Gamification (and Crowdsourcing) for Ethics: some Insights

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The context of enetCollect: a Moving Target

Traditional Views on Ethics and Gamification+Crowdsourcing

(Potential) Ethical Issues in enetCollect
Technical context: the enetCollect Holy Grail

A **platform** allowing the **users** to learn a language, while producing:

- learning material (exercises, lessons, etc.)
- language resources (lexica, corpora, etc.)

NB:: None of this is completely clear at the moment...
Imagination At Work

Imagining the platform

Identifying the potential ethical "hot spots"

Finding ethics by design solutions
A COST action product
Short-term scientific mission in Reykjavik in Nov. 2017

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Virtue Ethics
Duty Ethics
Utilitarianism

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Aristotle (384–322 BC)

Work on ethics

Nicomachean Ethics
Virtue Ethics is about action (not theory)

Do the best thing, make the best choices: a virtuous man is a virtuoso (perfectionism)

To achieve this:

- exercise being virtuous
- be surrounded by virtuous persons

Main virtue = PRUDENCE (not too much, not to little: middle ground)
Virtue Ethics is about action (not theory)

Do the best thing, make the best choices: a virtuous man is a virtuoso (perfectionism)

To achieve this:

▶ exercise being virtuous → gamification
▶ be surrounded by virtuous persons → crowdsourcing

Main virtue = PRUDENCE (not too much, not to little: middle ground)
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Traditional Views on Ethics and Gamification + Crowdsourcing
  - Virtue Ethics
  - Duty Ethics
  - Utilitarianism

(Potential) Ethical Issues in enetCollect
Immanuel Kant (1724-1804)

Work on ethics
Critique of Pure Reason
Critique of Practical Reason
Inflexible order of nature → to be really free I have to reason (practically) and act accordingly, without being the slave of my passions

- submission to duty (internal law: wanting to do good) elevates us (perfectionism)
- test: universalization (care for others)

⇒ thinking in terms of the "right" action: moral principle is a priori and absolute
The Imperative of the Practical Reason

Inflexible order of nature → to be really free I have to reason (practically) and act accordingly, without being the slave of my passions

▶ submission to duty (internal law: wanting to do good) elevates us (perfectionism) → gamification

▶ test: universalization (care for others) → crowdsourcing

⇒ thinking in terms of the ”right” action: moral principle is a priori and absolute
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  Virtue Ethics
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(Potential) Ethical Issues in enetCollect
Jeremy Bentham (1748-1832)

Work on ethics
The Principles of Morals and Legislation

By Henry William Pickersgill

John Stuart Mill (1806-1873)

Work on ethics
Essay on Bentham

London Stereoscopic Company - Hulton Archive
Contemporary Utilitarianism: consequentialism

- only consequences matter (in terms of satisfaction of preferences)
- everybody counts for 1 (egalitarianism)
- no moral a priori
- computation of benefits and risks
Contemporary Utilitarianism: consequentialism

- only consequences matter (in terms of satisfaction of preferences)
- everybody counts for 1 (egalitarianism) → crowdsourcing
- no moral a priori
- computation of benefits and risks → gamification
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(Potential) Ethical Issues in enetCollect
  Imagining Ethical Issues
  Imagining How Gamification+Crowdsourcing could Help
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Data

Users will enter data into the system, including:

- personal information
- free texts
- images and photos
- audio and video recordings
Interactions

Users will interact and sometimes the relationship will be imbalanced:

- teacher with students
- adults with children
- nationals with refugees
- administrator with users
(Main) “hot spots”

- registration/profile: personal data (control?), (informed?) consent
- evaluation: interactions/tensions
- interactions: potential tensions, insults, influence
- data creation: rights, quality
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(Potential) Ethical Issues in enetCollect

Imagining Ethical Issues

Imagining How Gamification+Crowdsourcing could Help
Incentivize (self-)Control: educate

Some examples

Reward the users’ efforts in protecting their own privacy/data:

- login ≠ name
- avatar ≠ photo
- really check the information they provide
- check their texts do not contain anything personal or unethical
- …
Incentivize (peer-)Control: empower

Some examples

Reward the users’ efforts in protecting the others’ privacy/data:

▶ check the texts do not contain anything personal or unethical
▶ check the platform is ethical and warn the administrator in cases of infringement:
  ▶ lack of control over one’s data
  ▶ too many mandatory fields
  ▶ ...
Incentivize the Participation to an Ethical Review Board

- users
- researchers using the platform
- philosophers or ethicists
- law specialist
Gamification and crowdsourcing can participate to a more ethical platform:

- directly: educate and incentivize users
- indirectly: raise awareness of the administrator/managers

Perspectives:

→ test this during the crowdfest (23-25 January 2019)!