



# STEPS TOWARDS COCREATING GOOD SOCIETY FOR ALL

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AI, ROBOTICS & PLATFORMS

REDISTRIBUTION OF WORK

REDISTRIBUTION OF DATA:  
MYDATA, GDPR

REDISTRIBUTION OF POWER

BLOCK CHAIN

CRYPTO CURRENCIES

DIGITAL CONSUMERISM  
IN GLOBAL MARKETS  
& LOCAL WORK CONDITIONS

# SOCIETIES ARE UNDER RAPID SYSTEMIC CHANGE

PANDEMIA

DIGITALIZATION OF  
COMMUNICATION

CLIMATE & NATURAL  
ENVIRONMENT

ALTERNATIVE FACTS, BUBBLES,  
CONFLICTING WORLD VIEWS

ELDERLY SOCIETIES

NATIONS ON THE MOVE

**ARE SOCIAL SCIENCES  
KEEPING THE PACE?**



# **WORLD VIEWS IN TRANSFORMATION:**

## **WHEN THE FIRM GROUND DISAPPEARS, WHERE DO WE STAND?**

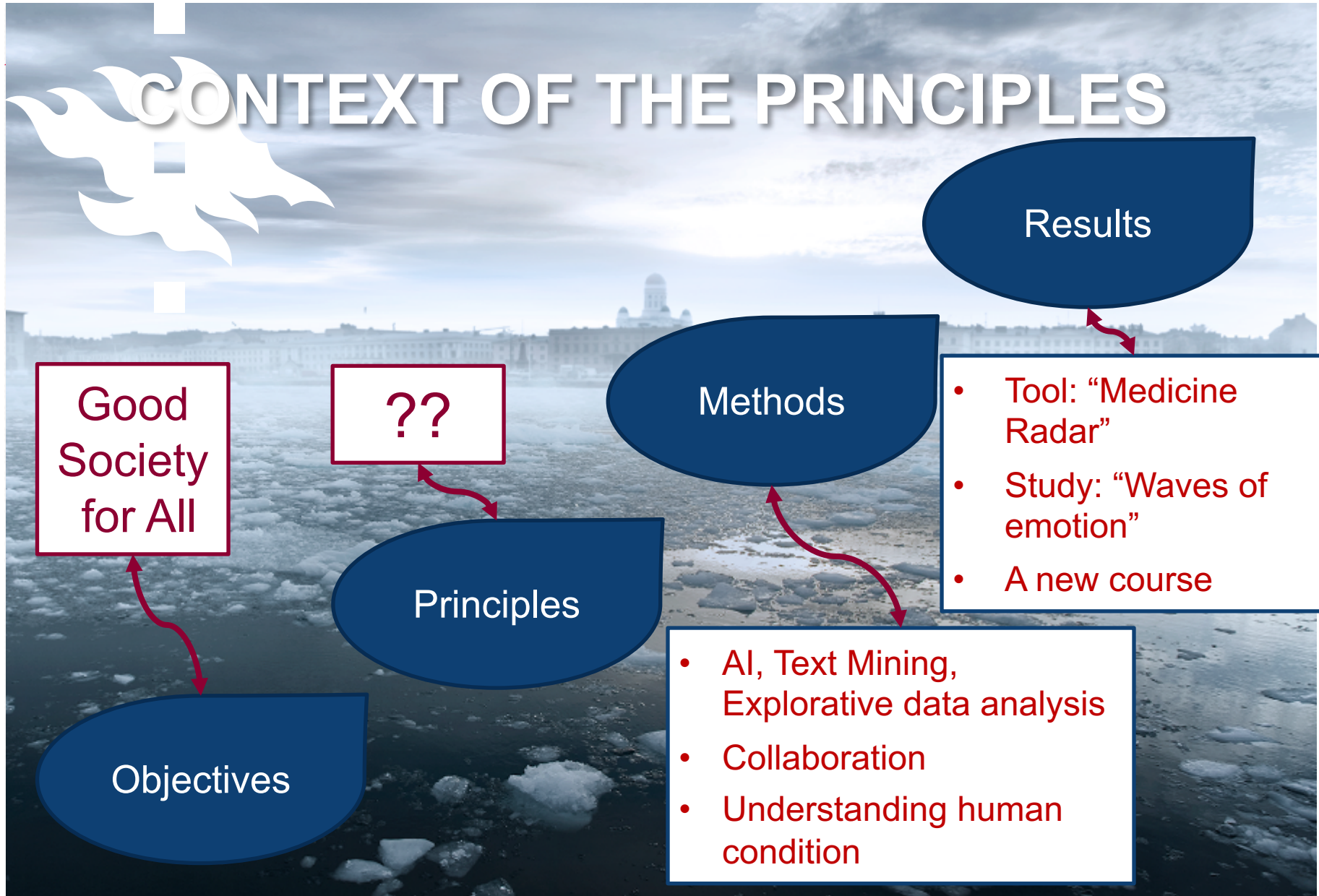
# WORK IN PROGRESS: CHANGING PERSPECTIVE

FROM (RESEARCH)  
OUTCOMES

TO UNDERLYING  
PRINCIPLES



# CONTEXT OF THE PRINCIPLES



# DIRECTIONS: WHAT *PRINCIPLES* TO CONSIDER IMPLEMENTING IN THE DIGITAL

## FROM OVER-USE OF POWER TO EMPOWERING EVERYONE

- From *power over* to *power with others* (adopted from Terhi Takanen, 2012)
- From opposing action to joining with it (*a budo principle*)
- collaboratively forming the final direction
- *E.g. participatory processes*
- *Collaborative work methods*
- *Co-creating with others*

New course:  
CoCreative methods of  
collaboration in Societal  
challenges

# A CHALLENGE: PANDEMIA & BUBBLES

## How to recognize and agree on what is a fact?

- E.g. does COVID19 exist?
- What number of cases are there right now?
- Which prevention measures are effective?
- What of the adverse effects of the measures?

## How to *clarify understanding* of societal processes to everyone?

- E.g. **How is registry data collected about covid cases?**
- Context: THL is facing critique & questions & is probably doing their best to answer
- **Our own early progress: A new Registry data course by CSDS ongoing (by Maria Valaste)**

**AS A SOCIETY, WE ARE NOW RE-NEGOTIATING EVERYTHING AT ONCE**

# PRINCIPLES.... VALUING EVERYONE

## VALUING OTHERS & OURSELVES:

Do we avoid or embrace variety?

- Do we apply **Respectful dialogue** (E.g. **Erätauko** method employed by Sitra)
- Do we empirically study & bring to view the **words, concepts & expressions that different people use** (without judgement)?
- Do we take care that **our data is representative of ALL**, or of **OURSELVES & OUR KIN**?
  - Gender: Male/Female/other
  - Age: Kids, Youth, Young adult, Mature, Old
  - Socio-economic: The “hard-to-find” groups: those without a phone, those without a home, the addicted etc (not just the capable, aware, most intelligent, well-to do people)



# PRINCIPLES... AWARENESS, CONNECTEDNESS

## FOSTERING AWARENESS

- *Reflexive practices* applied for understanding “self” and “us”
  - Avoidance on focusing on “them”, the “others”, and “what is wrong with them”
  - *How can we facilitate self-reflection in digital platforms?*

## FOSTERING CONNECTEDNESS

- Are we willing to move from asking what separates us *to asking what connects us?*
  - *What common grounds can we (help everyone to) identify?*
  - *How can we (provide everyone the) experience of connection to others & the nature?*

# PRINCIPLES.... ON ADDRESSING IGNORANCE

## **DIMINISHING IGNORANCE:**

WHICH STRATEGY DO WE EMPLOY?

- **Do we tell others the “correct facts” & employ everyone to watch their neighbour and report “to the system” everyone who tells “incorrect facts”**  
“**STASI APPROACH**”: fixed mindset + stationary world view + negative peer culture
- **Do we build processes that ask questions and help everyone in asking more questions, in order to develop everyone’s thinking**  
“**SOCRATIC APPROACH**”: growth mindset + open-ended/dynamic world view + dialogue/collaborative culture

# PRINCIPLES ...POSITIVE & BALANCED OVER OVERLY CRITICAL

- **From focusing only on the negative to **focusing on both and – a balanced perspective****
  - **Recognize** that we often tend to be drawn to criticizing what is unwell or wrong. Therefore:
  - To get a more balanced perspective, in general, **Resist your own tendency of joining with (e.g. by opposing or fighting) the “bad”** in self, others and group & social level
  - **Practice joining with what is good**
  - **How: By identifying & strengthening good:** recognizing, seeing, mentioning, rewarding by attention, resourcing, helping others recognize in themselves, in others, and in societal practices

**STRATEGY: MELTING BUBBLES WITH  
LOVE & COMPASSION & AWARENESS**



# A PARTICULAR RESEARCH RESULT: MEDICINE RADAR & ITS PRINCIPLES

## What we refrained from:

- No Fixed truth perspective: instead of starting with an agreed list of medicines, a “medicine” was considered **anything that people talked about as if a medicine**
- No controlling objective
- No manipulative or persuasive intent (kannabis was allowed as a “medicinal” concept, despite controversy)

## Principles in use:

- **Just observing** the conversations (**awareness**)
- Exploration of what is
- **Empowering** the user by concept-based exploration approach (*facilitating participation*)
- **Valuing variety of perspectives** (everyone’s story was considered equally valuable)
- **Collaboration & cocreation** btw data science & social sciences

# MEDICINE RADAR: WHAT WE ACHIEVED

## Handling linguistic variation

### Words interpreted as unettomuus ×

unettomuudestakin, unettomuuden, unettomuutena, unettomuuteesi, unettomuutta, unettomuudelle, unettomuuteeni, unettomuudelta, unettomuuksista, unettomuuteenhan, unettomuuteenkin, unettomuudet, unettomuudeksi, unettomuutenne, unettomuutensa, unettomuuteenko, unettomuus-, unettomuuttakin, unettomuutesi, unettomuuskin, unettomuudestani, unettomuudesta, unettomuudetkin, unettomuuksissa, unettomuudessa, unettomuuttani, unettomuushan, unettomuudenkin, unettomuuttanne, unettom, unettomuuttasi, unettomuudestakaan, unettomuudestanne, unettomuuksiin, unettomuudeks, unettomuuteni, unettomuuttanikin, unettomuudeltani, unettomuudestaan, unettomuus, unettomuudessani, unettomuuskaan, unettomuuttaan, unettomuudestanikaan, unettomuuttakaan, unettomuuksia, unettomuuteenkaan, unettomuuteen, unettomuuksineen, unettomuuteenne, unettomuudella, unettomuuden-, unettomuudessasi, unettomuudestasi, unettomuuteensa

## Discovering proto-ontology for medicines and symptoms

Concepts & Relations discovered from very challenging Finnish online discussions



# MEDICINE RADAR exploration tool: Find SYMPTOMS related to "BURANA" (a painkiller)

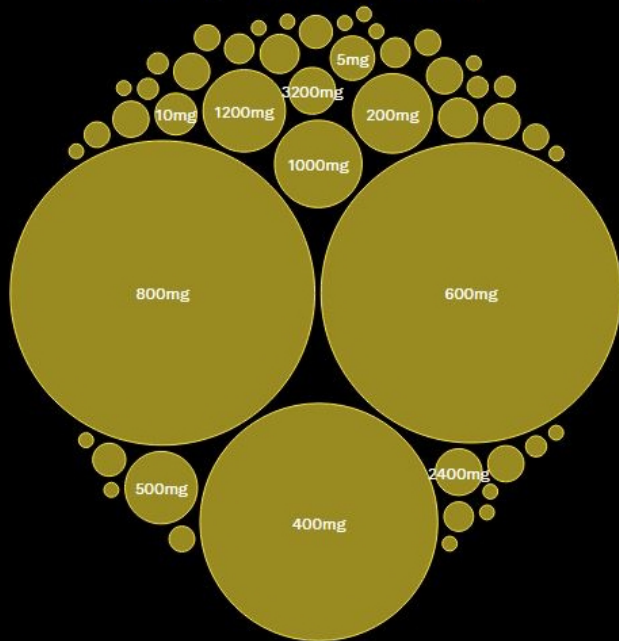
Lääketutka

burana

SEARCH

## Related Dosages

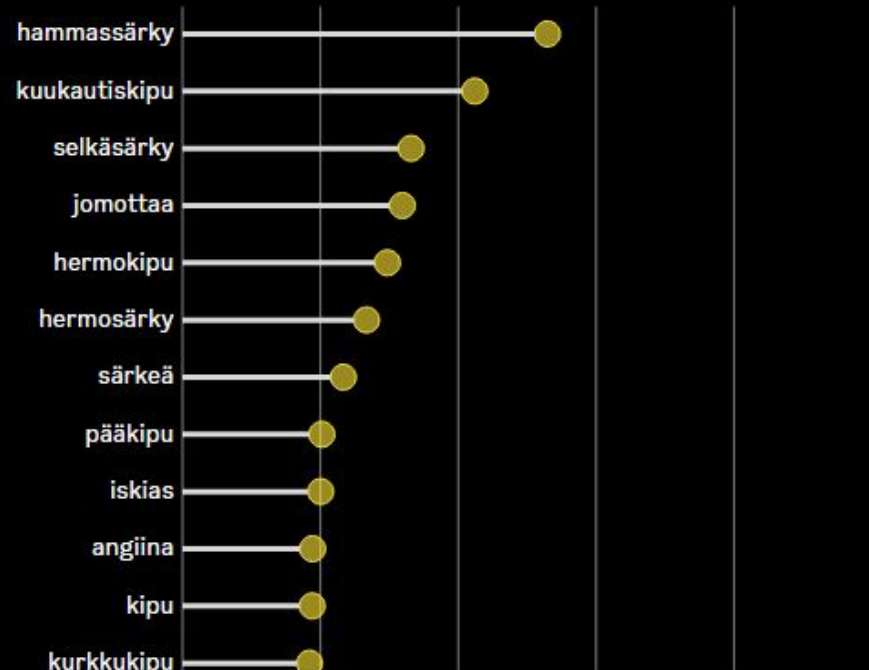
Dosages mentioned with burana



! This is not medical advice, the data only reflects what people talk about.

## Related Symptoms

Relevant terms mentioned with burana



**Project:** Citizen Mindscapes

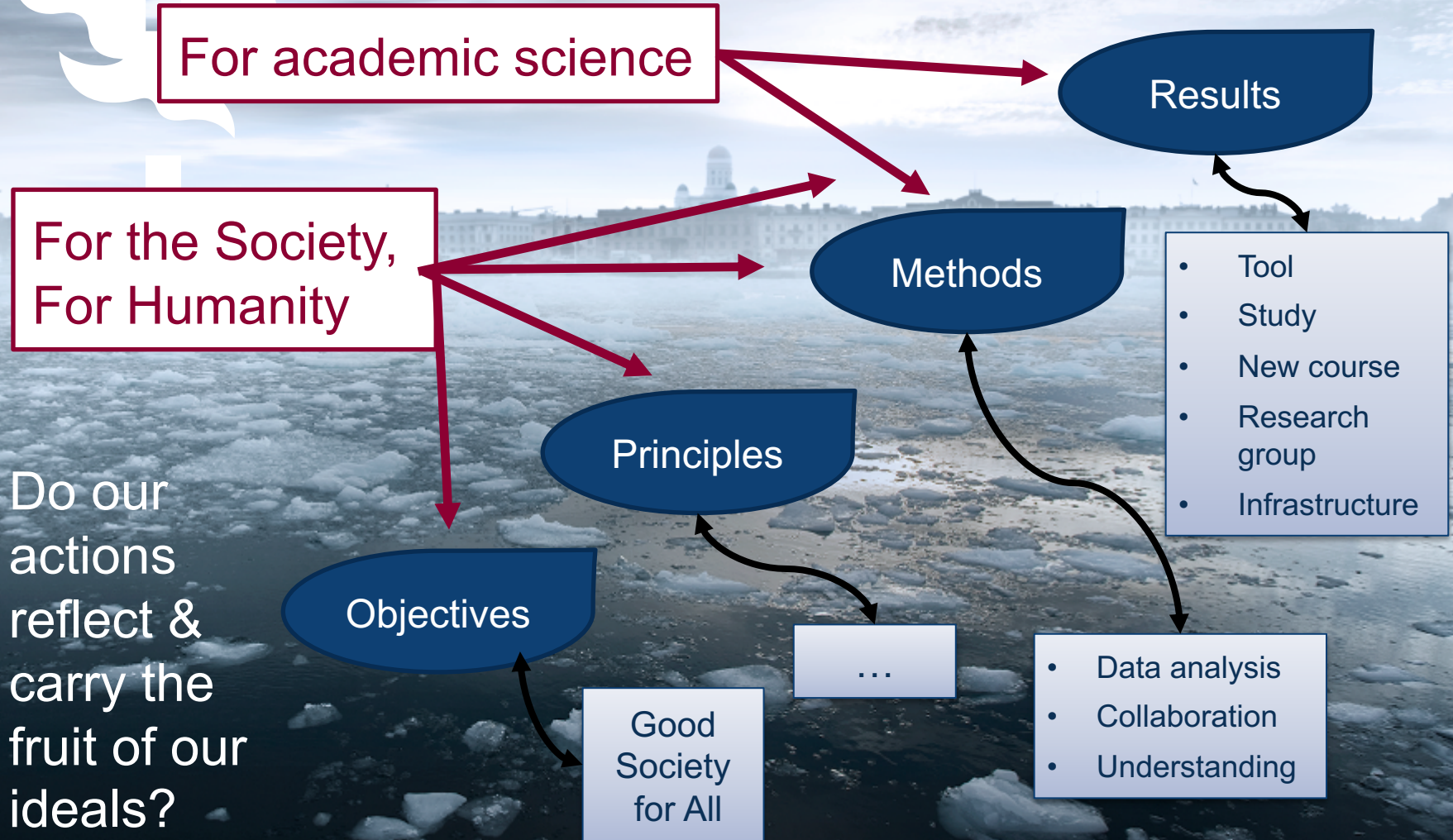
**Article:**

K. Lagus, M. Ruckenstein, A. Juvonen, C. Rajani, "Medicine Radar – A tool for exploring online health discussions." Digital Humanities Norden, 2018

<http://www.laaketutka.fi>

! This is

# WHAT IS OUR OWN MOTIVATION?



# WORK IN PROGRESS & SOME RESULTS

- **Self-organized establishment of a new Centre, CSDS**, with new collaborative practices (in 2019)
- **6 PhD students**, guidance: Titi Gävert, Markus Petteri Laine, Siva Sangar Krishnan, Marcella Zoccoli, Riina-Julia Sohlman, Viivi Pentikäinen (+ soon: Joni Oksanen)
- **Several entirely new courses**: CoCreation, Register data, Perspectives to digi.society, Bridging Quali-Quanti
- **1 research group in formation**: CoCreation & Good Society
- **1 Infrastructure application** (CLARIAH) just got forward
- **Other funding applications ongoing**
- **Needed still: Funding** (for the CSDS & for research group)
- **Future Growth**: Specific results emerge from recognizing and applying *the principles for good society for all* together with different groups, individuals and specific topics





**THANK YOU!**

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