principles are explained by an in-depth knowledge card.

In the outer ring of the Ethics Navigator, you will find 22 ethical questions which are divided into the three categories of data, automation, and behavioral design. The questions try to challenge you to think ethics and responsibility into your digital designs. It is far from all the questions

that will be relevant to your solution, but there will almost always be at least a few questions that can challenge you and set thoughts in motion. For each of the 22 questions, you will find an associated knowledge card, which elaborates on the meaning of the question, which provides concrete design recommendations, and which describes a good and a bad example from the real world.