Bringing Human Knowledge and Understanding into the Fold

How to Talk to People and Influence Unions

ANTHROPOGENISIS
Research & Design Anthropology

What is anthropology?

ANTHROPOLOGY IS THE STUDY OF HUMANS

BIOLOGICAL ANTHROPOLOGY

SOCIO-CULTURAL ANTHROPOLOGY

ARCHAEOLOGY

Socio-cultural Anthropology

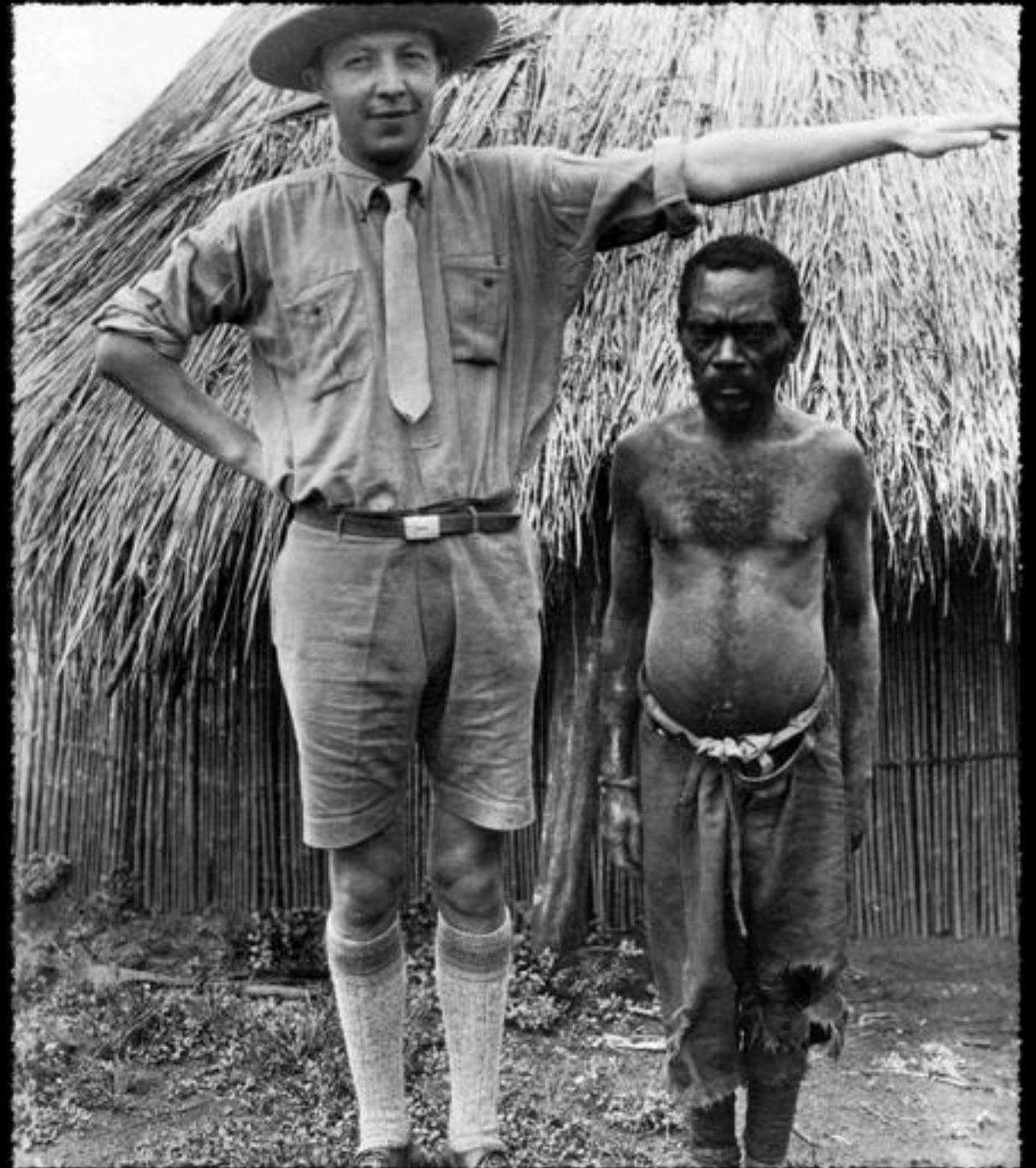*The Comparative Study of Human Culture & Societies*

Purpose

- *What* we do
- *How* we do it
- *Why* we do it

Pre 1945

- Anthropology focussed on the exotic other

- Academic Anthropology

- Tool for Colonial Administrators

Post 1945

- Decline of Empire

- Wars and Unrest in the former colonies

- Anthropology began to look closer to home

- Anthropology of the Mediterranean

  - Medical Anthropology

  - Psychological Anthropology

  - Legal Anthropology

  - Business Anthropology

- Since the new millennium anthropologists have moved into new realms of human life

  - Digital Anthropology

  - Design Anthropology

  - Military Anthropology
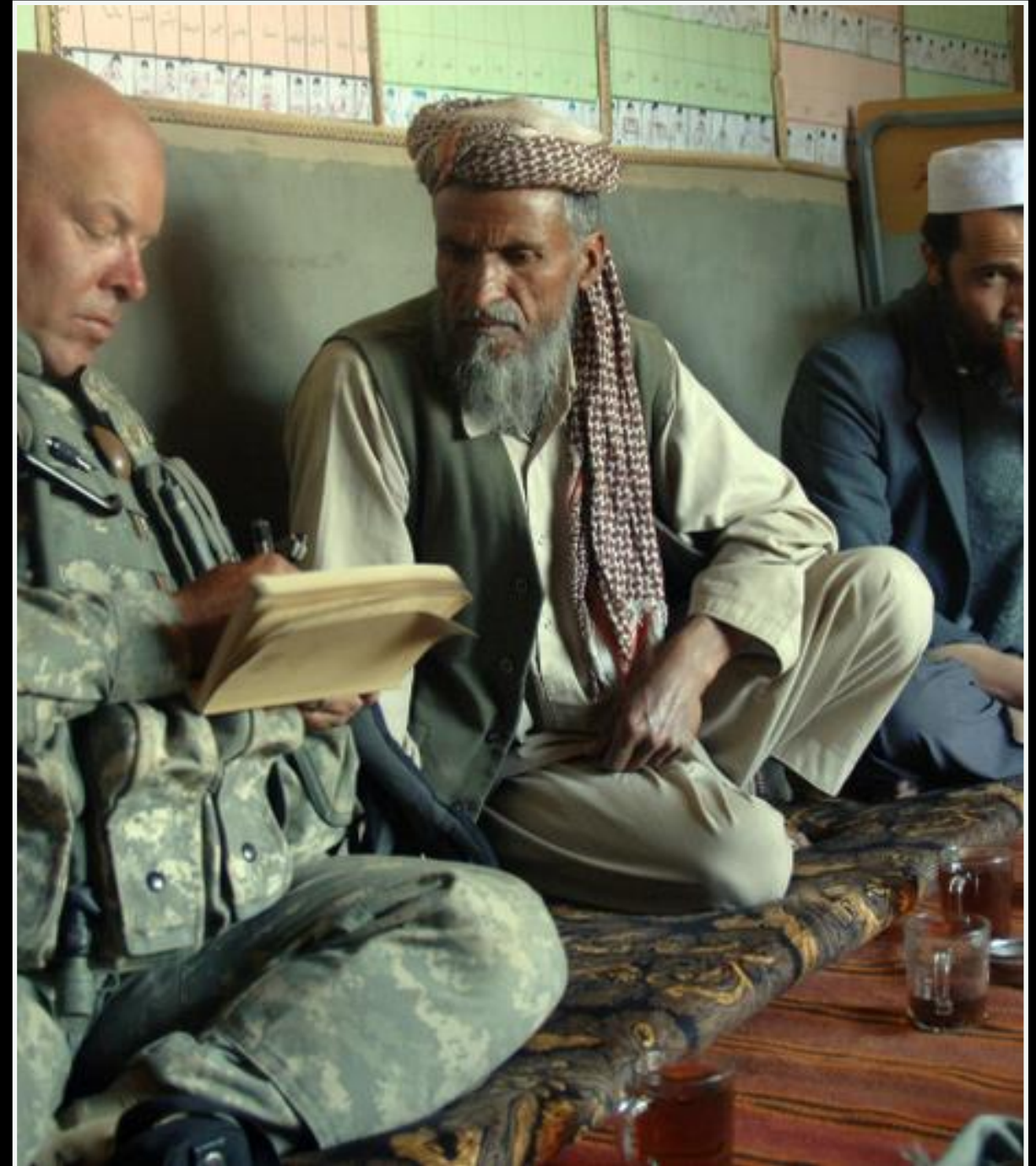
Government

- Native Title

- DATSIP

- Policy Planning & Advice

Military

- Teaching

- Intelligence

The Private Sector

Research & Development   Data Analysis   IT & Communications
Market Research

Research & Development

- **Melissa Cefkin**

(Design Anthropologist - Driverless Technologies) *Head of Human Centred Systems practice at the Nissan Research Center*

"While Computers are rule-followers,

Humans aren't!"

Tricia Wang
(Global Tech Ethnographer & Data, Design & Digital Anthropologist)

Data Analysis

Big Data vs Thick Data

China

ReD Associates

Adidas

Lego

Intel

Samsung

Bayer

Ford

Cognizant

- NASDAQ 100

- IT Consulting Firm

- US$ 13 Billion

- 49% Purchase of ReD

Is It a Bird
(Human Centred Innovation Agency)

- User-centred innovation based on human insights

- Analysis

- Design

- Strategy

Carlsberg
Danske Bank
Ekstra Bladet
Danish Rail
Copenhagen City Council

Anthropogerne

Greenland Government
The European Commission
Danish Health Authority

My Interests

- Identity

- Cohesion

- Cooperation

- Military

- Environment

- Space and Place

32 Hour Project

- Reducing working hours for office staff from 40 hours per week to 32

- Maintaining same pay

- Increasing productivity

Motivations

- Intrinsic Motivations

- Extrinsic Motivations

- Crowding-out Effect

- Reciprocal Relationships

3 Types of Reciprocity

- Generalised Reciprocity

- Balanced Reciprocity

- Negative Reciprocity

Motivation & Productivity

A study by conducted by Vouchercloud concluded that the average worker was productive for less than 3 hours per day

1. Checking social media – 47%
2. Reading news websites – 45%
3. Discussing out of work activities with colleagues – 38%
4. Making hot drinks – 31%
5. Smoking breaks – 28%
6. Text/instant messaging – 27%
7. Eating snacks – 25%
8. Making food in office – 24%
9. Making calls to partner/ friends- 24%
10. Searching for new jobs – 19%

You learn to understand them as a cultural group

Their Language

Their Ontologies

Their Customs

- Create Strategic Partnerships with Workers and Unions based on Reciprocity and shared obligations

- In order to do this one has to develop strategies to suit specific problems

- This can only be achieved by acquiring Deep Knowledge

Deep Knowledge
Understanding
Solutions
Strategies

Kevin Porter

Socio-cultural Anthropologist & Social Solutions Architect

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