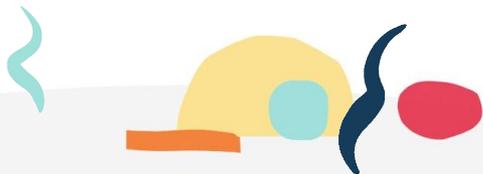# Choose respect.

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You & everyone you know →

Everyone else in the world

7.7 billion people

4.4 billion are online

Edges

▸ "At the scale Twitter is at, a one-in-a-million chance happens 500 times a day." -Del Harvey, Twitter

▸ "If something happens to 1/1,000,000 users once per year, at Google that's best expressed as *'six times per day'*." -Andy Schou, Google

Expect human edge cases.

Respect

"Respect is a **positive feeling or action shown towards someone or something considered important, or held in high esteem or regard**; … also the **process of honoring someone by exhibiting care, concern, or consideration for their needs or feelings**." — Wikipedia

▸ **Every human deserves respect.**

▸ **Failure matters because it affects humans.**

Outline

1 Intellectually challenging

2 Emotionally challenging

3 Company challenges

Outline

1	*Intellectually challenging*
2	Emotionally challenging
3	Company challenges

Build for humanity

▶ **Understand and build for the people *affected by* your system, not just users**

- Example: Equifax. You didn't need to know it existed to be affected.

▶ **If you work on a big, influential product, more people are affected.**

- Effects can be mixed.
- Example: ride-sharing apps have reduced drunk driving (in some places) but have other effects (e.g. accessibility, labour)

Why intellectually challenging?

▸ **Humans are more complex than systems**

▸ **Different humans have contradictory needs and desires**
  - Example: sharing real-time location

▸ **Threat modeling all the way from humans and the societies they build down to the hardware**

Example vulnerability factors

- Visible minority

- Invisible minority

- Gender

- Age

- Other identities

- Disability

- Poverty

- Abuse

- Target of generalized government action

- Target of specific government action

- Person with a secret

Example attacker factors

- **Objective: commercial**

- **Objective: criminal**

- **Objective: political**

- **Objective: malicious**

- **Objective: chaos**

- **Personal vs. impersonal**

- **Primary vs. secondary**

- Bonus features:

  - Advanced

  - Insider

  - Intimate

  - Power figure

  - Persistent

Example attackers

- Intimate persistent threats

- Advanced intimate persistent threats

- Untrusted roommate

- Employer

- Angry online attack mob

- Impersonal manipulator

- Suppressing political dissidence (targeted)

- Suppressing political dissidence (untargeted)

Example system areas

- Information sharing

- Authentication (and un-authentication)

- Authorization (system and models)

- Automated decision-making (correct and incorrect)

- Anti-abuse systems and their failures

- Where two systems meet

- System turndown

Outline

1	Intellectually challenging
2	*Emotionally challenging*
3	Company challenges

Why emotionally challenging?

▸ **People will yell at you if they're not happy**

▸ **No clear right answers**

- To make good choices, you have to understand how real people are being really hurt.
- The future is even less predictable than the present.

Uncomfortable? Sit with that feeling

- You have to understand the impact to make good choices.
- And *someone* will make the choices.

It is messy, not pure

▸ **Our community tends to prioritize purity: clean lines and maximum protection**

▸ **But "pure" choices may not serve humans**

  ● Example: encrypted computation may stand out to oppressive governments

Outline

1 Intellectually challenging

2 Emotionally challenging

3 *Company challenges*

What if your company is getting in the way?

▸ **Sometimes there are legitimate constraints**

- Example: More money, more user research, more development, etc.

▸ **Sometimes the right answer is "don't build that", but often not**

▸ **… and sometimes, your company is getting in the way**

In the long term, respect wins

▸ **Power governs much of how humans interact**

▸ **People will seek to level out structural inequality**

- In human societies: medieval carnival, sacrificial kings
- Same holds for companies… thus the push to regulate the tech industry

"I want to build respectful systems. How do I make that happen?"

Help understand & prioritize

▸ **Option #1: Help your company understand and prioritize respect**

- Tie what you're suggesting to what an exec wants.
- Quantify where you can.
- Being demonstrably right leads to being trusted.

▸ **How do you eat an elephant? One bite at a time.**

- In a big company, you usually can't change everything at once.
- Make something better. Get cheerleaders (especially execs).

Use your flexibility

‣ **Option #2: Use flexibility to design & build better**

- Think about respect in small ways: "what if someone is unhappy about this recommendation?"
- Also in bigger ways: "How can we adjust our business model to reduce the need for data?" "How can I make this real-time location sharing feature work respectfully in a world that includes intimate partner abuse and stalking?"

Vote with your feet

▸ **Option #3: Vote with your feet. Use your skills to build respectful tech.**

- Hard choices ≠ not being able to make good choices.

▸ **Most of us have choices. Choose to work on respectful systems.**

- Change projects. Change jobs.

▸ **Good for you. Good for the ecosystem.**

- Management pays real attention to hiring and retention.
- Make building respectful systems a competitive advantage.

Build for humans

▸ **It's not pure, it's messy. But it's all of our responsibility, including yours.**

- You can learn how intellectually -- think about real-world threats and ameliorations
- You can learn how emotionally -- learn to make decisions in the presence of feelings of uncertainty and discomfort

▸ **You can make these choices even if your company is hindering you**

- Help them understand and prioritize respect
- Build better where you are
- Vote with your feet

humu

Stop failing.

Start building for humans.

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