

RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

Title of the doctoral research

Design-Led Policy and Governance:
A Global Taxonomy in the Age of Big Data and Artificial Intelligence

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Abstract

There exists very little agreement on the specific added value that design brings to the area of policy studies, where scant literature has attempted detailing what can distinguish a “design for policy” approach from more consolidated approaches in design (ie, service design and participatory design).

Current efforts are underway to explore innovation in public services and governance models with the help of designers, often with the involvement of specialized teams like policy labs and living labs either to build services from the bottom up (Deserti et al., 2020) or investigate the adoption of new technologies (AI, big data, blockchain) for digital transformation (Kuziemski & Misuraca, 2020).

However, more research is needed to explore ways in which design disciplines and policy studies tackle issues linked to new public value, multi-level governance, data and algorithmic literacy, and mass deliberation. From the perspective of design, this involves examining the ways in which co-creation methodologies can be used in conjunction with new technologies where end-users play an active role in shaping policies and public services. Investigating the contribution of design to this complex field of concern is the objective of this research.

The aim is twofold: (1) examine practices that link design to policy making and develop a taxonomy of design-led policy and governance efforts, (2) link the taxonomy to the debate on the adoption of big data and AI in Government and analyse ways in which design can support their meaningful adoption.

Keywords

Design for policy, artificial intelligence, public sector innovation