

# Incentives

FREE/CHEAP STUFF

INCENTIVE  
WALKING THROUGH  
A CASH BACK  
PROGRAM

Showing people  
there are tangible  
benefits to walking.

If walking  
was an attractive  
activity, people  
will be encouraged  
to walk.

PARTICIPATION

COMMUNICATE  
RESULTS

Exploration

ENCOURAGE  
EXPLORATION  
THROUGH  
PARTICIPATION

Thursday, 26 February 2015

# PARTICIPATORY DESIGN

Exploration

EXPLORE

COMMUNITY-  
WIDE

# Today's Plan and Objectives

**Part 1:** 9:00am – 10:15am

Intro to PD (Why and Basics)

**Break:** 10:15am – 10:45am

**Part 2:** 10:45am – 12:30pm

Basics Continued

PD in Africa

PD for Your Project

Homework/Questions

In what situations do you participate?

In what situations do you participate?

In what situations do you participate?

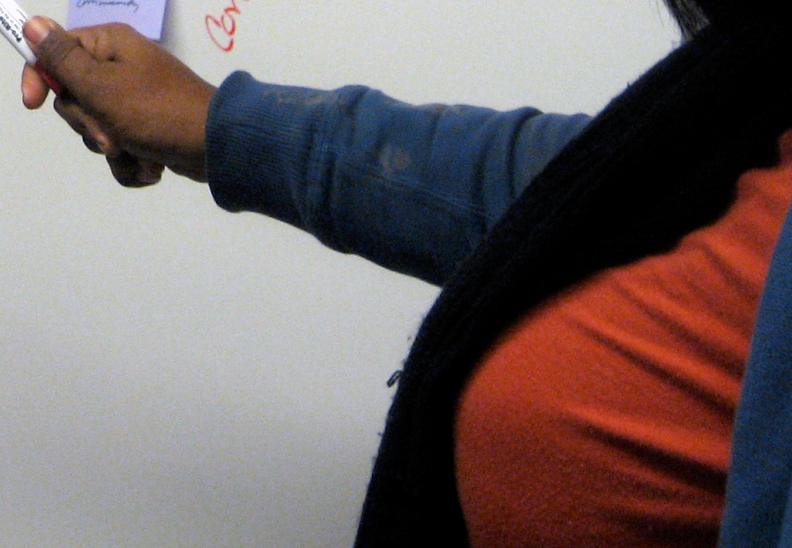
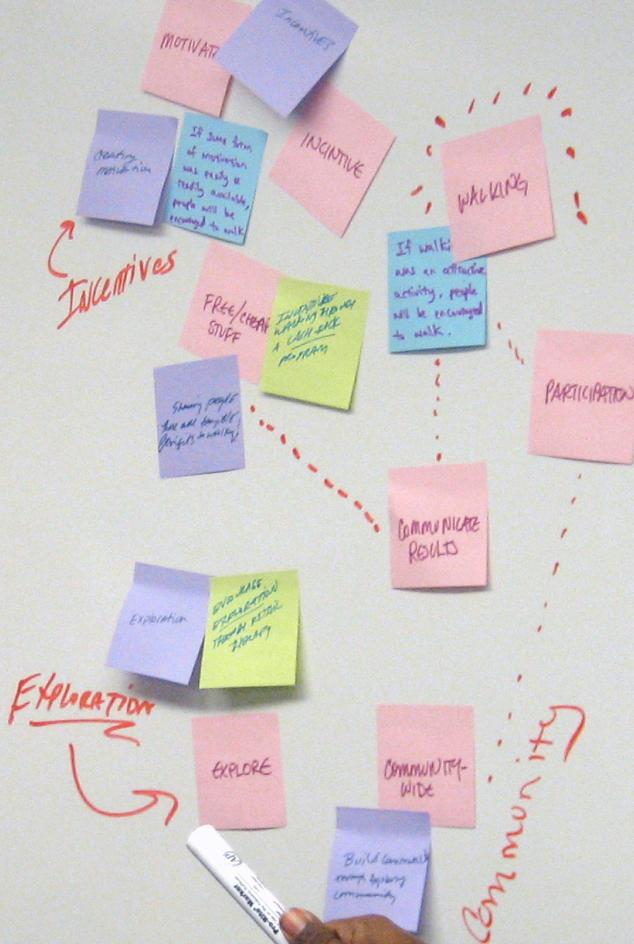
What does it mean to participate?

In what situations do you participate?

What does it mean to participate?

Why?







What is everyday participation here?

# Here is what we will explore:

**1:** Where did participatory design (PD) originate?

**2:** How is it used now?

**3:** What can you do with it?

Where did PD originate?



1: Where did PD originate?

# P for Political?

## Some challenges to PD towards 2000

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### ABSTRACT

A complex mix of changes in society and in the technology has been cited as reasons why politics is no longer as current a concern for systems developers. This paper argues instead that these are arguments for a reconceptualisation of PD towards the political. A critical view of challenges to the field and responses to them necessitates reconceptualisation of what is the project of the field as a distinct research area. The explicit identification of PD as an arena for concern with societal, cultural, etc. effects of computer systems development, provides a much needed explication, and strengthens the distinct identity of PD.

### Keywords

participatory design, political design, CSCW

*"Over the last decades involvement of users in relation to system development has changed dramatically. (...) But what about the basic assumptions concerning this role -- the conditions for influence? Here much less has happened -- in some respects it seems that the political agenda of democratic oriented PD work hasn't progressed at all. Users (...) are not viewed as possibly influencing the overall requirements, but rather as contributing to meeting the goals set up by others."* (Kyng 1994)

### INTRODUCTION

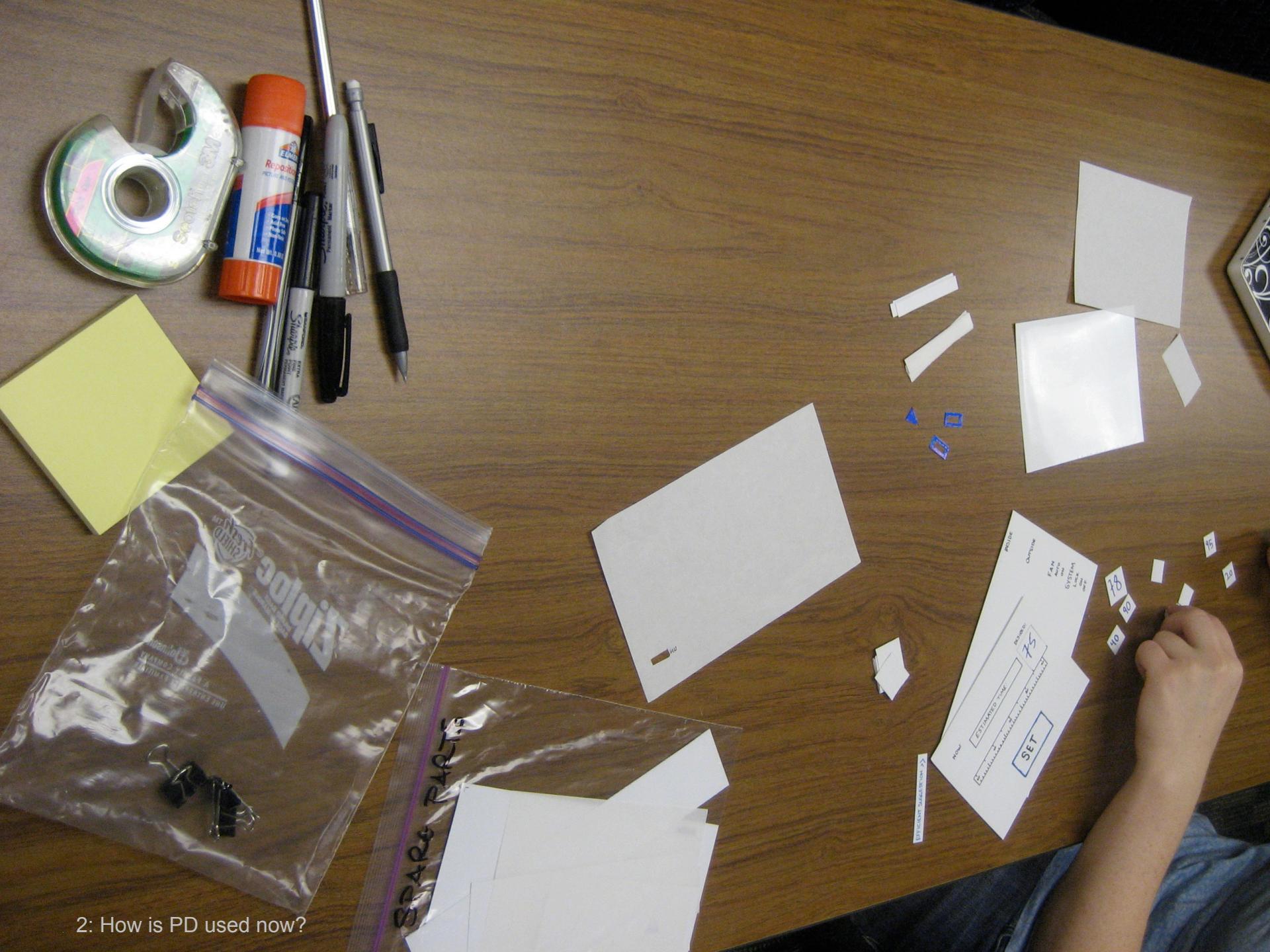
This paper joins a debate on Participatory Design (PD) as a research area. It is addressed to members of a research community that subscribes to ideals generally put together under the heading of PD. Familiarity with the field may be assumed, but the reader is invited to take a critical look at

work under other headings too. However, for the purposes of this paper I am interested in the 'PD-ness' of the disperse pieces of work, and I take the liberty of talking about the collective as if a single body with a single purpose.

Participatory Design, or PD, originated from a conviction of the moral importance that computer systems professionals are concerned with the implications of their shaping of systems [Nygaard, personal communication]. The processes by which such design decisions are arrived at have become the target for PD as a research area. In recent years, PD has enjoyed growing interest both commercially and within an international research community. However, the success has brought new issues for the researchers in the field to adjust to. This paper points to some of these. Roughly they can be grouped into two: first, international aspects (PD as originally envisaged in Scandinavia was not perhaps easily exportable), leading to a question of how to expand, how to find an identity such that others can be inspired by the ideals also under other conditions. Second, within Scandinavia, where I argue that the current international attention is not being matched by a corresponding interest in the possibilities pointed to by PD. Any field may end up in a precarious situation if not continuously renewed. Renewal is taking place in PD, but the lead is taken outside Scandinavia. More inspiration and debate can only benefit the field.

This paper is intended to provide some impetus in that direction. It is organised as follows: in the remainder of this section, the need for a political argument in the latter half

# How is PD used now?



2: How is PD used now?

# Some PD Basics

- Could involve any person or as a group.
- Design/tech skills not required to participate (but participants sometimes gain some related skills).
- Produces better, more appropriate technology designs than user-centered methods alone. (Irestig, et al. 2004)
- There is no single “best practices” or algorithmic approach that will work for all contexts. (Puri, et al. 2004)

# Some PD Basics

- Some activities that are common include: collages, diagrams, maps, 3D modeling, diaries, card-based activities, games/game boards, improvisation, role-playing/acting, storytelling, or envisioning/enactment.
- Some are meant to **better understand** a group of involved people (values, beliefs, context, behaviors, problems, etc.), some are meant to actually have the participants **do some design**. It's up to you.
- You can even do some participatory activities and engage your users online, via mobile phone, etc.



2: How is PD used now?

# Being Participated - A Community Approach

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## ABSTRACT

In this paper, we explore the concept of participatory design from a different viewpoint by drawing on an African philosophy of humanness -Ubuntu-, and African rural community practices. The situational dynamics of participatory interaction become obvious throughout the design experiences within our community project. Supported by a theoretical framework we reflect upon current participatory design practices. We intend to inspire and refine participatory design concepts and methods beyond the particular context of our own experiences.

## Author Keywords

Community participation, rural interaction design, African context

## ACM Classification Keywords

H.5.2 [Information Interfaces and Presentation]: User Interfaces – Evaluation/methodology, User-centred design;

## INTRODUCTION

Although Participatory design (PD) has evolved over many years in different parts of the world, as one of many paradigms in socio-technical systems' development, its use remains challenging. While a general consensus on the importance of user involvement in design activities has been reached, the concept of user involvement is only loosely defined and therefore varies greatly from one development context to the other. Differing understandings of participation are held by different societies based on local value systems. We often

to publicly and openly express opinions. This might seem unjust and counter productive from the perspective of an egalitarian system. Therefore, PD approaches need to account not only for diversity between individual people and groups but also cultural variations and dynamics. (Byrne and Leopoldo, 2004) provide strong empirical justification for appreciating the contextual nature of PD by comparing case studies in designing health information systems in South Africa, Mozambique and India. They conclude that "*there is no single algorithmic best practice regarding participatory design in information systems which is applicable to all situations*". This is confirmed by Winschiers, (2006), who demonstrated that common PD methods, such as Future Workshops and Brainstorming, which are based on western communication structures, were incompatible with Namibian user groups' socio-cultural habits. Walker et al, (2008) further doubt that methods devised for the developed world will prove appropriate in the developing world. Similarly, in the context we are working in, it is more useful to emphasize on "community" rather than individual" users. Brereton and Buur, (2008) indicate that "*new formats of participation can be characterised by their sensitivity towards new types of network relations among people, the diverse motivations of people to participate, the subtle balance of values and benefits involved in collaborative endeavours, and the inherent power relations between participants.*"

Tacchi and Watkins, (2007) propose that local participation must involve an interpretive approach to understand the socio-economic, cultural and political

13<sup>th</sup>

# Participatory Design Conference

6-10 October 2014 • Windhoek, Namibia

[Welcome](#)   [Submission](#)   [Travel](#)   [Art](#)   [Industry Cases](#)   [Committees](#)   [About PDC](#)   [Keynotes](#)   [Venue](#)   [Partners](#)

## PDC 2014 Welcome

Upon literally having *embraced new territories* of participation at the PDC 2012, with the decision to host the PDC 2014 on the African continent, for the first time in history, we will now engage with the theme of:

### **"Reflecting connectedness"**

Although 'Participatory Design' as such has not been a prevalent term in Africa, 'Participation' however is a familiar concept in Africans' every day activities and deeply anchored in the Southern African philosophy of UBUNTU, recognising principles of relationships between people. Besides, societies all over the world have acknowledged profound links between people and their environment for many centuries. Moreover we are currently experiencing a technologically pushed trend in 'being always connected'. This is manifested in a number of designed artefacts, such as smart-phones, social networks, computer supported cooperative and distributed working tools.

By 'reflecting connectedness' in participatory design, we acknowledge influential relations across continents, societies, people, disciplines and time, beyond the direct involvement of stakeholders. We recognise the value of accumulated experiences elsewhere and over time to enrich the field of Participatory Design. We further engage in critical debates of what it means to design within and for a multilayered network, such as the on-line world versus off-line interactions, the blurring distinction of designers and users, researchers and artists, design and research 'in the wild', designing for social justice, inclusiveness, and sustainability.

The 2014 PDC will be a platform to connect 'in person' with designers, researchers, artists, practitioners and other related people, to engage in fruitful dialogues, to participate in numerous activities such as tutorials, workshops, doctoral consortiums, participatory art encounters, paper presentations as well as game viewing and exquisite dining.

### IMPORTANT DATES

#### Submission deadlines:

Full papers	28. February 2014
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Short papers	10. March 2014
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Workshop proposals	10.March 2014
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Doctorial Consortium	10.March 2014
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Industry Cases	10.March 2014
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pART Installations	10.March 2014
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Tutorials	10.March 2014
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The Artful Integrators award (nomination)	1. May 2014
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11.59 PM GMT

Notification to authors (all categories)

13. June 2014

Camera-ready versions due

5. August 2014

Registration of at least one author

5. August 2014

# PDC and Africa

“Although ‘Participatory Design’ as such has not been a **prevalent term** in Africa, ‘Participation’ however is a **familiar concept** in Africans’ every day activities and deeply anchored in the Southern African philosophy of UBUNTU, recognising principles of relationships between people. Besides, societies all over the world have acknowledged profound links between people and their environment for many centuries. ...”

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From the 2014 Participatory Design Conference website:  
<http://pdc2014.org>

What can **you** do with PD?

# PDC and Africa

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3: What can you do with PD?

# Being Participated - A Community Approach

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# Negotiating Participation

“Differing understandings of participation are held by different societies based on local value systems. We often encounter **paradoxes** when developers and users originate from **different socio-cultural values systems**, as is more and more frequent in international design teams across the globe. In these situations even the **underlying systems of knowledge may be contradictory and incompatible**. Local participatory performance is guided by **implicit and explicit rules** that aren’t always obvious to community outsiders.”

# Cultural Hybridity in Participatory Design

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## ABSTRACT

In this paper we examine challenges identified with participatory design research in the developing world and develop the postcolonial notion of *cultural hybridity* as a sensitizing concept. While participatory design intentionally addresses power relationships, its methodology does not to the same degree cover *cultural* power relationships, which extend beyond structural power and voice. The notion of cultural hybridity challenges the static cultural binary opposition between the *self* and the *other*, *Western* and *non-Western*, or the *designer* and the *user*—offering a more nuanced approach to understanding the malleable nature of culture. Drawing from our analysis of published literature in the participatory design community, we explore the complex relationship of participatory design to international development projects and introduce postcolonial cultural hybridity via postcolonial theory and its application within technology design thus far. Then, we examine how participatory approaches and cultural hybridity may interact in practice and conclude with a set of sensitizing insights and topics for further discussion in the participatory design community.

## Author Keywords

Technology design; ICT4D; postcolonial; culture; reflexivity; hybridity

## ACM Classification Keywords

H.5.2. [Information interfaces and presentation]: User Interfaces- Theory and methods, Evaluation/methodology

## INTRODUCTION

Participatory design is an approach to design and development that has its roots in Scandinavia in the 1970s. Participatory design has gone through many changes and developments since then when it comes to its

was the fast technological development, especially the increasing and influential computerization of work places. Participatory design has since then evolved into a broader approach for design that in many cases has lost its ideological foundation. Important for the argument made in this paper is the fact that participatory design as an approach emerged in a society with a lively ideological public discourse inside an unusually homogenous culture. This might also be the reason for why participatory design from its start did not address cultural issues to the same extent as ideological issues.

In today's global digital economy, attention to culture is critical, although mostly absent from what can be seen as the contemporary participatory design approach and practice. We argue that there is a need for further community discourse to identify underlying assumptions within the participatory design methodology which, when addressed, offer valuable insights for practitioners designing for cultures vastly different than their own.

## PARTICIPATORY DESIGN AND INTERNATIONAL DEVELOPMENT PROJECTS

Much the same as the original sentiments that inspired participatory design, the introduction of technology to developing countries is seen as an indication of a modernization agenda—making the participatory design methodology a natural choice. Additionally, participatory design methods, which attempt to level the uneven power relationship between decision makers, system designers and the users of a system, are potentially well positioned to address power inequities present within technology design projects in developing countries. Indeed, participatory design methods are increasingly employed in such projects (Dearden and Rizvi, 2008).

Though the methods are commonly used, the participatory design community appears to be concerned

# Homework

Playing the Whole Game

Continue with the Design Thinking Game

Make your prototypes

Optional:

Re-read Defamiliarization Paper