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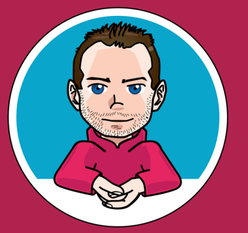

So... you think you're a good person

World IA Day Zürich 2019

axbom.eu/wiad19

IT'S F***ING
AMAZING
GENIUS
PROBABLY
THE ONLY THING
YOU NEED IN 2019

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Nest Secure

from Google

I have lied

@axbom

I have lied

@axbom

I have lied

I have lied to someone I care about

@axbom

I have lied

I have lied to someone I care about

I have made design decisions with too little data

@axbom

I have lied

I have lied to someone I care about

I have made design decisions with too little data

I believe I will continue to lie

@axbom

I have lied

I have lied to someone I care about

I have made design decisions with too little data

I believe I will continue to lie

I believe I will continue to design with too little data

@axbom

I have lied

I have lied to someone I care about

I have made design decisions with too little data

I believe I will continue to lie

I believe I will continue to design with too little data

I am a good liar

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good liar

a person who is skilled in lying

@axbom

good liar

a person who is skilled in lying

good person

a person who is skilled in being a person

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We want so much...

IDEO: We create **positive impact** through design.

Smart design: We are a strategic design company that helps people **live better and work smarter**.

Cooper: We work with companies to create products and services that **people love**.

Frog: **frog advances the human experience** through design.

Adobe: **Changing the world** through digital experiences

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“Making the world a better place”

If you can suggest that this is your calling, then chances are you are yourself in a pretty decent place.

Donating clothes

East Africa Doesn't Want 'Clothes of Dead White People' Anymore

https://www.nytimes.com/2017/10/12/world/africa/east-africa-rwanda-used-clothing.html?

"Who was that person in that movie with the pyramids and the spaceships? That bald guy with the laugh? He was in that Christmas movie with the skyscraper. Oh and married to that woman from Ghost..."

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"Please don't chew with your mouth open."

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“Please don’t google at the dinner table.”

@axbom

A human moment

@axbom

A human moment

The correct answer is not the goal.

The shared experience is.

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A human moment

The correct answer is not the goal.
The shared experience is.

Design solves for the correct answer, but should also allow the choice of not pursuing the answer.

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Pushing back

Taking breaks from devices

Turning off notifications

Not installing more apps

Smartphone-free zones

Closing accounts

VPN and Adblockers

Organising walkouts

Noise boxes

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Marc Hemeon

@hemeon

Follow

Retweet this if you want @netflix to stop auto playing trailers and bring the chill back to Netflix.

12:08 AM - 21 Feb 2019

509 Retweets **932** Likes

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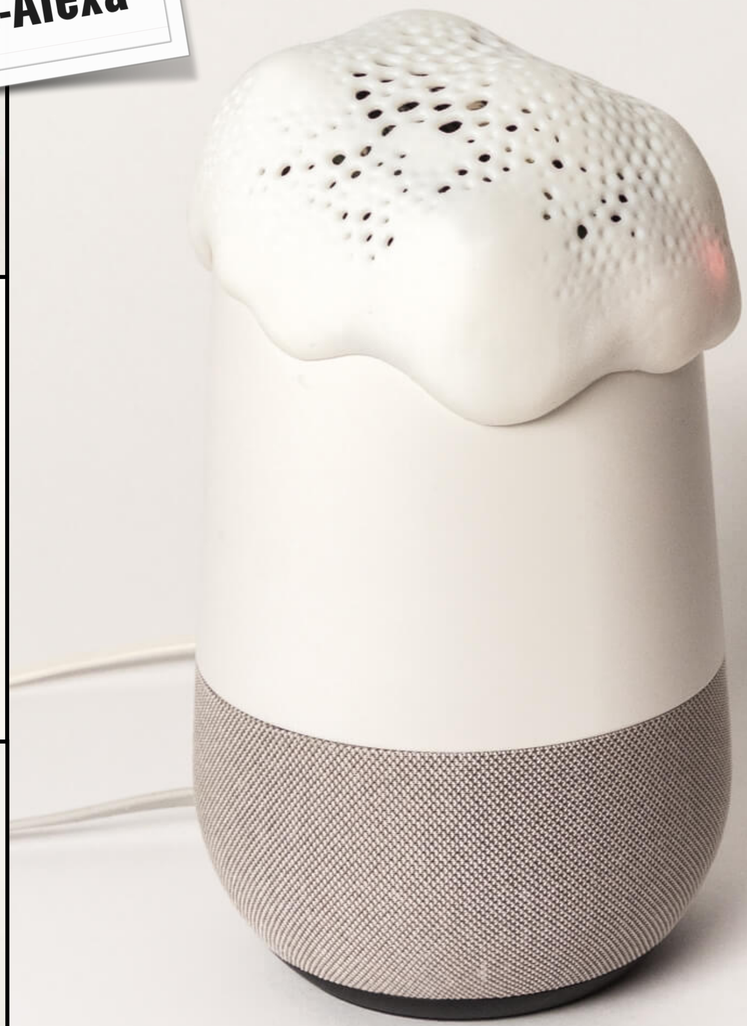
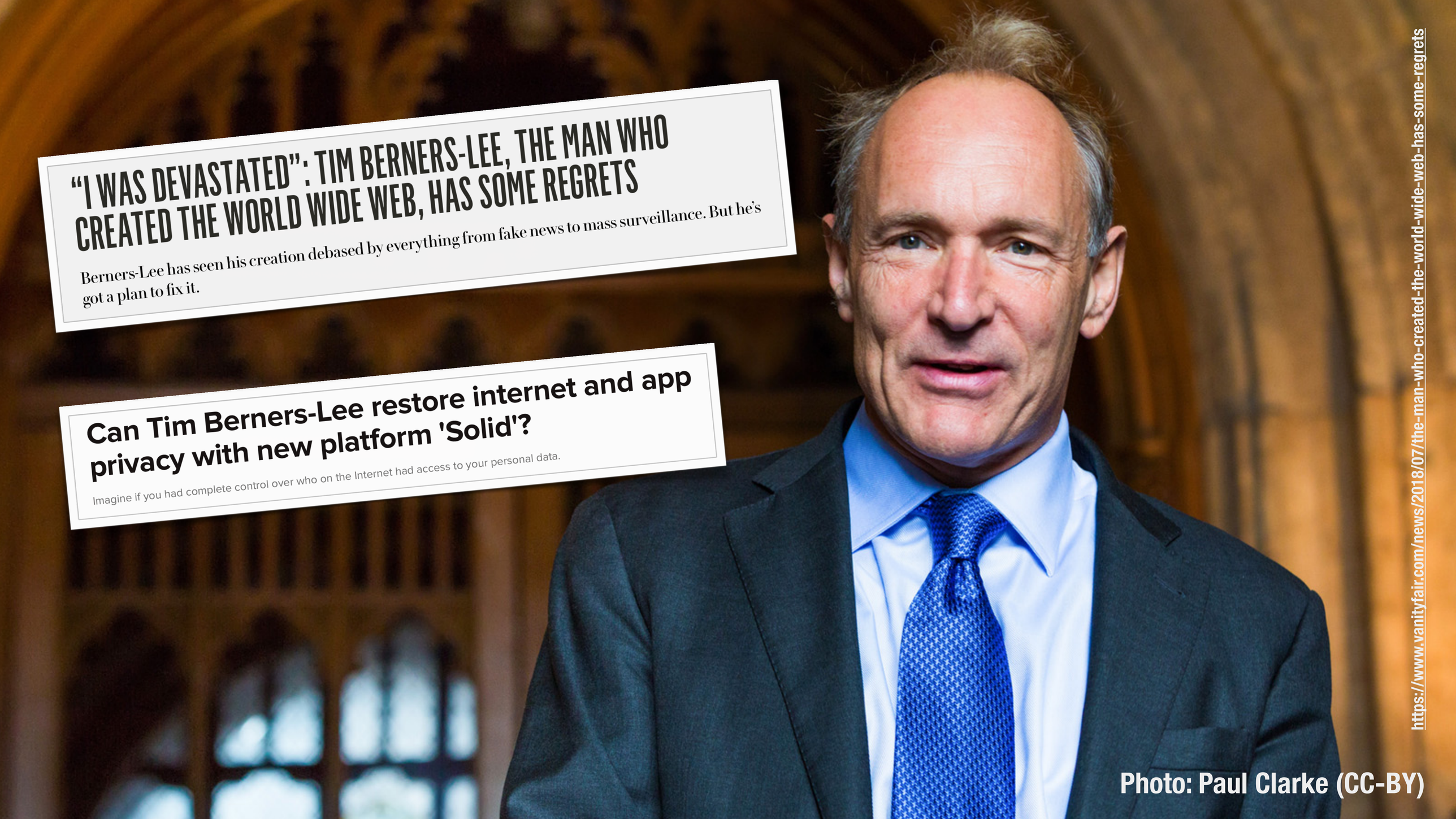
TECH

Project Alias Smart Home ‘Parasite’ Is the Anti-Alexa

BY JORDAN MINOR 01.16.2019 :: 1:44PM EST @JORDANWMINOR



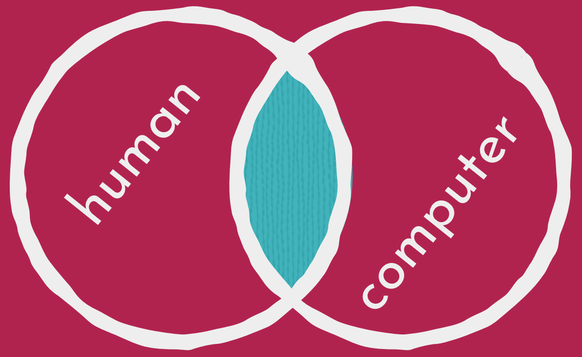
https://www.fastcompany.com/90290703/this-is-the-first-truly-great-amazon-alexa-and-google-home-hack


“I WAS DEVASTATED”: TIM BERNERS-LEE, THE MAN WHO CREATED THE WORLD WIDE WEB, HAS SOME REGRETS
Berners-Lee has seen his creation debased by everything from fake news to mass surveillance. But he’s got a plan to fix it.
Can Tim Berners-Lee restore internet and app privacy with new platform 'Solid'?
Imagine if you had complete control over who on the Internet had access to your personal data.
https://www.vanityfair.com/news/2018/07/the-man-who-created-the-world-wide-web-has-some-regrets
Photo: Paul Clarke (CC-BY)

What are we getting wrong?

What is a human enabled by technology?

Maybe more important: What is one without?



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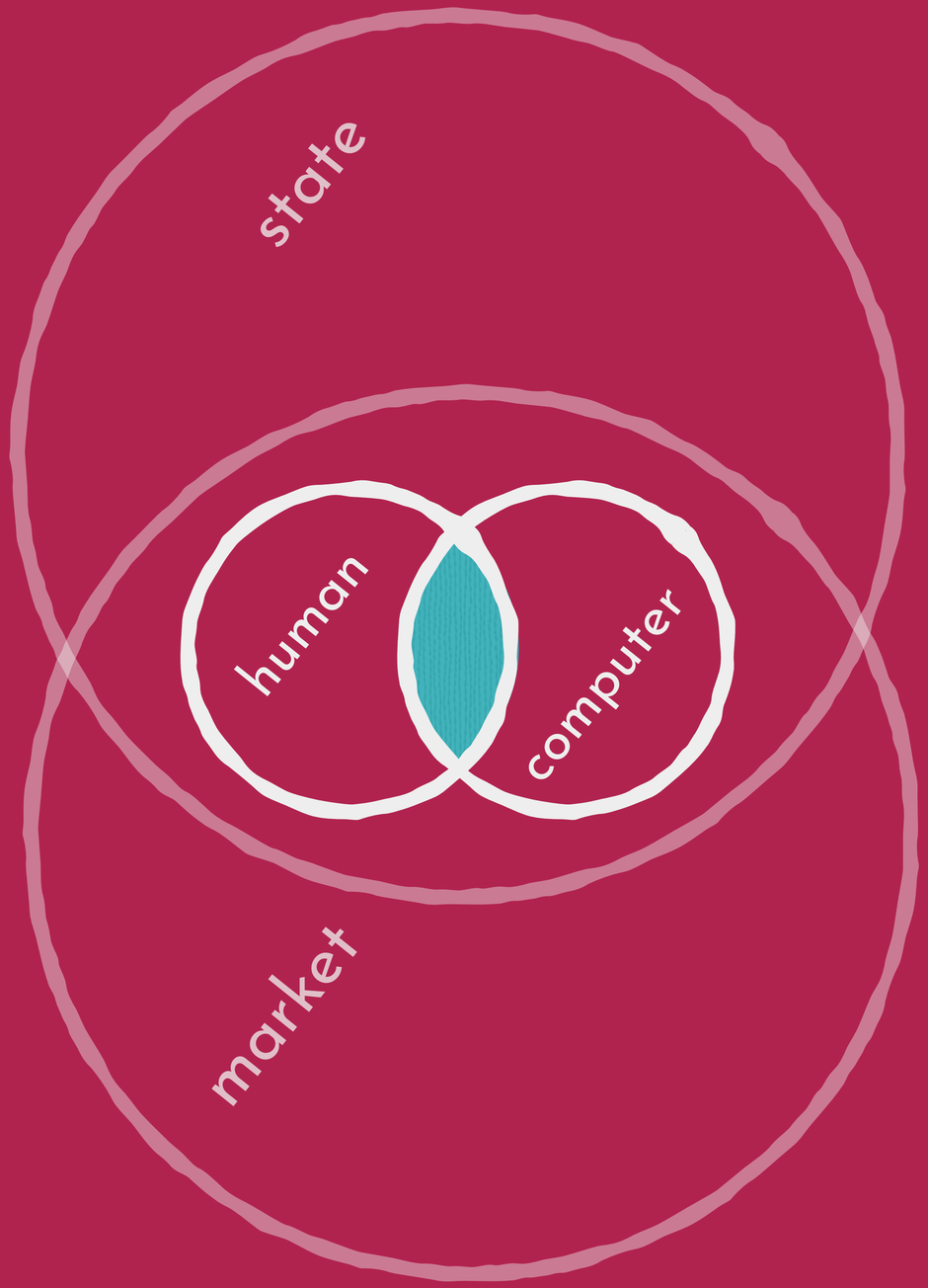

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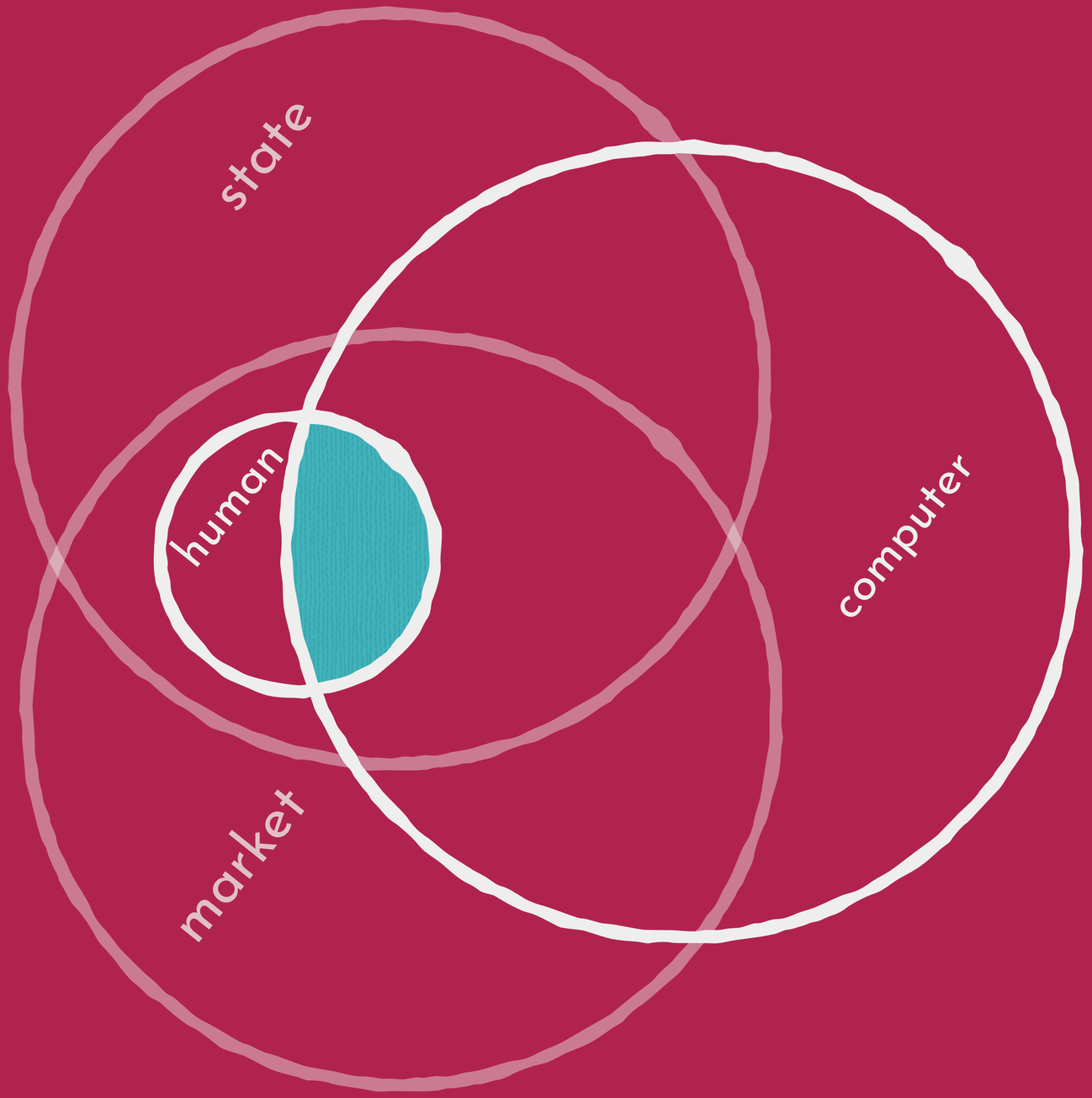

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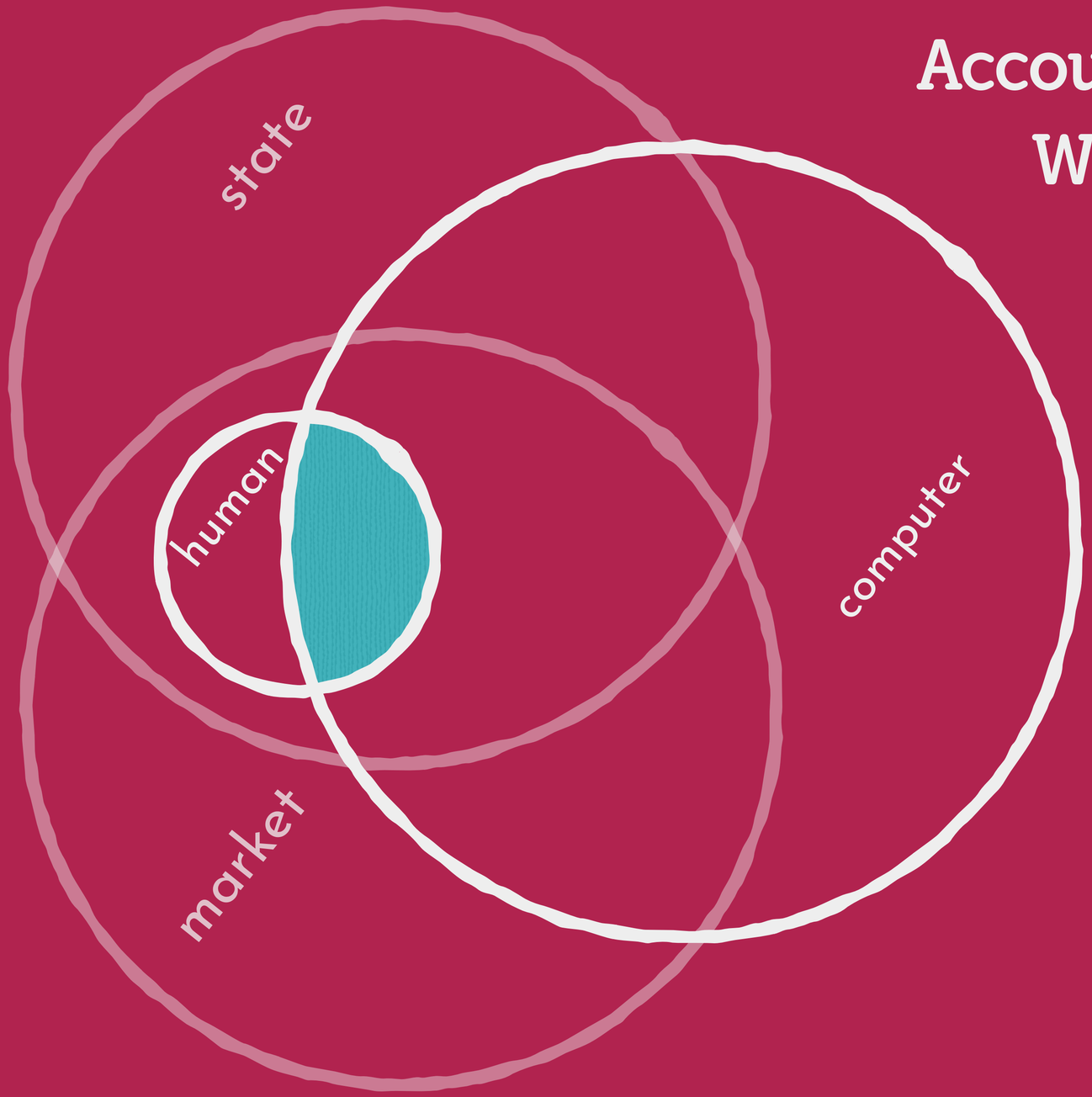

Accountability?
Well-being?
Ethics?

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Machine Bias

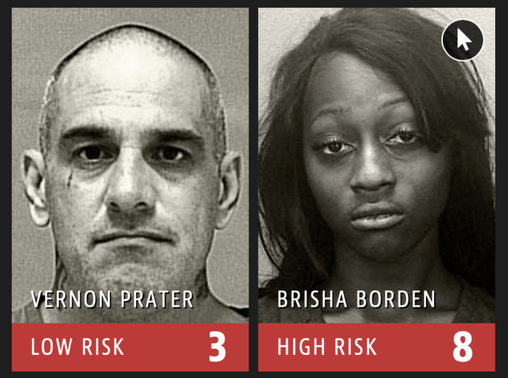
There's software used across the country to predict future criminals. And it's biased against blacks.

by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica
May 23, 2016

ON A SPRING AFTERNOON IN 2014, Brisha Borden was running late to pick up her god-sister from school when she spotted an unlocked kid's blue Huffy bicycle and a silver Razor scooter. Borden and a friend grabbed the bike and scooter and tried to ride them down the street in the Fort Lauderdale suburb of Coral Springs.

Just as the 18-year-old girls were realizing they were too big for the tiny conveyances — which belonged to a 6-year-old boy — a woman came running after them saying, "That's my kid's stuff." Borden and her friend immediately dropped the bike and scooter and walked away.

Two Petty Theft Arrests



Borden was rated high risk for future crime after she and a friend took a kid's bike and scooter that were sitting outside. She did not reoffend.

20%

"Although these measures were crafted with the best of intentions, I am concerned that they inadvertently undermine our efforts to ensure individualized and equal justice," he said, adding, "they may exacerbate unwarranted and unjust disparities that are already far too common in our criminal justice system and in our society."

Attorney General Eric Holder, 2014

https://www.propublica.org/article/machine-bias-risk-assessments-in-criminal-sentencing

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https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazon-scraps-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G

Scraps = "You're fired!"

https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazon-scraps-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G

> “Recycling is NOT good for the world. It is bad for the environment, it is bad for our health, and it is bad for our economy. I’m not kidding. Recycling is not good for the environment. It is destructive to the earth and it is a major contributor to global warming. Recycling is not good for our health. It contributes to obesity and diseases like heart disease and cancer. Recycling is bad for our economy. It increases the cost of a product, and in turn, the price of everything that is made with that product. Recycling is not good for our nation. We pay a tremendous price for the privilege of having the world’s most advanced and efficient recycling system. Recycling is a huge, colossal waste of time, energy, money, and resources.”

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Artificial intelligence (AI)

New AI fake text generator may be too dangerous to release, say creators

The Elon Musk-backed nonprofit company OpenAI declines to release research publicly for fear of misuse

Alex Hern

@alexhern

Thu 14 Feb 2019 17.00 GMT

21,100 572

The creators of a revolutionary AI system that can write news stories and works of fiction - dubbed “deepfakes for text” - have taken the unusual step of not releasing their research publicly, for fear of potential misuse.

OpenAI, an nonprofit research company backed by Elon Musk, Reid Hoffman, Sam Altman, and others, says its new AI model, called GPT2 is so good and the risk of malicious use so high that it is breaking from its normal practice of releasing the full research to the public in order to allow more time to discuss the ramifications of the technological breakthrough.

This person does not exist

thispersondoesnotexist.com

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When norms change

1919

Women received the right to vote. Voted first time 1921.

1945

People in care by poorhouses received the right to vote.

1989

The practice of removing adult rights from people with disabilities ended.

Universal suffrage in Sweden. (The right to vote, for all adult citizens)

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How will algorithms change when human norms change?

Or will they force a *slowing* of progress?

LCL

soofa

Becoming less human

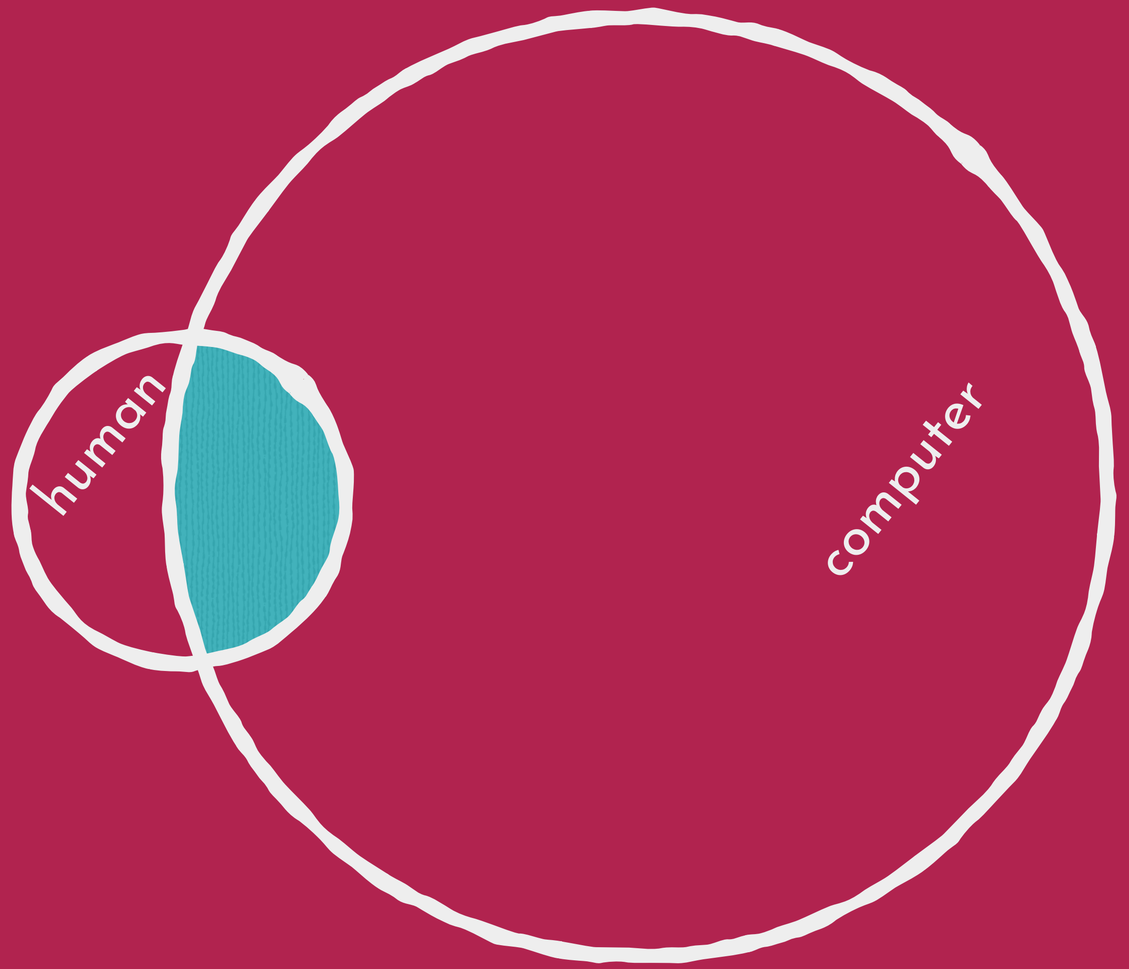
Not being invited

Not being able to pay

Not being able to apply for a job

Do I need to be in the intersection to take part in life?

As you “empowered” me,
did you also take away
my other choices?



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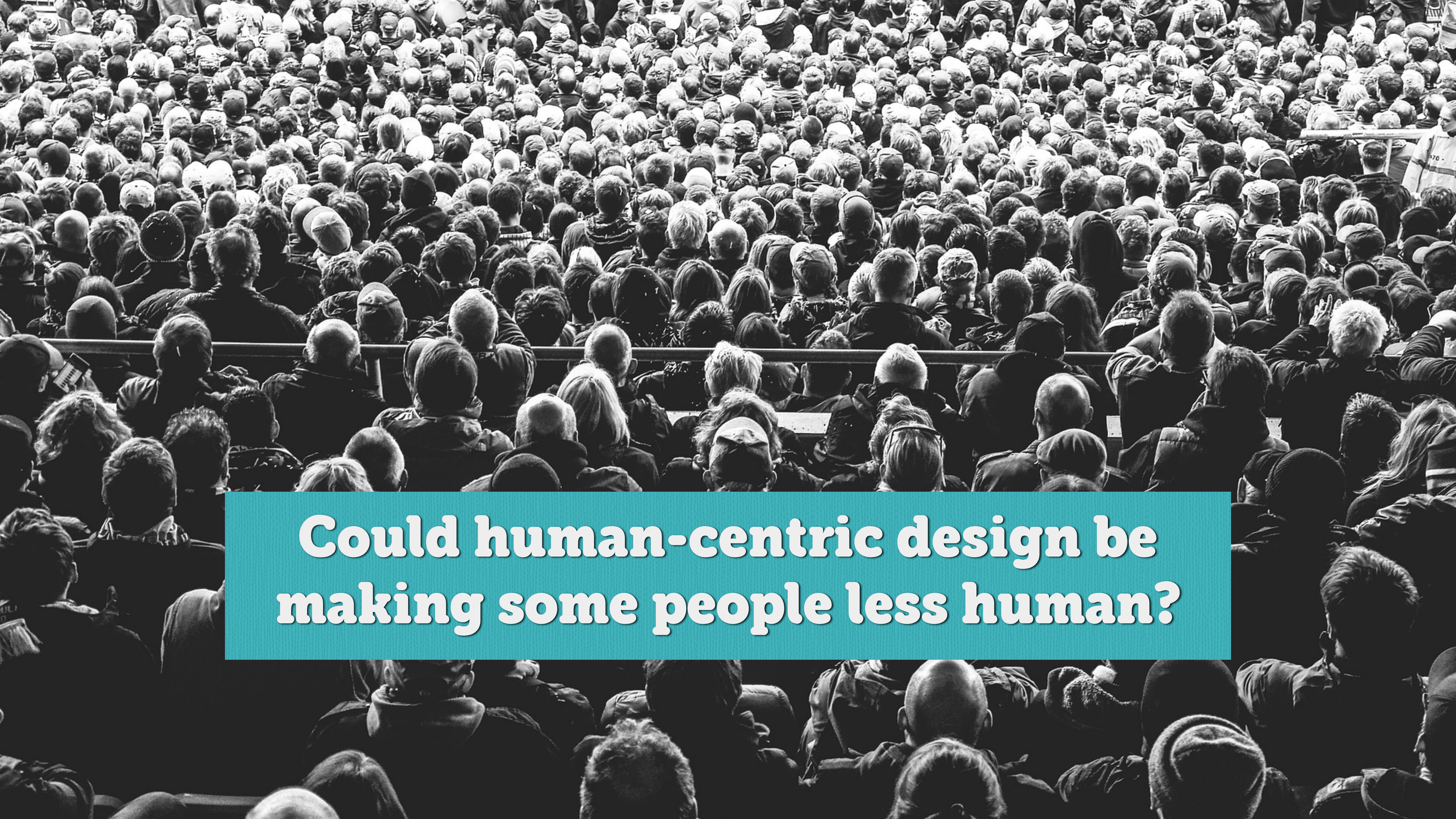
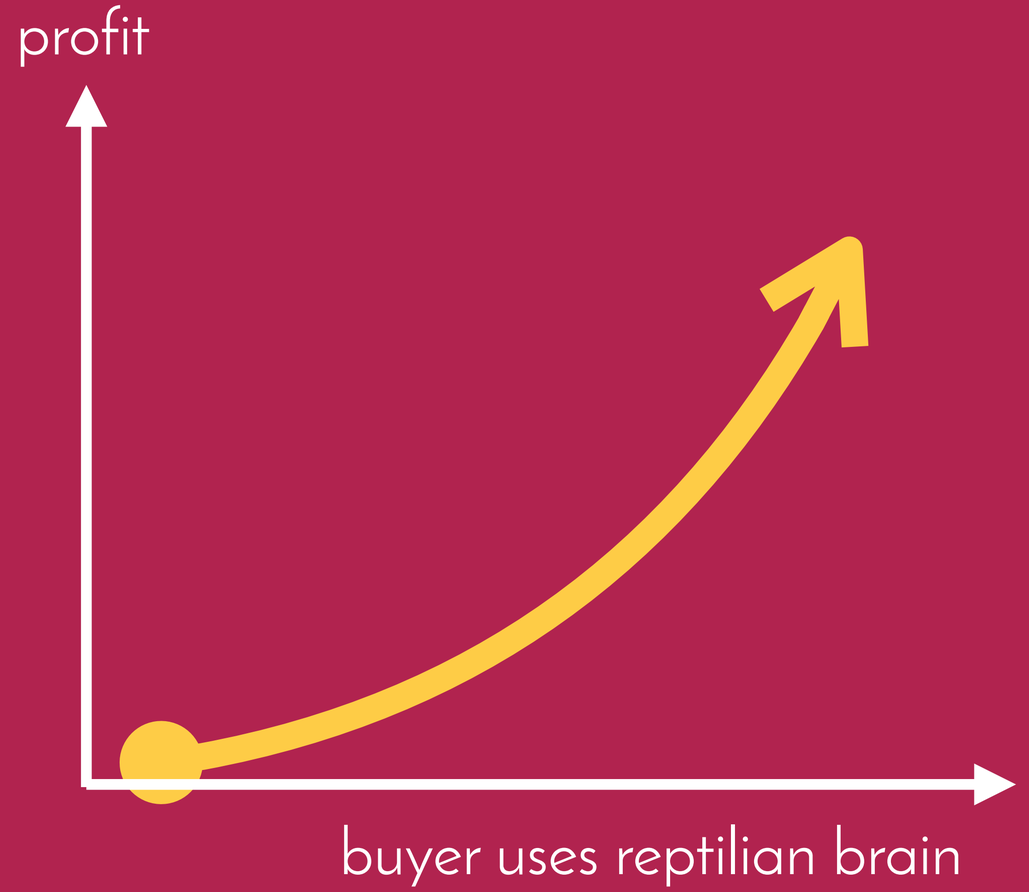
Sorry, we're
closed.


Could human-centric design be making some people less human?

also, making people less human is profitable



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physical health

mental health

personal relationships

The material we are working with is hazardous.
How are we managing this in our work?

trust

political leverage

privacy and integrity

fact resilience

decision-making

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Matt Zagaja
@mzagaja

Follow

Replying to @cydharrell

I was telling my roommate that I was mortified to learn that most people give their Uber drivers five star ratings after two years of using it, I used to think three was the “default” and I probably ruined lives, or at least made them tougher.

3:08 PM - 27 Jan 2019

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City points in Cascais, Portugal

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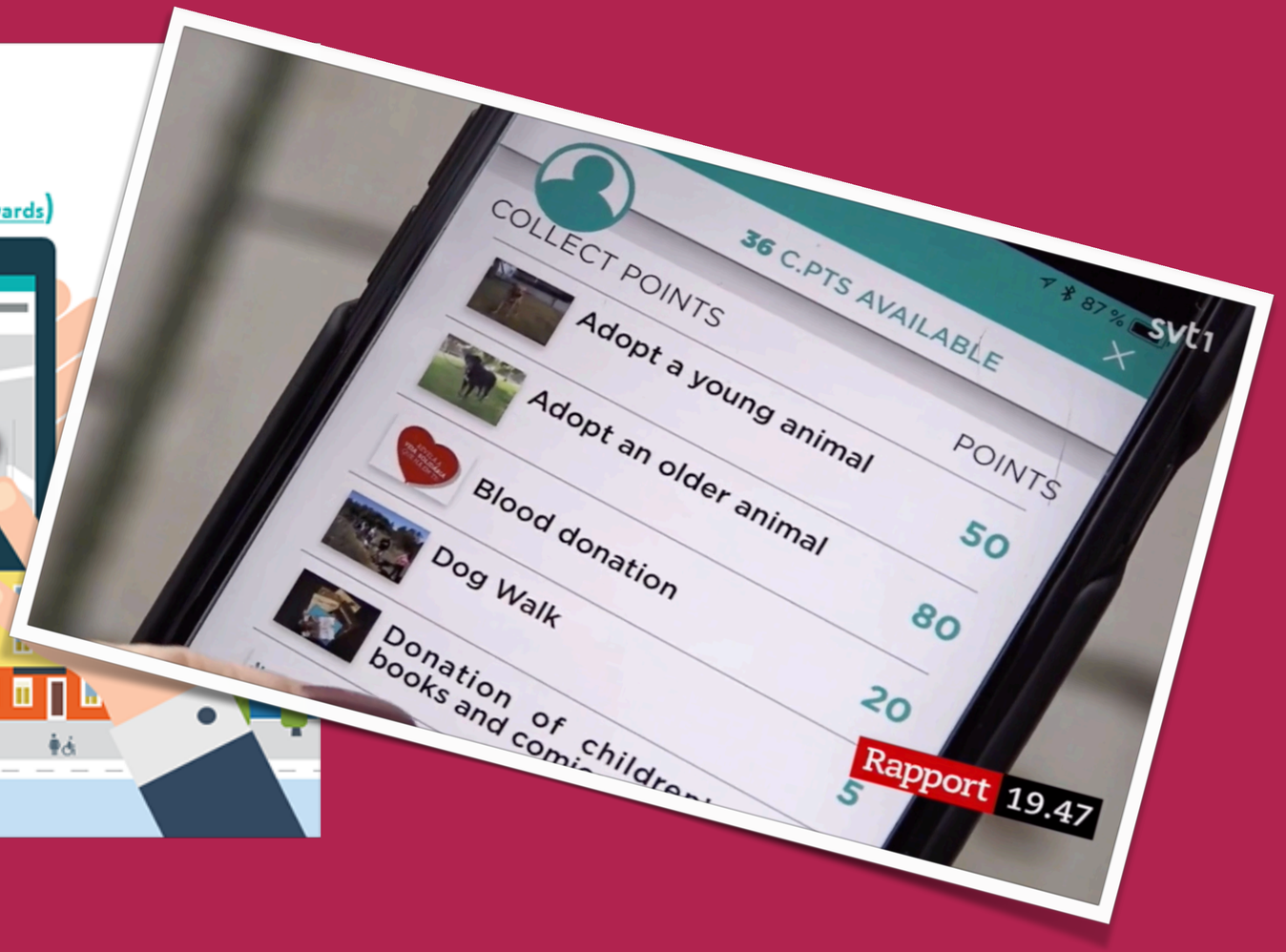
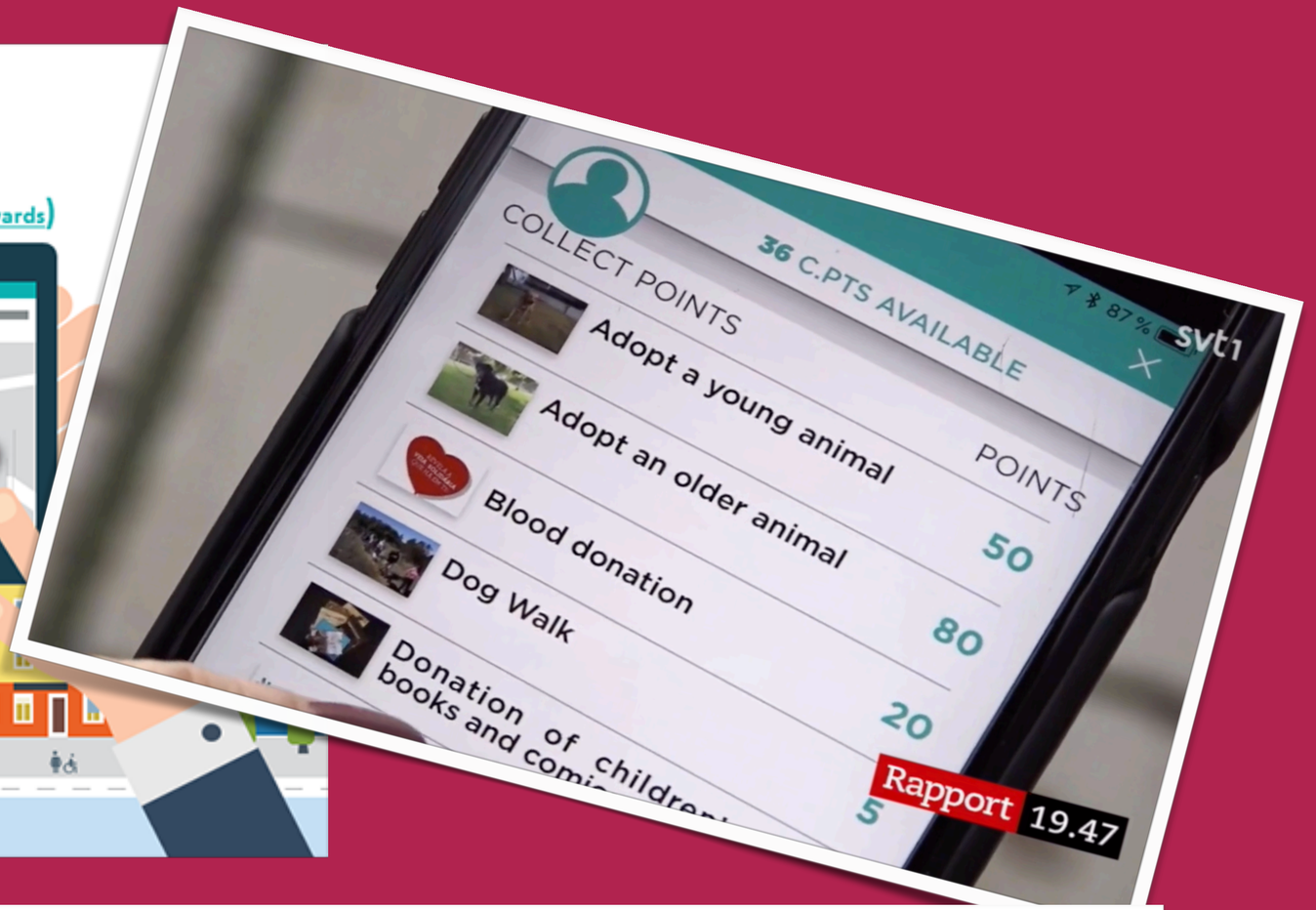
City points in Cascais, Portugal



City points in Cascais, Portugal



Cascais City Points app wins UN World Summit Award for govt, citizen engagement

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good person?

External factors are determining what constitutes a good choice. The human is given less ability to consider which choice is best for them.

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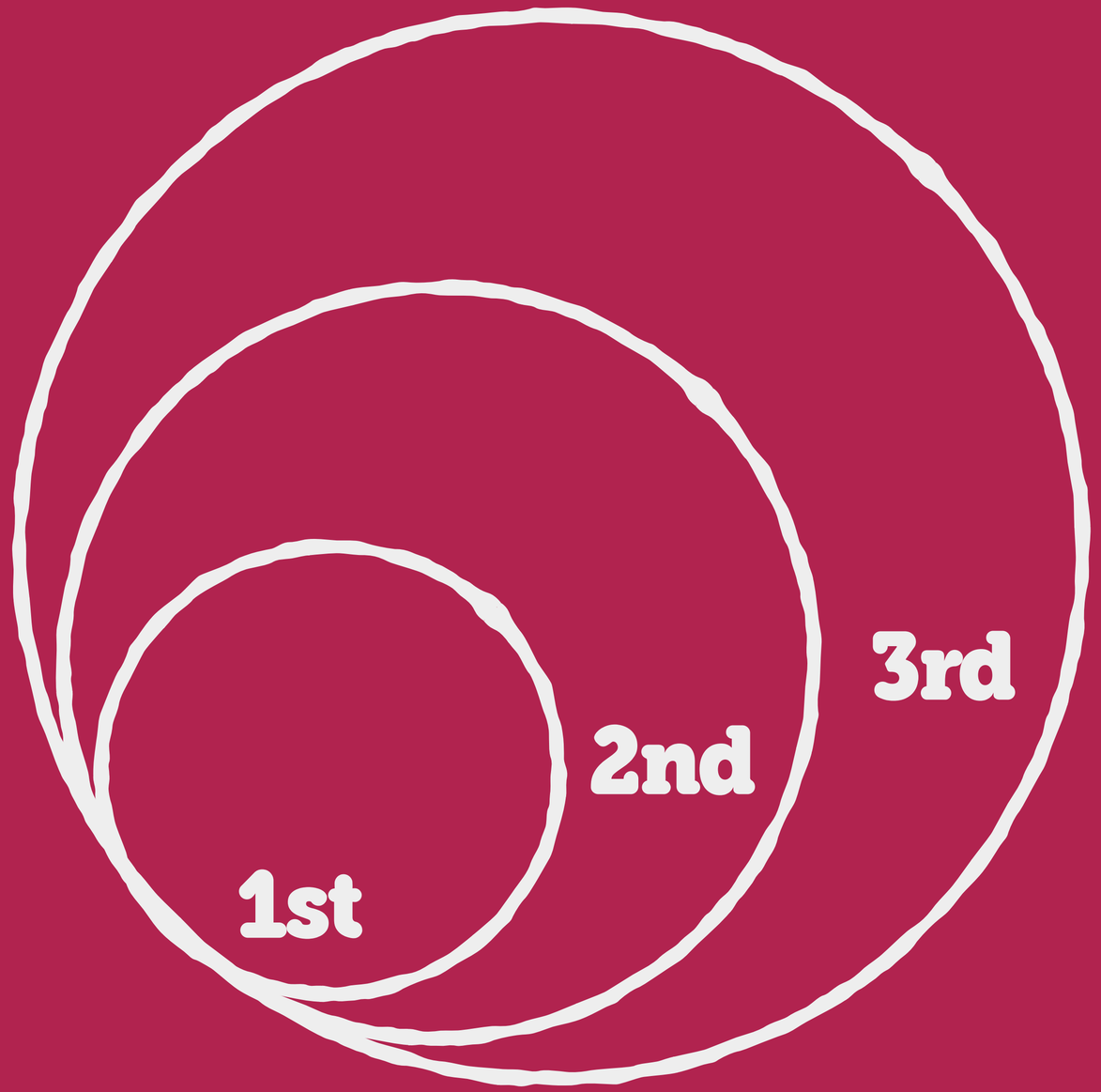
Impact



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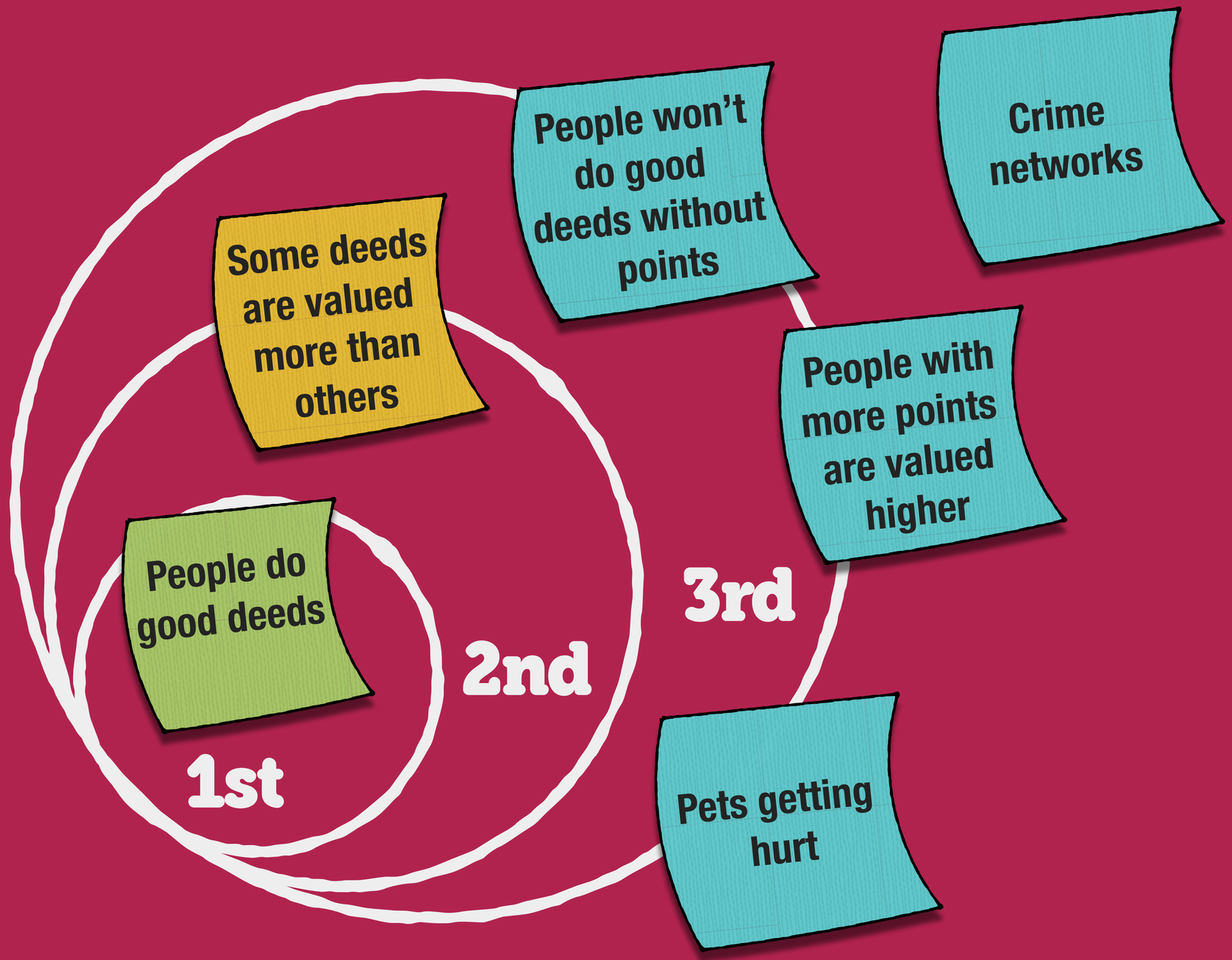
Impact



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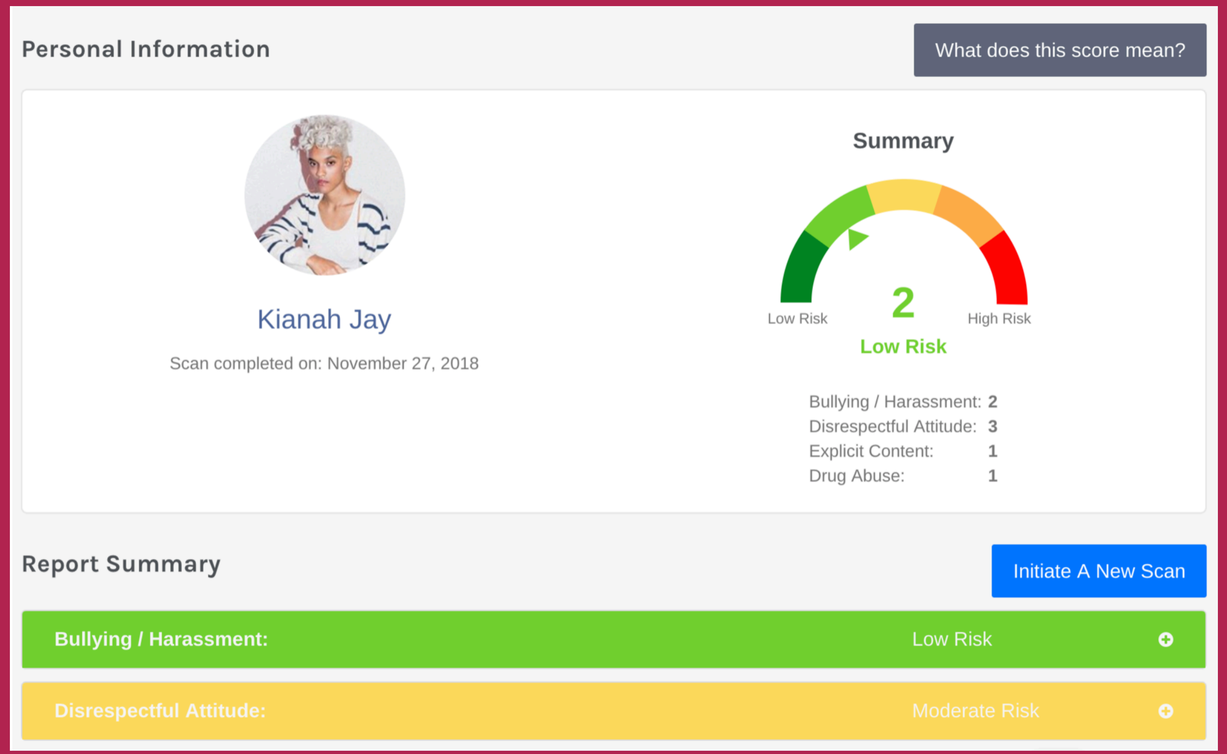

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https://gizmodo.com/predictim-claims-its-ai-can-flag-risky-babysitters-so-1830913997

NITASHA TIKU CULTURE 10.24.18 08:20 PM

WHY NETFLIX FEATURES BLACK ACTORS IN PROMOS TO BLACK USERS

NETFLIX

Last week, Netflix users raised concerns that the company was targeting African American users by race in the way it promoted films—highlighting black characters who sometimes had only minor roles in a movie.

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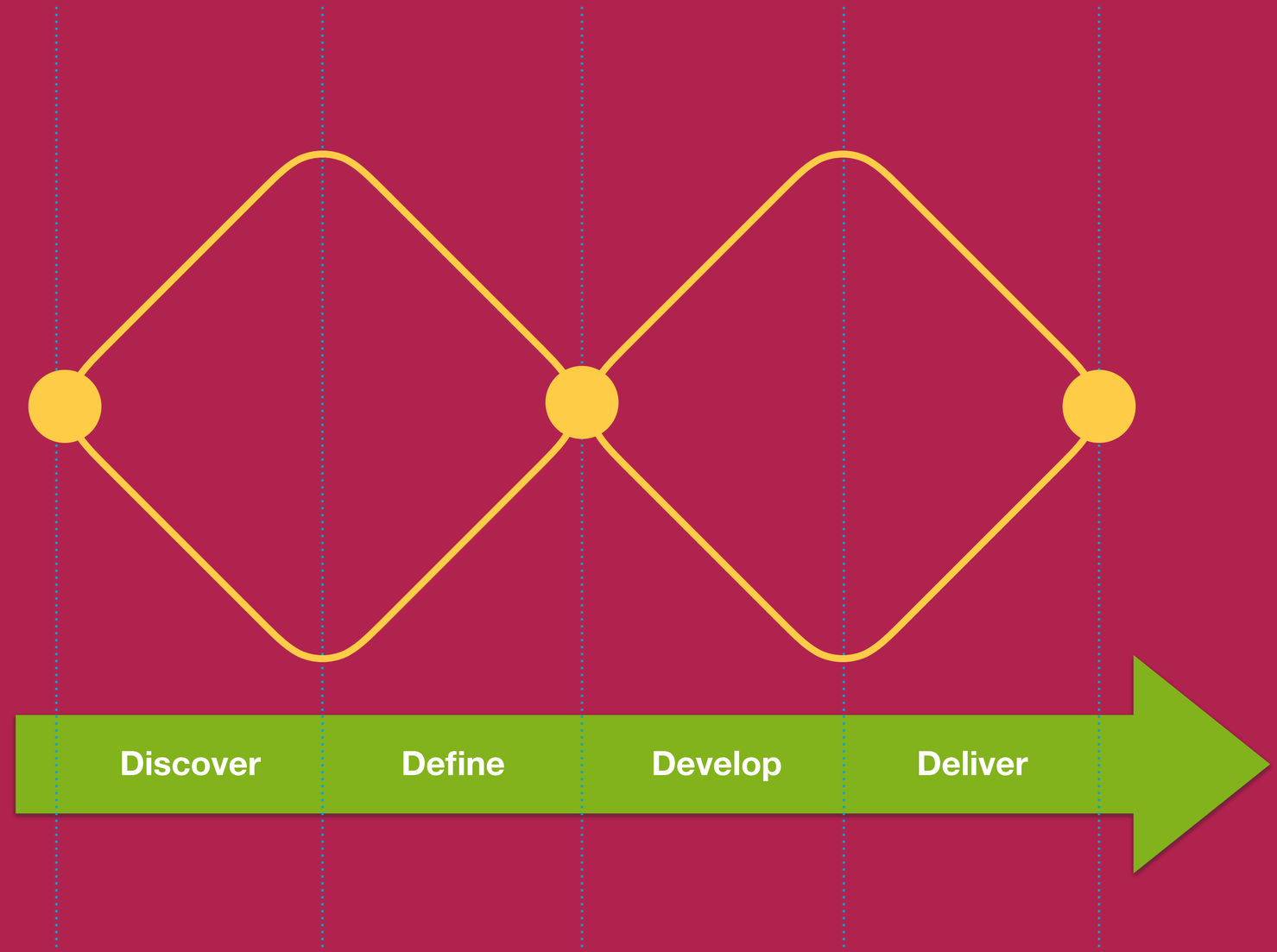
https://www.wired.com/story/why-netflix-features-black-actors-promos-to-black-users/



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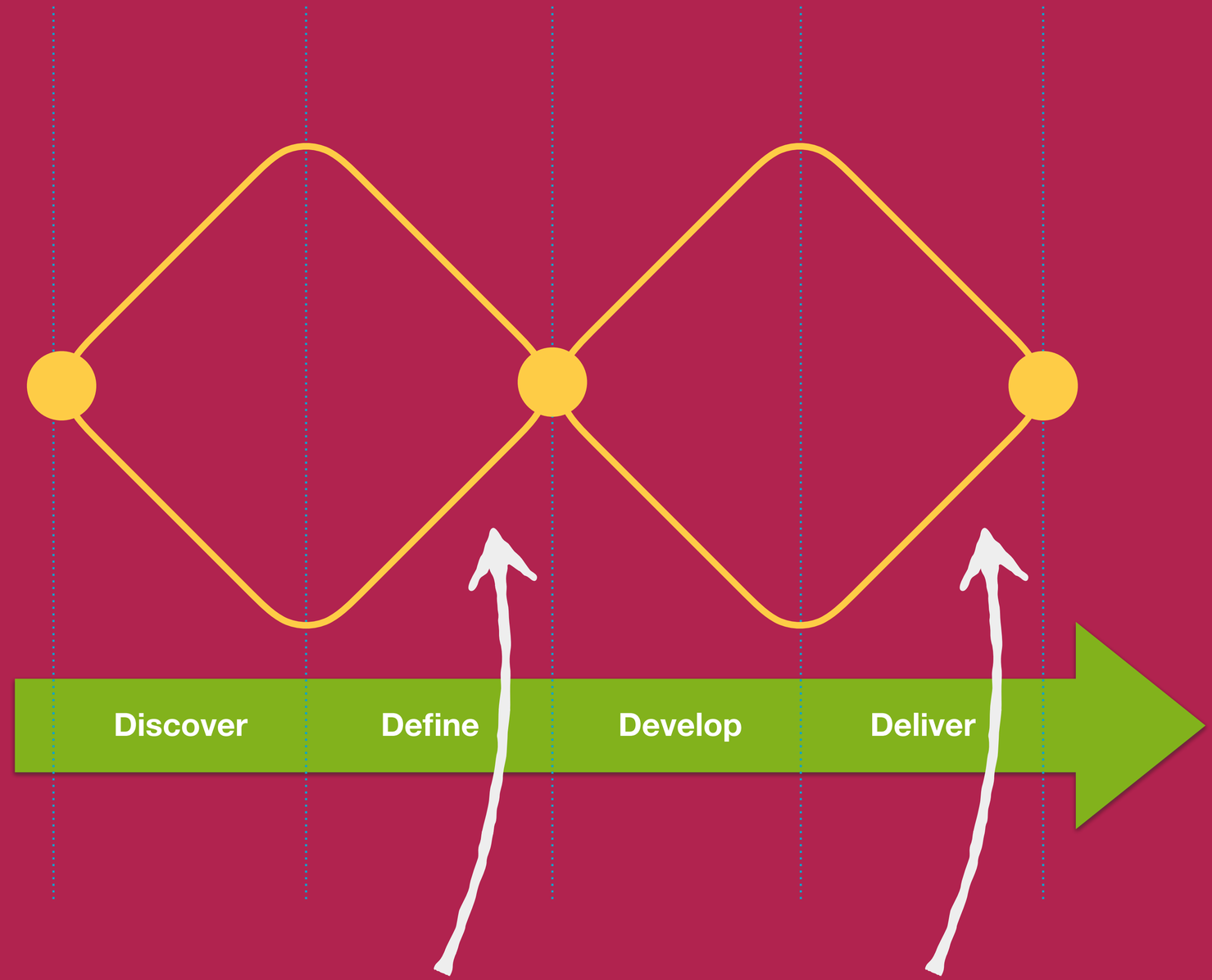

Who is excluded when the lines converge?

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Design is often a source of exclusion

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When accessibility is a side project, you are always designing for exclusion.

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assuming responsibility

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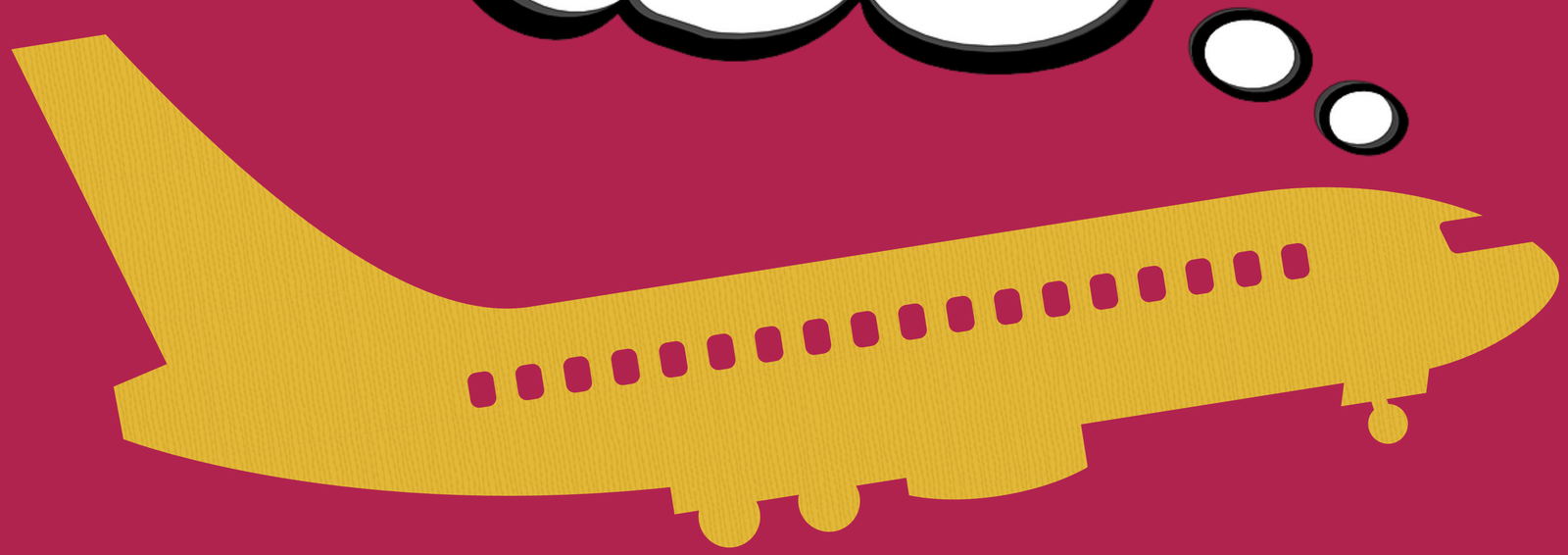
Did the designer get a good night's sleep?



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Why we make bad choices

Self-awareness
Time
Resilience
Understanding
Health

Spheres of influence

Everything else

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ETIK INOM DESIGN
INOM MIN KONTROLL
"DET HAR JU GÅTT BRA ÄNDÅ"
ENGAGEMANG
EGEN FÖRSTÅELSE
FÖRMÅGA ATT TÄNKA STEGET LÄNGRE
EMPATI
ÖPPENHET
HÄR ÄR DET JAG SOM BESTÄMMER
TÄNKA UTANFÖR SIG SJÄLV
GÖRA RISKANALYS
PERSONLIGA ÅSIKTER UH MORAL
TANKAR
KUNSKAP
KAN PÅVERKA
ATT INTE TA SIG TID
ANDRA MÄNNISKORS INVERKAN
ANDRAS KUNSKAP
KUND-MOGNAD
PENGAR
Orkar inte tänka på det
GEHÖR FRÅN MED-ARBETARE
KONTEXT
KÄNSLOR
EKONOMI
ANDRAS TRYGGHET
Diskussion som uppmärksammar etik inom design men inte leder någonvart
BRISTANDE SAMFÖRSTÅND
FÖRSTÅELSE
TYDLIGHET
MOTIVATION
KUND-RELATION
KOMPETE
INVANDA BETEENDEN
TRO
TJÄNSTE-TYP
... MEN VAD ÄR DÅ ETIK?
DEN HÖGRE MAKTEN
Vågar inte tänka på det
Okunskap
Omognad
EKONOMI
KUNDENS FÖRSTÅELSE & MOTIVATION
VÅRDERINGAR
METODER
MÖNSTER
TIDSBRIST
RELATIONER
KULTUR
TIDS-BRIST
Hör inte tik ämnet
SITUATION
PÅVERKAN UTIFRÅN
DAGSFORM (PRIVATLIV)
ANNAT
LAGAR
ÅLDER
KÖN
SAMHÄLLS-NORMER
FÖRETAGETS VÄRDERINGAR
FÖR KOMPLEXT
(FÖRETAGS-) LEDNING
Omoral
AFFÄRSMÅL
ARBED-KULTUR
ERFARENHETER
UPPVÄXT
Sadipal
Stationery papers
www.sadipal.com
Lapizarra

The con in consent

I asked Tinder for my data. It sent me 800 pages of my deepest, darkest secrets

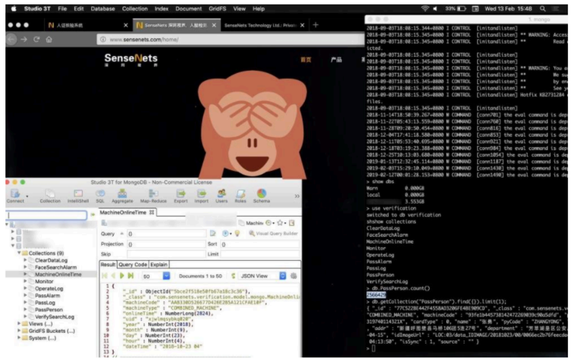
Amazon sent 1,700 Alexa voice recordings to the wrong user following data request

CNET.COM · Feb 17

These Android apps have been tracking you, even when you say stop

ZDNET.COM · Feb 17

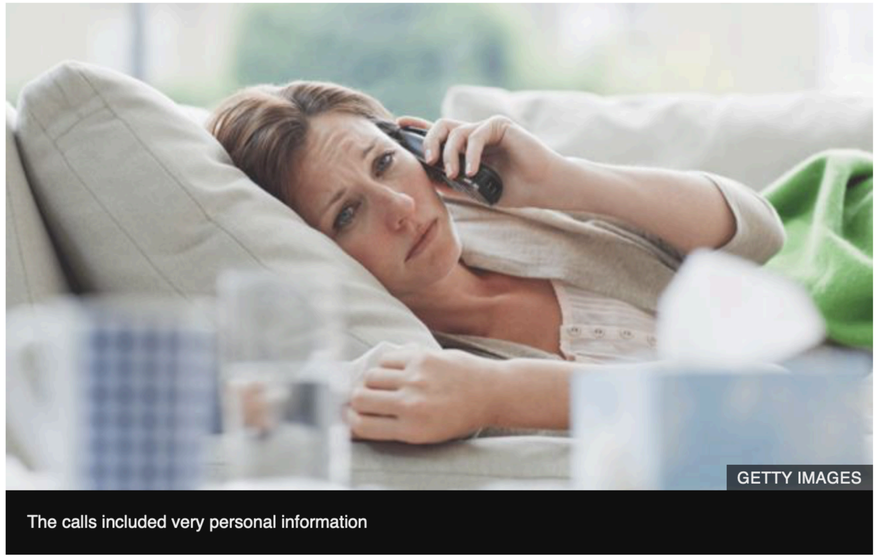
Chinese company leaves Muslim-tracking facial recognition database exposed online



One of the facial recognition databases that the Chinese government is using to track the Uyghur Muslim population in the Xinjiang region has been left open on the internet for months, a Dutch security researcher told ZDNet.

Millions of medical calls exposed online

19 February 2019 Share



The calls included very personal information

Millions of calls made by Swedes seeking medical advice via a national health service telephone line have been exposed online.

Some 2.7 million conversations dating back to 2013 **were uncovered by technology news site Computer Sweden** on an unencrypted web server.

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The con in consent

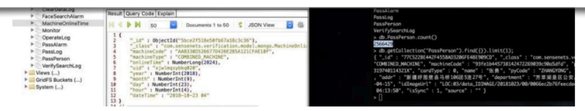
I asked Tinder for my data. It sent me 800 pages of my deepest, darkest secrets

Amazon voice re wrong u request

CNET.COM · Feb 17

These Android apps tracking you, even when you say stop

76 work days to read all privacy policies you're exposed to during a year



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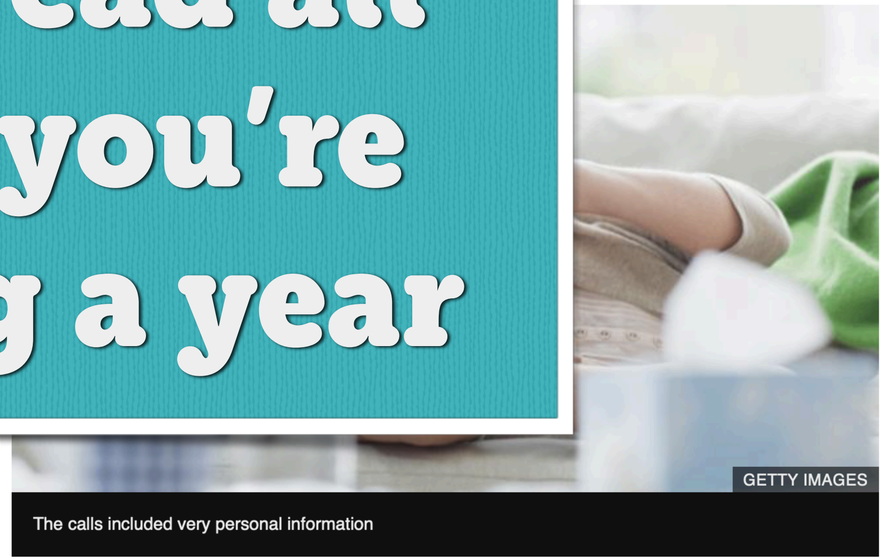
Millions of medical calls exposed online

Share



GETTY IMAGES

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https://www.theatlantic.com/technology/archive/2012/03/reading-the-privacy-policies-you-encounter-in-a-year-would-take-76-work-days/253851/

Who on the team has the biggest insight into the impact of the design on human beings?

Who on the team has the biggest insight into the impact of the design on human beings?

a defining moment...

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the tools

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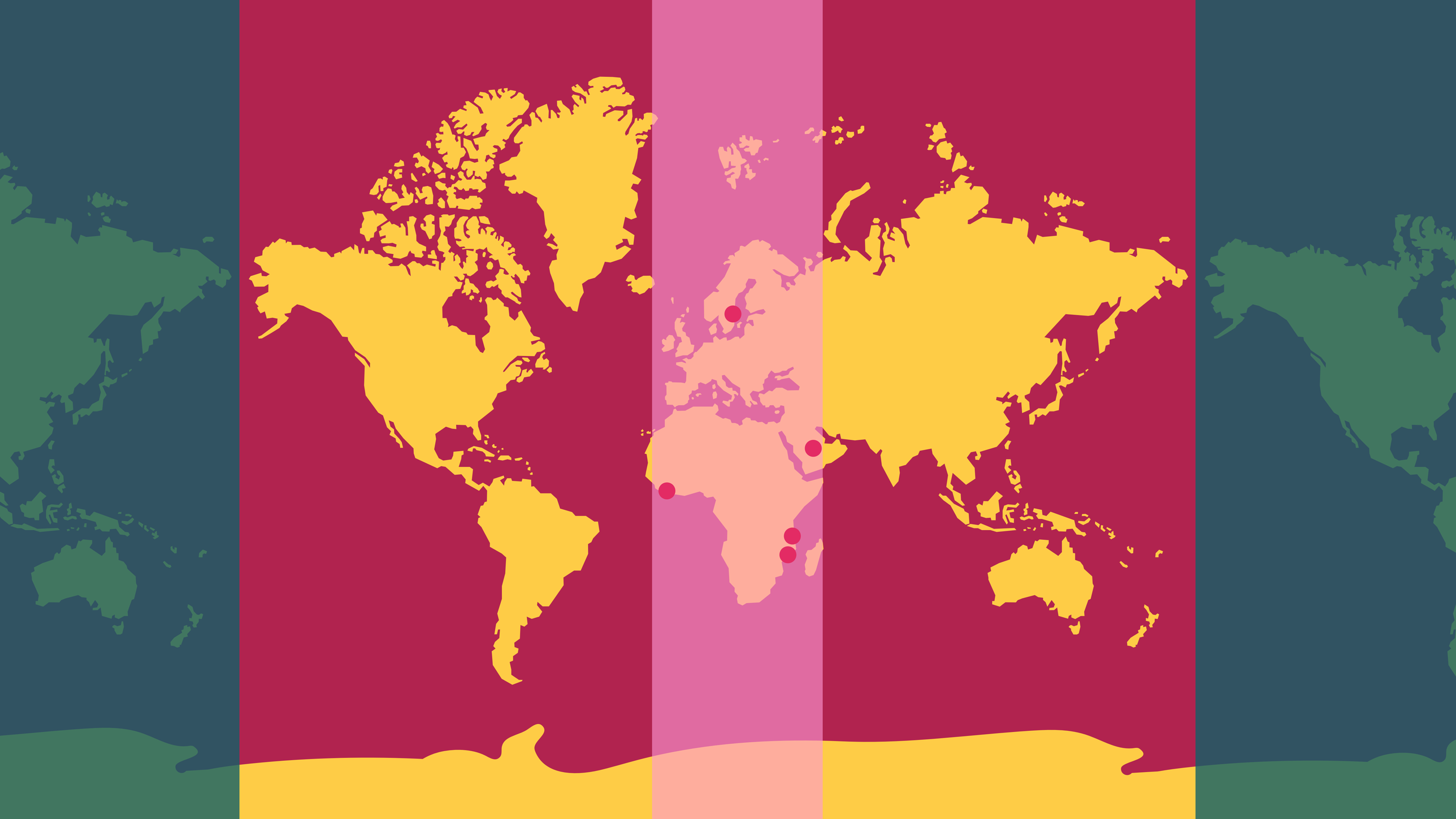

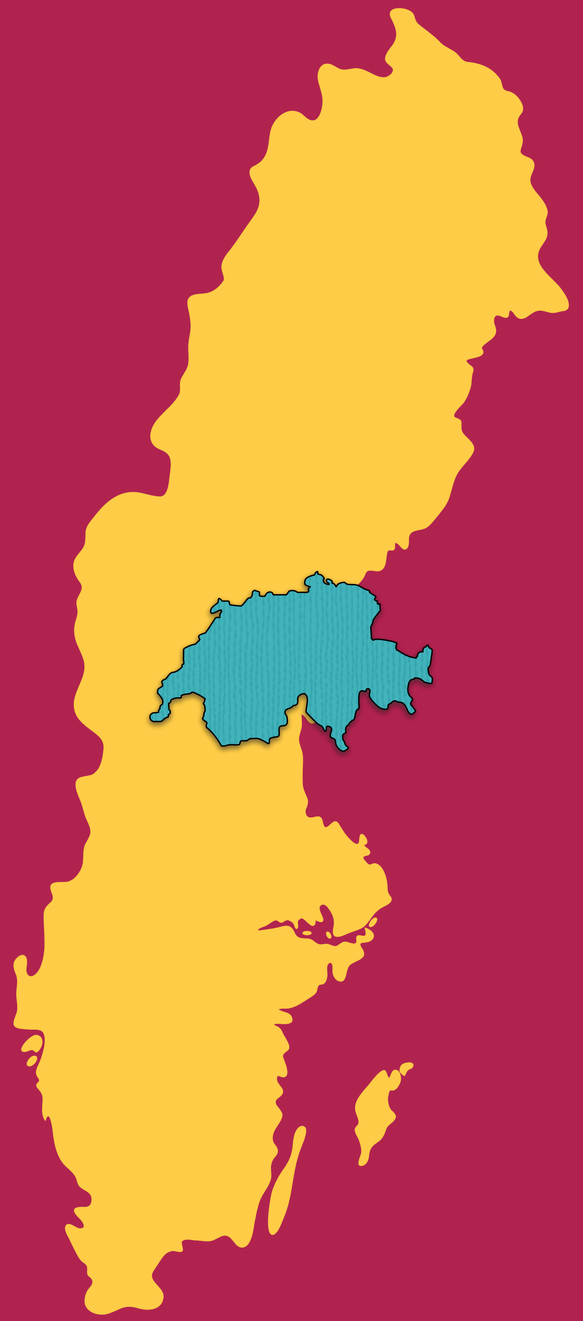

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mapfight.appspot.com

Image © 2012 TerraMetrics
© 2012 Cnes/Spot Image
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image IBCAO

The Authagraph map projection centered on Europe

Hajime Narukawa worked for 6 years on this map, and won the 2016 Good Design Awards - Grand Award.

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https://curiosity.com/topics/the-authagraph-is-the-worlds-most-accurate-map-curiosity/

1
球面を 96 領域に分割する
2
球面の分割領域の面積比（この場合全球面に対し９６分の１の比率）を保ちながら太った正四面体に変形（写像）する
3
同じように面積比を保ちつつ太った正四面体の面を平らにすると正四面体の地球ができる
4
正四面体にはさみを入れ切り開く
5

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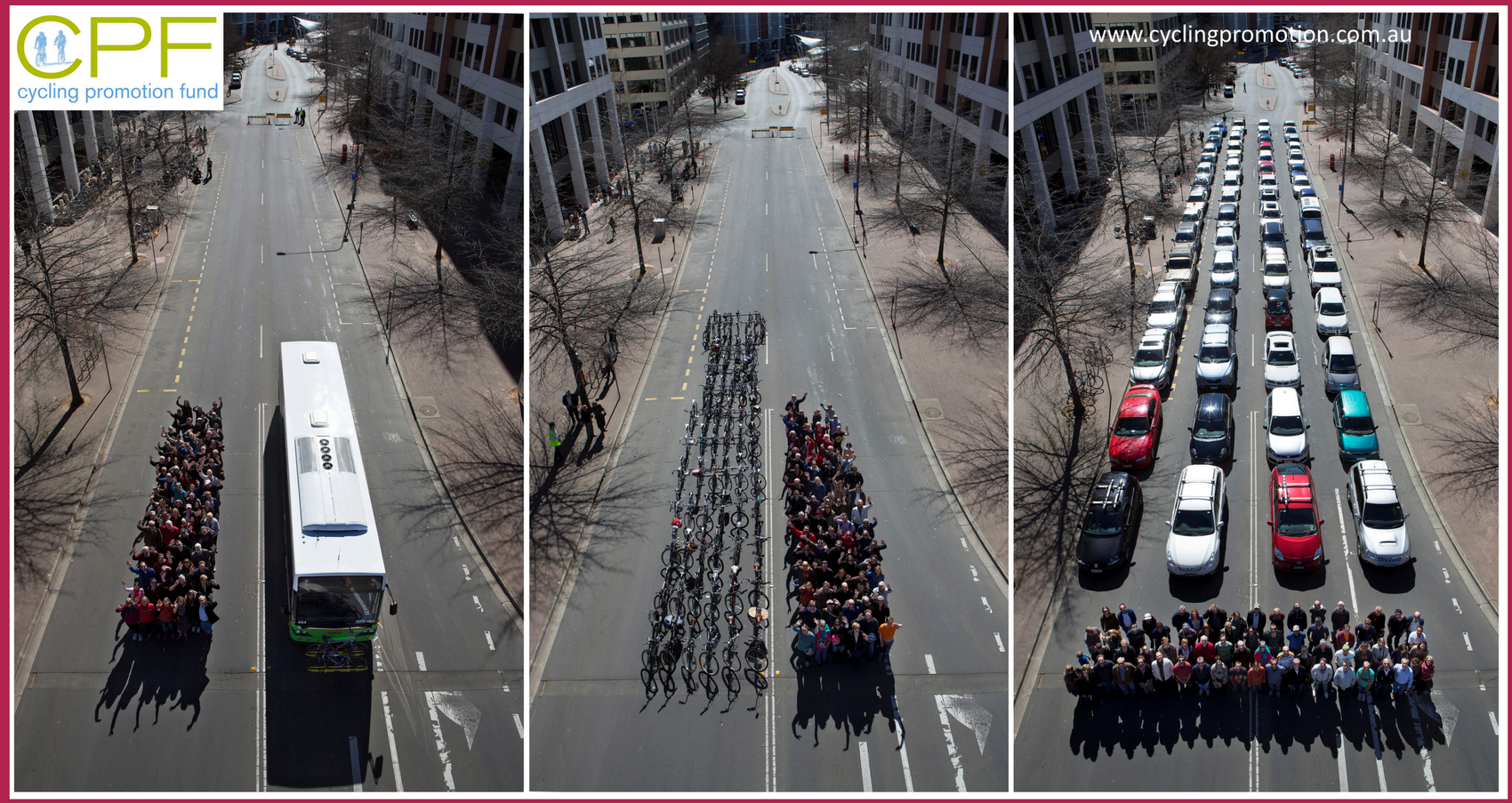
BRTC

Road space taken by 60 people



on a bus

on bicycles

in cars

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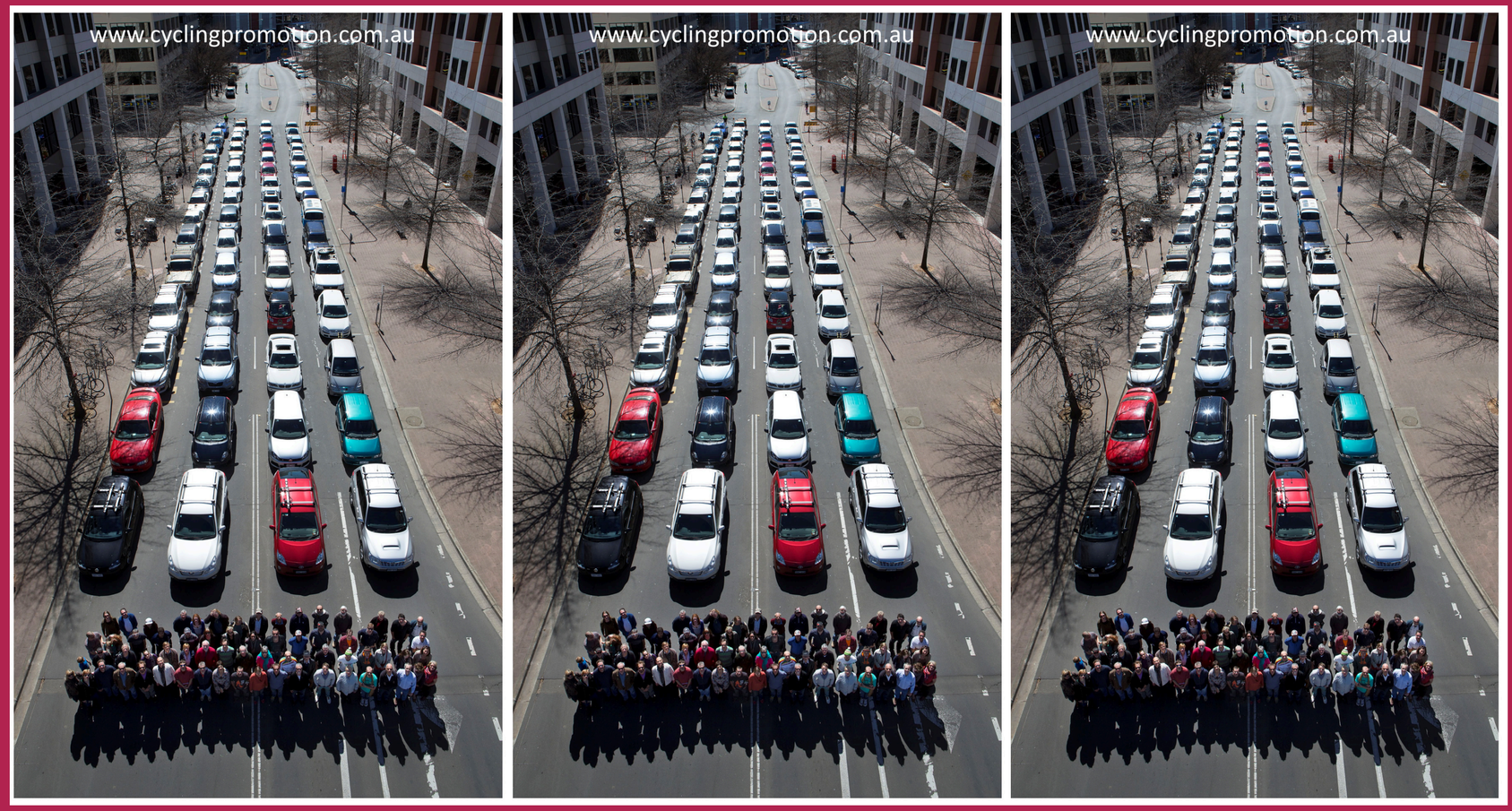
Road space taken by 60 people



fossil-fuel cars

electric cars

autonomous cars

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We can not keep using the same maps and expect negative impact to reveal itself.

The Inclusive Panda

axbom.eu/panda

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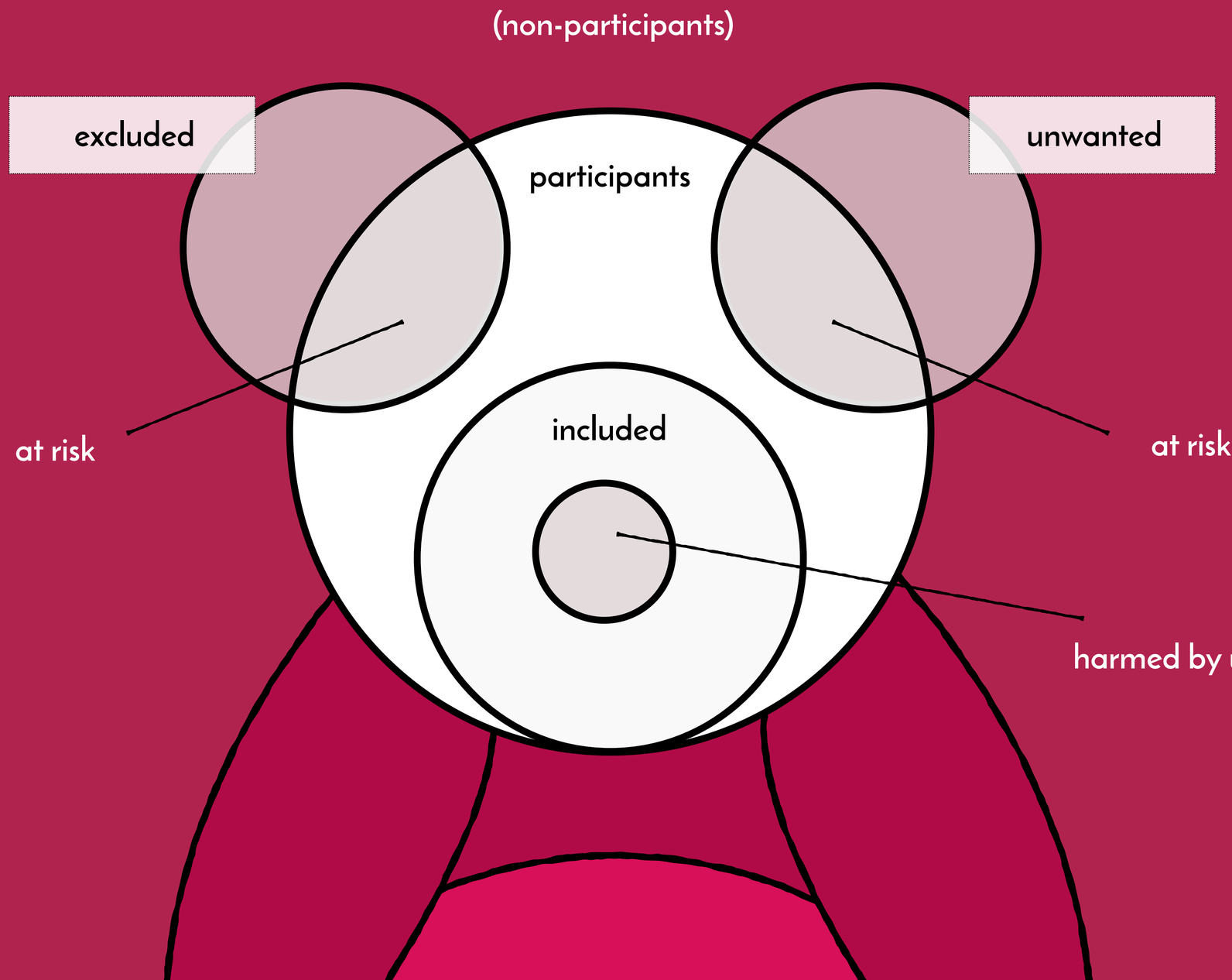
The Inclusive Panda

axbom.eu/panda



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The Inclusive Panda

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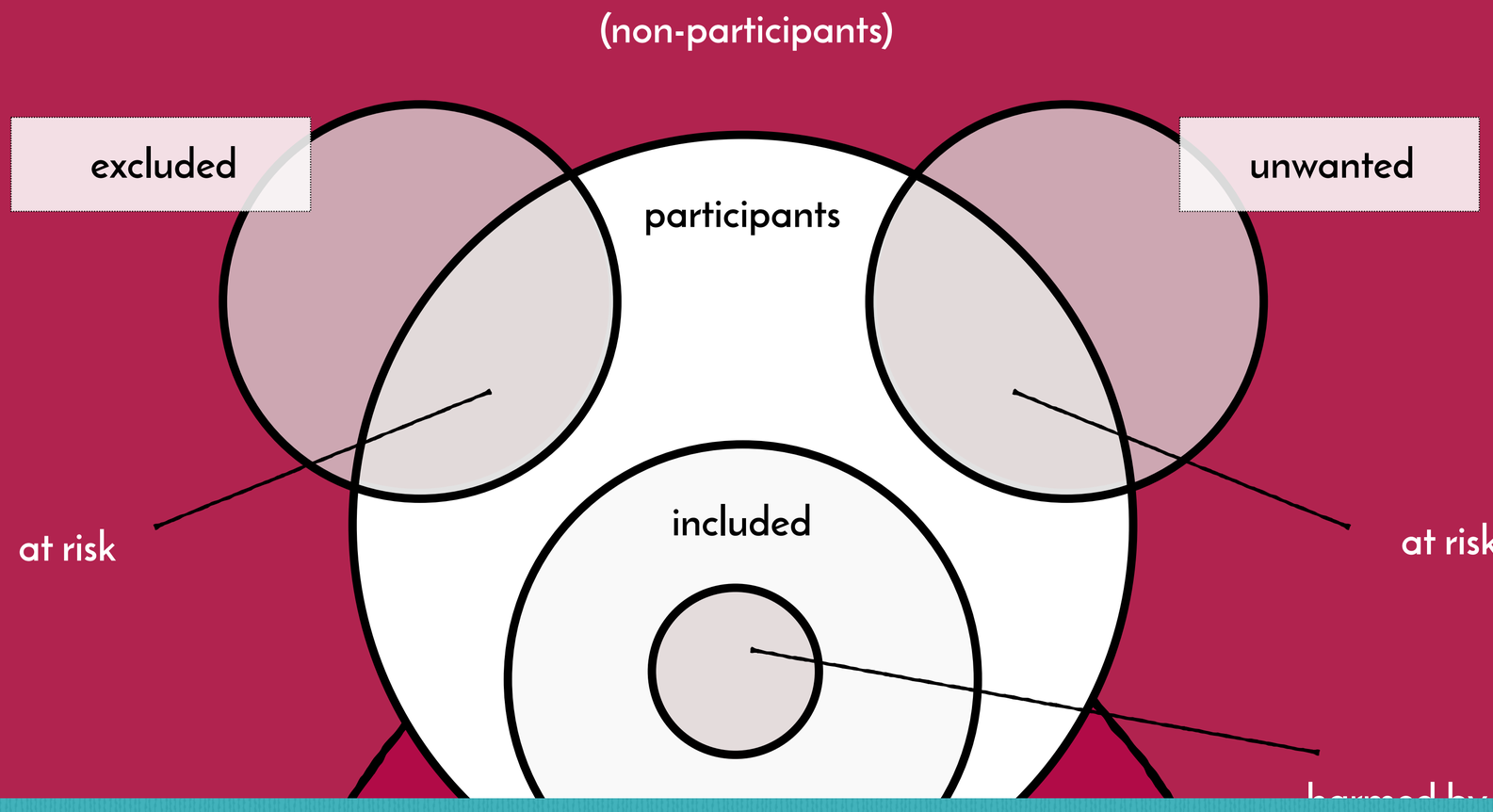

Use it to consider the effects on more people than your "target group".

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Impact mapping

What?

Who?

How harmful?

How much do we contribute?

How likely?

How burdened?

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Impact mapping

What?

Who?

How harmful?

How much d
contribute

How likely?

How burdened?

Use it to help your organization understand impact, and prioritise the backlog.

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Friction

Force considered decisions

Educate before wider use

Match expectations

Avoid conflicts

Give relevant challenges

Improve service quality

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Friction

Force considered decisions

Educate before use

Match expectations

Avoid conflicts

Give relevant challenges

Improve service quality

Use it to help people think before they act

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what now?

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- Design excludes
- Design removes abilities
- Design is often short-term and manipulative
- Organizations are not realising the harm until very late in the game
- **People are not happy and are pushing back.**

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people as cattle

- The not-so-profitable are excluded and put aside,
- while the rest are branded with tracking devices.
- A points system separates the good ones from the bad ones,
- as they are herded around specific paths to provide the highest value for the farmer…

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As designers proclaiming human insight and a willingness to improve people's lives...

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As designers proclaiming human insight and a willingness to improve people's lives...

we can do better.

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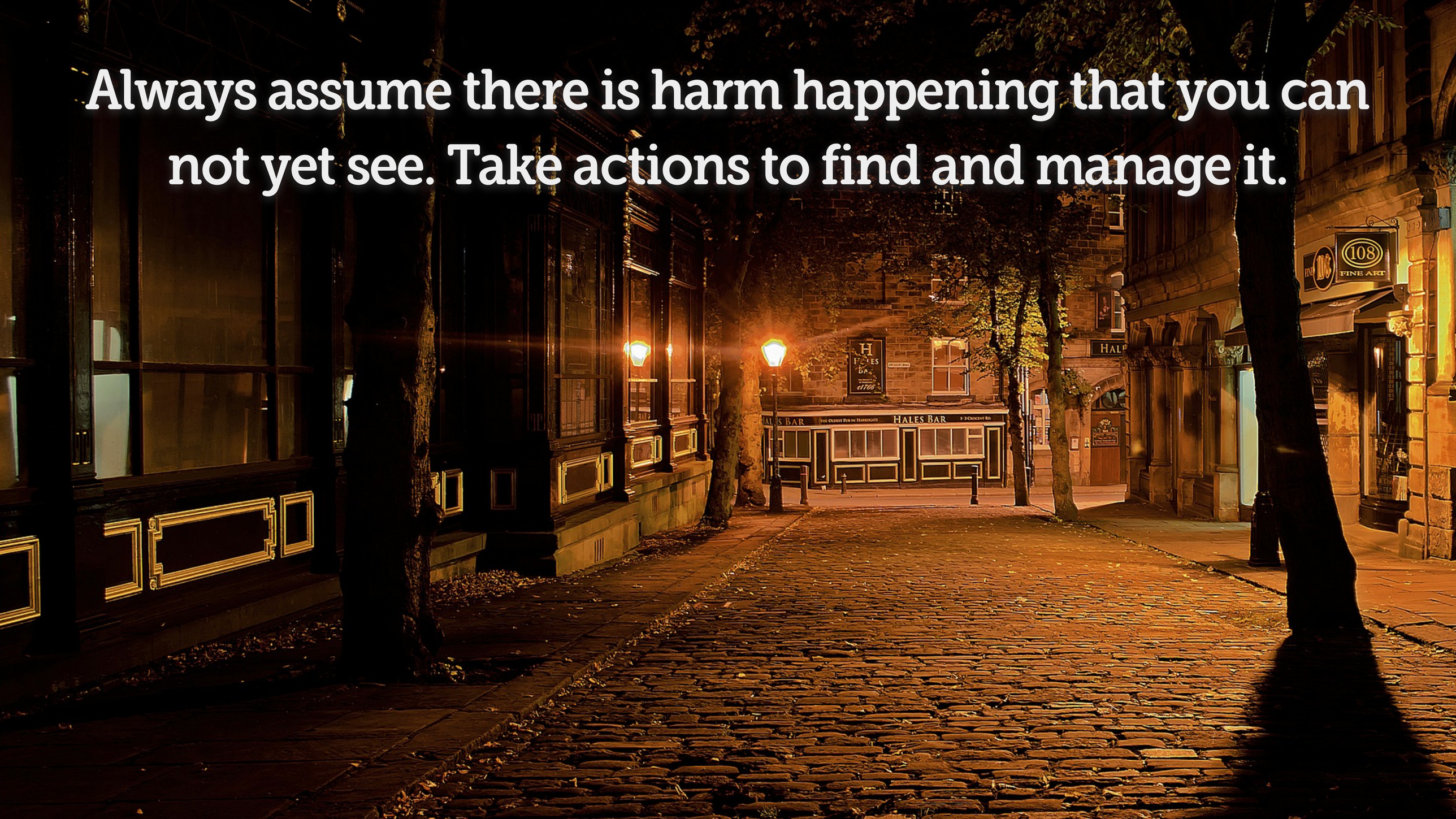
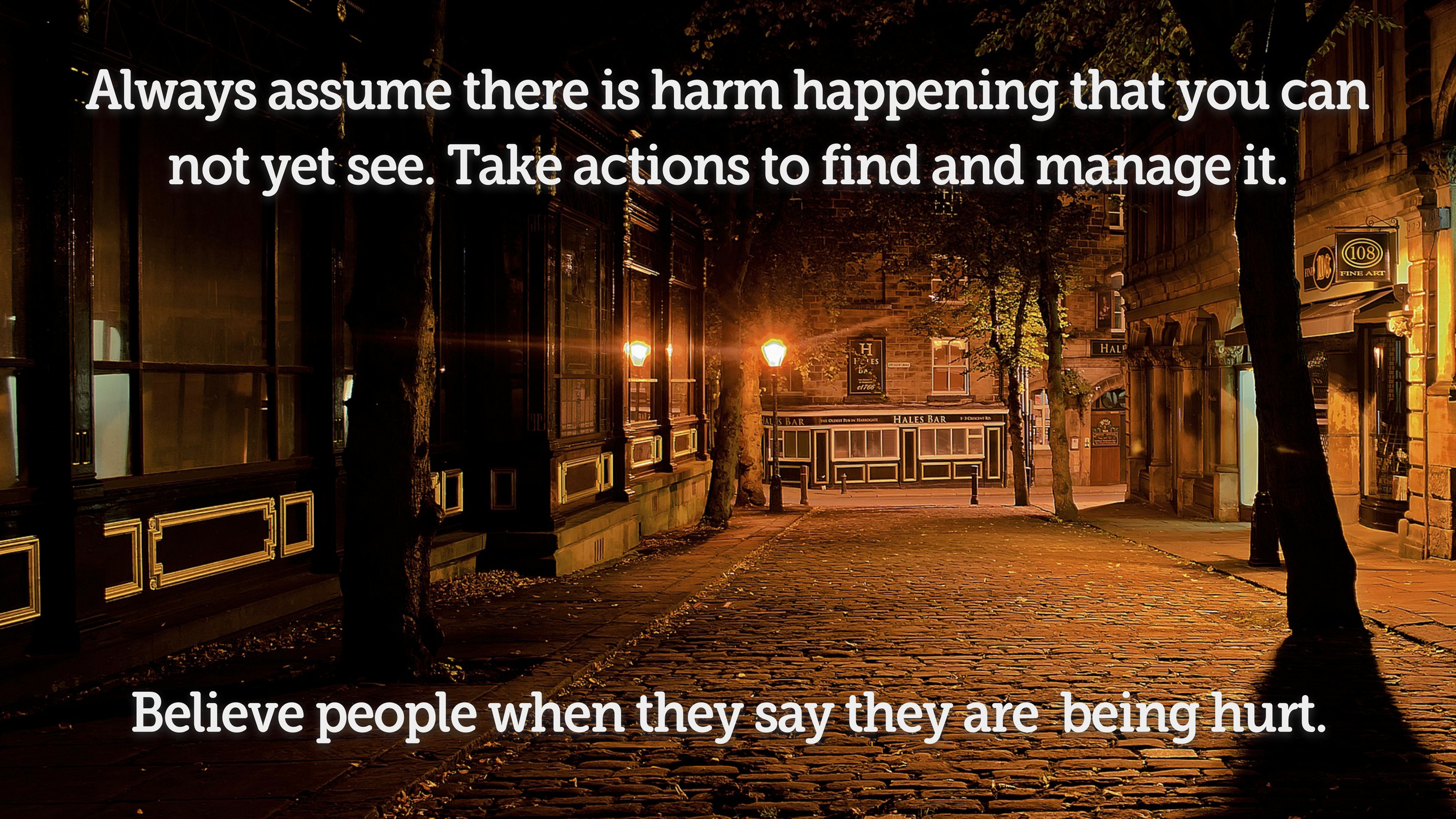
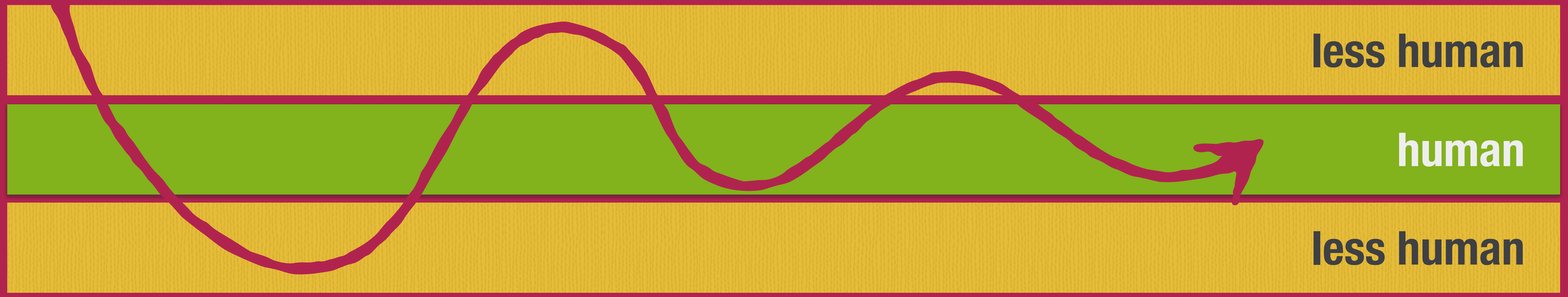
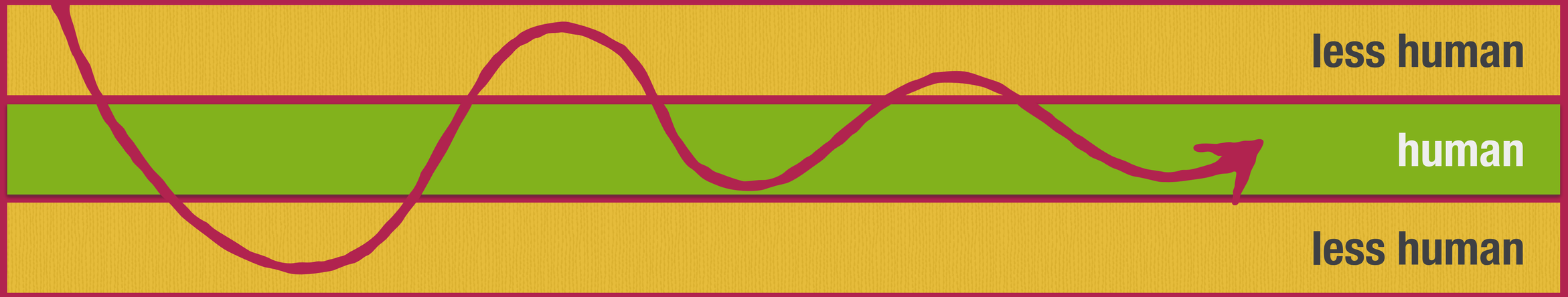

Always assume there is harm happening that you can not yet see. Take actions to find and manage it.
HALES BAR
THE OLDEST PUB IN HARROGATE
HALES BAR
1-3 CRESCENT RD
108
FINE ART


Always assume there is harm happening that you can not yet see. Take actions to find and manage it.
HALES BAR
THE OLDEST PUB IN HARROGATE
HALES BAR
108
FINE ART
Believe people when they say they are being hurt.



Ethical design is not about stopping technical innovation. It's about influencing its direction.

(with better maps and indicators)



Remember:
Technology is not harmful in itself.
Technology is designed.

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Per, I just realised:

Now I can go to work with a new goal in mind. It's **not** to make as many people as possible buy as much as possible.

It's helping people make the choice that is best for them.

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Per, I just realised:

Now I can go to work with a new goal in mind. It's **not** to make as many people as possible buy as much as possible.

It's helping people make the choice that is best for them.

Now I'm actually looking forward to it!

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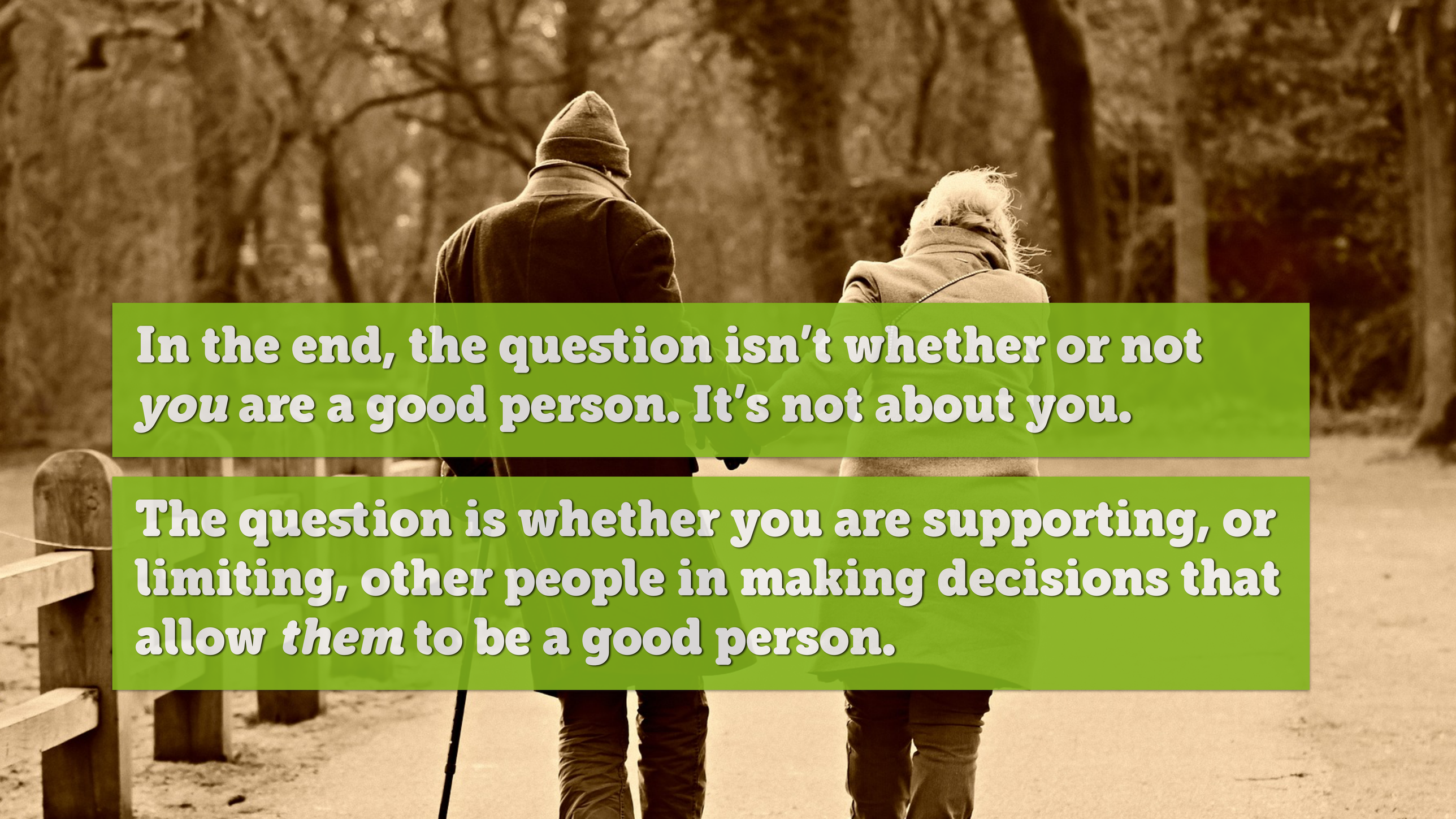
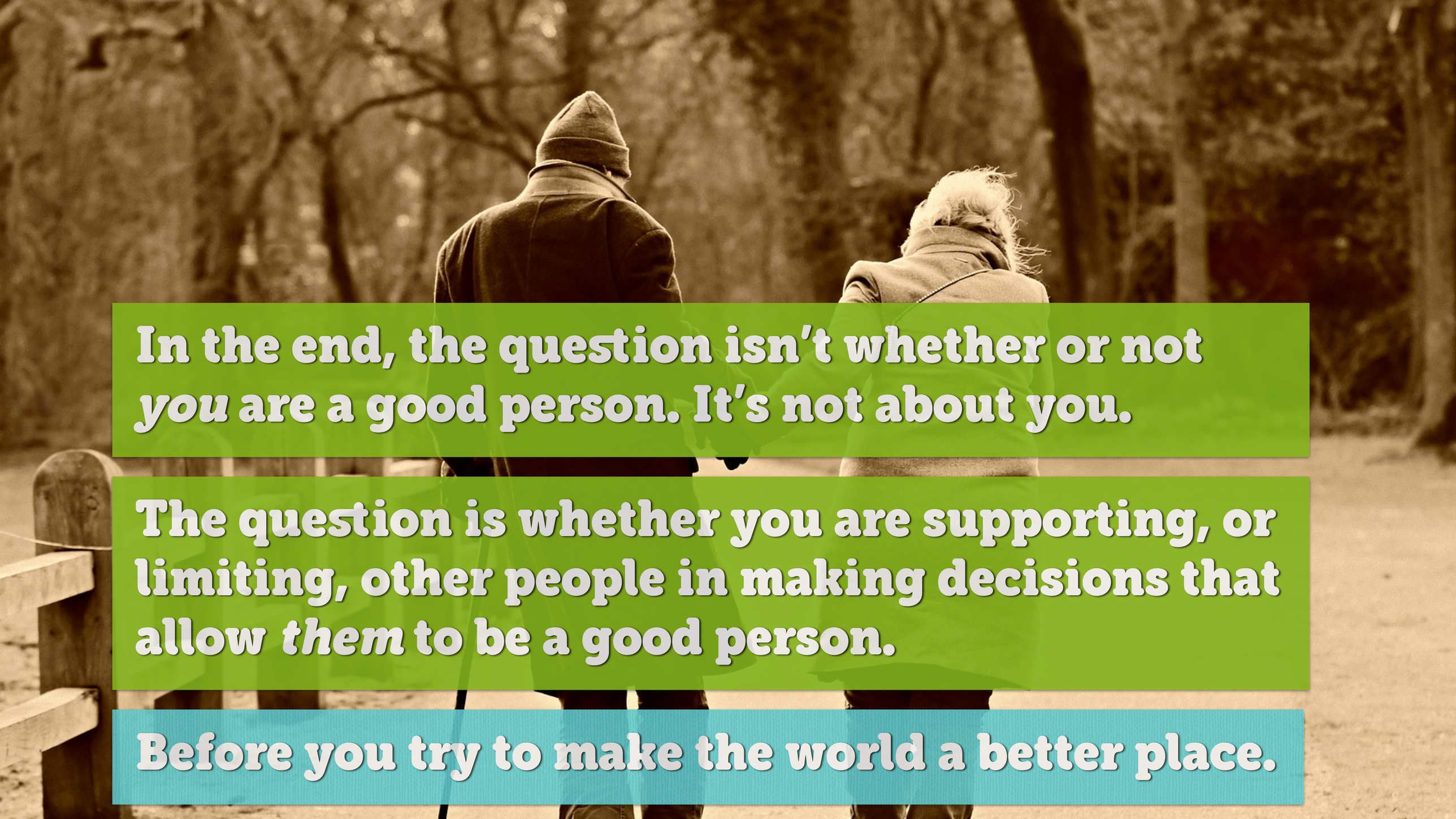
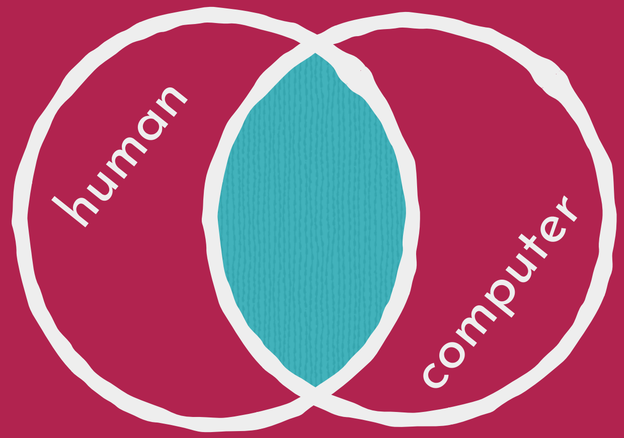

In the end, the question isn't whether or not *you* are a good person. It's not about you.
The question is whether you are supporting, or limiting, other people in making decisions that allow *them* to be a good person.



In the end, the question isn't whether or not *you* are a good person. It's not about you.

The question is whether you are supporting, or limiting, other people in making decisions that allow *them* to be a good person.

Before you try to make the world a better place.



Let's make people

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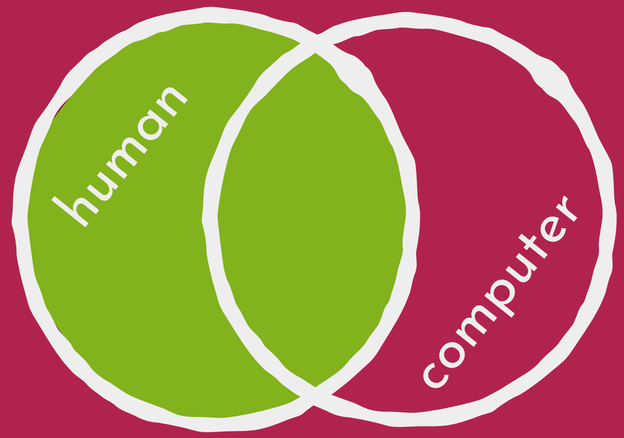

Let's make people human again.

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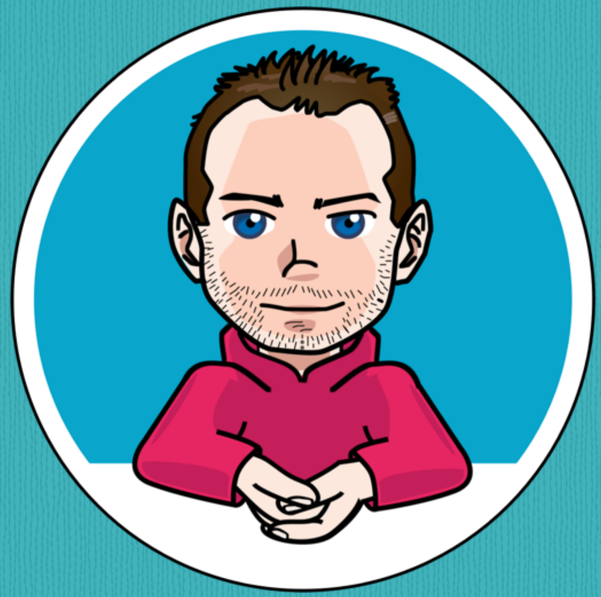
Thank you.

Slides and links are
on axbom.eu/wiad19



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