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EXF IN PRACTICE

Tools & Techniques to
Diversify & Deepen
Images of the Future

Kelly Kornet Weber, M.Des and Stuart Candy, Ph.D

APF PRO DEV | APRIL 22, 2022



Objectives

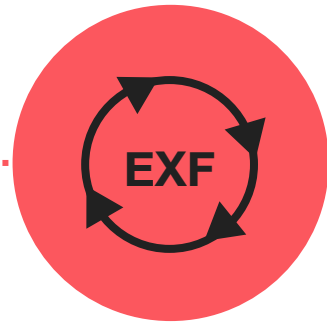
A guided experiential learning exercise for foresight practitioners to:

- **Experiment** with the Ethnographic Experiential Futures (EXF) framework through designing a complete EXF cycle and completing the first two stages
- **Learn** about recent applications of EXF
- **Reflect** on novel ways to apply EXF in our field and your own practice

Flow of the Session



Intro



**What is
EXF?**



**Guided EXF
Activity**



**EXF Process &
Examples from
the Field**



**Reflection &
Next Steps**

What to Expect

By the end of this session...



You will have an EXF concept to further experiment with beyond the session.

We will not be creating prototypes or full-fledged artifacts, but you're invited to do so as a next step!



You will have a richer sense of recent EXF applications in the field.

Today's session is focused on application. We won't be able to comprehensively cover all projects and precedents in the field, but we'll share some examples with you.



You will be invited to experiment with EXF to continue learning together.

Since introducing the EXF framework to the APF community, we've seen some great examples and innovations. We're curious to hear more about new parameters and approaches you might take.



What is EXF?

A quick primer on the Ethnographic Experiential Futures framework.



What is Ethnographic Experiential Futures?



eth·no·graph·ic fu·tures



Ethnographic futures research (EFR):

descriptive research
surfacing images of
the future that have or
have not yet been
articulated.

- “An *ethnography* is a description, analysis and interpretation of a particular group’s culture through field research.”
- “EFR make[s] no claim to be ‘studying the future’. [It looks at] a person’s present set of images as to possible or probable future cultures, and his or her preferences among those hypothetical cultures.”
- “The phenomenon of ethnocentrism is basic to cultural anthropology ... along with the related phenomenon of *tempocentrism*. Tempocentrism has to do with our paying too little attention, or the wrong kind of attention, to the future. While all human beings engage in anticipation, they often do so in inappropriate tempocentric ways.”
- “Tempocentrism can best be counteracted by cultivating the ‘art of anticipation’.”

ex·pe·ri·en·tial fu·tures (XF)



Experiential futures (XF): research-creation protocols for diegetic representation of images of the future.

- “The design of situations and stuff from the future to catalyse insight and change.”
- XF is a family of approaches dealing with “thinking possible worlds ‘out loud’, performatively and materially, in the register of experience.”
- Entails “the manifestation of one or more fragments of an ostensible future world in any medium or combination of media including image, artifact, and performance.”
- Can be understood as an extension and amplification of well-established methods for dealing with scenarios — both generation and communication.
- Aims “to enable a different and deeper engagement in thought and discussion about one or more futures”

eth·no·graph·ic ex·pe·ri·en·tial fu·tures (EXF)



Ethnographic futures research (EFR): descriptive research surfacing images of the future that have or have not yet been articulated.



Experiential futures (XF): research-creation protocols for diegetic, i.e. “in-world”, representations of images of the future.



Ethnographic Experiential Futures (EXF): a design-driven, hybrid approach to foresight aimed at increasing the accessibility, variety and depth of available images of the future.



Causing an Effect

A Case Study





**My husband
came home
and he said**



Community water report, 2028.
 Sample collected at Talfourd Creek, Aamjiwmaang.
 Implemented by the Ministry of the
 Environment and Climate Change for the
 15 year Pollution Strategy.

NAME
 NO

pollutech
 group of companies

124 Main St., Suite 102, Point Edward, Ontario N0W 2A9
 PHONE: 519-337-8887 FAX: 519-337-8885

LABORATORY REPORT

REPORT NO. 067-00235-04
 DATE 07/28/28
 DATE OF SAMPLING 07/22/28
 TIME 14:40
 VOLUME OF SAMPLE 1.00L
 STATION 03867 - TALFOURD CREEK
 DATE OF ANALYSIS 07/28/28

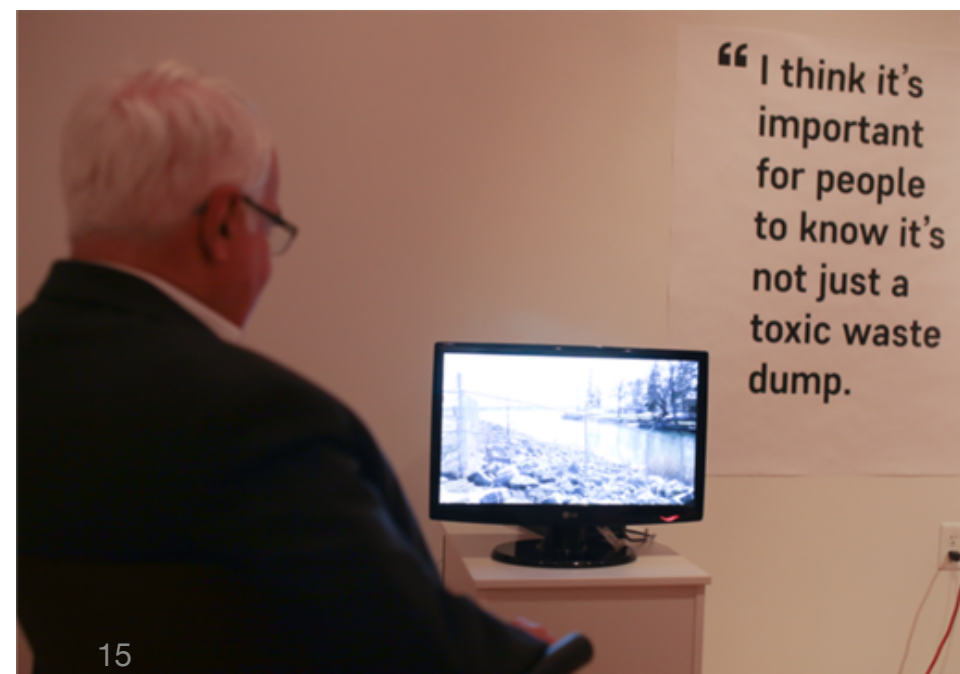
WATER ANALYSIS REPORT

CONSTITUENT	RESULTS	UNITS	MCL	TIME
SO ₄	0.2	ppm		1217
NH ₃	4.2	ppm		1217
NO ₃	2.4	ppm	4	1217
NO ₂	1.8	ppm	4	1217
Copper, Total	0.5	ppm	3	1218
Nickel, Total	0.2	ppm		1218
Cadmium, Total	<0.01	ppm		1218
Chromium, Total	0.04	ppm		1218
Lead, Total	0.05	ppm		1218
Iron, Total	2	ppm		1218
Manganese, Total	5	ppm	2.5	1219
Vanadium, Total	0.4	ppm		1219
Zinc, Suspended	0.06	ppm		1220
Propene	2.9	ppm		1220
Propene	1.2	ppm	3	1220
Chloromethene	1.5	ppm	2	1221
1,3-Butadiene	0.5	ppm	2	1221
1-Butyne	0.4	ppm		1222
Butane	1.7	ppm		1222
c-2-Butene	0.9	ppm	2	1223
1-Pentene	<0.01	ppm		1224
1-Hexene	1.5	ppm		1224
Ethylbromide	2.8	ppm		1225
From 113	0.4	ppm	3	1225

* MCL - Maximum Contaminant Level, Maximum permissible level of a contaminant in water.







*Recovered from Chemical Valley Explosion of 2029.
Sarnia, Ontario*

Inspired by Ada's pessimistic scenario, these charred artifacts represent the aftermath of a catastrophic explosion that occurred near Sarnia, Ontario.

A pair of work boots were the only artifact recovered from the site of the explosion. The worker who owned these boots has not yet been identified.



In the
future,
I want to
change
again

Just LOVE everything.

We need more of this
kind of views.

MORE ORGANIC

THE WAY PEOPLE
TREAT EACH OTHER

THE WAY WE USE TRASH
THE WAY WE GROW FOOD

THE FUTURE IS NOW

More
learning
opportunities
like this one

BUSINESSES WHO ARE DISCONNECTED
FROM THE VALUES OF THEIR STAKEHOLDERS

THE
PAST.

Situation Lab/Extrapolation Factory,
1-888-FUTURES, 2015.



Holler, Futureproof, 2017.



Greyson, Making the Futures Present, 2017.



Candy and Dunagan, Foundfutures:
Chinatown, 2007.

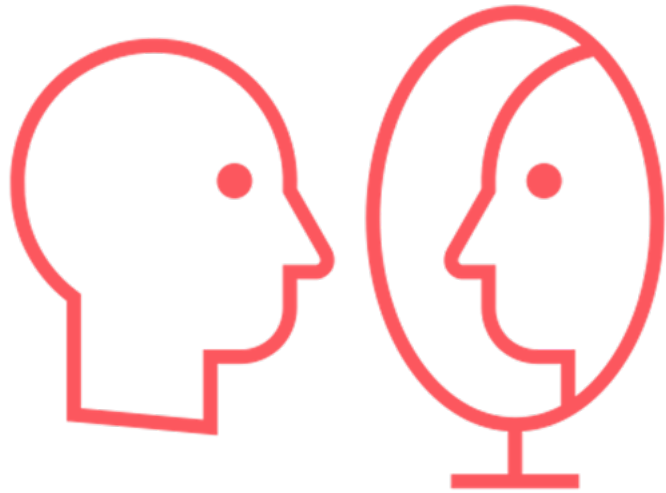


Guided EXF Activity

Experiment with the EXF framework through designing a complete EXF cycle.



Step 1: Draw your image of the future



To start, we'll be taking an “**autoethnographic**” approach, using self-reflection, writing and drawing to explore an image of the future each of us hold personally.

On your own, using page 1 of your workbook, produce an image of the future in 2042 that you consider to be both possible (it could occur) and important (it's worth inviting folks to spend time thinking about it).



10 minutes in quiet reflection

Step 2: Deepen your images of the future



To refine, deepen and unpack your image of the future, you'll be pairing up with a partner to engage in a **semi-structured interview**.

- Partner up with someone at your table and swap workbooks with them.
- Whichever one of you has your birthday earlier in the year is the first interviewer. **Interview your partner** about their image of the future.
- Take good, legible notes about what they share, using **their** workbook, on **page 2**.
- After 20 minutes, switch roles.



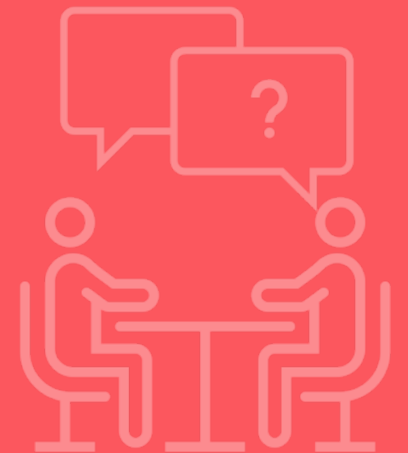
20 minutes per interview

Your Role as an Interviewer: **General Tips**

“[Y]our role [is] that of an **active, sensitive, and sympathetic listener, non-directive stimulator, and careful scribe.**”

As an interviewer, your role is to ask non-directive, non-judgemental questions in order to support your interviewee to reach:

- ☑ **Clarity**
- ☑ **Comprehensiveness**
- ☑ **Contextualization**
- ☑ **Coherence**

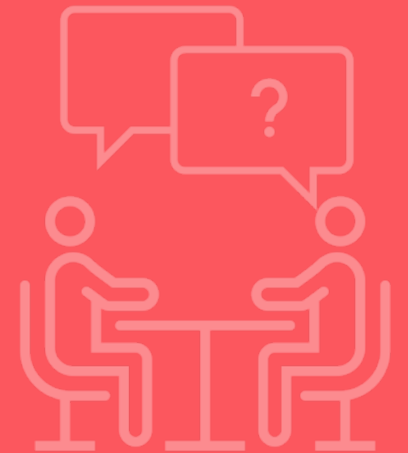


Interviewer Tips: **Clarity**

‘What I think I hear is ...’
Please clarify or amplify.”

As an interviewer, your role is to ask non-directive, non-judgemental questions in order to support your interviewee to reach:

- Clarity**
- Comprehensiveness**
- Contextualization**
- Coherence**



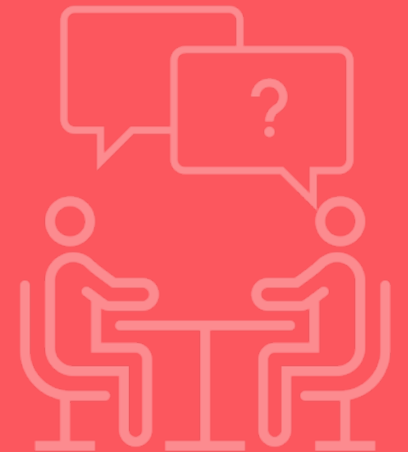
Interviewer Tips: **Comprehensiveness**

“If the interviewee has not yet covered a particular sub-domain that you think should be covered, ask whether he/she would be willing to cover it.”

- Social
- Technological
- Environmental
- Economic
- Political

As an interviewer, your role is to ask non-directive, non-judgemental questions in order to support your interviewee to reach:

- ☑ **Clarity**
- ☑ **Comprehensiveness**
- ☑ **Contextualization**
- ☑ **Coherence**

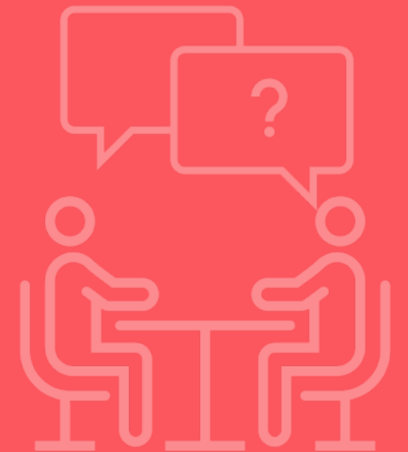


Interviewer Tips: Contextualization

If the “**sociocultural context** within which a given change process is projected to occur... is not clear, at least implicitly, you need to probe for it in a non-directive manner.”

As an interviewer, your role is to ask non-directive, non-judgemental questions in order to support your interviewee to reach:

- ✓ **Clarity**
- ✓ **Comprehensiveness**
- ✓ **Contextualization**
- ✓ **Coherence**

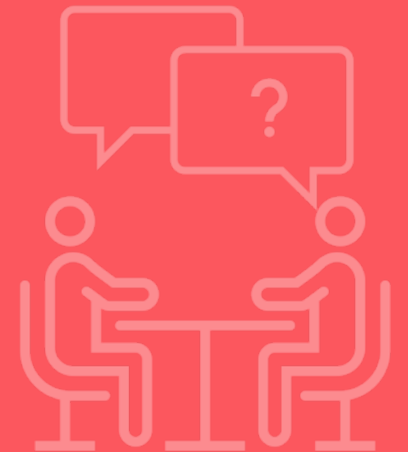


Interviewer Tips: Coherence

“That’s interesting, but I’m not quite clear what would cause that to come about. Could you ground that a bit more?”

As an interviewer, your role is to ask non-directive, non-judgemental questions in order to support your interviewee to reach:

- Clarity**
- Comprehensiveness**
- Contextualization**
- Coherence**



Step 3: Ideate future artifacts – solo



Revisit your image of the future in 2042 and ideate familiar “artifacts” or objects of everyday life that could be found in this future.

On your own, using page 3 of your workbook, to ideate possible artifacts that could evoke your image of the future.



5 minutes for quiet reflection

Step 4: Ideate future artifacts – with a partner



Revisit your image of the future in 2042 and ideate familiar “artifacts” or objects of everyday life that could be found in this future.

- With your partner, take turns reviewing their artifact concepts and ideating additional concepts on **page 3**.
- After 10 minutes, switch roles.



10 minutes per person

Step 5*: Ideate encounters with your artifact

*optional



Envision where you might consider "mounting" your artifact or staging an encounter with someone/an audience and your artifact.

On your own, using page 4 of your workbook, to ideate possible encounters.



5 minutes for quiet reflection



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EXF Process & Examples from the Field

Applications of EXF
in research and
consulting settings.



EXF Cycle

EXF came from practice.

It's not a theory, but a framework to help design and implement more effective futures research projects and interventions.

Source: Candy and Kornet Weber, tinyurl.com/EXFfull

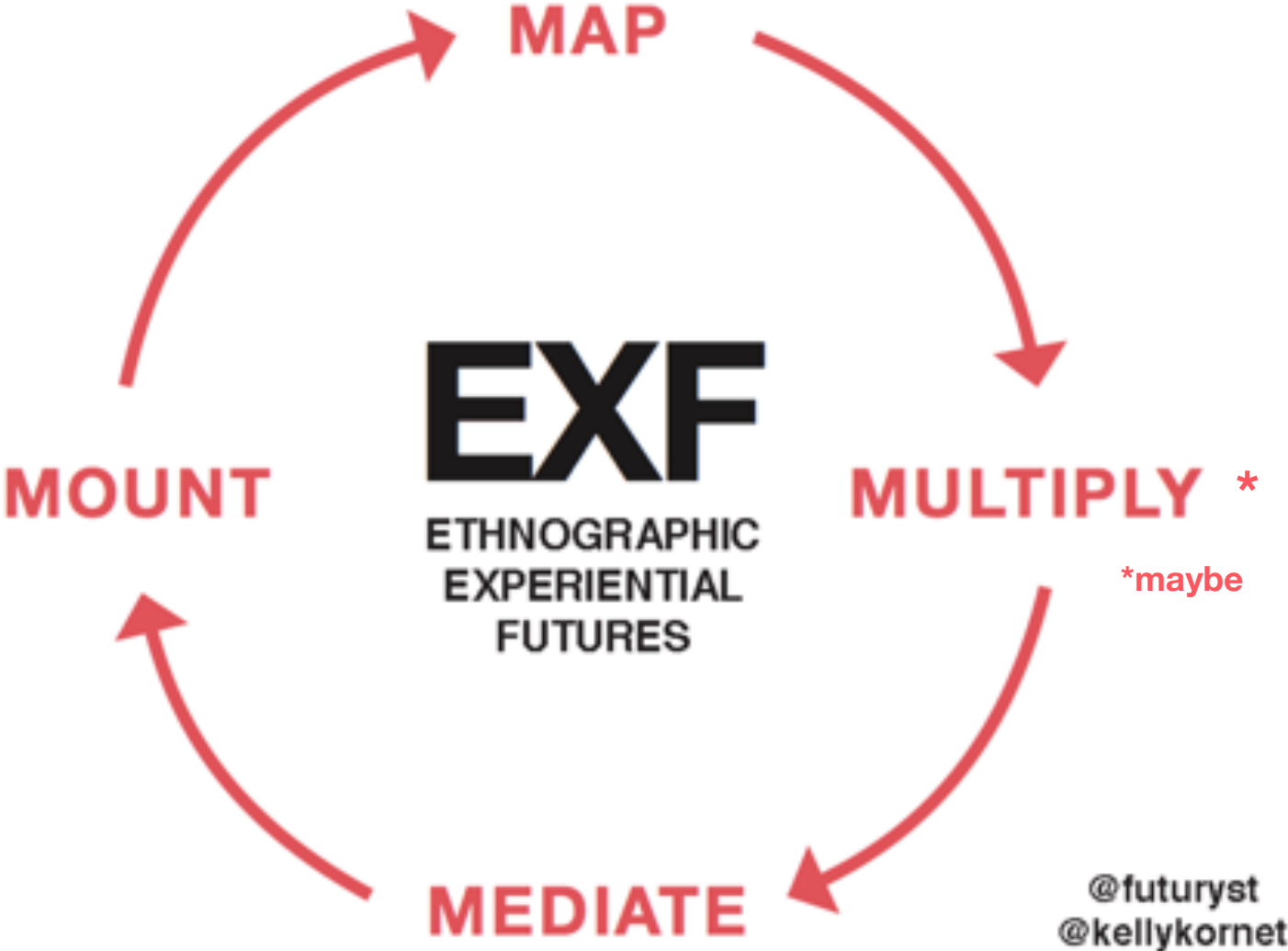
Examples from the Field

Helping Syrian Refugee Girls Imagine Their Future Lives



Source: Meredith Hutchison and International Rescue Committee, 2015, *Vision Not Victim*

EXF Cycle



EXF Cycle

“Bring futures to light,
then bring them to life.”

Source: Candy and Kornet Weber, tinyurl.com/EXFfull

Examples from the Field

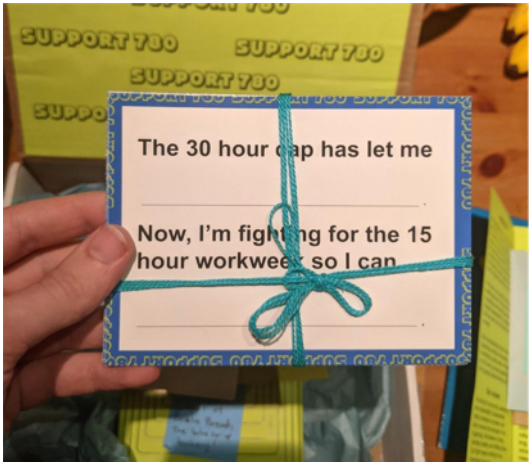
Bringing Individual Futures to Life at Stanford d.School



Images from
Situation Lab
at Stanford
d.School,
2019,
*The Future's
Happening*

Examples from the Field

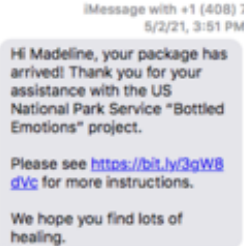
Creating “Gifts” from Alternative Futures at Carnegie Mellon



Receiving “Bottled Emotions”

It was a late Sunday afternoon, and I was grouchy, annoyed to be stuck inside working...

When suddenly! A delivery notification popped up.



I ran to the door, delighted. I never get deliveries here, especially on Sunday!

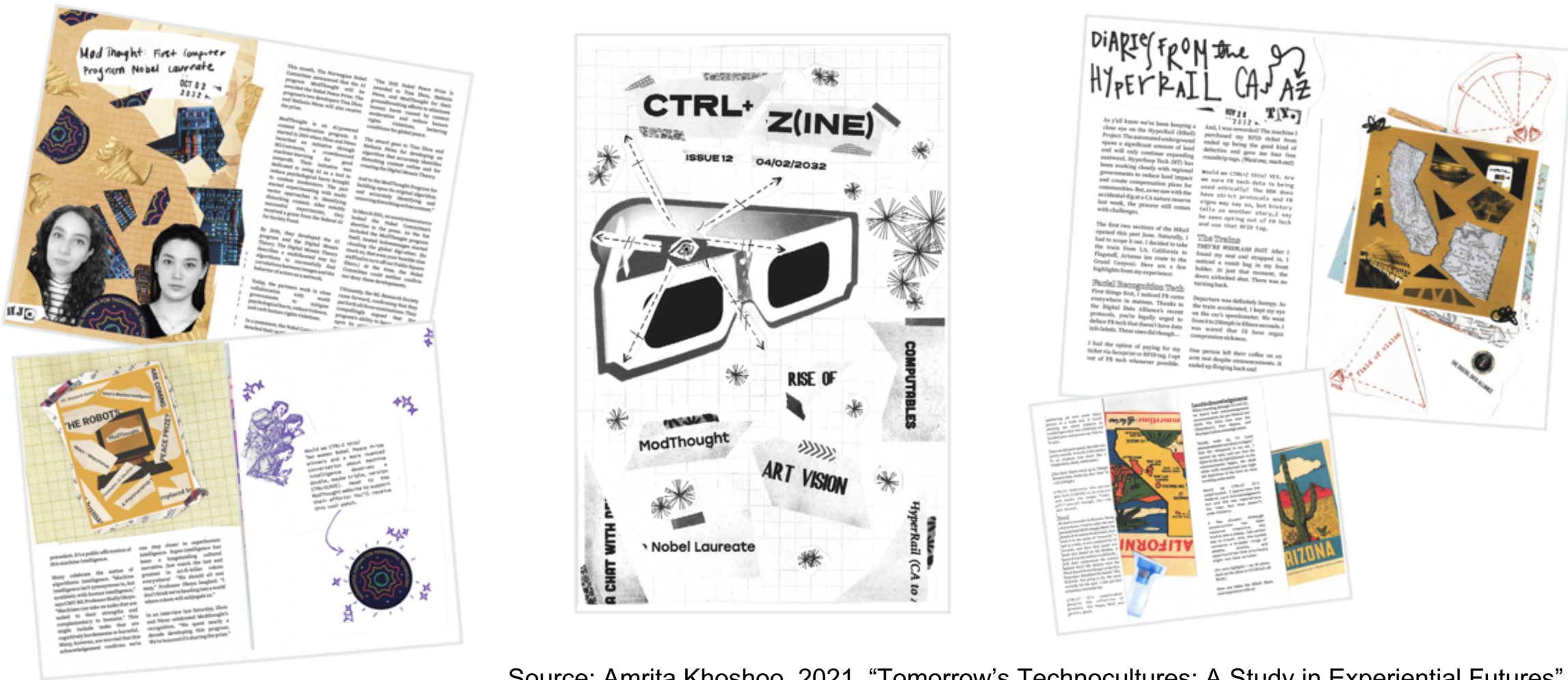
The notification linked to a letter - it acknowledges the Washoe people of Lake Tahoe, where I live, and is a partnership between the National Parks and Headspace...wow!



Images from Experiential Futures, Spring 2021, EXF Project

Examples from the Field

Exploring the Future Landscape of Artificial Intelligence



Source: Amrita Khoshoo, 2021, "Tomorrow's Technocultures: A Study in Experiential Futures"

Examples from the Field

Researching Future Social Agents with Experts in Human-Robot Interaction

GATES MIDDLE SCHOOL of INFORMATION SCIENCE

Dear Individual [redacted]

Please find Briar's attached report of TUTOR use you should have received. I am very impressed by programs, as well as their success in asking questions. Briar expresses more positive learning attitudes. For more information about how TUTOR measures...

I would also like to raise a topic of concern regarding attached report, the system indicates a suspicion might be using specific emotional cues and logic that mismatches Briar's actual needs and skills. If learning styles and paces of our students, but can therefore ask that you have a conversation with Briar to believe that Briar did not engage in this kind of suggest otherwise, we will have no choice but to...

Please let me know if you have any further questions or concerns at anytime. I wish Briar a even better learning habits in the near future.

Sincerely,
David Greenwald
GMS-IS Office of Excellence

Find us at
GMS-IS Education

TUTOR SYSTEMS PRESENT:
Briar Joni

A Learning Progress 35 hours / week 7th rank	C Creativity 12% of activity 28th rank
B Efficiency 23 / 30 hours 24th rank	B Curiosity 20% of activity 15th rank
A+ Correct Answers 126 answers / week 5th rank	A Positivity 98% of activity 23rd rank
A Questions Asked 38 questions / week 17th rank	B Frustration 28% of activity 8th rank

Overall Grade: B
112th Rank
Previous Rank: 147 Rank
Estimated added effort for next rank: 3 hours/week

The combined data analysis indicates that the student may have used intentional emotional manipulation to adjust TUTOR to better needs.

VERITAS®
Live your truth.

April 2nd, 2024

Dear [redacted]

We congratulate you on improving your Alignment Score in 2024 with the support of your Veritas agent. As a result, you have made impact on the following items from your personalized Boostlist:

Carbon Footprint	Not at all	Extremely
Animal's Served		
Offensive Language Used		
Sum of Micro-donations		
SD Social Interaction		
In-person Social Interaction		

We hope that you continue your journey with us, in the No matter what those values are, your personal Veritas agent will help you to do so. We work around the clock to keep our AI up to date so you like all other members. In order to continue make attached annual alignment questionnaire. It will help us We look forward to having you as part of our growth. Thank you for your loyalty and cooperation.

Sincerely,
David Manson
VP Alignment

Annual Alignment Questionnaire / April 2024

Please answer the questionnaire below to update your current preferences and values. The questionnaire will help us evaluate the decision making process of your Veritas. This is a personalized questionnaire, and will allow us to give you the best and most accurate advice for you.

Value Scales

Please mark your position on the following scales:

How liberal are you?									
How queer are you?									
How vegetarian are you?									
How much do you prioritize the environment over your own needs?									
How much do you prioritize others' needs over your own needs?									

Blacklist

White Souls	Dora Ring	Yes	No
Men for America	Presley Ring		
Save the Spirit	Indiana Ring		
Carry'n'Jacquie	Shivie Garret		
Riny Denis	Lorin Grabweyn		
Trashe Shea	Rain Peel		
	Jade Kimberly		

Boostlist

These are the current individuals and organizations on your Blacklist. Please mark anything you would like to remove from the list:

White Souls, Men for America, Save the Spirit, Carry'n'Jacquie, Riny Denis, Trashe Shea, Dora Ring, Presley Ring, Indiana Ring, Shivie Garret, Lorin Grabweyn, Rain Peel, Jade Kimberly

What's exactly are you signing up for?

The night have already heard about some of our goals and actions. Blackout is a bottom-up, grassroots organization that intercepts data collection by government and big-tech. We help individuals set up their home to be truly private, and provide an AI agent, Mr. B, to manage your home safety and network signals. Through a mix of speech, sound and wireless signal interventions, information collectors will no longer be able to tell the difference between real interactions and those fabricated by Mr. B.

What's in it for us?

We are building an active community that opposes data collection. As we work of the grid, we are also gaining power and capabilities to make a real change in surveillance policy. We believe this silent approach will help us succeed where prior attempts have failed (such as the unsuccessful Data Control Bills of 2022 and 2023), by catching pre-delegation actors off guard. In the future, we will seek your assistance and volunteering to advance this agenda.

Next Steps

If you would like to continue the integration of Blackout into your home, please follow the next steps:

- On [redacted], either your house lights on and off several times at exactly [redacted].
- This will signal a Blackout drone to drop a package at the back entrance of your home.
- The package will hold a Mr. B device with additional instructions.
- If you have changed your mind about joining our cause, you do not have to do anything - we will not contact you again.
- Please destroy this letter within 24 hours of receiving it.

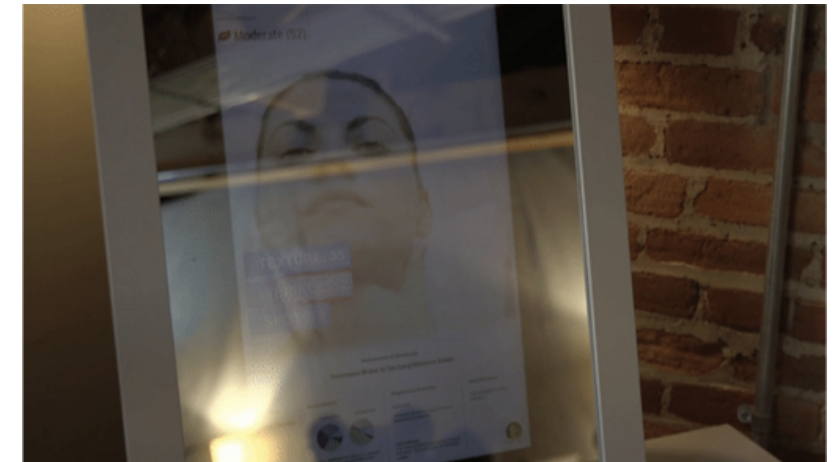
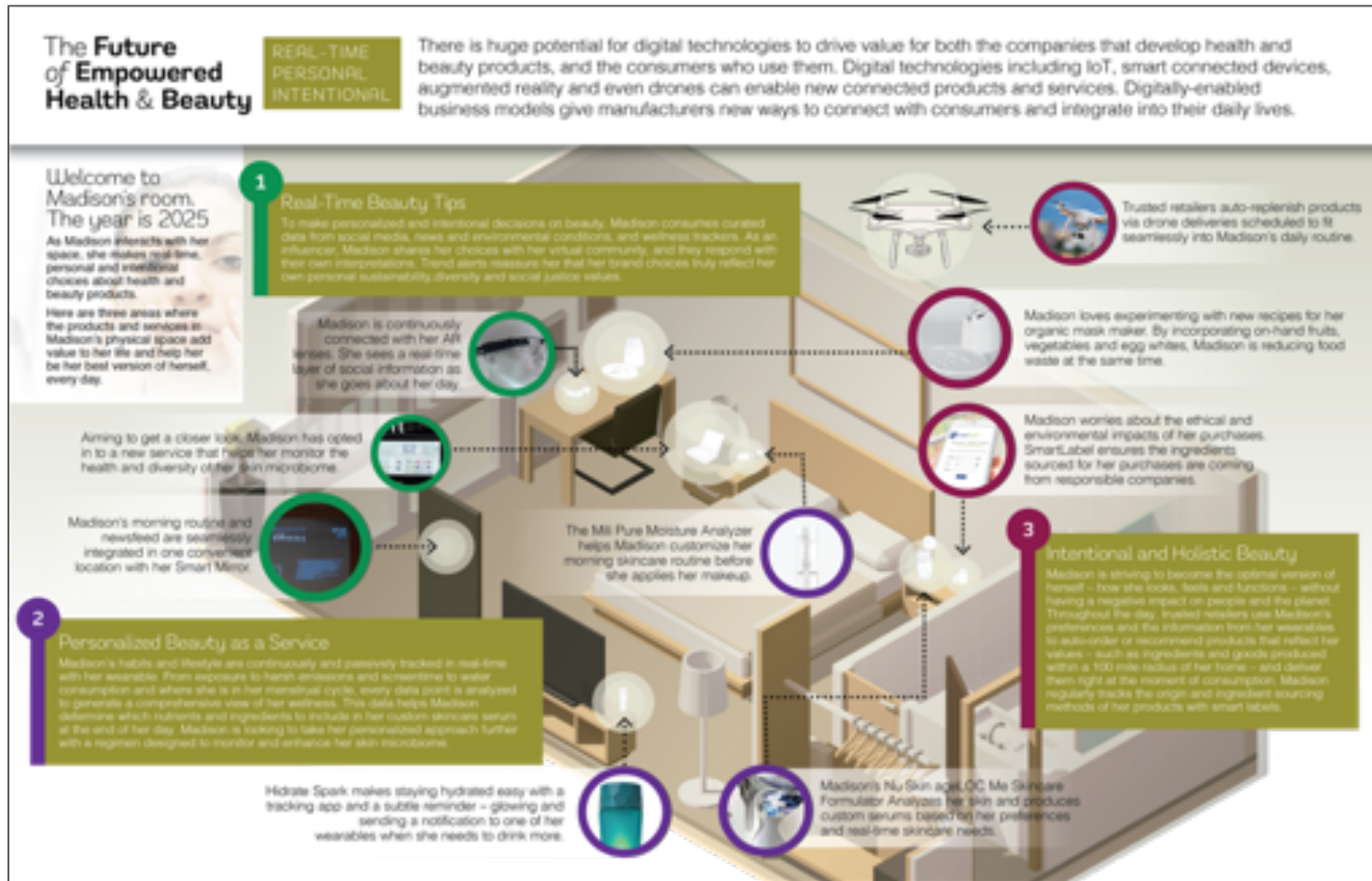
Welcome to the Blackout community. We look forward to making a difference together.

Storm Block
Blackout Co-Founder

Source: Michal Luria and Stuart Candy, 2022, "Letters from the Future"

Examples from the Field

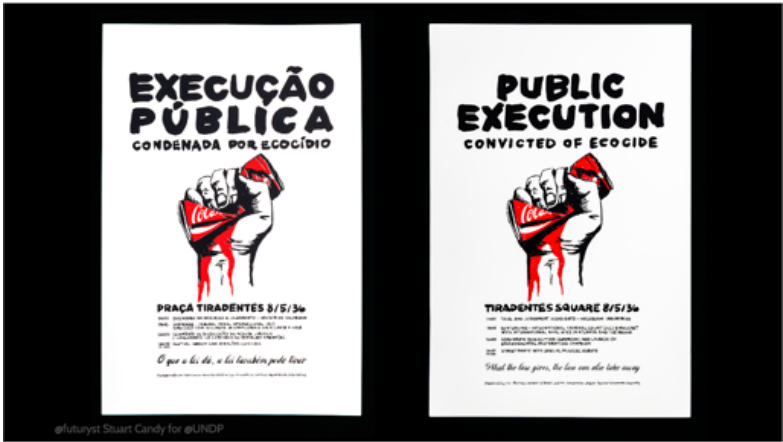
Driving Organizational Change for a Cosmetics Brand



Images courtesy of Kelly Kornet Weber

Examples from the Field

Adding Dimensions to Global Development Futures for UNDP



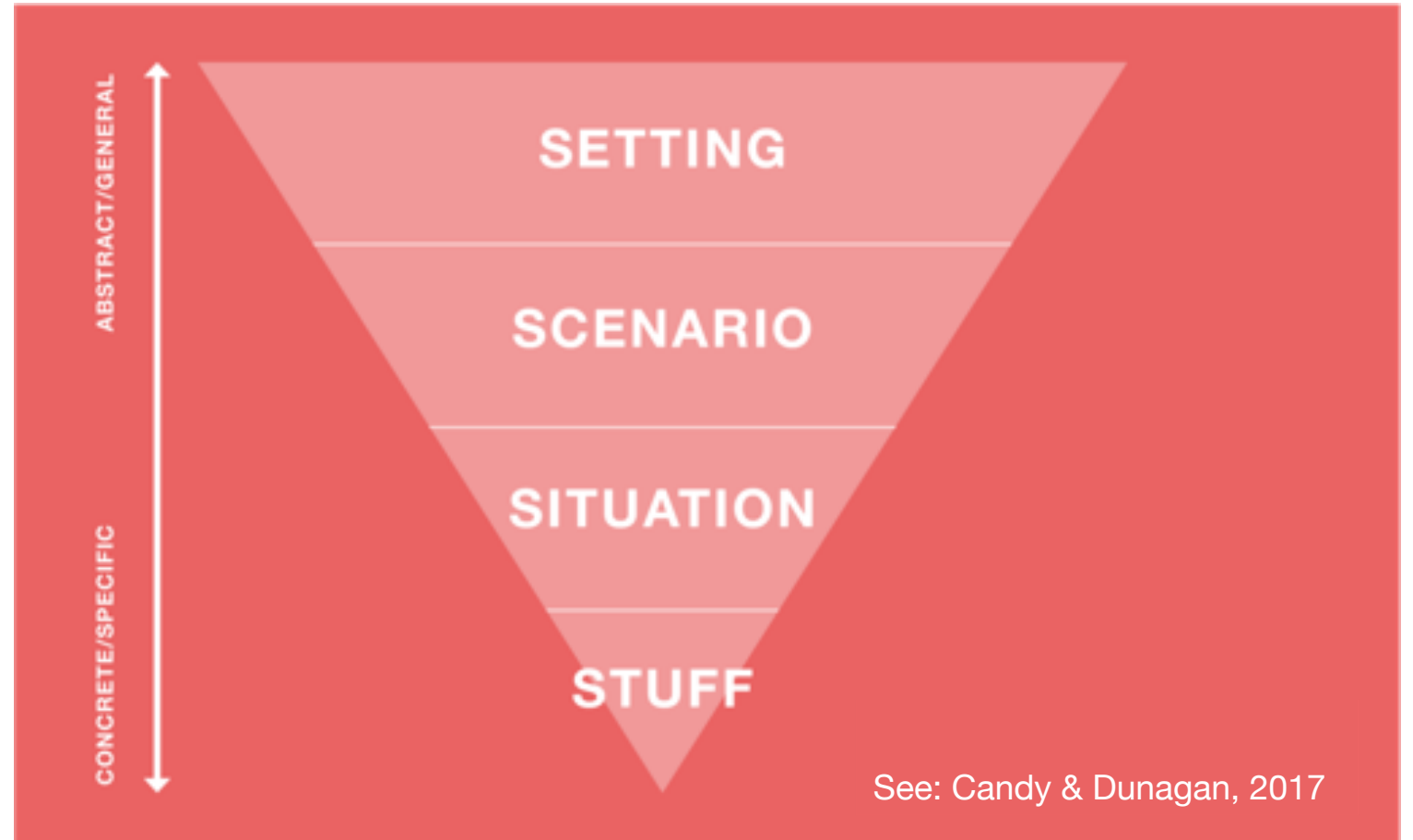
Source: Stuart Candy and Ceda Verbakel, 2021, “Imagination is a Commons / Global Development Futures”, Project for United Nations Development Programme

EXF Cycle

1. **MAP:** Inquire into and record people's actual or existing images of the future (e.g. possible; probable; preferred; a combination)
2. **MULTIPLY:** Generate alternative images (scenarios) to challenge or extend existing thinking (optional step, but recommended)
3. **MEDIATE:** Translation or mediation of these ideas about the future(s) into tangible, immersive, visual or interactive representations
4. **MOUNT:** Stage experiential scenario/s to encounter for the original subject/s, or others (or both)
5. **MAP:** (second iteration) Inquire into and record responses to the experiential future/s

Experiential Futures Ladder

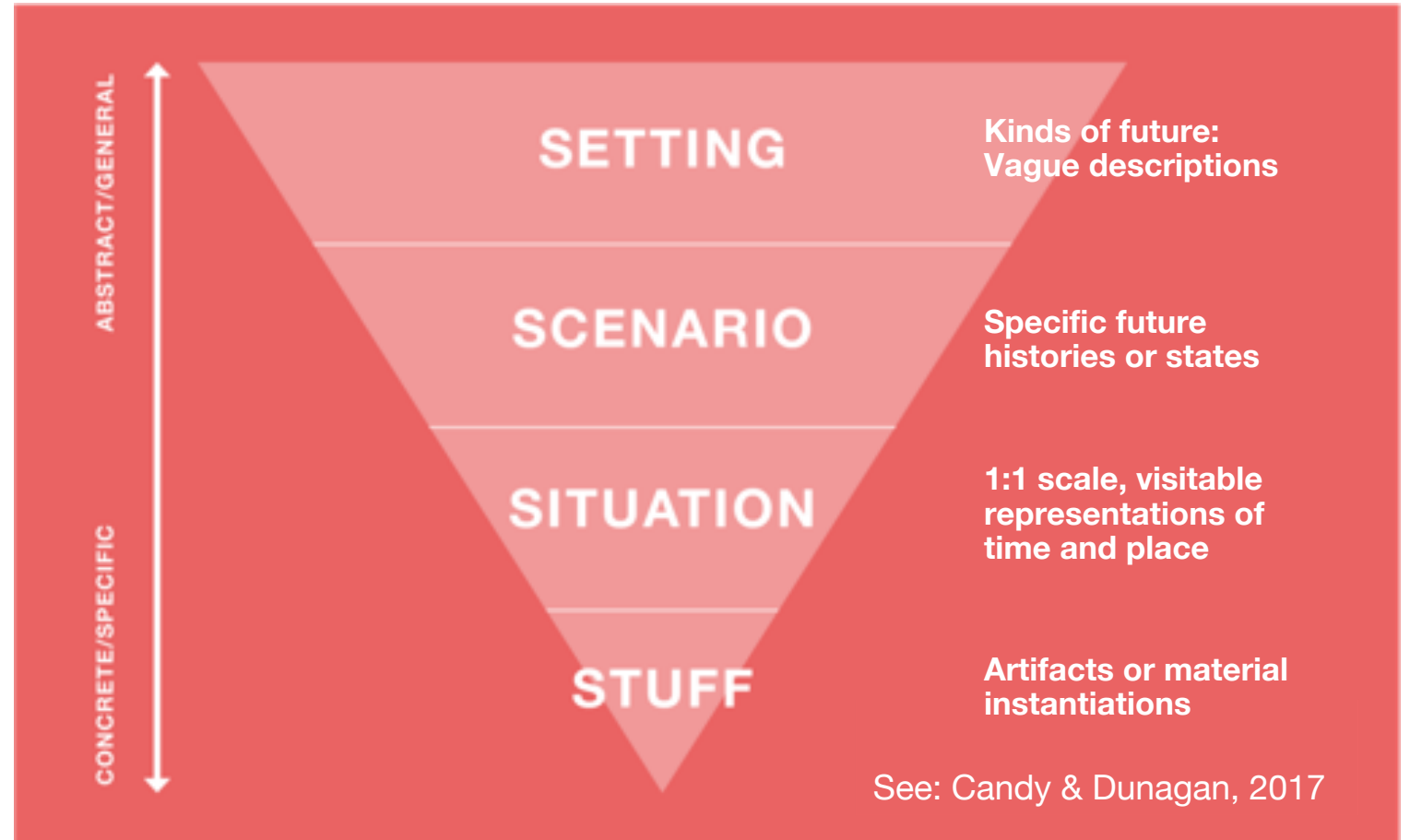
What's "under the hood" in this process of mediating possible futures?



Experiential Futures Ladder

Continuing to move from the abstract to the concrete builds on and extends the basic logic of all scenarios:

Make “what if” more thinkable (and feelable) through specificity.





Reflection & Next Steps

Where to from here?



Next Steps to Complete your EXF Cycle

- Revisit your artifact concept and bring it to life!**
Consider outsourcing or partnering up with a designer if you do not have this skillset.
- Determine where you could mount / display your artifact or stage an encounter.**
Who would you like to engage with your artifact and in what setting? Stage an encounter!
- Record responses to your artifact.**
What reactions are you receiving to this artifact? How does it make the recipient/audience feel and why?



#EXF

For more, please see:

→ EXF Field Guide (pdf)
tinyurl.com/EXFfieldguide

→ Turning Foresight
Inside Out (pdf)
tinyurl.com/EXFfull

Find us at:

@kellykornet
@futuryst / @sitlab