



# **TECH**TRANSFORMED



by: **doteveryone**

# Transform your organisation

To transform your organisation you need to start by knowing your people's views on working responsibly and the impact of their work

The questions in this resource can form the basis of an informed strategy to shape a responsible culture.

As part of our research for TechTransformed, Doteveryone commissioned Ipsos MORI to explore through an online survey of 1010 UK tech workers between 25th February-6th March 2019.

[People, Power and Technology: The Tech Workers' View](#) is the first in-depth research into the attitudes of the people who design and build digital technologies in the UK. What we found went beyond headlines about high profile regrets and sporadic protests. It showed that there's a deep vein of concern about impacts of tech on people and society among tech workers.

One of our key findings was that practitioners want more time and resources to think about the impacts of their products. Nearly two-thirds (63%) would like more opportunity to do so and three-quarters (78%) would like practical resources to help them. Currently, they rely most on their personal moral compass, conversations with colleagues and internet searches to assess the potential consequences of their work.

What are your teams using to determine the impact of your products? Use the survey yourself to see where your people stand.

**To read the full findings and our recommendations, please visit our report at:**

<https://doteveryone.org.uk/report/workersview/>

# Internal Survey Questions

Full data tables of Doteveryone's research have been published under a creative commons license and are available from github. You use them to benchmark your organisation's responses against the sector:  
[github.com/doteveryone/peoplepowertech/worker-view](https://github.com/doteveryone/peoplepowertech/worker-view)

1. Thinking about your experience working at **[insert organisation name]**, to what extent do you agree or disagree with each of the following statements? Matrix. Single answer per row. Rotate statements

| Strongly Agree | Tend to Agree | Neither Agree nor Disagree | Strongly Disagree | Don't Know | Not Applicable |
|----------------|---------------|----------------------------|-------------------|------------|----------------|
|----------------|---------------|----------------------------|-------------------|------------|----------------|

- a. The potential consequences of technology for people and society are things that you think about in your work
  - b. There is a person or team within your organisation that is responsible for assessing the social consequences of technology products and services
  - c. It is important to consider the potential consequences of technology for people and society when designing new technologies
  - d. Companies have a responsibility to society to ensure that their technologies do not have negative consequences for people and society
  - e. You would like more opportunities to assess the potential consequences for people and society of the technologies you design, create or market
  - f. Among your peers generally, the topic of the consequences of technology for people and society is taken seriously
  - g. There is clear guidance available within your organisation on the ethical design and application of technology
  - h. Considering the potential consequences of technologies will stifle innovation and growth
  - i. The benefits of growing business will outweigh any negative consequences of technology in the long run
2. As somebody who works at **[insert organisation name]**, to which if any of the following have you turned to when looking to assess the potential consequences of technology on people and society? Please select all that apply. Multicode. Rotate statements.
- a. Our policy, or mission and value statements
  - b. Our HR, compliance or ethics officer, board or committee
  - c. Industry toolkits
  - d. Industry standards body (e.g. BSI, ISO)
  - e. Your personal moral compass
  - f. Conversations with or advice from other team members or colleagues
  - g. Consumer panels or testing
  - h. Educational institutions (e.g. universities)
  - i. Internet searches
  - j. You have not known where to turn
  - k. You haven't had any concerns about negative consequences that have required guidance
  - l. Other (Please specify)
  - m. Don't know (Exclusive)

3. **In the course of your current work, which of the following things do you tend to prioritise? Please rank in order of importance.** Matrix. Single answer per row. Rotate statements. [Columns Rank 1st, 2nd, 3rd]
- Revenue and growth
  - Product design and user experience
  - Positive social impact
  - Anticipating consequences on people and society
  - Following industry or organisational standards
  - Developing an innovative product/service
  - Data privacy and security
  - Safeguarding users
  - None of the above (exclusive)
4. **In your current role at [organisation name], which, if any, of the following barriers do you face in assessing the potential consequences of our work on people and society? Please select all that apply.** Multicode. Rotate Statements.
- Revenue and growth targets or incentives
  - Lack of organisational resources (e.g. staff, time, money)
  - Lack of interest personally or from colleagues
  - Lack of clarity about how, where and when this should happen
  - Lack of education and training
  - Lack of authority over decisions that are made in your organisation
  - Lack of clear organisational guidance or values
  - Lack of external resources (e.g. guidelines, toolkits)
  - The pace of change in technology
  - None of the above (Exclusive)
  - Not applicable - you do not think you face barriers in assessing the potential consequences of our work (Exclusive)
5. **[4.1] And which one of the following do you think is the most significant barrier you face to assessing the potential consequences of our work on people and society?** Show only codes selected at Q12. If only one of codes 1-9 selected at Q12, please autocode answer at this question and skip question for respondent. Single Answer.
- Revenue and growth targets or incentives
  - Lack of organisational resources (e.g. staff, time, money)
  - Lack of interest personally or from colleagues
  - Lack of clarity about how, where and when this should happen
  - Lack of education and training
  - Lack of authority over decisions that are made in your organisation
  - Lack of clear organisational guidance or values
  - Lack of external resources (e.g. guidelines, toolkits)
  - The pace of change in technology
6. **Which of the following do you think would have the potential to ensure our organisation considers the possible consequences of our work on people and society?** Please select all that apply. Multicode. Rotate Statements.
- Company policies, mission or value statements
  - Tools to support the consideration of consequences throughout development cycles
  - Support from leadership
  - Employee activism
  - Ethics officers or similar positions within companies
  - Government regulation
  - A professional association or industry body standard, accreditation or commitment
  - A voluntary sector-wide commitment
  - More education programmes
  - More feedback from users
  - Commercial incentives dependent on ethical development of technology
  - None of the above (Exclusive)
  - Not applicable - it is not necessary to further ensure technology
  - professionals consider the possible unintended consequences of their work (Exclusive)

7. **[6.1] Which of the following do you think has the most potential to ensure we consider the possible consequences of our work on people and society?** Show only codes selected at Q13. If only one of codes 1-11 selected at Q13, please autocode answer at this question and skip question for respondent. Single Answer.
- Company policies, mission or value statements
  - Tools to support the consideration of consequences throughout development cycles
  - Support from leadership
  - Employee activism
  - Ethics officers or similar positions within companies
  - Government regulation
  - A professional association or industry body standard, accreditation or commitment
  - A voluntary sector-wide commitment
  - More education programmes
  - More feedback from users
  - Commercial incentives dependent on ethical development of technology
8. **Have you experienced a situation at work where decisions were made about the design, creation or marketing of technology that you felt could have negative consequences for people or society?** Single Answer.
- Yes
  - No
  - Not applicable
  - Prefer not to answer
9. [ask all who code Yes to Q above] **Please could you explain why you felt these decisions could have negative consequences for people or society?** open.
10. [ask all who code Yes to Q above] **On the occasion(s) you have just mentioned, which if any of the following actions did you take?**
- Raised concerns with a manager or HR
  - Raised concerns with a colleague
  - Considered leaving the company
  - Left the company
  - Reported concerns to an external body
  - Took no action
  - Other (please specify)
11. [ask all who code a or b to question above] **When you raised concerns about the issue or issues, to what extent were these concerns addressed satisfactorily or unsatisfactorily?**
- Very satisfactorily
  - Somewhat satisfactorily
  - Neither satisfactorily nor unsatisfactorily
  - Somewhat unsatisfactorily
  - Very unsatisfactorily
  - Don't know
12. **Of the following, who do you believe should take responsibility for the consequences our technology has for people and society?** Please select all that apply.
- Our board, shareholders and investors
  - The company's founders and leadership team
  - Individuals or teams directly involved in product development
  - The government
  - An independent regulator
  - An industry standards body
  - Consumers or users
  - Consumer watchdog groups
  - None of the above (Exclusive)

# About this resource

Doteveryone champions responsible technology for a fairer future. We are an independent think tank that explores how technology is changing society, shows what responsible technology can look like, and catalyses communities to shape technology to serve people better.

Our People, Power, Technology survey was funded by grants from the Department for Digital Culture Media and Sport, Innovate UK and Omidyar Network. A full list of Doteveryone's funders can be found at: [www.doteveryone.org.uk/support-us](http://www.doteveryone.org.uk/support-us)

Independence is vital for Doteveryone to be able to carry out our mission and funders do not influence Doteveryone's priorities or policy positions.

**Visit:** [www.doteveryone.org.uk](http://www.doteveryone.org.uk) to learn more

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