



Faculty of Design

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Designerly approaches for shaping social structures: catalysing intentional change in social systems

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Designerly Approaches to Shaping Social Structures.

RSD8, Oct.18-20, 2019, Chicago

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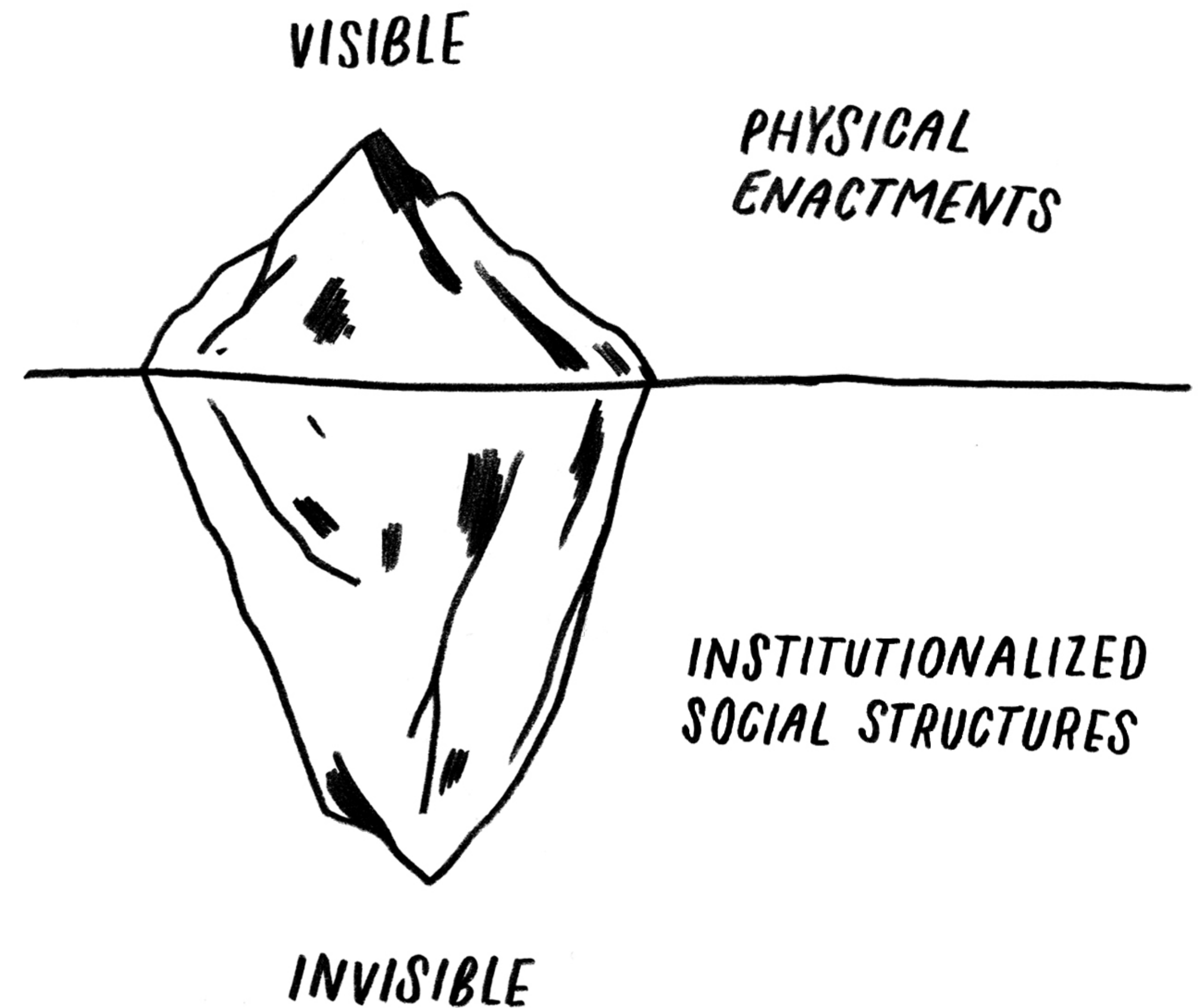
Kaisa Koskela-Huotari, Kalstad University

The importance of social structures.

Structure drives behaviour in social systems and these structures are a powerful leverage point for change.

(Meadows, 2008)

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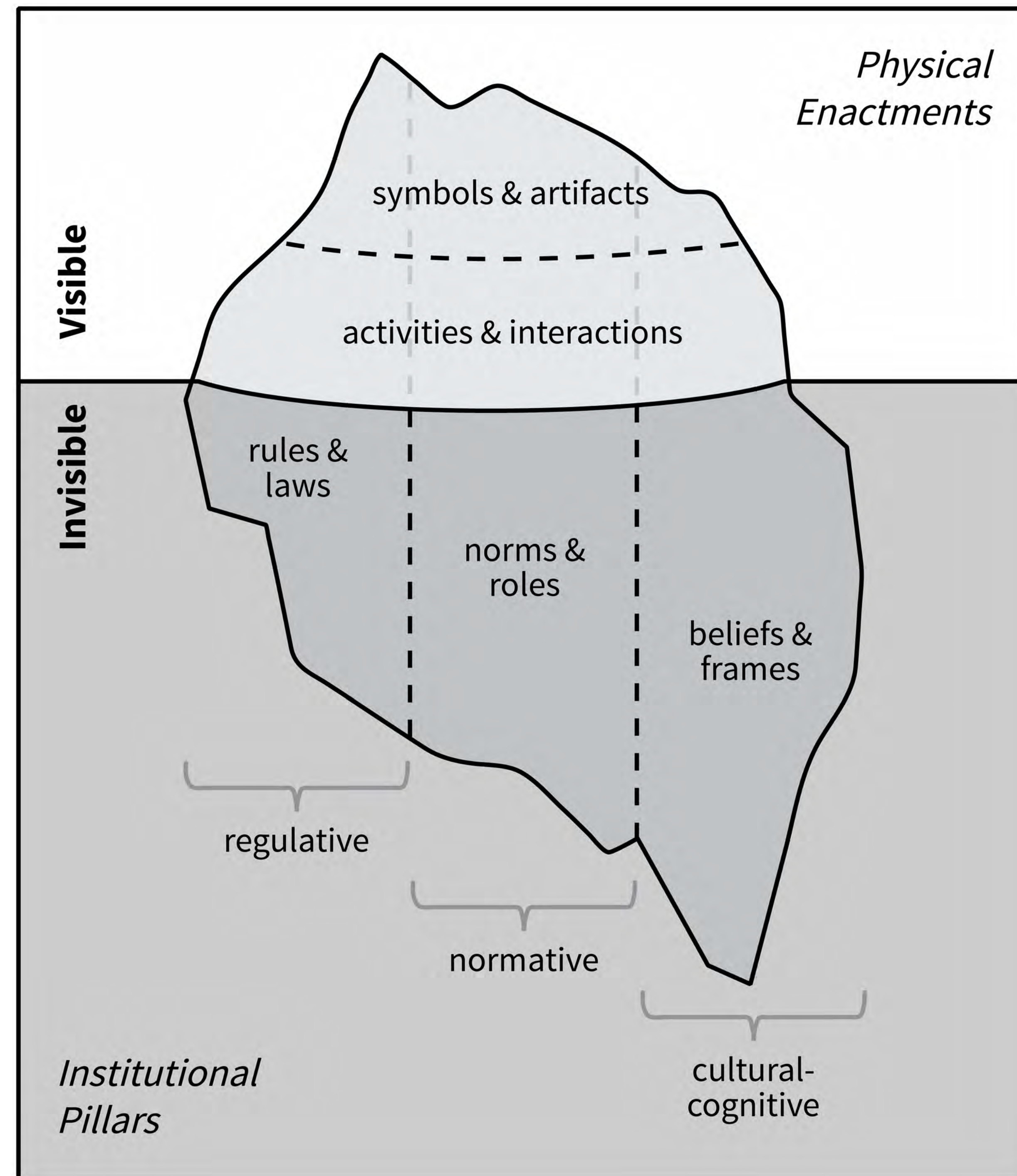


The materiality of social structures.

Social structures are shared and entrenched ways of working that include physical enactments and underlying regulative, normative and cultural cognitive pillars.

(Scott, 2014)

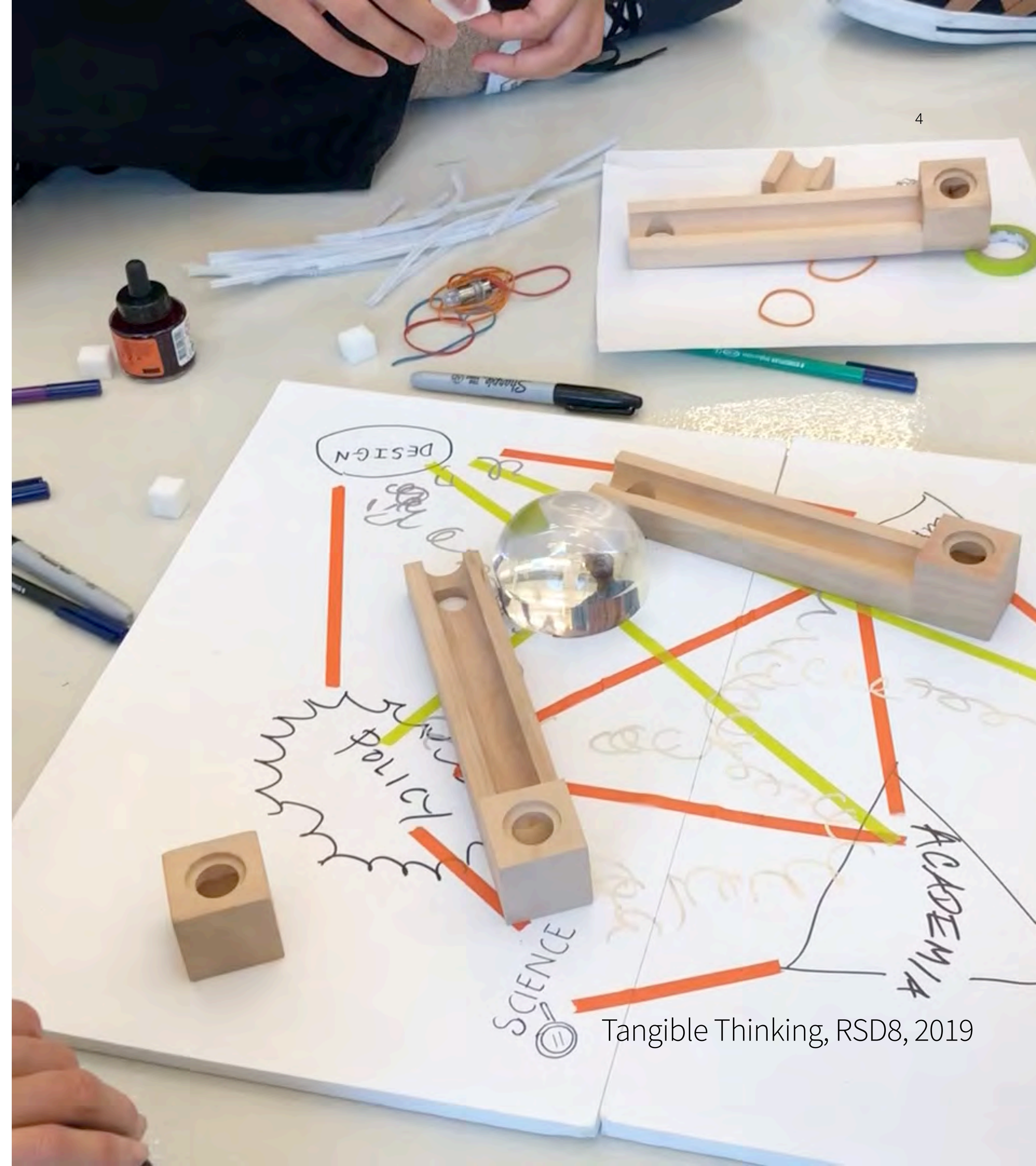
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The role of designerly approaches.

Previous systemic design work highlighted the value of designerly approaches that tap into people's embodied ways of knowing and doing to build awareness of complexity and catalyze systems change.

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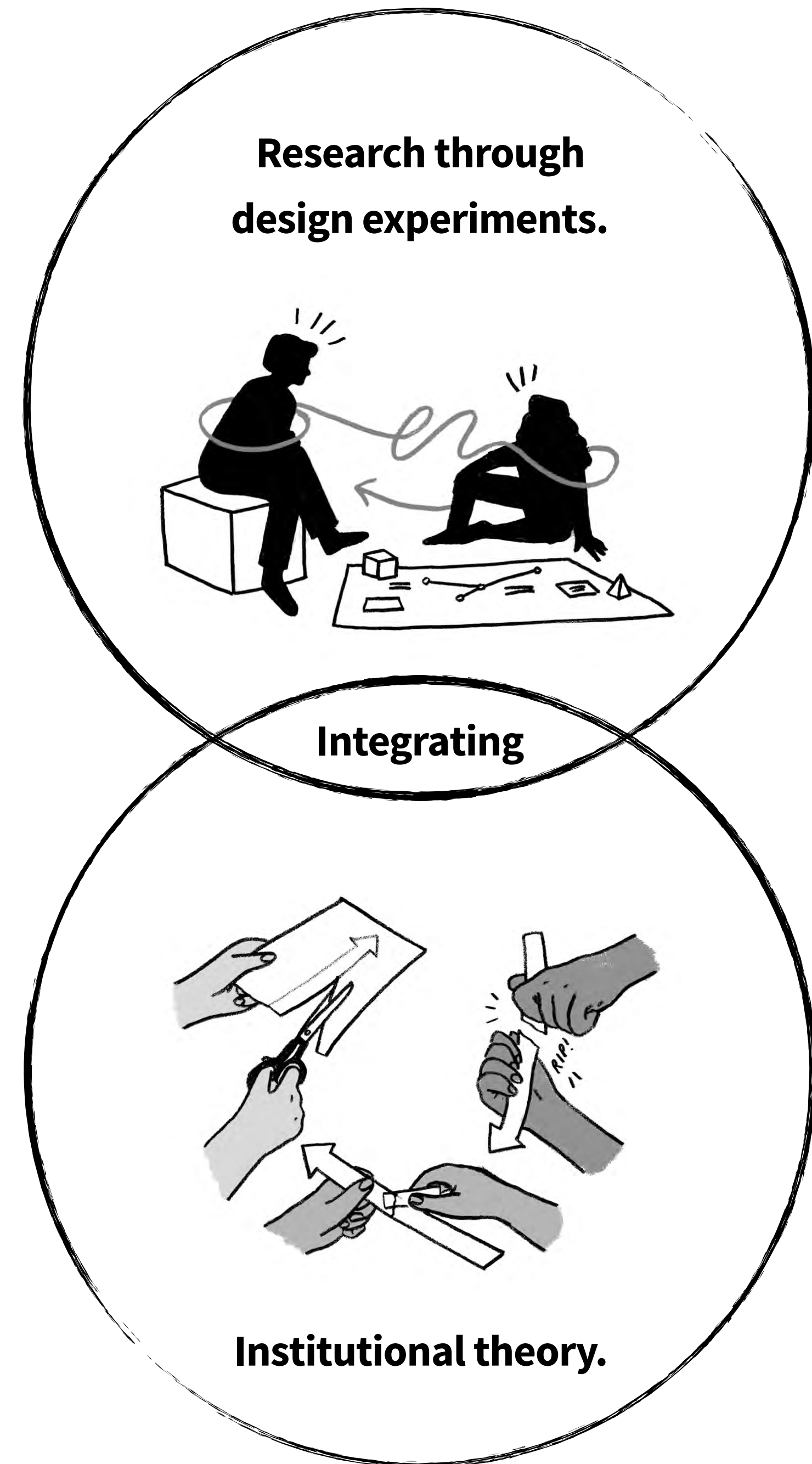


Tangible Thinking, RSD8, 2019

Purpose of this paper:

To conduct an exploratory analysis of how designerly approaches can be employed to intentionally shape social structures.

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Approach.

Building on insights from theory, we involved **915 participants** in **21 design experiments** that had the explicit purpose of shaping social structures. These took place in **four countries** (Canada, the Netherlands, Germany and Sweden) in **various settings**, including at conference workshops, in educational environments, within design teams, and inside healthcare systems.

Preliminary reflections.

1. Building awareness of the **invisible aspects** of social structures by **leveraging artefacts and actors' bodily enactments**;
2. Tapping into the important **role of the self** in shaping social structures;
3. Exploring the **unintended consequences** of changing social structures through **experimentation at a small scale**;
4. Ensuring adequate **diversity in participation** to enable **recognition of taken for granted social structures**;
5. **Appreciating the ways in which designerly approaches are themselves performing and perpetuating certain social structures**;
6. Building consciousness of the direct links between **changing social structures** and **power struggles** in social systems.

1. Building awareness of the invisible aspects of social structures by leveraging artefacts and actors' bodily enactments.

plain jane

TINY TEST NAME

Dr. Andresson

TINY TEST CONDUCTOR(S)

professional status

SOCIAL STRUCTURE BEING CHALLENGED

STEPS OF TEST

1. wear regular clothes into work
2. don't get changed as normal
3. note people's reactions and any differences in interactions

LEARNINGS + REFLECTIONS

- I felt less noticed and respected in some situations
- Discharge nurse looked passed me and asked colleague for advice
- Felt that I could connect with some difficult to reach patients
- Scrubs and badge are key ways we uphold our professional roles

2. Tapping into the important role of the self in shaping social structures.



3. Exploring the unintended consequences of changing social structures through experimentation at a small scale.

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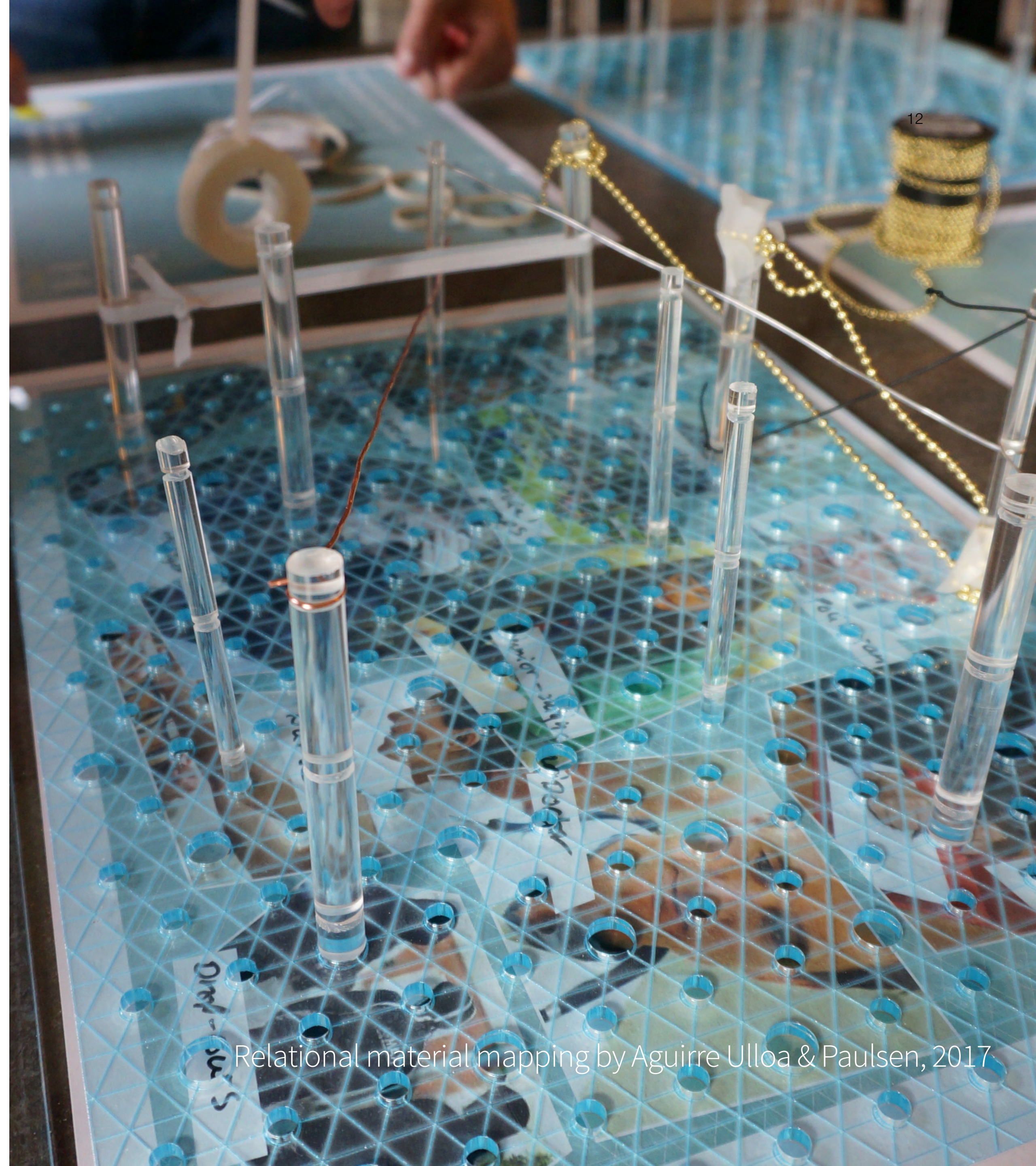
Iceberg framework.

4. Ensuring adequate diversity in participation to enable recognition of taken for granted social structures.



5. Appreciating the ways in which designerly approaches are themselves performing and perpetuating certain social structures.

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6. Building consciousness of the direct links between changing social structures and power struggles in social systems.

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Felicia Nilsson (Photograph by Kristoffer Andrén)

Thank you.

Preliminary reflections of designerly approaches to shape social systems.

1. Building awareness of the **invisible aspects** of social structures by **leveraging artefacts and actors' bodily enactments**;
2. Tapping into the important **role of the self** in shaping social structures;
3. Exploring the **unintended consequences** of changing social structures through **experimentation at a small scale**;
4. Ensuring adequate **diversity in participation** to enable **recognition of taken for granted social structures**;
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