

2013

Interliminal design: Mitigating cognitive bias and design distortion

Denmark, Deaunne and Harker, Donald and McCollough, Andrew

Suggested citation:

Denmark, Deaunne and Harker, Donald and McCollough, Andrew (2013) Interliminal design: Mitigating cognitive bias and design distortion. In: Relating Systems Thinking and Design 2013 Symposium Proceedings, 9-11 Oct 2013, Oslo, Norway. Available at <http://openresearch.ocadu.ca/id/eprint/2160/>

Interliminal Design

mitigating design distortion

Desired Outcome \neq Actual Outcome

DeAunne Denmark, MD, PhD
Pacific Northwest College of Art
Oregon Health & Science University

This is Bad



What causes design distortion?

Cognitive Heuristics and Biases

***Decision shortcuts that are
rapid
automatic
the default***

Cognitive Bias = Inappropriately applied heuristic

**Unknown
Unseen
Unacknowledged
and
Uncompensated**

Ex. Confirmation bias

Perception is (always) biased

**12
ABC
14**

Biases/heuristics create limits

Interliminal Design

inter between

liminal on both sides of a boundary

“Agile switching between systems”

Intentional

Conscious purpose

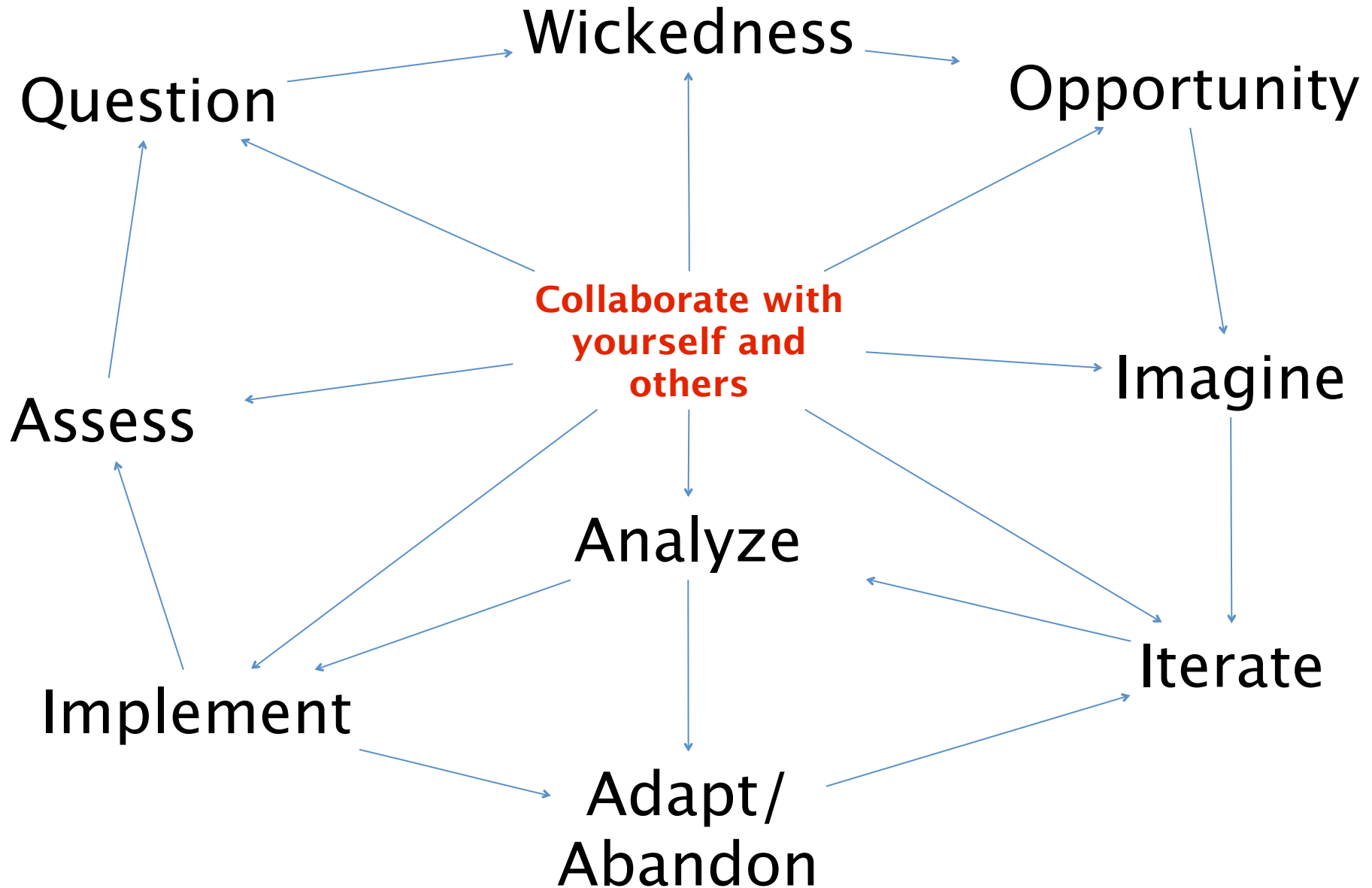
Adaptive

Changing to suit a new purpose

Imaginative

Relating previously unconnected
elements or ideas

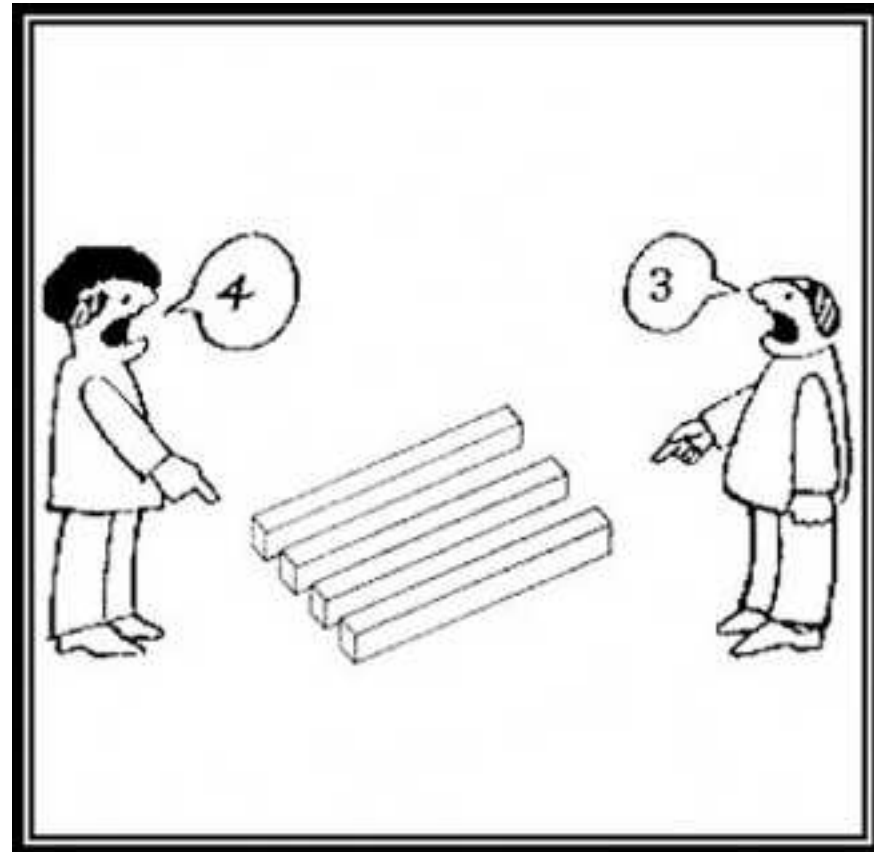
Interliminal Design is nonlinear and crosses boundaries



Interliminal methods mitigate biases

Personal

Structural



that cause design distortion

How?

Deliberate altering of rules, viewpoints, roles, etc.
to enhance perception and awareness

Question Everything Now

What are we doing and Why?

Personal

uncomfortable, upset, charged

Structural

re-visit desired outcome

switch roles

adopt conflicting viewpoint

Acknowledgments

Andrew McCollough, PhD

Don Harker, MS

Pacific Northwest College of Art
MFA Program in Collaborative Design

Peter Schoonmaker, PhD

Oregon Health & Science University

OHSU Brain Institute

Bobby Heagerty

many further resources upon request