

UX Design as Growth Strategy

An epistemic approach



Growth... something “more”

- UX design
- Education
- New skills
- The changing world



Something "more"?

- *“Finding a genuine phone charger on Amazon requires a degree in investigative journalism.”*
“Packages never install properly. DNS is a mess. Constant data leaks. Etc.”
–D. C. Gross
- *Modern web: “unusable, hostile wasteland” –O. Abid*



Something "less": limits?

- Aristotle: know what we don't know, know that we don't know what we don't know
- J. Weizenbaum's "obsessive hackers" (1976); different cultures; self awareness



Simplicity

Complexity (“complexité du réel”)

– E. Morin (2004)





Adapted from Micu, M. (2014). Sensitivity purely temporal terms,
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UX design as inquisitive

“open” questions
≠ slanted



- Do not reach state of openness because retain false presuppositions
- Do not correspond to any meaningful question so do not have correct meaning
–H. Gadamer (2004)

Information Age. Information Economy.

P. Drucker: knowledge economy.

What knowledge is UX design building on and designing for?



UX design as cognitive democracy



Systeme qui se nourrit d'antagonismes
tout en les régulant –E. Morin (2004)



History: Doug Engelbart

- Augmentation *not* automation
 - *Adaptive* thinking
 - Intellectual problem-solving tools
- Suitable methods, strategies, rules of thumb – basic capabilities of individual or artifacts, all of which represents the repertory hierarchy.



A useful term

- Conscientious inhabiting: constructing and refiguring one's epistemic environments, and constructing oneself as a skillful inhabitant, able to act with senses that are fine-tuned to notice what is important, what should be cared for, and what is worth doing. –L. Markauskaite and P. Goodyear (2017)



Networked design for growth

- Time
- Values
- Context
- Co-creation
- Critical reflexivity
- Responsibility

– V. Hodgson and D. McConnell (2018, 2019)



**How we think is embedded in what we make.
Even if we don't see ... the bigger picture.**



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Observations of outsiders

- Placing technology and its makers into a larger context: R. Jungk (1954): matrix of positions re. political democracy and big science
 - B. Stiegler (2013): Pharmakon (IT as a cure or a poison?)
 - P. Hadot (2004): nature hides as it reveals
- H. Trocmé-Fabre (1992): problem with cybernetics: if the only tool is a hammer, everything else becomes a nail (cf. Maslow): reductive tools reduce man to control and response



The importance of *passing down* ... a repertory

- Doug Engelbart
 - The internet in the days of “view code”
- Scuttlebutt’s Z. Kazami: “The Future Will Be Technical” (2017)



Why do we care about what *kinds* of UX?

- Without modes of freedom, “individuals are not free to develop and society is deprived of what they may contribute” –J. Dewey (1946)



- This can also help in the discovery of professional blind spots, articulating integrative leveraging, and navigating methodological differences (V. Mansilla 2004) – essentially, this can help develop inter- and trans- disciplinary skills.
- “Bicultural perspectives which constantly juxtapose the needs of different communities and ecologies in different parts of the globe so as to try not to allow one perspective to override others” (Visvanathan in M. Fischer 1995)



Une contextualisation pauvre, réduite ... produit un langage nivelé, dépourvu de signification pour l'interlocuteur et pour le locuteur lui-même.
Apprendre à contextualiser est la première étape du savoir-apprendre.

–H. Trocmé-Fabre (1999)





Inspired by an anecdote by J. Odell (2019)

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