Direct and Indirect Stakeholders

INSC 543/CSE 599P
Value Sensitive Design

Email Discussion Question: 5 PM Tuesday, October 13
For Class: Wednesday, October 14

PART I: VSD PROJECT
Between now and when class meets, please solidify your group members and project. Please email a 1-page statement of intent for your project to Alan and to Batya. (See the VSD Project Description Handout given out during the first class for details.)

PART II: DIRECT AND INDIRECT STAKEHOLDERS
We continue with our exploration of direct and indirect stakeholders. Recall from the last handout, direct stakeholders refer to individuals who interact directly with the computer system. Indirect stakeholders refer to all other individuals who are otherwise affected by the use of the system. Often the latter are ignored in the design process. Computerized medical records systems, for example, have been designed with many of the direct stakeholders in mind (e.g., insurance companies, hospitals, doctors, and nurses) but with too little regard for the values (e.g., the value of privacy) of a rather important group of indirect stakeholders: the patients.

Here are some questions to consider about direct and indirect stakeholders:
- Could the same person be both a direct and indirect stakeholder? If so, what are the methodological implications?
- What are some heuristics for deciding when it's appropriate to divide a group of stakeholders into subgroups and consider each subgroup separately?
- In some sense, the category of indirect stakeholders can be unbounded. After all, in a networked society the reach of any technological innovation can be vast. What are some heuristics for deciding if a particular indirect stakeholder group warrants consideration in the design process?
- Given practical limitations of resources, time, and so forth, how should designers go about prioritizing which direct and indirect stakeholders to consider?
- Is the basic division into direct and indirect stakeholders a useful and meaningful one? Would a different division that gets at a similar idea be better?

To further your thinking about direct and indirect stakeholders, please read the following three articles.

Pastiche scenarios (which you read about last week) provide one way of envisioning impacts on direct and indirect stakeholders.

Blythe, M. A., and Wright, P. C. (2006). Pastiche scenarios: Fiction as a resource for user centered design. *Interacting with Computers, 18,* 5(Sep., 2006), 1139-1164.

Social impact statements represent another attempt to provide guidelines for conducting conceptual investigations albeit along with implementation plans.

Shneiderman, B., & Rose, A. (1997). Social impact statements: Engaging public participation in information technology design. In B. Friedman, (Ed.), *Human values and the design of computer technology* (pp. 117 – 133). New York: Cambridge University Press and CSLI, Stanford University.

To gain a sense for how direct and indirect stakeholder analyses might be applied to investigating how stakeholders' values interact with information technology consider this study about privacy in public.

Friedman, B., Kahn, P. H.. Jr., Hagman, J., Severson, R. L., and Gill, B. (2006). The watcher and the watched: Social judgments about privacy in a public place. *The Human-Computer Interaction Journal*, *21*(2), 233-269.

WRITE a *question* that you would be interested in discussing as well a *1-2 paragraph discussion* of your own question that follows from the readings above. As before, your writing should be concise, grammatically correct, and, as appropriate, draw on (and at times quote from) the reading.

Please EMAIL your question to Alan at borning@cs.washington.edu and Batya at batya@u.washington.edu in the BODY OF AN EMAIL MESSAGE no later than 5 PM Tuesday afternoon, October 13. We will use your questions to structure some of the discussion on Wednesday.

No late questions will be accepted.