



Digitalisering op Mensenmaat voor een inclusieve digitale samenleving

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A collage of digital technology icons and a city skyline at night. The icons include a house, a graph with a line, a lock, a folder, a camera, a globe, a search magnifying glass, a home icon, a cloud, a brain, a person icon, a smartphone, a car, a lock, a bar chart, a line graph, a gear, a padlock, and various numbers and symbols. The background features a dark blue night sky over a city skyline with lit buildings.

IMPACT DIGITAL TECHNOLOGIES ON SOCIETY



BRIDGING DISCIPLINES & CONNECTING STAKEHOLDERS

Health & Well-Being



Learning & Education



Media & Culture



Democracy & Civic Engagement



Work & Organization



Transversal

Digital Ethics

Methodology

Technological and Societal Trends

The background of the slide features a photograph of a paved road that curves slightly to the right. The road is flanked by green grass and leads towards a hazy, light-colored horizon under a sky filled with white and grey clouds.

Our mission is to

**define a solid path towards a
positive digital future**

by understanding, designing, developing and critically reflecting

on (new) interactions between people and digitally driven technology

Naar een inclusieve digitale samenleving?

Welcome to BBC Red Button

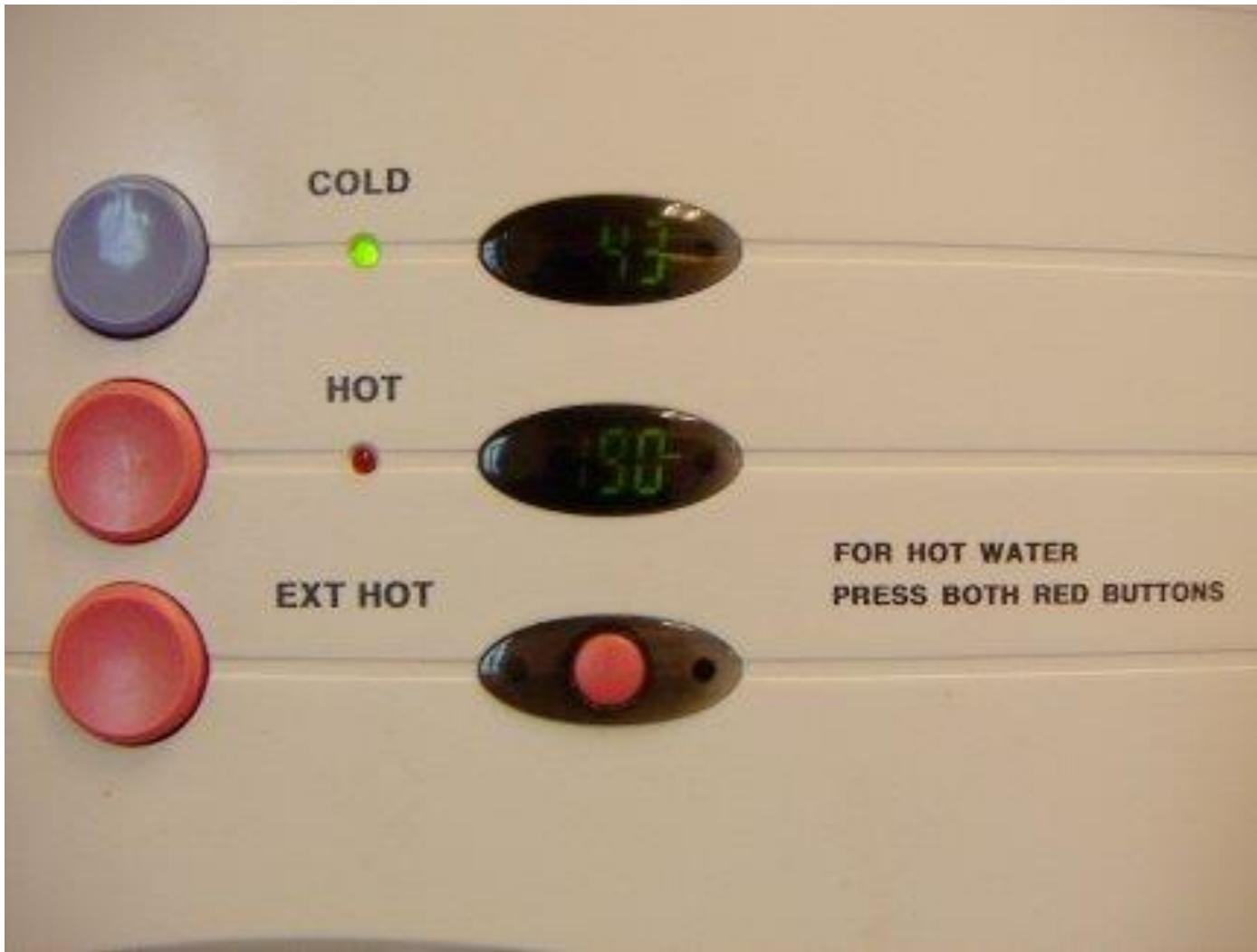
23:18 23 Aug

Press **RED** from any BBC TV channel (non HD) to access:

- news, sport and travel
- CBeebies games
- UK weather maps
- interactive programmes

Press **RED** to visit now.







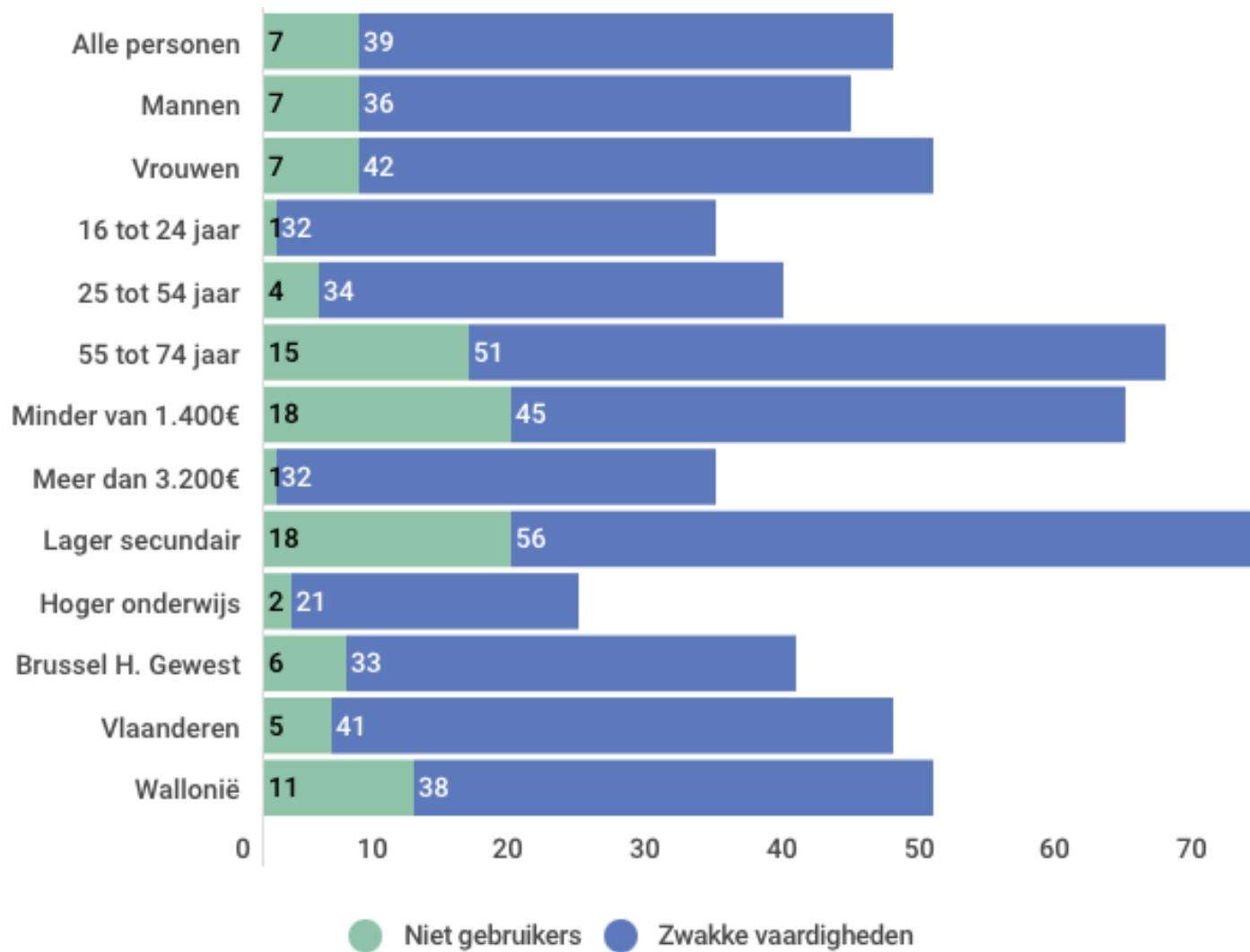


Bedrijven die hun diensten enkel online aanbieden, doen aan "digitale uitsluiting".

Foto: Fabienne Van Brussel

Fabienne en Marc slachtoffer van digitale uitsluiting: "Mijn ezel lag dood in de wei. De ophaling kon ik enkel online regelen"

Niveau van digitale kwetsbaarheid in 2021 (% individuen)

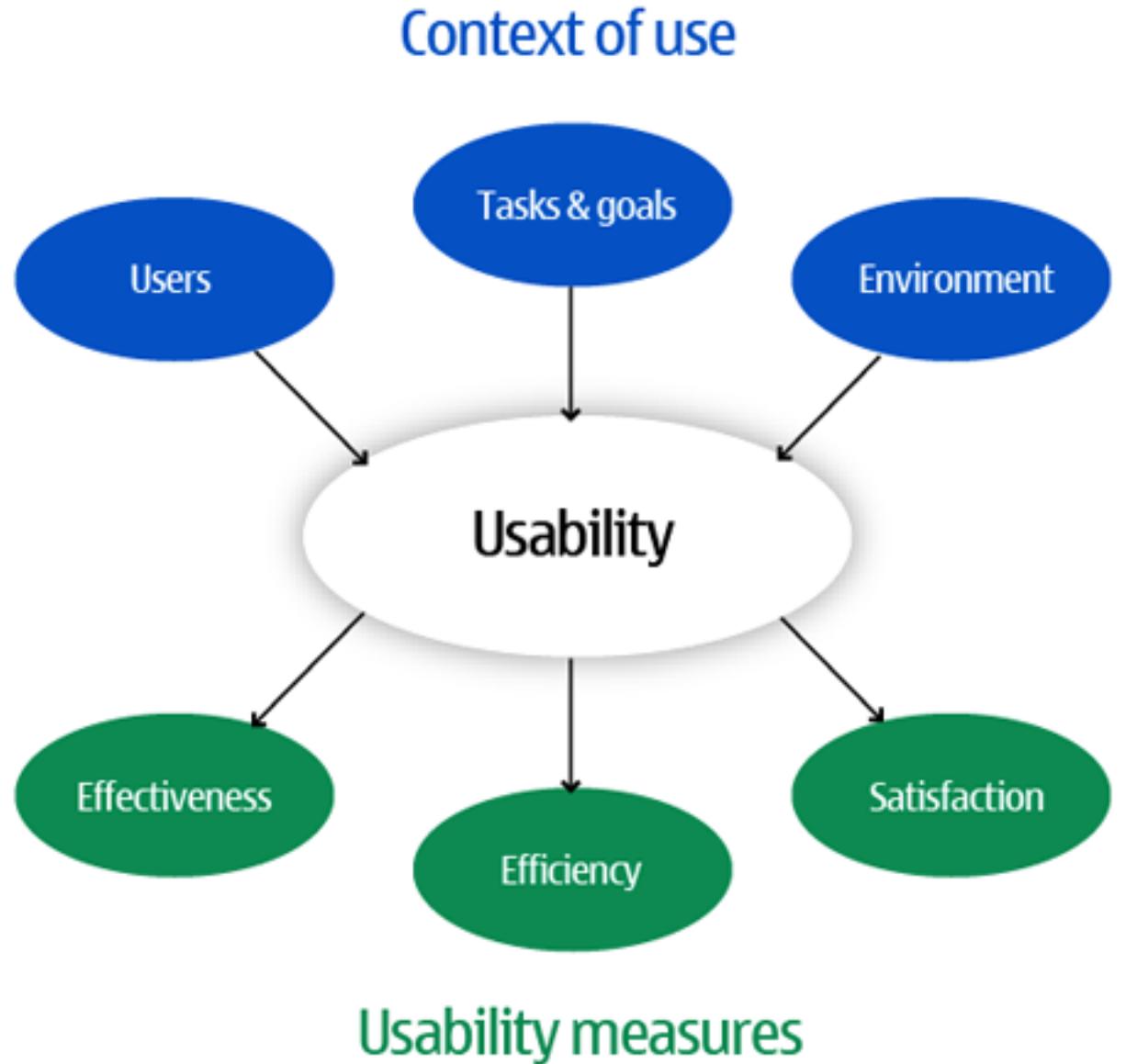


Digitaliseren op mensenmaat

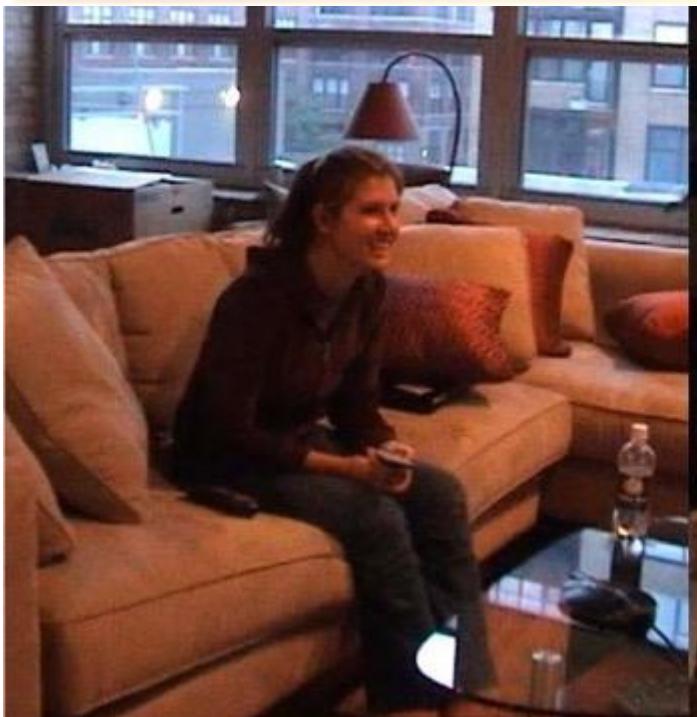


Usability is
the extent to which a product can be used
by **specified users**
to achieve **specified goals**
with effectiveness, efficiency, and satisfaction
in a **specified context of use**

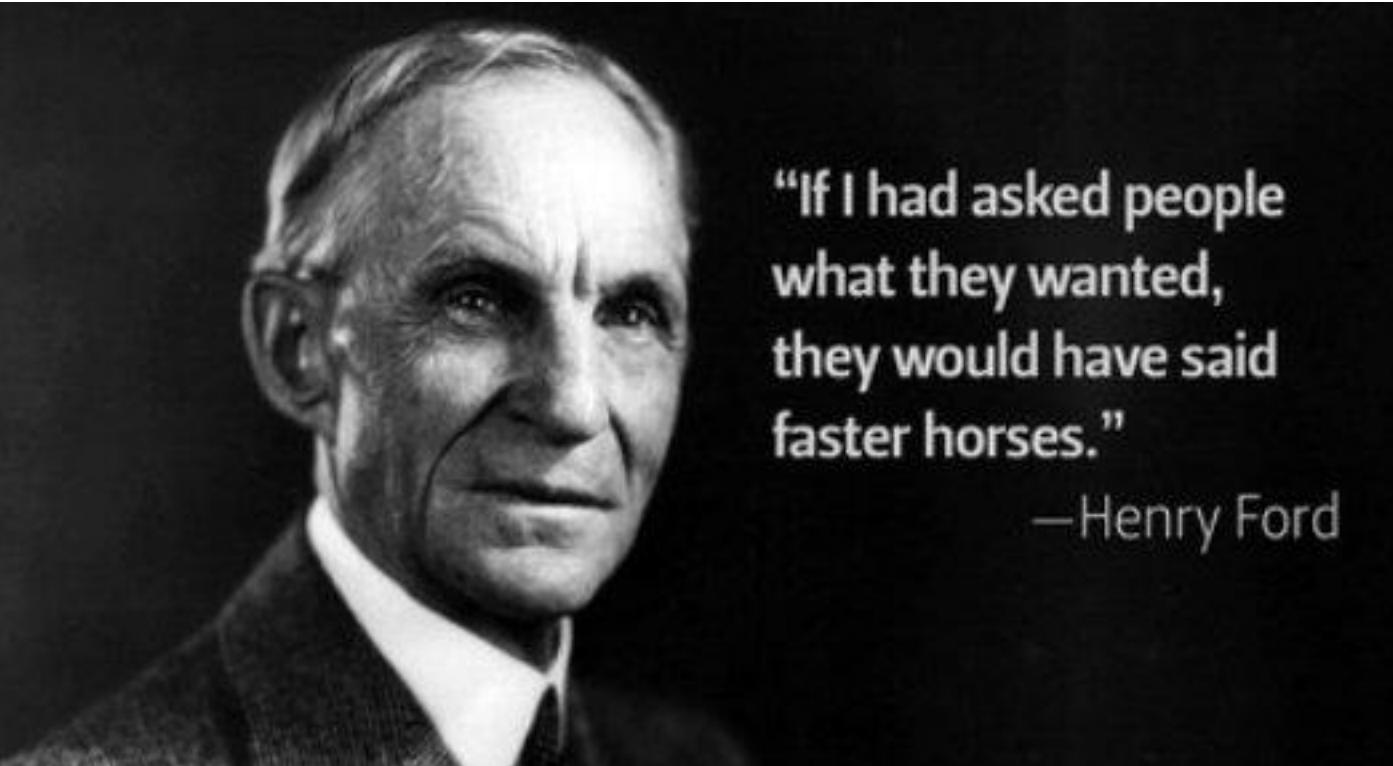
ISO 9241-11





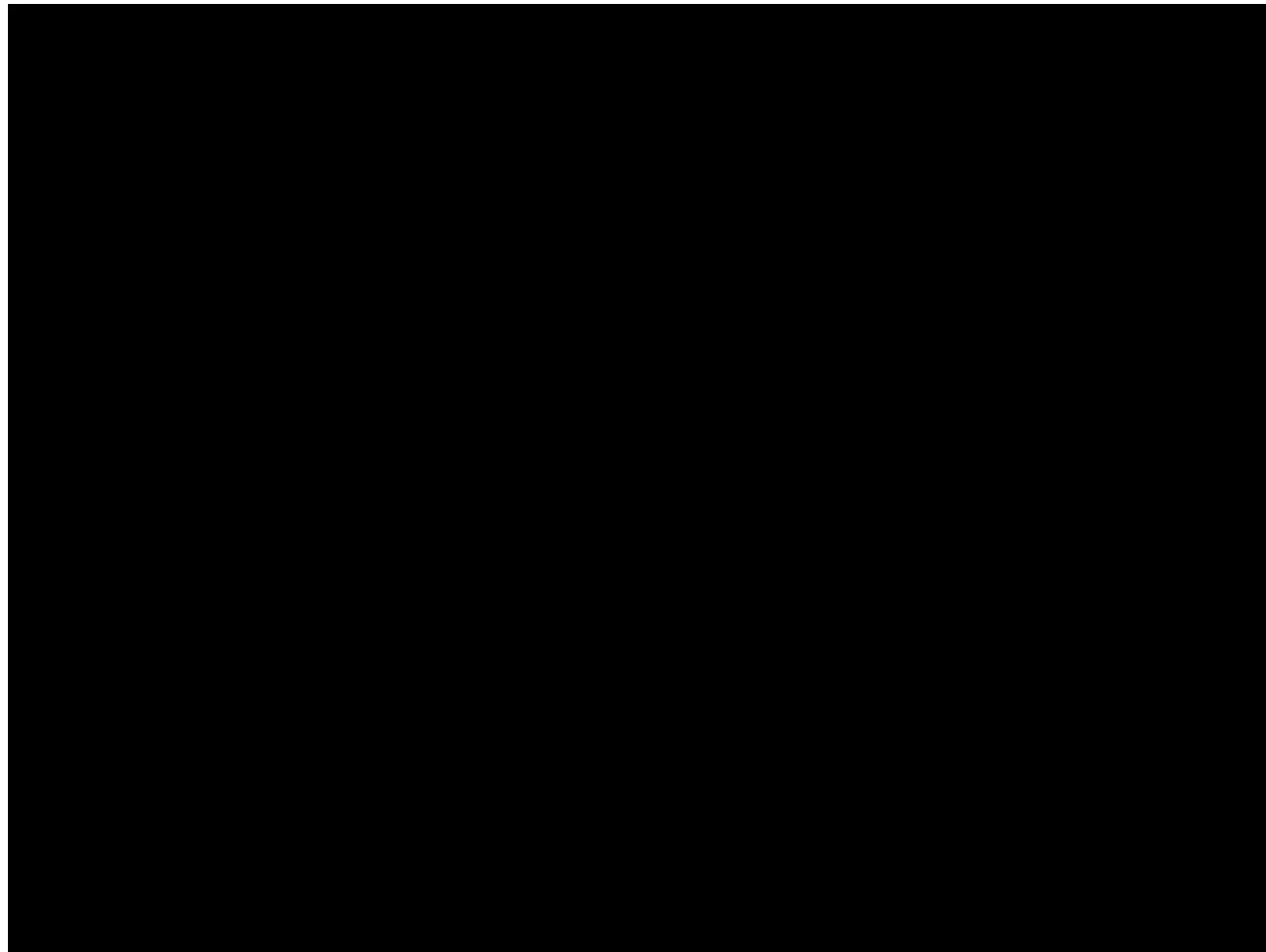


Source: Harboe, G., Massey, N., Metcalf, C., Wheatley, D., & Romano, G. (2008). The uses of social television. *Computers in Entertainment*, 6(1), 8:1–8:15. doi:10.1145/1350843.1350851



**“If I had asked people
what they wanted,
they would have said
faster horses.”**

—Henry Ford



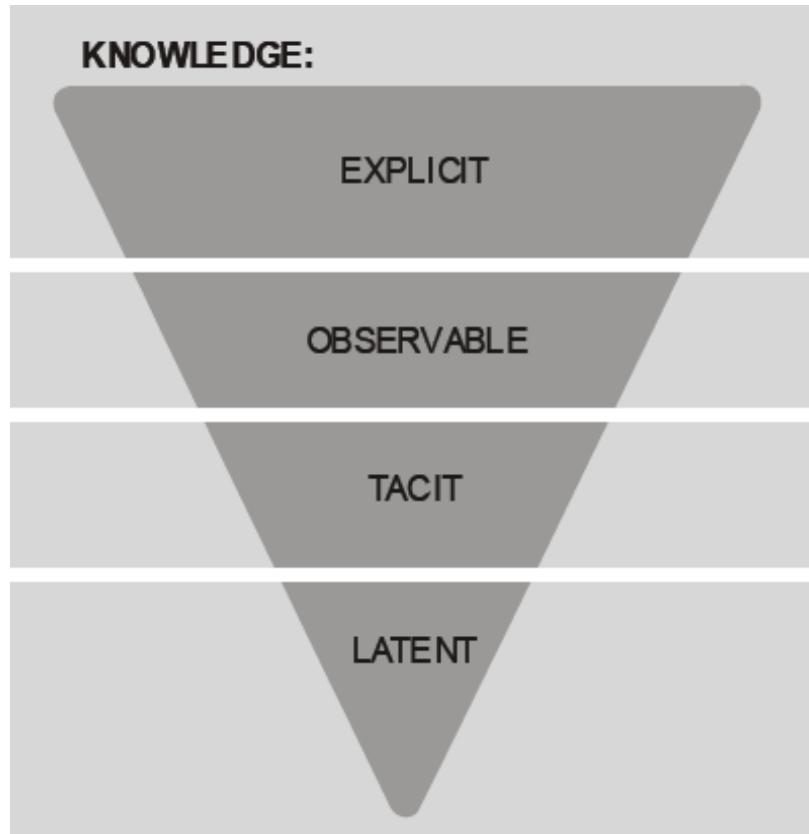


**“WHAT PEOPLE SAY, WHAT PEOPLE DO, AND
WHAT THEY SAY THEY DO ARE ENTIRELY
DIFFERENT THINGS.”**

MARGARET MEAD

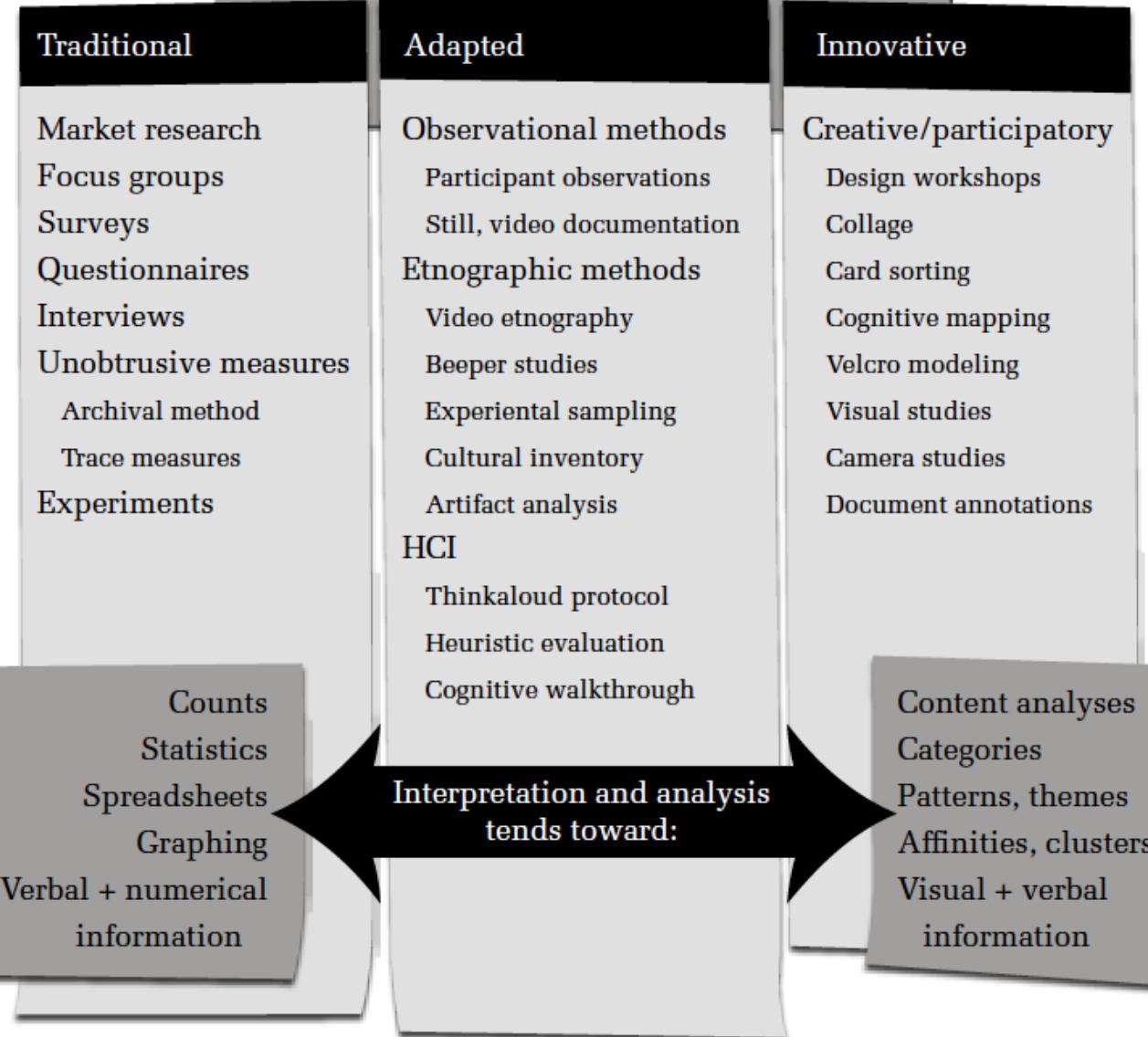
© Lifehack Quotes





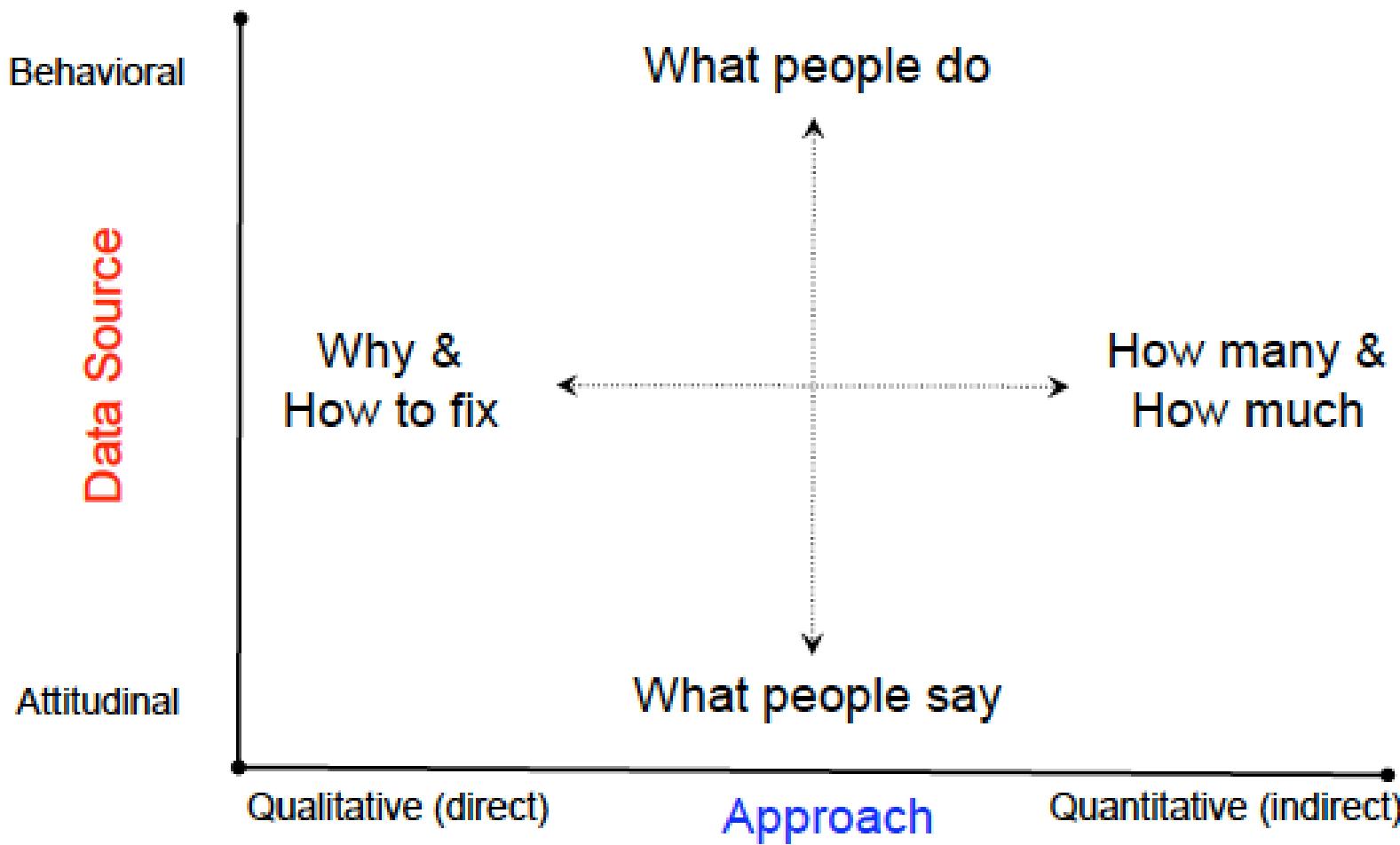
Source: <http://www.slideshare.net/juhak/servicecodesign-juhak200913>

METHODS IN HUMAN-CENTERED DESIGN

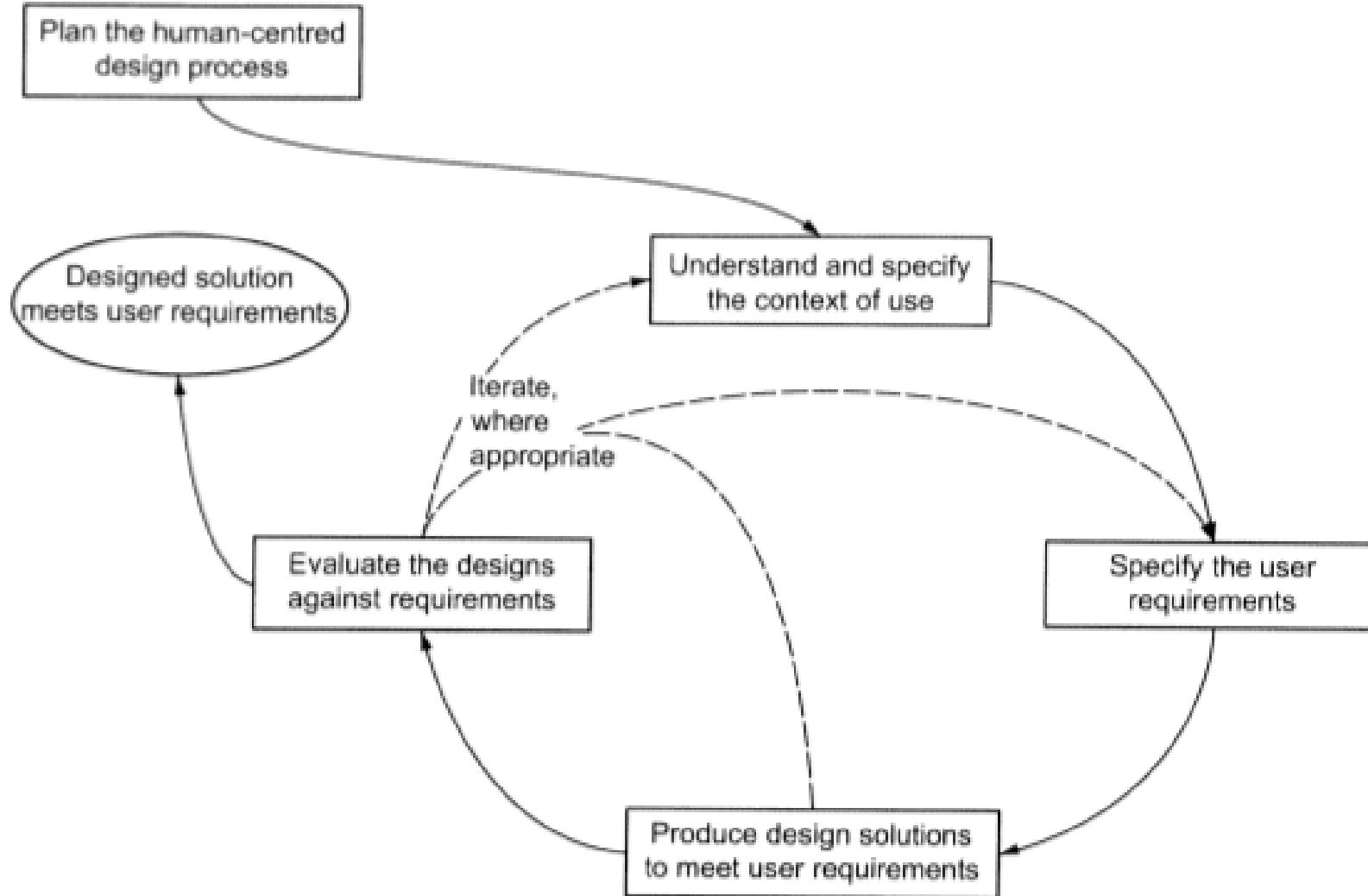


Source: Hanington, B. M. (2003) Methods in the Making : A Perspective on the State of Human Research in Design. *Design Issues*, Vol 19 no 4. MIT Press, Cambridge, MA, 9 –18.

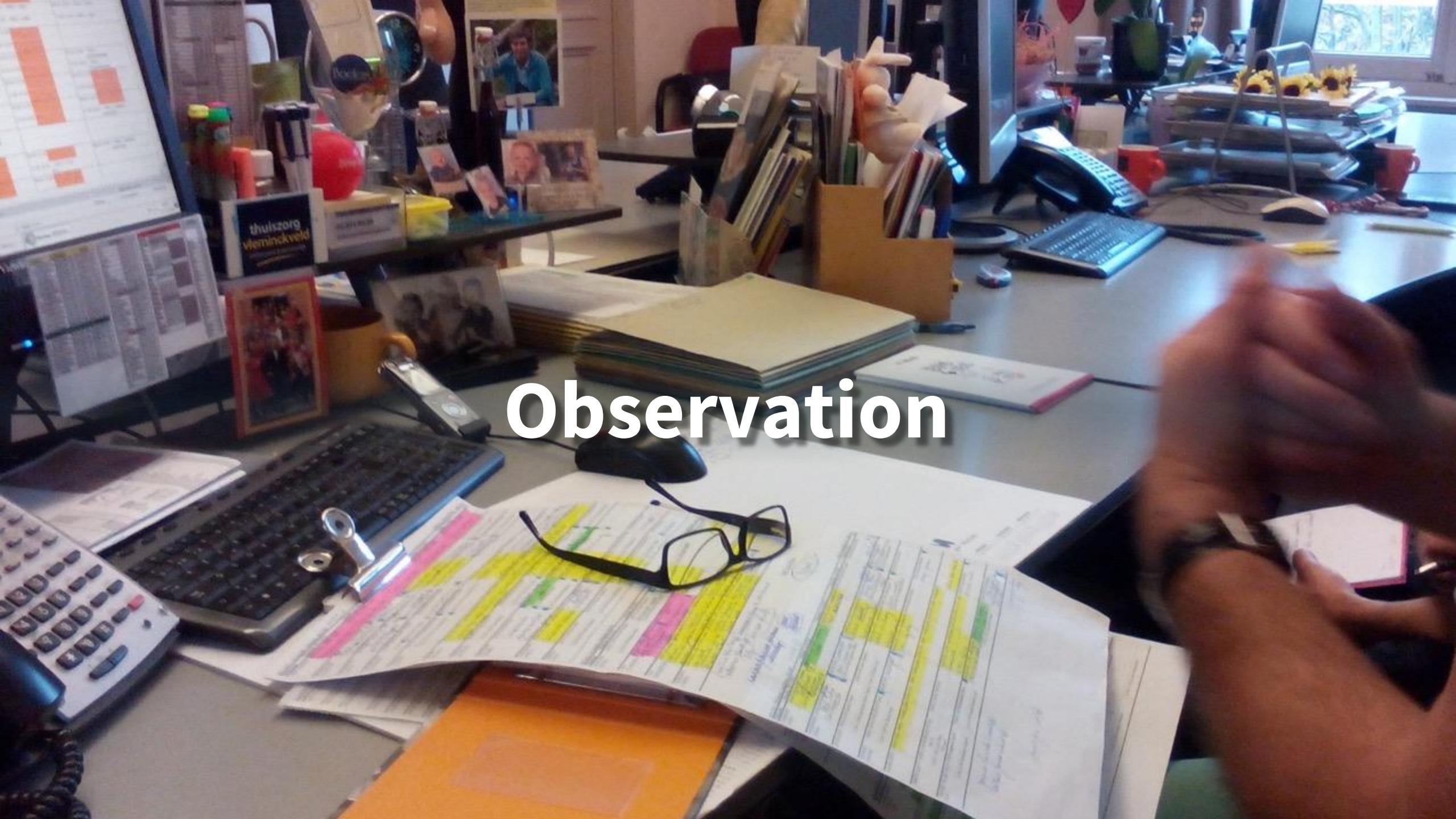
Questions answered by research methods based on Data Source & Approach



© 2008 by Christian Rohrer

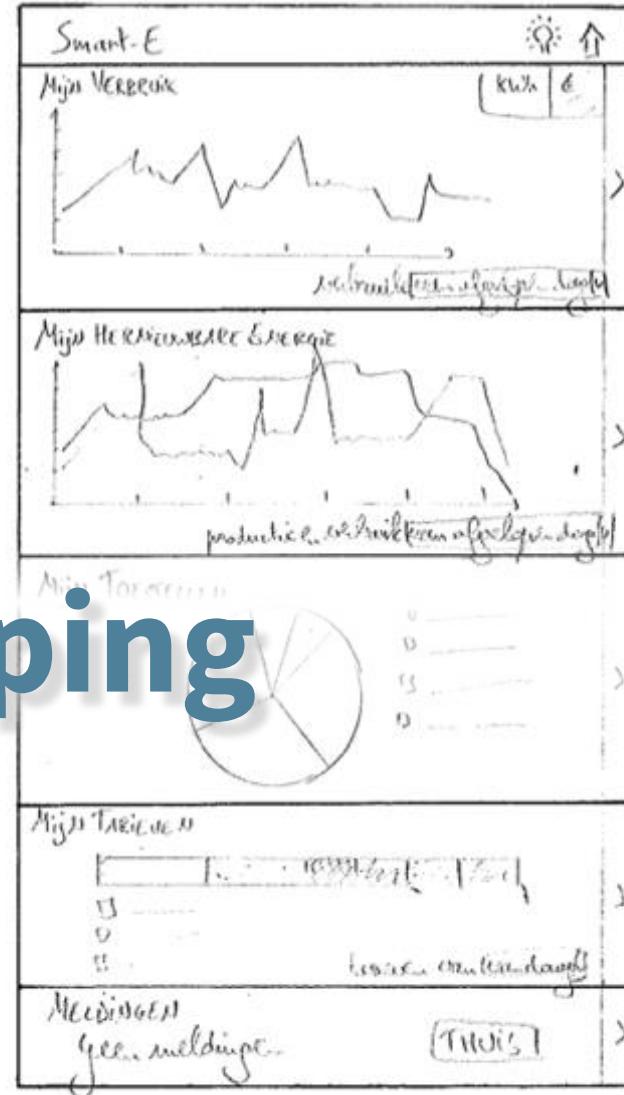
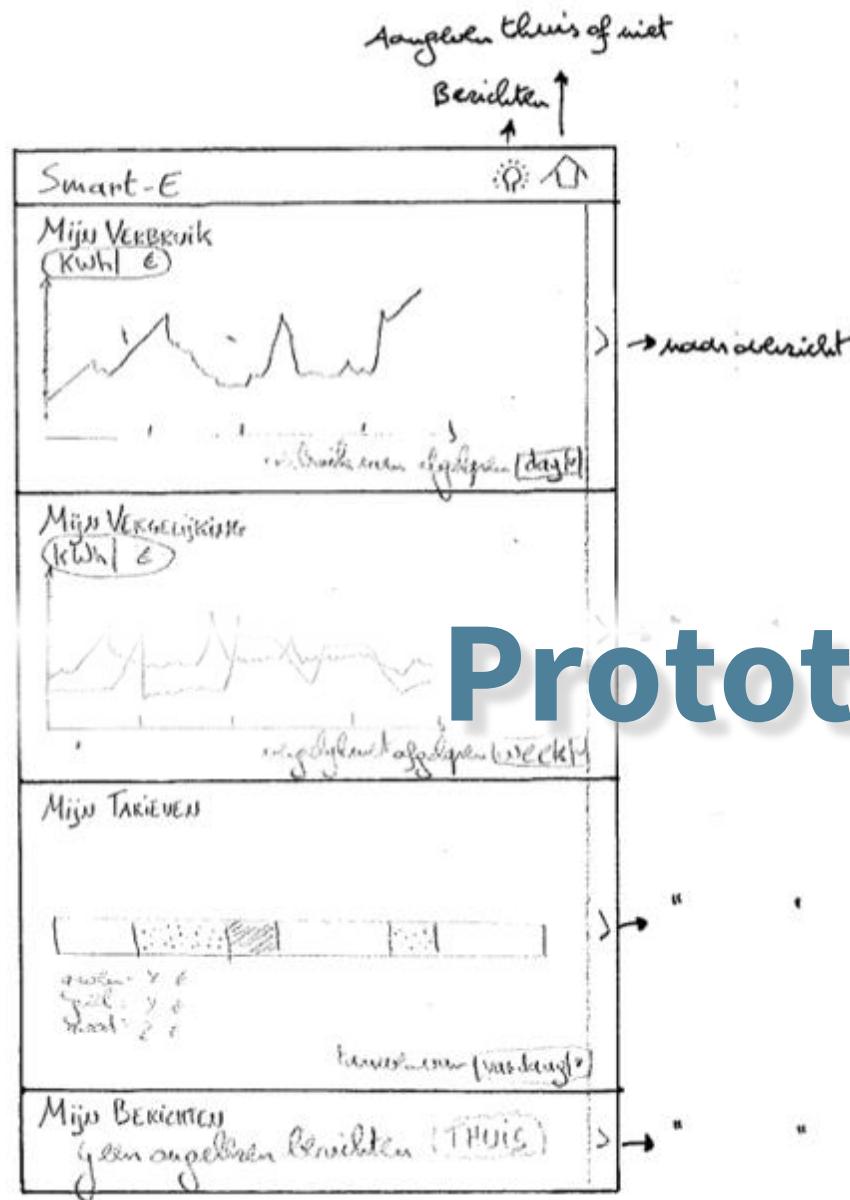


Observation





Co-creation

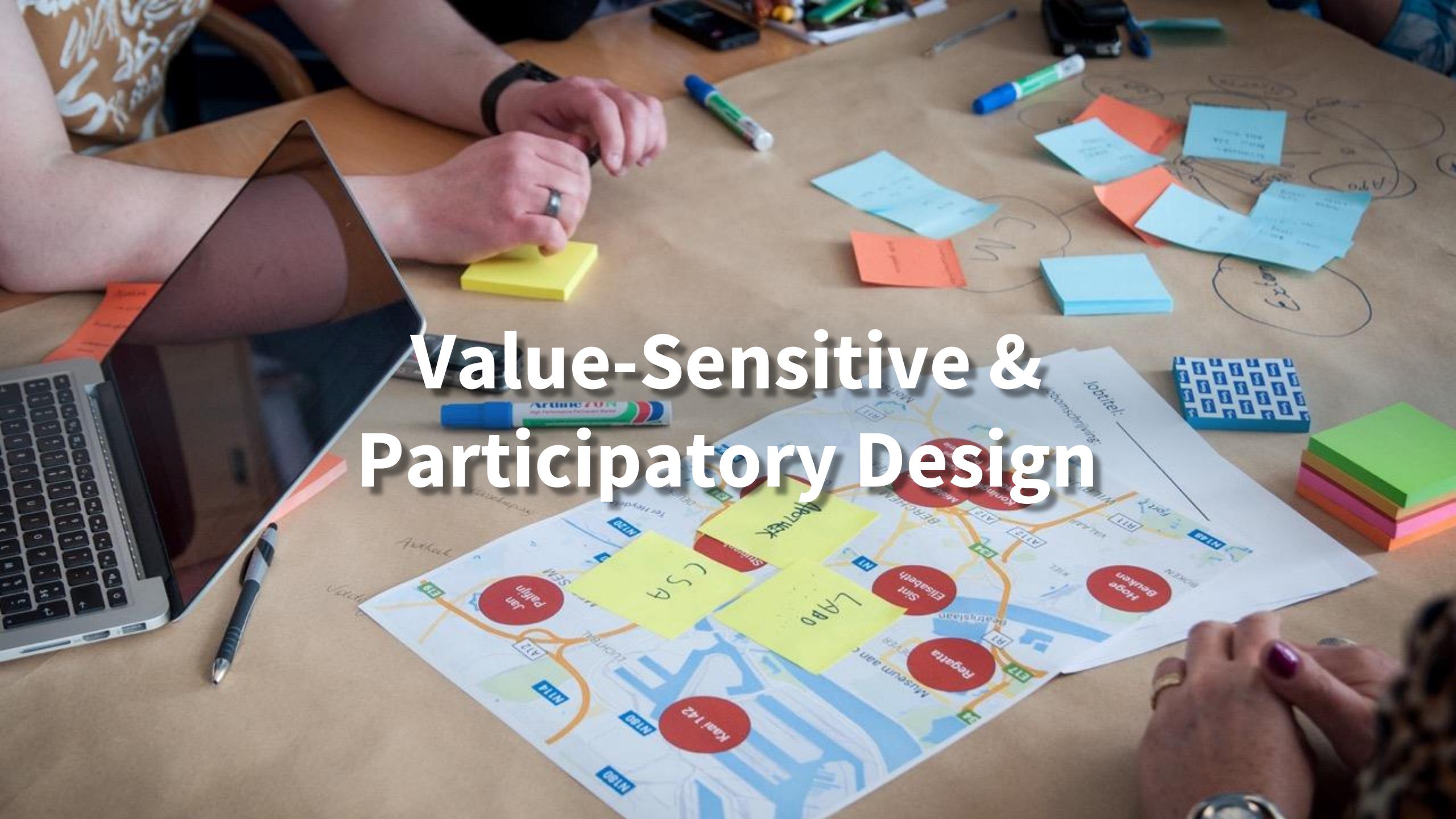


Prototyping

A photograph showing two individuals from behind, seated at a desk in what appears to be a library or study room. The person on the left has blonde hair tied back and is wearing a grey sweatshirt. The person on the right has dark hair and is wearing a dark t-shirt. They are both looking at a computer monitor which displays a 3D visualization of a blue cylindrical object on a purple wavy surface. The desk is cluttered with stacks of books, papers, and a tablet. The word "Evaluation" is overlaid in large white letters across the center of the image.

Evaluation

Value-Sensitive & Participatory Design

A photograph of a person's hands working on a participatory design project. They are using a yellow sticky note to mark a location on a map of a city area. The map shows various streets, landmarks, and red circular markers indicating specific points of interest. Several other sticky notes of different colors (blue, orange, green) are scattered across the table, some with handwritten text. A laptop is open to the left, and a blue highlighter lies nearby. The overall scene suggests a collaborative planning or design session.

Een blik op de toekomst



A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



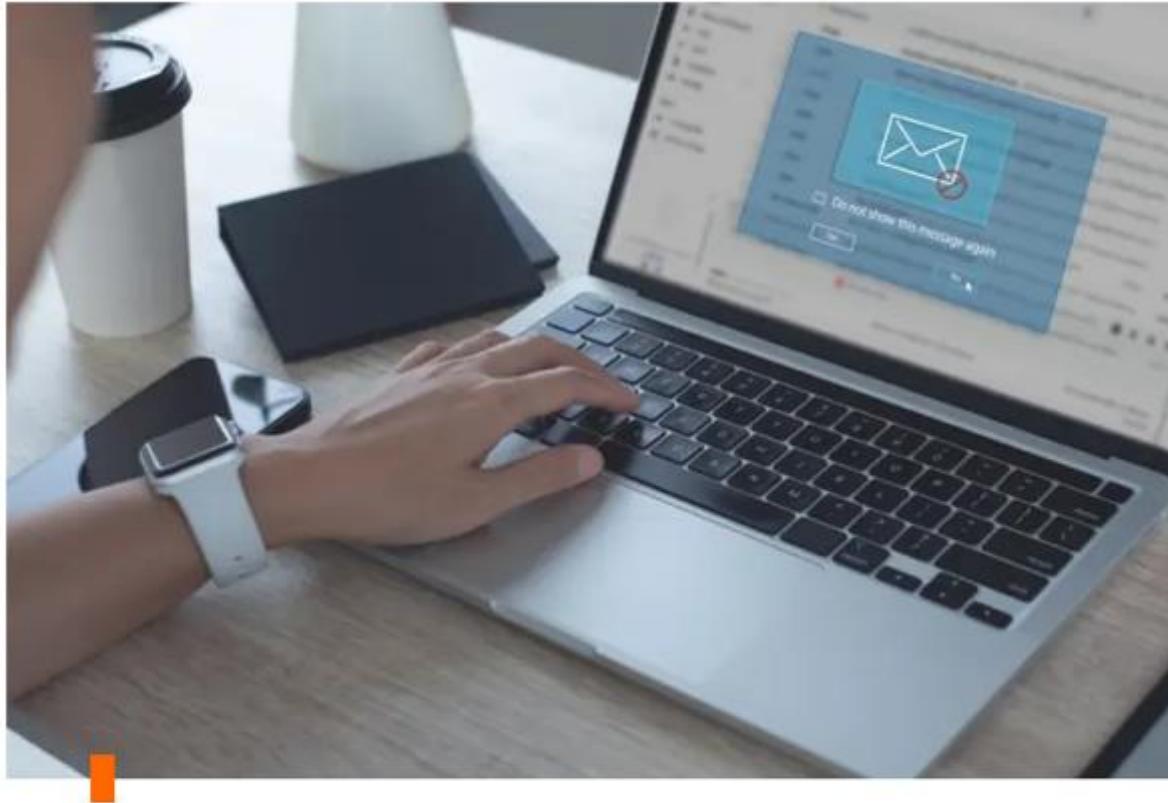
AI-taalmodellen dragen bij aan meer geloofwaardige phishingmails

.security

12.01.'23 09:09

4 min

David Van Waeyenberghe



Veiligheidsonderzoekers gebruikten GPT-3 om phishingmails, lastercampagnes en fake news te maken. Er is nog verbeterwerk aan, maar volgens de onderzoekers zijn dergelijke campagnes een stuk gemakkelijker op te zetten.



Our envisioned outcome is an
inclusive digital society
based on
responsible, ethical and sustainable (use of) technologies.



DIGITAL SOCIETY INSTITUTE



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<http://www.kuleuven.be/digisoc>

