Participatory approaches for responsible media technologies

NEM SUMMIT 2019

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Responsible media

Why are we even talking about this?

The press is so powerful in its **image-making role**, it can make the criminal look like he's a the victim and make the victim look like he's the criminal. This is the press, an irresponsible press.

Malcolm X
Speech at the Audubon Ballroom in Harlem (13 December 1964)

Information technologies enable pervasive *connected* environments

Advertising is everywhere, a *click* is worth money, and reality is flexible.

Influencers, fact-checkers, trolls, bots,… are a thing.

Growing awareness about environmental challenges, digital carbon footprint, diversity and inclusion, etc.

Responsible media technologies

Our contribution as stakeholders

The many layers between the **wires and the pixels, and a vibrant healthy society** are populated by technologies

Responsible research and innovation

Societal actors **work together t**o better align both the **process and its outcomes with the values, needs and expectations of society.**

Ensure **societally relevant outcomes**
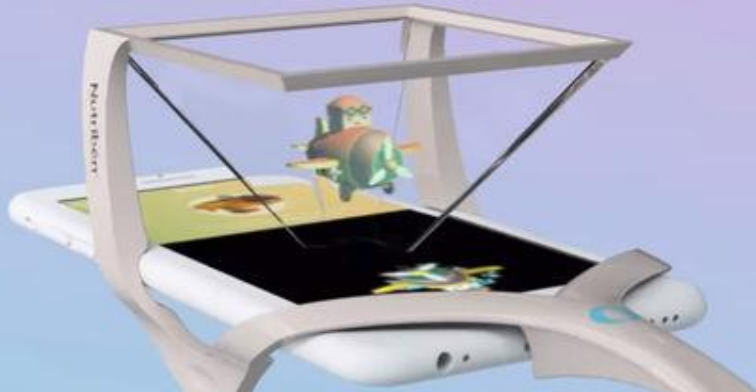
Participatory approaches:
anticipation · engagement

Holograms that react to movement. Nutrispoon will **make your baby's jaw drop** […] feeding your baby will not be a daily struggle anymore.

March 2018

HOLOGRAMAS
QUE REACCIONAN AL MOVIMIENTO

Atendiendo a los comentarios recibidos acerca de "Nutrispoon", hemos tomado la decisión de retirar el vídeo. El objetivo que perseguíamos con esta acción no ha sido bien transmitido en esta comunicación y por ello vamos a retirarlo. Aprovechamos para indicar una vez más que la intención de esta campaña nunca ha sido comercializar la cuchara "Nutrispoon", por lo que nunca ha estado ni estará a la venta. Lamentamos la polémica generada.

Nutriben
@FamiliaNutriben

Comunicado oficial de la marca:
16:16 - 11 mar. 2018

♡ 4 👤 Ver los otros Tweets de Nutriben

"We decided to retire the video"

"The intended objective of this action was not well communicated"

"We never intended to sell the Nutrispoon".

"We are sorry for the controversy"

useful adjective

use·ful | \ ˈyüs-fəl

1: capable of being put to use
especially : serviceable for an end or purpose
//*useful* tool.
2: : of a valuable or productive kind
//do something *useful* with your life

Engage the users (all of them) throughout the project!

✓ Let actual **users and stakeholders describe with their own words the problems and challenges they face,** and their possible solutions.

✗ Create **solutions for non-existent problems** or problems that are not well understood.

acceptable *adjective*
ac·cept·able | \ ik-ˈsep-tə-bəl, ak- also ek-
\

1: capable or worthy of being accepted
// an *acceptable* noise level
// socially *acceptable* behavior
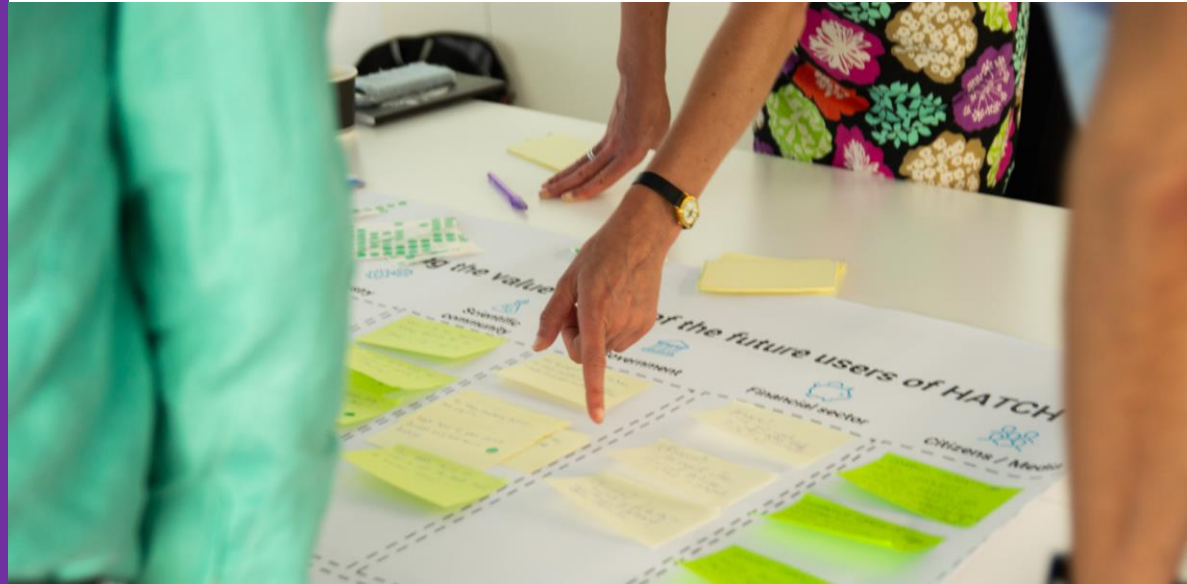// a compromise that is *acceptable* to both sides

Mind context and implications of every single design decision!

✓ **Let users and stakeholders question your developments as it progresses**, so that they can timely point out any potential barrier for uptake.

✗ Neglect or disregard **disadvantages outweighing benefits.**

Consider the needs, experiences and expectations of all your target users and stakeholders!

✓ Ask users what **they need**, and also what **they'd prefer and hope** for. **Build scenarios, ask *what if* questions**, and incorporate feedback in design and development.

✗ Drive **user requirement gathering strategy exclusively from a technological perspective**.

meaningful adjective

mean·ing·ful | \ ˈmē-niŋ-fəl \

1a: having a meaning or purpose
//The tests did not produce
any *meaningful* results.
b: full of meaning : SIGNIFICANT
//a *meaningful* life
//a *meaningful* relationship

Easier said than done

Participatory approaches for responsible media

Design thinking: Empathise · Define · Ideate · Prototype · Test

Delphi · focus groups · social network analysis · psychophysiological measurements· ethnographic studies

Involve the experts

They have been doing this forever

**What to ask? To whom?
What are the contexts and implications?
How to anticipate and integrate?**

Social sciences and humanities: Psychology, Sociology, Linguistics, Education, Economics, Politics, Ethics, Etc.

Civic or social innovation groups: Communities of users and citizens exploiting collective intelligence for social good and problem solving.

Product or industrial designers: Experts in making designs decisions that anticipates and mitigates uptake barriers.

Other technology fields: computational social sciences, UI/UX, accessibility, etc.

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