



Weitergedacht: Was Safety-by-Design und Supportive Design ausmachen können

medien impuls Fachtagung am 9. Mai 2023
Safe & sound: Online-Angebote
altersgerecht und sicher gestalten

Dr. Niels Brügger

Safety-by-Design und Privacy-by-Design

- Gestaltungsentscheidungen so treffen, dass
 - die Angebote einfach zu nutzen sind
 - und zugleich Risiken und die Eintrittswahrscheinlichkeit einer Gefährdung minimiert werden

- Gestaltungskonzepte, die nicht nur das User-Interface und die Dialoggestaltung betreffen
 - Prinzipien
 - Guidelines
 - Patterns

Safety-by-Design und Privacy-by-Design



The Code mandates data protection that:

- * Provides a high level of privacy by design and default
- * Explains the nature of the service in child-friendly language
- * Does not exploit children's data for purposes that aren't in their best interests
- * Does not expose or share their location
- * Does not use their data to auto-recommend harmful material
- * Does not nudge children to make choices that reduce their privacy
- * Upholds the terms and conditions that a child has signed up to
- * Provides easy-to-use tools to allow children to exercise their data rights



Designing for Children's Rights

Design Guide Principles

VERSION 2.0 - JULY 2022

childrensdesignguide.org



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Principle 7

Keep children safe and protected

“Offer me ways to protect myself and to help me and my friends understand how to stay in control of our safety.”

(Girl, 11 years old, India)

- Make sure your products and services are safe to use. Do not assume anyone else will ensure children’s safety.
- Explain why something might be unsafe, and inform the child on how to stay safe.
- Help children to improve their digital literacy.
- Make unwanted and inappropriate content easy to report and block.
- Provide children tools to block and distance themselves from those they do not want to have contact with. Make sure you have a solid system for reporting and managing users.
- Do not expose children to illegal content.
- Consider the type of behaviour you are encouraging, and endeavour to provide a healthy environment.
- Equip care givers with an understanding of healthy behaviour.



Links to the UN Rights of the Child:

The Right to be Protected

[← Principle 6](#)

[→ Principle 8](#)



Safety-by-Design

Safety-by-Design und Privacy-by-Design



ACT ON! Short Report Nr. 8

„Ältermachen ist immer die Faustregel.“

Online-Angebote, Datenauswertung und personalisierte Werbung
aus Sicht von Jugendlichen

<https://act-on.jff.de/short-report-nr-8-online-angebote-datenauswertung-und-personalisierte-werbung/>

Supportive Design

- Kinderrechtliche Grundlegung im Gefährdungsatlas der BzKJ
- Wellbeing Supportive Design (Dorian Peters 2022)



Wellbeing Supportive Design

- Mehr als der Minimalanspruch „do no harm“. Vielmehr Risiken minimieren und zudem Designer*innen eine Grundlage bieten, um Produkte zu gestalten, die das Wohlbefinden unterstützen.
- Theoretische Grundlage ist die Selbstbestimmungstheorie der Motivation nach Deci & Ryan
 - Autonomie
 - Kompetenz
 - Soziale Eingebundenheit

Wellbeing Supportive Design

Table 1. Heuristics for wellbeing supportive design which identify research-based techniques for satisfying basic psychological needs.

15 Heuristics for wellbeing supportive design

Principle 1: support autonomy

- 1 Apply best practices for accessibility
Ensure the technology can be accessed by all end users regardless of ability.
- 2 Empathize with your user's frame of reference
Seek to listen to, and understand, your users' feelings, perceptions, values, and goals.
- 3 Provide meaningful rationale
Provide meaningful rationale for requests, suggestions and system actions, in order to support endorsement.
- 4 Provide meaningful choices
Provide the user with choices that are of value to them.
- 5 Support informed choices
Provide the user with information necessary for making choices.
- 6 Communicate in autonomy-supportive, rather than controlling ways
Use language and communication styles that support volitional action rather than coercion or control.
- 7 Ensure rewards are autonomy-supportive
Provide informational rewards that function, not as ends in themselves, but as feedback that is linked to valued behaviours, rather than as contingencies that apply pressure.
- 8 Support mindful attention
Design to support volitional experiences of focus, mindful awareness and attention.

Principle 2: support competence

- 9 Apply best practices for usability
Follow established usability guidelines to ensure functionality and ease-of-use.
- 10 Support optimal challenge
Ensure the level of complexity or challenge is appropriate for the user and context.
- 11 Provide non-evaluative feedback
Provide feedback on progress, effort, and specific behaviours rather than assessing the person.
- 12 Provide effectance-relevant feedback
Provide feedback on controllable features and informs a pathway to improvement.

Principle 3: support relatedness

- 13 Support a sense of meaningful connection to others
Support experiences of warm connection and closeness to others.
- 14 Support a sense of belonging
Support experiences of significance and belonging to larger social contexts.
- 15 Support caring for others
Facilitate kindness and opportunities to care for others

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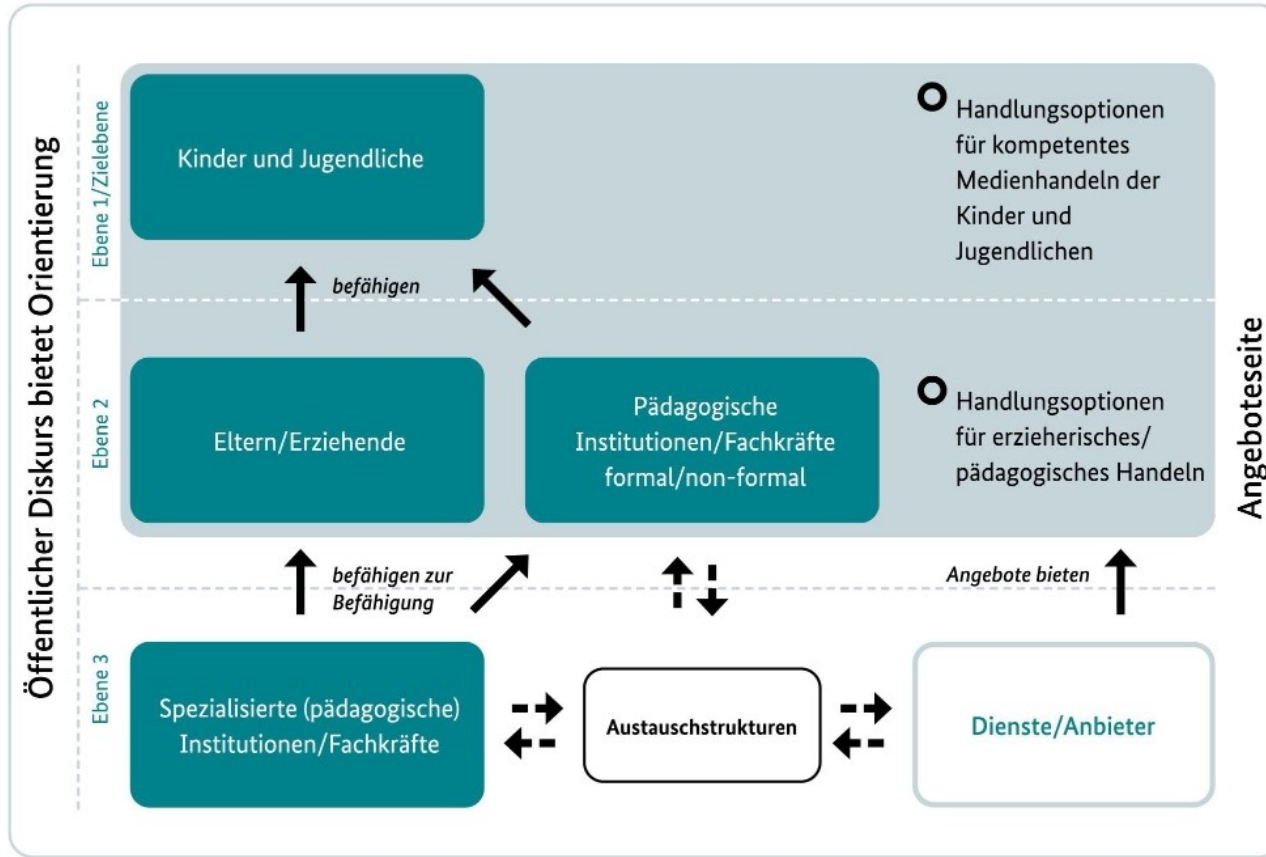


Links to the UN Rights of the Child:

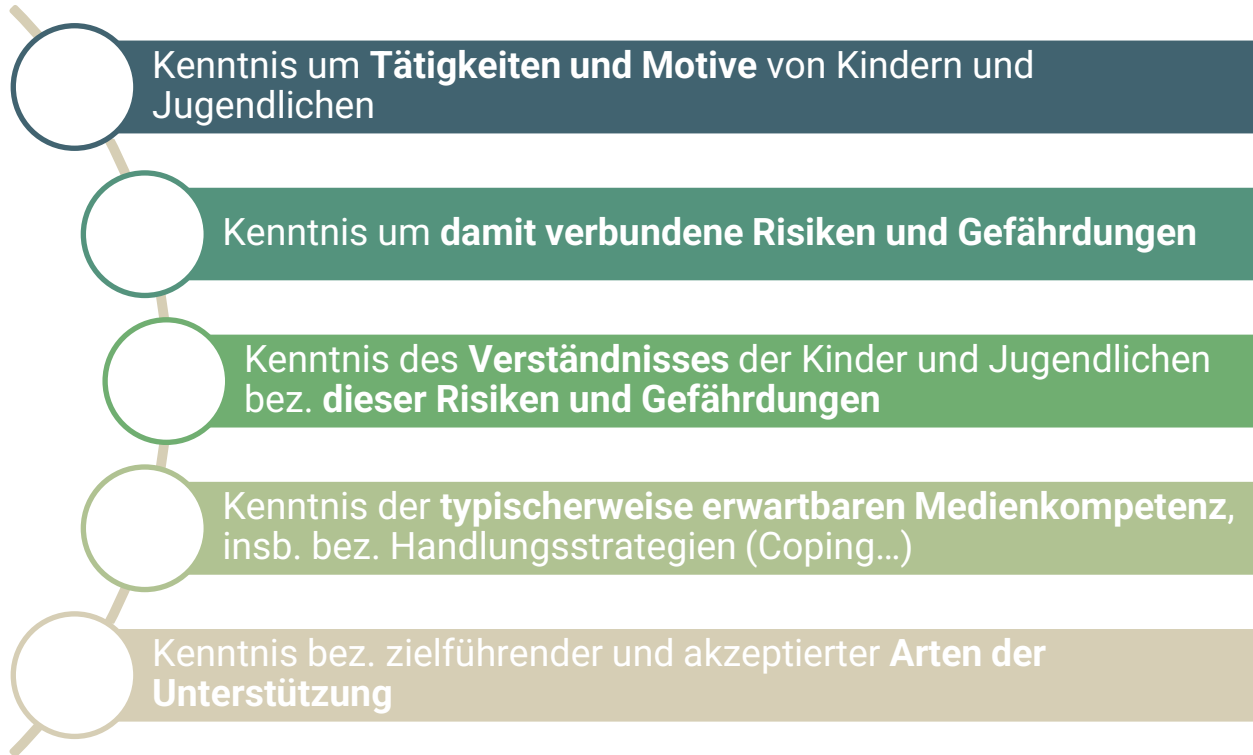
The Right to be Protected

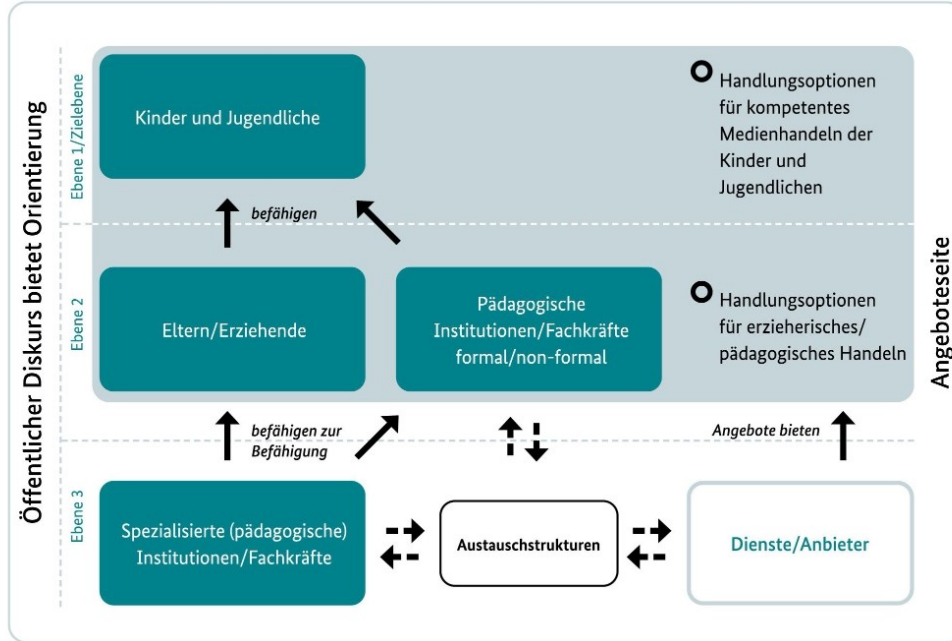
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Grundlagen für Age-appropriate Supportive Design





Vielen Dank für die Aufmerksamkeit!

Nachfragen und Kommentare gerne auch digital

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