



DESIGN, MEDIA & COMMUNITY

FALL 2024 • ENGL 4705/COML 4281/INFO 4940/6940

Wed & Fri 12:20- 2:15 RCK 110 and ZOOM for Partner Meetings

Prof. Jon McKenzie • jvm62@cornell.edu • Office: W 2:40-4:00

[ZOOM LINK](#) [STUDENT SURVEY](#) [GOOGLE FOLDER](#)

MAKE MEDIA!

TEAM PROJECT SITES

 DMC Spring 2024	 HCDEM Fall 2023	 DTMC Spring 2023	 HCDEM Fall 2022
 DTMC Spring 2022	 DTEM Fall 2021	 DTMC Spring 2021	 DTEM Fall 2020

This StudioLab course connects critical design teams with researchers, activists, and community stakeholders. Practicing methods of research translation, design thinking, and participatory action research, students collaborate on projects through Cornell Cooperative Extension and community organizations in the US and Africa:

Project 3: DELIVER

In Project 3, teams produce Deliverables as determined with the partner, a section of the class Project Site that contains your final report and documentation of your work (images, diagrams, exercises, videos), and a Final Presentation of 10 minutes, introduced by your partner .

Partner Deliverables: Teams will continue working closely with partners to produce as professional deliverables as possible, even if still in prototype form. Ideally, partners should help produce deliverable. The guilds will focus on honing the online portfolio of work to share with others, now and in the future.

Report on Project Website team page: Teams will use their project site to share final reports. Your final report itself should be illustrated, roughly 10-page (2,500 word) and

- 1) describes and reflects on our community work thus far,
- 2) demonstrates knowledge and know-how of design frames, and
- 3) outlines next steps.

Our section on the class project site uses WordPress and the theme Cornell Institute for Healthy Futures. Teams are responsible for the design and content of their site section and can customize their section within limits determined by guilds. The site sections are effectively built: teams/guilds need to generate and/or curate content.

Presentation: Teams will co-present with partners: partners will give 5-7 intros describing their goals and work with you, followed by your teams' 10-minute final presentation. Both presentation and report and draw on your earlier work:

Both presentation and report must be illustrated, well-designed, and conceptually rich with ideas and practices explicitly drawn from your use of design thinking and transmedia knowledge practiced with partners

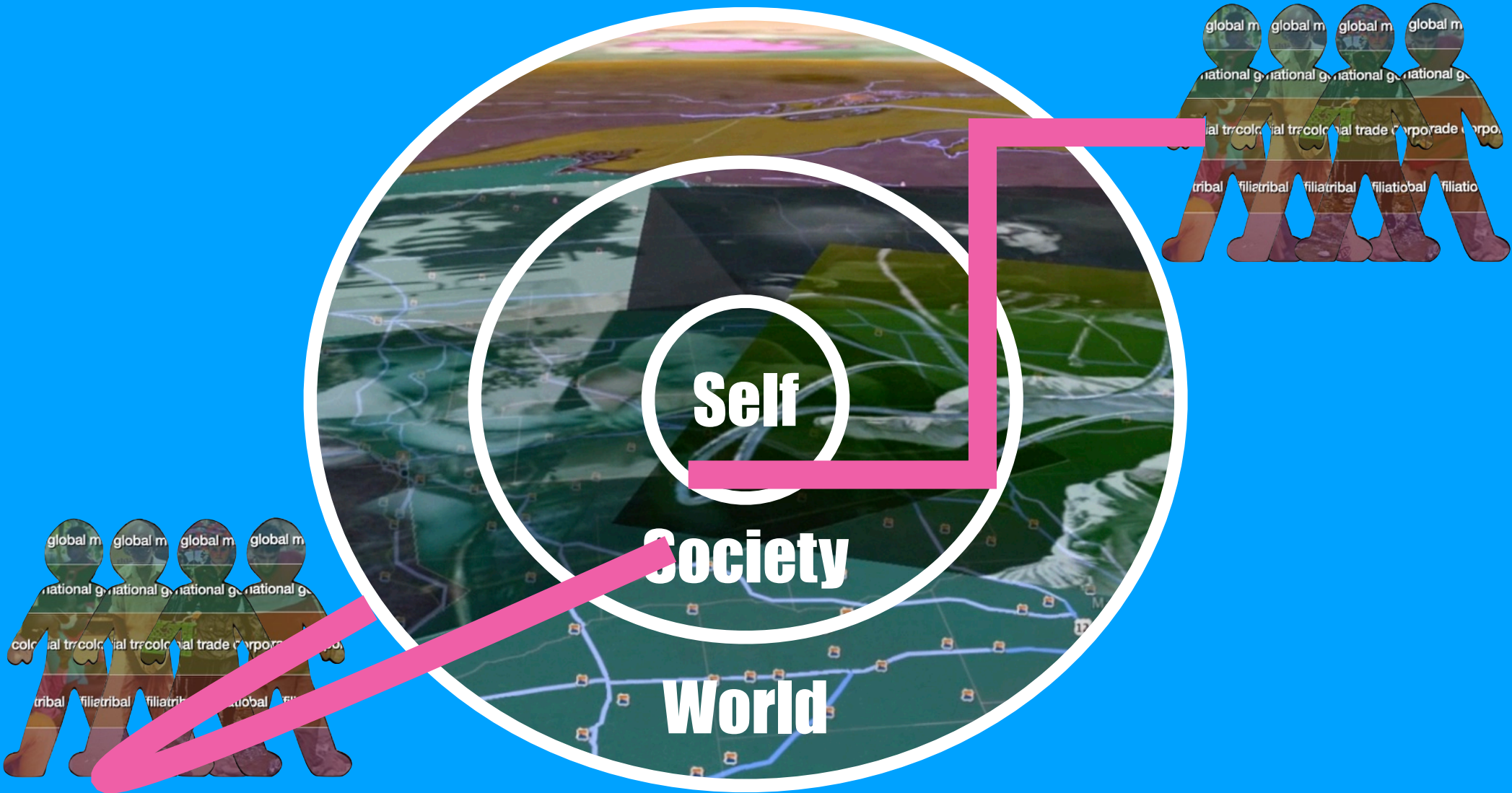
Deadlines:

Draft Deliverables and Project Site: Wed, Dec 4

Partner Deliverables and Co-Presentation: Fri, Dec 6

Team report in pdf and project site webpage due: Wed, Dec 11

Cornell: What could be?



**Compose a story across the three ecologies
and through your geology of morals.**


In the news

The Cornell Daily Sun

INDEPENDENT SINCE 1880

The Cornell Daily Sun

News Opinion Sports Arts & Culture Science & Tech Lifestyle Multimedia Specials 4/20



NEWS November 10, 2024

Emergency Responders Recover Dead Body From Fall Creek Gorge Hours After Airlifting Unresponsive Woman

By Eric Beady

LIKE TWEET EMAIL PRINT MORE

Update, Nov. 10, 1:48 p.m.: This story has been updated to include information from a press release sent by James Wheel, assistant chief at Ithaca Fire Department.

Local emergency response teams recovered a dead body from Fall Creek Gorge on Sunday.

Ithaca Fire Department officers were called to the gorge at 10:30 a.m. for a person in the water, according to an IFD press release. Around noon, an Ithaca Police Department officer taped off the end of Willard Way, where responders actively worked, rappelling down the steep slope with a stretcher. The response team began pulling up the bagged body at 12:34 p.m. The recovery took approximately three hours.

IFD is currently investigating the circumstances surrounding the individual's death. No other information is immediately available.

Earlier Sunday morning, a woman was found unresponsive after falling into Fall Creek Gorge before being airlifted to Robert Packer Hospital in Sayre, Pennsylvania, according to an IFD spokesperson. Her current condition remains unclear.


These incidents are unrelated, according to the press release.

The Cornell Daily Sun

INDEPENDENT SINCE 1880

The Cornell Daily Sun

News Opinion Sports Arts & Culture Science & Tech Lifestyle Multimedia Specials 4/20



Students vandalized Chi Phi in response to a recent report of sexual assault and drugging at the house.

NEWS 15 hours ago

Activists Deface Fraternity Houses Following Reported Sexual Assault, Drugging at Chi Phi

By Ada Seneca

LIKE TWEET EMAIL PRINT MORE

Editor's Note: The content in this article mentions sexual assault and drugging.

A student activist group, referring to themselves as Riot Moon, on Monday night smashed the windows and spray painted parts of Chi Phi and Sigma Alpha Ma. The group said in a statement to The Sun that the vandalism at Chi Phi came in response to a recent report of sexual assault and drugging at the house and at Sigma Alpha Mu due to "a pattern of excusing sexual assault."

Riot Moon wrote that they were "declaring a campaign against fraternities as mass perpetrators of sexual violence on campus."

Chi Phi was suspended after an individual reported being sexually assaulted by several males and coerced into consuming ketamine and other drugs on Oct. 25 at the house.

When The Sun tried to reach Chi Phi by phone on Tuesday morning, the call was immediately hung up after a Sun editor began to ask for comment.

Sigma Alpha Mu President Cristobal Ramirez '25 wrote in a statement to The Sun that the fraternity "take[s] all allegations with the utmost seriousness and investigate[s] them accordingly."

In critical theory

PERFORMANCE PARADIGM 17 (2022)

Helen Dickinson

Applying *Perform or Else* in the Public Management Field

Introduction

Rarely a day goes by without the quality of built infrastructure pandemic, what is clear is that they deliver and to a degree we question whether 'it is possible the pursuit of results and the public management, I am expecting students to do the same. Yet a disconcertingly narrow view of (McKenzie 2001) had a profound phenomena that I had observed McKenzie's work and consider

Unpacking performance

Over the last three decades we management has played an in associated with New Public M ideas associated with the prop much of a nation's resources consumers of services (Friedm governments more 'business-lik 'hollow out' government, dev forces have encouraged govern not to deliver these. By 'steering core role in setting the strategi for delivering against this. Such strategic than operational in na

Proponents of market-based ref services that are better tailored volumes of literature that deba

2

Stakeholder theory

DAVID BEVAN AND PATRICIA WERHANE

Goals of this chapter

After reading this chapter you will be able to:

- understand traditional stakeholder theory;
- discuss its characteristics and indicative shortcomings;
- critically evaluate stakeholder theory by considering Levinas's thinking.

Introduction

Simply put, a stakeholder is any group or individual who can affect, or is affected by, the achievement of a corporation's purpose. Stakeholders include employees, customers, suppliers, stockholders, banks, environmentalists, government and other groups who can help or hurt the corporation.¹

With these words R. Edward Freeman is generally regarded as inscribing the stakeholder as a key concept for mainstream business ethics and a theoretical cornerstone for the development of corporate social responsibility (CSR) over the past three decades. It is clear that this was not entirely his original purpose. Indeed, he intended that primarily it would be a new concept for strategic management practice. Nor was it a sudden invention: Freeman had been working on the stakeholder project while at Wharton in 1977 and finished the first full version of this work in 1983. A provisional, retrospective appreciation has recently appeared, in which Freeman and some current collaborators reassess the origins of the stakeholder concept: they analyse the various and multiple iterations and versions that have arisen from the original idea and offer some new possibilities for the stakeholder franchise.² In the course of their authoritative recollection of what has happened, over 300 articles (journal articles, books and chapters) which feature the term 'stakeholder' are considered worthy of comment or citation.

Here we do not seek to replicate this scholarly work, nor offer such a variety in detail. Rather, we shall present in this chapter a critical review of a range of positions offered by business ethics regarding stakeholder theory. At the same time we shall introduce a selection of apparent mainstream critics of the

37

Health and Technology
<https://doi.org/10.1007/s12553-019-00332-5>

ORIGINAL PAPER

Co-designing a digital platform with boundary objects: bringing together heterogeneous users in healthcare

Anna Sigridur Islind^{1,2} · Tomas Lindroth² · Johan Lundin³ · Gunnar Steineck⁴

Received: 28 June 2017 / Accepted: 26 April 2019
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Abstract

with digital platforms support... able technologies allow for p... care and support the nurse's d... ving heterogeneous condition... treatment induced illnesses. T... process that resulted in a digi... undary objects are engaged i... e in the different stages of desi... ds and conditions. The resear... se boundary objects engaged i... objects come into play durin... e prototypes of the platform. V... f healthcare platforms and the... be especially useful as a desi... re settings.

rmatics · Cancer rehabilita... ealthcare platforms

ly permeated by digital... eption. Digital platforms... nt-centered care where

University,

University West,

University of Gothenburg,

University of Gothenburg,



The current issue and full text archive of this journal is available at
www.emeraldinsight.com/1750-6204.htm

The politics of narrating social entrepreneurship

Pascal Dey
University of Applied Sciences Northwestern Switzerland,
Windisch, Switzerland, and

Chris Steyaert
University of St Gallen, St Gallen, Switzerland

Narrating social entrepreneurship

85

Abstract

Purpose – Responding to recent pleas both to critically analyze and to conceptually advance social entrepreneurship. The purpose of this paper is to examine how the political “unconscious” operates in the narration of social entrepreneurship and how it poses a limit to alternative forms of thinking and talking.

Design/methodology/approach – To move the field beyond a predominantly monological way of narrating, various genres of narrating social entrepreneurship are identified, critically discussed and illustrated against the backdrop of development aid.

Findings – The paper identifies and distinguishes between a grand narrative that incorporates a messianic script of harmonious social change, counter-narratives that render visible the intertextual relations that interpellate the grand narration of social entrepreneurship and little narratives that probe novel territories by investigating the paradoxes and ambivalences of the social.

Practical implications – The paper suggests a minor understanding and non-heroic practice of social entrepreneurship guided by the idea of “messianism without a messiah.”

Originality/value – The paper suggests critical reflexivity as a way to analyze and multiply the circulating narrations of social entrepreneurship.

Keywords Societal organization, Entrepreneurialism, Narratives, Social change

Paper type Conceptual paper

The utopian potentialities of society cannot just be extinguished in a seemingly disenchanted time like ours; rather they disappear in order to re-emerge in connection with other concepts and other fields of reality[1] (Sloterdijk and Heinrichs, 2006, pp. 52-3).

Social entrepreneurship studies: beyond monological narration?

Social entrepreneurship has quickly gained momentum, not least in the academic context (Mair *et al.*, 2006), where it has become institutionalized through new endowed chairs and newly founded research centres, mostly in business schools and often with considerable financing from successful entrepreneurs (O'Connor, 2006). Despite their inherent differences, academic stories of social entrepreneurship are united by their utopian rhetoric and their emphasis on newness. For instance, stories of social entrepreneurship often contain “foundational” plots (Ahl, 2006) about the cause and its

An earlier version of this paper was presented by Chris Steyaert in a Keynote Speech at the Societal Entrepreneurship Conference, April 2008, Amsterdam.



StudioLab Critical Design Cascade

Makers



Builders

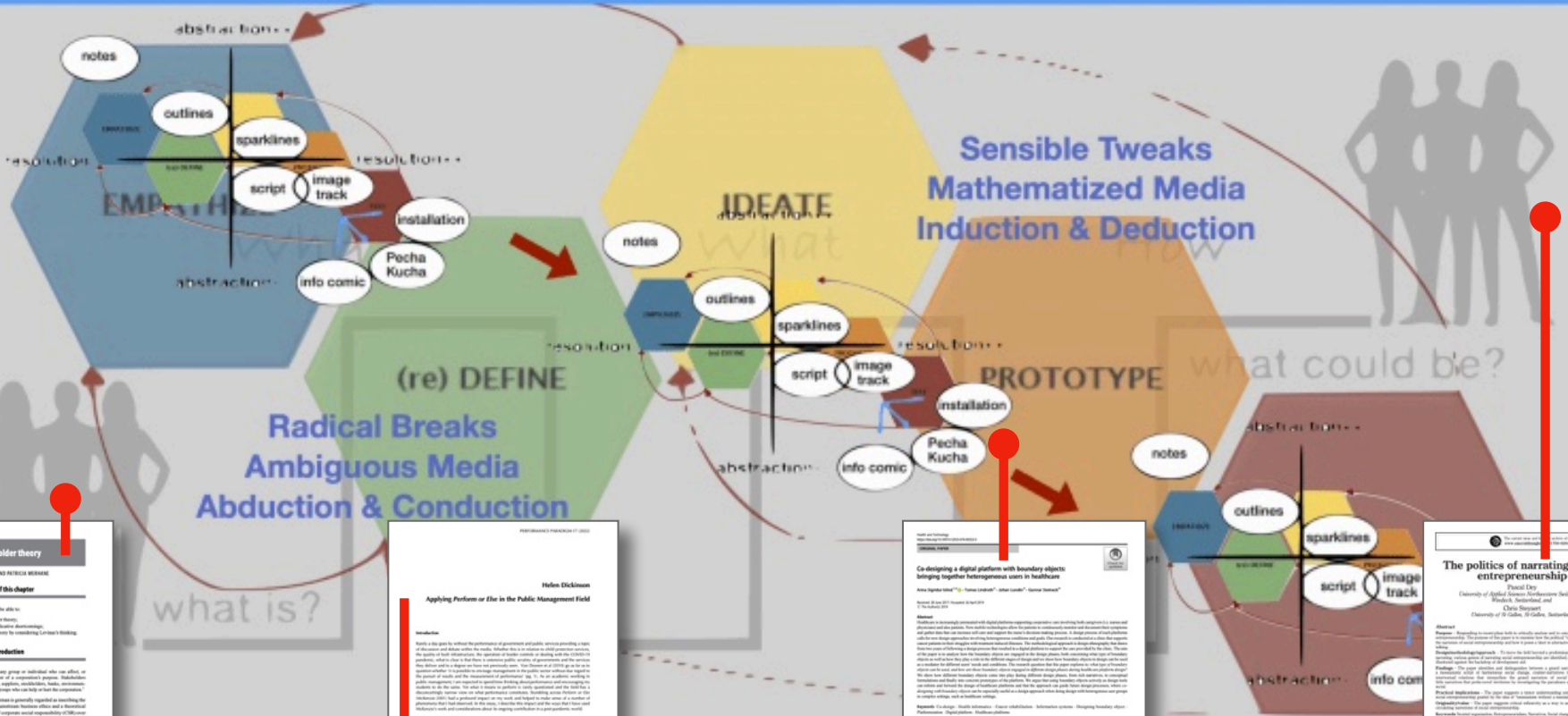


Cosmographers

Scoping/Research/Ideation

Composing/Drafting/Prototyping

Revising/Finalizing/Delivering



Sensible Tweaks
Mathematized Media
Induction & Deduction

Radical Breaks
Ambiguous Media
Abduction & Conduction

Collaborate
s and Prototyp

Implement/Hanc
iverables/Web

Efficacy → Effectiveness → Efficiency

2 Stakeholder theory

DAVID BEVAN AND PETER HERRING

Goals of this chapter

- After reading this chapter you will be able to:
 - understand individual stakeholder theory;
 - discuss the dimensions and variables determining stakeholder theory; and
 - identify relevant stakeholders for marketing strategy planning.

Introduction

Simply put, a stakeholder is any group or individual who can affect, or be affected by, the achievement of a company's purpose. Stakeholders include customers, suppliers, shareholders, banks, government bodies, government and other groups who help or hinder development of the organization's purpose.

With these words, Richard Freeman is generally regarded as inventing the stakeholder theory concept for operations business ethics as a theoretical framework for the development of corporate social responsibility (CSR) over the past few decades. It is clear that this new and exciting conceptual perspective is indeed a paradigm shift in the way we think about strategic management practice. This text is a textbook on stakeholder theory that will help you understand this concept. It is a practical, comprehensive approach to stakeholder theory that will help you understand the concept of stakeholder theory. It will also help you understand the importance of stakeholder theory in the context of business ethics and corporate social responsibility.

HELEN DICKINSON

Applying Perform or Else in the Public Management Field

Introduction

As a public manager, you will be required to make decisions that affect the lives of many people. This text is a textbook on stakeholder theory that will help you understand this concept. It is a practical, comprehensive approach to stakeholder theory that will help you understand the concept of stakeholder theory. It will also help you understand the importance of stakeholder theory in the context of business ethics and corporate social responsibility.

Co-designing a digital platform with boundary objects: bringing together heterogeneous users in healthcare

ANNE HOPKINSON, "O. J. VAN DER VEK, "J. VAN DER VEK"

Abstract

Healthcare professionals and patients have different perspectives on what is important in a digital platform and the platform. This text is a textbook on stakeholder theory that will help you understand this concept. It is a practical, comprehensive approach to stakeholder theory that will help you understand the concept of stakeholder theory. It will also help you understand the importance of stakeholder theory in the context of business ethics and corporate social responsibility.

The politics of narrating social entrepreneurship

PAUL DEY

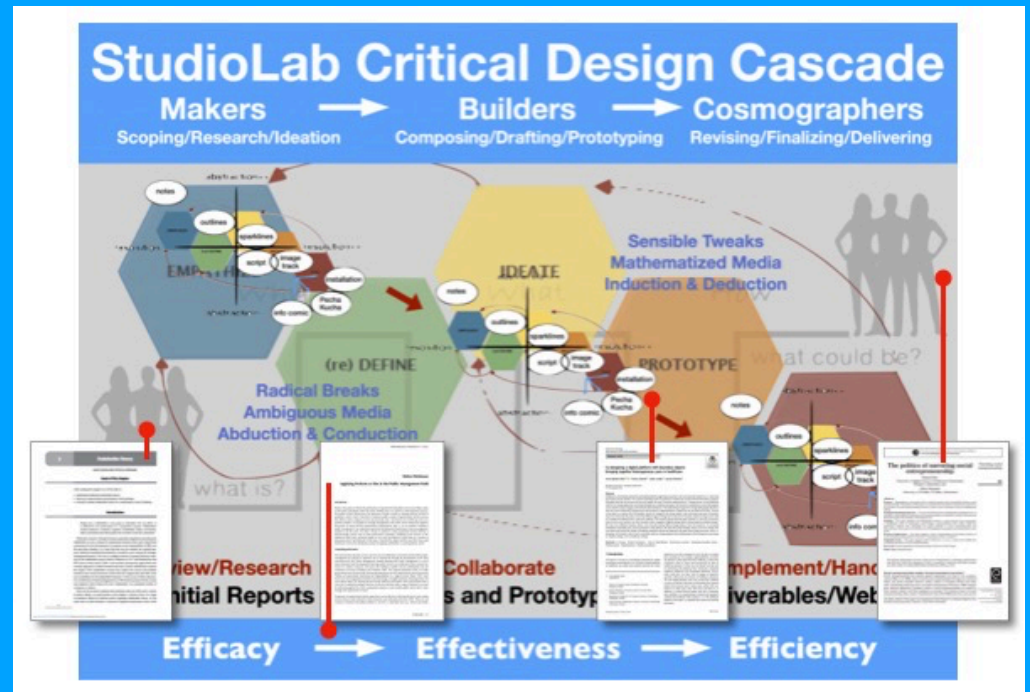
University of Applied Sciences, University of Applied Sciences, University of Applied Sciences

Abstract

This text is a textbook on stakeholder theory that will help you understand this concept. It is a practical, comprehensive approach to stakeholder theory that will help you understand the concept of stakeholder theory. It will also help you understand the importance of stakeholder theory in the context of business ethics and corporate social responsibility.

Critical Design Theory Workshop

Review readings and extract practicable concepts by connecting to co-design process



Apply **Dickinson** to YPP and to DT innovation spaces of human desirability, technical feasibility, and financial viability (efficacy, effectiveness, efficiency)

Apply **Island**, et al to YPP and to TK forms and platforms of their media ecology and your co-design process

Apply **Bevins and Werhane** to YPP and to UX maps, scenarios, and calls to adventure and action

Apply **Dey and Steyaert** to YPP and to sparklines and cosmograms

Dickinson

Relevance of general theory (3Ps) in New Public Management:

Application of bus models : public accountability, assessment, policy!

Cultural, technological, organizational performance

Efficacy, effectiveness, efficiency:

limits of rational agent model for collaboration

Reform trajectory: from efficiency and effectiveness to efficacy... culture wars?

Bevan/Werhane

Stakeholder theory

Genealogy: Stanford Freeman vs Friedman emancipation or anarchy?? Pluralism vs monism

4 directions : corp planning, systems theory, Corporate social responsibility org theory

Different stakeholder maps: traditional centered multicentered, names and faces, systems theory, alliance

Function: descriptive, instrumental, normative

Continental: ontologies of self and Other, radicalization of stakeholder theory

to YPP and to DT innovation spaces of human desirability, technical feasibility, and financial viability (efficacy, effectiveness, efficiency)

Isind, Lindroth, Lundun, Steineck

Relevance of TK as boundary object in healthcare co-design

Design ethnography

Boundary objects

Digital platforms: from scaling to engagement

User-centered design

Co-designing futures, cultures, worlds

BO :Working through narratives, goals, prototypes

Narrative, metaphorical, structured phase (HCD??)

[need boundary platforms]

Dey/Steyart

Unconscious narrative structures at work in social entrepreneurship

Messianism, heroic and non-heroic “messianism w/o messiah”

white savior, ugly American Andy Bernard,

*grand narratives, counter-narratives, little narratives

“critical reflexivity as a way to analyze and multiply the circulating narrations of social entrepreneurship.”

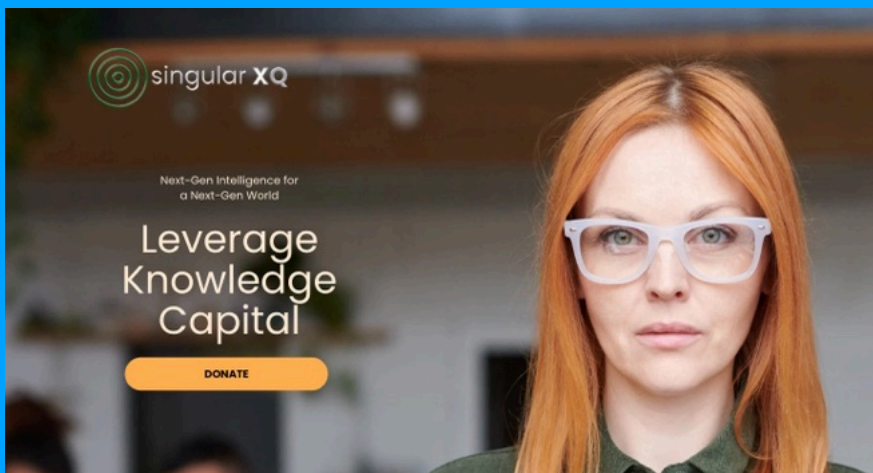


Health Access Connect



Newfield Central School District

Open Studio



Singular XQ



A.J. Muste Foundation

Homework

Write up CDT report making theory practicable

Work on deliverables

Contact partner to set up next co-design Zoom session

Work on project site