

Category	Definition	Examples
<i>Ambiguous Responses</i>	The rationale fails to explain why an ethical concern is the most important. The text is either incomplete (i.e., lacks context), ambiguous or a statement of general dislike or disapproval without substantiation.	<ul style="list-style-type: none"> <li>• “I really don’t like manipulation in the media” (<i>manipulative design</i>)</li> <li>• “Personal information” (<i>privacy</i>)</li> </ul>
<i>Data Rights &amp; Misuse</i>	The assurance that one’s personal information is protected; i.e., it is not collected or shared without the user’s consent - and is not misused by other individuals, the software application, or third parties.	<ul style="list-style-type: none"> <li>• “I don’t want my personal information to be leaked in a way that they can be used against me” (<i>privacy</i>)</li> <li>• “Companies being and people being able to know my current whereabouts, events, actions, etc is not something I would want.” (<i>privacy</i>)</li> </ul>
<i>Financial Impact</i>	There is the risk of experiencing financial consequences.	<ul style="list-style-type: none"> <li>• “It could harm others financially” (<i>scam</i>)</li> </ul>
<i>Human Rights &amp; Violations</i>	It concerns the (violation of the) fundamental rights of human, including but not limited to equality, fairness, and freedom of expression.	<ul style="list-style-type: none"> <li>• “Because it infringes on the most basic human right” (<i>inappropriate content</i>)</li> <li>• “It plays on social injustices that negate everyday life and its perception” (<i>discrimination</i>)</li> </ul>
<i>Nexus</i>	The ethical concern is at the root of multiple problems; There is a causal link between this ethical concern and one or more others.	<ul style="list-style-type: none"> <li>• “Because it’s the biggest issue all this can lead to” (<i>discrimination</i>)</li> <li>• “It pretty much combines misinformation, manipulation and creates privacy risks” (<i>scam</i>)</li> </ul>
<i>Safety &amp; Protection</i>	The need for users to feel secure and protected while using software applications, while also having the fear that their safety might be compromised.	<ul style="list-style-type: none"> <li>• “Because i want to feel safe when using a software application” (<i>privacy</i>)</li> <li>• “I am afraid of being cheated” (<i>scam</i>)</li> </ul>
<i>Social Implications</i>	The effect on users and society, including the influence on social behavior and personal experiences.	<ul style="list-style-type: none"> <li>• “I feel like software applications can spread hate, especially to an impressionable audience. ” (<i>discrimination</i>)</li> <li>• “It’s the one that has the largest ramifications. It effects everyone, not just the user(s).” (<i>misinformation</i>)</li> <li>• “Because it can be disturbing and affect the well being of the user” (<i>inappropriate content</i>)</li> </ul>
<i>Trust &amp; Integrity</i>	The need for users to be able to trust that the software application operates in a fair and honest way, including informing users about its practices.	<ul style="list-style-type: none"> <li>• “In my opinion I should have opportunity to see all the information. The software application shouldn’t decide what to hide.” (<i>censorship</i>)</li> <li>• “I don’t mind paying for an application that does what it says it’s going to do. No BS.” (<i>scam</i>)</li> <li>• “I would argue that manipulative design is the most important as users are unaware of the manipulation while it might result in them performing actions that they do not actually agree with and regret later. ” (<i>manipulative design</i>)</li> </ul>
<i>Usability Matters</i>	Disruption of the user experience, possibly to the severity that the software application becomes inoperable.	<ul style="list-style-type: none"> <li>• “Because it can disrupt your user experience” (<i>inappropriate content</i>)</li> <li>• “Correct information is probably the main purpose of using software applications. There’s no point of using if they have misinformation ” (<i>misinformation</i>)</li> </ul>
<i>Vulnerability Exploitation</i>	Out of concern for vulnerable groups who might fall victim to the consequences of, for instance, being exposed to sensitive content or having limited technological knowledge.	<ul style="list-style-type: none"> <li>• “Because it risks to have negative effect on children” (<i>inappropriate content</i>)</li> <li>• “Because there is a real risk of people getting financially or otherwise hurt if not properly familiar with the app.” (<i>scam</i>)</li> <li>• “It can make us to take decisions that can threaten our safety, security and mental health.” (<i>manipulative design</i>)</li> </ul>