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**Interreg**  
Deutschland - Danmark

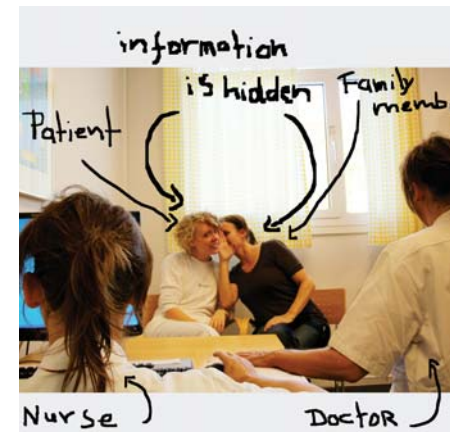


## Social design as a research method in healthcare

December 10, 2015 Kiel

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AARHUS UNIVERSITET



UNIVERSITY OF SOUTHERN DENMARK



# Social design as a research method in healthcare



## Some macro challenges

### ■ Why social design?

- Aging
- Decrease in labour force
- Globalization of economy and production
- Immigration
- Economical and financial crises



# Social design as a research method in healthcare

## ■ Why social design?

- Pressure on welfare services and standards
- Complex dilemmas (“wicked problems”)
- Collaboration across various sectors
- Involving multiple stakeholders to meet the complexity of the problems

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## Social design as a research method in healthcare

Danish Design

What is social design?



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## Social design as a research method in healthcare

Danish Design

What is social design?

“the term ‘social’ connote particularly problematic situations, such as poverty, illness or exclusion, and circumstances after catastrophic events.”

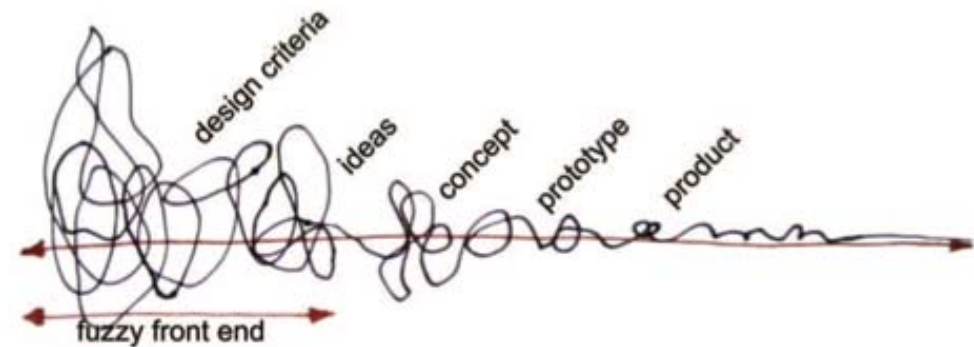
Ezio Manzini

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## Social design as a research method in healthcare

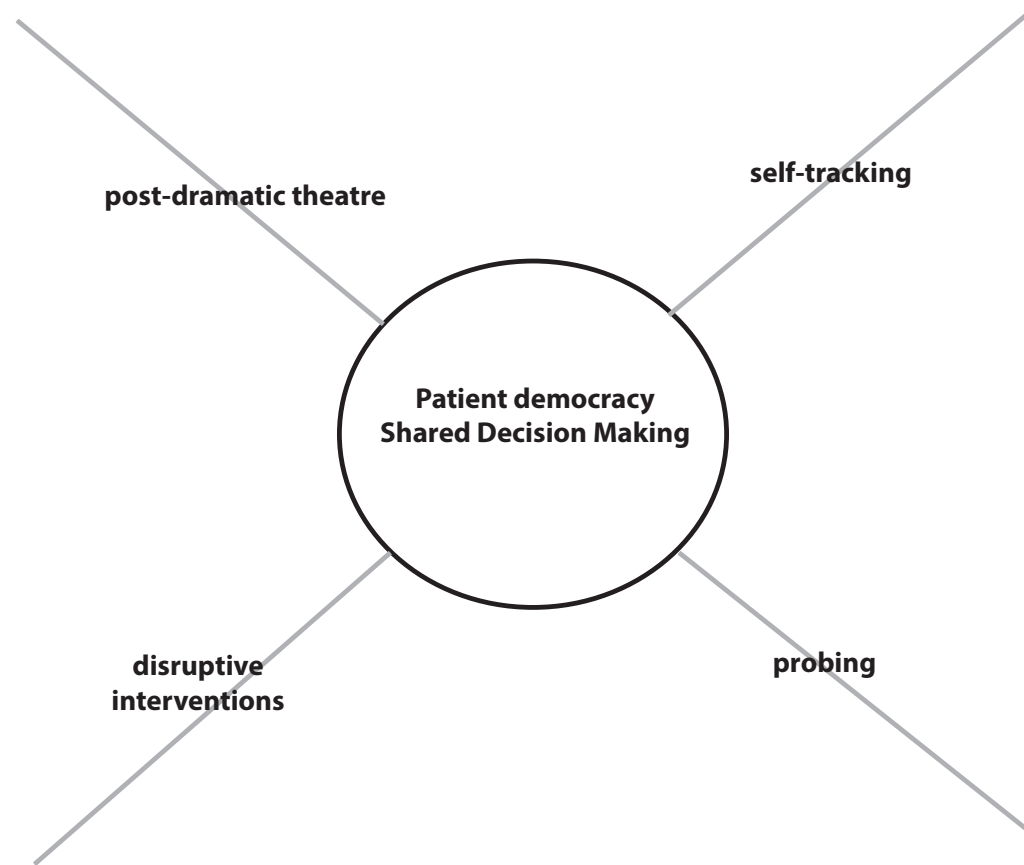
Sanders & Stappers (2007)

- The need to understand social relations has called for the development of new research methods
- Social design provides a whole set of participatory methods for sense-making and designing new welfare services



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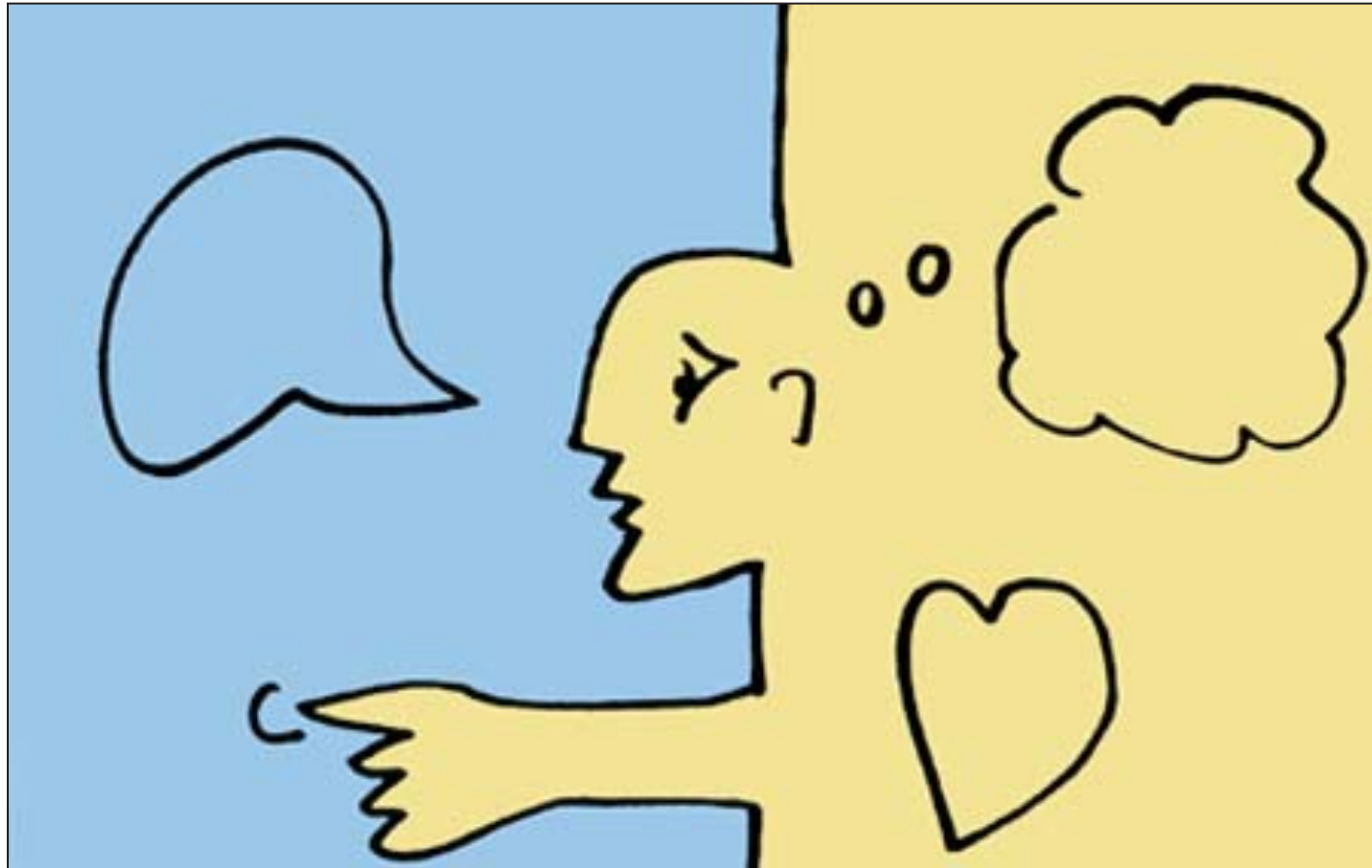
# Social design research methods in PROMETHEUS



Sanders and Stappers (2007)

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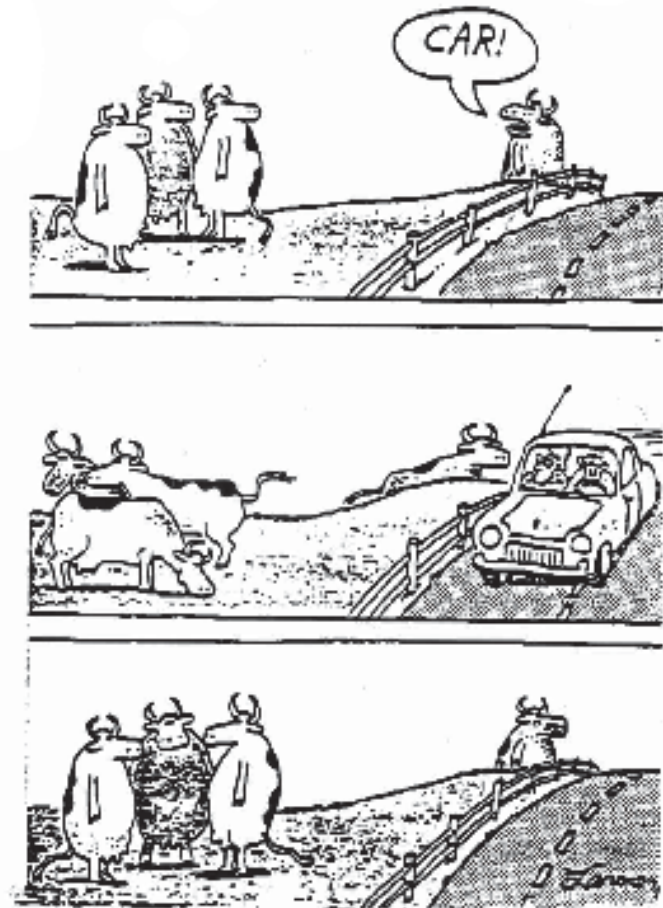
## Empati and Design



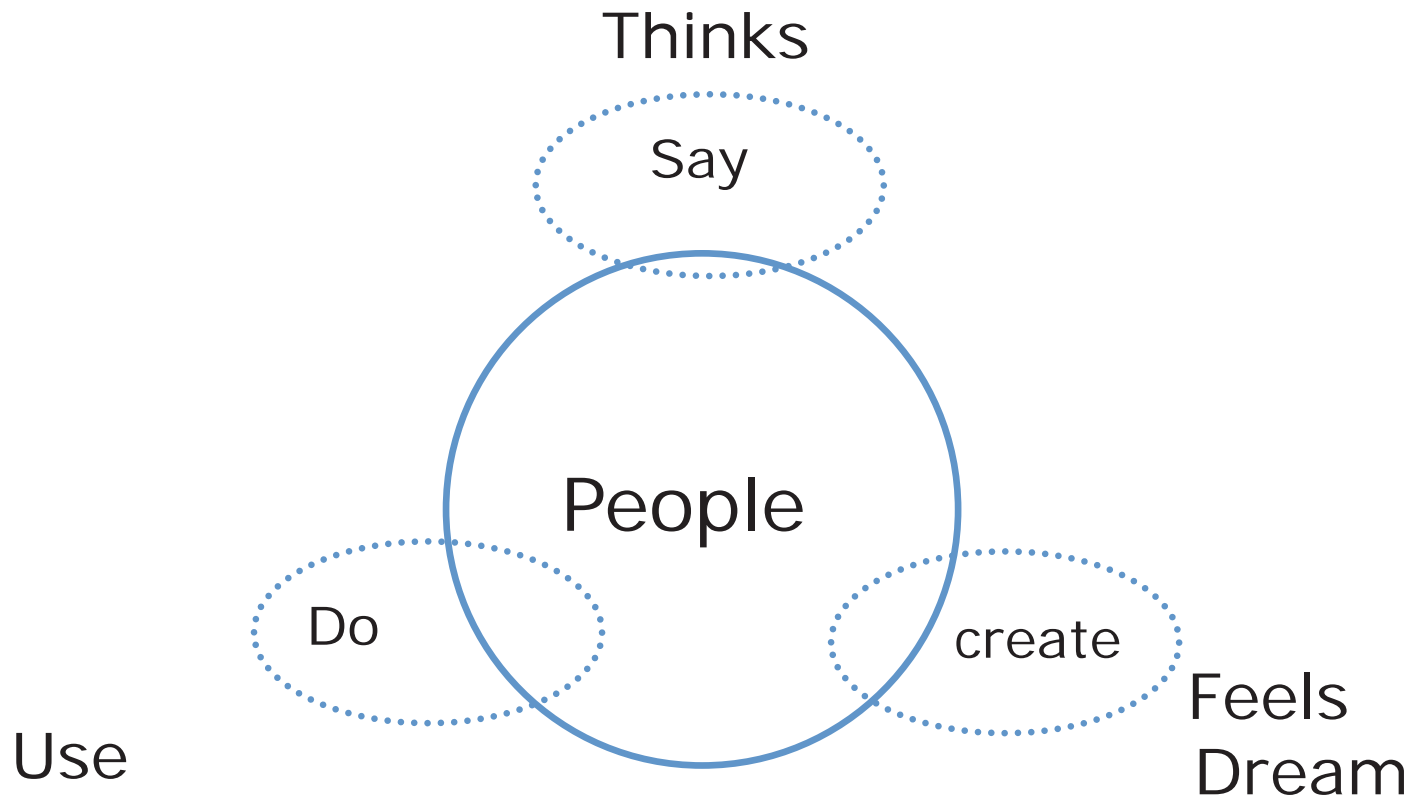


## The life of who...?

- The Fly on the wall
- The Fly in the soup
- The fly that flew



+ Detailed interaction  
SAY – DO – MAKE



*Elisabeth Sanders*

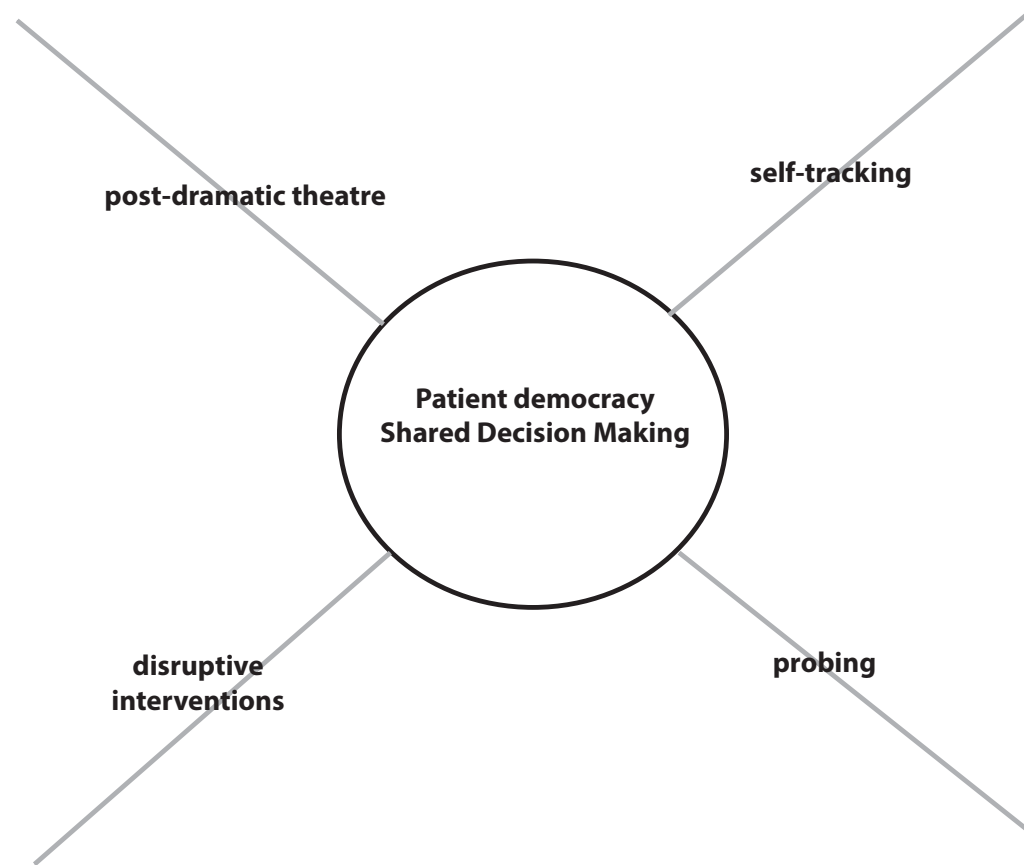
# Probing og Prototyping

- Aim
  - Create shared visions for future practice
  - Create specific experiences of design proposals
- Execution
  - Brainstorm
  - Storyboard
  - Extreme dogme recordings
  - Spur and identify ideas
- Benefits
  - Rapid sketching of future visions
  - More visions
  - Hands-on experiences of divergent interests
  - Fun to do 😊



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# Social design research methods in PROMETHEUS



Sanders and Stappers (2007)



## Role-play and disruptive interventions

### Key research questions

- What is 'patient-democracy' and 'shared decision-making' as practiced within a hospital
- What is the patient's and medical staff's conceptions of patient-democracy

**Place:** Oncological dept, Vejle Hospital, DK

**Time:** 2013-2014

**Partners:** Health Services Research Unit,  
Vejle Hospital, Denmark



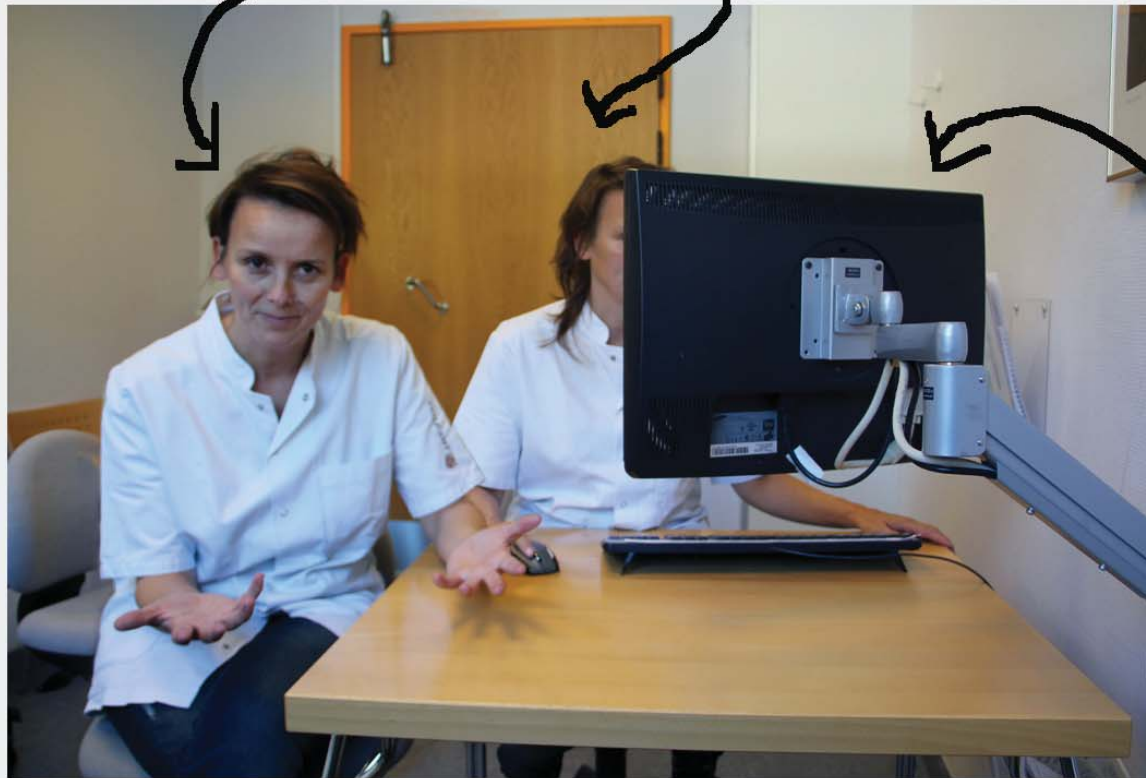
# The context: The consultation room



Consultations at the Oncological Department at Vejle Hospital (Denmark)

# Roleplaying the actual situation

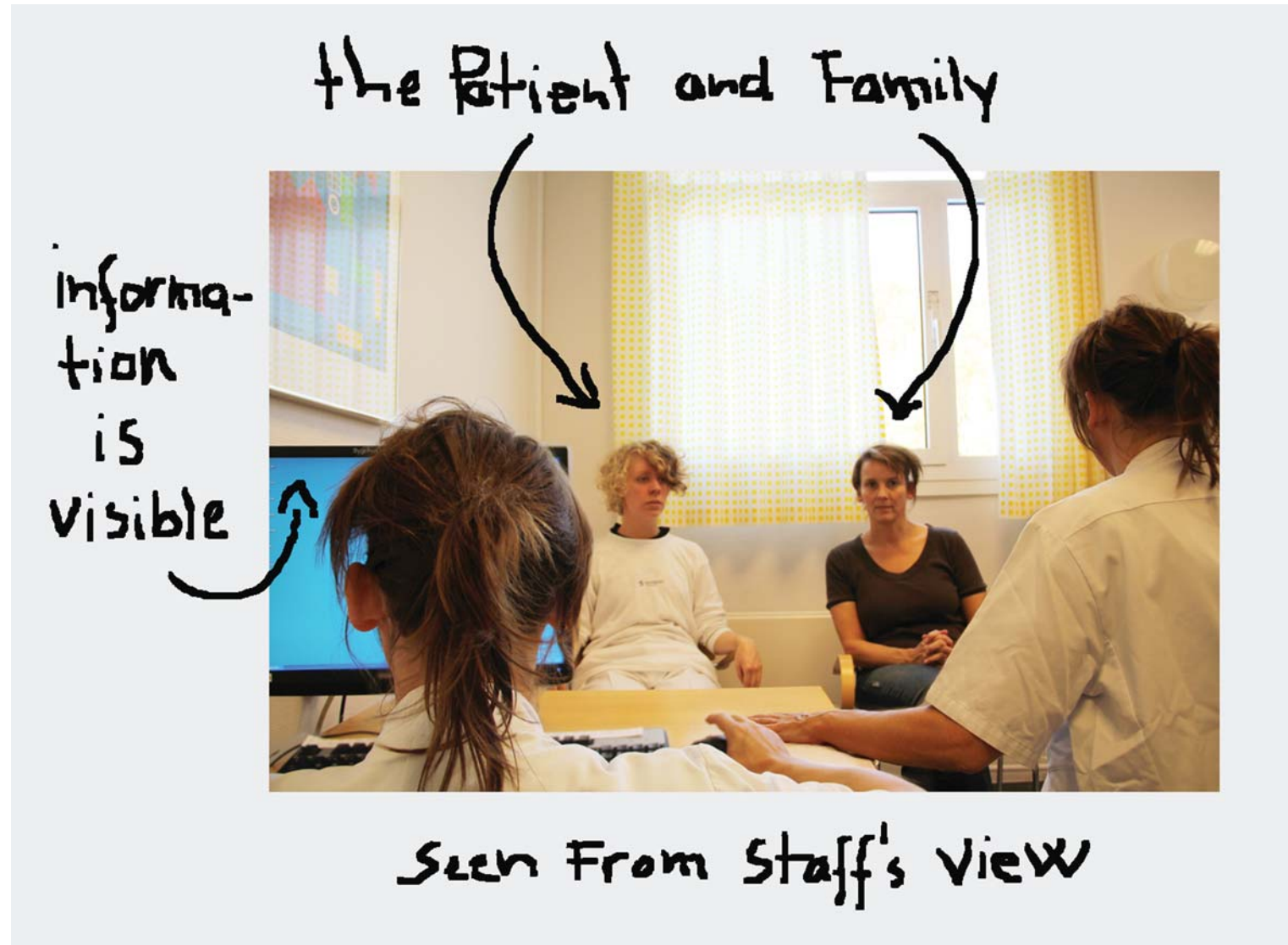
The Doctor and Nurse



information  
is  
hidden

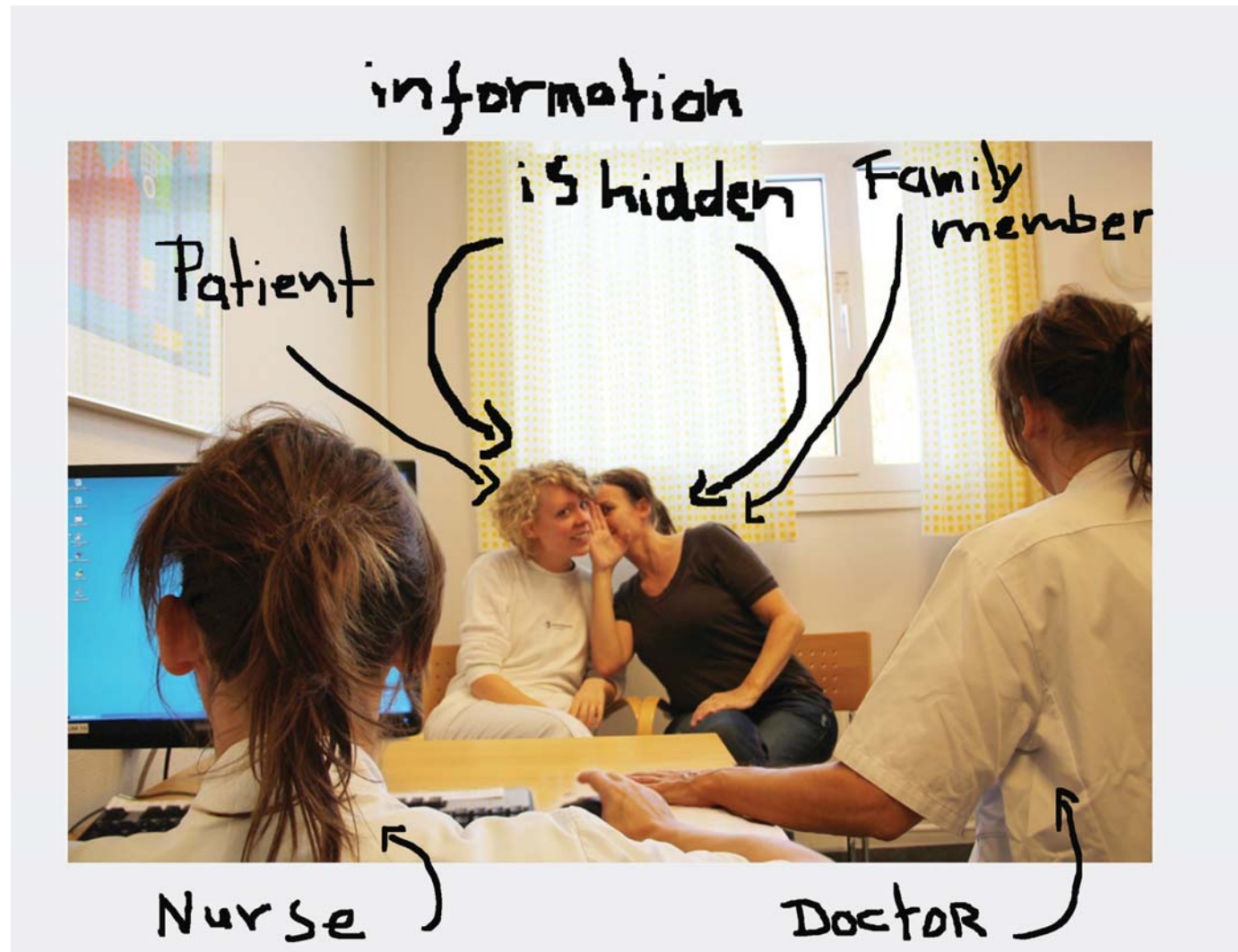
Seen From the Patient's view

# Roleplaying the actual situation



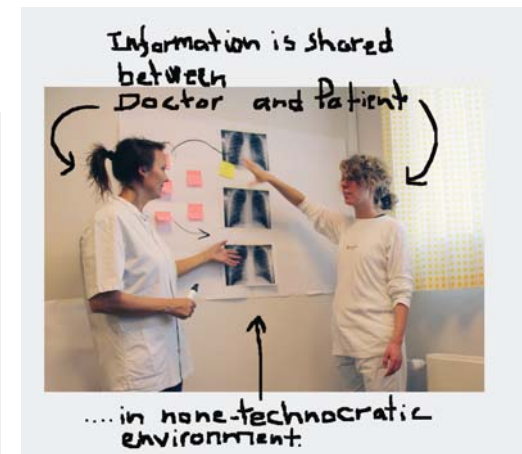
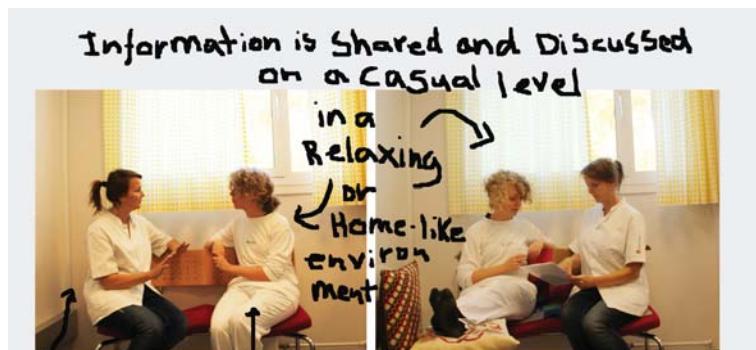
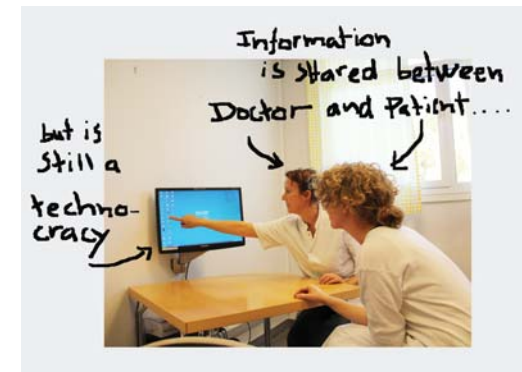


## Disruptive intervention #1



# Making sense of the fuzzy front end

- The actual consultation room was undemocratic organized
- Many decision was being taken before hand (at the morning conference)
- Some patients didn't want a "shared decision"; they wanted an expert view
- The doctors had way to little time to deal with each patient
- The hospital has less funds and resources
- Hospitals are very large organizations and have difficulty in transition and structural change



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Thank you!

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