

CARE- AT-A- DISTANCE WITH TELSTRA

Telstra/RMIT
concept-generation
workshop

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Wed 14 Feb 2018
11-12:30pm
RMIT University



This concept-generation workshop aimed to connect multidisciplinary insights around digital care, particularly in domestic contexts. In particular, the workshop sought to consider some of the challenges and opportunities in the emergent fields of locative media, intergenerational care-at-a-distance, friendly surveillance and assisted living.

In preparation for the event, participants were asked: *Thinking about your recent work, what are your top two insights that have changed the way you see this field?*

Themes included: the role of care and tracking around the elderly and young children, tensions around the convenience of findability versus concerns around privacy and surveillance, how these issues play out differently in other cultural and socio-economic contexts, especially considering vulnerable agencies such as ageing, disability and more-than-humans in the household.

The goals of the workshop were:

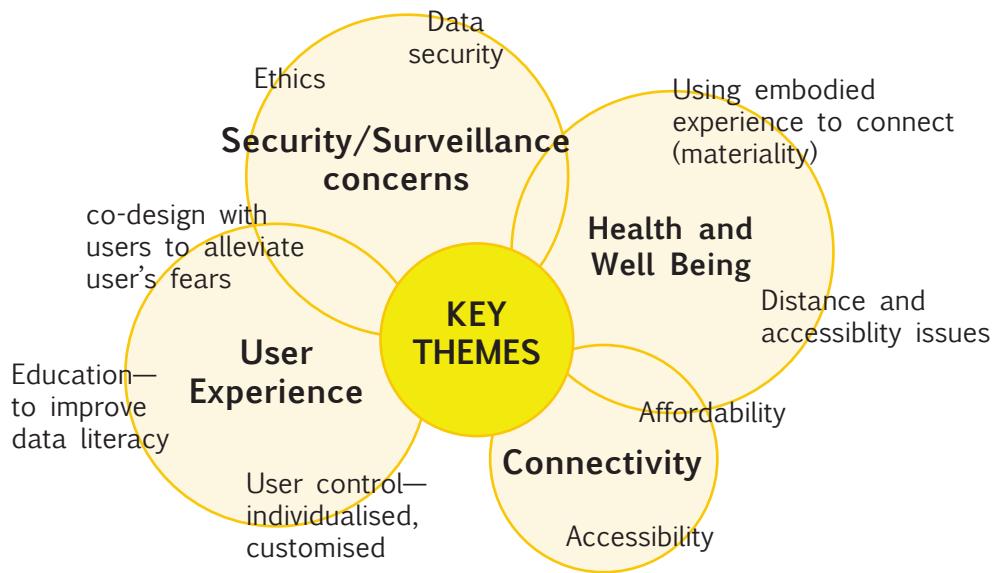
- * Connect and share INSIGHTS
- * Identify OPPORTUNITIES for collaboration
- * Build RELATIONSHIPS for follow up

In order to address the complexity of these real-world issues the workshop brought

together expertise around the creative, social, cultural, educational and ethnographic dimensions of technology to provide greater insights into practices now and in the future. For this initial workshop we canvased across a variety of disciplines towards an interdisciplinary collaborative approach to the three key themes.

Participant expertise: social science, human-computer interaction, fashion and textiles, psychology, anthropology, sociology, business, industry managers, UX, designers, games, digital ethnographers, education and health.

Much of the thematic discussion encircled key paradoxes around datafication—for example, what the user gives away to corporations for the convenience of personalization.



Opportunities:

How we can turn some of the negative public debates around technology fears that are predicated around lack of understanding into opportunities for exploring the social good dimension of technology—to enhance care and respect in communities, especially around vulnerable agency (elderly, young children, disabled). Here a suggestion of a network for ‘technology for social good’ with a series of living labs could help with public education.

Concepts:

Vulnerable agency (elderly, young children, animals). How to have productive debate through co-design approaches at every stage of the process (from product ideation to marketing and education).

Security and surveillance. Understanding the different dimensions of surveillance (friendly, social and intimate within family contexts to more hierarchical models for corporation).

Privacy VS findability. What are some of the ways the public can have a deeper understanding of the implications and their rights, rather than couching debates in fears?

Datafication. Personalisation versus Corporatisation: this issue is key to understanding vulnerable agencies in the debate. With the rise in ageing populations, Telstra could be a leader in the social good of technology space if it was proactive in fieldwork in this area—through developing programs around living labs for potential futures of technology for social good.



MOVING FORWARD

- * **Smart for Social Good:** More ethnographic and co-design work is needed in the space of smart media, Smart Homes and UX to understand practices rather than just fears. Recommended to develop a network of industry and academics working in this field and to conduct a series of living labs around designing technology for social good (i.e. the future of ageing populations). This network and attendant living labs idea could demonstrate Telstra's commitment to social good technologies and also help in the designing and implementation of new technologies for future contexts;
- * **Playing for Wellbeing:** Deeper deployment of gamification to promote health and wellbeing dimensions of technology by gaming experts. Currently, much of the gamification health work is not done by gaming experts in collaboration with health and education experts—thus the social good possibilities of projects are limited. Gamification linked to exploring playful solutions will develop digital literacy (concerns for different groups), education, multi-layered approaches to literacy/education, and especially deploying an overlay of new media use/hybrid media (old + new = familiarity) for different demographics and learning styles. Establishing a series of *Playful Encounter Living Labs* could allow Telstra to demonstrate itself as a leader in the social good for technology space.
- * **The Future of Ageing:** More ethnographic and co-design case studies in aged-care facilities to ascertain what are the existing practices and what could actually help that relationship—such as memory-making apps for those with early dementia. The case study would involve a holistic approach that co-designs with patients, their families and health practitioners to develop a community-driven knowledge creation app. This app would be developed with old media options such as cards, to address different forms of digital literacy.
- * **Careful technology:** Co-design with vulnerable agencies at the centre of the process—young people, elderly, people with disabilities, mental health problems, learning difficulties etc. positioning co-design and social good strategies together. Through a series of Living Labs, we could co-design with different types of vulnerable agencies. From this process a co-designed communication strategy would be developed to enhance public awareness of the potentialities of technology, as part of the human-centric practice of care. Carers would be included in this co-design approach.



See Appendix for further notes.