

Abstract

The importance of ethics to design is widely recognised in the academic community and the interest of HCI academics is increasingly focused on understanding the complex nature of design practice, including the ethical issues involved. Despite this, the paradigm shifts that have occurred, which have created the grounds for the emergence of the field of UX design, are not sufficiently reflected in commercial design practice. This thesis is a conceptual replication of the American study Dimensions of UX Practice that Shape Ethical Awareness (Chivukula et al., 2020) and presents the results of research based on interviews with fifteen UX designers from the Czech Republic. Six areas identified in the research that highlight aspects that influence the ethical mindset and actions of designers. The results are then compared with the results of a replicated study.