

Trust Analyses

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New Paradigm of Human Experience

Homo Mensura

(human being as measure of all things)



Homo Mensurabilis

(measurable human being)



Humanitas Mensurabilis

(measurable human kind)

Communities of Systems and People

High Trust



Low Trust

Participatory



Surveillance

Evolving meta design paradigm

Transforming dynamics of power

To conquer	< >	to maintain	< >	to nurture
To control	< >	to direct	< >	to orchestrate
To follow	< >	to deliver	< >	to contribute
To delegate	< >	to mandate	< >	to participate
To make	< >	to produce	< >	to personalize
To craft	< >	to design	< >	to meta-design

Presence

*to steer towards survival and
well-being*

Antonio Damasio - Giuseppe Riva, John & Eva Waterworth

a trade-off

Wijnand IJsselsteijn

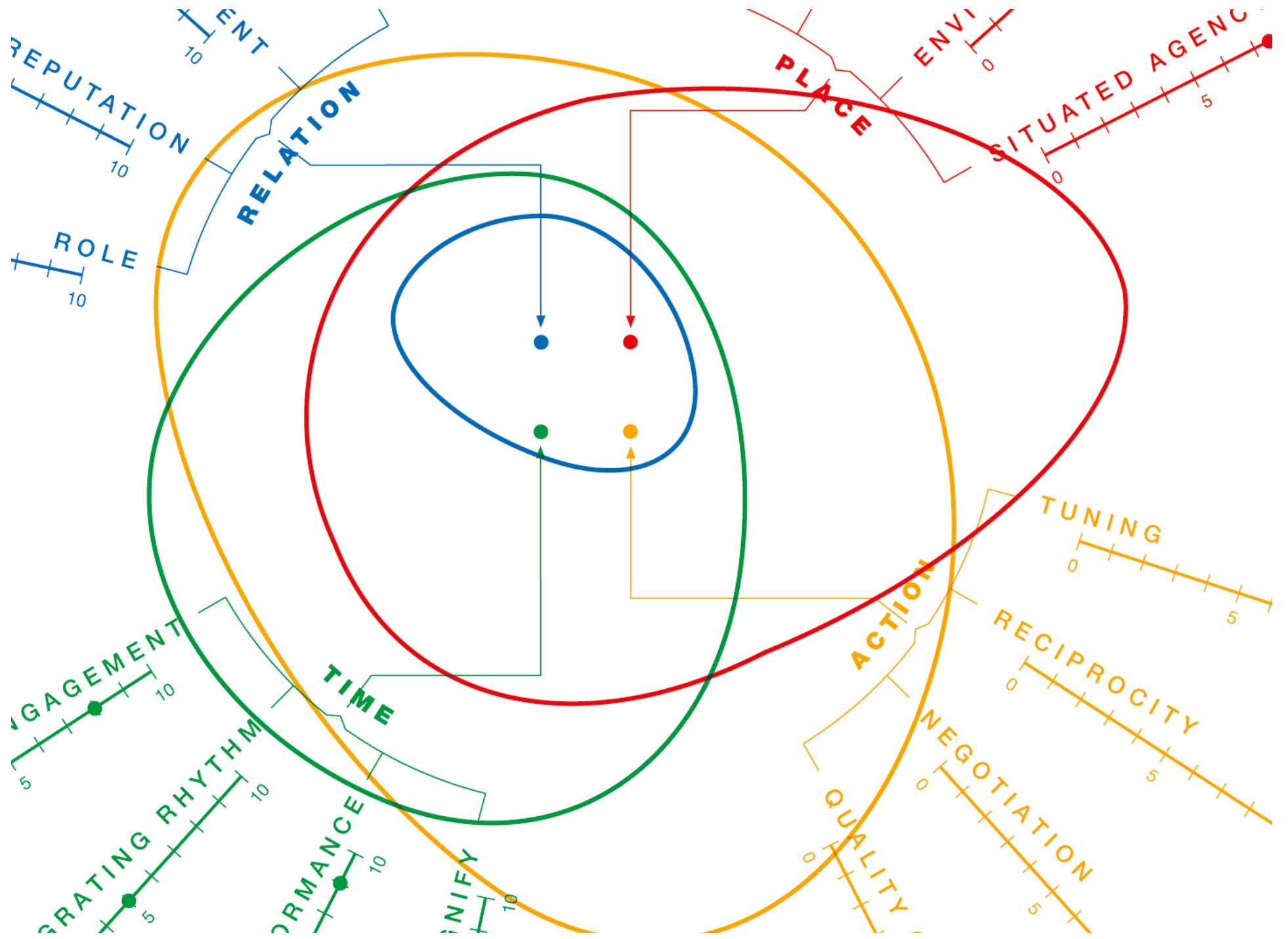
Trade-offs for presence and trust

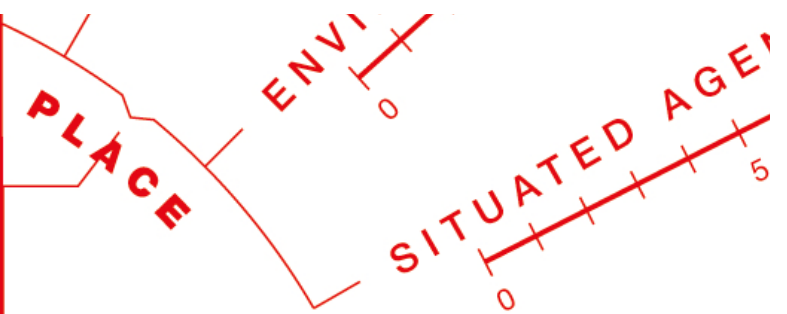
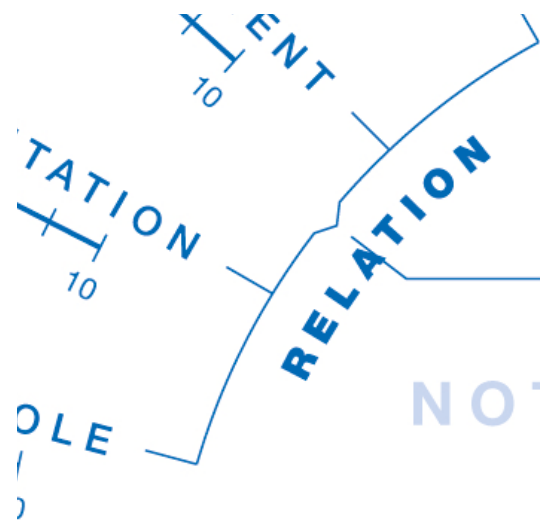


YUTPA framework:

Factors for measuring trade-offs for presence and trust in individual human experience

to be with **Y**ou in **U**nity of **T**ime, **P**lace and **A**ction



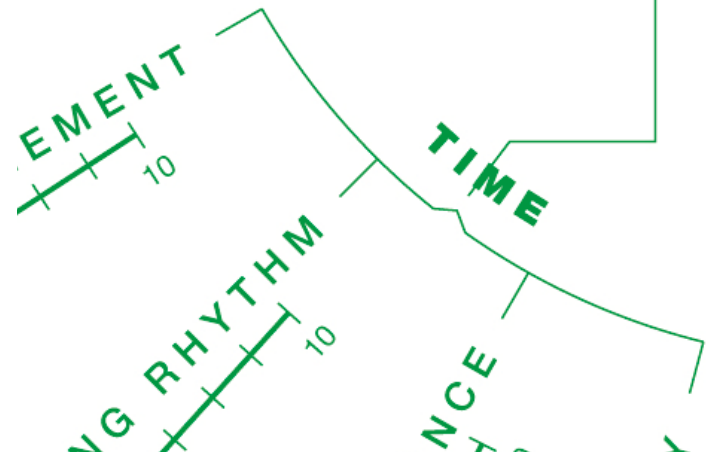


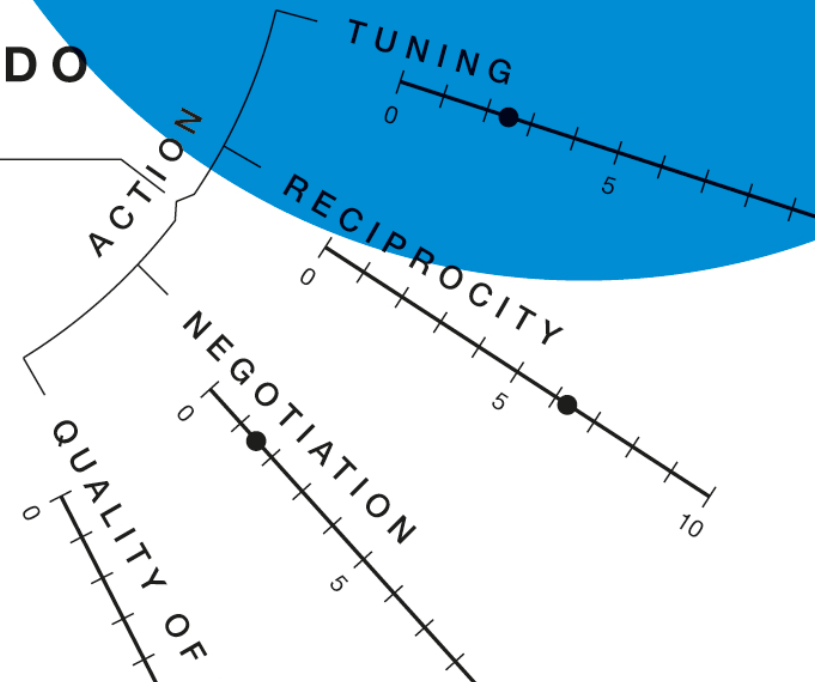
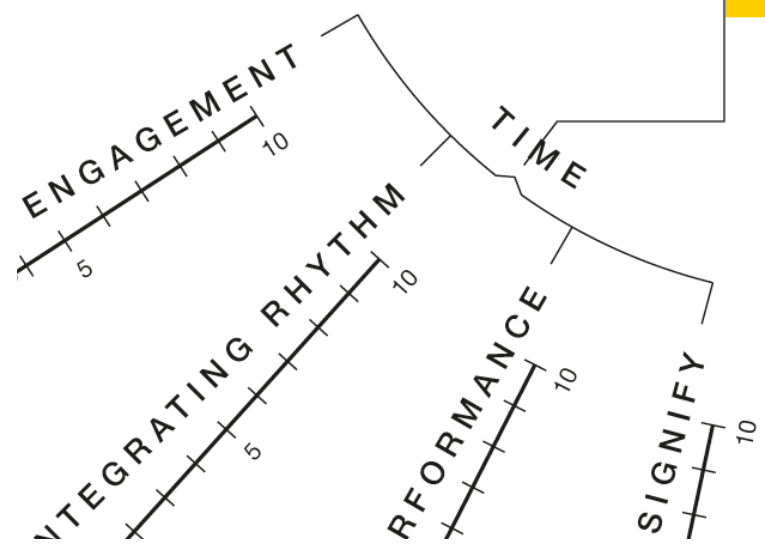
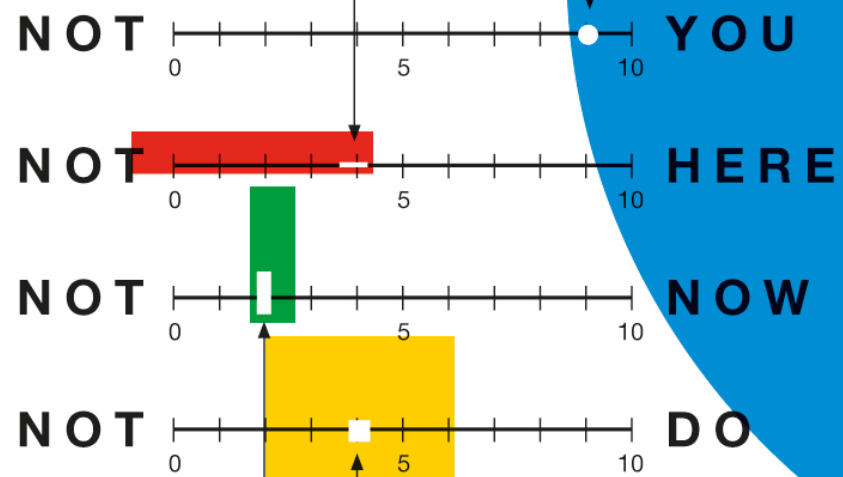
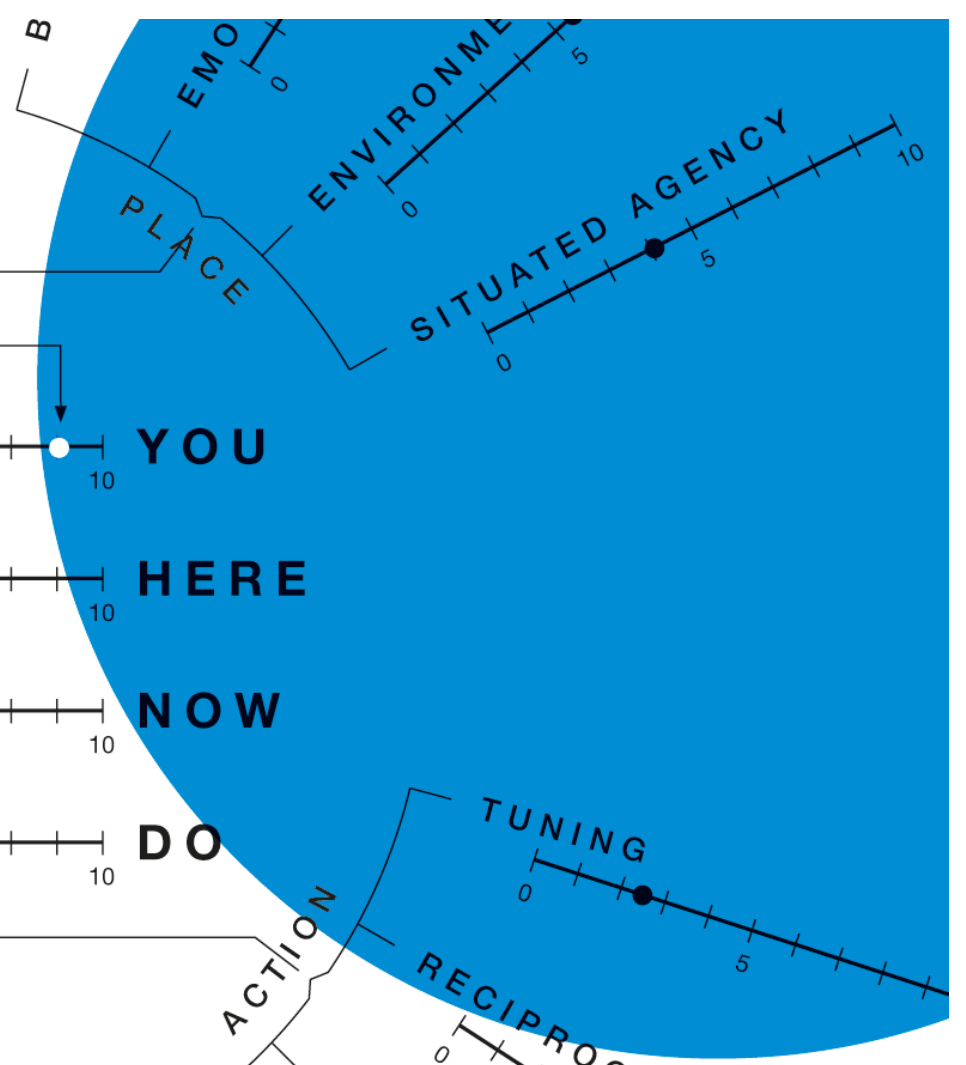
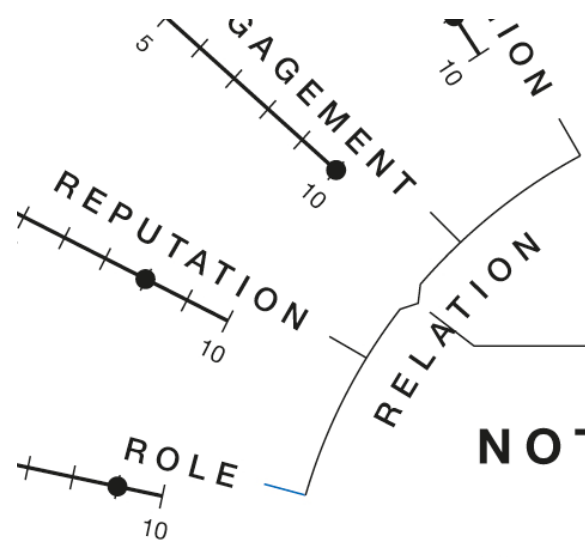
NOT YOU

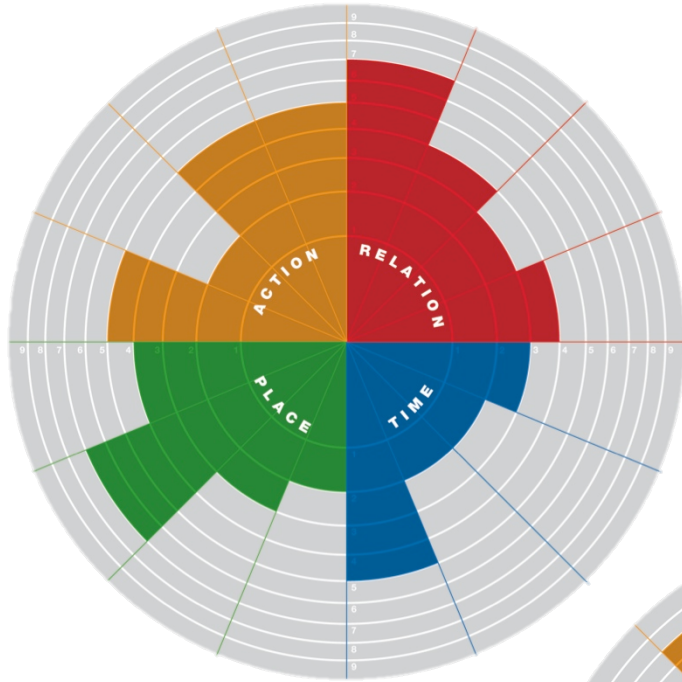
NOT HERE

NOT NOW

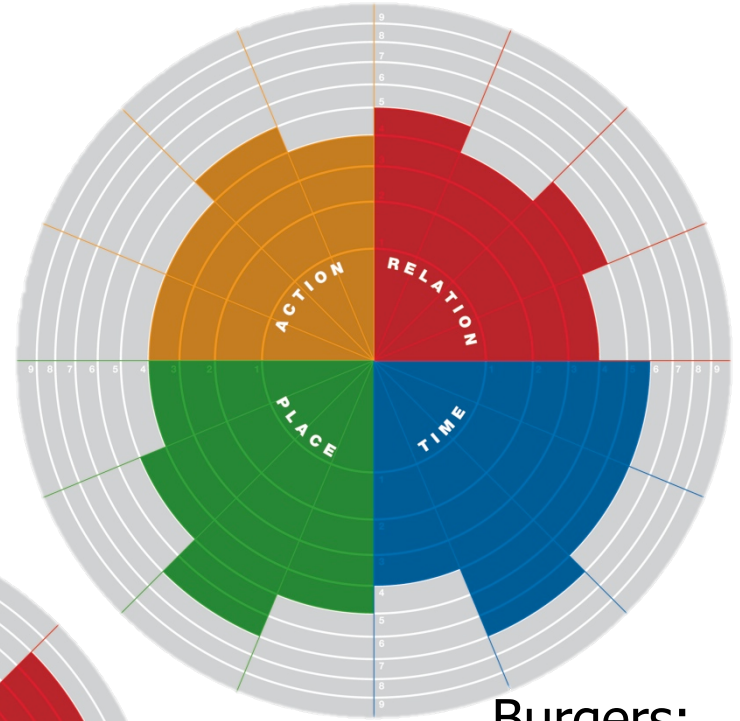
NOT DO



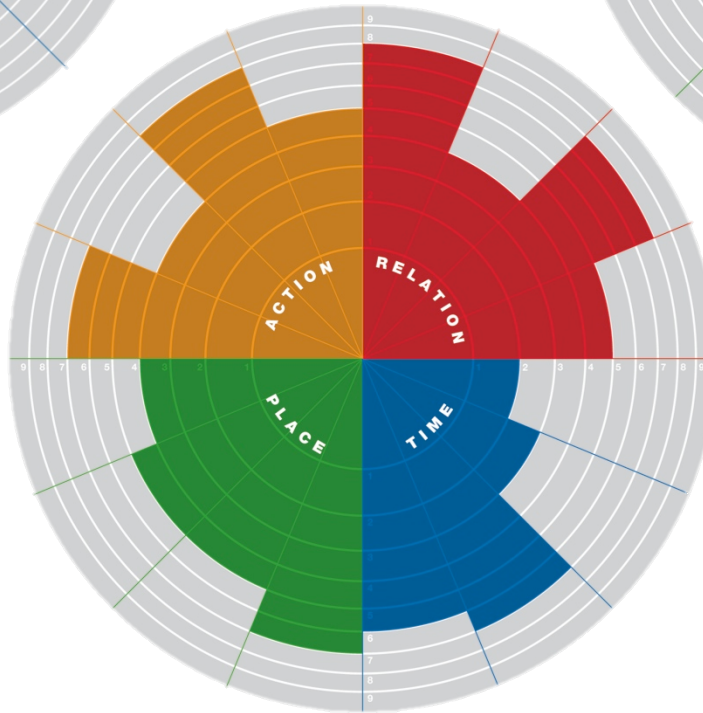




Visual research:
Low Trust



Burgers:
Low Trust

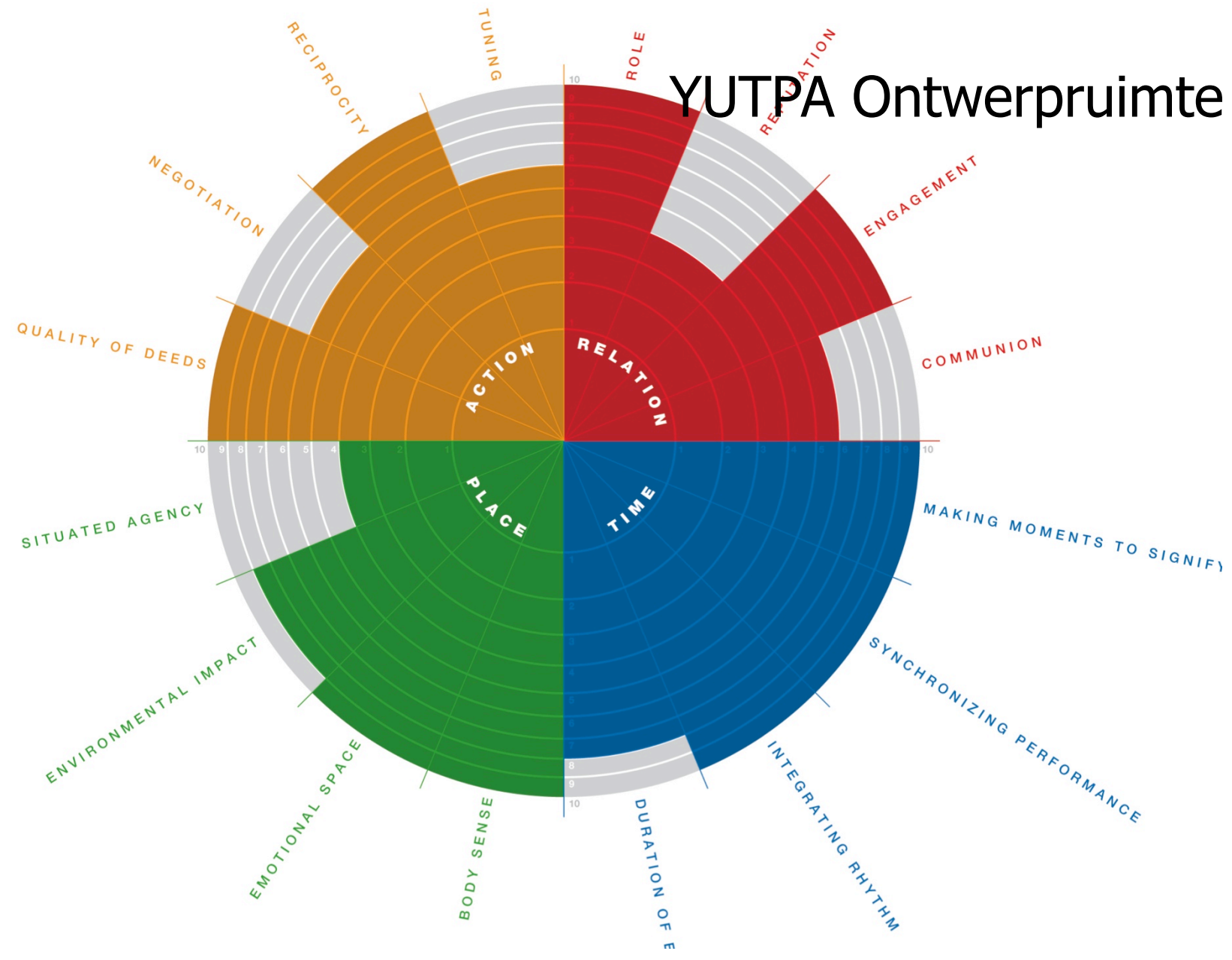


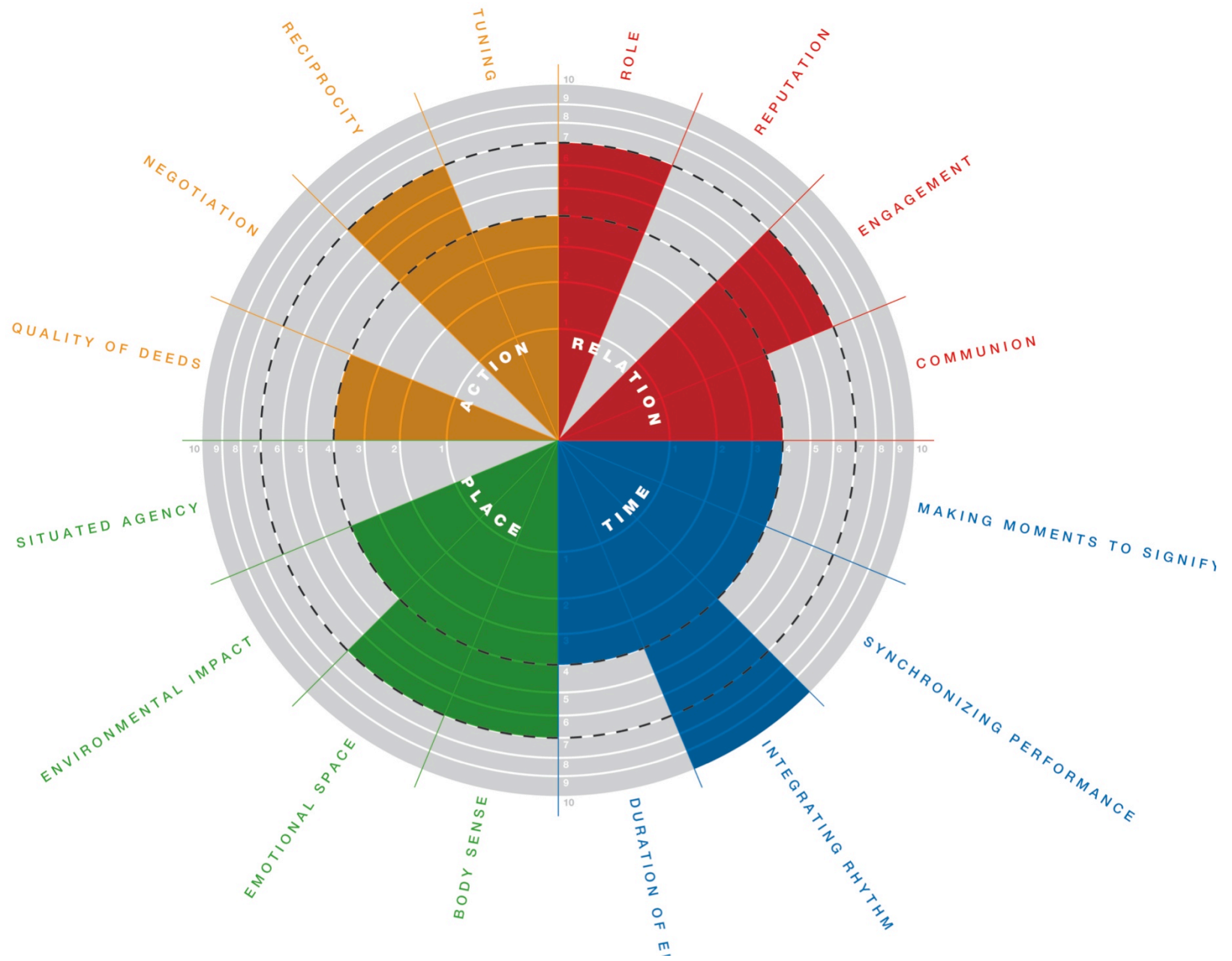
Wijkagenten:
Medium Trust

Bepalen ontwerprijimte

	<i>Visual research</i>	<i>Wijkagenten</i>	<i>Burgers</i>	<i>Design frictions</i>	<i>BART</i>
Time					
Duration of engagement	3	2	6	10	+
Integrating rhythm	2	7	7	10	+++
Synchronizing performance	2	3	6	10	+
Making moments to signify	5	6	4	8	+
Place					
Body sense	2	7	5	10	++
Emotional space	3	5	7	10	++
Environmental impact	7	5	5	9	+
Situated agency	4	4	4	4	0
Action					
Quality of deeds	5	7	4	10	+
Negotiation	2	4	4	6	0
Reciprocity	5	8	5	10	++
Tuning	5	5	4	6	+
Relation					
Role	7	8	5	10	++
Reputation	4	4	4	4	0
Engagement	3	8	5	10	++
Communion	4	5	4	6	+

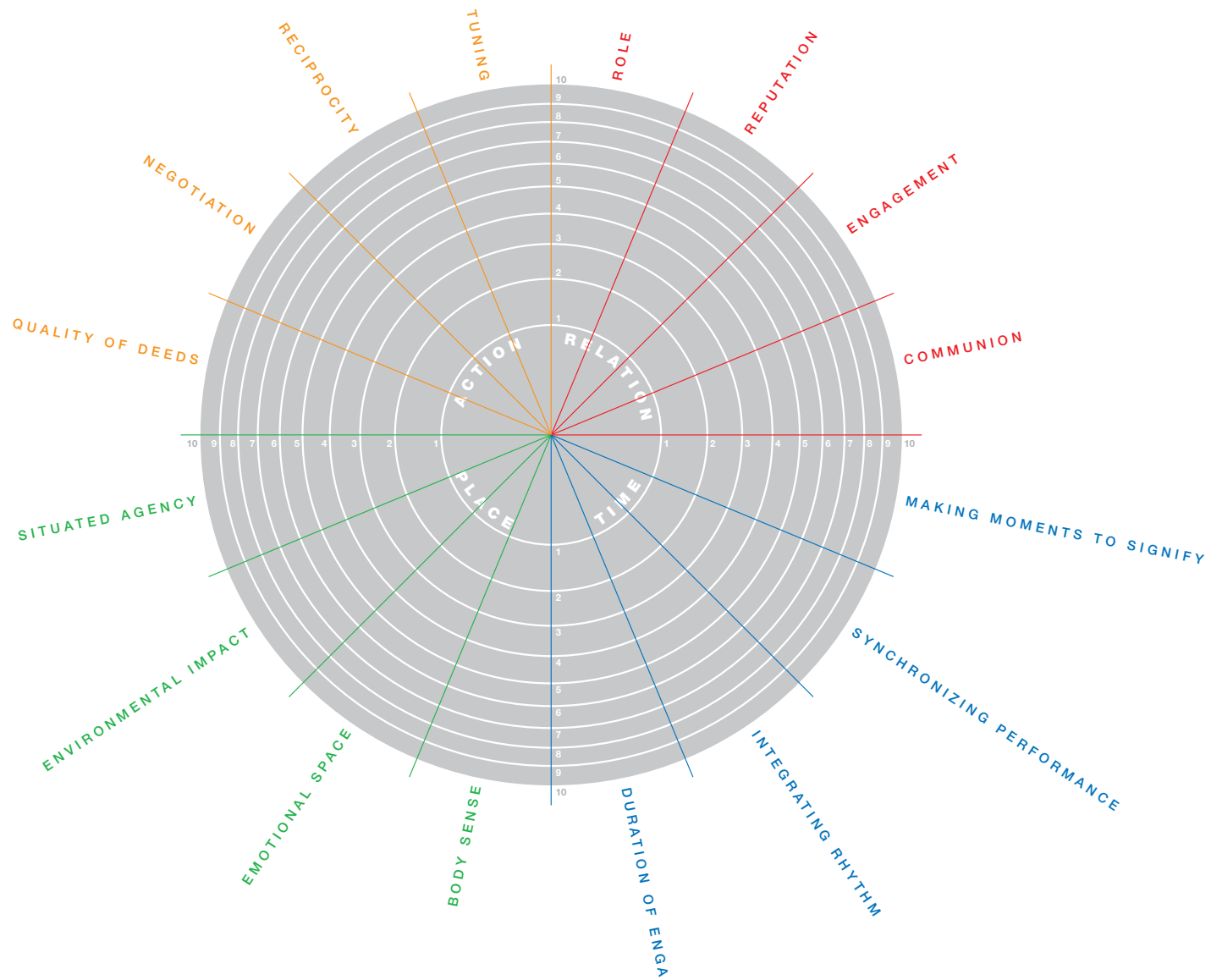
YUTPA Ontwerpruimte





Analyse how the design of presence relates to the potential building or breaking down of trust

- Choose 2 perspectives in the situation you analyze
- Identify moments of interaction in the time based communication process for each perspective
- Focus in each moment of interaction on each of the four dimensions, and discuss its factors for each perspective and give a value to each factor
- Identify design frictions
- Identify design solution spaces given
 - Design frictions
 - Political context
 - Financial context
 - Community support
 - Feasibility



YUTPA framework for assessing trust: 4 dimensions, 16 factors