

Perspective Taking

"Superman is the best superhero."



We are in **Week 8** of 12 weeks

Topics still to be covered:

Cybersecurity, ePublications, Front end/Back end

- MOOC quizzes complete (more quizzes coming up)
- Assignment Pt1 is complete (barring resolving queries)
- Assignment Pt2 is submitted – marking in progress
- Assignment Pt3 is underway – due Friday May 19
- Reports are underway (will talk about these more Tuesday) - due Sunday May 28

What is perspective taking?

Broadly speaking, perspective taking is understanding and accommodating the perspectives of others, not just ourselves.

“The ability to understand **how a situation appears to another person** and how that person is **reacting cognitively and emotionally** to the situation.”

– *Gehlbach, 2004*

Why should we care about perspective taking?

Remember this quote from earlier in the course on user experience?

“You are not your audience. You don’t see things like they do, know what they know, want what they want, or work how they work.”

Mike Kuniavsky, author of Observing the User Experience

Perspective taking helps you to **achieve**:

- Understand your audience’s needs and wants
- Understand why what you thought would work doesn’t
- Expands your knowledge about your topic
- Gives you more credibility as a nuanced authority in your field
- Increases your ability to resolve conflict
- Be a good leader

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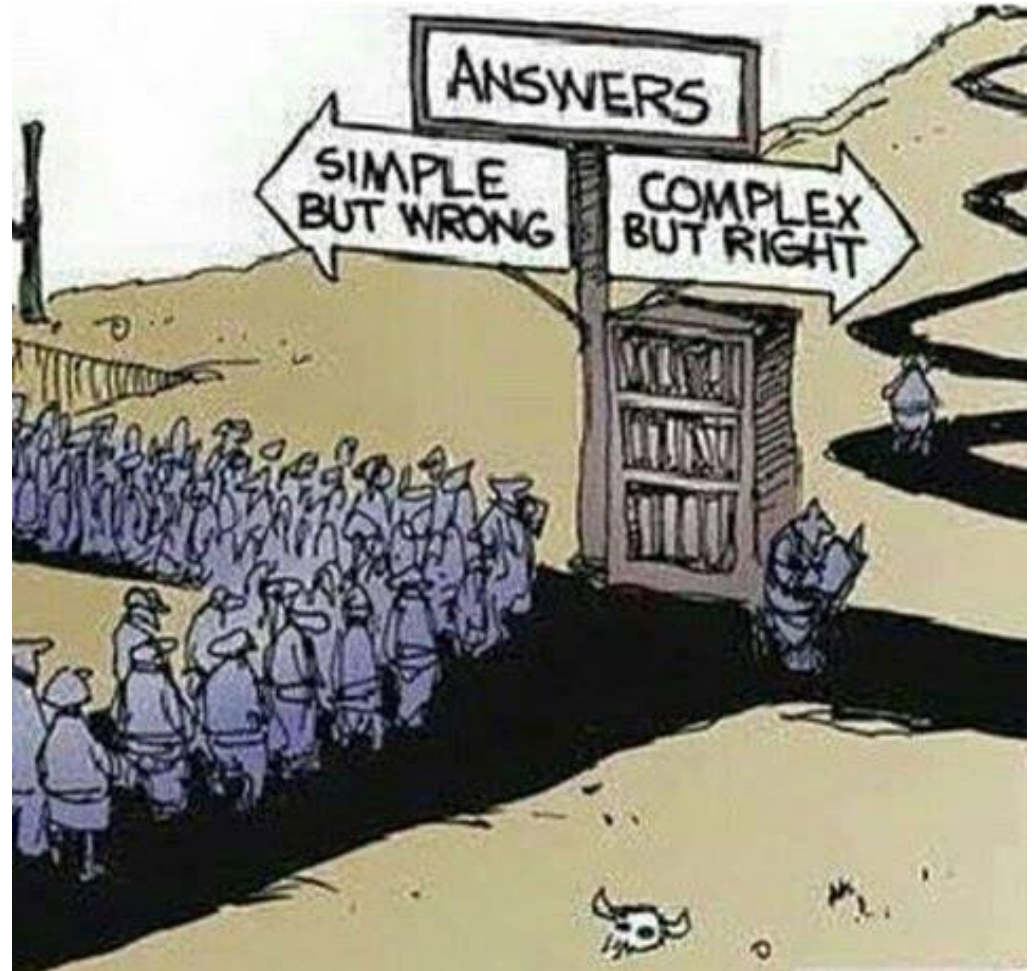
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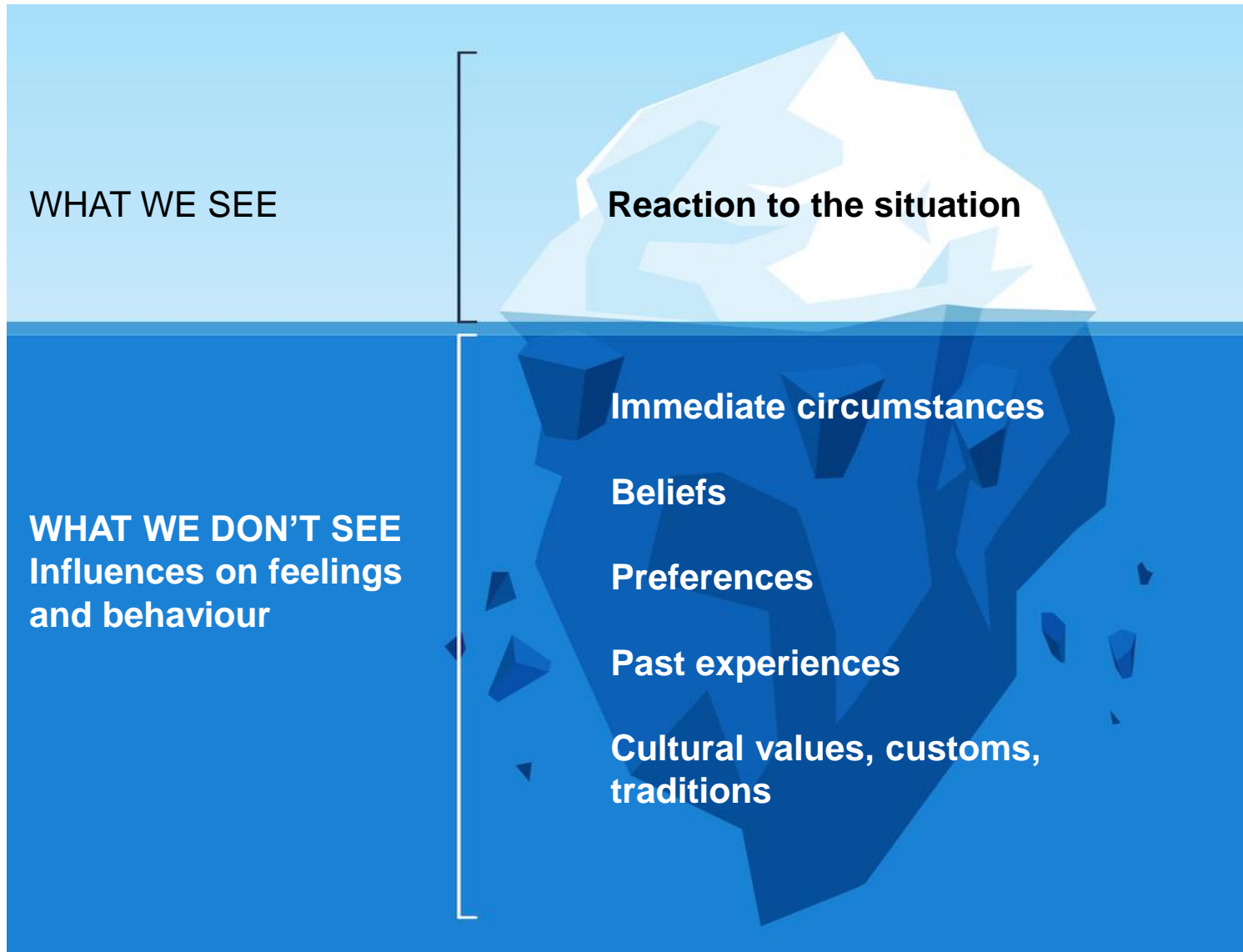
Perspective taking helps you to **avoid** :

- “My way or the highway”
- Misunderstandings
- Perpetuating stereotypes
- Being biased (and making biased statements in your website)
- Being exclusive of others rather than inclusive

Perspective taking
is challenging



Perspective Taking

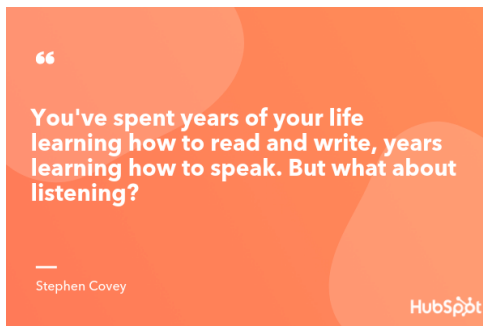
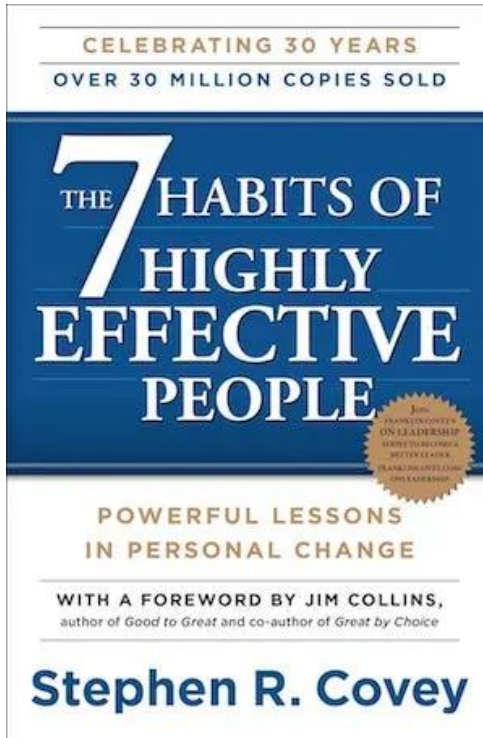


Empatico: <https://empatico.org>

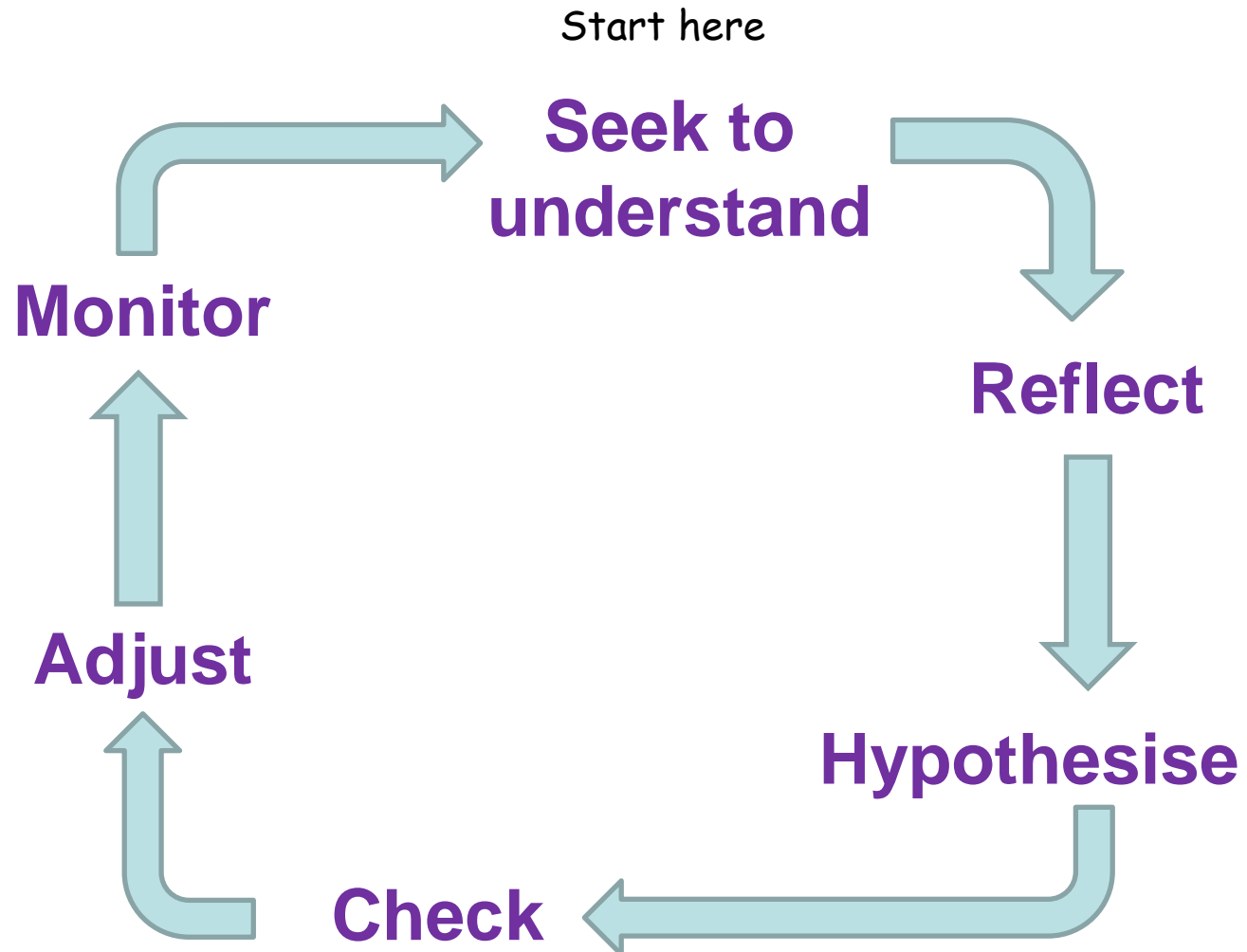
The 7 Habits of Highly Effective People - Stephen Covey (1989)

Habit 5:

Seek first to understand,
then be understood



How do we start?



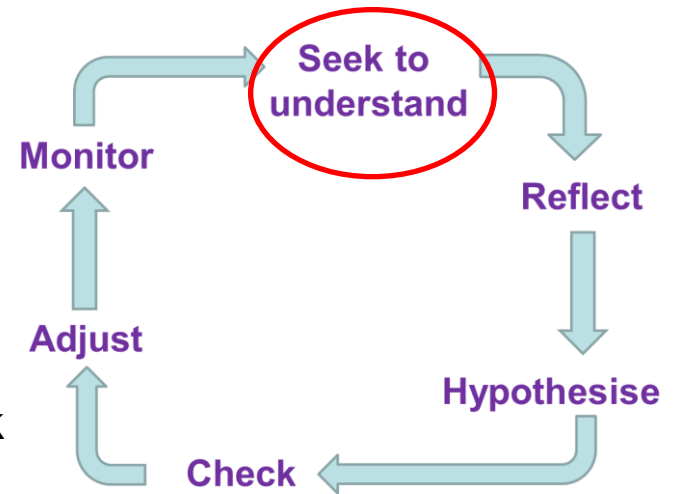
Seek to understand

Listen to others

- Put your feelings and ego aside when listening.
- Give others your full attention when they speak
- Pay attention to non-verbal cues
- Don't be preparing what you're going to say next *instead* of listening
- Be open to new information
- Don't immediately reject ideas that conflict with your own

Research & investigate

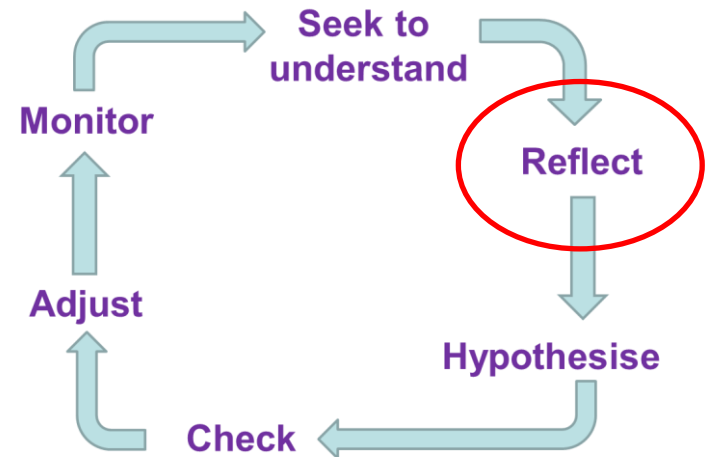
- Read papers, essays by thinkers in the field,
- Seek data and evidence
- Consider assembling your own data: running polls and surveys



Reflect

Spend uninterrupted time considering what you have learned

- Think deeply about new information, especially when it conflicts with your previously held beliefs
- Don't forget that emotional responses of others are valid and powerful
- Approach your reflections with curiosity: "What is it that makes them feel/think/act this way?"



But don't forget
*'Garbage in,
garbage out'* &
incomplete info!

Integrate the new perspectives into your understanding

- Be willing to change your mind
- Be willing to hold opposing views simultaneously
- Notice when your views are confirmed but don't favour a small group of people telling you what you want to hear over experts in the field

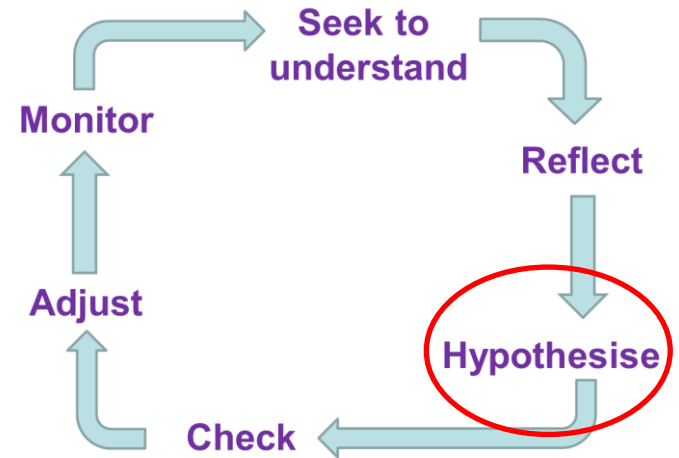
Hypothesise

Consider what you may have to change

You now have new information about the world / your audience / yourself. Are there any changes you might consider taking? What are they? What outcomes do you expect from your changes?

Be methodical

Writing down notes at this point would be very useful to help you assess outcomes of your next steps.



Check

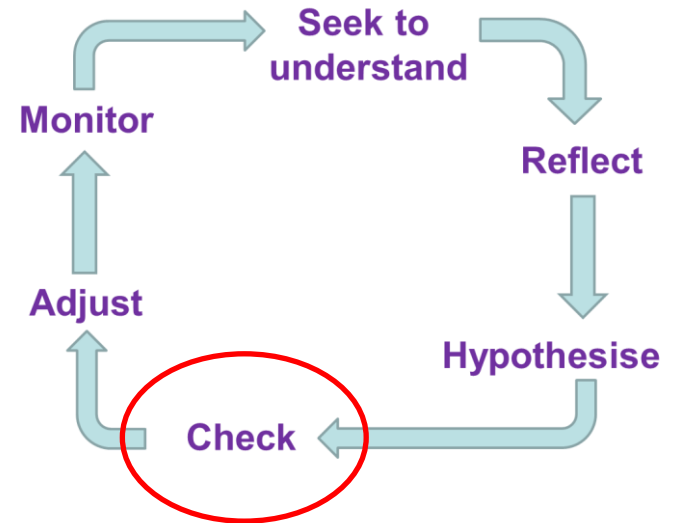
Do you know someone / can find someone to run your new ideas past?

Use open ended questions to help draw out thoughts not possible with yes/no questions.

You now have new information about the world / your audience / yourself. Are there any changes you might consider taking? What are they?

Write an action plan

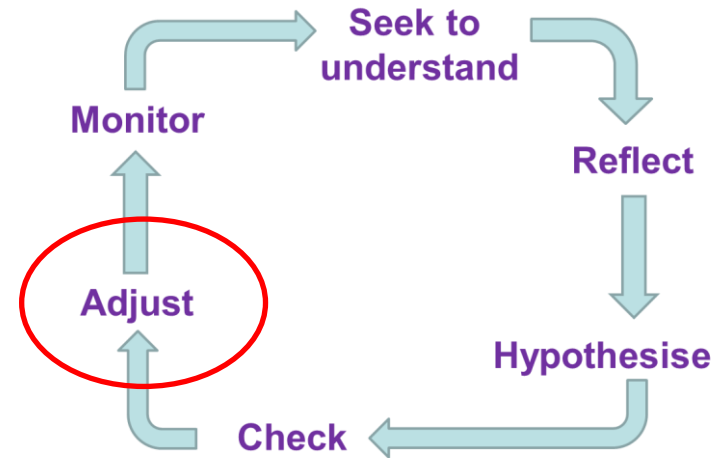
Add to your previous notes with specific actions you want to trial.



Adjust

Take action as appropriate

- Review your website in light of your action plan
- Review your future strategies
- Be mindful of your communications

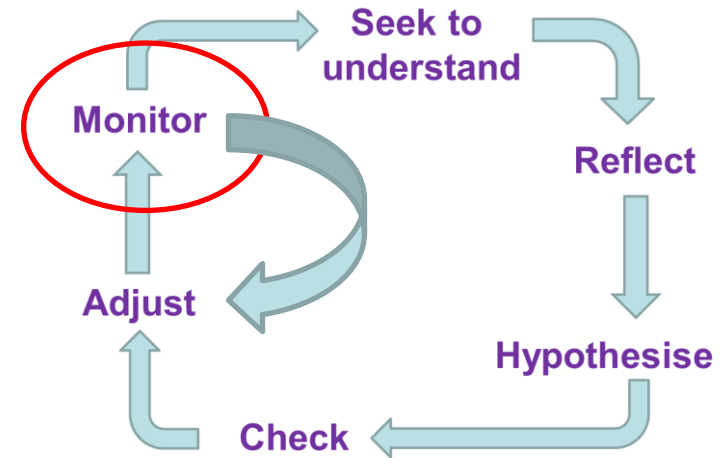


Do keep your own position and goals in the picture!

Monitor

Changed responses may be swift or slow

- Pay attention to whether the outcomes you expected eventuated
- Be ready to respond to any adverse reactions
- Identify any responses that indicate your course of action should be adjusted

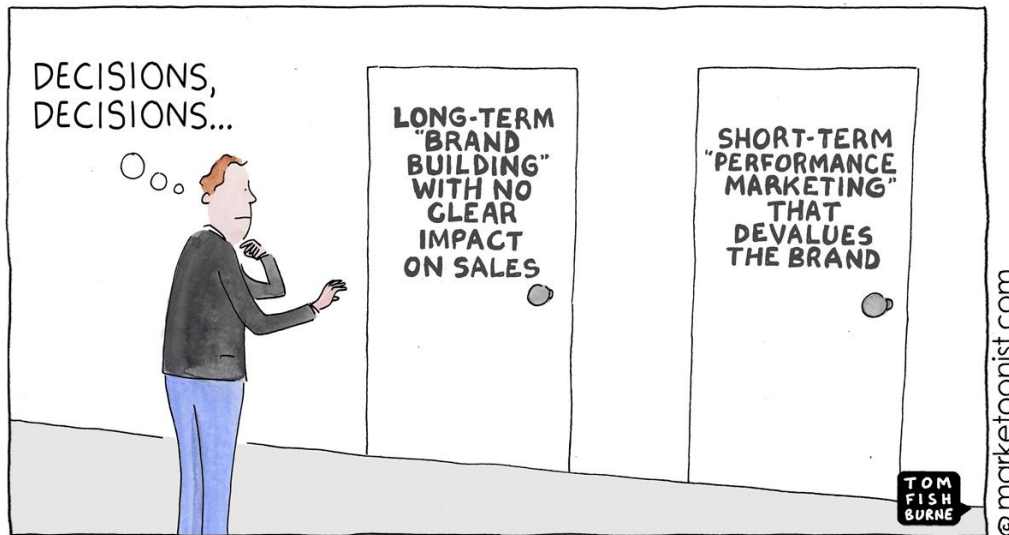


Then... start again at the beginning with seeking to understand!

Impact: the thing you monitor

Impact: “a marked effect or influence”

↑
‘Marked’ indicates something that can be perceived and preferably measured.



Not just business metrics

What change do you want to see
... in your world?
... in the world?

You decide the impact you want to have (hopefully you will develop more and better choices than this fellow!

Have a great learning week!

Why not put some of your new understanding of perspective taking into practice?