Managing Social Impact in Design

Tools and methods for anticipating consequences of technology
sociale impact
uitgangspunt
verantwoordelijkheid nemen...
WHAT is design thinking?

...is human-centered problem solving with an emphasis on collaboration, creativity, & empathy. The key to the process is empathizing with the user’s needs to solve the problem.
nieuwe aanpak nodig
nieuwe aanpak nodig

Social ecology

Social

Individual

Physical design

Social mediation

Technology:
Contextual characteristics
2 cases
resultaat: nieuwe werkwijze

- anticipation
- visualization
- awareness
1. Determined social environment
   Determination of influential factors (focus on quality of insights)

2. Identification
   Observation of new practices

3. Construction and interpretation of (identified or anticipated) social mediation patterns

4. Identification of contextual characteristics leading to social impacts
Managing Social Impact in Design
Tools and methods for anticipating

visualiseren

Social level

Observed realities

changed practices

Use level

Theoretical descriptions

use goals & characteristics

changed behavior

social goals & characteristics
**bewustzijn creëren**

<table>
<thead>
<tr>
<th>Known social context</th>
<th>Unknown social context</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>2</td>
<td>4</td>
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**Diagram:**
- A table with two rows and two columns.
- The first row has the headers: Existing functionality and New functionality.
- The second row has the labels: Known social context and Unknown social context.

**Image:**
- A medical device, possibly an analysis machine.
- Photos of a hospital room and a smartphone.

**Planning Calendar:**
- Dates and times are visible, but not legible.
- Sections labeled WERKSTAAF and PLANNING.
conclusie