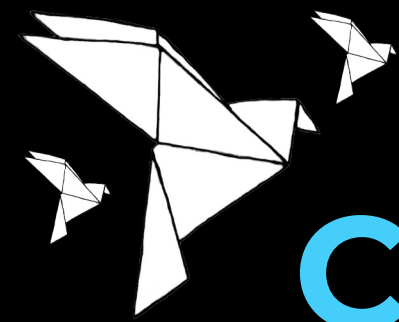


expo QA 25

MADRID
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21st & 22nd
2025



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Cutting Edge or Cutting Corners?

Let's Bring Ethics to the Table

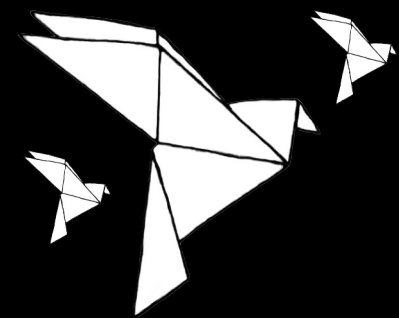
Lena Nyström



Content warning

Death, suicide





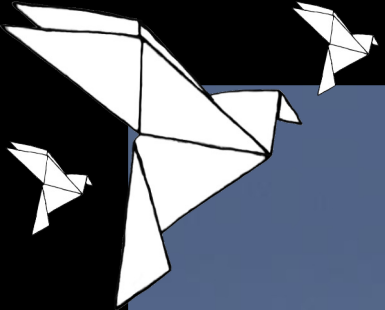
It Was Just a Small Lie

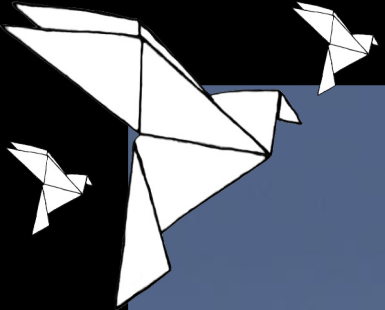
The truth, the whole truth & nothing but the
truth

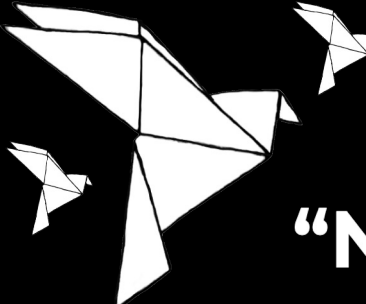


Who Durnnit?

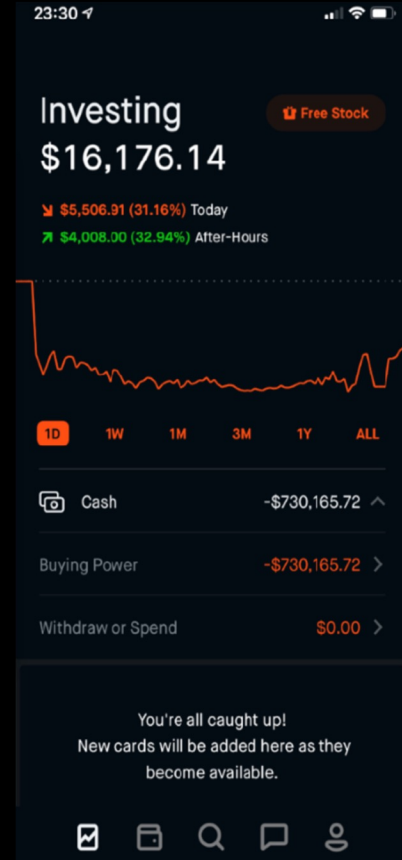


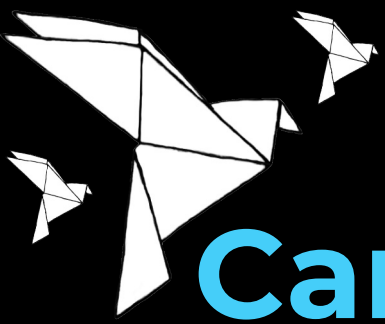






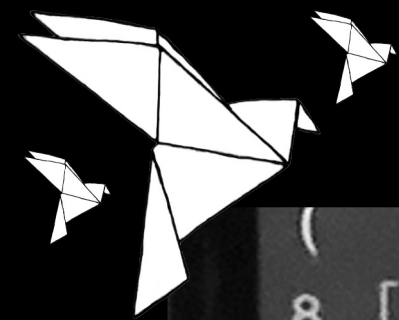
“Nebraska college student, 20, commits suicide after 'mistakenly' believing he owed \$730,000 on online trading platform Robinhood”





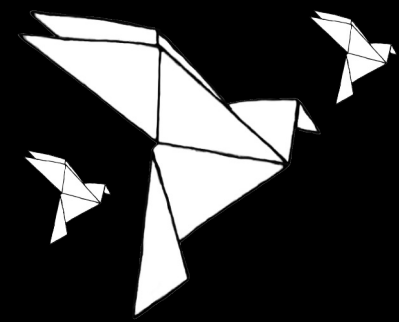
Can we trust decision-makers to understand the system?

Decision-makers vs. system experts



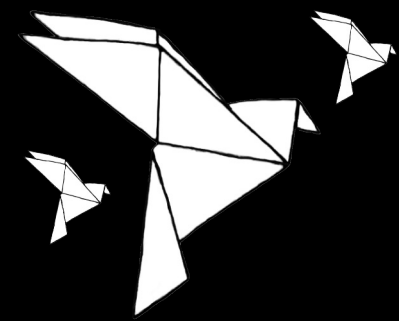
**“The letter Å led to
computer crash at
university hospital”**

April 12 2017



What would you do?

Find your own ethical bottom line

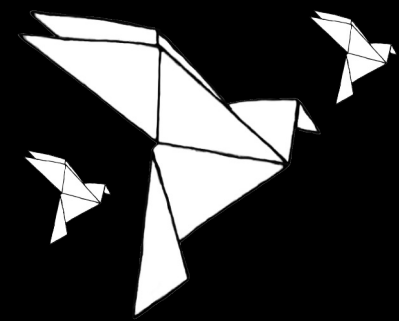


Would You Stay Silent?

To avoid conflict?

To avoid looking incompetent?

Because it's not your job?



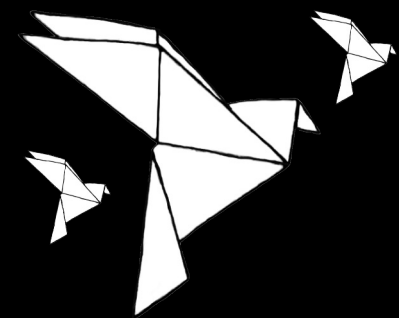
Would you lie?

**If your boss told you to?
If the truth hurt your career?**



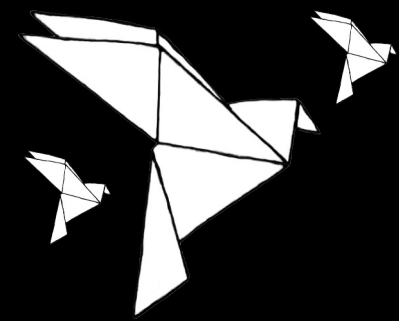
**Would you avoid
looking too deeply?**

**If it saved your company millions?
If it saved your job?**



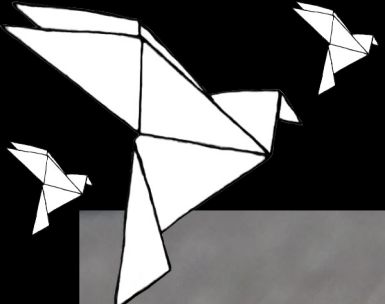
It Was Just a Small Lie

The truth, the whole truth & nothing but the
truth



Built to Help Used to Harm

Unintended consequences



12:52



Newsroom

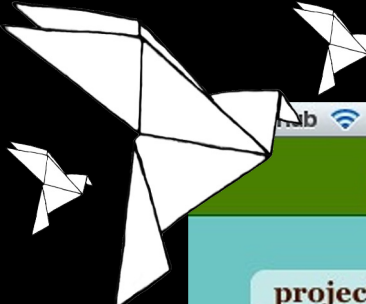


Search

APPLE STATEMENT
February 10, 2022

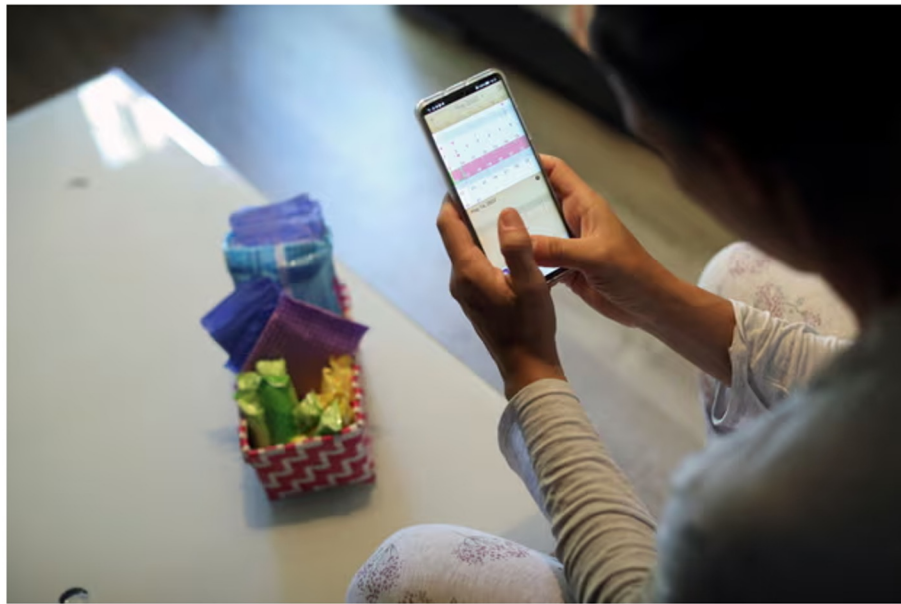
An update on AirTag and unwanted tracking

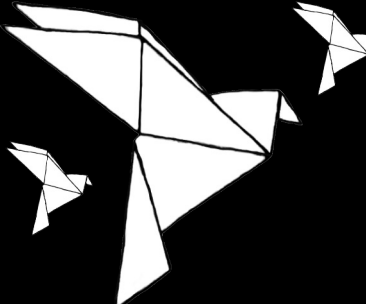




Why US women are deleting their period tracking apps

Even before the supreme court decision to overturn Roe v Wade, the trend to ditch the apps began amid fears of prosecution





9:41

FIRST NAME

J


Please enter a valid first name

LAST NAME

José Carreño Quiñones

Please enter a valid last name

Submit



9:41

< Back

Sign up


PLEASE SELECT YOUR GENDER

Man

Woman

Don't want to answer

Submit





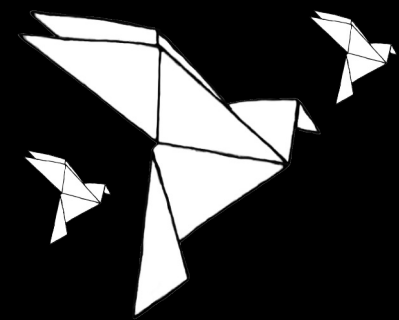
A brain implant changed her life. Then it was removed against her will.

Her case highlights why we need to enshrine neuro rights in law.

By Jessica Hamzelou

May 25, 2023





It's just a small thing...
until it's not



Commandments for Ethical Techies

Understand your basic professional obligation

Know your/your project's specific legal and contractual obligations

Know your own ethical bottom line

Understand whose interests your work serves

Know the harm your software could do

Maintain critical awareness of your whole work situation

Be good at saying "no"

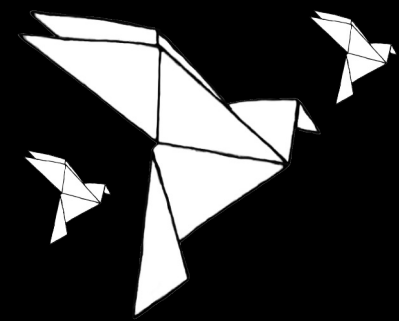
Be good at speaking truth to power

Know your escalation path

Know your own tolerance for personal and career risk

Document your concerns!

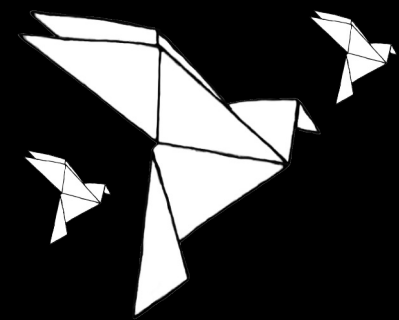
- Fiona Charles, Quality Intelligence



ACM Code of Ethics and Professional Conduct

” Computing professionals' actions change the world. To act responsibly, they should reflect upon the wider impacts of their work, consistently supporting the public good...”

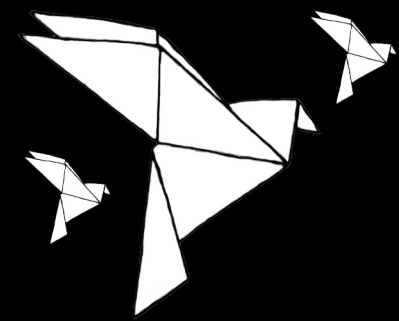
<https://www.acm.org/code-of-ethics>



Professionalism

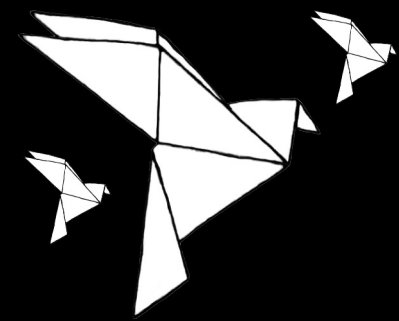
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Ethics in Action



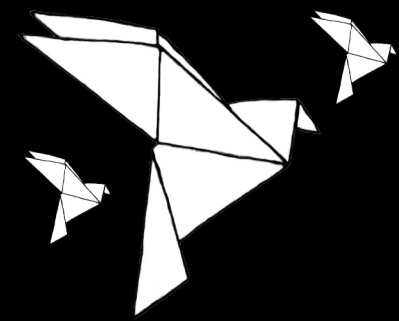
**“None of us could
imagine that”**

What voices are you not hearing?



What **IS** the worst thing
that could happen?

Hint: Someone dies



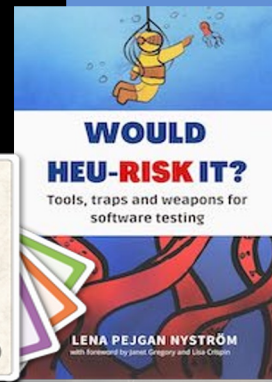
**Innovate with empathy,
awareness and ethics**



Thank You

lena.nystrom@testscouts.se
<http://testing.pejgan.se/>

Book: Amazon & LeanPub
Cards: Ministry Of Testing



expo **QQA** 25

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Thank you for attending

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