BETWEEN ON AND OFF

Using design to explore and reflect on user rights and habits in the digital shift

JULIA LINNEA GRUNDSTRÖM
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Candidate
Julia Linnea Grundström

Field
Interaction Design

Supervisors
Einar Sneve Martinussen
Ted Matthews

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Executive summary

Abstract

“Between on and off” is an interaction design diploma that explores and discusses users right and design ethics in the digital context of today.

By exploring how users could be given more actionable choices related to terms of use, the content they see, and their own level of activity, without having to abandon completely from the digital community. With this diploma I aim to understand and reflect on users rights and habits and to contribute to a discussion about design ethics and the role of the designer. The research consist of findings from interviews with users, professionals, books and publications and theories, leading in to a interactive and explorative design process resulting in a contribution consisting of

1: three basis for discussions about design ethics and rights in digital, with topics and conceptual sketches presenting parts of possible solutions with the aim to make concrete examples of how designing for right in digital could look like. The sketches exemplifies opportunities where users of social media get more room to actionable choices and to contribute in the space they curate and brings something more concrete to the table to reflect around.

2: Sharing my reflections with the field of interaction design through a workshop and in a written article.

The goal has been to understand, explore and reflect - and hopefully contribute to a discussion about users rights and well as the role of the designer in the digital shift.

The process behind my delivery had a high impact on the result; The research I have done, the choices I have taken, the feedback I got, the reflections I have shared have all contributed that the overall result. My delivery is a contribution to a discussion, done by giving concrete examples that works like starting point for discussion.
**Context**

The project is set in the context of the digital shift we are in today. We are spending more and more time on and in digital services, meaning that this is the context where a huge part of our life takes place. We have rights as humans, citizens and users - also in digital. The terms and conditions for using digital medias is set exclusively by the businesses, leaving the users with little, or no, opportunity to the users voice to be heard; accept - or dont get access to the service at all. When the data generated by the users is the driving force in a business and are generating both economic and cultural surplus - this context should also be more democratic.

**Approach**

The approach in this project is exploratory and reflective. By researching the situation today, interviews with experts and users of today’s social media, sketching and getting feedback, I will develop and present examples where users have more control and actionable choices in a digital context that will be used as a tool for discussion.

**Research Question**

How can design be used to explore possible transitions between different levels of activity in a digital context, to give users more flexibility and control, and to highlight their rights as users and contributors.

**Contribution**

This project contributes to the field of design by highlighting what digital rights could look like. By presenting three basis for discussions in the context of social medias the bring up concrete examples of how users can be invited to engage and have a saying in the digital environment. It also contributes to a discussion in the design field by a written article that is published on two design-blogs.

**Structure of report**

The report is divided into six chapters, followed by appendix. The first chapter starts with an introduction of the project and the context followed by my personal motivation and the initial brief. I will present my approach, and thereafter a chapter of research conducted in two phases, key findings and a redefining of the brief. I will thereafter present my creative process, followed by the delivery and round up with conclusive summary of the diploma project and overall reflections.

In the back of the report you will find a appendix with full interviews and other material from the design process.
CONTENT

EXECUTIVE SUMMARY

1. INTRODUCTION 8
   1.1. INTRODUCTION
   1.2 CONTEXT
   1.3 PERSONAL MOTIVATION
   1.4 DELIVERY
   1.5 RESEARCH QUESTION

2. APPROACH 16
   2.1. EXPLORATIVE STUDIES
   2.2. PROTOTYPING
   2.3. SHARING AND FEEDBACK

3. RESEARCH 20
   ________________fase 1
   3.1 CLOSURE EXPERIENCES
   3.2 EXPERT INTERVIEWS
   3.3 USER INTERVIEWS
   3.4 MAIN FINDINGS FROM INTERVIEWS
   3.5 THE ATTENTION ECONOMY
   3.6 GETTING HOOKED
   3.7 SUMMARY 1
   ________________fase 2
   3.8 RIGHTS IN THE PHYSICAL CONTEXT
   3.9 RIGHT IN DIGITAL
   3.10 SOCIAL MEDIAS
   3.11 ALTERNATIVE SOCIAL MEDIAS
   3.12 SUMMARY & BRIEF

4. CREATIVE PROCESS 50
   4.1 SETTING THE DIRECTION
   4.2 PERSONAS AND VALUE PROPOSITION
      MAPPING
   4.3 IDEATION
   4.4 CHOOSING THREE DIRECTIONS
   4.5 ITERATIONS
   4.6 WRITING
   4.7 CHAPTER SUMMARY

5. DELIVERY 70
   5.1 DELIVERY
   5.2 FEEDBACK FROM DESIGNERS
   5.3 - BASIS FOR DISCUSSION 1
   5.4 - BASIS FOR DISCUSSION 2
   5.5 - BASIS FOR DISCUSSION 3
   5.6 EVOLVED DISCUSSIONS
   5.7 SHARING WITH THE FIELD OF DESIGN

6. CONCLUSION 104
   6.1 SUMMARY
   6.2 REFLECTIONS
   6.3 ACKNOWLEDGEMENTS
   6.4 REFERENCES

7. APPENDIX 112
   7.1 INTERVIEW WITH VIVI, KPMG
   7.2 INTERVIEW WITH MATS, SLETTMEG.NO
   7.3 NOTES FROM USER INTERVIEWS
   7.4 ARTICLE: RETTEN TIL Å MEDVIRKE I DEN DIGITALE VERDEN
   3.4 RITUAL DESIGN
In this chapter I will introduce the topic of my diploma by briefly explaining what I am working with, why I am working with it and presenting my research question.
INTRODUCTION

1.1. INTRODUCTION
1.2 CONTEXT
1.3 PERSONAL MOTIVATION
1.4 DELIVERY
1.5 RESEARCH QUESTION
1.1 Introduction

Between on and off is an interaction design diploma that explores and discusses users rights and design ethics in the digital context of today. The project's scope is to give users of social media more room to actionable choices related to terms, content, and engagement. The aim of the project is to highlight and contribute to the discussion about users' rights in the digital context, and the ethical aspects that designers need to consider in this context.

The project started out by researching off-boardings from employers, public transport, and digital services, it made sense for me that communicating the expectations clearly could benefit the user-to-service relationship as honesty and transparency would lay a good foundation for trust. There were many topics that interested me related to the topic of leaving a digital service. What does mean for the user? I chose to do a broad research spanning from why users leave? Why you get hooked in the services? And how it relates to rights and democracy.

GDPR, with new rights related to use and storing of user data, is soon going to be implemented (ICO). And during the research Facebook, a social community with over a billion users, shared millions of users' personal data to a 3rd party application ending in a huge scandal where they lost the trust of millions of users who joined the #deletefacebook campaign and off-boarded from the Facebook. (Quartz)

My initial brief was how to use design to explore how better off-boarding experiences could contribute to the total user experience, and how transitioning between states of activity could be communicated. In my research I found potential in many factors that not only related to the end - but also around how we can stay and part of the social services on internet even if we do not agree to the rules set by the service. Combined with the massive wave of people taking the step to actually leave Facebook made me scope the project to be about user rights and social medias.


1.2 CONTEXT

Digital communication
Internet is arguably one of the most successful creations in humankind. In a 40 year period nearly half of the world’s population have converted to active internet users. (Kemp. 2016) When both commercial- and public services that we use in our everyday life are moving into the digital world and we spend more and more of our awaken time in front of screens there’s a need to define and find a vocabulary of its values and principles. It can be complex in the physical context, and becomes even harder in digital. How do the digitalisation affect our lives and what right do we have to contribute?

Social medias
Two point three billion of the world’s population are active social media users. (Kemp 2016) Internet offers a lot of different of products and services. Social medias like facebook, instagram or twitter are interesting cases to work with since they are commercial actors with millions, and in some cases billions, of users trusting them with their data. When they have become a global social society, and user data and personal content are the background to a massive surplus (Shaw 2017) shouldn’t they be more democratic?

The bigger picture
As a human, a citizen, an employee, or as a user, you have rights. The city, the context in which man lives, is an important arena and for participation and co-determination. Today we have a new context, the digital one. How do our democratic rights belong here?
1.3 PERSONAL MOTIVATION

As a student I often get challenged to think in a bigger perspective and I often find myself asking a lot of questions about what is right and what is ethical. The last years I have been doing three different projects on the topics; user engagement in public planning, sustainable use of urban resources and cultural content, and how to deal with the massive digital footprint that today’s youth are going to leave behind. They woke my interest for a more democratic digital environment and design ethics, and has been the backdrop of my chosen topic for the diploma.

1.4 DELIVERY

My goal has been to explore and reflect on users rights in a digital context to understand and discuss the topic. This approach led me into a broad research that resulted in a level of understanding of the topic that is necessary to be able to share reflections. This has led to the delivery being a contribution to discussions on user rights and design-ethics in a digital context, by presenting three examples that describes possible scenarios that could take place in a near future, and sharing to the field of design in a written article.

During my diploma I have been sketching and testing, sharing my reflections and inviting other designers to discuss my sketches and via 3min.io and Medium, resulting in three examples that is a basis for discussion on the role of the designer, and how to design in an ethical manner.
1.5 RESEARCH QUESTION

How can design be used to explore possible transitions between levels of activity in a digital context, to give users more flexibility and control, and to highlight their rights as users and contributors?
In this chapter I will present the approach used in this diploma.
APPROACH

2.1. EXPLORATORY STUDIES
2.2 FUTURE SCENARIOS
2.3. SHARING AND FEEDBACK
Before being able to define my research question a lot of work was put behind. I have chosen to do a broad research spanning from interviews with businesses and individuals. I have been looking into psychology, and into rights. I have tested and prototyped my ideas and shared my reflections. Although the process might be presented in a more linear way in this report - it has in reality been very dynamic; going back and forth between researching, testing small features, reflecting on complex topics, and sharing reflections.

2.1. EXPLORATORY STUDIES

This diploma has an exploratory approach towards trying to understand and contextualise a complex topic. I have been using design as a tool for exploration and discussion. I have done a broad research in many different topics and fields to gain a understanding of my topic and have been going back and forth between analysing the desktop research, making concrete tests, thinking about the bigger picture, and talking to people about it. It has been important to me to talk to both users and designers in the process to reflect on design-ethics.

2.2 FUTURE SCENARIOS

I have developed many concepts during the way with variations in how complex they are. Some of them are looking at structures of an application, while others are tiny interactions. I have been showing them to people during the way, but also chosen to work with personas to continuously validate my concepts. My approach has been to sketch out examples with the aim to bring concrete examples to the table for discussion.

2.3 SHARING & FEEDBACK

I have had a iterative approach with short iterations where I have sketched out, got feedback and kept on developing the ideas. During the whole project I have turned my ideas into prototypes to be able to test. When working alone on this project the walls of the diploma room has been a important way to share my process and invite others to give opinions and feedback during the project. I had weekly stand-ups with a group of fellow students and supervisors.

It has been key for me to get to discuss with designers, since they have a important role in designing the experiences in the context I am both trying to understand and reflect on. In this diploma I have also written an article that has been shared with the creative business through medium.com
"...design is at its most powerful in shaping the systems that produce the world, and simultaneously producing a reflection of them."
In this chapter I will present my research, divided into two phases.
RESEARCH

fase 1
3.1 CLOSURE EXPERIENCES
3.2 EXPERT INTERVIEWS
3.3 USER INTERVIEWS
3.4 MAIN FINDINGS FROM INTERVIEWS
3.5 THE ATTENTION ECONOMY
3.6 GETTING HOOKED
3.7 SUMMARY 1

fase 2
3.8 RIGHTS IN THE PHYSICAL CONTEXT
3.9 RIGHT IN DIGITAL
3.10 SOCIAL MEDIAS
3.11 ALTERNATIVE SOCIAL MEDIAS
3.12 SUMMARY & BRIEF
Research phase 1:

In the first part of this chapter I will present some of my research on closure experiences, followed by interviews about off-boarding of employees-, how to support those who wish to off-board-, and interviews with individuals who offboarded social media about their experience. I will share research about the attention economy and how commercial services like social media is affecting us and how these services work to keep us hooked. I have also looked into rituals in services as the approach, but since it did not become a bigger part in the project you will find it in the appendix.

Although I did not end up working with off-boardings the initial work has been important for the process and is highly relevant for the project.
3.1 CLOSURE EXPERIENCES

In the IxDA-talk “Ends: Why we overlook endings for humans, products, services and digital, and why we shouldn’t” designer and author Joe Macleod talks about the importance of communing the off-boarding of products to set expectations for the whole user experience. I thought this was really interesting and it become a starting point in this project. I wanted to explore the benefits this holistic approach of the communication and how it could impact the relationships between user and service. Is there a need for communicating ends and getting closure when it comes to products and services?

Macleod argues that talking about endings can be difficult. He says that as individuals we have a psychological aversion to it, and that businesses are positively afraid of it, but that it could have a positive impact the relationship between user and business if addressed. (Macleod 2017)

This made me understand that a good closure experience could be defined as the satisfactory conclusion to a product or service relationship where both parties feel satisfied with the completed transaction.
«The beginning, or on-boarding, of a customer is now a complex ritual that, as consumers, we navigate confidently. But the ending of that process has been distanced from the consumer and is now almost invisible as part of the same experience. That distancing has also removed the consumer’s individual responsibility.» (Macleod, 2017)

Macleod explains how onboarding are a complex ritual that users have become used to do, and that endings has become distanced from the users which has led to the individuals responsibility being removed. How does this removement of the the responsibility affect the users relationship to the company? Macleod also brings up a problematic example around Terms and conditions:

«A company can easily distance itself from any responsibility if the relationship goes wrong, simply by the nature of the legal agreement made in the T&Cs, but the consumer is given little opportunity or support to distance themselves from the company. It’s very one-sided. And it doesn’t help that almost every set of T&Cs is written in legalese, peppered with impenetrable jargon despite the fact that simple, easy to understand contracts are required by law in many countries.» (Macleod 2017)

Macleod argues that Terms and Conditions are one sided, as the companies are setting the rules and the users are given little opportunity to support or distance themselves. What impact does that have for a user who wants out? This question I found very relevant to explore further.
3.2 INTERVIEWING EXPERTS

VIVI, Head of People at KPMG

In the article “Slik ble de «bumerang-ansatte” from E24 they talked about a new trend of «boomerang employees» (employees that returns to a former employer after a being away for a while) and strategic communication around off-boarding. I contacted the company KPMG, that was interviews in the article, to find out more about how they worked and to find out if some of if could be useful for digital experiences.

I met with Vivi Kristensen, Head of People at KPMG, and interview her about how they work with offboardings. She told me about how they had put effort in the way they communicate with employees. They had worked out clear routines for what to do when someone is leaving: from structured conversations, identifying the important period from reassignment til the day you go.

They started a alumni group, that had become a natural platform for them to keep contact with former employees - and where the former employees could socialize and keep build knowledge. Talking out loud about the topic had strengthen the relationship to employees and the number of employees that returned to the company had doubled after they started working with this strategically.

In the interview i found out that understanding that your company, or service, is not the only one in the world - and talking out loud about expectations could take away the feeling of guilt if considering leaving. Many of they who left KMPG had a positive memory of the relationship to their former employe and many had returned again after a period away.

(full interview in norwegian can be found in appendix 7.1)
MATS, Advisor at Slettmeg.no

NorSISs service slettmeg.no is a norwegian service that helps users with issues like deleting content they regret sharing, user accounts that cannot be accessed and more.

In the annual report from 2016 they mentioned trends and statistics about the users who contact them and I did a telephone interview with one of the advisers there, to find out more about what struggles the users who contact them have.

Mats from slettmeg.no explained that most of the support is about deleting accounts and regaining lost passwords. It sounds like a easy thing to solve but many of the big services we use are having bad channels for support, which has become an issue for a lot of users.

Another issue he mentioned was cases when we think that we are secure within an app. Persons had downloaded an app where you could ask and get answers, which seemed like a safe place to ask anonymous questions, and not realising that the app also had a webpage where content where published - meaning that everything they asked where searchable on Google without the users understanding this.

Mats were optimistic about the new focus on citizens rights online, and they had written about this new focus as a under the chapter of trends in the 2016 annual report. When talking about what the users can to themselves to have a safer online life he said that one of the things that could benefit most people is to “to get an overview of our own online presence” In that way, they you can easily cope with changes, for example, if something new comes out.

(full interview in norwegian can be found in appendix 7.2)
3.3 USER INTERVIEWS

To get a better understanding of the experiences of off-boarding a service, I interviewed six persons who off-boarded different social medias. Talking to these persons aren’t statistics, but it helped me identify some familiar experiences.
When we talked about the reason to why they decided to stop using social media, they expressed that: It was a reaction to that services worked to get them hooked, that when friends expected them to be more active then they wanted it became an issue. When getting direct messages or invitations to events that they did not see, but that other people expected them to have notices it was better to leave the service, and hope that people contacted him directly if they really wanted him to attend something.

Notifications where a common pain point for all of them, the one of them who had a two year old son had cough herself sitting with the phone too often, and wanted to restrict herself from using it while spending time with him. Someone felt it was too time-consuming and others just felt the need for a break from all the distractions.
They developed their own strategies to force themselves to spend less time and not pay attention: like turning off notifications - and deleting the mobile app, while still using the webapp.

The interviews made me understand that erasing can be a complex process - but the key take away was that none of them did actually off-board. All of them deleted the app or deactivated their account, but they all came back to the service.

Often the break made them come back with a new set of premises for how to use the service or how much time to spend. The need was not to totally stop using the service, as it puts you totally on the outside of the social network. How could users get more control over their activity level?

(Notes from the interviews can be found in appendix 7.3)
3.4 MAIN FINDINGS FROM INTERVIEWS

Understanding that your company, or service, is not the only one in the world - and talking out loud about expectations had taken away the feeling of guilt if thinking of leaving. Many of the people who left KPMG had such good relationship to their former employee they returned again after a period away. Honesty around what to expect is valuable in a relationship, as shown at KPMG. Even if a relationship with a product or business is as personal, I think this could have a positive impact on the trust to the service or product used.

Many large services are having complicated support channels which is problematic for the users when they need help.

When users expect their content to be private, and it ends up being searchable by google, there’s a misunderstanding that both can be because of ignorant users - but there’s a lack in the communication from the business side about the structure of the service, ending up in mistrust.

In the user interviews I did not identify a clear need for off-boarding, but rather a need for being able to control the premises of the context you are in. This also builds up under the findings from research about the lack of businesses offering opportunities to control the space the users are curating.
Tristan Harris, ex-design ethicist at Google describes the world we live in today as a “race for attention”. According to Harris, we all “live in a city called the attention economy.” (Techcrunch 2017)

In the book “Pressed for time” Judy Wajcman, Professor in Sociology, argues that digitization affects the rhythm of our lives. While our physical life vary in activity level and our personal pattern has more natural breaks, digital life is constant and wishes our attention. We talk to friends and family, report our tax, get loan from the bank, chat with customer support, and access the social medias that shape our everyday life.

Through audio, vibration, banners and red numbers, we are notified that there is something new to see. The constant desire for our attention interferes with the concentration. On average, we check the phone 150 times a day. (Teknofil. 2015). It is once every 6 minutes, and it is said that it takes about 23 minutes to get back the concentration when you get disturbed.

We spend the coffee break in front of the mobile screen and in the evening, the phone is in the bed. The new habits have led to new concepts in psychology: Nomophobia (No Mobile Phone Phobia) and Fomo (Fear Of Missing Out).(Weforum. 2017) Instead of separation anxiety from friends and family, we have begun to develop anxiety for not being connected and fearing to miss things. How does it affect our everyday lives that invisible mechanisms work to affect our usage patterns?
3.6 GETTING HOOKED

In the article “Hooked: How to Build Habit-Forming Products” author and behavioural designer Nir Eyal presents theories on behavioral design and addictive products that this is often referred to when talking about how products work go get our attention. Eyal presents The Hooked Model which makes the products and services we have in our pockets, like social medias or our email, keep us checking again and again. They have become masters in the science of habits by “gaining a monopoly on our minds” and on these little behaviours we do with little, or no, conscious thought.
Eyals “The Hook Model” has four parts:

**Triggers** that tells us what to do next, it’s what activates the behavior. It can be external triggers like buttons telling us what to do or where to click, but there’s also internal triggers which is telling us what to do based on particularly negative emotions; like what we are most likely to do when we are lonesome, bored, or sad.

**The action** or habit itself, that will lead to a reward. It can be scrolling a page, clicking a button or applying a search.

**Rewards** are to give users what they came for. These types of rewards are stimulated in a specific part of the brain when we crave something like luxury goods, technology, or sex. This are most active when we are in anticipation of a reward. When we get what we want, that part of the brain becomes less active again. So it’s used to make this kind of itch that we wish to scratch. Eyal describes three variable rewards that we often find in addictive products: 1: feel good, seeking empathic joy, partnership, like checking social media - you never know how many like or comments you will have. 2: The hunt: never knowing what content you will find in your feed will make you hunt for more by scrolling down 3: self realisation, like getting to a higher level in a game, checking your inbox to make that unread mail go away or just having to check the red dot to see what the new notification is about.

**Investment** is to increase the likelihood of passing the hook again, by storing value. Physical products lose value by wear and tear - habit forming products do the opposite: the more data I put into a service, the more experience I can get out, or the more followers I have, the better way of reaching my audience.

Is it fair that the services we trust with our data and personal content it working strategically to keep us hooked?
Terms and Conditions are often one-sided and offer little opportunity for the users voice. Companies can easily distance themselves from responsibilities by using a legal language which distances the user from the business - even though easy to understand contracts is the law in many countries.

Closure experiences is about honest relationships where both parties leaving of a transaction feeling satisfied with the result. Talking about ends can be difficult, but could help build relationship between user and businesses.

digital products and services are criticised for mastering our habits to get us addicted to their products, explained via Nir Eyal’s “The Hooked Model”

The world today can be described as a “race for attention”, where digitalisation is affecting the rhythms of our life by constantly wanting our attention.

Instead of separation anxiety from friends and family, we have begun to develop anxiety for not being connected and fearing to missing out on things.
3.7 SUMMARY 1

I had framed my project partly based on the theory on focusing on off-boardings. In the interview with employers about the phenomena “boomerang-employees” I found that it could be valuable to be open and honest about the whole user experience. In the interview with Slettmeg.no they initiated that getting support in the bigger services was a problem that users that contacted them strived with.

On the other hand, during the interviews with the users who said that they had off-boarded, I found that none of them really had off-boarded. It was not because they did not understand how to do it.

If you engage with the end of a user experience, and look at it as an important part of the total user experience it can likely provide opportunities to create good relationships between user and business. But I argue that one of the cores values is about being treated fairly, it’s about entering relationship that is honest about what it offers, and what to expect.

During the interviews the topic was experiences of off-boarding - but it became clear that social medias where a center of focus of the discussion as well. Shortly after the interviews, the facebook scandal with cambridge analytica hit the news, and a public discussion was putting the searchlight on the safety of our personal data and digital rights. This made me want to look deeper into social medias as a scope. Should the rights we have in a physical context also be valid in the context of commercials actors like social medias?

And even if the off-boarding part of it still part of scope, it made we want to look into the topic of endings different, not only how we end relationships, but what way we take part of digital social networks, what rights users have, and the opportunities to be in control of your communication and personal information.

I wished to dive deeper into the rights we have as users, and try to contextualize these rights into something that could be a valuable basis for reflection and discussion.

In the next phase of the research; I will give a brief introduction to the rights, GDPR, and socials media.
Research phase 2:

Here I will present the research on rights - and introduce social medias
«If our everyday use of mobile apps produces data that is the source of massive surplus, then we have to find ways to democratise this surplus to make our cities more equitable and just.»

(Shaw, 2017)
As a human, a citizen, a resident of a city, an employee, or as a user, you have rights. In the 1970s, Henri Lefebvre states the famous “the right to the city” and the right to shape the city of which he is a part. (Lefebvre, 1972) The city, the context in which man lives, is an important arena and for participation and co-determination.

I have looked into some of the rights we are familiar with as users of the physical context. And found that some of the most elemental rights we have in the Universal Declaration of Human Rights (UN. 1948) is the freedom to hold opinions without interference, that we have the right to participate in the cultural life of the community, and has the right to the protection of the moral and material interests of which he is the author.
Today we have a new context, the digital one. How do our democratic rights belong here? Digital rights and privacy are discussed violently in the media at the moment. We are high consumers on commercial digital media, but also most public services are going into digitalisation. Internet can feel too big to democratize, and when topics like rights are discussed in a digital context its not so easy to understand what it mean, or to get any concrete examples of how it could look, or who should implement, and it.

The Facebook scandal, where data about several million users were sold to Cambridge Analytica and used to influence political campaigns, has highlighted the users’ lack of control over their own personal information on the internet and what transactions are behind the consent form and cookies. At the same time, the new Privacy Policy (GDPR) is right around the corner.
Updates to our Privacy Policy and tools

Slack is committed to helping teams around the world work better, together. As part of our growth and in support of upcoming changes to data protection law, we’re launching new tools and features and updating our Privacy Policy and User Terms.

Here’s a quick summary of the changes:

- Improved clarity and transparency. We’ve re-organized our Privacy Policy to make it clearer and more understandable, defined key terms, described our data processing practices and included examples showing how Slack implements this Policy.
- GDPR updates. The upcoming General Data Protection Regulation places new obligations on organizations that process EU personal data.

As a result, we’re updating our Privacy Policy and User Terms to better explain our relationship with our customers and users.

Tools and features. We’re introducing a profile deletion tool, updating our import and export tools, and improving our workplace settings center so you can see your team’s plan, admins and settings.

We hope these updates will help make work a little more pleasant and productive, wherever you’re based. Need assistance? Drop us a note at edb@slack.com. And as always, thank you for using Slack.

Slack team
GDPR

The General Data Protection Regulation, GDPR, presents new standards for how personal data can be collected, stored, used and communicated will be rolled out in EU in 2018. GDPR states clear rules that businesses need to follow, and have stated high punishments for not following the rules.

This will mean that the individual will now have the right and opportunity to be in more control of their own data. It also puts the individual in a position where they have to care about it more than before.

The GDPR protocol is a massive document. I will therefore try to sum the new rights here:

**The right to be informed:**
Individuals have the right to be informed about the collection and use of their personal data.

**The right of access:**
Individuals have the right to obtain a copy of their personal data as well as other supplementary information

**The right to rectification:**
Individuals have the right to have inaccurate personal data rectified, or completed if it is incomplete

**The right to erasure:**
Individuals have the right to have personal data erased when the data is no longer necessary (also known as ‘the right to be forgotten’)

**The right to restrict processing:**
Individuals have the right to limit the way that an organisation uses their data. This is an alternative to requesting erasure.

**The right to data portability:**
Individuals have the right to obtain and reuse their personal data for own purposes across different services by receiving a copy of their data in a machine readable format.

**The right to object:**
Individuals have the right to ask for stop processing your personal data. The right does not apply in all circumstances, but three’s an absolute right to stop data being used for direct marketing.

**Rights in relation to automated decision making and profiling:**
Individuals have the right to object to decision making without any human involvement, or automated processing of personal data to find out certain things about a person.

(Information Commissioner’s Office. Individual Rights)
“A child is a child until they reach maturity, not until they pick up a smartphone”

(5Rights Framework)
THE 5 RIGHTS FRAMEWORK

The 5 Rights Framework (5rightsframework.com) is written to offer a single, principled approach about how young people are treated in the digital world. The framework tackles questions of motivation, citizenship, and digital engagement alongside with discussions. They publish research and share their knowledge to teachers, parents, social workers and policymakers to help them make informed decisions.

The 5 Rights in the framework are:

**The right to Remove:**
That is the right to easily remove what you yourself have put up.

**The right of Know:**
That is the right to know who and what and why and for what purposes, your data is being exchanged. And a meaningful choice about whether to engage in that exchange.

**The right to Safety and Support:**
That is about being confident that you will be protected from illegal practices and supported if confronted by troubling or upsetting scenarios online.

**The right to Informed and conscious choice:**
That means being empowered to reach into creative places online, but at the same time have the capacity and support to easily disengage.

**The right to Digital Literacy:**
That means understanding the purposes of the technology that you are using.

5Rights are working to children a voice and a vocabulary to articulate their needs and shape their digital environment. There rights have many similarities to the eight rights of GDPR, and I don't see why these rights should not be valid for all individuals, regardless of age.
When reading about it my experience is that the big focus is on what the businesses “need to do before the 25th of May” (when GDPR initially was planned to roll out) and left me missing concrete examples of what it will actually mean for the end user who gain these new rights. I’m missing concrete examples of what GDPR will mean for the user.

Two of the most elemental rights we have as human beings in this world, stated in the Universal Declaration of Human Rights, is the right to participate in the cultural life of our community and the right to protection of the moral and material interests of which we are the author.

Digital rights and privacy is a hot topic in these days, but they are big topics that are hard to grasp.

The 5 Rights Frameworks written approach about how young people are treated in the digital world. They work actively with this by sharing their knowledge to help make informed choices, and I argue the principles are highly relevant for all individuals.

GDPR imposes stricter requirements on how personal data is collected, stored and used. It should be legal and fair and give the user more transparency and control over their own data. The amount of collected personal data must be minimized and the data should be deleted when it is no longer necessary for the purpose for which they were obtained. But how will this really look for the users in the future?
3.12 SUMMARY 2

GDPR imposes stricter requirements on how personal data is collected, stored and used. It should be legal and fair and give the user more transparency and control over their own data. The amount of collected personal data must be minimized and the data should be deleted when it is no longer necessary for the purpose for which they were obtained. But how will this really look for the users in the future?

One relevant example is a recent privacy update from Facebook which introduces new features, but also asks for accepting how to process and share data. Users have two choices; to accept or leave.

In Facebook’s update, they ask users to enable face recognition or manage data settings. The conventional accept button is blue, while the button for managing is white and looks rather deactivated. (This can of course be discussed). I mean, in every case, it sounds more complicated to “manage data setting” to not accept that they use image of my face to search through all the pictures that are posted - compared to “accept and resume.”

Is the way the user is led to approve the new feature transparent enough? And is it fair to ask the user to leave if disagree?

As I during this period read more on rights, and how the democratic aspect of it is hard to talk - it was made it clear for me that off-boarding something like a social media, is equal to off-boarding a part of society. And we should have the right to be part of the internet society on our premises. Giving the user the choice to be totally on - or completely off, seemed like to few options.

There are services offering users a way of “slowing down” or a a kind of digital detox to make me use more consciously and change my habits. But when the internet is home to all social networks and much of our culture, one should expect more choices than accepting or leave.

Therefore the brief became, as mentioned in the introduction:

How can design be used to explore possible transitions between different levels of activity in a digital context, to give users more flexibility and control, and to highlight their rights as users and contributors?

In the next chapter I will present my design process of developing examples where how the digital context is made more democratic by exploring how users can control more about content and activity level - without having to totally abstain from the digital community.
In this chapter I will present the activities and iterations from the creative process. I have worked iterative with sketching and prototyping. I have also sum up what I have learned by writing a article.
CREATIVE PROCESS

4.1 SETTING THE DIRECTION
4.2 PERSONAS AND VALUE PROPOSITION MAPPING
4.3 IDEATION
4.4 CHOOSING THREE DIRECTIONS
4.5 ITERATIONS
4.6 WRITING
4.7 CHAPTER SUMMARY
4.1 Setting the Direction

After researching a quite widely I had a need to set a direction. Sorting and categorising helped me find similarities in what the overarching rights where about, i found it to be:

**The right to understand:** the technology that is used, user data, purposes etc

**The right to get support:** being able to report if you experience something offending, or seek help for use of the service.

**The right to control:** make data portable, opportunity to object, access data, or be forgotten, and give the users more room to choice.

All three areas are important to work with. You need to understand to take a conscious choice. Understanding can be addressed with information and building knowledge. To control can be approached by giving opportunities to be involved and being able to take actionable choices, and support can be addressed with clearer channels and easier access. Based on my brief, I have choose to sketch out concepts with the right to control in the back of my mind since they are the concrete things that the users could act up on, and use these possible scenarios to be used as background for discussion.
4.2 PERSONAS + VALUE PROPOSITIONS

Based on the research on habits, the articles I read and the interviews I developed four personas that I have used to test my concept up against during the way.

To try to cover the span of social media users I made four of them from 15 - 65 years old.

I used the Value Proposition Canvas (Straregyzer) to map out their needs; goals (jobs to be done), possible obstacles (pains), and achievements (gains), and this made it possible to test during the way how my concept and sketched answered to their needs.

On the next two pages I will present the personas.
**FREIA, 15**

Freia is a regular student at an ordinary youth school. She communicates next to exclusion through the yellow app. With a few swipes, Freia checks her history and finds that she sent over 1 million snaps since she downloaded the app three years ago. It’s about 900 a day. The last week she has used the yellow app alone for 17 hours. But she says she’s getting bored: “Many “dry snaps” without content just to keep the streak as many as possible”

Freia used to use the phone in bed until late night. But when her dad Henrik was told she became an organ donor at 03 o’clock in the morning, it broke and she had to quit. Now Freia puts the phone in airplane mode at 22:30 in order not to be tempted to check it during the night.

“I have realized that it’s important to have a good night’s sleep to perform at school to get the karate I need to get into the school I want to go on later”

**PER, 22**

Per is the big brother of Freia. He is studying at the Univeristetet in Oslo on the ingenuity program. Per has lived since two years in a collective on Sagene together with two friends from the studies. He likes study life and spend a lot of time studying, but thrives best when he does things with friends. For example, taking a walk in Oslomarka with the guys. Per follows what’s happening in the digital, and has read about how social media work to get him hooked. He has since removed notifications, but since two months he has disabled more account on social media.
HENRIK, 44
HENRIK works as a key account in a large Norwegian bank. He is the father of Per, 22, and Freia, 15 years of age living at home. When Henrik is stressed or bored he often picks up the phone to just look for something new. He often comes out of focus with what he’s working on, but does almost like a reflex. Recently, Henrik read an article that it takes 23 minutes and regain the concentration after breaking into the cell phone. Henrik thinks Freia’s daughter uses a lot of time over the phone. One night a while ago, he was notified that she had become a donor in the middle of the night. They have now talked about it and started with new routines, which made Henrik think about his own use of the phone and that this is something he would like to change.

Henrik would like to accompany family, friends and acquaintances, but finds that what he sees is advertising, or humor videos that appear because others have liked them or from acquaintances from his past - which he really does not care so much about.

Henrik shares very little pictures and status updates, but sees other parts, but uses Messanger to speak to friends.

RIGMOR, 65
RIGMOR is Grandmother of Per and Freia. For 46 years old she has been married to Erling who is father to Henrik. They have a Jack Russel named Loffen as Rigmor loves high. Rigmor has always been fond of keeping fit and played tennis in her youth.

She plays playing a squash with two girlfriends on Thursdays and together with Erling, they go for a long walks in the woods and fields.

Rigmor is active in social media. She likes and shares both funny videos of dogs, congratulations friends and acquainted with nice birthday cards on their big day. It is great to be able to keep track of what is happening in everyday life to children and grandchildren seem rigorous.
4.3 IDEATION

I sketched out ideas and made prototypes, tested them up against my user profiles and talked to people about them. This made me narrow it down to three directions in the category of inviting people to take active choices. I took these three directions and held in a workshop with fellow students to validate and find what needed to be exemplified further in the next steps.
A NEW JOB

See ad get contacted interview(s) get an offer accept hours first day @ wake up early good sense building knowledge working to know company training to get started learning to do it off board

expectations is set.

Proveslutte

- choose
- analyse
- select
- proveslutte
- come back?

Empty nest:
when the kids are moving out

Generation X / Baby boomer
44-50 yrs

- parents

- want to get two

Generation Z
16-23 yrs

- want to stay

- parents

Material from idiation
Material from idiation
4.4 CHOSING THREE DIRECTIONS

I needed feedback and fresh eyes on the concepts, and held a feedback workshop with fellow students, that helped me validate the relevance of my conceptual sketches and to identify parts that needed to be changed or explored further. I define the three conceptual directions to work further with.

“Right to participate” - to give the user more active choices, related to THE RIGHT TO CONTRIBUTE TO THE SOCIETY YOU ARE A PART OF

“Right to managing content” making it easier for users to control the content they see in their feed THE RIGHT TO FORM THE ENVIRONMENT YOU ARE PART OF

“Right to pause” giving the users the possibility of pausing, without having to totally leave a service. THE RIGHT TO BE A PART OF SOCIETY
Testing what it could look like if presented with “this is your rights” and “this is the services rights” in a more transparent way. Feedback what that it was lacking the opportunities to contribute.

What if Terms and Conditions were presented, and you could have a choice there and then if you wanted to agree? This version got feedback that it looked like terms and conditions, and it would be engaging to read more if you got these choices during the way.
4.5 ITERATIONS

Iterations of the sketches on Participation - to give the user more active opportunities to take active choice about their environment

These two versions was taken further to the delivery

This sketh is a based on a screengrab from facebooks data polilcis and my sketches are the layers with boxes. The example invites the user to have a saying about the way they data is treated. You dont have to engage to use the uservice - but this could work like a public hearing on facebook, that opned up for the users voices to be heard.
Sketch: turning up or down the visual volume, I got feedback that it felt like an extra step to reach for the volume control while in a web browser. That made me try how it was in mobile instead.

To communicate to others how active you are - what if you automatically posted blanks if you did not post yourself this week. Feedback on interesting, but also gives the user little control - and could potentially work the other way around: pushing people to keep posting - others the blank will be posted.

Testing interactions for hiding single or all posts.
Testing how a visual volume could work in the application. If you are looking for a certain group, you can turn the visual volume on them so they're easier to notice.

**Managing content** - making it easier for the users to control the content they see in their feed.

Iterations of the sketches on managing content, making it easier for users to control the content they see in their feed. These two versions were taken further to the delivery.
Shh social media
Put all social apps on hold, for a minute, or on definite.
You are in control. Choose to go into silent mode immediately,
with a default of settings - to plan for returning periods of silence
- or to prepare for a longer pause, where you might want
  to get glimmers of what you are missing out on.

ex.
- at work, switch to silent mode
- Every evening from 16 - 19 I want to focus on my kid, plan for
  repeated silence
- Go silent definitively - but still get glimmers of your closest
friends

DURING BREAK
update by mail
update by text message
tap services to choose service(s)
Make exceptions for
the selected group
Give me updates this often
SILENCE NOW!

Apps on hold
How long to pause
Mute sound and not
if also activations on chosen
services.
Press START PAUSE
to get a pause, and come back
START YOUR PAUSE
60 minutes
Plan for a return use each day, week or month.

April / 21 / 2018

START PAUSE (date)
RETURN (date)

START PAUSE
Updates
LONG TERM SILENCE

RETURNING SILENCE
Plan for a return use each day, week or month.

MONDAY - FRIDAY
09:00 - 15:00

FROM (day) TO (day)
FROM (time) TO (time)

START PAUSE
Apps on hold
SILENCE NOW!

RETURNING SILENCE
LONG TERM SILENCE

START PAUSE

PLAN PAUSE

PLAN PAUSE

STOP

STOP

Inner circle version 1: where you add your closest friends and connect multiple social media platforms, to have one single place to check

Inner circle version 2:

Could the phone automatically into silent mode when it detects that you are hanging out with your friends?

Take a pause from social media, but still get glimmers of your closest friends. Set a timer, plan for repeated pauses, or go on a longer break.
Shh social media

Put all social apps on hold, for a minute, or on definite. You are in control. Choose to go into silent mode immediately, with a default of settings - to plan for returning periods of silence - or to prepare for a longer pause, where you might want to get glimpses of what you are missing out on.

- at work, switch to silent mode
- Every evening from 16 - 19 I want to focus on my kid, plan for repeated silence
- Go silent definitively - but still get glimpses of your closest friends

How would the updates be ended out - daily, weekly or monthly updates by mail? How would it be to get an update by textmessage?
4.6 WRITING

Putting words on the things I learned through the project and the questions from my research and design process made it easier to share my thoughts and reflections. I wrote an article that was shared on two Norwegian design/technology blogs.

Bekk.blogg.no
bransjebloggen3min.io
Innklemt fredag eller ikke: nå nærmer det seg helgi!

Julia har skrevet om retten til å medvirke i den digitale verden. Hvordan bør vi som tjenestesignere forholde oss til at konkurransen om folks oppmerksomhet stadig blir hardere? Er mer alltid bedre?

Noe å tenke på: God helgi!

Retten til å medvirke i den digitale verden – BEKK

Retten til å forme den byen man er en del av, er en viktig del av demokratiet. I dag har vi en ny arena, den digitale. Hvordan hører våre...

BLOGG.BEKK.NO


Retten til å medvirke i den digitale verden – Bransjebloggen 3min

Retten til å forma den byen man er en del av, er en viktig del av demokratiet. I dag har vi en ny arena, den digitale. Hvordan hører våre...

3MIN.IO
4.7 SUMMARY

By finding out the essence of what digital rights are about I was able to chose to focus on solving more actionable choices. I have used sketching to explore different ways of approaching the topic, and by using personas and talking to people about them I could rapidly test my sketches. By and arranging a workshop with fellow student I was able to define what sketches and topics to discuss that was interesting and had potential for further exploration. And by writing my reflections in words I shared my reflections with the creative field.

With this diploma I wish to contribute to a discussion about users rights in digital and reflections that hopefully can inspire users and designers to reflect on the topic.
In this chapter I will present the delivery of this diploma. The basis for discussion will be presented though the feedback session with designers. Finally I will present the article shared with the field of design.
DELI very

5.1 DELIVERY
5.2 FEEDBACK FROM DESIGNERS
5.3 - Basis for discussion 1
5.4 - basis for discussion 2
5.5 - basis for discussion 3
5.6 EVOLVED DISCUSSION
5.7 SHARING WITH THE FIELD OF DESIGN
5.1 DELIVERY

My delivery is a contribution to discussion.

By presenting three topics, with examples of future scenarios with the goal to be a starting point for discussion around user rights in digital. Though a broad research phase I learned and lot, but where also left with many question which led me into writing an article that I have shared with the field of design.

To test the result I invited two interaction designers to give me feedback on my project, which also worked as a way of validating if my design could generate a discussion.

I will now present these three basis for discussion that was presented in the workshop.

I will first introduce the topic and the examples. Show the ce the topic followed by the feedback - and the discussions that followed.

**Three basis for discussion:**
The sketches are not full proposals for new designs, or pixel perfect. By example if how users can be invited to contribute, engage and have a saying in the digital environment they are in. They are a tool for discussion, and the value they generate are that they are more concrete than just words to bring to the table when discussing and reflecting on possibilities and challenges related to design-ethics and rights in digital.

**Sharing reflections and inviting to discussion:**
The knowledge and reflections gained though the project has been written down in an article and published for the public to take part of.
“Right to participate”
- How can we design to give the user more opportunities to active choices?

“Right to managing content”
- How can we make it easier for users to control the content they see in their feed?

“Right to pause”
How can we give the users possibility to pause, without having to totally leave a service?
5.2 FEEDBACK FROM DESIGNERS

I invited Ragnhild Nordgård and Rasmus Agerup, two interaction designers with experience from working on solutions for the public. This final test was both to validate the relevance of my examples and get feedback, and to test how they worked as basis for a wider discussion about the topic.

I started by presenting the background of my project. The structure of the session was that I presented one topic, presented my examples and lifted up questions relevant for the topic. The sketches worked as examples of what it could be - and often the sketches became a starting point for a discussion around how it could be, or why it could not be like that.

I will first present each basis of discussion, followed by the material from the feedback session, and then the feedback.

When I have presented the three basis of discussion I will present the further discussions that evolved from the session.
5.3 BASIS FOR DISCUSSION 1

RIGHT TO PARTICIPATE

In public services and in governments, public hearings is a democratic way of making opportunities to get citizens input. This base for discussion is questioning how the right users have as contributors, are cared for in digital? Does it apply here?

Related to the topic participation I will present two examples where users are getting invited to have a saying on the terms of agreement of the services they use.

On my terms
Terms and Conditions are set by the service provider with little room for the users voice to be heard. Some conditions are for juridically reasons, and others could be made more actionable choice for the users. On my Terms exemplifies how to include the users in an honest way by explaining what the term is, why it exists, and giving the users the opportunity to take active choices about some part of the agreement. On my Terms aims to engages the users by the opportunity to make meaningful choices and creates value by making a more honest and solid foundation to build the relationship between the user and the service / product.

Public Hearing on facebook
How would it be if social medias had a public hearing on the proposals before a updating their terms and conditions or policies? Looking at public services in norway as an example; regjeringen.no (the government) or udir.no (education directorate) they operate with public hearings before making new plans. They are tax founded instances that are keystones in our democratic structure in Norway, and therefore the people have their right to have their voice heard. Facebook is home for over 1,5 billion users across the world. They are not financed by tax, but we all contribute with our data which is generating a massive surplus - and we should have the right to have our voices heard there as well.
How can we design to give the users more opportunities to active choices?

How can design contribute to building honest relationships and engaging users?

Can design contribute a more democratic digital environment?

What ethical responsibilities do we have as designers in this context?
Today on Facebook: Information without involving the user

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**On my terms**

Terms and conditions, or TOCs, are often set by the service provider, with little room for the users voice to be heard. Some TOCs are decided by law, and others are to keep the feet of the service providers dry when doing business.

On my terms is a concept that include the users in an honest way by explained with WHAT the term is - WHO it is including - WHY it exists - and for what PURPOSES it exists.

It engages the users by the opportuninty to make meaningful choices. Some of the terms could most likely be a more active choice for the users.

Making a more honest and solid foundation to build the relationship between the user and the service / product.
On my terms

Terms and conditions, or TOCs, are often set by the service provider, with little room for the user’s voice to be heard. Some TOCs are decided by law, and others are to keep the feet of the service providers dry when doing business.

On my terms is a concept that includes the user in an honest way by explaining what the term is—what it includes—and why it exists, for what purposes it exists. It engages the user by offering the opportunity to make meaningful choices. Some of the terms could most likely be a more active choice for the user.

Making a more honest and solid foundation to build the relationship between the user and the service/product.

A lot of actors are interested to know more about users in specific demographic groups. When you use the service, multiple interested parties want to buy your data. We make it anonymous and sell it, that’s how we finance our service.

These are active apps and websites that access your data. This means they can request info you chose to share with them.

Apps, games, and social plugins let you interact with your friends on and off Facebook. You can choose the privacy settings for apps and games you use.

I accept that you share my data and I would like a monthly overview of the buyers.

Please don’t share it.

I will buy my own userdata for 10 NOK per month.

SHARING YOUR DATA

STORING YOUR DATA

We are obligated to keep a backup of your name and email for safety and support.

- Keep a backup of my posts and photos and it will stay on your wall as long as you like.
- Keep a copy of my posts and photos for 30 days.

This will have an impact on your wall history in the way that it will go back 30 days.

ALLOWING DATA ACCESS

These are apps and websites that access your data. This means they can request info you chose to share with them.

Spotify

Visual Volume

Personal Cookie

shh social media
- Exciting to be able to decide how long things will be stored, a bit like a trial period. If I for example create an account just to try out a service and, but find out that it’s not for me - then they are sitting on a lot of information about me. Could I have said it’s ok for 30 days when I sign up?

- Being able to share opinions about what one wants to share, or not share, is important. The motivation for engaging in terms and conditions has probably become bigger amongst people after the recent events with facebook and cambridge analytica.

- Historically, one can also, draw parallels for why this is important to care about. One example was brough up from the Second World War, where personal data was collected in order to extract individuals who fitted in a particular segment.

- Why should I have a co-determination with a commercial actor? Could you have it?

- Who regulates / imposes when it’s on the internet?

- How would it be to have a hearing on facebook? “Now there is the public hearing on our next updates out and we are happy to hear what you think about it. The deadline for input is June 10” The sketch on facebook that invites for the user to have input could act as a digital public hearing. It would be important to think about sorting and processing feedback, and having measurements like “agree” “agree a little” “a little disagree” “disagree” is easier to handle than for example free text.

- This can relate to GDPR.
5.4 BASIS FOR DISCUSSION 2

RIGHT TO MANAGE CONTENT

In other parts of life we have opportunities to choose what to see and what to distance us from or what to see more of. On social medias you are exposed for content and status updates from both close friends and people you rarely know.

Visual Volume
If you got yourself lost in a bottomless feed, and still missed out on what your closet friends been up to? Visual Volume enables you to control how much visual space social content should have in your feed.
How can users be given more actionable choice about their everyday life in digital?

What ethical responsibilities do we have as designers in this context?
Visual Volume

Got yourself lost in a bottomless feed and still missed out on what your closest friends been up to?

Visual Volume enables you to control how much visual space social content should have in your feed for you.

Crank up the volume on those who you want to see more of.

Example from Facebook:
controlling what to see

PROS
+ easy overview
+ understandable

CONS
- feature is hidden in settings
- browse all friends to select
Got yourself lost in a bottomless feed and still missed out on what your closest friends been up to?

Visual Volume enables you to control how much visual space social content should have in your feed for you. Crank up the volume on those who you want to see more of.

Example from Facebook: controlling what to see

---

**PROS**

- easy overview
- understandable

**CONS**

- feature is hidden in settings
- browse all friends to select
RIGHT TO MANAGE CONTENT
FEEDBACK DISCUSSION 2

- The way Facebook does it today, it looks easy for the eye and like they offer the user to manage their feed - But by not providing a searchfield (which obviously would make it easy to find the people you wish to follow or not) they lead you into do what they want you to do - scroll through all (!) your friends to find the who you will not follow.

- There would be interesting if you could turn up the volume of type of content instead of specific persons “want to see more events” or “accurate now I just want to see groups.”

- Facebook would probably not be the one who implemented such solution, because they do not want to turn down activity - but it’s about specifying how it should be more accessible to the user and how it worked.
5.5 BASIS FOR DISCUSSION 3

RIGHT TO PAUSE

The rhythm of everyday life offers variations in the levels of activity. One can go from being very focused on a task at work, and a couple of minutes having a coffee break where you let the focus go.

**Inner Circle**
Follow your closest friends in one place: Add your closest friends to inner circle and connect multiple social media accounts. Collects snaps, stories, direct messages and posts in one story-format where you can watch the posts in the order they were posted, and answer to direct messages. This eliminates the need to constantly check multiple social medias. You can still login to the services platform if you wish. For example check in on your Inner Circle once in a while during your working day, and dive in to the full feed when you are in the couch at home.

**Shh Social Media**
Put all social apps on hold, for a minute, or on definite. You are in control. Choose to go into silent mode immediately, with a default of settings - to plan for returning periods of silence - or to prepare for a longer pause, where you might want to get glimpses of what you are missing out on.

ex.
- at work, switch to silent mode
- plan for repeated silence every Friday
- Go silent with an unknown return date - but still get updates of your closest friends activity (daily, weekly or monthly)
How can we give the users possibility to pause, without having to totally leave a service?

How can we design to meet users of different activity levels?

How can users be included on their premises?

How can we design for the dynamic rhythm of life?
“Right to pause”
How can we give the users possibility to pause, without having to leave the service?

Shh social media
Put all social apps on hold, for a minute, or on definite. You are in control. Choose to go in to silent mode immedietly, with a default of settings - to plan for returning periods of silence - or to prepare for a longer pause, where you might want to get glimses of what you are missing out on.

ex.
- at work, switch to silent mode
- Every evening from 16 - 19 I want to focus on my kid, plan for repeated silence
- Go silent definitly - but still get glimses of your closest friends

* easy access to settings
* filtering content
* get glimses from social media without deactivateing account
“Right to pause”
How can we give the users possibility to pause, without having to leave the service?

Inner Circle
Add the inner circle of friends you want to follow on social media. Collects snaps, stories, direct messages and posts in a storyformat where you can watch the posts in the order they were posted, and answer to direct messages.

Filter out who to follow up on
Add friends you have in contacts
Add the inner circle of friends you want to follow on social media. Collects snaps, stories, direct messages and posts in a story format where you can watch the posts in the order they were posted, and answer to direct messages.

Filter out who to follow up on

Add friends you have in contacts

Facebook - deactivate account
RIGHT TO MANAGE CONTENT
FEEDBACK DISCUSSION 3

- On one hand it’s about managing your notifications, and making that accessible.

- Are you allowed to retrieve the data and create a 3d part?

- Could you have you chosen “Please send me an update at seven o’clock when the children is put to bed?”

- A good example of notifications settings is the one on PEIL (at the picture) where you can choose to get notifications “in the morning” or “in the evening” instead of setting a clock. The app PEIL in it self, it a good example on how collect information from multiple sources (news) and showing it for you in a format thats easy to digest.

- Klassekampen’s weekly update is also a good example of where you can “be your own editor”. Their weekly summary is covering the top news written like one long newsletter, and links you to the different sources pages for further reading.
What does it mean to be a citizen and what does it mean to be a part of society?

Who regulates / imposes when it's on the internet?
Existing market forces will control a lot and it is important to discuss how democratic and ethical a option or election is when you have to choose between two bad options.

What is control?
There can be so much different, one can have levels or dimensions of control - GDPR one is more statutory rules, it is a type of control. Your content; what you share about yourself - or what you want to see by others, dealing with filtering is also a important control that about making it convenience for the user.
“In most other parts of my life, I have a lot of control. For example, I can choose to shop my food at Rema 1000 or I can do it on a local shop - I can travel collectively or not” Ragnhild said.

Levels of involvement
There is different levels of involvement. You can you vote for something, or report the level of satisfaction, or getting written options. It can be challenging to do the correct ethical design decision, because it also depends on the definition and expectations of what involvement is. For example one can be entitled to contribute, that does not always mean having freedom of choice.

Ethical responsibilities for a designer
A designer has a lot of responsibilities on your shoulders, you have to know and guide customers. As Ragnhild said: “It's a designing thing to enlighten in a good way”. But also here there complexity in the level or type of responsibility. What is the individual designers ethical responsibility, the field of design has a responsibility, the design studio, customers or company you work for.
The importance of having a forum to discuss
what is good design, bad design, ethical or not.
Differences between working as an inhouse designer and a consultant

Designer Skills are powerful
We are experts in visual convincing and that is very powerful on people. Therefore it’s important to reflect on what you convince people to do.

Honesty
You often wish to present the positive sides of buying or becoming a member, maybe we should consider to present potential backsides as well, like; “By sharing your content in our service, you will contribute and get a better experience, but remember that it will also be searchable by google and that there’s always a risk of people downloading it without your permission”

Listening to the users
We want people to get engaged but we also know that most of us are “lazy users” who does not read all terms and conditions or updated policies. In these days the inbox are getting full with updated GDPR, and when it all comes at the same time it can be overwhelming. What is you could get it like vitamins, one-a-day for a month? Having to read one short term to read, or pay your attention on one single setting each day.

GDPR
GDPR has given a good reason for cleaning up in old routines: While before it could be good to collect data, “just in case” now the standards are becoming to collect the minimum amount of personal data as possible, and we need to ask ourselves if we really need to retrieve this information. If we do not have a good reason for it - we will not ask for it. And that since every business has to go through the routines and have a understandable language about this, It can be a starting point for extending that mindset to more parts of the communication towards customers or users.
5.6 SHARING WITH THE FIELD OF DESIGN

An important part of my delivery was to share my reflections with the field of design to highlight the topic. To do that I wrote an article on medium.com, about the right to participate in the digital world.

I wrote to bransje bloggen and asked if my content could suit to share at their blog and got immediately feedback on that they wanted me to publish it in their blog.

The day after I got asked by Bekk Consulting if I wanted to share it via their blog as well, and I got to published it there.

For me this was a validation that the topic and content was important to bring to the table, as two.

The articles has been read by about 100 people in the time of writing this report, I have received both comments and been contacted directly by people that wanted to share their thought or comment on the topic.

Next you will find the translated version of the article in english.

The original version in Nowegian is to be found in appendix, or can be read via these links:

Bransjebloggen 3min
https://3min.io/retten-til-å-medvirke-i-digital-kontekst-2371310322b2

Bekk blogg
https://blogg.bekk.no/retten-til-å-medvirke-i-den-digitale-verden-7044fdfb1dff
Rettet til å medvirke i den digitale verden

Dette er en illustrasjon av en gruppe mennesker som står foran en skjerm. En person peker opp mot skjermen, mens andre ser på. Illustrasjonen viser at teknologi og digitale redskaper er viktige for å medvirke i en moderne verden.

Tittel: "Rettet til å medvirke i den digitale verden"

Tekst:

"Hva er røten til å medvirke i den digitale verden?" - med en illustration av mennesker som bruker teknologi.

"Det er viktig at vi alle har røtet til å medvirke i den digitale verden. Dette gjør at vi kan påvirke og delta i hvordan teknologi utvikles." - med en tekstblokk som forklarer hvorfor røtet er viktig.

"Teknologien gir oss muligheter, men det er også viktig å ta hensyn til sosial og etisk tilnærming.

OBS: Illustrasjonene er tegninger som illustrerer teksten og ikke nødvendigvis gjør nye saker.
The right to participate in the digital world

The right to shape the city you are a part of is an important part of democracy. Today we have a new arena, the digital. How do our democratic rights belong here?

I am currently writing a master in interaction design at the Architecture and Design College in Oslo. Throughout the project, I explore and reflect on the rights, usage patterns and design ethics of the digital shift. In this article I will share some of these reflections.

Rights in the physical context

As a human, citizen, resident of a city employee, or as a user, you have rights. In his time, Platon wrote about the righteous city and democracy, and in the 1960s, Henri Lefebvre raised “the right to the city” and the right to shape the city of which he is a part. The city, the context in which man lives, is an important arena and for participation and co-determination. Today we have a new context, the digital one. How do our democratic rights belong here?

Can the internet become more democratic?

Internet rights and privacy are discussed violently in the media a day. Facebook scandal, where data about several million users were sold to Cambridge Analytica and used to influence political choices in both the United States and the United Kingdom, has highlighted the users’ lack of control over their own personal information on the internet and what transactions are behind the consent form-
and cookies. At the same time, the new Privacy Policy (GDPR) is right around the corner.

GDPR imposes stricter requirements on how personal data is collected, stored and used. It should be legal and fair and give the user more transparency and control over their own data. But how will this really look for the users in the future?

The digital affects the rhythm of our lives
We are spending more and more of our awake time in front of the screen. While physical living lives vary in activity level and our personal pattern has more natural breaks, digital life is constant and wishes our attention.

Judy Wajcman, Professor in Sociology, believes that digitization affects the rhythm of our lives. Through audio, vibration, banners and red numbers, we are notified that there is something new to see. The constant desire for our attention interferes with the concentration. On average, we check the phone 150 times a day. It is once every 6 minutes, and it is said that it takes about 23 minutes to get back the concentration when you get disturbed.

We spend the coffee break in front of the mobile screen and in the evening, the phone is in the bed. The new habits have led to new concepts in psychology: Nomophobia (No Mobile Phone Phobia) and Fomo (Fear Of Missing Out). Instead of separation anxiety from friends and family, we have begun to develop anxiety for not being connected and fearing to miss things.

How does it affect our everyday lives that invisible mechanisms work to affect our usage patterns?

Accept or leave?
One of the recent updates to Facebook is about activating new features, but also how to process and share data. Users have two choices; to accept or leave.
“If you do not agree, you can not continue using Facebook. You can delete your account and we will allow you to download a copy of your information first “

GDPR introduces new requirements that the use of personal data should be transparent and predictable in order for the individual to be able to use his rights and to safeguard his interests. The amount of collected personal data must be minimized and the data should be deleted when it is no longer necessary for the purpose for which they were obtained.

In Facebook’s update, they ask users to enable face recognition or manage data settings. The conventional accept button is blue, while the button for managing is white and looks rather deactivated. (This can of course be discussed). I mean, in every case, it sounds more complicated to “manage data setting” to not accept that they use image of my face to search through all the pictures that are posted - compared to “accept and resume.”

Is the way the user is led to approve the new feature transparent enough? And is it fair to ask the user to leave if disagree?
A little less or totally detained?
There are still more services that can help the user “steal down” or as offering a kind of digital detox to make me use more consciously and change my habits. But when the internet is home to all social networks and much of our culture, one should expect more choices than accepting either to join or; Abandon

In my master’s thesis, I investigate, among other things, how the digital context is made more democratic by exploring how users can control more about content and activity level - without having to abstain from the digital community.

As a new interaction designer, on my way to work, I feel a responsibility when I’m going to develop digital solutions that many people will meet in their everyday lives. I think it’s important to discuss ethics in terms of design and reflect on how solutions affect those who are going to use them.

Comments or reflections are welcome!
In this chapter you will read this diploma’s close up with a summary of the diploma and reflections followed by the acknowledgements and there after list of references.
CONCLUSION

6.1 SUMMARY
6.2 REFLECTIONS
6.3 ACKNOWLEDGEMENTS
6.4 REFERENCES
In this diploma I have designed three examples of how users can be given more actionable choices related to terms of use, the content they see and their own level of activity, to contribute to a discussion about users rights in digital context, and the design-etics that designer need to consider when designing in the digital context of today. In addition I have published an article where I problematize that the users rights is not that clear, even though the focus on users rights is present, the invisible mechanisms working to get users addicted, and to highlight how our rights as users and contributors is a important topic related to democracy in the digital context.

My design process have been exploratory and reflective. I started of with a research question considering digital endings and had a broad approach to this. I have studied theory about endings, rituals, the attention economy, democratic and human rights and conduction interviews with businesses and users of social media. During the whole project, sketching and prototyping, testing concepts with peers and “others” has been an important way of getting feedback on my work, learning and reflecting. Based on the insights and feedback I narrowed down the focus and started developing concepts to explore different solutions to how one can give the user more choices and rights over their participation in digital services.

This openly framed and exploratory process have contributed to my understanding with a holistic approach on the situation, making it possible to create valuable reflections to share with both user and society.

Since the aim was to contribute to discussion I have chose to work in three diverse directions to give users different types of control, and different levels of control. I have experienced how the examples I presented gave the workshop participants a basis for reflecting wider topics and has been good tools as a ground for discussion.

By putting my insight and questions down in words, I have been able to share my reflections with others. The fact that the written article was published by two design-blogs has validated that its a topic and the discussion around it is valuable to share.

With this diploma I have started, and hope to continue, to contribute to the discussion in the field of design about what rights in digital could look like. By presenting three basis for discussion in the context of social medias this diploma brings up concrete examples of how users can be invited to engage and having a saying in the digital environment that is a part of today’s daily life.
6.2 REFLECTIONS

When working with a open approach and a high complexity of topic and simultaneously trying to make concrete examples made it hard to address everything. The exploratory approach have given me opportunities to think broadly about the topic and explore a range of possibilities. But it has also been challenging to work with a very open brief. It was hard to narrow down to one specific theme, and looking back I should have scoped the project earlier if I wanted to make a proposed solution. But my genuine interest for design-ethics and wish to highlight the topic was a challenge I was motivated to go for.

I have come to find that the topic, that was hard to grasp before even starting to research it, is both very important and highly relevant today. By writing down my insight and reflections, and I have contributed to the discussion and shared it to a wider audience, and also learned that writing and structuring a text for others to read is time consuming when you don’t have the experience. If I had got the article published earlier in the process, I would have been able to get more feedback to work further with.

A natural next step in this project would be to work further with the topics that evolved in the feedback sessions with designers.
6.3 ACKNOWLEDGEMENTS

- To Sondre Hylland
  for being you, and for supporting me all the way.

- To Einar Sneve Martinussen and Ted Matthews
  for being my supervisors, and for giving valuable feedback during the process

-To Ragnhild Nordgård
For taking your time to read and discuss the project with me, and for supporting me with homemade food when I needed it the most

- To My fellow diplomastudents
  for the good atmosphere and for keeping up the good mood though all the long nights at school

- especially to Amalie, Martin Ragnhild, and Ole-Birger for weekly stand-ups and good feedback.
6.4 LIST OF REFERENCES

CHAPTER 1


Quartz. Facebook is too big to fail. Retrieved from URL: https://qz.com/1236564/facebook-is-too-big-to-fail/


CHAPTER 2


CHAPTER 3

IXDA: Ends :: Why we overlook endings for humans, products, services and digital, and why we shouldn't :: Joe Mcleod. Retrieved from URL: https://vimeo.com/237325836


Netflix.com

Snapchat.com


Kmpg.no


Slettmeg.no


07.

In appendix you will find material that can be of interest for the process, like full interviews, the article in norwegian, and material from the research on rituals.
APPENDIX

7.1 FULL INTERVIEW WITH VIVI, KPMG
7.2 FULL INTERVIEW WITH MATS, SLETTMEG.NO
7.3 NOTES FROM USER INTERVIEWS
7.4 RETTEN TIL Å MEDVIRKE I DEN DIGITALE VERDEN
7.5 RITUAL DESIGN
7.6 EXTENDED MATERIAL
7.1 FULL INTERVIEW WITH VIVI, KPMG

18 Januar 2018

Vivi Kristensen, Direktør HR i KMPG Norge
1100 ansatte, 13 personer i HR-avdelingen

Hvordan jobber dere strategisk med å rekruttere tidligere ansatte?

Vi jobber med alt fra tiltrekke, rekruttere, utvikle, beholde, men også da å off-boarde, eller avvikle, men også beholde relasjonen. Våres mantra er liksom at vi ønsker man skal ha en livslang relasjon. Vi vil på måte at man skal ha en eller annen relasjon, de som ønsker det selvfølgelig, også etter at man har sluttet.

Hvordan gjennomfører man det i praksis?

Hvordan holder man kontakten?

Åh det er jo mange virkemidler. Det starter egentlig med at man må behandle folk pent mens de jobber her. Hvis du ikke gjør det så er de ikke interesseret i å ha en god relasjon etterpå. Og hvis man har hatt et fint arbeidsopphold mens du har jobbet her så er liksom den neste successfaktoren å behandle folk pent i oppsigelsetiden. Det er utrolig viktig. Man er jo gjerne her i 3 måneder etter at man fortalt at man er på vei ut, og det å passe på at man ikke brenner broer i den perioden er vi opprett av. Ikke bare gjennom den strukturen vi har, prosessen vi har med HR, altså rutiner men også lederne og hvordan de agerer overfor medarbeiderne sine.

Er det noe som dere har organisert?


Det høres spennende ut?

Ja etter at man har sluttet er det der vi opprettholder relasjonen på måte. Men den invitasjonen er jo viktig, og at vi skal vise at her er inviteres alle. Også de som selv tatt initiativ til å slutte, de som ikke har fått det til kanskje i jobben sin, eller som måttet gå på grunn av nedbemanning, de som vært i vikariater og sluttet pga at vikariatet opphører - alle - også de som går til konkurrentene våre. Det en prinsipp vi har, at alle skal være velkomne.

Hvordan kommunisere deres den alumnin? Er det et fysisk brev? en epost? en digital løsning?

Det er en epost med en invitasjon fra den administrerede som forteller om prinsippene runt dette med å beholde relasjoner og litt med noen selling points om alumni klubb, hvordan -
- det fungerer, og at vi ønsker og opretholde kontakten. med alle. Tidligere så var dette et lukket område på våre hjemmesider. Det er endel år siden vi såg at det var tungt å vedlikeholde, dessuten klønente for du måtte ha passord ikke sant, og det rotet man jo bort hele tiden haha. Så nå er det på LinkedIn. Nå er det på måte en lukket alumni side på LinkedIn hvor vi i HR godkjenner medlemmer og bare sjekker at de faktisk har jobbet her. Vi bruker de sidene til å dele nyheter, artikler, fagartikler, invitasjoner til kurs og seminarer som alle alumni medlemmer får gratis, nyhetsbrev som tidligere sendtes med post publiseres nå der, og et stort sosialt arrangement i året. Et kveldsarrangement med mat og underholdning og vin og sårne ting, og det er invitasjon og påmelding - alt gjennom den LinkedIn-siden. Så nå er der all kommunikasjon finner sted.

å hvilken måte er kommunikasjon mer strukturert nå?
Vi har blant annet denne sluttsamtaleten, som man har som leder. Hvor det er sånn at der skal man snakke med ansatte om en mulig retur. Hvis det er noen man vil ha tilbake. Man gjør jo ikke det med alle. Så vi oppfordrer lederen til snakke om en mulig retur og vi oppfordre de å gjøre konkretisering om mulige avtaler. Vi spør også i den slutundersøkelsen: kunne du tenkt deg å komme tilbake til KPMG? Så der har vi et intrykk av hvor mange som sier ja helt sikkert, kanskje, muligens i en annen rolle eller avdeling og så videre - eller nei takk. Selvfølgelig tenker noen at dette var starten på karrieren men nå skal jeg gjøre andre ting. Det er det generelle feedbacken vi får men som gir oss et intrykk av hvor mange som jobbet her som faktisk er aktuelle for å returnere. Når det gjelder den en-til-en-dialogen som er mellom leder og medarbeider så har vi mange eksempler på at når man åpner for det spørsmålet og begynner å diskutere det så kan det være at de nærmest har en uformell avtale hvor de sier «ja vet du hva, det høres ut som en god idé. Jeg går ut nå i tre år og lærer meg dette og dette og dette, og så kommer jeg tilbake.» - og de gjør faktisk det. Og det er noe av grunnen: At vi har begynt å snakke om det. Ikke sant. Fordi i mange bedrifter, eller i folks hoder også, så kan det være en ide om det å komme tilbake til en tidligere arbeidsgiver er som å komme tilbake med halen mellom beina. Litt som at du ikke fikk det til å fungere et annet sted, eller at det kan være litt flaut å skape på døren til en tidligere arbeidsgiver å spørre om de har plass deg. Vi er så åpne om det, og at vi markerer og feirer det når noen kommer tilbake: skryter av det eksternt i avisartikler eller når jeg holder foredrag om det det har vel skapt det til å bli en slags stolthet isteden for at kanskje noen ansatte som har sluttet har tenkt at «nei den veien kan jeg ikke gå, for det er det jeg kom fra» som å liksom rygge in i fremtiden. Jeg tror kanskje det også har bidratt til at statistikken vår er bedre en tidligere.

Kanskje det er blitt et bytte i mindset der, siden dere tar det opp så tidligt: at det er en mulighet for å komme tilbake?

Når ni ansetter en tidligere ansatt kontra en ny ansatt, hva er største forskjellen og utfordringer?
Det kommer litt an på hvor lenge du har vært borte. Har du vært borte veldig lenge og vi ikke har klart å forventingsavklare i rekrutteringsprosessen at du kommer tilbake til et annet selskap... Altså i den artiklen-
jeg tror du såg, så var det Marius som er partner som kom tilbake som en leder av et foret朌ingsområder og han slutted som ung revisor 19 år tidligere... og det er klart, det er ikke så veldig mye som ligner da. Og han forsto jo det. Men hvis han hadde kommet tilbake og tenkt at vi hadde trykket på pauseknappen mens han var borte så ville vi helt sikkert fått noen utfordringer. Vi har ikke målt akkurat hva som er gjennomsnittlig ute-av-KPMG-tid, men hvis jeg skulle gjette så skulle jeg si at det er mellom 3-5 år kanskje før man kommer tilbake igjen. Det er helt ypperlig for da har du skaffet deg nok erfaring til at du kommer tilbake og kan bidra med det du har lært. De fleste vil da føle at de har vært ute lenge nok til at det har gangnet CVN deres og at det ikke kommer tilbake og synliggjør for andre at de ikke kommer tilbake fordi det ikke funkt det jeg var. De har vært ute lenge nok til at de har skapt seg en egen karriere, men det er ikke så lenge at alt de de lærte har gått ut på dato. Så 3-4-5 år er en fin periode. Før det første så har vi lave rekrutteringskostnader, naturlig nok. Vi bruker mye headhuntere vi rekrutterer mye mellomledere, fagspesialister. Det koster penger. Det tar lang tid. Så det at det finnes en relasjon, og at man kommer i dialog og har noen møter, gjør at det rekrutteringsprosessen går raskere og koster mindre. Selve on-boardingen med introduksjon og opplæring sparer masse tid. Hvis ikke de de har vært borte veldig lenge da. Også er det noe med at vi vet hva vi får og de vet hva de går til, noe som gjør at vi gjør færre feilrekrutteringer og de blir lenger andre gangen. Det har vi gjort målinger på. De blir vesentlig lenger andre gangen. De kjenner kulturen, de kjenner mange av menneskene, de kjenner vi kan til Faces, hva vi jobber med, rett og slett vet ganske godt hva de går til. Den eneste ulempen her er vel at hvis noen har vært ute i veldig mange år og tror at de kommer tilbake til den organisasjonen som var og at du kan gjøre akkurat som du gjorde da du var her sist, fordi vi har nok sikkert forandret oss og da må man også tilpasse seg det da man kommer tilbake.

**Har dere fått noen tilbakemeldinger fra de som er en del av alumnigruppen på de arrangementen som gjøres der? Innhold, kommunikasjon osv?**


**Så det arrangementet er både for ansatte og tidligere ansatte?**

Ja, alle ansatte som jobber her får også komme og vi oppfordrer de til å komme fordi vi vil at de som fortsatt jobber her skal treffe de som sluttet. Vertskapet på de arrangementegene kan være hundre ansatte som fortsatt jobber her og vi har det her på huset, et stort sånt minglerearrangement runt om i denne etasjen her og det er fullt av folk. Vi bruker de ansatte til å invitere de som har sluttet: de de hadde særlig gode relasjoner til, som de jobbet tett sammen med, og som de kanskje møter litt-
av og til uten for jobb og sånn. Invitasjonen går ut via LinkedIn siden, men så sender vi ut på intranet en invitasjon som de kan sende til sina relasjoner så at hvem som helst ansatt kan plukke op den og si «har du sett invitasjonen? Jeg kommer, kommer du? Kan vi treffes?». Vi legger ut lister over hvem som kommer ettersom de melder seg på og sier «her er påmeldinglisten er det noen du savner eller noen av dine relasjoner som er her? Pass isåfall på at du kommer fordi de har sikker lyst til å treffe deg» Så sånn bidrar vi til at de som har sluttet, men også de som jobber her kan møte hverandre. Så de fysiske møtepunktene er altså de sosiale arrangementene, fagkvelder, kurser. Også konkret viholder eller er nyheter og deling av artikler det foregår på LinkedInsiden, det er påmåte bindeledd gjennom året og nåværende ansatte er også medlemmer på den siden forvi vil de skal være aktive. Der kan man spørre hvis det er noen som er god i noe spesielt hvis man søker etter kunnskap innen noe spesielt og vi legger også ut alle stillingsannonsene der.

**Tradisjoner og rutiner når man slutter - eller hvis man kommer igjen og starter på nytt, hvordan fungerer det?**
Vi har noen regler på hva man skal gjøre i oppsigelsetiden. Vi vil ikke at man skal bli frakoblet eller satt på sidelinjen. Det er kun hvis det er en «risk management» situasjon, foreksempel man kan ikke jobbe på visse kunder; enten for man skal begynne å jobbe hos den kunden eller hvis du jobber med noe som er veldig sensittivt og kompetansesensittivt og man ikke kan jobbe med akurat det. Men vi har regler på at man skal fortsette å sitte i de ledergruppene man sitter i, hvis man er i en sånn posisjon, men skal fortsette å gå på de kursene man er påmeldt. Vi er veldig var på det at man ikke skal oppleve at man blir plassert på siden selv om man er i oppsigelsetiden. Det er en viktig del av den følelsen av å slutte og ha vært ved sitt arbeid i alle veien.

Sen så har man også den sluttosalen med leder, invitasjonen til alumni, også har vi en egen checklist for off-boarding som går via en link fra HR til leder og medarbeidere selv når noen sier opp, som gir en oversikt over det man skal gjennom. Det er jo også det om forberedelse av oppgaver, kanskje oppfølging av en ny person, kan være deling av kompetanse før man slutter, hvilke kunder man skal jobbe på i oppsigelsetiden. Passe på at alt det blir ordentlig håndtert. Også er det en avsluttning til sitt selvgående. Hvor man feirer noen som har jobbet her og ønsker lykke til videre og sånn. Det er kanskje ikke så annerledes enn det andre selaksper gjør det man vi tror at vi har laget en veldig klar off-boarding rutine med oversikt over hva som skal gjøres, så blir det lite forskjell fra en leder til en annen hvordan de håndterer det, uavhengig av hvor mye man har og gjøre eller hvor flink man er til å fokusere på medarbeidere sine. Isteden for at å la det være til hver enkelt å skjønne hva de kanskje må gjøre så har vi valgt å strukturere det veldig. Det vi ser når vi spør medlemmene i alumni, og særlig de som kommer tilbake, så er det også at kanskje karriært gjør det naturlig, de ble tilbytt et tjenesteområde de synes er spennende, eller de har fått sjanse til å være med å bygge opp et eller annet. Så den karrieremessige delen er også alltid med når man spør om hvorfor. Men alle sier noe om avslutningen da de var her sist. Og vi har valgt å fokusere på tre ting; det første er en god off-boarding, det andre er systematisk nettverk, det de er «ute», og at man har en åpen dialog om en mulig comeback, at vi setter det på agendan å snakke om det så at man forstår at man selv kan ta initiativ til det.
Ser du noen utfordringer med denne åpenheten om å holde kontakt?
Vi tror egentlig at folk slutter når de synes det er riktig, uansett hva vi gjør. Og vi ansetter jo så mange nyutdannade nå. Milleniumsgenerasjonen nå, du vet de vi ansetter nå de kommer ikke til å vilje ha en arbeidsgiver hele livet så på et eller annet tidspunkt på mister vi alle uansett, og da tenker vi at den turnovern kommer vi til å ha. Så hva kan vi gjøre med det? Vi kan ihvertfall prøve å få noen av dem tilbake. Vi tror vel egentlig ikke at vi skaper noen høyre turnover, men heller at vi forenkler rektureringsprosessen for de som vil komme tilbake. Det hender også at hvis noen sier i sin medarbeider samtale at de er lite usikre og føker at de har vært her i syv år, og jeg begynte her når jeg var 23 når er jeg 30, og noen føler på at det kanskje er dumt at du har en CV der du bare har en arbeidsplass og du begynner å bli voksen og sånn, at det er ledere som sier «kanskje du skulle ha gått ut en stund og fått deg litt erfaring og gir dem råd om hva type bransje det kunne være. Så det har hendt at det nesten er noe som har blitt oppfordret til av lederne, og det er det ikke alle som vil.
Men noen ganger skjer det og det kan være god grunn, som at de føler de trenger noen med mer erfaring i noe spesifikt og at man tror at denne personen vil gå videre uansett så det er bedre å satse på å kunne få dem tilbake senere og kanskje være med å påvirke veien videre. Og hvis det er en sjande at han kommer tilbake så er det kanskje bedre å ta den enn å bare sitte stille å båten å se hvor lenge han blir. Men vi er ikke redd for å snakke om dette at det finnes andre arbeidsgivere hvor de kan gjøre det samme. Jeg holder endel foredrag og jeg tipser gjerne andre om å starte alumniklubbe.

Kanskje litt mer forskjell at det er diskusjoner om taktiske karriæregrep, og at det er medarbeidere som har spennende oppgaver som de liker og som trives godt i jobben, men som alikvel slutter fordi de føler selve at de bør, og at det er «usmart» å bli for lenge på en arbeidsplass og at de får reaksjoner fra sin vennekrets som «hæ, er du der fortsatt». Det hørte vi skjeldnere før. Vi mister en del folk etter fra 5-7 år av de som vi ansetter rett dra høyskoler og universitet. For noen så er det ford i de bevisst har valgt oss fordi vi er et godt fundament i karrieren og sen vil de gjøre noe annet - mens andre hører vi gjør det fordi de føler det er «på tide» å få noe nytt inn på cvn, og av de så er det nog flere som vi får tilbake. For oss så er over halvparten av de som man kaller millenials, altså de som er sånn 25-35 noe sånn, så vi innsen jo at vi får jo ikke beholde de til pensjonsalter så for oss er dette et tiltak som fungerer godt.

Det er spennende med den nye generasjonen du nevner, som kanskje ikke ser for seg å bli på en arbeidsplass hele livet. Kan du se noen forskjeller i hvor lenge m folk blir nå sammenlignet med for noen år siden?
Vet dere hvordan de får høre om deres tjeneste?
Det er først igjennom forskjellige typer media, sikker endel som får høre det gjennom en venn, men også noen oppdager det hvis det googler «hvordan slette seg fra Facebook» eller noe sånt.

Er det forskjeller i hva henvendelser gjelder i forhold til demografi som alder og kjønn?

Får dere veiledet dem frem til et svar?
Ja som oftest så får vi det. Det er selvfølgelig enkelte typer problemstillinger som vi ikke får gjort noe med, men jeg føler ofte vi kommer frem til en slags løsning.

Hva er en typisk henvendelse som kan være vanskelig å få løst?
Det er et typisk om de ønsker å slette noe de har lagt ut på sosiale medier, eller slette hele profilen, men så har de ikke tilgang. De har for eksempel glemt passordet, og kanskje også har mistet tilgang til eposten som hører til slik at de kan ikke få tilbakestilt passordet. Da blir det litt vanskelig. Da må de enten få tag i et medium der de kan finne eposten slik at de kan tilbakestille resten, og hvis ikke så er de avhengige av at det går å kontakte de som driver siden for å hjelpe dem. Eller at det finnes en løsning på siden for slike type problemstillinger. Hvis det ikke gjør det så er det oftest ikke så mye som kan gjøres med saken.

Har de fleste sidene kontaktpunkter der man kan ta kontakt direkte?
Ja de aller fleste har en form for kontaktpunkt. Men det vi ser med de større tjenestene type Facebook og Twitter. Der er det ikke åpne kontaktpunkter. Det skjer gjenom forskjellige kontaktskjemaer. Man kan fortsatt kontakte dem på måte men man er låst til en viss type henvendelser, og det her er ofte en type henvendelse man ikke får sendt.

Hvorfor tror dere at det er flest kvinner under 26 år som kontakter dere for hjelp?
Det blir bare synsing da, men det vi har tenkt på er at det i mange tilfeller skal mer til for at gutter og menn søker hjelp. Også er det slik at de i den aldergruppen er de mest aktive på sosiale medier og da er det oftere de støter på problemer eller trenger hjelp med noe.

Hva for typ av henvendelser er det dere virkelig får hjelp til?
Slette kontoer er jo noe som de fleste kan finne frem til selv, på innstillingen og velge sletting. Så det som er kanskje mest nødvendige vi gir er mer på saker hvor fremgangsmåten ikke er åpenbar eller kjent for folk i det hele tatt. For eksempel hva skal til l for å få slette seg fra -
denne siden. Det vi faller tilbake på
for å få løsningene på det er å få tak i
kontaktinformasjon slik at de kan få kontakt
med de som driver siden. Der ligger det en
utfordring i at det er ikke alle sider som har
kontaktinformasjon og da man må bruke
lite andre typer teknikker for å få tak i
kontaktinformasjon, kanskje prøve å henvende
seg direkte til privatpersoner som driver
siden, altså de som er offentlig kontaktperson
og spørre. Da kan vi be dem om informasjon
om hvordan folk kan henvende seg til dem
på riktig måte, eventuelt kan vi stille som
mellomledd at folk som opplever problem med
siden kontakt er oss, også sender vi det videre
direkte til enkeltperson som står bak. På den
måten ivaretar vi personvern til den ansvarlige
personen også.

**Hva kan brukeren selv gjøre for en tryggere
nett-hverdag?**

Det viktigste de kan gjøre for å forebygge er å
skaffe seg oversikt over sin egen tilstedeværelse
på nett. På den måten kan de enklere bli klare
over endringer for eksempel hvis noe nytt
kommer ut så får de bedre grep om når det
kom ut og hvordan. Det andre gode rådet det
er å prøve seg til hva som skjer hvis de gjør
noe. Mange bruker sosiale medier gjennom
apper og hvis jeg tar Facebook og twitter som
eksempel, så var det en nettside først, så kom
appen, så alle vet at det finnes en nettside. Men
med andre type apper, som for eksempel en
som heter Kiwi, som er en type «spør-og-svare-
app». Den har også en nettside, men det er det
ikke alle brukere som tenker noe videre over.
Fordi når brukerne bruker appen, så tenker
de ikke over at siden dette er en åpen side så
blir alt de skriver der søkbart på Google. Det
er sånn type ting som kan være lurt å prøve å
undersøke før man tar det i bruk. Det behøver
ikke nødvendigvis bety at er nødt til å være
tilbakeholder med hvordan man bruker det,
men på måte være klar over hva som skjer. Og
at det er ok for deg.

*Ja, det kan jo være vanskelig å få oversikten,
og hva konsekvensene kan bli...*

Man kan lett få oversikt over hva som finnes
tilgjengelig om deg for andre. Det er bare å
google deg selv til det, men på måte å skaffe
seg oversikt fremover i tid, forutseende da,
hva som kan komme å dukke opp. Det er litt
mer tricky. Man vil selvfølgelig kunne støte
på situasjoner da man angrer, og det er noe
man vil fjerne. Ting som kanskje er helt ok å
legge ut i første omgang men som man senere
ikke ønsker skal være der. Da er det siste
nødvendige: det er at det er veldig viktig å ha
tilgang til epostkontoen sin. Epostadressen er
livlina til alt du gjør på nettet. Det er på måte
det som er siste instans for å sikre at du fortsatt
har tilgang til ting. Slik at du kan tilbakestille
passord, og hvis du kontaktet netsider for å
bekrefte eierskap så er det automatisk mail til
epostadressen som er veien, og hvis du kan
svere på så kan du bekrefte at det er deg som
eier den. Det er også en masse hackevektøy
som går runt og tar over epostkontoer med
dårlig sikkerhet, det kan også skje om man er
uheldig. Og utfordringen runt epost er at
mange av de yngre ikke har samme forhold
til epostadressen som voksne. De ser ikke på
det som nødvendig kan du si. Vi merker at de
i stor grad oppretter en masse midlertidige
epostkontoer. De har kanskje en adresse for
et eller annet, men her trenger de en ny en,
så de en ny mail-konto, skriver inn en for å få
bekreftelsen og så bare glemmer de hele greia.
Og da er de litt ute og kjører dersom de skulle
glemme passordet på denne nye kontoen som
de oppretta hvis det ligger en bilde ute som de
ikke vil ha der. Så det er jo litt upraktisk. Noe
deyngre også ofte gjør er hvis de ikke bruker
e en tjeneste som verifiserer epostadressen at det
faktisk er valid, at den faktisk finnes, så skriver
de ofte inn en falsk epostadresse bare for å få
det unnagjort å komme seg inn. En tulle-epost
liksom. Og da hard de ikke tilgang til ting for
epostadressen finnes jo ikke.
Når offentlig sektor (skoler, politi, barnevern, fengselsvern) tar kontakt, er det forskjell i type henvendelser?
De beror lite på hvor de henvender seg fra, for det har ofte noe med det å gjøre. Det hender ofte at skoler kontakter oss, enten kontaktlærer eller helsesøster, om problemstillinger som elevene opplever. Ting som skjer for barn og unge, og som ofte ikke vet hvordan de skal håndtere selv. Det kan være de de gjelder ikke vet om oss, så da søker de hjelp hos skolen, så kontakter de oss. Men vi ser også at når det kommer fra det offentlige instanser så er det ikke de minst alvorlige saker. Det er ikke bare alvorlige ting, men det er ikke de enklaste tingene som de setter resurser på å ta videre. Mye er type krenkelse, falske profiler, eller det kan være så ille som nakenbilder.

I forhold til skoler som kontakter dere for elevene, er det sånn at dere holder noen kurs eller foredrag for å informere om tjenesten på skoler eller andre steder?
Ja det får vi forespørsel om relativt ofte, det har jeg ikke tall på hvor ofte vi gjennomfører. Men jeg vet han som er ledere her, Marius, han reiser ofte ut på sånne ting. Det er ofte for elevener, men også veldig ofte for å snakke med foreldregrupper på foreldremøter.

Dere har laget veiledninger på hvordan man sletter seg fra et utvalg tjenester, hva er tilbakemeldinger på veiledningen?
Vi får egentlig oftest tilbakemeldinger bare hvis de ikke får noe ut av det. Typisk slette profil veiledninger, for å slette profiler så må man være logga inn.. og hvis de ikke får til det, så stopper det, og da tar de kontakt med oss direkte. Det hender jo at veiledninger blir utdatert, vi har veldig mange veiledninger og mange av de er litt gamle. De som er mest brukt vedlikeholde vi men vi prioriterer ikke å vedlikeholde de som er eldste. Vi har ikke så god bemanning at vi kan vedlikeholde alt til hver tid så det hender jo at noen som faktisk trenger de tar kontakt for å påpeke at det der funker ikke lenger, eller det er ikke så nettsida er lagt opp nå.

Hvis vi har vært i kontakt med folk, og de kontakter oss igjen - så er det fordi det ikke har fungert. De trenger noe mer. Så i de fleste tilfeller hvis vi ikke hører noe mer fra dem, så er det fordi det har fungert.. der er i alle fall den innstillingen vi har valgt å ta. De færreste tar kontakt tilbake å sier: «Det funka». Vi fornyet nettsidene våre for et år siden, og da gikk samtidig med det antallet direkte henvendelser ned, og vi ser det som noe positivt, som et signal at folk får mer ut av nettsidene våre, for nettsidene har rimelig mye trafikk, kanskje litt mer enn tidligere.
7.3 NOTES FROM USER INTERVIEWS

ERLEND
I deleted Facebook because I did not use it. It was a problem since friends expected me to to use the service. Like when I got invited to events: I did not see the invitation, and friends expected that I had. So it was better to leave. It was really complex. I strived to get to close the account and I'm not sure if I really managed to do it. I googled it a lot, but the closest I came was «deactivate». But that mean you can just log in and start using it again. Now I'm back on Facebook because I'll start to market a business soon, and I see now that there are many exciting things to follow. Pages and interests. But I notice how quickly you get trapped in there, and it is a time consuming activity. Social media is positive when marketing a business, or yourself. But I have no need to market what he does in his spare time, or to see what everyone else manage to get into their posts. It's too bad that it has become like that. I notice that people around me both do, or do not do, things because they know it's going to be shared on social media. I do not like the way I'm presented for marketing and news on. I'll see more of what I already like. It does not give me any new perspectives.

LINNEA
I deleted my Facebook account and Snapchat, I think because I like it when I can be anonymous. I have never felt the need for capturing the social moments to share online. I enjoy being present. I concluded that I do not have the extra time to spend on social media. I use SMS and phone calls to contact friends and my friends say I'm the only one they know who still use regular text messages. I don't feel that attached to photos. I mean I have a hard drive somewhere with some old photos, but I don't keep a backup. If they disappear they disappear, I'm like that with most stuff. I enjoy being present right now, not keeping backups of things I do right now.

HELENE
I deleted the Facebook app because I got disturbed by all notifications. I think about deleting my account like every day, but it's hard since it the place you get to know about events. After deleting the app I still use the service via the webapp when I decide to - not when a notification pops up and tell her to use it.

MARTIN
Deleting the mobile app and using the service via the webpage has made me spend less time on the service. I have turned off notifications and read about how services actively work to make you hooked, and was looking for new habits. I think it is much irrelevant stuff and commercials. I want something more genuine, think its boring that everyone show only the perfect side of themselves. Before I used to use the service on the bus, now I read articles instead and I find that much more useful.
MARTHE
I have deleted both Facebook and snapchat a number of times. When my son was about 2,5 years I caught my self spending a lot of time with the phone in the hand. I had one colleague who sent snaps all the times and I felt obligated to answer. Erasing the app solved the problem. After a period I missed the communication with my friends, so I got back but added fewer friends and turned off notifications. Then came a new period when snapchat irritated me. Everyone was snapping how fun they had all the time, and what they do. And when you have a child you are often staying at home during weekends, and I noticed that I just became depressed by looking at all my friends partying - so i deleted it all again.
A couple of months passed, and I missed out on the contact, specially with my old friends. so I got back, and started a private snapconverstation with them. I dont have notifications, and I usually just open the app once a day, after my son is put to bed. I use it to communicate with friends, I never use filters. I very seldom post on «mystory» or watch other peoples stories. I work at a high school, and I notice that the teenagers have trouble concentrating on tasks. Their phones is beeping all the time.
My colleague felt that her class never got the messages that the put out on Facebook so now she has got herself a teacher-user on snapchat.

JOSEFIN
I have been off fecbook for almost 2 years. I felt that Facebook took too much of my time. so I deactivated my account. My plan was to just take a break for a period and then come back.. but then I enjoyed that break. I still have not deleted my accont, but its deactivated. Im making music, and thought I might want to make an artist page sometime, and then I need to have a account for that. I have lived in different countries, and got friends that I've added on facebook, and those friends Im loosing contact with since Im not on facebook. I think Im using instagram more now than before, but its nice to only have one place to relate to. One time I logged in to facebook again, to start that artist page, but I got so overwhelmed by all the info about everyone who had got kids, and gotten married and al sorts of things that I'm not really that interested in. I might come back to Facebook but then it will be to promote my music, not for Facebook itself.
Retten til å medvirke i den digitale verden

Retten til å forme den byen man er en del av, er en viktig del av demokratiet. I dag har vi en ny arena, den digitale. Hvordan hører våre demokratiske rettigheter inn her?

Jeg skriver for tiden master i interaksjonsdesign ved Arkitektur-og Designhøgskolen i Oslo. Gjennom prosjektet utforsker og reflekterer jeg rundt rettigheter, bruksmønster og design-etikk i det digitale skiftet. I denne artikkelen skal jeg dele noen av disse refleksjonene.

Rettigheter i den fysiske kontekst

Kan internett bli mer demokratisk?

Rettigheter og personvern på internett diskuteres heftig i media om dagen. Facebook-skandalen, der data om flere millioner brukere ble solgt til Cambridge Analytica og brukt til å påvirke politiske valg i både USA og Storbritannia, har satt søkelyset på brukernes manglende kontroll over egne personopplysninger på internett og hvilke transaksjoner som befinner seg bak samtykkeskjema og informasjonskapsler. Samtidig er de nye personvernreglene (GDPR) rett rundt hjørnet.

GDPR stiller strengere krav til hvordan persondata blir innsamlet, lagret og brukt. Det skal være lovlig og rettferdig og gi brukeren mer gjennomsiktighet og kontroll over egen data. Men hvordan vil dette egentlig se ut for brukerne fremover?

Det digitale påvirker rytmen i våre liv

Vi bruker mer og mer av vår våkne tid foran skjerm. Mens det fysiske hverdagslivet varierer i aktivitetsnivå og våre personlige mønstre har flere naturlige pauser så er det digitale livet konstant på og ønsker vår oppmerksomhet.
Judy Wajcman, professor i sosiologi, mener at digitaliseringen påvirker rytmen i våre liv. Gjennom lyd, vibrasjoner, bannere og røde tall så varsles vi om at det er noe nytt vi må se. Det konstante ønsket om vår oppmerksomhet forstyrer konsentrasjonen. I gjennomsnitt sjekker vi telefonen 150 ganger om dagen. Det er en gang hvert 6 minutt, og det sies at det tar omtrent 23 minutter å få tilbake konsentrasjonen når man blir forstyrret.

Vi bruker kaffepausen fremfor mobilskjermen og om kvelden blir mobilen med i sengen. De nye vanene har ledet til nye begreper innen psykologien: Nomofobi (No Mobile Phone Phobia) og Fomo (Fear Of Missing Out). I stedet for separasjonsangst fra venner og familie har vi begynt å utvikle angst for å ikke være tilkoblede og frykt for å gå glipp av ting.

Hvordan påvirker det hverdagen vårt at usynlige mekanismer jobber for å påvirke våre bruksmønster?

### Akseptere eller forlate?

En av de senere oppdateringene til Facebook handler om aktivering av nye funksjoner, men også om å hvordan data behandles og deles. Brukerne har to valg; å akseptere eller forlate.

> “Hvis du ikke godtar, kan du ikke fortsette å bruke Facebook. Du kan slette kontoen din, og vi gir deg mulighet å laste ned en kopi av informasjonen din først”
GDPR introduserer nye krav til at bruken av personopplysninger skal være oversiktlig og forutsigbar for at enkeltpersonen skal være i stand til å bruke sine rettigheter og ivareta sine interesser. Mengden innsamlede personopplysninger skal minimeres, og dataen skal slettes når den ikke lenger er nødvendig for formålet de ble innhentet for.

I Facebooks oppdatering ber de brukerne aktivere ansiktsgjenkjenning eller administrere datainnstillingene. Den konvensjonelle aksepterknappen er blå, mens knappen for administrer er hvit og ser bortimot deaktivert ut. (Dette kan selvfølgelig diskuteres). Jeg mener hvertfall at det høres mer komplisert ut å “administrere datainnstilling” for å ikke godta at de bruker bilde av ansiktet mitt for å søke gjennom alle bilder som legges ut—sammenlignet med “godta og fortsett”.

Er måten brukeren blir ledet til å godkjenne den nye funksjonen gjennomsiktig nok? Og er det rettferdig å be brukeren å forlate hvis uenig?

Litt mindre eller totalt avholds?

Det finnes stadig flere tjenester som kan hjelpe brukeren “trappe ned” eller som som tilbyr en slags digital avrusning (detox) for å gjøre meg
som bruker mer bevisst og forandre mine vaner. Men når internett er hjem til hele sosiale nettverk og stor del av vår kultur burde man kunne forvente flere valg enn å enten aksepter for å få være med eller; forlat.

I min masteroppgave undersøker jeg blant annet hvordan den digitale konteksten kan gjøres mer demokratisk gjennom å utforske hvordan brukerne kan styre mer over innhold og aktivitetsnivå—uten å måtte avstå helt fra det digitale samfunnet.

For som fersk interaksjonsdesigner, på vei ut i arbeidslivet føler jeg et ansvar når jeg skal være med å utvikle digitale løsninger som mange mennesker kommer til å møte i sin hverdag. Jeg synes det er viktig å diskutere etikk i forhold til design og reflektere rundt hvordan løsninger påvirker de som kommer til å bruke dem.

Innspill eller kommentarer velkomne!

Our Digital Rights to the City

The pamphlet 'Our Digital Rights to the City' is now out on Meatspace Press. We are pleased to offer it for free...

meatspacepress.org

Nye personvernregler i 2018
Det nye regelverket som trer i kraft i mai 2018 styrker ordningen med personvernombud. Regelverket lovfester hvilken...

www.datatilsynet.no

The Battle for the Infrastructure of Everyday Life

Written for the inaugural NGV Triennial publication

medium.com

Stabil andel TV-seere, flere leser nettaviser

Det har vært noe nedgang i lesing av trykte aviser per døgn blant personer i alderen fra 9 til 79 år fra 2015 til 2016...

www.ssb.n

Sjekker du også mobilen 150 ganger hver dag?

Det er ingen hemmelighet at mobiltelefoner er blitt en stor del av vår hverdag, på godt og vondt. Mange vil kanskje...

www.tek.no
7.5 RITUAL DESIGN

I looked into ritual design which helped me with mindset and techniques to sketch out my concepts in a more holistic way, thinking about them as a chain of rituals or actions. Could have been a bigger part of the project.

According to Ritual Design Lab “Rituals can be grand, dramatic things, or they can be tiny, personal ones. Either way, rituals help people to understand the world, cope with transitions, express strong emotions, and build their own life story. Designers can use the patterns and mechanics of rituals to develop better designs — that are engaging for users, and that offer more meaning to them.”

In the article “Sacred Service: The Use of ‘Sacred Theory’ in Service Design” designer and reseracher Ted Matthews, presents a new service design approach “Sacred Theory”.

He presente this figure of ritual chains in a rite of passage that they embody a certain culture, whether it’s individual or social in nature. Understanding this complexity can serve the designer in a multitude of ways. This helped me with mindset and techniques to sketch out my concepts in a more holistic way, thinking about them as a chain of rituals or actions.
Exploring rhythms of a festival, that is active 6 months of the year - and passive for 6 month. A “zombie rhythm”

Sketching out the onboarding and offboarding to a new job, and how to get back in the loop again after a couple of years.

Sketching out how to pause from Instagram, planning - going away. coming back
7.6 Extended material

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*Figure: Four Orders of Design, with my diploma project highlighted*
Facebook came with updated terms and conditions for data and cookies in April 2018. Personally I reacted to this because they for examples introduce the feature face regognition and they explain it like its the standard and the two given choices are “administrate data settings” or “Accept and proceed”.

I would say that it sounds like a harder thing to do, to administrate data settings - and that the easiest choice is to just accept and proceed and be done with it.

After reading the updated terms and conditions that I need to accept to keep using facebook I found what I was looking for in the small caption in the end:

“if you dont accept the terms, see your alternatives”

...No, were not.

Clever Facebook, clever. They had hidden the bad news one step in:

“If you dont accept, you can not keep using facebook. You can erase your account and we give you opportunity to download a copy of your information first”