

Designer government dialog: Ethnographic study about use of language between designer and government

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Abstract— As society continues to face more complex challenges, organizations and systems are often part of the problem and cannot be isolated from their environments. We are entering a ‘transformation economy’ where multidisciplinary working becomes more and more important, but good communication is essential. For designers, this means they have to get to know the system, and for governments, this means they have to get to know design. This study is specifically about the dialogue between designers and government within complex societal challenges.

These disciplines have not collaborated that much before, and all have their own language and jargon. The context and use of these words have a big impact on what is meant by them. In addition, container content is used because, when talking about complex problems, it is difficult to be concrete. This combination results in unclarity and miscommunication in the dialogue between the designer and government. I performed three case studies to find out the current state of the dialogue and where miscommunications occur. The case studies were ethnographic, focusing on three locations: between designers, within public organizations/government, and at ZET, where designers meet the government. The method used was ethnographic, combined with design probes. These were placed in the environment and the reaction was observed. The discussion provoked was about the awareness of the use and context. Tools such as artificial intelligence could assist in creating this awareness and grasping of complexity.

Keywords—*Ethnography, Design government collaboration, Complexity, Situatedness, Multi-disciplinary collaboration*

I. INTRODUCTION

Multi-disciplinary collaborations are essential to tackling today’s complex societal challenges, such as Covid-19, energy transition and poverty [7]. Gardien, Djajadiningrat, Hummels and Brombacher articulate these types of collaborations as being essential to the “Transformation Economy”, which posits that today’s societal issues can only be sustainably tackled through a multi-stakeholder approach with collective responsibility. The Transformation Economy implies that large and complex issues should be broken down and tackled locally, by doing so multiple disciplines need to work together locally and add to the bigger picture. In addition, the economy is moving away from traditional values like competition and individualism, and instead focusing on things like empathy and cooperation. This shift is likely to result in a more meaningful way of living, for everyone involved. Designers should play a role in this collaboration as they already have ways of empathizing with the users and have the ability to embody and visualize complexity [7].

An example of a multi-disciplinary collaboration is the collaboration between government and designers for the reasons mentioned above. This collaboration is important because this is the place where impact can be made. However, there is still relatively little experience in communication and collaboration between designers and government, which can result in a mutual lack of understanding of each other’s methodologies and mindset, this can impede effective collaboration [12]. One of the causes for this miscommunication is the use of language, as the disciplines have developed their own way of talking and writing, including jargon. In addition, the issues addressed have a high degree of complexity, which makes it difficult to be concrete, so buzzwords and container terms are used to stay on a certain abstract level.

This paper describes a design ethnographic research into the current dialog between designer and government, what role language plays in multi-disciplinary collaborations and what this can entail for the future of these collaborations. The question is asked; What is the current state of the dialog between designer and government, and how does the diverging use of language affect this?

II. THEORETICAL BACKGROUND

The fact that our society is changing also means that our governance is changing with it. The Dutch School for Public Administration summarized this development of government roles in the Netherlands in a quadrant (fig.1), which is distinguished along the horizontal axis ‘from government-from society’ and along the vertical axis ‘from results-from preconditions’. The chronological order can be read from bottom left, top left, top right to bottom right [13]. When facing complex societal challenges the government needs to take roles more to the right side of the spectrum. A steering role on the horizontal axis, on the left-hand side of the spectrum, is mainly aimed at explaining policy and decisions. A cooperating government, which operates on the right-hand side of the spectrum, has to consult and respond to what is going on with partners. To be able to act on the right side of the spectrum in public-private partnerships, what is currently often the goal of acting governments, it is important to have an overview of the playing field, with its various players and their corresponding divergent interests, sensitivities, motives and values [11].

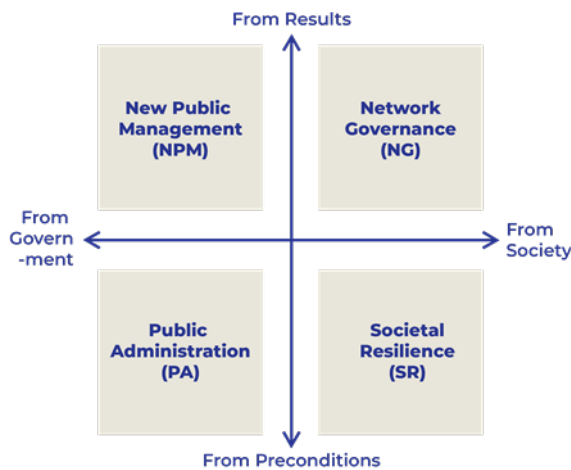


Fig. 1. Quadrant The Dutch School for Public Administration

A. Designing with-in the government

Shaminée [12] discusses in: "designing with-in public organizations" the attention points and guidelines for designer government collaboration. he argues that, as design gets more complex, it becomes increasingly important for designers to understand the systems they are operating in. These systems and organizations are often part of the problem and thus cannot be isolated.

Shaminée states: "*Political ideology is often just an excuse to not have to think any further*" [12]. Designers often just ignore or simply deny power structures. It is important for designers to have a certain political insight and know where responsibilities lay. Sometimes it seems that an issue is not addressed, when in fact the government is working on procedures behind the scenes. There often is an unexpected resistance between designers and the public sector. Although all parties are open to working together and designers gain explicit trust, the core of public organizations in question often has a near-allergic reaction to the design approach. This results in too much focus on solutions, which is impossible when designing for complex societal issues. Designers feel pressure to deliver answers quickly.

Within the communication between designer and public organizations, there is still a lack of experience. If that improves coalitions between the two will go smoother. But for now, there is mutual unfamiliarity in methodology and mentality often stands in the way of a collaboration with impact [12].

Designing with and within governmental structures is not a new concept; there are already consultancies and freelancers working in this domain. However, they are often facing some difficulties. Cindy van den Bremen divided a part of her PhD to the "ontwerper in de overheid" [1]. Meaning designer within the government, were she had 3 sessions with these types of designers accompanied with interviews. Bremen found that designers working in governmental structures often start in a junior position, they miss mandate. The senior gets the honor what results in lack of visibility on the value of design. The roles designers often get includes facilitating workshops or visualizing, this can be part of their task but want to be part of the content as well. Other findings were that designers do not understand the field in which they operate, it is important as designer you become interested in the system, that you understand it, so that you can work things out together and make the change from within the system. There seems to

be a delaying effect in this collaboration: for designers the viscous bureaucracy, for civil servants the delaying effect of designers who want to find out the question behind the question and then completely unravel the subject before coming up with proposals. Mutual understanding is necessary in order to collaborate better and achieve impact in the future.

Roughly three different groups of clients were defined: there is a group that is looking for a designer for a process (1); a group that mainly looks for a solution, which tends to be a gimmick (2); a group that does not see the value of design at all (3). The middle group (2) sees opportunities for design but does not yet grasp the holistic value. It is therefore important to ensure that you not only show the tool as a result, but also make the entire process visible. Within the communication with these clients often a lot of buzzwords are used, reflection is needed to define what is really meant and get away from the abstract and vagueness [1].

B. State of Our Language

Our language is constantly evolving for multiple reasons - some of which can be traced back to historical conflicts or geographical implications. For example, if you look at the Netherlands and Belgium, they essentially speak the same language - but among other things, the two countries are separated from each other by a border. This lack of communication between the two results in their language evolving [15].

This also happens within disciplines - every discipline or field has its own terminology, or jargon. A term is a linguistic element of one or more words that is used in a field or branch of science and has a specific, defined meaning there. The collection of terms that belongs to a certain field is called the terminology [18].

Jargon is initially defined as the technical terminology used in a particular context and may not be understandable outside of that context [19]. Jargon is often used in specialized fields, such as in medicine or law, and can be used to simplify complex concepts or to express ideas more concisely. In some cases, jargon can be used to exclude those who are not in the know - it can sound obscure and often pretentious, which can create an us-versus-them dynamic. While jargon can be helpful in communicating within a specific field, it can also be frustrating for those who are not familiar with the terminology. In some fields, you can find more jargon than in others - this is because there is no room for mistakes, as is the case with medicine [18]. Interestingly, in Dutch, jargon has a different meaning - closer to buzzwords. For jargon, we use the word "vaktaal".

These different meanings in different languages often lead to confusion. As Mol states: "*words mean different things, not just between different languages, but also between different sites and situations*" [10]. She discusses that words travel between fields and even disciplines - but without transforming. However, words are entangled with their practical contexts, making it impossible to make them constant. While they move between settings, they lose their nuance and deeper meaning [10]. This phenomenon is becoming more frequent due to upcoming technologies - more and more new words are being created. In addition, we are facing more globalization and interconnectivity between countries, which results in more bilingual communication.

C. Talking Bullshit

Ludwig Wittgenstein once said these lines of the poem of Henry Wadsworth Longfellow served as his motto: "*In the elder days of art, builders wrought with the greatest care each minute and unseen part, for the gods are everywhere*" [16]. With this, he means that in the old days, craftsmen approached their profession with great care even on the details no one would see. Nothing was hidden away, or, as Frankfurt states it: "*there was no bullshit*" [6]. Frankfurt tries to define what bullshit is. He searches for the difference between bullshit and lying where he states that, when you lie, you are responding to the truth with producing bullshit that is not the case. You then don't necessarily want to speak the truth or lie, things are just made up to suit the purpose.

There is currently more communication than ever before, so with this, there is also more bullshit. Frankfurt also states that bullshit is unavoidable when someone does not know what he or she is talking about. Next to that, we as citizens in a democracy are asked to form opinions about things we are ignorant about, and thus are likely to speak more bullshit [6].

D. 'Eurolect' and 'Luistertaal'

Within the European Union, there are some examples of solutions to prevent miscommunication due to diverging languages. One of these is called 'Eurolect'. 'Eurolect' is a form of language that is characterized by a number of technical terms as well as standardized linguistic, structural, and text patterns. These features are the linguistic expression of an agenda which seeks to achieve not only economic, social, and political harmonization, but also cultural harmonization in a broader sense. However, in practice, and especially in speaking, this is almost impossible to maintain [5].

Another experiment is something called 'luistertaal' translated to 'listening language'. 'Luistertaal' is a form of multilingual communication in which people with different linguistic and cultural backgrounds both continue to speak their own language and can still understand each other. Speakers use their receptive skills in the other language and understand each other in this way. Before the meeting starts, it is already stated that you might not understand each other at all times [14].

III. METHOD

The overall method followed can be seen as the basis of this research, this was the grounded theory. This was specifically applicable because the field of designing within the government is still relatively young so there is not much related work. This method allowed to generate theory from data. This theory is then grounded in the data, meaning that it is based on and supported by the data. It is iterative and includes different particular methods and processes [4]. In this research these methods consist of ethnography, auto ethnography, semi structured interviews and (cultural/design) probing. The raw data of the PhD from Cindy van den Bremen [1] was the starting point and guided in forming a research topic and question within the domain of government and designer.

A. Ethnography

The largest component of the research was ethnographic. In ethnography, the researcher is placed and participates in other people's daily lives, observes, listens, and asks questions. These questions are often semi-structured [2]. I

placed myself in the world of design and governance in order to get a better understanding of the dialogue between designers and government. This was done by conducting ethnographies in three different 'cultures': designers, public organizations (municipality and university), and a multidisciplinary company/foundation working within the domain of governance.

The ethnography was conducted over a period of 13 weeks. I had already been placed in the communities of designers and government, but chose to take a different role for this study, that of an observer. The focus was on three things: the context of the meeting, the flow of the meeting, and the buzzwords/jargon/container terms that were mentioned. All the words or sentences that, in a certain context, could be meaningless or unclear were written down. This was based on own perspective. After some meetings, semi-structured interviews were conducted. Here some of the said words were shown, the background of the research was explained, and after that the participants were asked to reflect upon this.

The ethnography contained elements of autoethnography, in which I reflected on my own use of language, how I changed my way of listening to these conversations but also my own way of communicating.

B. Design Probes

Design probes were used to enhance the discussions during the ethnography's. Similarly to Zwan's and Smith's in: "WORDS MATTER" [17]. A design challenge was created based on human behavior and morals to provoke reaction (critical design). These designs also acted as a way to understand reasoning and human behavior better by making. This way possibilities for change could be explored. Designers, in this way, create a space for their work by questioning the situation and pointing out its complexities. The opportunities we perceive and the directions of our explorations depend, among other things, on our understanding of the practice for and within we are designing [17].

Several kinds of probes were used, all with the goal of provoking discussion and based on previous ethnographies. These were placed in the context of the ethnographies and the reaction was analyzed and continued in discussions. The type of probes designed falls somewhere between cultural probes and design probes. They are able to collect data and provoke discussion but are less subjective and explore more design opportunities. They also resemble design games because they entail game-like activities to enhance empathic understanding and provoke discussion [3].

1) Buzzword bingo

A bingo card consisting of buzzwords was created, its goal was to start discussion (fig.2). The buzzwords included were from previous ethnographies and departmental websites. This bingo card was specifically created for designers and used in this context.



Fig. 2. Buzzword bingo

2) Meeting Word Cloud

This is a meeting tool that comprises an open laptop website and a centrally located microphone. It uses algorithms to identify buzzwords/jargon/container content and translates them into a word cloud. The size of each word in the cloud is proportional to the frequency with which it was used during the meeting. The word dataset is based on previous ethnographies and can be tailored to the meeting's composition and location; for example, an all-Dutch meeting would use only Dutch words.



Fig. 3. Meeting word cloud

3) Simplifying with Ai

The open AI software was used to translate and simplify complex pieces of text in order to explore and reflect on possibilities for change. For example, questions that were asked of the software included: 'explain this as if I was a two year old' or 'write this without bullshit'. The generated texts were also showcased to others.

4) Bullshit highlighter

The Bullshit Highlighter was created to allow designers to reflect on how we present and articulate our work. It is a bookmark that can detect all the buzzword/jargon/container content on every chosen website and turns them into the word 'bullshit'. If a word was determined to be bullshit by my database of words collected during the ethnographies.

C. Data analysis

All the collected words and sentences were placed in a data sheet and themed on type of meeting, context, language and if it is a word or sentence. To make sense of the complexity of the data embodiment was used to categorize and analyze some of the ethnographies. This was a designerly way of doing

ethnographies. According to Hummels, our movement is intimately connected with our body and brain, as well as the environment. The aesthetics generated by our actions can lead to a sense of satisfaction in our perceptual-motor skills, intellectual capacities, and sense of connection to society [8]. We receive and express meaning through physical interaction. What we can do with the world is the basis of how we view and explore it [9]. These concepts were followed with the embodiment of the analyses in the form of a booklet that allowed the input to be shuffled around and helped exploring the findings.



Fig. 4. Design Ethnography Tool

The insights from the discussions and expert interviews were noted down and thematically analyzed within the case studies used to develop a general understanding.

IV. CASE STUDIES

As mentioned before, the studies conducted are divided into three cases, each with its own unique cultural context. The situatedness differs per study, so the bodily, social, environmental, and cultural interactions I had in these cases differed. In all cases, the personal approach had to be adapted to gain new insights. This required making some guidelines to follow. During this period, my overall role towards language changed, namely, it resulted in observation of the use of buzzwords/jargon/container content in my personal life. The position in these 'cultures' and how the ethnographies were performed will now be explained.

A. Design Culture

As an industrial design student, I spend a significant amount of time in this culture, which is why the ethnographies here are more interwoven with my everyday activities. The topic of the research was frequently discussed within this group of students and staff. provocations were used to let them reflect on their own use of language. This way, a dialog started about the use of buzzwords/jargon/container content in this specific design culture. These discussions were also used as an observation of the state of mind.

1) Ethnographies

Ethnographies were conducted during group meetings, presentations of designers within the industry and department. The focus was on the use of buzzwords/jargon/container terms and the design context that was talked about. The community where this ethnography was conducted was safe, and it allowed and encouraged experimentation. This allowed for the reflection of the use of said buzzwords. The documentation of student design projects was also analyzed. All of this data was added to the data base. In addition to collecting words and sentences, three semi-structured interviews were conducted

with designers who operate in some way in the field of design and government/university.

2) Probe 1 – Buzzword Bingo

The buzzword bingo was used to start a discussion within a specific design community about transforming practices. This discussion was about the use of buzzwords in our pitches and presentations. This probe was also used in an internal meeting of the Dutch design foundation.

3) Probe 2 – Meeting Word Cloud

The word cloud builder was first tested in a meeting with only design students. At this point, there were still two versions of the: one in which the screen turned red when a buzzword, jargon, or container term was mentioned, and one in which a word cloud was displayed. Both were projected on the big screen in the meeting room. After this, an elaborate discussion was held on the results and the effect of the probe. The probe created an overview of the often-used words and provoked a reaction.

4) Probe 3 – Bullshit Highlighter

The Bullshit Highlighter was used on the on the demoday website of the department of industrial design, and made available to use on the demoday itself. Students could review their own work with this tool. The goal was to let students think critically about how many of these words they use and what it means if for example 70 percent of their sentence consists of buzzwords.

B. Public organization/ government culture

In this culture there already was a previous role, as I was already active in co-determination in two different public organizations - the university and municipality of Eindhoven. However the nature of the meetings made it easier to take on more of an observant role in the ethnographies of these cultures.

1) University Ethnographies

The meetings participated were mainly focused on education and student wellbeing at Eindhoven University of Technology. They consisted mostly of policy workers and secretaries, although sometimes professors from the ID department were also present. The focus of the ethnographies in these meetings was on the language used and the flow of discussion.

2) Municipality ethnographies

For a different project I was placed in several meetings with the municipality of Eindhoven, during these meetings ethnographies were held. Most of the meetings were with public servants but some with more influential people within the municipality namely the mayor. The focus was on the use of language, context, and flow of the meeting. Next to that, multiple informal discussions about language use within the municipality and government, and one conducted semi-structured interview with a public servant were held.

C. ZET

ZET is a foundation/company that works on issues with a social component for a society in which everyone is included and can participate. They are the connecting link between all the parties that contribute to this society and take a consulting role in all of this. ZET was interesting this research because the following reasons; ZET works with a multidisciplinary team, they have designers but also people that studied public administration. They have the multi-disciplinary

communication that this research focuses on both internal and external. They work a lot for governments. Another interesting point is that ZET is currently working on how they profile themselves, which has to do with communication and thus language plays a role in this. My role here was new, so I had to dive in their world.

1) Ethnography of Their Communication

The communication of ZET was observed by conducting conversations with Daniëlle Ramp, a designer working at ZET. These conversations could be seen as expert interviews. In addition to this, their communication to the outside world on the website and internal communication was analyzed and the buzzwords/jargon/container were picked out. A meeting between the company and the province of Brabant was also attended, my role, a fly on the wall. This was an elaborate ethnography where the data was analyzed to find patterns using the design ethnography tool.

2) Use of Probe

A day was spent conducting ethnographies on internal meetings. In these meetings, there was always at least one designer and one person with another background. In addition to observing the meeting itself, the word cloud builder was placed into the meeting. The data set that was loaded into this probe was just Dutch words. These words were based on ethnographies done before and their internal communication (on, for example, their website). The probe was used in two ways: either the participants could see it building on screen, or it only became visible to them in the end. This probe was a way to analyze the meeting but also to see how the participants responded to it being in their meeting.

V. OBSERVATIONS AND FINDINGS

A. What are buzzwords/jargon/container content?

The most frequently asked question was: how did you define what a buzzword/jargon/container content is? The reaction often given to the defined words gave the impression that the people seeing them associate them with a negative meaning. The fact that they defined it as a for example a buzzword meant that the use of the word was judged, or that it meant that the word or sentence always resulted in miscommunication. This was not the case. Found was that the notion of a word like that resulting in miscommunication depends on the context of it being mentioned, or, as Wittgenstein would say, 'In most cases, the meaning of a word is its use'. He explains that what you say matters less than how you say it and the context in which you say it. Words have meaning based on how you use them [16]. For example, the word 'co-creation' can be used when talking with a group of designers with the same educational background; the chance is big that they all have the same idea about what this term means. However, when you mention this term in a meeting with public servants, they might have a completely different idea about what it means. This also connects to what Mol says: words travel through disciplines without transforming [10]. Some words are used in different disciplines, but the meaning is defined differently. This also happens with translation; designers are often taught in the English language, so their terminology is mostly formed in this language. When collaborating with the government, the spoken language is in Dutch, so terms are being translated and can lose their nuance.

In addition to words that can have different meanings, found was that words that might not sound vague on itself but can cause vagueness when used in a sentence. These are words

like value; on its own, it is clear what this means, however when used in a sentence it can cause vagueness. For example, when a company talks about 'we have to create value for our clients', it is unclear what they actually mean.

So, a lot of words are buzzwords but if the use of them is negative or leads to miscommunication depends on its context and use.

B. The Frequency

Frankfurt stated that it is unavoidable for someone to bullshit when they don't really know what they are talking about [6]. From the observations a similar conclusion could be made: the vaguer the topic, the more buzzwords/jargon/container terms are used. This was the case, for example, in the meeting attended with ZET and the province of Brabant. The topic of the meeting was "brede welvaart," which, when translated to English, means "broad prosperity". This concept is already vague, so the language used became even more vague. The higher the complexity of the topic, the harder it is to connect language to it. We want to stay more abstract and use terms to articulate ourselves while not being able to explain what is really meant. Complexity makes it hard to get concrete. I stated that designers are needed when working on complex challenges because they have the ability to visualize and embody complexity. However, designers are also good at staying abstract and using a lot of buzzwords/jargon/container terms. I noticed with the Bullshit Highlighter that, especially with design themes that focus on complex challenges or more speculative design futures, more buzzwords are used. I believe the reason for this has to do with the difficulty of explaining these projects. Another factor that played a role is that the data base for this highlighter was based on ethnographies within the domain of design and government, so more technical buzzwords were lacking.

At a meeting with the Dutch Design Foundation, a teacher in the Industrial Design department used a buzzword bingo card. The provoked discussion was directed to the fact that the type of design they work with can be broken down into a quadrant with a social side and a more practical side. The buzzwords were focused mainly on the social side of this quadrant, which could mean that this type of language is used more in that type of design or that the other two fields were out of scope.

C. Meeting Flow

Another finding was based on the flow of meetings. In more abstract meetings where vision and direction are discussed more, the level of abstraction is high and there are many buzzwords/jargon/container terms used. This is often because the concepts are being explained at the beginning. Towards the middle, it often gets a little more concrete. However, these meetings are often too short and there is often a shortage of time. In the end, decisions need to be made, but this is almost impossible, so the discussion gets more vague again with many buzzwords/jargon/container terms. With more practical meetings, this is different, it is often just a selection of a few words that are said more often throughout the whole meeting. This was the case with the word "participation" within internal meetings at ZET.

D. Reflection on Own Behavior

There was chosen to also conduct an auto-ethnography, paying attention to how my attitude toward language changed because of the research that was conducted. The realization

came that there already was a special relationship with language - this might sound weird, but I actually have an aversion to language. This is because I am dyslexic and language is something I have great difficulty with, both in speaking and writing. This aversion resulted in a special position in the ethnography ; it might have made me more sensitive to detecting buzzwords/jargon/container terms. But being dyslexic also means that it is difficult to do more than one thing at a time, and at one point the obsession with the words became so big that focus on the content was lost, this resulted in not always being able to document the context. Being dyslexic might also make me an extreme character. When thinking of future applications or improvements in the use of language, this is something to consider.

E. Position of Designer in the Government

As the role of designer in the government is still quite young, they take on a certain position in this surrounding. This also connects with the findings of Cindy van den Bremen, who found that the designer has to prove themselves to be worthy in an organization like this. The designer is not just there for facilitating workshops and visualizations; this has an impact on both sides of the communication. Especially the communication with the type of client defined as a 'group that does not see the value of design at all'. Because of this, designers can become insecure [1]. This insecurity makes the designer more likely to use difficult terms to sound smart. However, on the other side, there is not a set safe environment for the designer to ask explanation of terms. This is something that was mentioned by designers that had experience with this in the interviews and discussions. In the ethnography during the meeting with ZET and the province of Brabant, the importance of this attitude was seen. If these questions were not asked, the meeting would have been even more vague.

F. Good Examples

There were some good examples to be found of people who were aware of the context they were speaking in and used language accordingly. For instance, the mayor of Eindhoven used some buzzwords/jargon/container terms but seemed very aware of his audience and chose his words carefully. This, combined with the fact that the tone was set before the meeting started that there would not be spoken in formal language, led to a very productive discussion. The mayor often speaks in examples and anecdotes that are relatable and capture the imagination of his audience. The way he spoke in the meeting of the ethnography was compared to the way he spoke in a more formal setting in the city council, and in this context his language contained more buzzwords/jargon/container terms. This might be because of the formal setting or because he believes that this language conveys a certain level of credibility.

Another good example is to change the way of speaking and tone of voice, an experiment was conducted with a complex piece of text were someone read it out in normal voice intonation and in the style of spoken word. Changing intonation in this way really can give a different feeling towards what someone is saying, getting you more in the story.

There generally was a misconception during conversations that buzzwords, jargon, or container terms are always bad. However, from the ethnographic observations, this is not the case. It is not bad to use these terms as long as they are explained or if you are sure your opponents understand them.

The meaning of the sentence may already be clear without the need for explanation. It works well if you pay attention to the context you are speaking in and adapt your use of language accordingly.

VI. CONCLUSIONS AND IMPLICATIONS FOR FUTURE

As mentioned before, our world is becoming increasingly complex as we enter the transformation economy and begin working more multidisciplinary. This, in combination with the increasing number of connections between people globally, is resulting in our language becoming more intertwined - not just in terms of general language usage, but also in terms of the terminology used in different disciplines. Furthermore, the complexity of the challenges we face is making it difficult for us humans to express ourselves in words, leading us to become more abstract and to use buzzwords/jargon/container terms.

In conclusion, for the dialog between designers and government, this means that due to the complexity of the issues and the relatively new role of designers in this field, designers make use of a substantial number of buzzwords/jargon/container terms. The frequency with which they are used and the extent to which they lead to miscommunication depends on a variety of factors, including the context, flow of the meeting, concreteness of the topic, and the use of examples, embodiment, and visualizations. For the government, the context, meeting flow, and concreteness of the topic are also important factors that determine the use and impact of these words. In addition, the attitude towards design is important. It is crucial to create awareness and openness towards the use of language from both sides, as this connectivity and complexity is likely to continue to grow and, as a result, our language will continue to change and influence each other.

The question then will be, is this something we should want, one more connected and generic language? As Wittgenstein says, the use is the meaning [16], do we foresee a future where we do not pay that much attention to the word itself but more to the use of the word and its context? Or do we need the nuances made to the words when they stay in their context and just have different languages and terminology?

The examples of 'luistertaal' and 'eurolect'[14][5] illustrate these visions. 'Eurolect' can be compared to the universal language, and 'luistertaal' is an example of staying true to your own language to maintain nuance. This attitude created by 'luistertaal' could be beneficial for the dialog between designer and government. The awareness that you both might speak another language and that you might need extra explanation or tools to clarify things. The vision of the eurolect is also interesting, because whether we want it or not, our language will become more connected. Paying attention to and being aware of the context and use of words is something that is necessary.

The tools generated for this research can be used to create this awareness and reflection of the use of our words, the word cloud builder for our speaking and the bullshit highlighter for our writing. They are easily accessible as they are websites and can start the dialog within organizations.

A great opportunity for artificial intelligence (AI) can be foreseen, it could help us to not only simplify text to make it more understandable, but also to help us grasp this complexity. As mentioned before, the more complexity there is, the more we rely on buzzwords/jargon/container terms and

the more abstract we become. Our minds cannot always grasp this complexity, so in addition to using embodiment, visualization, examples, and change of voice intonation, AI could help us understand the complexity that we cannot handle as human beings. Maybe AI will be this universal language, and maybe AI could even take into account the context of our language. I am now aware that I am using AI as a buzzword.

VII. LIMITATIONS

The research work described in this paper was bound to certain limitations that I wish to address. Firstly, the research was conducted over the course of one semester, which may not be enough time for an ethnographic study. This meant that the ethnographies were conducted by me alone, which limited the perspective of only a personal view. Additionally, I already had a certain position in some of the cases, which might have affected the point of view.

Secondly, the meetings that were attended sometimes required me active participation, which resulted in incomplete ethnographies.

Thirdly, the interviews and conversations held had some structure but not enough to make them comparable to each other.

Fourthly, the probes were not yet placed in the surroundings of only the government or public organization; their reaction would probably be different than that from a designer. The same counts for an actual intervention in a meeting with government and designer. This could be something for future research into the possible solutions.

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