

Towards A Language of Pervasive Media

Jon Dovey

Reader in Screen Media

University of Bristol

Mobile Bristol Seminars 2004

- Jon Dovey & Constance Fleuriot, (Mobile Bristol)
- Kirsten Cater, Phil Stenton, Jo Reid and Richard Hull (Mobile Bristol)
- Martin Rieser (Bath Spa University),
- Teresa Dillon (NESTA Futurelab),
- Clodagh Miskelly (University of the West of England),
- Mark Jacobs (BBC)..

Interdisciplinary Discourses

- Media and Cultural Studies,
- Experience Design,
- Human Computer Interaction,
- Psychology,
- Media Production,
- Performance,
- Information Systems
- Computer Science.

Research Problems

- What common languages can interdisciplinary teams develop ?
- How can they describe their work to non specialists, especially audiences and users ?

Outcomes

- 'Generalist' everyday descriptions
- Aesthetics of Pervasive Media
- Design Dimensions

Case Studies



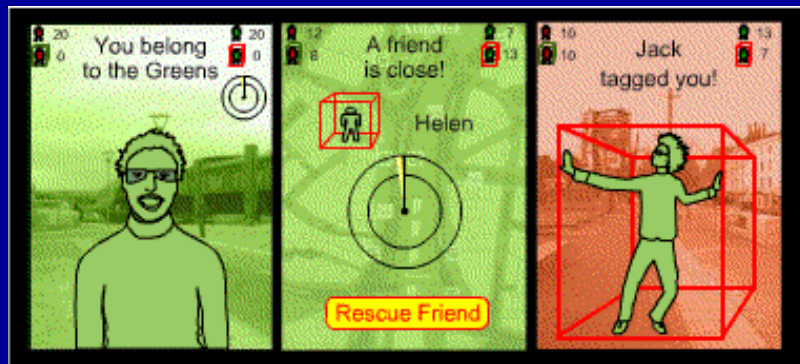
- *Riot*, - is a piece based in a Radio play about the Bristol Riots of 1831 historically researched and represented as a hypertext mapped onto its actual location in Queen Square.

Case Studies



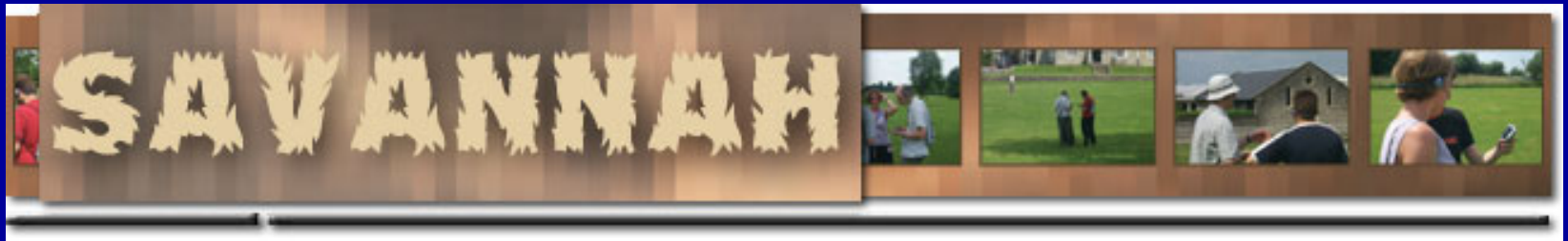
- *A description of this place as if you were someone else* by **Daniel Belasco Rogers**: As you walk down a street, do you wonder if it can remember everything that happened on it?
- *Moulinex* by **Zoe Irvine**: The viewer of the work navigates the physical landscape in which there are lingering fragments of film soundtracks which have both been shown there; the Matrix and Moulin Rouge.

Case Studies



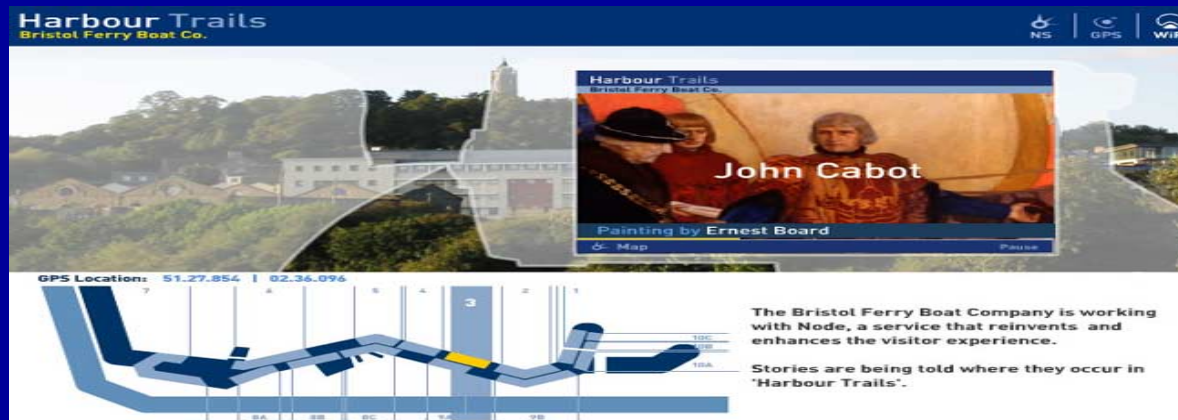
- CitiTag a wireless location-based multiplayer game, In the first version of CitiTag you roam the city in search for players of the opposite team that you can 'tag'. You can also get tagged yourself if one of them gets close to you. Then you need to find a friend to free you.

Case Studies



- *Savannah* The idea of the game is for participants to learn what it is like to be a lion by walking around in a virtual Savannah and encountering sounds of other animals or things in the environment.

Case Studies



- A heritage application that tells the history of the Bristol Docks as the ferry boat triggers different audio data on its journey.

Everyday Descriptions

- *Parallel Worlds*
- *Soundscapes*
- *A Surreal Experience*
- *Magic Moments*

Everyday Descriptions Of Each Piece

- *A Description Of This Place As If You Were Someone Else* was described as:
- ‘This is a set of personal stories that refer to specific places in Queen Square. When you walk around there, alongside the stories, you get the real sounds that happened in that place. The small screen that you hold has pictures to help show you where to look and stand. You can’t always tell if a sound you hear is real or virtual. Sometimes the virtual sound makes you look round. You get special “Magic Moments” where you hear someone talk about something and you see it at the same time, as if they’re recording while you’re there. Sometimes it’s a bit spooky/scary, sometimes it is like eavesdropping on a real conversation. Its simple to use, easy to learn how to make it work, you just walk around.’

Descriptive Template

- *Activity* : What your body does, 'you walk around there'.
- *Place* : Where does it happen, 'in Queen Square'.
- *Equipment* : The visible equipment eg headphones, backpack and 'The small screen that you hold'
- *Content* : What is it about ? eg 'personal stories'

Descriptive Template

- *Media mode* : eg Sound and still images
- *Genre* : eg history, drama, documentary ‘the real sounds that happened in that place’
- *Affect* : How does it make you feel ? ‘special “Magic Moments”, ‘a bit spooky/scary’, ‘like eavesdropping’

Descriptive Template

- *Sociality* : Is this something you do on your own or with other people?
- *Skills* : Do you need any special abilities to do it ? 'Its simple to use, easy to learn how to make it work'

AESTHETICS - Affect & Pleasure

- Deep immersion/concentration:

AESTHETICS - Affect & Pleasure

- Deep immersion/concentration:
- Pleasurable discomfort

AESTHETICS - Affect & Pleasure

- Deep immersion/concentration:
- Pleasurable discomfort
- Magic moments

AESTHETICS - Affect & Pleasure

- Deep immersion/concentration:
- Pleasurable discomfort
- Magic moments
- Synaesthetic confusion

AESTHETICS - Affect & Pleasure

- Deep immersion/concentration:
- Pleasurable discomfort
- Magic moments
- Synaesthetic confusion
- Location enhancement

Design Dimensions for Pervasive Media Design

- A flexible and dynamic taxonomy
- A set of questions for experience designers to help define objectives.

Dimension of Immersion

SURFACE <	> DEPTH
INFORMATION <	> EVOCATION

Dimension of Of User Control

NONE <	>TOTAL
CLEAR RULES<	>UNCLEAR RULES

Dimension of Of Space / Place

ARBITRARY MAPPING <	>MEANINGFUL MAPPING
LINEARITY<	> NON LINEARITY

Dimension of Time

FIXED RUNNING< TIME	>OPEN RUNNING TIME
TIME SPECIFIC<	> TIME UNSPECIFIC
PERMANENT <	> ONE OFF

Dimension of Data Depth

ONE LEVEL OF <
DATA

> SEVERAL LEVELS
OF DATA

The Social Dimension

PRIVATE<

> PUBLIC

The Social Dimension

SOLITARY	SHARED	COLLABORATIVE
----------	--------	---------------

Relation To Existing Experience

AUGMENTATION <

>NEW EXPERIENCE

Ongoing questions ...

- What do we want users to feel ?
- How do designers also become dramatists and storytellers ?
- How do we take users through different levels of immersion ?
- Is it possible to create immersive *and* social experiences ?
- How do we create experiences that recreate the apparent serendipity of 'magic moments' ?