



PREPARING THE FUTURE OF THE LAB-MAPPING

Posted by Priscilla on Sunday November 29th 2009 at 00:03



TAGS

[social design](#) (2)
[social media](#) (3)
[Test 1](#) (1)

ARCHIVES

[November 2009](#)

Social Spaces

public space
social design
social media

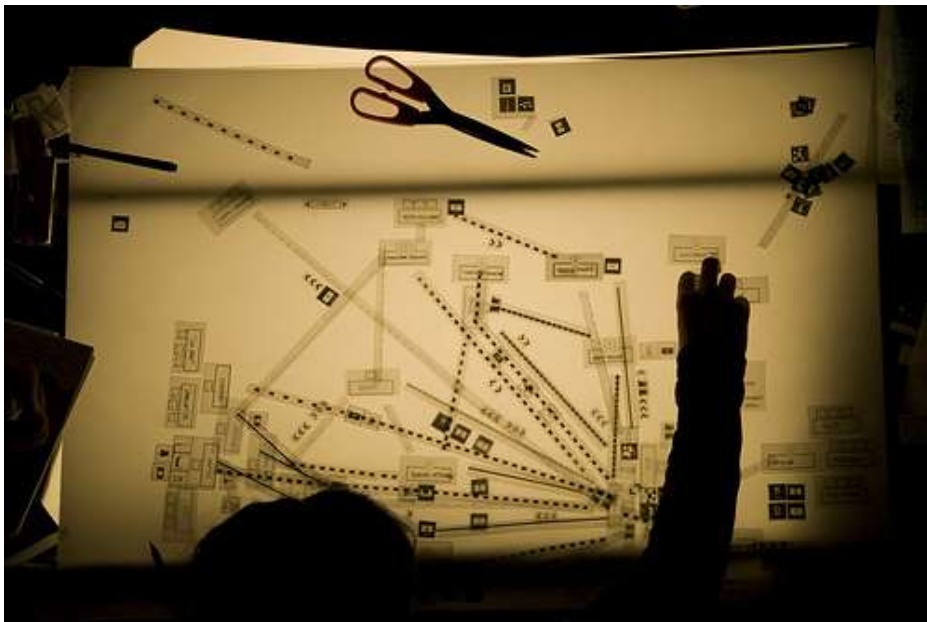
exploration
social potential of art,
media and design in
networked world, in
variety of spaces

Social media

communities
social networks
interaction design
internet of things

Fundamental and applied research

researchers and partners from social, public, cultural, technological and mediasector



intensive cross-disciplinary research processes that lead to **innovation** of concept of social media for which industry/working field can't find the time/resources

questions related to social media

what are the **traits** of social media?

problems of social media

how we **train design researchers/students** to create social media for specific contexts

What are social media?



- Robert Scoble
- When I say “social media” **or “new media”** I’m talking about **Internet** media that have the ability to interact with it in some way.

What are social media?

- Wikipedia I (February 2007)
- Social media describes the **online tools, platforms** and practices that people use to share opinions, insights, experiences, and perspectives with each other. Social media can take many different forms, including text, images, audio, and video. Popular social mediums include **blogs, message boards, podcasts, wikis, and vlogs.**



WIKIPEDIA
The Free Encyclopedia

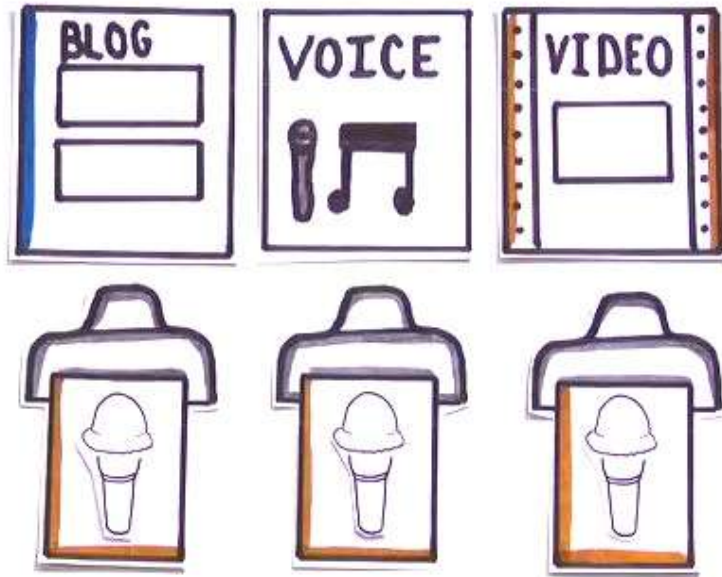
What are social media?

- Wikipedia II (February 2007)
- Social media is a **shift** in how people discover, read and share news, information and content; (...) [it] is the **democratization** of information, transforming people from content readers into publishers



WIKIPEDIA
The Free Encyclopedia

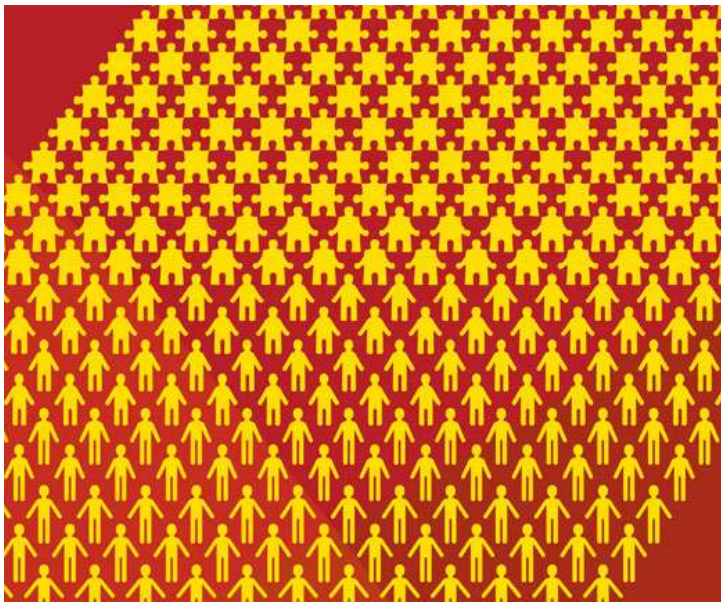
What are social media?



- Social Media (in Plain English – Lee Lefever)
 - Today, **everyone has a chance** to make their own flavors, thanks to free tools like blogs, podcasts, and video sharing. Plus, we now have new ways for real people to play a role in providing feedback, organization and promotion. Whether you're a big established company, an individual with loyal fans, or simply someone with ideas and opinions, social media means new ways to create and communicate with people who care.

What are social media?

WIRED

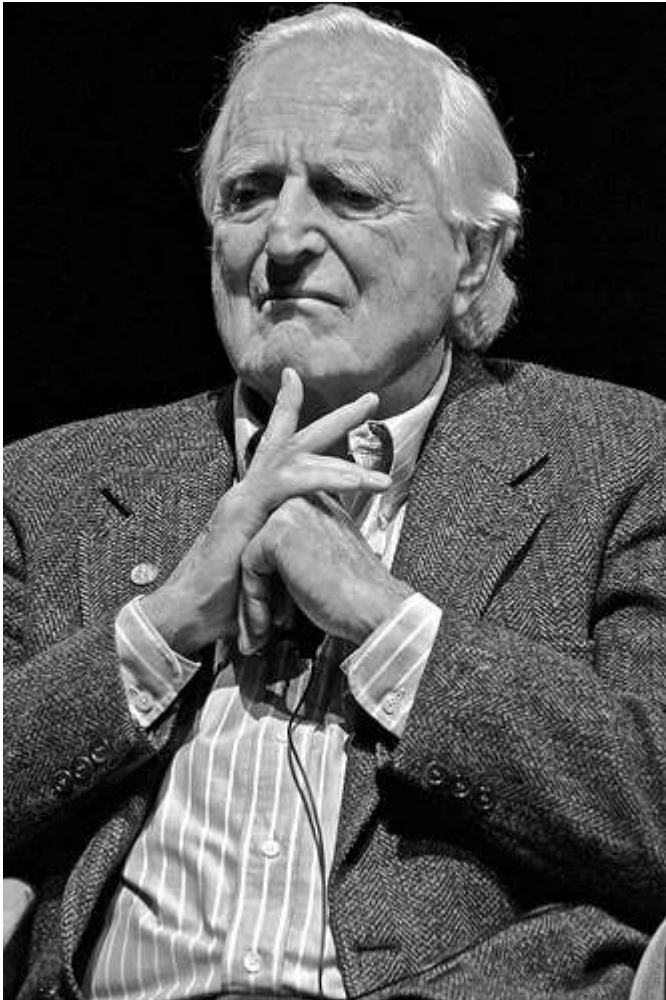


- Kevin Kelly – Wired
 - **The New Socialism**
- We should “never underestimate the power of tools to reshape our minds”. With each passing day, social media is fusing our hearts and minds together in a powerful, shared experience to create a collective consciousness that redefines our lives as individuals and marketers, and serves as a powerful signpost for our future in **a global community**

What are social media?

- According to Kevin Kelly, Stowe Boyd, Lee Lefever, Wikipedia & Robert Scoble
 - Social Media are
 - Something new
 - Linked to new media and internet more specific
 - A radical shift with the past
 - More open than traditional media
 - And thus disruptive
 - Will even create a better world, more global world and a shared consciousness

What are social media?



- Internet History
 - Douglas Engelbart
 - (Invented the mouse)
- "I didn't see the computer as something to help us do what we already did, but to go beyond that." The result, he said, would be an exponential increase in what he calls an organization's "collective I.Q.," which would in turn supercharge a group's ability to improve itself over time.

What are social media?



Judith Donath – MIT – Sociable Media Group

Media that enhance communication and the formation of social ties among people

Design Sociable Media (Donath)

- Rythm
- Format
- Ephemeral or persistent
 - Identification
 - Bandwidth
- Galloway, Kit; Rabinowitz, Sherrie – «Hole in Space» (1980)

Problems with promises of social media?

- Social = ego
- Our Media? Their Media.

Problems with promises of social media?



- Social = Ego
- Social media are extremely self-referential
- The spreading of the I is more important than the WE



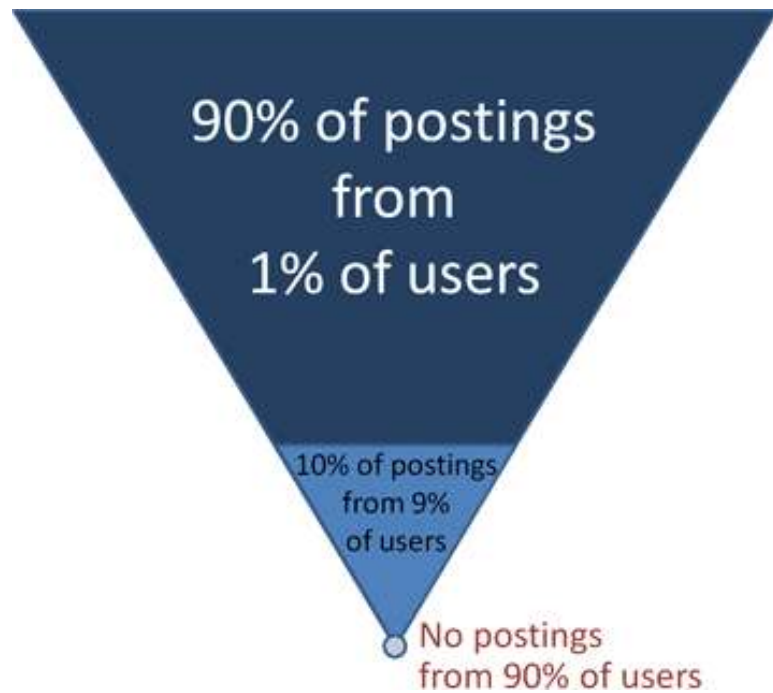
TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

Problems with promises of social media?



- We-idea contrasts with...
 - Participation Inequality (Nielsen)
 - MySpace: testing a lite version for those countries which aren't that interesting for ads (but chew up quite some bandwidth)
 - Geographical differences

Problems with promises of social media?

- Our Media? Their media
 - Ownership?
- Who owns what we create, tag, link, share, like/dislike,...?
 - Who owns our friend list? Network?

- You hereby grant Facebook an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to (a) use, copy, publish, stream, store, retain, publicly perform or display, transmit, scan, reformat, modify, edit, frame, translate, excerpt, adapt, create derivative works and distribute (through multiple tiers), any User Content you (i) **Post on or in connection with the Facebook Service** or the promotion thereof subject only to your privacy settings....
- You may remove your User Content from the Site at any time. **If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content.**

Facebook Terms of Service – February 2009
(after huge protest – new TOS)

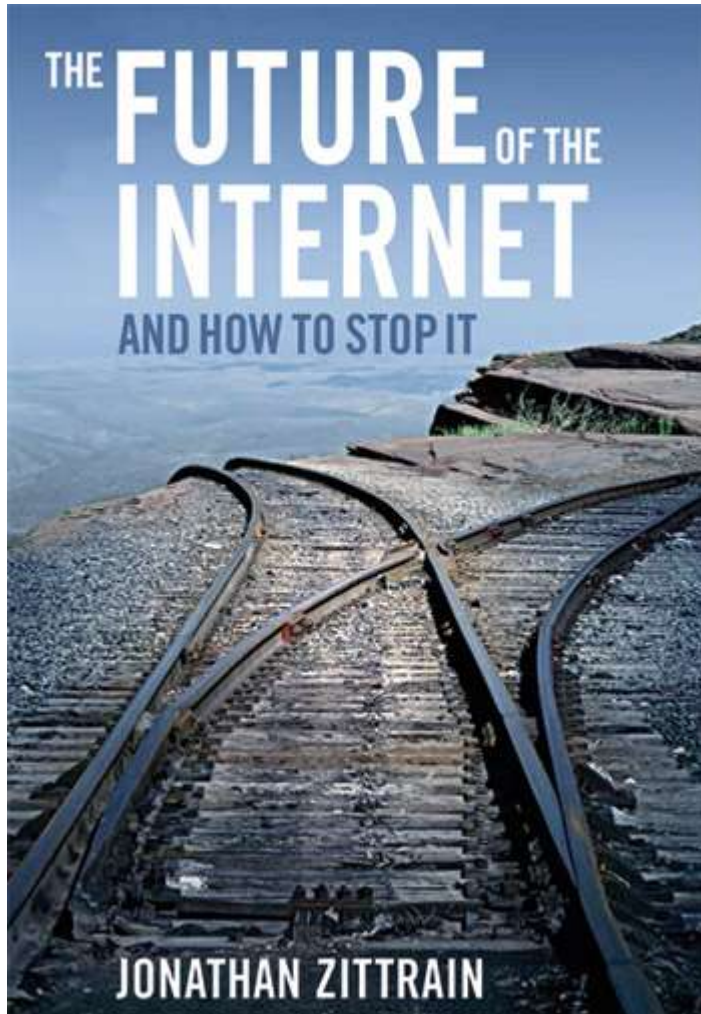
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Problems with promises of social media?



- Geert Lovink
 - Tag, Connect, Friend, Link, Share, Tweet. These are not terms that signal any form of collective intelligence, creativity or networked socialism. They are directives from the Central Software Committee. [...] If you're not an interesting individual, your participation is not really interesting. Data clouds, after all, are clouds: they fade away.
 - Better social networks are organized networks involving better individuals – it's your responsibility, it's your time. What is needed is an invention of social network software where everybody is a concept designer. Let's kill the click and unleash a thousand million tiny tinkerers!"

Problems with promises of social media?



- Zittrain

- The only way to reach a new innovative cycle is to help users understand how media works and to give tools to participate in the platforms and with the tools they use

our answer through method of social design

= design that includes end-users as full participants in software and hardware computer products and computer-based activities
(Greenbaum & Kyng, 1991; Muller & Kuhn, 1993)

social design enables people to become 'tinkerers'



Pauzeren en hervatten van een filmclip d.m.v. de letter "P" te tekenen?

- in participatory and new media cultures **appropriation** is main way of "using" stuff
- people exchange, adapt,...faster then before
- organisations, designers,... never know who their public/users/... will be and how their 'products' will be mis-used
- => **social design** = estimate potential design, after the professional design process (Pelle Ehn)

use hybrid work forms and tools



new awareness of possibilities on
border of disciplines!

in the internet diverse objects and
humans together create...

... **social objects**

= images/sounds,... (like those
from YouTube) that are
massively produced, shared,
distributed or adapted between
people, grassroots communities
and professional organisations
(Zijlstra, 2007)

1. social research

Social research

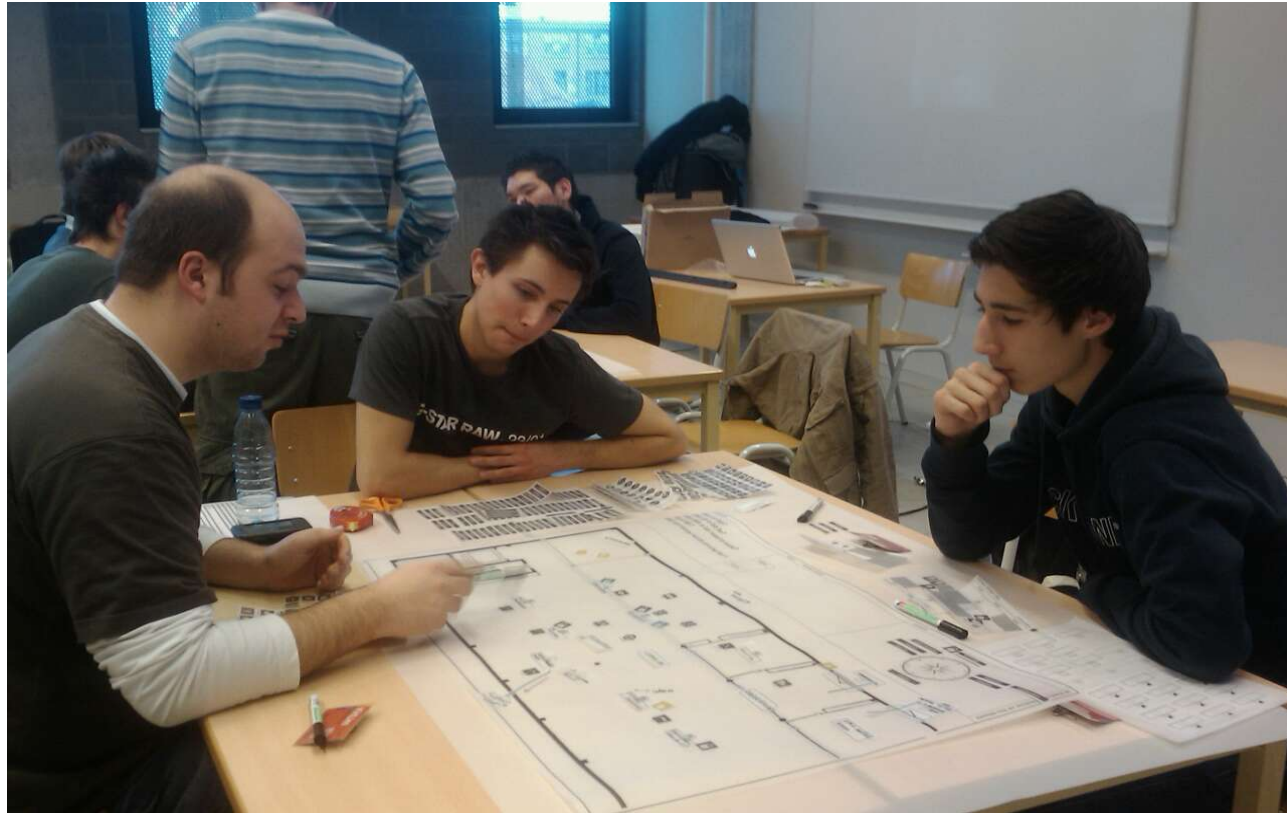
before designing social media...

explore virtual, architectural neighbourhood

identify (potential) community for new media application

use (in)tangible elements in space as starting points to design interactions: mailbox, twitter, past events, monuments, an old tree,...

interface-our-space



social research: let people speak for themselves



2. Interaction design: new media as engaging tools!

Interaction design

technology:

location aware technology

imaginative technology

software

interface design

location aware technologie, match content, location

mobile phone networks

GPS

WiFi: Wireless Fidelity, inside and outside

Bluetooth: short distances (1M bit/sec)

RFID: objects with small unique radio frequency tags that send out identity and place to placed readers

QR code: coded weblink





LIVING SPACES

Living Spaces is a European (EFRO) research project working towards a hybrid system that integrates multi-touch, web, computer vision and RFID technologies to facilitate creative and cross-disciplinary participatory processes.

for more information visit:
interface-our-space.be

MDA: Liesbeth Huybrechts, Thomas Laureyssens, Priscilla Machils, Jon Stam | EDM: Dr. Philippe Bekaert, Johannes Taelman | Z33



I²OK



...interaction design with people

interaction design =
complex

therefore engage
actors to participate
also in
technology/interaction!

Neighbourhood
Networks Project,
Intel



imaginative media

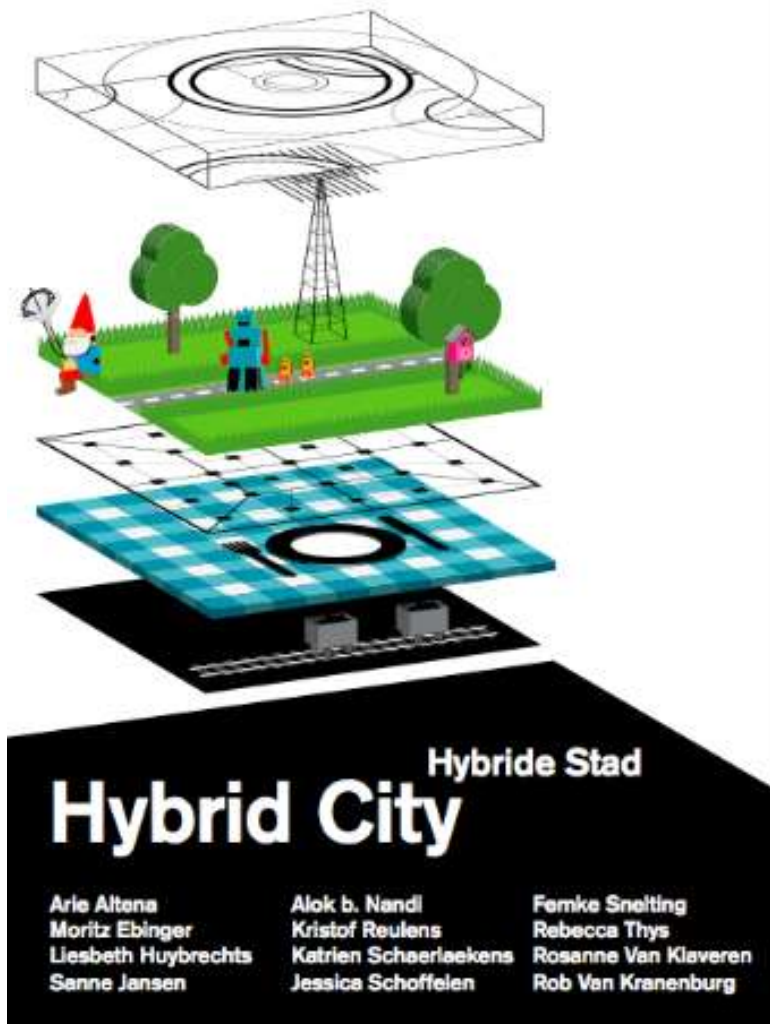
imaginative media as trigger for different scenarios

- **Play, with structures of the system, form them into alternative structures** (Zimmerman in Wardrip-Fruin & Harrigan, p. 159)
 - **How?**

“imaginative” social media?

- “Without artistic vision stuff tends to asymptote to commodity. Lesson for corporations: If there isn't a little art in what you do, the kids will wander off to somebody else's sneakers. (...) Art and society are strange and perfect twins”
(Gold, 2008, p. 15).

change actors: Things speak



- 'internet of things': web pages are extended with addressable objects or living creatures, like chairs, cars, people or dogs (Perez, 2005)



KBTR PLATFORM

Registreren

Hoe werkt KBTR?

Upload media

Wie zijn de kabouters?

Welkom op het KBTR Platform.

Dit platform biedt de mogelijkheid om het nieuws met anderen op een nieuwe manier te delen.

Rechts ziet u een plannetje met alle plaatsen waar je nieuws over kan vinden. Neem een kijkje hoe het allemaal in zijn werk gaat, daarna kan je je eenvoudig registreren waarna je je eigen nieuwtjes de wijde wereld kan insturen.

A screenshot of a Google Maps interface. At the top right, there are three tabs: 'Kaart', 'Sat', and 'Terr.'. Below these are navigation controls: a vertical stack of arrows (up, left, right, down) and a vertical stack of zoom controls (+, -). The main content area shows a location titled 'Molenpark Genk' with the text 'Op 18 dec, 2007 voor het laatst bijgewerkt door Jan'. Below the title is a grid of 12 small thumbnail images. At the bottom of the map area, there is a yellow highlighted route and a blue arrow pointing right. Text below the map reads 'Routebeschrijving: [Hier naartoe](#) - [Hier vandaan](#) [In de buurt zoeken](#)'. At the very bottom, it says 'POWERED BY Google' and 'Kaartgegevens ©2009 Tele Atlas - [gebruiksvoorwaarden](#)'.

↑

← →

↓

+

-

Kaart Sat Terr.

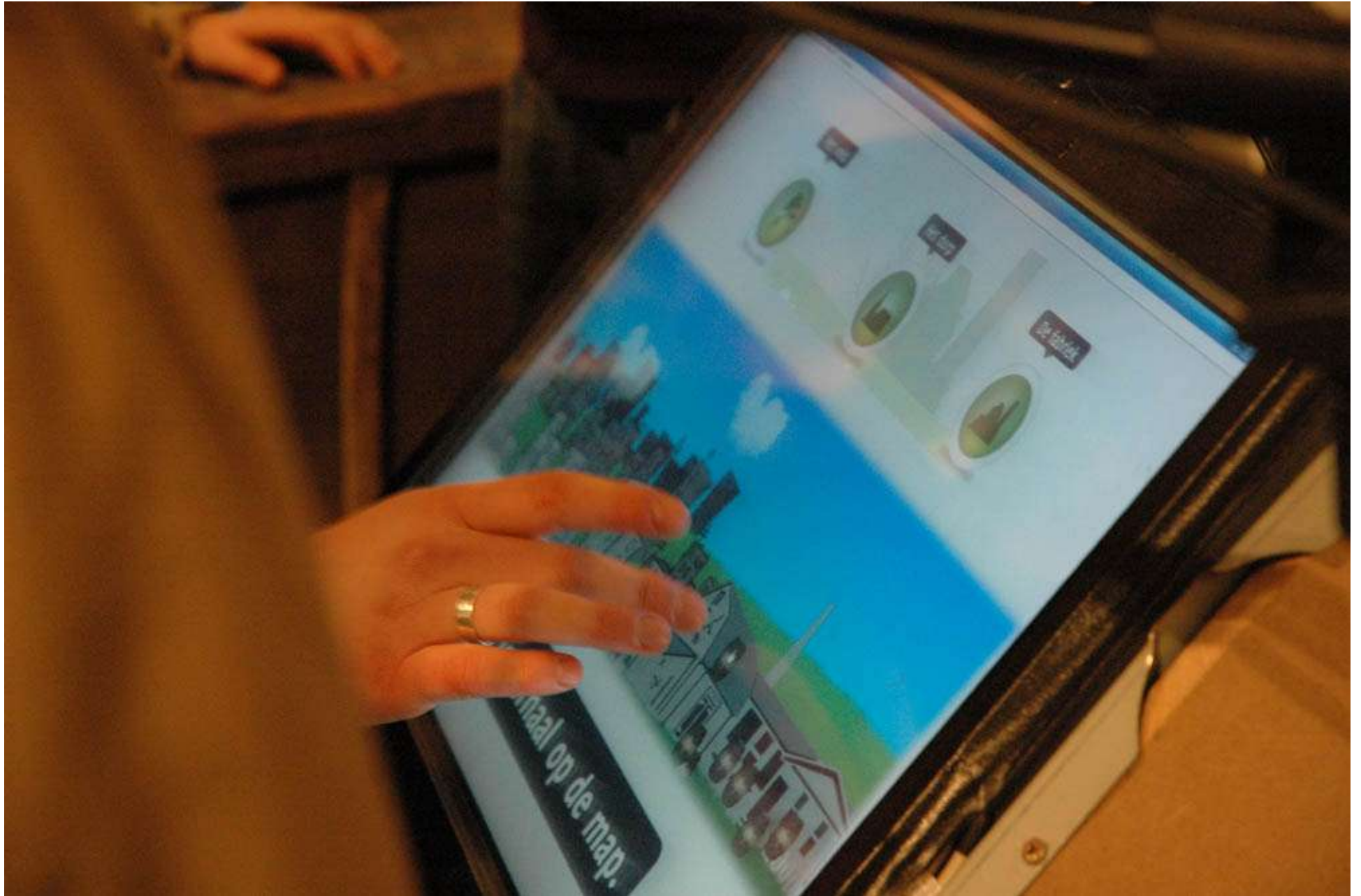
Molenpark Genk

Op 18 dec, 2007 voor het laatst bijgewerkt door Jan

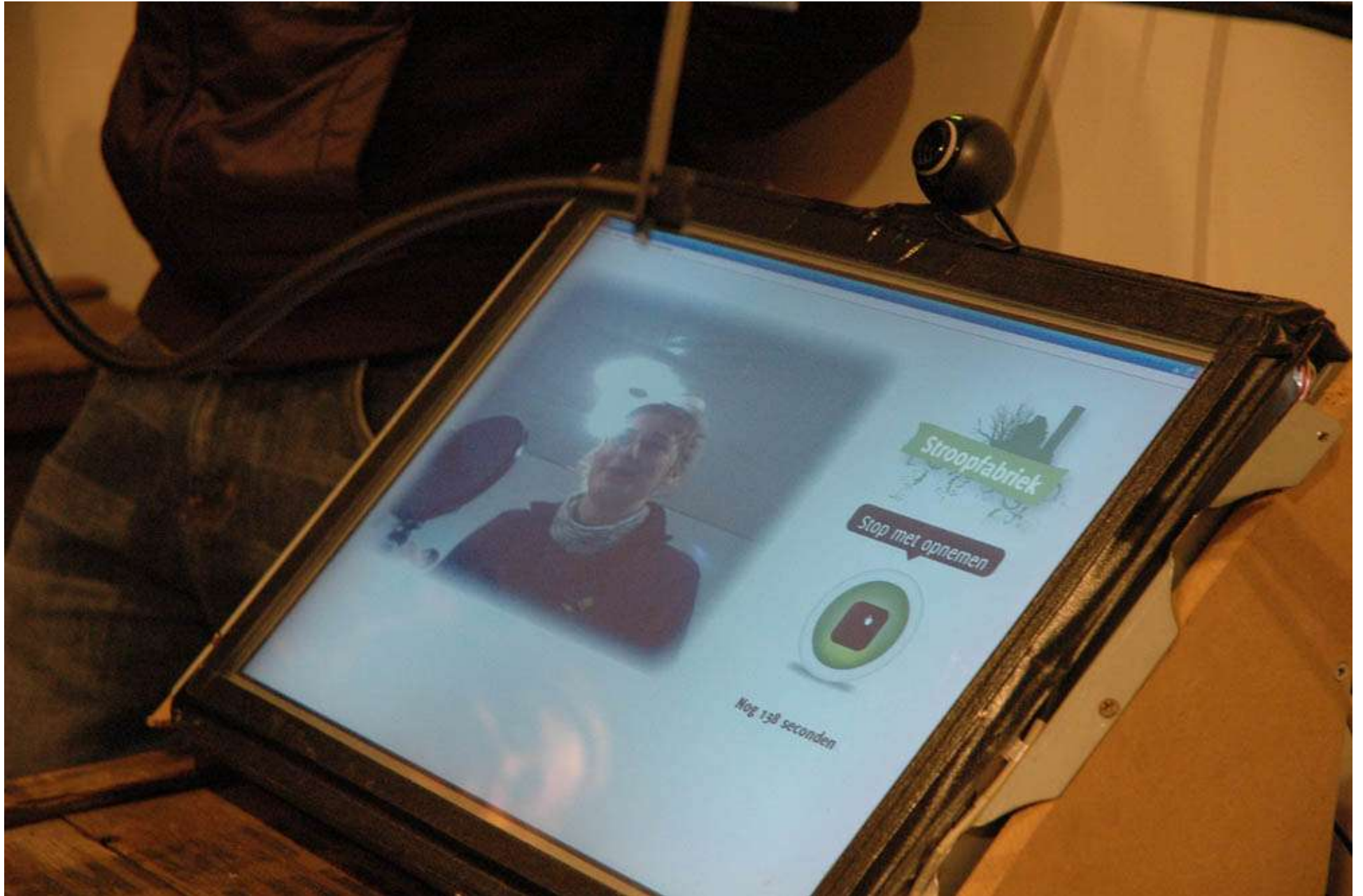
Routebeschrijving: [Hier naartoe](#) - [Hier vandaan](#) [In de buurt zoeken](#)

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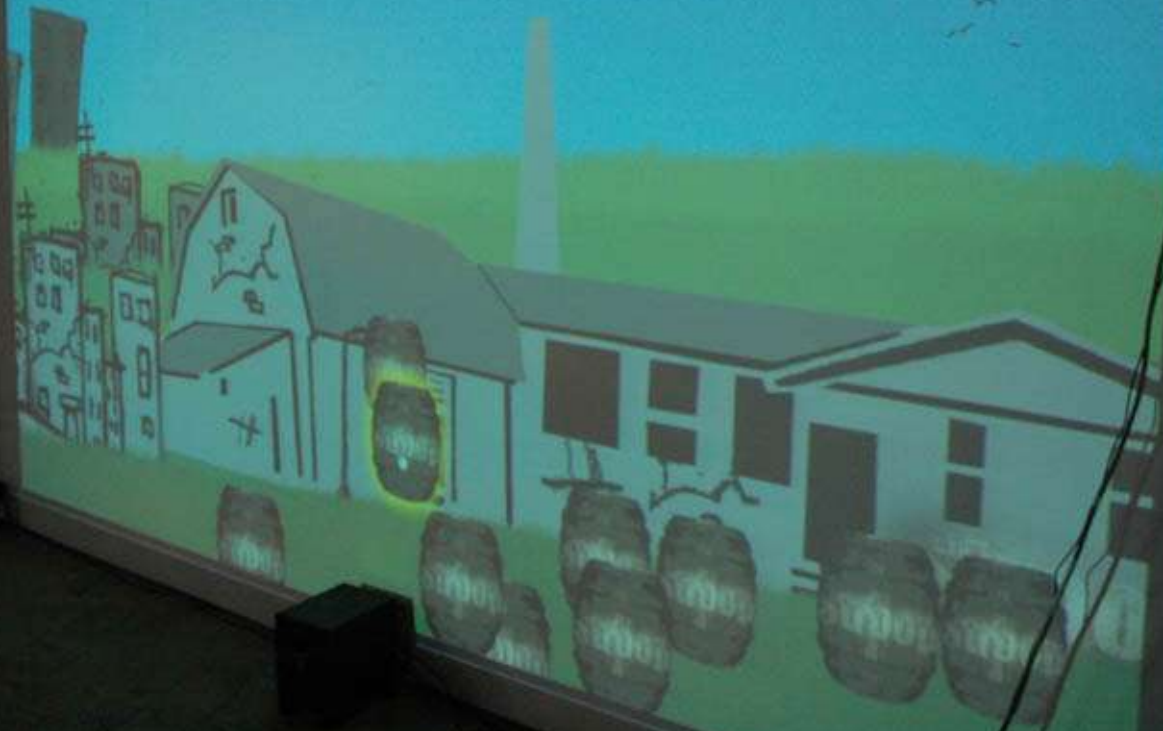








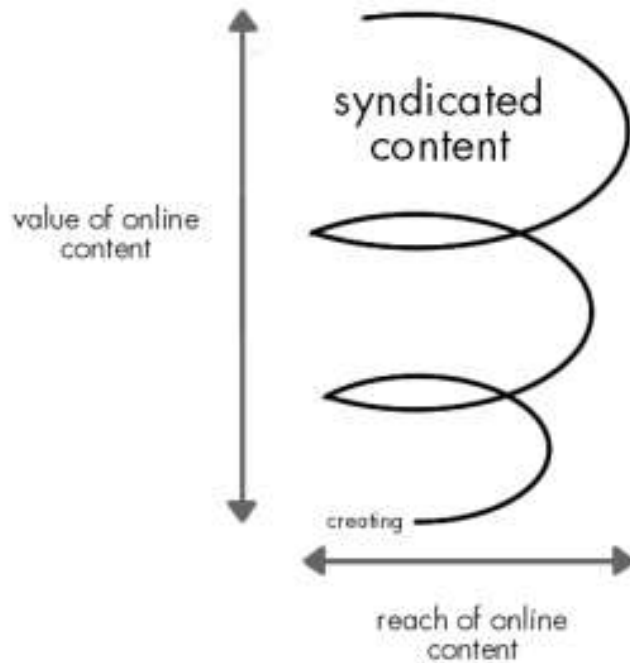
Stroopfabriek



3. Nurture social media

Open content/code

upward spiral of syndicated content



open content/code (if possible)

For reworking

more and more happens with content

content reaches a bigger public

content reworked....

SOCIALTEXTILES

Blog

Projects

People


Virtual fitting room

Posted by Katrien on Thursday November 26th 2009 at 13:49

Tobi.com has launched a **virtual fitting room** that users can access from their home. **Augmented reality** will help in answering the most important question: "how will this look on me?" Just by using a printed marker and a webcam, users can try items on and motion sensors are used to rate styles with the wave of a hand. They can also post pictures immediately to **Facebook** in order to see what friends think or when you just need that second opinion.

Tobi Virtual Dressing Room



 fashionista™



Archives

[November 2009](#)

[October 2009](#)

[September 2009](#)

[August 2009](#)

[July 2009](#)

[June 2009](#)

[May 2009](#)

[April 2009](#)

[March 2009](#)

[February 2009](#)

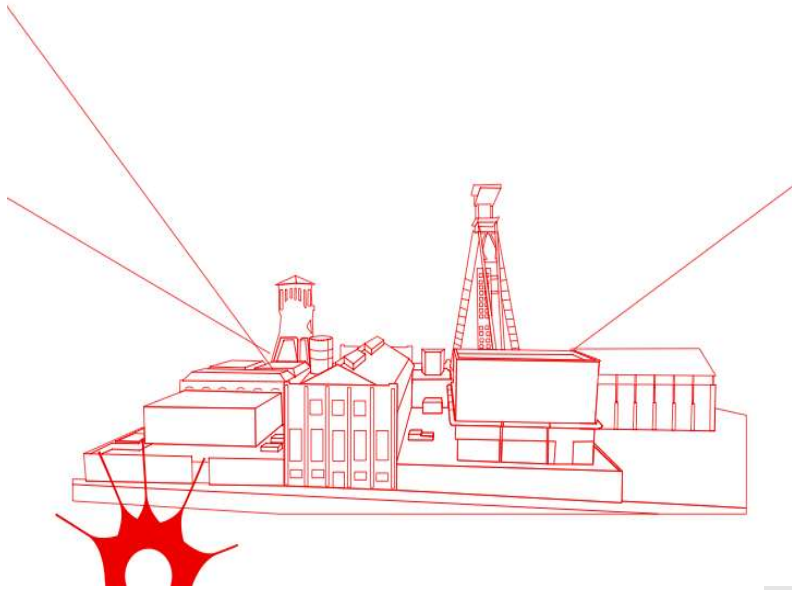
[January 2009](#)

[December 2008](#)

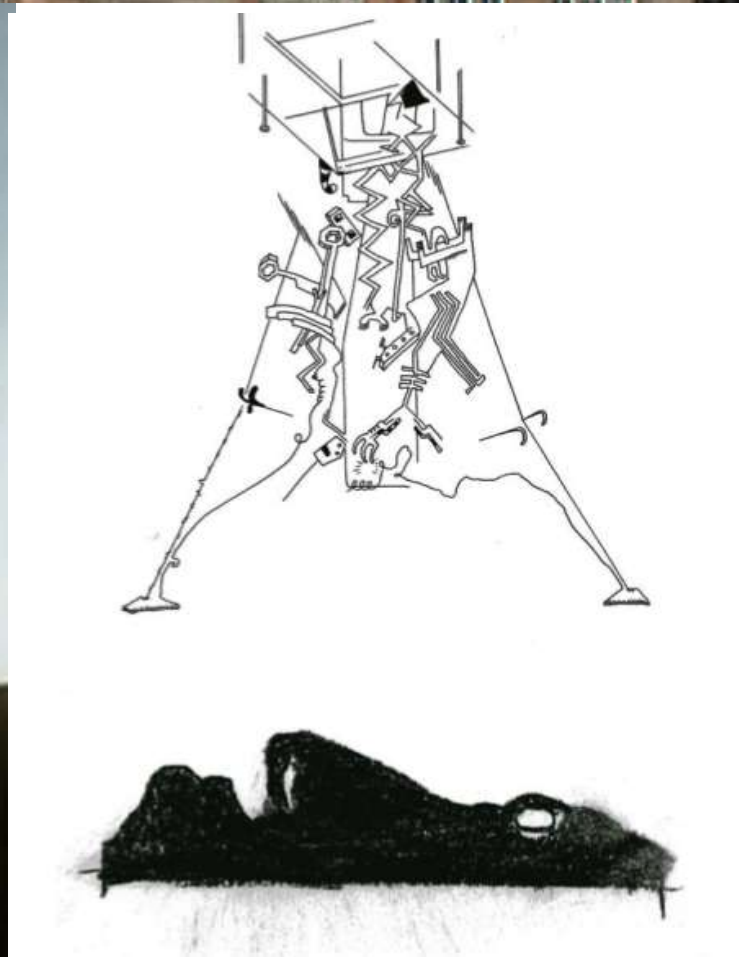
[November 2008](#)

Open up to other **disciplines**

- from the very beginning of your design process!
- only way to grasp hybridity of experiences in daily life
 - My Heritage!









Give adapted content/media back to community



Social design



- creates social media that enable people to be designers of their social context (tinkerers) using...
 - 1. social design research**
observation, co-creation, performance...
 - 2. playful interaction design:**
engaging/imaginative technology
 - 3. nurturing methods**
 - cross-disciplinary work
 - sharing/adapting content/codes
 - give adapted content/code back to community

Questions? Thank you.



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