



Digitalisering op Mensenmaat voor een inclusieve digitale samenleving

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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

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:

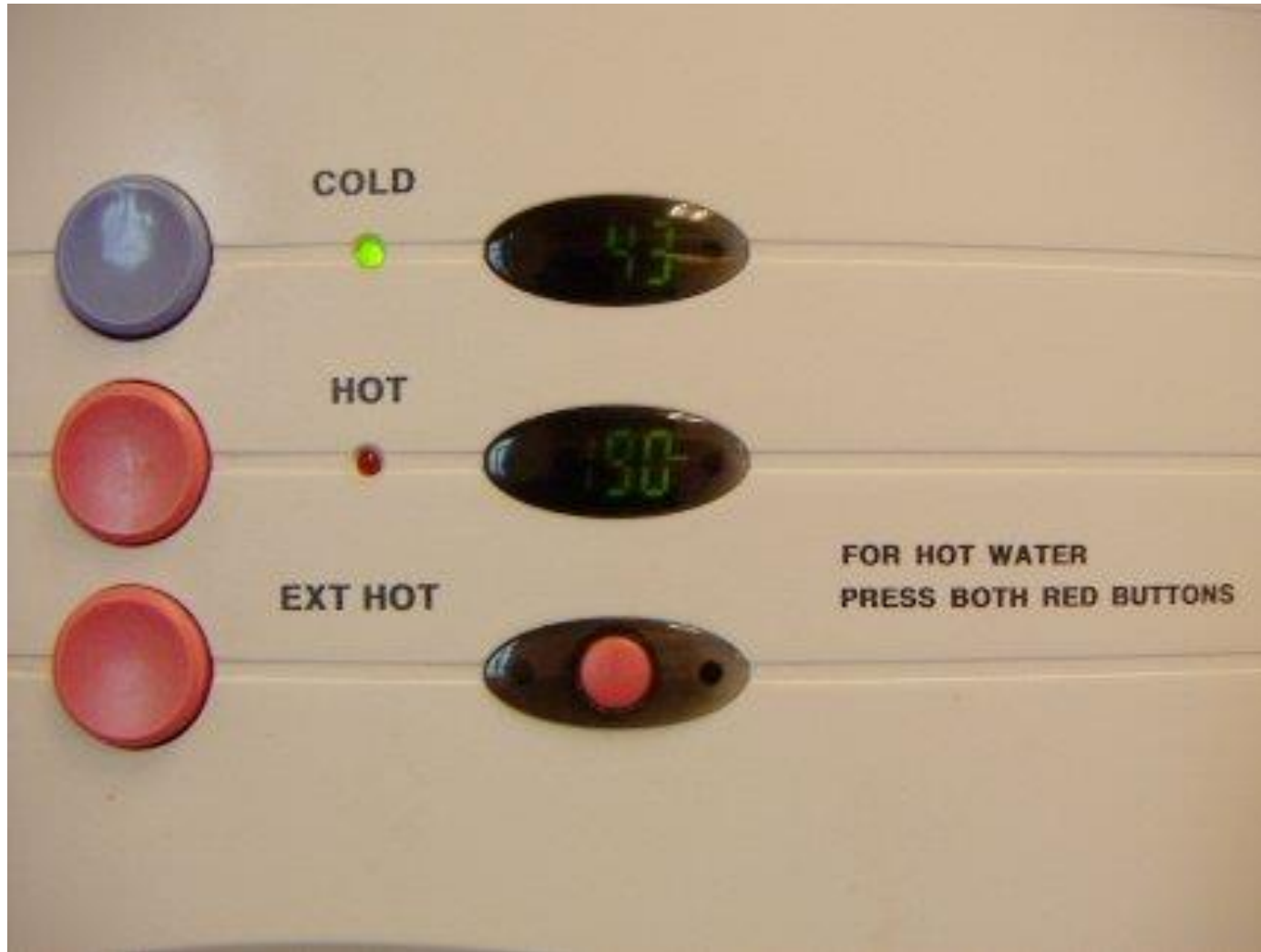
- news, sport and travel
- CBeebies games
- UK weather maps
- interactive programmes

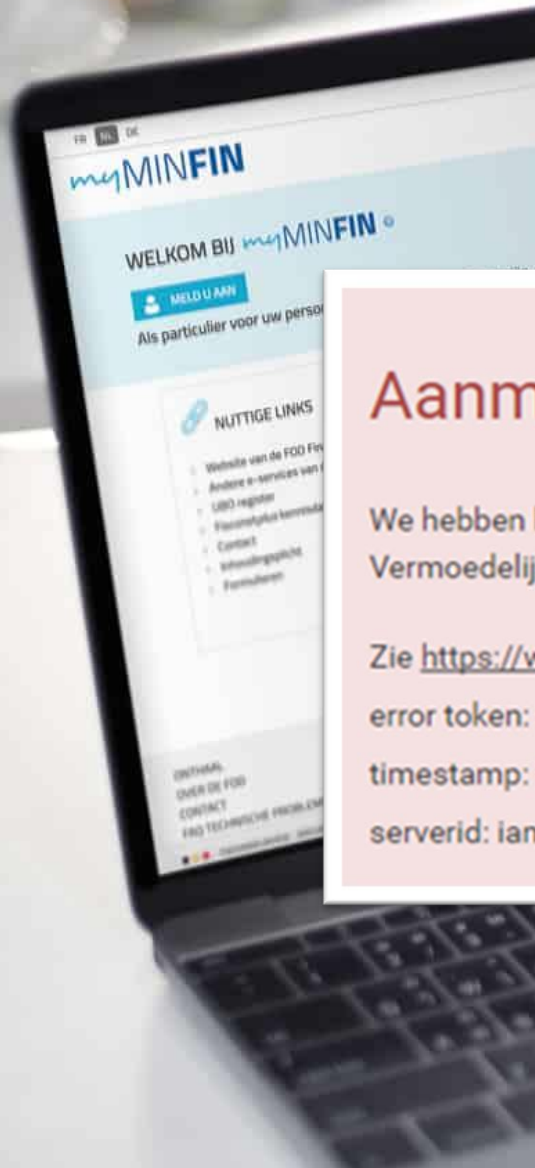
Press **RED** to visit now.



BBC © 2017







Joël De Ceulaer

@jdceulaer



Wil van oude telefoon alles overzetten naar nieuwe. Om bankapp te installeren heb ik Itsme nodig. Om itsme te installeren heb ik bankapp nodig.

[Translate post](#)

Aanm
We hebben l
Vermoedelij
Zie <https://v>
error token:
timestamp:
serverid: ian



2:27 PM · May 29, 2023 · **82.8K** Views

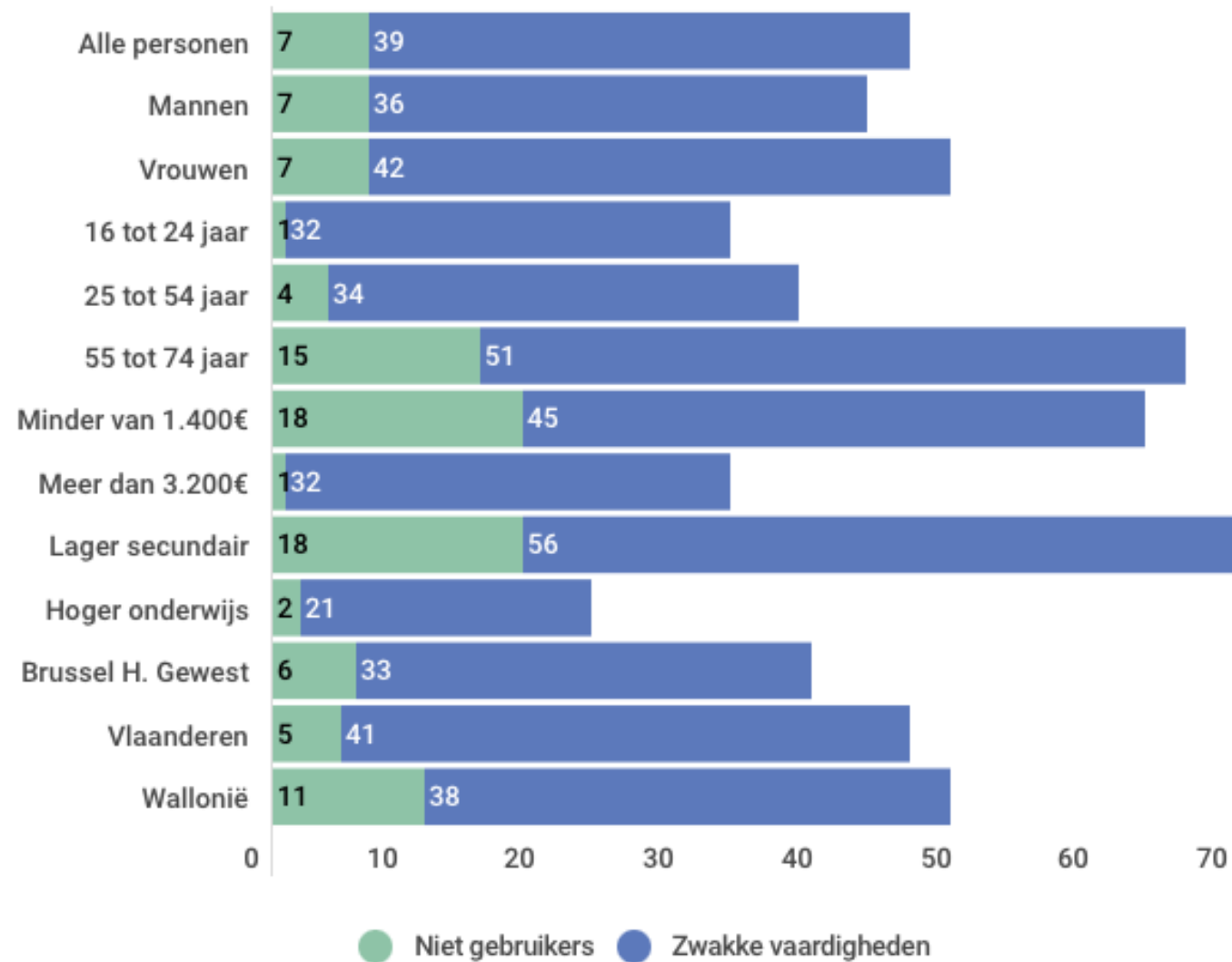


Bedrijven die hun diensten enkel online aanbieden, doen aan "digitale uitsluiting".

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)

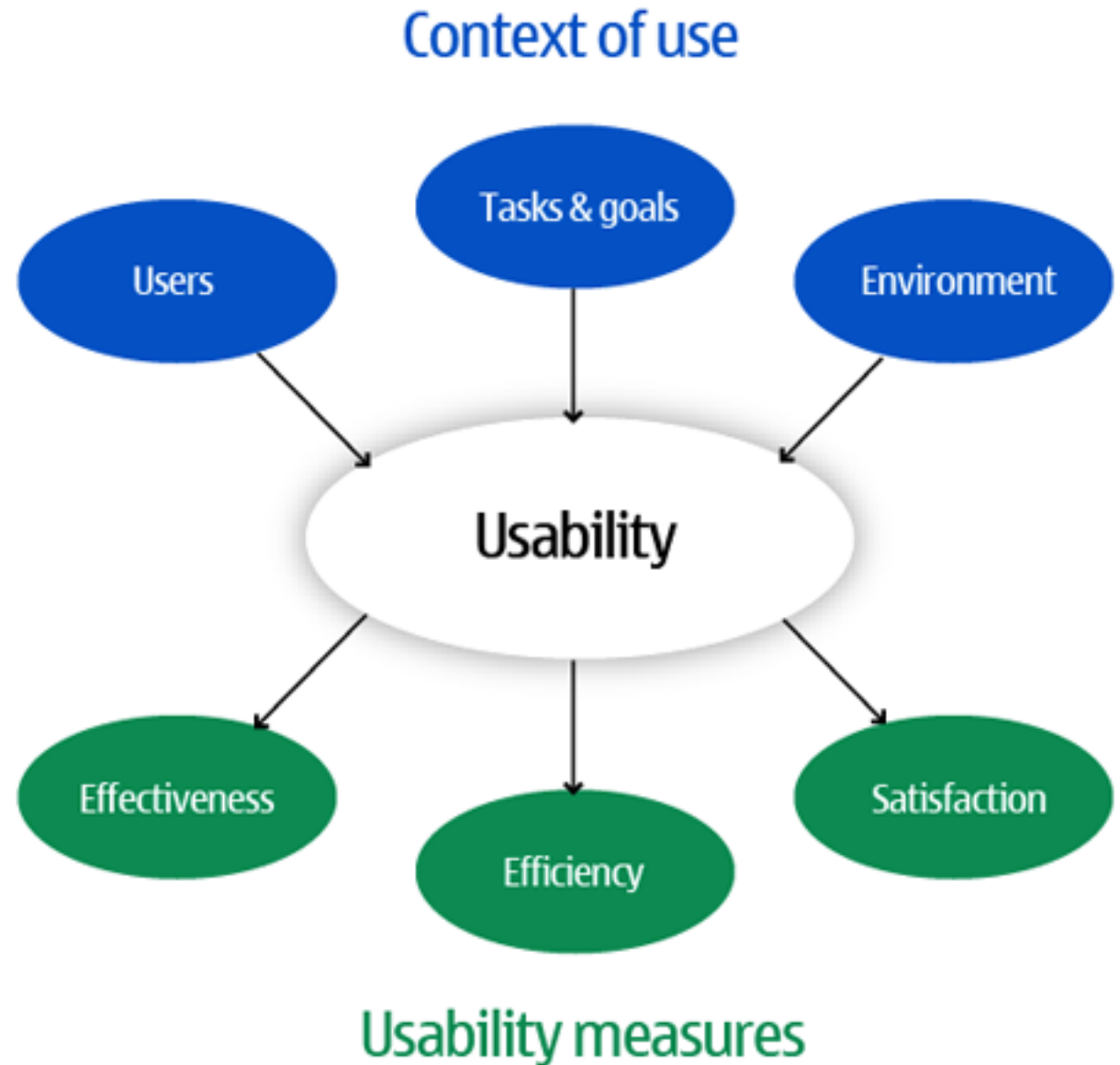


Digitaliseren op mensenmaat



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**

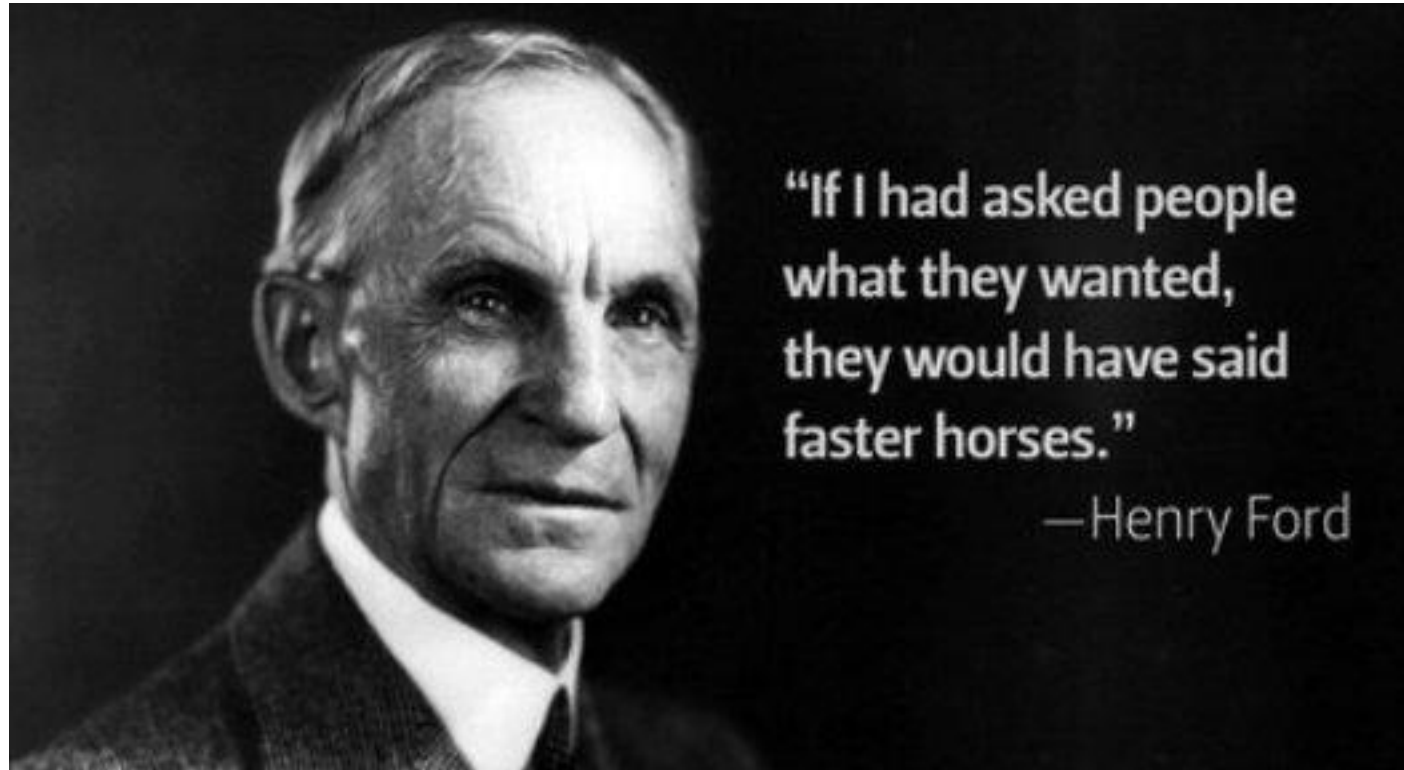
ISO 9241-11

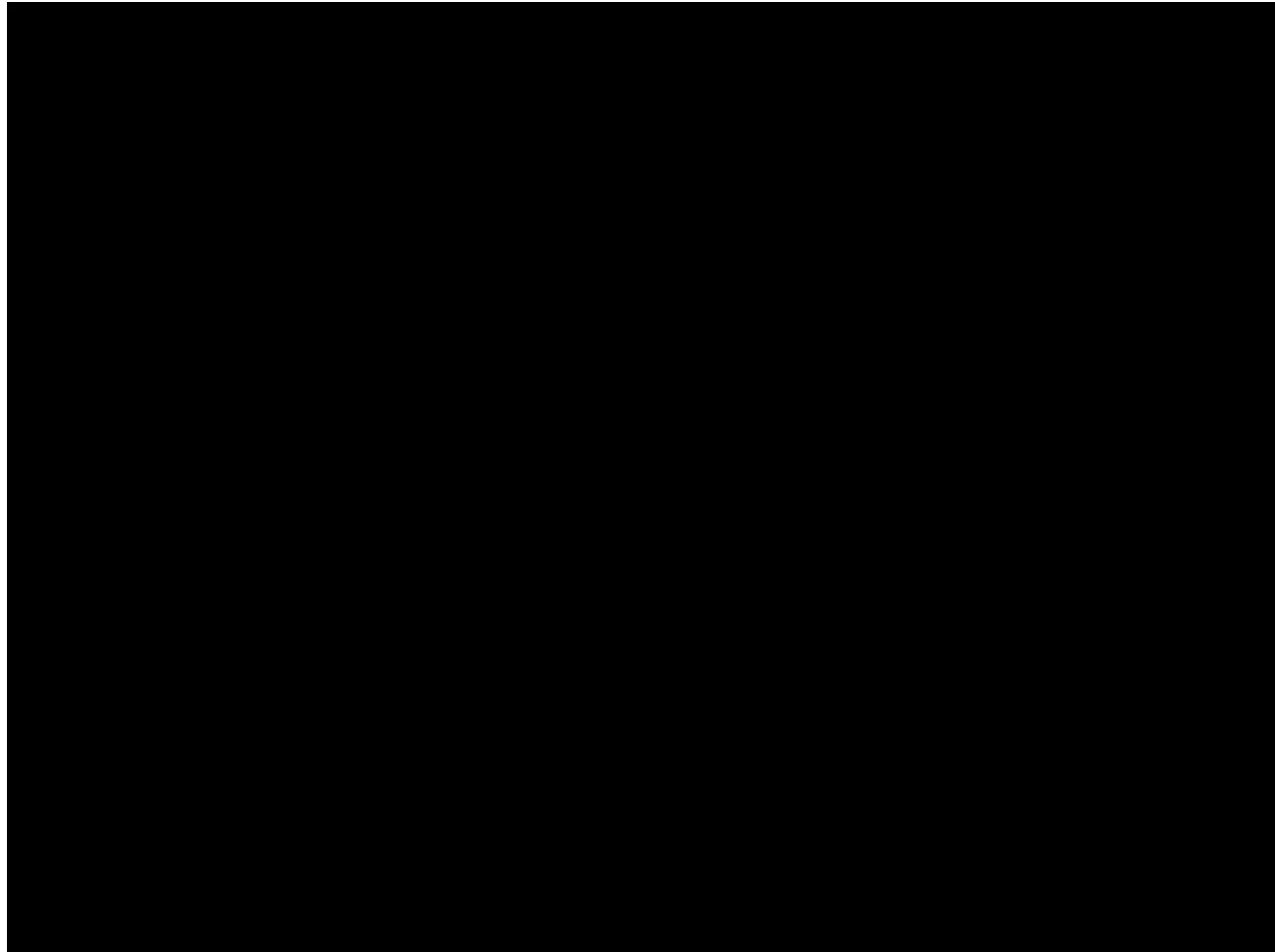






Source: Harboe, G., Massey, N., Metcalf, C., Wheatley, D., & Romano, G. (2008). The uses of social television. *Computers in Entertainment*, 6(1), 8:1–8:15. doi:10.1145/1350843.1350851







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

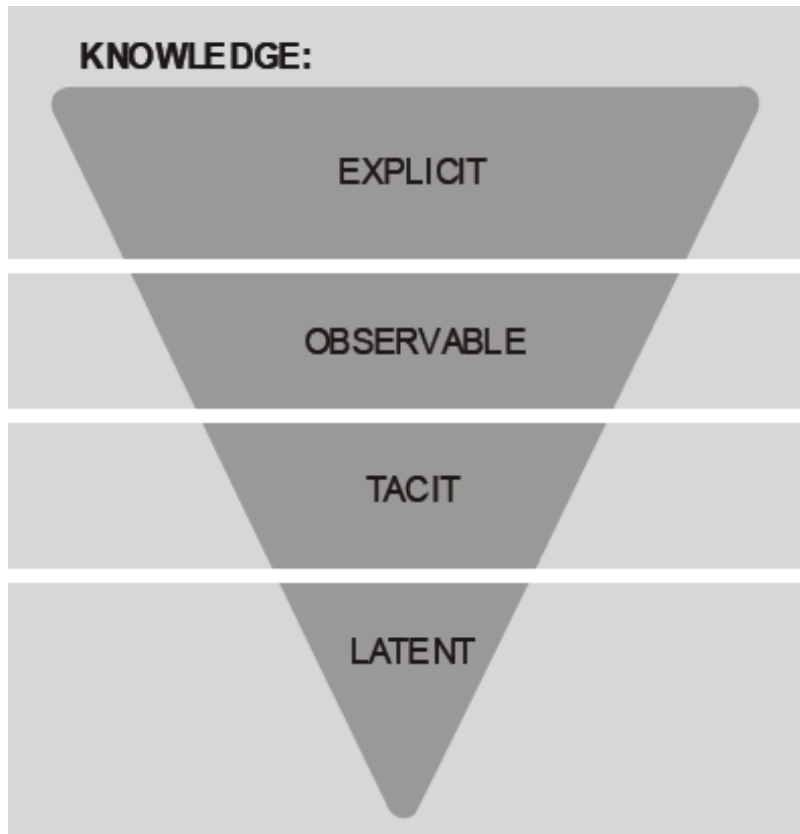
MARGARET MEAD

© Lifehack Quotes

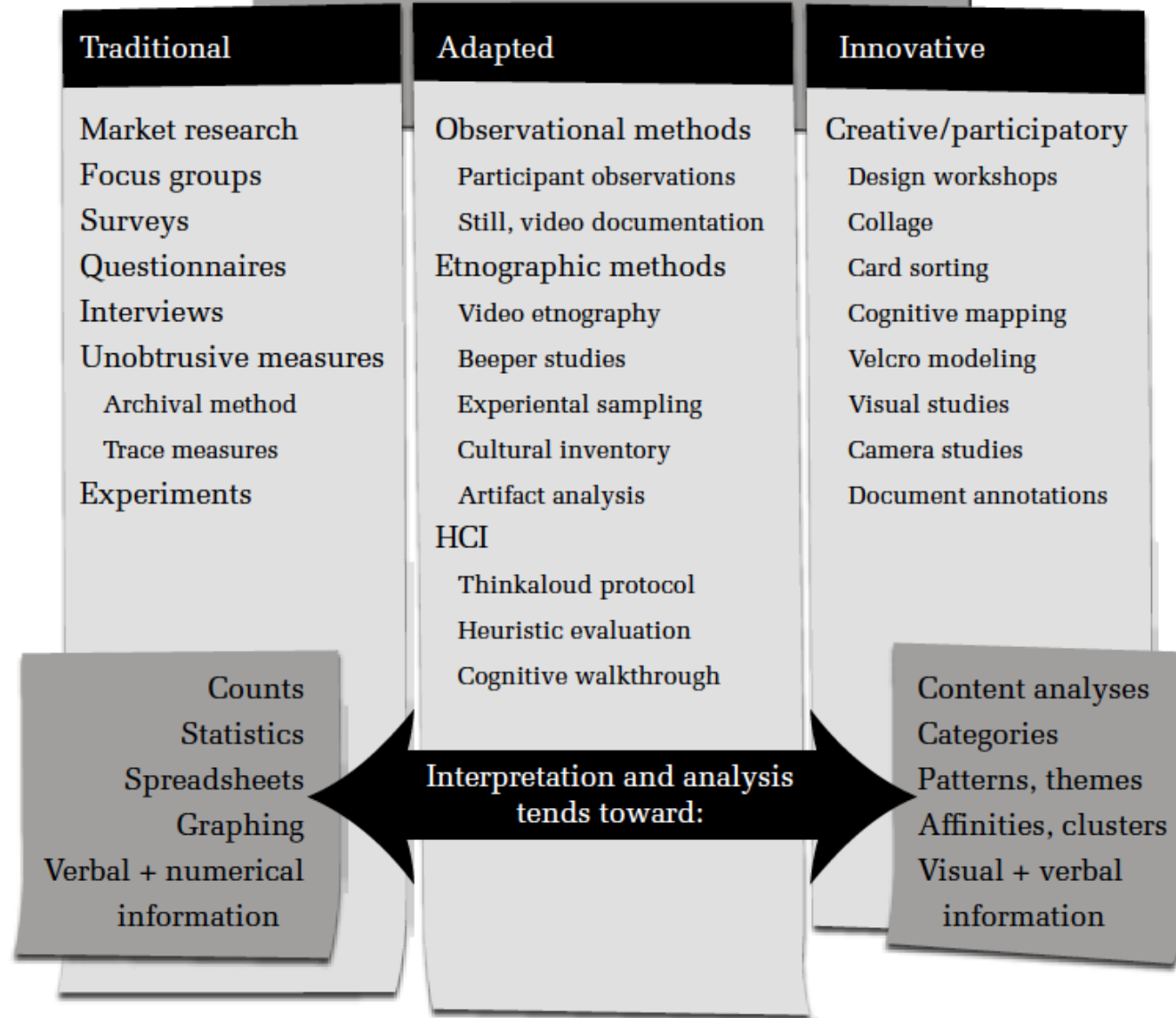


Three Easy Steps to Verify

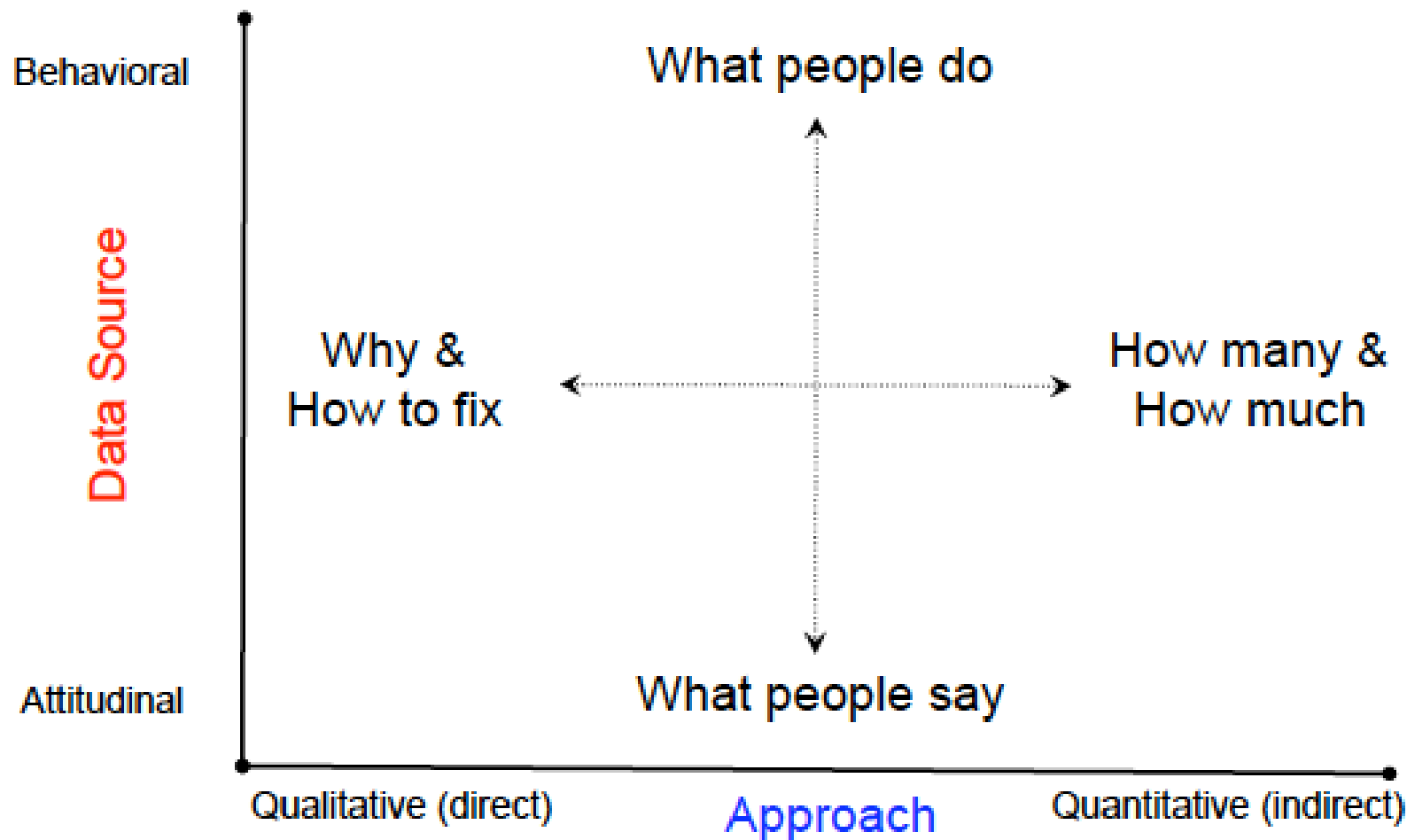
MK
LL Bean



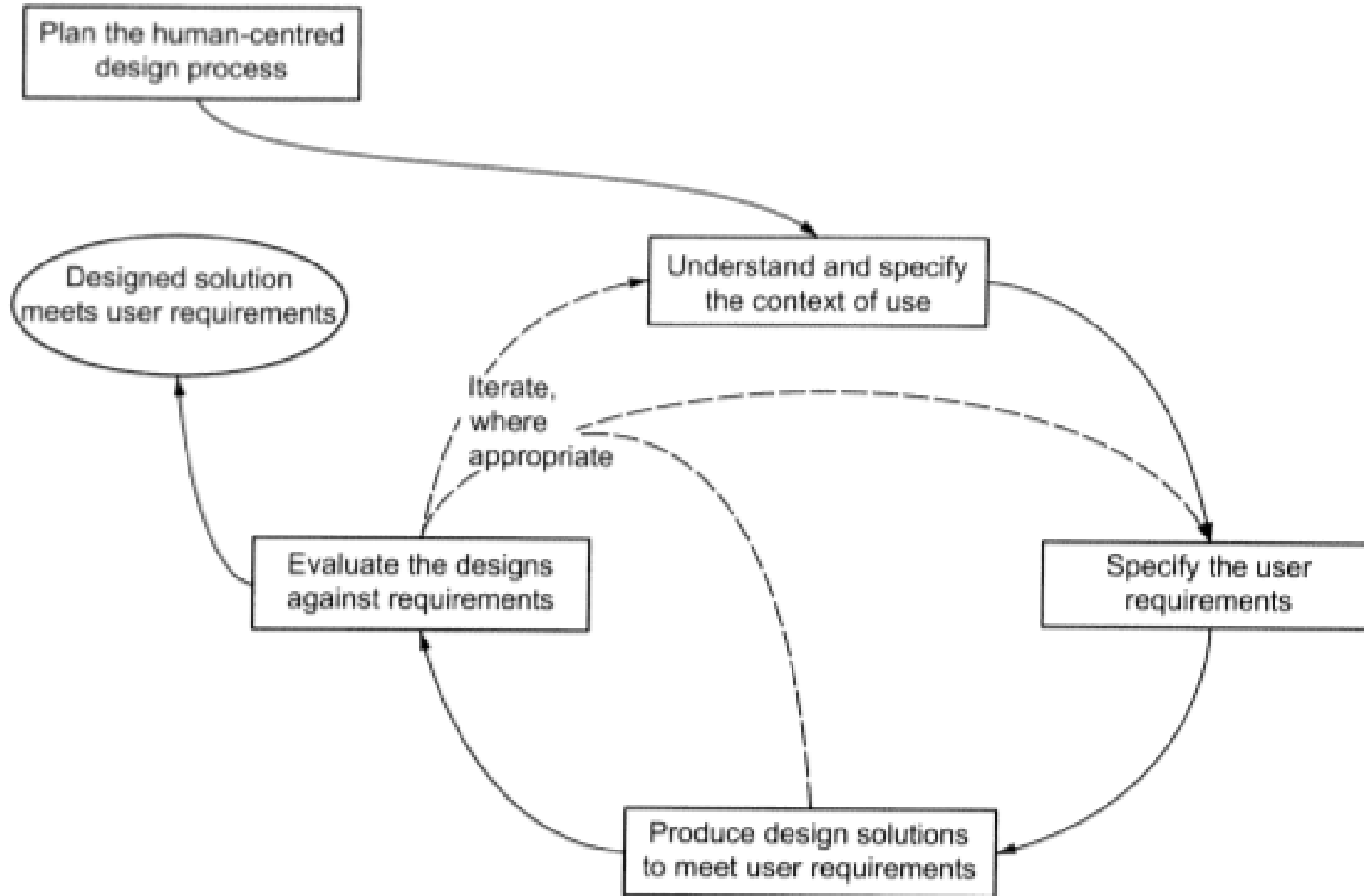
METHODS IN HUMAN-CENTERED DESIGN



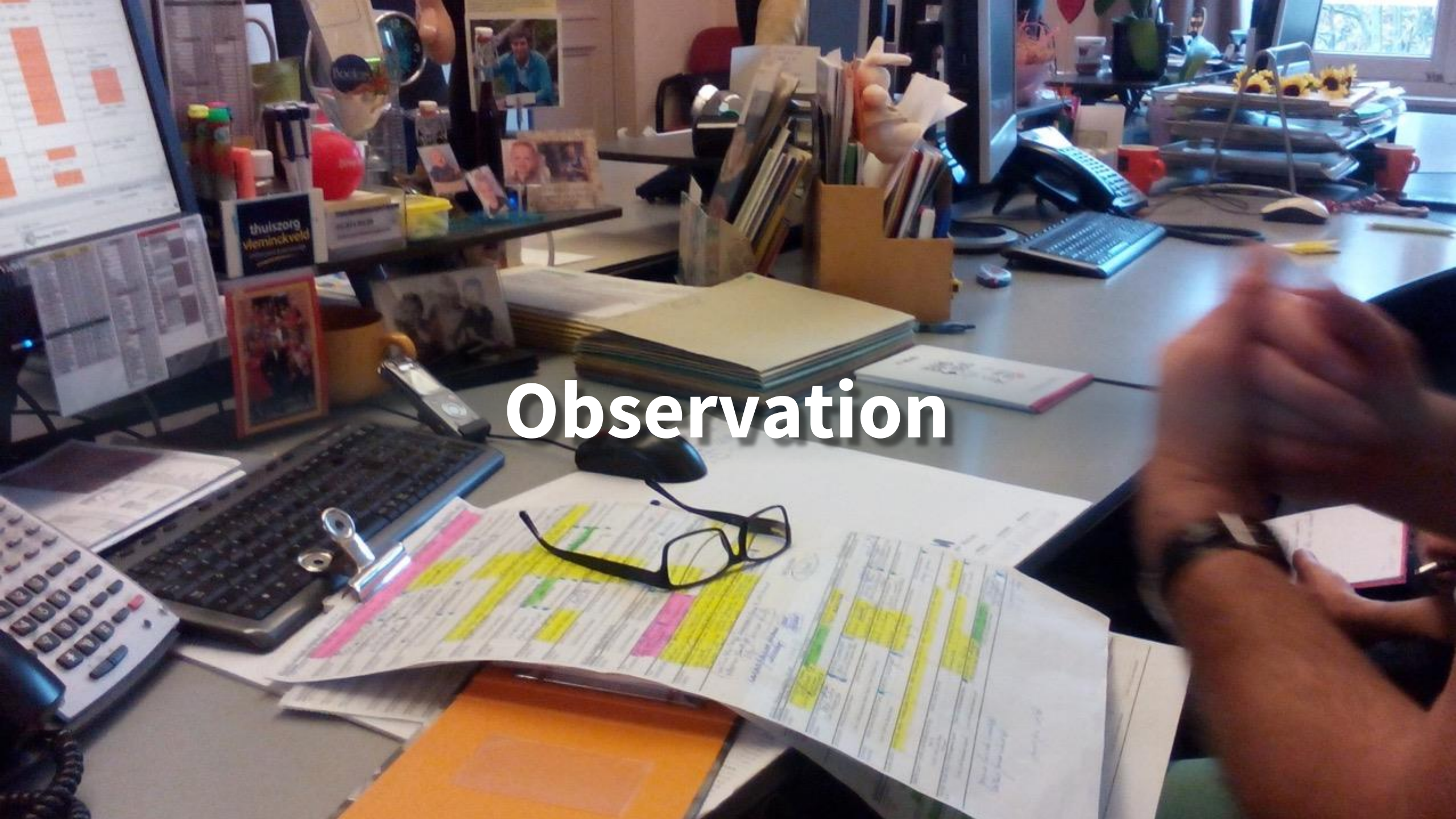
Questions answered by research methods based on **Data Source** & **Approach**



© 2008 by Christian Rohrer



Observation

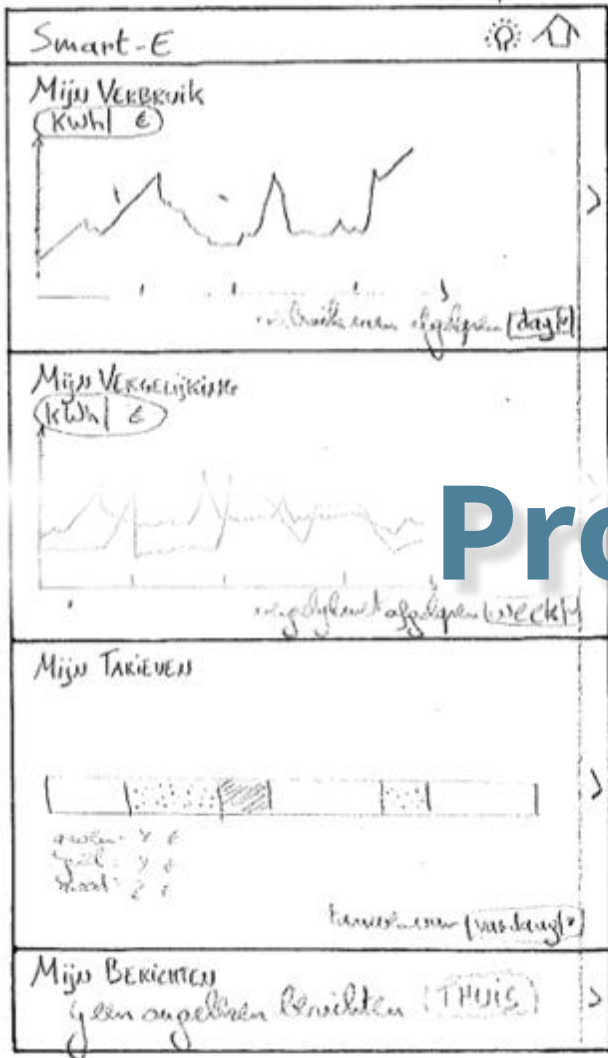


A group of children are sitting around a table, engaged in a creative activity. They are using various colored markers and pens to draw and write on sheets of paper. The papers have some text and drawings on them, including a drawing of a person and some colorful shapes. There are also some small objects like a CD and a stapler on the table. The children are wearing casual clothing, and one child in the foreground is wearing a yellow hoodie and a blue earpiece. The overall atmosphere is one of collaborative learning and creativity.

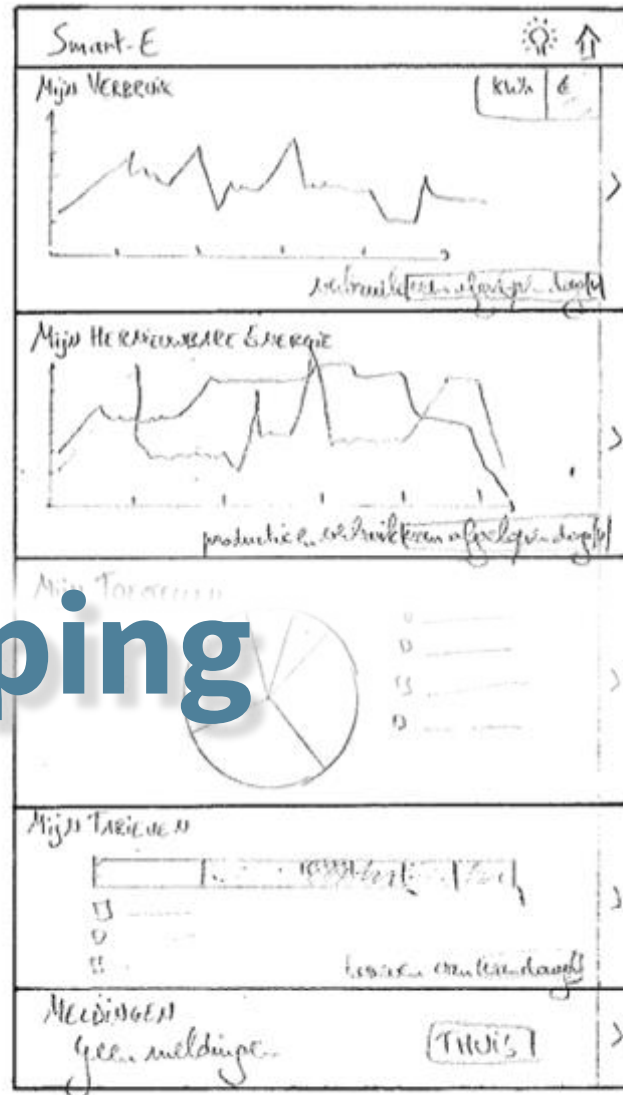
Co-creation

Aanmelden thuis of niet

Berichten ↑



→ naar overzicht

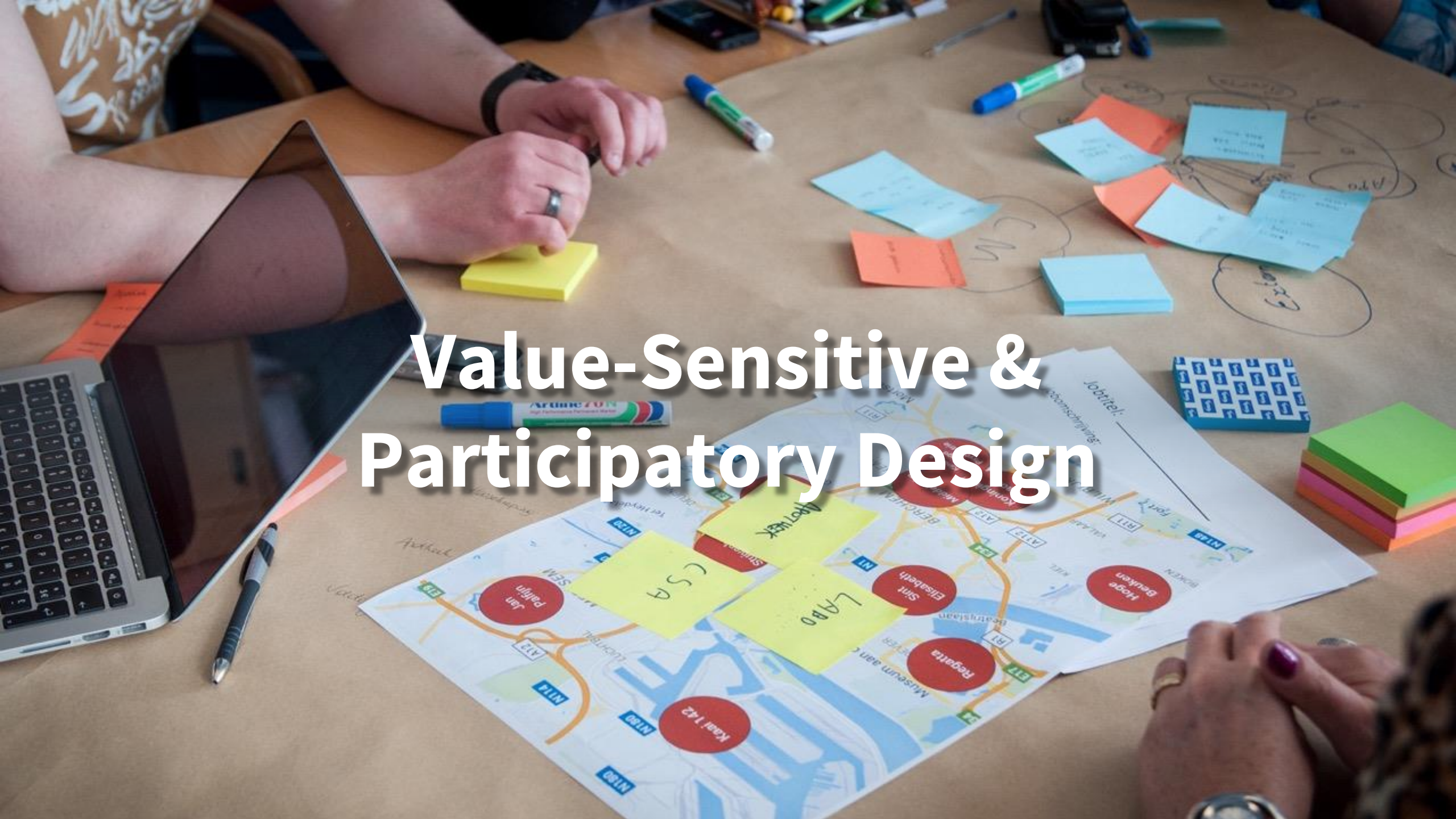


Prototyping



Evaluation

Value-Sensitive & Participatory Design



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.

KU LEUVEN



DIGITAL SOCIETY INSTITUTE



@KULeuvenDigiSoc



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

