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# AI shaping design research shaping AI

influencing how AI is shaping work and  
everyday life through design research

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# history

'disruptive' technology tends to break into the public realm every few decades.

design and design research tend to shift gears when digital technology does.



1  
personal computers  
(Apple Macintosh, 1984)



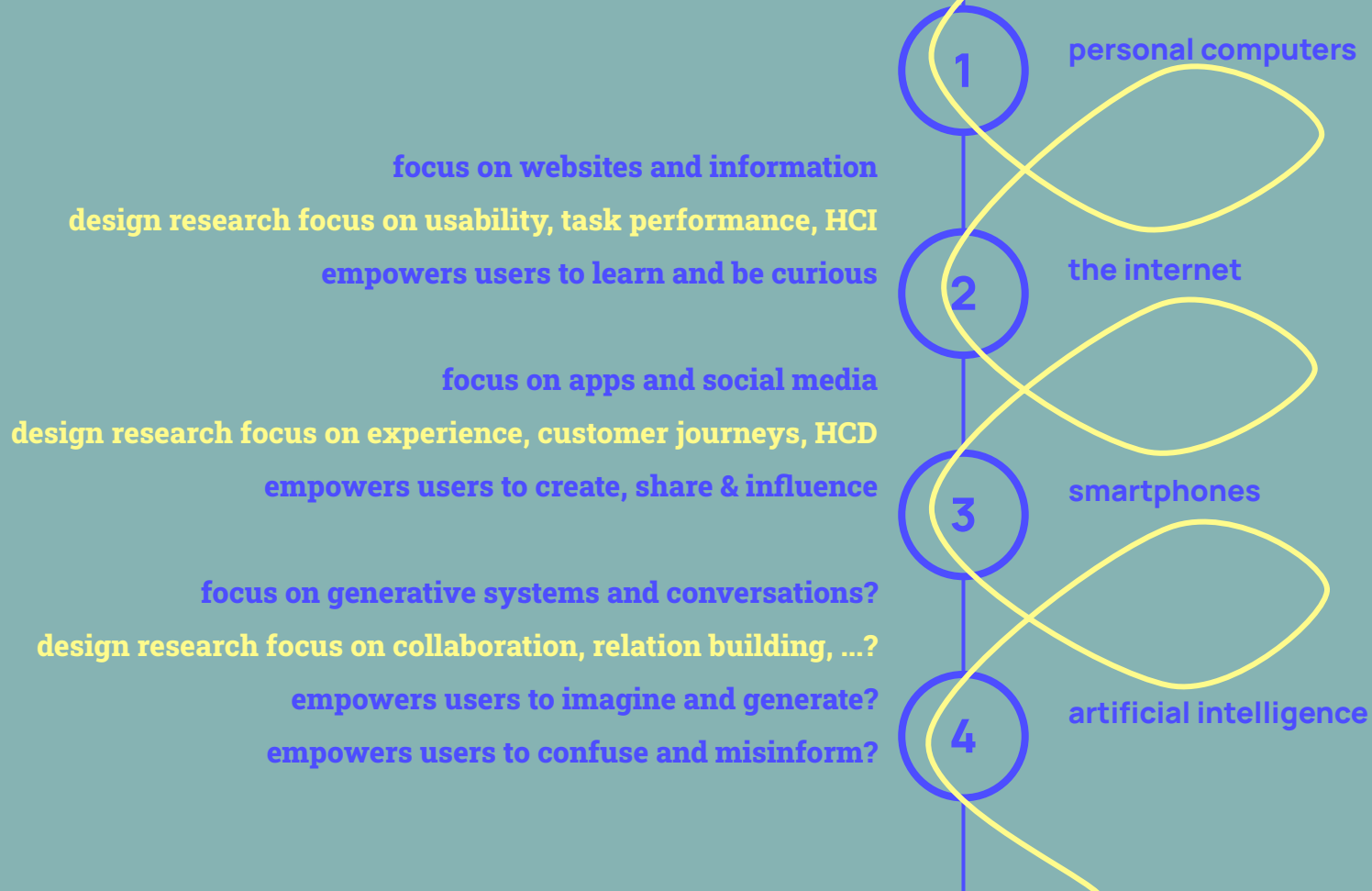
2  
the world wide web  
(Mosaic browser, 1993)



3  
smartphones  
(iPhone, 2007)



4  
artificial intelligence  
(chatGPT, 2022)



# AI topics for design research

good research starts with asking good questions.

- / how do people engage with AI's that offer smart adaptive support?
- / how do people collaborate with AI now, and how would they like to?
- / how do people engage AI's as co-pilots?
- / how do people build relationships & coalitions with AI?
- / what ecosystems of intelligence do people create with AI?

# AI topics for design research

we should also look at this from the perspective of AI:

- / how does AI engage with people who offer smart adaptive support?
- / how does AI collaborate with people now, and how would it like to?
- / how does AI engage people as co-pilots?
- / how does AI build relationships & coalitions with people?
- / what ecosystems of intelligence does AI create with people?

the gaps between the answers is where collaboration jars  
and we need to improve.

AI inaccuracy  
and bias are too  
high to rely on AI  
for analysis, nor  
can AI replace  
participants.

*For now, design  
researchers  
have to engage  
with and  
represent users,  
AI can support.*

there is a gap  
between people  
building AI  
solutions, and  
human, ethical  
applications of  
AI in real life.

*design research  
can position  
itself in those  
gaps to connect  
what's possible  
with what  
benefits people.*

the many ethical implications of AI require designers to consider ethics more than before.

*design research can help to navigate ethical questions from people's perspectives.*



as with any big tech change, AI creates tension between those who adopt and those who don't.

*design research can investigate skill and trust gaps around AI and how to bridge these.*

there are many tensions around AI as a new colleague, e.g. feeling lost, ashamed or confused.

*design research can map what collaboration with AI looks like now and where people want to take this.*