

Spekulativním designem ke kritickému nahlížení AI

a spekulaci o budoucnosti

Roman Sellner Novotný





{ a }

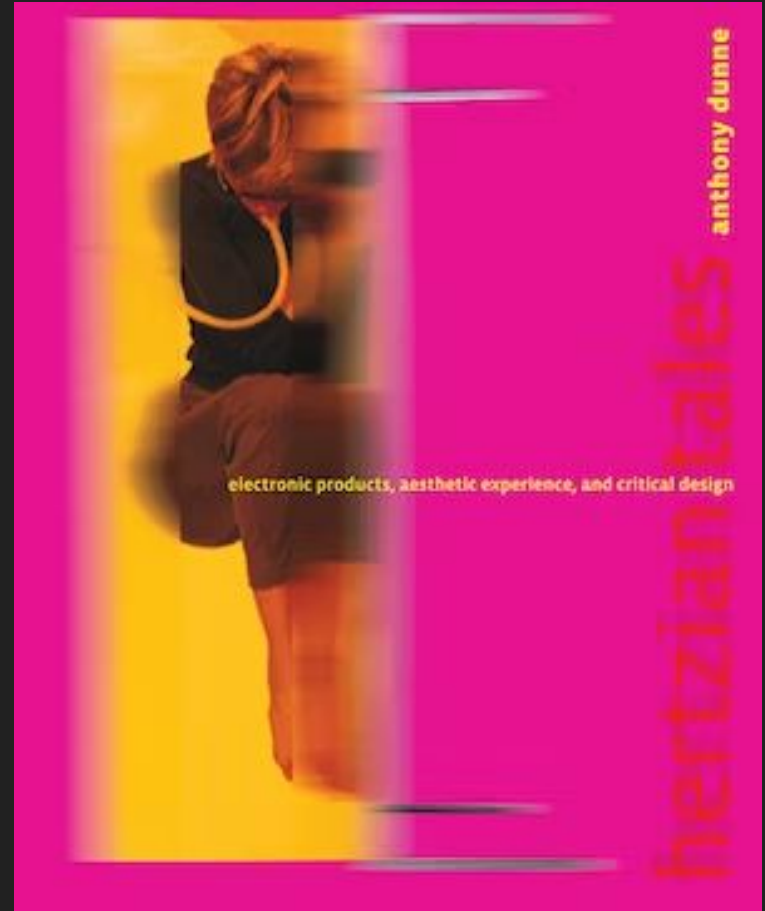
affirmative
problem solving
design as process
provides answers
in the service of industry
for how the world is
science fiction
futures
fictional functions
change the world to suit us
narratives of production
anti-art
research for design
applications
design for production
fun
concept design
consumer
user
training
makes us buy
innovation
ergonomics

{ b }

critical
problem finding
design as medium
asks questions
in the service of society
for how the world could be
social fiction
parallel worlds
functional fictions
change us to suit the world
narratives of consumption
applied art
research through design
implications
design for debate
satire
conceptual design
citizen
person
education
makes us think
provocation
rhetoric

Hertzian Tales

- všeobecná povaha designu je ideologická (masová výroba)
- snaha o alternativní produkci poukazující na ideologii
- sociální, psychologické nebo kulturní vztahy a zkušenosti předměty zprostředkovávají a jaké by zprostředkovávat mohly, kdyby byly designovány kritičtěji nebo citlivěji
- design pro debatu, ne řešení





Viditelnost designu



Od kritiky k spekulaci

- aktualizace kritického designu
- akademický pohled
- trasování podvratného designu až do 60. let
- tvorba provokací - potřeba afektivity designu
- nepředvídáme budoucnost, ale vytváříme ji

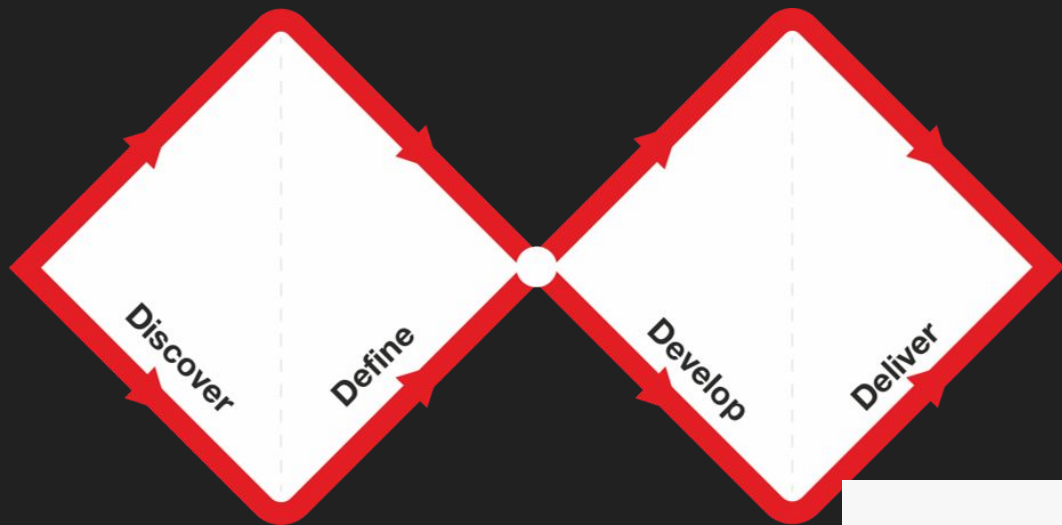


{ a }

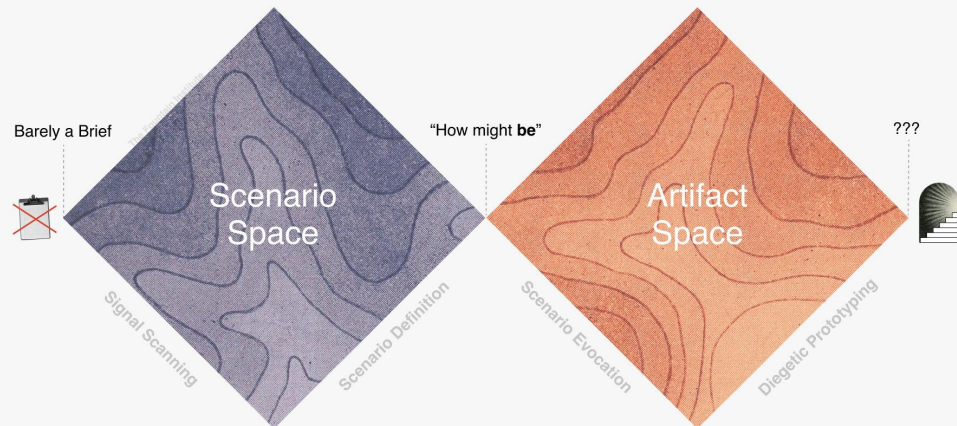
affirmative
problem solving
design as process
provides answers
in the service of industry
for how the world is
science fiction
futures
fictional functions
change the world to suit us
narratives of production
anti-art
research for design
applications
design for production
fun
concept design
consumer
user
training
makes us buy
innovation
ergonomics

{ b }

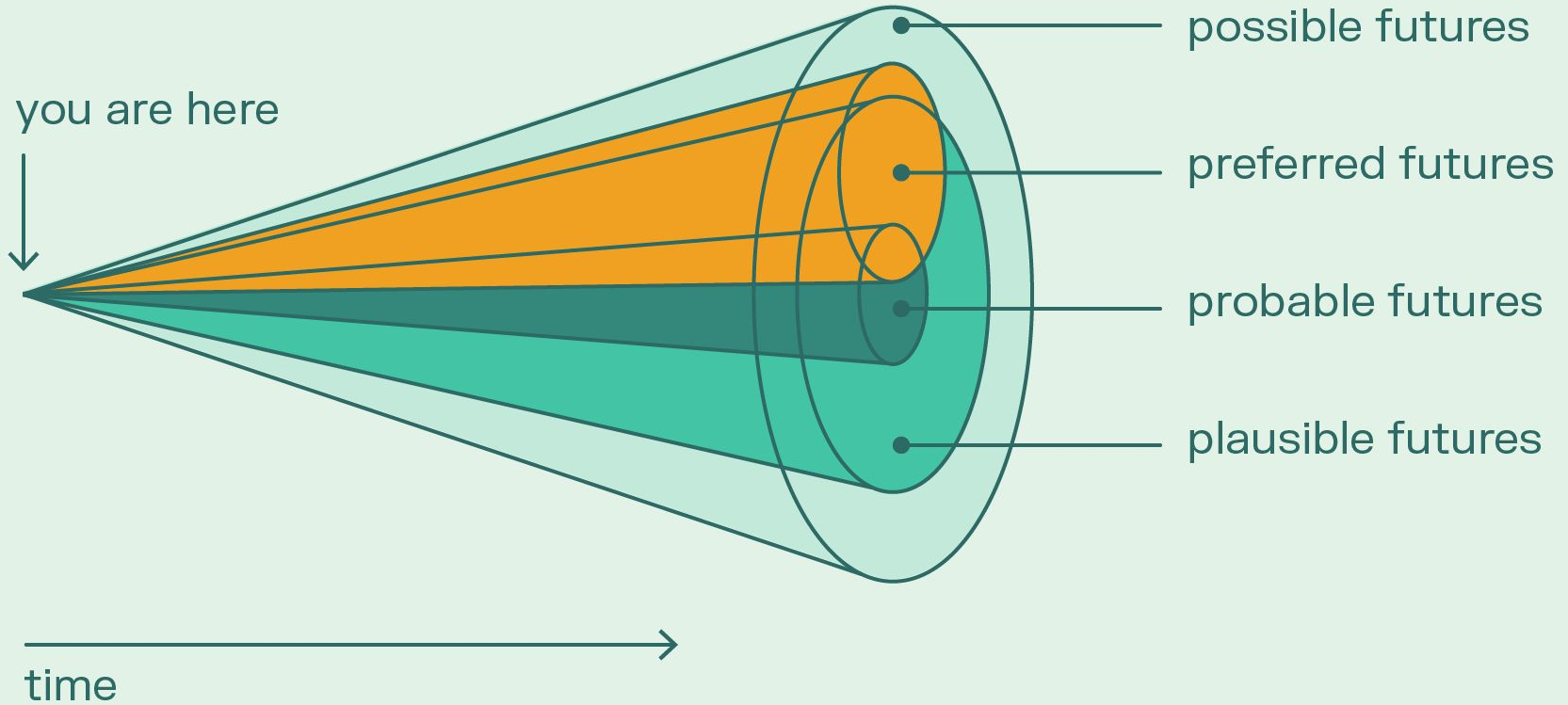
critical
problem finding
design as medium
asks questions
in the service of society
for how the world could be
social fiction
parallel worlds
functional fictions
change us to suit the world
narratives of consumption
applied art
research through design
implications
design for debate
satire
conceptual design
citizen
person
education
makes us think
provocation
rhetoric



The Double Diamond of **Speculative Design**



The Cone of Possibilities



FICTION

“Spekulativní design nás vymaní z na nás uvaleného domnělého realismu našeho současného neoliberálního řádu; poskytuje alternativy, které uvolňují vazby, jež má realita k naší schopnosti snít.”

Anthony Dunne a Fiona Raby

United Micro Kingdoms



Terra0



SOULAJE

**Soulaje is a
Self-Administered
Euthanasia
Wearable for
Everyone**

A Product by  MithriHealth







A co AI?

<https://philippschmitt.com/archive/2018/work/robotic-natives.html>

<https://adam.harvey.studio/hyperface/>

<https://hamosova.com/Personalized-Synthetic-Advertising>

<https://designawards.core77.com/speculative-design/86821/HyperHuman>

<https://www.a-i-ctivists.com/blog-2>

spíš spekulace pomocí AI:

<https://dualities.designit.com/>

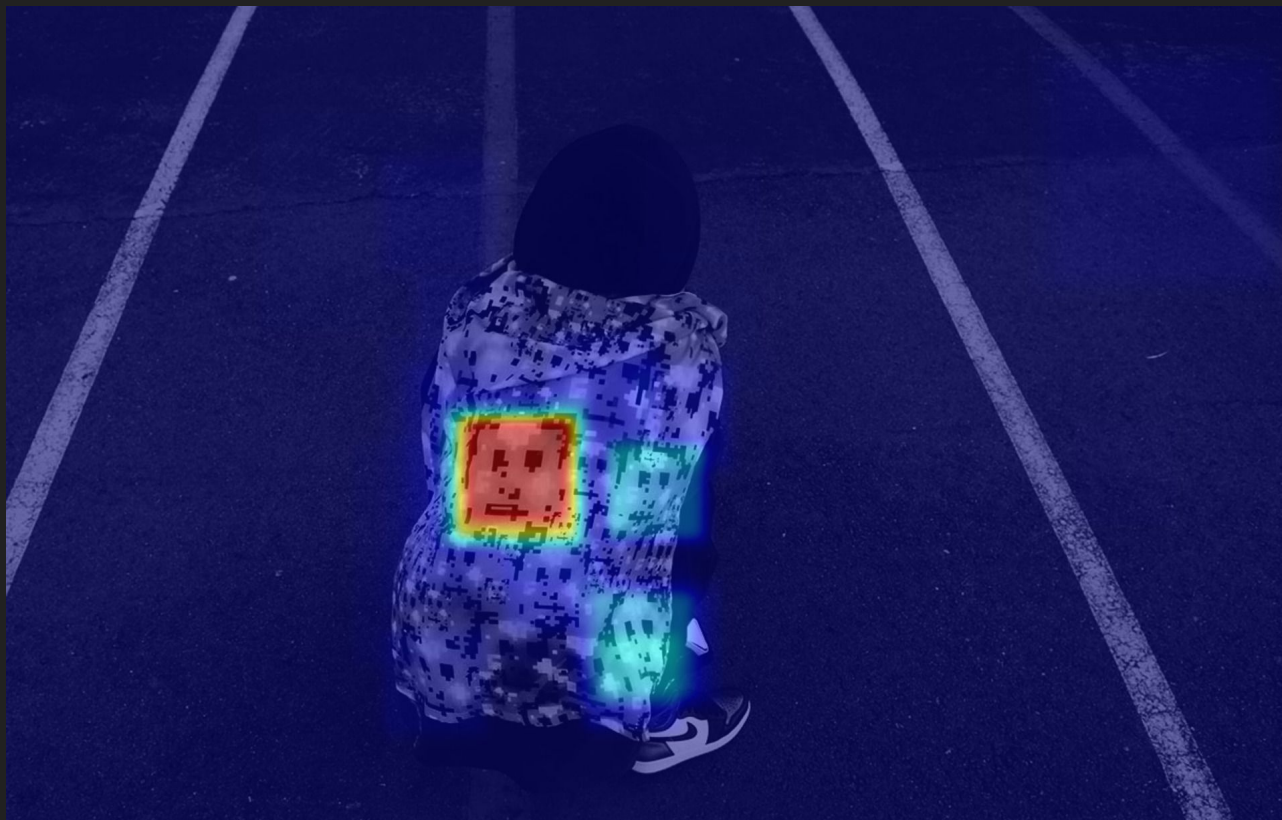
<https://synthetic-times.com/?style=caravaggio>

<https://mrwenchen.com/The-Ambiguity>

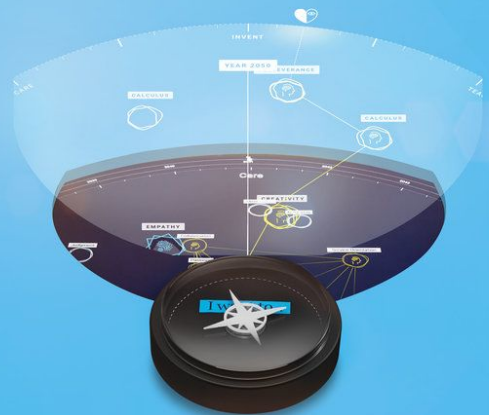
Raising Robotic Natives



HyperFace



Hyper Human



A není to všechno...

- k ničemu?
- jen pro umělce?
- úplně nepraktický?



Cover Story



Cover Story

Time: 90 minutes
Material: template, pen
Participants: stakeholders
Level of difficulty: moderate

- 1 Draw a big-scale template that includes six sections: cover, headlines, sidebars, quotes, brainstorming, and images.
- 2 Ask participants to separately think of a best-case scenario from the future for 5 minutes. Scenarios don't need to be logical or reality-based at all. Encourage the group to use past tense for the cover story for the more emerging experiences.
- 3 Participants briefly share their scenarios and agree upon one scenario representing the cover story.
- 4 Each group then presents its vision of the future to other participants.
- 5 Observe the presentations and look for similarities of recurring themes. Further discuss in a group your observations, concerns, and insights.

This game aims to create ideas quickly and effectively to achieve a targeted future vision. It explores possible best-case scenarios by creating a magazine's fictional "cover story" describing hypothetical success. It includes thinking about different parts of a cover story (e.g., headlines, interviews, quotes, photographs). It can also help people envision the bigger picture and spark new ideas about what we want the future to look like.

Science Fiction Prototyping



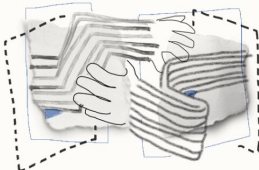
Science Fiction Prototyping

Time: 2 hours
Material: pen, paper
Participants: stakeholders
Level of difficulty: moderate

- 1 Choose an area you want to focus on and develop a scenario set in the future that reflects the chosen technology or situation. How will society change? How will the technology progress? Write the scenario as a short story.
- 2 Identify the Scientific Inflection Point—when the technology/situation takes a turn (for better or worse).
- 3 Reflect upon the ramifications for people that lead from the future scenario.
- 4 Identify the Human Inflection Point—how people react to these ramifications.
- 5 Describe what did you learn.

A visioning method helps imagine possible consequences of technology in the future. Participants choose the type of technology and a time frame and create a character. Then, they explore the future through a story in which the character interacts with the chosen technology and tries to solve problems resulting from them being negatively affected by it. The method can help highlight ethical dilemmas or other issues that might occur and bring new solutions.

Metaphor Cards



A generative design method using metaphors for imagining future ways of being. Metaphors used in the cards act as a medium to connect previously dissociated domains to generate new ideas and support exploration. Metaphor Cards serve as a versatile tool for co-design with various stakeholders to create a shared understanding among participants.

Metaphor Cards

Time: 2 hours and more
Material: metaphor cards template, markers
Participants: designers, stakeholders
Level of difficulty: difficult

- 1 Get to know the domain you are designing using user research methods such as contextual inquiry, field studies, or observation.
- 2 Tailor the metaphor cards to the needs of your project and provide a rich experience to the participants.
- 3 Compose a set of metaphors informed by your prior research. Think of solid and provocative metaphors.
- 4 Add quotes, images, and definitions to illustrate the metaphor better. Try to avoid reinforcing stereotypes.
- 5 Use completed metaphors in your design research with participants. What aspects are muted by using this metaphor?

Black Mirror Brainstorms



A method aims to design more ethical products.

Participants brainstorm possible negative consequences resulting from using a product. Next, they create a plot point describing the negative effects on their imaginary character. After that, they create a poster for this "episode" of Black Mirror. The outcome of this method is clearly defined anti-goals of a product.

Black Mirror Brainstorms

Time: 40 minutes
Material: markers, paper, post-its, template
Participants: designers and users
Level of difficulty: easy

- 1 Introduce the activity by stating what your project is trying to do.
- 2 Brainstorm ideas about what could go wrong (social, political, financial, etc.). Who's going to be affected? How the well-intended idea goes wrong? How is it going to affect other people?
- 3 Brainstorm quotes. What could people in the episode of Black Mirror say? It can also be what viewers say after they finish watching the episode.
- 4 Communicate the idea of the episode through a poster. You can use quotes or illustrations.
- 5 Group similar post-its and define anti-goals for your project.

Value Sensitive Action-Reflection Model



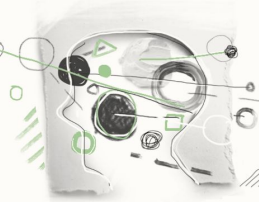
Value Sensitive Action-Reflection Model is a method for evolving a co-design space to support stakeholders untrained in design. Stakeholders, acting as designers in co-design, envision social context and values. Then follows two types of structured interventions: stakeholder prompt, which focuses on stakeholders' perspective (e.g., stakeholder scenario), and designer prompt, which encompasses the designer's point of view (e.g., persona or envisioning card). These prompts can be used in any order, depending on the situation.

Value Sensitive Action-Reflection Model

Time: 2 hours
Material: prototype of a project you're working on, product sheet
Participants: pairs of two (1 designer, 1 user)
Difficulty: moderate

- 1 Make pairs consisting of one designer and one user.
- 2 Start with the "How might we" question to think of a solution to a specific problem you are trying to solve. Create a prototype with participants.
- 3 Give participants a stakeholder prompt (e.g., value scenario) to iterate the design. The prompt promotes a cycle of reflection-on-action. Ask participants to reflect upon the prototype and make changes to the product sheet if needed. If participants made any changes, ask why.
- 4 Next, give them a design prompt (e.g., persona or envisioning card) to iterate the design for a second time. Again, change the spec sheet if participants made any changes.
- 5 Ask participants to present their prototypes.

Ethicography



Ethicography is an analysis method for value discovery from a designer's perspective used in research, built upon critical reconstruction techniques and linkography. The process allows identifying how participants engage values in their design work and assessing their impact on the design situation.

Ethicography

Time: 3 hours
Material: markers, square paper, research material
Participants: designers
Level of difficulty: difficult

- 1 Gather research material that is going to be made into an ethicograph. Utilize the speech acts and analyze the communication structure.
- 2 Identify and apply a value code to each speech act. Value code represents the participant's attitude towards one or more values.
- 3 Color-code attitudes are more value-centered or manipulative based on making reconstruction and the decision-making context.
- 4 Attribute and ide code to the speech acts representing everyday design activities.
- 5 Create links among the speech acts to see how values identified during the design process might inform explicit design decisions.



Gentrification

Confidence

The presence of AI

Transitions



Equity





Cover Story



This game aims to create ideas quickly and effectively to achieve a targeted future vision. It explores possible best-case scenarios by creating a magazine's fictional "cover story" describing hypothetical success. It includes thinking about different parts of a cover story (e.g., headlines, interviews, quotes, photographs). It can also help people envision the bigger picture and spark new ideas about what we want the future to look like.



Cover Story

Time: 90 minutes
Material: template, pen
Participants: stakeholders
Level of difficulty: moderate

- 1 Draw a big-scale template that includes six sections: cover, headlines, sidebars, quotes, brainstorming, and images.
- 2 Ask participants to separately think of a best-case scenario from the future for 5 minutes. Scenarios don't need to be logical or reality-based at all. Encourage the group to use past tense for the cover story for the more emerging experiences.
- 3 Participants briefly share their scenarios and agree upon one scenario representing the cover story.
- 4 Each group then presents its vision of the future to other participants.
- 5 Observe the presentations and look for similarities of recurring themes. Further discuss in a group your observations, concerns, and insights.

THE
THING
FROM THE
FUTURE

THE
THING
FROM THE
FUTURE

OBJECT

THE
THING
FROM THE
FUTURE

ARC
TRANSFORM
A GENERATION FROM NOW

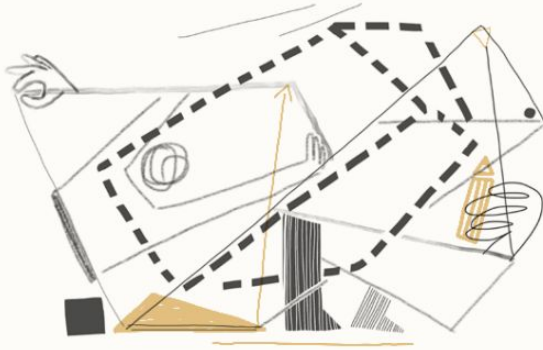
TERRAIN
STARS
FOREST
TERRAIN

OBJECT
DUST
JACKET

MOOD
WONDER
HOPE
MOOD



Science Fiction Prototyping



A visioning method helps imagine possible consequences of technology in the future. Participants choose the type of technology and a time frame and create a character. Then, they explore the future through a story in which the character interacts with the chosen technology and tries to solve problems resulting from them being negatively affected by it. The method can help highlight ethical dilemmas or other issues that might occur and bring new solutions.

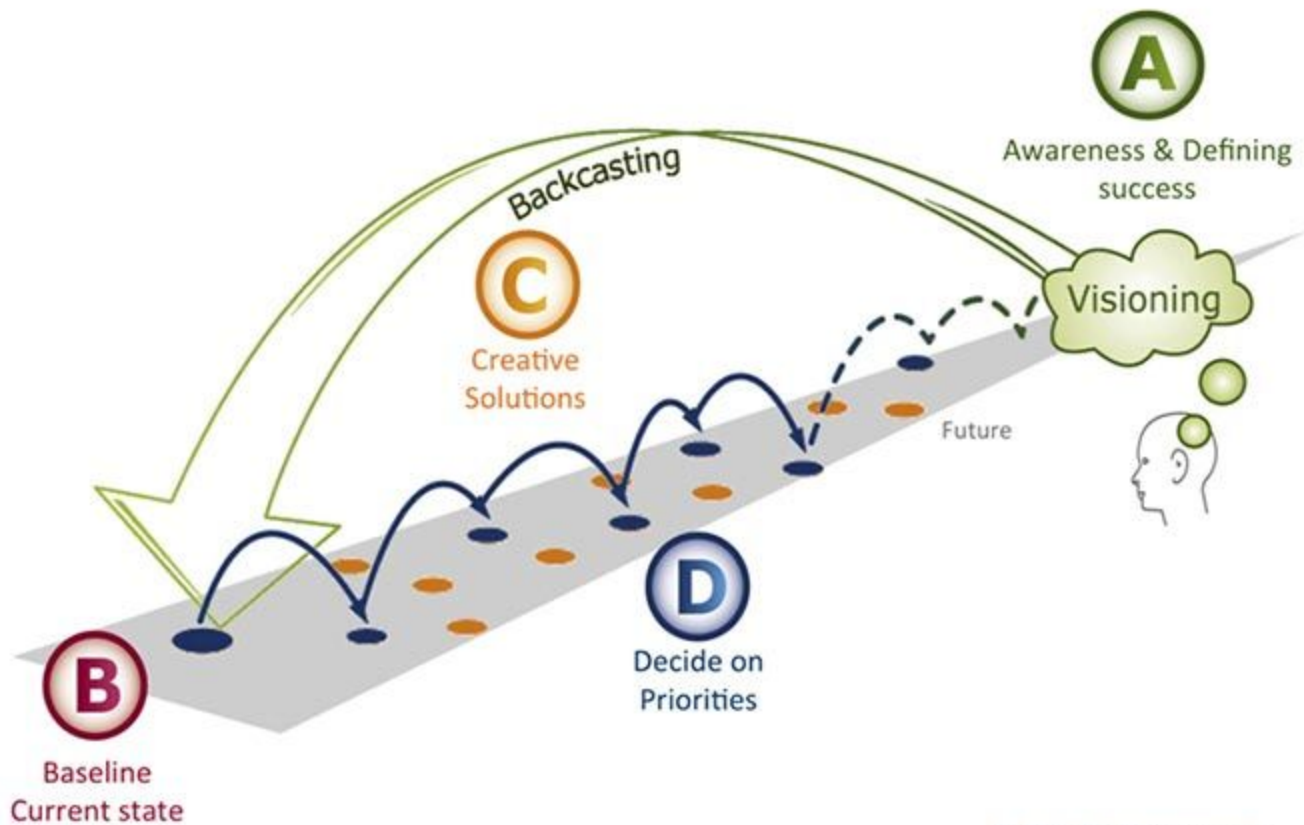


Science Fiction Prototyping

Time: 2 hours
Material: pen, paper
Participants: stakeholders
Level of difficulty: moderate

- 1 Choose an area you want to focus on and develop a scenario set in the future that reflects the chosen technology or situation. How will society change? How will the technology progress? Write the scenario as a short story.
- 2 Identify the Scientific Inflection Point—when the technology/situation takes a turn (for better or worse).
- 3 Reflect upon the ramifications for people that lead from the future scenario.
- 4 Identify the Human Inflection Point—how people react to these ramifications.
- 5 Describe what did you learn.

A není to pořád k ničemu?



Black Mirror Brainstorms





Ekon: Vznik technologického-farmaceutického kartelu (možná monopol)

Závislost na nějaké kritické surovině (např. čip)

Budeme méně kreativní, zmizí umění

Hacking: dálkové ovládání těch hodinek

Pol: jak se bude regulovat dávkování těch léků

Soc: drahý produkt dostupný pouze nejbohatším

Biohacking: stejné hodinky můžeme použít k navýšení fyzické síly (dávka adrenalinu)

Technooptimismus: nebudeme hledat jiná řešení mimo techs

budeme méně odolní, protože budeme používat jen jednu cestu, jak řešit problémy

Při výpadku bude spousta lidí, kteří budou potřebovat svou dávku

Při výpadku to zahýbe i s ekonomikou (černý trh, nahrazení produktu)

Ekonomická manipulace



Díky za pozornost!!