week
05

Ambient Media

At the periphery of our awareness

Lecture Outline

- Peripheral Awareness
- Ambient Media
- Signs and Representational Fidelity

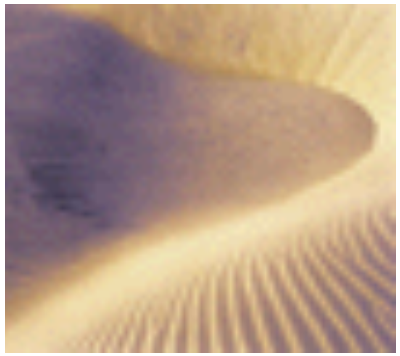
Peripheral Awareness

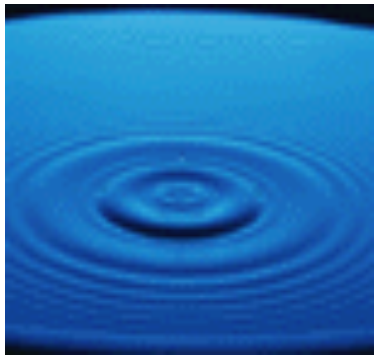
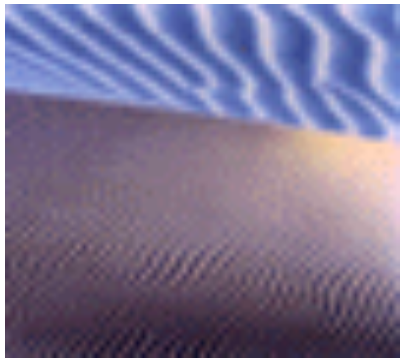
What we are attuned to without attending to explicitly

[Weiser, 1995]

www.chromasia.com

www.brainsinchains.com



Locatedness: Calm Technology

We are connected effortlessly to a myriad of familiar details of the world around us.

[Weiser, 1995]

Calm Technology

Engages both the center and the periphery of our attention, and moves back and forth between the two.

[Weiser, 1995]

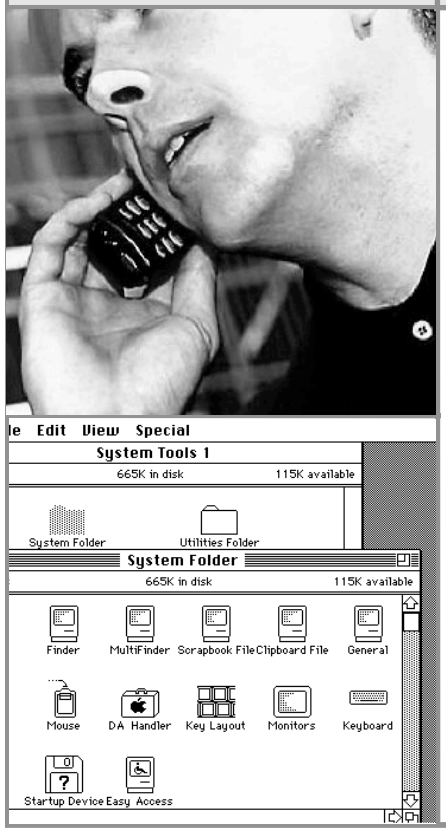
Live Wire

[Jeremijenko , 1995]

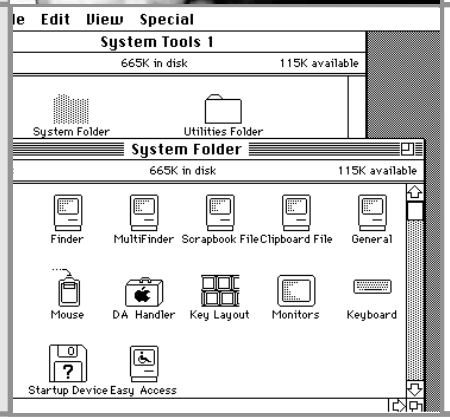
Tasks in Foreground and Background

[Buxton, 1995]

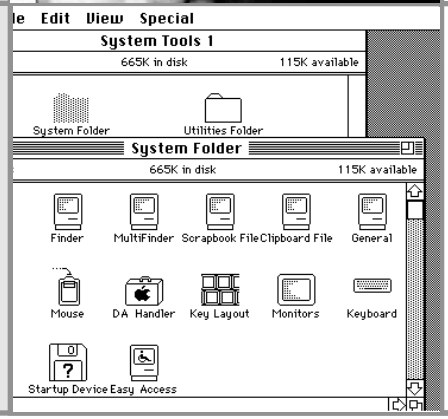
[Buxton, 1995]

FOREGROUND	BACKGROUND
bursty	persistent
	

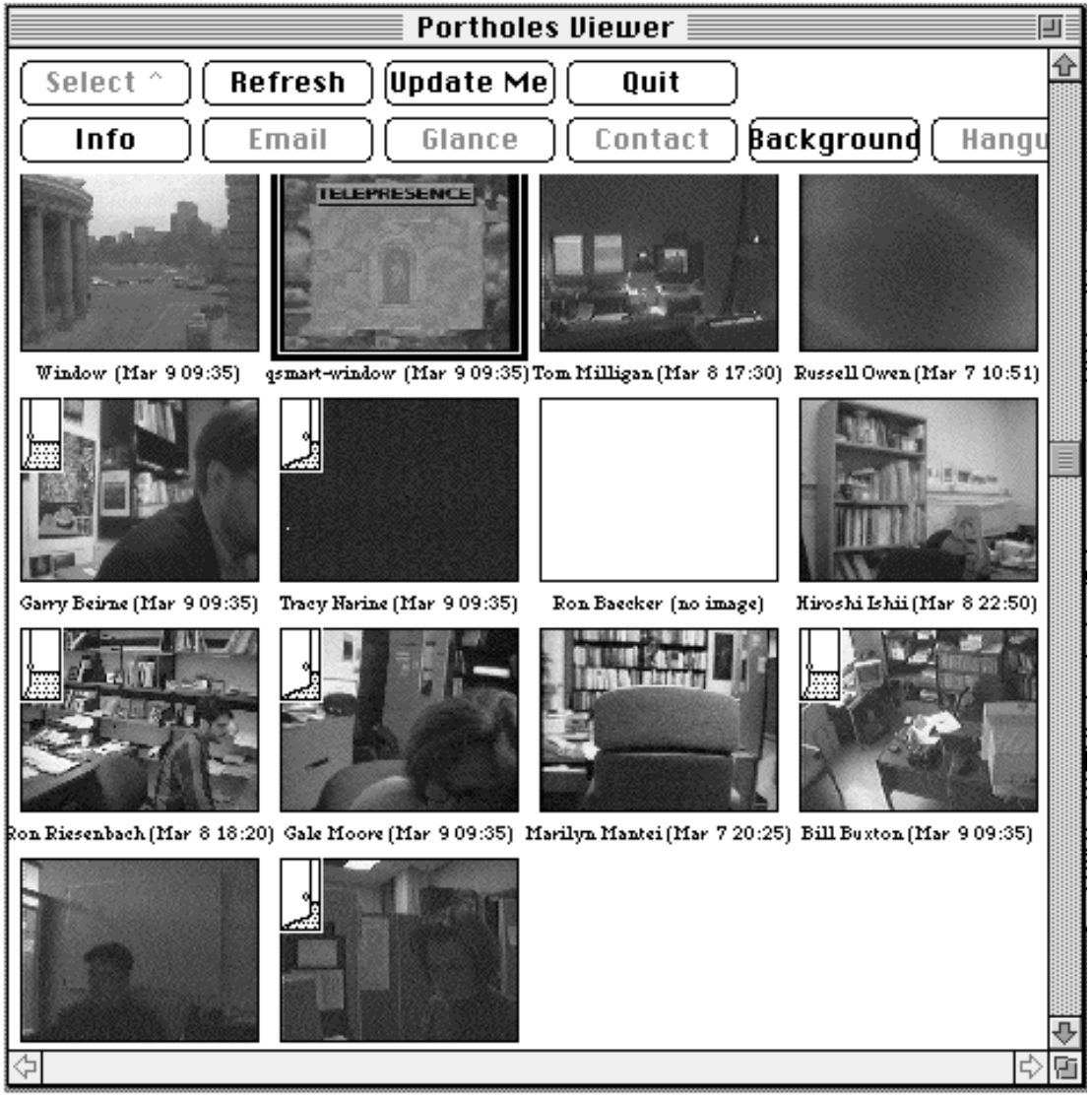
[Buxton, 1995]

Object of Communication	FOREGROUND bursty	BACKGROUND persistent
HUMAN-HUMAN		
HUMAN-COMPUTER		

[Buxton, 1995]

Object of Communication	FOREGROUND bursty	BACKGROUND persistent
HUMAN-HUMAN		“Portholes”
HUMAN-COMPUTER		

[Dourish & Bly, 1992]



[Buxton, 1995]

Object of Communication	FOREGROUND bursty	BACKGROUND persistent
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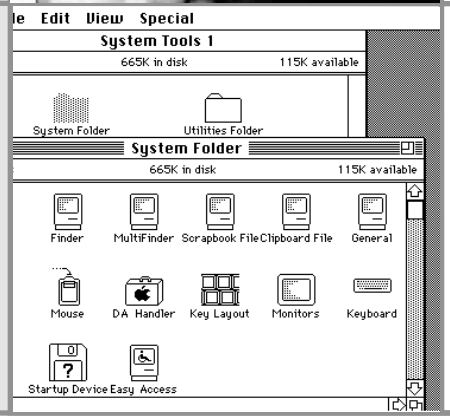
HUMAN-COMPUTER		smart house technology

Foreground and background

Calm technology engages both the center and the periphery of our attention, and moves back and forth between the two. [Weiser, 1995]

Activity Theory

Hierarchical Structure

Activity Theory

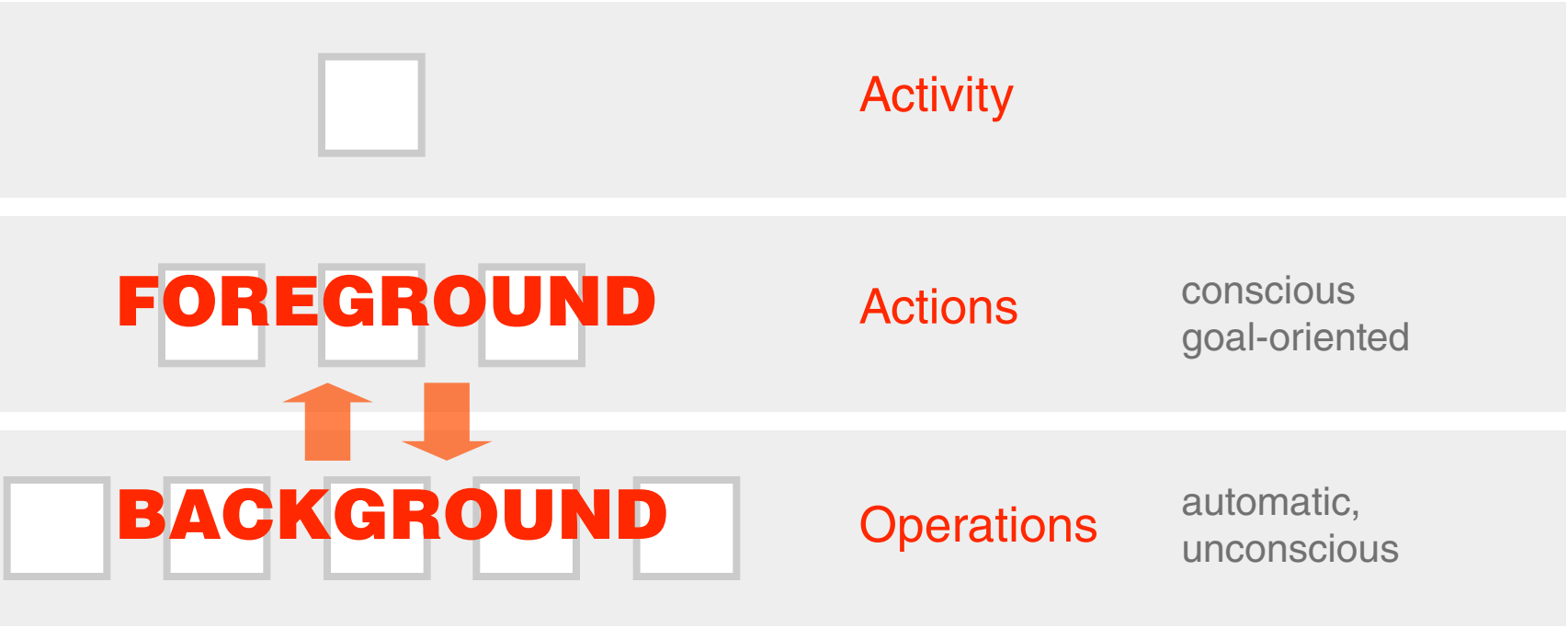
Hierarchical Structure

Example

Activity Theory

Hierarchical Structure

Foreground and background in calm computing



Ambient Media

Ambient Media

Information conveyed via calm changes in the environment so that users are more able to focus on their primary tasks while staying aware of non-critical but important information that affects them.

[Pousman & Stasko, 2006]

Pinwheels: wind of bits

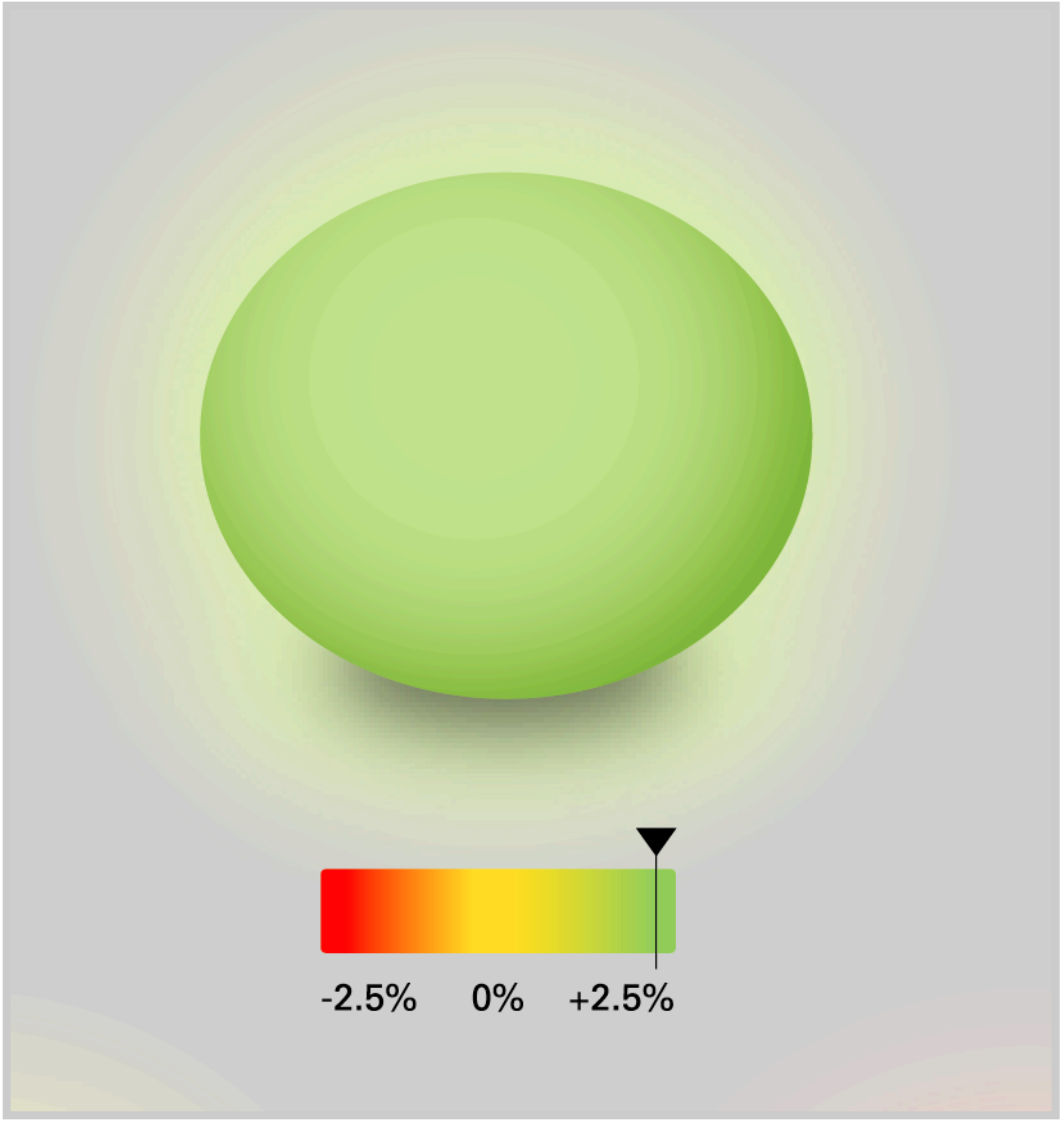
[Ishii et al., 1997]

ambientROOM

[Ishii et al., 1997]

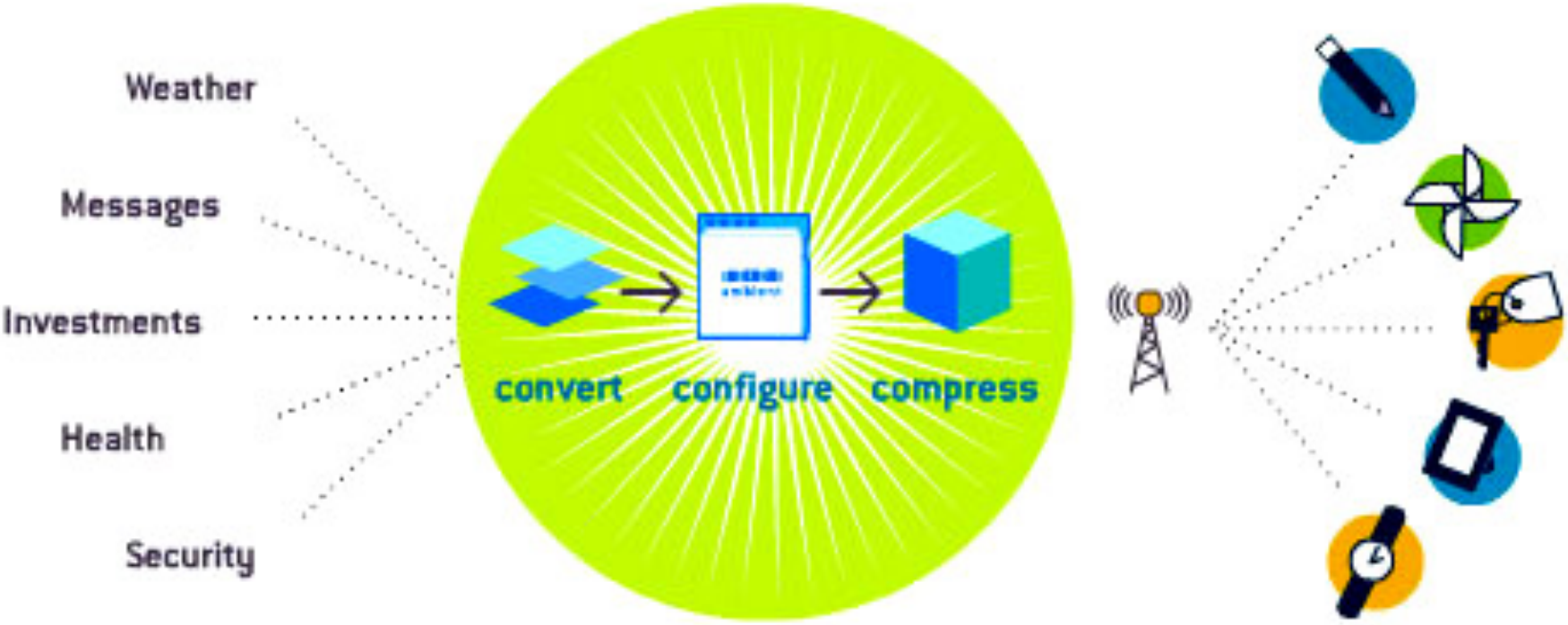
Orb

[Ambient Devices]



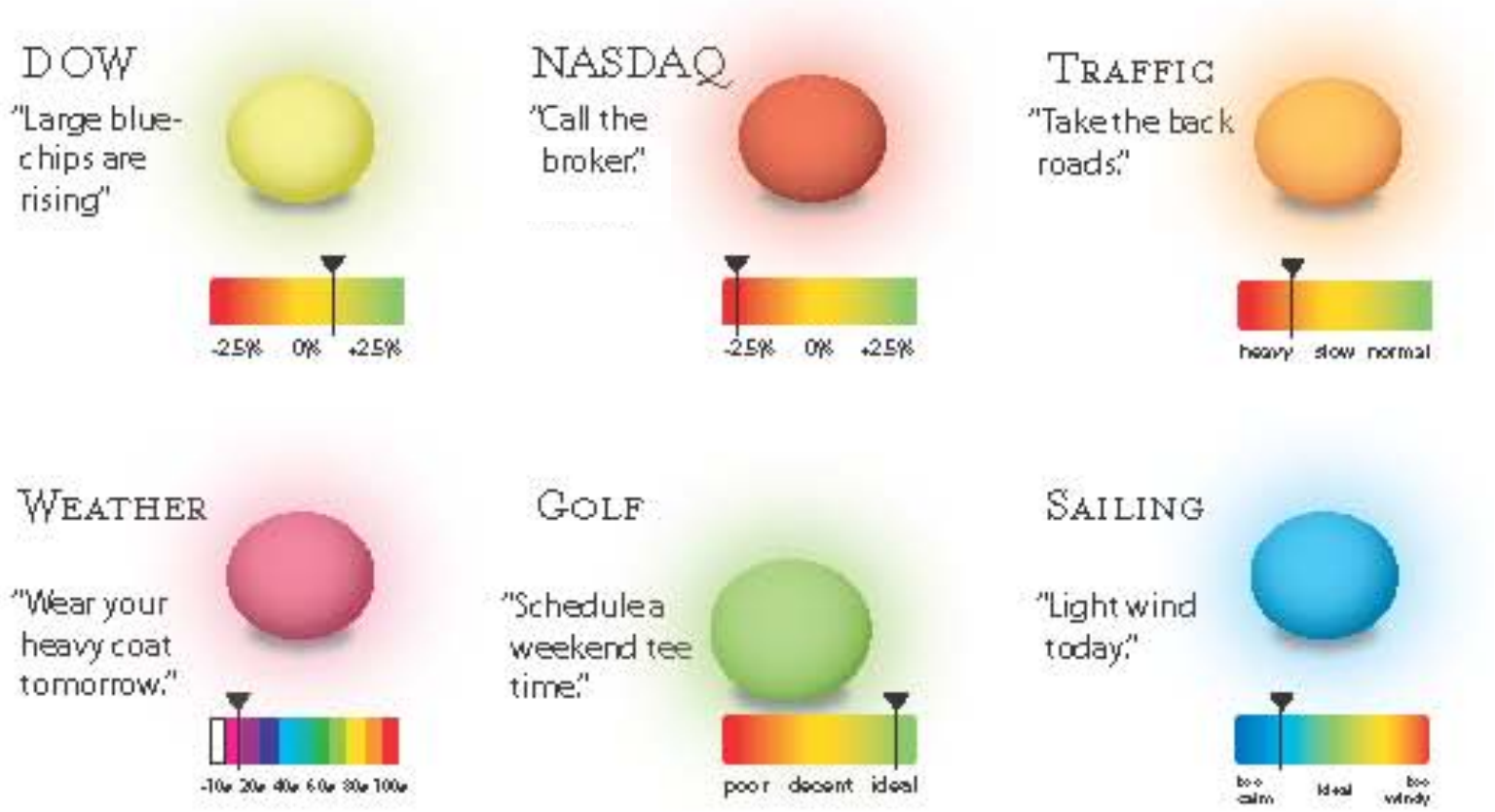
Orb

[Ambient Devices]



Orb

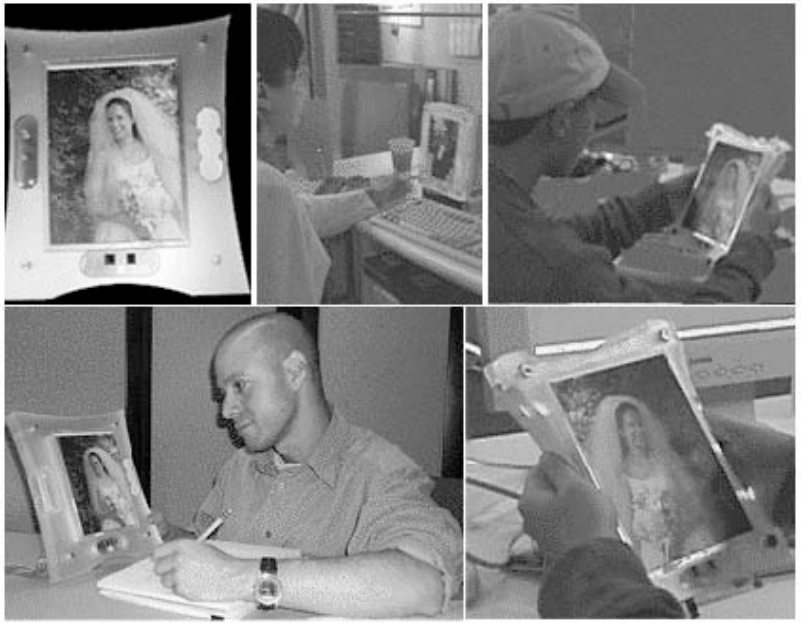
[Ambient Devices]



Remember your color mixer lab assignment?

LumiTouch

[Chang, Resner et al., 2001]



iCom

[Agamanolis , 2003]

Ambient Media: Design Principles

1. Display important but not critical information
2. Can move from the periphery to the focus of attention and back again
3. Focus on physical representation in the environment
4. Provide subtle changes to reflect updates in information (should not be distracting)
5. Are aesthetically pleasing and environmentally appropriate

[Pousman & Stasko, 2006]

Representational Fidelity and Signs

Representational Fidelity

How the data from the world is encoded into patterns, pictures, words, or sounds.

[Pousman & Stasko, 2006]

Sign

Sign [Peirce 1931-58]

Signified

The physical thing or idea that the sign stands for.

Signifier

The representation of the object, which could be a word, a picture, or a sound.

Sense

The understanding that an observer gets from seeing or experiencing either the signified or its signifier.

Sign [Peirce 1931-58]

Signified

The physical thing or idea that the sign stands for.

Signifier

The representation of the object, which could be a word, a picture, or a sound.

Sense

The understanding that an observer gets from seeing or experiencing either the signified or its signifier.

Warm, hot, burn, bright, dangerous, etc.

Types of Signs

- **Iconic**
- **Symbolic**
- **Indexical**

[Peirce 1931-58]

Iconic Signs

Signs that “resemble” or “look like” that to which they refer to.
A preference for “visual resemblance” over all other possible sorts resemblance.

Iconic signs

Drawings and caricatures

Iconic signs

Imitative gestures and metaphors

Symbolic Signs

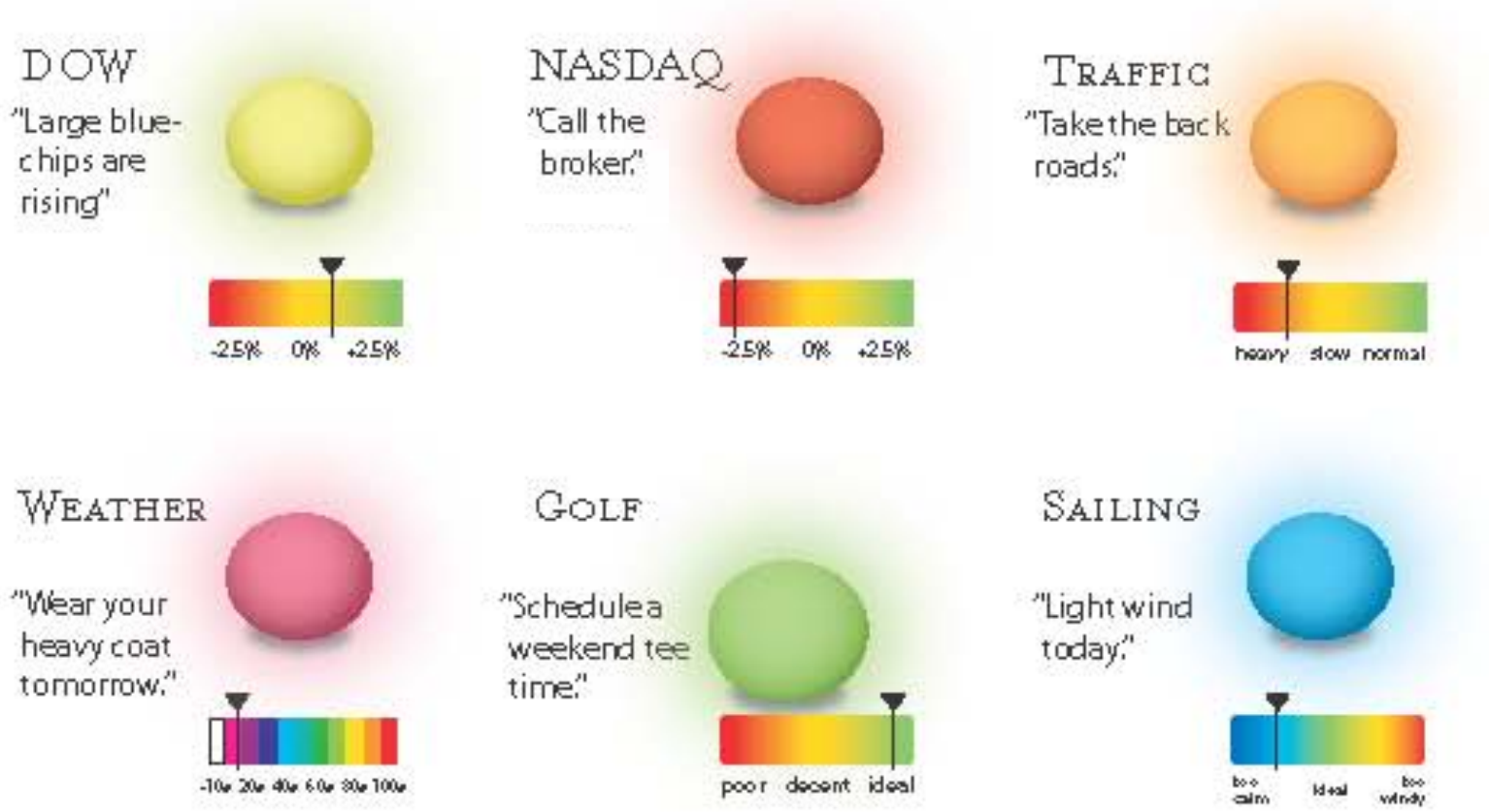
Based on code or rule-following conventions.
Fundamentally arbitrary, so the relationship must be learned.

Symbolic Signs

Language characters, numbers

Symbolic Signs

Abstract visual representations



Indexical Signs

Directly connected to the signified (physically or causally).
The link can be observed or inferred.

Indexical Signs

Natural signs

Jason Courtney http://www.perdador.com/f6update/Oc3.html

Indexical Signs

Measuring instruments (weathercock, thermometer, clock)

Indexical Signs

Measuring instruments (weathercock, thermometer, clock)

Indexical Signs
Signals
TIP
TRANSPORT INTERNATIONAL POOL
GEORGE BRAZIL
Plumbing · Heating
Air Conditioning
SERVING YOUR COMMUNITY
24 HRS. A DAY
DODGE

Indexical Signs

Recordings (a photograph, a film, video or television shot, an audio-recorded voice), maps, photos.

Signs in Context of Use

to represent “snow flake” == **Iconic**

to represent “cold weather” == **Indexical**

to represent “GO for ski” == **Symbolic**

ICONIC	SYMBOLIC	INDEXICAL
Resembling or imitating the signified	Arbitrary, rule-following, must be learned	Not arbitrary and is directly connected to the signified

	ICONIC Resembling or imitating the signified	SYMBOLIC Arbitrary, rule-following, must be learned	INDEXICAL Not arbitrary and is directly connected to the signified
VISUAL			
AUDITORY			
TACTILE			

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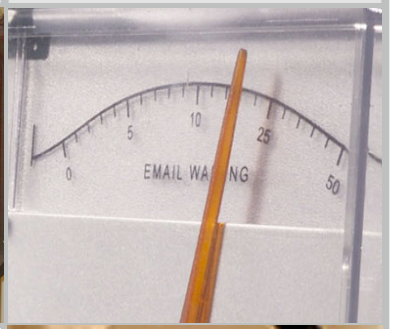
VISUAL			
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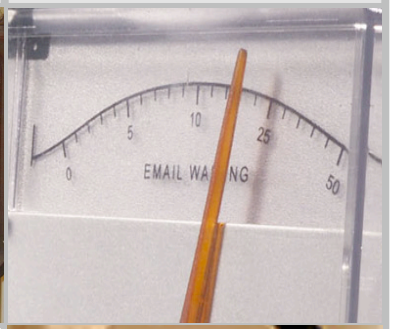
VISUAL			
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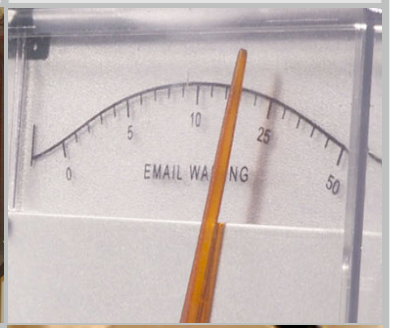
VISUAL			
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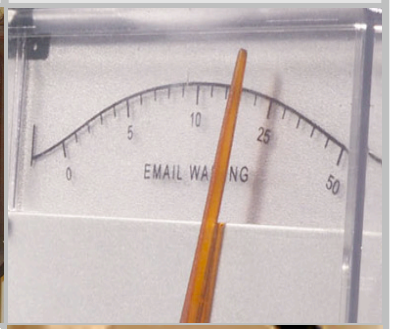
VISUAL			
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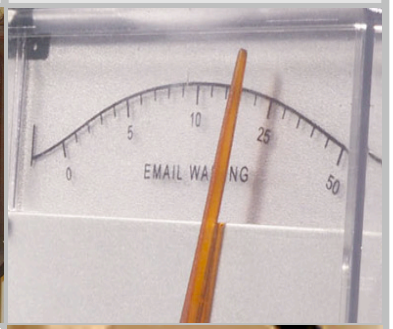
VISUAL			
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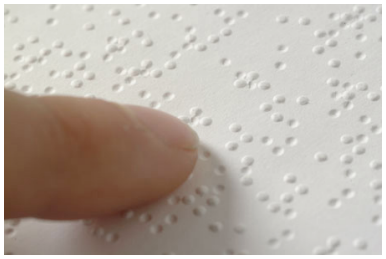

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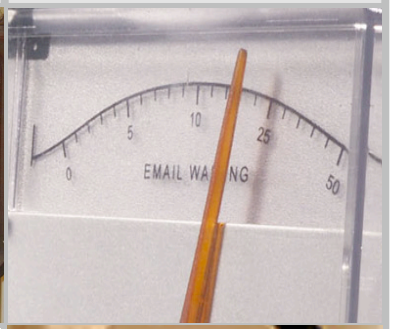
VISUAL			
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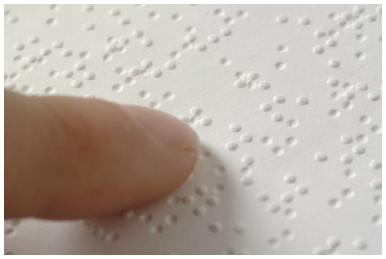

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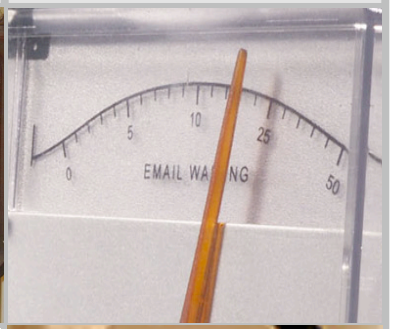
VISUAL			
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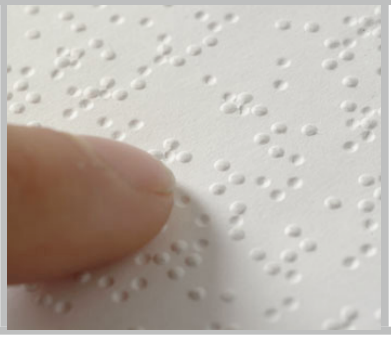
TACTILE			

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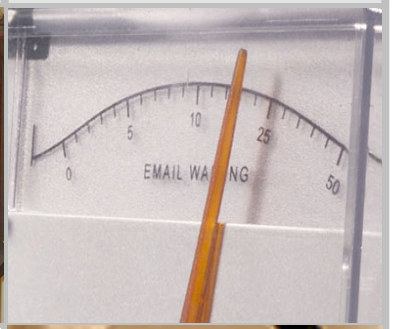
VISUAL			
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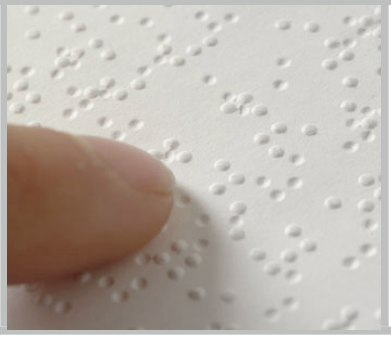
TACTILE			

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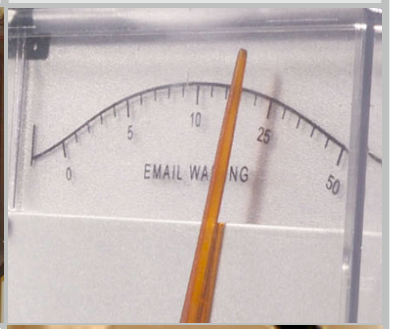
VISUAL			
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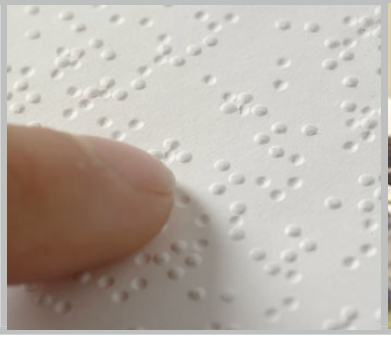
TACTILE			

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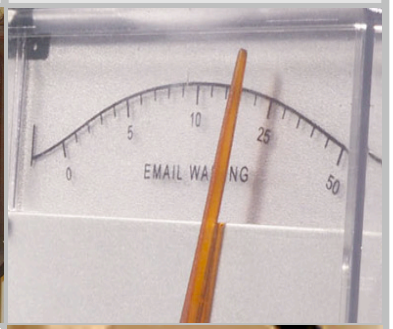
VISUAL			
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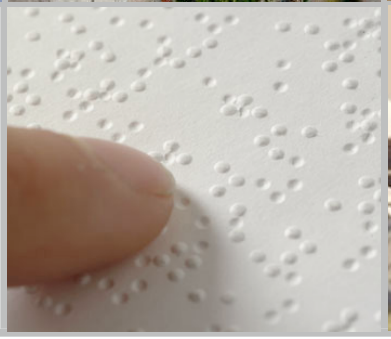
TACTILE			

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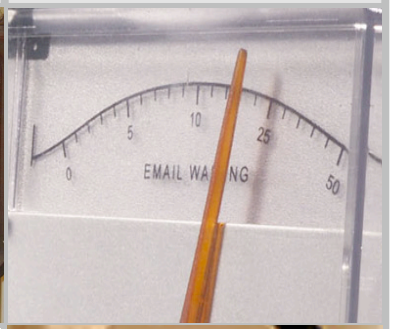
VISUAL			
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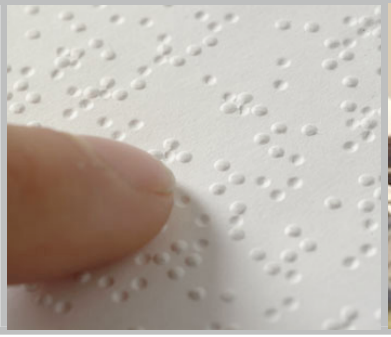
TACTILE			

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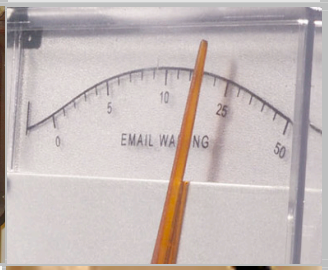
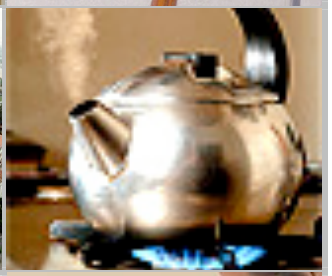
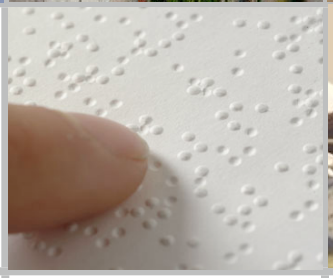
VISUAL			
AUDITORY			
TACTILE			
OLFACTORY			
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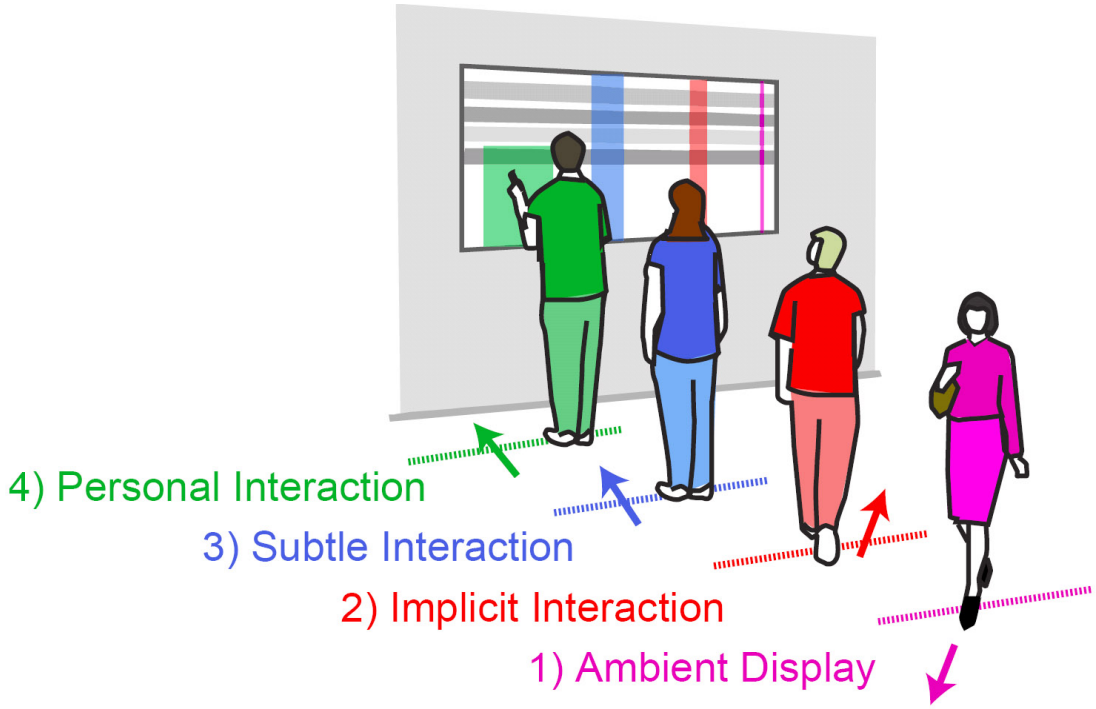
Beyond ambient displays

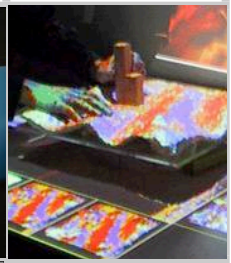
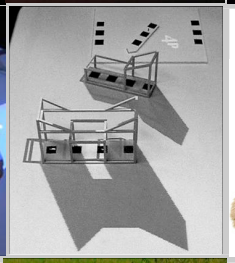
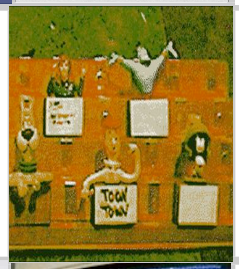
Ambient "input methods"

Presence and activity sensors
Gestural input
Tangible interfaces

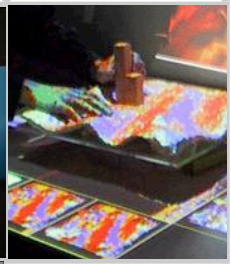
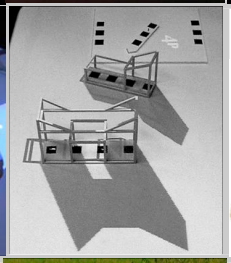
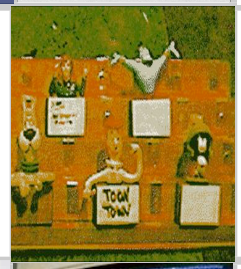
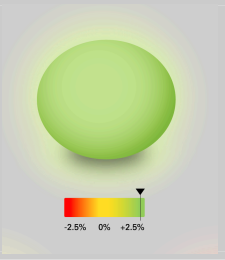
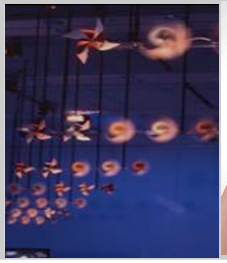
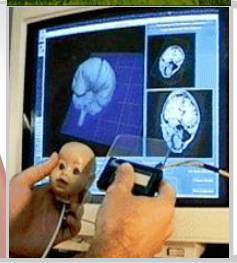


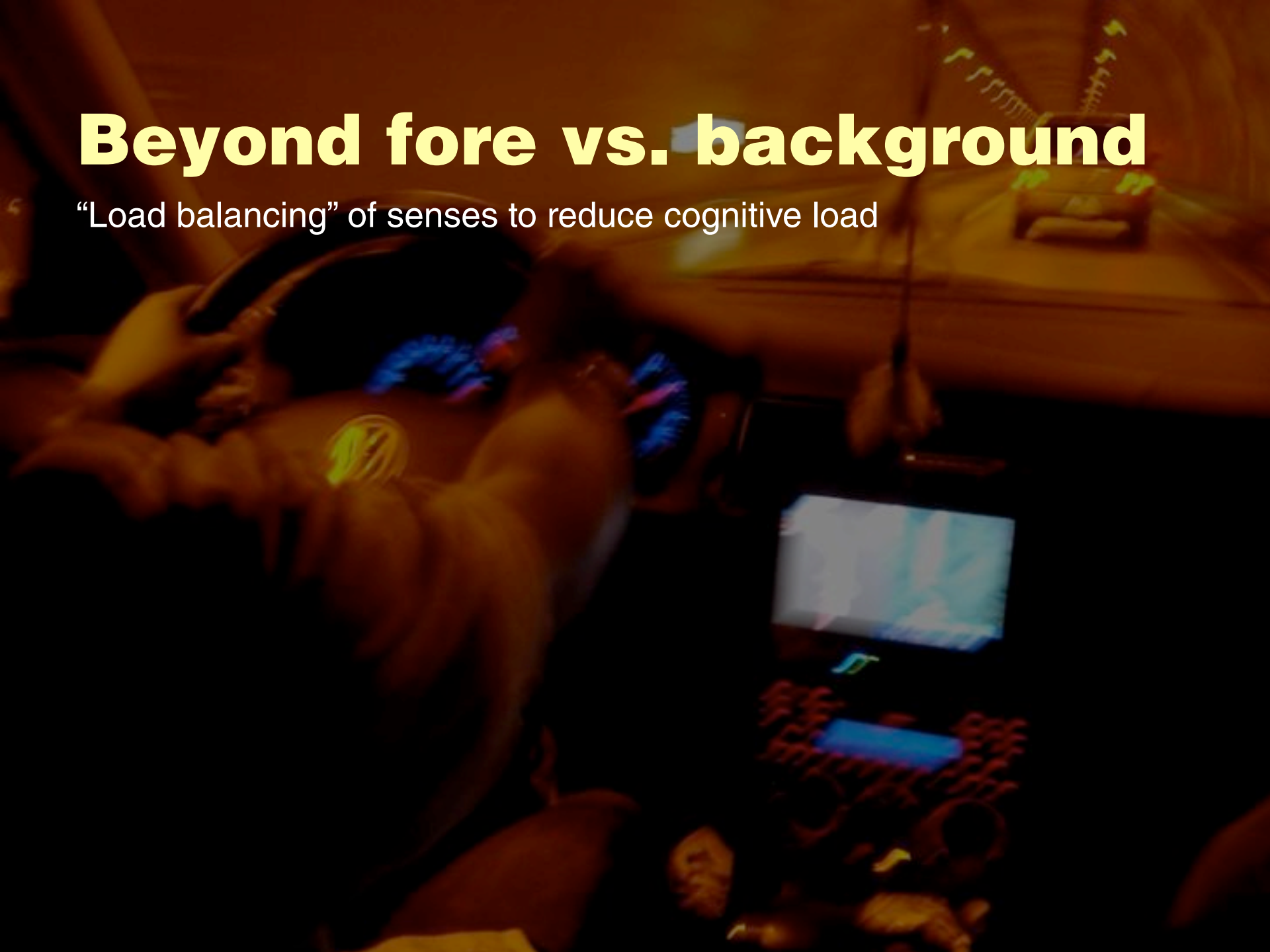
[Vogel & Balakrishnan, 2004]

Ambient Media?

Embodiment \ Metaphor	None	Noun	Verb	Noun and Verb	Full
Full					
Nearby					
Environ-ment					
Distant					

Ambient Media?

Embodiment \ Metaphor	None	Noun	Verb	Noun and Verb	Full
Full					
Nearby					
Environ-ment					
Distant					



Beyond fore vs. background

"Load balancing" of senses to reduce cognitive load

Assignments due this week

- Midterm project proposal due today Tuesday Sep 23
- Potentiometer lab due Wednesday Sep 24

For this Thursday

- Sensor 2: Force sensitive resistors and photocells
- Arduino as an interface board: Processing
- Read Intro to Processing at **processing.org**

Announcement

Design Futures lecture series
Wednesday September 24
6:00 - 7:30 pm at BCNM Commons (340 Moffitt)

Jennifer Bove, HUGE
Ben Fullerton, IDEO

'We'll Always Have Paris': What Makes a Memorable Service Experience?

Jennifer Bove and Ben Fullerton will explore what it takes to design services that keep people coming back for more. They will probe the dynamics of this subject, considering along the way other curious questions, such as: why do people get excited about intangible services in the same way they lust after the latest shiny lump of plastic?

Thanks!