

Social Design Showdown

DISCUSSION

AS A SOCIAL DESIGNER YOU SHOULD ONLY WORK ON PROJECTS IN WHICH YOU ARE A STAKEHOLDER.



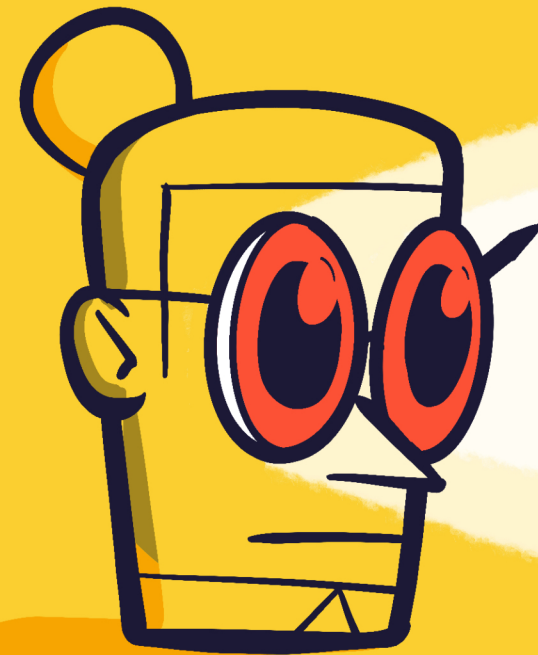
BENEFIT

DISADVANTAGE

OF BEING A:



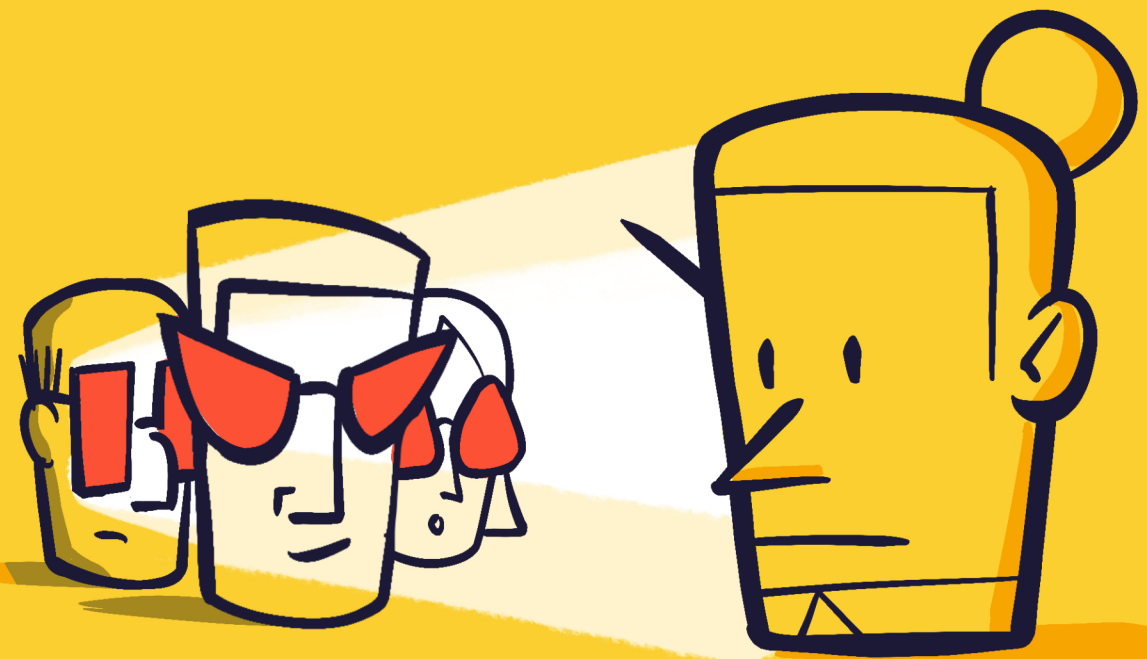
INSIDER KNOWLEDGE MAKE YOU CREDIBLE TO OTHER STAKEHOLDERS



COLORED VIEW OF THE WORLD CAN BE A BIAS.



WITHOUT A COLORED VIEW YOU CAN HAVE FRESH PERSPECTIVES



STAKEHOLDERS MAY JUDGE YOU WITH THEIR VIEW OF THE WORLD.

STAKEHOLDER

OUTSIDER



BEING NEUTRAL IS IMPOSSIBLE AND CAN BE DECEIVING TO OTHERS.

JAN VAN TOORN:

IT'S BETTER TO LET YOUR OPINION SHINE THROUGH SO THAT PEOPLE ARE FORCED TO CONSIDER THEIR OWN VIEWS AND ARTICULATE AN OPINION OF THEIR OWN.

CONCLUSION:

WE'RE CURRENTLY LIVING IN A TIME WHERE YOU HAVE TO BE EXPLICIT ABOUT YOUR BIAS. YOU CAN'T PRETEND TO BE NEUTRAL, AS A DESIGNER YOU HAVE TO BE CLEAR ABOUT YOUR INTENT.

