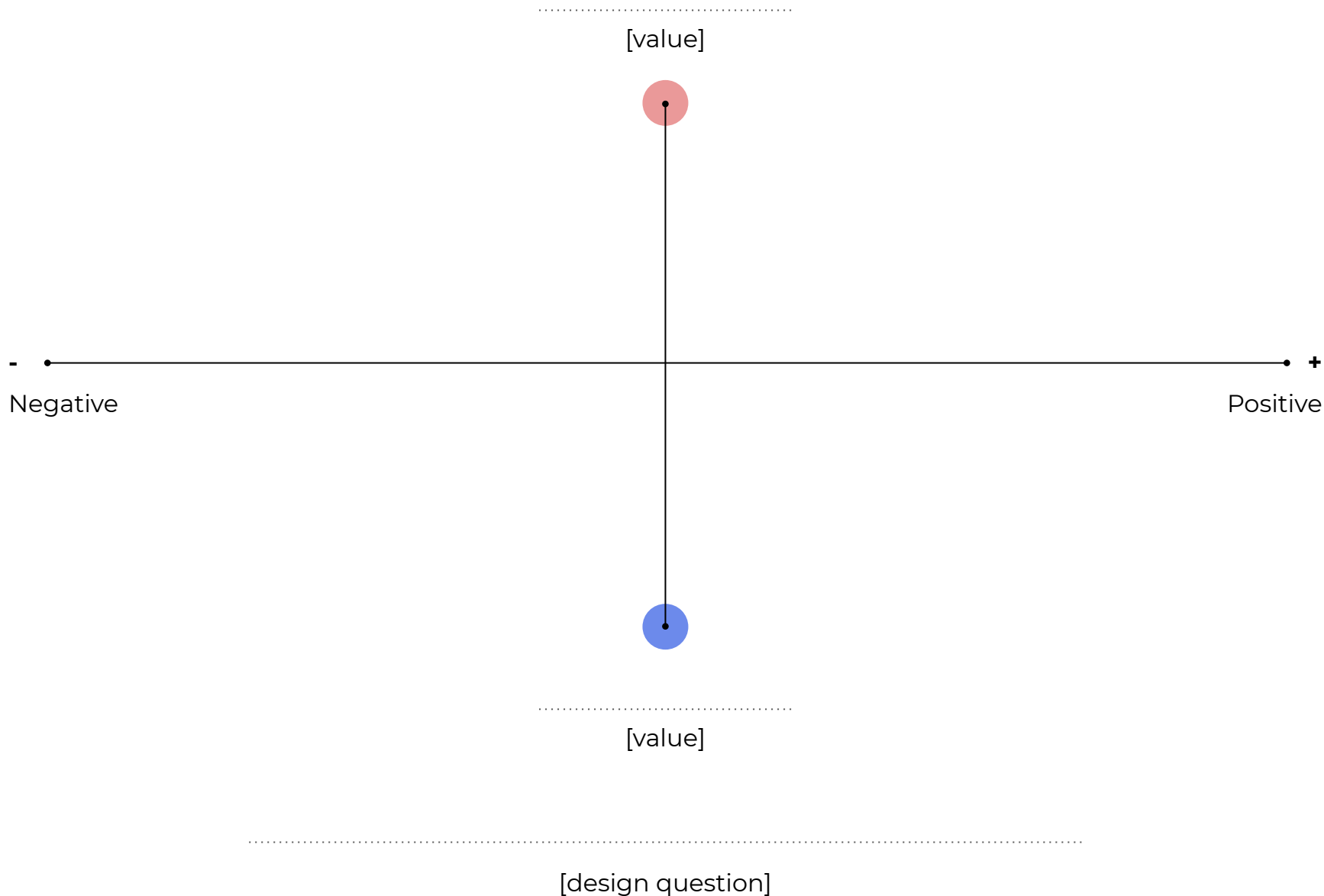


Worksheet: Value polarities



Name and write the polarizing values on the top and bottom. Iterate on the terms as you go to capture their essence.

For both values, think about all the positives and negatives. Write them into the boxes or on post-its first.

Questions to get started:
What opportunities and benefits are present? What challenges and threats? Why would users want this? Why not? What human values are at play? Human rights even?

Give each of the dimensions a term to summarize its sentiment.

Considering positive and negative aspects, draw an x where you think your product or service should reside. If you're working in a team, let everyone do this individually and then discuss and agree on differences.

Repeat making polarity maps as many times as needed and allowed depending on your context. Any product would have at least 3-5 polarities.

Think about how to harness the positive and how to limit the negative aspects. Keep this mental model front and centre as you continue to design, develop, and deploy your AI-driven application.