

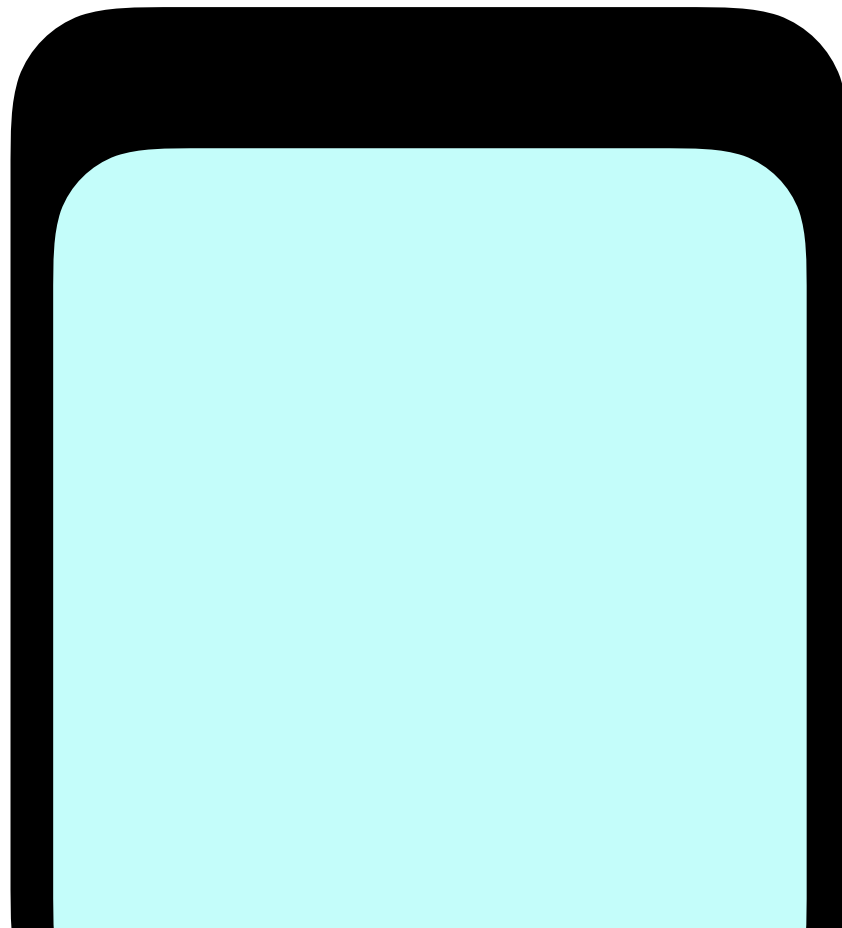
THE **HIDDEN** PERSUADERS OF THE **DIGITAL AGE**

@axbom



PER AXBOM @axbom

Take out your phone.



Write a message to someone you care about.

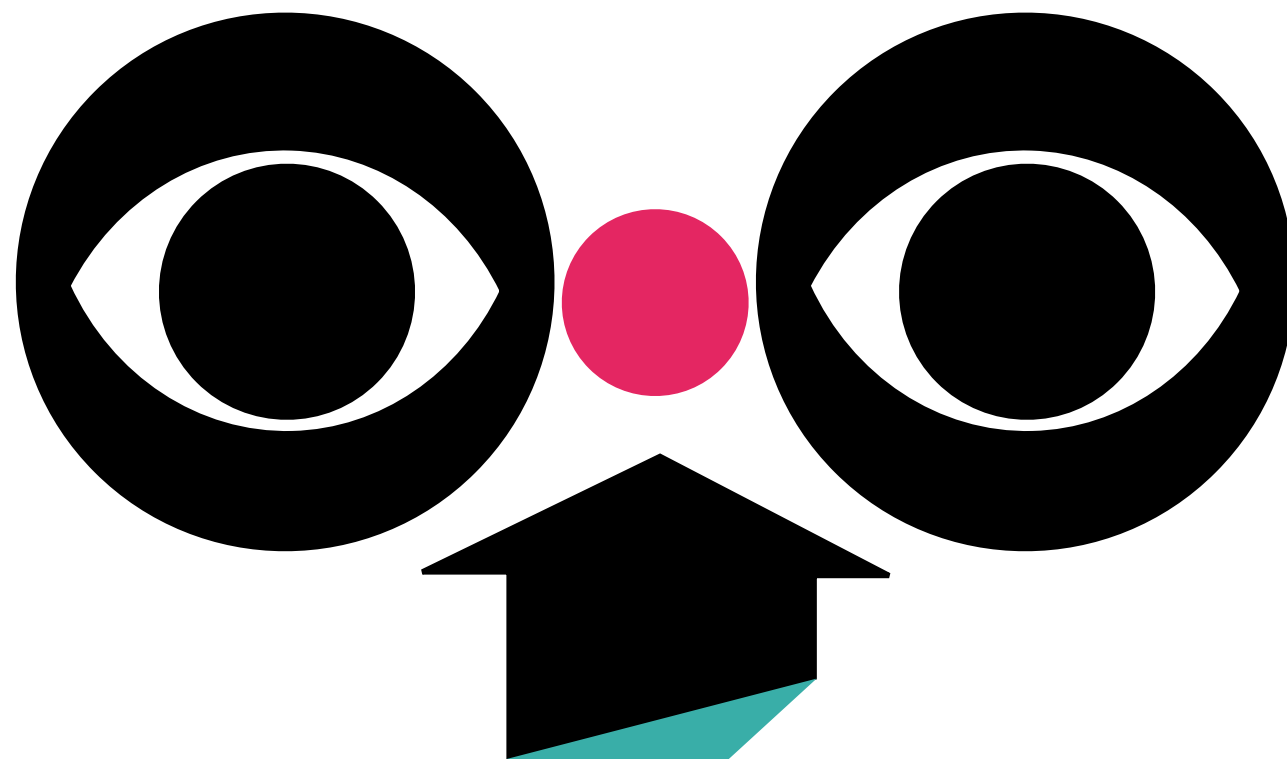
Perhaps someone who has
not heard from you in a while.

Just wanted to
say hi. Hope
you're having a
great day.

Thinking about
you. Would love
to get together
soon.

Realized we
haven't talked in
a while. Talk this
weekend?

When good turns out to be bad



@axbom



The overall effect of food aid programs is the disruption of local agricultural markets, making it harder for poor countries to develop their own resources and feed themselves in the long run.

What makes us buy, believe – and even vote – the way we do?

The Hidden Persuaders

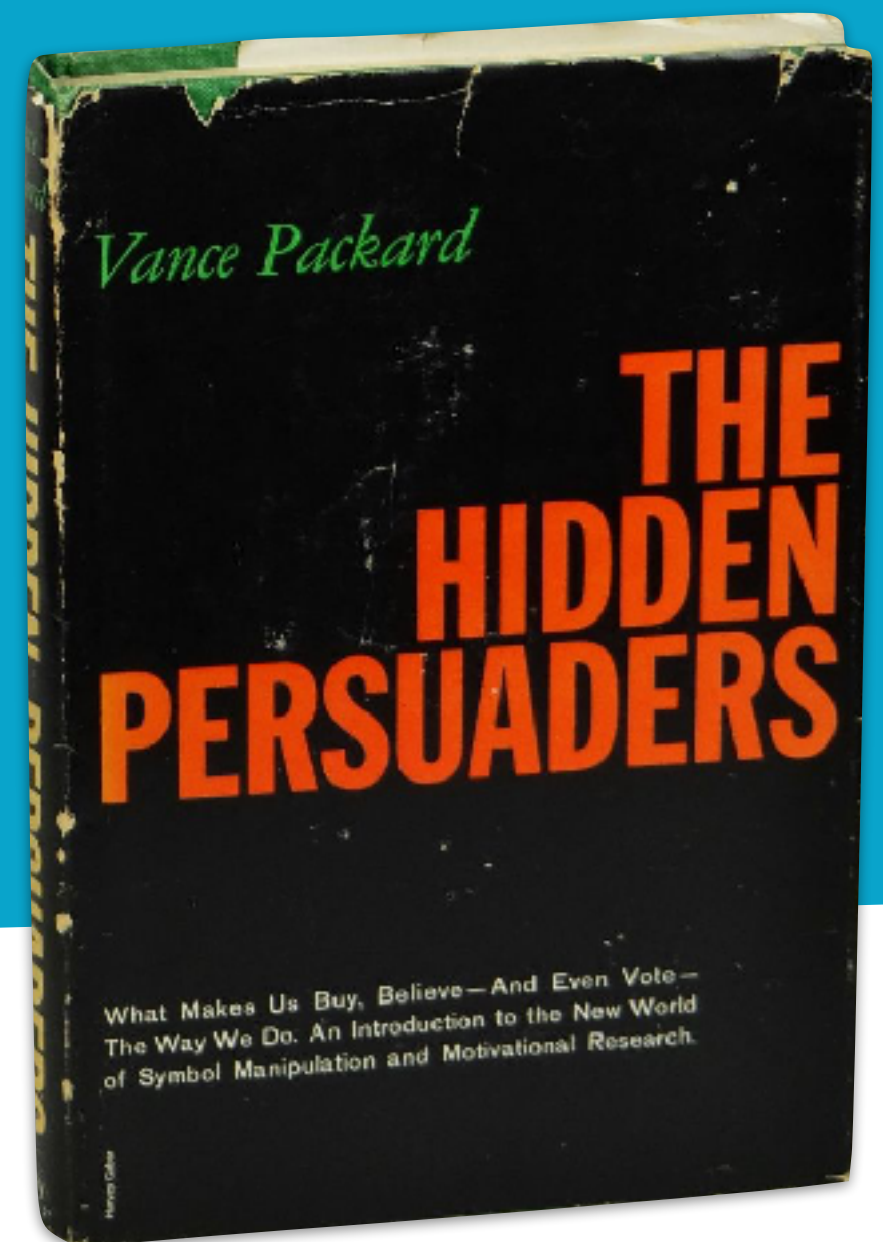
Many of us are being influenced and manipulated in the patterns of our everyday lives

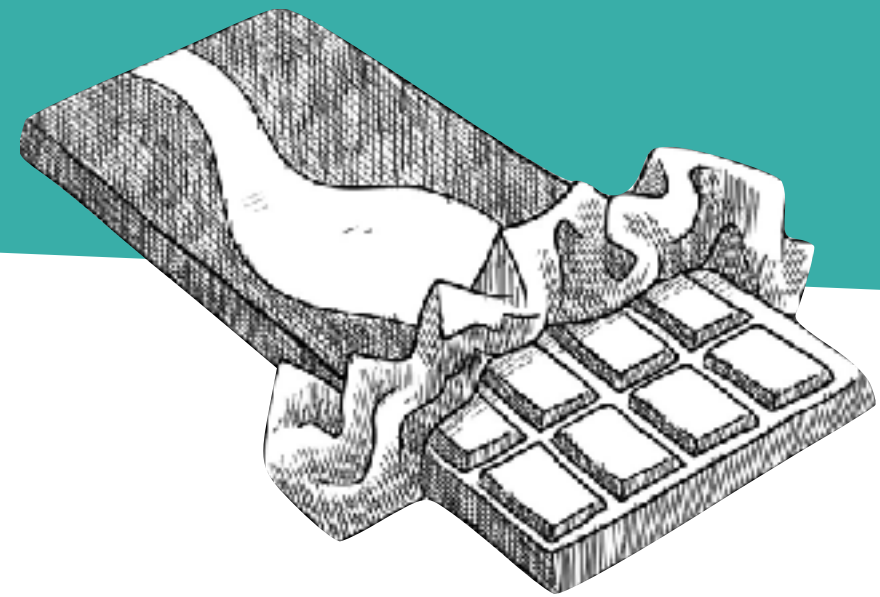
People's desires, needs and drives are probed in order to find their points of vulnerability

The probers aim to influence the state of our minds and channel our behavior as citizens

Television conditions children to be loyal enthusiasts of a product whether they are old enough to consume it or not

Both parties merchandise their candidates and issues using the same methods that business has developed to sell goods





18 Cognitive Biases You Can Use for Conversion Optimization

Last updated: August 11, 2017

Anchoring

Loss aversion

Decoy effect

Sunk cost fallacy

Expectation bias

Confirmation bias

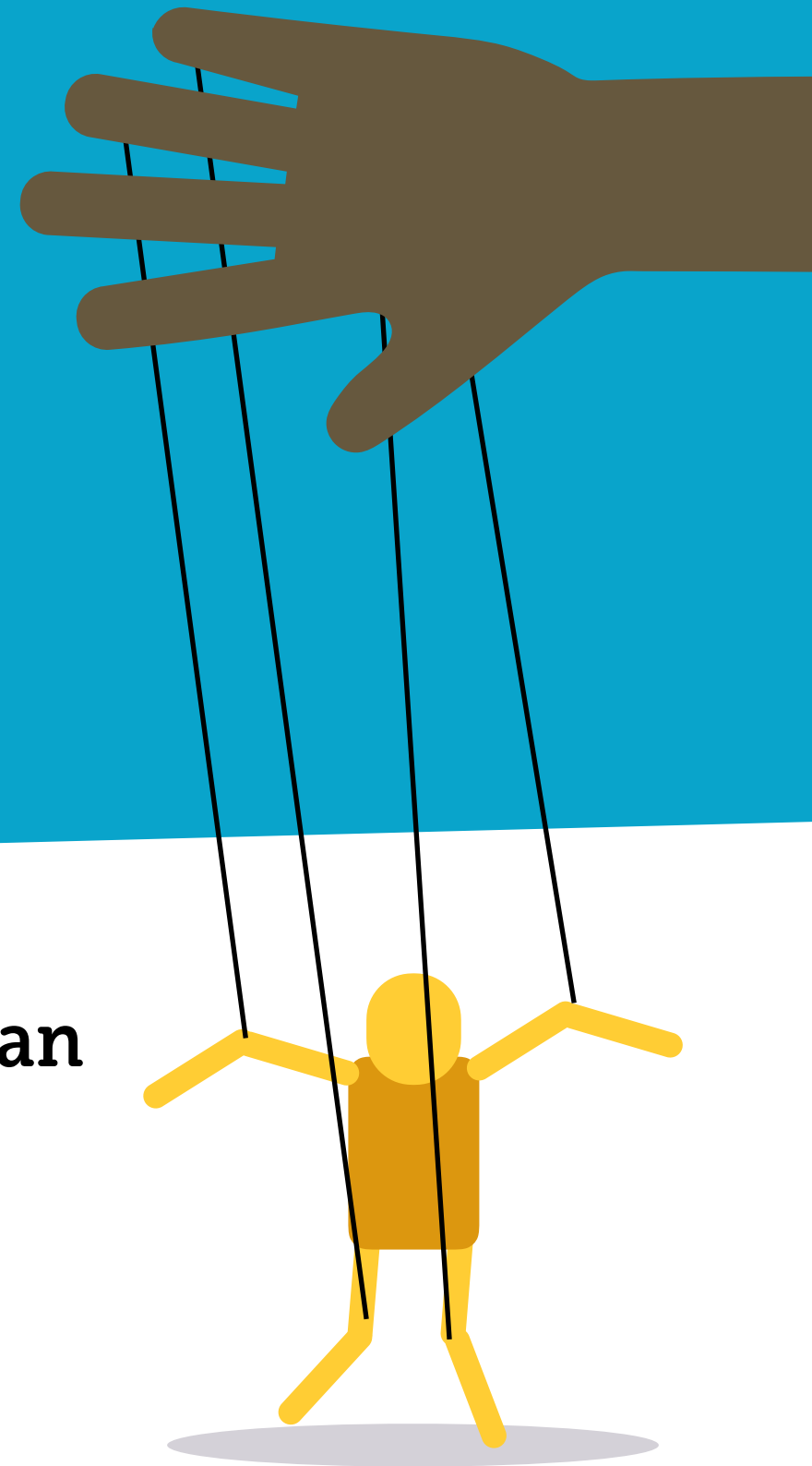
Bandwagon effect

Bias is the tendency to have an opinion, or view, that is often without considering evidence and other information.

Biases are a human **trait**, and can be a **weakness**.

As designers we are not learning about human weaknesses so that we may **exploit** them.

Our job is to **remedy** them.



The private social network for your neighborhood.

My boyfriend just saw two suspicious African-American men in a car. They drove their car up the street, made a U-turn, and parked.”



Imagine having to realize that the platform you built to bring communities closer is in fact creating great divides within them.

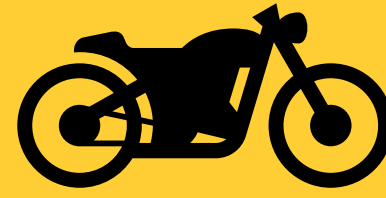
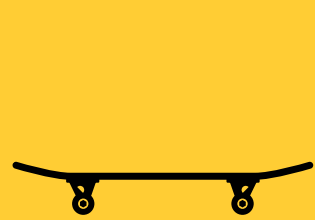


"I'm a person of color so it really cut deep. We hated the idea that **something we built would be viewed as racist...** I hadn't seen it in my own neighborhood's Nextdoor and so didn't realize it was an issue for us. Once I got past that, I was powered by the challenge to do something about it."

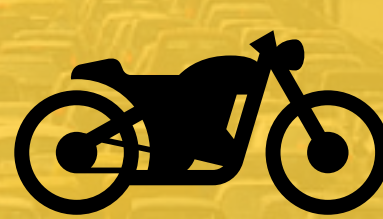
Nirav Tolia, CEO of Nextdoor

How NextDoor managed negative impact

- ✓ Listening
- ✓ Assuming ownership
- ✓ Transparency
- ✓ Positive friction
- ✓ Leadership buy-in







OUTCOME



IMPACT

What we do

Right		
Wrong		
	Wrong	Right

@axborn

How we do it

Whenever I'm asked to autograph a copy of "Nudge," the book I wrote with Cass Sunstein, the Harvard law professor, I sign it, "Nudge for good." Unfortunately, that is meant as a plea, not an expectation.

– Richard A Thaler



"UX is
about
putting
people
first"



The fallacy of frictionless



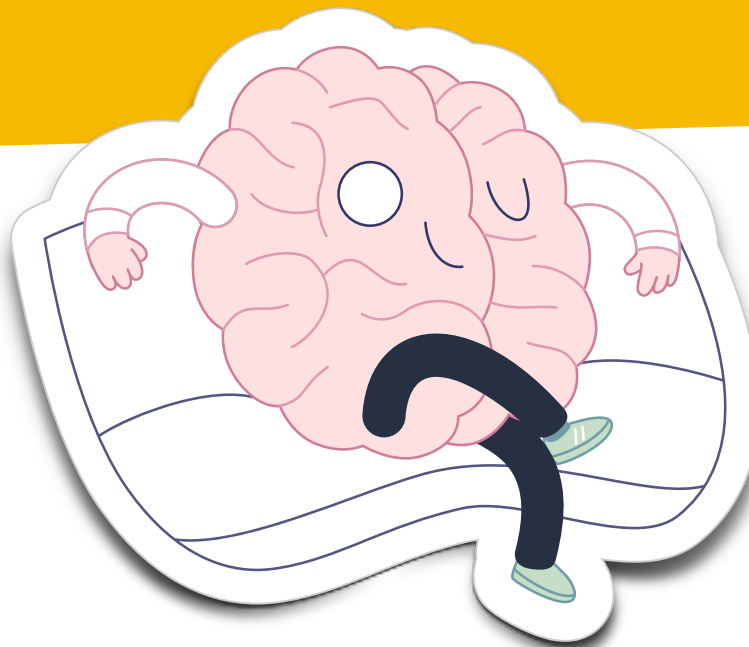
@axbom



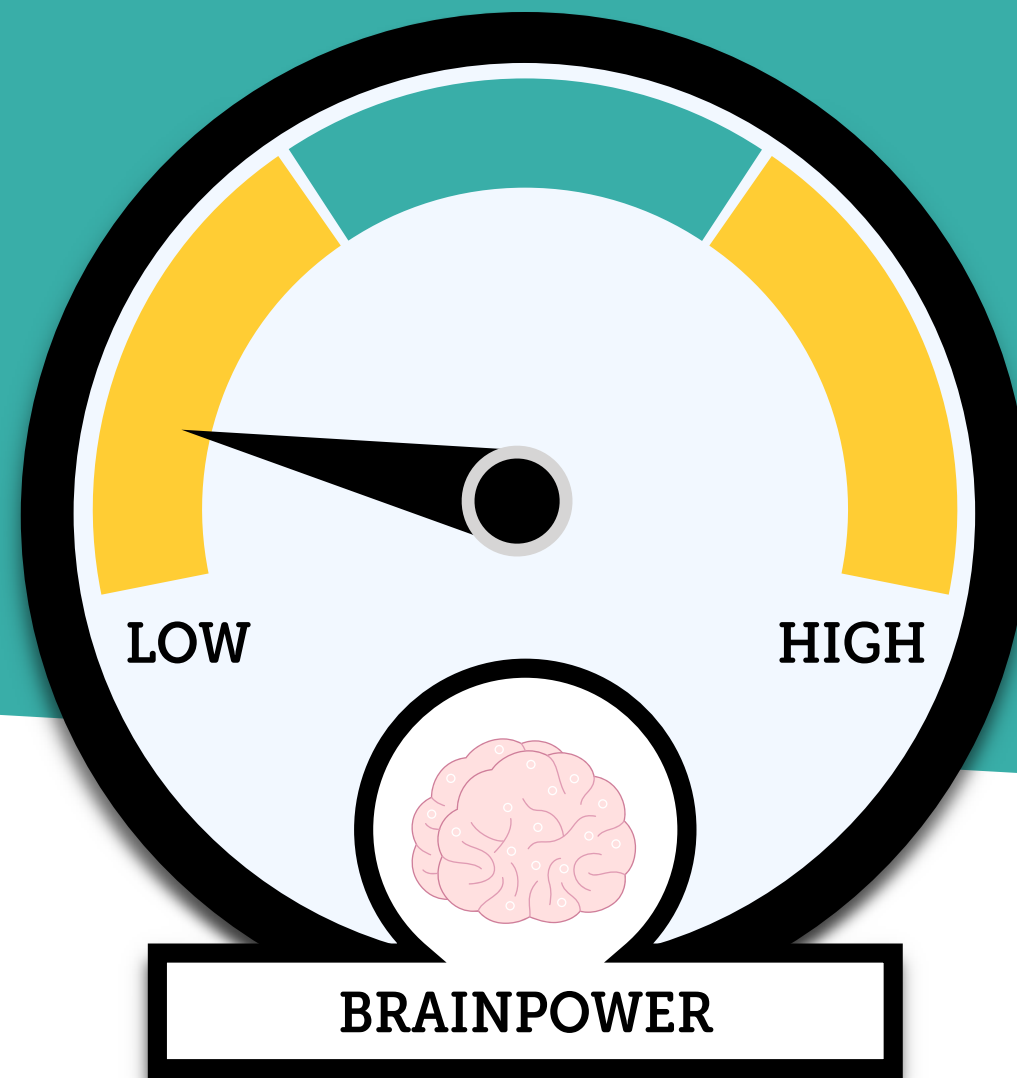
A



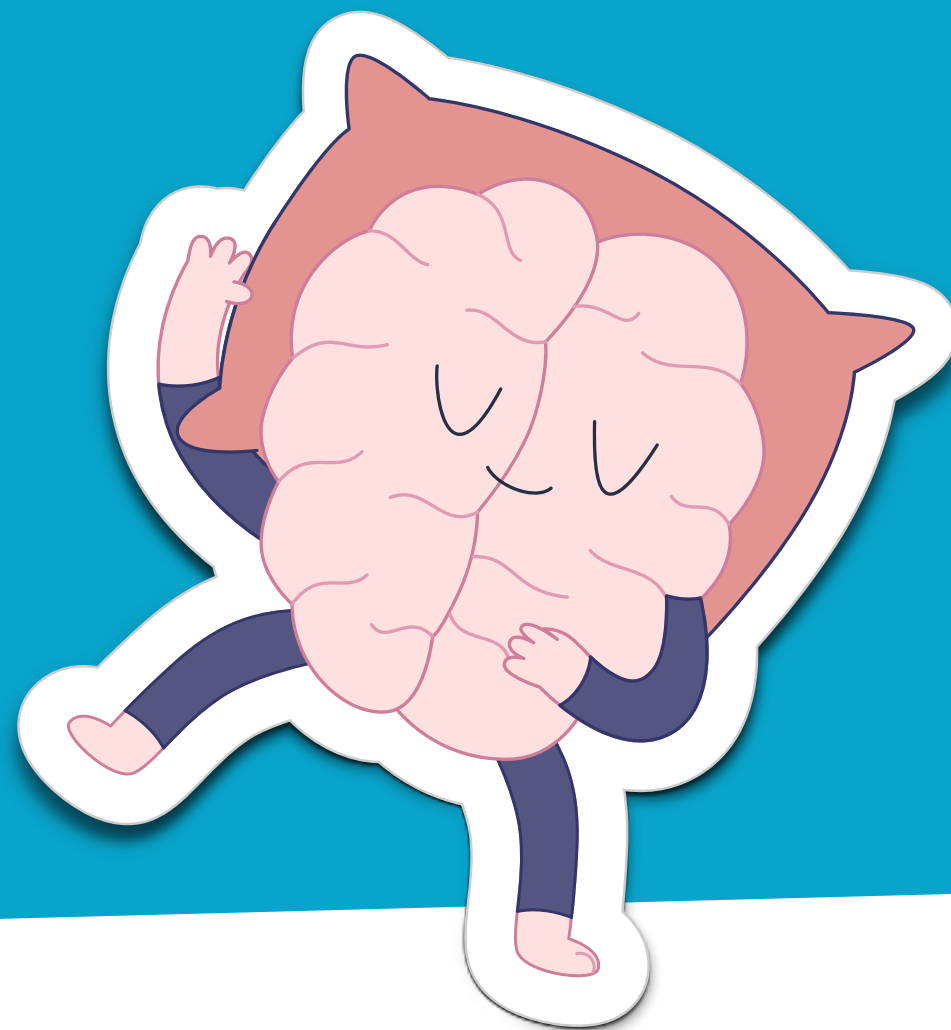
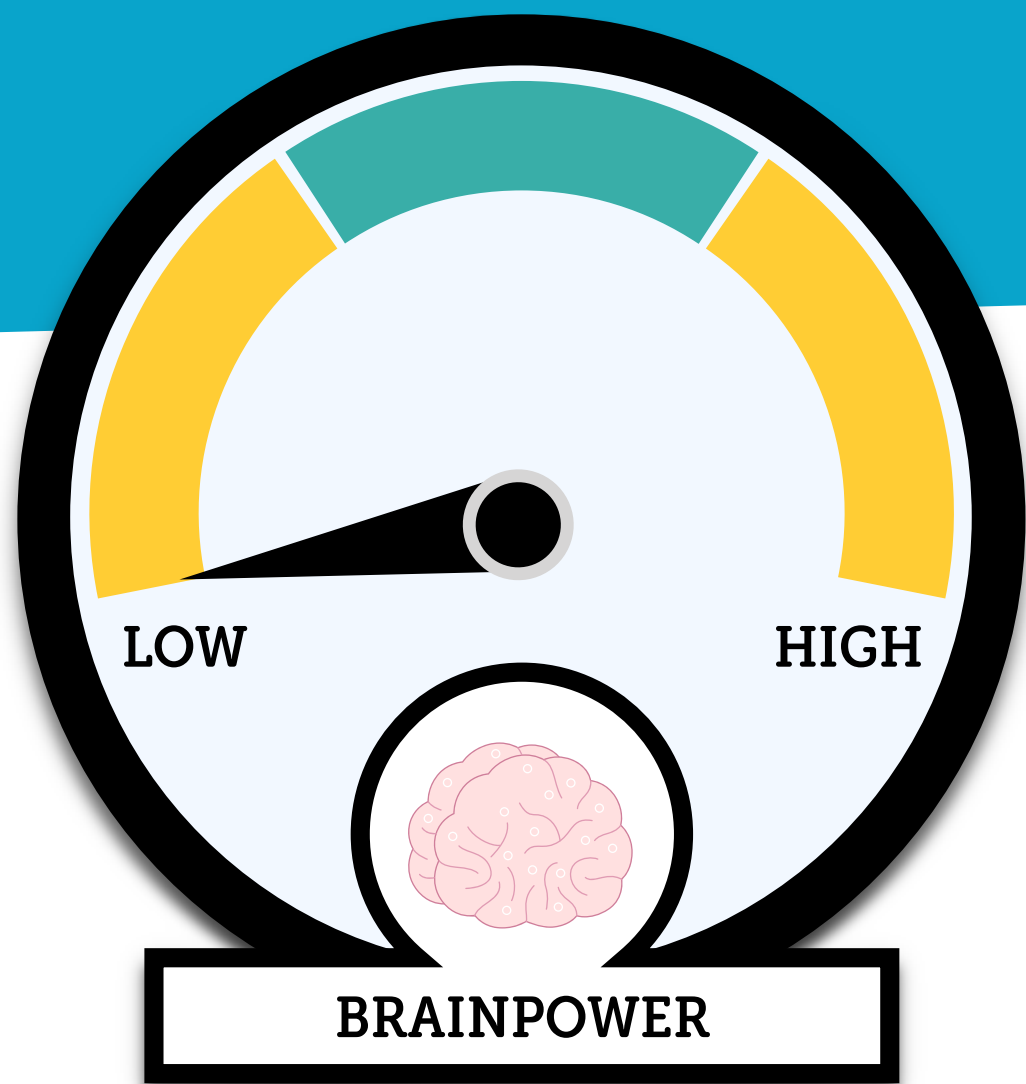
B



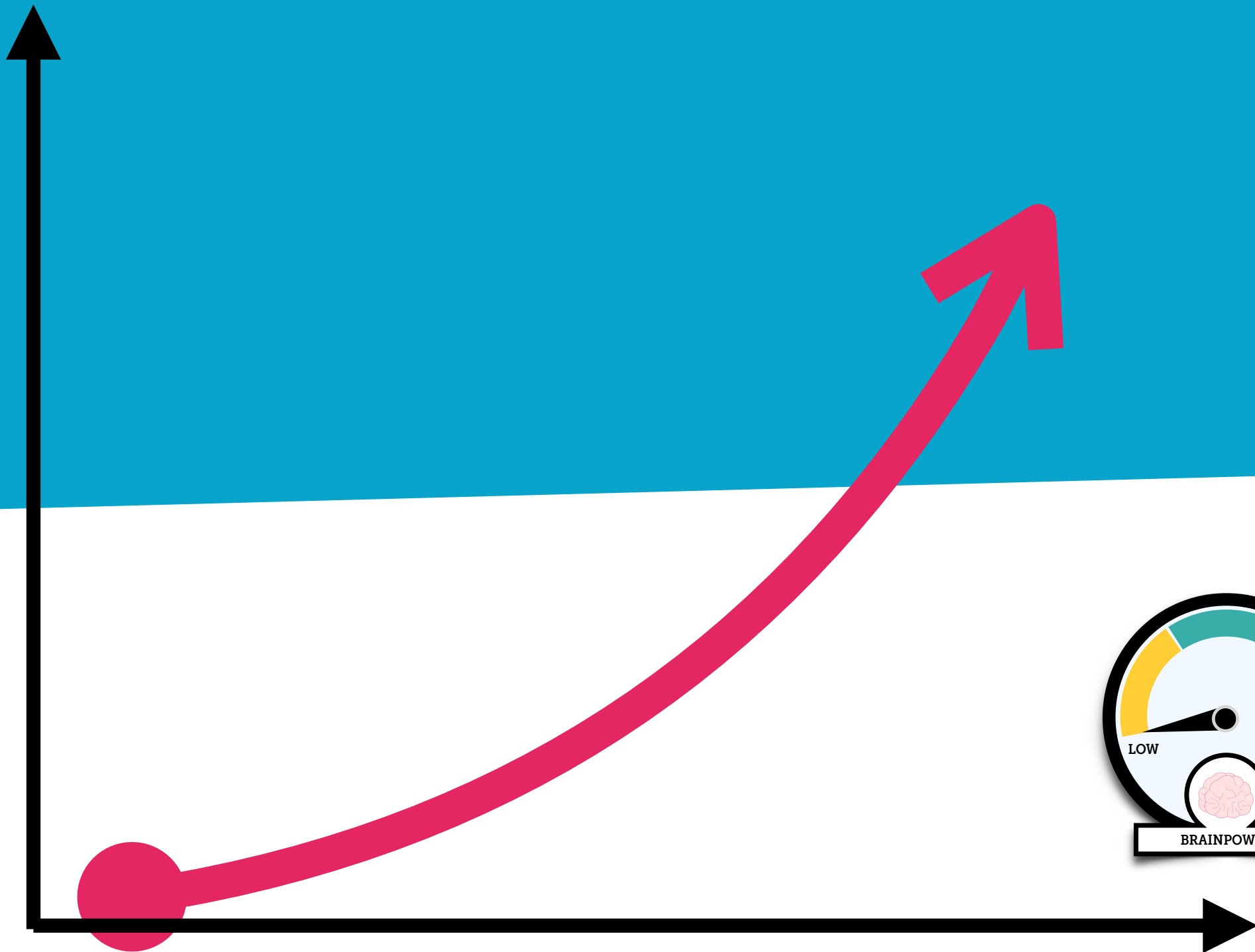
"Thanks for giving me a break buddy!"



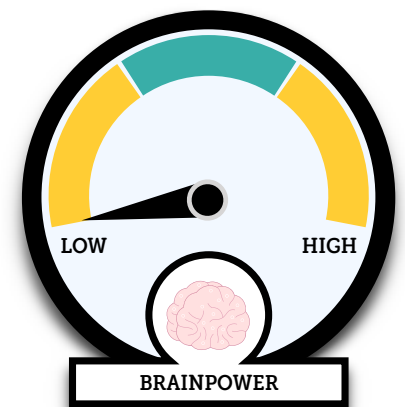




profit



buyer uses reptilian brain



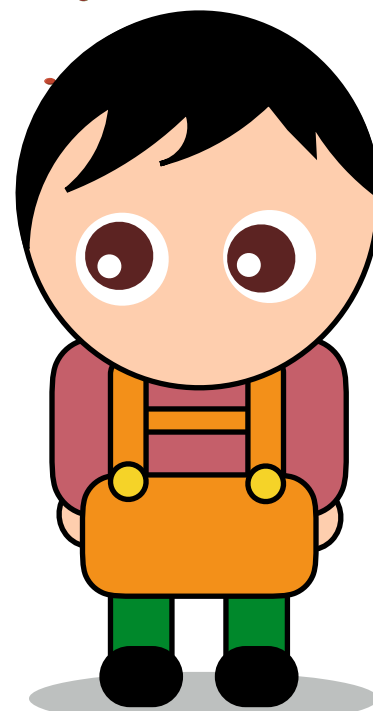
About | News | Press Center | Career Opportunities | Investors

About | News | Press Center | Career Opportunities | Investors

About | News | Press Center | Jobs | Investors







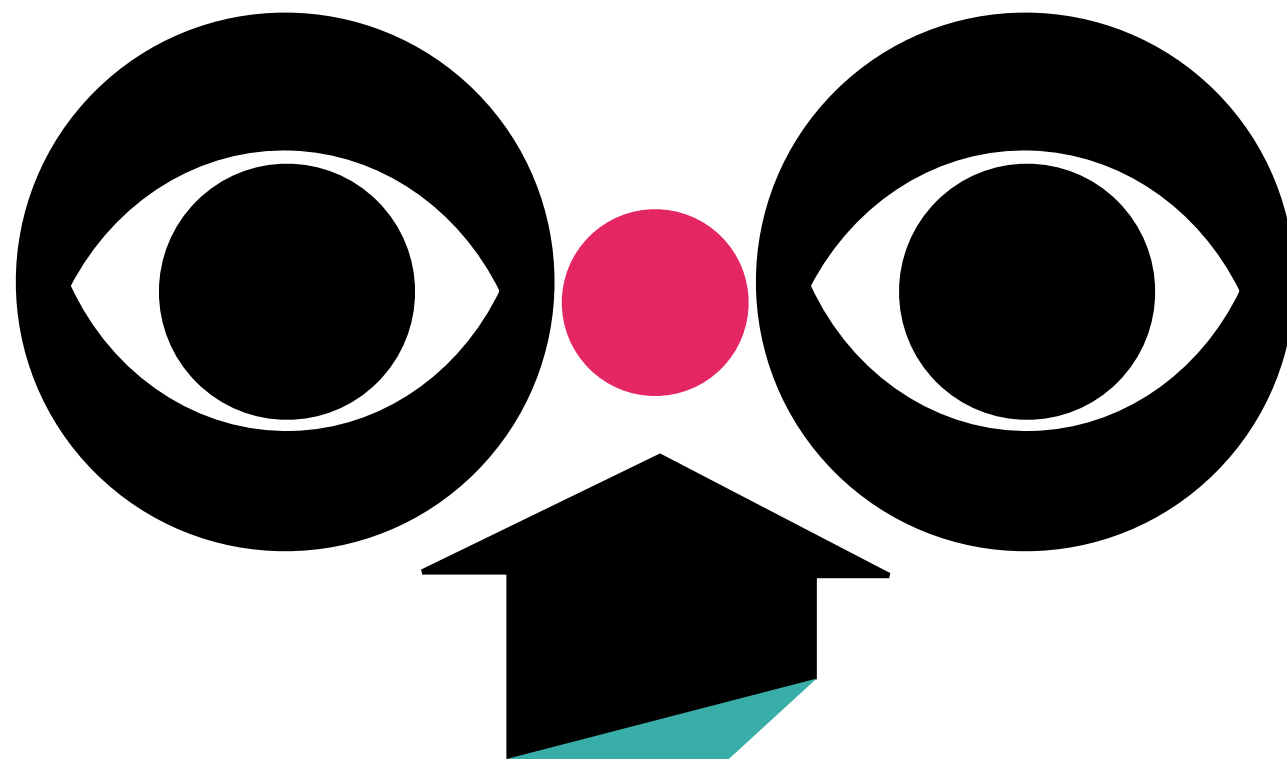
76

work days

So, each and every Internet user, were they to read every privacy policy on every website they visit would spend 25 days out of the year just reading privacy policies! If it was your job to read privacy policies for 8 hours per day, it would take you 76 work days to complete the task. Nationalized, that's 53.8 BILLION HOURS of time required to read privacy policies.

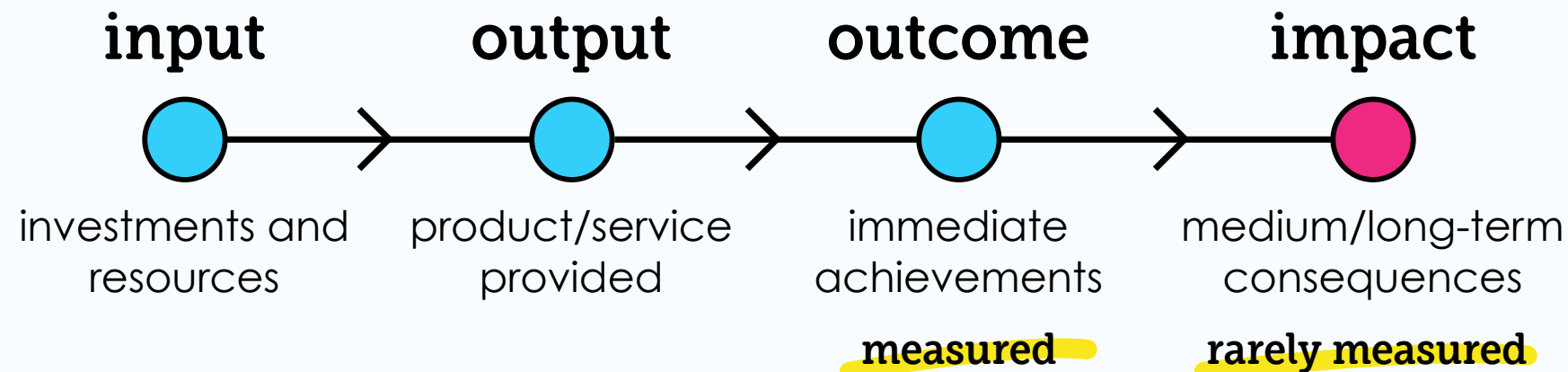
<http://techland.time.com/2012/03/06/you-d-need-76-work-days-to-read-all-your-privacy-policies-each-year/>

Listening for negative impact



@axbom

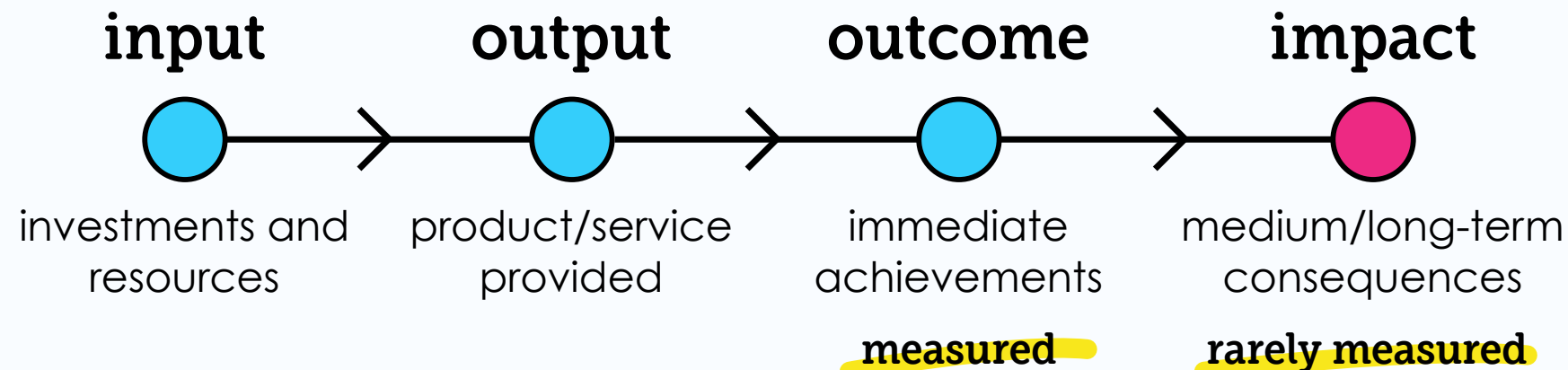
Impact represents an intended or unintended significant change that affects people on an individual or societal level.



cultural
economic
environmental
health / well-being
political
scientific
social
technological

Impact represents an intended or unintended **significant change** that affects people and/or the planet.

Impact represents an intended or unintended significant change that affects people on an individual or societal level.



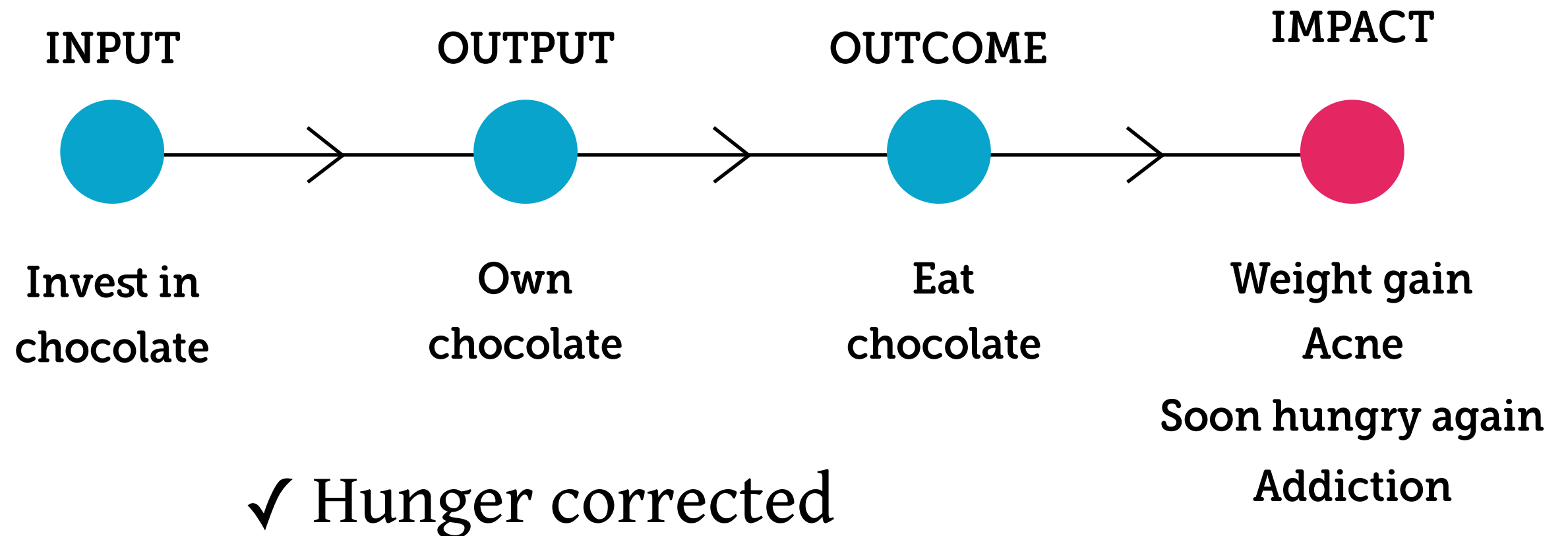
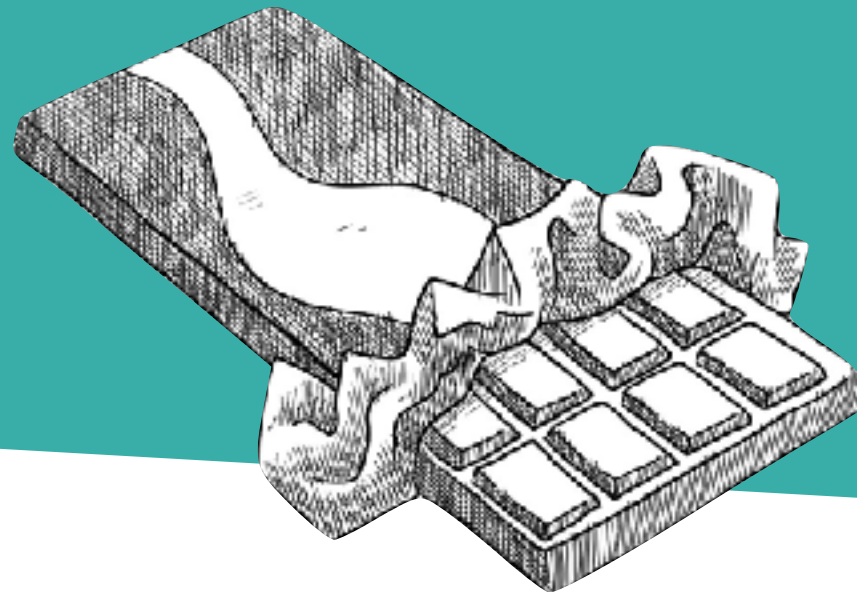
cultural
economic
environmental
health / well-being
political
scientific
social
technological

In finance, we have developed shared fundamentals, which include risk, return, liquidity, volatility... to manage financial goals.

For impact, there is a shared understanding that impact refers to material effects experienced by people and planet, both positive and negative and include 5 dimensions:

what, how much, who, contribution and risk.

Hungry?



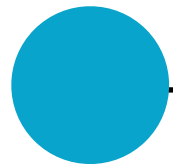
Lots on your mind?



PUSH NOTIFICATIONS

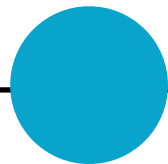


INPUT



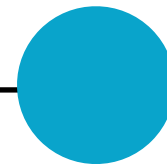
Communicate
need

OUTPUT



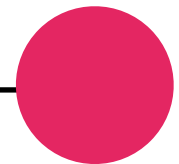
Notifications
built

OUTCOME



Notifications sent
User reminded
People act
on the
notification

IMPACT



Stress/Anxiety
False positives
Lower work performance
Concentration lapses
Diminishing trust

Notifications



LOOK OVER HERE!



**Your go-to design choice for
interrupting human relationships
and disrupting concentration.**

Online behavioral therapy. Notifications to psychologists.



WHAT

Induced
stress



HOW MUCH

A lot



WHO

Overworked
psychologists



CONTRIBUTION

Big



RISK

Patient
harm

Peak Notification



Hey friend! I just
wanted to take a
slice out of your
life. Bye!

Peak Asshole

Here's How You Can Improve Your
Concentration In Just 24 Hours, According
to Science

If you overwhelmed by the constant notifications on your phone, this
news may have you changing your habits.

Allow
notifications?

YES

NO

A

B

starting the program, guaranteed.

Just realize that this is the only time you will ever see this offer again. I simply have to limit enrollment to the dog lovers out there who want to enjoy their well behaved dog in public, and who crave the deep connection with their dog that only comes from this type of training...

Yes, I Want A Calmer Dog!

Add To Order w/ 1-Click

Click Here To Add 'Calm Dog Bootcamp' To Your Order For 50% Off

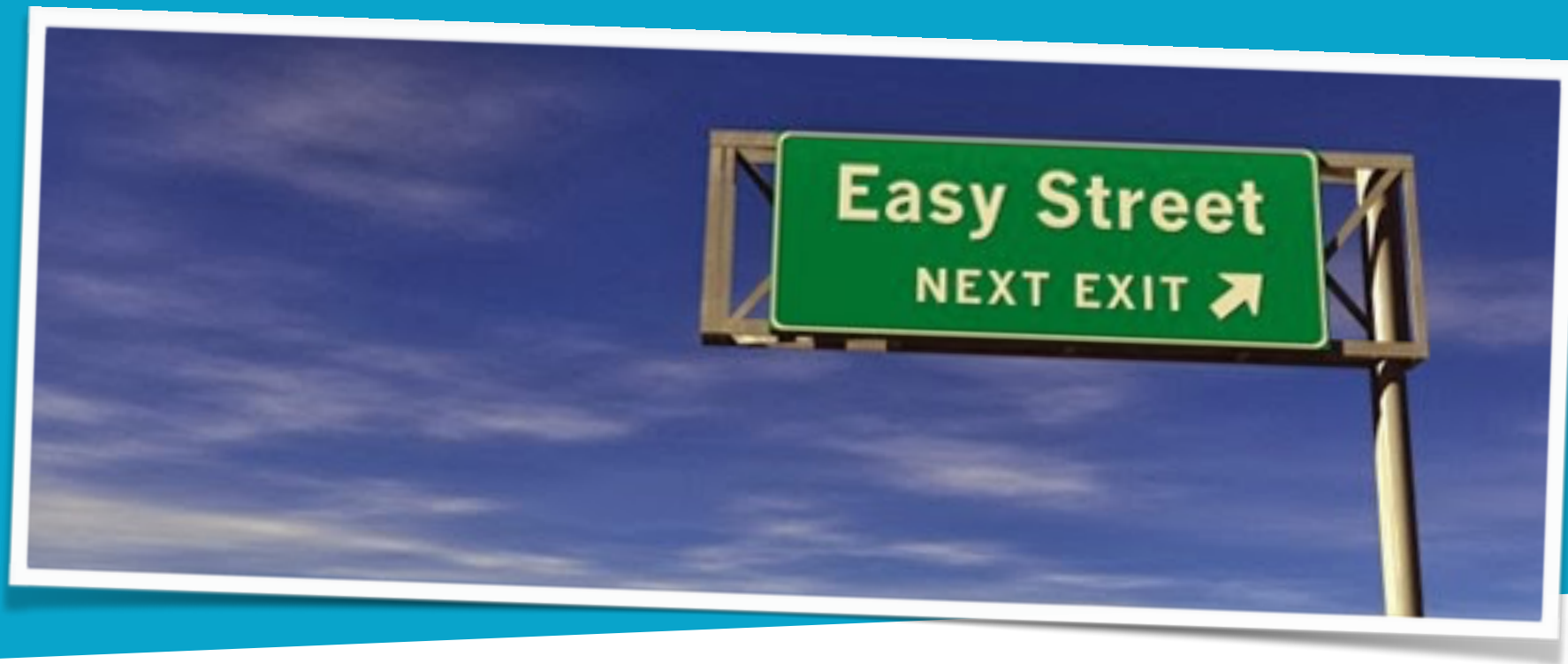


* Get instant access - even at 2am - Guaranteed!

-OR-

No thanks Chet, I'm content to never help my dog become as confident and happy in social settings as he can be, and don't want to invest the extra 10 minutes a day it'll take to teach it to him. I appreciate the offer, but I'll pass on your "Calm Dog Bootcamp" program.





**A higher conversion rate
is not equivalent to
"better for the person".**

Söndag 25 okt

Sök

Kundservice

Dagens tidning

Prenumerera

Logga in

SvD NÄRINGSLIV

+1,43%

19.30, OMX-S, i år +6,98%

+0,90%

00.46, DCW, i år -0,99%

9,36

EUR -1 öre

8,51

USD +1 öre

Start > Näringsliv • Börs • Digitalt • Motor • Sök företag Kultur Ledare Meny

10 -6,00 % TeliaSonera: 44,66 +1,29 % Precise Biometrics: 6,00 +11,11 % Volvo B: 89,60 +2,75 % Eniro: 1,08 -5,26 % Sancvik: 80,30 +4,02 % Nordea Bank: 98,50 +2,23 % SEB A: 92,85 +0,92 %

Näringsliv

Telia takes court action against mentally ill woman.

A woman with a cognitive disability signed a contract with Telia - through the widely criticized sales company Phone Family. Despite her never making one phone call on the plan Telia is making a case against her in the district court.

– Telia hasn't had any real costs. I find it remarkable they don't back out, says the woman's legal counsel Johann Binninge.

Av Jan Majlard

© 4 okt, 2015

Spara artikel



149 delningar



Foto: Colourbox.

Foto: Colourbox.



Ask a psychiatrist

1177 VÅRDGUIDEN E-tjänster Inställningar Logga ut
Inloggad som Andrea Antananarivo

Meddelanden ⓘ

- Inkorg >
- Påminnelser >

Vårdval ⓘ Lägg till och ändra

- Trädgårdstorgets vårdcentral >
- Barnavårdscentralen Ringdansen, Cityhälsan Söder >

Övriga tjänster ⓘ

- Journaltjänster >
- Läkemedelstjänster >

Meddelanden ⓘ

- 17 juni 2015 kl. 10:30
Trädgårdstorgets vårdcentral >
- 26 juni 2015 kl. 10:30
Trädgårdstorgets vårdcentral >

Mottagningar ⓘ Hitta och lägg till

- Capio Psykiatri Linköping >
- Käkkirurgi Druvan, Käkkliniken US >

Landstinget/regionen rekommenderar ⓘ

- Beställ klamydiahemtest >
- Fråga psykiatri** >
- Fråga sjukvårdsrådgivningen >

Ring supporten 08-123 135 00 Mejla supporten Läs mer om e-tjänster Webbarta

1177 Vårdguiden — En tjänst från Sveriges landsting och regioner

1177 Vårdguiden — En tjänst från Sveriges landsting och regioner

Buying milk online

6 for 70kr



Mellanmjölk EKO/KRAV 1,5%
1l Arla

12,95 kr

Jmf.pris 12,95 kr/l

6

st



Köp



Protein Mjölkdryck Choklad
0,6% 5dl Arla

17,95 kr

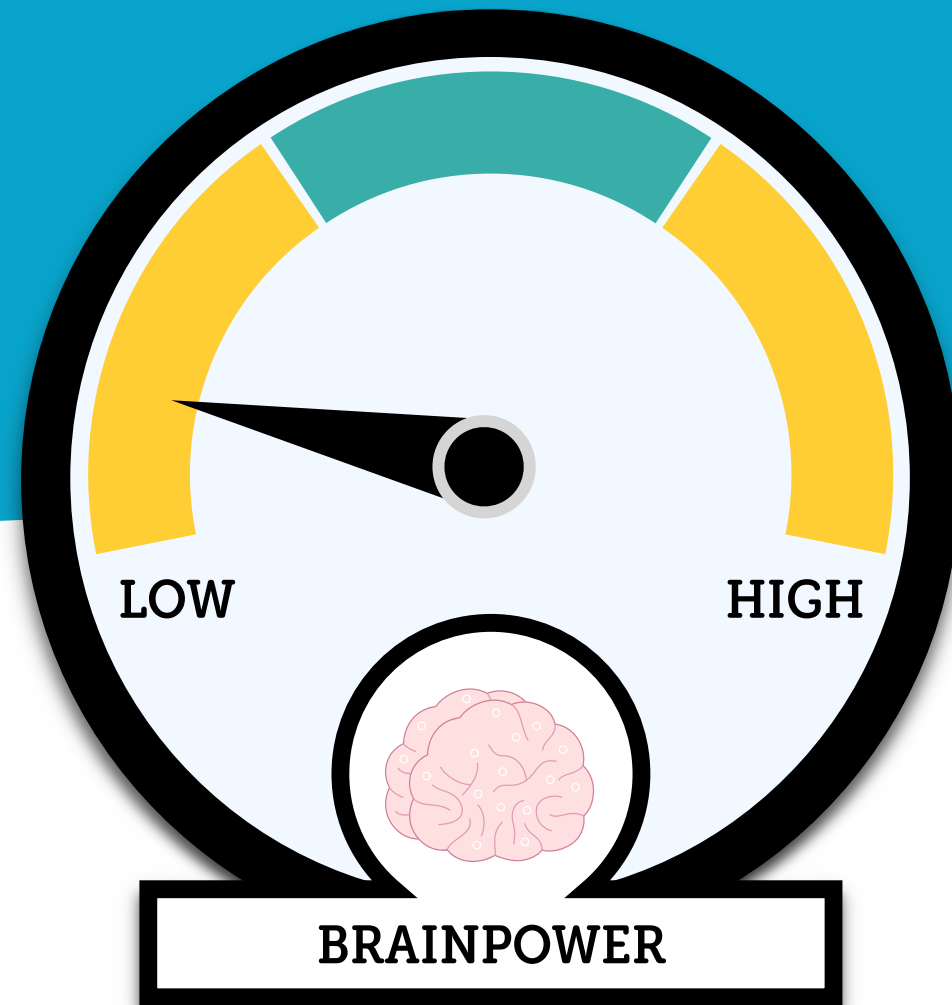
Jmf.pris 35,90 kr/l

1

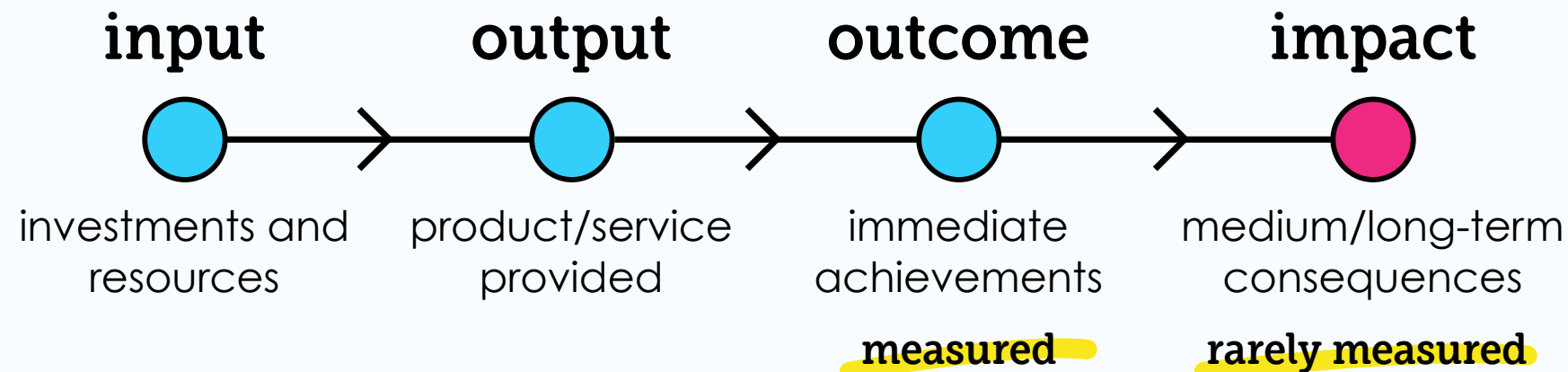
st



Köp



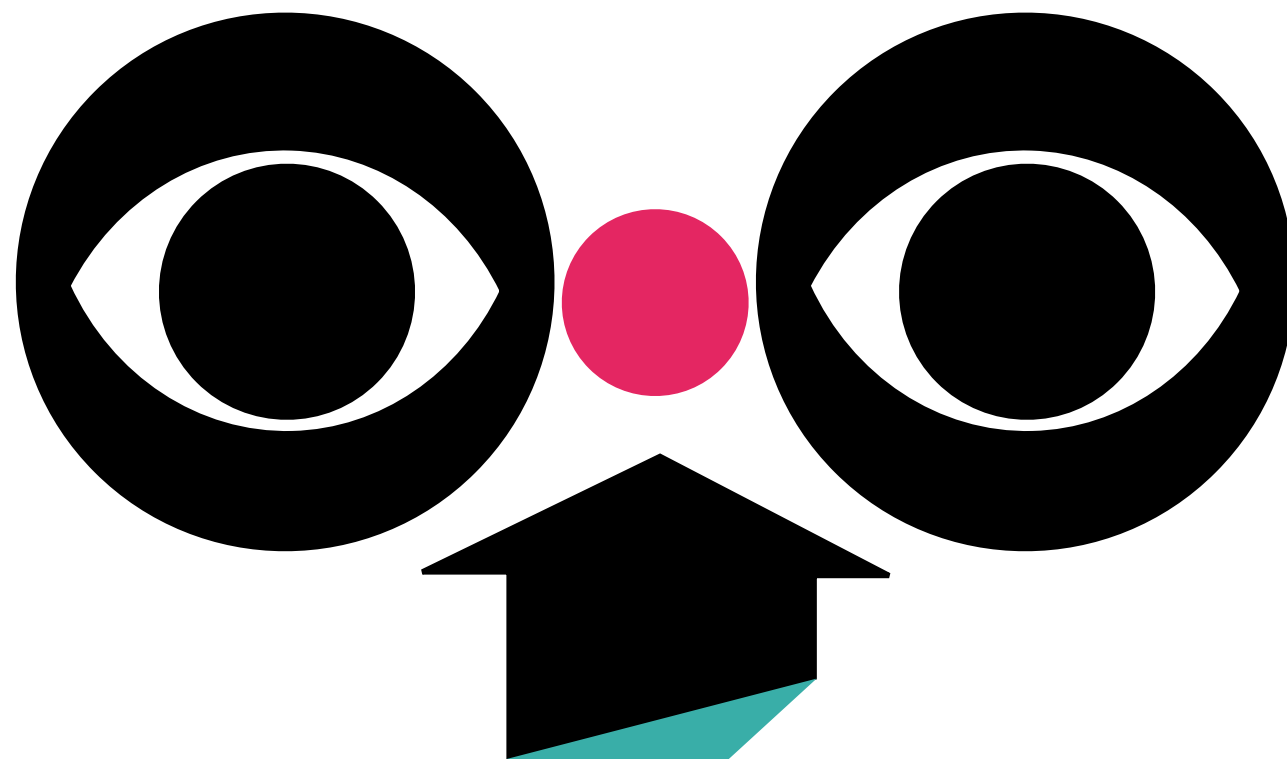
Impact represents an intended or unintended significant change that affects people on an individual or societal level.



cultural
economic
environmental
health / well-being
political
scientific
social
technological

The best way to adopt an ethical mindset is to include impact risk assessment in your work.

Why designers fail



PER AXBOM

“Life is a Long Journey between Human Being and Being Human. Let's take at least one step each day to cover the distance.”

— *Drishti Bablani*

**It would appear... that designers
are also human beings.**

Confirmation bias

Choice-supportive bias

Framing

“This works really well.
Yes, I understand completely.”

“I believe you.”

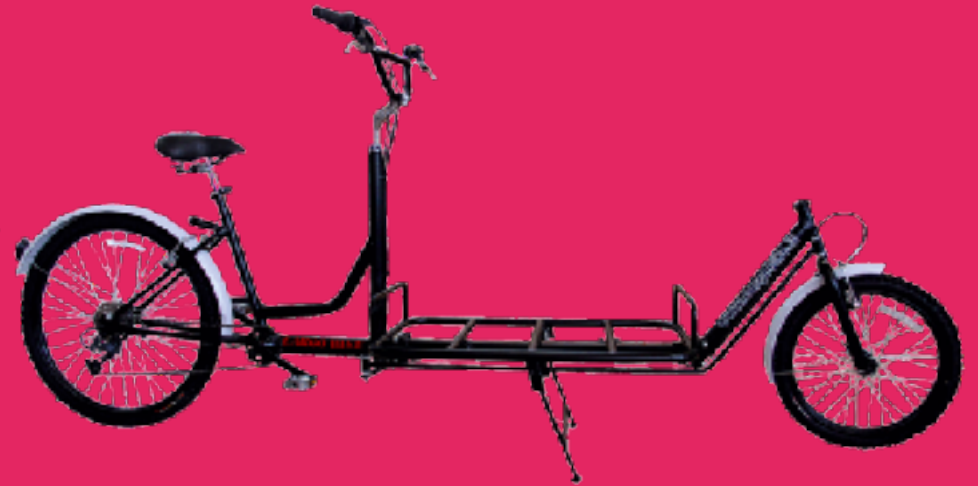
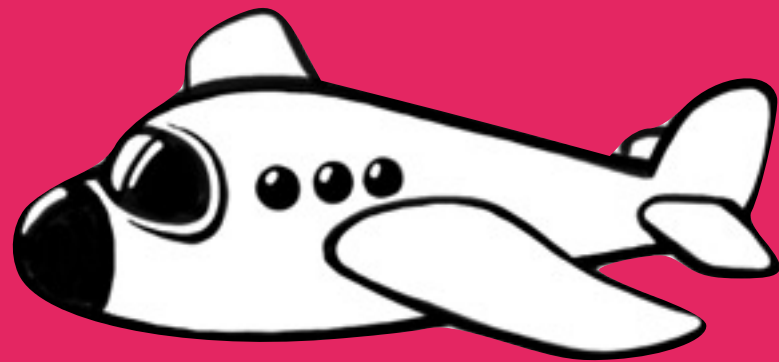
4 out of 20 users could not find the search function on the website.

16 out of 20 users found the search function on the website.

Many designers express an ethical boundary of not working for tobacco, gambling or even soda companies...



...yet have no problem working with solutions that encourage people to submit to a **sedentary lifestyle**, engage in **addictive behavior** or pursue **short-term rewards**.



the anxiety is real
the nudges don't make it easier
what is right?



“The design industry is part of the problem. There is an idea that we constantly have to produce new things. The industry is oriented around launches and designing a new one and another new one.”

– Florian Idenburg, principal of SO-IL

The problem-solver
is part of the problem.



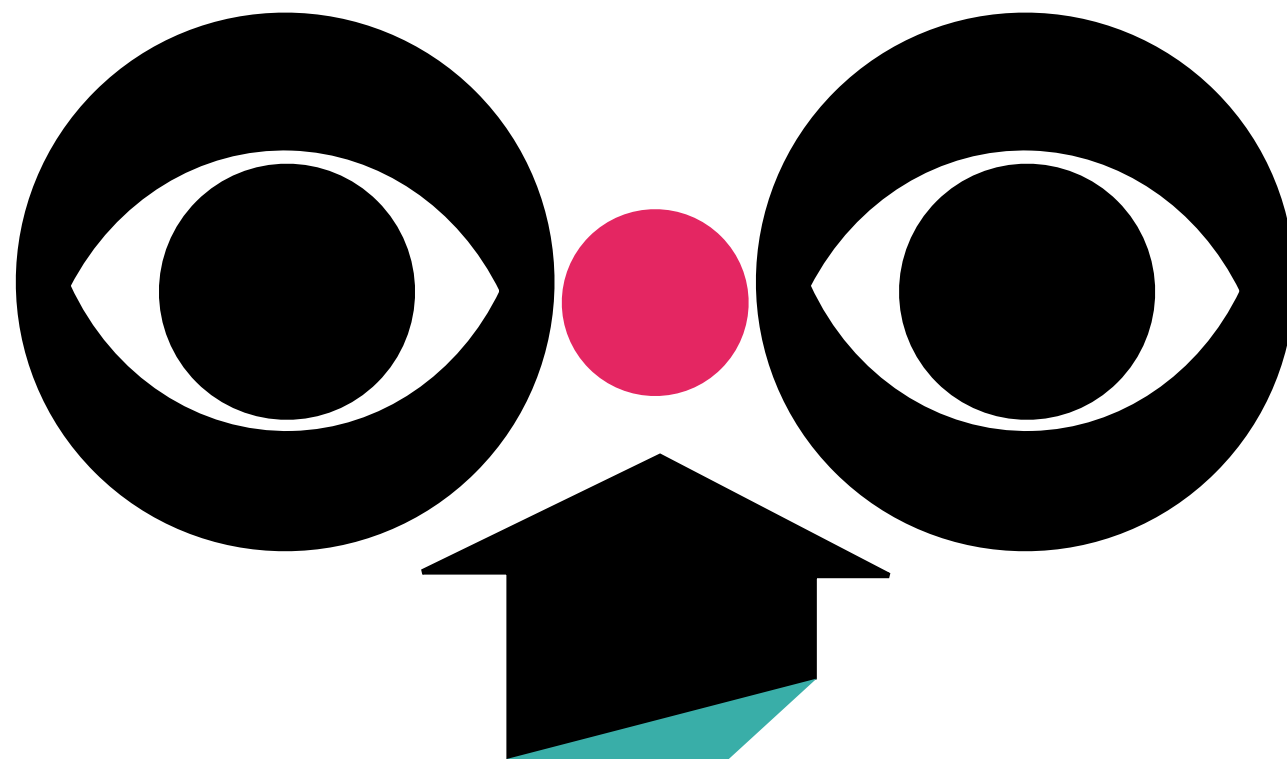
Wherever you go, there you are.

The paradox of "a seat at the table".



**Instead of focusing on people,
designers are focusing on numbers.**

The power of you



PER AXBOM

Cognitive dissonance



The mental discomfort (psychological stress) experienced by a person who simultaneously holds two or more contradictory beliefs, ideas, or values. A consequence of a person's **performing an action that contradicts personal beliefs, ideals, and values**; and also occurs when confronted with new information that contradicts said beliefs, ideals, and values.

Raise your hand and take it down when you hear a question you do not agree with.

- ✓ I have lied.
- ✓ I have lied to someone I care about.
- ✓ When I lie it is often to protect the feelings of the person I am lying to.
- ✓ I believe I will continue to lie.
- ✓ I have based design decisions on too little data.
- ✓ I will continue to design with too little data.



I am a good person?



You are a human

Relativism - Absolutism

Situation ethics

Utilitarianism

Kantian ethics

Virtue ethics



Token absolutism



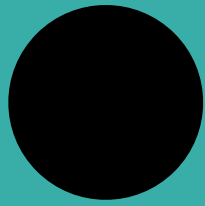
PERSON 1: “Does my hair look good.”

PERSON 2: (lying) “Yes.”

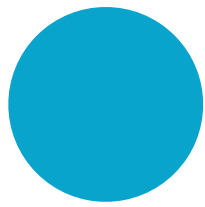
PERSON 1: “Awesome; I’ll keep going to this new hairdresser I’ve found then.”

Outcome: Everyone feels good in the moment.

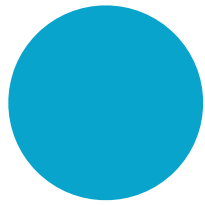
Impact: Person 1 will keep having bad hair.



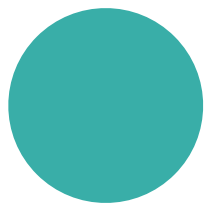
I don't care



I want to behave responsibly



**I want to support activities and businesses
that have a positive effect on the world**



I want to contribute to solutions

**You are never just working on an interface
or an information architecture.**



**You are working on a slice of other
people's lives.**

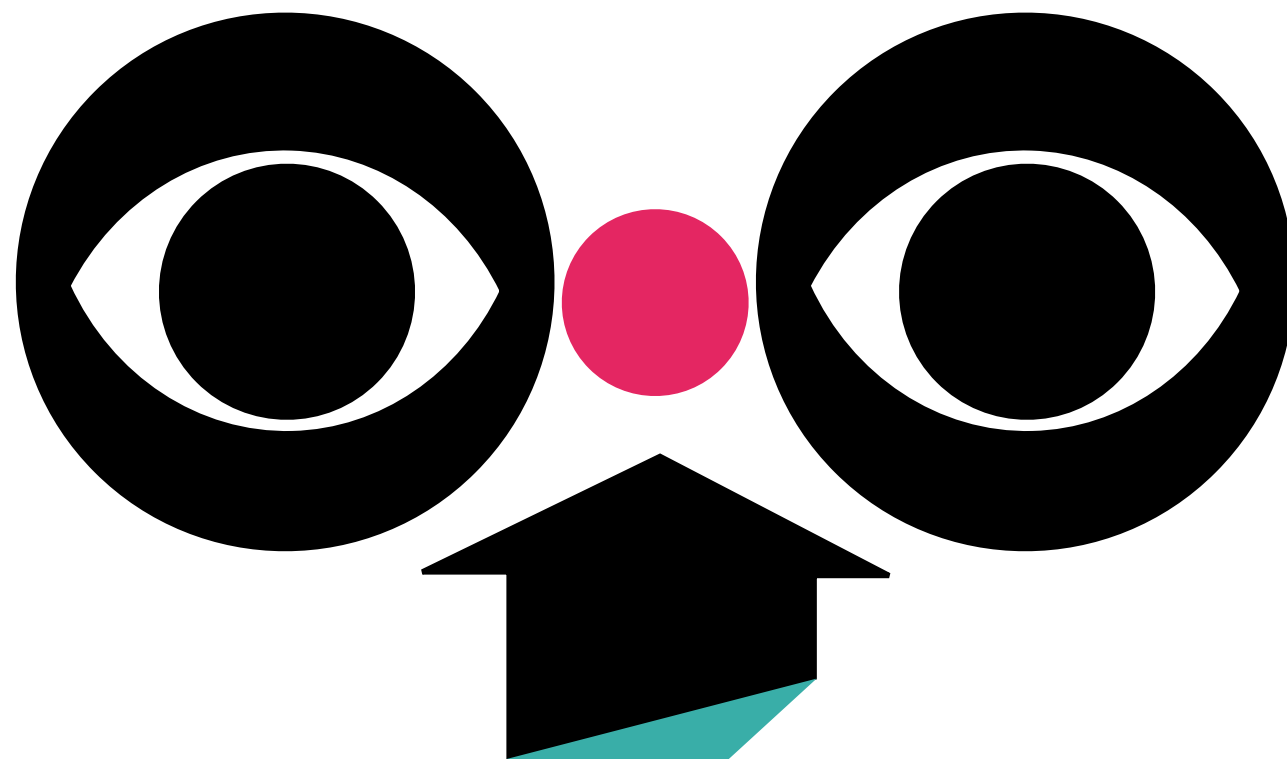
About | News | Press Center | Career Opportunities | Investors

About | News | Press Center | ~~Career Opportunities~~ | Investors

About | News | Press Center | ~~Jobs~~ | Investors

About | News | Press Center | Career Opportunities | Investors

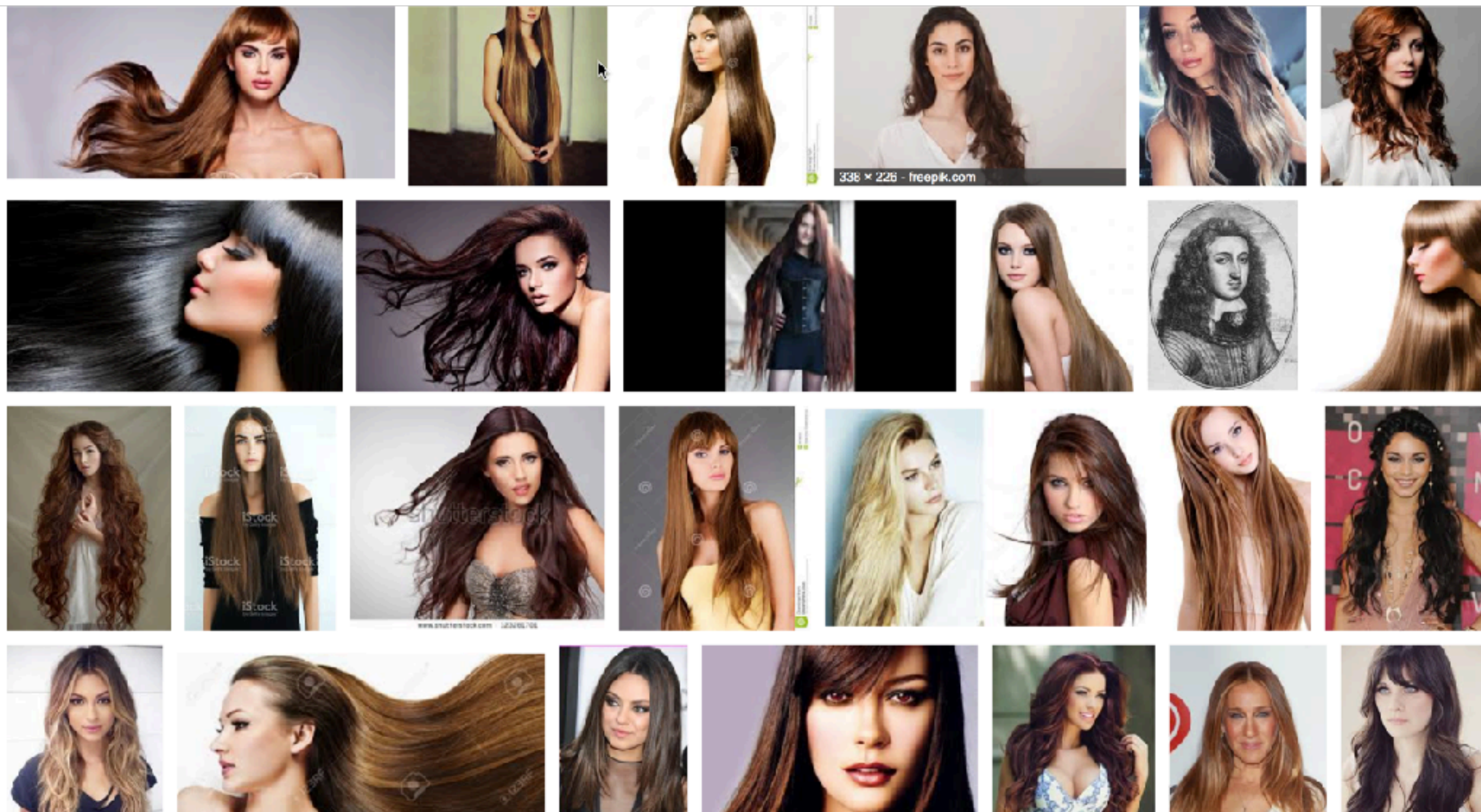
Your material and your tools



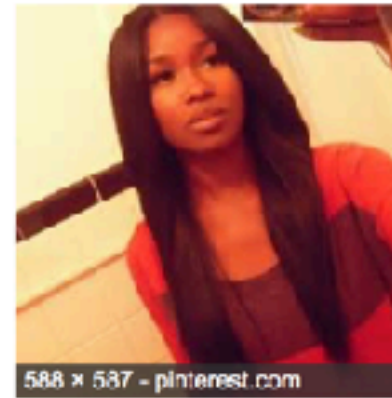
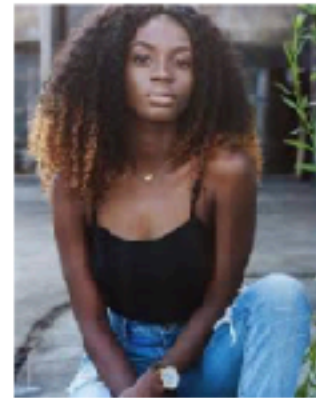
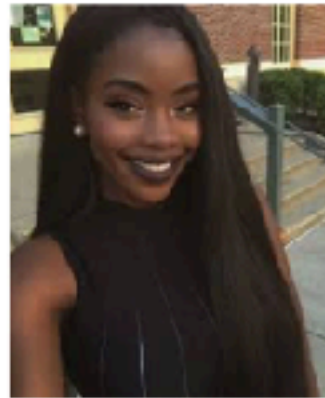
@axbom



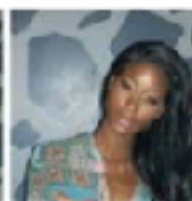
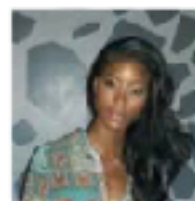
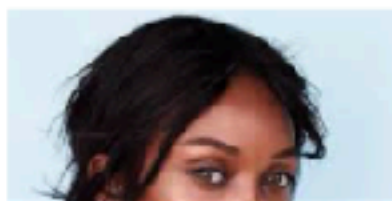
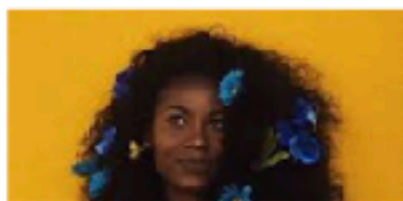
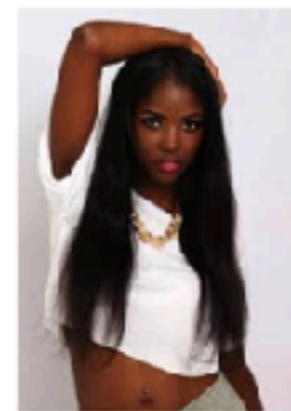
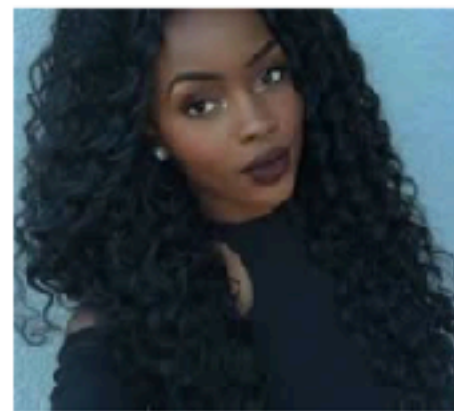
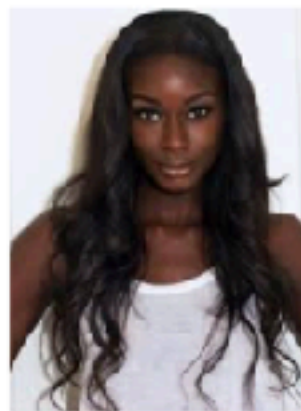
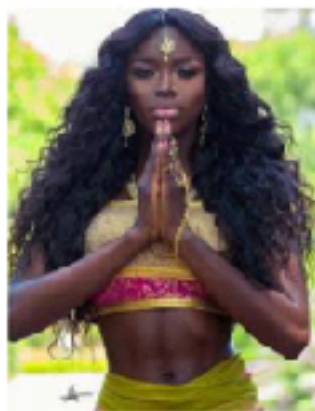
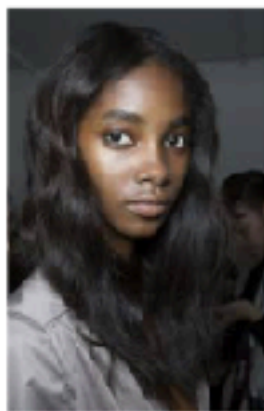
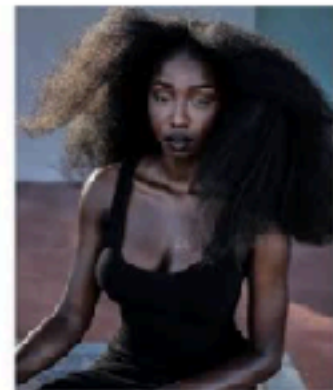
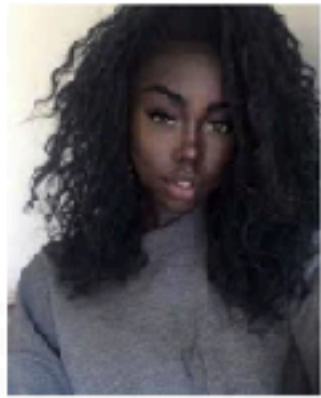
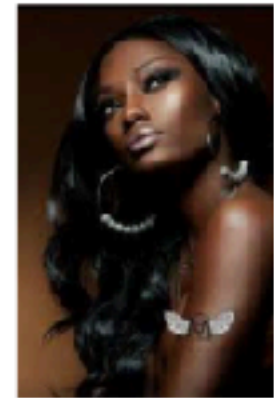
woman long hair



woman long hair dark skinned



588 x 537 - pinterest.com



✗ The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Passport photo

Select photo > ?

✗ The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Please refer to the technical requirements.
You have 9 attempts left.

Check the photo [requirements](#).

Read more about [common photo problems and how to resolve them](#).

After your tenth attempt you will need to complete a CAPTCHA security check.

06-81

ut the photo, you will receive a reference number

for your records.



Richard Lee, New Zealand



I hope they accept this one

Prejudice that causes negative impact



is already woven into the fabric of the Internet.

**If you don't take a stand and make considered choices
for change, minorities and underserved groups will
keep being hurt.**



The legacy of city planner Robert Moses



manwhohasitall
@manwhohasitall

Following

"I don't mind being called a 'doorwoman' because I know it covers both women & men. Anything else would sound silly," Frank, male doorwoman

11:00 AM - 15 Sep 2017



manwhohasitall
@manwhohasitall

Following

Working husband and father? Feeling overwhelmed? YOUR FAULT. Drink more water, get up earlier and dress in your 'wow' colours.

8:00 AM - 19 Sep 2017



manwhohasitall
@manwhohasitall

Following

Dad with a career? Beat stress by snacking on raw veggies, staying hydrated, teaming up with other local dads & dressing for your face shape

11:04 AM - 14 Sep 2017

**We talk a lot about empathy in UX
but we rarely talk about how
empathy itself is prejudiced.**

**People who are already being hurt
are the ones who are most likely to
get hurt by your design.**

Gender and sexuality minorities

Religious minorities

Racial minorities

Ethnic minorities

Age minorities

People with disabilities

People in poverty

Sufferers of crime

adjective having or showing laziness or negligence.

Synonyms: lax, negligent, neglectful, remiss, careless, slapdash, slipshod, lackadaisical, lazy, inefficient, incompetent, inattentive, offhand, casual, disorderly, disorganized;



IMPACT ASSESSMENT



What

Racial profiling

Important
negative
outcome

Neutral

Important
positive
outcome



**How
much**

Marginal effect

Deep effect



For few

For many



Short-term

Long-term



Slowly

Quickly



Who

People of color

Well-served

Underserved



The Chlamydia Home Test Kit

☐ female

☐ male

The Chlamydia Home Test Kit

☐ penis

☐ vagina

The Chlamydia Home Test Kit

☐ penis

☐ vagina

A United Nations [fact sheet](#) estimates that up to 1.7 per cent of the population “is born with intersex traits”.

My name is Per and I am a white man. I am a middle-aged, cisgender, privileged, liberal designer with a boatload of prejudice.

I am not a person you should trust for answers.

I will never get inclusion on my own. No matter who my friends are. I need to work hard to include a diverse mix of people in the design process. And I need to listen for negative impact all the time.

I love my job but I need to love people first.

DickPicLocator™



1. This is the location of the sender of the dick pic.
2. A screenshot of the dick pic.
3. The sender may not be the person who sent the dick pic.
4. Once you know the location you could use it to help you in your detective work.

DickPicLocator



Upload

Select image to upload:

Choose File

no file selected

Confirm image type

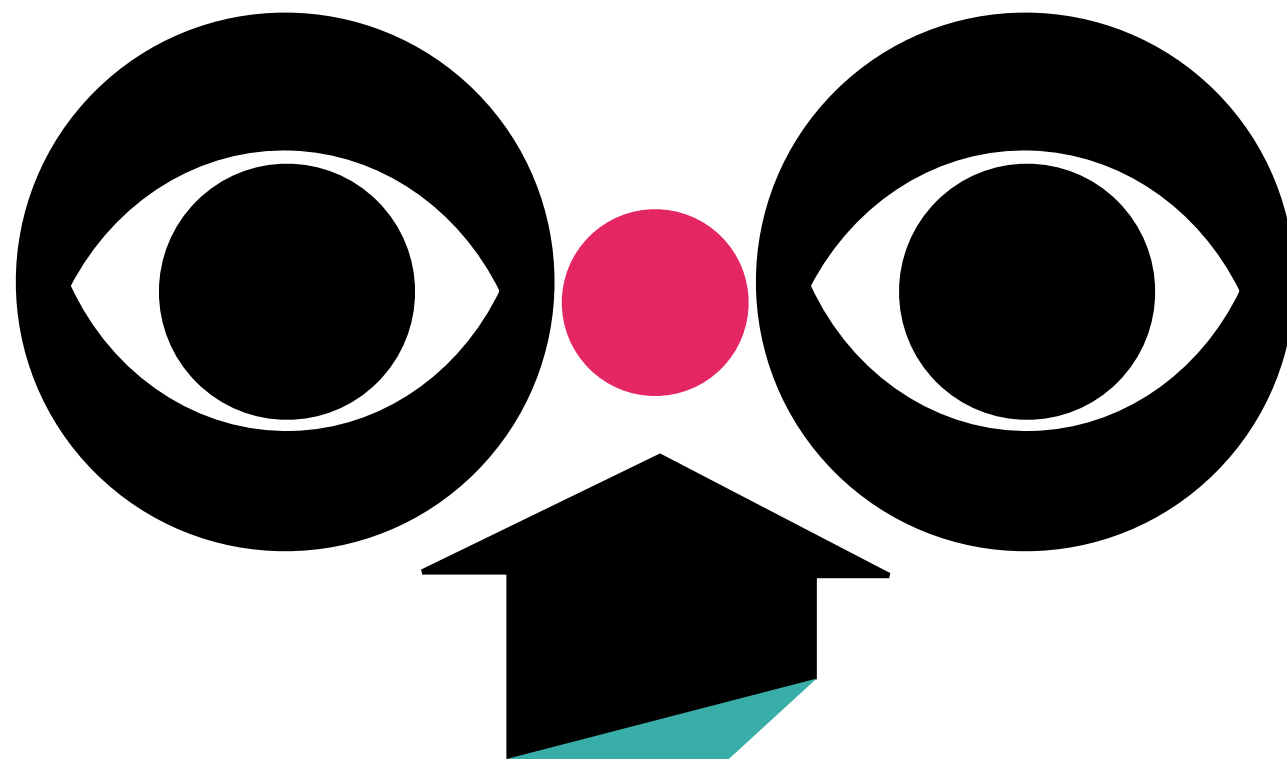
☒ This is a dick pic

☐ This is not a dick pic

UPLOAD IMAGE

Hang on. Are you about to upload a picture to a service without fully considering how the photo will be used? Sure it says the photo will be deleted, but can you trust this? On the other hand, when you upload and share photos on other platforms, how much are you thinking about where the photos may end up and how that data within them could be used? How do you know you can trust the intentions of a private company? How do you know what is stored, how you are tracked and how securely that data is protected? Could someone get hurt? But by all means, go ahead, upload that photo... the real reason you may trust me is that I have everything to lose by not being honest here. My personal brand and reputation is at stake.

Adding friction

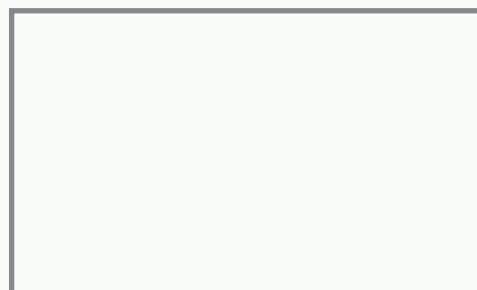


@axbom

WE ARE UNIQUE

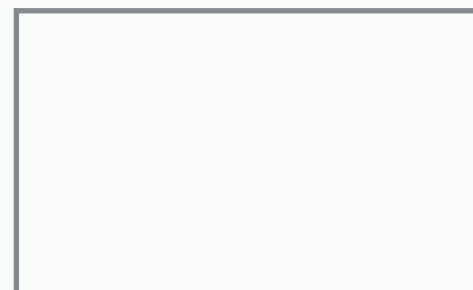
[READ MORE](#)

We are extremely unique and different from our competitors
by having a website that looks exactly the same.



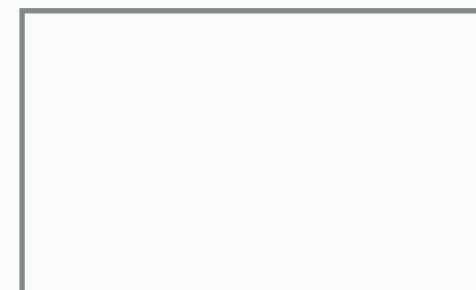
Always.

We could have four
columns. But everyone
else has three.



Three.

Feeling creative we
added pic of smiling
woman here.



Columns.

Yup, the website
layout says we can
offer only 3 services.

Describe a person



ASK YOURSELF

What details can I add that will help distinguish this person from other similar people?



Describe clothing from head to toe. Police say this is the most helpful to neighbors (and helps avoid suspecting innocent people).

When race is included, you must include at least 2 of the highlighted fields. [\(Why?\)](#)

Hair:

black



Top:

Shirt, jacket, color, style...

Bottom:

Pants, skirt, color, style...

Shoes:

nike

Now give the other basics

Age:

Build:

Race:

latino

[Back](#)

[Add this person](#)

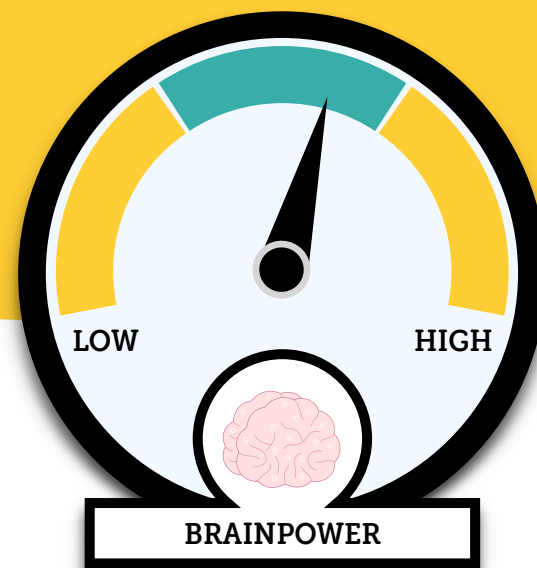
You will find the password by reading the welcome information carefully.

In this film you will find the password for logging in to the booking system, 5 small characters. Your username is in the confirmation e-mail.

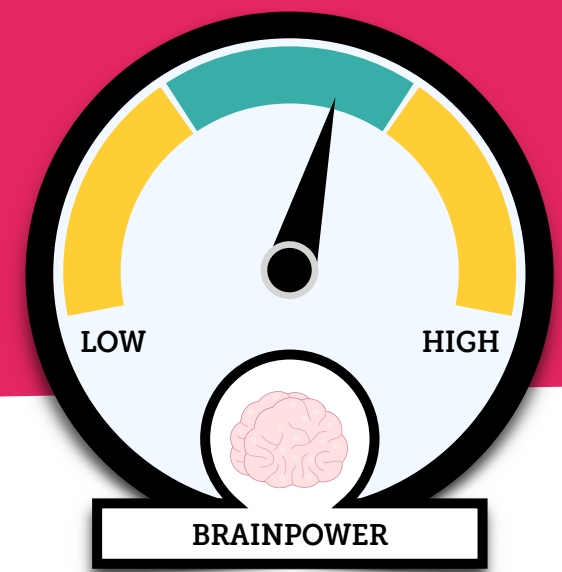
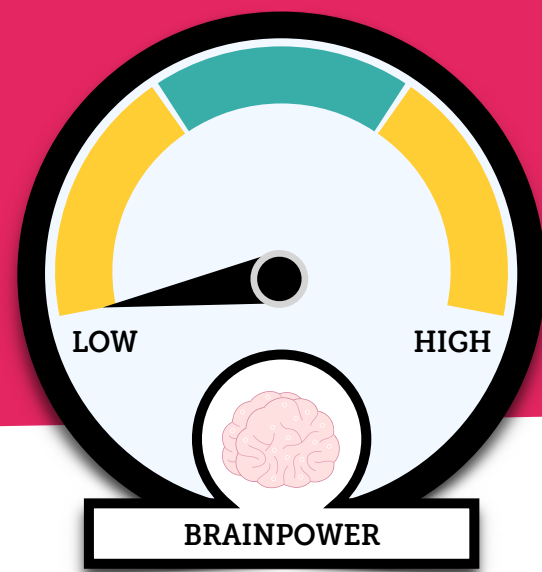


*Code of conduct explained
whilst giving out one letter of
the password every thirty
seconds.*

**“Dana *made it hard* for people to join,
but that was great, because our members
were *loyal, active and serious.*”**



*Kevin Spacey about creating
triggerstreet.com, a community for script writers.*



We design **thinking**

Final words

Your promise to your profession



@axbom

Instead of this...

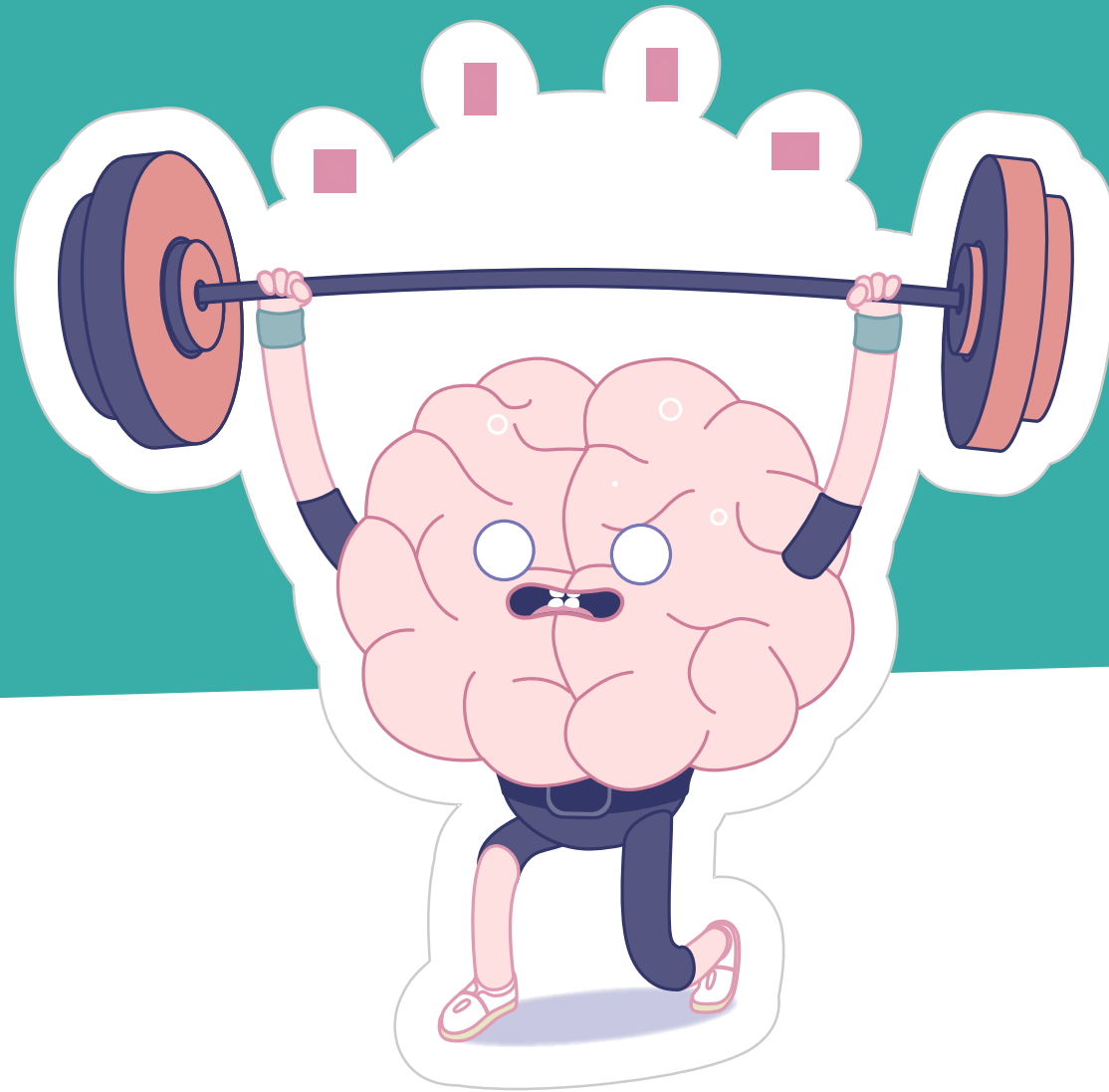
- ✓ I didn't know it
- ✓ I didn't mean it
- ✓ I was forced
- ✓ It wasn't me
- ✓ I didn't understand

...do this.

- ✓ Listen (for real)
- ✓ Assume ownership
- ✓ Be transparent
- ✓ Use positive friction
- ✓ Make ethics and impact assessment part of your process



Did you get a
reply?



**Responsible design is a muscle that
needs practice to grow.**



Please choose the path of positive impact.



in progress

Slides! And a free book preview
axbom.com/euroia