Social design to reconfigure relations

-Implicit participation

-Explicit relation people –enviromennt

-Eg social field , engaging people in community

Using this connected to have people become co-creators of a culture in this case urban farming

From Social Butterfly to Engaged Citizen examines how this increasingly open, collaborative, and personalizable technology is shaping not just our social interactions but new kinds of civic engagement with cities, communities, and spaces

Not just a financial but a culture for example Apple.

Understand people’s motivations for using technologies

**Networks**

Many design project consider people as independent actors however we live in complex systems where our behavior , attitude and perceptions are continuall shaped by others, we live in networks have

-design a system not a destination.to do that u have tounderstand how people interact

simplify complexity into three areas

generate design principles

build and ship something to test

Areas of research

**Identity**

How we control how others perceive us

Design new experiences to fit with pre existing beliefs

**Connectedness**

Strong ties , weak ties

What tie are you designing for?

**communication**

why we talk ,who we talk and wat we talk about

design experience that help build relationships

optimize for communication

make it easy for people to talk to each other

how are people connected around your business

Understand how people describe their relationships for behavior you’re trying to encourage

Creating trust