WEBVTT

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I mean, it's no secret that researchers have really taken it on the
chin during this during this latest economic downturn.

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I can tell you that we've never had so many scholarship applications
for one of our conferences.

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There's there's over 400 people here, and I think a good 100 have come
in on scholarship.

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Many of whom are unemployed. Especially recently unemployed.

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So this is not an easy time, but that's really why it's so good that
you're here, because this is absolutely not the time for us to be
throwing our hands up in the air and giving up on research.

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If anything, the world needs us, and it's going to need us more.

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In the years to come, the world really needs what researchers like you
bring to the table there's no shortage of short-term pain, especially
in this field.

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Where the first ones to get let go in many cases, but but there's
clearly a long-term need for people who can help organizations make
better informed decisions, you know, by advancing both the profession
which is what we do with this conference and advancing yourselves as
researchers you're

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investing in our collective futures. Really, the world's collective
feature.

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I think it's that sounds big, but I think it's fair.

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So thank you for speaking with it. Thank you for being part of this
conference, and most of all thank you for being researchers.

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Okay, under the conference. So I get to do this every conference that

we have our wonderful M.

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See, Brea, I love interviewing singer. She is the bringer of Dad.

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Jokes. She is the glue of the conference. Bria.

00:01:46.000 --> 00:01:52.000
Hello!

00:01:52.000 --> 00:01:58.000
Hello! Hello! When you click the button twice you'll flash and then you flash again. Anyway.

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Hey! Good morning! Good afternoon! Good evening! Everybody!

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Ria do I get to introduce you with like the formal introduction?

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Should I do that?

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Sure whatever you want to do, it is your party. I'm just here to host it.

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It is not my party, but all right. So those of you who've met for you certainly remember her from em seeing her other conferences, but she does have a day job.

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She's a senior design program. Diversity, equity and inclusion.

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Consultant and an international speaker, facilitator, interviewer, and she's also the curator of one of our other conferences.

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One of the curators. The design Ops summit. She currently supports the brand experience teams with adobe's design organisation and outside of her professional commitments, Brio enjoys travel, live music, a great bottle of wine and a joke or 2 so bria are

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we gonna hear some this time.

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Oh, you sure are now that Chad! Gpt is a thing literally.

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I feel like my coreiness knows no bounds now that I've got a little aid to help me create.

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Okay, so we're gonna have enhanced dad jokes.

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So another chat. Gpt application. Okay, everyone. Buckle your seat.

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Belts. I'm going to duck now. Good luck!

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Bria. Thank you for being part of it.

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Thank you so much, Lou, and good morning, everybody. Welcome to advancing research.

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2023 on behalf of the curation team and the Rosenfeld media team.

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We are so thrilled to have you. I want to thank our audience for your support during the curation process.

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You guys helped us with our research ha! It's a research conference.

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We researched. And also I wanted to thank our speakers for your incredibly hard work over the past few months.

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And in some cases years, and finally thank you to our facilitators for making our cohorts hum.

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Let's get this party started. So we have 3 days together.

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I know it's Monday, bright early, but I'm gonna do my best to make this as energized as possible. Today we're going to be focused on theme number one research as a transformational force curated by the one and only Victor Uduya tomorrow.

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Thing number 2 will be covering researchers as organizational change makers curated by Chris Geson.

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And finally, on our final day on Wednesday we'll going to be focused on theme 3 transforming our craft, carryated by Jim Ahmed.

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So we've got a party getting started. Let's get into our very first day.

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But before we do some basics to now, we do suggest that you take a look at our program page we're going to have a lot of breaks throughout the day at least 10 min before successive sessions and pacific standard time is our conference's time, zone however, if you are located somewhere else.

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In the world please feel free to change it to your local time zone, so there's no confusion about what time sessions start, and what time sessions end.

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And again let me say it out loud for those who cannot see it.

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Advancing Research Conference. Calm is where you can get the agenda for the entire conference.

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So type it in. Take a glance make sure you change it to your local time zone, and also, if you want to talk about our conference at all, whether on Linkedin or on Twitter, or wherever your community is Hashtag AR 2023 is the Hashtag or're going to be

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using today and also we're going to talk about this a little bit more later, when it comes to health procedures.

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But if you need help, or you feel like the live streams not working, or if you just want to talk to us for some reason or another, hashtag, help dash customer-k service on slack, or just email, us at conferences, a rosenfeld media Com the entire team is waiting to help you

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with whatever you need help with. So we're really thrilled to have you.

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We're really excited. So there is an important distinction.

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I wanna make sure is very clear. So we have our main program content.

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The stuff that you paid for, but we also have a very, very robust, sponsored program.

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We have 10 sponsors for this conference, and all the sponsor sessions.

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They do not overlap with the main programming. They are optional.

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These sponsor sessions, however, they offer really high content honestly very similar to the content.

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The main conference has. So we do recommend that you attend because they are quite good there, are not sales, pitches.

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They take place in zoom, so do check on the details.

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Page on that website. I pointed you to earlier. Just so, there's no ambiguity.

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But if you've attended one of our past conference you want, you'll want to know that we simplify the way that you can access these sessions.

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You only have to register one time on the website, and then you get access to all the sessions.

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And I really want to emphasize this again. They are free for anyone.

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Your mom, your cousin, your co-worker, your kid, whomever you think would benefit from some of these sessions, they can go for free without being registered for the conference, so really I can't ever says enough to check these things out.

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I spoke to spend a lot of time and energy thinking about what would be
great for this audience.

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So really check it out it's going to be a lot of fun.

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I can't emphasize it now let's talk about who those sponsors are going
to be, and give them a huge round of applause for that effort.

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So first, I have to give a huge thank you to our megabyte exhibitors,
dovetail fable, great question, medallia and user testing.

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I hope everyone is at home clapping at their screens by themselves
right now.

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Yay, and then we have byte exhibitor may so big platform our bite
exhibitor, sponsor maze, and finally our supporting, sponsored,
tremendous thank you, tremendous, amazed deltell fable great question
medallia and user testing without your support especially during these

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times this conference would not have be able to happen. Really, we are
so grateful for your support, and continuing support, and we can't
great to join in some of your sponsor sessions later today.

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So everyone give one last huge round of applause. Alrighty!

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Let's keep going. So please be sure to check out some of our great
offers in our digital swagback. If we were physically in person we'd
be able to hand each other mugs and cups and books, but we are not so
do make sure you get the full value.

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Of this conference by ticking out, checking out our digital swagback.

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So if you've never used a QR. Code before, happy to help.

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So if you have a smartphone or any other type of like, really, I'm
pretty sure it's only smartphones, but someone could keep me honest in
the chat. But what you do is you open your camera app?

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You point your phone directly at that symbol that you should see on the screen, you click on on your camera, and it should open right away.

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However, if that is just too much for you, this fine morning, or you don't think you have the right phone.

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You just don't want to play the games. Go ahead and type in Rfld.

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Dot me slash AR 23 sponsors that will take you directly to our digital swag bag if you just can't with the QR code thing.

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But I am gonna give everyone who wants to of like a good 3 s.

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1, 2, 3! Alrighty! Hopefully you captured the QR. Code.

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But if you have not, we will also offer the link in the chat.

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So please, you will not be missing out on much. So something else.

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I wanna make sure you guys are aware of is that after today's programming and tomorrow's programming as well, we're going to have some social activities.

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Yes, we get to hang out today at 2 Pm. Pacific.

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We're going to have an incredibly enjoyable game networking event hosted by the wonderful folks at Cozy, juicy, real.

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If you've done this before, you know how much fun it'll be if you haven't, you are in for a treat.

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Please be sure to sign up on the events page on the program. And again, that's that.

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Advancing Research Conference calm that I spoke to a bit earlier.

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Now tomorrow, however, we'll have a community mixer for interesting times.

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We'll organize in the small groups of you to be together.

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You'll meet, you'll share your support each other, and you'll enjoy time with your peers.

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In the research community and, as Lou mentioned earlier, what a time for us to lean on each other for support.

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It has been, as we all are aware, quite a time. So let's focus on the possibility while we are all here.

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So I mentioned this a couple times earlier. But slack! You are missing out on the real party.

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I keep using the word party, and I'm sure you guys are thinking like being inflammatory or like overstating it.

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But really you should see the chat right now.

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There are 386 people in this chat excited, putting Jack jokes at the chat, Gpt saying goodbye.

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You are missing one of the most engaging parts of the conference.

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If you are not in slack, specifically in the AR.

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23. That's General Channel. An important note is, please post your questions and comments about talks which is again you're supposed to do that in the slack chat.

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But if you have questions or comments for the speakers, please put your question in the actual thread itself, not just in the rolling chat, because the chat is very popular, and it's very easy for your

question to get overlooked.

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If it's not located in the thread for the speaker, you have a
question, for if that sounds confusing, and we're going to talk about
this more.

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But help dash customer desk service is another slack channel that the
Roosevelt media team has made available to you all to have.

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If you have any tech issues or customer support. And finally, if you
know you're supposed to be in a cohort, we have our private channels.
If you are in a cohort.

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So if you're not a cohort again, just ask us about if you want to join
one for next time. But if you're in a cohort you should be in your
private channel.

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But if you wanna be more than that, you can also join us in AR.

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23 best general, in addition to your private channel, I must say I
would suggest that because this chat is, is it for those of you
joining through the browser, or for those of you who are slack slack?

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I don't know what's the word I'm looking for, not Newbies, but the
opposite of that aficionados.

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People who are comfortable in slack. Yeah, just, Jo'll go ahead and
join our your channel and go ahead and join the Help channel as well.
Alrighty friends.

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So, continuing this train going, there is no need to take notes of the
next few days.

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I know that's sounds crazy are we here to take notes?

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No actually session notes, sketch notes, resource lists, videos, and X
will all be shared in the conference website as soon as possible.

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So you can listen, focus and be in the moment. And we really mean it.

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We've got someone here. That's explicit.

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Job is to focus on taking even virtual notes. And oh, one more thing I have to say as well.

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We promise. We absolutely promise to let you know when these resources are available for you to enjoy.

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So I promise you I will tell you or someone else will tell you the chat when they're ready to go.

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But in some cases they're ready as soon as an hour.

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After the Conference session has ended or someone's speech has ended.

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So really, we'll let you know we ain't gonna let you.

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We're not gonna let you fall. There but while we're on the subject, I'd like to give a huge shout out to Mj.

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Broadband, who is our house sketch notor the person I had mentioned a little bit earlier.

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She is a she has a wonderful contribution to the Conference.

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She is responsible for the amazing sketch is being created for every presentation.

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At AR, and all passwords of Bill media conferences going back to 2015.

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So she is not new to this. She is true to this.

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Folks. Mj. Is a customer. Experience design consulted with over 20 years of experience and user experience.

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Design, leadership. She specializes in manifesting creative clarity
for her clients through graphic facilitation.

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In a real-time visual note, taking also called graphic recording or
sketch notes.

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And she's now working on many Rosenfeld books as well. Everyone.

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Let's give a huge round of applause for Mj. For saving our fingers.

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So pain is, and stress, because we don't have to take notes images
that is covered, and they're really cool. If you've never seen, like
the work that Mj.

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Has done, check it out on linked no, no, I'm not over saying it.

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It really is kind of incredible how much information she's able to
capture from sometimes 45 to 50 min presentations, very succinct.

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But thank you. Mj, every, let's give her a big round of applause.

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Alrighty guys, I feel like I've been talking a lot.

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So let's come around this mountain and close out a little bit.

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So I have to remind us all about our code of conduct, even though we
are virtual.

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We are still a community, and we are obligated to treat each other
with respect and kindness.

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Please read our code of conduct. It is on every page of our website.

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It includes procedures for getting assistance. And again, if you do
need help in any way, shape or form, you can reach out to me directly,

or you can reach out through that help cache customer service slack channel, but again, we just again want to emphasize and again, I said that 3 different

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times in a sentence. I'm sorry it's a little bit early, but truly we want you to feel safe.

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We want you to feel comfortable. We want you to feel like this is a community that's supporting you and your goals, and if you button Bully, and safe in any way, shape or form.

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We definitely want to know about it. I know that's a little bit of a hard sell, but let's get back to the Happy.

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It's enough housekeeping all my talking for the first opening is now done.

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Let's get straight into theme, one which is research as a transformational force being LED by Victor Urduaya, who will also be our closing speaker at the end of the conference.

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So he's got some fun words for us at the end and the beginning, let me tell you a little bit more about Victor having started his career in the design and development of computational tools for scientific applications, Victor shifted his focus to the social impact.

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Space and information communications, technologies for development, both community and international development.

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He's a practitioner and advocate of participatory design, a meta methodology.

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He's using both public and private sectors, and he's our friend Victor.

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We are so thrilled to have you today welcome to main stage.

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We're thrilled to hear what you've got for us.

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Thank you. I appreciate it. Am I ready to go?

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You are ready to go. I can hear you. I can see you take it away.

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Great. It's so wonderful! I'm looking at the slack, and I'm just amazed at all the excitement and energy it's it's really really beautiful.

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Welcome to day. One of advancing research 2023. And it's so cool to see that I'm not the only person that's excited about this.

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It's really wonderful to see such a burgeoning community of researchers who are willing to learn together and grow alongside.

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When Chris and John, a year ago, began to explore the various topics that we're going to be walking through over these 3 days.

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One of the themes that emerged was transformation, and some of that emerging conversation with some of you here today.

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Research as transformation research, a transformative force. Now they didn't foresee the situation.

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We would find ourselves in today. Specifically, the economics situation, and especially in the technology.

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But there is an actual connection between that and transformation, for isn't it?

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In the times of great personal people, and change, whether at the personal level or even at the group or organizational level, or even the industry level, that the possibilities for transformation become more alive, that are awareness and consciousness increases for what could be and so we're going to be exploring different types of

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transportation, for instance, transformation at the organizational level, the theme of day 2.

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Which Lasanne will open with today when she talks about why she left research now sitting at a particular intersectional identity.

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When Lissan leaves or left research and left organization, it changed her organization.

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A. Whether organization was willing to change and alter its ways, or move towards a different future that's up to the organization to decide.

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And we'll find out if that happened in the talk.

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But it was an opening, a possibility. A moment in all of our organizations have that opportunity.

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We'll also be talking about transation of our craft. The theme of day.

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3. So you will hear talks from Mia and Cassini on responsible research from Mayed on radical research and from Caitlin on inclusive research.

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But there's transformation that goes even beyond that right.

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For instance, we can talk about transformation whenever any 2 or more groups, communities or individuals come into college with one another.

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Whenever we converse, and in fact, converse, conversion converts.

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What does that mean? Con meaning with or alongside and vert meaning bend for Terry.

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So whenever we are conversing, there's an opportunity for conversion.

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Right. We come together and we travel a road that bends and turns in a direction that I would not have traveled alone in, and that interaction that happens when difference comes together, something that Chloe is going to explore when she talks about a cultural approach to research and when florence closes today talking about a

particular

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risk, ethnocentric futures. Approach an Afrofuturist approach to research.

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So I don't know about you, but listening to all that, I'm I'm super excited.

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I'm going to learn. I'm gonna laugh. I'm going to take notes or not take notes as Brilla said, because of sketch notes and session notes.

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But I'm gonna listen. I'm gonna be so engaged.

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And there's something beyond that, though, right? Because I want to challenge you to also be open up to the moments and possibilities of transformation in all of the conversations that'll in the Pre and post conference workshops during the sessions during the training sessions conversations you're going

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to have both before and after in your cohort. Me.

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There's an opportunity to open yourself up to the ways of being and knowing and doing and working and living and breathing of other people who are different from you.

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And let me tell you that if we begin to practice transformation as a way of what it will be so much easier to practice, researchers.

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Transformation in our work. But it's so much harder to not practice transformation outside of our work.

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And suddenly switch gears. And in work in our research work try to be transformative.

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So. Yes, live, listen, laugh, learn, take notes, if you will, if not, but also open yourself up to trans transformation, challenge yourself, and in the challenging I hope that to day you are transformed enjoy.

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Alrighty. Thank you so much, Victor, when you were speaking.

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I'm like, live, learn, love for those of you who have seen those plaques of People's home. You know what I'm talking about. But no, it's such a great way to set the tone for today, Victor. So again.

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I can't thank you enough. But last, let's get right into it. To our first speaker today.

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Lisa Norman. Past 7 years Lasana has become very adept at using the qualitative research skills that she learned as an anthropology student to design and lead numerous research projects, including a year-long journey mapping investigation into everyday personal computer loose usage l.

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Thank you, Brea, for that great introduction. Thank you for having me today. Everyone.

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Let's say, give me a second gonna make sure I've got the right thing.

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Do your thing, I'm gonna echo Lou from sound.

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Check this morning and say, I love your necklace. It is.

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Oh, thank you. It's one of those, you know. It's good to like.

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Put on my colors that like, brighten you up a little bit, and like give you that energy.

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So bringing that energy here today.

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Listen, and we feel it. You look great, your slides look great.

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Take it away. Dr. Norman.

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Thank you so much, Brea. Good morning, everybody. It is really such a pleasure.

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Good morning, actually afternoon for some of us. It's really such a
pleasure to be here today.

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I'm just so excited that I get the opportunity for us to gather right
so that we can discuss diverse practitioners, perspectives,
approaches, and processes that I believe are really vital to the
continued growth and development of this field and that we work on
being transformational today i'm gonna talk

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to you a little bit about my own personal journey as a ux researcher.

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And why are eventually left? The field? I have to say I'm really
grateful to Rosenfeld for this opportunity today, because it allowed
me to step back and reflect on my experience.

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Notice some patterns and trends, and also notice the ways that like, I
think that going forward, we can think about being transational within
our field of research.

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Pardon me, I'll see here. So I start off with this talk about us
research Bliss, because, you know, I unexpectedly found ux research
when I had to do a pivot you know, when I arrived in Austin Texas in
the summer of 2015 and you know I sort of you

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know, realized teaching at a ut wasn't gonna work out for me, and I
had a really good friend who was a fellow ethnographer that was sort
of telling me about tech companies hiring folks with Anthra degrees to
conduct research and analysis for creating tech products.

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I was super fortunate that I found this really great research
consulting firm that had these 2 amazing female vps, who quite frankly
believed in me and gave me a chance.

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You know I was coming to this with, you know, no experience, you know,
doing surveys, and they sort of handed me a seven-person research
team.

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And this year-long customer journey, project that was already sort of
going on, and it was like, Go, you know, and initially I I was scared.

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I was like, Wait what are we doing? How do I do this, you know, and
they were there to help me learn to write surveys what a diary study
was, how to create it.

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How to do you know, in depth, task analysis, and really, importantly
create these reports that would be easily consisted by dell
executives.

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And you know, one of the biggest benefits of that in that time period
was, I had this great, amazingly diverse team, and I was given this
runway and support that I needed to.

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You know, to blossom right, to suggest new ideas for some of the
things that we were finding and to truly have an impact on the
experience of New Dell laptop owners, and especially small business
owners.

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You know, I so I got. I was at this position for about a year, and
when the project came to an end the 2 female vps were no longer with
the company, and I ended up so departing because you know, I realized
that I wasn't gonna have the same diverse team I'd grown to

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love working with, and I wouldn't have that same kind of mentorship
and and advocacy that I just received from these 2 women.

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And honestly like to this day this was the best job that I ever had.
Right.

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So now I was thinking, Okay, you know what's next? What's the next
step here?

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I'm really enjoying this field I see a lot of you know, opportunity
for growth and learning what's what's going to happen next.

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It turns out right that the work that I've done for Dell had me on
their radar, and so a job offer sort of followed shortly thereafter,
and I was really interested in this opportunity because I was going
from you know, working at a research consulting firm where we would do
this this research work.

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And then sort of, you know, sort of throw it over the fence like,
yeah, we get to see some of the feedback of the impact.

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But we weren't actually hands on a part of implementing it right?

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You know, at this point I hadn't worked on a design team.

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I didn't even know what a design team compromised.

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So I was. Super. I was looking forward to that a lot right to working
with designers, with Pms.

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This opportunity to sort of to learn new methods and have a hands-on
approach to creating a refining products, systems of processes and I I
was super excited about this, you know, I got to sort of deal. And you
know, after a little bit, I sort of noticed 2 things off the Bat that
kind of had me a

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little bit. I felt a little bit more hesitant. One of the things was,
there was a lot of chauvinism in the department.

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And the other thing I noticed is that you know this was a large design
team, but 90% of the team was white and it was overwhelmingly male,
which had been a just a really sharp contrast to my my initial
experience right at the last.

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Company I was with, but you know what Del was a huge company, you
know, and the thing is, I knew other black and brown research and
designers in other departments, so there was a sense of a sense of you
know, and then also to I had, you know, the track record of like you
know, the proven work.

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That I've done sort of gave them confidence in my work.

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So I was really immediately put as lead on these major research
projects, where I was getting to work with different departments.

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And you know Dell had just acquired Emc. So I was getting to work with those researchers.

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So that was really exciting. But the same time I was sort of, you know, sort of looking around, and what I wasn't seeing at the time was any kind of clear career path, even in conversations with my managers.

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I wasn't really receiving any mentorship. I kind of saw that, you know.

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Some of the folks who were there as researchers had been in their research role for extremely long time.

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I can be 7 to 8 years. And so I you know, I didn't see someone else who'd had sort of a clear path to growth.

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The other thing that I kind of has putting attention to is the fact that the makeup of the team wasn't changing that much. You know.

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I didn't see a lot of diverse recruiting and hiring going on.

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And so you know, this kind of had me open to the opportunity that visa presented me when they recruited me only 6 months into my stunning to fade a little bit. But I was again.

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I was still hopeful about the field also, to what was great was that visa was at this really interesting transition period.

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They were really trying to move from a very traditional financial institution to a more thin tech companies. Right?

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So there was a lot of opportunities. They were looking to change teams.

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They were bringing in a brand new team to help to work on the internal products that they were creating.

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You know they hadn't thought about the design of these products

before.

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So this was really sort of, you know, this this great opportunity, and
also, too, I was excited because I also knew quite a few other black
researchers and designers at visa.

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And then visa had a very strong black erg, so I was like, Okay, here's
a place that you know, sort of, you know.

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They're putting emphasis on this. And then there is again, there is a
community, and this was an opportunity to help to build a design
culture that hadn't existed, and it was a great opportunity to
advocate and educate about Ux research and design and you know I was
sort of told that hey, there

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was gonna be an opportunity to grow out of full on Ux research and
design team for internal facing tools.

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So again, still, you know, pretty excited about this opportunity and
you know, and about the field in general, and this time was also the
time when we were sort of, you know, starting to I was meeting a lot
of other ux researchers in Austin community overall that were black
women and people of color and we were kind of starting

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to form, we became the nascent group that would eventually serve as a
co-founders for Black Ux. Austin.

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You know, we were meeting informally every few months to talk about
our challenges, our triumphs, you know.

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Like, where did we see growth like? Where were we seeing, you know,
places that we could, you know, help our companies move, or we're
seeing places that we didn't see growth and potentially looking at
other opportunities?

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And again, it was just it felt really exciting. And I still felt like,
Okay, you know, like, there is going to be a lot of space and growth
like within this field for diverse folks of color. To bring a diverse
perspective.

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But at the same time, unfortunately, that get visa, the bliss was beginning to wilt fairly quickly.

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I was having experiences that were just very difficult for me in terms of, you know, working and leadership.

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I would have things, you know, occur where I would be. I sort of set up a meeting and hidden, you know, brought, like my junior team members who have to be white, and then another team that we had met before would come in, and they would be an assumption that my white junior colleagues were actually the

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director and was the person sort of leading the meeting. And this happened, you know, quite a number of times to the point where I literally would have to sort of, you know, when people come in immediately jump up to introduce myself as high. I'm the director.

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Of you know, ux research. And this was, you know, sort of to take a little bit of a toll.

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The other thing that happened at visa. That really kind of became the thing that you know, broke my trust in views and sort of was the time where I was like. Okay, you know what?

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Maybe I'm gonna move on. As I learned about a gross pay and equity between me and my white counterpart, and this was even more problematic because my white counterpart was as the other junior women of columba team described me we're so and then I was additionally

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having folks coming to me from other teams that this person was working with.

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Who was they were circumnavigating her and coming to me to be like, Oh, hey! You know!

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What can you help with this? Because, you know, this person hasn't been helpful with this.

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So I was finding myself in this position where I was protecting and counseling the junior women of color, and also to having to play

cleanup for the messes that my counterpart was making. And so, you know, I sort of I took this to my manager because I was like you know.

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this this is straining on me. This is extra work that I'm doing now, and the response I get immediately was, Oh, well, you know you asked for much less when you initially took this job.

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And you know and I was like that. Is that what we're going to?

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So then, a few months later, you know, I received a bump in salary for which I was expected to express overwhelming gratitude and when I didn't I literally was like, you know, was asked, well, you know aren't you excited about this and I was like, yes, okay, so I'm appreciative.

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That you've raised my salary. But there's still this amount.

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There's still this gap between the 2 of us, and I am doing more work.

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So after that conversation, and it wasn't really going anywhere.

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I didn't see the sort of promised team expansion and career progression that it's sort of been, you know, intimated at the beginning. You know. I know we were almost.

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I was like and it was at this point that I thought, you know what I'm gonna start replying to some of those Linkedin messages that you know folks have been sending these particularly from startups you know, at this point. I hadn't had much exposure. And so I was like you know what let me

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sort. Take a look at you know what is what is the startup?

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A community like, and one of the things that you know interested me is because, you know, I was hearing you know, startups or these places with amazing intentional.

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They're fast growing, you know, with an ability to make a strong impact quickly.

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And I was like, okay, this, this sounds really promising, you know.

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And in both the startups that I worked at over a pater almost 2 and a
half.

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You know it was always presented, like, you know, the opportunity is
limitless, and it's really about your own ability to grow and, you
know, make an impact and and sort of, you know, carve out your space
here.

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And in both of these opportunities there was also what I now kind of
refer to as posturing about having diverse teams, you know, because
they're like, of course, we know that this makes for a better product.

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And this is especially true, for an e-commerce platform that I worked
for.

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You know that was designing a product that was for an extremely
diverse population.

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And so, you know, we talked about how important it was to then.

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Have. You know the folks creating the other thing I really liked about
startups is that you know it?

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Fulfill this need I have I to feel that I was, you know, doing good in
helping to build a product that would benefit a lot of people you
know, and have far-reaching, positive impact?

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And so I sort of went into this, all excited, and honestly it didn't
turn out to be the reality.

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It was actually sort of really heartbreaking, because I've never
experienced as much microbial aggression, isolation.

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This I sort of encountering these cultures of favoritism and you know
a lot of people hiring people like themselves who, I would find out

often were either their friends or former colleagues.

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I encountered this culture of poor management essentially, and one of
the things that you know, when I sort of complained about the lack of
black employees, particular with the e-commerce platform when I
joined, they are about 40 people in the company, and it was still
growing I was the only black employee and when the company kept
growing you

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know over the next the next 4 or 5 months. It was like almost eighth
month that I was there, and I looked around, and we were getting like
a 100 or more, and I was still the only black employee, and I started
to bring this up a lot in meetings, and I was asked initially

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I did it right. I was like, Okay, you know what?

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I'm going to. This will be a way for me to contribute, and I sort of,
you know, came up with a plan and talked about how we had to sort of
think about, you know, approaching different populations, like not all
Poc could be lumps together and that we need to think Differently if
we are going to be

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you know, recruiting for more black designers, researchers,
developers.

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Then, if we were looking at like Latinx research as developers, and
you know, and I was really spending a lot of time and energy.

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And then I so I think a friend said to me, and I kind of get.

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I was like, wait a minute. I'm doing somebody else's job right in
addition to my own job, as you know.

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Ux researcher, I'm doing you know, this recruiting and hiring. Hr,
this is not my job, and I kind of sort of took a step back from that,
you know, had a conversation, and, you know, sort of left it with Hr.

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Didn't necessarily see that many results. But you know the other thing
that I sort of realized as well is, you know, in addition to sort of
taking on this actually, work is, I was also finding myself taking a

lot of notes, and all the meetings that I was having because I'd started to have these experiences

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where you know, I would sort of present get, you know, shot down by my colleagues, and then we would later on have a meeting with sort of a higher up, and that person's like, no, no, no, I think that's a great idea.

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We should totally prioritize that right. And then would come back to me, my calls be like, Hey, you know, you guys remember like I talked about that they would look at me like I was crazy, and I literally sometimes like, wait.

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Did did I not bring that up? Don't you remember?

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You know, and it sort of makes you feel like you're in a little bit of a toilet experience, you know.

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The other thing I found myself having to do was to stay on top of recruiters like the folks we were getting to recruit for our our, different, our studies right? Because it was important to me that we had a diverse participant pool, you know, I would even go so far as to sort of do some research and find Facebook Pages.

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Where we could post you know the research that the study that we were going to do and then think, help them think through other places where you know, we could get more diverse recruiting.

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But again, here I am like planning this research study, thinking about what we need as well as you know, having to do the recruiter's job, because they just other things that I found myself having to deal with, is, you know, standing my ground on you know candidates, that you know we decided not to hire in

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a search that I was leading, and someone actually called me aggressive.

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They were like, oh, you're being very aggressive about not hiring this candidate, and I was like, why would you use that word?

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I'm simply sort of explaining to you like why we all decided not to
hire this person.

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I find again, even, you know, I found myself having to try to prevent
the hiring of a mediocre candidate who, I knew, reminded a design
leader of themselves.

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And then that person went over my head to push through the hire, even
though at the time I had more qualified candidates of color in the
pipeline.

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You know that I again spent time going out to recruit because it was
so important to me to make sure that we had a divide. You know.

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Very diverse team, you know, constantly in these environments I found
myself having to prove myself for advancement, you know, having to
constantly sort of be like, hey?

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This is what I did, but at the same time I was seeing less qualified
white male colleagues hold or advanced to more senior roles, and the
truth of the matter is, this was extremely emotional exhausting for
me.

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Right, you know, in these spaces and places I've been encouraged to
think, hey, you know, bring your authentic self, and I wanted to do
this, but I realized that you know you have to think about like, well,
what spaces can I be my authentic self and what spaces can I not and
you sort

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of spend your energy in time trying to figure out. You know where can
I be? Authentic?

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Where can I be myself? Where can I be vulnerable?

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And it's funny. I heard a woman of color engineer, and she put this
perfectly, and she turned it as every day you're performing calculus
right like every day you're trying to figure out like where what
meeting? What?

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Who can I show up and be my, you know, be my authentic self with, and

this is extremely this exhausting, you know.

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Like, just imagine what that's like on top of you know, doing your job
and trying to be great at that and doing this research.

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You're also like finding trying to navigate where you can be authentic
self and also pushing others to do their jobs and to think more.

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You know about the diversity to think more inclusively about the work
that we're doing.

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You know one of the things that sort of you know for me.

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This really highlighted again is, it's the dearth of representation,
you know, particularly in this field where people are creating
products and processes and systems that affect all of us, that we all
have to use right.

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So if these voices are in a part of the process, if we're not
inclusive about who's, you know, making decisions, then people are
being left out.

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You know, one of the things that I've also sort of really notices that
there are not enough studies even talking about like who.

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What are? What are the makeup of the teams? You know?

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If you look at this this graph like it's it's not representative of
our population.

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You have a very small, you know, black and Hispanic number of Ux
researchers within our field, and we need to talk more about it right?

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I remember I was looking through like I'm like, Oh, you know, looking
at the state of ux research by user interviews, you know.

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And I was sort of looking through it, and I was like, Wait, you know,
we never stopped to ask like What's the makeup of the people, you

know, doing this research like we need to sort of think deeply about
that.

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But you know I don't wanna end my talk on, you know, just this sort of
negative note.

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I wouldn't like to end it on something positive instead of practical,
right?

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What I'd like to end. It is to talk about like what would make me come
back.

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T ux research, right in order for me to come back.

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I would need to see companies that, and consistently doing the
following, of course, off the bat right hiring and retaining more pec
researchers and underrepresented populations.

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You know one of the things that I say and encourage.

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And I ask you all like we're talking about transforming.

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This would be transformational. Encourage your company to spend the
money to access recruiting platforms for Poc and tech posset is a
great example.

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You know. I'll be sharing the link for that.

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But this is a great place to go a platform where you could, you know,
recruit as well as post jobs right like.

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There is a pipeline problem. It's a matter of you've got to get out
there and network and find folks because they're out there and posit
is a great place to do that.

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I would really need to see more co-conspirators who step up and use
their privilege to counteract microaggression and bias.

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You know. I challenge folks that pay attention. What's happening in the room with your bipoc and marginalized colleagues? You know.

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Say something. If someone speaks over them in a meeting which happens, or someone repeats something.

00:40:45.000 --> 00:40:51.000
They've said that as if that individual hasn't spoken, use your privilege.

00:40:51.000 --> 00:40:53.000
This is where we need co-conspirators. Like allies.

00:40:53.000 --> 00:41:10.000
Yes, but let's go a little bit further, and be co-conspirators right like let's be very active and intentional about how we use our voices and our privilege to be able to help so that we do have a more inclusive environment I would say there is research.

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Out there that talks a lot about what bipoc folks need to thrive in the workplace, you know, like we'll find that research.

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You know, there's, you know, it's about creating support mechanisms, mentorship opportunities and clear career paths, you know, creating opportunities for those individuals to be able to. You know.

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Take on those key projects to like, you know, be in that, you know.

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Be a part of that, you know. Really important conversation. The other thing that I do is, you know, I encourage is like wouldn't say conduct.

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More studies on the experience of user experience. Researchers who are bypassing from other underrepresented groups.

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We're researchers. Let's do some research. This would not be hard for us.

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Let's think intentionally about that the other thing that I really really think is super important, that I found over and over is this a need for consistent and continual bias training, right? Sometimes this

happens.

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And it, you know it's a one-off thing. It can't be right.

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It's gotta be something that's consistent and continual, you know.

00:42:15.000 --> 00:42:32.000
We all sort of have to do the work to inspect our decisions and
assumptions, you know, like to think about, how do we change our
design processes and center the most marginalized users, you know,
when we center the most marginalized folks? It results in benefits for
everyone that's just

00:42:32.000 --> 00:42:53.000
a the other thing I think super important is that there has to be, you
know, actual managerial training with the focus on how do I empower a
diverse team that you can't make an assumption that just because
someone's promoted to this position that they know how to do this work
and that they know how to do it effectively to

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empower a diverse team, you know, like a lot of folks leave positions
because of the managers that they have and manage that are unable to
help them, and unable to sort of understand what they need and how to
help and empower them the other thing that i'll end on that I think is

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super important is that you know, we need to start tying, tying
diversity, equity, inclusion, and belonging goals to annual reviews
and bonuses.

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This is everybody's work, right? This this shouldn't just be on, you
know, the director of Dei. No, it has to be a company.

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Wide initiative, like everyone, has to be held accountable for this
work, and one of the ways that has proven to be very effective.

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You know what tying it to annual reviews and bonuses you know there
are many other ways that I think that you know we can help our
company.

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These companies to be more transformational and to really to see a
change in what Ux research and what research looks like going forward.
But these are some of the top ones.

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And I'm gonna end there because I want to leave time for questions
and.

00:43:59.000 --> 00:44:12.000
Yeah! Oh, my gosh, Dr. Norman, I'm so proud of you like, you have a
lot of questions, and we're gonna get into them. But I'm just so proud
of you for refusing to be gasolit to refuse to be stuck in a situation
where you're treated

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unfairly for talking of, for people of color who do not have the
opportunity.

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You are just a model for what all people should be and do.

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I'm just. I'm so incredibly proud of you. So thank you.

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So much for sharing, but that's what I think.

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Let's get to what everyone else thinks. So let's give you your first
question.

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This is from Green. Can you talk through what your ideal ux career,
ie.

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Career growth, or what have looked like.

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I think what it would have looked like was and I was sort of on the
path, like the ability to create this diverse team right?

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Like I was really like really thinking about in terms of, you know, if
this is a neurodiversity, right and and figuring, you know how best to
support that.

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And then also to I was starting to work with the design thing.

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But okay, let's think differently about the design process, you know,
and being a part of that, let's let's start off thinking about

confronting our own biases before we start to go down the road.

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Let's think very critically about you know, who are participants.

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So like working with a recruiter that also, too, felt it was important to have, like, you know, diverse participants right again, like we're seeing everybody have a stake in the game that that to me would have been like the ideal.

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And in a company who, you know again, like it's just like, Hey, this is important.

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You know. Let's make sure this happen, and is willing to put the time and the money where their mouth is.

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To do right.

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Yeah, that's such a good point. I think a lot of folks would stay in a lot of careers if people did the things they say they wanted to do alrighty.

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So you've got a question from Beau. What are some examples of the paths you took for Ux researchers to grow capacities and leading Dei alongside your day job would you advise usrs today to pursue such paths, or what more opportunities do you see as a dei leader

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outside of the industry.

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Gosh! That's that's a really good question.

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I think that the one of the ways that like within, you know, even you are again being, you know, very intentional again, about who you're choosing to be your recruiter, making sure that you're meeting with the designers and developers and sort of talking through

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like what does it look like? Who's using this project right? Because that's a part of what we do as researchers to think about like, who's using this product like, who are these individuals? So that way?

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It's it's still a part of your job, and you're not doing more right.

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You're not. You're not doing someone else's job, but in terms of what it looks like, you know, outside of.

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So currently, now, I'm working in education. And you know, and thinking, you know, in this space again, you know, how do we make it?

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I keep repeating this, and I but like it is everyone's work.

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So one of the things that we're doing is we're having, you know, like, hey, all the teachers they have to for their teaching portfolio, they have to show how are we incorporating?

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You know diversity, equity, and inclusion within our curriculum, within our teaching practice, in order to affect it more in our larger community, right?

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So it's not just up to it more in our larger community, right?

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So it's not just up to the director, the co-director of Dei to be like. Hey? Did you look at your curriculum and see how many you know diverse authors are you doing? You know?

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Take did you look at like what history are you teaching like? Are we?

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Are we talking about native Americans? Are we talking about Latinx contribution to American history? Again?

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So it has to sort of be at that fire organizational level, and that to me that shows the commitment. And then everyone sort of understands.

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Hey, this is all of our work. And we can't just expect that one P.

00:47:37.000 --> 00:47:40.000
Director to do it all.

00:47:40.000 --> 00:47:45.000

Yup once again a model for how things should be done like edit.
Physical literal Example.

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Or I realize actualized example of a sharing the burden of trying to
make this place as inclusive as possible.

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Thank you.

00:47:59.000 --> 00:48:03.000
Like again. That's amazing. If you are amazing congratulations for
you. Such awesome team. All right.

00:48:03.000 --> 00:48:04.000
Okay.

00:48:04.000 --> 00:48:05.000
We've got one more minute, so I'm gonna try and round it out with a
couple more questions. But you've got like 5 left.

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But we're gonna close that with this one. What my educational efforts
look like to build in Dei into curriculums and training opportunities
way before people are stepping into their first ux job, you might have
touched on this a little bit earlier but if you have anything on.

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Before people stepping in their first jobs. Again, I think that if
it's a part of I know.

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Seeing this again, your onboarding process, right like that should be
a really key part, for it.

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But again, that it's continual that you look at whether or not you
know, in this team.

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Do you see them sort of like, you know, every few months thinking
about okay, like, let's talk about.

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You know, bias training. Let's revisit what we're doing to see if
we're we're truly thinking about.

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Like all use, like inclusive users, you know, like having reviews like
stopping and being like, Okay, we're 6 months in.

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This is what our team looks like. Do we have a diverse team like, you know, if not being very honest about this, be like, okay, now, what can we do about that?

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Right like, what? How do we? How do we change this going forward, you know, like, do we?

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Are we thinking about neuro divergence? Are we?

00:49:08.000 --> 00:49:17.000
And are we? And I really bring this up a lot, you know, like, does everyone on this team have a degree from some fancy university right?

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Or even not have a degree right? Are we always looking for that person who's always speaking out?

00:49:23.000 --> 00:49:30.000
What about that person who's doing great work? It but doesn't feel comfortable, like, you know, putting themselves out there, are we valuing that like really taking a look to see like, are we truly thinking about all the folks that are contributing to this?

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And that could potentially like may help us create more diverse product and divorce diverse team.

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But that requires constant vigilance honestly, and it requires constantly taking stock of what you're doing and who you're doing it with, and who you're doing it for, so that it's a lot of work.

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But if we share it.

00:49:58.000 --> 00:50:06.000
And it's a lot of work. But honestly, like the Yup when you share it, the end result is just it's not even something to be questioned like time and time again the product is going to be better, the more diverse. The world is outside.

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The more diverse perspective our researchers have to have. At least that's why I've been here.

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Yes, no, and I agree with you, 100% and I think we're capable of it.

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And that's the thing. That's where I think that it is.

00:50:20.000 --> 00:50:29.000
This can be so transferarent, transformational. But we all have to own
a state in the work, and if we all do that, the realist, we all go and
prosper.

00:50:29.000 --> 00:50:30.000
We're gonna get to this place that we're all trying to go to.

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I cannot think of a better way to end. Oh, my goodness! Dr. Norman!

00:50:32.000 --> 00:50:35.000
Lisa Norman, everybody thank you so so much for joining us.

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That was an amazing way to start the day.

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Thank you. Thank you all very much. I'm looking forward to the rest of
these conversations.

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Thank you. Priiah!

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Of course, already, friends. So we have a 10 min break. We're running
a little bit behind.

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So we're going to be back here at 8, 55, a.

00:50:47.000 --> 00:51:15.000
M. Sharp. If you're on the the west coast of the United States, or if
you are not just 5 min to the top of the hour. Alrighty, I'll see you
guys in 8 min. Bye.

00:51:15.000 --> 00:51:23.000
Lying in my bed, I hear clock tick, and think of you.

00:51:23.000 --> 00:51:42.000
Up in Circle's confusion is one nights almost left behind to gaze
memories.

00:51:42.000 --> 00:51:51.000
Time after. Sometimes you picture me. I'm walking too far.

00:51:51.000 --> 00:52:07.000
You're calling to me. I can't hear what you said, and you say I fall behind.

00:52:07.000 --> 00:52:19.000
The second hand on wines. If you're lost you can't look, and you will find me time after time if you fall I will catch you.

00:52:19.000 --> 00:52:35.000
I'll be waiting time after time.

00:52:35.000 --> 00:52:46.000
A my picture fades, and darkness has turned watch and windows.

00:52:46.000 --> 00:52:58.000
Your. And if I'm okay, seek me from the inside.

00:52:58.000 --> 00:53:08.000
The drumbeats out of time. If you're lost you can't look, and you will find me time after time.

00:53:08.000 --> 00:53:16.000
If you fall I will catch you. I will be waiting time after time.

00:53:16.000 --> 00:53:23.000
If you're lost you can look, and you will find time after time.

00:53:23.000 --> 00:53:33.000
If you fall I will get you. I will be waiting time after time.

00:53:33.000 --> 00:53:37.000
Time after time.

00:53:37.000 --> 00:53:41.000
Time after time.

00:53:41.000 --> 00:53:45.000
Time after time.

00:53:45.000 --> 00:54:11.000
Time after time.

00:54:11.000 --> 00:54:41.000
And hmm and hmm! When I look and minutes to see and and when I look in my window, and so many different people to me the that it's strange so strange you got to pick up every stitch, you got to pick up every stitch.

00:55:06.000 --> 00:55:19.000

Must be the season must be the season, and chair must be.

00:55:19.000 --> 00:55:36.000
And hmm! And and when I look over my shoulder, and what do you think?

00:55:36.000 --> 00:55:46.000
And so much catalogan over.

00:55:46.000 --> 00:56:03.000
And strange and true is strange, and you got to pick up.

00:56:03.000 --> 00:56:13.000
Make it rich.

00:56:13.000 --> 00:56:20.000
Must be. That's amazing.

00:56:20.000 --> 00:56:34.000
So we here must be hmm, hmm! And and.

00:56:34.000 --> 00:56:53.000
Hello, and and the Am. The and and.

00:56:53.000 --> 00:57:15.000
You can't pick up. Do rabbits running be fixed to make it rich, and how?

00:57:15.000 --> 00:57:20.000
Must be the season.

00:57:20.000 --> 00:57:45.000
He must be 2. Wait, I hmm be, and and when I look down my window the what do you think I see?

00:57:45.000 --> 00:57:56.000
And and then I look in my window so many different people to be.

00:57:56.000 --> 00:58:19.000
It's range to his you to got to wake up prestige, and you get get every do that bitch running.

00:58:19.000 --> 00:58:26.000
I'm not. That must be season. I thought we.

00:58:26.000 --> 00:58:31.000
Masculine. After we.

00:58:31.000 --> 00:58:42.000
Must be the season. A wait a year!

00:58:42.000 --> 00:58:48.000
All right, all right, all right. Welcome! Back! Welcome back! And now
that we're a little bit more on schedule, I have a question for
everybody.

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Why did the baker make hot crossbuns any guesses?

00:58:52.000 --> 00:58:55.000
Why would a baker make hot Cross buns?

00:58:55.000 --> 00:59:01.000
Because this job or their job? No, no, no, because they needed the
desk.

00:59:01.000 --> 00:59:08.000
You get it, cause you have to need dough as a baker, and then he's
like needed the dough because he's a baker.

00:59:08.000 --> 00:59:21.000
Yeah. Get ready for more of those today, because that cracked me up
alrighty friends, let's get right back into our program and dive right
in with Cassini and Mia, who are going to talk to us about the dangers
of empathy towards a

00:59:21.000 --> 00:59:27.000
more responsible design research, because Cassini this year is a
designer of conversations curricula and interfaces.

00:59:27.000 --> 00:59:40.000
He is an assistant professor at the University of North Texas, where
he teaches classes and interaction design, and Mia is an inquisitive
user to experience, designer with visual communication background, who
favors a good question over a convenient answer.

00:59:40.000 --> 00:59:44.000
She's currently pursuing a Master's degree in interaction design at
the University of North Texas.

00:59:44.000 --> 00:59:55.000
Ladies and gentlemen, and everyone else. Everybody continue to hear,
and mia Lynn welcome to Mae stage!

00:59:55.000 --> 00:59:58.000
Hi!

00:59:58.000 --> 00:59:59.000
Hello!

00:59:59.000 --> 01:00:01.000

Yassini, and I see. CD. Hello! Welcome to have you.

01:00:01.000 --> 01:00:02.000
Hi!

01:00:02.000 --> 01:00:04.000
We're super excited.

01:00:04.000 --> 01:00:08.000
Yeah. Now, what are you going to be sharing slides?

01:00:08.000 --> 01:00:21.000
Yes, Cassini will be sharing slides, and I won't just wanna say thanks
for all of you to being here because Seeb and I have prepared a film
just for you all, and we cannot wait to share it.

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We'll get it set up in just a second.

01:00:24.000 --> 01:00:30.000
No worries. Oh, and I think we see it now. We should. We be seeing a
blue face and a red face.

01:00:30.000 --> 01:00:31.000
Yes.

01:00:31.000 --> 01:00:53.000
Alrighty! Take it away, Cassini!

01:00:53.000 --> 01:00:54.000
Wait the dangers of empathy empathy isn't dangerous.

01:00:54.000 --> 01:01:03.000
It helps us take the perspective of others, identify with people
understand their emotions and build rapport.

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Some people say it's the basis of morals, and and one way that we can
even show care and concern.

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In fact, isn't the only problem with empathy that we often don't have
enough of it, and isn't empathy more important for designers?

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When we go walking about in other people's shoes.

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While valuable to design practice. Empathy has its problems.

01:01:23.000 --> 01:01:28.000
Empathy is not necessarily bad, but neither is it all good.

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Recently empathy has come under scrutiny. Psychologists, cognitive
scientists and philosophers are reexamining its place as a singular
force for good designers are 2 slowly.

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I'm here to culp bullshed on empathy and design and research with
love, because the stakes are high.

01:01:46.000 --> 01:01:56.000
I want to suggest to you that there's less empathy in user research
today than there should be even design legends are questioning the
limits of empathy.

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Don Norman's. Why I don't believe in empathetic design challenges the
notion that empathy can make us think we can comprehend how others
feel and what they think.

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Let's be clear. When not saying empathy should be removed from our
design processes.

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In fact, quite the opposite. In most situations a genuine and durable
empathy is just what's needed.

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This talk will explore what empathy can actually do.

01:02:19.000 --> 01:02:23.000
And more importantly, what it can't we'll identify some limitations of
empathy.

01:02:23.000 --> 01:02:32.000
And then briefly investigate how these limitations can be enhanced by
2 emotive capacities.

01:02:32.000 --> 01:02:37.000
Care and curiosity.

01:02:37.000 --> 01:02:42.000
In December, 1937, Walt Disney was anxious about his first feature.

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Animation, snow white, and the seventhwarbs. The vision.

01:02:46.000 --> 01:02:47.000
Disney cast for snow. White hadn't never been done before.

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A feature-length, story-driven, animated film critics were convinced
it would fail on opening night.

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Disney had no idea how the audience would respond tell us a little bit
about this picture, William.

01:03:01.000 --> 01:03:15.000
Well it's been a lot of fun making it we're very happy that being
given this big premiere here tonight, all these people are turning out
to take a look at it, and I hope they're not too disappointed. Well,
I'm sure there won't be a with the

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83 min film resonate. Well, the audience gasped at the opening shots
of the Queen's Castle.

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They hissed disapproval at the evil Queen, who is the fairest actors.

01:03:31.000 --> 01:03:47.000
Clark gable and Carol Lombard cried, when Snow White died scared kids
had to be carried screaming out of Radio City Music Hall.

01:03:47.000 --> 01:03:52.000
And some even wet their pants from terror kids. That is why.

01:03:52.000 --> 01:04:03.000
Well, of course you know, it's empathy. The audience was so able to
identify with Snow white that they felt similar powerful emotions.

01:04:03.000 --> 01:04:09.000
Writers, storytellers, and musicians understand how a dramatic
storyline can arouse empathy.

01:04:09.000 --> 01:04:14.000
Do designers. Let's take a moment to explore what empathy is.

01:04:14.000 --> 01:04:28.000
Empathy includes several responses. We have to others this includes
cognitive empathy where we're mentalizing and identifying what others
feel, cognitive empathy can actually make us better communicators.

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There's emotional empathy. This is where we are sharing the emotions
of others, and in some cases their personal distress.

01:04:30.000 --> 01:04:45.000
This kind of empathy helps us build connections with other empathic
concern, helps us seek to improve the experiences of others.

01:04:45.000 --> 01:04:53.000
Some people label this as compassion, this kind of empathy drives us
to action, and finally, there's motor empathy.

01:04:53.000 --> 01:05:12.000
This is an automatic response where we mirror bodyily, position,
movement, and language thought that the yawn contagion is an example
of this, this empathy helps us develop cognitive and emotional empathy
our empathy is elastic our capacity to empathize can stretch

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to any of these components depending on the situation and ourselves,
but we also may not read things right.

01:05:16.000 --> 01:05:30.000
A smile can mean joy, but it can also signal sadness matching another
state doesn't mean we're understanding what that experience is like
for them in their shoes.

01:05:30.000 --> 01:05:31.000
It's also worth noting that there's no consensus on the definition of
the term empathy.

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Psychology and neuroscience. Definition, diversity isn't necessarily a
problem.

01:05:39.000 --> 01:05:56.000
But when there's a mismatch between the way a word is researched and
the way it's being practiced that can lead to overall confusion about
its overall, whatever kind of empathy we demonstrate sharing thinking
about caring, about mimicking, or others not listed here, all

01:05:56.000 --> 01:05:57.000
forms of empathy require us to partially escape ourselves and gain the
feelings of others.

01:05:57.000 --> 01:06:15.000
Their struggles and emotions will Graham, the FBI investigator, and
Thomas Harris's novels, and in the TV show, Hannibal has the gift and
curse of pure empathy.

01:06:15.000 --> 01:06:21.000
Graham can sense and interpret the feelings and motives of other
people specifically killers.

01:06:21.000 --> 01:06:29.000
What he has is pure empathy. You can assume your point of view or
mine, and maybe some other points of view that scare him.

01:06:29.000 --> 01:06:33.000
It's an uncomfortable gift, Jack. Hmm!

01:06:33.000 --> 01:06:37.000
Perceptions are 2 less pointed on both ends.

01:06:37.000 --> 01:06:40.000
That bit about empathy being pointed on both ends.

01:06:40.000 --> 01:06:47.000
We'll discuss in a moment underlying facet of empathy is our ability
to take the perspective of others.

01:06:47.000 --> 01:06:51.000
We don't take the perspective of others. We set the table for
confusion.

01:06:51.000 --> 01:07:01.000
Kind of practical empathy that Indie Young describes in her book
requires us to shift our naturally egocentric center of gravity to
another person.

01:07:01.000 --> 01:07:08.000
Without empathy we can look at the same thing as another person, and
see things they don't see at all unless we take their perspective.

01:07:08.000 --> 01:07:14.000
Empathy's power is that allows us to view a situation from multiple
perspectives.

01:07:14.000 --> 01:07:23.000
But perspectives are more than just seeing we're understanding, not
just what a person's seeing, but also their feelings, attitudes, and
experiences.

01:07:23.000 --> 01:07:24.000
True empathy offers a relational web of information.

01:07:24.000 --> 01:07:34.000
Their significance and meanings. We have to suspend ourselves in webs
of significance that others have spun the question.

01:07:34.000 --> 01:07:39.000
Empathy should help us. Answer is not just what people do, but what
they mean.

01:07:39.000 --> 01:07:45.000
Ever seen citizen Kane? We don't know what Charles Foster Caine meant
by his words.

01:07:45.000 --> 01:07:54.000
Rose, but until the very end of the movie moments before it's
destroyed, you see, empathy is asymptotic, just like a line that
approaches another that never fully intersects.

01:07:54.000 --> 01:08:09.000
We approach an understanding of those around us, but we never truly
feel or understand what they feel in the way that they which leaves
things open to misunderstanding and misinterpretation.

01:08:09.000 --> 01:08:22.000
We are not feeling what others feel, feeling what we think, they are
feeling in our own way, and this is the critical difference.

01:08:22.000 --> 01:08:34.000
Marcel Marceau's the Masque Maker powerfully portrays a mime who tries
on different masks.

01:08:34.000 --> 01:08:40.000
Showing a variety of different emotions.

01:08:40.000 --> 01:08:49.000
When the mind puts on a laughing mask, it gets stuck on his face.

01:08:49.000 --> 01:08:57.000
He tries desperately, but it won't come off.

01:08:57.000 --> 01:09:04.000
The mime has to blind himself.

01:09:04.000 --> 01:09:13.000
To take it off. His face.

01:09:13.000 --> 01:09:17.000
The.

01:09:17.000 --> 01:09:25.000
More so is mine, demonstrates an unfortunate feature of empathy.

01:09:25.000 --> 01:09:36.000
Empathy is pointed on both ends. We can feel what others feel, but
taking on the feelings of others has a reciprocal effect on us because
of this.

01:09:36.000 --> 01:09:57.000

Will sometimes avoid situations that require empathy it's a way of avoiding difficult emotions or even burnout ever changed the channel when an uncomfortable commercial comes on these negative consequences of empathy, like emotional avoidance or burnout are one example of empathy's

01:09:57.000 --> 01:10:03.000
limitations. There are others, let's explore Empathy's topography first, as it channels out from us.

01:10:03.000 --> 01:10:15.000
Empathy's gives most of its potency to those who are most similar to us, less of its power to those who are dissimilar to us, and even less to society or the world at large.

01:10:15.000 --> 01:10:21.000
Here's an example ever been to another city, only to discover a person, someone from your own town.

01:10:21.000 --> 01:10:36.000
Did you have a feeling of connection to that person? Empathic capacity changes when a person moves inside each of these circles within these 4 regions are 16 limitations of there's not enough time to go through all of them.

01:10:36.000 --> 01:10:40.000
But you can take a look at a resource that we've provided.

01:10:40.000 --> 01:10:50.000
Each limitation affects us differently. Some may affect us more than others, others are situ or context dependent.

01:10:50.000 --> 01:10:58.000
Some may pop up only in our professional work. Other limitations in our personal lives I alluded to one of the limitations earlier.

01:10:58.000 --> 01:10:59.000
We choose to whom we extend our empathy. Of course this makes sense.

01:10:59.000 --> 01:11:10.000
If we were continually in tune with the emotions of people around, we would be quickly exhausted by that.

01:11:10.000 --> 01:11:14.000
So we naturally spotlight on specific individuals. This spotlight effect is also a form of selection.

01:11:14.000 --> 01:11:22.000
Biology, empathy narrows rather than widens our that spotlight effect isn't very large, and it allows us to focus only on certain people.

01:11:22.000 --> 01:11:33.000
This helps us understand those under the spotlight, but can lead to insensitivity, to those outside of it.

01:11:33.000 --> 01:11:38.000
Empathy is near sight of myopic, and that can have long term consequences.

01:11:38.000 --> 01:11:45.000
We're not careful. We can neglect certain types of users, stakeholders, or anyone else.

01:11:45.000 --> 01:11:56.000
Who's unlike us. Another limitation of empathy is that it tends to be discussed in a neurotypical way with little attention given to neurodivergence.

01:11:56.000 --> 01:12:02.000
In fact, empathy manifests differently for neurotypical and neurodiverse individuals.

01:12:02.000 --> 01:12:06.000
Damian Milton calls this the double empathy problem.

01:12:06.000 --> 01:12:20.000
This happens when there's a mismatch between the 2 empathies, because neurotypicals demonstrate empathy in ways that are distinctly different from those who are neurodiverse from conversation styles to how they view the world there's a disconnect which leads

01:12:20.000 --> 01:12:26.000
to difficulty interacting, which in turn leads to further misunderstandings.

01:12:26.000 --> 01:12:45.000
Neither sees each other's empathy as empathy, empathy in design, thinking is generally manifested and investigated in neurotypical ways, with little thought or attention to what empathy might look like for neurodivergent and in fact, empathy is also culturally

01:12:45.000 --> 01:12:55.000
embedded in the microculture of design, thinking empathy tends to manifest as largely Western with Western values, morals, and expectations.

01:12:55.000 --> 01:13:09.000
The last limitation that I'll talk about is to me the most dangerous that, having empathy can sometimes lead us to asking fewer questions, giving us an illusion of understanding when we recognize the emotions

of another.

01:13:09.000 --> 01:13:23.000
We may believe that we understand what they are feeling when in
reality to me this is the most dangerous limitation of empathy, saying
or thinking, I understand too quickly, can prevent further questions.

01:13:23.000 --> 01:13:32.000
In fact, approaching any situation with the mindset of I don't
understand, or I don't fully understand, leads to more thorough
exploration.

01:13:32.000 --> 01:13:37.000
Now this is all quite dense to help unpack this Mia.

01:13:37.000 --> 01:13:43.000
Lynn will present 3 short practical case studies that illustrate some
thanks. Cassini. Hi.

01:13:43.000 --> 01:13:54.000
I'm me, I'm a graduate interaction design student, and I'm interested
in good questions over convenient like Cassini mentioned.

01:13:54.000 --> 01:13:59.000
We are not proposing to get rid of empathy in design.

01:13:59.000 --> 01:14:11.000
Instead, we want to recognize the limits of empathy, start
conversations around these limits, and in this section I'm going to
share 3 shortc studies with.

01:14:11.000 --> 01:14:27.000
I'll start by sharing a story of mine. The Astral One Space Mission
launched in December, 1994 years after the Space Shuttle Challenger
disaster in 1986, in the wake of the disaster NASA underwent a
cultural transformation that went

01:14:27.000 --> 01:14:32.000
from prioritizing lunch date to prioritizing safety. In spring 2022.

01:14:32.000 --> 01:14:50.000
My cohort of graduate students, and I envision innovative ways to
experience a space mission exhibition, to spark curiosity and engage
the We worked with retired NASA scientists who created and are
currently restoring instruments that were sent into space during the
astro one mission the result of

01:14:50.000 --> 01:14:56.000
our hard work was 13 storyboards that showcase innovative ways to
experience the Astro.

01:14:56.000 --> 01:15:00.000
One exhibition in the Smithsonian Affiliate Museum.

01:15:00.000 --> 01:15:04.000
During the course of our project we encountered these limited.

01:15:04.000 --> 01:15:14.000
The document we provided have more details on each of them. Let me
highlight one of them and share how we address it in our project.

01:15:14.000 --> 01:15:27.000
Take a look at this Hermann grid. We see things in our peripheral
vision that aren't there similarly there were gaps in our knowledge
throughout a project that could lead us to making false.

01:15:27.000 --> 01:15:30.000
There's a lot of research on who goes to museums.

01:15:30.000 --> 01:15:40.000
Many researchers synthesize their insights. A project focused on
engaging museum visitors getting them excited about the exhibition
information.

01:15:40.000 --> 01:15:45.000
They will learn, based on our research. We developed a set of
personas.

01:15:45.000 --> 01:15:53.000
But when we show these personas to one interview, he said that none of
them represented him.

01:15:53.000 --> 01:15:56.000
Our early personas of museum gores were either too eager to or too
reluctant to engage at a museum with no middle ground.

01:15:56.000 --> 01:16:03.000
I represented that, and you didn't describe what I wanted.

01:16:03.000 --> 01:16:11.000
He said sometimes during research leads you to believe that you have
coverage.

01:16:11.000 --> 01:16:18.000
Your basis. Having done interviews and look at prior research, we felt
that we knew our audience.

01:16:18.000 --> 01:16:32.000
Instead, we had an illusion of knowledge because of this interview and
others, we realized that we missed a large group of people and develop

a new and more adaptable set of new museum gore personas.

01:16:32.000 --> 01:16:38.000
That address, this group. So, to avoid the illusion of knowledge for
your next project.

01:16:38.000 --> 01:16:46.000
Here are a few ideas. What are ways your team can test your
assumptions and reveal gaps in your knowledge.

01:16:46.000 --> 01:17:06.000
The open to new information, like the metaphorical procrastinian bed
that either stretches or chops the sleeper to fit the bed, we can
sometimes force information into our current ways of thinking rather
than rethinking our mental models and design artifacts.

01:17:06.000 --> 01:17:11.000
Regardless of what tool you use to crystallize insights from.

01:17:11.000 --> 01:17:20.000
If you rely too heavily on a tool, the resulting work can be overly
templated, too specific without being useful, and can be based on
assumptions.

01:17:20.000 --> 01:17:36.000
Researcher Embers, Western homemiths and Designer Carolina Pisato,
from Uk's Ministry of Justice, wanted to break down stereotypes,
provide complex insights and help improve decisions that affect the
outcomes of people's lives.

01:17:36.000 --> 01:17:53.000
It might surprise you that they chose personas to do this, but they
reimagine this common design artifact, badly designed personas create
stereotypes, not archetypes, and that's particularly crucial because
they were designing for some of the most stereotyped groups in our

01:17:53.000 --> 01:18:09.000
society prisoners. Their team was really trying to avoid sightaking
and fueling division, which neutralized stereotypes take oranges, new,
black, or prison, break, or simply look at the tabloids and you'll see
how quickly they are stereotyped.

01:18:09.000 --> 01:18:12.000
So that makes it even harder for these colleagues in our organization.

01:18:12.000 --> 01:18:20.000
They're having to battle these stereotypes that are embedded and
graced in our society, while empathy creates connections with others.

01:18:20.000 --> 01:18:23.000

It can also encourage in-group, empathy.

01:18:23.000 --> 01:18:27.000
The researchers had to be mindful of how they portray the prisoners
through their design.

01:18:27.000 --> 01:18:36.000
Artifacts, representing as it is empowered or pricing value, judgments
on them will lead to stereotyping and misrepresentation.

01:18:36.000 --> 01:18:47.000
So the team conducted ethnographic interviews, identifying themes,
work in pairs to avoid biases and combine narratives, quantitative and
qualitative data.

01:18:47.000 --> 01:19:03.000
All the things good researchers do, but they avoid a sighttaking and
fueling division by removing information commonly thought essential to
personal images, genders, names, interests, and salaries, excluding
this demographic information of sterotyping especially for this
particular population.

01:19:03.000 --> 01:19:18.000
The end result was 5 percentas using Greek gods as archetypical
representations that completely steered away from demographic
information.

01:19:18.000 --> 01:19:26.000
This was a radical way to rescind the prison population, while I first
learned about this case, study, it blew my mind in many projects.

01:19:26.000 --> 01:19:33.000
We feel pressure to follow conventions and accept design artifacts as
they are.

01:19:33.000 --> 01:19:37.000
But this team didn't accept what's common as best practices.

01:19:37.000 --> 01:19:42.000
They came up with iterations of those artifacts that fit their needs.

01:19:42.000 --> 01:19:48.000
They acknowledge the limits of their empathy, and reimagine, how
personas are made, and what they look like.

01:19:48.000 --> 01:19:51.000
Here, are my takeaways from this case. Study whether you use personas
or not.

01:19:51.000 --> 01:19:52.000

In what ways do your artifacts contribute to sight?

01:19:52.000 --> 01:20:12.000
Taking and fueling divisions be curious and visual, and define this
templates are used for limiting, they are grateful, and we are making
cookies, but don't always capture nuances when trying to understand
people use them as starting point finally, how might you need to
rethink or redesign

01:20:12.000 --> 01:20:22.000
your artifacts redesigning our tools may seem like common sense, but
common sense isn't always common practice.

01:20:22.000 --> 01:20:28.000
Design has expanded from just screens and interfaces to complex social
interactions.

01:20:28.000 --> 01:20:45.000
As design continues to expand its scope, what will, addressing limits
of empathy look like when going beyond our current tools, templates
and approaches Clinton Carlson shared insights from designing for
micro-communities using a generative community-activated and

01:20:45.000 --> 01:20:50.000
bottom-up approach that he calls undeliverable. In 2,008 Clinton was a
designer at world vision and international Aid and Development
Organization.

01:20:50.000 --> 01:20:54.000
He designed this poster to promote a North American initiative, to
raise funds for HIV.

01:20:54.000 --> 01:21:07.000
Aids-sided work in Africa. Later his colleagues show him a photo of
the St.

01:21:07.000 --> 01:21:11.000
Pollster, now on the wall of a rural North and African.

01:21:11.000 --> 01:21:19.000
There was a problem. The poster was designed with an American audience
of wealthy donors or political leaders in mind.

01:21:19.000 --> 01:21:31.000
The poster had no information about HIV Aids and depicted a somber
image of a grmother and her orphan grandchild, whose parents have died
from HIV Aids.

01:21:31.000 --> 01:21:38.000
When our work goes out in the world, our intention doesn't always

correspond to its actual content.

01:21:38.000 --> 01:21:44.000
Share 5 challenges when designing in cross-cultural microcommunity settings.

01:21:44.000 --> 01:21:52.000
Let's be honest. Researchers can sometimes focus on extracting insights from our research participants.

01:21:52.000 --> 01:21:58.000
Extracting from them what's useful for our project and purposes, leaving behind what's not.

01:21:58.000 --> 01:22:11.000
This is filter, embassy to design and research for a community is an exchange, designing and researching with them is a dialogue.

01:22:11.000 --> 01:22:28.000
Dialogues are ongoing instead of designers and researchers, helicoptering in a fully flesh owl solution purposefully leave gaps in their design process and invite the community to Co.

01:22:28.000 --> 01:22:50.000
Design. This is the essence of undeliverables, community-activated workshops allow people to generate, present and discuss ideas communally which can facilitate more equitable conversations towards restorative justice rather than a series of in-depth interviews undeliverables in Bed researchers

01:22:50.000 --> 01:22:58.000
in a community which help them avoid filtering. Snapshotting, or spotlighting it. Undeliverable.

01:22:58.000 --> 01:23:03.000
Shift focus from synthesizing communities output to creating tools.

01:23:03.000 --> 01:23:15.000
And facilitating discussions that benefit the community. Undeliverable, strongly resonate with me because it strives to make our work more equitable and inclusive.

01:23:15.000 --> 01:23:18.000
Here are some takeaways. Be wary of silver, bullet design solutions that work like magic.

01:23:18.000 --> 01:23:37.000
They often make assumptions and bring harm towards microcommunities, and finally, what would design and research look like if we left gaps for the community to fill in?

01:23:37.000 --> 01:23:44.000
In other words, how can we design so that the community is the expert?

01:23:44.000 --> 01:23:48.000
Thanks, mia, we hope to have unsteady some certainties about empathy.

01:23:48.000 --> 01:23:58.000
With this talk. We also understand that in a world of infinite possibilities, addressing these issues seems impossible.

01:23:58.000 --> 01:24:03.000
So how do we begin? And how do we keep going? Maybe a quick story.

01:24:03.000 --> 01:24:09.000
In 2,006 2 Microsoft researchers strongly advised against the use of Personas, one of the researchers had created over 200 of them.

01:24:09.000 --> 01:24:20.000
By this point. Subsequent research teams examined these challenges, reflected and adapted their approach.

01:24:20.000 --> 01:24:21.000
In 2015. They responded to that original provocation.

01:24:21.000 --> 01:24:45.000
Maybe you've used what those teams produced. Microsoft's inclusive design toolkit, the toolkit shows how a large company took seriously the limitations identified by researchers and then reimagined their tools in ways that benefit their users and the company and in 2023 microsoft again, Updated their

01:24:45.000 --> 01:24:53.000
toolkit. These researchers see their work as a journey, and it's helpful to have a map on a journey, isn't it?

01:24:53.000 --> 01:24:57.000
We can think of research as a map because maps are useful.

01:24:57.000 --> 01:25:02.000
Maps provide, turn-by-turn directions, and you can always rely on them to know where you are.

01:25:02.000 --> 01:25:07.000
But over time things change in the mass isn't accurate anymore.

01:25:07.000 --> 01:25:11.000
We'd like research to be a map. But what we get instead is a compass.

01:25:11.000 --> 01:25:18.000

A compass provides due north and a direction to move toward, and it's most helpful when we're moving.

01:25:18.000 --> 01:25:35.000
In fact, for truly innovative work, we don't get a detailed outline of all of the turns, or even the dangers of it's only as we move forward do we gain a heightened awareness of our surroundings and perceive how the world changes and understand our place along the

01:25:35.000 --> 01:25:42.000
way. We hope that this talk and others at the Advancing Research Conference provides not a map, but a compass.

01:25:42.000 --> 01:26:10.000
We look forward to exploring this territory together with you.

01:26:10.000 --> 01:26:11.000
And.

01:26:11.000 --> 01:26:19.000
Oh, right? You talk about production value. Yes, I love that so we've only got 2 min until the end of your session.

01:26:19.000 --> 01:26:22.000
You've got a lot of questions. So I'm going to drive right in.

01:26:22.000 --> 01:26:26.000
This question is from Caitlin. I love the examples from the Ministry of Justice project.

01:26:26.000 --> 01:26:37.000
I had a related a related question. I've heard people say that to build empathy with personas or archetypes, you quote unquote need, photos or sketches of the person or realistic names.

01:26:37.000 --> 01:26:42.000
What are your thoughts on this?

01:26:42.000 --> 01:26:43.000
Mia! I'll start and then I'll toss it over to you.

01:26:43.000 --> 01:26:47.000
I will it. Oh, okay, yeah, go ahead.

01:26:47.000 --> 01:27:03.000
I think me, and I encountered this in some projects that we worked on, and what ends up happening is you kind of lock into a certain type of person, or you have that face in your mind when you're calling to mind that person, and that can be very limited because there's

01:27:03.000 --> 01:27:08.000
many people underneath that umbrella, and with that I'm gonna toss it
over to.

01:27:08.000 --> 01:27:13.000
Yeah, so I think that's a really, that's a really interesting
perspective.

01:27:13.000 --> 01:27:26.000
And I do wonder like perhaps there's like curiosity and tear comes in
that maybe we do need like a face like a sketch in order to empathize.

01:27:26.000 --> 01:27:40.000
But we could use like curiosity when we are trying steer wire from
these side sketches, or like faces, we use curiosity and care to help
us to conduct better research and more inclusive research.

01:27:40.000 --> 01:27:44.000
Yeah, too. Ready. Answers, and we'll close it out with this last
question from Grey.

01:27:44.000 --> 01:27:53.000
How often do you share the findings in personas with research
participants? What have been the benefits and cons to the process?

01:27:53.000 --> 01:28:03.000
I think the often question is really one of if we're doing research on
people, and we choose to build it out in the format or crystallize it
in the format.

01:28:03.000 --> 01:28:10.000
Of course they should have an opportunity to say you got it right, or
you didn't, or you know what you wrote.

01:28:10.000 --> 01:28:12.000
This word, I would change it to that. This doesn't.

01:28:12.000 --> 01:28:13.000
Yeah.

01:28:13.000 --> 01:28:16.000
This doesn't represent me, because that's really what we're doing.

01:28:16.000 --> 01:28:17.000
And we should give them opportunity. So my opinion is, if we choose
that path, do it as much as possible.

01:28:17.000 --> 01:28:25.000
Me. What do you think?

01:28:25.000 --> 01:28:26.000
Hmm, yeah, I think that your answer resonated with me.

01:28:26.000 --> 01:28:45.000
I think I feel like if we, when we do choose to use persona, it's
important to like, invite people at the beginning, at the table rather
than like finish building it, and then that then passively, I react to
it afterwards.

01:28:45.000 --> 01:28:47.000
So kind. That's kind of my thoughts.

01:28:47.000 --> 01:28:51.000
No, and those are awesome. Boss, I can't think you're not Cassini and
Mia.

01:28:51.000 --> 01:28:54.000
You guys have 1, 2, 3, 4 questions that I can see right off the bat.

01:28:54.000 --> 01:28:57.000
But we are at a time. So please check your questions out in the slack
chat.

01:28:57.000 --> 01:29:00.000
But that was amazing. It's such an important reminder.

01:29:00.000 --> 01:29:06.000
And again, such a great way to click off our conference, to focus it
on empathy and its limits like empathy, truly, is just not enough.

01:29:06.000 --> 01:29:11.000
So that was amazing. Thank you so much. I know I'll be looking back at
Mj's notes on this one.

01:29:11.000 --> 01:29:13.000
Thank you for your time.

01:29:13.000 --> 01:29:14.000
Thank you so much.

01:29:14.000 --> 01:29:15.000
Thank you.

01:29:15.000 --> 01:29:19.000
Alrighty friends. So we're on to our next big break. We're going to
have a 40 min break.

01:29:19.000 --> 01:29:20.000
So during this long break, we're going to have some sponsor sessions
from user testing.

01:29:20.000 --> 01:29:28.000
Please come back at 1005 am. Sharp or 5 min after the top of the hour
of your local time zone.

01:29:28.000 --> 01:29:29.000
What would be, where we will be hearing from Sabisa, Demoed.

01:29:29.000 --> 01:29:40.000
Excuse me so he's a Sahib Zada Maeed.

01:29:40.000 --> 01:29:41.000
So he's there we go. I'm sorry I will not mess up your name in 40 min.

01:29:41.000 --> 01:29:48.000
All right. Y'all I'll see you in a bit.

01:29:48.000 --> 01:29:52.000
Enjoy user testing sponsor sessions. I'll see you at 1005, bye!

01:29:52.000 --> 01:30:00.000
Watching the ship's rolling. Then I'll watch him roll away again.

01:30:00.000 --> 01:30:08.000
Get. I'm sitting on the doctor of watching a tie.

01:30:08.000 --> 01:30:20.000
No way sitting on the floor of the bay with.

01:30:20.000 --> 01:30:27.000
I left my home in Georgia, headed for the Crystal.

01:30:27.000 --> 01:30:37.000
Big. Nothing can be look like. Nothing's gonna come mad with.

01:30:37.000 --> 01:30:52.000
So I'm just watching the and sitting on a knocker of bay.

01:30:52.000 --> 01:30:58.000
We've been.

01:30:58.000 --> 01:31:25.000
Look! Everything's still remain the same. I can do what 10 people help
me to do, so I guess I'll make the same sitting here resting my body,
and this loneliness won't leave me alone.

01:31:25.000 --> 01:31:33.000
Listen! $2,000 that run just to make. It's not my home now.

01:31:33.000 --> 01:31:48.000

I'm just gonna sit at the what's the sit alone?

01:31:48.000 --> 01:32:18.000
Waste a time, man.

01:32:56.000 --> 01:33:04.000
A day.

01:33:04.000 --> 01:33:08.000
Hey! Hey!

01:33:08.000 --> 01:33:13.000
Came to.

01:33:13.000 --> 01:33:17.000
What do?

01:33:17.000 --> 01:33:21.000
But easy.

01:33:21.000 --> 01:33:33.000
I'm thank you. Won't give your back baby. Hey? Hey?

01:33:33.000 --> 01:33:41.000
That way you are.

01:33:41.000 --> 01:33:52.000
Here gotta land your body. Yeah. Come in.

01:33:52.000 --> 01:33:56.000
Beautiful!

01:33:56.000 --> 01:34:00.000
Hanging over me.

01:34:00.000 --> 01:34:13.000
Know. Leave and stand. And my thank you. One back.

01:34:13.000 --> 01:34:17.000
Hey? You!

01:34:17.000 --> 01:34:28.000
When you come, I think.

01:34:28.000 --> 01:34:33.000
Hot, but now that!

01:34:33.000 --> 01:34:47.000
Yeah.

01:34:47.000 --> 01:35:17.000
Hey? One that day!

01:35:17.000 --> 01:35:25.000
You!

01:35:25.000 --> 01:35:35.000
The and b.

01:35:35.000 --> 01:35:42.000
Mother, mother.

01:35:42.000 --> 01:35:53.000
Russia! Shut down! Come on me! You no one knows.

01:35:53.000 --> 01:36:01.000
And into but 6.

01:36:01.000 --> 01:36:04.000
The.

01:36:04.000 --> 01:36:16.000
That that's the know what this one!

01:36:16.000 --> 01:36:19.000
Tomorrow.

01:36:19.000 --> 01:36:29.000
Face your mother! Oh, people!

01:36:29.000 --> 01:36:54.000
Hmm to brain. There's another lens, body.

01:36:54.000 --> 01:36:58.000
The streets.

01:36:58.000 --> 01:37:10.000
Sometimes knowing what this world is about, watching some good friends
screaming on.

01:37:10.000 --> 01:37:17.000
What's wrong? Come on streets!

01:37:17.000 --> 01:37:22.000
Turned away from it.

01:37:22.000 --> 01:37:27.000
The.

01:37:27.000 --> 01:37:44.000

Some sl.

01:37:44.000 --> 01:37:48.000
Said, love.

01:37:48.000 --> 01:37:51.000
Fucking.

01:37:51.000 --> 01:37:54.000
Watching.

01:37:54.000 --> 01:38:05.000
Now on. Say, my Emma!

01:38:05.000 --> 01:38:13.000
Was downside show, show.

01:38:13.000 --> 01:38:20.000
Tells you.

01:38:20.000 --> 01:38:30.000
Night, love dead. Thank you.

01:38:30.000 --> 01:38:34.000
Downstairs.

01:38:34.000 --> 01:38:40.000
It's say!

01:38:40.000 --> 01:38:47.000
Say, south, oh, pressure.

01:38:47.000 --> 01:39:17.000
Under pressure.

01:39:21.000 --> 01:39:29.000
Fall into you baby in electricity, conquer Petsza!

01:39:29.000 --> 01:39:36.000
What I feel when I'm with you, old baby. Given the Michael's failure.

01:39:36.000 --> 01:39:41.000
Now I'm see through it. You give me a feeling feeling so strong.

01:39:41.000 --> 01:39:50.000
Know you've been treating, treating yourself wrong, so let me get for
you.

01:39:50.000 --> 01:39:56.000
Feel too friendly. I'm giving electricity. Give it to you.

01:39:56.000 --> 01:40:01.000
Even if I could, I wouldn't. Now it's up.

01:40:01.000 --> 01:40:13.000
Lord William, know you know this feeling.

01:40:13.000 --> 01:40:20.000
Hold on. No, thank you.

01:40:20.000 --> 01:40:28.000
Thank you. No!

01:40:28.000 --> 01:40:36.000
All I see is you name. I don't my dreams to see your face.

01:40:36.000 --> 01:40:46.000
No. What kind? Maybe the only song a friend in me?

01:40:46.000 --> 01:40:55.000
So strong, all your adventures, treating yourself so. Let me for you.

01:40:55.000 --> 01:41:03.000
Old. Me feel differently. I'll get your city, give it to you, even if
I could.

01:41:03.000 --> 01:41:07.000
I wouldn't know you, and that would suffer for you.

01:41:07.000 --> 01:41:23.000
You know right. You no feeling.

01:41:23.000 --> 01:41:27.000
I know. Oh, thank you.

01:41:27.000 --> 01:41:36.000
You know.

01:41:36.000 --> 01:41:44.000
For an electric burning. You know that, you know.

01:41:44.000 --> 01:41:48.000
Think I'm pretty busy. I think I'm ready now.

01:41:48.000 --> 01:41:58.000
Electricity. I'm fallin into.

01:41:58.000 --> 01:42:12.000
You know. I think I'm ready healthy into you, even if I could, I
wouldn't.

01:42:12.000 --> 01:42:28.000
I'm acceptable for you. You know. Jonah, love this feeling.

01:42:28.000 --> 01:42:32.000
And now want to.

01:42:32.000 --> 01:42:41.000
You!

01:42:41.000 --> 01:42:57.000
Today today, let you not.

01:42:57.000 --> 01:43:06.000
Fellow lecturer. So will Baby, that you know.

01:43:06.000 --> 01:43:17.000
Messy baby.

01:43:17.000 --> 01:43:24.000
And.

01:43:24.000 --> 01:43:33.000
The.

01:43:33.000 --> 01:43:38.000
Hey, the!

01:43:38.000 --> 01:43:50.000
Hey, the!

01:43:50.000 --> 01:43:52.000
Me!

01:43:52.000 --> 01:44:07.000
!

01:44:07.000 --> 01:44:10.000
And.

01:44:10.000 --> 01:44:20.000
The.

01:44:20.000 --> 01:44:38.000
Well down in Texas and you are telephone lines. The A.

01:44:38.000 --> 01:44:43.000
Flooding down in Texas.

01:44:43.000 --> 01:45:01.000

Oh, me for trying to come! My baby!

01:45:01.000 --> 01:45:11.000
Get a single sound.

01:45:11.000 --> 01:45:17.000
Role in.

01:45:17.000 --> 01:45:20.000
I!

01:45:20.000 --> 01:45:26.000
A!

01:45:26.000 --> 01:45:33.000
Wow! As a roller!

01:45:33.000 --> 01:45:41.000
I'm standing out. Hey! Hey!

01:45:41.000 --> 01:45:45.000
And.

01:45:45.000 --> 01:45:50.000
To give around.

01:45:50.000 --> 01:45:58.000
About to drive home me and say.

01:45:58.000 --> 01:46:28.000
And.

01:46:33.000 --> 01:46:43.000
The.

01:46:43.000 --> 01:46:47.000
The.

01:46:47.000 --> 01:47:02.000
The, the.

01:47:02.000 --> 01:47:06.000
For me!

01:47:06.000 --> 01:47:19.000
And.

01:47:19.000 --> 01:47:24.000
You!

01:47:24.000 --> 01:47:37.000
The.

01:47:37.000 --> 01:47:41.000
The.

01:47:41.000 --> 01:47:47.000
Even your baby, the!

01:47:47.000 --> 01:47:54.000
I'm going back home. The.

01:47:54.000 --> 01:47:57.000
And.

01:47:57.000 --> 01:48:02.000
You may be.

01:48:02.000 --> 01:48:13.000
Going back home to say?

01:48:13.000 --> 01:48:42.000
Well by the, and now very even the sunshine. Every day.

01:48:42.000 --> 01:48:55.000
And.

01:48:55.000 --> 01:49:05.000
And that is far. My heart and now's it fair goes to New Star.

01:49:05.000 --> 01:49:15.000
I was all right when kiss my lips, and the same, if I had, that's
wrong.

01:49:15.000 --> 01:49:27.000
But my knees are brought to me, and I'm sad in your arms without
falling to your feet.

01:49:27.000 --> 01:49:33.000
But there's a sight, too, that I never knew, never knew of.

01:49:33.000 --> 01:49:41.000
Say they were never to never tour the game. You would always win
always we good, I said.

01:49:41.000 --> 01:49:56.000
Fool to a Washington post. Or as I touch your face, let it burn while
I cry.

01:49:56.000 --> 01:50:08.000

Your name when I pay with you. I could stay there, close my heart for me.

01:50:08.000 --> 01:50:23.000
For a well, you wouldn't be together. Nothing, you that I never knew, never knew all the things you say they were never too, never to.

01:50:23.000 --> 01:50:39.000
They would always win. No, as we, I said, too late. Flashing face, wet burn, while cry comes!

01:50:39.000 --> 01:51:09.000
I heard his sweep out your name, your name to the I mean cannot well, I'll tell something that last time wake up by the door and heard you call, and must be waiting for yeah, even now, when we're already.

01:51:10.000 --> 01:51:21.000
Over. I can't help myself. I'm good looking for.

01:51:21.000 --> 01:51:37.000
Sit, fire! Too late. Watch! And Paul as a well sweeping out your name.

01:51:37.000 --> 01:51:57.000
I name, I do. Felt something last time last time, and the don't know.

01:51:57.000 --> 01:52:03.000
Our the many birds.

01:52:03.000 --> 01:52:07.000
Her.

01:52:07.000 --> 01:52:15.000
That he her?

01:52:15.000 --> 01:52:19.000
Then you burn.

01:52:19.000 --> 01:52:40.000
No!

01:52:40.000 --> 01:52:46.000
You got a fascinating die I want to take ate, anyway.

01:52:46.000 --> 01:52:54.000
Maybe we make a deal. Maybe together we can get somewhere. Any planes is better.

01:52:54.000 --> 01:53:00.000
Starting from 0. Got nothing to lose. Maybe we'll make something.

01:53:00.000 --> 01:53:14.000
Me. My Sava got nothing to prove.

01:53:14.000 --> 01:53:16.000
You had a fast car. I got a plan to get us out of here.

01:53:16.000 --> 01:53:30.000
Bin lookin at a convenience man is safe. Just a little bit of money
won't have to drop too far just cross the border and into the city.

01:53:30.000 --> 01:53:41.000
You and I can both get jobs. Finally, see what it means.

01:53:41.000 --> 01:53:45.000
See, my old man's got a problem, lives with the bottle.

01:53:45.000 --> 01:53:49.000
That's the way he sat. His body's too old for workin, set his body's
too young to look like kids.

01:53:49.000 --> 01:53:57.000
But mama went off and left him want em off of my thing.

01:53:57.000 --> 01:54:00.000
He could give us that somebody's got to take care of him.

01:54:00.000 --> 01:54:09.000
So I quit schooling. That's what I did.

01:54:09.000 --> 01:54:14.000
You gotta fast guard, but is it fast enough so we can fly away?

01:54:14.000 --> 01:54:23.000
We gotta make a decision. Leave tonight, live and die this way.

01:54:23.000 --> 01:54:31.000
Remember we were driving driving in your car speeds of fast felt like
I was wrong.

01:54:31.000 --> 01:54:37.000
City last layout before us in your arm fell nice wrap around my shore.

01:54:37.000 --> 01:54:54.000
Hi had a feeling that I belong. Hi had a feeling that could be
someone, be someone, be someone.

01:54:54.000 --> 01:55:12.000
And I and you got a fast. His car. We go cruising and entertain
ourselves, still ain't got a job, you know, work in the market as a
checkout.

01:55:12.000 --> 01:55:17.000
The I don't think so. Get better. You'll find workin down.

01:55:17.000 --> 01:55:34.000
Get promoted. We'll move out on the shelf, buy a bigger house and
leave in the sub.

01:55:34.000 --> 01:55:45.000
Around.

01:55:45.000 --> 01:55:49.000
You got a fast call, got a job that pays all.

01:55:49.000 --> 01:55:57.000
I've been. You stay out drinking later, the bossy, more your friends
than you do your kids.

01:55:57.000 --> 01:56:04.000
I always hope for. Maybe together, you and me finding that I download
plans.

01:56:04.000 --> 01:56:19.000
I ain't going no way, so your fast, Carmen, keep on driving.

01:56:19.000 --> 01:56:27.000
Remember we were driving driving in your car speed so fast fell like I
was drunk.

01:56:27.000 --> 01:56:33.000
City lights lay out the force in your arm fell nice round round my
shoulder.

01:56:33.000 --> 01:56:50.000
I hide had a feeling that I'm alone. I hide, had a feeling I could be
someone, be someone, be someone.

01:56:50.000 --> 01:56:56.000
You got a fast car fast enough so you can fly away.

01:56:56.000 --> 01:57:14.000
You gotta make a decision. Leave tonight and live and die this way.

01:57:14.000 --> 01:57:42.000
To me, and.

01:57:42.000 --> 01:57:46.000
Running, down.

01:57:46.000 --> 01:57:54.000

Undermine for you.

01:57:54.000 --> 01:58:02.000
Hello!

01:58:02.000 --> 01:58:08.000
The.

01:58:08.000 --> 01:58:18.000
Hello!

01:58:18.000 --> 01:58:25.000
Find your party. We found you lying. Tell me.

01:58:25.000 --> 01:58:35.000
Your former glory. Tell the stories, sweetie.

01:58:35.000 --> 01:58:41.000
Of the.

01:58:41.000 --> 01:58:47.000
Call.

01:58:47.000 --> 01:59:09.000
Hello!

01:59:09.000 --> 01:59:22.000
We found your party, and hiding.

01:59:22.000 --> 01:59:28.000
A on the and here!

01:59:28.000 --> 01:59:30.000
And.

01:59:30.000 --> 01:59:39.000
Oh, yeah.

01:59:39.000 --> 01:59:46.000
Me!

01:59:46.000 --> 02:00:11.000
Her name, kingdom, nostrils pouring down the on the.

02:00:11.000 --> 02:00:20.000
Of the can see.

02:00:20.000 --> 02:00:35.000
Here!

02:00:35.000 --> 02:01:02.000
We are!

02:01:02.000 --> 02:01:07.000
Your!

02:01:07.000 --> 02:01:12.000
Quick man to take.

02:01:12.000 --> 02:01:21.000
Ever!

02:01:21.000 --> 02:01:26.000
That can raise the debt.

02:01:26.000 --> 02:01:29.000
You give me your number?

02:01:29.000 --> 02:01:41.000
Make. No, I'm starting to feel. Isn't my elbow?

02:01:41.000 --> 02:01:44.000
No, no, no!

02:01:44.000 --> 02:01:54.000
Now that I the I'm not gonna let it go.

02:01:54.000 --> 02:01:58.000
No, no!

02:01:58.000 --> 02:02:04.000
Night in the dark. Sorry!

02:02:04.000 --> 02:02:12.000
The can't take hands off you. The smoke of luck weep.

02:02:12.000 --> 02:02:17.000
Stand up!

02:02:17.000 --> 02:02:23.000
The stars alive, like these tools of stones.

02:02:23.000 --> 02:02:29.000
We can.

02:02:29.000 --> 02:02:34.000
The with Buddy Valentine.

02:02:34.000 --> 02:02:46.000
Battle when we started to feel a certain way. Isn't my elbow?

02:02:46.000 --> 02:02:49.000
No, no, no!

02:02:49.000 --> 02:02:57.000
Now that I've got, I'm not gonna let it go.

02:02:57.000 --> 02:03:16.000
The no! No, no! No! Hello!

02:03:16.000 --> 02:03:22.000
Hello!

02:03:22.000 --> 02:03:28.000
I'm ready when you say sore the.

02:03:28.000 --> 02:03:37.000
Love's not a to feel a certain way. It isn't my.

02:03:37.000 --> 02:03:41.000
Oh no!

02:03:41.000 --> 02:03:57.000
Now that I I'm not gonna let it go. The no, no, no, no!

02:03:57.000 --> 02:04:03.000
Oh, no! No! No! No!

02:04:03.000 --> 02:04:23.000
Hello! No! No! The no! No, no, no! No! Hello!

02:04:23.000 --> 02:04:39.000
And.

02:04:39.000 --> 02:04:48.000
When it's not always raining. There'll be days like this when there's
no one complaining.

02:04:48.000 --> 02:04:57.000
There'll be days like this, and everything falls into place like the
flick of a switch.

02:04:57.000 --> 02:05:05.000
Well, my mama told me, there'll be days like this.

02:05:05.000 --> 02:05:14.000
When you don't need to worry. There be days like this when no one's in
a hurry.

02:05:14.000 --> 02:05:20.000

There be days like this when you don't get betrayed.

02:05:20.000 --> 02:05:32.000
By that old Judas kids. My mama told me there be days like this.

02:05:32.000 --> 02:05:41.000
When you don't need an answer. There be days like this when you don't meet a chancer, Debbie.

02:05:41.000 --> 02:05:46.000
Days like this. When all the parts are the puzzle.

02:05:46.000 --> 02:05:58.000
Start to look like they fit. Oh, I must remember there be days like this.

02:05:58.000 --> 02:06:16.000
When everyone is up front and the napkin Trixie, when you don't have no freeloadings, how to get their kicks when it's nobody's business, the way that you want.

02:06:16.000 --> 02:06:24.000
I just have to remember there be days like this.

02:06:24.000 --> 02:06:33.000
When no one steps on my dream. There be days like this when people understand what I mean.

02:06:33.000 --> 02:06:42.000
There be days like this when you ring out the changes of how everything is.

02:06:42.000 --> 02:06:48.000
Oh, my mama told me, there'll be days like this.

02:06:48.000 --> 02:06:54.000
My mama told me there'll be days like this.

02:06:54.000 --> 02:07:08.000
Oh, my mama told me there'd be days like this.

02:07:08.000 --> 02:07:13.000
Haven't a night conversations.

02:07:13.000 --> 02:07:35.000
Got me losing all track of time. Huh! The my! I try to make it can't lose and control.

02:07:35.000 --> 02:07:57.000
Oh, no! Been driving for so many miles down this road now, because

there's only.

02:07:57.000 --> 02:08:00.000
Is so.

02:08:00.000 --> 02:08:06.000
So excited!

02:08:06.000 --> 02:08:12.000
Hey? You! Still?

02:08:12.000 --> 02:08:30.000
You !

02:08:30.000 --> 02:08:35.000
Number one stopped. Second. Guess.

02:08:35.000 --> 02:08:39.000
When you.

02:08:39.000 --> 02:08:40.000
I am jamming. Let me tell you what the playlist here are awesome.

02:08:40.000 --> 02:08:44.000
Welcome back everybody. It's time for us to get to our next presenter
but before I do, I have a joke for you.

02:08:44.000 --> 02:08:47.000
What do you call a rabbit that has fleas?

02:08:47.000 --> 02:08:54.000
It's the spring I know some of you are. Gonna get this.

02:08:54.000 --> 02:08:56.000
What do you call rabbit with fleas in the spring? Are you ready?

02:08:56.000 --> 02:09:01.000
Bugs, Buddy, you get it like the character, but like a bug.

02:09:01.000 --> 02:09:07.000
And it's a funny, because, anyway, I think you get it enough of that,
for now let's get it to our next presenter.

02:09:07.000 --> 02:09:10.000
So he's at on my eighteenth is an On paper design researcher and
creative strategists. They bring a critically informed approach to
community center design.

02:09:10.000 --> 02:09:24.000
Excuse me, my voice is run away from me. A critically informed

approach to community center design that seeks to advance culturally
thriving and sustainably empowering outcomes.

02:09:24.000 --> 02:09:40.000
He is extremely passionate about exploring the intersection of design,
community activism and social justice, creating avenues to uplift and
serve minorities, population. So heaps of domestic may it welcome to
mainstage, and I am very sorry for messing up your name earlier.

02:09:40.000 --> 02:09:42.000
Hey!

02:09:42.000 --> 02:09:44.000
Well, thank you.

02:09:44.000 --> 02:09:49.000
I love your eyeshadow, you look great.

02:09:49.000 --> 02:09:50.000
Yourself.

02:09:50.000 --> 02:09:57.000
Oh, thank you. Okay, I will just screen share and hopefully get
started.

02:09:57.000 --> 02:10:01.000
Yup, you look great, your slides look awesome. Take it away.

02:10:01.000 --> 02:10:11.000
Awesome. Thank you. Well, as we've already introduced, my name's Maya,
I use any pronouns today, I will present my talk.

02:10:11.000 --> 02:10:17.000
The politics of radical research from extraction, to collect.

02:10:17.000 --> 02:10:24.000
So asking, engage in today's company, I want to just preface a few
things and really set the scene for what to expect.

02:10:24.000 --> 02:10:28.000
The first thing I really want to emphasize.

02:10:28.000 --> 02:10:48.000
We are not here to get answers to our questions. Rather, we're trying
to just explore the complexities that emerge and I'm pretty confident
that, like every question that we posted today will probably lead to a
lot more questions. And we can continue the conversation after as
well, but I just want people

02:10:48.000 --> 02:11:07.000

to get comfortable with being uncomfortable as not knowing the right
answer to every question the other thing I wanna practice that came up
in some of the previous conversations today was just every as
multiplicity and some people were talking about the examples that were
mentioned such as Don Norman as well, as the Walt

02:11:07.000 --> 02:11:30.000
Disney Exam at least I want to invite people to fold the complexities
as well as just the multiplicity of different viewpoints, and really
understand that we're trying to intentionally shift away from
simplicity binary forms of thinking and really trying to embrace that
so just wanted to start off

02:11:30.000 --> 02:11:31.000
with that. I'm currently calling from Chicago the traditional unceded
homelands of the Council of 3 Fires.

02:11:31.000 --> 02:11:41.000
The Ojibwe, the Potawatami and Diodova, as well as the Miami.

02:11:41.000 --> 02:11:58.000
I start off with a line acknowledgement because it just helps ground
me, and serves as a reminder for that we are relational beings, and
that we have relationships with each other's ourselves. The land that
we're inhabiting as well, as the ecosystems that we're a part

02:11:58.000 --> 02:12:02.000
of happen to that, as we're engaging in today's conversation.

02:12:02.000 --> 02:12:11.000
Well, thank you for engaging in that with me. Not that you had a
choice, but we'll go ahead and get started.

02:12:11.000 --> 02:12:16.000
Okay. So as we start off, I just wanna really just situate ourselves.

02:12:16.000 --> 02:12:32.000
And open with a couple of questions to ask. So the first thing is, how
do we understand our role as researchers and designers, and really
begin to critically consider the impact of.

02:12:32.000 --> 02:12:35.000
The second question we want to think about is, what are we pretending
not to know?

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This question comes from African-american scholar activist, Tony Cape
Bbara pushes us to think about all of the things that we're actually
ignoring and neglecting and they're right in front of us.

02:12:46.000 --> 02:12:57.000
So I invite people to think about. What are we pretending not to know?

02:12:57.000 --> 02:13:01.000
And the third question that I want to start off with, in what ways are
we complicit in reproducing harm and social inequities?

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But this question is helping us think about, how do we position our
role?

02:13:09.000 --> 02:13:15.000
And how do we understand our participation in harmful and oppressive
systems?

02:13:15.000 --> 02:13:17.000
Systemically I'm going to give it a pause for a second.

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Let people think. But this question sink in, and people think about
them for a second.

02:13:25.000 --> 02:13:33.000
Okay, let's take a breath cool. So I'm gonna start off with this quote
from Audrey.

02:13:33.000 --> 02:13:47.000
Lord the true focus of revolutionary change is never merely the
oppressive situations which we seek to escape, but rather that piece
of the oppressor that lives in all.

02:13:47.000 --> 02:14:11.000
Now, one of the reasons I really love this quote is because I keep
coming back to it, because this serves as a reminder that I am still
benefiting from participating in systems that do pause and reproduce
and inequities, and it sounds very daunting to sort of think of
yourself, in that way

02:14:11.000 --> 02:14:16.000
because a lot of us here with our idea that we're trying to do good
and help other people.

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And that's the core of everything that we do intentionally.

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But at the same time the impact of our work can be harmful and has
been harmful in the so sort of really inviting people to sit with this
discomfort of what does it mean to really reckon with that piece of
the oppressor that lives in all of us and as I started off today, I

said

02:14:40.000 --> 02:15:01.000
there is multiplicity. There is complexity in this as well. And I
think that is really critical to our conversation today, because what
I really want us to think about is we can benefit from. And at the
same time be harmed from the same system. And I think that's something
that we wanna hold for each other.

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Okay, I'm gonna let this stay for a second. Then we'll get right into
our conversation.

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!

02:15:14.000 --> 02:15:16.000
Yeah.

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Okay. So the first question for today's conversation is centered
around.

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At what, and whose costs do we engage in research? I really want to
draw our attention and focus to whose cost as well, because we often
do think about the material cost of doing research?

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But we rarely actually examine the human cost and link.

02:15:39.000 --> 02:15:52.000
At whose cost are we engaging in this work? So in the next few slides,
we really think about both of those complexities, at what and whose
cost are we engaging in this work?

02:15:52.000 --> 02:16:02.000
And how do we begin to think about the impact that our work has?

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So the first thing I wanna build off of is Cassini and me talk that we
just saw and heard around empathy.

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And to me empathy is really just the floor, not the ceiling, and what
I mean by that.

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It's the building block. Empathy should be considered. The building
block. Empathy should be considered the baseline, not the end goal

that we're trying to get to and the other thing I wanna be conscious
of.

02:16:25.000 --> 02:16:34.000
And we heard this already in terms of the dangers of empathy, it's
just this idea that empathy cannot replace someone's lived.

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Experience and I really want us to think about that, because
oftentimes what we're trying to do is we're trying to fill people's
shoes and really understand what they're going through.

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But the reality is that I can never fully understand even what you're
going through, and I, empathy is basically trying to our understanding
of what we think.

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The other person is feeling rather than what they're actually feeling.

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So I wanna really think about this quote from Wendy Houston, who says,
if you walk in someone else's shoes, then you've taken their so I'm
going to plead to people here that we need to stop stealing other
people's shoes, because there is a difference between trying to fill

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someone shoes that may not necessarily fit you, and actually inviting
them to walk in their own shoes giving them the tools, the resources
that they need to carry, that work out with you. And I think that's a
clear distinction that I make between how empathy alone is not enough
and we need to really think about emancipatory

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meanings of research, which essentially means, how can we center the
lived experiences of communities that have been historically and
continue to be excluded?

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So I want us to think about this quote and really think about, how can
we center these experience?

02:18:00.000 --> 02:18:01.000
Okay, a course theme when we're thinking about at what and whose costs
do we engage in research?

02:18:01.000 --> 02:18:04.000
Is we wanna deconstruct the money? Pipeline?

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And this is really really prevalent in research, because I also see it from the lens of like, where is this money coming from like who is funding this research for me?

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Personally, I draw the line in terms of funding sources for me. Personally, I draw the line in terms of funding sources. If they have any ties to militarism, polic and that's like a personal boundary.

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So obviously, you can set that for yourself where it's like, are there certain like funding sources that you would not want to engage in at all?

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But the money pipeline is also really critical, because I want I want us to think about and really reflect on compensation, because I think compensation is something that's really key.

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The thinking about reciprocity, relationality and care based approaches to research because there is this level of entitlement that we might feel as researchers when we're saying, like, I'm paying someone to be here.

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But at the same time if someone, if you're paying someone for their time, then you're essentially just paying them for their time, they're not required to share anything with you at all, and you do not have the right to actually start to extract like their lived experiences, or whatever they share you should take that, as a gift on top

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of the compensation now this might feel a little uneasy, because it's just say, well, I'm paying someone for their time.

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And they. I need these insights because I need to report them back for my project.

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But I think that's really something we want to think about is what does fair ethical.

02:19:51.000 --> 02:20:02.000
And recently, someone added generous compensation look like. And how does that play how can we begin to think about that in terms of reciprocity?

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The other aspect of the money. Pipeline and I just talked a little bit about time, and they really want to build on that theme.

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So we'll just do that. So what I want to introduce Harris this idea of time as a social cultural concept.

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Obviously it's an abstract concept. But time has a very critical role in reproducing systemic harm and inaccuracies, because it's been weaponized and time itself can be used as a means of social control and domination.

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Now let's see both sides of the researcher and research participant of how time can play a role.

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Now we already talked about from the side of the research participant where it's like, if you pay someone for their time, they don't owe you anything in terms of like sharing their lived experiences, for in terms of sharing things that they've gone through on the other hand, as a

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researcher. I also want to acknowledge that you can be pressed for time, because it's just like you're trying to do all of this work.

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You have limited time. You have Project deadlines to meet.

02:21:14.000 --> 02:21:29.000
You have to report back useful, whatever that means. Insights, and you're really pressed, and often times we use that as an excuse, because as a researcher, I've been in so many situations where I've just been like, oh, if I just had more time.

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Then I would really have done this differently, and I think that's often used as a scapegoat and an excuse to sort of not change the methods that we're doing.

02:21:42.000 --> 02:22:02.000
Or is this that change? So that's the idea underlying here and I I want us to think about this question, what role does time play as a form of currency and contributing to extractive methods of research and when I say, a form of currency I really want us to

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think about just how time itself has been commodified, and how it sort

of even been weaponized.

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And we feel like that. The key underlying theme here when we're thinking of reciprocity, even compensation.

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So let's leave this question up first, a second, and really think about what role this time play as a form of currency and contributing to extractive methods of research.

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Okay, I wanna, press this like this is not a mining operation, and oftentimes research that we do feels very extractive.

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It feels like we're trying to get to that gemstone that we're trying to really extract.

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But let me remind you that humans are not minerals or gemstones that are waiting to be mine.

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So, as a researcher, please do not engage in mining, and I think it happens a lot, and it happens more often than we actually think where it's just like we're looking for that like Golden.

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Well, that's someone would say, and we can slap that onto a slide back. But oftentimes it's like there's a whole person behind that.

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There's someone's entire life.

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So I wanna remind us all this is not a mining operation.

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Okay. So the second theme for today and I'm presenting this in the form of another question is, what rights do I have to engage in this research?

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And in the past, like year I feel like I've been asking myself this question.

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At every step along the way, because it's a great question to come back to, and a reminder of, what rights do I have to engage in this

work?

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So with some bullet points here that we can think about is the first
thing we want to differentiate is between right and entitlement, like
you might think that you have a right to do somewhere.

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But do you feel entitled to do that work where it's just like this is
my work to do?

02:24:24.000 --> 02:24:33.000
And let's distinguish between right and entitlement, and oftentimes,
when you're doing work, try to think about, do I feel that I have a
right to do this?

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Or am I feeling entitled to do this? And oftentimes it?

02:24:37.000 --> 02:24:48.000
But really trying to think about. And Price, through the feelings that
come up while you're inaging in research, is something that I'm
inviting us to do.

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The second question theme here is really understanding access and
privilege, and I think those 2 are really closely intertwined
together, because we really want to think about who gets to engage in
research and it's just like who has the tools who has the resources
even often that relies on monetary

02:25:10.000 --> 02:25:28.000
resources and financial capital, as well as social capital, to engage
in research, and who even has access to decision-making like
organizations that can engage in large-scale community impact
community impacted research work.

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And the second thing here is who is taking seriously as a researcher,
and I think Lee Stan's talk really invited us to think critically
about some of the systemic inequities that are perpetuated in research
work and who is taken seriously as a result so

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let's think about that intertwineement between access and privilege.

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When we think about what right do I have to make in this way?

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And the third sub team. Here is, how do we balance the scale between right and responsibility?

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And the way I like to frame it is whether or not I have the right.

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I do have a responsibility, not only to myself to practice accountability, but to everyone else around me, to the land that we're on as well as the planet.

02:26:21.000 --> 02:26:26.000
So I think that difference between right and responsibility is very critical to think about.

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As we sort of respond to this question, of what right do I have to engage in this?

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Now this is a very, very, insufferable question.

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I will say that very openly, because I struggle with this a lot one of the ways I've sort of responded to this question for myself is, I do have a right to engage, and what I mean by that is, considering that I hold some marginalized for good identities that have been historically

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excluded sometimes I come in, and I feel like I have a right to do this work, but the question that I posed to myself then is, Does communal proximity guarantee the right to engage and what if the issue doesn't directly affect me so what i'm trying to think about here

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is, do I only have the right to do some work when it's directly affecting my community, or when it's directly affecting me.

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Or are there other situations or scenarios where I do have a.

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And this question like this is sort of like a double edged sword here, because partially this, if I say like Oh, I can engage in certain work, and I feel like I have a right when it's affecting my community.

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Then that throws me in a position of representing my entire community, which I still think isn't necessarily representative of all of the diverse logic experiences that we might even have within a certain.

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So this is a question that I really deeply think about it's like, does
it?

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Communal proximity, guarantee the right to end.

02:28:08.000 --> 02:28:09.000
The second way, I think I can respond to this question, of what right
do I have to engage in this work?

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Is maybe none. Because is right or right, something that you earn,
that you acquire? Or are you born with them?

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And what qualifies you to have the right to do certain for and one of
the things I wanna caution us against is oftentimes what I see,
especially in trauma-centered work is what ends up happening is when
we invite co-participants or the code designers to come

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in with us on the research team. Then what's ends up?

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Sort of happening is, we sort of justify, the trauma that they might
have experienced as a means, of engaging in that work.

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And let me build that out more. What I mean by that is, we're almost
considering trauma as a right of testing we're reducing that person's
actual like achievements down to the trauma that they've experienced.

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And we're saying, Well, because you have experienced this trauma,
we're inviting you to engage in this.

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Now it's kind of complicated, because, on one hand, you are trying to
center their lived experiences and you want people who are directly
impacted underlying team.

02:29:23.000 --> 02:29:25.000
There is power. Does this person truly have the power to lead the work
that's being conducted?

02:29:25.000 --> 02:29:47.000
Or are we just inviting them for our own personal gain as researchers,
or are we inviting, inviting them in to sort of just like collaborate

with us, and just give us feedback while we're forwarding all of the power to make the decisions and that final say lies with us and I think that's something

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we really want to think about. And trauma-centered work, especially with Justin research in general, shift away from power hoarding, and really think about sharing that power and training outcomes.

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Okay, that was a lot. So I'm going to invite people to take a moment to pause and reflect.

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If you have paper next to you, just feel free to scribble Doodle.

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But I want us to think about based on the conversation that we've had so far in the discussion what emotions are coming up for you where are they sitting in your body?

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And how are you responding to that? And I think this is really critical to sort of get in sync with, because a lot of these questions are unsettling.

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The uncomfortable they bring us a lot of discomfort.

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So we wanna really tap into that I'm going to pause for a minute, invite people to really think about what emotions are coming up for them.

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Where do you feel them, and how?

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Okay, like most people at conferences, I learned, we tell you we give you a minute.

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But we're actually just giving you 30 s, because we're short on time.

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So we're going to move ahead this last team that I wanted to get at is what if I refuse to participate?

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And the question here, the underlying question is just around agency

and control.

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As a researcher you always have the choice whether you choose to
exercise that agency is again a choice that you're making, and I want
to remind us that, choosing to remain silent is still a choice.

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And what if I refuse to participate, is really just trying to think
about sometimes in situations you might feel bogged down.

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You might feel paralyzed and you're unable to make like a decision
that actually has an impact because you're working on a team and
you're just one of so many people.

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But what you can change is the way you choose to engage.

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You can also change how you respond. You may not necessarily be able
to change the outcome, but you can still change how you participate,
whether you participate at all or not, and I think that reclamation of
agency is me trying to tell you and invite you to think about as a
researcher you have agency.

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You have control and you have choice. How you choose to exercise all
of those things is really.

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And I wanna, present this example really quickly, of a project that I
was kind of forced into because it was part of graduate school, and it
felt really icky to sort of reflect on that and go back.

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I added this to like my portfolio. Even now, where it was just like
this project, felt terrible.

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It was absolutely horrible, disgusting! Paralyzed at so many moments,
the research felt dehumanizing, extractive, and I feel like it takes a
certain level of acknowledgement to be able to say I class term and
that's something I want us to really reflect on as we end today's
conversation and as we move throughout the

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conf, are you able to stay? I caused harm like are those 3 words, some
that you actually believe that you can say, and then think about, how
can you repair the relationships that were damaged?

02:33:35.000 --> 02:33:39.000
And how can you sort repair the impact that you are work had on?

02:33:39.000 --> 02:33:47.000
Harming someone, whether that's not human or non-human, or whether it's even harming the planet.

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And I think that's something that's better, very difficult to say.

02:33:51.000 --> 02:33:52.000
So I want us to really think about is that something that you feel like you have the capacity to say?

02:33:52.000 --> 02:34:03.000
I cost harm.

02:34:03.000 --> 02:34:16.000
Okay, so as we're sort of wrapping up today's conversation and definitely looking forward to hearing your questions recognizably I'm sure there will be a lot of questions, some of which will actually not come today.

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They might come in a couple of days, so feel free to use the slack channel for that as well as feel free to reach out.

02:34:23.000 --> 02:34:42.000
I do have a quick feedback form as well. So if you wanna go to that link, feel free to fill that out also, if you want to get in touch with me after I will respond to like any questions that you bring up there as well I will and it asked for Brea, to see if we have questions from the audience.

02:34:42.000 --> 02:34:59.000
You do have questions by Ed, and I just want to say, before we dive into it, what a wonderful presentation that reflects how deeply like humble and spiritual and thoughtful that you really think about these topics it was not everyone could have done this presentation with the grace that you did and I just want to applaud

02:34:59.000 --> 02:35:11.000
you for that. But let's get into your question, since we only have a couple minutes. So first one is from Rachel. Do you have examples or resources in supporting safe spaces for?

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Yeah, absolutely, we can talk more about that offline.

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But I first I wanna talk about that idea for safe space, because I
think I don't really believe in safe spaces, because oftentimes safe
spaces tend to harbor a lot of privilege, because we then, for forget
to think about whose safety is guaranteed in that space and what ends
up happening is the people in power are

02:35:40.000 --> 02:36:10.000
the people that have like interse. Hmm! I try to shift away from the
word safe space, but I think the idea there is the focus I have is on
harm reduction, and that's sort of the idea I was getting to is like
we all have the capacity to cost them. And just because we practice
empathy doesn't mean we

02:36:43.000 --> 02:36:48.000
Man, that language is so important, like we all have the capacity to
cause harm as well intentioned as we are so often in the world. We
hear.

02:36:48.000 --> 02:37:02.000
Well, I intended this. No, we all have the capacity, whether
intentional or not, to cause harm, which means we are all the whole
world again.

02:37:02.000 --> 02:37:05.000
Just another compliment to you. This is golden stuff. We're gonna go
to your next question from Victor.

02:37:05.000 --> 02:37:06.000
How strategic or useful do you think the language of rights are when
talking to people who have?

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can't so when I'm trying to make protocols for like interview guides
for like just research methods, and like how we're going to do this,
the first thing I do is think about what will we do if farmers okay,
what are you doing me dirty

02:37:21.000 --> 02:37:23.000
did you repeat that question?

02:37:23.000 --> 02:37:33.000
Absolutely. How strategic or useful do you think the language of
rights are when talking to people who are?

02:37:33.000 --> 02:37:59.000
Okay, I think the way I'm going to actually just sort of answer, that
question would really run away from it, because it's a very difficult
question when you're talking to people in power about rights, I feel
like it really comes down to like you're trying to beg or you're

trying and I don't think

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we should be in that position to be very honest, because I feel like
when people say the term dehumanization.

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I feel a little icky I don't think anyone actually lost their humanity
because they're still human, and saying that like this, dehumanized,
someone actually loses their humanity.

02:38:17.000 --> 02:38:29.000
But what ends up happening is, we have systems at play, and we have
power, differentials that make them feel like you've lost your
humanity. And you can also feel that we're like you've but what I want
to say there is that is intentional by design.

02:38:29.000 --> 02:38:35.000
And we need to disrupt that because you've actually not lost your
rights.

02:38:35.000 --> 02:38:38.000
You don't lose your humanity, you don't lose your power ever.

02:38:38.000 --> 02:38:57.000
If you don't lose your agency, but you're made to feel, and you're
like conditioned to believe that you've lost that.

02:38:57.000 --> 02:38:58.000
Hmm!

02:38:58.000 --> 02:39:08.000
And I'll just like End off with this quote by Sarah Hartman, who says
so much of the work of oppression because your imagination is being
controlled and policed, and you feel like you've been conditioned to
believe that you don't have rights, or that you don't have power
agency, whereas that

02:39:08.000 --> 02:39:12.000
never leaves you, and that reclamation is very critical.

02:39:12.000 --> 02:39:21.000
Man, absolutely outstanding way to end it may, eat. I cannot thank you
enough for your expertise, for your empathy, for the language that you
shared with us.

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You still have one to 2 questions left in the chat.

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So when you get a moment we would love it if you would answer.

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A couple more, and a couple of folks in the chat were asking for resources if you have them. But no, I think I'm so grateful that you were here, and thank you. Alrighty. Folks.

02:39:39.000 --> 02:39:42.000
Awesome. Thank you. Thank you.

02:39:42.000 --> 02:39:47.000
So we're gonna go into a 10 min break. We're gonna be back here at 1030.

02:39:47.000 --> 02:40:02.000
Oh, no, it is 1035, 1045. We're gonna be back for 10. We're gonna take a break for 10 min and come back at 1045, or 15 min to the top of the hour.

02:40:02.000 --> 02:40:07.000
We'll be hearing from Caitlin Tasker when we get back about fast and fearless incl.

02:40:07.000 --> 02:40:17.000
I think it can't shake it. You're losing control tells you from now.

02:40:17.000 --> 02:40:25.000
Hello! There's only.

02:40:25.000 --> 02:40:30.000
Is for you.

02:40:30.000 --> 02:40:37.000
So, hey?

02:40:37.000 --> 02:40:42.000
Hello!

02:40:42.000 --> 02:41:12.000
Me move away! The!

02:41:38.000 --> 02:41:59.000
And and the hello and and why should we push away my arrange on body?

02:41:59.000 --> 02:42:08.000
Was your way.

02:42:08.000 --> 02:42:18.000
The you? Yes!

02:42:18.000 --> 02:42:40.000
You. Yeah, one is no, everyone is lucky. Everyone is show. My love.

02:42:40.000 --> 02:42:48.000
You, yeah, yeah.

02:42:48.000 --> 02:42:59.000
The daddy, and Hello! To light, shine!

02:42:59.000 --> 02:43:09.000
Now for!

02:43:09.000 --> 02:43:17.000
And.

02:43:17.000 --> 02:43:26.000
Allow you to. We shall I?

02:43:26.000 --> 02:43:37.000
Hello! Bone! Sound by Hello! The and Hello!

02:43:37.000 --> 02:43:40.000
The.

02:43:40.000 --> 02:43:45.000
The.

02:43:45.000 --> 02:44:01.000
For light shine I so much for golden light show, and in the walls of
shambles Hello!

02:44:01.000 --> 02:44:25.000
Sunshine, and in all I'm sorry the light shot.

02:44:25.000 --> 02:44:41.000
Hello! Hello! The the!

02:44:41.000 --> 02:44:44.000
Jewish.

02:44:44.000 --> 02:45:14.000
The, the.

02:45:20.000 --> 02:45:36.000
Was so.

02:45:36.000 --> 02:45:44.000
Let's.

02:45:44.000 --> 02:45:50.000

You alone!

02:45:50.000 --> 02:46:02.000
Can made the just for family game.

02:46:02.000 --> 02:46:10.000
The day.

02:46:10.000 --> 02:46:14.000
For no!

02:46:14.000 --> 02:46:27.000
Kill, over.

02:46:27.000 --> 02:46:34.000
Said it.

02:46:34.000 --> 02:46:40.000
Leaving you alone alone, only got.

02:46:40.000 --> 02:46:50.000
Can't eat those. Just the let me.

02:46:50.000 --> 02:46:56.000
Just a the game.

02:46:56.000 --> 02:46:59.000
Just a.

02:46:59.000 --> 02:47:04.000
Again!

02:47:04.000 --> 02:47:10.000
Everybody wouldn't do the same.

02:47:10.000 --> 02:47:17.000
Leaving you alone. I've only got.

02:47:17.000 --> 02:47:27.000
I can't hate the player, just the thing and the game.

02:47:27.000 --> 02:47:42.000
Just a on the game.

02:47:42.000 --> 02:47:45.000
And.

02:47:45.000 --> 02:47:47.000
And.

02:47:47.000 --> 02:47:50.000
The.

02:47:50.000 --> 02:48:02.000
The. It's been a nothing happened. Thank you. Still, Wednesday.

02:48:02.000 --> 02:48:08.000
Singing the same song, got me bouncing my head.

02:48:08.000 --> 02:48:16.000
I'll move, count in and.

02:48:16.000 --> 02:48:19.000
And say.

02:48:19.000 --> 02:48:27.000
It's a.

02:48:27.000 --> 02:48:36.000
And and international.

02:48:36.000 --> 02:48:39.000
And.

02:48:39.000 --> 02:48:41.000
And.

02:48:41.000 --> 02:48:44.000
The.

02:48:44.000 --> 02:48:53.000
You. It's been a long time nothing happened same as before.

02:48:53.000 --> 02:48:59.000
Wake up my sleeping overnight.

02:48:59.000 --> 02:49:09.000
Till I think I can take anymore. Love you forever. Golden Angel!

02:49:09.000 --> 02:49:12.000
The.

02:49:12.000 --> 02:49:21.000
Man. I am just all right, folks as promised I have a question for you all.

02:49:21.000 --> 02:49:24.000
Why, was the math book sad in the springtime? Why would a math look be sad at all it's an inanimate object.

02:49:24.000 --> 02:49:33.000
It can't have feelings. But are you ready? Because it had too many
problems?

02:49:33.000 --> 02:49:38.000
Who has that in common with the math book. Me too many phones.

02:49:38.000 --> 02:49:43.000
Alrighty friends, we're back, and we have another awesome
presentation.

02:49:43.000 --> 02:49:54.000
Caitlin Tasker is a mixed methods. Researcher, lifelong learner and
proud on team. The overachieving goal of her work, the overarching
goal of her work is to help people make progress in their lives.

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She currently does that as a senior user researcher@tele.health where
she supports care delivery with a focus on diversity, equity and
inclusion and behavioral change.

02:49:57.000 --> 02:50:09.000
Kaylin. Welcome to Main stage. I hope my Corny joke didn't get you to
run away.

02:50:09.000 --> 02:50:10.000
I loved it I'm also viceing with the music.

02:50:10.000 --> 02:50:18.000
I was just saying that one song, you know you can't hate the player
for playing the game. I was like.

02:50:18.000 --> 02:50:21.000
I think these talks are showing us. We can. Let's do more.

02:50:21.000 --> 02:50:32.000
Yes, exactly. Keep it rolling wonderful. Now, Caitlin, do you have any
slides?

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No worries man.

02:50:33.000 --> 02:50:34.000
I do. I'm gonna try. I'm trying to pull them up please. It's flawless.

02:50:34.000 --> 02:50:36.000
Let's see. Yes.

02:50:36.000 --> 02:50:40.000
Yes, oh, this looks beautiful, and you look great. Take it away,

Caitlin.

02:50:40.000 --> 02:50:53.000
Awesome. Thank you. So today, just so excited to build on the great
conversation we've already had all morning, I'm gonna be speaking
specifically about fast and fearless inclusive research.

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And really, to start this, I I wanna just say the title of the talk is
a misnomer.

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So in reality the pieces of this work aren't actually that fast, and
they aren't something that we should do without undertaking some fear
for the consequences. Right?

02:51:08.000 --> 02:51:13.000
That's our ethics side. But that doesn't mean that we shouldn't engage
in this work.

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Rather, it just means that it really takes time as does really
understanding our bias and lens.

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Those are things that we need to rumble with, and in some cases it's
going to be a long and drawn-out match, and that's just part of the
process.

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But by engaging in this work we can carve out space within ourselves
and within our organizations to bake this into how we work every
single time.

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And to get started. I wanted to tell a story. So this is a story that
many of you might be familiar with it's from the Book Invisible Women,
by Caroline, and it focuses on the town of Carl Skoga in Sweden.

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So like many towns in Sweden, Carl Skoga requires snow ploughing every
single year, and one year as part of a more comprehensive study.

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The town actually broke away from the default, snow plowing pattern.

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And they did so because they found out that the way of default snow
plowing had an enormous toll on women, so it affected how they could
work, how they could care for others.

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It affected their emergency room visits and accidents, and that had an enormous cost for individuals, for women in the town and for the entire town's budget.

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And finally, understanding this, and in changing away from the status quo and changing how they plow their roads, the town was actually able to save billions of dollars per year, and to reframe something that they had just been doing the same way, and what I think is so interesting and important about this example which if you haven't

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read it, you should. Is that really the town's planning department was not consciously disadvantaging women so they were just following their best practice, and it was a best practice that's employed all around the world.

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He plow Major Roads first, and then you move on to side streets and sidewalks.

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It was something that most people had never questioned. As far as the council knew, based on their own experience and their own lens, they were providing for the needs of everyone.

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What they couldn't see, though, is that, you know, women are 70% more likely to walk or bus or ride a bike.

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They often combine trips so they might drop their kids off at school, then go into work, then get groceries, then check in on neighbors, and those things are all much harder to do in 3 inches of snow than driving a car is which is what leads to so many accidents.

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And really this might seem simple, but examples of this are around us every single day.

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Designing something with the best of intentions, designing something from our own lens, and having horrible consequences.

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As a result, so we see it in the design of seat belts and in car crash dummies which are designed for the fiftieth percentile male and are actually much more dangerous when a woman is in the driver's seat, we

see it.

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In tech we recently saw it just a couple of years ago, with Facebook
oculus go VR glasses which weren't designed to accommodate a variety
of black hair styles.

02:54:04.000 --> 02:54:11.000
We see it with voice, recognition and face recognition. Algorithms
which disproportionately recognized Cis gender.

02:54:11.000 --> 02:54:20.000
White men over any other group we see it in the design of clothing
which is based on one woman sizing not a diversity of women, sizing
and proportion.

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We see it in the design of law and law enforcement, where things like
arrest, matching algorithms show the same bias towards white men and
actually disproportionately identify people of color.

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And we see it in healthcare where things like heart attack, protocols,
and numerous other systems are heavily based on research.

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That's been done with men rather than women, because our periods
complicate things, so they just avoid it.

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And in doing so we women, at a much, much higher risk for fatalities
and complications, and these are just a few examples.

02:54:51.000 --> 02:55:04.000
Honestly. We see it every day all around us. So why does this keep
happening these errors are happening in groups of very highly trained
professionals, engineers and doctors and lawyers, and teachers and
product designers?

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And it happens when researchers are in the room, and it happens
without us.

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These people all likely learned at some point that there's bias, and
there's objectivity, and how to do analytical problems solving, and
why we need to isolate variables.

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Then what happens when we don't do those things? So what with all that

education, do they keep cashing these risks after the fact?

02:55:30.000 --> 02:55:34.000
One of the reasons is, we's because these errors STEM from the fallacy
of a default.

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So we have the idea of a default male or a default.

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Woman of a certain type or a default skin tone, or a hairstyle, or a
face structure, and really defaults surface from a lack of experience
or empathy like, Cassini and Mia talked about earlier.

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So, while these highly trained researchers might have learned about
the inherent risks of bias, they likely haven't dug out the roots of
that bias within themselves or within the larger systems that they're
working within and regardless of our education, we revert back to
these defaults when

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we're under pressure, and when we're pressed for time.

02:56:08.000 --> 02:56:12.000
And this price is back to this idea of fast and inclusive research,
right?

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So in our jobs in the real world and specifically in industry, time,
and resources aren't limitless, and they're often the enemy of
intentional and inclusive work.

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So in the talk we just saw by my AD. You know, we discussed colonial
time, which speaks to the pressure that we can feel and experience,
and also perpetuate to work really fast, regardless of the
consequences and every day many of us, if not all of us are under that
pressure, to work as cheaply

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as possible to use the minimum resources to deliver the minimum viable
product.

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But that pressure is not benign. It has an impact on how we work, who
we work with and what defaults we perpetuate, and really we want to
try to move the needle from that frame of fast where we're talking to
whoever we can talk to and whoever's easiest to talk

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to to inclusive and really thinking about who do. We need to be
listening to?

02:57:02.000 --> 02:57:07.000
Who's who do we need to see that we're not seeing and who's missing?

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And it really, the question is, how can we do that under the confines
of the real world, where the clock is always tickets?

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So to get to this place where we can do both fast and inclusive
research, we really need a frame and I know that's an odd term.

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So what does the frame? And why do we need one?

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A frame is a structure that our brains use to process new information
and connected to information that we already think we know.

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So in cognitive science, research tells us that once a frame has been
triggered and we have attached a piece of information to it, it's
extremely hard to dislodge from our brains, and that way frames really
act as a guide they direct us where to look and most

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importantly, they're helping us in interpret what we're seeing.

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But an underdeveloped frame can also leave things out and can create a
lot of bias.

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And, as we all know, if we can't see a problem, we can't try to solve
it and understand it.

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So how can we change our frame historically? There's actually a lot of
bases for this type of frame and this type of work and changing how we
view things numerous numerous scholars and educators and activists
have contributed on designing for the margins sorry margins

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not more on designing for the margins, on intersectionality,
positionality, power, privilege, cognitive bias.

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But we keep getting stuck. We keep getting stuck when we try to move from all that information we have to actually using it in industry, which is one of the areas that needs it. The most.

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You might remember in the sands talks this morning on why she left Ux, that there's a great deal of work that industry startups, even legacy companies need to do to overcome long health biases.

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So how can we start implementing these concepts in our industries?

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And how can we do so under those really unrealistic constraints?

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We're gonna talk about a couple of ideas to. But I really wanted to acknowledge, like in the same way that pluriversal design has given us lots of ways of being and knowing these suggestions are not meant to represent the only way to approach this or a surefire solution it's merely meant to offer some

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helpful option to use if they suit you, or maybe it'll jumpstart another option that you haven't thought of yet.

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And as a quick warning this, we're gonna get into some slides that are a bit more text.

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Heavy. You do not need to write anything down on these. The reason they're text heavy is so that when you get all the awesome resources from these presentations you'll have that to refer back to.

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But we'll just talk about it as we move through, and we won't hit every single point.

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So first questions one way to start doing this work is really to ask ourselves questions, and when we saw, as we saw in the previous talk with my AD, sometimes that's even the most effective way to enact serious change within ourselves, we need to consider these questions and really sit with them and give them, time.

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And reflect. We've broken the questions into groups. And actually, there's a fuller list that's not even shown here because there wasn't room on the slides.

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So you'll get those as part of the resources. But the groups really focus on historical and structural lens questions, organizational questions, and then personal platform.

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And the idea behind these is that one you can sit with them on your own to do your own personal work, to start moving the needle on this and 2, you can also use them as guides as you try to do the work for on this with a team in an industry environment.

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So there's 3 components we're gonna talk about here in terms of how we can do this work with teams.

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Each one. You can use one set of the questions to help guide you.

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And really this exercise that we're gonna go over like I said, has 3 parts.

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So acknowledging our positionality, understanding, relevant marginalization and intersectionality, and then finally identifying key gaps for it doesn't matter where you start in terms of these first 2 sections the positionality and the marginalization and intersection of they're helping us try to reckon

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with, and see our bias, and then the second part identifying key steps is where we're really trying to actually do something about it.

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So bridging that gap from what we know and what we see and what we're identifying it's actually changing how we work as a result.

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And that's where we're really focused on hardware reduction.

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So that's a fun little circle diagram. But how can we actually do this with a team? We're gonna walk through some key steps to keep in mind. And then we'll also talk about a quick case study.

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So when we're trying to do the first part of this activity again, you could start with positionality or margin, marginalization and intersectionality, whichever you think will be easiest for your team

to start thinking about first to sort of get their feet.

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Wet, but thinking about positionality. If that's where we begin.

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This is really focused on identifying who we are and what our lenses, and that can be at an individual level and at a team level.

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So where do we have representation? Where is representation lacking?

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And really the result of this should be identifying where we need to bring in more diverse perspectives.

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So how do we need to modify who's doing this research?

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Who's doing the problem framing? Who's contributing to the plan based on where we see those gaps?

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There are multiple ways to do this, so you could do it as more of an open-ended, qualitative format feedback exercise, which is what's shown on the left, or you might have people aggregate themselves to some of the predefined layers of power which is seen on the right and both of these resources are included in

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the resources you're gonna get for the talk. I did not create them.

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You could also, if you wanted to protect your teams identities, or if you're trying to do this with a really large group, you might do this through an anonymous survey, so that people feel like they could contribute more candidly without necessarily having it tied back to them that is fine at

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this stage, really, you're just trying to get people to explicitly recognize where they are.

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And then, once they do, you can start figuring out how to reckon with it, and what adjustments need to be made.

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Regardless of which approach you take. There are some main steps and

recommendations to follow, and really there's a lot here we don't have
to go over each one.

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Some of the most important things are that you want to really be
setting a learning tone for the team.

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So similar to what my aunt did, and the last talk really giving space
for people to react emotionally to what they're going through.

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Consider it building in pauses. Those are all very important, just to
be able to get people to really.

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And then steps 4, 5, and 6 are some of the crucial ones here.

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So that's where, after the team has started, to actually identify
where their lenses coming from, you really want to reflect and discuss
as a group.

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And then you want to explicitly identify where you're seeing a lot of
overlap.

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So, for instance, in a lot of our industries we have heavy overlap in
education a lot of times, different education levels are not very well
represented and also explicitly identifying which perspectives are
missing.

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And then to bridge from just identifying that to actually taking
action.

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You wanna have some steps that your team is definitely going to take.

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So you want to adjust your plan. You want to identify how you need to
expand your stakeholder group.

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You need to contact outside experts. If if that relates to the gaps
that you're seeing, you can also conduct a background research.

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So maybe there's one area that you feel like you don't have a lot of

information, but there isn't a clear expert.

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You don't have a resources to reach out to an expert.

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Maybe you can put into your plan that someone is going to do some
secondary research into that area to really round out your
understanding.

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The second part of this first component where we're really recognizing
our bias is to explore relevant marginalization and intersectionality.

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And this is really something we want to explore, regardless of who is
conducting the research. So think about the area you're looking at.

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If you're working in retail or education, or VR or healthcare thinking
about it in that lens and thinking about who has been historically
excited, and also who might we endanger if we misunderstand this?

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And we're really trying to identify who we need to focus on.

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And really this is an activity that's gonna change each time.

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So every time your question is changing, that you're trying to
research every time the gap you know in the industry is changing,
you're gonna wanna redo this and think about it.

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And your answers are really gonna depend on what you already know,
what you know, that you don't know.

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So what! You are already know are your gaps and then everything else
that's falling through the cracks.

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So there's no perfect answer here, and you're probably not going to be
able to identify every single person that we're not considering,
because you just won't be able to see it.

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But it's meant to get us started on thinking about this as an explicit
step in our process, and in doing so, evolving how we work again.

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There are multiple ways to do this. So you might give each person the
list of questions and allow them some quiet time to document how they
think I've done it as homework with stakeholders before so maybe we
are working with a product manager. And we gave everyone.

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A little micro journey. Assignment to do before we had our kickoff
meeting, and then we discussed it as part of that everyone did a
little bit of secondary research you can also do it as a live
exercise, and there are a lot of other ways.

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You can do it. You might think of your own process that works well for
your team.

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And again, while there's many ways to do this, there are some key
steps to keep in mind.

03:06:36.000 --> 03:06:40.000
So you definitely want to set that tone for learning again.

03:06:40.000 --> 03:06:44.000
And then one of the most crucial steps in this one is Step 6.

03:06:44.000 --> 03:06:50.000
So once you've had the team go through. Think about the specific
research question.

03:06:50.000 --> 03:06:58.000
Really focus. And on that being the framework you want to use to fill
out the marginalization and intersectionality exercise.

03:06:58.000 --> 03:07:04.000
You have everyone fill it out. The next step is really to start to
identify key insections, to focus on.

03:07:04.000 --> 03:07:06.000
So rather than just seeing each of these as an identity
characteristic.

03:07:06.000 --> 03:07:09.000
And you're trying to collect, you know. Pokemon style.

03:07:09.000 --> 03:07:13.000
You got to collect them all. You want to have one person representing
each thing.

03:07:13.000 --> 03:07:25.000
Where can you talk to participants and engage with participants who
are going to be at the crossroads here, who might not have even been
considered in this graph? To begin with.

03:07:25.000 --> 03:07:33.000
And again to really move from a theoretical place where we're
considering these questions into acting and changing the way we work.

03:07:33.000 --> 03:07:38.000
You need to have some concrete next steps. One is, you can really
focus your research recruitment.

03:07:38.000 --> 03:07:46.000
So by identifying key areas of marginalization, you can try to focus
on participants who embody multiple components of that right.

03:07:46.000 --> 03:07:49.000
And in doing so you're starting to design for the margins, which is
great.

03:07:49.000 --> 03:07:53.000
It often it's been proven that it has insights for everyone.

03:07:53.000 --> 03:07:57.000
You can also identify where you need to pursue information that's
lacking.

03:07:57.000 --> 03:08:05.000
So what gaps in your knowledge do you have about the industry, and
who's been included and not included and what do you need to answer
before you can even start to move forward?

03:08:05.000 --> 03:08:12.000
That's an important one to consider. And then, third, you also can
build into your plan time to reflect and adjust, as you discover more.

03:08:12.000 --> 03:08:20.000
So it's very likely that even in a first pass this exercise isn't
going to capture exactly who you need to speak with and what you need
to do.

03:08:20.000 --> 03:08:32.000
But just build that into your plan accordingly. Right? How can you
engage with some participants and then modify, based on the gaps that
you're still continuing to see?

03:08:32.000 --> 03:08:48.000
And finally the third step. So where we go from recognizing these
issues to actually doing something about it is where we're trying to

identify the most important next steps we can take and in doing that, we're trying to look at who is doing the research so who are we who is our team what is our

03:08:48.000 --> 03:08:53.000
bias what's our lens? And the difference between that group and who we're going to be focusing on?

03:08:53.000 --> 03:08:56.000
So our participants.

03:08:56.000 --> 03:09:06.000
And really a big question here is that we need to consider heavily as in what ways might we inadvertently further colonialist and extractionist practices if we aren't careful?

03:09:06.000 --> 03:09:12.000
So how do the lenses of the team doing the research and the team that's participants in the research differ?

03:09:12.000 --> 03:09:16.000
How can we center the experience of those participants and their expertise?

03:09:16.000 --> 03:09:24.000
What methods do we need to modify, and what partnerships do we need to build to be able to do that in an ethical and supportive way?

03:09:24.000 --> 03:09:35.000
And again, really key here to actually begin making change and not just talking about it is to adjust so involve other perspectives and lenses determine how to involve them in the process.

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And Sarah Fatallah actually has an excellent talk and a framework on that, on participation in research, and how you can utilize it.

03:09:42.000 --> 03:09:43.000
And another big one that I mentioned earlier is how to adjust your methods. Accordingly.

03:09:43.000 --> 03:10:00.000
So we have so many methods available to us today. How can you use code design and diary studies and other things to really center the expertise of who you're talking to rather than enforcing an expertise from your team?

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So this is all good in theory, but I know it can be a little tricky to think about how you would apply it.

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In an industry setting. So to do. So, we're going to talk about a
quick case study from the real world.

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And this case study is actually from one of my fellow researchers.

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She previously worked at a major retailer and she was tasked to lead
research on ensuring instr options permeated into the digital
experience that the store offered so specifically, the store had seen
that while store sales had grown online sales were lagging and all
these efforts that they had

03:10:32.000 --> 03:10:36.000
done to create sort of inclusive products and inclusive marketing.

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They just weren't permeating to the online experience.

03:10:39.000 --> 03:10:42.000
It seemed to have an impact in store, but not on the.

03:10:42.000 --> 03:10:45.000
So, as the team began to consider this, they were really thinking
about, you know.

03:10:45.000 --> 03:10:49.000
What are some issues? That might emerge? What were hypotheses?

03:10:49.000 --> 03:10:54.000
They had using hypotheses. They're more like guesses, right things
that we can test and evaluate.

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And they also started to think about this idea of how can we make all
people feel welcome?

03:10:58.000 --> 03:11:02.000
So they had done that with the in store experience they had had that
as a focus, but it hadn't really translated effectively to online and
they weren't sure what the gap was.

03:11:02.000 --> 03:11:09.000
There!

03:11:09.000 --> 03:11:12.000
However, the researchers can't actually talk to every single human
being.

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That's just not feasible. And it's definitely not feasible in industry
where we're constantly under a lot of time constraints and pressure.

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So instead, the teams dug into some case studies and realized that
designing for the margins could be an impact for.

03:11:26.000 --> 03:11:33.000
But they didn't really know where to begin, and to begin they needed a
frame.

03:11:33.000 --> 03:11:37.000
So so start building their frame. The team already knew that
organization's lens.

03:11:37.000 --> 03:11:44.000
They knew that the org wanted to increase sales. They knew that they
wanted it to be a place where people could go for online shopping
needs.

03:11:44.000 --> 03:11:47.000
The theory was, you know, everyone can benefit from convenience.

03:11:47.000 --> 03:11:58.000
So are some people not using our digital platform, and some are in
addition to that, the team really started to consider their lens and
the historical lenses in this area of reach.

03:11:58.000 --> 03:12:03.000
So? What had their experiences with retail Ben? What identities had
impacted those?

03:12:03.000 --> 03:12:08.000
What were the highest and lowest experiences they had had when
sharping in store and online.

03:12:08.000 --> 03:12:23.000
And then also, who had been historically left out of some of these
experiences, who was shopping in store because it was their only
option, because they just couldn't get the information they needed us,
and who maybe wasn't shopping at all because they couldn't get the
information online and they weren't

03:12:23.000 --> 03:12:26.000
comfortable. Going into the store, and really the team was trying to
understand.

03:12:26.000 --> 03:12:40.000

You know, how can we understand and center those experiences so that we can try to understand more just about what people in general need when they're searching for information or clothing?

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And what this LED to was a few different modifications, so based on their own perspective, the team realized that they recognized diversity in some ways, so they had some racial and ethnicity diversity.

03:12:52.000 --> 03:12:58.000
They had gender diversity. They had a wide range of diversity in sizing and experiences.

03:12:58.000 --> 03:13:05.000
With sizing. However, the team completely lacked neurodiversity and diversity of mobility.

03:13:05.000 --> 03:13:18.000
So they decided to include more diverse stakeholders and build them in specifically at the problem framing part of the process and in thinking through how they would build in checkpoints throughout the research study.

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And then, with this more inclusive stakeholder group, they brought them in to consider who is being left out by the experience, and then working together as a team.

03:13:26.000 --> 03:13:33.000
They actually decided to focus on a few different cross sections of participants at different levels of marginality.

03:13:33.000 --> 03:13:43.000
So they focused on adults and children with an emphasis on people of size, because from their own teams perspective, they knew that that could be a big factor in comfort level within a store.

03:13:43.000 --> 03:13:48.000
And we're shopping online can be useful. But there's not often not information provided that you might need to see.

03:13:48.000 --> 03:13:51.000
They also focused on people undergoing gender transitions.

03:13:51.000 --> 03:13:58.000
People with diverse mobility, and people with sensory sensitivities, especially children.

03:13:58.000 --> 03:14:00.000

And as a result they targeted these groups for recruitment and modified their methods to try and censor the participants.

03:14:00.000 --> 03:14:18.000
So they use diary studies. They tried to focus more on cocreation methods and co-design activities with the group so that they could do more of a ground up expertise.

03:14:18.000 --> 03:14:23.000
And really what they were trying to focus on is understanding at the intersections of all of these groups.

03:14:23.000 --> 03:14:25.000
What is the information that they really need to know and see?

03:14:25.000 --> 03:14:32.000
That's keeping them from shopping online. What has been missing in their experience?

03:14:32.000 --> 03:14:39.000
And the most interesting thing was that the finalings that the team discovered from this were not applicable just to the groups that they looked at.

03:14:39.000 --> 03:14:45.000
So it wasn't relevant only to wheelchair users and to people of size.

03:14:45.000 --> 03:14:49.000
Really all the findings that came out were relevant to a much larger population.

03:14:49.000 --> 03:15:05.000
So seeing an item of clothing in multiple positions, which is a finding from their work with wheelchair users, seeing how different sizes fit different bodies, which was a finding from people of size, adding fabric filters and descriptions, which is a finding from working with people with sensory

03:15:05.000 --> 03:15:09.000
sensitivities. All these adjustments helped customers across the board.

03:15:09.000 --> 03:15:18.000
More realistically evaluate how an item would fit them, and how it would wear in their day-to-day lives.

03:15:18.000 --> 03:15:22.000
So as we conclude this talk, I just want to reiterate again.

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This is not the only way to do this. This is just meant to be.

03:15:24.000 --> 03:15:35.000
You know one example of sort of a tactical activity you can start doing with your teams to start thinking about where your gaps are, where your biases and a proactive way rather than a reactive way.

03:15:35.000 --> 03:15:38.000
So we can ideally start thinking about this before we do harm.

03:15:38.000 --> 03:15:46.000
And so we can reduce harmless. There are many other ways to do this, and I really look forward to discussing those with people as we think about how we're doing this.

03:15:46.000 --> 03:15:54.000
Though there are a couple of key things to consider. So one is that frames are best when they're iterative.

03:15:54.000 --> 03:15:58.000
It should not be a. We created it and set it on a shel, and it was done.

03:15:58.000 --> 03:16:07.000
Frames are turning questions we discover into a tool for continued change, and those questions are based on information that we have and our perspective and context.

03:16:07.000 --> 03:16:12.000
And as that changes really, the frame needs to change too.

03:16:12.000 --> 03:16:28.000
This work also requires a lot of space. We've emphasized this throughout the day, but you're going to want to set a tone of learning with intentionally create moments to just listen reflect and notice and really create space for quiet voices, to be heard so you're going to want to regularly shift power to team

03:16:28.000 --> 03:16:35.000
members who do embody marginalized identities and ensure that their knowledge and expertise are recognized and really keep it iterative.

03:16:35.000 --> 03:16:41.000
So just make sure you're building in time for reflection, reflection, and more reflection.

03:16:41.000 --> 03:16:48.000
And finally my coworker always says this, but it's important to keep in mind that we're feeding multiple birds with one hand.

03:16:48.000 --> 03:16:50.000
So as we saw in Lisan's talk, industry still has a long way to go for
diversity and inclusion.

03:16:50.000 --> 03:17:01.000
These exercises are one way that we can start to reckon with that gap
and do work for ourselves, and also as part of our organization's some
things you can do is you can align the margins.

03:17:01.000 --> 03:17:10.000
You're focusing on to the particular question at hand that the
organization cares about and make sure you have a really good handle
on that, and just use it for persuasion.

03:17:10.000 --> 03:17:16.000
You can share use cases where research that focused on the margins
provided a benefit for a wider population.

03:17:16.000 --> 03:17:30.000
And you can share it often, and you can also reinforce the importance
of the margins by acknowledging repeatedly that it's a real group of
people, and in many cases it's not marginal at all, as you can see in
the design of things for women and hopefully, in

03:17:30.000 --> 03:17:36.000
doing so, we can transform both the process and ourselves and I know,
I think I went a little over.

03:17:36.000 --> 03:17:37.000
So if you have questions I'd love to hear them.

03:17:37.000 --> 03:17:49.000
My co-workers are also on the line. So Beau Wang, he asked to question
earlier, and Leah is quick thicker. I've been working on this with me,
and they would love to engage with you as well if you see them on
slack.

03:17:49.000 --> 03:17:52.000
Yeah, yes, we are over. I'm gonna try and sneak in one question,
though.

03:17:52.000 --> 03:17:53.000
Hey!

03:17:53.000 --> 03:18:02.000
So are there any dimensions of diversity that you always include in my
academic work? Researchers were required to always report on the
genders ages, and almost always ethnicities of research participants.

03:18:02.000 --> 03:18:03.000

Oh, that's a really good question. So we have 2 different things
right?

03:18:03.000 --> 03:18:10.000
Of them is like trying to think through who we focus on for our actual
studies.

03:18:10.000 --> 03:18:16.000
So if we can only talk to 5 people who are the 5 people that we feel
like, it's essential to talk to.

03:18:16.000 --> 03:18:18.000
Given those marginalizations and intersectionality in our own bias.

03:18:18.000 --> 03:18:33.000
But we have a separate thing where we track a lot of characteristics
for all of our participants, and that's meant to just keep our
organization accountable, so that every time every quarter we're doing
studies, we're coming back and saying who did we hear from who are we
not considering and that's part of that

03:18:33.000 --> 03:18:36.000
iteration work. So I love that. But I think we're still working on so.

03:18:36.000 --> 03:18:41.000
Who do you speak to quite proactively before you talk to them?

03:18:41.000 --> 03:18:47.000
That's the part we've been really focused on lately.

03:18:47.000 --> 03:18:49.000
Oh, wait, Brea, I can't hear you. Can other people hear?

03:18:49.000 --> 03:18:52.000
That's so funny! I was so excited to respond to you.

03:18:52.000 --> 03:18:54.000
Yeah, you got 8 questions waiting for you.

03:18:54.000 --> 03:18:57.000
Okay, I'll go check mount. Sorry. I went over.

03:18:57.000 --> 03:19:01.000
Yeah. No, no, no, you are amazing. And the top was incredible.

03:19:01.000 --> 03:19:02.000
And I learned so much. I'm so grateful for you.

03:19:02.000 --> 03:19:08.000
Thank you so much, Caitlin, for your expertise. And again, you've got

any questions for Caleth throwing the chat. Alright. Folks.

03:19:08.000 --> 03:19:11.000
So we're in for a long break for the day.

03:19:11.000 --> 03:19:13.000
So we're going to take a break for an hour and 15 min.

03:19:13.000 --> 03:19:16.000
We're going to be back here at 1230 Pm.

03:19:16.000 --> 03:19:21.000
Specific, sharp, or an hour and 15 min from now we have 2 sponsor lead
activities.

03:19:21.000 --> 03:19:24.000
During that time, from fable and from great question, is going to be
really really good.

03:19:24.000 --> 03:19:28.000
And when you get back we're going to be hearing from Chloe about lots
of transition, a cultural approach in the context of globalization.

03:19:28.000 --> 03:19:34.000
And I might have a joke. If you're here on time we'll see already.

03:19:34.000 --> 03:19:42.000
Folks have a great break. I'll see you in an hour. Bye.

03:19:42.000 --> 03:19:55.000
Hello! And is that on the?

03:19:55.000 --> 03:20:03.000
Of it.

03:20:03.000 --> 03:20:17.000
Hands.

03:20:17.000 --> 03:20:20.000
Here!

03:20:20.000 --> 03:20:25.000
Hey! Hey!

03:20:25.000 --> 03:20:43.000
The.

03:20:43.000 --> 03:20:49.000
Hey!

03:20:49.000 --> 03:20:52.000
Here!

03:20:52.000 --> 03:20:54.000
The.

03:20:54.000 --> 03:21:05.000
!

03:21:05.000 --> 03:21:22.000
The.

03:21:22.000 --> 03:21:30.000
Whoa are made of plastic.

03:21:30.000 --> 03:21:37.000
May be so.

03:21:37.000 --> 03:21:41.000
Stone.

03:21:41.000 --> 03:21:46.000
So so people.

03:21:46.000 --> 03:21:49.000
Button, baby.

03:21:49.000 --> 03:21:54.000
I'm for real.

03:21:54.000 --> 03:21:59.000
We go as a real can get.

03:21:59.000 --> 03:22:02.000
For what? To look.

03:22:02.000 --> 03:22:05.000
His real love. It.

03:22:05.000 --> 03:22:09.000
Little what you see.

03:22:09.000 --> 03:22:12.000
You get.

03:22:12.000 --> 03:22:18.000
The.

03:22:18.000 --> 03:22:27.000
To see. It's once again.

03:22:27.000 --> 03:22:33.000
It's worth it. Me!

03:22:33.000 --> 03:22:48.000
The best day, yet the best.

03:22:48.000 --> 03:22:55.000
You love.

03:22:55.000 --> 03:23:07.000
To oh, and sing your name. Oh!

03:23:07.000 --> 03:23:17.000
And Hello!

03:23:17.000 --> 03:23:20.000
You!

03:23:20.000 --> 03:23:23.000
And sugar.

03:23:23.000 --> 03:23:30.000
The no want to.

03:23:30.000 --> 03:23:38.000
Is real love. It.

03:23:38.000 --> 03:23:47.000
To say the to get. Look at me!

03:23:47.000 --> 03:23:55.000
You see, to get to me.

03:23:55.000 --> 03:24:01.000
We have leave.

03:24:01.000 --> 03:24:09.000
Yeah, that's dangerous.

03:24:09.000 --> 03:24:12.000
Me!

03:24:12.000 --> 03:24:22.000
Is watching the here. It's what.

03:24:22.000 --> 03:24:29.000
Look at me now!

03:24:29.000 --> 03:24:48.000

What you see.

03:24:48.000 --> 03:25:02.000
Da da da the street I start on second making my way downtown to you.

03:25:02.000 --> 03:25:03.000
Maybe I'll make a start. That bang! Bang!

03:25:03.000 --> 03:25:20.000
Get myself a new tattoo then I'll sit down at people, and maybe she's an entrepreneur.

03:25:20.000 --> 03:25:32.000
Maybe he just got off a toilet many characters the day da da da da the.

03:25:32.000 --> 03:26:02.000
And there's a man across the street with a.

03:26:10.000 --> 03:26:23.000
Said, and.

03:26:23.000 --> 03:26:32.000
Now we head back to Manhattan, we've picked up a friend or 2, maybe this morning we were strangers, but not by this afternoon.

03:26:32.000 --> 03:26:35.000
We hang until the sun comes up and I suppose somebody used to go to the bugs and have a ball at 6.

03:26:35.000 --> 03:26:47.000
So 7 different clubs and we would make unlord changes.

03:26:47.000 --> 03:27:00.000
But of course the city always adore this night as what the city's for the serendipity of summer in New York.

03:27:00.000 --> 03:27:05.000
That!

03:27:05.000 --> 03:27:30.000
Just that is to.

03:27:30.000 --> 03:27:41.000
Clock strikes in the hour, sun begins to.

03:27:41.000 --> 03:27:53.000
Still enough time to fake on it.

03:27:53.000 --> 03:27:59.000

No! Oh, it's the light!

03:27:59.000 --> 03:28:06.000
Shows me how so.

03:28:06.000 --> 03:28:18.000
Wow! His clothes!

03:28:18.000 --> 03:28:21.000
Bye, bye!

03:28:21.000 --> 03:28:31.000
Said he.

03:28:31.000 --> 03:28:42.000
With so body, but.

03:28:42.000 --> 03:28:55.000
I've been in love, lost my senses, spin sooner or later.

03:28:55.000 --> 03:29:04.000
Nothing in the.

03:29:04.000 --> 03:29:29.000
Hello! No, but it honor so no love. Yes, so me for?

03:29:29.000 --> 03:29:38.000
So, Bobby? Ha! There's somebody!

03:29:38.000 --> 03:29:43.000
On a me.

03:29:43.000 --> 03:29:54.000
With somebody who oh!

03:29:54.000 --> 03:30:09.000
I want a family. So somebody.

03:30:09.000 --> 03:30:16.000
Body, Hello!

03:30:16.000 --> 03:30:27.000
Oh, wish so!

03:30:27.000 --> 03:30:32.000
So hold on!

03:30:32.000 --> 03:30:44.000
A somebody single!

```
03:30:44.000 --> 03:30:52.000
Of the.

03:30:52.000 --> 03:31:22.000
Arms!

03:31:30.000 --> 03:31:36.000
Go, you know.

03:31:36.000 --> 03:31:43.000
No matter what you do, and I.

03:31:43.000 --> 03:31:56.000
You understand me everywhere? I say it's true song.

03:31:56.000 --> 03:31:59.000
Maybe.

03:31:59.000 --> 03:32:02.000
I'm thinking of you.

03:32:02.000 --> 03:32:14.000
Trying to be more up a man for you.

03:32:14.000 --> 03:32:25.000
See if lost thy life!

03:32:25.000 --> 03:32:29.000
Hello!

03:32:29.000 --> 03:32:35.000
La!

03:32:35.000 --> 03:32:43.000
Some men.

03:32:43.000 --> 03:32:48.000
A!

03:32:48.000 --> 03:33:12.000
Only you go!

03:33:12.000 --> 03:33:20.000
Hello! Come on!

03:33:20.000 --> 03:33:26.000
Happened. So.

03:33:26.000 --> 03:33:56.000
La!
```

03:33:56.000 --> 03:33:58.000
My mother!

03:33:58.000 --> 03:34:05.000
Makes the keeps me.

03:34:05.000 --> 03:34:10.000
Oh, man! Whoa!

03:34:10.000 --> 03:34:39.000
I found. I'll just love you, baby bag! You've been so gone. Tell me.

03:34:39.000 --> 03:34:43.000
Hmm! You know.

03:34:43.000 --> 03:34:49.000
One time things got so bad until I had to go to one of my friends and
talk to him.

03:34:49.000 --> 03:34:55.000
Man, and I told him. I said, You know, having problems with the woman
that I love.

03:34:55.000 --> 03:35:00.000
It seems that I call her on the phone, and I I just can't get it to
answer.

03:35:00.000 --> 03:35:04.000
And then I went to a house, and I saw car parked in the driveway.

03:35:04.000 --> 03:35:18.000
Knocked on the door, but still my knocks went unanswered, and then I
went home, and I I watch television until television went off and then
played my records until I just didn't want to hear them anymore.

03:35:18.000 --> 03:35:28.000
And finally I went to bed. But I found myself waking up a few hours
later, and the tears were running down my face.

03:35:28.000 --> 03:35:33.000
And my friend told me. He said, Lenny, you just oughta forget about
her.

03:35:33.000 --> 03:35:41.000
But I told my friend, I said, you know maybe you've never been in love
like I've been in love, and maybe you've never felt the things that I
felt.

03:35:41.000 --> 03:35:45.000

But this is what I told my friend. I sat down. You know.

03:35:45.000 --> 03:35:54.000
Sometimes you get along. Now you get along that you get lonely.

03:35:54.000 --> 03:36:00.000
Oh! Oh! And I cry!

03:36:00.000 --> 03:36:04.000
Come on!

03:36:04.000 --> 03:36:13.000
Of, and the so with full.

03:36:13.000 --> 03:36:25.000
In the way in the wells, and and then it got so bad it got so bad to one time.

03:36:25.000 --> 03:36:37.000
I a big old ball and a and then I met you, darling, and the smile that!

03:36:37.000 --> 03:36:44.000
There's such a quick sign that gets in who start Japan.

03:36:44.000 --> 03:36:49.000
You help me? Yeah. You got me.

03:36:49.000 --> 03:36:52.000
Yeah.

03:36:52.000 --> 03:36:54.000
I'm glad, David.

03:36:54.000 --> 03:37:02.000
Rahman.

03:37:02.000 --> 03:37:10.000
I believe you may. I won't ever grieve you.

03:37:10.000 --> 03:37:32.000
Hello!

03:37:32.000 --> 03:37:48.000
All you!

03:37:48.000 --> 03:38:18.000
Of, yeah?

03:38:34.000 --> 03:38:38.000

You!

03:38:38.000 --> 03:38:42.000
The.

03:38:42.000 --> 03:38:48.000
You, the.

03:38:48.000 --> 03:38:54.000
I was once I was strolling one very hot summer and stage.

03:38:54.000 --> 03:39:05.000
When I thought I'd lay myself down to rest you in a big field of tall grass.

03:39:05.000 --> 03:39:19.000
I lay there in the sun, and who felt it caressing my face as I fell asleep and dream.

03:39:19.000 --> 03:39:27.000
I dreamed I was in a Hollywood movie that I was to stop.

03:39:27.000 --> 03:39:41.000
This really blew my mind. The fact that me, an overfed, long head, leaping no, should be this style on a good movie.

03:39:41.000 --> 03:39:52.000
There I was, I was taken to a place.

03:39:52.000 --> 03:40:00.000
The hall, the mountain kingdom. Whoa, on a mountain.

03:40:00.000 --> 03:40:07.000
Make it to the world in front.

03:40:07.000 --> 03:40:11.000
Here, every.

03:40:11.000 --> 03:40:23.000
There was long, one tall ones, short ones, brown, black. Walk round fun, big one. Freeze it by.

03:40:23.000 --> 03:40:27.000
Out of the middle.

03:40:27.000 --> 03:40:38.000
Came a lady. She whispered in my ear something crazy.

03:40:38.000 --> 03:40:50.000
She's do a while and take that. Don't worry and take.

03:40:50.000 --> 03:41:02.000
I don't worry, and that I could feel hot flames of fire roaring at my
back.

03:41:02.000 --> 03:41:10.000
As she disappeared. But sooner she returns hang on.

03:41:10.000 --> 03:41:14.000
In her hand was a bottle of wine.

03:41:14.000 --> 03:41:18.000
A glass.

03:41:18.000 --> 03:41:26.000
She poured some of the wine bottle into the glass.

03:41:26.000 --> 03:41:43.000
And raised it to her lips just before she she says, Take away! After
no one.

03:41:43.000 --> 03:41:47.000
No one!

03:41:47.000 --> 03:41:51.000
Ha! Ha!

03:41:51.000 --> 03:41:59.000
On the Hello!

03:41:59.000 --> 03:42:10.000
Build that one. No, me feel, I think.

03:42:10.000 --> 03:42:40.000
Went to.

03:42:52.000 --> 03:42:58.000
A man never wanted me.

03:42:58.000 --> 03:43:00.000
The.

03:43:00.000 --> 03:43:06.000
Sharing news, down.

03:43:06.000 --> 03:43:15.000
Restaurants on comic book, the legacy dozens behind me.

03:43:15.000 --> 03:43:31.000
The blend takes off from Baltimore just down.

03:43:31.000 --> 03:43:46.000
Outside the God we've never, never! Sunday come, and all the papers
say.

03:43:46.000 --> 03:43:54.000
Teresa, happy with!

03:43:54.000 --> 03:44:07.000
And to.

03:44:07.000 --> 03:44:12.000
The, the.

03:44:12.000 --> 03:44:25.000
New.

03:44:25.000 --> 03:44:31.000
My men! Down!

03:44:31.000 --> 03:44:36.000
The Fals are kept away.

03:44:36.000 --> 03:44:45.000
The summer come for everyone. Wednesday. If I die before I speak.

03:44:45.000 --> 03:44:55.000
The money pay for all the days I live away.

03:44:55.000 --> 03:45:09.000
Me!

03:45:09.000 --> 03:45:38.000
The.

03:45:38.000 --> 03:45:57.000
The the teach you, and seconds they can kill the soul years before the
floor drive away as a donuts.

03:45:57.000 --> 03:46:05.000
Swim right lions through the crest.

03:46:05.000 --> 03:46:08.000
And.

03:46:08.000 --> 03:46:11.000
And.

03:46:11.000 --> 03:46:14.000
The.

03:46:14.000 --> 03:46:24.000
To.

03:46:24.000 --> 03:46:29.000
The.

03:46:29.000 --> 03:46:33.000
The, the.

03:46:33.000 --> 03:47:03.000
On, the the the and the the.

03:47:38.000 --> 03:48:01.000
And.

03:48:01.000 --> 03:48:13.000
2, the to 2 to.

03:48:13.000 --> 03:48:28.000
2 and the I don't. Hello! 2.

03:48:28.000 --> 03:48:38.000
To I do, I think. Whoa! And 2.

03:48:38.000 --> 03:48:41.000
Here!

03:48:41.000 --> 03:48:47.000
Umbrella got a long way to go into this.

03:48:47.000 --> 03:48:53.000
Sunbeams think it.

03:48:53.000 --> 03:49:20.000
A little da da da da I hello to 2.

03:49:20.000 --> 03:49:32.000
To I, me, to I to to?

03:49:32.000 --> 03:49:42.000
The the way was doing. Mother, you!

03:49:42.000 --> 03:49:51.000
The lighting me bye, wait a to!

03:49:51.000 --> 03:50:16.000
One Whoa a and to I'll do that for you.

03:50:16.000 --> 03:50:32.000

Hello to the when I'm not so to Will. I don't.

03:50:32.000 --> 03:50:45.000
Me. Do? Do I? Hello! To me, too?

03:50:45.000 --> 03:50:57.000
The Whoa to to here!

03:50:57.000 --> 03:51:05.000
The.

03:51:05.000 --> 03:51:11.000
Love is a burning thing.

03:51:11.000 --> 03:51:18.000
And it makes of fiery rain.

03:51:18.000 --> 03:51:24.000
Found by wild desire.

03:51:24.000 --> 03:51:32.000
I fell into a ring of fire, I fell into a Vernon ring of fire.

03:51:32.000 --> 03:51:40.000
I went, down, down, down, and the flames went higher, and it burns,
burns, burns!

03:51:40.000 --> 03:52:02.000
The ring of fire, the ring of fire!

03:52:02.000 --> 03:52:11.000
Fell into a burning ring of fire. I went down, down, down, and the
flames went higher, and it burns.

03:52:11.000 --> 03:52:25.000
Burns, burns the ring of fire, the ring of fire. The taste of love is
sweet.

03:52:25.000 --> 03:52:31.000
One heart like ours, me!

03:52:31.000 --> 03:52:38.000
I feel for you like a child.

03:52:38.000 --> 03:52:43.000
Oh! But the fire went wild. I fell into a burning ring of fire.

03:52:43.000 --> 03:52:53.000
I went, down, down, down, and the flames went higher, and it burns.

03:52:53.000 --> 03:53:00.000
Burns burns the ring of fire, the ring of fire.

03:53:00.000 --> 03:53:07.000
I fell into a burning ring of fire. I went down, down, down!

03:53:07.000 --> 03:53:12.000
The flames went higher, and it burns, Burns burned.

03:53:12.000 --> 03:53:28.000
The ring of fire, the ring of fire, and Bernard Burns burns the ring
of fire, the ring of fire, the ring of fire, the ring!

03:53:28.000 --> 03:53:53.000
5.

03:53:53.000 --> 03:54:09.000
Here comes the sun didn't do. Here comes the sun, and I say it's so. I
am.

03:54:09.000 --> 03:54:18.000
Little darling. It's been a long, cold, lonely winter.

03:54:18.000 --> 03:54:27.000
Little talent. It seems like you, since it's been here.

03:54:27.000 --> 03:54:31.000
Here comes the sanding.

03:54:31.000 --> 03:54:42.000
Here comes a sand. Nassay, it's so.

03:54:42.000 --> 03:54:51.000
Little darling! The smiles returning to their faces.

03:54:51.000 --> 03:55:00.000
Little talin if it feels like years since it's been here.

03:55:00.000 --> 03:55:05.000
Here comes the sun to do.

03:55:05.000 --> 03:55:32.000
Here comes the sun, and I say it's so.

03:55:32.000 --> 03:55:41.000
Little darling, I feel that ice is slowly melting.

03:55:41.000 --> 03:55:50.000
Little darling, it seems like years since it's been clear.

03:55:50.000 --> 03:55:57.000
Here comes the sign, Dodo. Oh, here comes the sound!

03:55:57.000 --> 03:56:05.000
I say it's so right.

03:56:05.000 --> 03:56:35.000
It's all right.

03:56:42.000 --> 03:56:46.000
Once in my!

03:56:46.000 --> 03:56:52.000
I have someone who needs me.

03:56:52.000 --> 03:56:55.000
Someone.

03:56:55.000 --> 03:57:00.000
So long!

03:57:00.000 --> 03:57:04.000
For once unafraid.

03:57:04.000 --> 03:57:09.000
I can go where my place me!

03:57:09.000 --> 03:57:13.000
And somehow.

03:57:13.000 --> 03:57:17.000
Be strong!

03:57:17.000 --> 03:57:21.000
Nights. I can't touch.

03:57:21.000 --> 03:57:27.000
What my heart used to dream!

03:57:27.000 --> 03:57:37.000
Long, before, who?

03:57:37.000 --> 03:57:41.000
Someone.

03:57:41.000 --> 03:57:54.000
And whatever train of making my dream to call.

03:57:54.000 --> 03:57:59.000
Now!

03:57:59.000 --> 03:58:03.000
Oh, let's!

03:58:03.000 --> 03:58:14.000
Not that gets hurt me home.

03:58:14.000 --> 03:58:29.000
So hello to.

03:58:29.000 --> 03:58:43.000
Get so simple.

03:58:43.000 --> 03:58:47.000
Can make it.

03:58:47.000 --> 03:58:49.000
In, my!

03:58:49.000 --> 03:59:12.000
And get that someone.

03:59:12.000 --> 03:59:16.000
Us can say.

03:59:16.000 --> 03:59:34.000
Said show.

03:59:34.000 --> 03:59:59.000
Got someone, the.

03:59:59.000 --> 04:00:26.000
The.

04:00:26.000 --> 04:00:30.000
The.

04:00:30.000 --> 04:00:33.000
Hey!

04:00:33.000 --> 04:00:37.000
Good.

04:00:37.000 --> 04:00:42.000
City, God.

04:00:42.000 --> 04:00:50.000
And the running with people I'm in Harlem, and you're not.

04:00:50.000 --> 04:00:56.000

But you'll know may end. Yes.

04:00:56.000 --> 04:01:02.000
The heart and soul of New York City. Hello!

04:01:02.000 --> 04:01:11.000
Is just. It's the.

04:01:11.000 --> 04:01:15.000
And love you.

04:01:15.000 --> 04:01:23.000
When he dropped you off, and Heady!

04:01:23.000 --> 04:01:33.000
Your name in New York, and thank you should know the school.

04:01:33.000 --> 04:01:47.000
New York.

04:01:47.000 --> 04:01:55.000
Music? Want to?

04:01:55.000 --> 04:02:09.000
Stay, shadow sergeant, set you free from, said Whoa.

04:02:09.000 --> 04:02:16.000
Holes yesterday, the when you Canada!

04:02:16.000 --> 04:02:22.000
Me wait, show to.

04:02:22.000 --> 04:02:29.000
The stop!

04:02:29.000 --> 04:02:35.000
Your name, all?

04:02:35.000 --> 04:02:50.000
No one almost forgot. On!

04:02:50.000 --> 04:02:59.000
And.

04:02:59.000 --> 04:03:29.000
Hey!

04:03:33.000 --> 04:03:39.000
Yeah.

04:03:39.000 --> 04:04:03.000
Decent.

04:04:03.000 --> 04:04:11.000
Georgian Snow, Wentside.

04:04:11.000 --> 04:04:19.000
Much Hello. Castle.

04:04:19.000 --> 04:04:26.000
House.

04:04:26.000 --> 04:04:37.000
Together!

04:04:37.000 --> 04:04:45.000
Good.

04:04:45.000 --> 04:04:53.000
Inside.

04:04:53.000 --> 04:04:59.000
China, on to God.

04:04:59.000 --> 04:05:09.000
High, star, all!

04:05:09.000 --> 04:05:13.000
And.

04:05:13.000 --> 04:05:35.000
God.

04:05:35.000 --> 04:05:43.000
Side.

04:05:43.000 --> 04:05:49.000
Los Angeles Sun.

04:05:49.000 --> 04:06:00.000
And smile, song.

04:06:00.000 --> 04:06:04.000
The.

04:06:04.000 --> 04:06:07.000
Love.

04:06:07.000 --> 04:06:23.000
The.

04:06:23.000 --> 04:06:31.000
On yourself!

04:06:31.000 --> 04:06:40.000
So!

04:06:40.000 --> 04:07:10.000
Inside.

04:07:19.000 --> 04:07:27.000
You over, rich, girl, and you're going to, because you know, it don't
matter, anyway.

04:07:27.000 --> 04:07:31.000
On the old man's money. You can miss on the old path on it.

04:07:31.000 --> 04:07:38.000
It's a bitch girl, but it's gone too fast, because you know it don't
about it, anyway.

04:07:38.000 --> 04:07:48.000
Everybody won't get bargain far.

04:07:48.000 --> 04:07:49.000
To.

04:07:49.000 --> 04:07:54.000
Don't you know?

04:07:54.000 --> 04:08:06.000
Hello!

04:08:06.000 --> 04:08:10.000
This girl is wrong.

04:08:10.000 --> 04:08:17.000
Rich girl the way.

04:08:17.000 --> 04:08:28.000
Old, old man's money, and it's gone too far, cause you know it don't
matter.

04:08:28.000 --> 04:08:38.000
Want to on the.

04:08:38.000 --> 04:08:43.000
It's always a.

04:08:43.000 --> 04:08:53.000

And don't, that'll love.

04:08:53.000 --> 04:09:00.000
Come on, you rich girl, because you know it don't matter.

04:09:00.000 --> 04:09:13.000
Anyway, you can home, grand. Buddy found a because, you know it don't.

04:09:13.000 --> 04:09:22.000
See mine. I don't. I'm on. Never a woman.

04:09:22.000 --> 04:09:33.000
You say? Hello on it? The rich girl!

04:09:33.000 --> 04:09:50.000
Of a rich.

04:09:50.000 --> 04:09:55.000
The.

04:09:55.000 --> 04:10:00.000
You!

04:10:00.000 --> 04:10:12.000
We were born before the wind, the also so younger than the sun.

04:10:12.000 --> 04:10:21.000
The bonnie boat was won. As we sail into the Mystic.

04:10:21.000 --> 04:10:35.000
And the singers cry, Smell the sea, and feel the sc.

04:10:35.000 --> 04:10:44.000
Let your soul and spirit fly into the mystery you!

04:10:44.000 --> 04:10:50.000
And and with that fork home.

04:10:50.000 --> 04:10:57.000
Will be coming home. The the moon!

04:10:57.000 --> 04:11:01.000
It win the fall corner.

04:11:01.000 --> 04:11:14.000
I want. I don't have the fear.

04:11:14.000 --> 04:11:19.000
Just like went back in the day.

04:11:19.000 --> 04:11:28.000
Down the Nelson suddenly we will fall, and till the best thing and.

04:11:28.000 --> 04:11:31.000
And.

04:11:31.000 --> 04:11:39.000
And the and.

04:11:39.000 --> 04:11:48.000
The.

04:11:48.000 --> 04:11:53.000
And.

04:11:53.000 --> 04:11:58.000
Where that far come?

04:11:58.000 --> 04:12:11.000
You know, I will become. Wow, yeah, when that hold on, I gotta hear it.

04:12:11.000 --> 04:12:17.000
Not have the fear.

04:12:17.000 --> 04:12:29.000
Captain, just like we're back in the day that, and together we will, hey?

04:12:29.000 --> 04:12:38.000
And the best thing the come on!

04:12:38.000 --> 04:12:45.000
You? The yeah.

04:12:45.000 --> 04:12:49.000
The.

04:12:49.000 --> 04:12:54.000
You!

04:12:54.000 --> 04:13:09.000
To stop.

04:13:09.000 --> 04:13:14.000
The.

04:13:14.000 --> 04:13:22.000
The.

04:13:22.000 --> 04:13:27.000
Guess you wonder where I've been?

04:13:27.000 --> 04:13:33.000
I said, to find a love with him.

04:13:33.000 --> 04:13:38.000
Came back.

04:13:38.000 --> 04:13:46.000
Got a thing for you, and I can't let go.

04:13:46.000 --> 04:13:49.000
This morning.

04:13:49.000 --> 04:13:56.000
But I'm in a day from your.

04:13:56.000 --> 04:14:00.000
Came back to let you know.

04:14:00.000 --> 04:14:07.000
Gotta think you and I can't go.

04:14:07.000 --> 04:14:12.000
Hello! On!

04:14:12.000 --> 04:14:20.000
Island a dream. What you won't do.

04:14:20.000 --> 04:14:22.000
Follow!

04:14:22.000 --> 04:14:30.000
You try to, but you don't give.

04:14:30.000 --> 04:14:34.000
Hello! Only you!

04:14:34.000 --> 04:14:41.000
Made me do what I will not do.

04:14:41.000 --> 04:14:53.000
Where he's one. What is wrong? A. When I'm in the days from your love,
you see.

04:14:53.000 --> 04:14:56.000
That you know.

04:14:56.000 --> 04:15:04.000

Got a thing you and I cannot.

04:15:04.000 --> 04:15:16.000
You want. This is things you and what you won't do.

04:15:16.000 --> 04:15:25.000
Do for you tried everything, but you won't give.

04:15:25.000 --> 04:15:31.000
The no, you!

04:15:31.000 --> 04:15:36.000
Made me do what I will do.

04:15:36.000 --> 04:15:42.000
Maybe, do what I will.

04:15:42.000 --> 04:15:50.000
Me do, but I would not do. Huh! Maybe.

04:15:50.000 --> 04:16:20.000
What a woman do!

04:16:33.000 --> 04:17:03.000
You!

04:17:32.000 --> 04:17:40.000
You!

04:17:40.000 --> 04:18:02.000
The.

04:18:02.000 --> 04:18:05.000
The.

04:18:05.000 --> 04:18:10.000
And the.

04:18:10.000 --> 04:18:13.000
And.

04:18:13.000 --> 04:18:15.000
And.

04:18:15.000 --> 04:18:20.000
You! He!

04:18:20.000 --> 04:18:25.000
And the.

04:18:25.000 --> 04:18:30.000
Hey! Hey!

04:18:30.000 --> 04:18:39.000
And.

04:18:39.000 --> 04:18:45.000
Thank. And I'm a better woman than I have been.

04:18:45.000 --> 04:18:55.000
Because I don't think about way back when it takes you to love, but
only one to me.

04:18:55.000 --> 04:19:10.000
Did that dirty? I got back things to do, better things to do.

04:19:10.000 --> 04:19:26.000
I got things to do, things to do, things to do. They.

04:19:26.000 --> 04:19:47.000
I it's the brighter before, because I don't think about you know a new
light, and I'm feeling right on is high.

04:19:47.000 --> 04:20:00.000
And my spirit is strong. I got thing to do, no things to do, things to
do.

04:20:00.000 --> 04:20:23.000
To do nothing better. Hello!

04:20:23.000 --> 04:20:34.000
To do? Ha! Ha! I don't remember you. Hello! Oh, ha!

04:20:34.000 --> 04:20:43.000
Ha! Ha! Ha! That do they remember?

04:20:43.000 --> 04:20:48.000
Got bad.

04:20:48.000 --> 04:21:18.000
I got a new walk, and down no go like a the you see.

04:21:57.000 --> 04:22:04.000
I was dreaming of a path and.

04:22:04.000 --> 04:22:21.000
And my heart was beaten. I began to lose control.

04:22:21.000 --> 04:22:28.000
Began to lose control.

04:22:28.000 --> 04:22:36.000
That didn't mean to hurt you.

04:22:36.000 --> 04:22:44.000
And I'm sorry. Made you cry.

04:22:44.000 --> 04:22:52.000
I didn't. No, I didn't.

04:22:52.000 --> 04:22:57.000
I'm just going.

04:22:57.000 --> 04:23:13.000
Now I was feeling insecure, and you might not bought me anymore.

04:23:13.000 --> 04:23:22.000
I was trembling inside.

04:23:22.000 --> 04:23:29.000
Was trembling inside.

04:23:29.000 --> 04:23:38.000
To me to heard, you know, on!

04:23:38.000 --> 04:23:46.000
And I'm sorry.

04:23:46.000 --> 04:23:53.000
I didn't know to hurt, you know.

04:23:53.000 --> 04:24:07.000
I'm just those guys.

04:24:07.000 --> 04:24:31.000
Thank you.

04:24:31.000 --> 04:24:38.000
And me.

04:24:38.000 --> 04:24:45.000
And I'm sorry I made you cry.

04:24:45.000 --> 04:24:53.000
Oh, I the no!

04:24:53.000 --> 04:24:59.000
I'm just God!

04:24:59.000 --> 04:25:05.000

I'm down. Tell this guy.

04:25:05.000 --> 04:25:08.000
Come down!

04:25:08.000 --> 04:25:11.000
I!

04:25:11.000 --> 04:25:16.000
No!

04:25:16.000 --> 04:25:19.000
Hello!

04:25:19.000 --> 04:25:22.000
Get that!

04:25:22.000 --> 04:25:43.000
My dad, the family.

04:25:43.000 --> 04:26:03.000
Hello! The!

04:26:03.000 --> 04:26:13.000
My!

04:26:13.000 --> 04:26:30.000
Here!

04:26:30.000 --> 04:27:00.000
Thank you.

04:27:22.000 --> 04:27:30.000
Me and Mrs. Jones.

04:27:30.000 --> 04:27:34.000
We got a.

04:27:34.000 --> 04:27:42.000
Going.

04:27:42.000 --> 04:27:46.000
We both know that.

04:27:46.000 --> 04:27:57.000
But it's much too strong one to let to.

04:27:57.000 --> 04:28:11.000
We me there a day the same cafe 6, 30. No one knows. You have never.

04:28:11.000 --> 04:28:14.000
Holding hands.

04:28:14.000 --> 04:28:17.000
May be.

04:28:17.000 --> 04:28:26.000
Why did you complain?

04:28:26.000 --> 04:28:34.000
Missus. Mrs. Jones, this is Joan Mrs. Jones.

04:28:34.000 --> 04:28:38.000
We got a.

04:28:38.000 --> 04:28:46.000
Going on.

04:28:46.000 --> 04:28:50.000
Both know that.

04:28:50.000 --> 04:29:01.000
But it's much too strong. Let it go.

04:29:01.000 --> 04:29:15.000
We gotta be extra careful the that we don't fill our hopes up too
high.

04:29:15.000 --> 04:29:20.000
Because she's got.

04:29:20.000 --> 04:29:31.000
Hands and sound. You are!

04:29:31.000 --> 04:29:38.000
Mr. Jones, second.

04:29:38.000 --> 04:29:42.000
We got a thing.

04:29:42.000 --> 04:29:50.000
Going on.

04:29:50.000 --> 04:30:01.000
We both know it's wrong, but it's much too strong to let go now.

04:30:01.000 --> 04:30:05.000
The.

04:30:05.000 --> 04:30:20.000

Well, it's time for us to bid me a so much.

04:30:20.000 --> 04:30:25.000
Now she'll go and.

04:30:25.000 --> 04:30:35.000
Tomorrow, the same days to and.

04:30:35.000 --> 04:30:45.000
Mr. Jones return to this is.

04:30:45.000 --> 04:30:51.000
Come on! Oh!

04:30:51.000 --> 04:31:00.000
We gotta be extra careful. We cannot afford to build.

04:31:00.000 --> 04:31:05.000
Home.

04:31:05.000 --> 04:31:14.000
I want to meet at the same place, the same cafe the same time, and we
go home back.

04:31:14.000 --> 04:31:21.000
We used to. We're gonna talk.

04:31:21.000 --> 04:31:49.000
Window, and you know, and I know that it was.

04:31:49.000 --> 04:31:55.000
Summer in the city, my neck getting dirty, bend down, isn't it a bit?

04:31:55.000 --> 04:31:58.000
It doesn't seem to be a shadow in the city.

04:31:58.000 --> 04:32:00.000
All around people looking half dead, walking on the sidewalk.

04:32:00.000 --> 04:32:12.000
On different world. Go out and find a girl. Come on, come on!

04:32:12.000 --> 04:32:20.000
You know it's a pretty of the days. Can't you like the lights in the
summer in the summer, in the summer?

04:32:20.000 --> 04:32:50.000
Cool town. Even in the city, just so fine and looking so good at cool
cat looking for.

04:33:18.000 --> 04:33:25.000
Great question is the only all-in-one customer research platform built
to support customer centric teams like these from invite to insight.

04:33:25.000 --> 04:33:39.000
It's all streamlined and great question automate ever part of your
next customer research project and get to.

04:33:39.000 --> 04:33:57.000
The industry's 2 leading insights. Platforms are coming together
combining the best of both platforms in a powerful end-to-end solution
that will drive more value for customers offering a wider range of
capabilities resources and expertise to help companies, build better
product customer employee and

04:33:57.000 --> 04:34:09.000
branding user testing and user zoom combined, unlocking new ways for
companies to leverage our product strengths in exciting new ways.

04:34:09.000 --> 04:34:17.000
I!

04:34:17.000 --> 04:34:33.000
Oh! The!

04:34:33.000 --> 04:34:34.000
And once again a big round of applause for our sponsors already.

04:34:34.000 --> 04:34:43.000
All welcome back. I have a question for you. Did you hear about the
pregnant bed, bug?

04:34:43.000 --> 04:34:47.000
See, I'm ruining the delivery. Did you hear about the pregnancy?

04:34:47.000 --> 04:34:50.000
Guess what she's having her babies in the spring.

04:34:50.000 --> 04:34:55.000
You get it because a bed bug, so it's gonna have it in the box springs
of the band.

04:34:55.000 --> 04:35:01.000
But like springtime cause having babies in the sprit, because it's
sprit, you get it.

04:35:01.000 --> 04:35:03.000
I think I think you fall now. Let's get back into our programming and
listen to the jokes.

04:35:03.000 --> 04:35:08.000
Of the next step. I have the honor of introducing Chloe at Miss Edkins
is going to talk to us about lost in translation, a cultural approach
in the context of globalization.

04:35:08.000 --> 04:35:33.000
Chloe is in Tow's Research Director. Her advanced perspective on
creating digital environments enables the alignment, understanding and
actually across international stakeholder teams strengthening the
unique, remote structure of into welcome Chloe. And please correct me
if I am not pronouncing into.

04:35:33.000 --> 04:35:39.000
Hi! Hi! Hello! You all! It's into!

04:35:39.000 --> 04:35:41.000
So yeah, you're there. Don't worry.

04:35:41.000 --> 04:35:42.000
Fabulous. Sometimes I get anxious. I don't wanna mess anything up.

04:35:42.000 --> 04:35:48.000
But wonderful. Do you have any slides to share?

04:35:48.000 --> 04:35:57.000
I showed him. Yes, let me.

04:35:57.000 --> 04:35:59.000
I wanna see what people thought about the bed bug joke.

04:35:59.000 --> 04:36:06.000
Hold on! Oh, no, they liked it. Okay. Good. Oh, I thought I was like,
Oh, Miss Spring, I don't get it.

04:36:06.000 --> 04:36:10.000
And then I was like Oh! And the spring with the box spring!

04:36:10.000 --> 04:36:11.000
It's a classic.

04:36:11.000 --> 04:36:16.000
Classic already your clouds look great, you look great. Take it away,
Chloe.

04:36:16.000 --> 04:36:20.000
Fantastic. Thank you so much, and thank you, everybody for joining
today.

04:36:20.000 --> 04:36:37.000
I'm just so excited to be part of such a fantastic event, and to be

discussing some of these really really important topics it's been
really inspiring so far, and look forward to the the speaker that
comes after me as well, so studio into we are remote first globally
networked

04:36:37.000 --> 04:36:41.000
insight and innovation agency. And today I'm going to be talking to
you about a cultural with research in the context of globalization.

04:36:41.000 --> 04:36:52.000
So for a bit of context, my experience and and education has been
focused on product design.

04:36:52.000 --> 04:36:56.000
Originally physical product, and increasingly, these days, digital
products.

04:36:56.000 --> 04:36:58.000
And services and my role now mostly comprises commercial consultancy
work for multinational clients from around the globe.

04:36:58.000 --> 04:37:11.000
For whom I manage the delivery of design, research, insights and
innovation, strategy projects.

04:37:11.000 --> 04:37:19.000
And to begin, I'm gonna briefly, just expand on some of the terms that
I'm using here and and then I'll talk about 3 key actions that
research teams can take to adopt.

04:37:19.000 --> 04:37:30.000
And more cultural approach, as well as to share some examples. To
illustrate how I've seen these things working in the field as well.

04:37:30.000 --> 04:37:48.000
So I'll start by saying that as researchers, I believe that we can
choose to view ourselves as pioneers of progress working in this era
of rapid global change, we have this collective superpower because by
navigating and exploring the breadth and depth of human experience
across different

04:37:48.000 --> 04:37:55.000
cultures and regions around the world. We really have this opportunity
to inspire, drive, and support positive, universal progress and
equity.

04:37:55.000 --> 04:37:56.000
For all this is something that really excites me about our industry.

04:37:56.000 --> 04:38:12.000

And this this ability to free ourselves from physical geographical borders and respect the cultural nuances of regions and markets, so that everybody everywhere can play a part in creating the future.

04:38:12.000 --> 04:38:15.000
So as humans, we're living in this increasingly global world.

04:38:15.000 --> 04:38:21.000
And this really means that as researchers, we're working in an increasingly globalizing context, globalization.

04:38:21.000 --> 04:38:34.000
First to an open flow of information, technology and goods among countries and consumers, and this openness occurs through various relationships, from business to politics and technology, to travel, culture and media.

04:38:34.000 --> 04:38:47.000
The world is getting smaller, and they are both serious benefits and ethicals concerns posed by this you know, it could be said that globalization is often good for humans, but at the same time detrimental for you there are many benefits and challenges relating to globalization.

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However, for today, let's focus on these ones here.

04:38:55.000 --> 04:39:13.000
On the one hand, globalization allows for increased flow of capital, better living conditions, increased acceptance and understanding of different cultural perspectives, and that this kind of collaborative progress and problem solving, however, on the other side, disproportionate both can lead to inequity

04:39:13.000 --> 04:39:20.000
disenfranchisement and the erosion of traditional cultures and local.

04:39:20.000 --> 04:39:25.000
You may have noticed in the total that I'm talking today about context of globalization.

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And this is, where I believe that the opportunity lies for businesses and research to meet in the middle and really drive a fair and equitable global conditions.

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Hey, Robin, there are lots of subtly different interpretations of what constitutes global and how that relates to notions of global and local and what the the play and hierarchy between these different concepts

are.

04:39:47.000 --> 04:39:54.000
I'll intro I'll link to a chapter from a European journal of social
theory at the end, which may be interesting.

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If you want to learn more about the discourse after this session.

04:39:59.000 --> 04:40:15.000
However, full purposes are today. This is the definition within our
concept within this context. So blocisation is the practice of
conducting business according to both local and global consideration.

04:40:15.000 --> 04:40:21.000
Localization, the practice of conducting business according to these 2
conditions, considerations is most successful.

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When, the bidirectional influence of culture is appreciated, the
cultural context can be thought of as a lens through which individuals
see the world, and that impacts the formation of our attitudes.

04:40:30.000 --> 04:40:40.000
The drivers of our behavior, and so on. We can view culture as a kind
of sticky glue that holds us altogether, keeping us connected.

04:40:40.000 --> 04:40:45.000
Even as we explore different directions and influences, that blue can
be quite adhesive and sometimes restricted.

04:40:45.000 --> 04:40:53.000
But it's not rigid. It is always flexible enough to allow us to move
in new directions.

04:40:53.000 --> 04:41:00.000
We can pick up new new glue. While exploring these new directions,
which are beyond the cultural context of our upbringing and back.

04:41:00.000 --> 04:41:04.000
And we can bring that back with us into our communities and our
households.

04:41:04.000 --> 04:41:20.000
The globality of a world today means that many people in really
different geographic regions across the planet will and do
increasingly have access to the same ideas meaning and values that
translate into global global trends demands and aspirations.

04:41:20.000 --> 04:41:27.000

However, the influence of globalization is not this omnipotent linear force as many people would have spilled that sort of levels?

04:41:27.000 --> 04:41:33.000
Everything in its path, because there are infinite variances across cultural contexts, that influence the level of access.

04:41:33.000 --> 04:41:51.000
People have to information and ideas, as well as you know the level of agency that they take when it comes to consuming them, and how they receive and apply those ideas to their own local and global cultures are also close so closely entined and are very hard to separate was more their dynamic and always influencing one

04:41:51.000 --> 04:42:02.000
another. This is where a cultural approach is necessary when researching in a global context.

04:42:02.000 --> 04:42:03.000
There is a clear move towards globalization and commercial commercial enterprise. Because there's this.

04:42:03.000 --> 04:42:20.000
Acknowledgement that the cultural context of any product, strategy or campaign really is be understood in order for it to to be addressed and for it to resonate locally on the surface of things globalization.

04:42:20.000 --> 04:42:28.000
And it's respectful and service to the local also owns many of the negative associations of global clapping.

04:42:28.000 --> 04:42:34.000
The theorist, Ritzer actually coined the term globalization in 2,004, which he defines as the imperialistic ambition of nations.

04:42:34.000 --> 04:42:45.000
Cooperations organizations, and I need to impose themselves on various geographic areas he argues that globalization is also implicit under different headings, like capitalism, westernization, Americanization.

04:42:45.000 --> 04:43:01.000
Macdonald dization, which is very hard. Say, but yeah, you get a however, there is still often a big tension between the ambitions of commercial organisations searching for global growth.

04:43:01.000 --> 04:43:02.000
As well as the real needs of all people on the ground.

04:43:02.000 --> 04:43:10.000
So just to illustrate this. And I'm just gonna use the example of

digital technology.

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So digital connectivity is this great opportunity of our age.

04:43:15.000 --> 04:43:22.000
It enables individuals to fully participate in society. Democracy, and
the economy and increasingly digitization is necessary for civic
cultural participation.

04:43:22.000 --> 04:43:29.000
Employment, lifelong learning, access to central services. You know.

04:43:29.000 --> 04:43:36.000
The list goes on, however, 4 Pm. 1 billion people around the world do
not have access to the Internet, which is actually, roughly, half of
the global population.

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And this causes huge and complex digital divide where people are not
able to engage purposefully with the digital economy and so face a
worsening cycle of disenfranchising.

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Jacob Neilson has broken down the 3 components.

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That make up this digital divide, the first being the economic divide.

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So people, social economic status impacts access to the Internet data
and device.

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The usability divide in, which is where I quote 10 technology remains
so complicated that many people couldn't use a computer even if they
got on from and for those who can use computer accessing all the
benefits of having one is beyond their understanding or practical
capability so included in these group also

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people with low literacy and disability, and more senior people, and
then, finally, there's the empowerment devoid, and that looks at how
we use technology to empower ourselves.

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And really very few users truly understand the power that digital
technologies can give them.

04:44:36.000 --> 04:44:41.000

Many people will limit what they can do online by accepting the basic default settings of their computer.

04:44:41.000 --> 04:44:47.000
For example, and do not actually work to understand how they really can be truly empowered by this.

04:44:47.000 --> 04:44:48.000
So we can see that there's this tension on the surface.

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Commercial organizations have an interest in closing this digital divide to generate more users.

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But the reality, of course, is more complex than that the most lucrative use types for products and services is generally unlikely to have a low socioeconomic status and low literacy levels.

04:45:06.000 --> 04:45:12.000
For example. So this is where I see an opportunity for us to with research it today.

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So helping the increasing number of global enterprises to really dig deeper into the cultural context of the local for the benefit both parties looking beyond typical user personas and customer journeys to discover how global strategies can drive equity and how hyper local context can inspire new

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global direct. In this way, research has the potential to be a really transformative force.

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However, in this context of globalization, processes and methods need to be really equally adapted.

04:45:40.000 --> 04:45:48.000
If research is to understand and be inspired by the local cultural.

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So what do I mean by the term cultural approach? Well, this term is rated in cultural sociology.

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If focuses on the role that constructions of meaning play in understanding and shaping social phenomena.

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Social phenomena in the sentence can be effectively replaced with great design or commercial success.

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A fantastic team are into is made up of a multicultural and interdisciplinary mix of academic and professional backgrounds.

04:46:07.000 --> 04:46:18.000
Ranging from industrial design. In my case through social sciences and anthropology.

04:46:18.000 --> 04:46:25.000
This means that understanding the context of culture is really baked into our approach to doing research.

04:46:25.000 --> 04:46:37.000
So innovation is always required research, but we're beginning to see that traditional design thinking and even just human, centered design approaches don't always give us enough information about how to inform this global context.

04:46:37.000 --> 04:46:48.000
These approaches use methods such as persona and customer journey mapping, which are great starting points, and certainly have their uses, but often give quite polarized results, and rarely take localized nuances.

04:46:48.000 --> 04:46:55.000
Global trends. These methods can isolate people from the wider context and not no longer always enough for businesses.

04:46:55.000 --> 04:47:00.000
In this industry for those of you who saw me as a presentation earlier.

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Thank you for sharing your thoughts and persona with with the presentation she did with Cassini about empathy and research. So some really interesting comments and discussion been happening as a result. Now.

04:47:13.000 --> 04:47:24.000
As an industry. We need to take common research methods one step deeper to understand the cultural context and strive for growth and progress and make sure that it's harmonious and inclusive for real people.

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Again, it's Gdp gathered a globally distributed team which facilitates this approach.

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We have over 80 diverse multilingual research specialists who live and
work in, established and emerging markets around the world.

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This gives us a uniquely diverse and broad perspective, with which to
approach research, but we don't yet have all the answers to Katelyn's
earlier point.

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Time and budget is the enemy of inclusivity. So it's just really
heartening to see that so many people working passionately to improve
things, and that, you know, being so vocal about it today.

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From this point I'd just like to share a couple of examples that that
I hope can be considered in all manner manner of research context.

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And as information that you can take forward to help drive inclusion
during commercial research for.

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So the first thing that we talk about being worldwide and up close, as
I mentioned, we use the terms, local and global, is if they're they're
separate entities.

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But in fact they are spectrum. It's important to look at the spectrum
of context from the global to the national, from the rural to the
urban right down to the districts and communities that are research
participants belong to and the private homes and living rooms that
they occupy reaching local consumers in the most

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relevant possible way is key. When international businesses a plateau
plateaued in an existing market, and they're looking to expand or when
they want her, have the best chances to succeed in a new market,
whether that's a for big and small bands alike the challenge with
globalization it's often about knowing how far to go and adopting
neogra and global idea

04:49:07.000 --> 04:49:16.000
in by taking a culture approach, we start to combine worldwide and up
close perspectives and see them on the scale of global.

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This blends the macro perspective of trends and social drivers with
micro level ethnographic viewpoints, no consumer trend is isolated,

broader triggers will always be influencing individuals behaviors and attitudes on a micro level and at the same time personal insights will also have

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potential to for relevance at a wider macro level.

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The exciting part is spotting the opportunities at the point where these 2.

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An example of this worldwide approach is highlighted with a research study.

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We ran for aber in Cairo, Egypt.

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Admittedly, this was a few years ago now, but it does.

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It. I'll study recruited aspiring drivers, and also included established veteran drivers in the region in addition to conducting usability, testing with would be drivers.

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We orchestrated ethnographic interviews and mobile ethnography during a 28 day long longitudinal study this man alongside an in-depth analysis, a cultural and social motivators that contextualize the behavior, of individual participants some clear insights were

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revealed, for example, the global Uber signup platform at the time offered unique driver signups per car registration, however, many drives in the region, both aspiring and established, shared vehicles and would split the use of a vehicle between different people on different

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shifts, there was also an aspirational social motivation focused on using English language.

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Many drives in Kaira use their mobile phones, so in English language mode, but the browser translation of content from the Egyptian Arabic English was unclear.

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Excuse me, meaning they didn't understand the transation of the

instructions.

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Hence a lot of them were dropping off as very clearly and quickly
fixed by embedding Jpeg images of the translation and platform.

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A new business related to Driver Group had also been, had also evolved
in region, and this presented development opportunities for even so,
these insights would not have been generated without up close research
on the ground in Egypt, and while Cairo wasn't the most lucrative.

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Market for Eva these local insights had a big impact on Uber's
strategy, not only in the local region but also in regions with
comparative cultural contexts.

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So just Brazil and Pakistan. And furthermore, the discovery of these
business related groups of drivers presented to development
opportunity with global potential.

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The point here is that we can educate global businesses about the
value of seeking understanding and inspiration from local local
cultural contexts in a way that will contribute to both global global
growth strategies beyond growth and really by doing so we're writing
people in regions that are not often prioritized to participate

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in driving that global agenda.

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Secondly, I would urge you to think about cultural translation as well
as like language translation, we've been talking about the importance
of ensuring that participant samples for some time now, and if we were
researching the Usability of a digital service for example, we would
obviously understand

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that participants beyond the majority user profile should be included.

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We would want to include people from different age groups, rural
residents, those with impairments, etc.

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However, cultural approach means matching this with a commitment to
building diverse research teams, too that includes both an outsider
and inside a perspective.

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All rather individuals who have this dual perspective.

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The perspective and outsider is really vital to the world.

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Wide and up close approach, as I've just explained.

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So we, we, as a company, seek out research to live and work on the
ground in their own region, but also have experience, living, working,
or studying, either in the Uk or us, in order for them to be able to
carry out a type of cultural.

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They're outside of perspective. We'll pick up newances that a local
searcher wouldn't identify special or interesting, but their inside of
view is also vital, not only because it prevents things being lost in
literal semantic translation, but also because it prevents bias
through assumption, when designing

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the method and study form the answer.

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Into. We're rightly proud of our amazingly diverse network of local
researchers men and women from around the world in multiple
ethnicities, religious and cultural backgrounds.

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But we are still sadly in the minority, certainly within design, where
the majority of my career lives is still disproportionately white,
white and their middle class, and for those of you who attended
Lizanne Norman's talk earlier today the sound reality is that the
Slack of diversity really

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can drive researchers like this, and to lead the industry and
perpetuates the system that prioritizes the needs and attitudes of a
standardized majority.

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In a project. Last year we were running a study for a fitness tech
brand in Saudi Arabia, Arabia.

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The situation for women. Saudi Arabia has changed in some respects
over the past few years.

04:54:07.000 --> 04:54:21.000
In 2,017, us raised Princess Rima bin Banda became the first female
president of a Saudi Federation for community sports that manages
sports, related activity for both men and women in this deeply
conservative region.

04:54:21.000 --> 04:54:31.000
Her appointment came amid a series of changes for women in Saudi held
as a new progressive trend in giving women the right to drive and
encouraging more women to work.

04:54:31.000 --> 04:54:45.000
These shifts at a local level have opened up opportunities for global
brands. Our client at the time wanted to inform the launch and mark
ons for women's fitness tech. And we work with our researcher Maha,
who is on the ground in Saudi Arabia.

04:54:45.000 --> 04:54:59.000
On the surface of things, recruiting fitness. King women in Saudi
Arabia doesn't sound too challenging, particularly when they were now
Jim Brown's operating in the region, but, as always, the shift does
not mobilize within a couple, in a uniform way, and there are very
complex nuances linked

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to each woman's individual family and personal circumstances, such as
family and marital culture.

04:55:08.000 --> 04:55:24.000
Doesn't shift at the same speed as the border culture working with
Maha are inside a meant that we could zoom in up close and consider
and allow for these circumstances, even while we were budgeting for
Maha was able to work with us advising on the Protocol that would be
necessary to get an

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authentic and transparent. For example, no photography was to be
involved.

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We could not reveal any detail relating to location.

04:55:33.000 --> 04:55:46.000
We could not use real participant names either first or last, and
Nda's not feasible as many women are not allowed to sign legal
documents as well as not being able to record their names with this
knowledge we're able to consult with the client and devise a premium

04:55:46.000 --> 04:56:02.000

strategy that respected the cultural context without resorting to recruiting women from any very progressive families which would have been a disservice to the potential for the brand and the beliefs AIM to deliver.

04:56:02.000 --> 04:56:09.000
Finally using the right tools for the right job there's no doubt that remote methods drive efficiency.

04:56:09.000 --> 04:56:20.000
They deliver new levels of inclusive inclusivity for participants in stakeholder teams, and they really help us to evolve research in line with the requirement of today's products and service.

04:56:20.000 --> 04:56:37.000
Remote methods can allow us to cost the net much wider, and include participants from multiple locations within or across different regions, whereas, you know, previously, in my experience, would be that in person research might be limited to just one location often that could be the most cost effective or convenient

04:56:37.000 --> 04:56:45.000
one, the pandemic clearly demonstrates to us that remote, what research can be done, and I'm sure it will continue to be a really big part of the evergreen toolkit.

04:56:45.000 --> 04:56:55.000
We can draw upon as researchers, I would fully respect the complexity of like global context, and take this authentic cultural approach.

04:56:55.000 --> 04:56:58.000
There are briefs that do require an on-the-ground presence in the field.

04:56:58.000 --> 04:57:07.000
Those that require behavioral rather than attitude or example. For example, it's often the case that a hybrid approach between remote and on the ground is ideal.

04:57:07.000 --> 04:57:22.000
It goes without saying careful consideration of the most appropriate methodology and tools for your desired outcomes necessary, and I look forward to hearing Florence talk after mine, which has an.

04:57:22.000 --> 04:57:38.000
So an example of this. A few months ago my team conducted a research project in West Africa exploring how users from Ghana interact with a particular global social media application when approaching the design of this study, we were conscious of conditions relevant to digital inecting in Africa only

04:57:38.000 --> 04:57:41.000
2222% of the population has excelled a stable.

04:57:41.000 --> 04:57:51.000
Wi-fi connection the least connected continent in the only 25% in of
people in Africa regularly access the Internet, using a laptop or
desktop.

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PC, instead most of them go online using their smartphones as
researchers.

04:57:55.000 --> 04:58:12.000
It's crucial for us to understand this backdrop and have an up to date
and accurate understanding of local behaviors as well as econom
circumstances that shape those regional habits and impact the success
of the research methods that we design.

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This project, or interviews needed to be facilitated digitally, so
that our client stakeholders from around the world could attend
remotely.

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We knew that stable Wi-fi and Desktop not mobile devices, would be
required to make sure that the interviews run smoothly and on time.

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So as not to disrupt a very tight schedule that considered multiple
times.

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Zones in this case our solution was to book a local venue where the
participants could join the online interviews.

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We transported the participants to this venue, for the.

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As researchers. We need to always make sure that participants are
comfortable throughout the process.

04:58:44.000 --> 04:58:51.000
And if that means we need to make certain changes to accommodate them
needs then we must find a way in the case of this project.

04:58:51.000 --> 04:59:05.000
We had researchers native to Ghana, who were able to educate us on the
adaptations we would need to make to the design of the study building

a network of local guides and key regions of work, who can advise and make introductions to valuable resources from the field can be a useful exercise

04:59:05.000 --> 04:59:10.000
for research teams, running remote studies in unfamiliar regions.

04:59:10.000 --> 04:59:25.000
So when I'm running over in summary, the ever-changing globality of our world opens up both new challenges and opportunities for global businesses and brands as researchers, were in a position to help these enterprises to navigate this space in a way that supports their

04:59:25.000 --> 04:59:30.000
innovation and commercial success, while also striving to minimize a major downside of globalization.

04:59:30.000 --> 04:59:46.000
The extra. It's been such an honor and an inspiration to be talking today alongside so many impressive peers who are taking great strides towards creating more equitable and inclusive assess industry by keeping all these perspectives in mind when we designing research methods and approaches I believe that we can help

04:59:46.000 --> 04:59:53.000
our teams and clients to design a world in which everyone's needs and attitudes are included.

04:59:53.000 --> 04:59:56.000
Thank you so much for listening. My contact information is here.

04:59:56.000 --> 04:59:57.000
Please do not hesitate to get in contact with me.

04:59:57.000 --> 05:00:04.000
I love to. I love to connect with people, and very happy to have a chat whenever anyone would like.

05:00:04.000 --> 05:00:11.000
Wonderful, Chloe. You're right. We are a little overview you've got 3 min, so let's dive in questions from Patricia.

05:00:11.000 --> 05:00:15.000
In my experience us LED company serving multinational markets often put us S.

05:00:15.000 --> 05:00:23.000
Experiences first, and localization is an afterthought. What can Ux research teams do to overcome this?

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I think if you have to take it on a very kind of client by client
basis, because obviously you have some clients who, if they're just
operating the year in the Us.

05:00:34.000 --> 05:00:53.000
That's where their focus is gonna lie. But I think giving them the
option and suggesting the option of more diverse participants is
always is always the answer for us, you know, again, to Caitlin's
point budget restraints are are the enemy and time restraints.

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Are the enemy, but you can always put. You can always raise them to
clients to try and and kind of encourage people to do the right thing.

05:01:01.000 --> 05:01:05.000
Absolutely just speaking up, like advocating for the additional
perspective, absolutely.

05:01:05.000 --> 05:01:06.000
Yeah.

05:01:06.000 --> 05:01:07.000
And we'll do one more. Let's see if we can get it it's a long
question.

05:01:07.000 --> 05:01:21.000
How do you navigate a situation where you're organization wants to
release a global product or service, but only has the money to do
local research in a few places should we advocate for not releasing it
in places we haven't done local research?

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And so how or what strategies do you recommend? If your org decides to
release it globally, anyway?

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Well, I would say that it's always good to try and do some research
before launching into a market, because I've both from companies that
I've known but you know, if you go online and search it, there, there
are disastrous examples of companies launching products that do not
take

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the local can like call context into consideration, and have sort of
failed miserably.

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So I don't know if that answers the question.

05:01:56.000 --> 05:02:04.000
But yeah, my voice would always be to do. Try and do some research,
even if it's you know, super scrappy.

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Do, some.

05:02:06.000 --> 05:02:07.000
Find the money.

05:02:07.000 --> 05:02:11.000
Yeah, find the money, make them find the money. That's that's a good
good way as well.

05:02:11.000 --> 05:02:13.000
Easier said than done, often.

05:02:13.000 --> 05:02:32.000
Right? Okay, we'll do one more screens it in here when releasing a
continental or global product or service.

05:02:32.000 --> 05:02:33.000
Yeah.

05:02:33.000 --> 05:02:42.000
How do you determine the level of localization? Do research in every
country or every region province, territory, state of a country, or in
every district county area of a region of a country, or every city,
town, village, municipality, Ali I think it is that spell, anyway, and
every every every country, or every region, of a continent, or every
time language, or other patterns, change is

05:02:42.000 --> 05:02:45.000
accept a question. Thank you, Vicky.

05:02:45.000 --> 05:02:48.000
Could you read the first part of it again?

05:02:48.000 --> 05:02:52.000
Yeah, how do you think a continental or global product?

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Or service. How do you determine the level of location?

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I mean, that's impossible to answer, really, because it depends so
much on the product and the service.

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But one of the great joys of remote research for us, which, you know,

obviously took off massively.

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We were doing it before the pandemic, but you know it obviously took
off and was accepted during the pandemic. Much more is that you?

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You can find yourself from those geographic restraints you can, you
know, even if some of your research is in person, and it has to be
located in, you know, a capital city, you know you can do additional
remote research draws in a much broader audience.

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Of people so, yeah, I mean, obviously, ideally, we do yieldlong
research that you know, takes in every single different perspective.

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But I think kind of to Caitlin's point.

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It's about, you know, trying to hit that diversity of perspective as
much as you possibly can.

05:03:49.000 --> 05:03:56.000
Absolutely, Chloe. We are at time. What a great answer to a very
interesting question and I pronounced it in my head.

05:03:56.000 --> 05:03:57.000
Municipality.

05:03:57.000 --> 05:04:01.000
It's municipality I can pronounce things. Chloe.

05:04:01.000 --> 05:04:02.000
It was such an honor and a pleasure. I really loved your presentation.

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And then, again, such an important reminder to all of us to keep
things inclusive.

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So thank you so much, ladies and gents, and everyone else.

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Chloe. At this Atkins. Alrighty, friends!

05:04:10.000 --> 05:04:13.000
Thank you.

05:04:13.000 --> 05:04:17.000

So we're going into a 10 min break. We'll be back here at 10 min after the hour or 1 10.

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If you are on the west coast of the United States we'll be hearing from Florence a coy about afterfuturism and ux research.

05:04:23.000 --> 05:04:35.000
I'll see you all in 10 min. Bye!

05:04:35.000 --> 05:04:43.000
Oh!

05:04:43.000 --> 05:04:49.000
You, the.

05:04:49.000 --> 05:05:15.000
I, the?

05:05:15.000 --> 05:05:20.000
The.

05:05:20.000 --> 05:05:30.000
And the the.

05:05:30.000 --> 05:05:38.000
Hey, the!

05:05:38.000 --> 05:05:45.000
And the.

05:05:45.000 --> 05:05:50.000
!

05:05:50.000 --> 05:05:55.000
Ok, and.

05:05:55.000 --> 05:06:00.000
And I.

05:06:00.000 --> 05:06:06.000
The.

05:06:06.000 --> 05:06:32.000
Okay, I, the the the and.

05:06:32.000 --> 05:07:02.000
, the the the Ok.

05:07:05.000 --> 05:07:11.000

The.

05:07:11.000 --> 05:07:34.000
The hey, the the, the, the.

05:07:34.000 --> 05:08:04.000
Okay, the Ok, the the and the okay, the and the the and the .

05:08:35.000 --> 05:08:43.000
Okay, the.

05:08:43.000 --> 05:08:47.000
The.

05:08:47.000 --> 05:08:55.000
And and.

05:08:55.000 --> 05:09:01.000
And they are.

05:09:01.000 --> 05:09:16.000
Okay, the the the, the, the.

05:09:16.000 --> 05:09:19.000
And.

05:09:19.000 --> 05:09:23.000
The.

05:09:23.000 --> 05:09:53.000
And.

05:10:01.000 --> 05:10:05.000
Whoa!

05:10:05.000 --> 05:10:09.000
You!

05:10:09.000 --> 05:10:16.000
Me. I oh!

05:10:16.000 --> 05:10:34.000
The and to the me .

05:10:34.000 --> 05:10:53.000
Hey! Hello, and thank you. And oh, day so! Oh, me!

05:10:53.000 --> 05:10:59.000
Hello! Come! Haven't!

05:10:59.000 --> 05:11:07.000
Woohoo me no way.

05:11:07.000 --> 05:11:37.000
Somebody. My one big thing, hey? I.

05:11:51.000 --> 05:11:56.000
Hey! Hello!

05:11:56.000 --> 05:12:08.000
Come on!

05:12:08.000 --> 05:12:20.000
Hello! Hey!

05:12:20.000 --> 05:12:28.000
Me! Hey!

05:12:28.000 --> 05:12:43.000
And the you.

05:12:43.000 --> 05:12:55.000
Hello !

05:12:55.000 --> 05:13:25.000
Hello!

05:13:26.000 --> 05:13:30.000
I know that's right. Hello, Marvin Gate!

05:13:30.000 --> 05:13:36.000
In the day alrighty question for y'all do you wanna brief explanation
of what an acorn is anyone open to?

05:13:36.000 --> 05:13:39.000
A brief explanation of what an acorn is in a nutshell.

05:13:39.000 --> 05:13:48.000
It's an oak tree. You get it an acorn is an oak tree, literally in a
nutshell.

05:13:48.000 --> 05:13:53.000
You get it? Yes, all righty. Well, we're closing it out today with
someone who is going to.

05:13:53.000 --> 05:13:59.000
I'm sure. Lift us up in my body and spirit is my honor to introduce
us.

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Introduce to the stage Florence Coyote, who is a user experience and service designer, whose practice focuses on using community centered design methods to co-create inclusive digital experiences with experience across multiple sectors from cybersec to culture and heritage she enjoys applying techniques from

05:14:15.000 --> 05:14:19.000
speculative and critical design to everyday research activities of Florence.

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Welcome to main stage. We are thrilled to have you, and oh, my God!

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You look great. Yes, outfit.

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Thank you. Giving pattern.

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Oh, very much getting patterned. Now, do you have any slides to share?

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I do, indeed. And yeah, I'll just crack on.

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So, yeah, thank you. It's really great being a part of this.

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And amazing amazing conference. And yeah, just as a bit of kind of disclaimer, I guess, partly because of like my background, I, for the sake of this presentation, I'm probably going to be kind of mixing up design and research.

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So you know. But that's just kind of like again coming very much from that service design informed Ux background.

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But yeah, as has been said, the talks are right after Futurism.

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As a research method. And I'm just really looking forward to all the ensuing conversations.

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So I guess this talk will really focus on 3 key questions.

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So one. What actually is I offer futuristic research framework.

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Why is it needed? What is it about this with epistemology that can
create a design research frameworks?

05:15:38.000 --> 05:15:39.000
To begin with, what does it actually look like in practice?

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What are the connections potentially with other black centered
frameworks as well and what are the principles that can be applied
elsewhere, or kind of in other research projects?

05:15:55.000 --> 05:16:01.000
What does one need to be mindful of as a practitioner?

05:16:01.000 --> 05:16:05.000
So let's begin as always, with the wine. So why is this needed?

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Well for my position if I were to model user research on a spectrum
between research as a practice.

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So by that, I'm meaning kind of the methods and techniques and
thinking to use a research as a practice.

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So that is, when embedded within a particular field or organization,
or a particular industry, there's a couple of reasons why, even when I
started office a new Ux slash service designer, I desperately needed
what I would then vaguely conceptualize as a specifically black-
centered ethos

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of design. So in the practice side was a question of accountability.

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So in order to be rooted, the question, I often ask myself was, How
can I not simply kind of be a pair of hands, designing kind of more
products that contribute to mass pollution and political coercion and
misinformation and essentially contributing to what the great
bellhooks would describe as imperial assist that white

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to premises, capitalist, patriarch, ultimately I needed a design
practice that could help account for certain assumptions.

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So one that's racism exists and is indeed foundational to our way of

life, and that there's an alienation that's born out of racial capitalism, which is very real and impacts the relations between all of us.

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Including between the maker. So that's designers, researchers and users, the communities who we serve.

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On the practice side as someone who's mostly embedded in public sector or semi public sector industries.

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There needed to be methods that were informed from the perspective of what we might call the Commons.

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So the Commons I'm thinking about something that describes both resources which are accessible resources which are accessible to all working with the Commons. So the Commons, I'm thinking about something that describes both resources which are accessible to all water land as well as the communities and the structures that govern these resources are often like self governing and although I fully

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acknowledge that if we're going to be very historically specific, it gets complicated.

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Actually, a very good friend of mine. The political writer ignats his writing. I recommend you check out. Link has been included in the resources actually very helpful commented to me that actually, from a Uk perspective, we haven't really had the Commons in any socially determinative way since the late nineteenth century so

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you know what I'm using this term? I'm very much basing it in a more abstract contemporary discourse about kind of the shared assets, and this idea of the public goods, and, as I said, working as someone who's working mostly in the public sector that very

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much includes public civic spaces like galleries, libraries, archives, and museums, people, structures, and often entire raisons, data were rooted in colonial logics, but who are currently operating at a time when addressing huge and and communicating these huge complex existential issues like racial

05:19:05.000 --> 05:19:06.000
capitalism anthropogenic climate change, our requireing ways of

including all levels of society.

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Whether ask research subjects as movement participants, and indeed as solution, co-creators.

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From a practical perspective, as well. A slight aside. Some of the first insights about different ways of doing that could potentially address these 2 kind of questions, these 2 aspects of the question came from facilitating and participating in service design jams so just by a quick shout out

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to Marcus Thomas and Adam Lawrence, you kind of were the co-creators of this initiative, and I think, in particular, facilitating groups of people from a range of backgrounds with a range of knowledge about design methods.

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But interestingly using techniques which themselves were rooted in radical collaborative practices from theater of the oppressed to worker centered Scandinavian cooperative design actually LED to a deeper consideration about the liberatory.

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Heritages within my own context. So that is my existence.

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Whether it's a member of global blackness as someone who is black British and someone who is of the Igbo Jasper and that's a slight aside.

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But hopefully give some context for the for the kind of journey that we're going on.

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So with this in mind, with these 2 sets of questions, as it were, these 2 demands of a research methodology, where does Afro features and come into this?

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So what's Africa? Futurism is often easiest expressed as an aesthetic.

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Where Africanist and Science Fiction Imagery are combined to create new experiences of futurity.

05:20:49.000 --> 05:21:06.000

I've always been drawn to the description from cultural critic who describes it as characterized as a program for recovering the histories of counterfeitures created in a century hostile to Aphrodite projections and as a space within which the critical work of manufacturing

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tools capable of intervention within the current political dispensation may be undertaken, and alignment.

05:21:15.000 --> 05:21:23.000
With this it became imperative for me to intentionally then rethink cultural practices as design method as a critical researcher.

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Something about breaking down. The activities of communal virtual helped me better understand how the components of what might have been workinggated to in quote cultural performance are actually also research design techniques that interacts to create a resultant auto ethnic design research methodology so as an example one of the spiritual

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artifacts that has stayed with me since I was young is that of the evo masquerade.

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So evo is a nationality from southeast Nigeria, and, like many African cultures, the masquerade is a figure representing ancestral, social, political, and environmental powers.

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It's form a state developed in secret to review itself to community.

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And that's always something that struck me as analogous to the design process, much like the socially conscious designer.

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However, whilst the alchemy that specifically makes the masquerade is a secret, it's drawn on the stuff of daylight right?

05:22:20.000 --> 05:22:36.000
It draws upon the arguments of the marketplace the discussions of the Oba's court, the songs at shrine and church, just in the same way as the designers, alchemy draws on the very public stuff of post-it notes the detritus of like brown paper with and

05:22:36.000 --> 05:22:56.000
sharpies. The masculine performance is one of reflecting back to the

community, and in so doing so serving its purpose, whether to upgrade, encourage, to scold, or to entertain, to punish or to liberate, in short, to create a new way of social organizing, for the community.

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And so, as well as reconfiguring.

05:22:57.000 --> 05:23:11.000
What does, what research matters might look like Arof Futurism had other critiques for research as a practice, so design has definitely, you know, been grappling with the problematics of of Futurism, and those inherent connections with fascism.

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But what I found really interesting about Afro-futurism is that by centering that in quotes discarded, ie.

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The victims of the modernist fascist project it inherently breaks down and distorts her demonic notions of objectivity.

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So the borders that represent one could say, a haunting of coloniality, whether they be borders of discipline or nationality, so I'm particularly thinking about how theorists like Natasha Walmart clearly include race as an example of creative technologies alongside the

05:23:44.000 --> 05:23:50.000
automobile and the Internet breaking down distinctions between social technologies and hardware.

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So from natural Futurist framework. Categorically, these emergence are the same.

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I mean, and also the concept of a feature does something similar to the entire purpose of future thinking, not to get too deep into it.

05:24:05.000 --> 05:24:10.000
But modernity, quite frankly, was built on blackness. And so our multiple proposed fees.

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It is blackness which still, which historically and still globally performed slave enslaved labor and the mineral resources to maintain our civilization at scale.

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It is blackness which has made significant contributions to, if not outright, provided the legal and autistic means of rebellion and liberation in the modernist, and indeed post Modernist eras.

05:24:32.000 --> 05:24:52.000
Indeed, think about cultural phenomena like K-pop blackness, has enabled entire nation states usually themselves fairly anti black, to transform from destroyed economies into global juggernauts by centering a potentially global black analysis of development economic prosperity and even time itself after

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a Futurism not only problematizes notions of options, but assets, you know, from the perspective of an defensive position, trying to count an equally dynamic oppressor, also provide means of addressing the problematics, and that's the thing that I think is really, really.

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Key, and very, very interesting for us as research.

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Now in the world of research. Already some interesting precedents as to how one centers black analyses, and the impact that this can make so I'm particularly thinking in the field of educational research there are aspects which have already been explored by critical race design a methodology often used to

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co-create, embedded, and accessible educational curricula.

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Amongst majority black students. Now it does. It does its work by linking critical theory to organizing actions, as is described in a paper which I have also included in the resource in the resource pack and it does this by utilizing both critical race theory by privileging.

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Race as a core driver for understanding what equitable experiences could be, and also design based implementation research which privileges design processes to generate research outcomes both of these align neatly with what an Afro futuristic research framework provides so one due to the racial aspect

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of our common lived predicament, an Afro-f futures framework, centers race in its analysis of human experience, and because it encourages a reclamation of Afghanist knowledge.

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The research methods it promotes are often based around what the Western academine would call design based research, as these are the techniques that are central to the wider range of Afrikanas, epistemological methods.

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So if we go back to the questions, why is enough. A futuristic reason.

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Framework, needed. It helps us to create research techniques that directly and inherently combat white supremacy at each stage of the research design process.

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It as part of its epistemology. It problematizes and explodes notions of innovation.

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Majority, inclusion, objectivity, countering notions of discipline, and lends itself to design, based research methods which in turn help include and make more accessible to the participants.

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As I'll get into a bit later if we also think about the question of what what does it look like in practice?

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Well, it's as well as an attitude which centers black experiences.

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And so research questions, the setup for research are always done from that perspective of making sure that the racialized experience is, is is well investigated and and centered and really respected as key to what anything that could be considered inclusive or accessible actually is.

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So those are those 2 questions kind of covered. What about the cases of how this might be practically used for those of you here?

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And indeed, what are the potential limits of this approach to research?

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What does one need to be mindful of as a practitioner?

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And this is a question on which I think some examples were a feature, design, framework, design, framework and research frameworks were

used, will hopefully shed some more light so I was a couple of months ago.

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I was privileged enough to be part of a research project.

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Looking into how we might involve especially young black people into local policymaking from an explicitly anti-racist perspective.

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And this challenge implicitly spoke to that kind of the design overboard.

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I was kind of talking about designers research. So where we're using the creation of new interventions as opportunities for participants both to display their and showcase their understanding of the systems around them, as well as to constantly reframe their knowledge and to show us kind of their new

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understandings and potentially new ways of in this case and contributing to local policy makers.

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The problem space for the workshops required a couple of things.

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We needed to account for. So the fact that whilst predominantly black, not all participants would come from the same black cultures.

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So this required routing in multiple or common black traditions.

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There was also the fact that even within the group there would be different, differing experiences with racism.

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So whilst all black people are operating under white supremacy, the fact of the matter is that it might reveal itself in different ways to different people especially given, and the range of ages that we were working with so this required inclusive techniques that could help everyone relate to each other and understand the

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range of experiences before we could take them on any further into the into that research process.

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Couple of other things to be mindful of. What deferring levels of involvement in public policy and familiarity with design, or indeed any other non-skillastic, co-creative workshops.

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This, the research activities we were doing are the kind of things that I'm sure some of the students might have been involved with.

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Perhaps as part of like personal social education, and others would have absolutely no idea what it is that we were doing.

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So actually, the fun thing about it was this was also an opportunity to kind of break that fourth wall between researcher and participant, actually kind of revealing a little bit at.

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He went along about why, we would do certain activities actually, often, because, yeah, of quite instigated by especially like the teenagers who we were working with, which was also kind of cool.

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I thought we also had to consider. You know, interpersonal dynamics.

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So obviously the fact that, like the relationships to with each other, might not be that straightforward they might not even like each other.

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They might be there for very different reasons, with different expectations, and so, actually, because of this, we kind of really found ourselves going back to again those like again, those Afracanus practices that are actually many ways research methodologies, miss a research techniques so in particular storytelling which became

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the root of the workshops, because that's what really helped everyone to relate to each other and to respect each other's experiences.

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These would often be followed up. Yeah, where the points where we would kind of use storytelling as a way of essentially generating requirements would often be followed up by group discussions whose structure was inspired by call and response from black core traditions and this ensured maximum communal contact right so individuals would become

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paid, parents become groups, groups, ent change and mix up, and so on.

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For the younger participants. They were encouraged to tell their stories to the prism of Africa, featured art and black centered comic accounts.

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Some that Black Panther were more familiar than others, but their foximity made it clear what they were to represent.

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The little ones would respond by creating their own superheroes, who were tackle issues that were raised to earlier age.

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Appropriate discussions that touch upon the problems they saw around them in their communities, and that you know were ultimately related to racism.

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Once we had established the stories of of the issues through this collaborative kind of call, I response, based discourse.

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We would turn these into very, very simple visual narratives, almost like very similar to what I'm showing on the screen right now, kind of little comics, almost with like a couple of speech bubbles.

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And again. What we did was really route. The proposed interventions on the role of the trickster in Afghanistan any day.

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This is quite in common with a lot of indigenous st storytelling techniques and approaches wherein the trickster is that to kind of reveal either in heaven absurdities in the system, or indeed the way things should be done, and so when they are presented with these stories which actually

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had been created, as I said, by the whole community of the participant of the students.

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They a kind of new that instinctively knew, even though they were anonymized and kind of made collectively like I said, they instinctively knew these were very true, because they come out of their own lived experience, but they've kind of removed enough that they felt safe to play the trickster to be able

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to interject, to say, I object almost to show and to point out and to
design their own interventions, which which again indicated both the
understanding of the system as well as what could be done, to make
those vital differences, although the goal was to make physical
prototypes, often like they would

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remain Ashley in the form of conversation as friends classmates, and
even parents, would speak out about the struggles they had to
encounter to make change for themselves and their community.

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I quoted Ashen's definition of Afro Futurism.

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Earlier in this talk, and I actually one of his other contributions to
the definition of African-american was that of sonic fiction.

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So that was the time he used to describe the way black storytellers
use music production as the equivalent of pulp fiction to mainstream
sci-fi, and I think that's something quite lovely, because likewise in
these workshops often what would arise were verbal

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manifestos, which were as much a prototype of the anti racist
intervention as the superhero robot or the new curriculum proposal,
which were also made.

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So, and then what so if we return to the question of how might this
practically be used?

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And what does one need to be mindful of and there's a couple of
suggestions to make based on on kind of my experiences using this,
using our Futurism as a research methodology?

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So after futures, techniques fundamentally can be very effective for
black majority research participants because they don't see racism or
race.

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As an add-on to the social experience, and I think in general, what we
as researchers should become better at doing is making sure that
racialized experiences are able to be brought up and centered as much
as possible throughout our processes given the ways that race has

defined modernity and continues to be part of

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the post and post post, I think it's really in genuinely think it's really important that our methods as researchers are able to live up to, and imbibe these realities rather than solely being seen as fortresses to withstand the vagaries

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of the human experience for the sake of providing a sometimes in usury objectivity on which to base any validity.

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Racialization is a dynamic and complex technology that arises in all human societies and so centering the way anyone can be bothered on what are often as much social, political whims is really key.

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And obviously, what this needs to be done is a secure space in the examples I gave.

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We use storytelling to make sure that people understood each other's positionality and depending on the audiences or communities, or working with.

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There'll be other techniques that would be equally appropriate.

05:36:07.000 --> 05:36:13.000
Another thing that makes actually features techniques useful is the fact that they tend to focus on design based research implementation methods.

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These are fairly accessible ways of doing actually, quite in-depth research.

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In really sensitive areas. The act of making is a way for the participant both to share their knowledge of the systems around them.

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As well as to share the opportunities for future knowledge. They also help break down some of the some of the more artificial divisions between research and research, and, as I said, are connected to many Africanus, and indeed many other indigenous methods of what is actually social research not solely

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and quote cultural phenomena.

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And finally, as I mentioned, central to my understand, to my own
understanding of Africa, Futurism is the idea that we are honoring
social design methods have often been patronized or ignored.

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Seen as cultural displays rather than actions within explicit intent
and thought behind them to achieve a particular goal. What an Afro
features!

05:37:09.000 --> 05:37:16.000
Methodology is useful for is providing a new lens on all cultural
practices which might actually be designed.

05:37:16.000 --> 05:37:35.000
B and research methods as researchers. Therefore, working with
majority marginalized ethnic groups, I would really recommend that we
take the time to work with scholars from this background, so identify
those often underestimated social design techniques and incorporate
them with all due credit into our research

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practice, now, in reality, much of my work isn't for majority black
audience at all.

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However, as a researcher, I have found that centering racialization
and research using a design implementation approach as much as
possible exploring social design techniques from black and other
oppressed lineages are all useful ways to adapt and offer futurist
design based implementation, method so as not to

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enable whether it's appropriation, but also, conversely, to ensure
that the research is still inclusive and pluralistic, considering
different lived experiences and providing avenues for the
collaborative and liberatory so that's a whole other thing we can
discuss in more detail in short.

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however, what I found is that yes, Africa Futurism can be thought of
as an aesthetic, but as a research method, it kind of goes beyond
that, and it can provide insight into the practices that can design
inclusively for much- perspectives in many ways it is key to helping
us do this stuff

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justly in this, in this age that we live in. Thank you.

05:38:46.000 --> 05:38:54.000
Oh, I am a body, that particular presentation, really touched my heart
so particularly like after Futurism is a huge part of what I like to
do in my spare time.

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But let's get into your questions about 5 min the first one is from
Anthony.

05:39:00.000 --> 05:39:03.000
What have been your experiences engaging with questions about
diaspora? With this lens?

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And how's it shifted? How you've also view and situate yourself doing
this work.

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Hmm! I think at the one thing I can definitely speak to is, it's show
me the power and the importance of specificity, and I think that's one
of the reasons why even if it might seem a bit obscure.

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I do try to be very clear, even down to my after futureism and
Africanness techniques that I'm very clear about which lineage it is
in particular that I'm speaking from cause that way at. And one of the
great things I think about this technique then is that actually by

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being quite specific about your own experiences. And where you're
coming from.

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It actually lends to more openness because you are really being very
clear about your own positionality.

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In many cases your own biases. And actually, that means people then,
are often feeding equally comfortable to provide back to you like
their experiences of in this case it could be blackness.

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Some of my favorite workshops have been especially using masquerades
as a way of of importing our community.

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Needs and requirements is actually kind of having sideways
conversations with people from New Orleans or Jamaica.

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Who can then say, Hey! We also have them a masculine. He's called John
Canoe over here. He's got this over that over there, and actually,
suddenly, we can then actually, through conversations about shared
cultural practices.

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Then get into even deeper conversations about shared issues, such as
whether it's about global Yc, privacy or like political corruption.

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And what are the ways that we all use to like? Fight these very real
challenges?

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So that's kind, I suppose. That's sort of what it's top taught me
about Jasper often by being by trio owning who you are.

05:40:50.000 --> 05:40:54.000
You're actually making yourself more open to the diasporic
experiences.

05:40:54.000 --> 05:40:59.000
Absolutely. What a great response we're gonna go to your next question
right away is from Aras.

05:40:59.000 --> 05:41:06.000
Do you know of any similar frameworks or lines of thought that are not
racially oriented, but class oriented?

05:41:06.000 --> 05:41:17.000
Yeah, that's actually, really good question. Now, in many ways to me,
I tend to see those 2 as very, very closely related.

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But that's obviously because I'm speaking from the British experience
with the, with its own very interesting set of racialization.

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And its only interesting history. With it comes colonization, I think
fundamentally what I tend to.

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I will always say is once I can't say that I've seen anything that is
like I that would overtly call itself.

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Say, I don't know, like from the perspective of a working class like,
say, a white working class community, for there are definitely like
social designers in community designers who interestingly take have

very have some very similar approaches when it comes to say using design based methods and I think there's something

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about how I think as so many of our communities have been the mark of our passion is often how we've been used to produce goods and value for ruling classes, for for hire caste, individuals, so it's interesting how a lot of our ways of understanding the world around us come through

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making a lot of our ways of understanding the world around us come through making I think, bricklage. And that's like a defense mechanism almost as well as kind of a means of creating stuff for ourselves.

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So that's one thing I've definitely seen is quite interesting.

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Maybe not anyone who would call it something specifically. Oh, I mean, I make a joke with some of my wash friends, and who I you know, I think Welsh culture has made incredible contributions.

05:42:39.000 --> 05:42:40.000
What we think of as British culture, and we often talk in the futureism.

05:42:40.000 --> 05:42:47.000
But I've also haven't seen anyone absolutely, actually call it that.

05:42:47.000 --> 05:43:02.000
But I've definitely seen, say, wash designers or Irish designers, or like working class like northeastern designers and makers really kind of embed in like musical traditions and in local storytelling techniques in order to create in order to do social design.

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Absolutely, and you came in right at time, like I cannot think of a better way like literally you finish your sentence in my clockway, and 1 40.

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It's okay.

05:43:10.000 --> 05:43:13.000
Thank you. So so much, Florence. That was incredible.

05:43:13.000 --> 05:43:17.000
Really, you've got one more question. In the chat, but I think you touched on it a little bit already, but it's from Victor.

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I'm going to let you grab it when you get a moment, and then we've got
other people just singing your praises here.

05:43:22.000 --> 05:43:23.000
Just thank you so much for bringing your full self and your Odyssey
and your experiences and your expertise.

05:43:23.000 --> 05:43:30.000
I'm so grateful I can't think of a better way to close out day one.

05:43:30.000 --> 05:43:33.000
Oh, thank you so much for having me. It's really cool.

05:43:33.000 --> 05:43:45.000
Of course. Alright, friends, if you can believe it, that is it for the
day, if you're experiencing this week's conference as a member of a
cohort, no doubt you're having a blast, but our cohort program is
amazing and largely because of our lead cohort

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facilitators, I want to give a shout out to one of our lead
facilitators, Melissa Burnett and Kristin Ramirez, for making our
cohorts run like clockwork.

05:43:52.000 --> 05:44:01.000
Melissa. Verna is a diversely skilled professional, with more than 20
years experience in areas of project, management, art, direction,
marketing communications and meeting and event, planning.

05:44:01.000 --> 05:44:05.000
She specializes in wearing many hats, creating order out of chaos and
leading through change and ambiguity.

05:44:05.000 --> 05:44:12.000
Kristin Ramirez is an amazing experienced design manager with fifteen-
year breadth of transactional application and marketing design
experience with the flair for aligning internal processes, business
strategy and customer needs.

05:44:12.000 --> 05:44:20.000
She has served as a Ux architect, developing world-class enterprise,
solutions for fortune, 500 clients.

05:44:20.000 --> 05:44:28.000
Let's give a round of applause to Kristin and to Melissa.

05:44:28.000 --> 05:44:33.000
Yeah. Really, cohorts cannot run without you guys. Alrighty couple of

other things I need to let you know before you can be gone and enjoy the rest of your day.

05:44:33.000 --> 05:44:39.000
There's another Rosenfeld media title closing the loop by Shila Kababa.

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It was just released on March first. Please check it out. It is a really good book.

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We want you guys to take advantage of the awesome Roosevelt community and all of the goodness that comes from it and part of it is these books, so please check it out.

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If you're enjoying this Rosenfeld Media Conference, you want to know about our next one, or let your public sector pals know, enterprise us 2023.

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The tickets are now in sale, so please register before the prices go up.

05:44:58.000 --> 05:45:04.000
You don't wanna miss it. It should be a good time is in June.

05:45:04.000 --> 05:45:08.000
It'll be warm. Good vibe. Summer energy. It'll be great.

05:45:08.000 --> 05:45:22.000
But last thing don't leave because we want you to join us, and playing cozy, juicy, real and engaging online board game where the purpose is anything but trivial, creating authentic and truly meaningful connections with your peers for details check out the program page but really don't leave because we're all going

05:45:22.000 --> 05:45:28.000
to be hanging out and talking, about all the awesome things we learned today and meeting new people so really join and participate in cozy, juicy, real.

05:45:28.000 --> 05:45:30.000
It'll be a good time. Now let's talk about tomorrow.

05:45:30.000 --> 05:45:33.000
We've got a sponsor session with great question.

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At 7 30 Am. Pacific, but East Coast, you don't have an excuse.

05:45:36.000 --> 05:45:37.000
That's 1030 A. M. Pacific, which is right before the conference starts.

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It is optional, but it is well worth attending.

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Very similar to the content that you get in the main program.

05:45:43.000 --> 05:45:54.000
The main program, however, starts at 8 A. M. Pacific. I will be kicking us off, and we will be diving into date theme number 2, which is researchers as organizational change makers.

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By the way, curated by Chris Keason at 8 Am.

05:45:55.000 --> 05:45:59.000
Pacific sharp, so you don't want to miss it.

05:45:59.000 --> 05:46:02.000
And with that folks I had so many jokes I was gonna get off.

05:46:02.000 --> 05:46:09.000
But like we were running a little bit late today but I'm gonna give you all one more just in case. Are you ready? What do you call a bunch of rabbits walking away from you?

05:46:09.000 --> 05:46:10.000
Gonna laugh. You all love this one. Are you ready? A bunch of rabbits walking away from you?

05:46:10.000 --> 05:46:22.000
A receding hairline. You get it because, like a receiving airline, and like a receiving line of hairs running away, I think you get it.

05:46:22.000 --> 05:46:24.000
I got a lot more jokes to that came from tomorrow morning.

05:46:24.000 --> 05:46:28.000
I will see you bright early. 8 A. M. Thank you for an awesome day.

05:46:28.000 --> 05:46:58.000
One, bye.

05:47:00.000 --> 05:47:11.000
I've always been the guy got who would handle almost any.

05:47:11.000 --> 05:47:20.000
Having money and call expensive girls, and and I've always had my own
soul.

05:47:20.000 --> 05:47:31.000
Say, what do you, my soul? And I never felt like this before.

05:47:31.000 --> 05:47:40.000
Help me, and this feel this love is young in my.

05:47:40.000 --> 05:47:45.000
Baby.

05:47:45.000 --> 05:48:02.000
Really been, and you changed my life so suddenly. I don't know if this
is good night er put out like the Me.

05:48:02.000 --> 05:48:10.000
My new. Don't you ever let the friends?

05:48:10.000 --> 05:48:25.000
Sometimes I try resist you, girl, but that adjusting more, tell me,
can this be real?

05:48:25.000 --> 05:48:33.000
Love, baby, a.

05:48:33.000 --> 05:48:52.000
Can it do thee to and.

05:48:52.000 --> 05:48:57.000
And.

05:48:57.000 --> 05:49:09.000
Tell me you can in love here.

05:49:09.000 --> 05:49:14.000
A!

05:49:14.000 --> 05:49:22.000
Let's be real in my.

05:49:22.000 --> 05:49:31.000
The and hey, can it really, really, really to?

05:49:31.000 --> 05:49:34.000
And.

05:49:34.000 --> 05:49:42.000

And.

05:49:42.000 --> 05:49:45.000
And.

05:49:45.000 --> 05:49:52.000
And.

05:49:52.000 --> 05:50:22.000
And.

05:50:26.000 --> 05:50:35.000
The. For in the wild.

05:50:35.000 --> 05:50:45.000
So, coming in a little blind.

05:50:45.000 --> 05:50:54.000
Dreamer of Al, still.

05:50:54.000 --> 05:51:24.000
Charlotte, and alive. Bring us back home.

05:51:24.000 --> 05:51:33.000
When to find in the backyard.

05:51:33.000 --> 05:51:37.000
Hot air, ha!

05:51:37.000 --> 05:51:44.000
Busy life.

05:51:44.000 --> 05:52:14.000
Dreamer, call the.