

ABSTRACT

THESIS: Co-creating An Alternative Future: Using Speculative Design as A Tool For Gauging Users' Ethical Expectations

STUDENT: Olaniyan, Adeboye Richard

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

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This study examined the moral and ethical expectations of users as it relates to voice-activated assistants. Results from this pilot study suggests that users prefer for the technology not to interfere in the three fictional audio scenarios presented to them. The scenarios created around the issues of domestic violence, production of illegal substances and a potential mass attack provided participants with the opportunity to decide the action a fictional voice-activated virtual assistant, Morli, should take. Participants showed a strong preference for Morli not to interfere. However, their responses highlighted an on-going complex deliberation about the role of technology in morally challenging circumstances that could possibly occur in the future and how to best handle these situations. Results from this study could influence conversations around regulating technology.