



Technology management and interaction design for social innovation

Lecturer: prof. Patrizia Marti, University of Siena, Italy

Short description of the lecture (up to 10 sentences):

"There are no technological revolutions without cultural transformations." This is a quote from the book "The Internet Galaxy: Reflections on the Internet, Business, and Society" by Manuel Castells, where the author explores the complexity of the social problems generated by the spread of the Internet.

Nowadays the Internet is no longer simply a means to connect people through computers. The digital components of the network have materialized in things, objects. The information stopped traveling exclusively on the computer screen to move on physical objects, able to talk to each other and with the environment.

The challenge is that this technological innovation will become a social innovation, and that individuals, society, institutions, companies can appropriate it, modifying it, transforming it, experimenting with it.

This course will be a reflection on the role of technology in social innovation. In discussing the implications and opportunities of technology, we will take on the perspective of interaction design, a discipline that studies the social practices and the knowledge produced by using tools and imagines new possibilities of use as well as new activities that would not be possible without the use of digital technologies.

Syllabus of the lecture subjects (enlisted):

1. Role of Information Technology (IT) Design in social innovation.
2. IT-supported social practices in contemporary society and economics.
3. Industrial design and creative IT project management in fostering social change.
4. Interaction design for social innovation projects:
User-system interaction design
IT-supported social interaction design.
5. Social innovation case studies:
Case study 1: learning.
Case study 2: health care.
Case study 3: cultural heritage.
Case study 4: politics.
6. Implications for creative project management in specific industrial applications.
7. Course summary.



Terminy wykładów			
Data	Dzień tyg.	Godzina	Sala
2015-11-26	Cz	16.15-21.00	WZiE 209
2015-11-27	Pt	16.15-21.00	WZiE 202
2015-11-28	So	9.15-14.00	WZiE 202