

Ethical Concerns Lecture

dr. Helena Sustar,
helena.sustar@aalto.fi
@helenasustar
#AaltoOpenSD

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Today's agenda

- Part 1: Ethical Concerns lecture (Homework)
- Part 2: Mentoring & work in a groups

Statement 1. Service Design fails to provide designers with a comprehensive and complete understanding for solving the design challenge at hand, as it risks over-emphasising historical experiences and subjective perceptions.

-> In my point of view, this is just a question of selecting the right methods, not forgetting scenarios and other tools from futures thinking/research.

Statement 2. The creation of meaningful narratives from outliers based on small, non-random sample sizes can never gain logical superiority over statistical significance.

-> Today's world it is more important to understand the motivations and values that the users have to be able to create meaningful services and services that people will really use.

Statement 3. SD methods are not the most appropriate tools. Quantitative research is somehow more valuable.

-> Pretty much the same answer than in the above.

POWER

Statement 4. Qualitative methods presume the existence and use of qualitative data, which at best only provide a partial, incomplete view of things.

-> Both ways of collecting data have their limitations, incompleteness and challenges.

Statement 5. SD is a one-sided approach and with limited thinking.

-> This really goes against what I have learned what service design is since I think SD is a very holistic way of seeing things and creating something valuable.

- Jonas, W., 2001. A scenario for design. *Design issues*, 17(2), pp.64-80.
- Knutsen, J., Martinussen, E.S., Arnall, T. and Morrison, A., 2011. Investigating an "internet of hybrid products": Assembling products, interactions, services, and networks through design. *Computers and Composition*, 28(3), pp.195-204.
- Trischler, J. and Zehrer, A., 2012. Service design: Suggesting a qualitative multistep approach for analyzing and examining theme park experiences. *Journal of Vacation Marketing*, 18(1), pp.57-71.
- Pettersen, I.N., Boks, C. and Tukker, A., 2013. Framing the role of design in transformation of consumption practices: beyond the designer-product-user triad. *International Journal of Technology Management*, 63(1-2), pp.70-103.
- Rau, C., Zbiek, A. and Jonas, J.M., 2017. Creating Competitive Advantage from Services: A Design Thinking Case Study from the Commodities Industry Service design thinking can provide the tools to help companies design value propositions that meet customer needs and sustain competitive advantage. *Research-Technology Management*, 60(3), pp.48-56.

Ethical Concerns lecture

(Homework)

Learning objectives

- to be able to design your own Information Sheet and Consent form

What ethics standards are concerning?

- Involving human participants (vulnerable groups)
- Methods used with participants
- Personal Data Handling & Data storage
- Confidentiality/Anonymity
- Payment/Reward

Involving human participants

- Who are your participants?

Vulnerable people, persons unable to give consent (e.g. children)

- Which are the procedures for recruitment and consent?
- Documents to provide
- Ethics authorisations
- Information and Consent forms

- How people will get involved in?

Interviews, workshops, testing prototypes, participant observation focus groups, events
e.g. research carried out on a small group of participants who are used in studies over and over again

Data Collection

- How you will collect the data?

Audio/video recording, taking photos, making notes.

- What is confidentiality and the confidentiality arrangements that you are intending to implement.

Data protection

- What kind of data are you collecting?

Genetic data, sensitive data (health, political or religious opinions, sexual orientation, etc.)

- What kind of procedure you are planning to use?

1. Procedure of data collection (how, by whom, information on rights, info and consent forms, anonymisation)

2. Procedure for protection of data (how data are protected, encrypted, where and for how long?)

- What documents you have to provide?

- Data protection officer/authority authorisations
- Information and consent forms
- Security measures

Research Ethics Committee

- Research Ethics Committee (Aalto University), Aalto Code of Conduct
- Finnish Advisory Board on Research Integrity (TENK)
- Research-ethical legislation and guidelines (Academy of Finland)
- HUS, Ethical Boards

Important websites to remember

Responsible Research

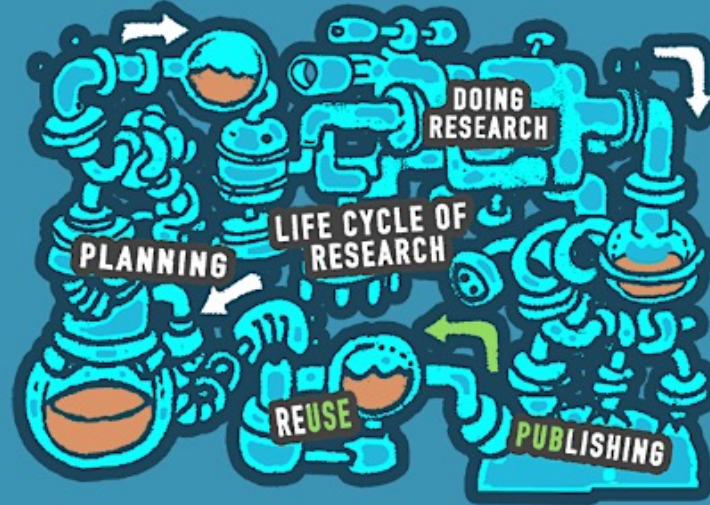
GUIDE TO RESEARCH INTEGRITY, RESEARCH ETHICS AND SCIENCE COMMUNICATION IN FINLAND

Planning

Doing research

Publishing

Reuse



<https://www.vastuullinentiede.fi/en>



TOPICS



AUTHORS



SITE MAP



GLOSSARY



ABOUT US

Latest articles

The researcher's dilemma: copyright and data protection

Photographic works previously on public display raised an ethical dilemma between the clashing demands of copyright

Who is the researcher of the future?

What will the researcher's role be if one day machines perform most of the current research tasks?

Responsible historical research and data protection

Ethical considerations should cover the entire research process from choice of topic and material to the privacy of research...

Personal data and Research ethics

22/03/2018 - 10.37

Source: <https://www.aalto.fi/services/personal-data-and-research-ethics>

Researchers collecting personal data must comply with appropriate legislation, ethical principles of research in the humanities and social and behavioural sciences and proposals for ethical review and Aalto guidelines on the processing of personal data in scientific research.

What is personal data and when does legislation apply ?

General Data Protection Regulation (GDPR) is EU legislation and GDPR is enforced starting 25.5.2018.

In GDPR personal data is defined as any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Personal data is a broad concept and includes for example images and sound files. Interviewing persons produces personal data and location information collected from cellphones is personal data, as it can show exactly where a person lives and works.

Data protection legislation is applicable when personal data is processed. Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation,

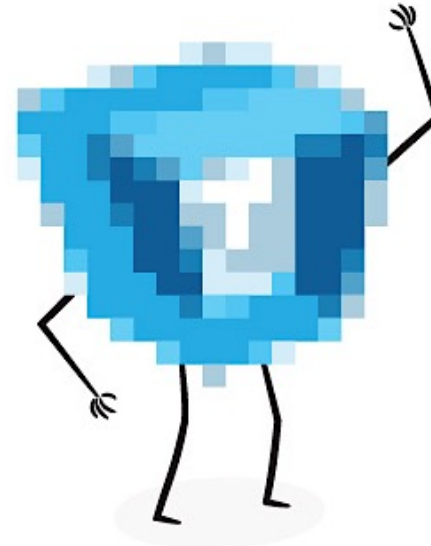
Source: <http://www.fsd.uta.fi/aineistonhallinta/en/anonymisation-and-identifiers.html>

- > Table of Contents
- > Why Are Research Data Managed and Reused?
- > Data Management Planning
- > Copyright and Agreements
- > Informing Research Participants
- > File Formats and Software
- > Processing Quantitative Data Files
- > Processing Qualitative Data Files
- > **Anonymisation and Personal Data**
 - > **What is personal data?**
 - > **What kind of information constitutes identifiable data?**
 - > **Processing research data containing identifiers**
 - > **Terms to understand**
 - > **When are data anonymous and when pseudonymous?**
 - > **Bases of anonymisation**
 - > **Anonymisation of quantitative data**
 - > **Anonymising qualitative data**
 - > **Practical tips for anonymisation**
 - > **Identifier type table**
- > Data Description and Metadata

Anonymisation and Personal Data

What is personal data?

According to the definition given in the General Data Protection Regulation (GDPR), 'personal data' means any information relating to an identified or identifiable natural person. A natural person is considered identifiable if they can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. (EU General Data Protection Regulation [Article 4](#), Paragraph 1). By this definition, when it comes to research data, personal data are not limited to information relating to research participants. Research data may also contain identifiers relating to research subjects' family and friends or other third parties. Identifying information relating to these persons also constitutes personal data.



There are no limitations regarding the nature and character of personal data. Any information related to a natural person may be personal data. This includes statements, opinions, attitudes and value judgments. Personal data may be objective or subjective. Whether the information is true or verifiable or not is of no consequence here. The information may refer to an individual's private or family life, health, physical characteristics, professional activities, and economic or social behaviour.

What kind of information constitutes identifiable data?

Personal data are any kind of data that may be used to identify a natural person or a cluster of persons, such as individuals in the same household. Identification can occur on the basis of one or more factors such as the name, address, birth date, telephone number, or other personal identifiers. Data that are not directly about people can also be personal if they contain identifiers. An

Practical examples



Aalto University
School of Art and Design

TEMWISIT-hanke kuvaa ja kehittää maahanmuuttajien alkuvaiheen palvelupolkuja

TEMWISIT-hanke (nettipohjainen maahanmuuttajien alkuvaiheen palvelupolkujen kuvantamisyväline) on Aalto-yliopiston muotoilun laitoksen ja työ- ja elinkeinoministeriön alaisen kotouttamisen osaamiskeskuksen yhteishanke. Hankkeessa kehitetään nettipohjainen väline, jonka avulla kuvannetaan erilaisin perustein maahanmuuttaneiden ulkomaiden kansalaisten alkuvaiheen palveluprosesseja.

Hankkeen käytännön toteutuksesta vastaavat tohtori xxx ja professori xxxx Aalto-yliopiston muotoilun laitokselta.

Osana em. palveluprosesseja on monia eri viranomaistahoja (esim. KELA, maistraatti, poliisin lupahallinto, Migri ja verohallinto), joilla kaikilla on oma roolinsa yksittäisen maahanmuuttajan alkuvaiheen palvelupolulla. Palvelupolun vaiheet ja tarvittavat toimenpiteen vaihtelevat riippuen mm. maahanmuuttajan kansalaisuuden ja maahantulon perusteen ja aiotun maassa-asumisaajan pituuden mukaan. Aiemmin eri maahanmuuttajaryhmien monitoimijaisia alkuvaiheen palveluprosesseja ei ole kuvattu kokonaisvaltaisesti ja asiakaslähtöisesti.

TEMWISIT-hankkeen tavoitteena on

- helpottaa viranomaisten työtä kuvaamalla eri ulkomaalaisryhmien alkuvaiheen monitoimijaiset palveluprosessit kokonaisvaltaisesti,
- tuoda yhteen hallinnon eri sektoreilla toimivia viranomaisia,
- kehittää eri alueilla tehtävää alkuvaiheen työtä maahanmuuttajien kotoutumisen ja asettautumisen edistämiseksi,
- tukea viime kädessä itse maahanmuuttajia löytämään tiensä eri palveluntarjoajien luokse oikeassa järjestyksessä.

TEMWISIT-hanke alkoi huhtikuussa 2015 ja se päättyi keuhvällä 2016. Hankkeessa haastatellaan eri viranomaistahoja sekä analysoidaan alkuvaiheen palvelupolkuihin liittyviä aineistoja; tunnistetaan ja kuvataan erilaiset alkuvaiheen palveluiden käyttäjäryhmät; luodaan ja testataan nettipohjaisen välineen eri versioita yhteistyössä viranomaistahojen ja eri maahanmuuttajaryhmien kanssa.

Aineiston kokoamisvaiheessa haastatellaan ja tehdään kysely eri viranomaistoimijoille. Hankkeessa keskitytään kuuteen Suomen suurimpaan kaupunkiin (Espoo, Helsinki, Tampere, Turku, Oulu ja Vantaa). Haastattelut kestävät noin tunnin ja kyselylomakkeen täyttäminen vie noin 10 minuuttia.

1. Information Sheet (Content)

- Project title
- What is this project about? (Background of the study 1 paragraph)
- What kind of data you are collecting? (audio, video, notes)
- Who I am? (about the researcher)
- What I want to do? (plain language statement)
- Contact details of the researcher/designer (school, department, your email)
- Person responsible for the project (contact details - email, responsible teacher)

En example

Who we are?

What is our project about?

What research methods we will use?

When the study will be done?

Who is responsible?

Työ- ja elinkeinoministeriö (TEM)
Kotouttamisen osaamiskeskus
Eteläesplanadi 4, FI-00130 Helsinki



Aalto-yliopiston taiteiden ja suunnittelun korkeakoulu,
Muotoilun laitos, Hämeentie 135 C Helsinki

19. toukokuuta 2015

Tietolomake

Tutkimusnimike: TEMWISIT hanke - TEM asiakkaan havainnollistamisen web-työkalu

TEMWISIT-hanke (nettipohjainen maahanmuuttajien alkuvaiheen palvelupolkujen kuvantamisväline) on Aalto-yliopiston muotoilun laitoksen ja Työ- ja elinkeinoministeriön alaisen kotouttamisen osaamiskeskuksen yhteishanke. Hankkeessa kehitetään nettipohjainen väline, jonka avulla kuvannetaan erilaisin perustein maahan muuttaneiden ulkomaiden kansalaisten alkuvaiheen palveluprosesseja. Osana em. palveluprosesseja on monia eri viranomaistahoja (esim. KELA, maistraatti, poliisin lupahallinto, Migri ja verohallinto), joilla kaikilla on oma roolinsa yksittäisen maahanmuuttajan alkuvaiheen palvelupolulla. TEMWISIT-hanke alkoi huhtikuussa 2015 ja se päättyy keväällä 2016.

Tutkimusmenetelmä: Puolistrukturoitu haastattelu

Puolistrukturoitu haastattelu on osa ensimmäisen vaiheen tietojen keruuta ja haastattelut tehdään Suomen kuudessa suurimmassa kaupungissa. Haastatteluiden kohteena on ylimmän johdon virkamiehet ja eri maahanmuuttopalveluita tarjoavien organisaatioiden työntekijät. Haastattelut käsittelevät seuraavia teemoja 1) henkilöstö, joka tarjoaa palveluja maahanmuuttajille; 2) asiakkaat, jotka käyttävät maahanmuuttajille tarkoitettuja palveluja; 3) asiakkaan palvelupolun ja kontaktipisteiden kartoittaminen; sekä 4) organisaatioiden välinen yhteistyö maahanmuuttajien palveluntarjoajien välillä. Haastattelun yhteydessä teitä pyydetään myös suorittamaan kolme yksinkertaista teemoihin liittyvää tehtävää.

Haastattelu tulee kokonaisuudessaan kestämään noin tunnin ja se tullaan äänittämään.

Osallistuminen haastatteluun on vapaaehtoista ja haastateltavalla on oikeus päättää osallistumisista missä tahansa vaiheessa ilman erillistä syytä. Haastattelu ei aiheuta riskejä haastateltavalle.

Kiitos! Osallistumisesi on erittäin arvokasta TEMWISIT-hankkeelle.

Hankkeeseen liittyviin kysymyksiin vastaa suorittava tutkija xxxx
Ystävällisin terveisin,

xxxx

Suorittava tutkija: xxx
Vastaava tutkija: xxxx

2. Consent Form (Content)

- Where the collected data will be used? (the study /project , papers, project publications)
- Will be anonymised? (how)
- Withdraw from the study? (voluntary participation)
- What participants are consent for? (audio, video data, photos)
- Who to contact if participants have any questions? (responsible teacher)
- Copy for researcher and participant (signature from the participant)
- Are participants interested to participate at any further studies?

En example

Ministry for Employment and Economy (TEM)
Centre of Expertise on Immigrant Integration
Minister of Labour, Eteläesplanadi 4, FI-00130 Helsinki
and
Aalto University School of Arts Design and Architecture,
Department of Design, Hämeentie 135 C Helsinki



Consent Form

The study title: TEMWISIT project-TEM customer Web visualisation Tool

Research method: Workshop

The researcher in charge: xxx

Designated researcher: xxx

General ethic concerns

This project concern development of the web based platform that visualise different immigrants/customer service journeys in the early stage of their immigration and integration. The tool will be designed for diverse immigrant service providers like KELA, Police or Tax Office and end users - immigrants. The TEMWISIT project is co-funded between Centre of Expertise on Immigrant Integration (TEM) and Aalto University, Department of Design. The project will lasted from April 2015 to February 2016.

I understand that my participation in the study is completely voluntary and that I have the right to discontinue my participation at any stage without any consequences. It has been explained to me that designated researcher will, at my request, provide me with additional details of the general principles of the study and its progress or the results concerning myself.

I have understood that the material and research data is gathered for development of the web-based platform and for scientific purposes only (e.g. writing research journal paper, presenting at the conferences). The research results related to me may be used at the Aalto University, without a new separate consent, to another study related to the same research area conducted by the same researcher.

The research results related to me are only available to the Centre of Expertise on Immigrant Integration, designated researcher and the researcher in charge and they will not be presented to a third party without my written consent. Designated researcher of the study may, however, give permission to his/her other cooperation partners to analyse the research results for scientific purposes or ask for a professional consultation on possible unexpected incidental findings without separate consent. The anonymity of the results has been ensured. And any type of commercial exploitation of the results is prohibited.

I understand that any information I provide is confidential, and that no information that could lead to the identification of any individual will be disclosed in any reports on the project, or to any other party. No identifiable personal data will be published. The identifiable data will not be shared with any other organisation. I understand that before listed preclusions will be done to protect my identity from being made public. The collected data will be storage at the secure Aalto on-line server and it will be keep there for the time being of the project. Data will be destroyed after the retention period.

The Co-design workshop(s)

In the last developing stage of the TEMWISIT project several co-design workshops will be carry out aiming to:

1. **Define immigrant customers' profiles**
2. **Define customer journey steps and actions for service providers and immigrant customers**
3. **Develop the higher structure of the service design concept** by looking in to service design concept values and solutions

At the workshops different hands on activities will be carried out aiming to gather service providers and end users (immigrants) experiences with using immigration and integration services. Conversations during the workshop will be audio recorded and activities during the

What is the project about?

Participant's right to
withdraw

How data will be used ?

Who will use the data ?

Confidentiality/
Anonymity

Research method
Description

What data participant give consent?

What data participant give consent?

workshop will be photographed. Physical artefacts produced at the workshop will be used for future service concept development.

If I will need any additional information regarding workshops I will contact Designated researcher.

I agree to take part at the workshop. I have had the project explained to me; I have sufficient information on the process of the study. I understand that I am giving consent for:

- being interviewed and
- allowing the workshop to be audiotaped
- use of data in the development of the web based platform, which also including co-design workshops and in the academic applications

This information will be held and processed for the following purposes: to design web-based platform via creative workshops and to publish research journal papers. I understand that confidentiality cannot be guaranteed for information, which I might disclose in the creative workshops carried, latter on in the study.

I agree to Aalto University recording and processing this information about me. I understand that this information will be used only for the purpose(s) set out in this statement and my consent is conditional on the University complying with its duties and obligations under the Data Protection Act 1998.

By my signature, I confirm my participation in this study and agree to volunteer as a study subject.

I have read Information Sheet the above project description. I agree with the terms and I am happy to participate in the study.

Signature _____ Name _____
Date _____

I give consent to be audio-recorded and photographed during the study.
Please indicate: _____ Yes _____ No

I give my consent for the use of recordings resulting from this study to be used for scientific publications, presentations to other researchers.
Please indicate: _____ Yes _____ No

Leave your details if you would be interested to take the part at the future activities related to this project (e.g. 3 hour long workshop).

Email _____
Phone _____

* All personal names will be removed and faces masked.

Helsinki, _____

If you are interested in taking part at the further TEMWISIT project studies like co-design workshops or paper prototype testing please leave your contact details below.

_____ Contact e-mail

_____ Contact phone number (Optional)

Common mistakes

Common shortcomings in research ethics

- Lack of consistency
- No information on handling incidental findings
- **Issues related to children:** failure to describe if child obtains a real and direct benefit. If child is not directly benefited, a minimum risk and minimum burden must be illustrated
- **Research on animals:** failure to describe (i) numbers used;
- (ii) humane end points; (iii) if non-animal alternatives were sought
- **Developing Countries:** failure to describe why it is necessary to include the developing countries and whether any benefits will reach these countries and the local populations

Ethical principles

All activities shall comply with ethical principles
(Charter of Fundamental Rights of the European Union and the European Convention on Human Rights and its Supplementary Protocols.)

Particular attention to:

- the principle of proportionality
- the right to privacy
- the right to the protection of personal data
- the right to the physical and mental integrity of a person
- the right to non-discrimination
- the need to ensure high levels of human health protection

Homework

1. In a group prepare Consent form & Information Sheet for your project data collection or co-design activity.

For examples see My Courses.
Submit homework in My Courses.

Reading

“The Little Book of Design Research Ethics” from IDEO, pages from 21-39.

You will find PDF of the paper in Materials for Everyone/Reading Materials & Homework section of My Courses.