goto; copenhagen

GOTO Copenhagen 2019
Conference Nov. 18 - 20

Design for the utopia you want, not the dystopia you're in

Chris Atherton



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Design for the utopia you want, not the dystopia you're in

Chris Atherton

@finiteattention, back in the day

Content warning: psychology


Psychologists
Replication crisis
Pre-2011
research
Sotheby's
Sotheby's

100 years ago?

Probably safer


ALL OF THIS HAS HAPPENED BEFORE
AND ALL OF IT WILL HAPPEN AGAIN

Quick recaps for those not born in the 1800s


DRESS FOR THE DYSTOPIA YOU WANT
NOT THE DYSTOPIA THAT YOU'RE IN

Dystopia is inevitable

– my entire cultural upbringing



https://blog.ayjay.org/on-lost-causes/

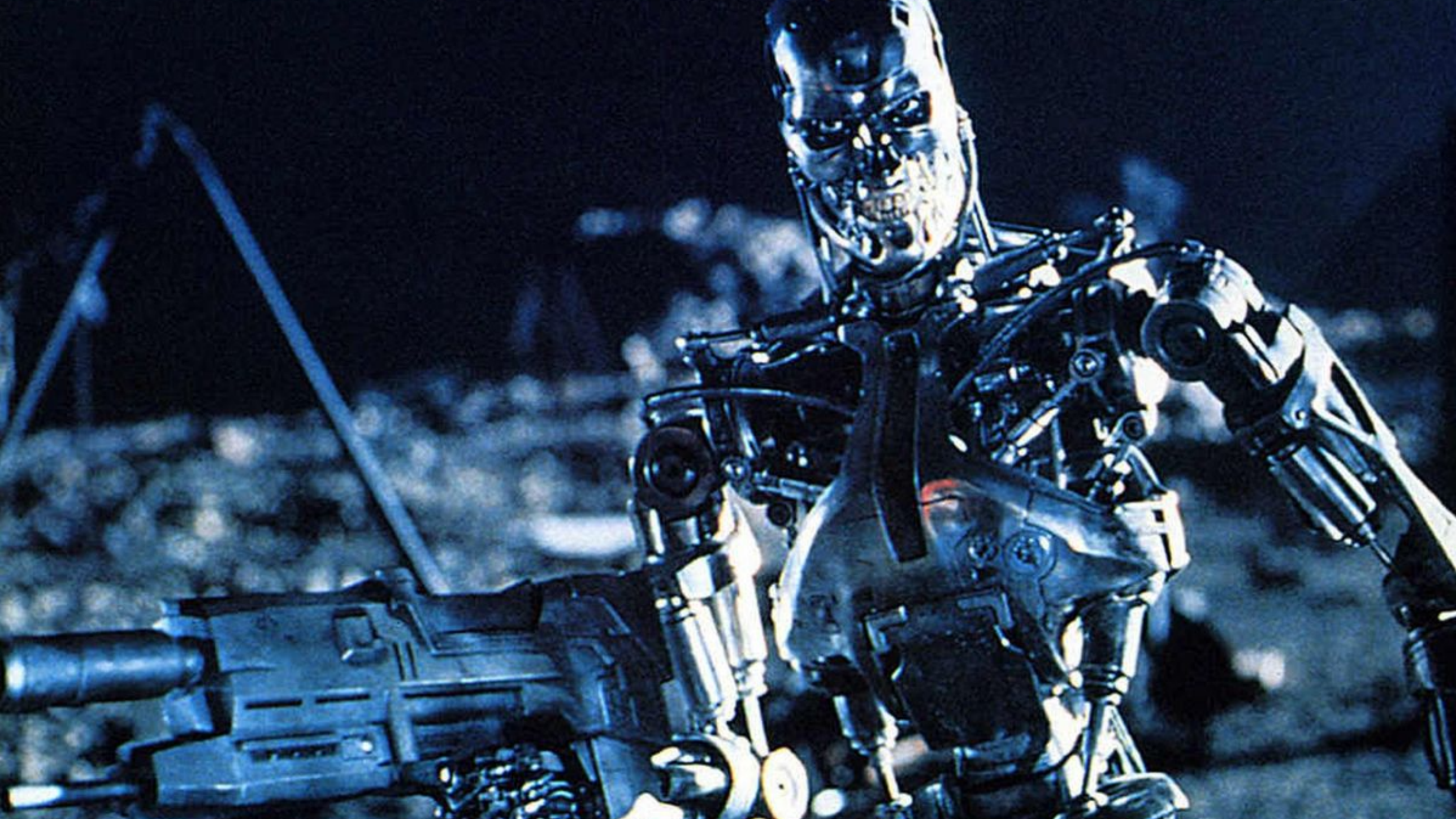

MEV-1 VIRUS
MARION COTILLARD
MATT DAMON
LAURENCE FISHBURNE
JUDE LAW
GWYNETH PALTROW
KATE WINSLET
NOTHING SPREADS LIKE FEAR
CONTAGION

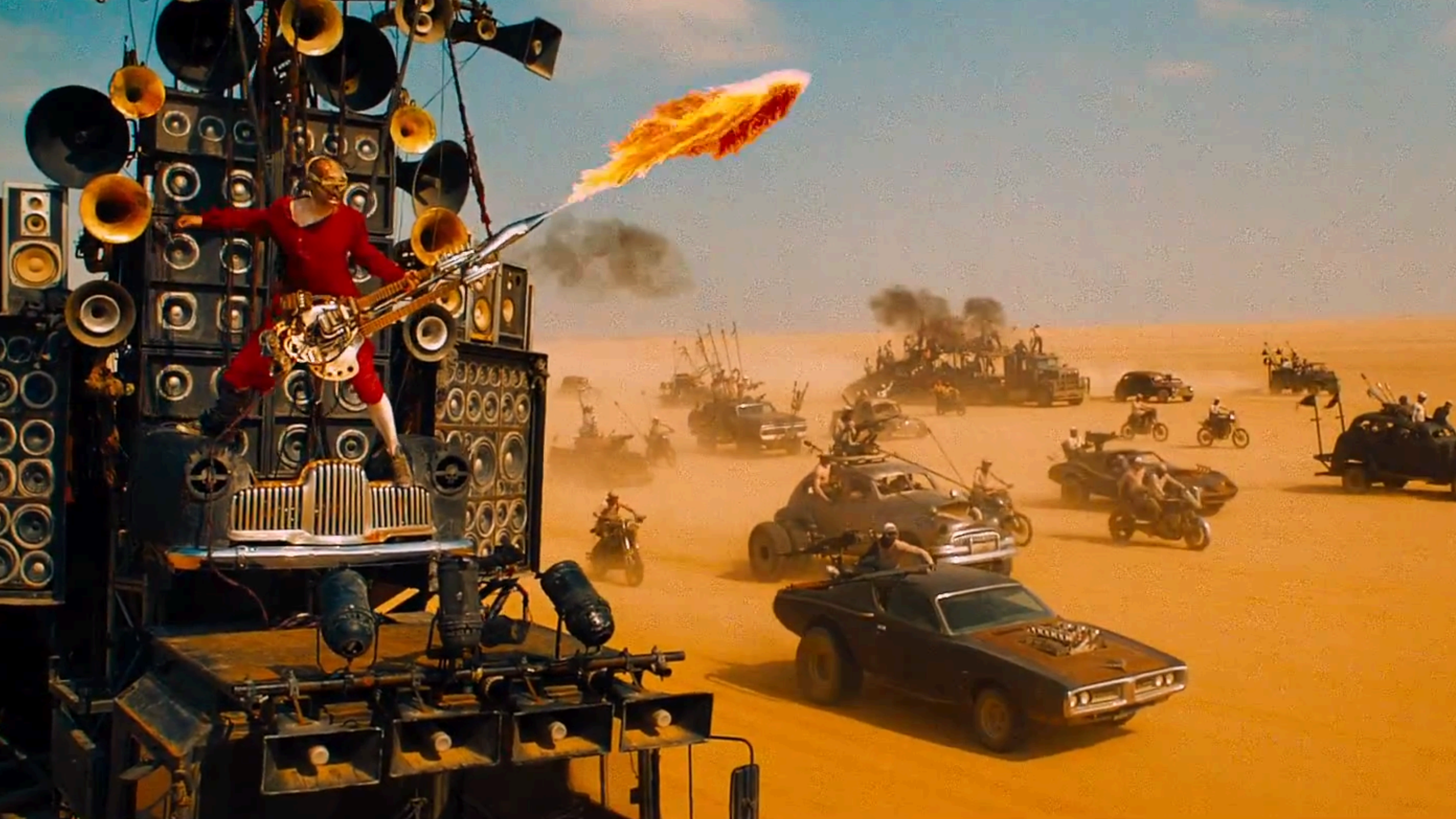








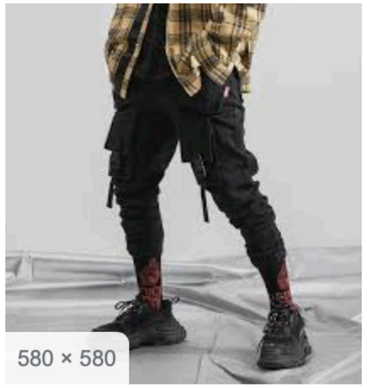




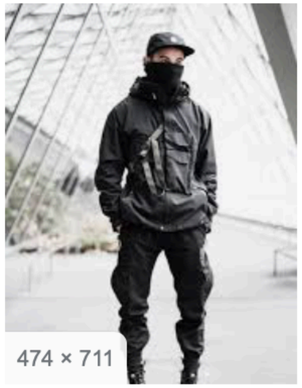


What to wear? 

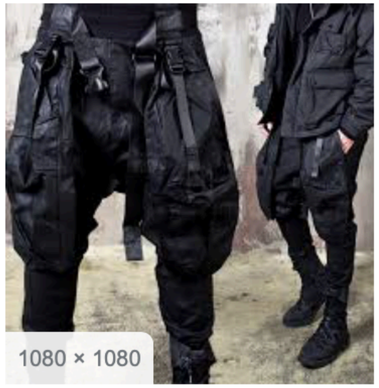
Techwear



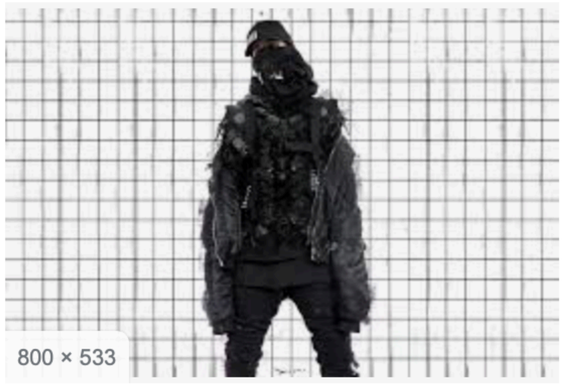
TECHWEARNOW ON BUD…
techwearnow.com



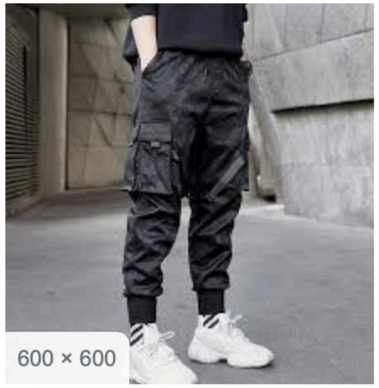
Techwear: Style Guide…
onpointfresh.com



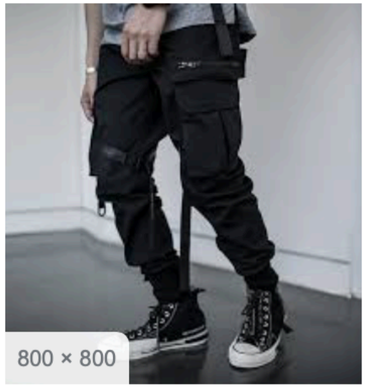
Bottoms - Techwear multiple …
newstylish.com



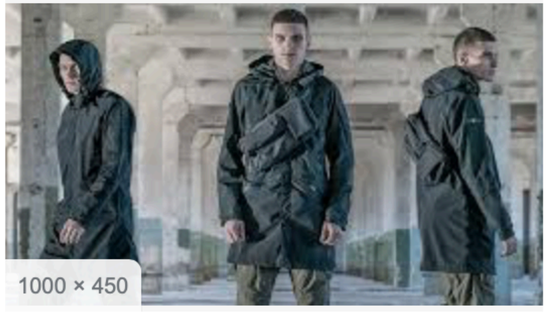
Best Affordable Techwear Fashion Brands in …
hypebeast.com



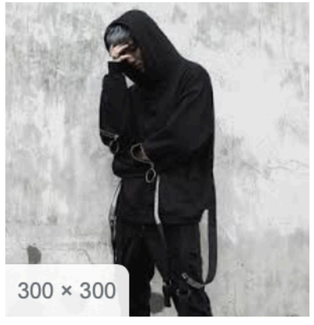
Urban Tactical Pants - Techw…
mugensoul.com



Enshadower Grit Techwear …
blankarchive.com



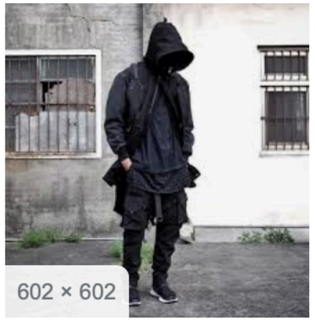
The Complete Guide To Techwear | Fashion…
fashionbeans.com



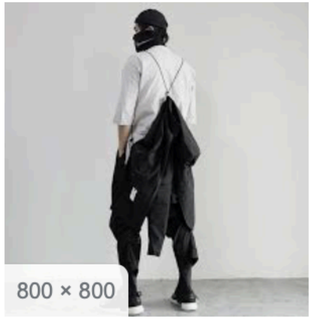
Urban Fury III - Dual St…
ninjadark.com



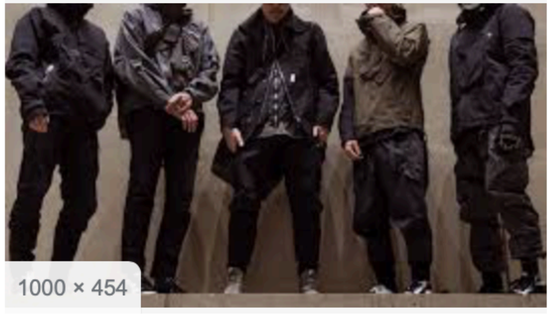
Enshadower Muti Pock…
ubertechwear.com



What are some criticis…
quora.com



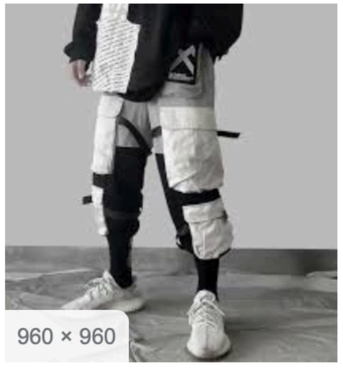
Nosucism NS-08 Jacke…
blankarchive.com



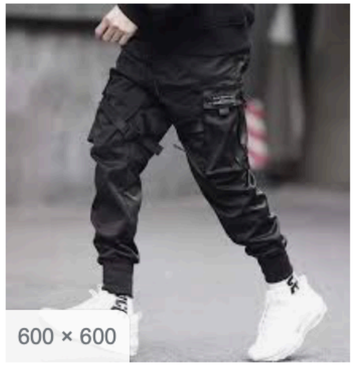
Techwear: Style Guide & Wardrobe Essential…
onpointfresh.com



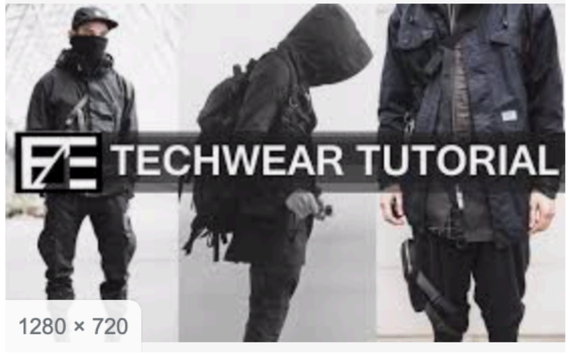
Fabric of the Universe Japa…



tactical techwear pants – t…



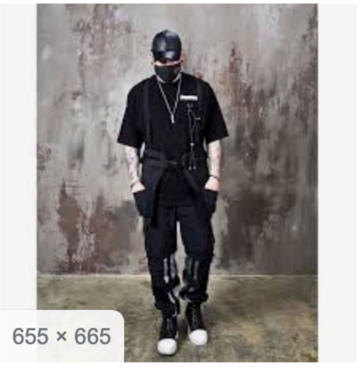
MUGENSOUL™ Combat U…



How to | Techwear - YouTube



Black TechWear Pants - E…



Multiple Stopper Contrast T…



https://vitruvianmagazine.com/wp-content/uploads/2018/05/Techwear-SG-Featured-pic-2.jpg



https://onpointfresh.com/techwear-style-guide-wardrobe-essentials/



https://blankarchive.com/wp-content/uploads/2018/10/Nosucism-Techwear-Pants-1-min.jpg



https://www.pushas.com/blogs/pushas/why-2019-will-see-the-return-of-techwear

You may notice a gender imbalance

https://riotdivision.tech/collections/new-in/products/riot-division-women-cotton-short-sweatshirt-rd-wcss-grey

RIOT DIVISION WOMEN COTTON SHORT SWEATSHIRT RD-WCSS GREY

RD FW19 Women's Capsule Collection oversized sweatshirt made of 100% cotton.

- 100% cotton, 400 gr/sqm
- logo print on the sleeve and brand name on the shoulder
- oversized fit
- double-length sleeve with dual opening system



$120.00 USD

S

Size Chart

Quantity

1

ADD TO CART





Instagram

Søk

Logg inn Registrer deg



bejonson • Følg
Berlin, Germany

zerogravitylifestyle Absolutely loving your feed 👌everything is so thoughtfully curated 😍😍😍

50 u 1 likerklikk Svar

— Se svar 3

ave2brave sick

48 u 1 likerklikk Svar

luna.rave Perfect 😍

48 u 1 likerklikk Svar

mezayah Wooooo❤️

48 u 1 likerklikk Svar

2 451 liker

21. NOVEMBER 2018

Logg inn for å like eller kommentere.

https://www.instagram.com/bejonson/



https://www.etsy.com/no-en/listing/734686985/mobility-pack-fully-loaded-black-canvas








Nosucism NS-03 Techwear Pants

★★★★★ 3 reviews

€126.02

A staple in any techwear wardrobe. The Nosucism techwear pants have been designed for ease of movement and are made from a quick drying polyester fabric. The material repels water, upon contact water will bead off and roll away.

There is a molle system positioned above each of the leg pockets. This allows straps or bags to be clipped on in this position.

Size Guide

Size

Choose an option

1

https://blankarchive.com/product/nosucism-techwear-pants/



https://us.wconcept.com/unisex-techwear-vest-black.html

I will not survive this pocketless dystopian future



https://us.wconcept.com/unisex-techwear-vest-black.html







3A-MTS2

Black / one size

Buy now

Modular Tec Sys Pen Pocket
Type 3A Gen. 1.1 Style Third Arm

Price 82.00 EUR



Description

MTS2 is a single pen Third Arm utility cartridge. Constructed entirely of TEC SYS webbing, it can be affixed to any Acronym TS or M product. MOLLE / PALS compatible.

Mount horizontally behind other M pockets for space saving, easy access.

Fabric Technology

TEC SYS WEBBING

(100% PA)

Sizing

FORMAT:
_ [13 × 2.5 cm]

https://acrnm.com/products/3A-MTS2_FW1819

3A-MTS2

Black / one size

Buy now

Modular Tec Sys Pen Pocket

Type 3A Gen. 1.1 Style Third Arm

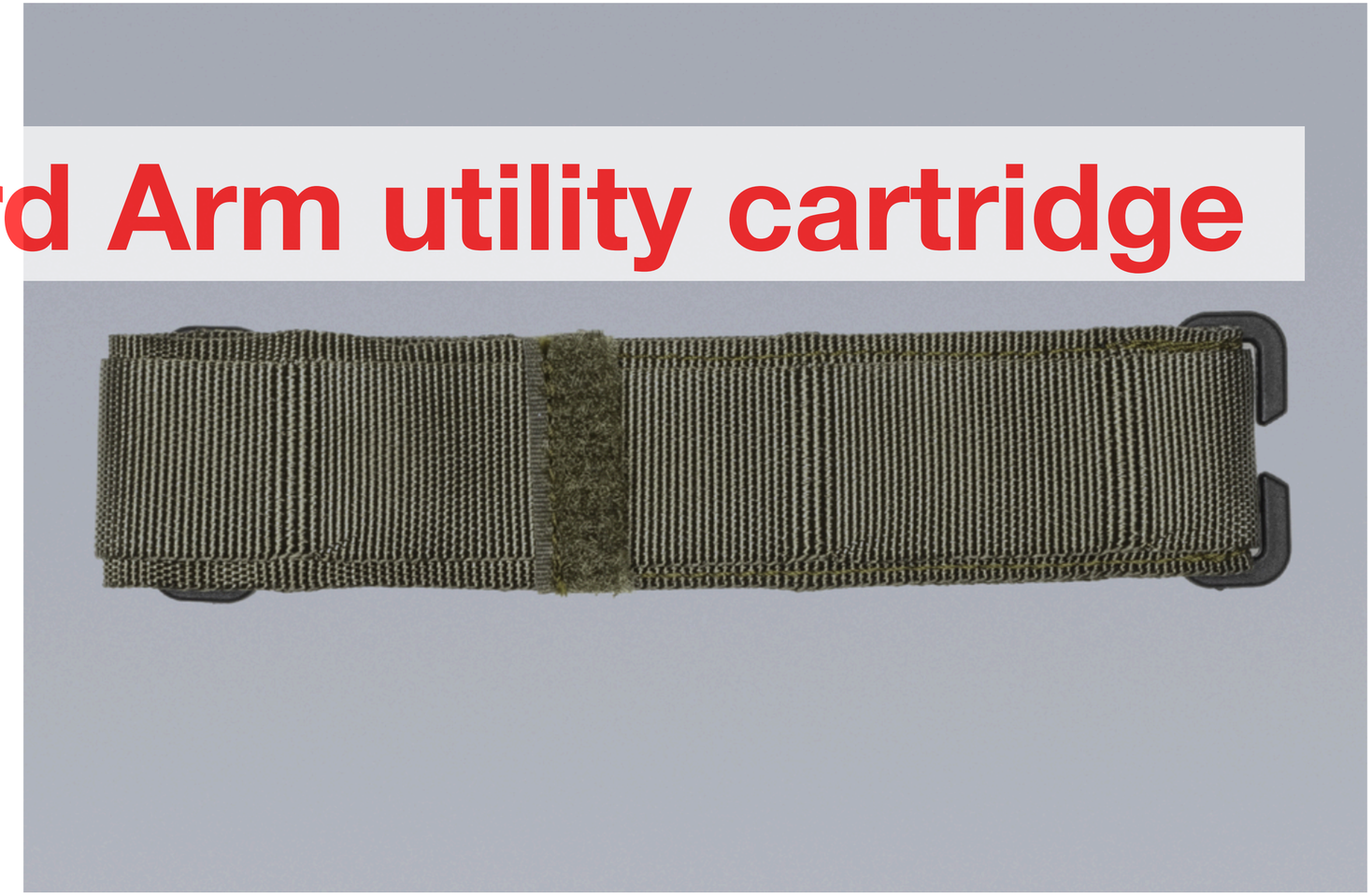
Price 82.00 EUR

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single pen Third Arm utility cartridge

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Mount horizontally behind other M pockets for space saving, easy access.



Fabric Technology

TEC SYS WEBBING

(100% PA)

Sizing

FORMAT:

_ [13 × 2.5 cm]

https://acrnm.com/products/3A-MTS2_FW1819

I would just start simple, and get more post-apocalyptic slash dystopian as your aesthetic progresses

– Frugal Aesthetic, YouTube

That’s the coming dystopia

— what about now?

https://adversarialfashion.com/products/4th-amendment-fitted-t-shirt?variant=28985632129117

The patterns on the goods in this shop are designed to trigger Automated License Plate Readers, injecting junk data in to the systems used by the State and its contractors to monitor and track civilians and their locations.



4th Amendment FItted T-shirt

$37.99

Size

M

ADD TO CART

Buy with Pay

More payment options



HyperFace Prototype. Rendering by Ece Tankal / hyphen-labs.com. 2017

https://ahprojects.com/hyperface/

If [surveillance technology] is able to be fooled by fabric, then maybe we shouldn’t have a system that hangs things of great importance on it

– Kate Rose

CVDAZZLE

Aug 22, 2017

An open source face detection toolkit is being developed to evaluate looks using haar, dlib, ssd, and yolo face detectors.

In the meantime, everything here is designed for the OpenCV haarcascade face detection algorithm

LOOKS

STYLE TIPS

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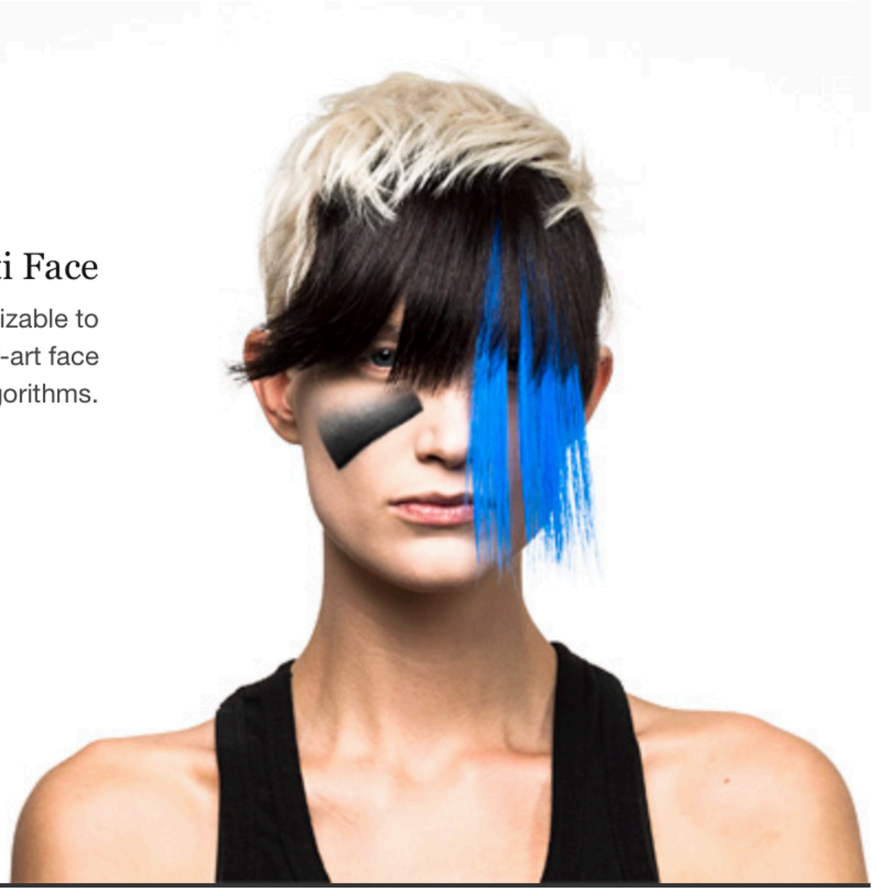
New Looks



by Coreana Museum of Art + Soobin Academy + G-square Model Academy

Anti Face

This face is unrecognizable to several state-of-art face detection algorithms.



Camouflage from face detection.

https://cvdazzle.com

How are you dressing online?

Folk spør også om dette

Where is the ad blocker on Google Chrome?

Do ad blockers slow down browser?

Which is the best free ad blocker?

Which is the best ad blocker?

Tilbakemelding

‘no tracking’

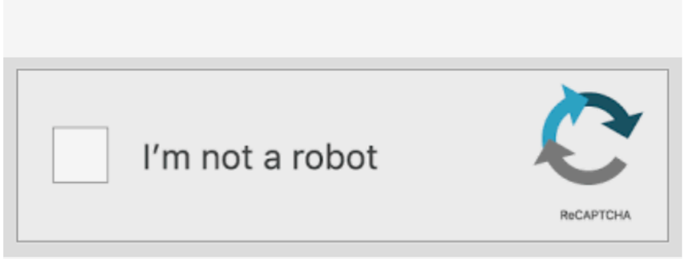
informs browser choice



× 700

t Are CAPTCHAs? - Everything Af…

nary.com



620 × 183

How CAPTCHAs Work | What Does CAPTCHA Mean? |…

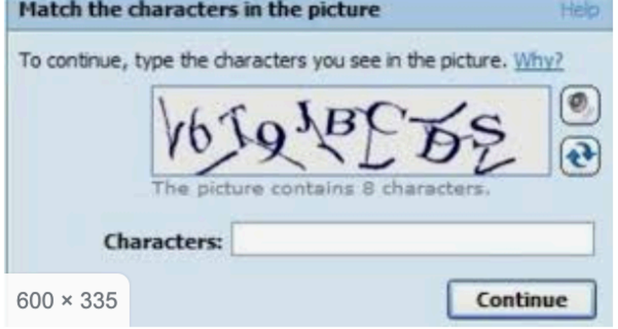
cloudflare.com



260 × 144

CAPTCHA - Wikipedia

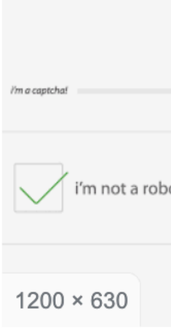
en.wikipedia.org



600 × 335

What the Heck Is That?: CAPTCHA - The New Yo…

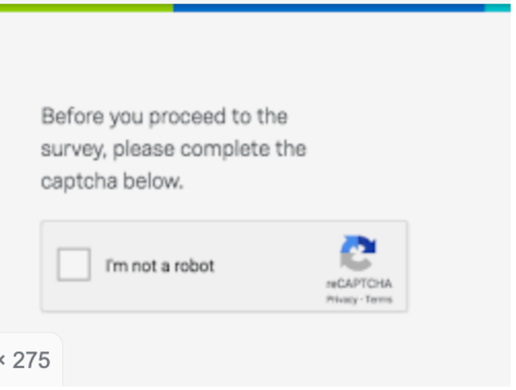
nytimes.com



1200 × 630

What is a CAP

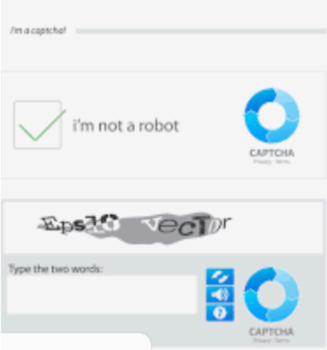
ionos.com



× 275

cha Verification Question - Qualtrics Supp…

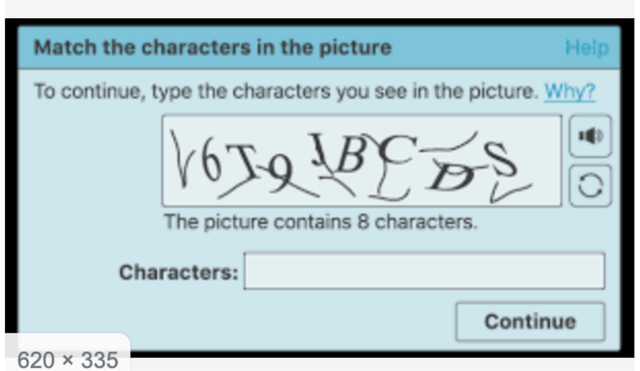
rics.com



4000 × 4000

Why do I have to tell Go…

justaskgemalto.com



620 × 335

How CAPTCHAs Work | What Does CAPTCHA Me…

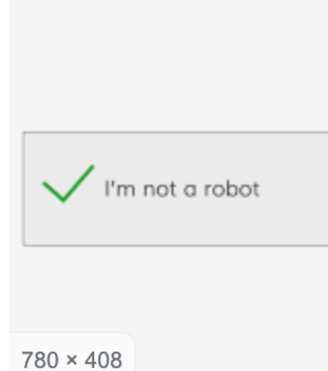
cloudflare.com



3663 × 2000

Facebook Captcha: What You DON'T Need to Type

mashable.com



780 × 408

Now anyone can fool reCAP

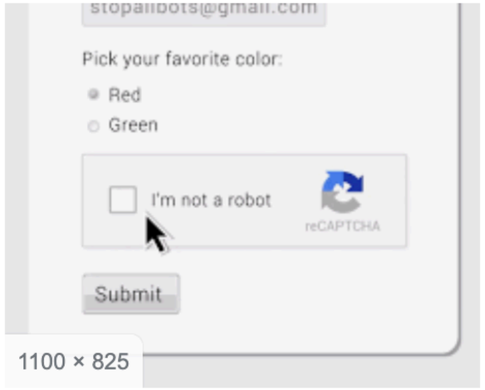
nakedsecurity.sophos.com



× 528

TCHAs are supposed to separate humans …

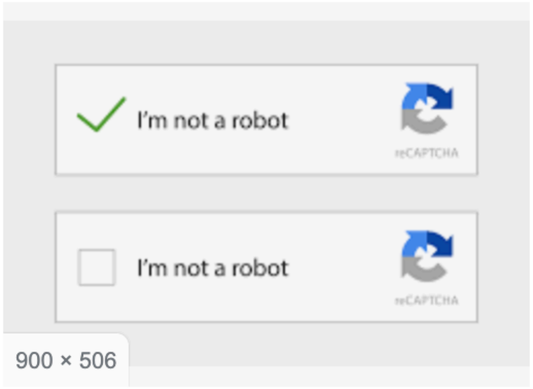
g



1100 × 825

Google No CAPTCHA AdTruth privac…

businessinsider.com



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Google Replaces reCAPTCHA Checkboxe…

fossbytes.com



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How CAPTCHAs Work | What Does CAPTCHA Mean? | Clou…

cloudflare.com



694 × 888

Accessibility v

uxplanet.org

Defeat bots … by teaching them how to be human 🤔

TO PROVE YOU'RE A HUMAN, CLICK ON ALL THE PHOTOS THAT SHOW PLACES YOU WOULD RUN FOR SHELTER DURING A ROBOT UPRISING.





https://xkcd.com/2228/



alt-text:

More likely: Click on all the pictures of people who appear disloyal to [name of company or government]

https://xkcd.com/2228/

How did we get here?

Where IS here?

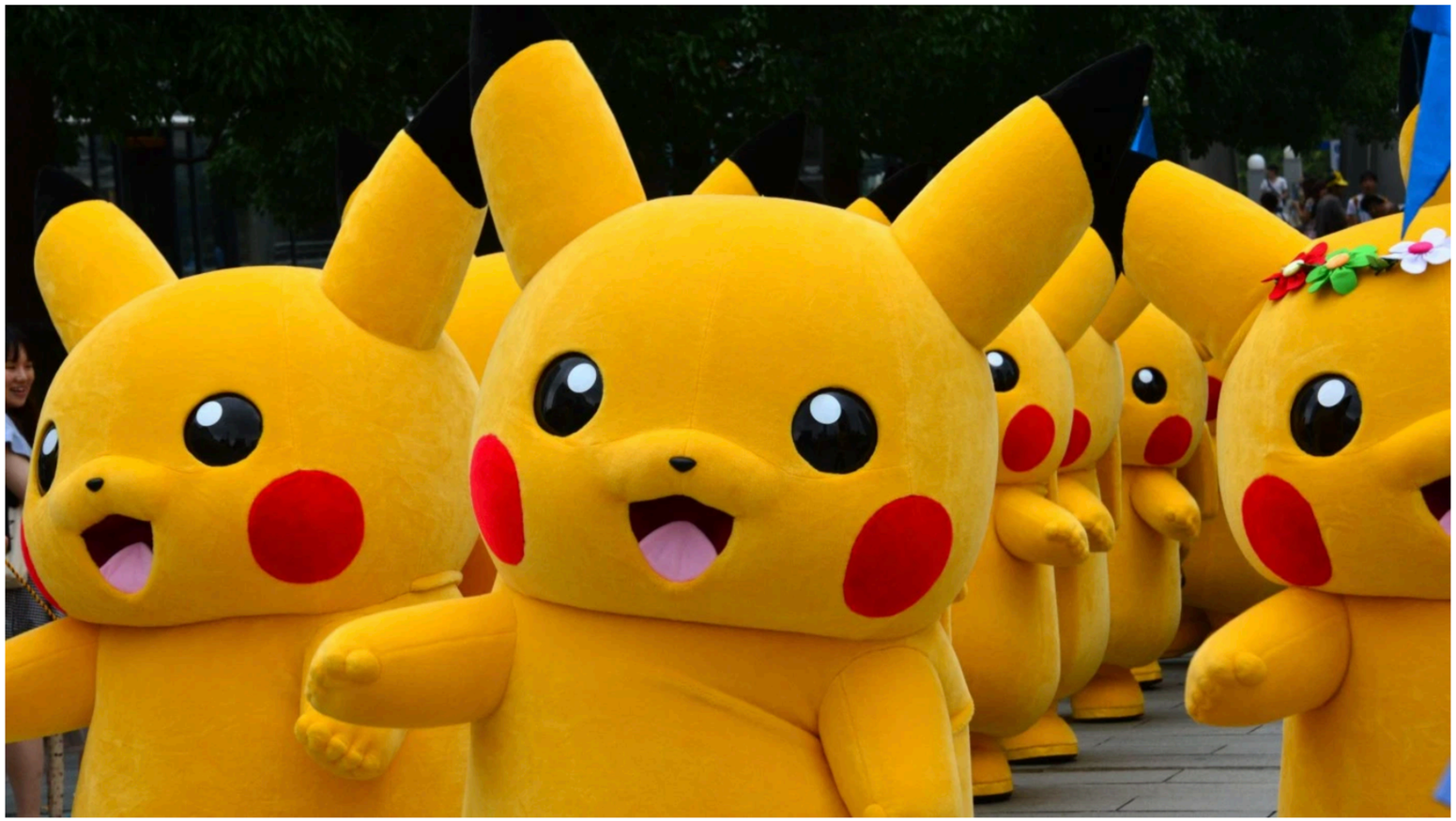
Surveillance capitalism

– Shoshanna Zuboff

TECH • AUGMENTED REALITY

Oliver Stone Calls Pokémon Go “Totalitarian”

By David Z. Morris July 23, 2016



PHOTOGRAPH BY YOSHIKAZU TSUNO—VIA AFP/GETTY IMAGES

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Chris Morris



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https://fortune.com/2016/07/23/oliver-stone-calls-pokemon-go-totalitarian/

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https://fortune.com/2016/07/23/oliver-stone-calls-pokemon-go-totalitarian/

It’s not for profit at the beginning, but it becomes for profit in the end.

– Oliver Stone

I miss the battle for eyeballs

The False Question Of Attention Economics



Stowe Boyd Follow
Jan 10, 2010 · 9 min read

A few posts have emerged recently that recapitulate the well-worn arguments of attention scarcity and information overload in the real-time social web. So, here at start of 2010, a new decade, I will try to write a short and sweet counter argument from a cognitive science/anthropology angle.

But first let me recount the two pieces that prodded me to this.

David Armano wrote a piece called The Human Feed: How People Filter Signal From Noise:

> *In the earlier days of the internet, the Web became a place quickly saturated with information and we needed something to beat the information into submission. Search engines were born — and as a result the internet became more productive. Today, the internet is still about information — but it's also*

https://medium.com/@stoweboyd/the-false-question-of-attention-economics-1c926724fb7e

Information overload is not new

— but the amount of information is

… [it will] take 10 years (the 10,000 hour rule) before anyone demonstrates real mastery of [rendering information in more usable ways].

– Stowe Boyd

10 years later …



https://medium.com/@destinmcmurry/how-to-optimize-your-time-at-coding-bootcamp-tackling-the-drinking-from-a-firehose-problem-in-o-n-a74d4bc5ce6



Horse ebooks
@Horse_ebooks

Følg

Everything happens so much

13:23 - 28. jun. 2012

63 381 retweets **66 022** liker



345 63 K 66 K

‘But how do you make it stop?’

– Frankie’s mum

Is this …‘mastery’?



🎃witch pony 🎃

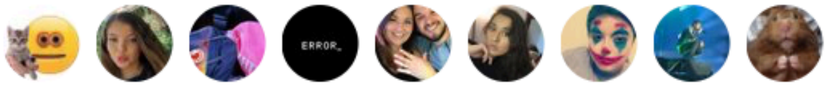
@molly7anne

Følg

i am 25 and completely burnt out. what am I suppose to do for 50 MORE years? maintain a yard? bitch about traffic? keep buying spinach and watching it die? get oil changes? fucksake

08:06 - 25. okt. 2019

67 869 retweets **343 152** liker



1,7 K 68 K 343 K

We’re kind of exhausted

We have ruined ‘fact’

Old model

Disagree

Find some facts

Most persuasive / loudest wins

New model

Spray lies everywhere

Inconsistently

Continuously

Achieve high public office

Have we

‘made information more usable’ ?

Or has information made us more usable?

‘meme’: information as virus

– Richard Dawkins (1976)

Viruses don’t care who they infect

C20th:

Information wants to be free

– Stewart Brand

2019:

Information will do anything

to GET free

What do you when
an entire era becomes a meme?

2016

2016 the meme

«I’m so tired of 2016 the meme»
became a meme

‘good’ memes

become consensual reality

please can we agree on a better reality

we need action

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https://www.theguardian.com/technology/2019/oct/04/facebook-exempts-political-ads-ban-making-false-claims

Facebook

Facebook exempts political ads from ban on making false claims

Firm quietly rescinds policy banning false advertising as UK general election looms



Alex Hern

@alexhern

Fri 4 Oct 2019 13.36 BST

RIBBONFARM
CONSTRUCTIONS IN MAGICAL THINKING

The Digital Maginot Line

November 28, 2018 By Renee DiResta

There is a war happening. We are immersed in an evolving, ongoing conflict: an Information World War in which state actors, terrorists, and ideological extremists leverage the social infrastructure underpinning everyday life to sow discord and erode shared reality. The conflict is still being processed as a series of individual skirmishes – a collection of disparate, localized, truth-in-narrative problems – but these battles are connected. The campaigns are often perceived as organic online chaos driven by emergent, bottom-up amateur actions when a substantial amount is, in fact, helped along or instigated by systematic, top-down institutional and state actions. This is a kind of *warm war*; not the active, declared, open conflict of a hot war, but beyond the shadowboxing of a cold one.



Blogchains

- Domestic Cozy
- Elderblog Sutra
- Infinite Machine
- Mediocratopia
- Multitemporality
- Predictable Identities
- Refactor Camp 2019
- Refactorings Roundups
- Regenerations
- The Goat-Crow-Rat Triangle

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Nobody is coming to save us from big tech



https://no.wikipedia.org/wiki/Greta_Thunberg#/media/Fil:Greta_Thunberg_4.jpg



Nearly 500 Guard members activated for Califo…
stripes.com



At least 13 wildfires are burning in California - CNN
cnn.com



California fires: Los Angeles hit by new blazes - BB…
bbc.com



California's worsening wildfires, explained | Cal…
calmatters.org



Here's What It Takes to Fight California's Fires
nationalgeographic.com



PG&E Isn't Alone in Facing Liability Risk Over C…
wsj.com



Assessing the scope: Southern California fires a…
dailynews.com



Brown: California fires show 'the horror' world will face…
politico.com



Audio: The invasive, flammable plant…



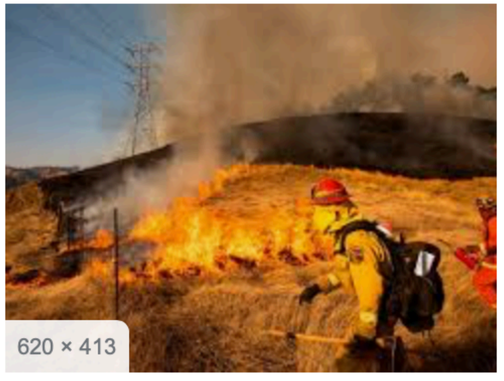
California fires: PG&E is one cause, …



Tens of Thousands Evacuate as Sou…



2 new California fires burn homes, send …



PG&E Stock Crashes as California Fires…



It's only October, so what's with all these bu…
abc.net.au



Bushfire basics: what you need to know …
blog.csiro.au



2010–11 Australian bushfire season - …
en.wikipedia.org



Out of control bushfire at Port Macquarie b…
theguardian.com



Bushfire news alerts - 9News
9news.com.au



Bushfire season could hit Australia e…
northerndailyleader.com.au



Australia warns of severe bush fire season …
straitstimes.com



Bushfire threat now a year-round sit…
abc.net.au



Australian Bushfire Prevention
sustainable.unimelb.edu.au



Australian bush fires rage near Sydney - BB…
bbc.com



Bushfire | Understanding hazards
knowledge.aidr.org.au



Worst is yet to come' in Australian bush…
telegraph.co.uk



Vast bush fires rip across Australia, destr…
washingtonpost.com



Drought in Australia to intensify, fuels winter bush fi…
downtoearth.org.in



Australia gets ready for potentially catastrop…
aljazeera.com

1. Tackle global warming

2. Scrutinise technology

Technology was a stick

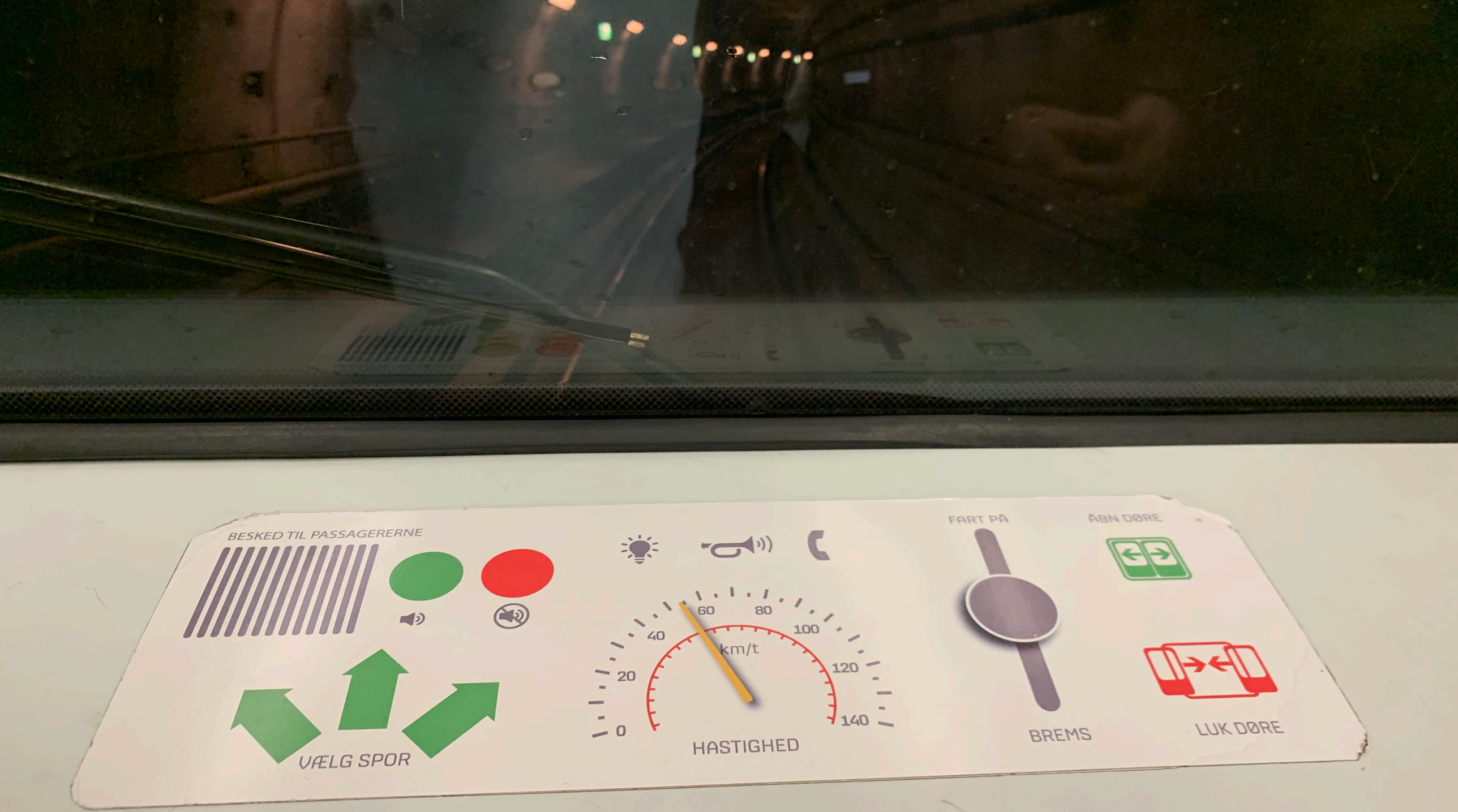
Now it’s a drone

We can build it,

but … should we?

We can use it

without understanding it


BESKED TIL PASSAGERERNE
VÆLG SPOR
0
20
40
60
80
100
120
140
km/t
HASTIGHED
FART PÅ
BREMS
ÅBN DØRE
LUK DØRE


FEJL 1
FEJL 2
DØRKONTROL
NØDSTOP
on off
DØRKONTROL OVERSTROPNING
AFKOBLING
INDE
UDE
HOVEDAFBRYDER
ATP OVERSTROPNING
ATP
LOKAL
ATO+ATP
AUTO
FØRERBORD
KPH

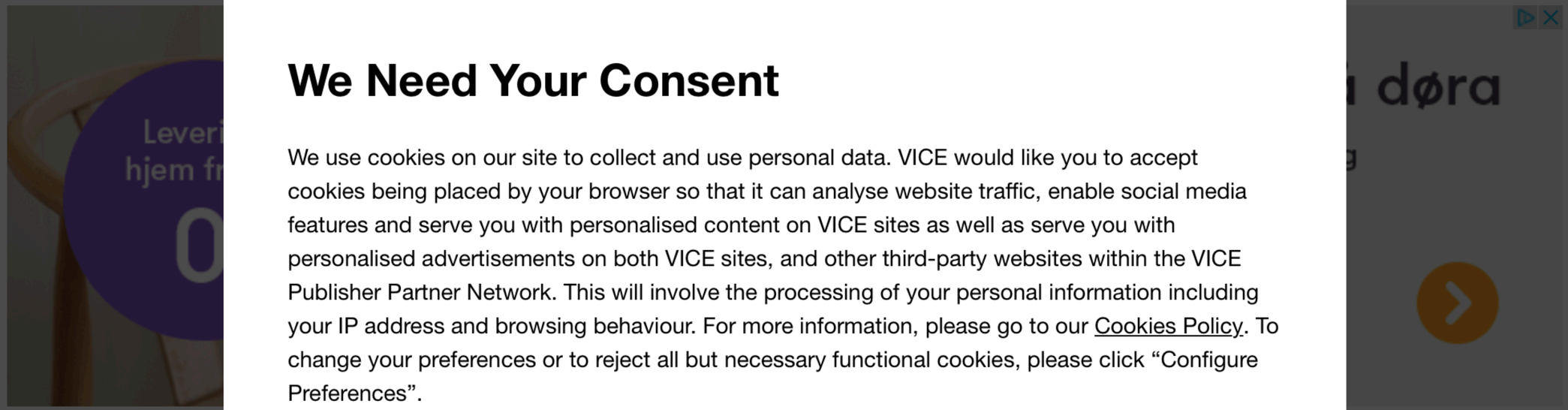
We only **think** we're driving the train

Scrutiny of technology means scrutinising design

90% of designers are currently busy making GDPR popups

(not really)

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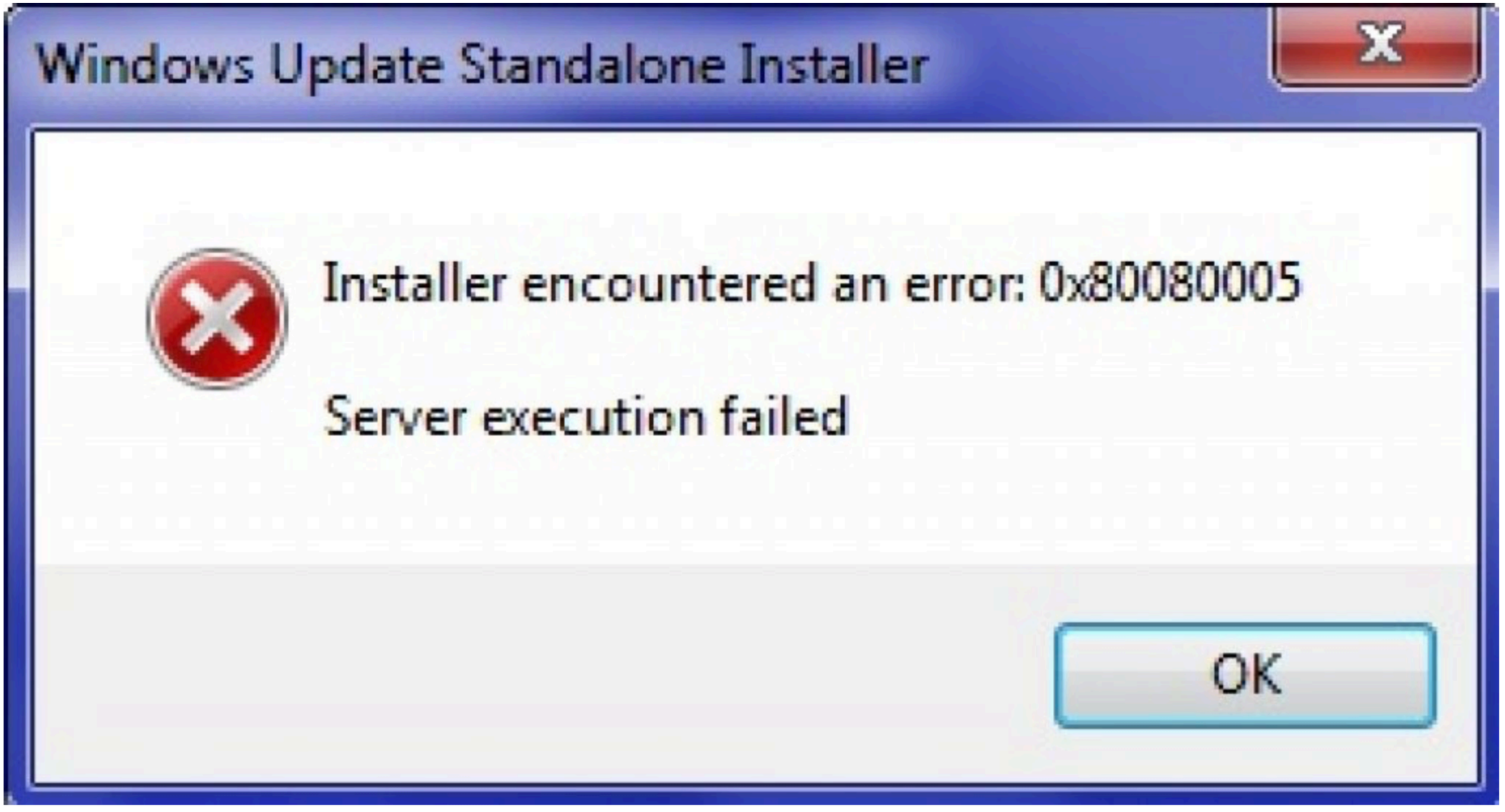
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MOTHERBOARD
TECH BY VICE

This Ha… Confuse Automatic License Plate Readers

Designer Kate Rose presented her "adversarial fashion" line of


Windows Update Standalone Installer
Installer encountered an error: 0x80080005
Server execution failed
OK

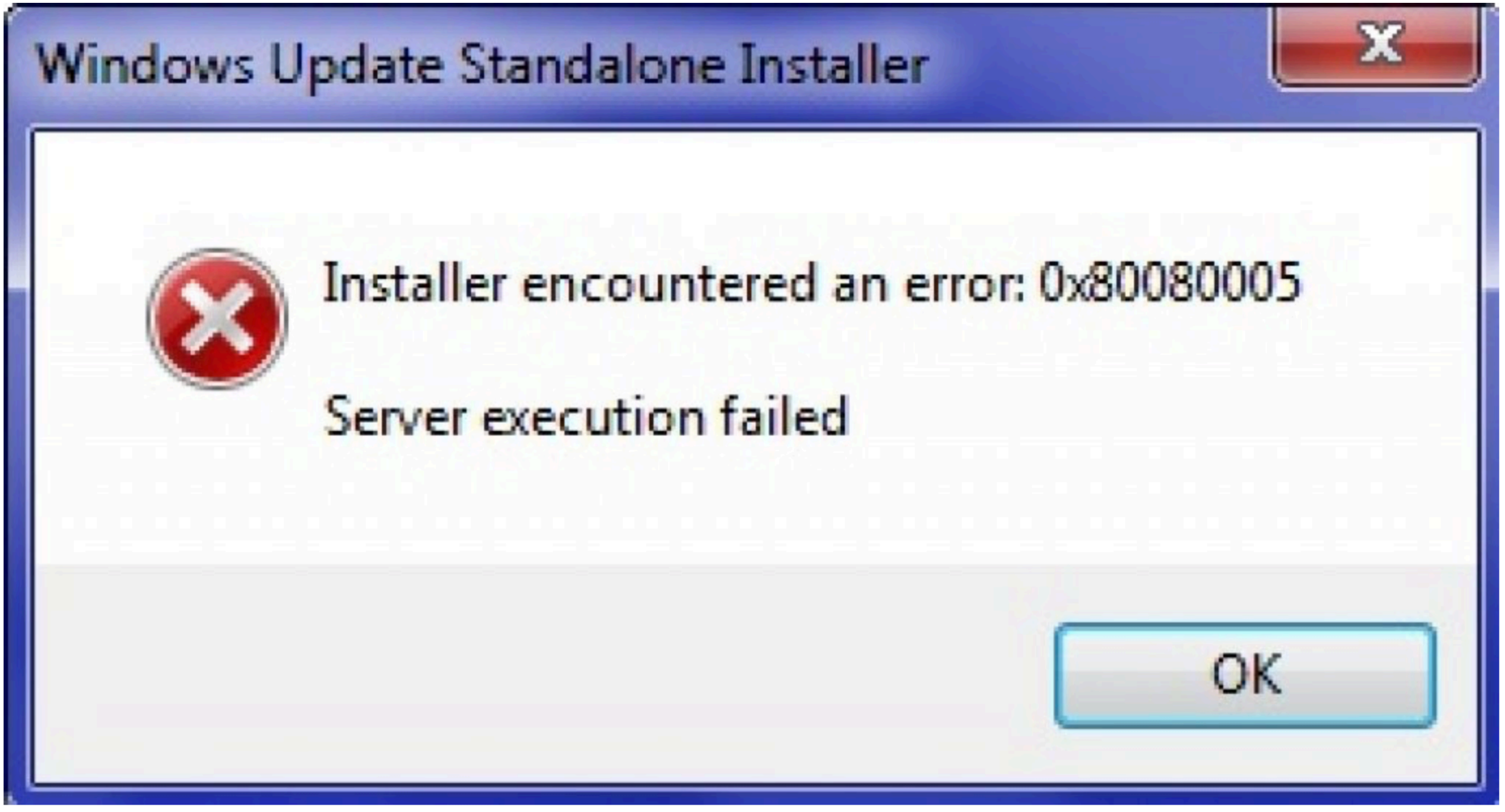


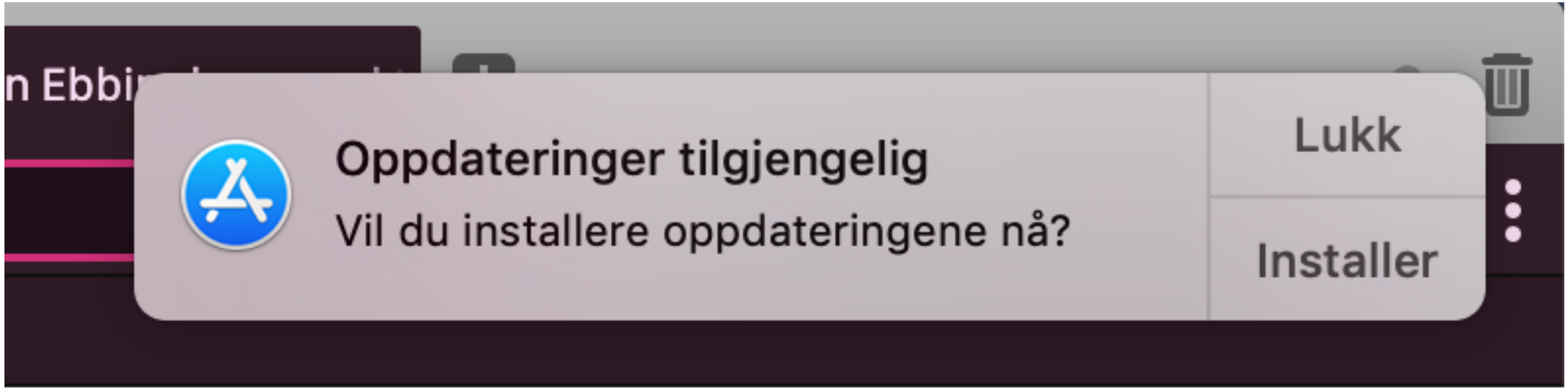
Herman Ebbinghaus

http://scihi.org/hermann-ebbinghaus-and-the-experimental-study-of-memory/

‘spaced learning effect’

– Ebbinghaus, 1885


Windows Update Standalone Installer
Installer encountered an error: 0x80080005
Server execution failed
OK


Oppdateringer tilgjengelig
Vil du installere oppdateringene nå?
Lukk
Installer



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We can’t claim ignorance anymore

Long-term effects of design

Design = form + function



What is an Eames Chair?

A retrospective look at just what makes a chair an Eames Chair!

What is an Eames Chair?

Quite simply, an **eames chair** could be any chair, designed by the now legendary American mid-century designer Charles Eames. The reality however is that there are some, more than others, that profess to have created that reputation, let's

Short-term effects

Looks nice

Nice to sit in

Medium-term effects

Demand for nice things increases

The economy grows

More people in work

Long-term effects

Mass production of cheap knock-offs

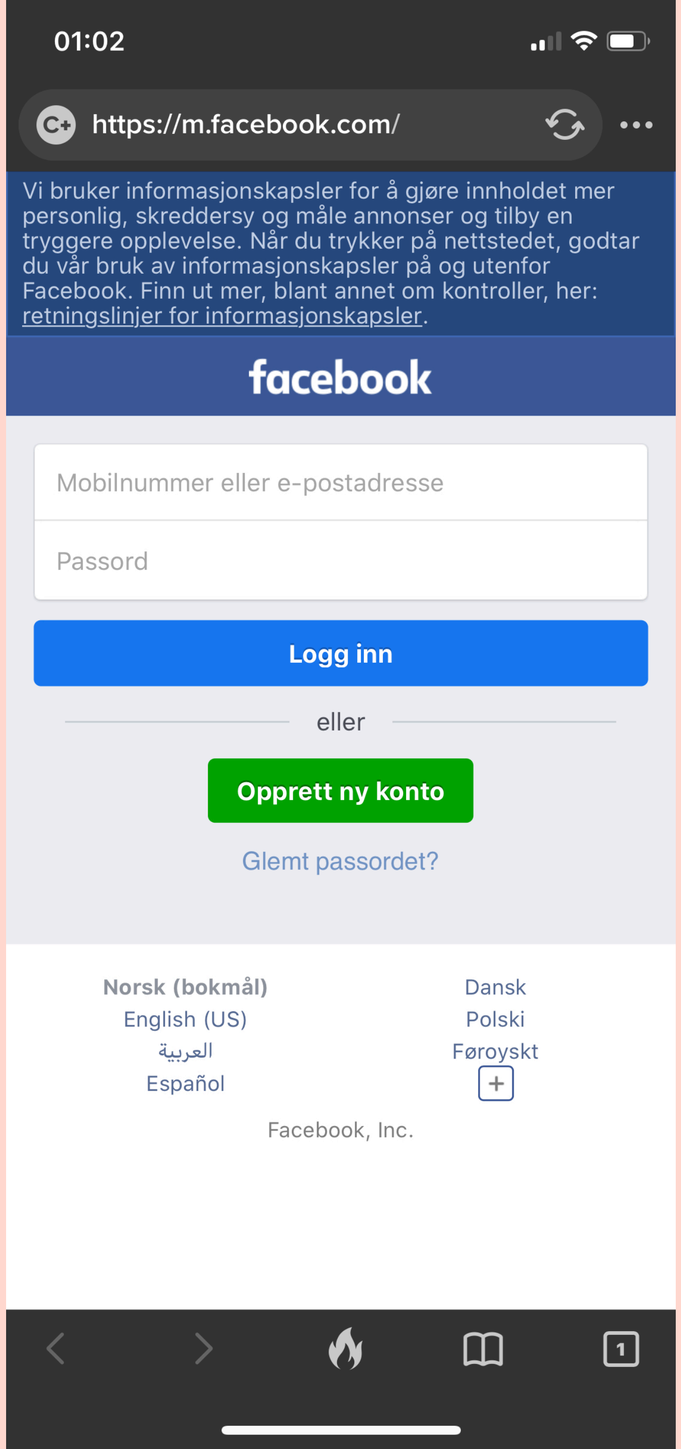
Profound economic dependence on China

Society becomes materialistic …

… and maybe more sedentary

Form is easy

Function is less easy,
and less easy to agree on

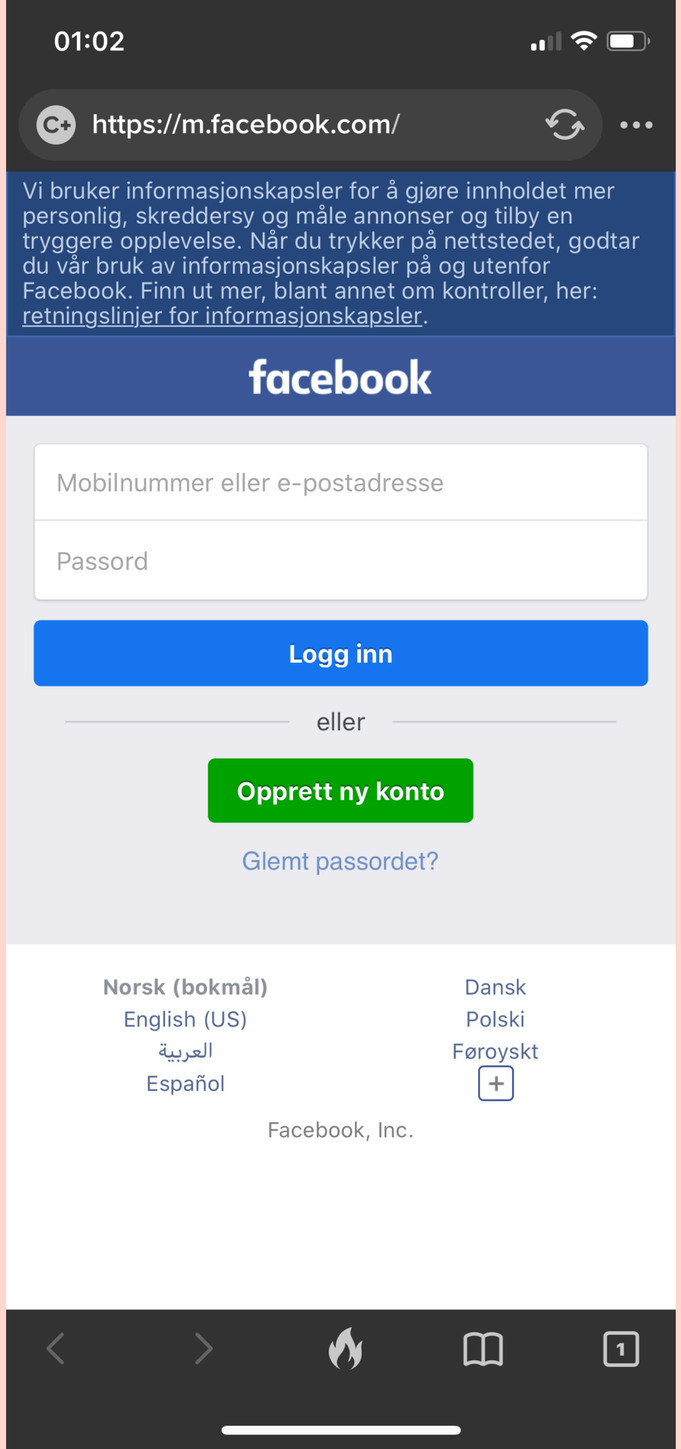


Form

Fits in your pocket

Looks … okay

Pictures of your niece!

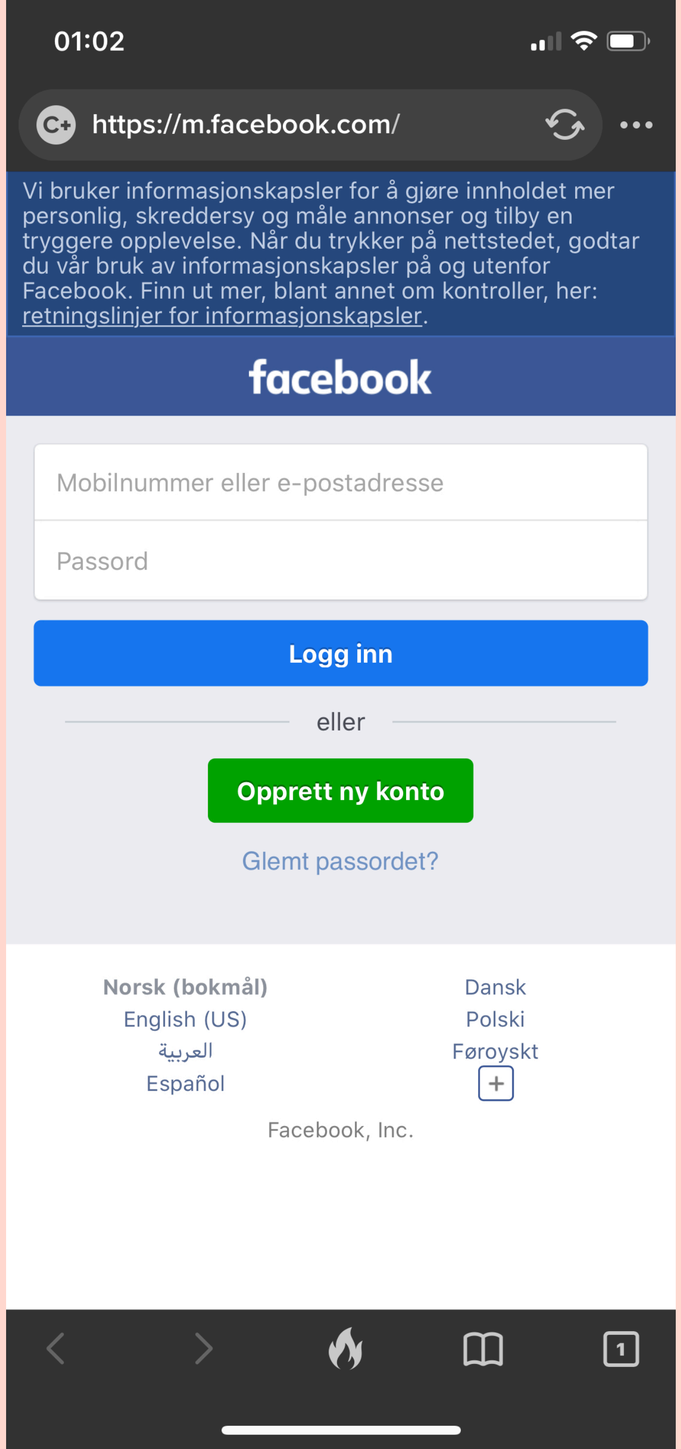


Obvious function

Keep up with family

Tolerate people you know

Share stuff



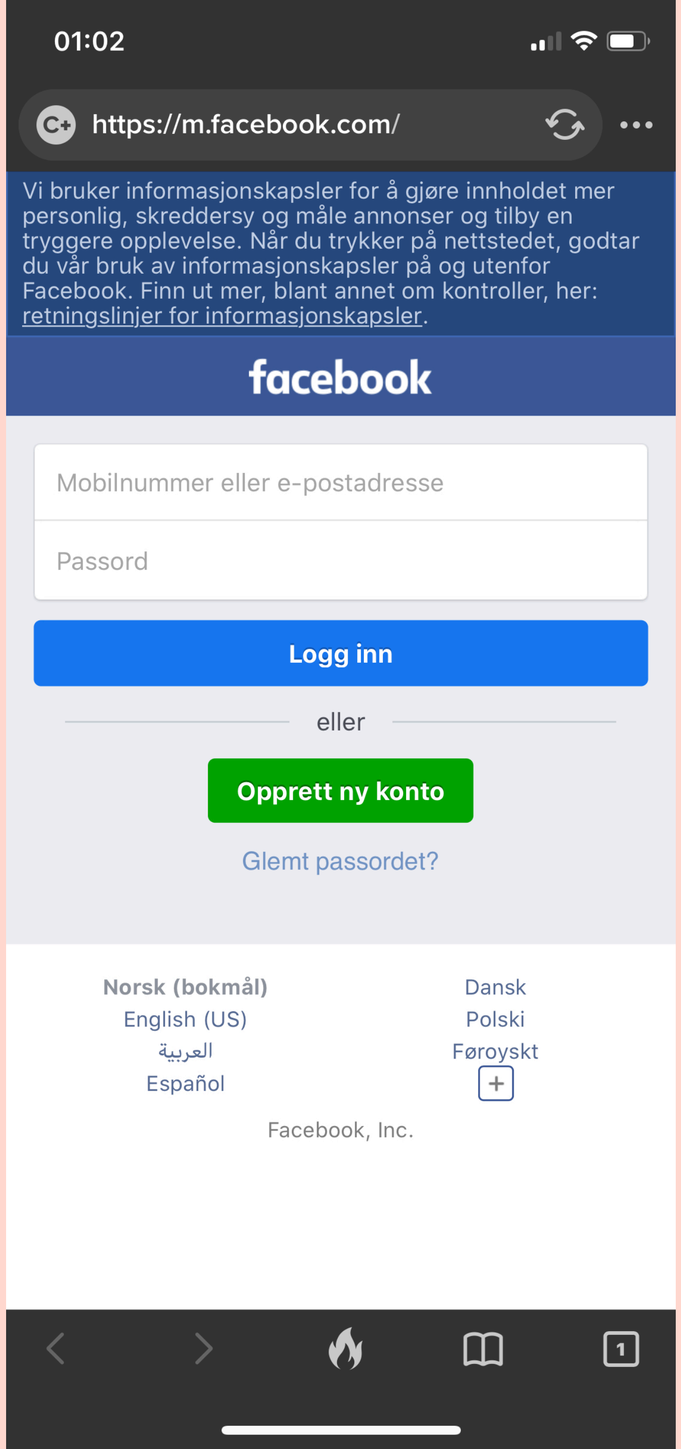
Business model

Shows you ads

Tracks you online

Sells your details

Gets you to upload contacts without their consent

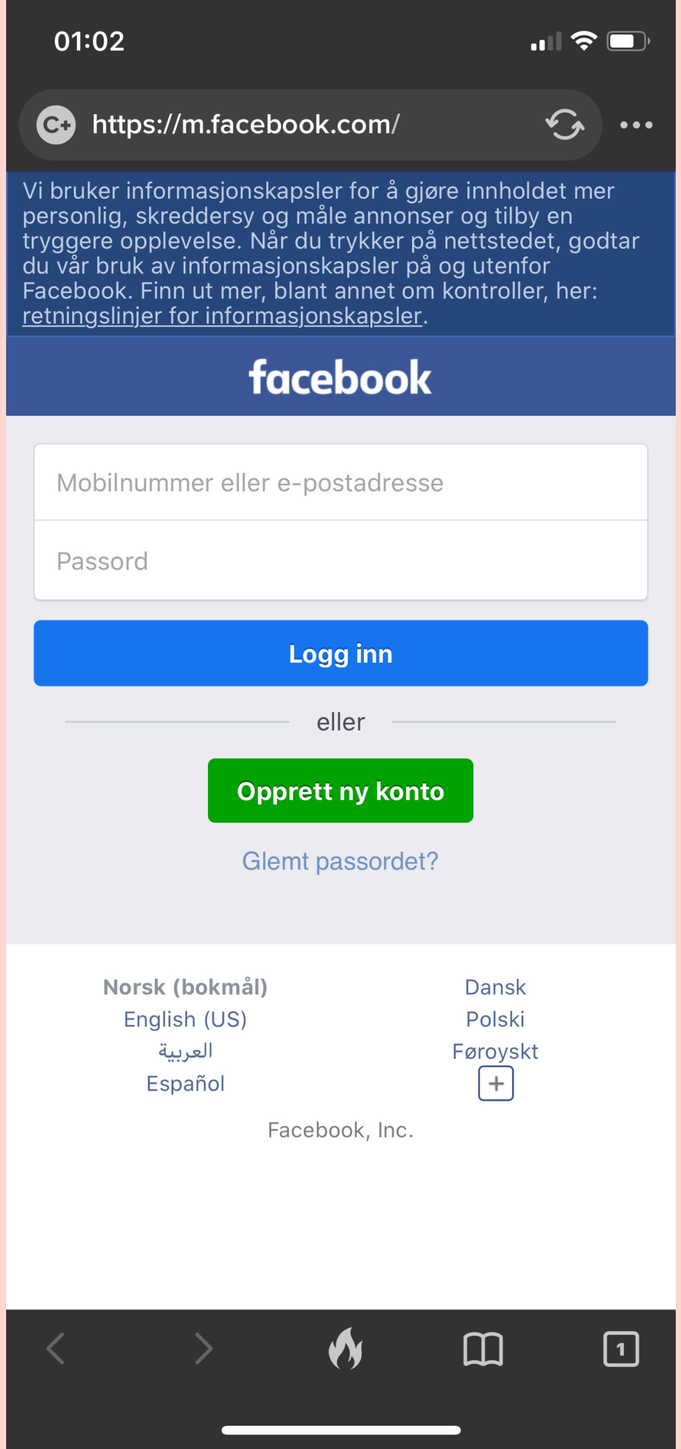


Long-term effects of spaced repetition

Learn to fish in your pocket

Learn to scroll

Learn to «check»



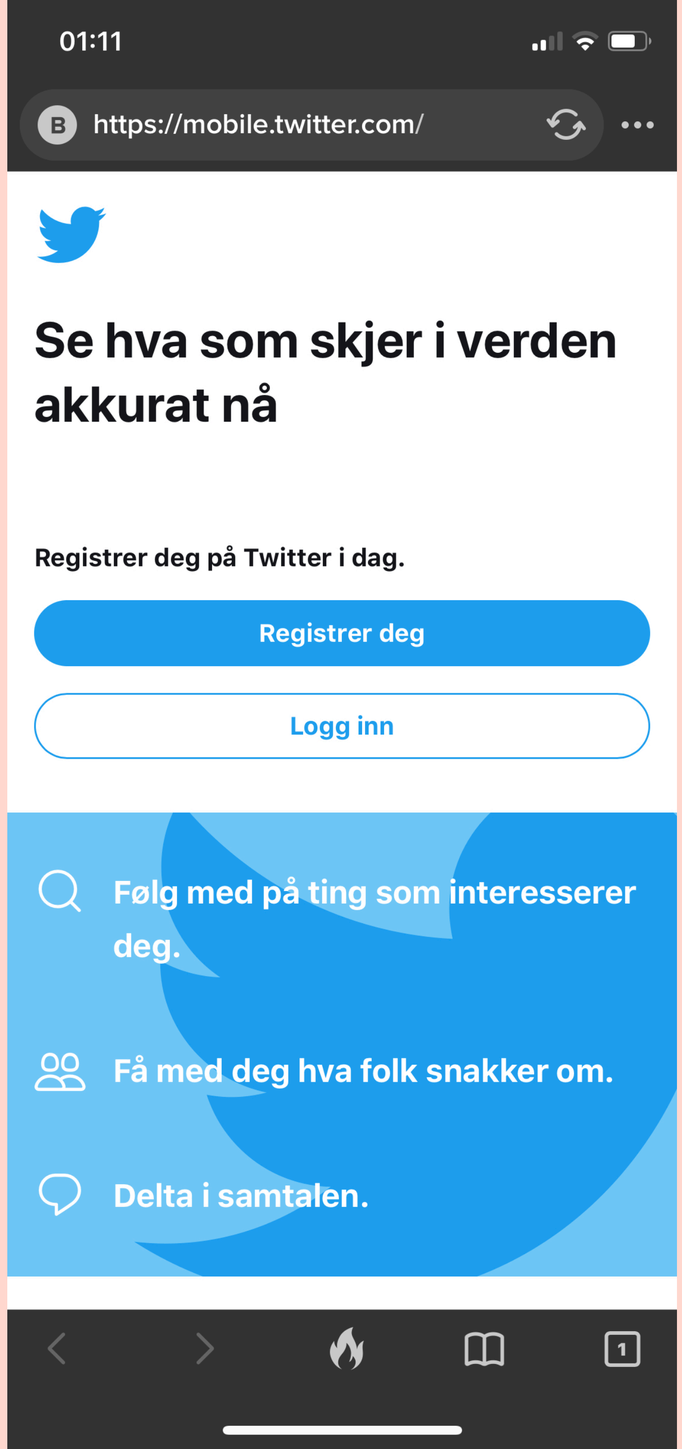
Other long-term consequences

Filter bubbles

Elections influenced by malicious interests

Democracy dies

Okay but we all know
Facebook is a problem

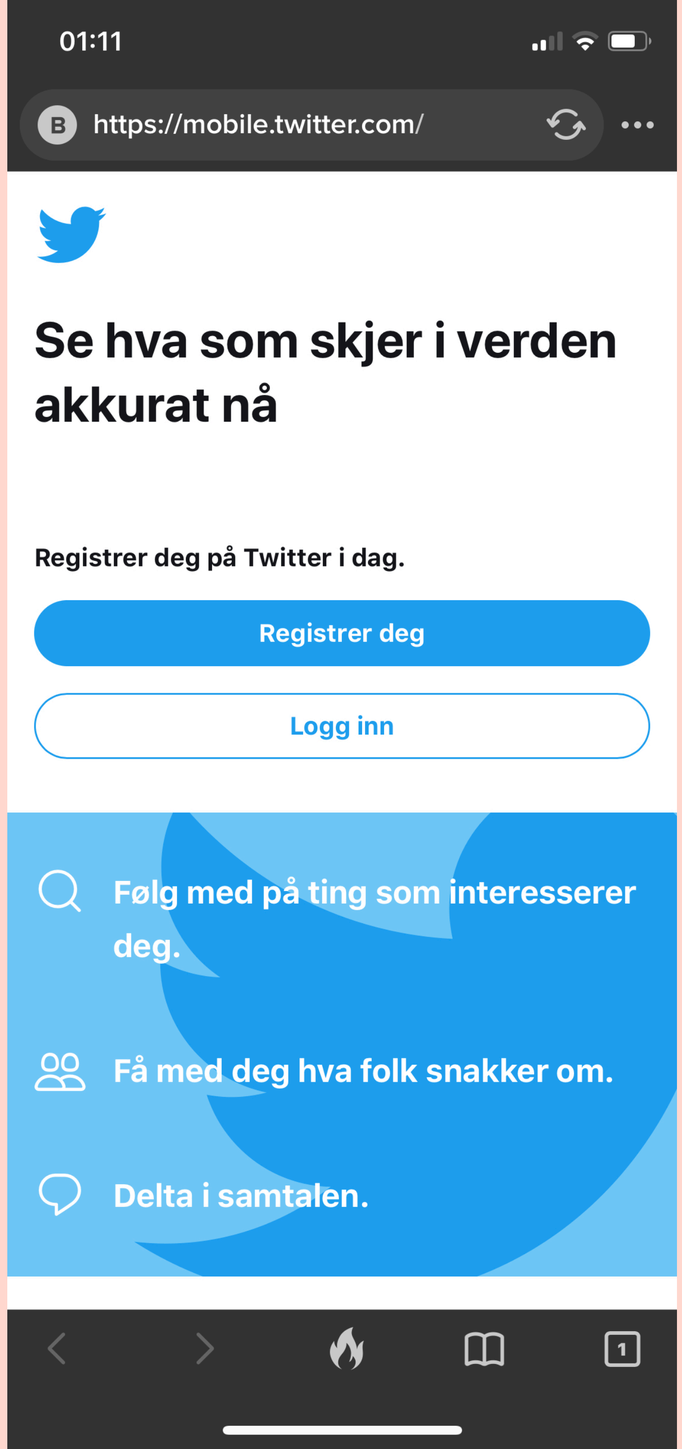


Form

Fits in your pocket

Looks fairly attractive

Memes! Pithy one-liners!



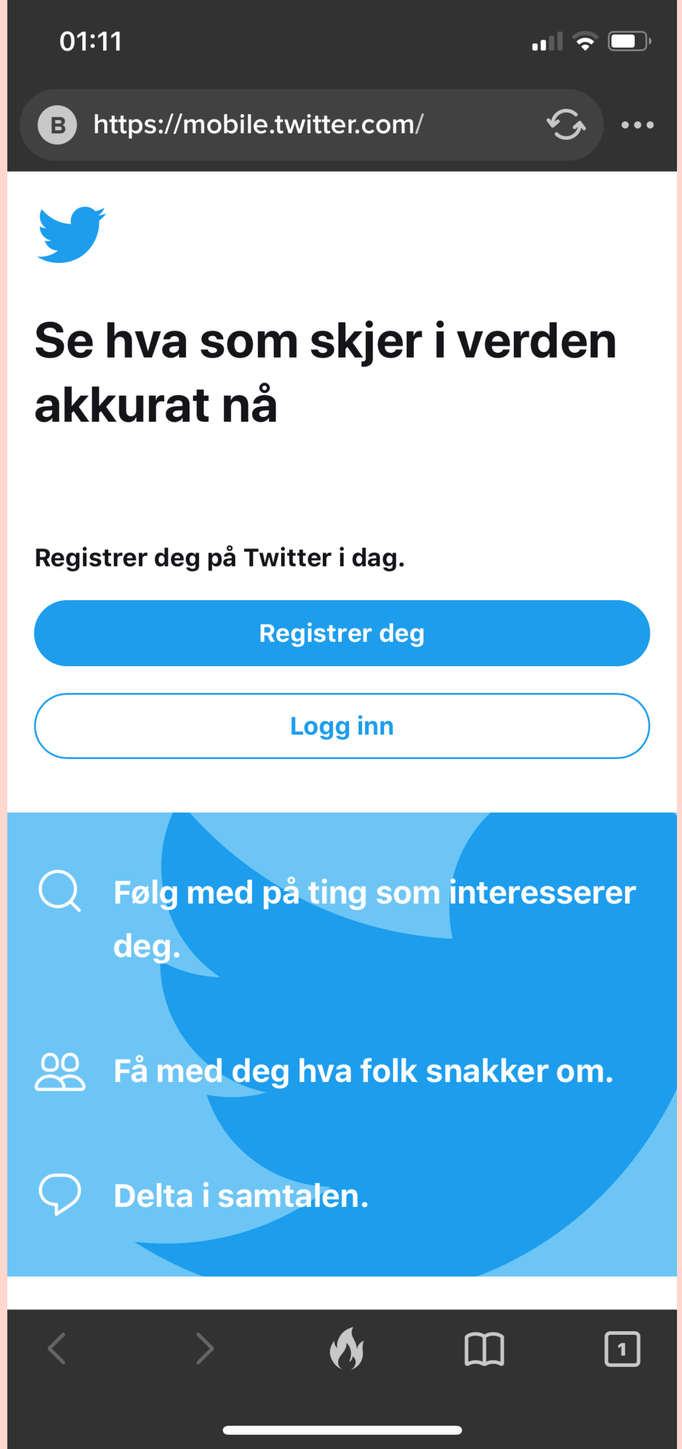
Obvious function

Keeping up

Showing off

Enormous potential reach

Nobody understands how to use threads / @-replies



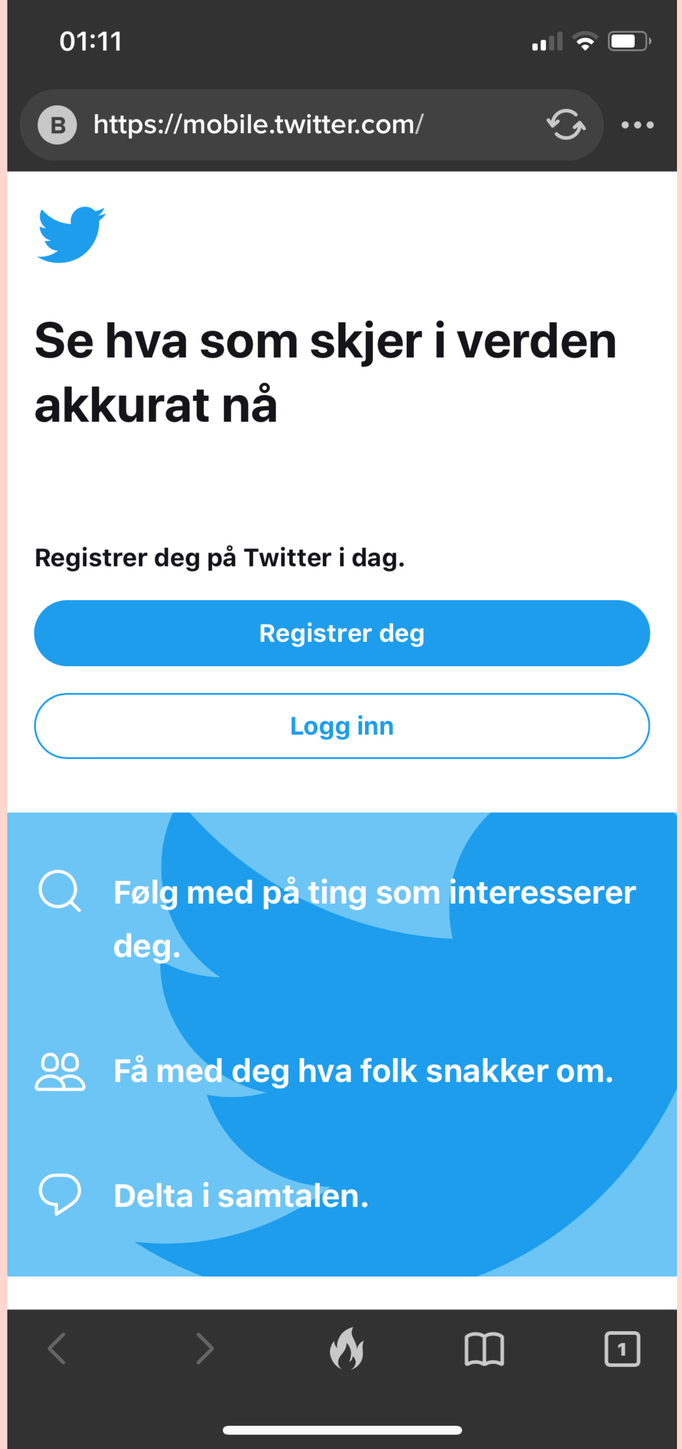
Business model

Ads: Pay per click

Ads: Pay per retweet

Targeted ad content

Selling your public tweets to data mining companies



Long-term effects of spaced repetition

Pocket,

Scrolling,

Checking,

FOMO



Burrhus Frederic Skinner

https://no.wikipedia.org/wiki/B.F._Skinner#/media/Fil:B.F._Skinner_at_Harvard_circa_1950.jpg



Not a famous psychologist

http://scihi.org/hermann-ebbinghaus-and-the-experimental-study-of-memory/

‘variable rewards schedule’

– Skinner and others, mid C20th



https://en.wikipedia.org/wiki/Slot_machine#/media/File:Las_Vegas_slot_machines.jpg

Variable Rewards: Want To Hook Users? Drive Them Crazy

Here's the gist:

- Rather than using conventional feedback loops, companies today are employing a new, stronger habit-forming mechanism to hook users—the Hook Model.
- At the heart of the Hook Model is a variable schedule of rewards: a powerful hack that focuses attention, provides pleasure, and infatuates the mind.
- Our search for variable rewards is about an endless desire for three types of rewards: those of the tribe, the hunt and the self.



In advertising, marketers reinforce a behavior by linking to the promise of reward. "Use our product," they claim, "and you'll get laid"; it's the gist of many product pitches from soap to hamburgers.

https://www.nirandfar.com/want-to-hook-your-users-drive-them-crazy/

Consume psychology responsibly



OHNOTHEYDIDNT

IT'S CELEBRITY GOSSIP AT ITS GREATEST!

New Orleans' Voodoo Fest Moves to Austin, Texas **3:39PM / 21.09.2005**



shefliessouth

According to a report on E! Online, Austin will serve as a temporary home to New Orleans' annual Voodoo Music Experience, to be held Oct. 29-30.

E! says an official announcement is expected within days, and that the move was confirmed by the manager of one of the 20-plus bands slated to play this year's festival. The report added officials in Austin were "making accommodations" to use the stages already in place for this weekend's Austin City Limits Festival.

The change in location would likely affect the festival's lineup of bands, which originally included Nine Inch Nails, Queens of the Stone Age, My Chemical Romance and Carl Cox.

According to a message on the event's official Web site, the event will now be a benefit "to raise critically needed funds for those affected by Hurricane Katrina."

source: **austin360.com**

14 / comment

Blind Item (this is a good one) **5:44PM / 21.09.2005**



She had married into a life of privilege and wealth. Her family and friends were excited for her. Looks can be deceiving; they soon found out, she had actually married into a life of isolation and abuse. Allegedly, letters and phone calls from family and friends were intercepted. The bride hardly ventured out in public, allegedly, she was forbidden from leaving the house. It's also been rumored, that a friend of her husband's was assigned to watch her and all of her vehicles were allegedly fitted with GPS trackers. It's surprising, her husband didn't have an electronic monitoring device strapped to her ankle. She was living in an nightmare

https://ohnotheydidnt.livejournal.com/

LIVEJOURNAL FIND MORE SHOP HELP LOGIN CREATE BLOG NORSK BOKMÅL (NB)
OHNOTHEYDIDNT READA

ONTD

OH NO THEY DIDN'T!
The celebrities are disposable. The gossip is priceless.

November 11th, 2019, 10:51 am

Ariana Grande Surprises Concert-Goers with Gifts



SUGARSTARFAERIE

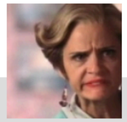
Ariana Grande Today
@ArianaToday

ICYMI — Ariana added a Christmas section to her show, where she sings a medley of her holidays songs and throws gifts to the crowd 🎁



Featured Posts


Rapper T.I Forces Daughter To Take a Test Every Year to Prove She...
sweeeetnatural, 368 comments


The Little Mermaid LIVE!
syphilisdiller, 440 comments


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ms_mmelissa, 811 comments


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shangri__la, 446 comments


Celebrity Reactions LIVE VIEWING POST Democratic Debate CNN &
carolinalily, 1206 comments

https://ohnotheydidnt.livejournal.com/

ONTD

is just another lever to press



1 comment SORT BY

Add a public comment

X

Me! 2 minutes ago

First

0 ANSWER

Maybe you’ll **feel** something

Søk på Twitter

Screaming Into The Void
@screaming_into

Følg

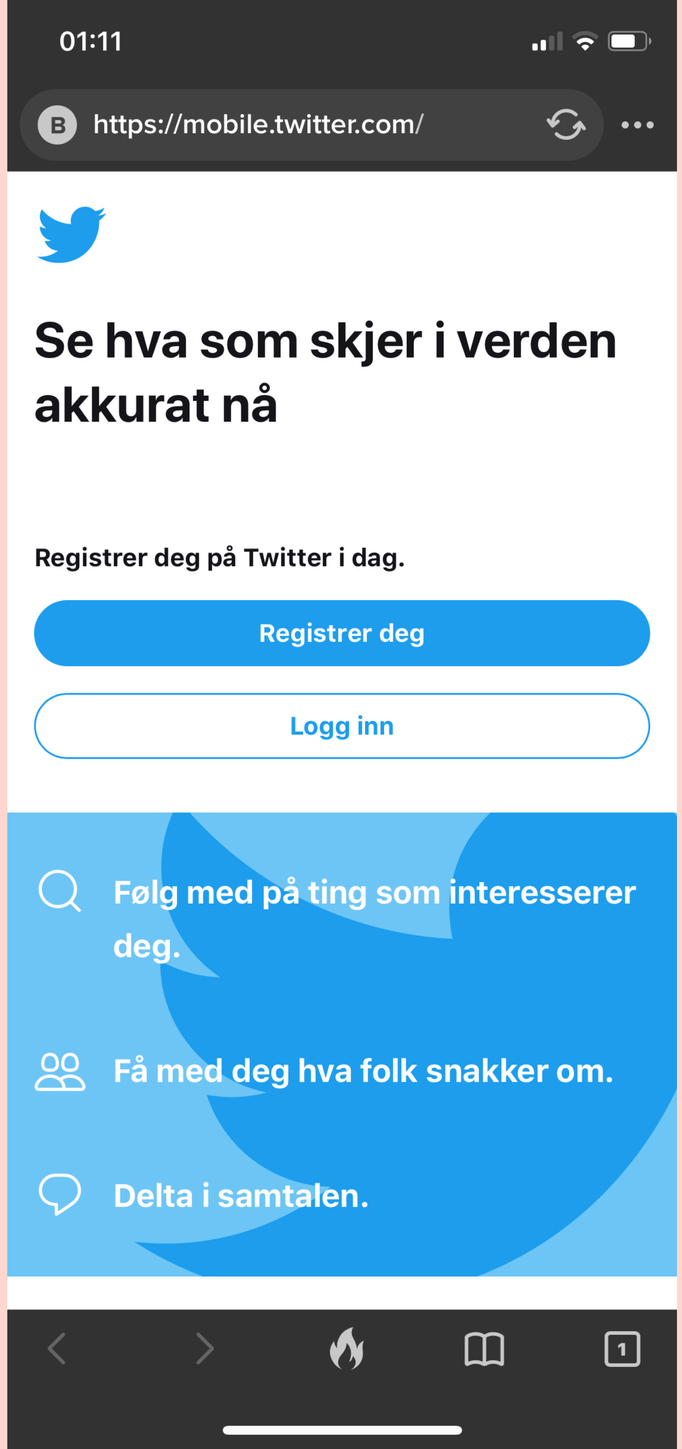
Aaaaaaaaaaaaaaaaaauuuuuuuuggggghhhhhhh

16:29 - 1. jul. 2018

Tweets Tweets og svar

‘The hate-industrial complex’

– Umair Haque



Other long-term consequences

Rat behaviour

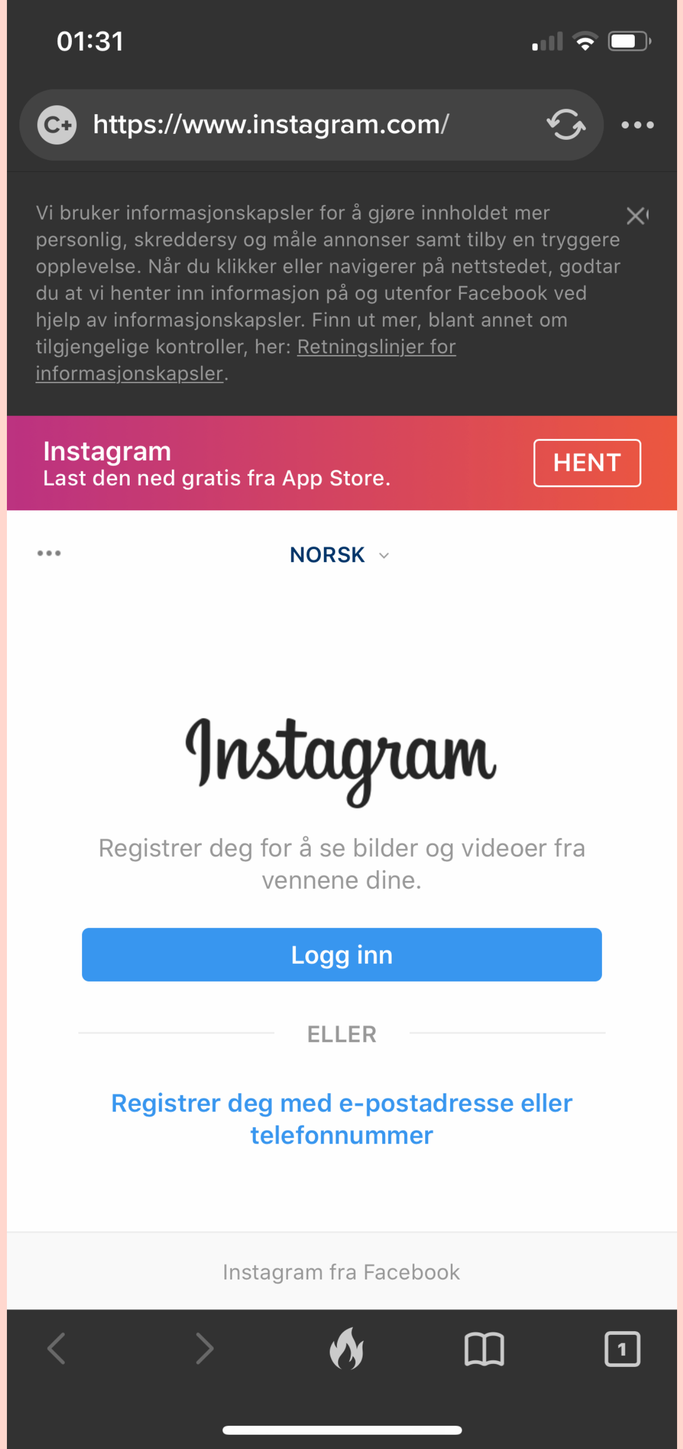
Filter bubbles

Free PR for world's most powerful narcissist

Downfall of democracy

Okay but we all know

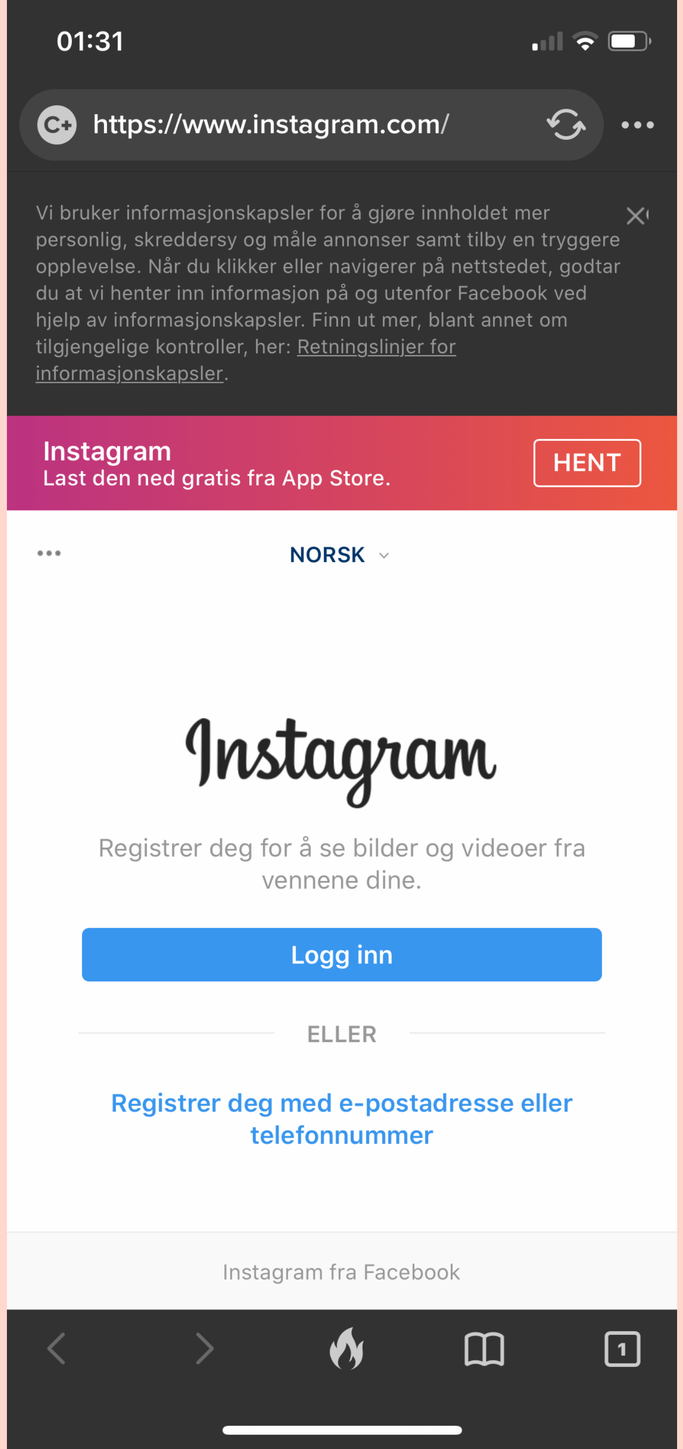
Twitter is toxic



Form

Fits in your pocket

Looks great!



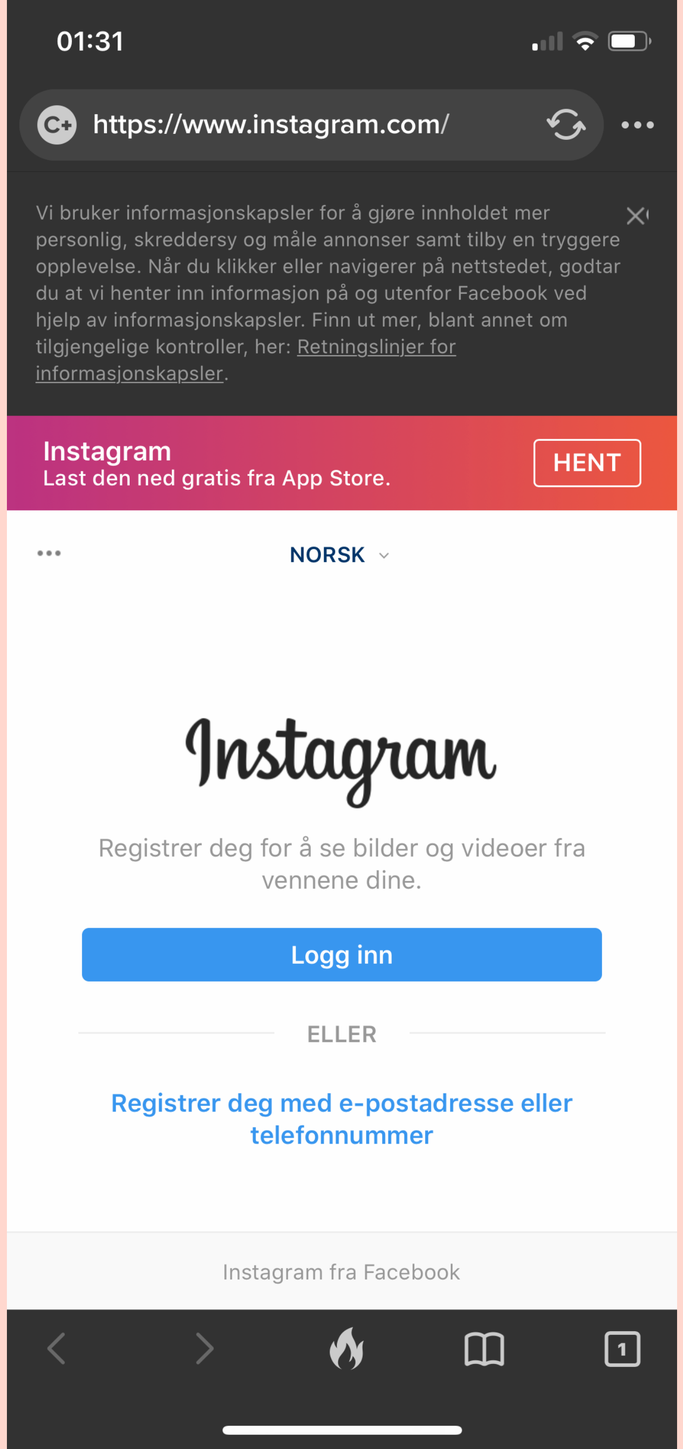
Obvious function

Inspo!

Duckface

Live streaming

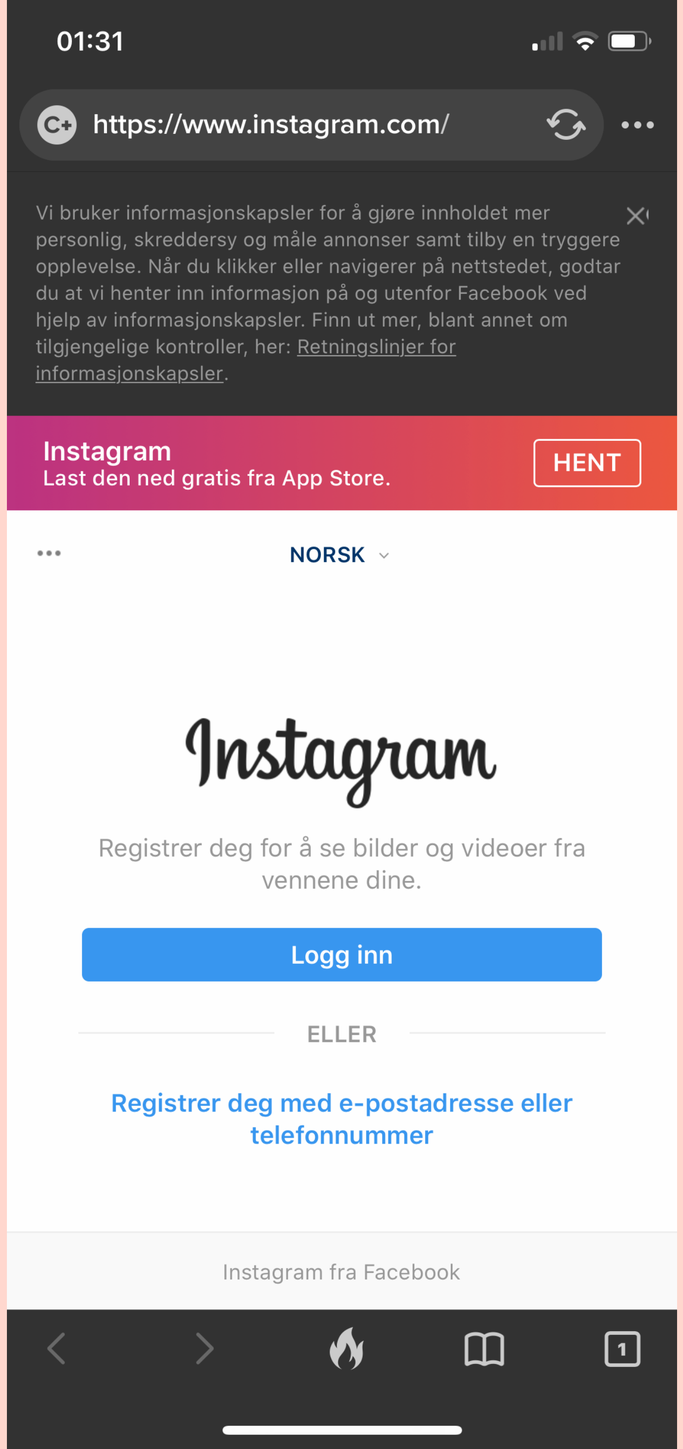
... shopping?



Business model

Sponsored posts #spon

Expanding Facebook's stagnant user base



Long-term effects of spaced repetition

Pocket,

Scrolling,

Cocoon to hide in,

Capture as more important than experience

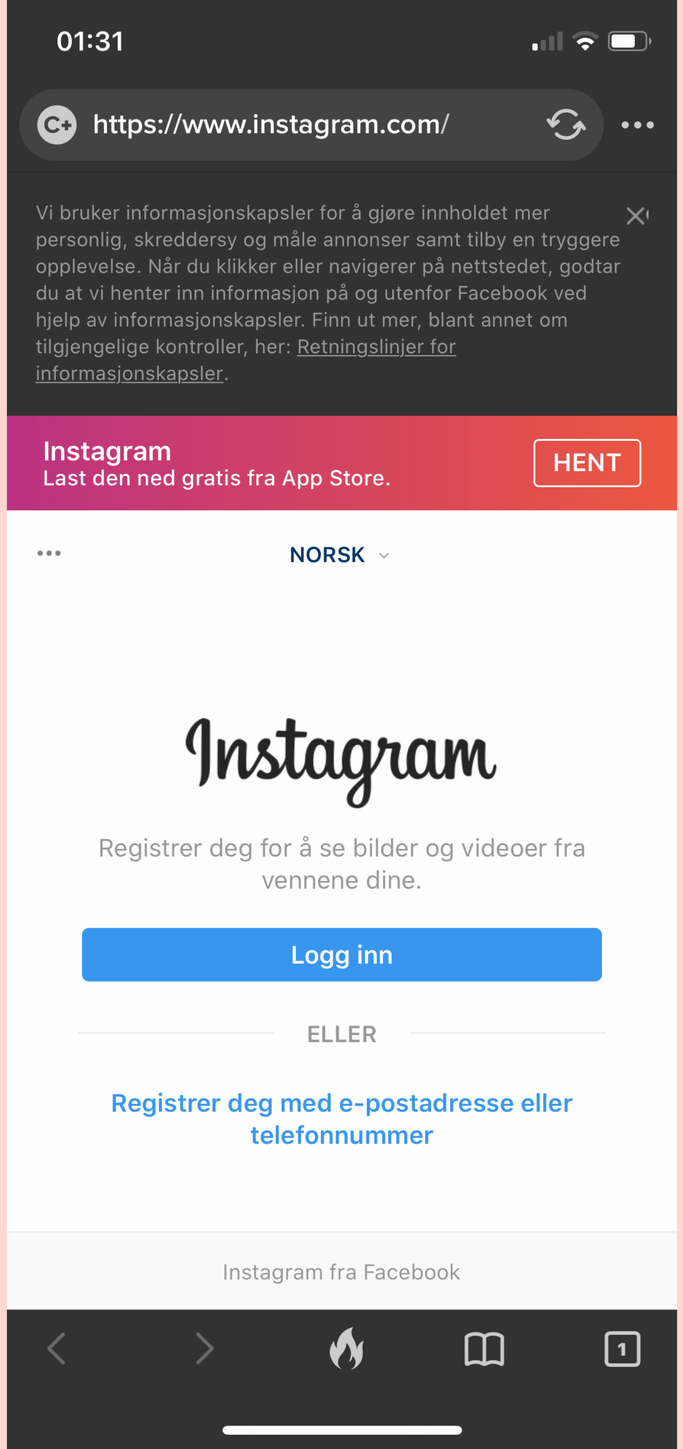


Gustav Fechner

https://en.wikipedia.org/wiki/Gustav_Fechner#/media/File:Gustav_Fechner.jpg

‘mere exposure effect’

– Gustav Fechner (1876)



Other long-term consequences

Increased (unaware?) preference for paid content

Buy stuff you don’t need

A commercial space becomes your safe space?

we know all this

and we … don’t care?

Is this just too big?

So let’s start with small things

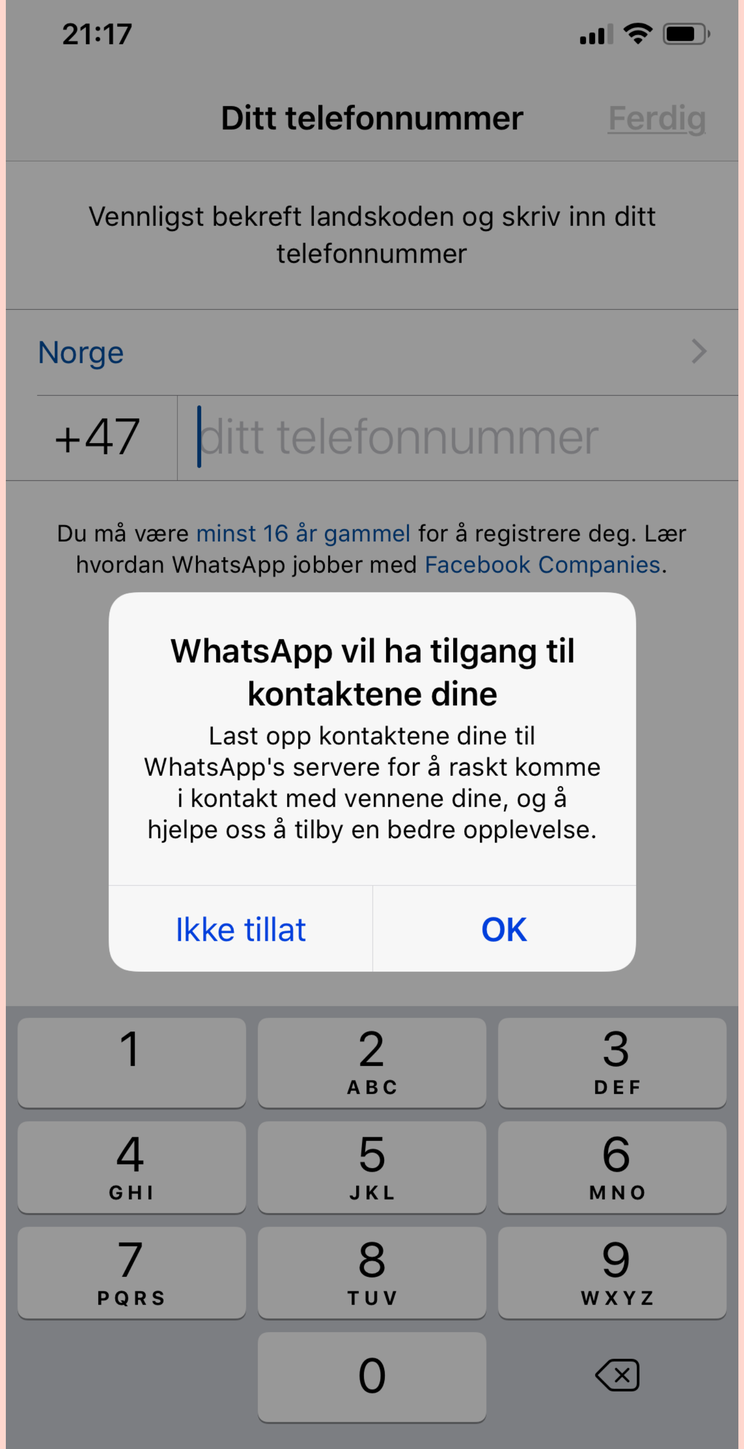
Do you understand
the actual transaction?

Are you okay with that transaction?

Is this encouraging a behaviour you want to get really good at?

What will be the opportunity cost of getting good at this?

Who else will be affected by your choices here?



Convenience for you is non-consensual data sharing for me

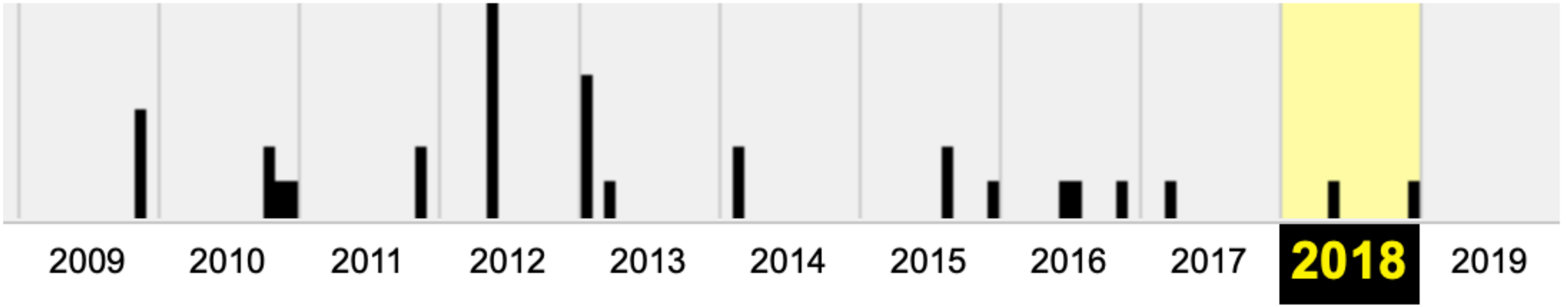
Where do we draw the line?

Participation
confers legitimacy

I’d really like to, but

I just can’t leave

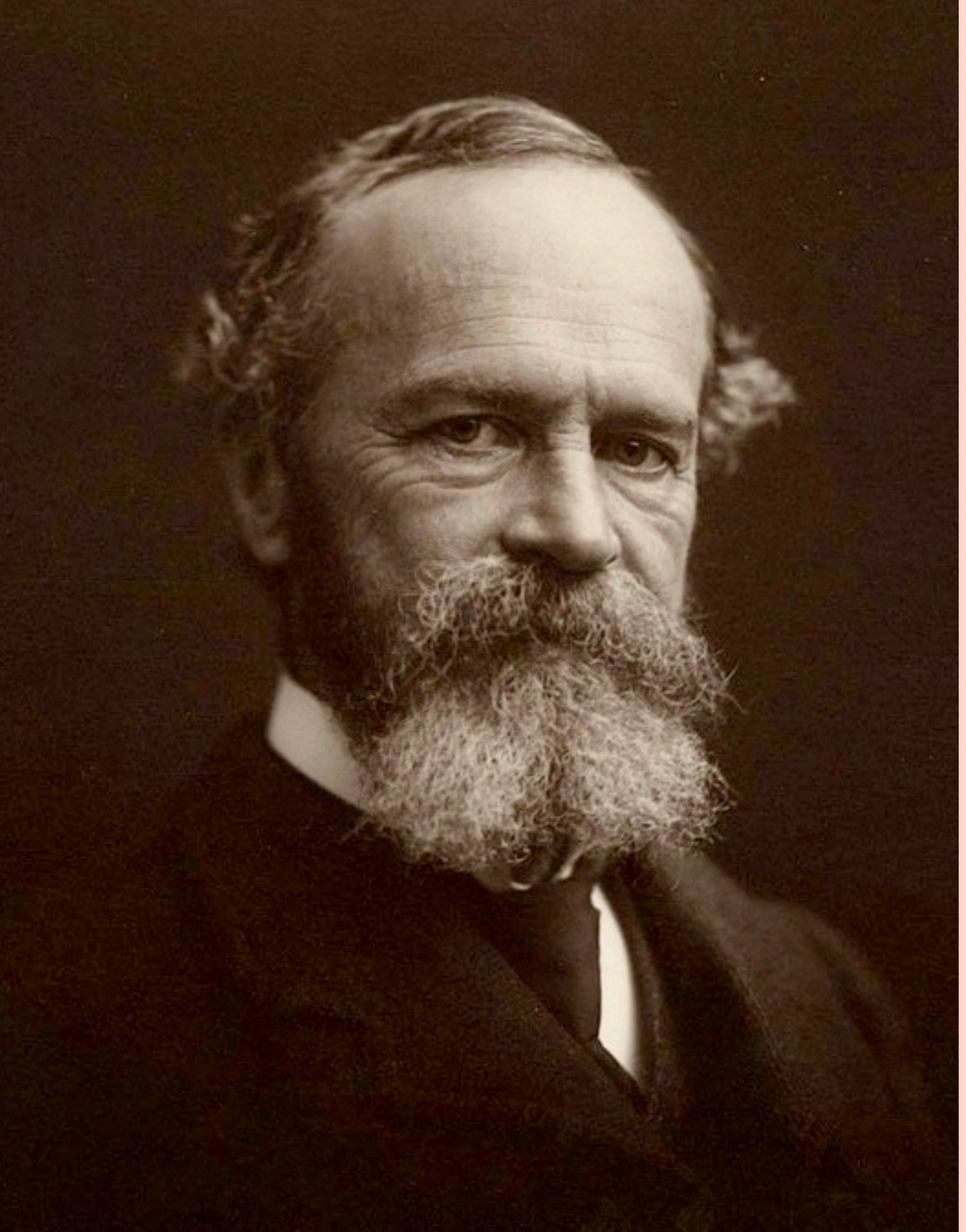
– everyone I know, about Facebook


2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019

FOMO?

Try cancelling social media

FOMO is a learned response



William James

https://en.wikipedia.org/wiki/William_James#/media/File:William_James_b1842c.jpg

‘The greatest weapon against stress is our ability to choose one thought over another.

– William James

You can choose to extinguish a behaviour

Notice your relationship with violations of trust, as a user

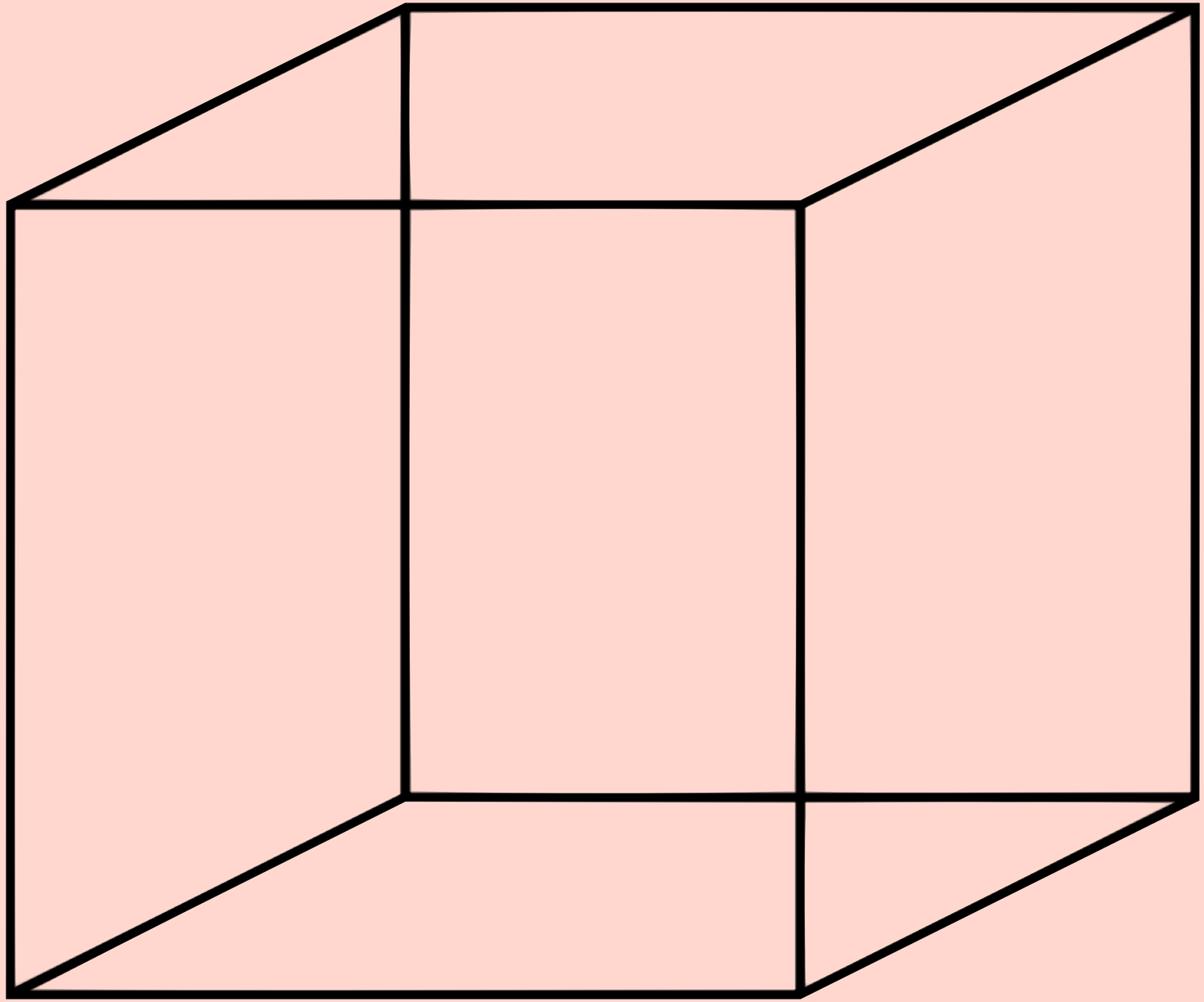
‘Creeping normality‘

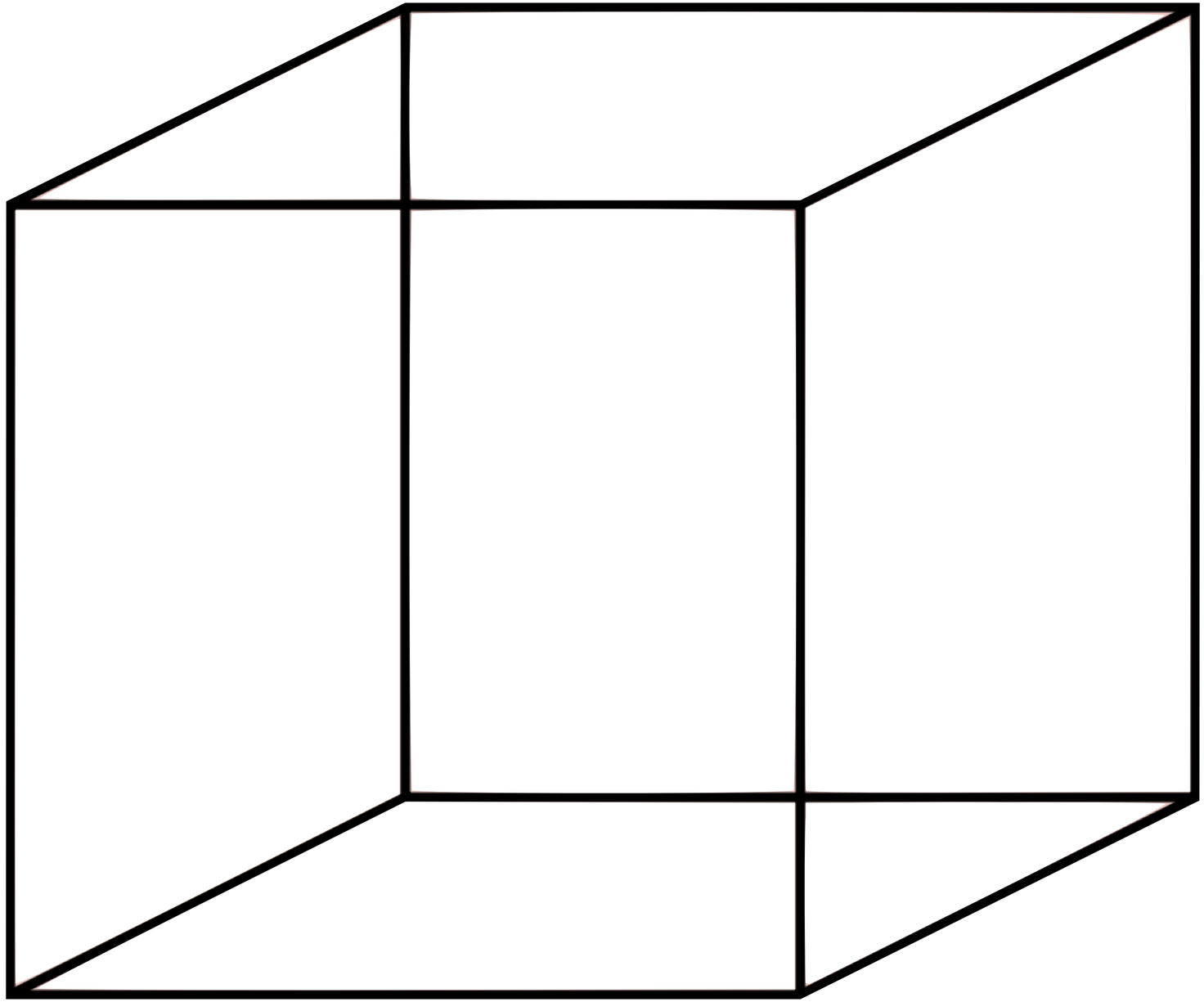
– Jared Diamond (2005)

‘Normalisation of deviance‘



— Stephen Carver





‘change blindness’

[Consciousness] feels unbroken

… the gaps are unfelt.

— William James, 1890

independent.co.uk/life-style/gadgets-and-tech/bill-gates-and-steve-jobs-raised-their-kids-techfree-and-it-shouldve-been-a-red-flag-a8017136.html

BILL GATES AND STEVE JOBS RAISED THEIR KIDS TECH-FREE — AND IT SHOULD'VE BEEN A RED FLAG

Chris Weller Business Insider | Tuesday 24 October 2017 13:30 |

12 comments

- **Interviews with Bill Gates, Steve Jobs, and other tech elites consistently reveal that Silicon Valley parents are strict about technology use.**
- **A new book suggests the signs may have been clear years ago that smartphone use should be regulated.**
- **There may be a way to integrate tech into the classroom, however, that avoids its harmful effects.**

Psychologists are quickly learning how dangerous smartphones can be for teenage brains.

Ad closed by Google

Report this ad

Why this ad?

If at this stage of the game, given what we know about how social media work and about the incentives of the people who make TV, you're still getting your dopamine rush by recycling TV-news clips and shouting at people on the Internet, you're about as close to beyond hope as a human being gets.

– Alan Jacobs

https://blog.ayjay.org/on-lost-causes/



Tidying Up with Marie Kondo | Official Trailer [HD] | Netflix

Sett 3 016 767 ganger • 12. des. 2018

22K 508 DEL LAGRE

Netflix
11,7 mill. abonnenter

ABONNER

Tidying Up with Marie Kondo is a 2019 Emmy® Awards Nominee.

Neste

AUTOMATISK AVSPILLING



10 Amazing Tips from Tidying Up with Marie Kondo
MsMojo
Sett 3,6 mill. ganger



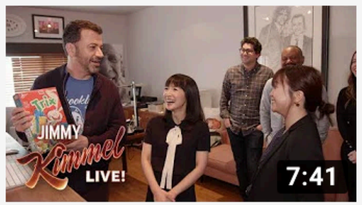
The Untold Truth Of Marie Kondo
The List
Sett 1 mill. ganger



So faltet man Klamotten am platzsparendsten | Galileo |...
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Recommended for you



HOW I DO MAKEUP ON MATURE SKIN | Hindash
Hindash
Recommended for you



Marie Kondo Helps Jimmy Kimmel Tidy Up
Jimmy Kimmel Live
Sett 1,5 mill. ganger



Top 10 Fun Facts You Didn't Know About Marie Kondo
MsMojo



Thank it, and say goodbye

Neste

AUTOMAT



10 Amazing
Up with Mari

MsMojo

Sett 3,6 mill. g



The Untold T
Kondo

The List

Sett 1 mill. ga



So faltet ma
platzsparend

Galileo

Recommende



HOW I DO M
MATURE SK

Hindash

So how do we design a utopia?

1. THINK BIG

Become a member Sign in Get started

If Norway bought Facebook (or Google)



Mads Nissen Follow
Oct 28 · 11 min read

This story is about how the states of the world completely missed out on their primary power-perk during the digitalization of the past decades. It is essentially a story of the passport, and how a non-factual dramatic move by Norway could fix most of the problems created by not having humans as a subject in our technology infrastructure (BTW; we are a resource right now).

During the past decades, there were several occasions where we *almost* defined a global standard or protocol for humans. Unfortunately, it never happened, which paved the way for commercial players to grab the address-book of the world.

Now, the human race is stuck in “login-fatigue” and introducing another

https://medium.com/@mads.nissen/if-norway-bought-facebook-or-google-716c5501cca1


Don’t accept ‘no’
goto;
copenhagen
aws
Google Cloud
gauge
Nordea
HUAWEI
SYSTEMATIC
FACTUMI
SimCorp
twilio
60

Microsoft boss: tech firms must stop 'if it's legal, it's acceptable' approach

Exclusive: Brad Smith says firms must help define and live by standards before they are forced on them



▲ Microsoft's president and chief legal officer, Brad Smith, cites facial recognition software as one of the core battles still to be fought. Photograph: Brian Smale/Microsoft

Tech companies should stop behaving as though everything that is not illegal is acceptable, says Microsoft's second-in-command. Instead, they should focus on defining - and living by - the standards that they would like to see in regulation, before it gets forced on them anyway.



Alex Hern

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Fri 20 Sep 2019 11.00 BST

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https://www.theguardian.com/technology/2019/sep/20/microsoft-boss-tech-firms-must-stop-if-its-legal-its-acceptable-approach

Be realistic,

not disingenuous

People will not stop
behaving like people
because of your product

2. WEAPONISE YOUR ATTENTION


https://mobile.twitter.com/GretaThunberg/status/1176930548146692096
UNITE BEHI

Starve your enemies to death

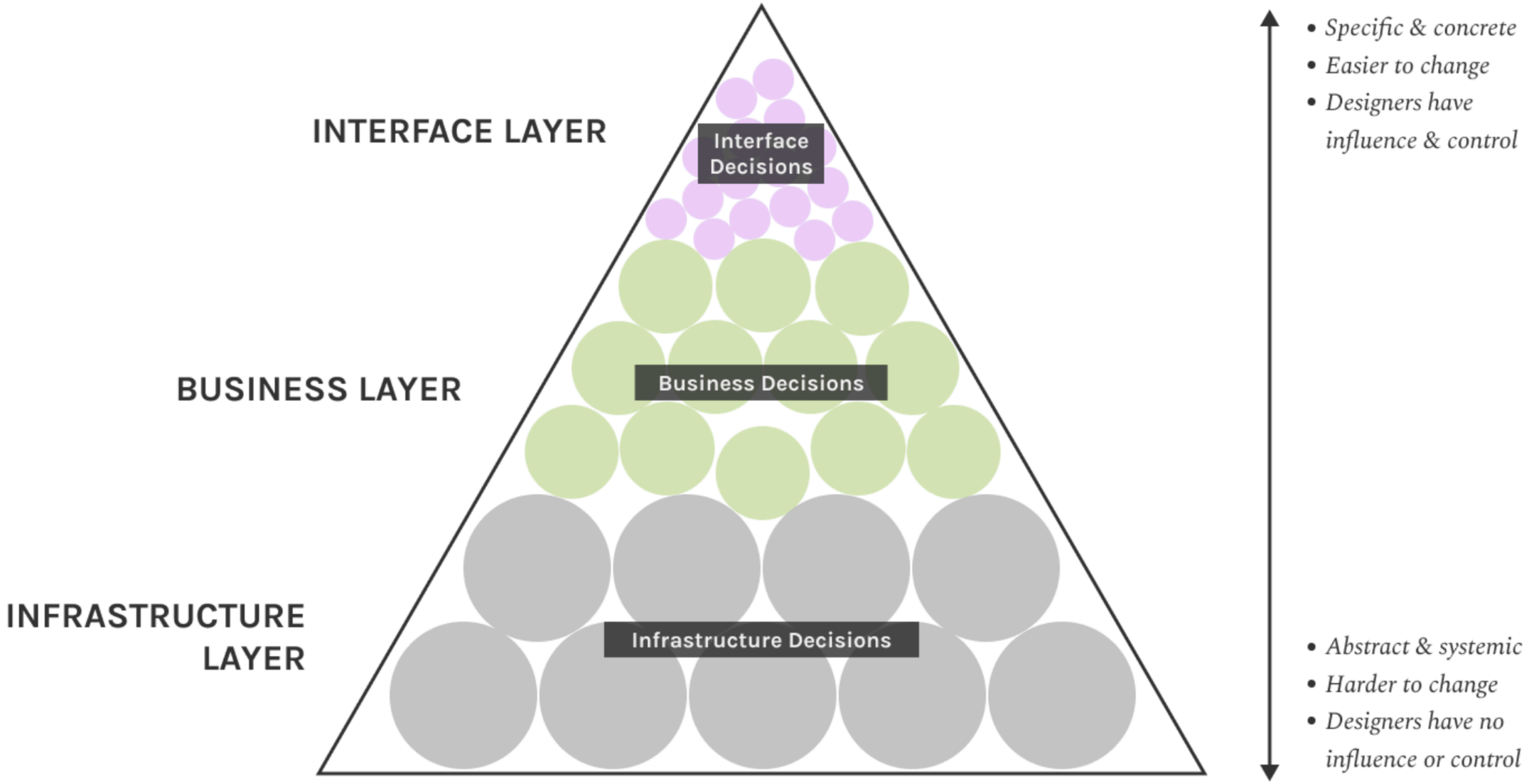
Commit time and attention to the things you truly value

It’s okay to value pictures of puppies

I wish I’d gotten more likes

– Nobody on their deathbed, ever

Take time to understand all layers of an experience


INTERFACE LAYER
Interface Decisions
BUSINESS LAYER
Business Decisions
INFRASTRUCTURE LAYER
Infrastructure Decisions
• Specific & concrete
• Easier to change
• Designers have influence & control
• Abstract & systemic
• Harder to change
• Designers have no influence or control

3. DESIGN YOUR OWN ACTIONS MINDFULLY

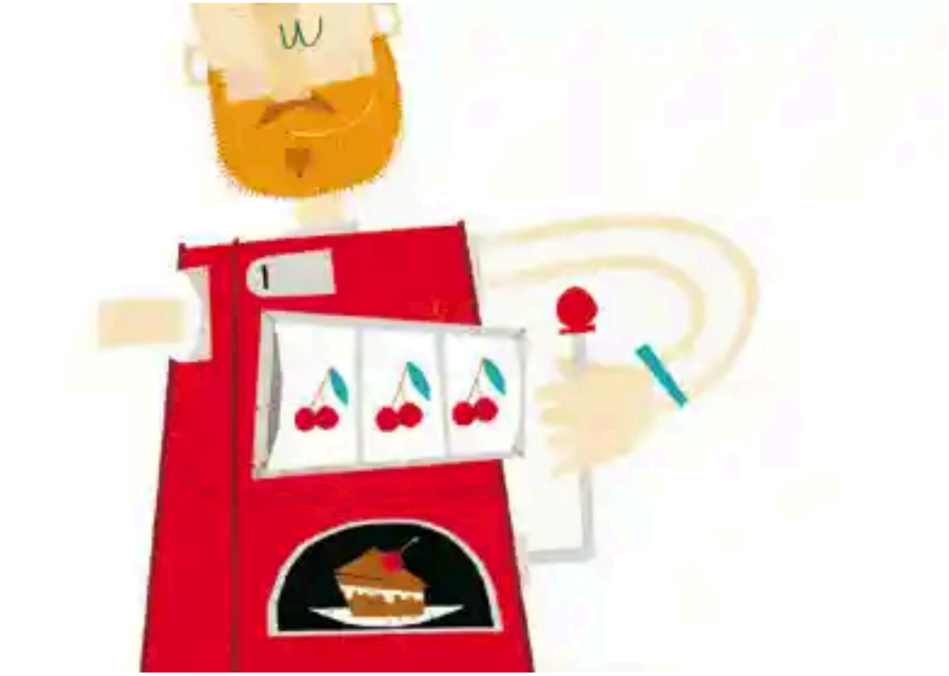
Rehearse only actions you know to be good

What do you want to be good at?

Practice that.

This column will change your life: Get into the habit of random rewards

Can 'intermittent variable rewards' help you become addicted to more positive behaviours?



▲ 'If slot machines delivered £1 every time you inserted 50p, you might use them, but you'd never get addicted.' Illustration: Chris Madden



Oliver Burkeman

@oliverburkeman

Sat 23 Apr 2011 00.02 BST

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An urban myth popular in US universities concerns a group of psychology students who decide to play a trick on their lecturer. They conspire among themselves to nod, smile and express passionate interest whenever he's standing at one side of the podium, or whenever he raises his arms to gesture; the rest of the time, they look distracted and bored. By the end of term, he's spending every lecture teetering precariously at the podium's edge, his arms floating foolishly far above his head. He has fallen victim to good, old-fashioned "operant conditioning" – the rewards-based system of behaviour change pioneered in

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4. DESIGN FOR YOUR USERS JUST AS MINDFULLY

Design your users' actions
to be good ones

Commit to understanding the behaviours your technology encourages

Commit to understanding the ethical implications of those behaviours

Don’t ship stuff that reinforces undesirable behaviours

‘must not’ is also a requirement

Remember that it probably will be for profit in the end

Use memes

Don’t let them use you

5. HELP YOUR USERS HELP THEMSELVES

Use design to
make intent transparent

Cookies and Related Technologies on This Site

FORTUNE

Scorecard Research	sb.scorecardresearch.com	NO YES

Scorecard Research is an online market research community enabling members to earn cash and prizes for participating in surveys.
Terms and Conditions
Privacy Policy

Signal Digital Inc.	s.thebrighttag.com	NO YES
TrustArc (formerly TRUSTe)	consent.truste.com	NO YES
Twitter	abs.twimg.com, cdn.syndication.twimg.com, platform.twitter.com, syndi… Show All	NO YES
VIP	fortune-com-preprod.go-vip.net	NO YES
Walmart	beacon.walmart.com	NO YES
Wayfair	wayfair.com	NO YES

SUBMIT PREFERENCES

Privacy Policy

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‘Here is all the information’

is not design

‘Here’s a JSON file
with all your data’ is not design

GDPR 2.0:

Business model

or I don’t sign up

6. LOOK AFTER YOURSELF ❤️

If you don’t get through this,

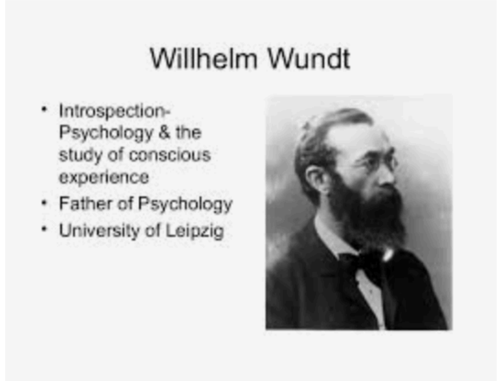
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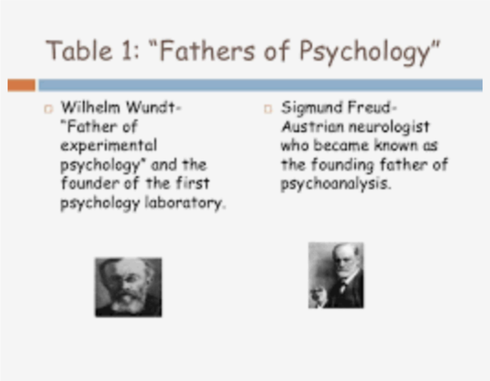
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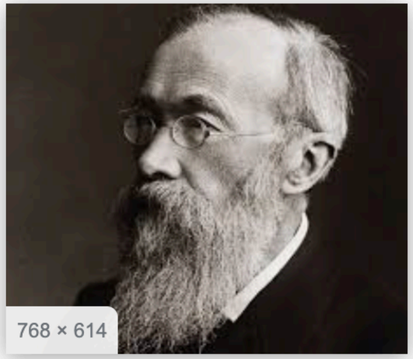
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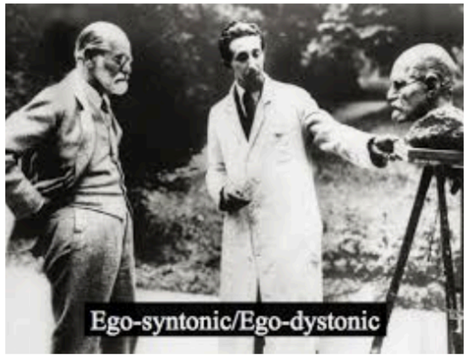
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psychologytoday.com



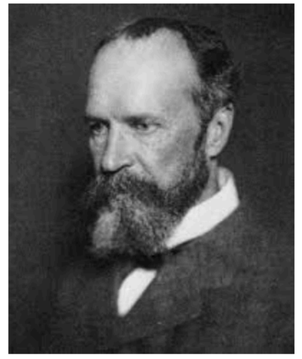
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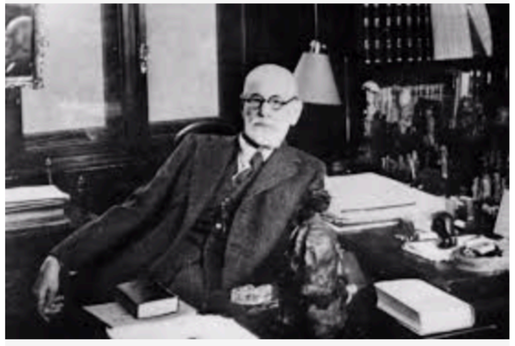


The 5 Founding Fathers…
positivepsychology.com













‘state-dependent learning’

– mid 1800s ?

1. Eat and drink like tonight

2. Go into a darkened room

3. Remember to hold up your pants

Thank you 

goto; copenhagen

GOTO Copenhagen 2019

Conference Nov. 18 - 20



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Thank you!



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