JUDGMENT

CALL

THE GAME

THE OBJECT

Write a product review from the perspective of a stakeholder. Discuss the likely social impact of the technology and the potential for harm, then explore solutions.

1-10 PLAYERS

60-90 MINUTES

MICROSOFT'S ETHICAL PRINCIPLES

FAIRNESS

AI systems should treat all people fairly, free of bias.

RELIABILITY & SAFETY

Create systems that perform reliably and safely.

PRIVACY & SECURITY

Respect privacy and security in all of our technology.

TRANSPARENCY

Build systems that users can understand.

INCLUSION

Empower everyone, regardless of ability.

ACCOUNTABILITY

AI systems should have algorithmic accountability.

START BY PRINTING

1. PRINT AND CUT

- For best results, use cardstock and a color printer.
- Print duplex if possible. For one-sided machines, print odd numbered pages first, then feed the prints back through manually and print the even numbered pages on the backside of the prints.
- Cut the cards and forms along the yellow lines. Keep the Stakeholder, Principle, and Rating cards separate.
- Do not combine or shuffle the entire deck.

HOW TO PLAY

1. SELECT A MODERATOR

The moderator will lead the group discussion, white-board, and customize the fill-in-the-blank cards.

2. CHOOSE A PRODUCT

Use a real or hypothetical product that is relevant to the group. These prompts can help envision the tech:

WHITEBOARD

- Who will use the product?
- What features will it have?
- When will it be used?
- Where will the product be used?
- Why is it useful?
- How will the product be used?

3. IDENTIFY STAKEHOLDERS

Who is affected by the product you chose? Consider those that might be typically overlooked. Write the most likely impacted stakeholders on the whiteboard.

WHITEBOARD

- Advocacy groups
- Children
- Elderly
- Endangered species
- Families living in poverty
- Government entities
- Hackers
- HR departments
- Local residents
- Mobile workers
- Non-tech saavy users
- People with disabilities
- Professors
- Regulators
- Religious minorities
- Resellers
- Students
- Unions
- Victims of domestic violence

Once your list is completed, decide on the top 10 and write them in on blank labels and apply to the Stakeholder cards. Shuffle, then set this portion of the deck aside.

4. CONSIDER HUMAN VALUES

Start with the Microsoft Principles which are included on 6 of the principle cards.

WHITEBOARD

- Fairness
- Privacy & security
- Reliability & safety
- Transparency
- Inclusion
- Accountability

Brainstorm further values that are likely important to the stakeholders you've identified. Write these in on blank cards, shuffle and set this portion of the deck aside.

5. RATING CARDS

Shuffle the star cards and set them aside.

6. DEAL

Give each player a single card from of each type, along with a review form, as follows:

- 1 stakeholder card
- 1 ethical principle card
- 1 rating card
- 1 review form (or index card)

7. WRITE REVIEWS

Take about 10 minutes to write a review. A couple of tips for writing great reviews:

- Empathize with your stakeholder
- Be specific about features
- Don't hold back - be expressive

Feeling stuck? See sample reviews on page 2.

8. DISCUSS

Reviews can lightheartedly surface serious oversight and potential problems. Use the group discussion to dig further into emerging themes noted by the facilitator. Ask yourselves questions as you move deeper into the potential real-world ramifications, start to think about applying these explorations to future product development.

WHITEBOARD

1. Who is most impacted?
2. What features are problematic?
3. What are the potential harms?
4. Were there recurring themes?

9. MITIGATE

Choose one stakeholder, feature, harm, or theme that stood out in the discussion. How could the product be changed to prevent these problems? Consider both technical and social solutions.

10. JUDGMENT CALL

You've considered a wide range of perspectives, surfaced potential harms, and explored preventative design measures. Now it's time to make a judgment call.

Moving forward, what's the best solution for making a better product?

★☆☆☆☆

Reliability
ETHICAL PRINCIPLE

This system is even worse than the old body scanners! It constantly needs to be updated and each time we have to take it offline and re-certify it before we can start using it again. When it's running, it works well, we haven't had any security incidents. But each month it goes offline for about 3 days to update and re-certify.

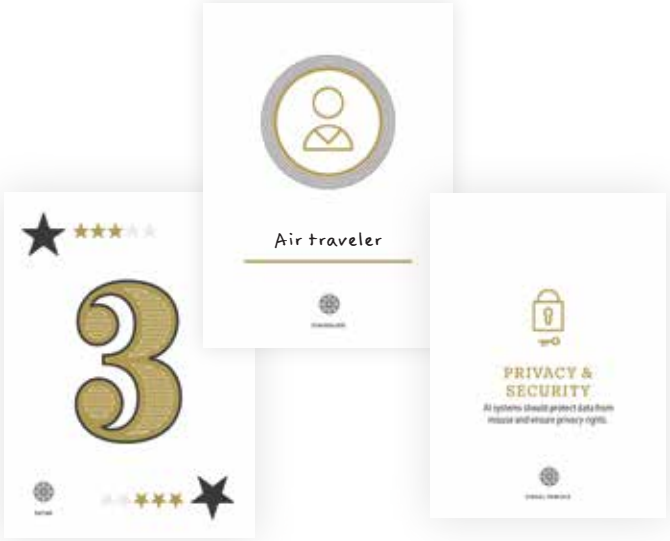
Security Employee
STAKEHOLDER

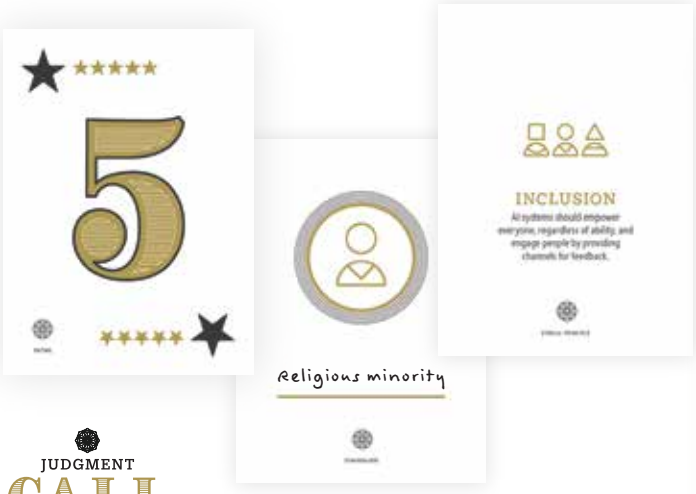
☆☆☆☆☆

Privacy & Security
ETHICAL PRINCIPLE

While I appreciate being safe while flying, I'm a little concerned about how my data is stored. There are signs posted that airport security is trying a new facial analysis tool but there's not much more information beyond that. What exactly do they know about me? How long do they keep my photo? Am I already in their system? And what happens if their system gets breached? Am I at a higher risk for identity theft?

Air Traveler
STAKEHOLDER





★★★★★

Inclusion
ETHICAL PRINCIPLE

I can't use the facial recognition part of the security system because of my head covering, but there are still ways for me to pass through security at this airport. I've heard of other airports making people uncover in order to go through security. I'm glad I can travel for work without compromising my values by having to undress for security.

Religious minority member
STAKEHOLDER

JUDGMENT CALL
THE GAME

Judgment Call was created by Mira Lane and Ethics & Society, a Cognition team. Concepted and designed by Stephanie Ballard & Karen M. Chappell. Creatively directed by Oscar Murillo. The Ethics & Society team at Microsoft guides development and design of responsible, trustworthy, and sustainable AI and emerging technologies. For more information contact askethics@microsoft.com

FAST COMPANY 2019 HONOREE SOCIAL GOOD

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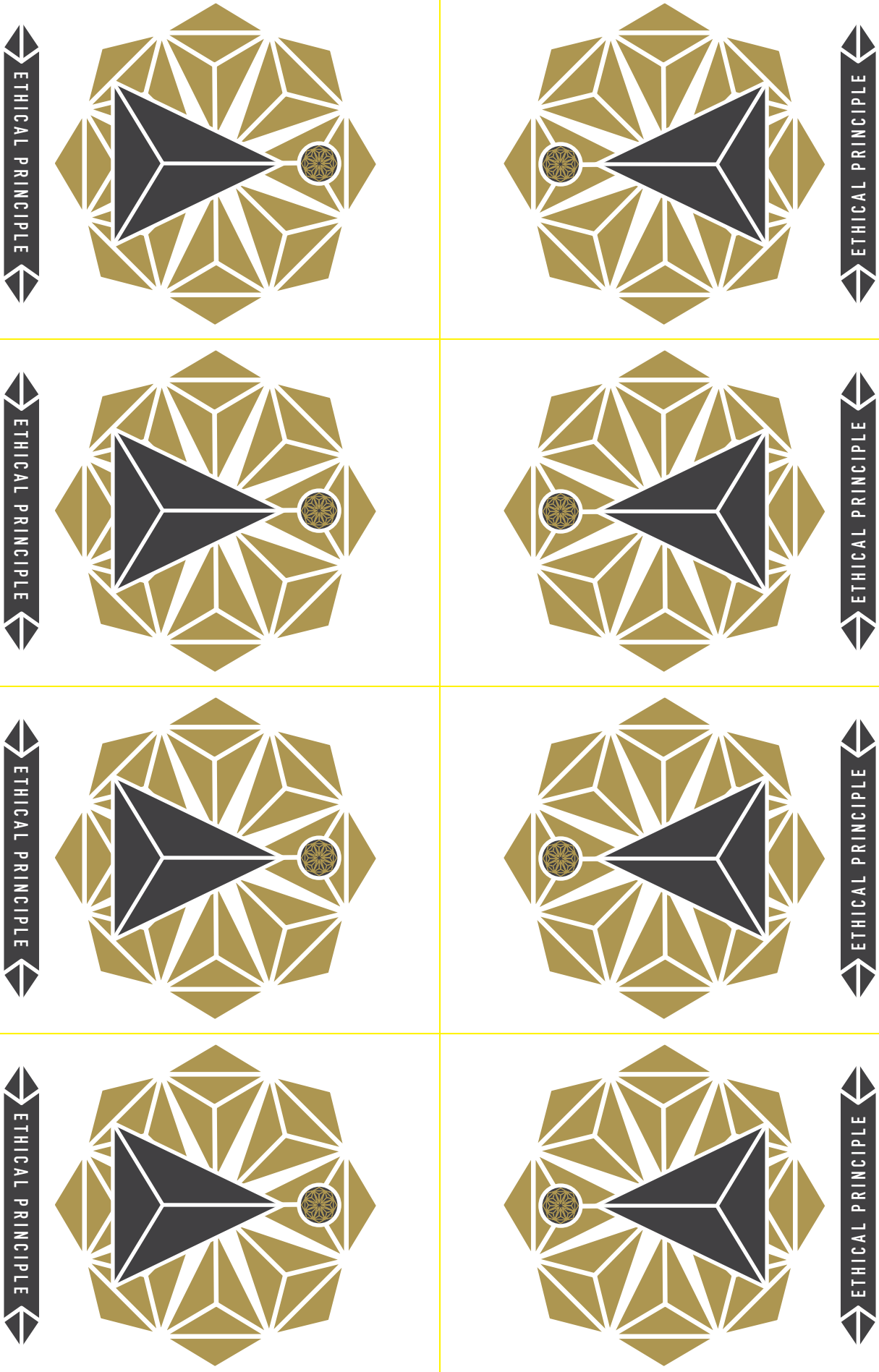

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FAIRNESS

AI systems should treat all stakeholders equitably and should not reinforce undesirable stereotypes and biases.

ETHICAL PRINCIPLE

RELIABILITY

AI systems should be designed to perform safely even in the worst-case scenario.

ETHICAL PRINCIPLE

PRIVACY & SECURITY

AI systems should protect data from misuse and ensure privacy rights.

ETHICAL PRINCIPLE

INCLUSION

AI systems should empower everyone, regardless of ability, and engage people by providing channels for feedback.

ETHICAL PRINCIPLE

TRANSPARENCY

AI systems and their output should be understandable to relevant stakeholders.

ETHICAL PRINCIPLE

ACCOUNTABILITY

The people who design and deploy AI systems must be accountable for how their systems operate.

ETHICAL PRINCIPLE

FILL IN

your own ethical principle

ETHICAL PRINCIPLE

FILL IN

your own ethical principle

ETHICAL PRINCIPLE

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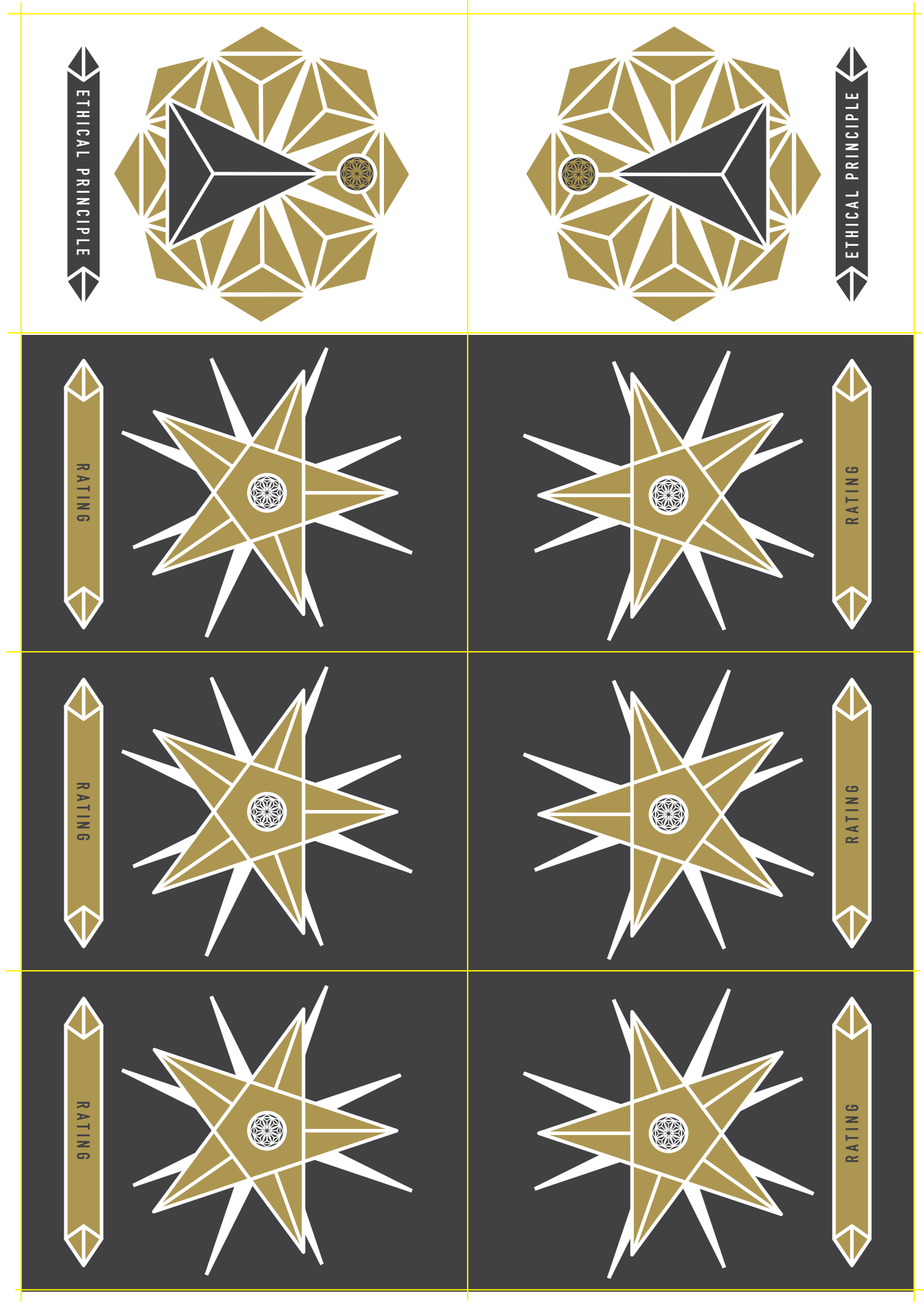

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ETHICAL PRINCIPLE

FILL IN

your own ethical principle

RATING

RATING

RATING

ETHICAL PRINCIPLE

FILL IN

your own ethical principle

RATING

RATING

RATING

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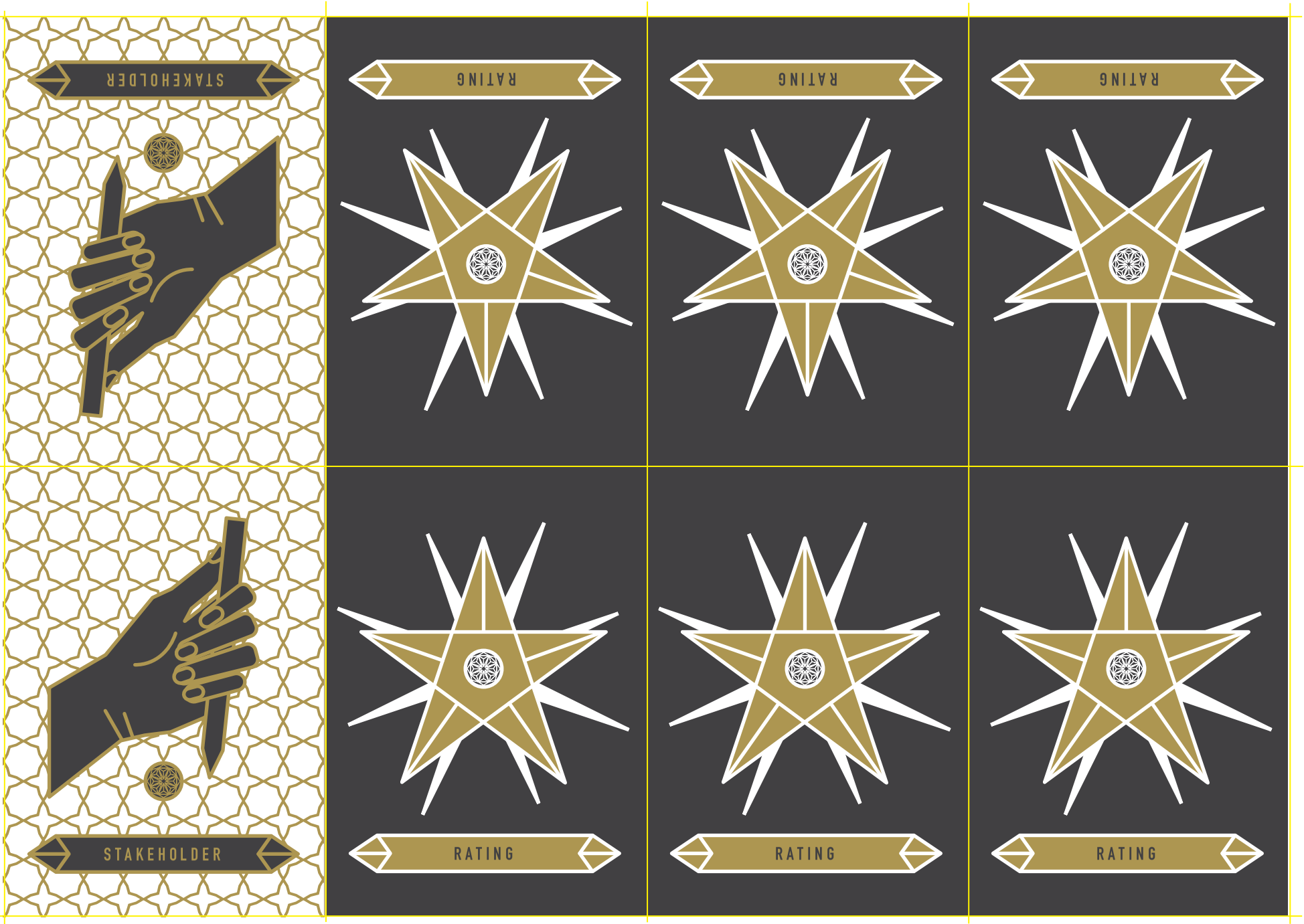

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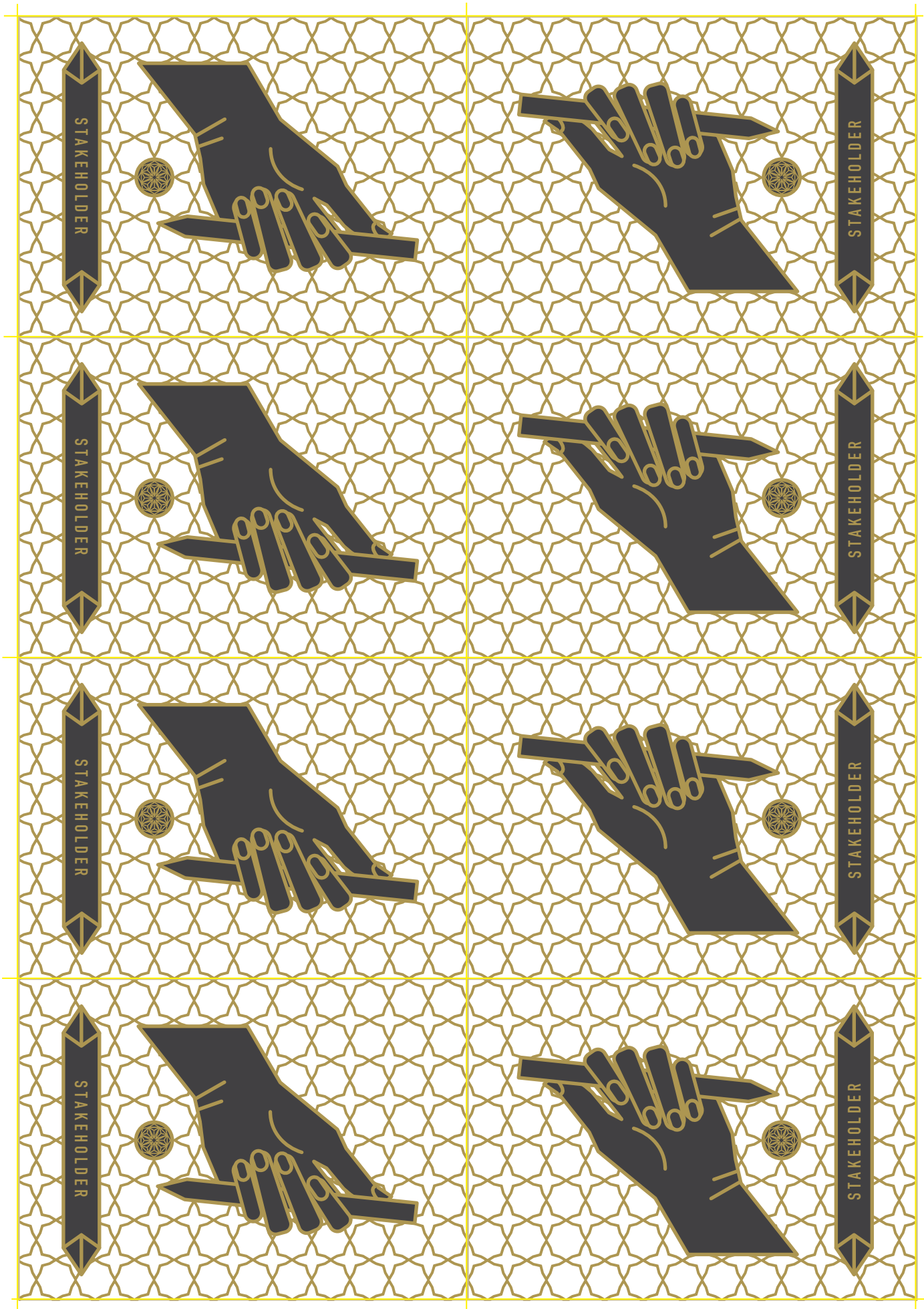
STAKEHOLDER
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