GOTO
Guide

LET US HELP YOU

Ask questions through **the app**

★★★★★

also remember to rate session

Download on the App Store

GET IT ON Google Play

THANK YOU!

#GOTOams

Chris Atherton

designer and holder of opinions

What do people do?
What do they need? Why?

Can we make something that helps?

How are they using that thing we made?

How am I using things that other people made?


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

... how do we respond?









This is not the dystopia
I was promised

«Customise your cookie preferences»



Futurism and dystopia as fetish



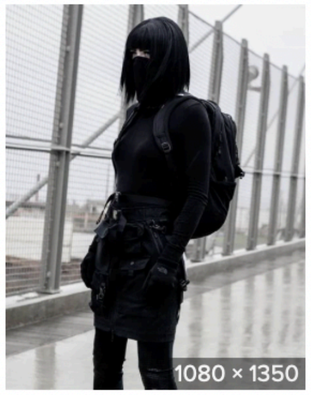





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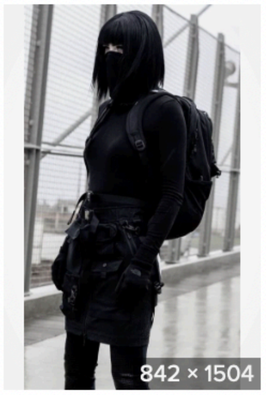
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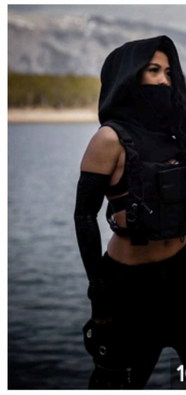
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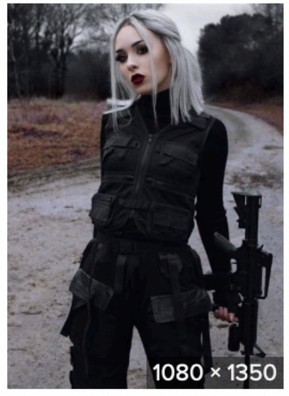
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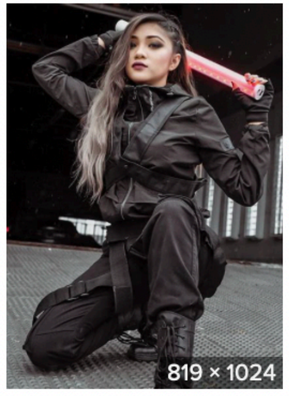
GREAT HI TECH WEAR ...
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trnds.co



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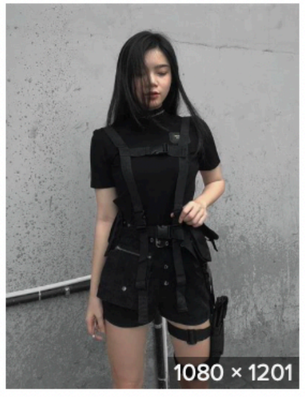


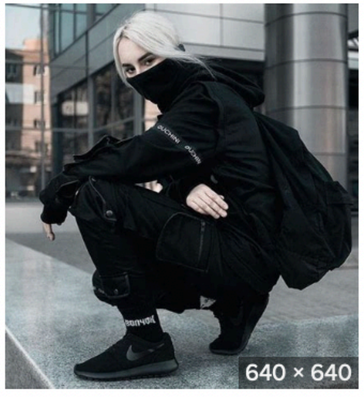
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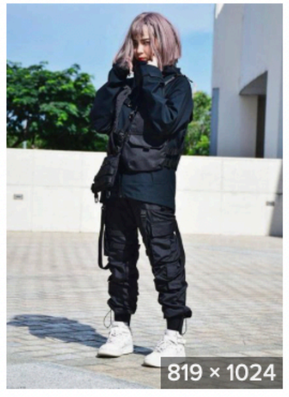


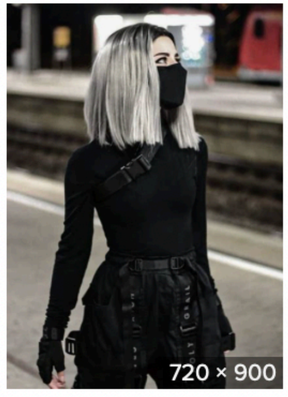
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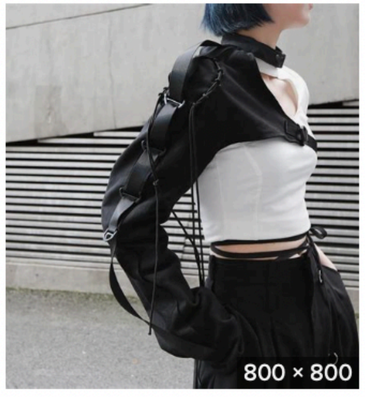










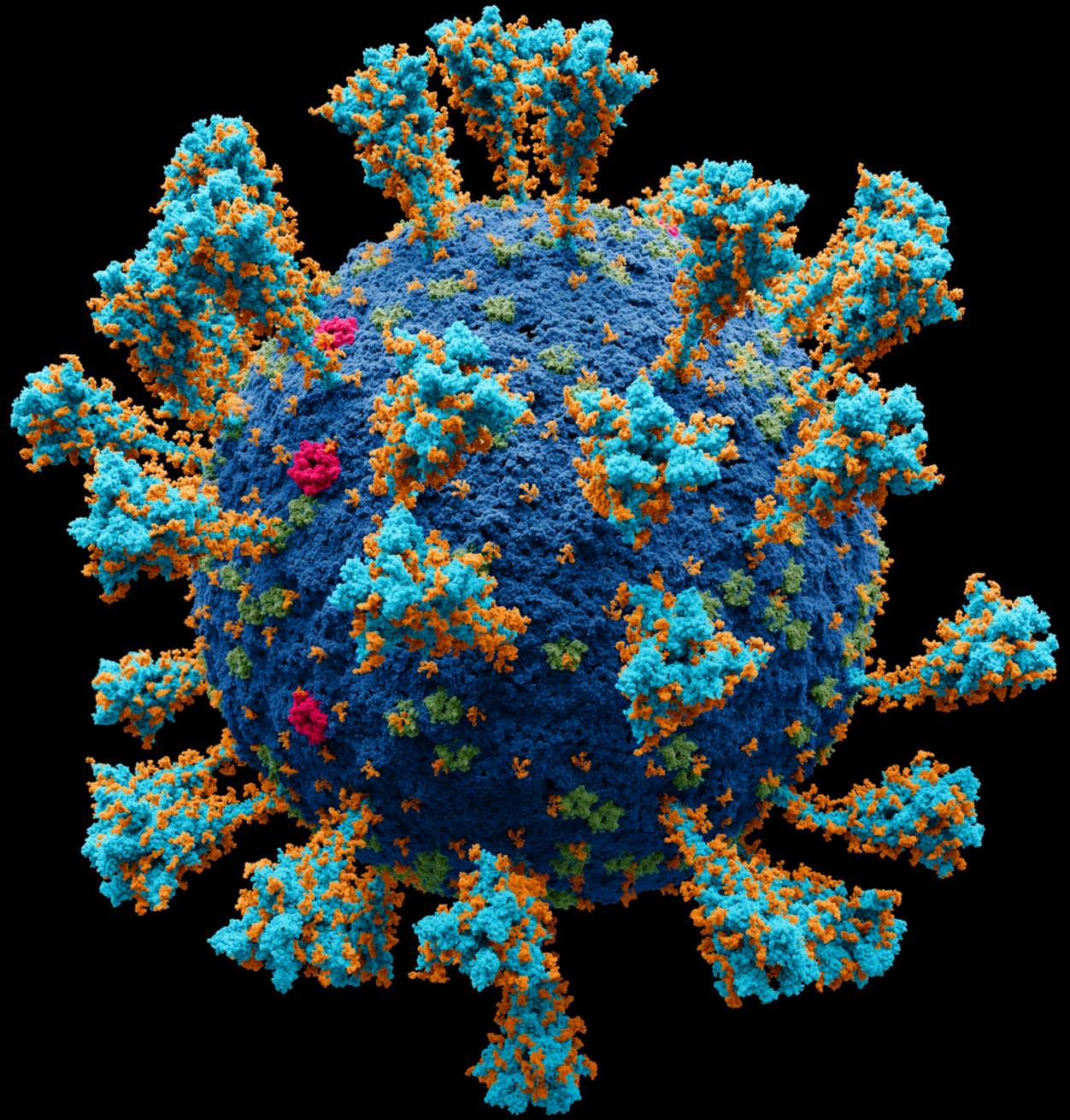




— techwear is the synthetic armour with which we engage the collapsing anthroposcene. It also looks good most of the time.

tchwear.com

«the collapsing anthropocene»





Fighting catastrophic forest fires | European Fores…
efi.int



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resilience-blog.com



Forest fires in Southern Europe destroy muc…
eea.europa.eu



NJDEP | New Jersey Forest Fire Service
state.nj.us



Changing the conversation about forest fires …
medforest.net



Catastrophic fires over Portugal and Spain | EUME…
eumetsat.int



Bestand:Greece Forest Fire June 18 2007.jp…
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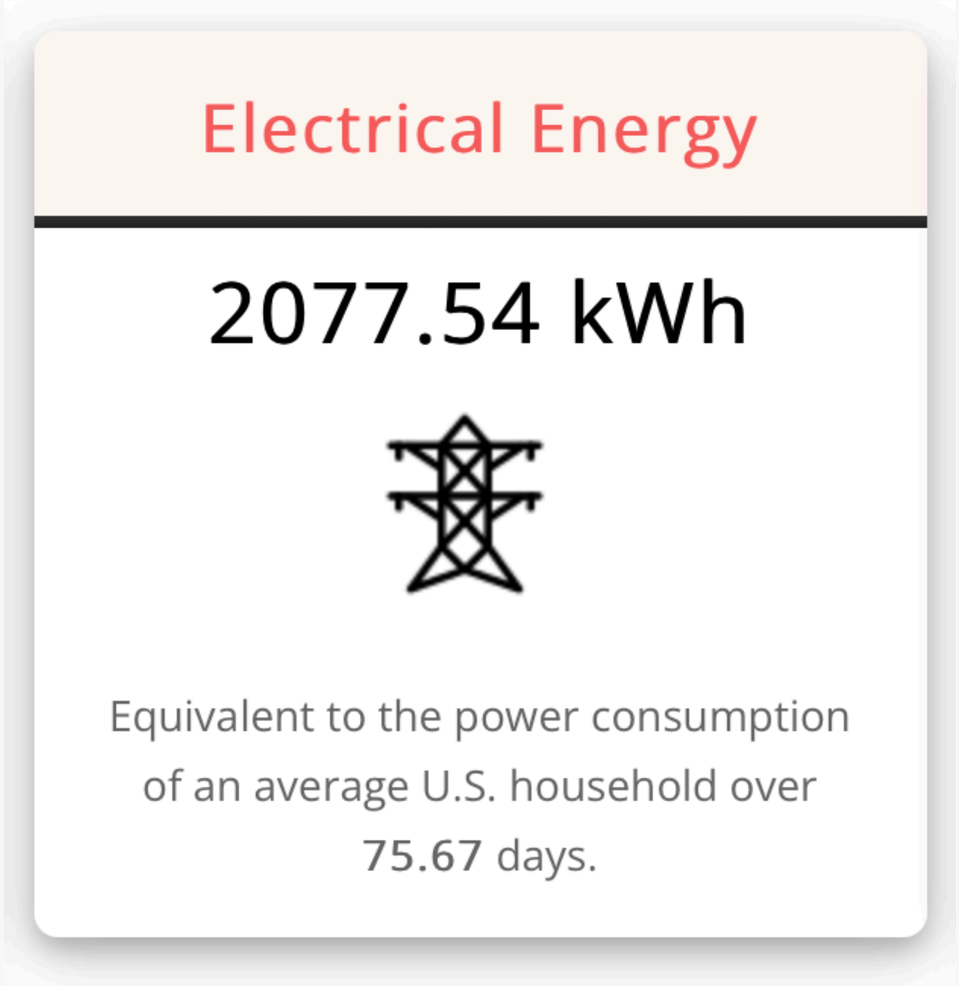
what can I do to avert this existential threat?



100 Year Hoodie. Grey edition. Built to cope with fire, rain, and temperatures 4x hotter than the sun.

€445

To mine 1 bitcoin



digiconomist.net

You can’t be a bitcoin trillionaire if you’re on fire



dystopia

Alle Bilder Maps Nyheter Videoer

Omtrent 111 000 000 resultater (0,49 sekunder)

Has «dystopia» become meaningless?

— Usually it's because insanely wealthy people are using technology to rob you of your personal agency.

Ryan Broderick



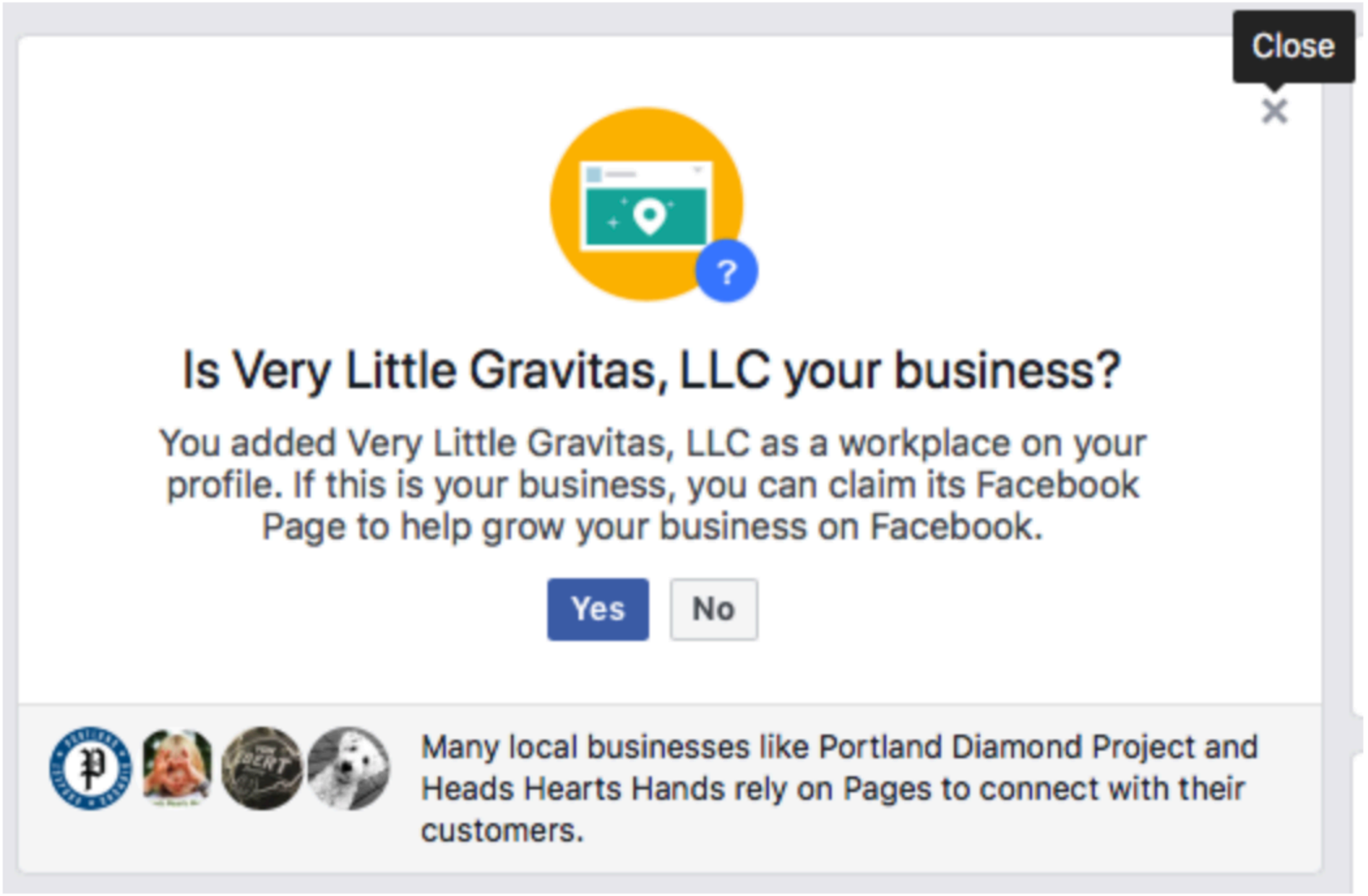
Chukwuemeka Afigbo
@nke_ise

If you have ever had a problem grasping the importance of diversity in tech and its impact on society, watch this video



11:48 AM · Aug 16, 2017

206.7K Reply Share



Facebook desktop newsfeed prompt for business ownership, June 8 2018

The right to remain silent — Dan Hon

THE CONVERSATION
Academic rigour, journalistic flair

Search analysis, research, academics…



Shadow profiles - Facebook knows about you, even if you're not on Facebook

Published: April 13, 2018 7.41am BST

— It's not surprising that an algorithm might detect which women were likely to be pregnant. (Such lists are already collected and traded)

Zeynep Tufekci



Horse ebooks

@Horse_ebooks

Everything happens so much

13:23 - 28. jun. 2012

63 381 retweets **66 022** liker



345 63 K 66 K

— [it will] take 10 years before anyone demonstrates real mastery [of rendering information in more usable ways]

Stowe Boyd in 2011

So how did that work out?



soul nate
@MNateShyamalan

i miss the early internet. people were like “you gotta see this dude. this cat sure is long.” and they were right. it was really long. it never shoulda gotten any more complicated than that.

February 20th 2022

10,707 Retweets **101,329** Likes

Aliens watching season 2022 of Earth and it went from pandemic to WW3 in less then 2 episodes



Tech accelerated 🚀

Everybody got 

Mainstream media panicked

«Can you believe this 💩»
became currency

Attention got weaponised

Psychology




RAWEST MEME GAME SINCE YOUR MOM


Untestable

Hypothesis, test, observe, rework, repeat

Top 5 old white guys from psychology



William James

— To how many things can we attend at once?

William James, 1890

— There is no such thing as voluntary attention sustained for more than a few seconds at a time

William James, 1890


how-i-experience-web-today.com
An article I want to read
Cookie Privacy Statement
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— Software, in a futile bid to be "helpful", has become a thing we have to slap, multiple times a day, and cry "stop that!"

Amy Hoy

— Millions of items of the outward order are present to my senses which never properly enter into my experience. Why? Because they have no interest for me. My experience is what I agree to attend to.

William James, 1890

aww, bless :)

James:

- crazy intuitive
- bit of a blind spot



4

Martin Seligman

Learned helplessness


Shock
No shock

Seligman redux:
maybe you learn agency?

Influential in psychology of depression, anxiety, trauma ...

Relevance today?

Frankie’s mum



ditch pony
@molly7anne

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

5:06 p.m. · 25. okt. 2019 · Twitter for iPhone

64,9k Retweets **2 526** sitat-Tweets **326,5k** likerklikk

— Why am I spending time googling how to log out of a web service in my mobile browser (LinkedIn, Yahoo, etc) and how to turn off swipe to type in iOS that one day just started making itself felt?

Dan Hon

— I gave up — and I have been coding since I was a tween, have a degree in computer programming, have worked in the software industry, and have been reading and writing about privacy and technology for my whole adult life. My impression is that friends with similar professional profiles have given up, too.

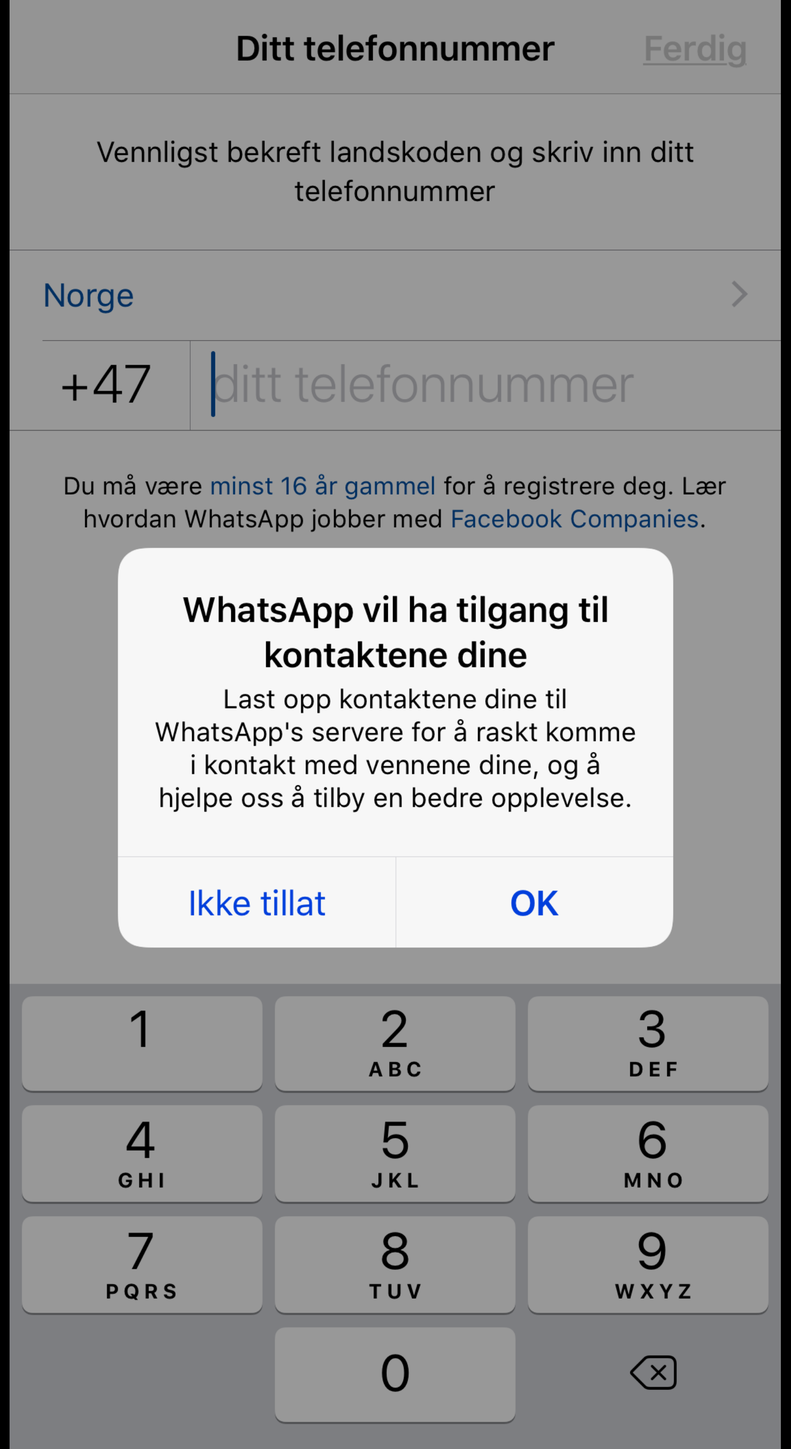
Zeynep Tufekci

These are capable people ...

When we are tired and busy
and feeling helpless
tech is taking advantage of us

Creepiness disguised as convenience


Subwoolfer - Give That Wolf A Banana - Norway 🇳🇴 - Official Music Video



— The only leading secure messenger that harvests "data linked to you," including your device ID, for "developer's advertising and marketing." It also collects your contact info, user ID and device ID for ominously vague "other purposes"

forbes.com

Convenient for you
is not consent from someone else

Placebo agency

Control the use of your personal data

We and our partners may access your device to recognize you through identifiers such as cookies, and collect, store, combine, and transfer data your IP and email addresses, choices and software settings, your browsing activity and your location, for these purposes: Basic ads, and ad measurement, Personalised ads profile and display, Personalised content and Content measurement, audience insights, and product development.

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Accept all

Set your choices

do not accept

How are we coping?

We're living in the golden age of pajamas

Bartie Scott Apr 13, 2021, 4:32 PM





🔥 daanis 🧡

@gindaanis

OF COURSE I'm doomscrolling.

Have you SEEN the doom? This is some quality doom.

2:50 a.m. · 3. feb. 2022 · Twitter Web App

722 Retweets **36** sitat-Tweets **4 290** likerklikk

— Has anyone thought to cancel the Taliban takeover by digging up all its old tweets?


ok boomer

— Social media is 99,9% mouth

Eric Johnson

Søk på Twitter

Screaming Into The Void
@screaming_into

Følg

Aaaaaaaaaaaaaaaaaauuuuuuuuggggghhhhhhh

16:29 - 1. jul. 2018

Tweets Tweets og svar


THE
DAILY SHOW
WITH JON STEWART

Seligman:

- unkind to dogs
- right about the internet
- still alive



B.F. Skinner

and friends

Behaviour and reward

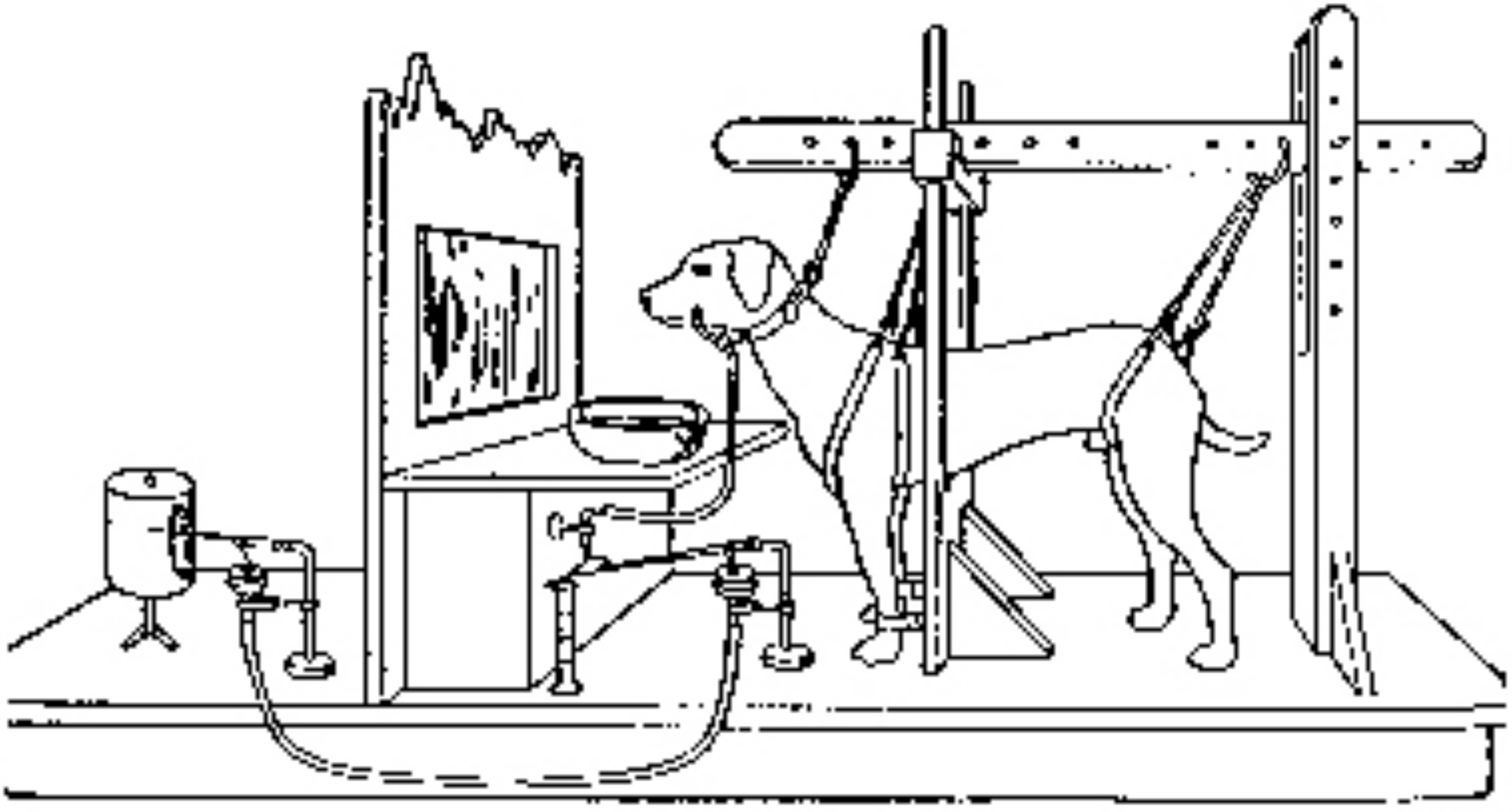


Fig. 2.

Intermittent variable reward



Photo: Paul Hudson, Flickr

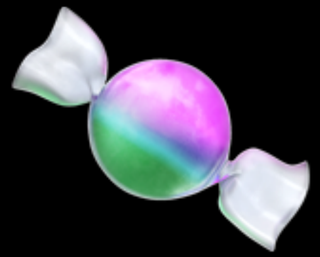


Metafilter, Hacker News, etc

Not all tweets/TikToks/posts are going to be gold











Skinner et al:

- unkind to animals
- reductionist
- Thorndike was a eugenicist
- totally called it on rats/levers



Hermann Ebbinghaus

Spaced retrieval

— For over a century, it has been recognized that learning and/or memory is enhanced when information is distributed over time, when compared with the same amount of information massed together in time

Ebbinghaus, 1885

You know what we're really good at?



You, aged 98:

My only regret is my dismal Candy Crush high score

KEVIN MARKS 10.19.16 12:00 AM

How the Web Became Unreadable

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Trained to Accept? A Field Experiment on Consent Dialogs

by Rainer Böhme , Stefan Köpsell

Save to List

Participants seem to be habituated to dialogs — presumably due to ubiquitous EULAs — and blindly accept terms, the more the presentation resembles a EULA

presentation resembles a EULA. Response latency and consultation of online help were taken as indicators to distinguish more systematic from heuristic responses. Author Keywords informed consent, privacy notices, EULA, default button, user behavior, field experiment, AN.ON/JonDonym ACM Classification Keywords

Keyphrases

field experiment consent dialog polite request online privacy tool response latency accept term privacy notice author keywords default button experimental variation subtle positive effect interception dialog voluntary decision social psychology heuristic response button text aggregated result user behavior online help heuristic processing jondonym acm classification keywords ubiquitous eulas negative effect typical consent dialog

GDPR

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Deny all
Accept and move on

«Because GDPR»

We practice outrage



David Hobby 
@strobist

Twitter, explained in 15 seconds



7:59 p.m. · 10. jan. 2022 · Twitter for iPhone





Edith Zimmerman

Inaction is also a habit

Humans are bad at apprehending time

Ebbinghouse

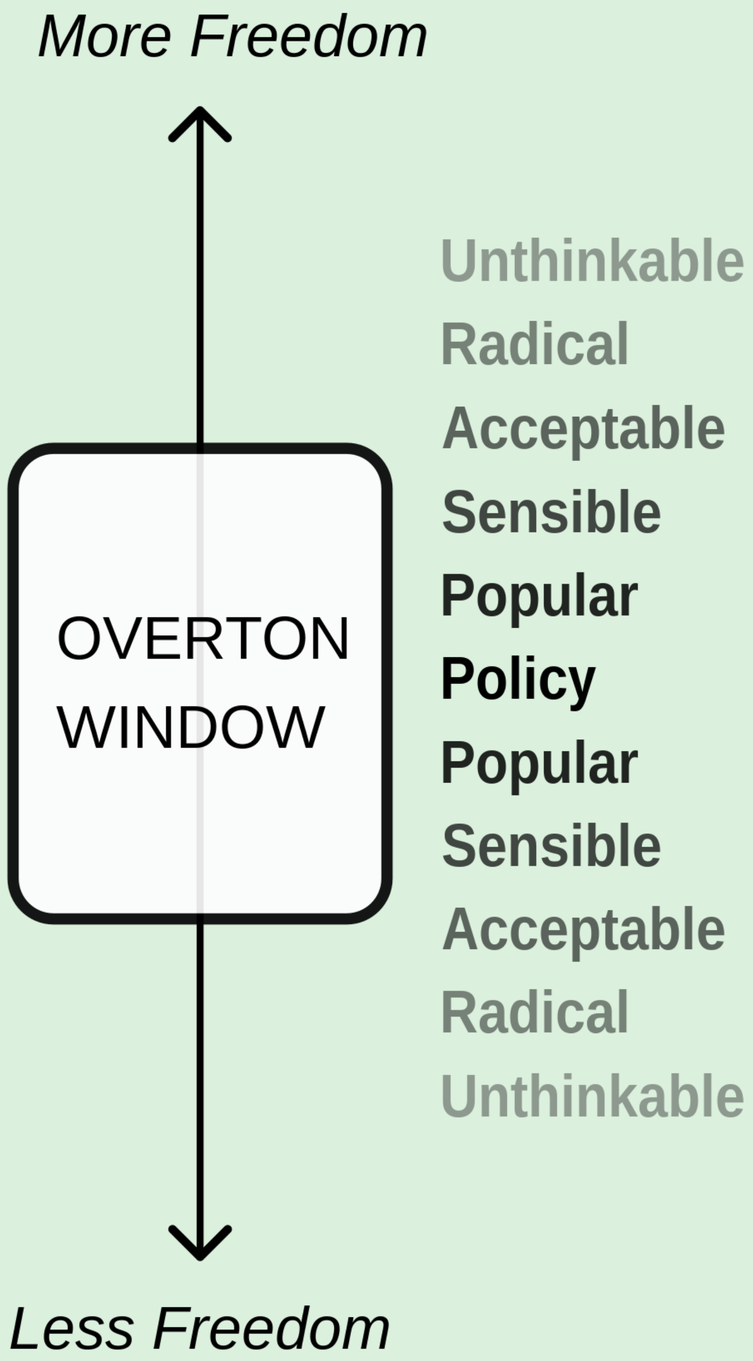
- basic premise
- devastating consequences



Gustav Fechner

«Mere exposure» effect

Advertising is RELENTLESS also IRL

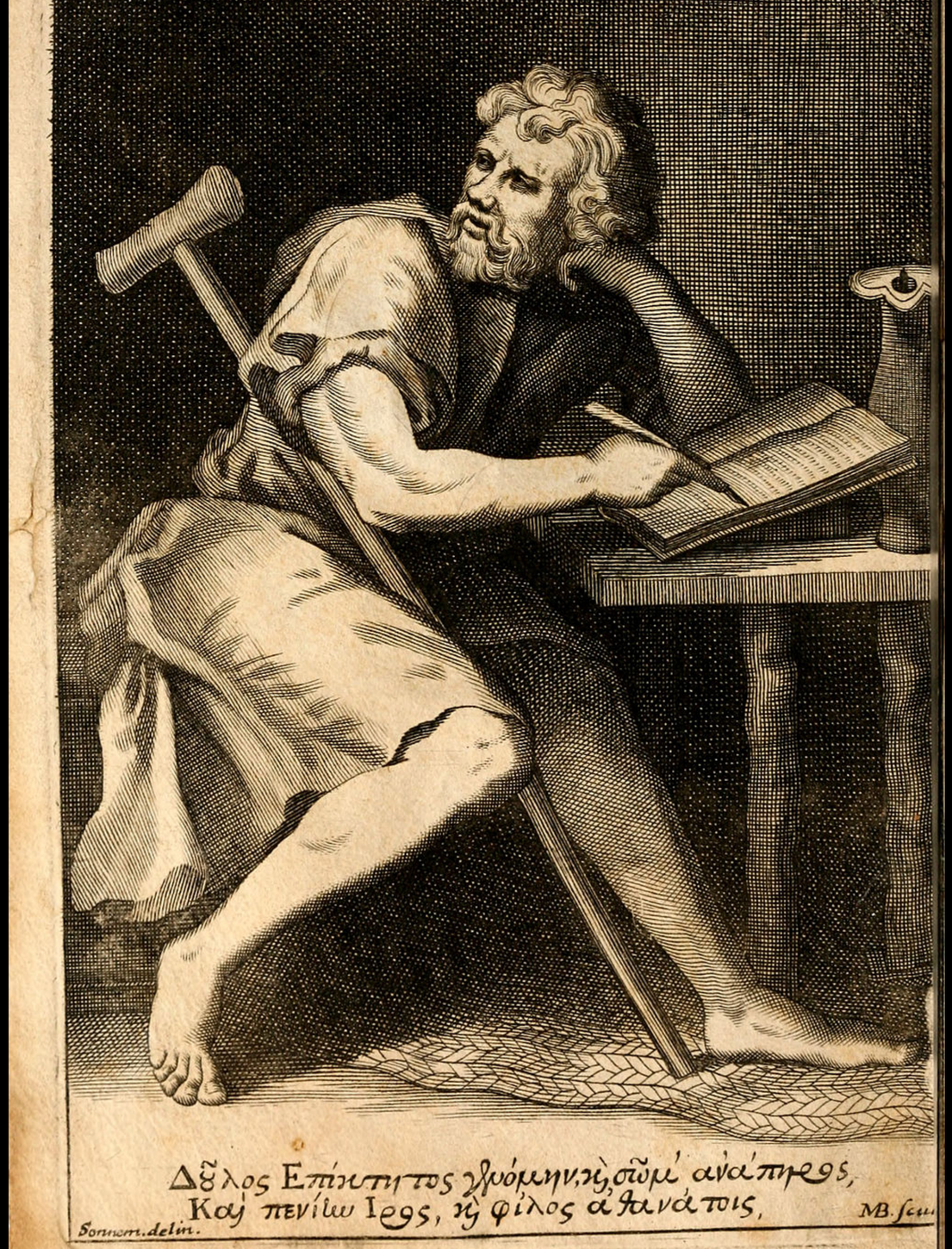

More Freedom
OVERTON WINDOW
Unthinkable
Radical
Acceptable
Sensible
Popular
Policy
Popular
Sensible
Acceptable
Radical
Unthinkable
Less Freedom

«Can you believe this 💩»

When you share a thing,
you are repping it

Fechner:

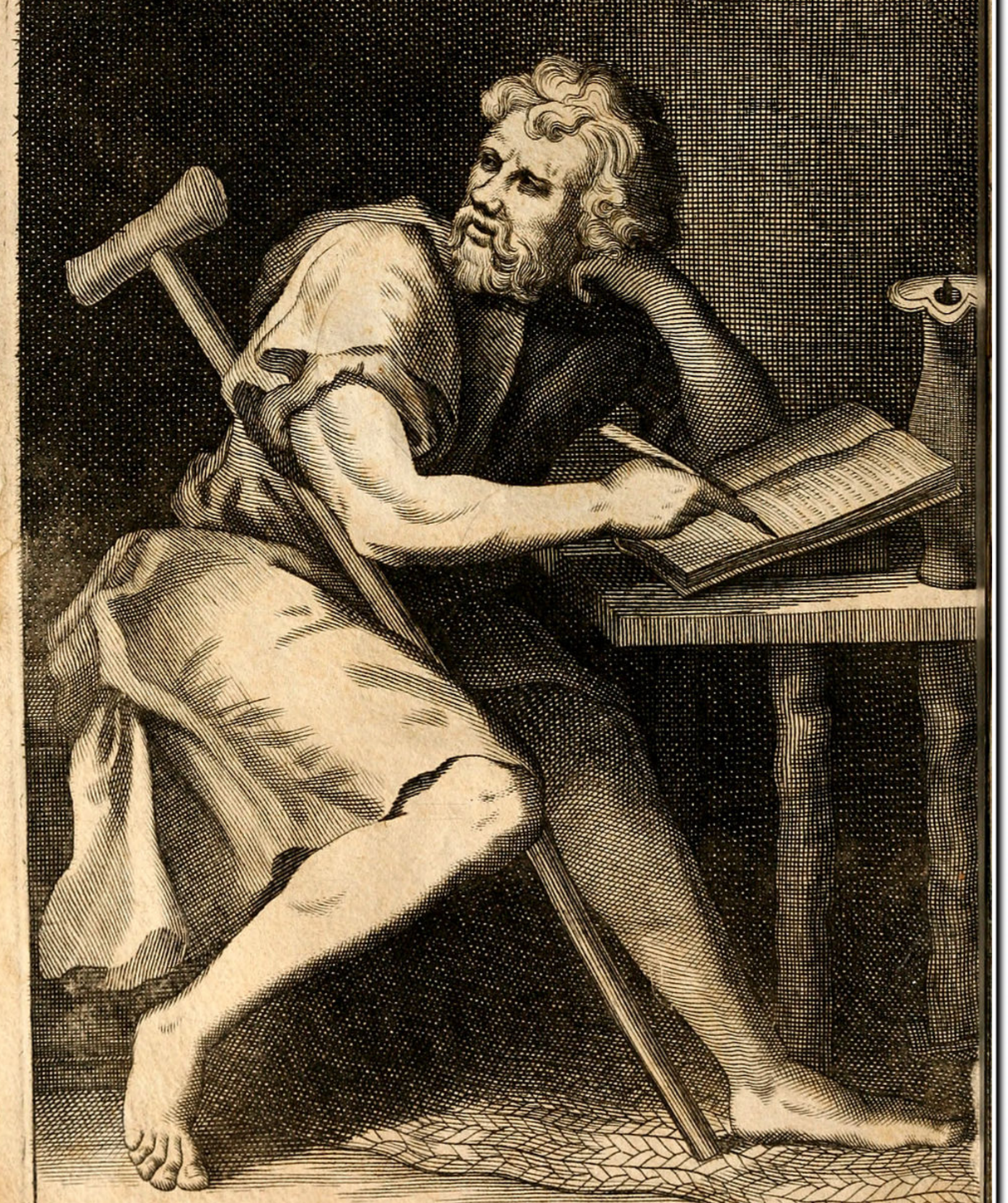
- nailed it on advertising
- in before Overton
- Stockholm syndrome for network effects


Δῦλος Ἐπίκτητος χλυόμην, κὴ σῶμ' ἀνάπηρος,
Καὶ πενίην ἶσος, κὴ φίλος ἀθανάτοις.
Sonnem. delin.
MB. fecit

Epictetus

— If someone tried to take control of your body, and make you a slave, you would fight for freedom. Yet how easily you hand over your mind to anyone who insults you. When you dwell on their words and let them dominate your thoughts, you make them your master.

Epictetus, c. 100 CE




ARE YOU COMING TO BED?
I CAN'T. THIS IS IMPORTANT.
WHAT?
SOMEONE IS WRONG ON THE INTERNET.

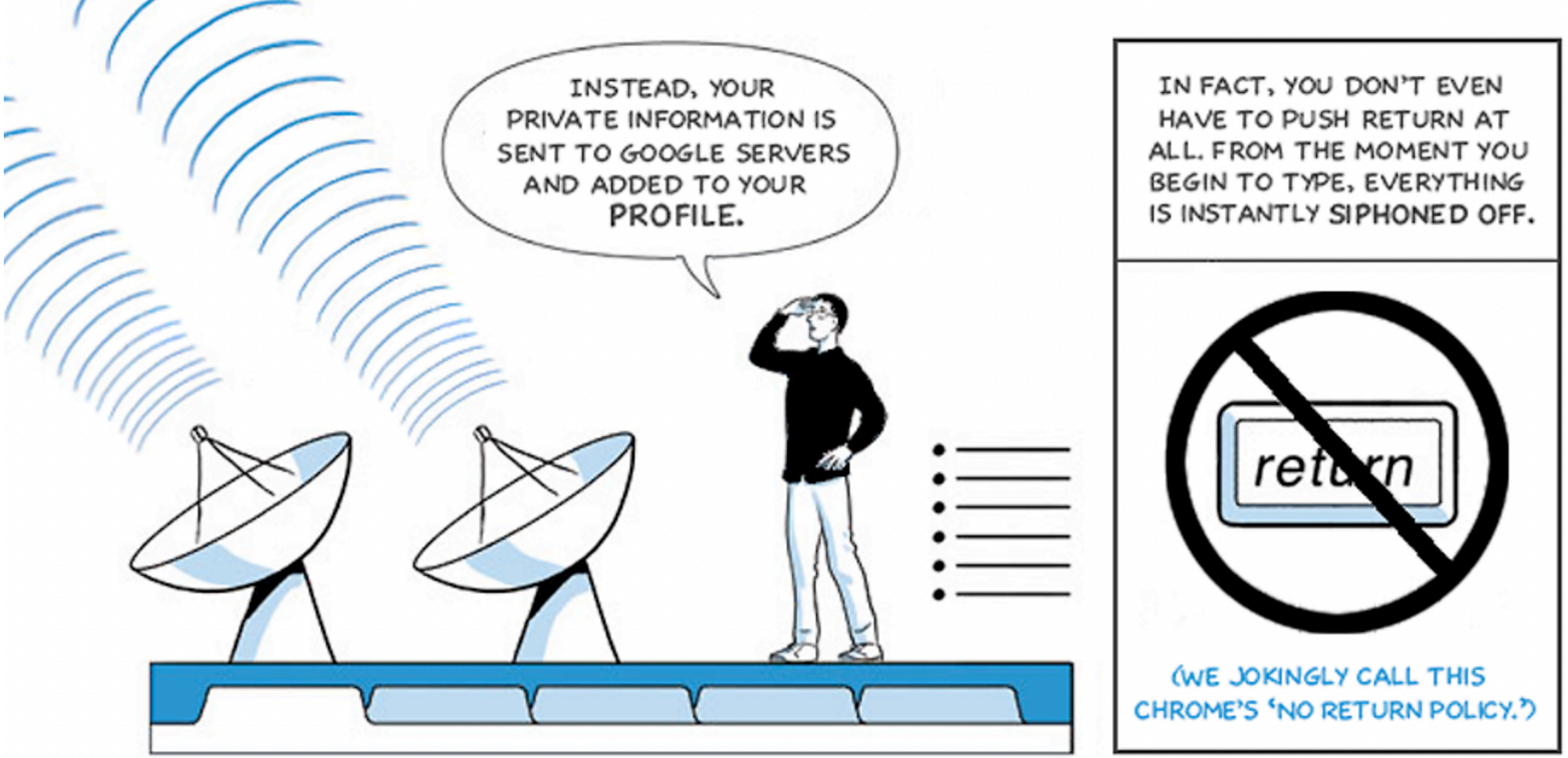
People aren’t evil, they just want to get their bonus

Fabio Pereira, yesterday

These are business decisions

— Surveillance capitalism, a new economic order that claims human experience as free raw material for hidden commercial practices of extraction, prediction and sales.”

Shoshana Zuboff



Leah Elliott, contrachrome.com

— There is no question now that Facebook don’t care if their product kills you or is used to overthrow your government, but they will act swiftly and brutally if you ask them to pay for the content shared on their site.

Ryan Broderick

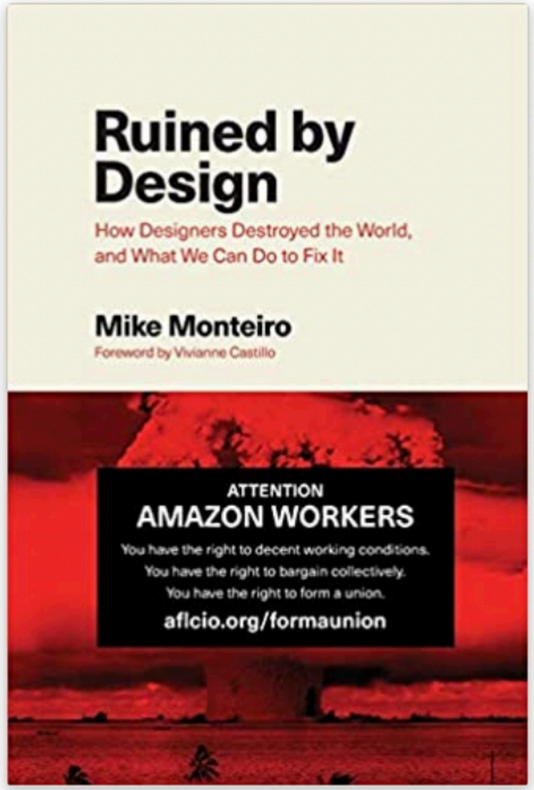
These are also design decisions

Everybody wanted their bonus,
but this much?

No organisation is this inept

Someone proposed it
Someone said okay
Someone designed and built it

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Ruined by Design: How Designers Destroyed the World, and What We Can Do to Fix It Paperback – 29 maart 2019

Engels editie | Mike Monteiro (auteur)

★★★★½ 366 beoordelingen

Alle verschijningsvormen en edities zien

Kindle-editie	Paperback
€ 8,82	€ 21,99
Lezen met onze Gratis app	5 Nieuw vanaf € 21,99

The world is working exactly as designed. The combustion engine which is destroying our planet's atmosphere and rapidly making it inhospitable is working exactly as we designed it. Guns, which lead to so much death, work exactly as they're designed to work. And every time we "improve" their design, they get better at killing. Facebook's privacy settings, which have outed gay teens to their conservative parents, are working exactly as designed. Their "real names" initiative, which makes it easier for stalkers to re-find their victims, is working exactly as designed. Twitter's toxicity and lack of civil discourse is working exactly as it's designed to work.The world is working exactly as designed. And it's not working very well. Which

Meer lezen

If we as designers participate in this, what does it say about us?

What is it doing to our own work?

How can I help users if I feel helpless?

How can I be patient and kind
in my work
if I've been rage-tweeting?

Where is my empathy?
Where is my mindfulness?

How is ubiquitous advertising affecting my design work?

O'REILLY®

BADASS

Making Users Awesome

KATHY SIERRA




SURE, I'LL WEAR A TIARA
WHAT WEAPONS DOES IT HAVE?

Ad-blockers



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

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.

CV Dazzle explores how fashion can be used

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

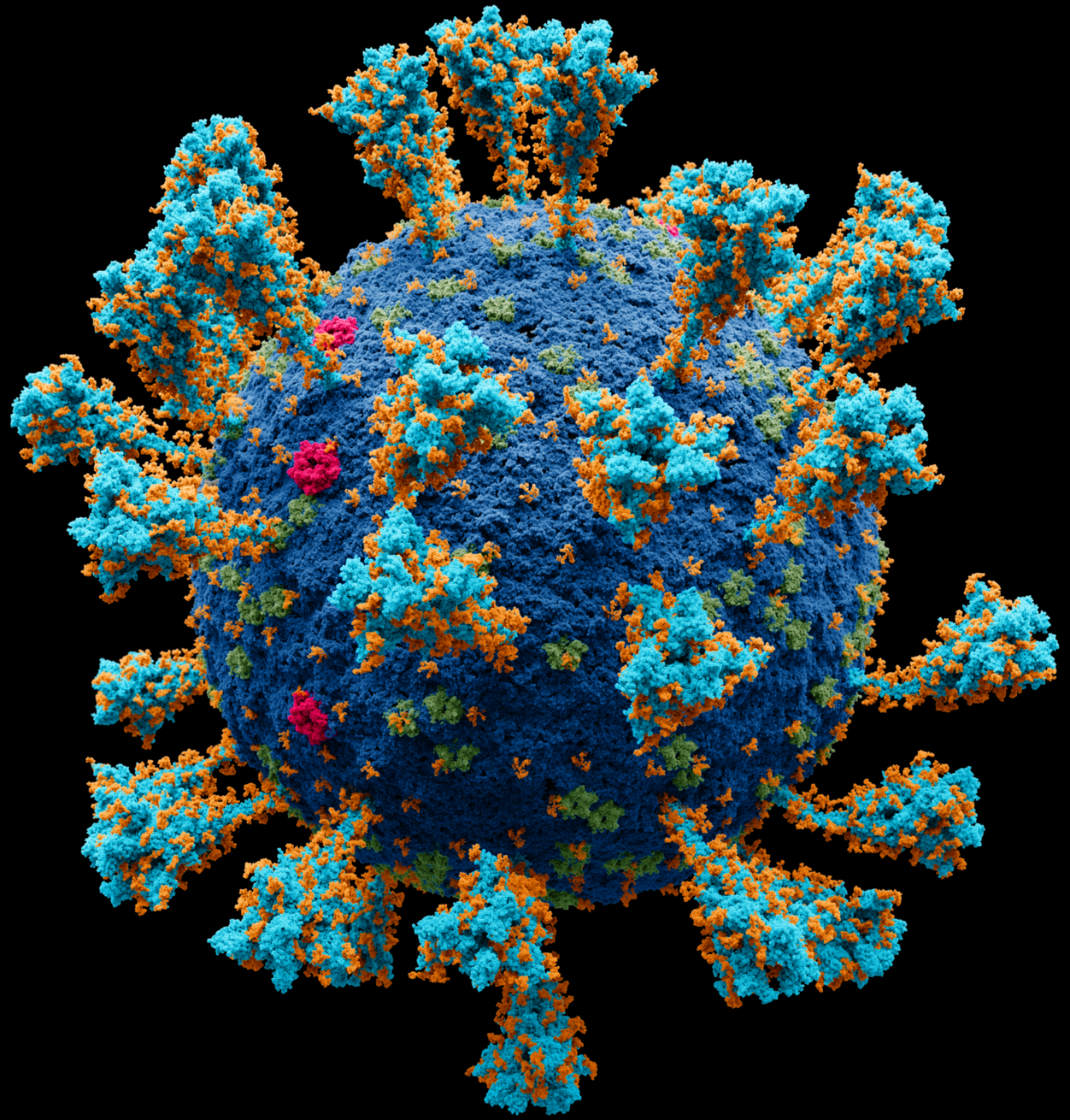
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ADD TO CART

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More payment options

Kate Rose





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Se dine utbetalinger, meldinger, saker, sykefravær m.m.

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Finn ledige stillinger og registrer CV

Skjema og søknad

Skjemaer for å søke og ettersende vedlegg

Hva er situasjonen din?

Arbeidsledig eller permittert

Om pengestøtte, registrering som arbeidssøker, CV, og feriepenger av dagpenger.

Trenger hjelp til å komme i jobb

Om NAVs tilbud for deg som trenger hjelp til å komme i jobb.

Trenger hjelp til å fullføre utdanning

Om mulighe[illegible] ekstra støtte for å fullføre utda[illegible]

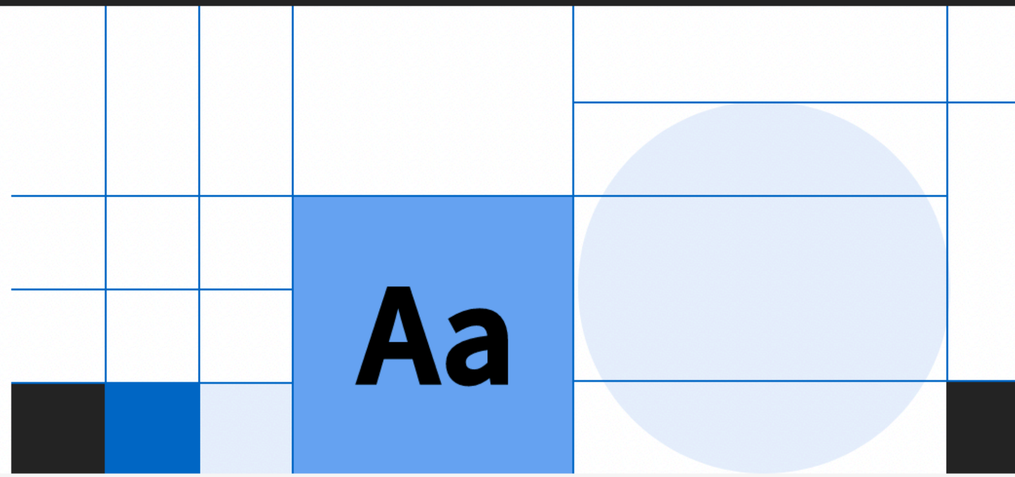
Hei! Hva kan jeg hjelpe deg med?
Chat med oss
1

7 day weeks



Designsystemet

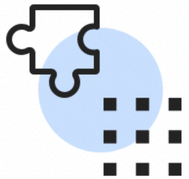
Gjør det enkelt å lage produkter i NAV



Hva er nytt?

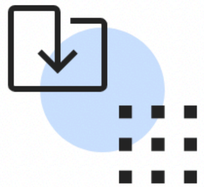
Vi ruller for tiden ut ny beta-versjon av designsystemet, og alt innhold er ikke på plass enda.🔧

Gå til gammel dokumentasjon



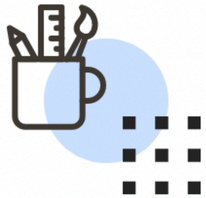
Komponenter

Se forhåndsvisninger og kode-eksempler for



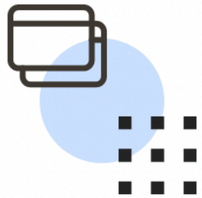
Ikoner

Se alle NAVs egne ikoner



Farger

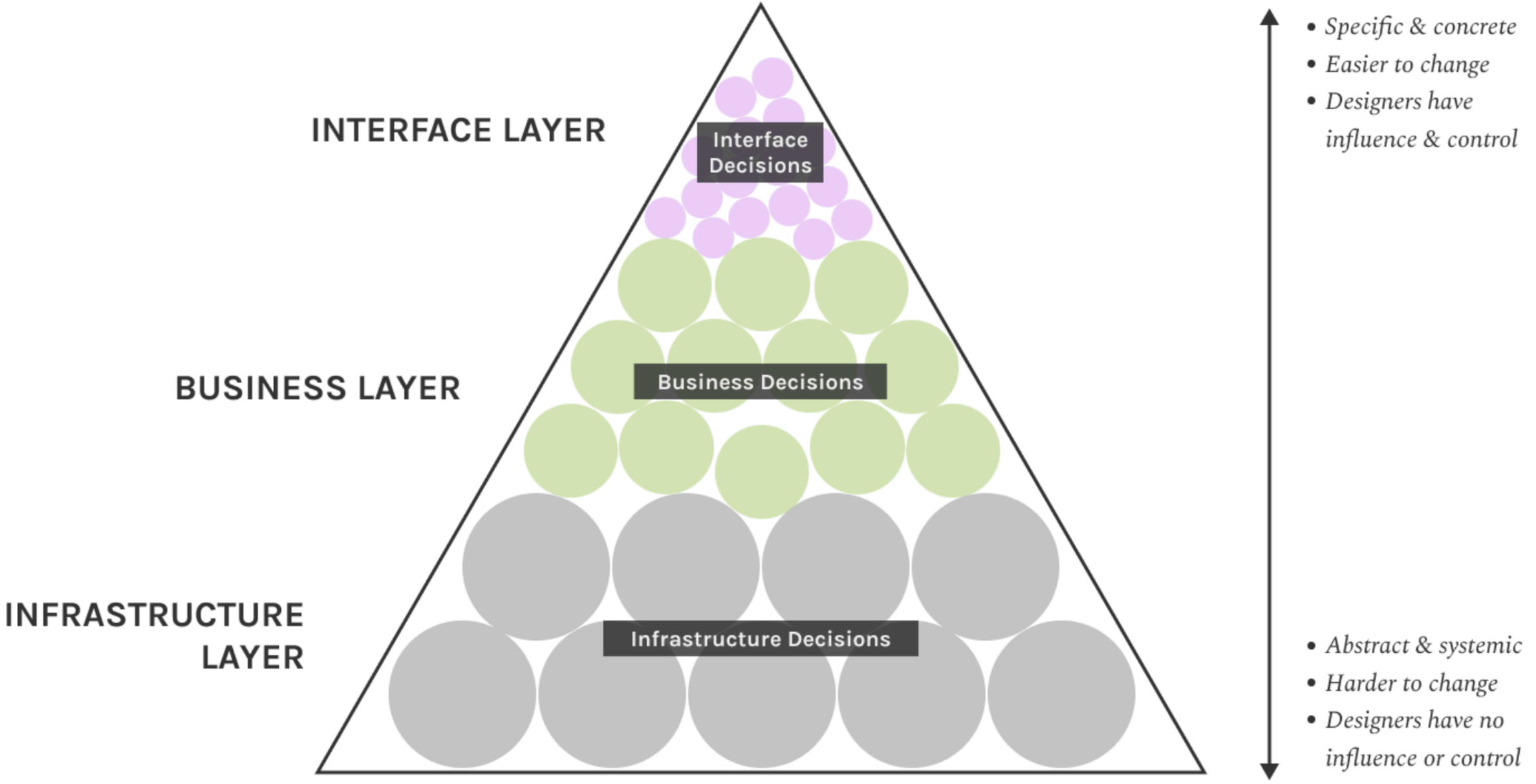
Se alle NAV sine globale og semantiske farger



Innholdsstrategi for nav.no

Slik jobber vi med innholdet

Dig all the way down


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



Vote



Kameraovervåking - hva er lov?

Kameraovervåking kan være et inngrep i personvernet. Det er derfor viktig at de som ønsker å bruke denne formen for overvåking, setter seg godt inn i regelverket før overvåkingen settes i gang.

Innhold

1. Når er kameraovervåking lov?
2. Hvor er kameraovervåking lov?
3. Hvordan skal overvåkingen utformes?

Når er kameraovervåking lov?

I personvernregelverket finner man mange generelle regler for hvilke plikter en virksomhet har når den behandler personopplysninger - slik som opptak fra kamera. Disse pliktene må alle som driver

If you're in this room,
you have agency

Remember to specify «should not»

Use white-hat bad actors

Liberace eating a whole goat

Run



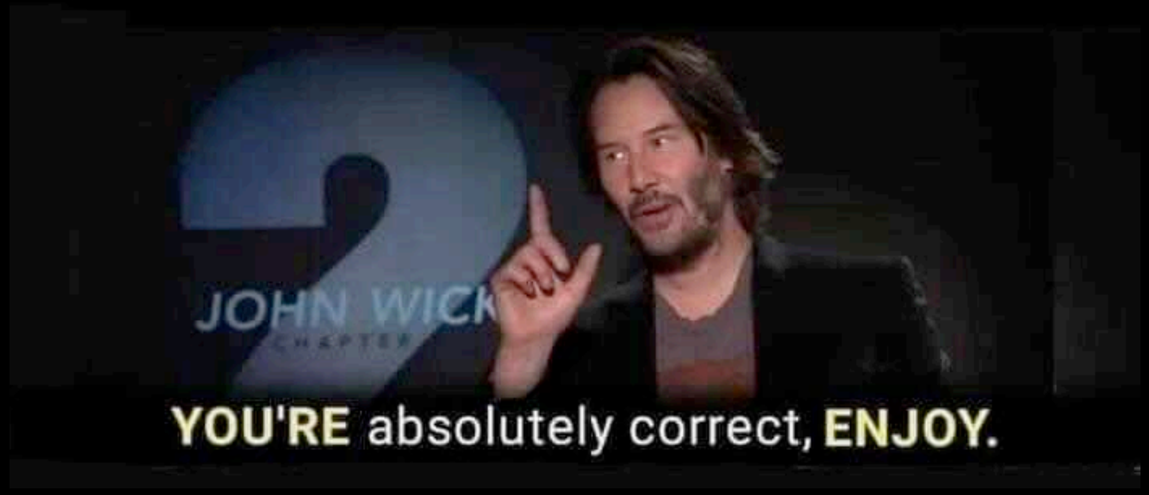
Diverse input = diverse output

Try to notice learned helplessness

Rehearse things that you believe to be good


I'm at that stage of **MY LIFE** where I keep myself **OUT OF** arguments.


JOHN WICK
EVEN if you tell me **1+1=5.**


JOHN WICK
YOU'RE absolutely correct, **ENJOY.**



— Don’t waste your time by giving them any more attention

Act for the utopia you want

goto;

GOTO
Guide



Remember to **rate this session**

THANK YOU!

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GET IT ON Google Play

#GOTOams