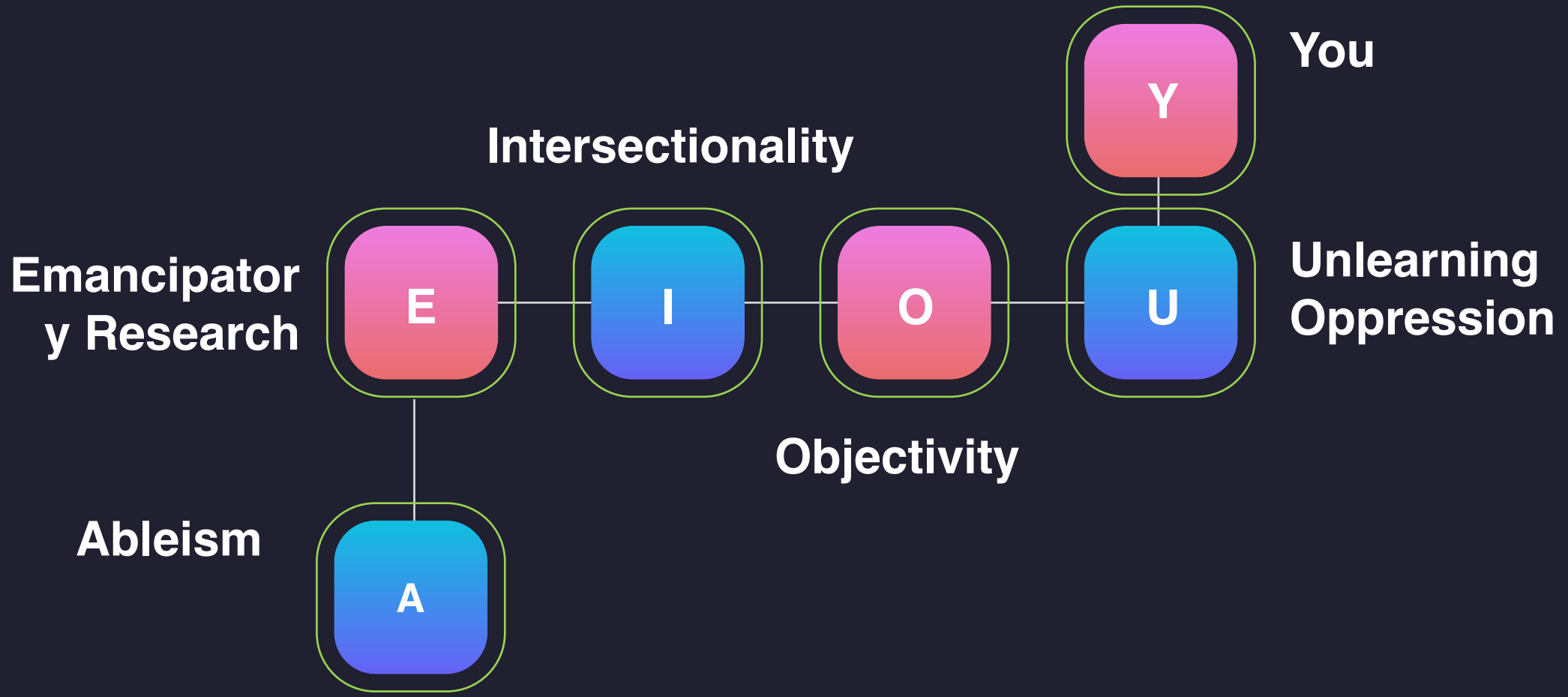
Moving from Awareness to Action

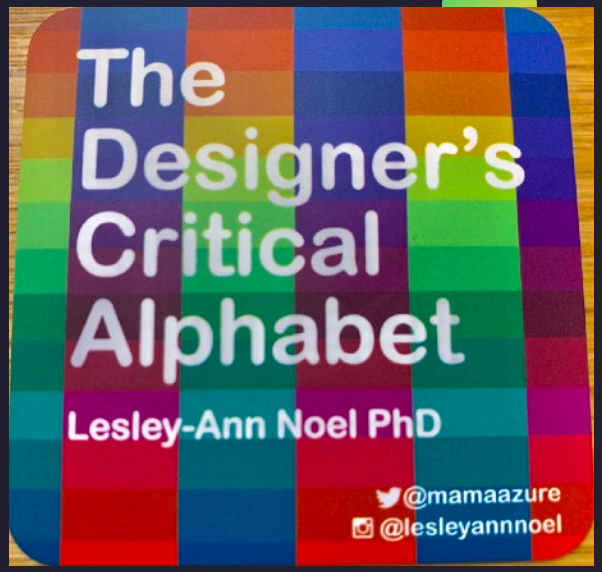
Reginé Gilbert

What do you do?

A, E, I, O, U and Y


Y
You
Intersectionality
Emancipatory Research
E
I
O
U
Unlearning Oppression
Objectivity
Ableism
A

The Designers Critical Alphabet by Dr. Lesley Ann Noel



“Good design begins with honesty, asks tough questions, comes from collaboration, and trusting your intuition.” Freeman Thomas

A+

Ableism

Ableism is discrimination and social prejudice against people with disabilities or who are perceived to have disabilities. Ableism characterizes persons as defined by their disabilities and as inferior to the non-disabled.

Ableism is systematic, the institutional devaluing of bodies and minds deemed deviant, abnormal, defective, subhuman, less than… Ableism is violence.

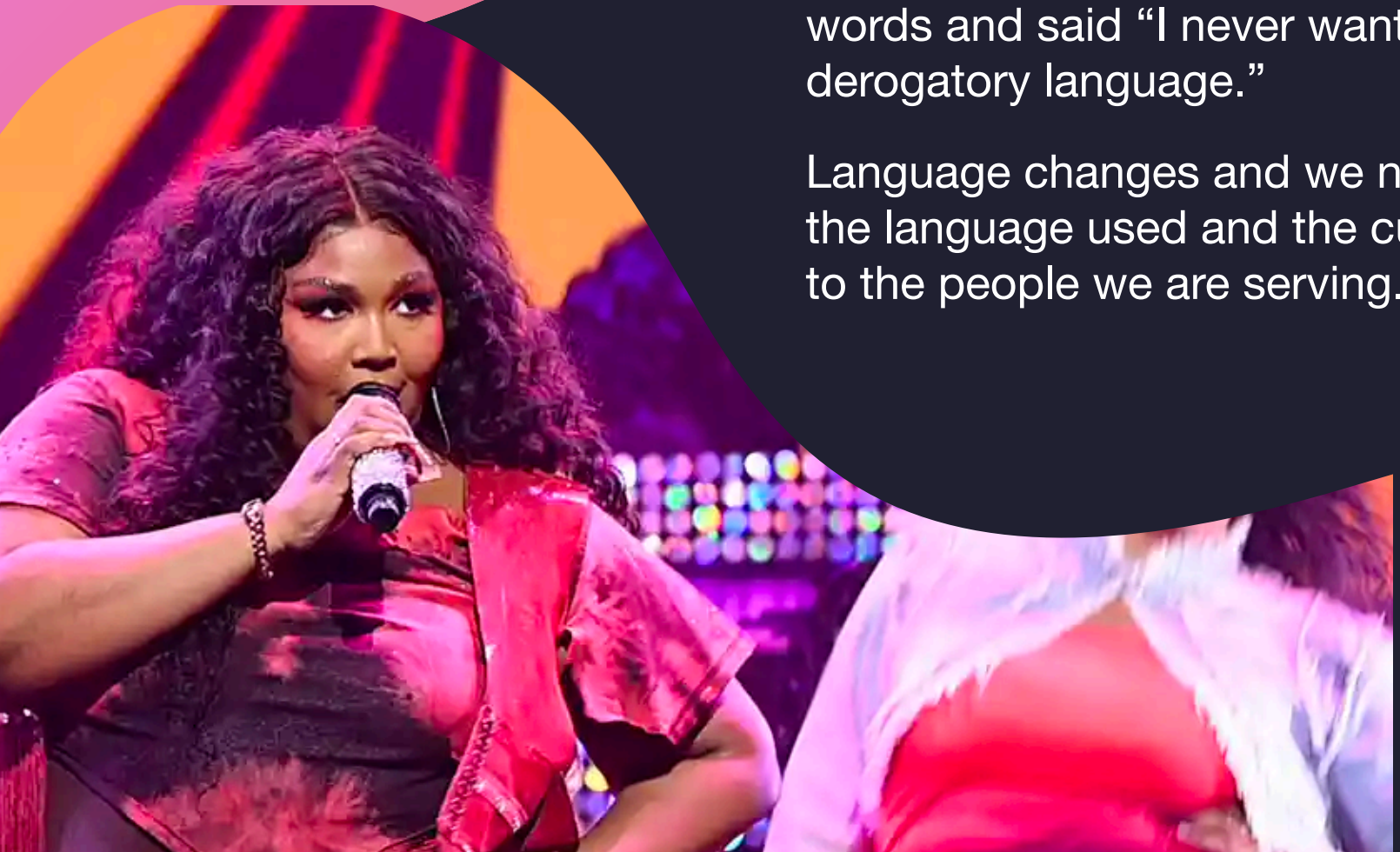
Ableism in 2022

Lizzo recently release a song titled Grrls.

The track originally included an ableist slur.

Once Lizzo found out she removed the words and said “I never want(ed) to promote derogatory language.”

Language changes and we need to be mindful of the language used and the cultural significance to the people we are serving.



When you know better - you do better!

“**Ableism** is so deeply ingrained into so much of capitalist society that it takes a lot of active unlearning to get past. Some people are just deeply unwilling to confront that part of themselves.” David J Bradley

Research is at the heart of Design

Design without research is like…

E

Emancipatory Research

Emancipatory research or transformative research is about including the perspective of people who are traditionally excluded from research.

VR Research Project with Blind participants

01

Become an Ally

02

Reach out to local communities

03

Be open to criticism and feedback

Questions we can ask ourselves

What is the perspective of marginalized people on the work that you are doing?

How does your design work shift power and who does it shift power to?

Intersectionality

In 1989, legal scholar Kimberlé Crenshaw coined the term intersectionality to describe how multiple forms of discrimination intersect in Black women's lives in ways that are erased when sexism and racism are treated separately.

Intersectionality

Intersectionality considers that various forms of social stratification, such as class, race, sexual orientation, age, religion, creed, disability and gender, do not exist separately from each other but are woven together.

Go beyond empathy

Empathy can be limited. It can give people a sense they are saviors of a particular group.

We can mitigate some of the issues of empathy by making participatory design a priority.

“Empathy has no script. There is no right way or wrong way to do it. It's simply listening, holding space, withholding judgment, emotionally connecting, and communicating that incredibly healing message of 'you're not alone.” Brené Brown

A question to ask ourselves

What are the multiple forms of oppression that affect the stakeholders in your design challenge?

Objectivity

Objectivity is a belief that personal prejudices, preferences of the researcher do not contaminate the collection of or analysis of data.

Some researchers, however, believe that objectivity is impossible to achieve and therefore we must acknowledge and declare our biases to produce better research.

VoiceOver

Snapchat

U

Unlearning Oppression

Some everyday practices seem normal and go unquestioned but discriminate against minorities. Many well-intended people are unaware that their actions are oppressive. Oppression affects both the oppressed and the oppressors.

Unlearning Oppression

To unlearn oppression, we must acknowledge our everyday oppressive practices and engage in critical self-reflection with the aim of becoming actively anti-oppressive.

Steps to unlearning

01

Foster a sense of willingness

02

Pursue the unfamiliar

03

Change the location

04

Learn from the opposite

05

Foster Curiosity

Logicearth

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. ”

— Alvin Toffler

Y

You

You play an active role in change and transformation. You have the agency to question what is happening around you and to take action as a response.

Design may be one form of response.

Scenario

You want to conduct a user study to test out a UX design pattern you've just created. You are very confident that this new design will work. When you get the results from the study, you ignore any evidence that does not support your theory. PlaybookUX

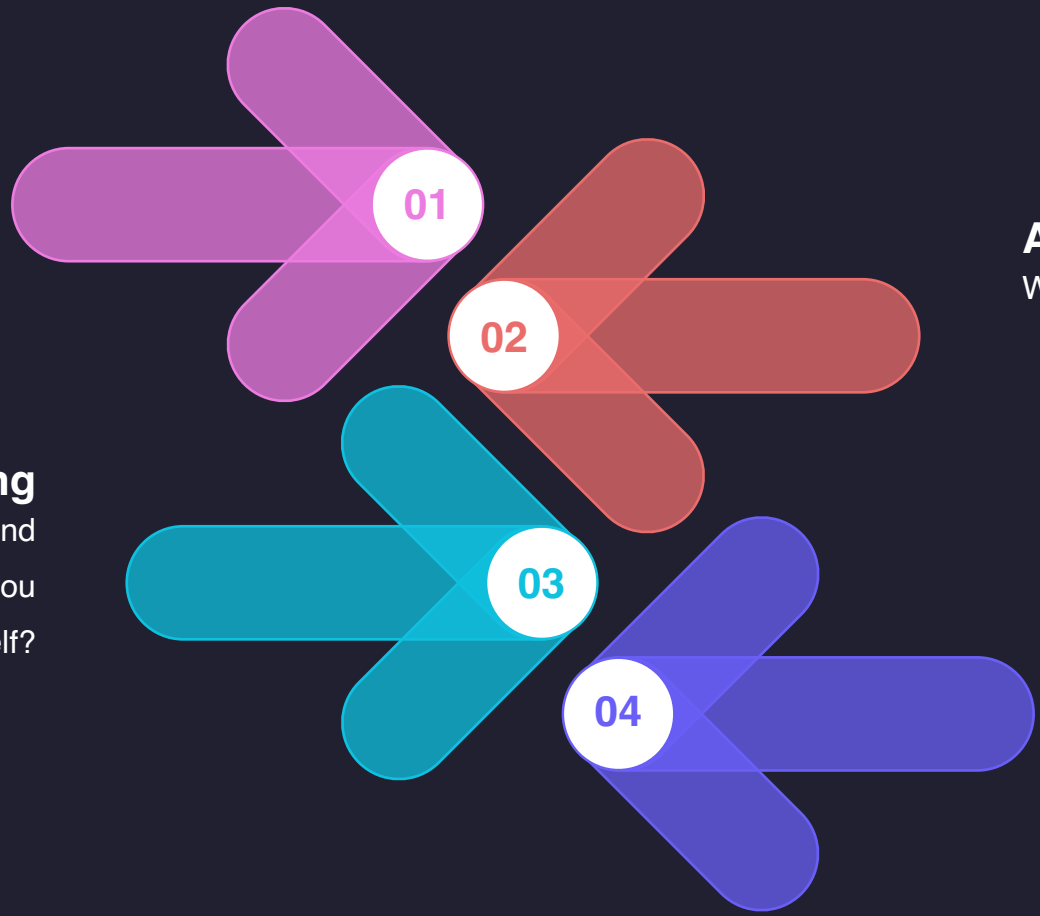
A Question to ask ourselves

What are the attitudes needed to be a manager, change agent, facilitator or researcher?

Moving from awareness to action

Get to know yourself
Self awareness is a super power!

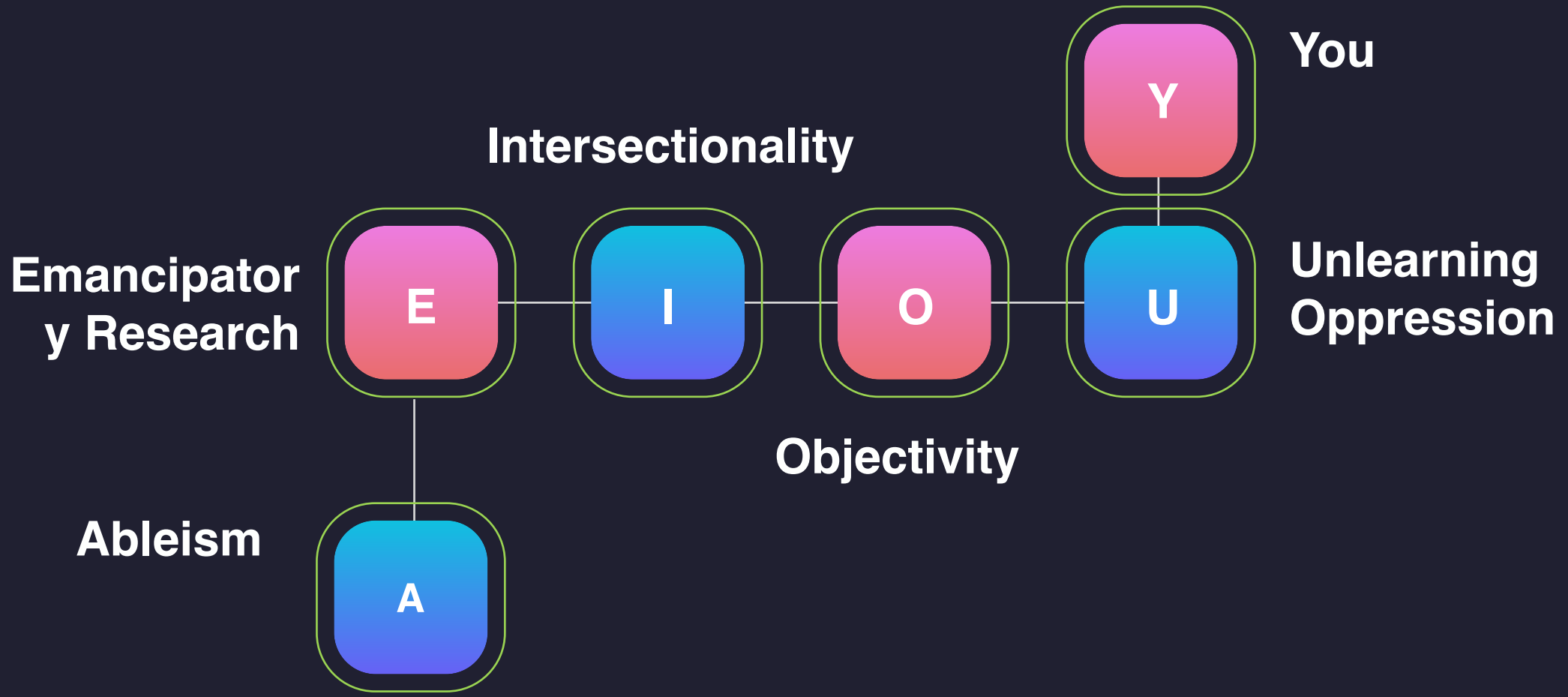
Question everything
What awareness do you have around the issue? What awareness do you have of yourself?



Acknowledge discomfort
We don’t know what we don’t know.

Take the next step
In order to move from awareness to action - you have to take the next step.

A, E, I, O, U and Y


Y
You
Intersectionality
Emancipatory Research
E
I
O
U
Unlearning Oppression
Objectivity
Ableism
A

Thanks
@reg_inee