

Enhancing or Manipulating? Tech, Gamification & Ethics

📅 10:00 ⌚ 30 minutes 💬 presentation 📄 Stage 4

Melinda Jacobs **Subatomic**

In this talk, we'll explore what makes games powerful experience that immerse people in the stories they tell, and what we can take from this to apply into more business-minded – not entertainment alone – contexts. We'll touch upon why it's so important when you're designing a product or service to consider the story you want to tell and how the manner in which user/customer interacts with your story matters. Good design, and understanding human behavior not just about designing function alone, nor is it just about attempting to disguise mundane tasks as "fun". It's about understanding your role as a guide, not an enforcer, and accepting the ethical responsibility that comes with using technology that allows you to reach your audience in more intimate and leading ways than before.



Melinda Jacobs

Subatomic



Melinda, the Chief Product Officer of Mobius Labs GmbH, is an international speaker, entrepreneur, gamification wizard, and N7 paragon. She's the founder of Subatomic, the Dutch partner of the Interreg EU Create Converge project, an agency which specializes in perfecting the telling and sharing of narratives through interactive experiences to create behavior change. She's published many of her research and findings in peer reviewed journals and is a mentor, coach, and advisor to startups from around the world.

GELIJKTijdige sessies

Sessies

10:00	How to make a conversion machine out of content and technology
10:00	The Next Billion Users: Digital Life Beyond the West
10:00	AI winter is not coming!
10:00	Blockchain voorbij de hype: data, data en nog eens data.
10:00	Exclusive workshop: Growth for good

Contact

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Enhancing or Manipulating? Tech, Gamification & Ethics

EMERCE Next 2019

Amsterdam, Netherlands - June 25, 2019

Melinda Jacobs

 @melindajacobs

 @createconverge - createconverge.eu

**Storytelling is universal and over
27,000 years old.**

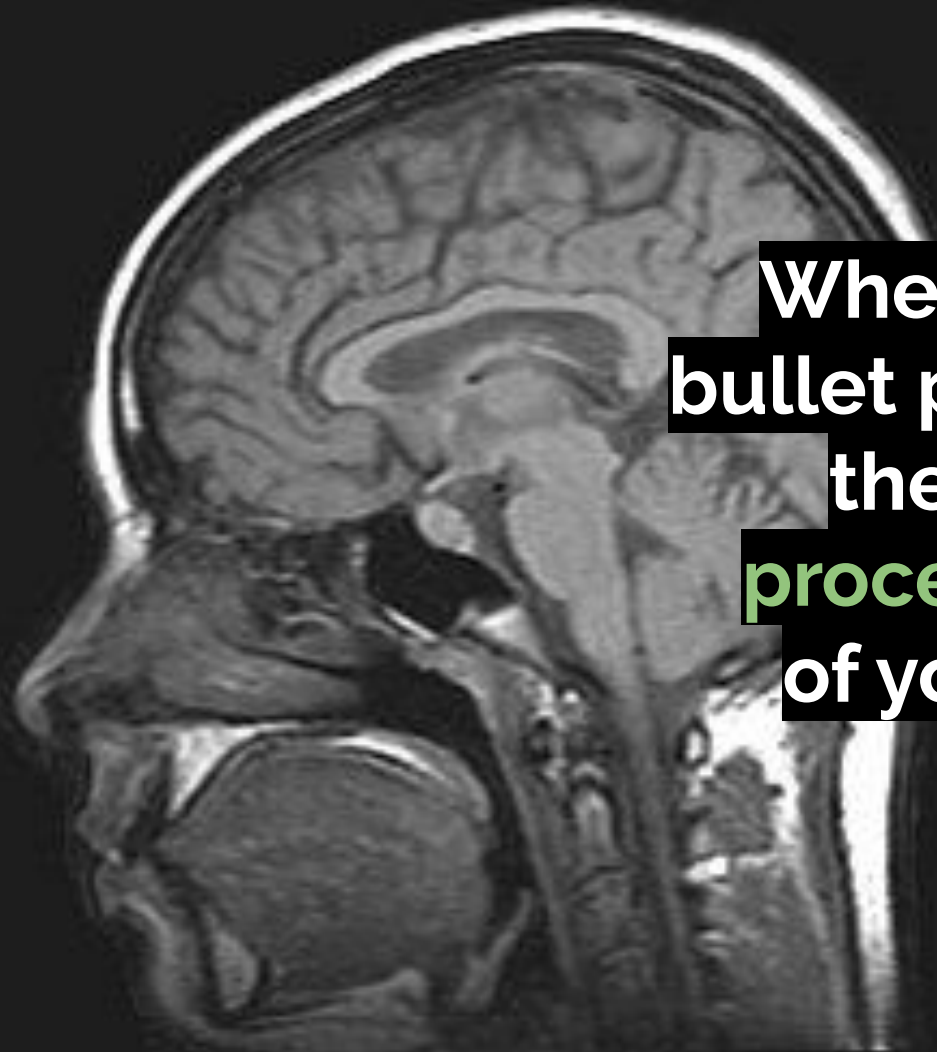


Melinda Jacobs
@melindajacobs

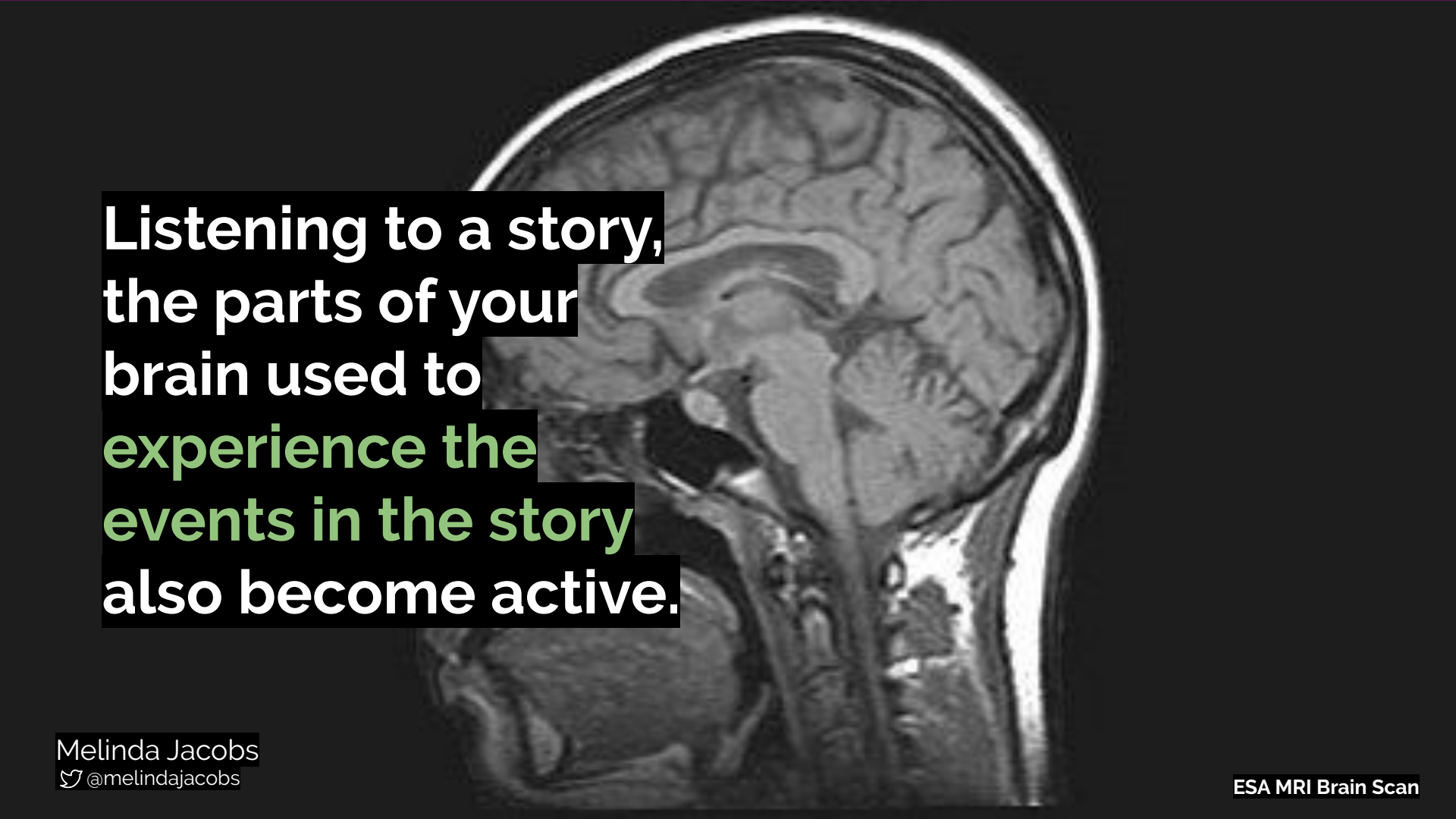
Lions, Chauvet Cave, France: from Jean Clottes, Chauvet Cave Project

A photograph of a man in a striped shirt and brown pants standing on a red stage, addressing a large audience. The audience is seated in a dark room, and the stage is illuminated with a red light. The speaker is gesturing with his hands as he speaks. The background is dark, and the audience is visible in the foreground and middle ground.

**Our brains are
most active
when we're
listening to
stories.**



When you read
bullet points only
the **language
processing** part
of your brain is
active.

A sagittal MRI scan of a human brain, showing the internal structures including the cerebrum, cerebellum, and brainstem. The image is in grayscale, with the brain tissue appearing in various shades of gray against a black background.

Listening to a story,
the parts of your
brain used to
**experience the
events in the story**
also become active.

**“Sometimes
reality is too
complex.
Stories give
it form”**

- Jean Luc Godard

Melinda Jacobs
🐦@melindajacobs

<https://culturedvultures.com/jean-luc-godard-jean-pierre-gorin-five-films-1968-1971-blu-ray-review-radical-collaboration/>



We are **architects** that use
stories to help make our
realities accessible.



**Games engage
people in
realities built
from scratch.**

Melinda Jacobs
@melindajacobs

Gamification: a decision to design
experiences in a similar manner
as we would design a **game**

“Sometimes magic is just someone spending more time on something than anyone else might reasonably expect.”

- Teller



Technology offers **tools**
that change the way we
experience **reality.**

The future of **design** must
allow for people to **think**
along with technology.

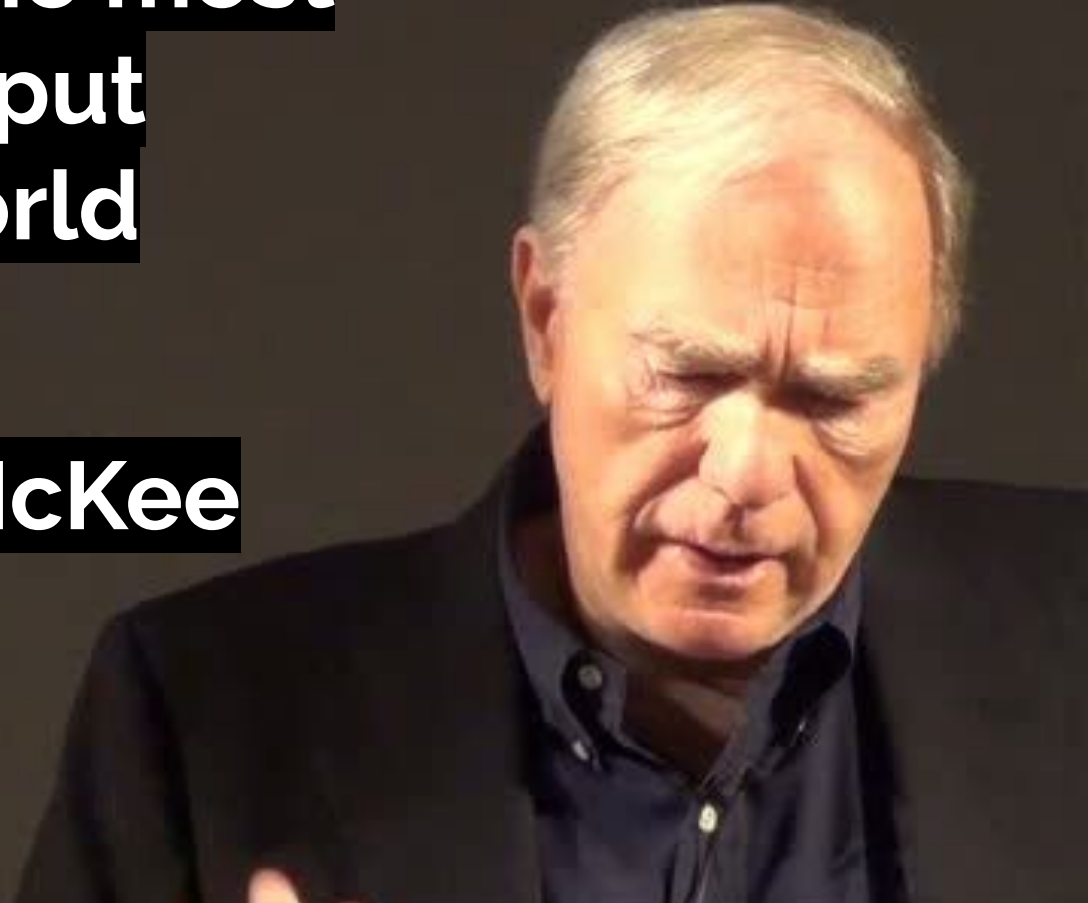
If people don't understand
WHY they *may* still do the
behavior, but it's NOT going
to be internalized or
expanded upon.

It'll stay transactional.

Replicating is different than
applying.

"Storytelling is the most powerful way to put ideas into the world today."

- Robert McKee



How aware are people of the story?

POLITICS • 2016 ELECTION

Twitter Bots May Have Boosted Donald Trump's Votes by 3.23%, Researchers Say



By **JEANNA SMIALEK / BLOOMBERG** May 21, 2018

Twitter bots may have altered the outcome of two of the world's most consequential elections in recent years, according to an economic study.

Automated tweeting played a small but potentially decisive role in the 2016 Brexit vote and Donald Trump's presidential victory, the National Bureau of Economic Research working paper showed this month. Their rough calculations suggest bots added 1.76 percentage point to the pro-"leave" vote share as Britain weighed whether to remain in the European Union, and may explain 3.23 percentage points of the actual vote for Trump in the U.S. presidential race.

"Our results suggest that, given narrow margins of victories in each vote, bots' effect was likely marginal but possibly large enough to affect the outcomes," according to authors Yuriy Gorodnichenko from the University of California at

Melinda Jacobs

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Oleksandr Talavera from Swansea University in the

News › World › Americas › US politics

Facebook says 126 million Americans may have been exposed to Russia-linked US election posts

Some 11 million saw adverts purchased by Russian-linked agents

Jeremy B White San Francisco | Tuesday 31 October 2017 02:40 | 91 comments



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**People shouldn't be
force fed pills.**



When we **manipulate**
we're actually saying we're
afraid we don't provide
value or **trust** our users.

**“There are only
two ways to
influence human
behavior: you can
manipulate it or
you can inspire it.”**

- Simon Sinek



Stop using **engagement**
and fun as an **excuse** when
you manipulate people.

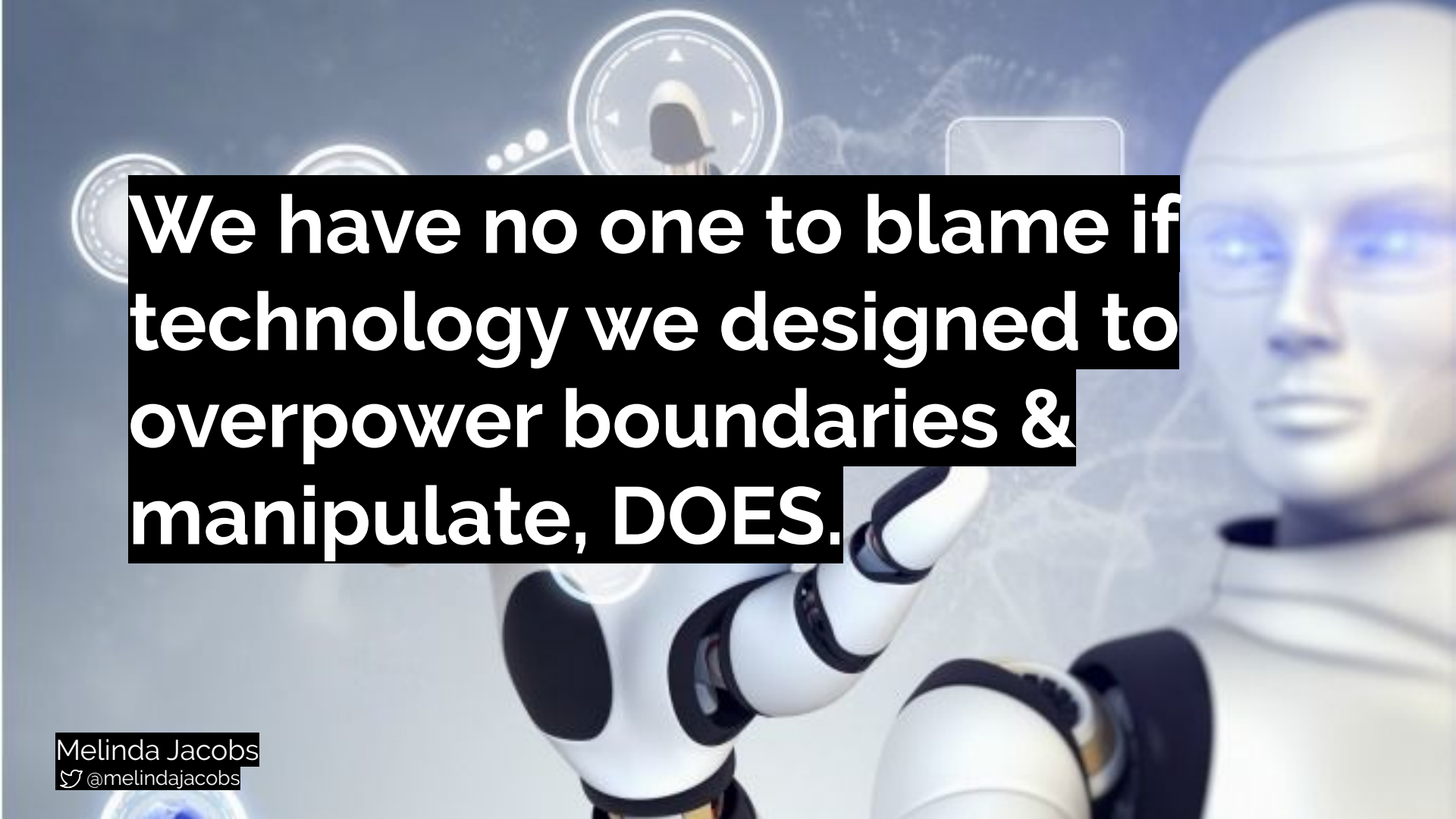
Stop calling **lack of consent**
as **seamless** integration or
making life **easier**.

When we encourage the use of **manipulation** as a tool, we are **adding** it to our culture of design.

Small design
decisions impact **big**
design philosophies.



**Will technology
destroy us?**



**We have no one to blame if
technology we designed to
overpower boundaries &
manipulate, DOES.**



Melinda Jacobs
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Thank you.

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🐦 @createconverge - createconverge.eu

Changing Requirements: Moving Design from 'Coded' to 'Taught'

Zen of Data Teams

Tallinn, Estonia - September 19, 2019

Melinda Jacobs

 @melindajacobs



Mobius Labs empowers companies to add computer vision technology to their workflow.



Product Managers
find customers



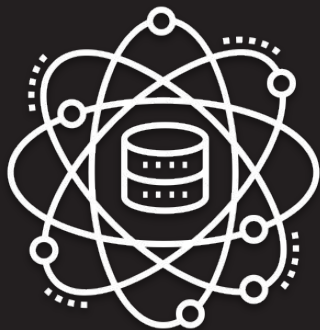
Product Designers
create wireframes



Visual Designers
style visually



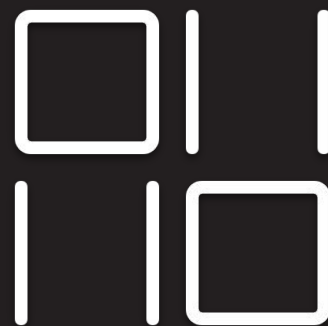
Developers
implement



Data Scientist



AI Engineer



Delivery Manager





$$+0(x^6)$$

$$y \leq \frac{2x}{x^2+1}$$
$$x \leq 0$$

$$\int x^{-2} dx = \left[\frac{x^{-1}}{-1} \right]$$

$$1 - \sec$$

$$\int f(x) dx = f(x) + c$$

$$\int ax dx = ax + c$$

$$\int x^n dx = \frac{x^{n+1}}{n+1} + c \text{ with } n \neq -1$$

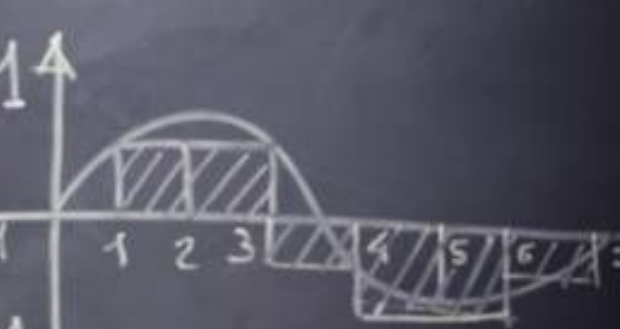
$$\frac{\pm \sqrt{1 + \operatorname{cosech}^2 x}}{\operatorname{cosech} h x}$$

$$\sinh x \cosh x$$

$$\sinh^2 x + \cosh^2 x = 2 \cosh x \sinh x$$

$$\begin{cases} x+1 \neq 0 \\ x-3 \neq 0 \end{cases} \Rightarrow \begin{cases} x \neq -1 \\ x \neq 3 \end{cases}$$
$$\frac{x-1}{(x-3)(x+1)} + \frac{2}{(x+1)} - \frac{1}{x-3}$$

$$x^2 - 1 + 2x - 6 - x^2 - 2x - 1 =$$

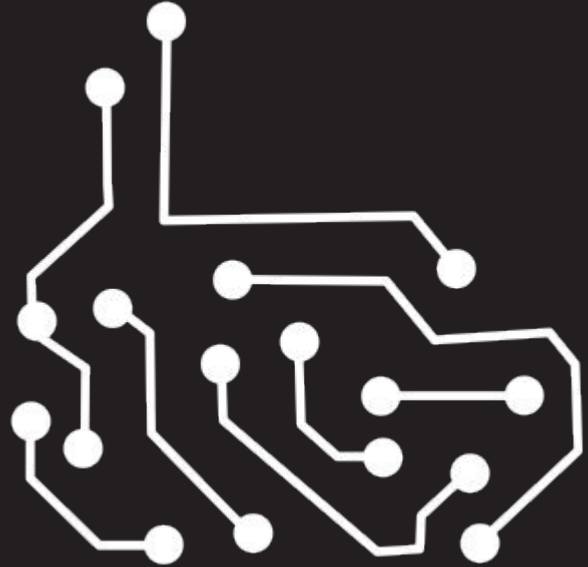


$$(\sin(x^2 + x))' = (2x + 1) \cos$$





Make sure you
really need AI
for it.



So, your designs are
data-dependent.



Leather Jacket

[Train](#)[Photos](#)[Results](#)

Positives [97]

Negatives [87]

Test [1199]

Your model is ready to be trained.

[+ Add Images](#) [Edit](#)



Predict

Photos Predictions

Sort by ▾



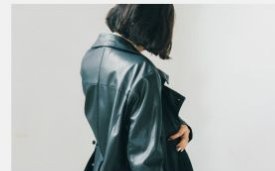
leather jacket | 0.9990



leather jacket | 0.9987



leather jacket | 0.9982



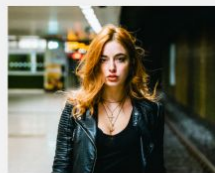
leather jacket | 0.9800



leather jacket | 0.9789



leather jacket | 0.9732



leather jacket | 0.9678



leather jacket | 0.9532



leather jacket | 0.9482

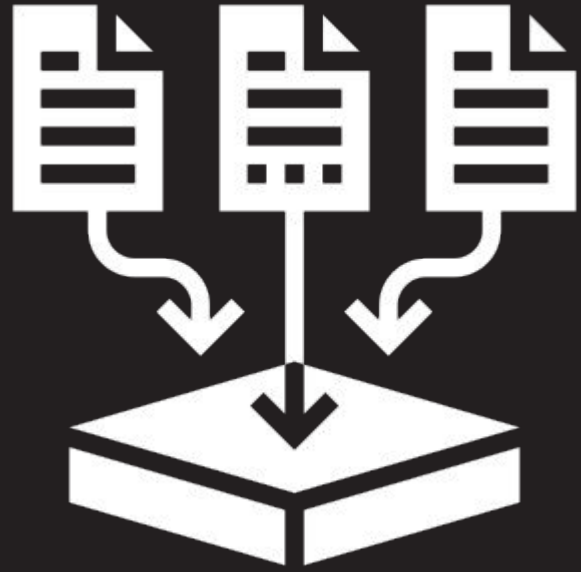


leather jacket | 0.9321

Need to learn
and prioritize the
collection of
good data.



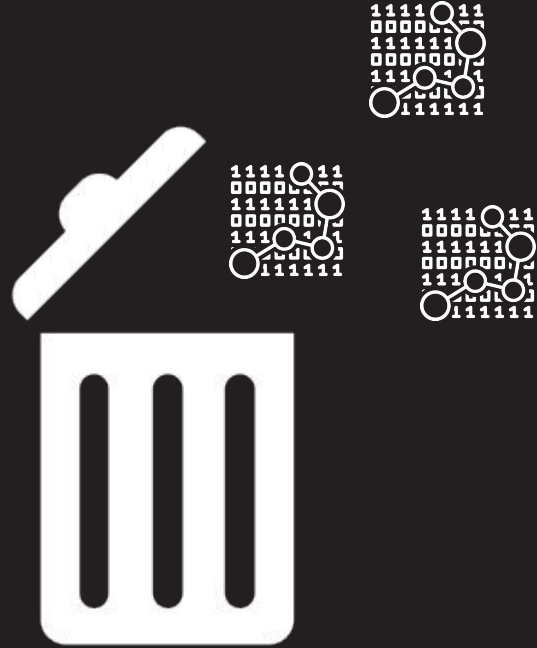
This requires a strong relationship between domain expert and data science.



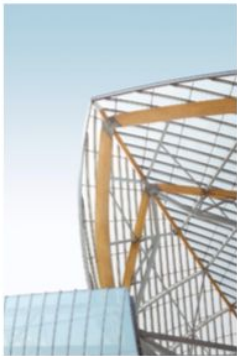
Design of data sets requires understanding of use case.

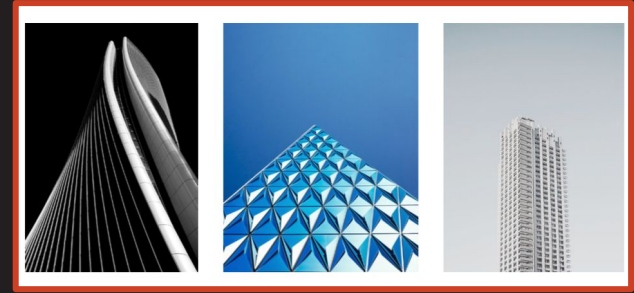
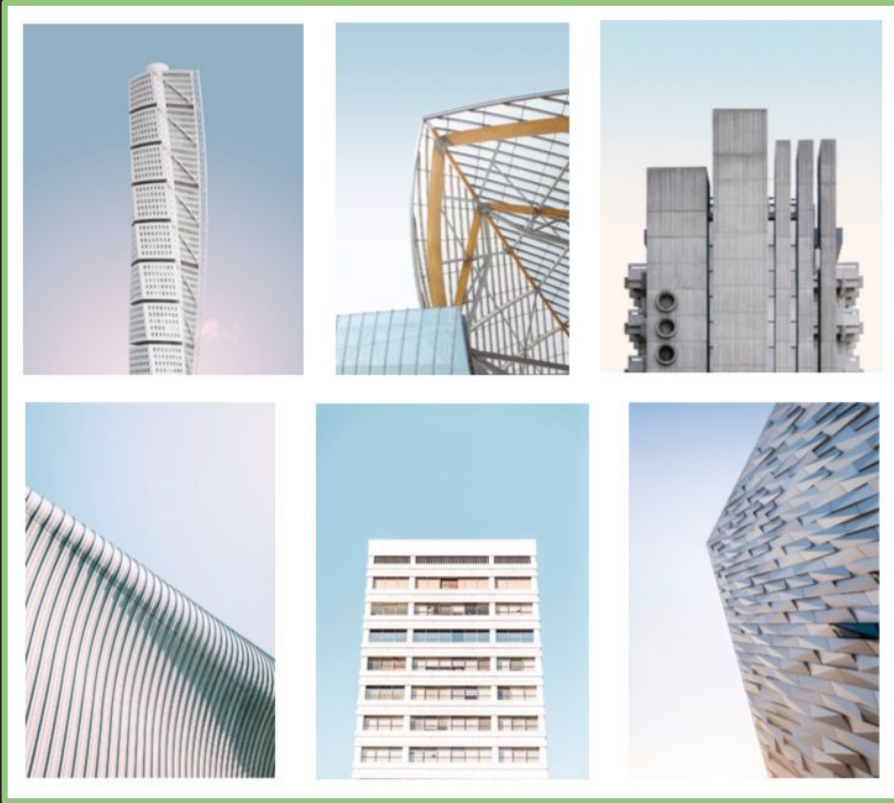


GDPR &
understand
legal is crucial.



Results can be, well,
subjective.



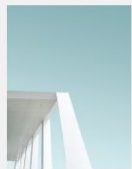




Predict

Photos Predictions

Sort by ▼



minimal architecture | 0.9997



minimal architecture | 0.9990



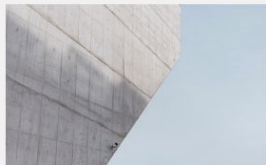
minimal architecture | 0.9892



minimal architecture | 0.9723



minimal architecture | 0.9524



minimal architecture | 0.9493



minimal architecture | 0.9150



minimal architecture | 0.9110



minimal architecture | 0.8932



minimal architecture | 0.9791



Predict

Photos Predictions

Sort by ▼



minimal architecture | 0.0197



minimal architecture | 0.0099



minimal architecture | 0.0098



minimal architecture | 0.0097



minimal architecture | 0.0093



minimal architecture | 0.0091



minimal architecture | 0.0090



minimal architecture | 0.0082



minimal architecture | 0.0080



minimal architecture | 0.0073

Data scientists are
also **designers**.



You can't be afraid to **play**.



[Springpaw Pelt]

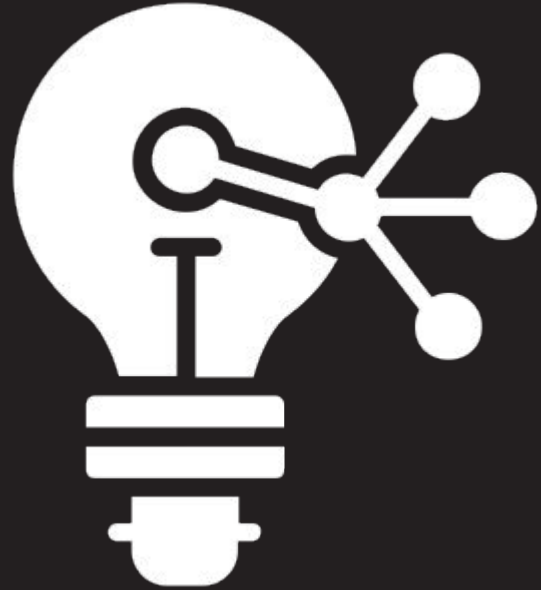
@melindajacobs

Quality
Assurance
requires context
& understanding
of use case.

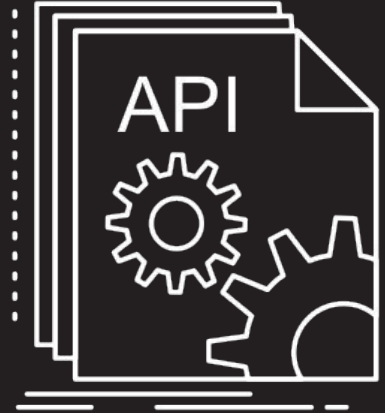
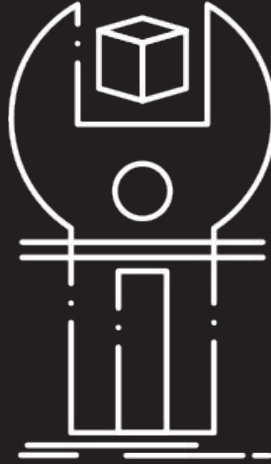


Product need to
understand AI in order to
design for others to use it.

Develop a good
relationship with
R&D.



Delivery is also
important.



Ethics. Ethics. Ethics.





"There are only two ways to influence human behavior: you can manipulate it or you can *inspire* it."

- Simon Sinek



How aware are people of the way you use their data?

POLITICS • 2016 ELECTION

Twitter Bots May Have Boosted Donald Trump's Votes by 3.23%, Researchers Say



By **JEANNA SMIALEK / BLOOMBERG** May 21, 2018

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"Our results suggest that, given narrow margins of victories in each vote, bots' effects were likely marginal but possible large enough to affect the outcomes."

News › World › Americas › US politics

Facebook says 126 million Americans may have been exposed to Russia-linked US election posts

Some 11 million saw adverts purchased by Russian-linked agents

Jeremy B White San Francisco | Tuesday 31 October 2017 02:40 | 91 comments



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As Product teams, we need to keep ourselves in check.



When we **manipulate** we're actually saying we're afraid we don't provide **value** or **trust** our users.

Thank you.



Mobius Labs

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Interreg
North Sea Region
Create Converge
European Regional Development Fund

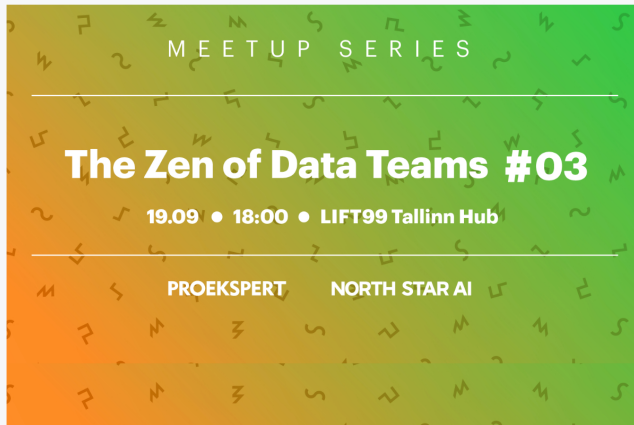


Thursday, September 19, 2019

Zen of Data Teams #03



Hosted by
Triin M.



Details

To join the meetup and guarantee the level of meaningful discussions at the event, we kindly ask you to fill in an application form here:

<https://lift99.typeform.com/to/qvYXfj>

Selected participants will be confirmed by no later than September 16th.

At the third meetup, a speaker from Berlin will join us. Melinda Jacobs, Chief Product Officer @ Mobius Labs, will explore how the responsibilities of product management are changing in the era of AI. She will discuss a different direction our workflow processes need take to accommodate this new data-centric tool in our toolbox. UX is no longer just wireframes, it is also an understanding process of ways to handle new users with no data, evaluate the subjective performance of a system (like AI-generated recommendations), and loop in data scientist/engineers as stakeholders. All the while, also not losing the crucial focus on mapping solutions to customer pain points.

Kristjan Eljand, Technology Scout @ Eesti Energia - discusses an example case study of how giving higher responsibilities to each team member will lead you to business growth and higher efficiency while also increasing the sustainability of the team. Along the way, we'll also think about some possible hierarchies of data science teams.

About speakers:

Kristjan Eljand Technology Scout @ Eesti Energia

Kristjan has been working in the field of data science since 2012. From[masked], he was the CEO of STACC (data science competence center with 50+ employees). Currently, he is working as a Technology Scout for Eesti Energia, giving his contribution to innovation in the energy sector.

Melinda, the Chief Product Officer of Mobius Labs (Berlin), is an international speaker, entrepreneur, gamification wizard, and N7 paragon. At Mobius Labs she's responsible for developing a product that empowers companies through computer vision. She's the founder of Subatomic, the Dutch partner of the Interreg EU Create Converge project, an agency that specializes in using interactive experiences and play (gamification) to tell narratives and stories that create behavior change. She's published many of the findings of her research projects in peer-reviewed journals and is a mentor, coach, and advisor to startups from around the world.

Schedule:

18:00 - 18:30 Arrival and snacks

18:30 - 19:15 Kristjan Eljand - The Unexpected Effectiveness of Trust

19:15 - 20:00 Melinda Jacobs - Changing Requirements: Moving design from 'coded' to 'taught'

20:00 - Networking, snacks, and refreshments



Machine Learning Estonia
Public group



Thursday, September 19, 2019
6:00 PM to 9:00 PM




LIFT99 TALLINN
· Tallinn




The Zen of Data Teams is a meetup series that targets the problems in Data Science on a team and project level. Instead of concentrating on individual Data Scientist's skills or technological aspects of projects, we will discuss the topics focusing on the running Data Science projects and teams. The target audience for the series is Data Science team members who want to optimize their teamwork. These include Data Scientist, Product Managers/Owners, Scrum Master, and whomever else is daily involved with Data Scientists. Instead of having only talks, where speakers tell what's and how's, we would like to include everyone in discussions during the events so we could create best practices and zen state for our teams together.

Attendees (53)


[See all](#)




Triin M.
Co-organizer




Aarne T.
Member




Abdul A.
Member




Adefisayo A.
Member




Adis H.
Member



Ahto
Member




Aleksei L.
Member




Allan L.
Member

Comments




Tyler J.
Which building is lift 99 located?

5 months ago



Triin M.
Telliskivi 60a/5, B-building, 10412, 10412 Tallinn

5 months ago



Tyler J.
Ok thanks!

5 months ago



Machine Learning Estonia
[See more events](#)




Similar events nearby



[See all](#)

FRI, FEB 14, 7:00 PM

Helsinki Business Club. Friday Drinks & Networking. Always...

Helsinki OpenCoffee Meetup


 Memphis Hesari (Kluuvi)





WED, FEB 26, 5:45 PM

OxD TallinnSec meetup at IT College

TallinnSec


 TalTech IT College



 +40

THU, FEB 27, 6:00 PM

Räägime

Andmekaitse praktikud

 Tallinn



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