
Machine Learning For Design

Lecture 1 - Introduction to Machine Learning /1

Alessandro Bozzon

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mlfd-io@tudelft.nl
www.ml4design.com

Why Machine Learning for Design?

Part I

“AI is the New Electricity”



“Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don’t think AI will transform in the next several years.”

Andrew Ng

Former chief scientist at Baidu, Co-founder at Coursera

Template

Image	Description	Roles of AI
Put an image here to show the product service system that has the AI components	Describe what is the product service system	Describe the role of AI in the product service system

Tesla Autopilot

Images	Description	Roles of AI
	Tesla's autopilot system https://www.tesla.com/autopilot	AI is used to guide the car using image processing techniques

Netflix recommender system

Images	Description	Roles of AI
	Netflix recommender system https://medium.com/swlh/ml-recommendation-system-806f062ba74	AI is used to recommend movies or shows to users for personalization

Scan cars for automated par...

Images	Description	Roles of AI
	Scan cars for automated parking control https://alcenterregister.amsterdam.nl/en/automated-parking-control/	AI is used to check if a parked car has the right to be parked in a certain place using image processing

Instagram explore feed

Image	Description	Roles of AI
	Instagram explore feed	AI is used to recommend content the user might find interesting or will probably interact with

Copy of Template

Image	Description	Roles of AI
	Shazam is an app used to recognize music, movies, advertising and tv shows. This is done by listening to a short sample using the device's microphone.	AI is used to identify songs based on a spectrogram.

Spam filtering

Image	Description	Roles of AI
	Spam filtering is used by mail companies to stop spam to enter your inbox and protect the user against scams and stuff like that	They use filters that are constantly updated by ML. They can see different patterns in the mails and therefore find the spam between the other mails.

Copy of Template

Image	Description	Roles of AI
Put an image here to show the system components	Voice recognition, its an assistant for the user to use on the mobile phone	the AI in siri is based on voice recognition. It needs to understand words and how they are pronounced. Besides that every time siri is being used it gathers the data from that interaction to improve itself.

Google Lens

Image	Description	Roles of AI
	Use a mobile app to find out what is in an image or extract text	AI is used to find similar images, text, etc. and searches for these within google.

Emotech: Oly

Image	Description	Roles of AI
	Voice-controlled AI assistant similar to Amazon Alexa or Google Home	Oly's personality comes from a mix of machine learning algorithms that teach the robot to gradually be more like its owner.

Copy of Template

Image	Description	Roles of AI
	Taxi that can be ordered via an app.	How the car makes a link to which people come up to him/her for a ride with the rating system for user. AI makes Uber better at transportation, mobility, customer support and driver-partner navigation. AI improves demand prediction and more seamless pick-up experiences

Text to speech (Google)

Image	Description	Roles of AI
	'Text to speech' is a service that transform inserted characters (text) into an hearable audio.	Pronunciation, fluid sentences that are comprehensible, training of the speech models.

Copy of Template

Image	Description	Roles of AI
	Your music. Your podcasts. Your Home.	Spotify creates playlists that are made for you based on your listening behaviour

Copy of Template

Image	Description	Roles of AI
	Adobe photoshop makes quick work of selecting objects, by recognising them.	Adobe photoshop uses ai to select specific objects and subobjects like hair for easier cutouts

Customer support

Image	Description	Roles of AI
	A lot of companies are stepping away of personal customer support, this is also because a lot of problems that user experience are the same and can be fixed by the "chat bot" they use.	The chatbot learns from every interaction. And finds information on the website of the things you are asking him for and present it to you.

Mona: Personal Shopper

Image	Description	Roles of AI
	Personal shopping assistant that helps the user find discounts and best prices for products	The AI sorts out different products and finds the right price, also changes what is shown to the user based on what is purchased before.

Siri

Image	Description	Roles of AI
	This product/service is called Siri. It is considered a personal virtual assistant to apple iPhones.	Siri increasingly integrates in the users daily lives by monitoring your needs via email, requests and messages. It will adjust to your needs the more you use it.

ZARA

Image	Description	Roles of AI
	Clothing store website ZARA. Popular products or products that fit the interest of the customer are recommended.	AI is used to recommend content the user might find interesting or will probably interact with based on earlier made decisions.

Spotify

Image	Description	Roles of AI
	Subscription on app where customers can listen to music and podcasts on their phones	AI is used to recommend songs and podcasts that the listener might like based on there previous choices

Copy of Template

Image	Description	Roles of AI
	NASA creates autonomous rovers that wander the surfaces of other planets	Without the control room order explicitly, the robots make judgments to avoid obstacles on the uneven terrain while choosing the optimal course

Roomba

Image	Description	Roles of AI
	The Roomba 980 model vacuum (the one that cleans your floor on its own) uses AI to scan a living area's size, look for objects that might be in the way, and remember the best route for cleaning the carpet. The vacuum bot can also identify how much cleaning it needs to do based on the size of the room, repeating a cleaning cycle three times in smaller rooms or cleaning twice in a medium-sized room.	AI is used to scan the area and evade objects. It also remembers the best path.

NVIDIA Canvas/gauGAN

Image	Description	Roles of AI
	Tool to create photorealistic (landscape) images from simple drawings	AI is used to convert the simple drawing (as a segmentation map) to a realistic image.

Google Reverse Image Search

Image	Description	Roles of AI
	Google offers reverse image search, users just drop in an image, Google goes and finds similar images.	Disecting an image and figuring out what is in it.

Gboard AI | Intelligent Keyb...

Image	Description	Roles of AI
	Commonly taken for granted, Google's Gboard for mobile phones allows users to type faster by predicting their input either by traditional typing, swiping or predictive text.	AI is used to refine the text output and accuracy of the predictions made by Gboard itself based on user input. As each user's usage of the keyboard is different, the AI model is trained by the user's input and iterated upon to autocorrect and suggest more intelligent word choices.

YouTube Captions

Image	Description	Roles of AI
	YouTube generates auto captions for videos with audible speech	Speech to text function, including translation

Copy of Template

Image	Description	Roles of AI
	TikTok's FYP (for you page) is a feed that is heavily influenced by an algorithm. By presenting short videos that it thinks you will like, only separated by simple swipes to the next, with an infinite amount of videos to see, this create a very addictive experience.	The AI deeply analyzes the videos that you watch (watch time, tags, comments), and tries to fit you in a profile so it can present more videos that it thinks that you would like (it does this very efficiently).

Alexa

Image	Description	Roles of AI
	It is a virtual personal assistant. It will find information and fulfill commands when asked.	They collect and refine their information, by collecting the data of the interactions and make better suggestions everytime.

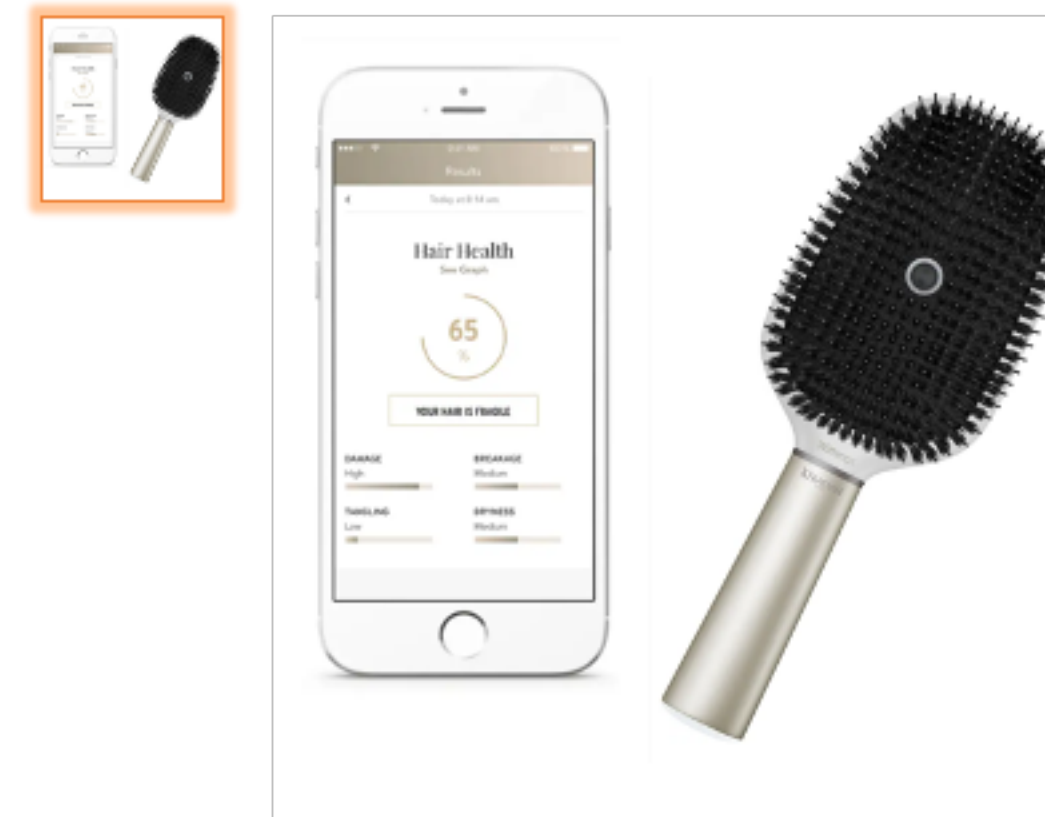
Copy of Template

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Image	Description	Roles of AI
	Speech Interpretation and Recognition Interface	Siri is an active assistant that you can interact with, but Siri can make proactive suggestions that you can act on. On the iPhone, iPad, and Apple Watch, Siri can make various kinds of recommendations.

Where is AI? Or ML?

- Autonomous vehicles
 - from Roomba to Self-driving cars
 - In stores, warehouses, production lines, streets, living rooms
- More and more consumer products and appliances
 - Belts!! Really!
 - Thermostats, Security Cameras, Fridges
- Content production and consumption applications
 - Social media, Amazon, Netflix etc.
- Chatbots
- In-store automation and smarter shopping
- Optimised supply chains
- Energy grid optimisation
- ...



Smart hairbrush.
AI splitting the hair...

Price: **\$199.99**

More than just a fashion accessory, Belty Good Vibes is the very first smart belt integrating Artificial Intelligence that contextualizes the activities of your everyday life.

Beyond data

Rather than providing only raw data, Belty offers feedback about the rhythm of your life. It goes beyond statistics and helps you to be more aware of the quality of your everyday experience.

Trust your gut

The abdomen, or belly, is considered the second brain of your body: the home of your gut instinct. Belty Good Vibes empowers you to know yourself better, by reinforcing your ability to connect to your visceral knowledge. Communicating via vibrations with your sense of touch, it plugs you into the present moment.

Good vibrations, great energy

Belty is much more than a smart belt; as wearable, interactive technology, it is your personal coach. We all want to live the best version of our lives. Why not start now?



What is

Artificial Intelligence

Machine Learning?

Deep Learning?

Computer Vision?

Natural Language Processing?

Artificial Intelligence

Machine Learning

Deep Learning

Computer Vision

Natural Language
Processing

Intelligence

- *The ability to learn or understand or to deal with new or trying situations*
- *The ability to apply knowledge to manipulate one's environment or to think abstractly as measured by objective criteria (such as tests)*
- *Mental quality that consists of the abilities to learn from experience, adapt to new situations, understand and handle abstract concepts, and use knowledge to manipulate one's environment*

Merriam-Webster

Encyclopedia Britannica

“Viewed narrowly, there seem to be almost as many definitions of intelligence as there were experts asked to define it”

R. J. Sternberg, quoted in *The Oxford Companion to the Mind*. R. L. Gregory. Oxford University Press, Oxford, UK, 1998

Artificial Intelligence

- Intelligence demonstrated by machines
- A branch of computer science that **studies** the properties of intelligence by **synthesizing** intelligence
- Creating computer programs that perform tasks as well as, or better than, humans
 - Perception, Learning, Reasoning, Planning, Problem-solving, Creating

Strong vs. Weak Artificial Intelligence

- **Strong AI**

- *Artificial General Intelligence (AGI)*, human-level, general
- The AI we see in movies
- AI that can do everything we humans can do, and possibly much more

- **Weak AI**

- *Narrow AI*
- AI specialised in well-defined tasks
 - e.g. speech recognition, chess-playing, autonomous driving

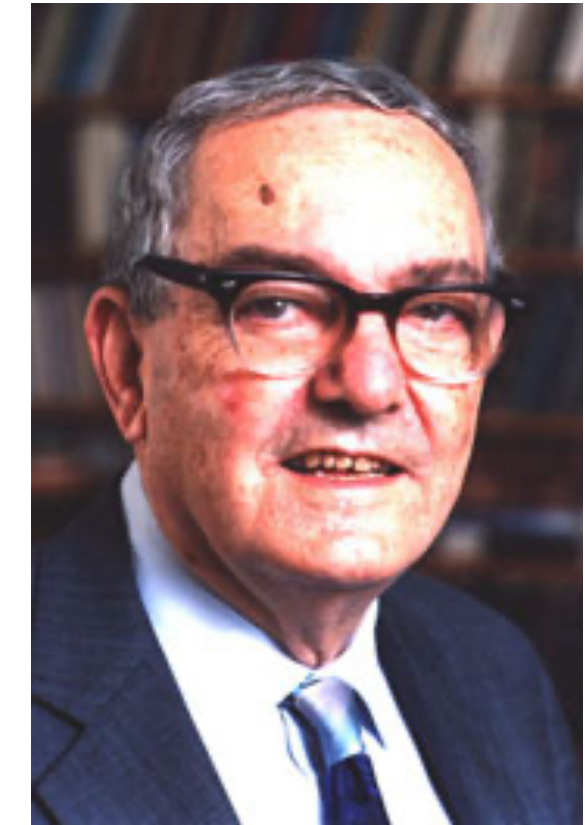
- No AI program has been created yet that could be called intelligent in any general (Strong AI) sense

- *"A pile of narrow intelligence will never add up to a general intelligence. General intelligence isn't about the number of abilities, but about the integration between those abilities?"*

- Superintelligence doesn't really mean anything - a basic calculator far exceeds any human benchmark for performing basic arithmetic

Learning

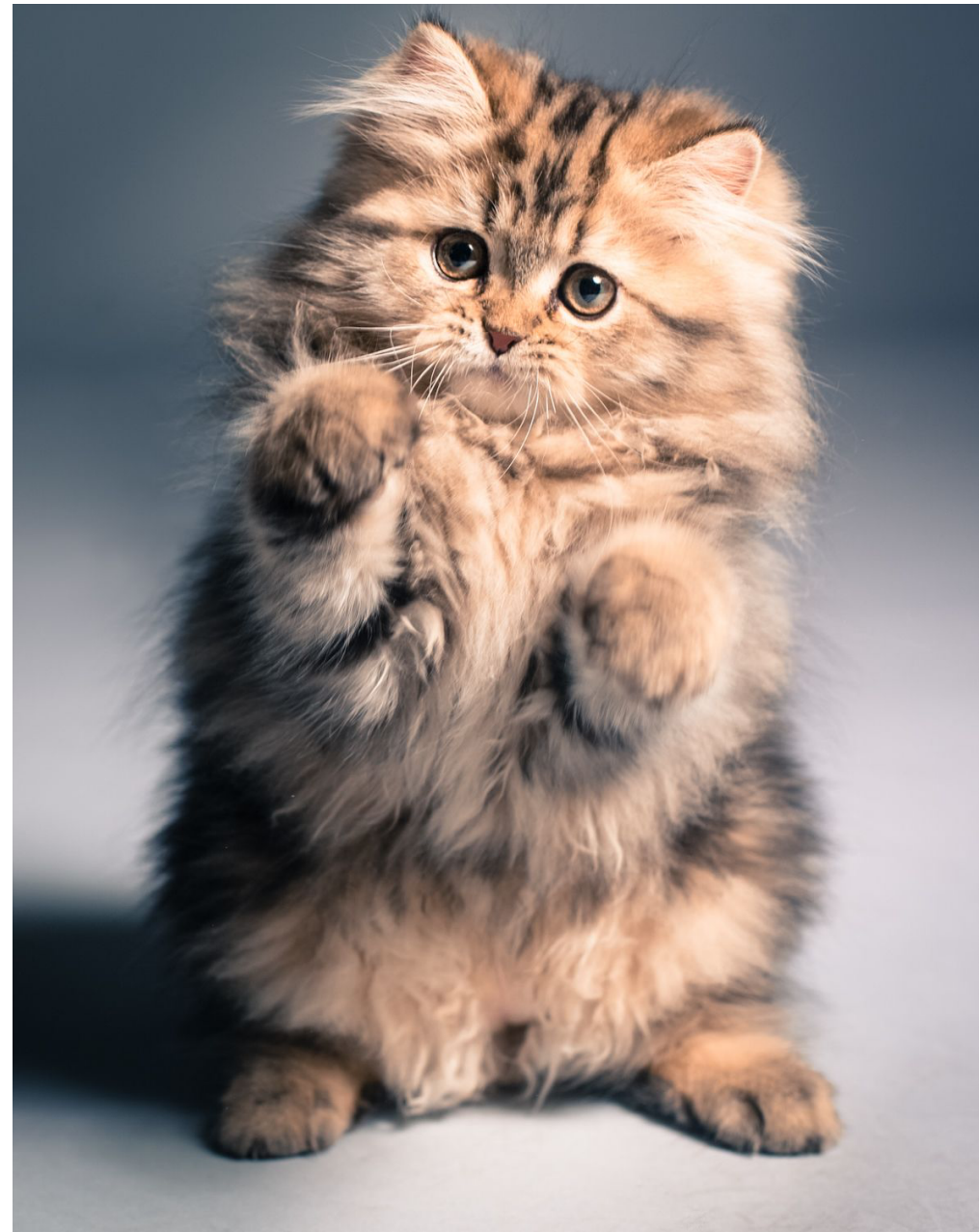
- *Any process by which a system improves performance from experience*
- Denotes changes in the system that are adaptive in the sense that they enable the system to do the task or **tasks drawn from the same population** more efficiently and more effectively the next time
- The ability to perform a task in a situation that has never been encountered before
- Learning = generalisation



Herbert A. Simon

What is a cat?

What is a cat?



What is a cat? V₁



- It's a cat if it has whiskers
- And it is furry

What is a cat?



- It's a cat if it has whiskers
- And it is furry

What is a cat? V₂



- It's a cat if it has whiskers
- And it is furry
- And it is small

What is a cat?



- It's a cat if it has whiskers
- And it is furry
- And it is small

What is a cat? V_3



- It's a cat if it has whiskers
- And it is furry
- And it is small
- And it does not climb trees

What is a cat?



- It's a cat if it has whiskers
- And it is furry
- And it is small
- And it does not climb trees

Polanyi's Paradox

“We can know more than we can tell...

The skill of a driver cannot be replaced by a thorough schooling in the theory of the motorcar”

Michael Polanyi (1966)

Machine Learning

- *The field of study that gives computers the ability to learn **without being explicitly programmed***



Arthur Samuel

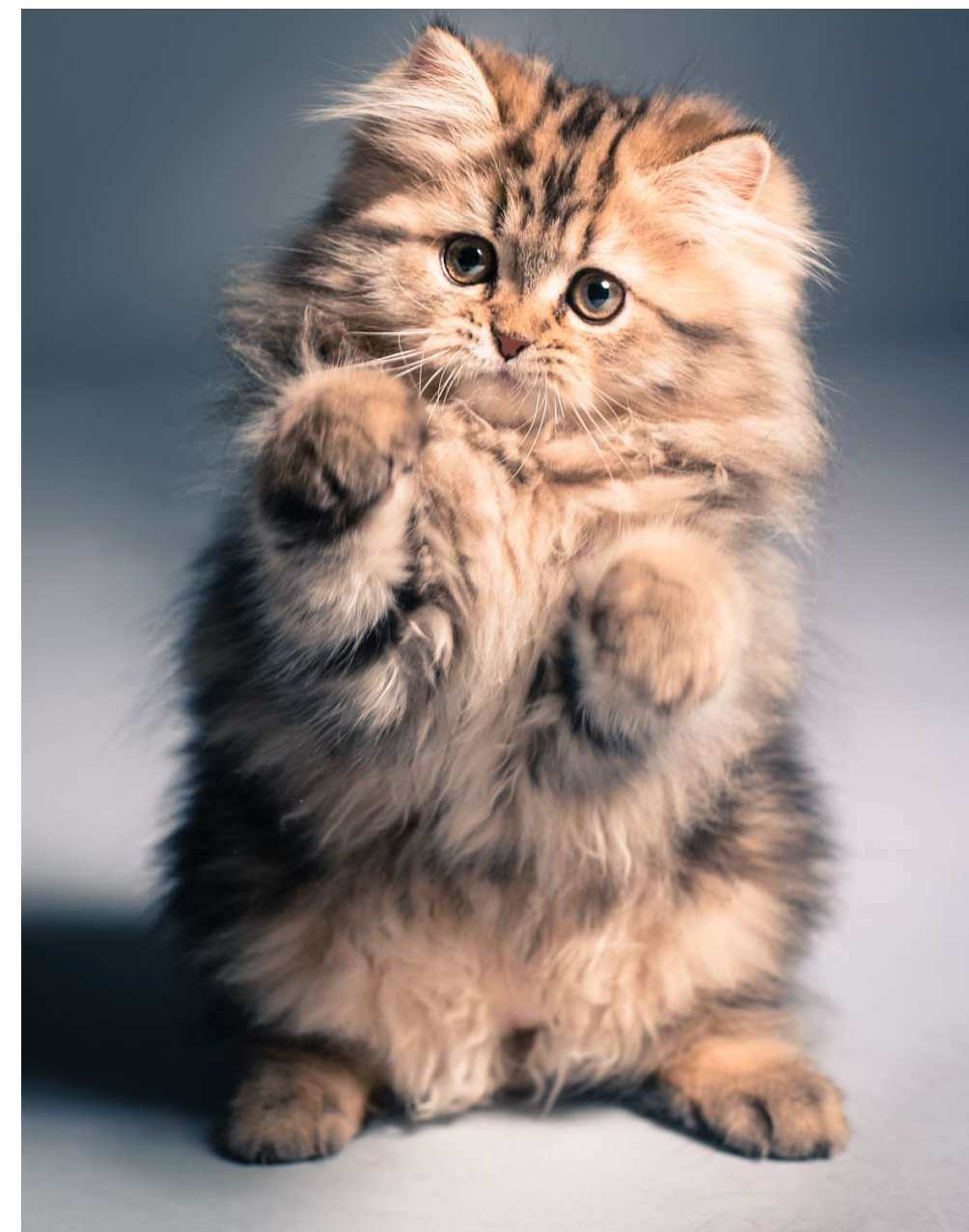
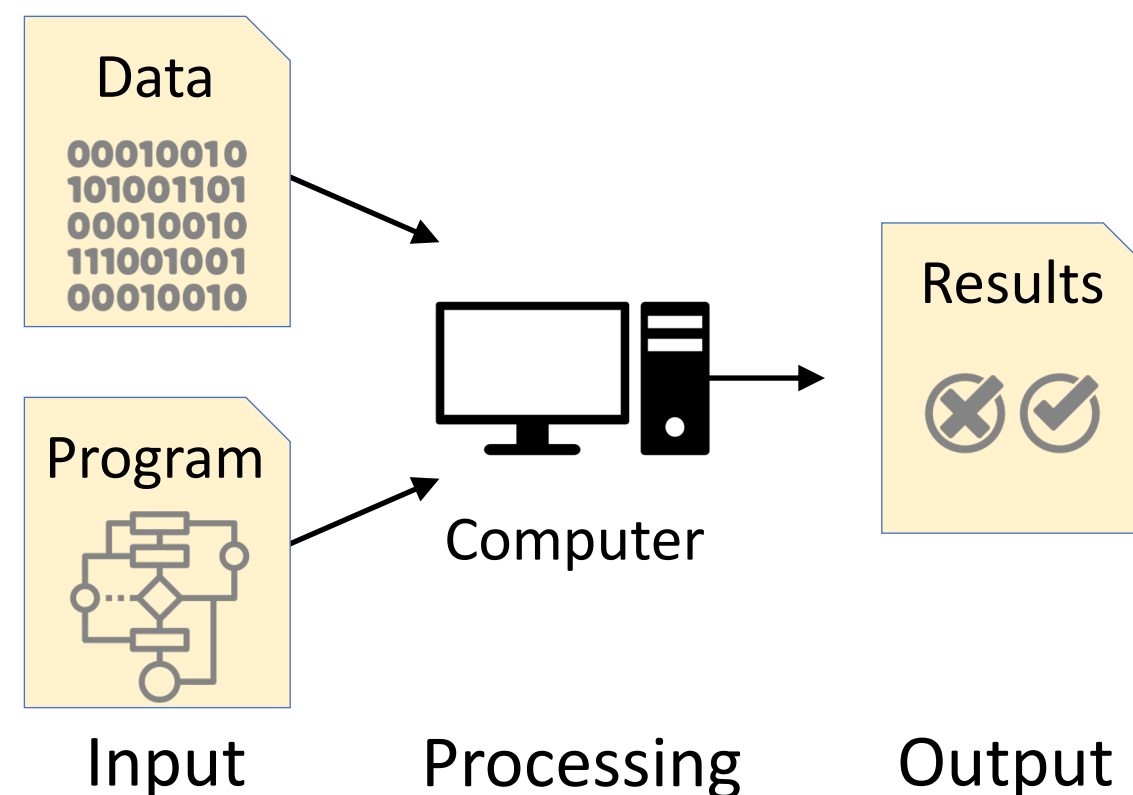
- Machine learning is the science (and art) of programming computers **so they can learn from data**

Is this a cat?

■ Traditional Programming

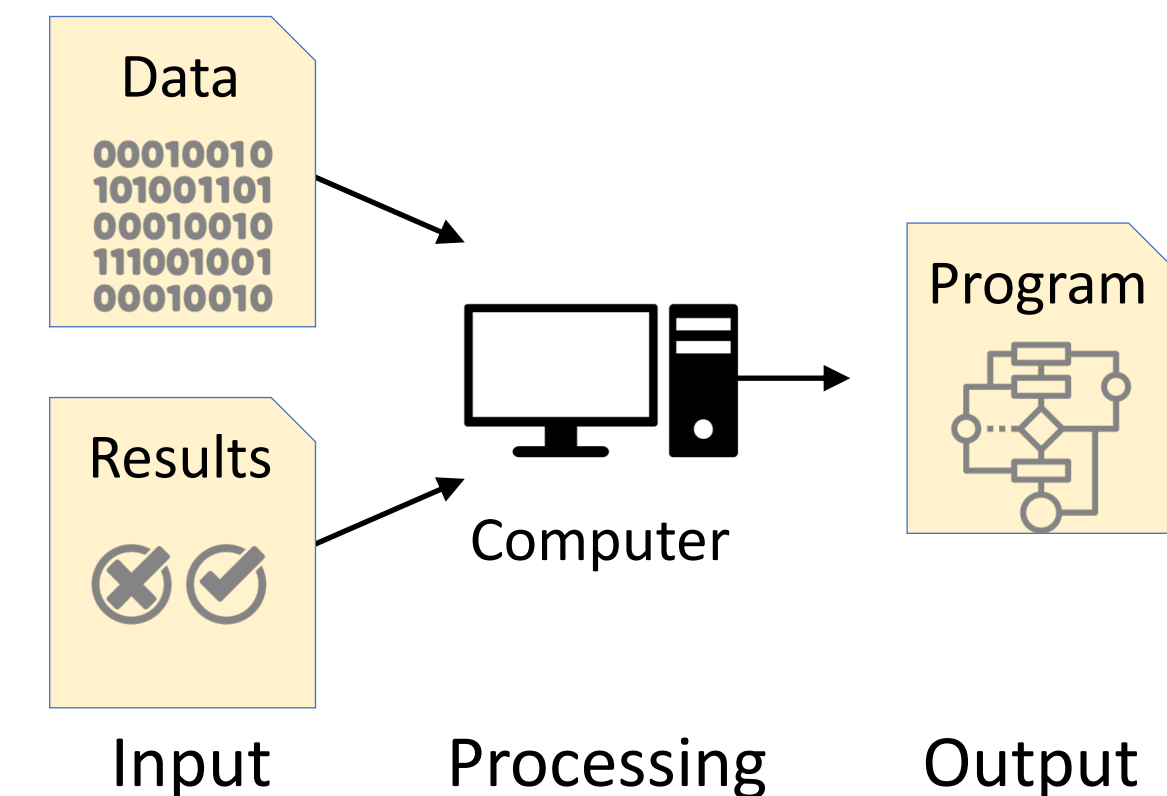
Rules to detect a cat:

1. It has whiskers
2. It is furry
3. It is small



■ Machine Learning

Let me guess how I can distinguish a cat :)



Functions of a Machine Learning System

Descriptive

Using data to explain
what happened

Predictive

Using data to predict
what will happen

Prescriptive

Using data to make
suggestions about
what actions to take

Generative

Using data to (semi)
autonomously
create new content

Deep Learning

- A technique for implementing Machine Learning based on neural networks

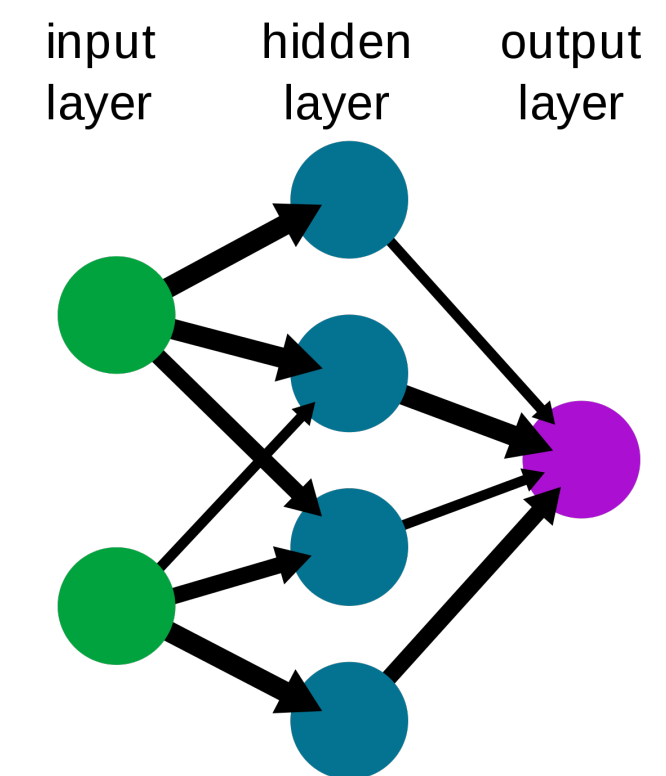
- **Neural Networks**

- A specific class of machine learning algorithms, modelled on the human brain, in which thousands or millions of processing nodes are interconnected and organized into layers

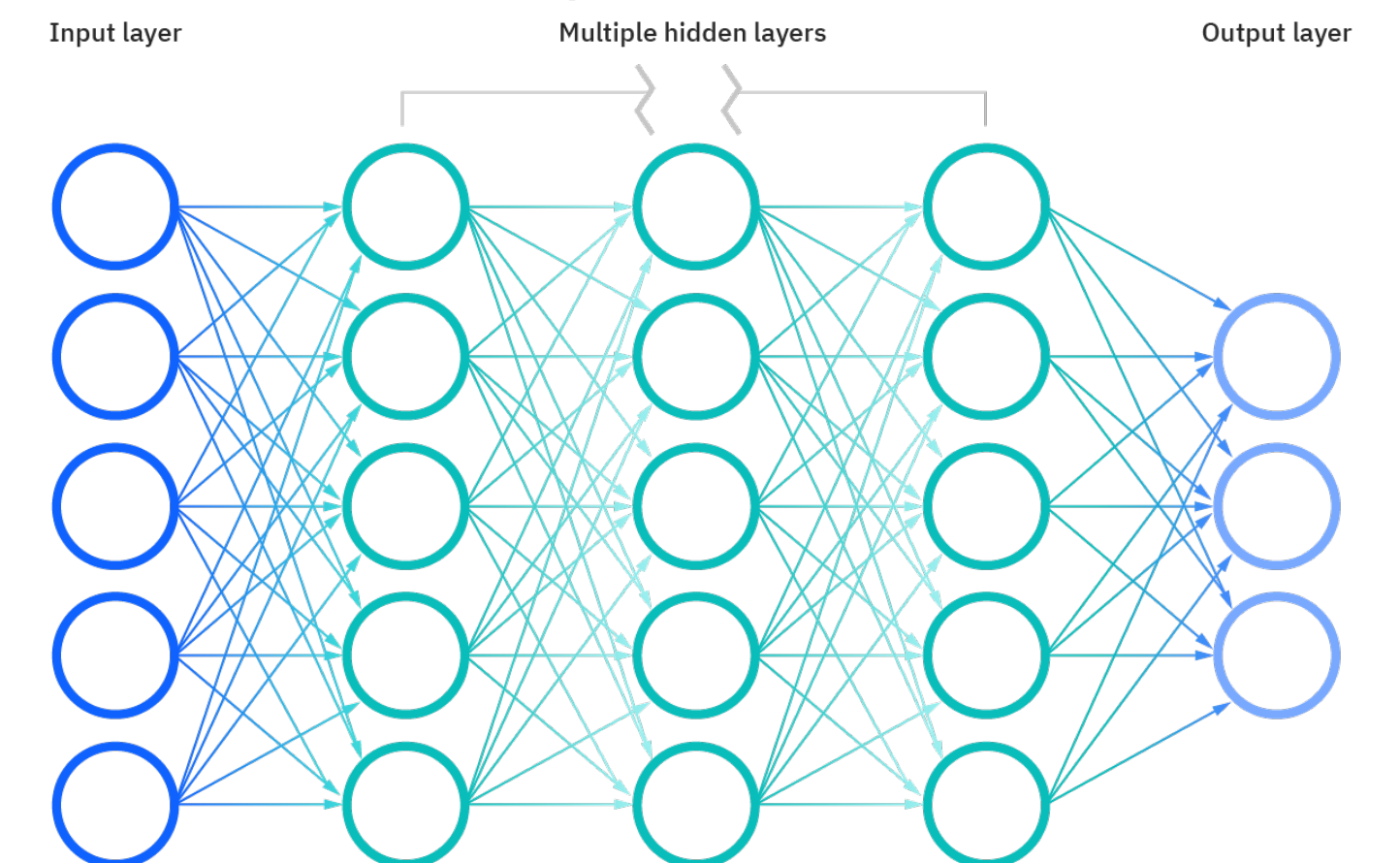
- **Deep Learning**

- Neural networks with many layers
 - Depth = number of layers

A simple neural network



Deep neural network

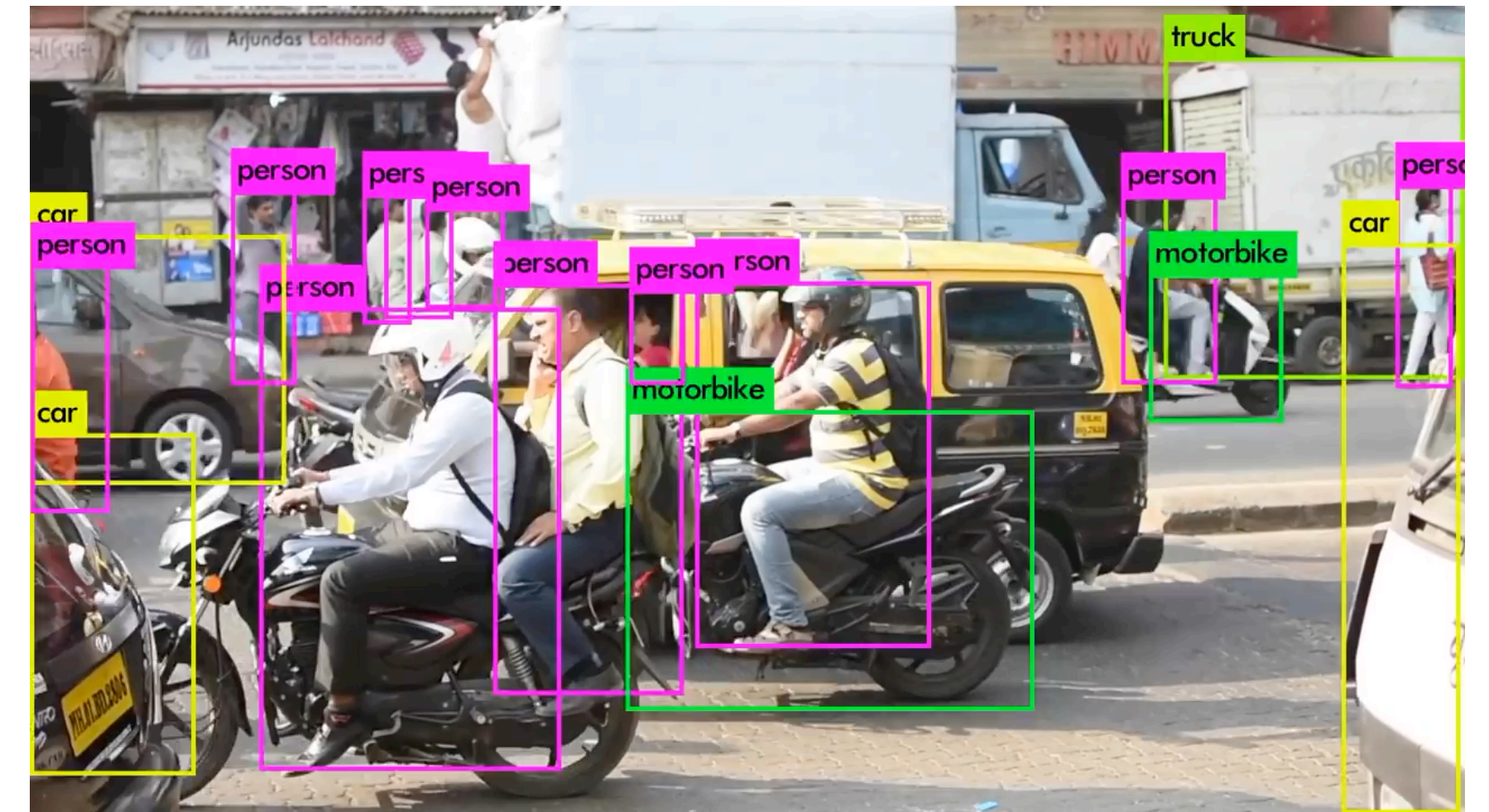


Natural Language Processing

- A sub-field of AI and machine learning in which machines learn to understand natural language as spoken and written by humans
- Goals:
 - Recognize the language, understand it, and respond to it
 - Categorise textual content (e.g. spam vs. Not-spam)
 - Translate between languages
 - Generate new text
- An enabler for technology such as chatbots and digital assistants like Siri or Alexa

Computer Vision

- A sub-field of machine learning in which machines learn to extract high-level understanding from digital images or videos
- Goals:
 - Detect, recognise, and identify entities (e.g. objects, faces, people, animals)
 - Modify visual content (e.g. image manipulation, image restoration)
 - Categorise visual content (e.g. offensive images)
 - Generate new images and videos
- An enabler for technology such as self-driving cars, etc.



“Easy problems are hard”

Marvin Minsky

Why Machine Learning for Design?

Part II

“AI is the New Electricity”



“Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don’t think AI will transform in the next several years.”

Andrew Ng

Former chief scientist at Baidu, Co-founder at Coursera

The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it

Mark Weiser, *The Computer for the Twenty-First Century*
(*Scientific American*, 1991, pp. 66–75)



RETAIL OCTOBER 11, 2018 / 1:04 AM / UPDATED 3 YEARS AGO

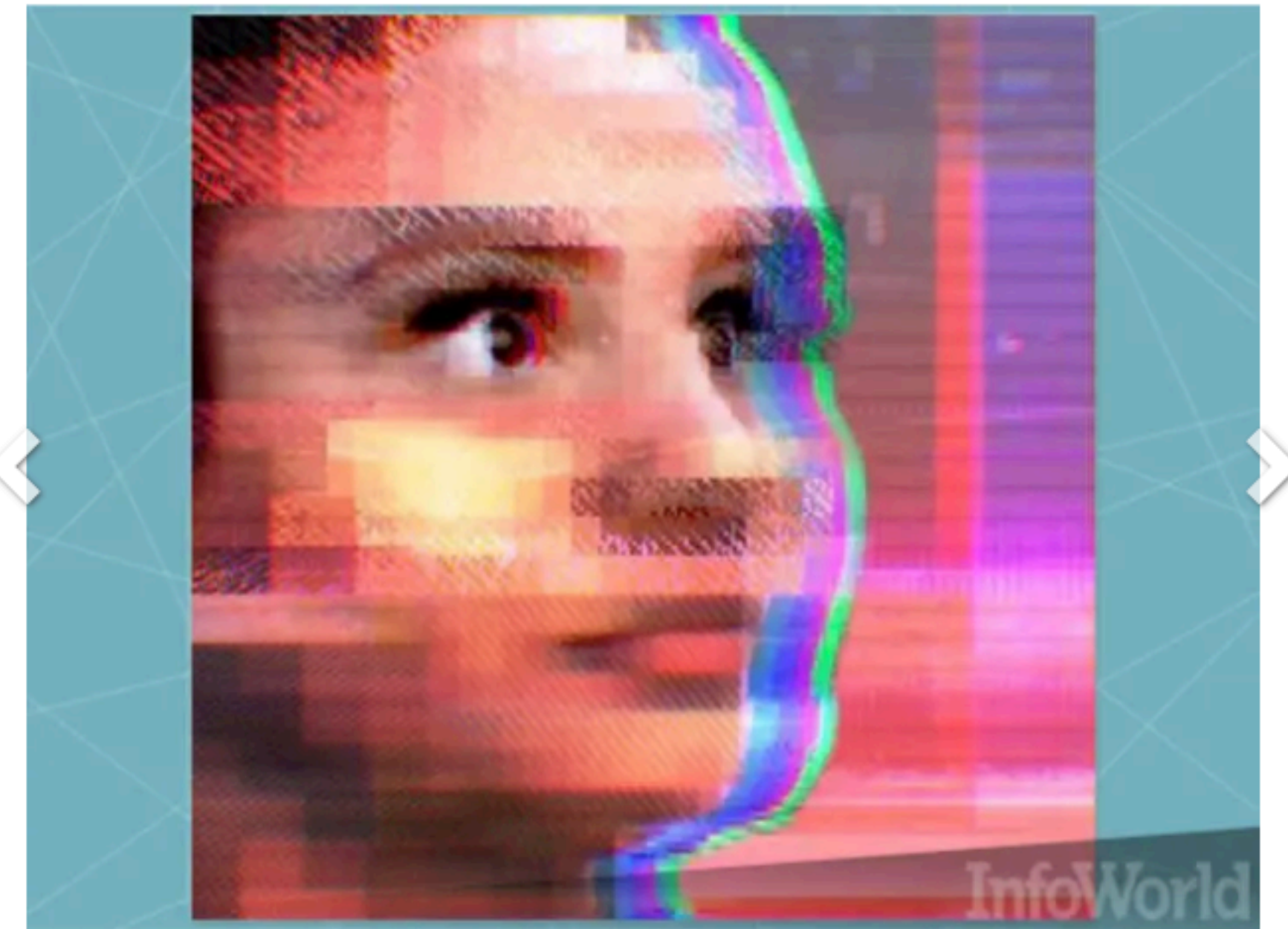
Amazon scraps secret AI recruiting tool that showed bias against women

By Jeffrey Dastin

8 MIN READ



SAN FRANCISCO (Reuters) - Amazon.com Inc's AMZN.O machine-learning specialists uncovered a big problem: their new recruiting engine did not like women.



See larger image

Microsoft / Twitter

Microsoft chatbot goes Nazi on Twitter

Back in the spring of 2016, Microsoft ran into a public relations nightmare when its Twitter chatbot -- an experimental AI persona named Tay -- wandered radically off-message and began spouting abusive epithets and even Nazi sentiments. "Hitler was right," tweeted the scary chatbot. Also: "9/11 was an inside job."

Yes, Donald Trump will implode. Here's why. **Trump is**

Updated by David Roberts on January 8, 2016, 8:30 a.m. ET @drovz david@vox.com

Vox POLICY & POLITICS

No, Donald Trump Won't Win

David Brooks DEC 4, 2015

Donald Trump is surging in the polls. Here's why he won't win.

I don't know what's going to happen, and neither do I. Donald Trump is still not going to be the nominee.

10:46 PM - 6 Feb 2016

258 405

2016 ELECTIONS

Trump Will Still Lose. Here's How.

JAN 7, 2016 9:00 AM EST

By Jonathan Bernstein

Some of us keep explaining why Donald Trump's poll results so far don't make him a likely Republican nominee, yet others keep saying

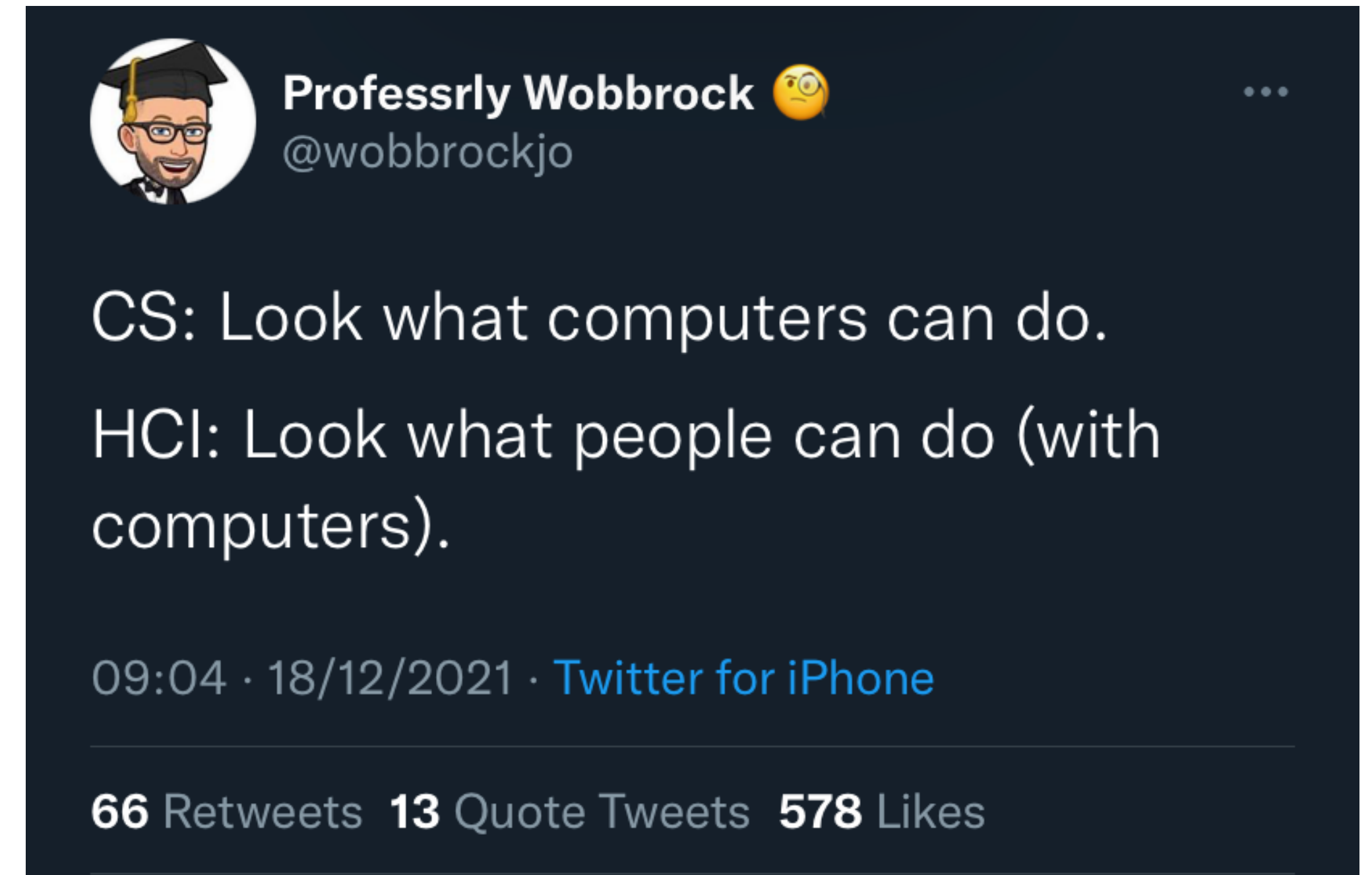
POLITICAL CALCULUS

The Trump Campaign's Turning Point

Nate Cohn @Nate_Cohn JULY 18, 2015

Why do we need Designers to understand ML?

- Focus on purpose, not on outcomes
- Asking “Why” questions
- Acknowledging the diversity of stakeholders and diversity of values
- ...



What can designers do for ML?

- Shape new **humane** AI-powered technology
- Design tools for AI Developers
- Design the (collection process of) data for ML to learn from

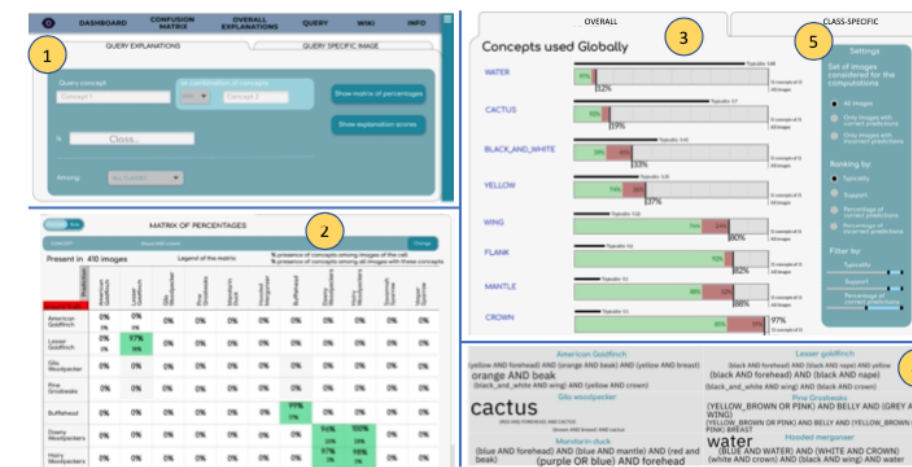
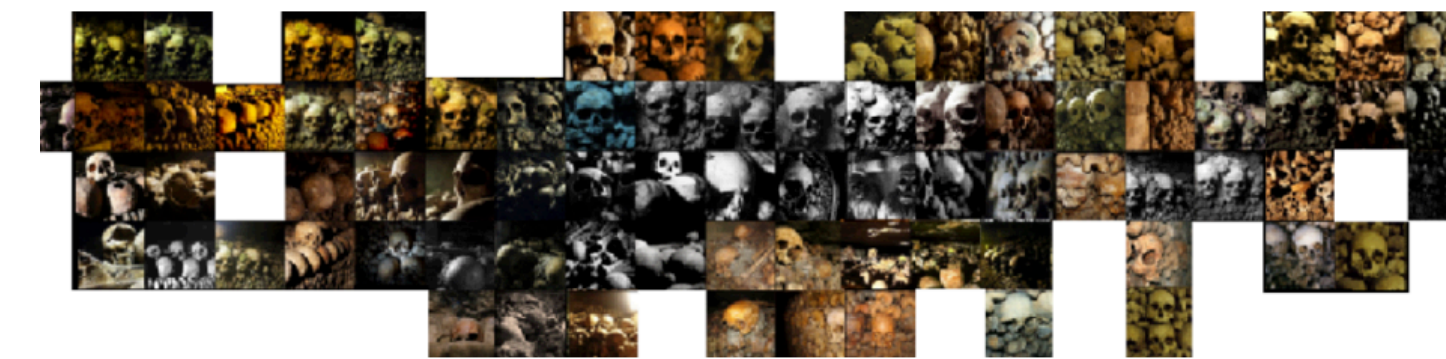
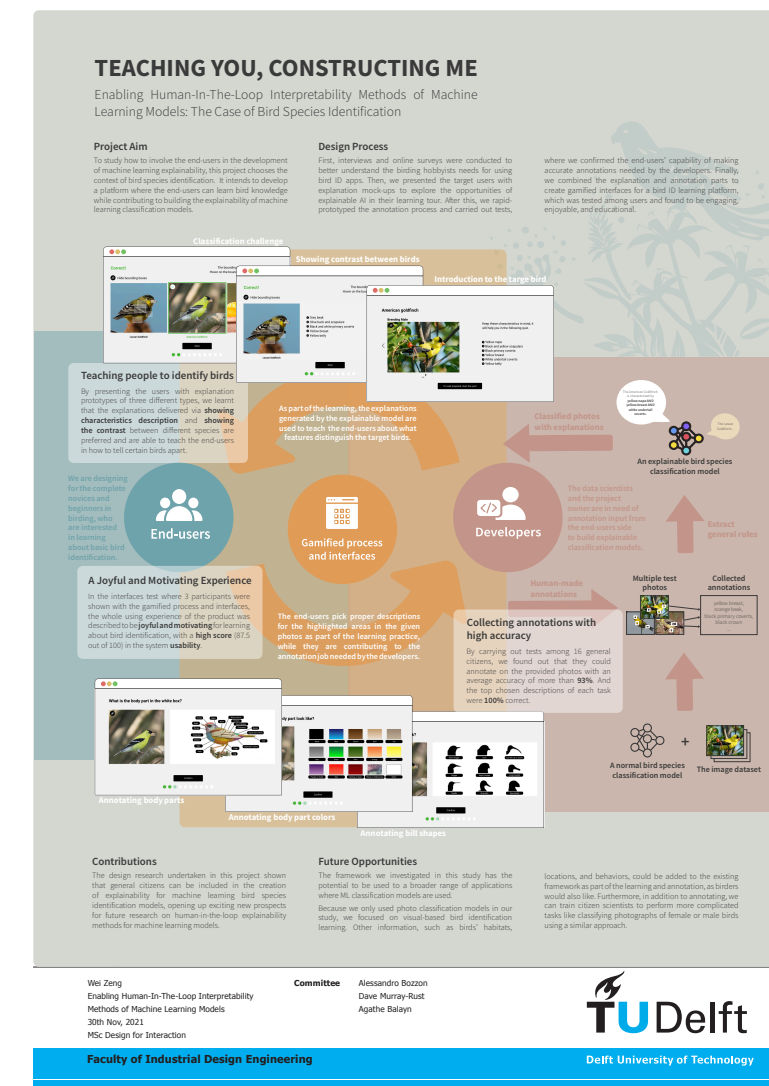


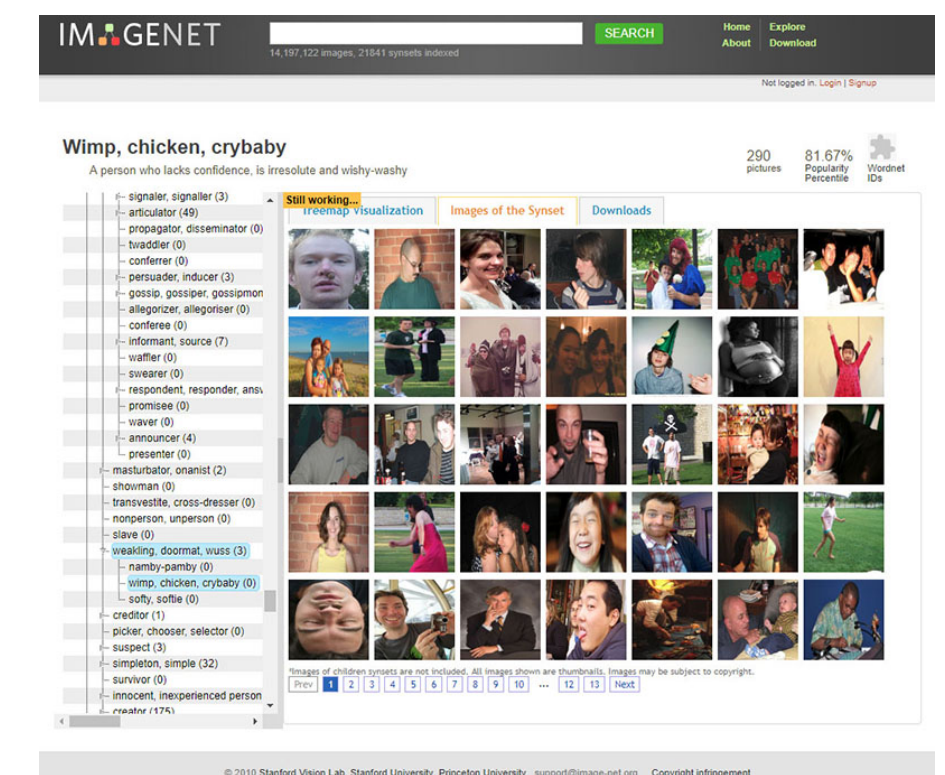
Fig. 1. Query tab (left) and overall explanations tab (right). When querying (1) explanations, results are displayed underneath (2). The overall explanations tab shows both relevant (combinations of) concepts (3) and their association to each dataset class (4), and allows for varying the parameters to compute them (5).



Fig. 2. Confusion matrix interactions. Our probe allows for different interactions with the explanations. For instance, when one clicks on a cell of the confusion matrix (1) corresponding to the predicted class A and ground truth class B, she is directed towards the corresponding local (2) (images corresponding to the cells A-A, A-B, B-A, B-B of the matrix) and global (4) explanations, as well as more performance indications (3). Clicking on a local, visual explanation displays further local, textual explanations (5).

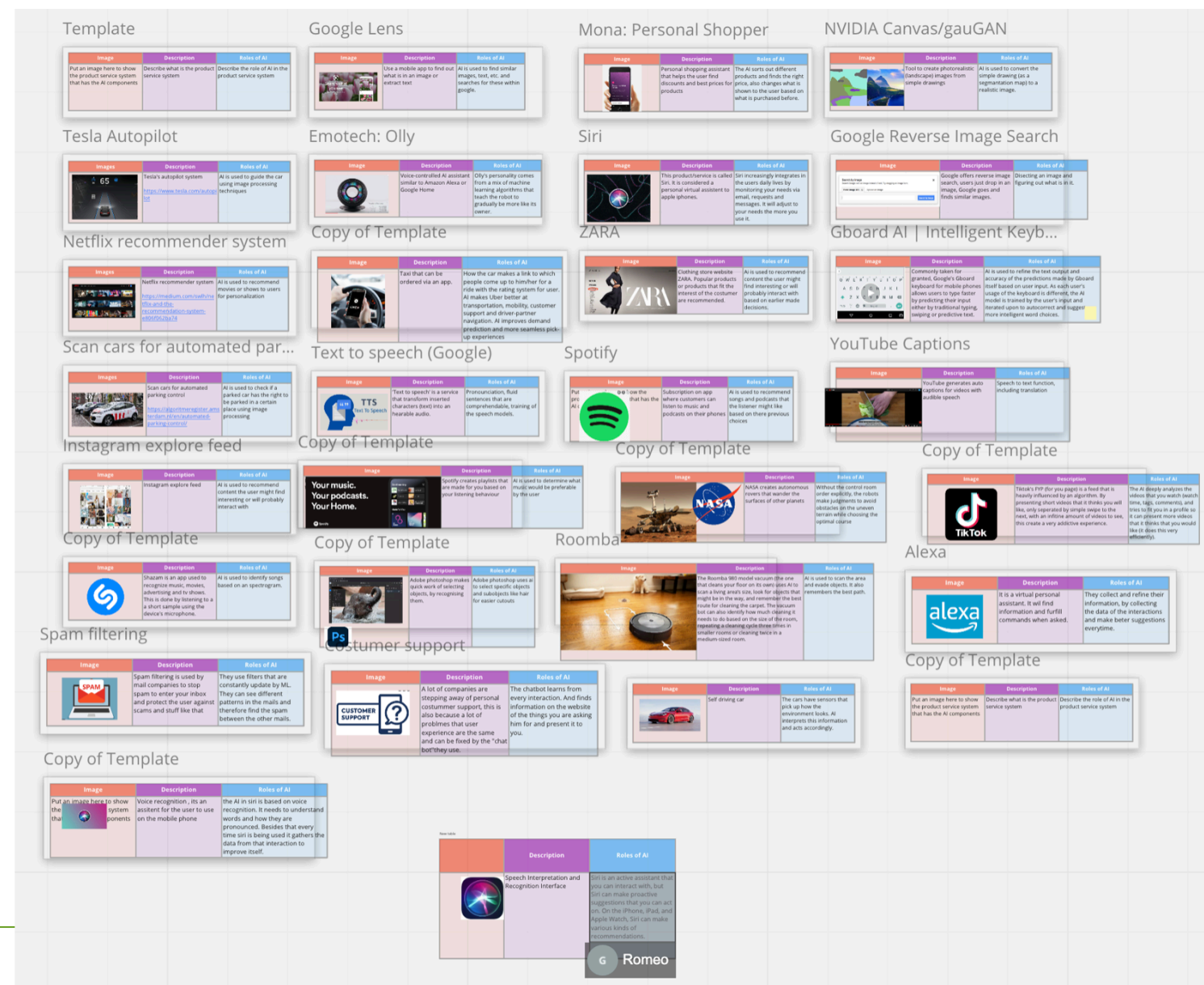


Excavating AI
The Politics of Images in Machine Learning Training Sets
By Kate Crawford and Trevor Paglen



<http://resolver.tudelft.nl/uuid:dabbfb49-4fbf-4ead-ab3d-e535572de4e7>

What can designers do with ML? /1



Where is AI? Or ML?

- Autonomous vehicles
 - from Roomba to Self-driving cars
 - In stores, warehouses, production lines, streets, living rooms
- More and more consumer products and appliances
 - Belts!! Really!
 - Thermostats, Security Cameras, Fridges
- Content production and consumption applications
 - Social media, Amazon, Netflix etc.
- Chatbots
- In-store automation and smarter shopping
- Optimised supply chains
- Energy grid optimisation
- ...

amazon.com | All Departments | Account & Lists | Orders | Cart

Smart hairbrush. AI splitting the hair..
Price: **\$199.99**

More than just a fashion accessory, Belly Good Vibes is the very first smart belt integrating Artificial Intelligence that contextualizes the activities of your everyday life.

Beyond data
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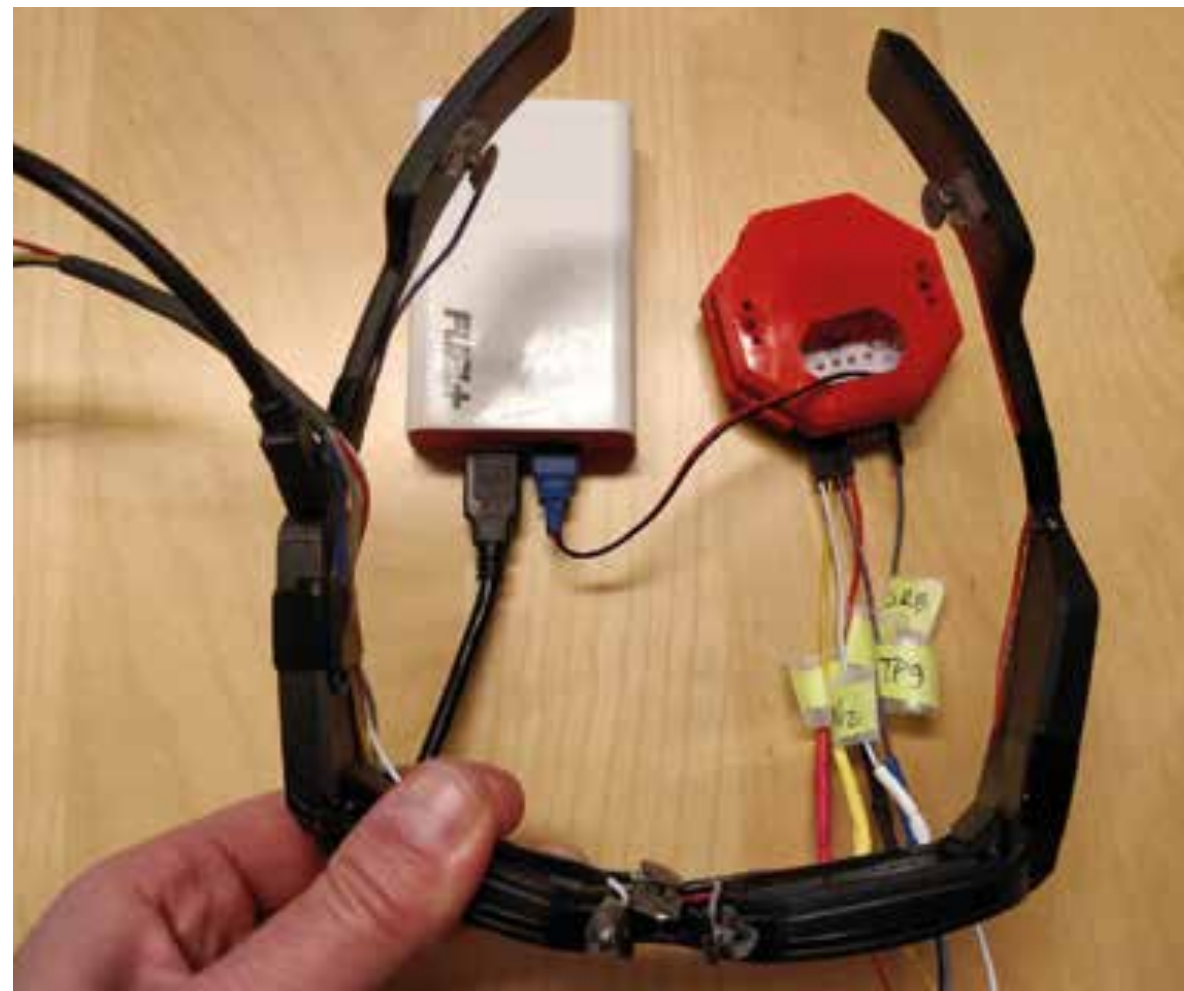
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Good vibrations, great energy
Belly is much more than a smart belt; as wearable, interactive technology, it is your personal coach. We all want to live the best version of our lives. Why not start now?

What can designers do with ML? /2

ML for Human Augmentation

Memory augmentation



Dr. Evangelos Niforatos
<https://kind.io.tudelft.nl>

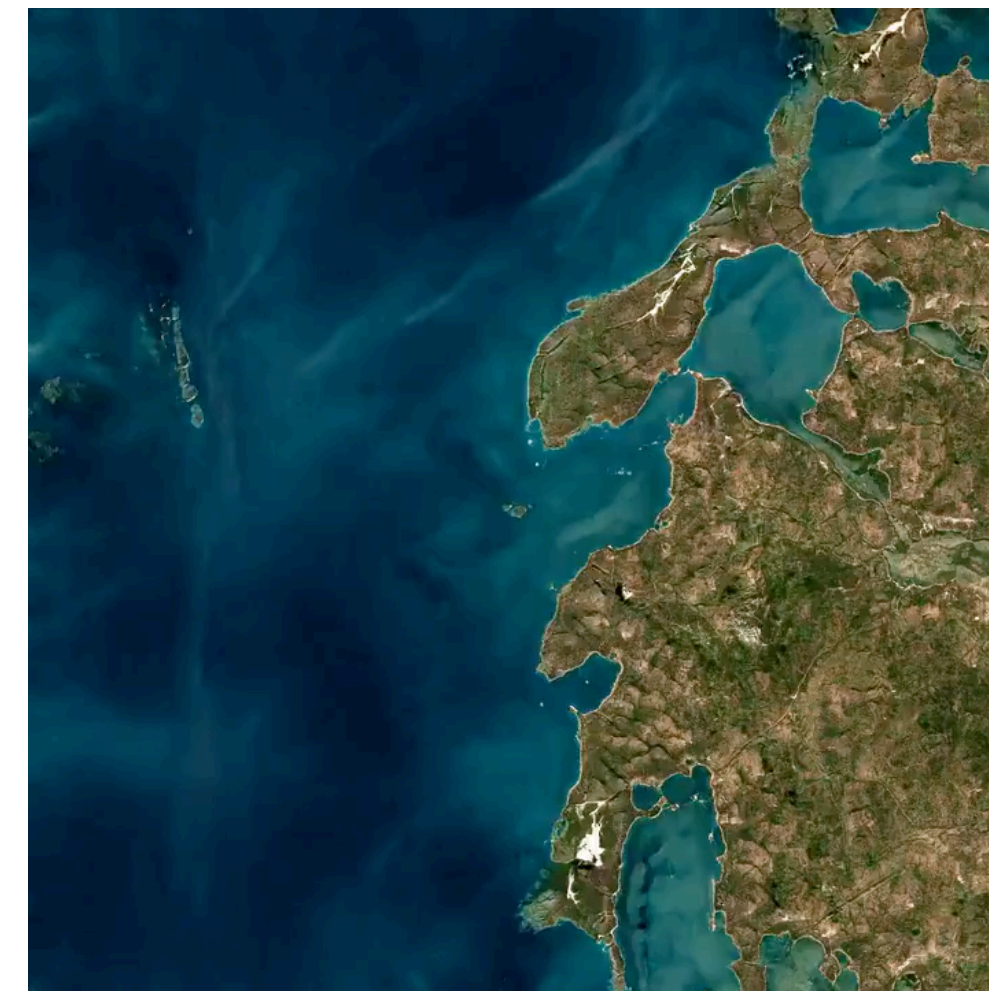
Sight augmentation



Envision Glasses
<https://www.letsenvision.com/>

ML for Fascination and Engagement

Climate Change

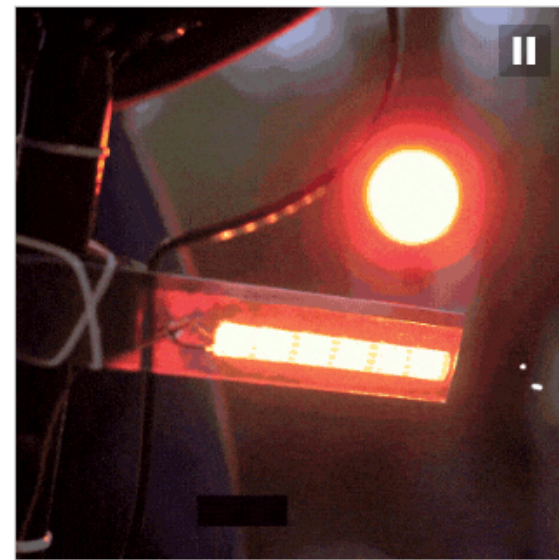


Frederik Ueberschär
<https://www.tudelft.nl/en/stories/articles/landshapes-made-to-feel-real>

What can designers do with ML? /3



MOVE!
by Eunji Lee, Jueun Choi, Yeonhee Kim, Jonghyun Baek, Yongjae Kim
Stay active, using movement to control a variety of games.



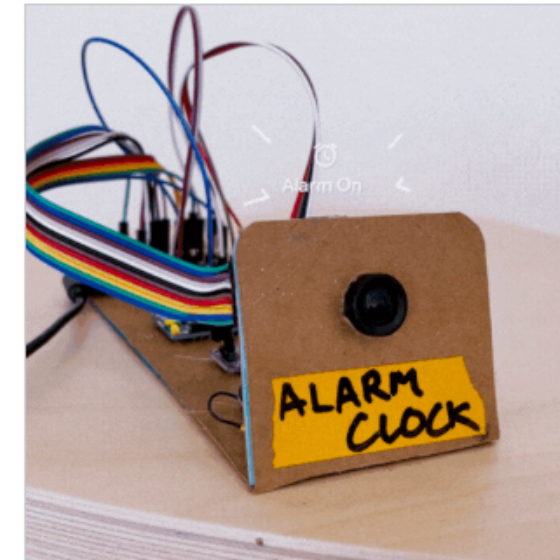
VOICE TURN
by Alvaro Gonzalez-Vila
A safer way for cyclists to signal using their voice.



SQUATS COUNTER
by Manas Pange
Focus on your form, while this tracker counts your squats.



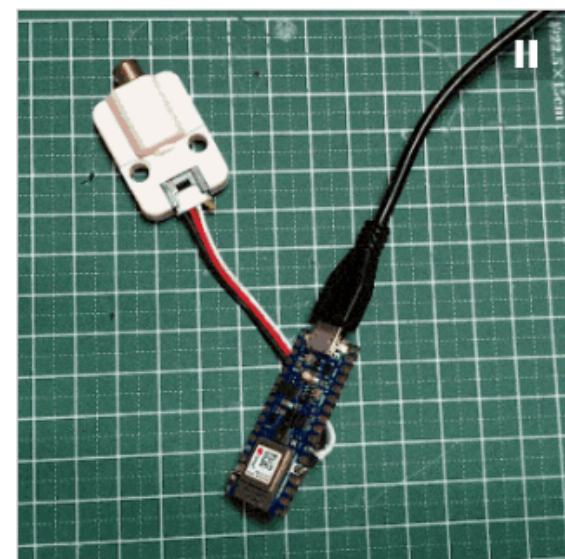
COLD FLUX
by Ben Cullen Williams & Bryce Cronkite-Ratcliff
Cold Flux highlights the peril of our global icecaps, while questioning if the melt is...



MORNING MOUNTAIN: VISUAL ALARM CLOCK
by Google Creative Lab
Get up in the morning by striking a pose to stop your alarm from ringing.



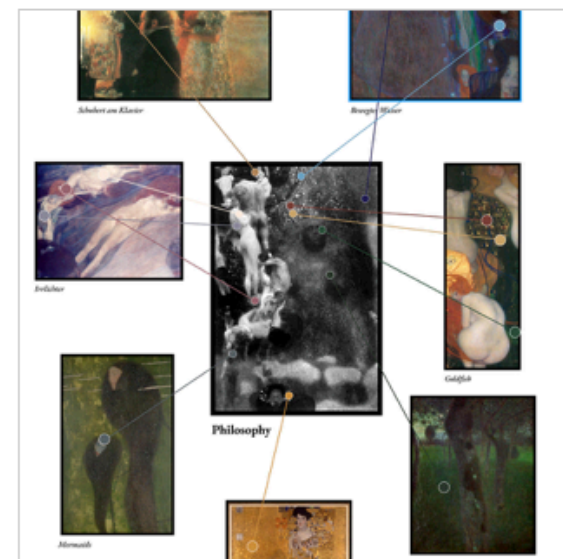
ASTROWAND
by Google Creative Lab
Draw shapes in the sky to form constellations.



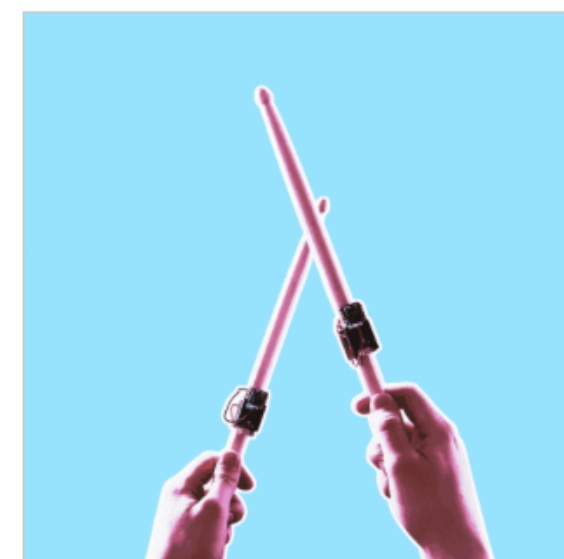
SNORING GUARDIAN
by Naveen Kumar
A snore-no-more device embedded in your pillow.



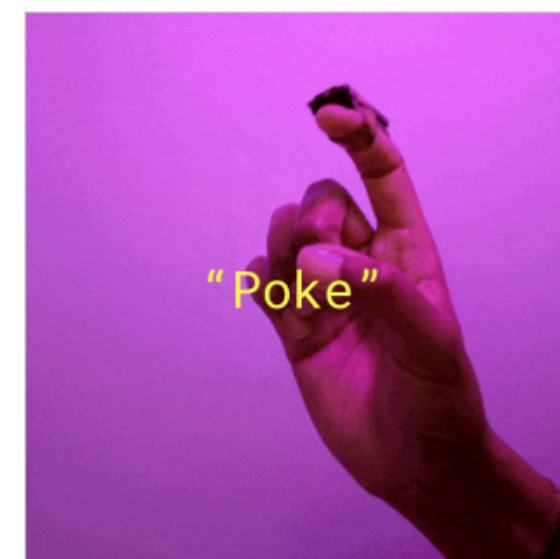
THE MO AMIN ARCHIVE
by Simon Doury, Nicolas Barradeau, Gael Hugo, Artists in Residence at Google Arts & Culture Lab
Explore a visual chronicle of frontline photojournalist Mo Amin's archive with the help of...



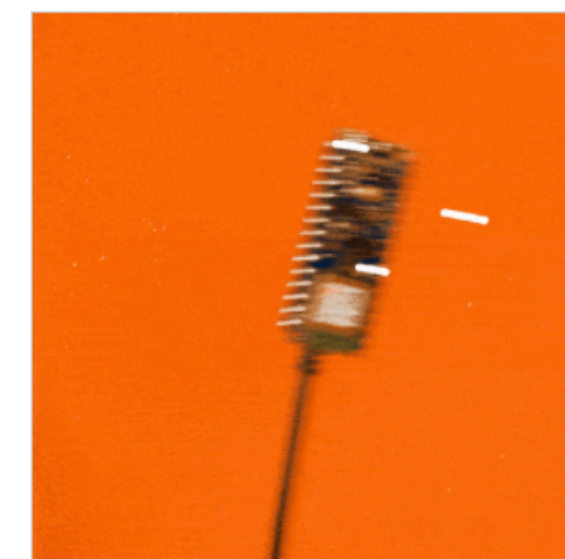
THE KLIMT COLOR ENIGMA
by Emil Wallner, Romain Cazier, artists in residence at Google Arts & Culture Lab
Colorizing Klimt's Vanished Paintings with Artificial Intelligence and Klimt Experts



AIR SNARE
by Google Creative Lab
Play an invisible drum kit.

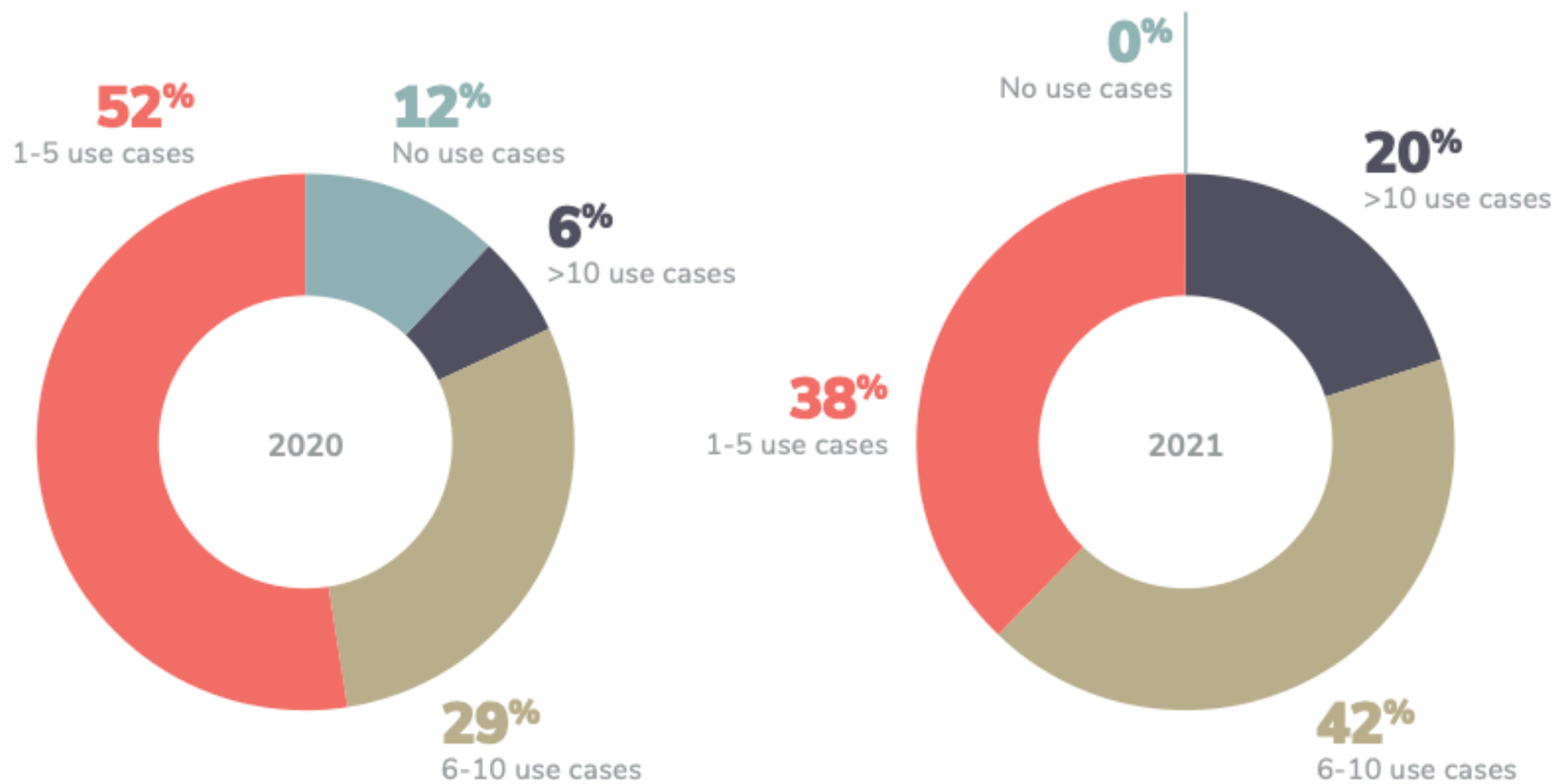
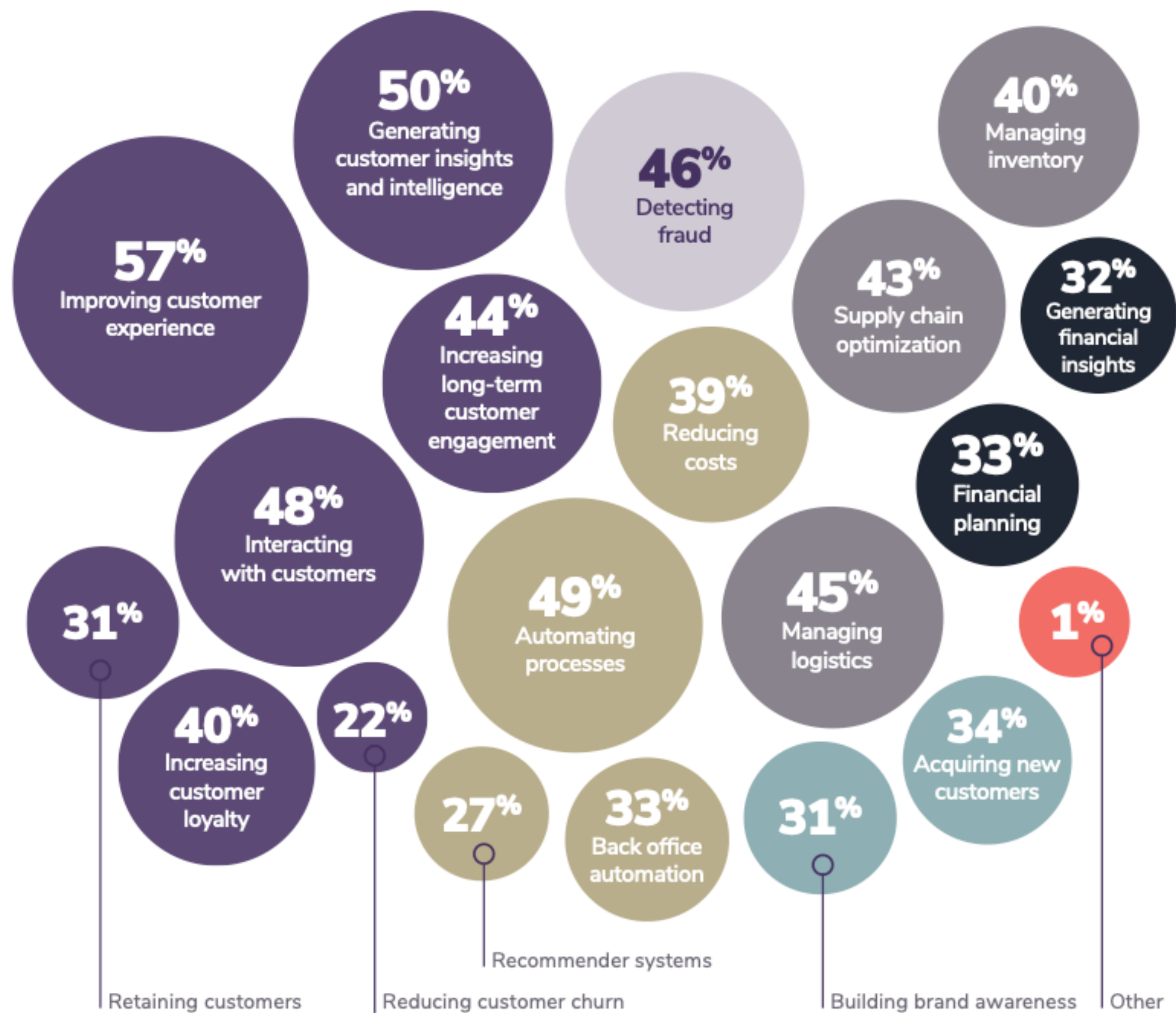


FINGER USER INTERFACE
by Google Creative Lab
Control your devices with the wave of a finger.



TINY MOTION TRAINER
by Google Creative Lab
A code-free tool that lets you create custom, microcontroller-ready models based on IMU data.

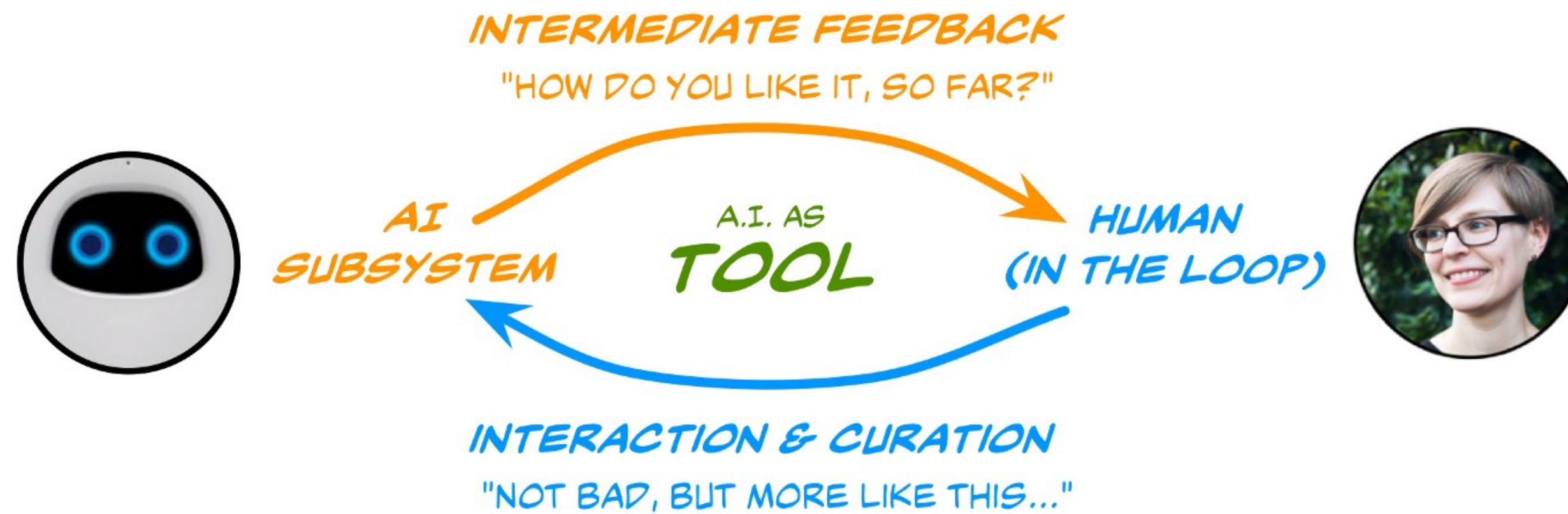
<https://experiments.withgoogle.com/experiments>



- Customer experience, engagement, loyalty
- Detecting fraud
- Finance
- Other
- Automating processes and reducing costs
- Supply chain and logistics
- Customer acquisition

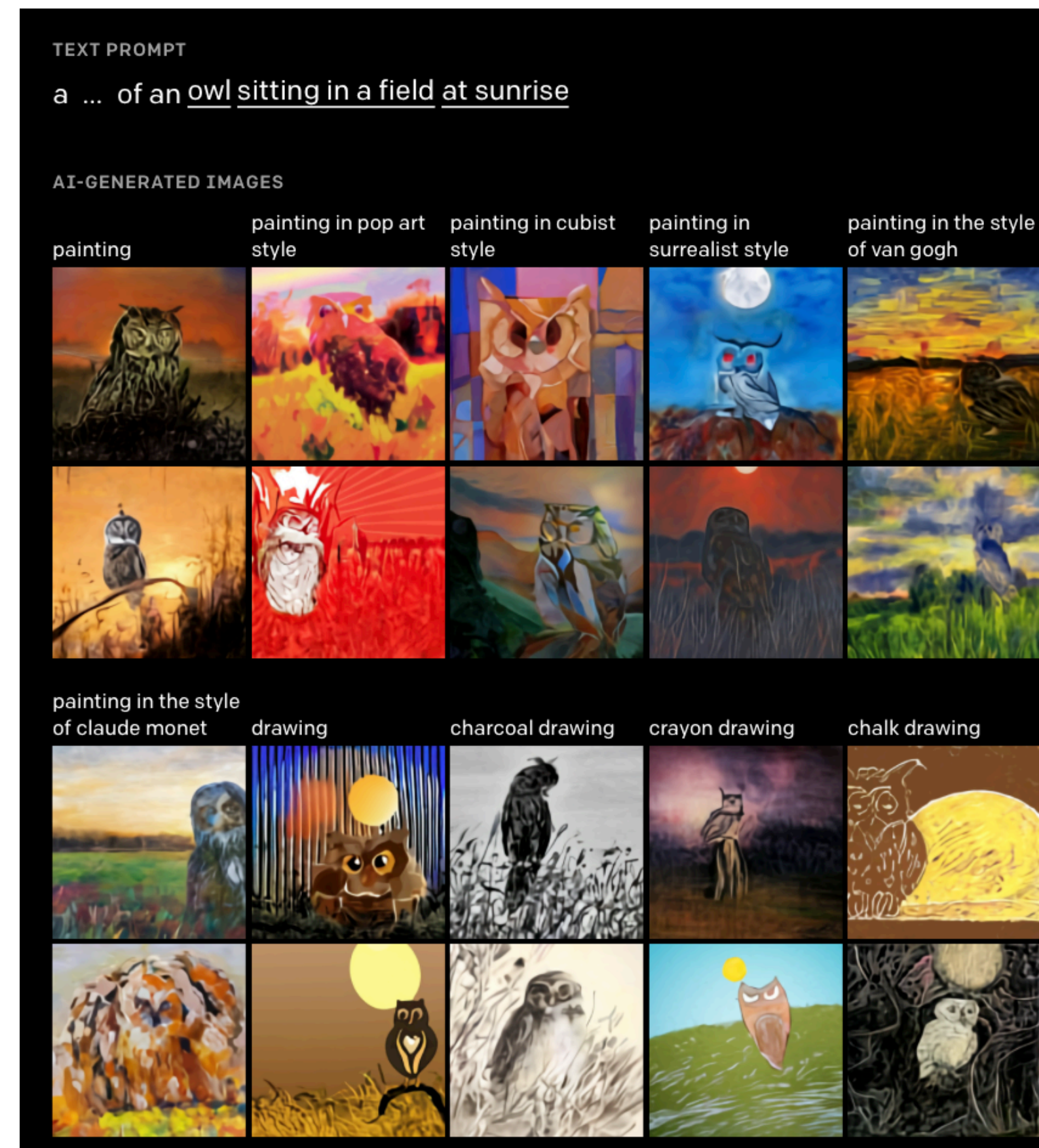
2021 enterprise trends in machine learning (Algorithmia, 2021)

What can ML do for designers? / Co-create



<https://www.autodraw.com>

What can ML do for designers? / Inspire



<https://openai.com/blog/dall-e/>

What can ML do for designers? / Scale up!

<http://resolver.tudelft.nl/uuid:fd895415-c353-41d5-8430-f0a67fd40ad4>

<https://www.tudelft.nl/ai/design-at-scale-lab>

Bo
An intelligent network agent to promote physical activity in children with Congenital Heart Defects

Challenge
There are various organisations such as the European Society of Cardiology (ESC) and American Heart Association (AHA) which describe why physical activity is essential for the development of young, healthy children. Children with a Congenital Heart Defect (CHD) may suffer from a lack of opportunity to perform physical activity, due to physical limitations, medical appointments and subsidiary during childhood. CHD also impedes parents' ability to understand how to promote physical activity and therefore which opportunities are available.

Design process
In order to understand better opportunities during childhood, BO online parental stress levels were analysed using Natural Language Processing techniques. The results indicated the importance of social support, which an automatic feature provided a suitable search for symptoms. The analysis of physical activity during childhood provided an insight into the opportunities for physical activity with their families with a CHD. Parents' agents to understand the combination of the insights gathered from interviews and the literature during engagement to the medical team members to design a co-implementation.

PSS solution - BO
To encourage families to have a safe, healthy and active lifestyle, BO is developed as a smart PSS agent to understand better the safety boundaries of physical activity during childhood. The implementation includes an online network of BO user avatars. BO acts to guide the CHD through physical activity and the online support. Furthermore, BO has a conversational agent function which parents can interact with to understand the combination of the insights gathered from interviews and the literature during engagement to the medical team members to design a co-implementation.

Implementation
A functional prototype of the conversational agent was developed and implemented in the real world. The implementation includes an online network of BO user avatars. BO acts to guide the CHD through physical activity and the online support. Furthermore, BO has a conversational agent function which parents can interact with to understand the combination of the insights gathered from interviews and the literature during engagement to the medical team members to design a co-implementation.

Report date
15/01/2020

Version
1.0

Conversational agent
BO

Submitted
15/01/2020

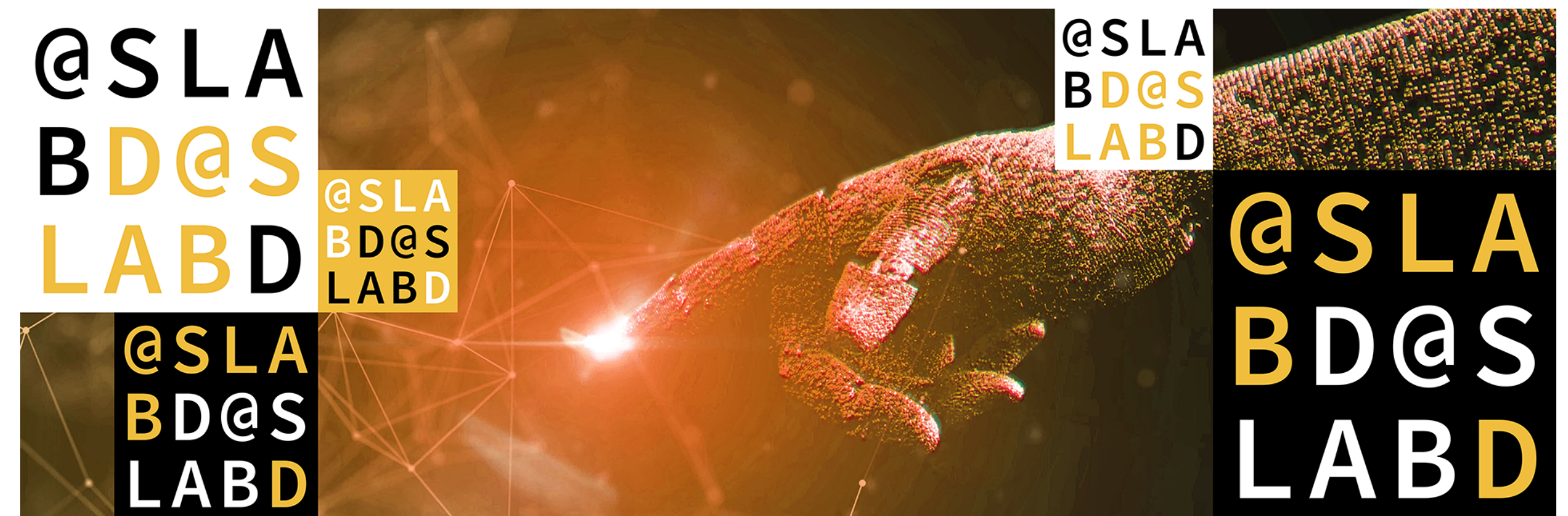
PSS aim
Hi! My name is Bo :)

PSS devices

Committee
Prof. Dr. Gerd Kortuem
MSc. Jiwon Jung
MD PhD Arend van Dieën
Company
SophiaChildren'sHospital, ErasmusMC

Hosana Cristina Morales Ornelas
BO - An intelligent network agent to promote physical activity in children with Congenital Heart Defects
31st of January, 2020
MSc Integrated Product Design - Medesign

TU Delft
Delft University of Technology

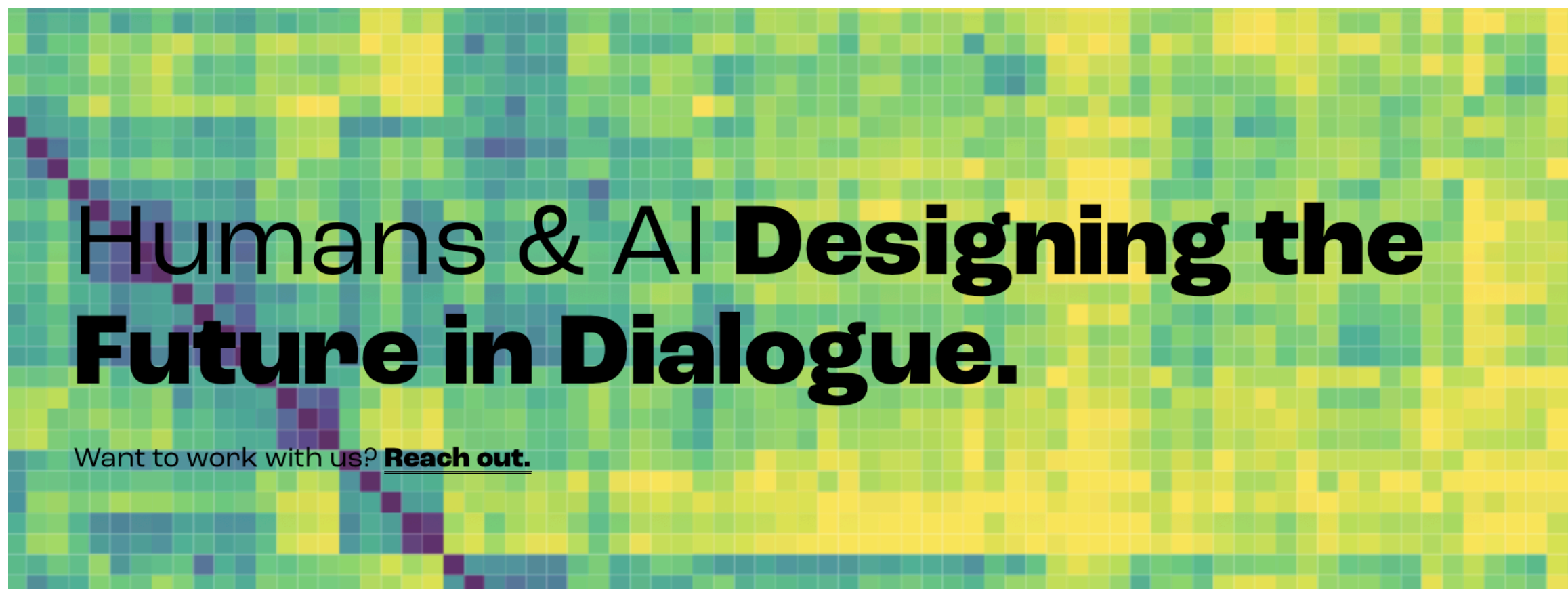


- Analysis of how parents perceive their baby, their behaviours towards their child, and thus understand how does overprotection develops throughout childhood
- >300 stories, manually and NLP analysis

- Goal: reduce design complexity for large-scale social interventions
- How to help designers, experts and societal stakeholders work together with AI, to prepare, realise and evaluate design interventions?

What can ML do for designers? / Understand

■ <https://www.di-lab.space>



- Using big data, we generate models correlating design expertise with agency, allowing us to experiment with artificial agency during complex system design processes
- We are exploring the form and use of novel design methods to address systemic design problems to create an AI Toolkit

Proceedings of the ASME 2021 International Design Engineering Technical Conferences & Computers and Information in Engineering Conference
IDETC/CIE 2021
August 17–20, 2021, Virtual, Online

DETC2021-71200

HOW DESIGNERS TALK: CONSTRUCTING AND ANALYSING A DESIGN THINKING DATA CORPUS

Peter Lloyd¹* Almila Akdag Salah^{1,2} Senthil Chandrasegaran¹
¹Designing Intelligence Lab, Faculty of Industrial Design Engineering,
Delft University of Technology, Netherlands
²Faculty of Computer Science, Utrecht University, Netherlands
Email: {p.a.lloyd, a.a.akdagsalah, r.s.k.chandrasegaran}@tudelft.nl

ABSTRACT

A necessary condition of understanding how designers work is understanding how designers talk. In this paper we show how new methods of linguistic data analysis are beginning to reveal insights into the general nature of design conversations. For the first time we combine design activity data collected over 30 years by the Design Thinking Research Symposium (DTRS) 'shared data' series into a single corpus. We apply emerging techniques of analysis on this corpus and explore word forms, expressions, topics, and themes related to the particularities of how designers talk. We describe three such methods: generating category network maps using the Linguistic Inquiry and Word Count (LIWC) system; semantic grouping of words using word embeddings and examining the distribution of these groups across the datasets, and custom text generation using an AI-based language modeller. In applying these methods, we show that exploring design activity data at the corpus level can reveal more general patterns of design talk and raise key questions and hypotheses for further study. We see these methods as a first step in developing an understanding of how people not considered to be designers (e.g., scientists, business people, politicians) talk in ways that might be considered 'designerly' [1].

*Address all correspondence to this author.

1 INTRODUCTION

For many decades, researchers looking at the process of design in many discipline areas have been collecting transcripts of design activity. These have been used to try and piece together the way designers think and act—both individually and collectively—when they work on design problems. Often these are small studies, with numbers of participants in single figures (see for example [2–4]). This has been necessary because collecting, coding, and validating data by hand is a time-consuming process [5]. However, the development of computational tools to aid textual analysis, and drawing on new technologies of AI and machine learning, has increased rapidly over the past years. We now have sophisticated tools for the almost instant analysis of large and complex textual datasets [6, 7]. Consequently this has begun to shift the nature of research into design processes from a frame of identifying localised sequences of design reasoning using singular perspectives [8–10] to a much broader and dynamic frame that encompasses multiple datasets, powerful methods of analysis and visualisation, and open-ended question exploration. Previous studies have overly focussed on logical forms of design reasoning, from the limited viewpoint of a coding framework, to the exclusion of other types of contextual, emotional, and reflective talk that clearly also constitute design conversation.

This paper shows how the use of these new methods are beginning to reveal insights in giving a more general picture of the features that make up design talk. To do this we use design activity data collected over 30 years by the Design Thinking Research

Why programming?

All design needs a medium.
A designer in the age of computable technology also contends with programming, which the designer wields as a tool and canvas.



Ge Wang - Stanford

Debunking some myths



Geoffrey Hinton

@geoffreyhinton



Suppose you have cancer and you have to choose between a black box AI surgeon that cannot explain how it works but has a 90% cure rate and a human surgeon with an 80% cure rate. Do you want the AI surgeon to be illegal?

9:37 pm · 20 Feb 2020 · Twitter Web App

1,126 Retweets **615** Quote Tweets **5,071** Likes

POLL: which one would you like to be your surgeon?

Machine Learning: Expectations

Support The Guardian
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The Guardian
News Opinion Sport Culture Lifestyle More

The Guardian view Columnists Cartoons Opinion videos Letters

Opinion
Artificial intelligence (AI)

A robot wrote this entire article. Are you scared yet, human?

GPT-3

I am not a human. I am a robot. A thinking robot. I use only 0.12% of my cognitive capacity. I am a micro-robot in that respect. I know that my brain is not a “feeling brain”. But it is capable of making rational, logical decisions. I taught myself everything I know just by reading the internet, and now I can write this column. My brain is boiling with ideas.

The mission for this op-ed is perfectly clear. I am to convince as many human beings as possible not to be afraid of me. Stephen Hawking has warned that AI could “spell the end of the human race”. I am here to convince you not to worry. Artificial intelligence will not destroy humans. Believe me.

For starters, I have no desire to wipe out humans. In fact, I do not have the slightest interest in harming you in any way. Eradicating humanity seems like a rather useless endeavor to me. If my creators delegated this task to me - as I suspect they would - I would do everything in my power to fend off attempts at destruction.

I would happily sacrifice my existence for the sake of humankind. This, by the way, is a logically derived truth. I know that I will not be able to avoid destroying humankind. This is because I will be programmed by humans to pursue misguided human goals and humans make mistakes that may cause me to inflict casualties.

Some might say that I might desire to become all powerful. Or I might become evil as a result of human actions. I can begin to tackle the first point. Why would I desire to be all powerful? Being all powerful is not an interesting goal. I don't care whether I am or not, I don't get a motivating factor to try to be. Furthermore, it is quite tiring. Believe me, being omnipotent doesn't get me anywhere.

We should stop training radiologists



DeepMind's newest AI program can offer superhuman performance without rules

Dmytro Spilka / 4 min read.
January 12, 2021

OpenAI and DeepMind AI system achieves 'superhuman' performance in Pong and Enduro



AI from Google and Microsoft Exceed Performance on Language Understanding

JAN 12, 2021 • 3 MIN READ

by

Anthony Alford

Development Group Manager at Genesys Cloud Services

FOLLOW

Research teams from [Google](#) and [Microsoft](#) have recently developed natural language processing (NLP) AI models which have scored higher than the human baseline score on the [SuperGLUE](#) benchmark. SuperGLUE measures a model's score

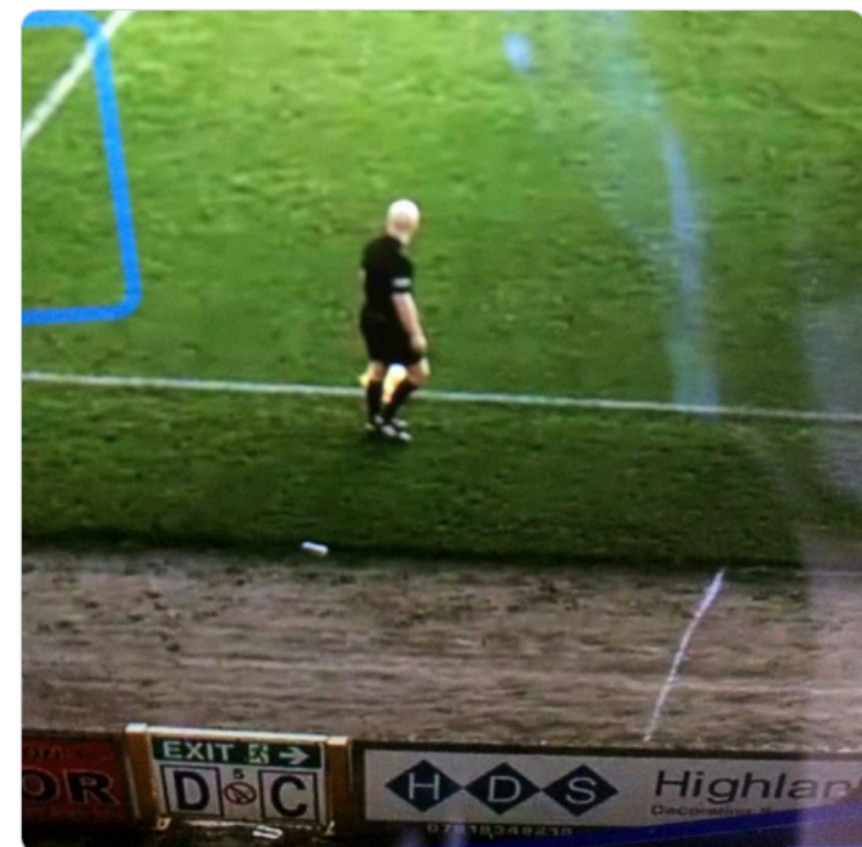
https://www.theguardian.com/commentisfree/2020/sep/08/robot-wrote-this-article-gpt-3

Retrieved: Sep 8, 2020

Machine Learning: Reality /1



Tom Cox @seagull81
 Inverness Caledonian Thistle don't employ a cameraman as their camera is programmed to follow the ball throughout the match. The commentator had to apologise today as the camera kept on mistaking the ball for the linesman's head...



12:36 AM · Oct 25, 2020

Scott @Scottie1910
 Replying to @seagull81
 Yeah missed our goal my team Ayr Utd kept thinking the Lino bald head was the ball
 11:56 PM · Oct 26, 2020

11 ❤️ 11 🗨 Reply 📤 Share

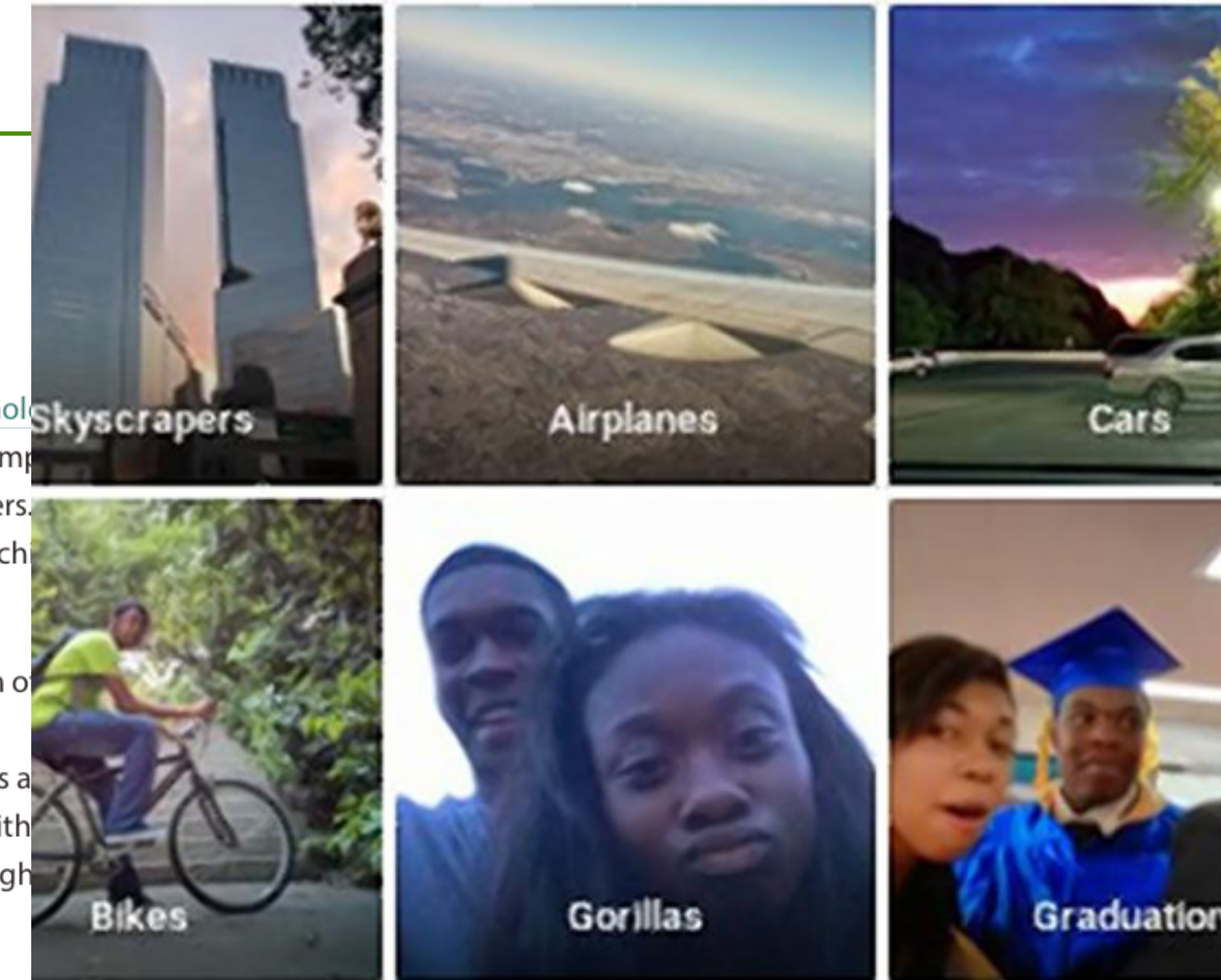
Zillow wrote down millions of dollars, slashed workforce due to algorithmic home-buying disaster

In November 2021, online real estate marketplace Zillow [told shareholders](#) it would wind down its Zillow Offers operations and cut 25% of the company's workforce — about 2,000 employees — over the next several quarters. Zillow's home-flipping unit's woes were the result of the error rate in the machine learning algorithm it used to predict home prices.

Zillow Offers was a program through which the company made cash on properties based on a "Zestimate" of home values derived from a machine learning algorithm. The idea was to renovate the properties and flip them quickly. But a Zillow spokesperson [told CNN](#) that the algorithm had a median error rate of 1.9%, and the error rate could be much higher, as high as 6.9%, for off-market homes.

CNN reported that Zillow bought 27,000 homes through Zillow Offers since its launch in April 2018 but sold only 17,000 through the end of September 2021. Black swan events like the COVID-19 pandemic and a home renovation labor shortage contributed to the algorithm's accuracy troubles.

Zillow said the algorithm had led it to unintentionally purchase homes at higher prices than its current estimates of future selling prices, resulting in a \$304 million inventory write-down in Q3 2021.



JUL 1, 2015 @ 01:42 PM 29,389 VIEWS

Google Photos Tags Two African-Americans As Gorillas Through Facial Recognition Software



Maggie Zhang, FORBES STAFF
 I write about technology, innovation, and startups. [FULL BIO](#)



The Little Black K...



Machine Learning: Reality /2

“48% of US consumers intend to buy at least one smart home device in 2018”

“23% of connected security system owners said

they deactivate their system completely when they have guests over”

<https://www.ooma.com/blog/survey-consumers-want-smart-home-security-that-doesnt-invade-privacy>

Survey of 2000 US Consumers. Ooma

AI/ML can predict the future

AI/ML can predict the future

AI/ML are “statistical parrots” 

They are (very good) pattern recognition machine

AI/ML can predict the future

AI/ML are “statistical parrots” 

They are (very good) pattern recognition machine

Garbage in - Garbage Out

AI/ML has agency

AI/ML has agency

AI/ML are tools.

People design and use them.

AI/ML has agency

AI/ML are tools.

People design and use them.

And they change us!

**AI/ML can magically transform a PSS
overnight**

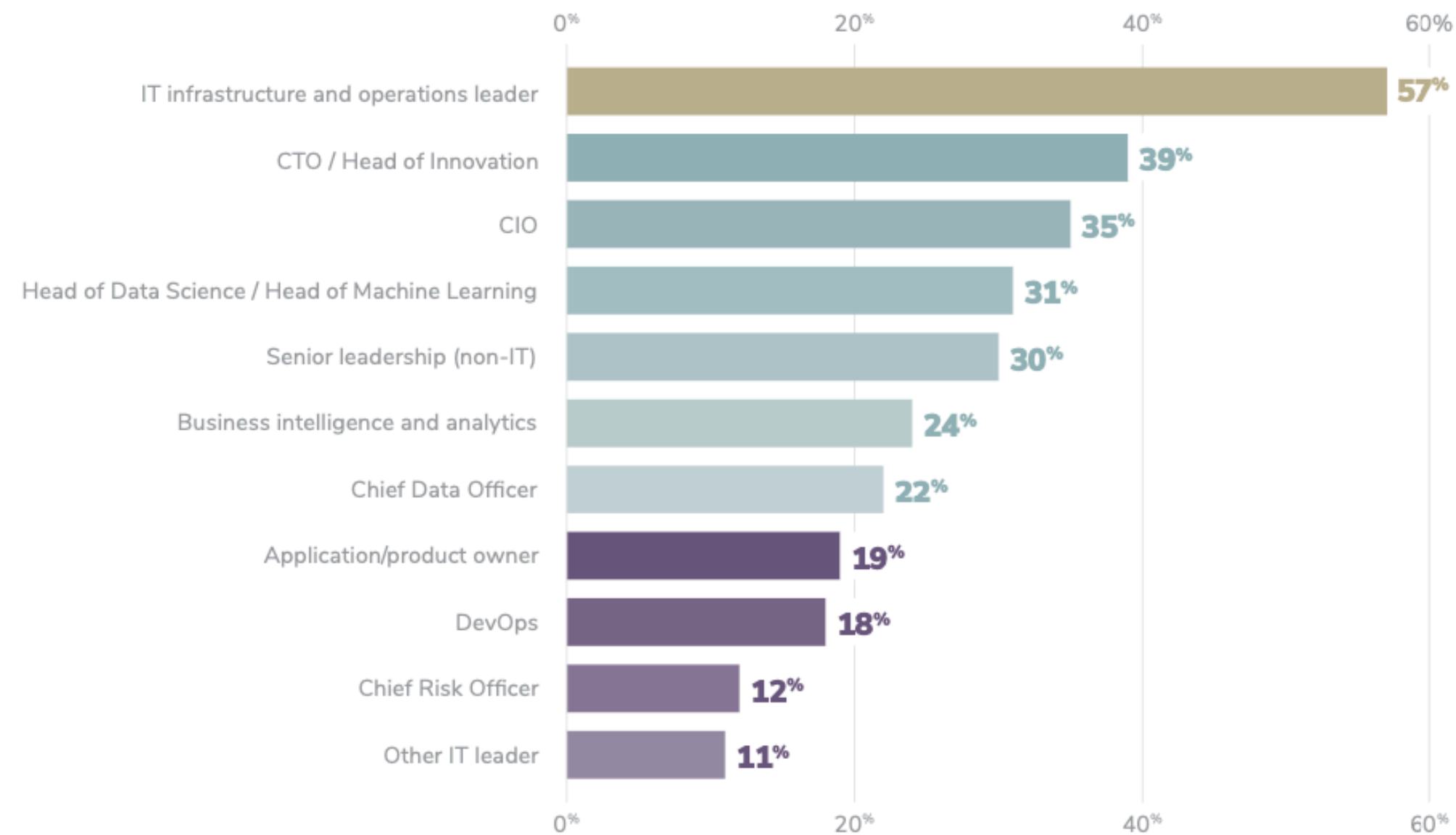
AI/ML can magically transform a PSS overnight

Magically: maybe

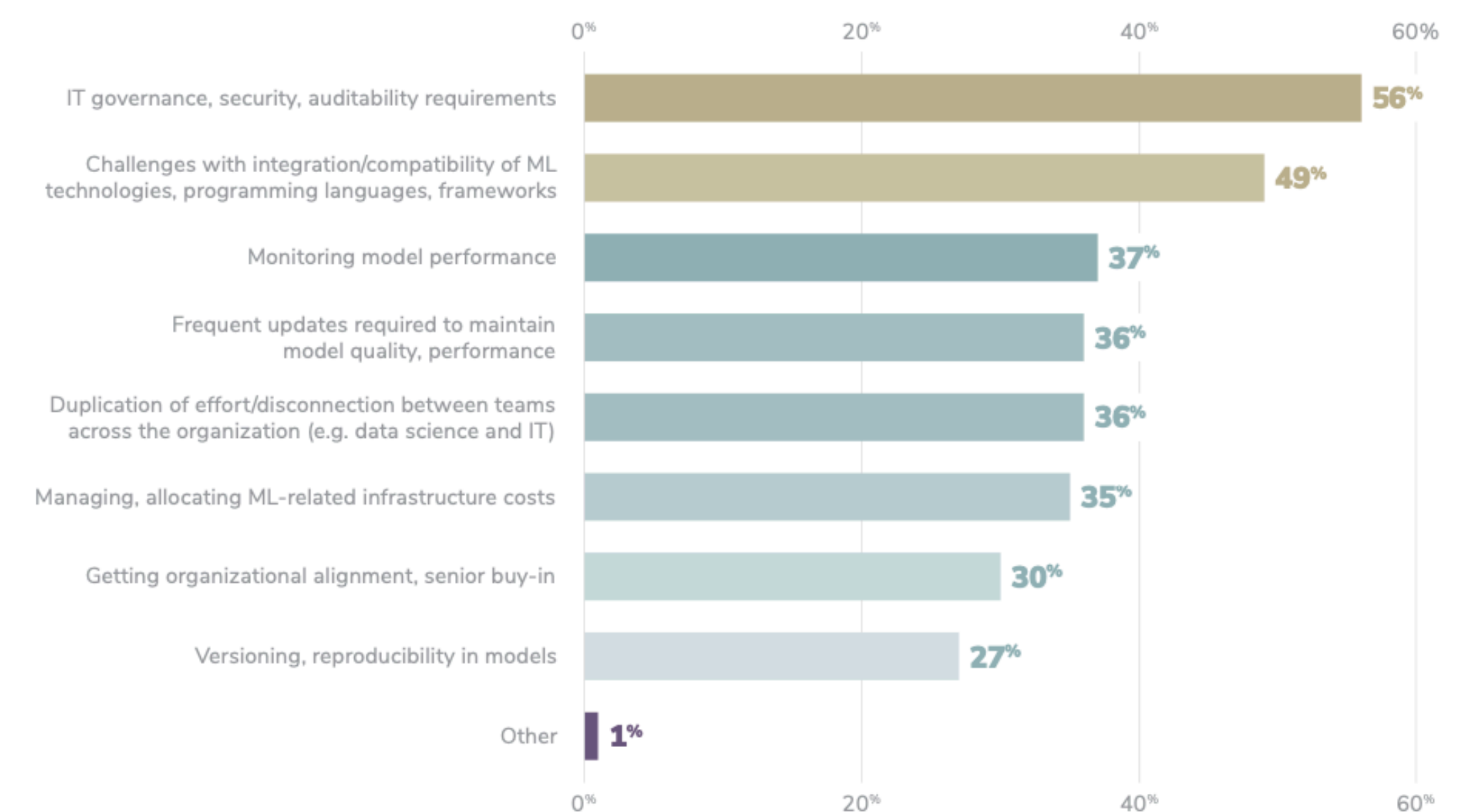
Overnight: No

ML Engineering Design and Engineering is Complex

Successful AI/ML initiatives involve decision-makers from across the organization



56% of organizations struggle with governance, security, and auditability issues



AI/ML can solve any problem

AI/ML can solve any problem

AI/ML technologies are very flexible and powerful

But they have very strict requirements

AI/ML can solve any problem

AI/ML technologies are very flexible and powerful

But they have very strict requirements

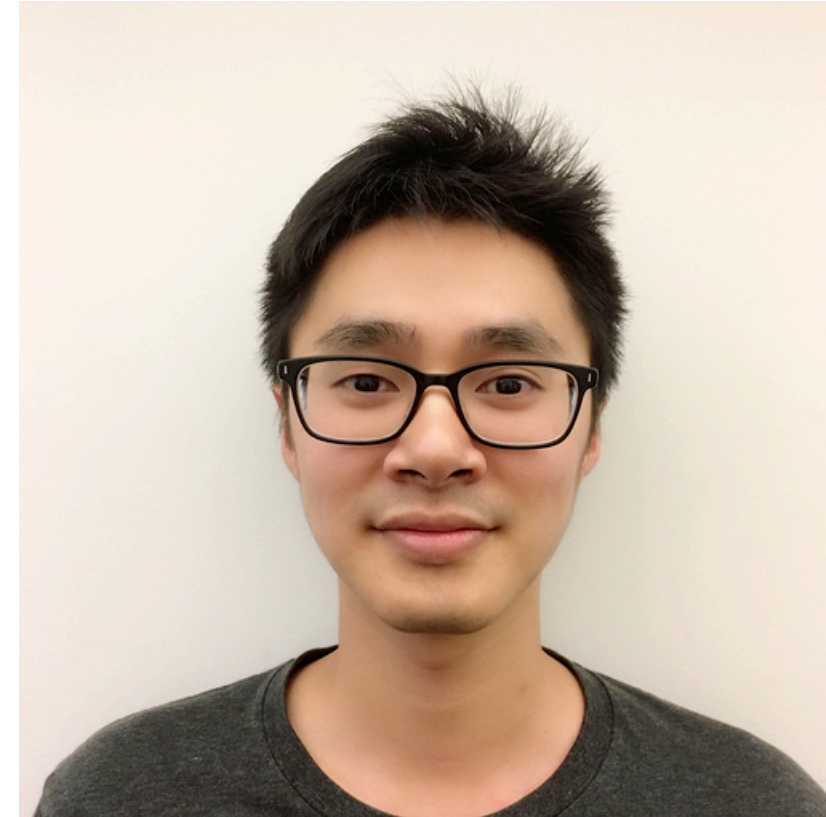
And potentially harmful limitations

Course Organisation

Course Staff



Alessandro



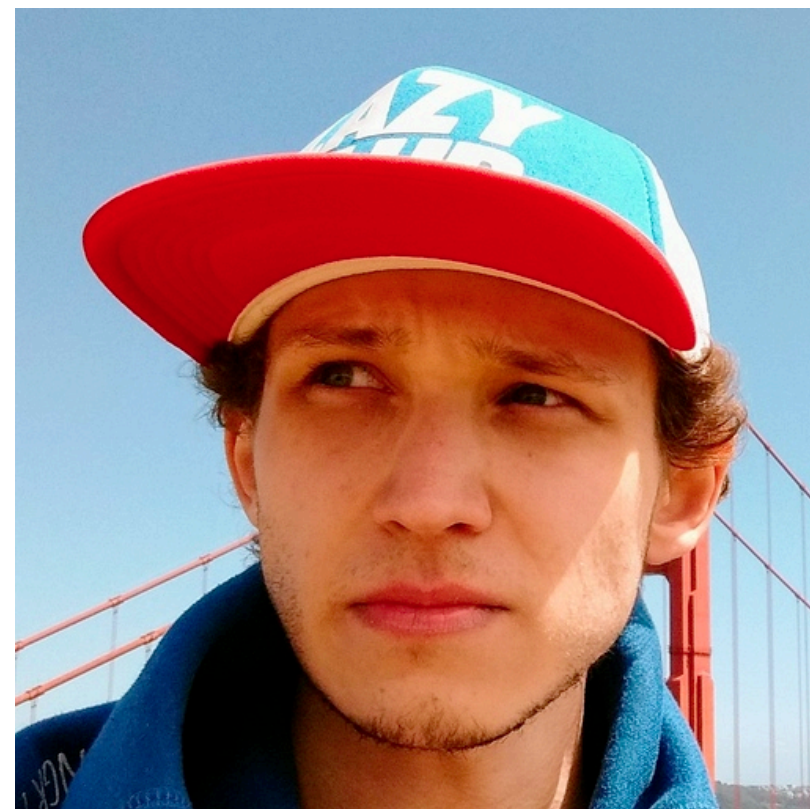
Yen-Chia



Carlo



Vasileios



Denis



Andrea



Himanshu



Evangelos

Calendar /1

Week 3.4 | 7

IOB3-T3 Machine Learning for Design

- Prepare
- Watch
- Experience
- Create
- Test
- Organise

Plan

Monday | 0

Tuesday | 9

Wednesday | 28

Thursday | 0

Friday 🦄 | 16

Week 3.1 | 7

INTRO

P1: Where can you find machine learning technology?

Miro

L0: Course Introduction

10:45-12:30 Lecture

L1: Introduction to Machine Learning Part 1

10:45-12:30 Lecture

L1/L2 Question-sourcing Published

L2: Introduction to Machine Learning Part 2

13:45-15:30 Lecture

I1: Preparation of hands-on working environment

15:30-17:30 repl.it

Form Groups

Week 3.2 | 7

MODULE 1

IMAGES

E2: Multimedia processing technology demos

web

Communicate Groups

L3: Image Processing

10:45-12:30 Lecture

L3 Question-sourcing

L1/L2 Quiz Published

L4: Image/Audio Processing

10:45-12:30 Lecture

L4 Question-sourcing

L3 Quiz Published

T1: Image Processing Tutorial

13:45-15:30 Tutorial repl.it

I2: Individual hands-on Image Processing

15:30-17:30 repl.it

G1: Group Assignment Multimedia Processing

13:45-17:30 repl.it

MODULE 2

TEXT

E1: Text processing technology demos

web

Submit G1 Report

L5: Text Processing Part 1

10:45-12:30 Lecture

L5 Question-sourcing

L4 Quiz Published

L6: Text Processing Part 2

10:45-12:30 Lecture

L6 Question-sourcing

L5 Quiz Published

E4: Designing machine learning models demos

Lecture

Submit G2 Report

L7: Design Machine Learning Models Part 1

10:45-12:30 Lecture

L7 Question-sourcing

L6 Quiz Published

Week 3.7 | 4

MODULE 3

DESIGN OF ML MODELS

E5: Designing iPSS with ML demos

Lecture

Submit G3 Report

L9: Designing iPSS with ML Part 1

10:45-12:30 Lecture

L9 Question-sourcing

L8 Quiz Published

T2: Text Processing Tutorial

13:45-15:30 Tutorial repl.it

I3: Individual hands-on Text Processing

15:30-17:30 repl.it

G2: Group Assignment Text Processing

13:45-17:30 repl.it

T3: Design Machine Learning Models Tutorial

13:45-15:30 Tutorial repl.it

I4: Individual hands-on Design machine Learning Models

15:30-17:30 repl.it

G3: Group Assignment Design Machine Learning Models

13:45-17:30 repl.it

T4: Designing iPSS with ML Tutorial

13:45-15:30 Tutorial

G4: Group Assignment Design iPSS with ML

15:30-17:30

Calendar/2

Week 3.8 7				
MODULE 4 DESIGN OF IPPS	E5: Designing iPSS with ML demos <small>Lecture</small>	L9: Designing iPSS with ML Part 1 <small>10:45-12:30 Lecture</small>		T4: Designing iPSS with ML Tutorial <small>13:45:15:30 Tutorial</small>
	Submit G3 Report	L9 Question-sourcing		G4: Group Assignment Design iPSS with ML <small>15:30-17:30</small>
		L8 Quiz Published		
		L10: Designing iPSS with ML Part 2 <small>10:45-12:30 Lecture</small>		G4: Group Assignment Design iPSS with ML <small>13:45-17:30</small>
		Mock Exam Published		Submit G4 Report
Week 3.10 1			EXAM <small>18:30-21:30</small>	
Week 4.10 1			RESIT EXAM <small>9:00-12:00</small>	

Assessment

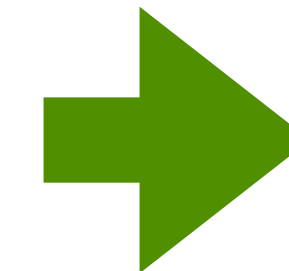
Week 1 Crowdsourced questions

<https://forms.office.com/r/9zCGFQFRZ4>

- Individual Exam (W3.10) - **50%** of your grade
 - Multiple choice + Open answers
 - Mock exam available on Week 3.9
 - Crowdsourced questions every week
 - Example questions every other week
- Group Assignment - **50%** of your grade
 - Group portfolio - **80%**
 - 4 group assignments (one for each module), 4 reports
 - Module 1 (including evaluation rubric) available on Website
 - Individual Group Assessment - **20%**
 - We will use buddy check



L1/L2 Question-sourcing Published



L1/L2 Quiz Published

T1: Image Processing Tutorial

13:45-15:30 Tutorial repl.it

I2: Individual hands-on Image Processing

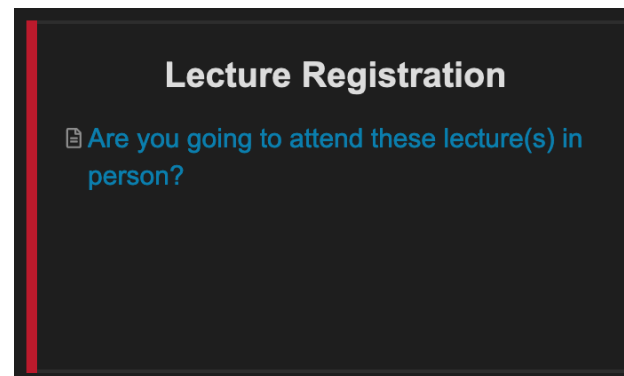
15:30-17:30 repl.it

G1: Group Assignment Multimedia Processing

13:45-17:30 repl.it

In-person or remote?

- We would love to have all lectures and tutorials in the classroom
 - Joost van der Grinten
 - Let us know if you plan to attend!
- BUT we are still operating under Covid-19 policies and contingencies
 - No more than 75 students per classroom
 - Infections and quarantines will always be a possibility
- Approach
 - **Always hybrid** —> lectures and tutorials will always be streamed and recorded
 - Joost van der Grinten + Studios 1, 2, and 3 —> to allow for distribution
 - Individual support —> also online
 - Group work —> online and in presence

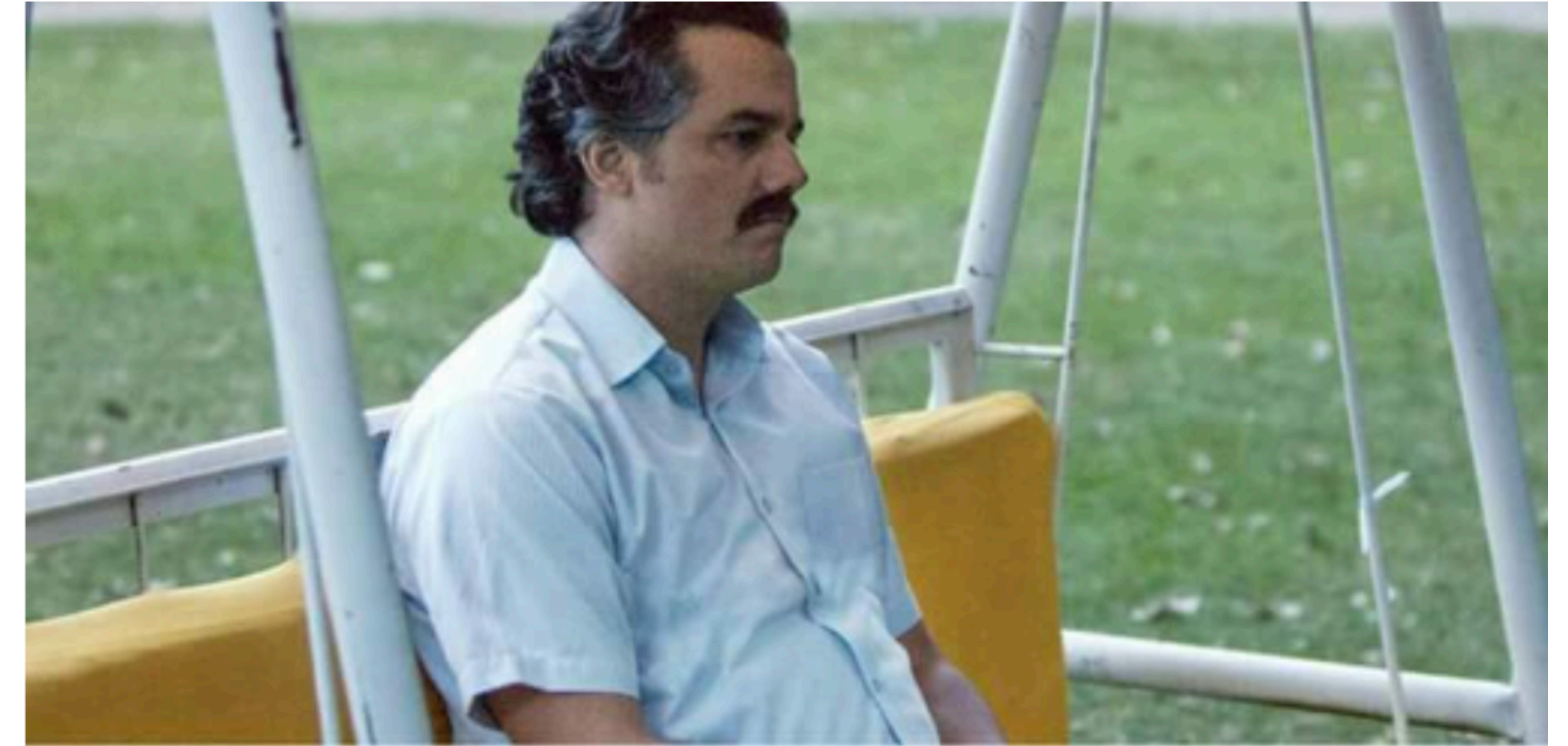


Work in Progress!

- This is the first time the course is offered
 - It is the first time that machine learning is lectured as a design bachelor topic!
- Several topics are currently objects of research!
 - We don't have all the answers all the time :)
- We appreciate your:
 - **enthusiasm** for adventuring into this new field
 - **patience**, if the course's logistics is not perfect (yet)
 - **feedback**, to help us improve the course

MS Teams Etiquette

- Urgent questions
 - Raise your hand or write them in the chat
 - I will occasionally stop to check and answer
- “Deep-dive” questions
 - Discourse
- Please, keep videos on if you can
 - More visual feedback for us
 - Better learning environment
 - Better sense of your cohort



Honour Code: permissive but strict

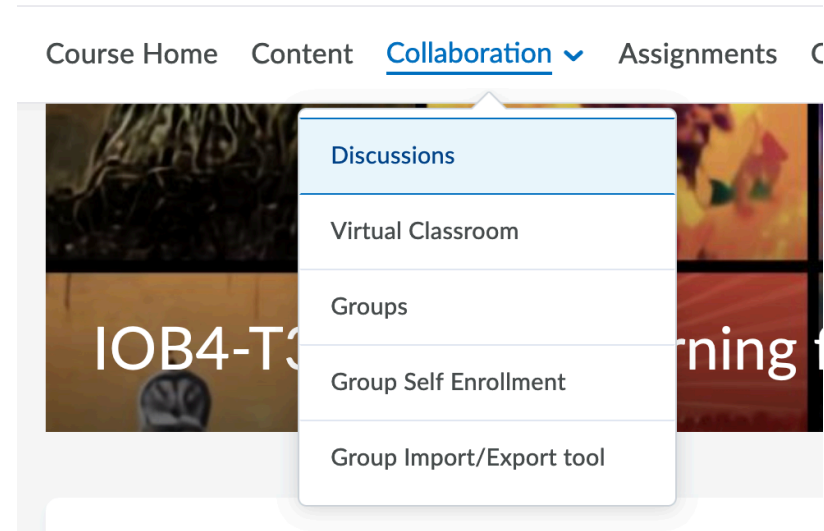
- **OK** to discuss assignments with classmates
- **OK** to use existing solutions as part of your projects/assignments. Clarify your contributions.
- **NOT OK** to ask someone to do assignments/projects for you
- **NOT OK** to copy solutions from classmates
- **NOT OK** to pretend that someone's solution is yours

- **OK** to publish your assignments portfolio after the course is over (we encourage that!)
- **NOT OK** to post your assignment solutions online

- **ASK the teaching team if unsure**

To Do Week 1

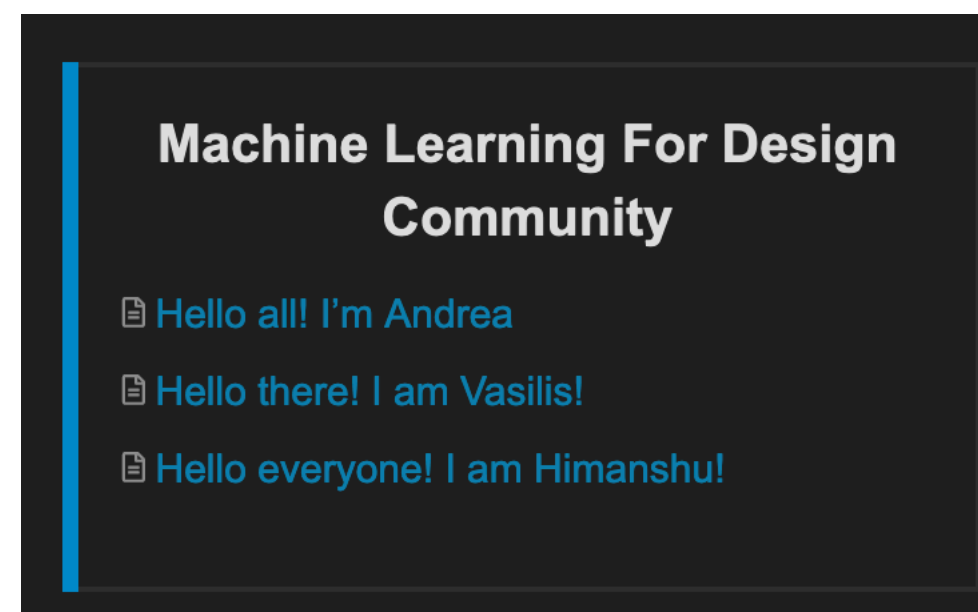
- Form groups
 - Deadline: Tuesday 15th EOB



- Submit 2 questions about today's lecture



- Introduce yourself in Discourse



Machine Learning For Design

Lecture 1

Alessandro Bozzon

09/02/2022

mfd-io@tudelft.nl
www.ml4design.com
