

## **Collaborative Discussion 1 – Research Methods and Professional Practice – Received Response, Rob Mennell– Michael Geiger**

Michael, thank you for a very thought-provoking post on a topic I find personally fascinating. I agree with the basis of your conclusions; certainly, all of the parties involved in the development of intentionally deceptive interfaces are, to varying degrees, responsible for violating the BCS Code of Conduct (BCS, 2022).

As I was reading your post, I couldn't help but wonder at what point software developers become morally and ethically responsible for their creations. In the UX Pattern example, the developers learned about the predatory intent at their clients' party (ACM, 2018); however, developers are seldom given such concrete evidence of unethical behaviour. Employees at Google faced a similar quandary in 2018, supporting a U.S. defence programme called "Maven" in which machine learning algorithms could have been used to identify targets for drone strikes (Lynch, 2018). As awareness of the lethal application of their efforts spread, more than 3,000 employees signed a letter to Google's leadership demanding that Google cease this work (Crofts & Van Rijswijk, 2020; Lynch, 2018). Despite leaders' assurances from that Google's technology would not be used to operate drones or launch weapons, employees continued to protest military applications and ultimately forced Google to cease work on the project (Crofts & Van Rijswijk, 2020; Lynch, 2018). I believe these conflicts are just the beginning of the ethical debates on software development.

Thanks, Michael,

Rob

## References

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