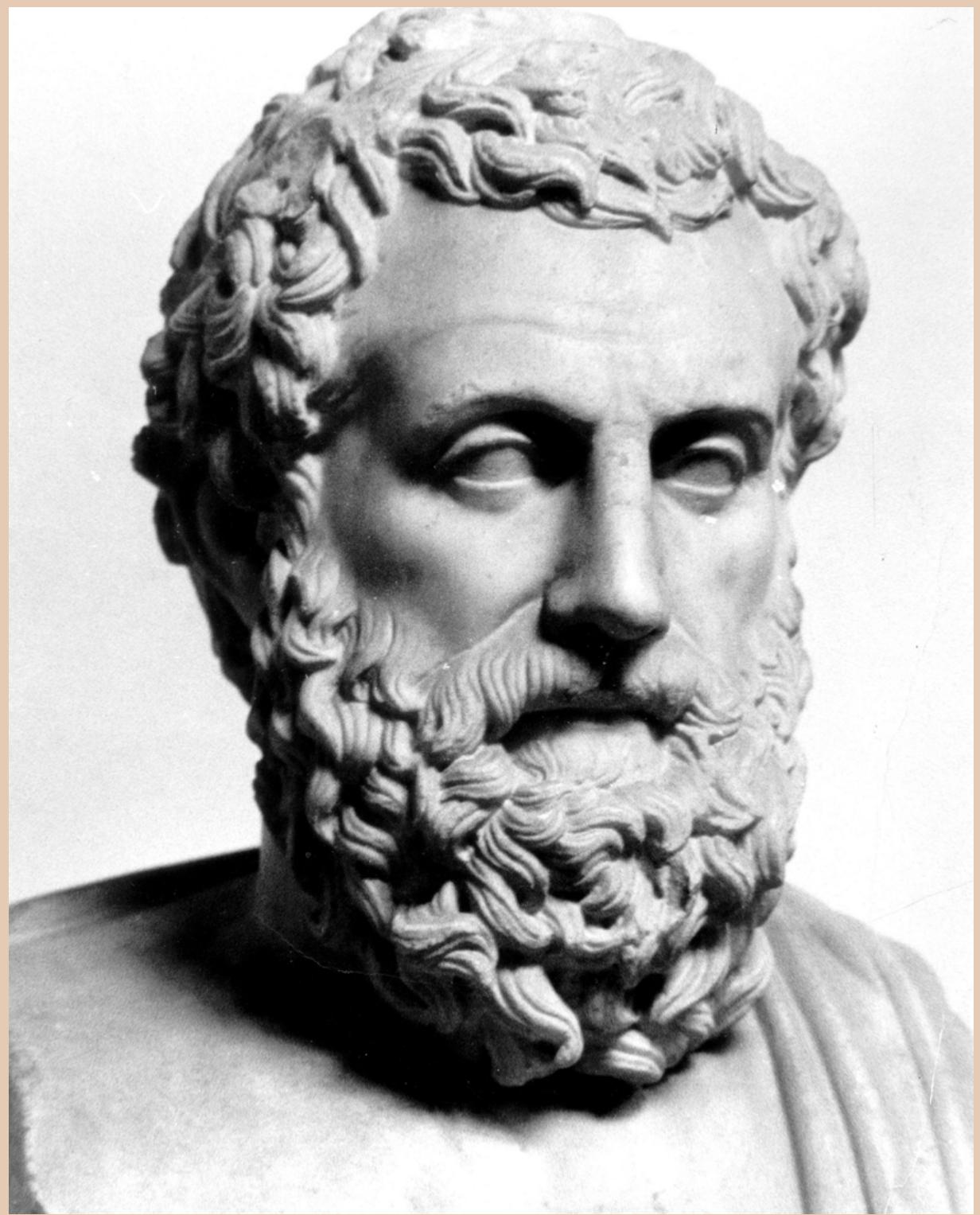
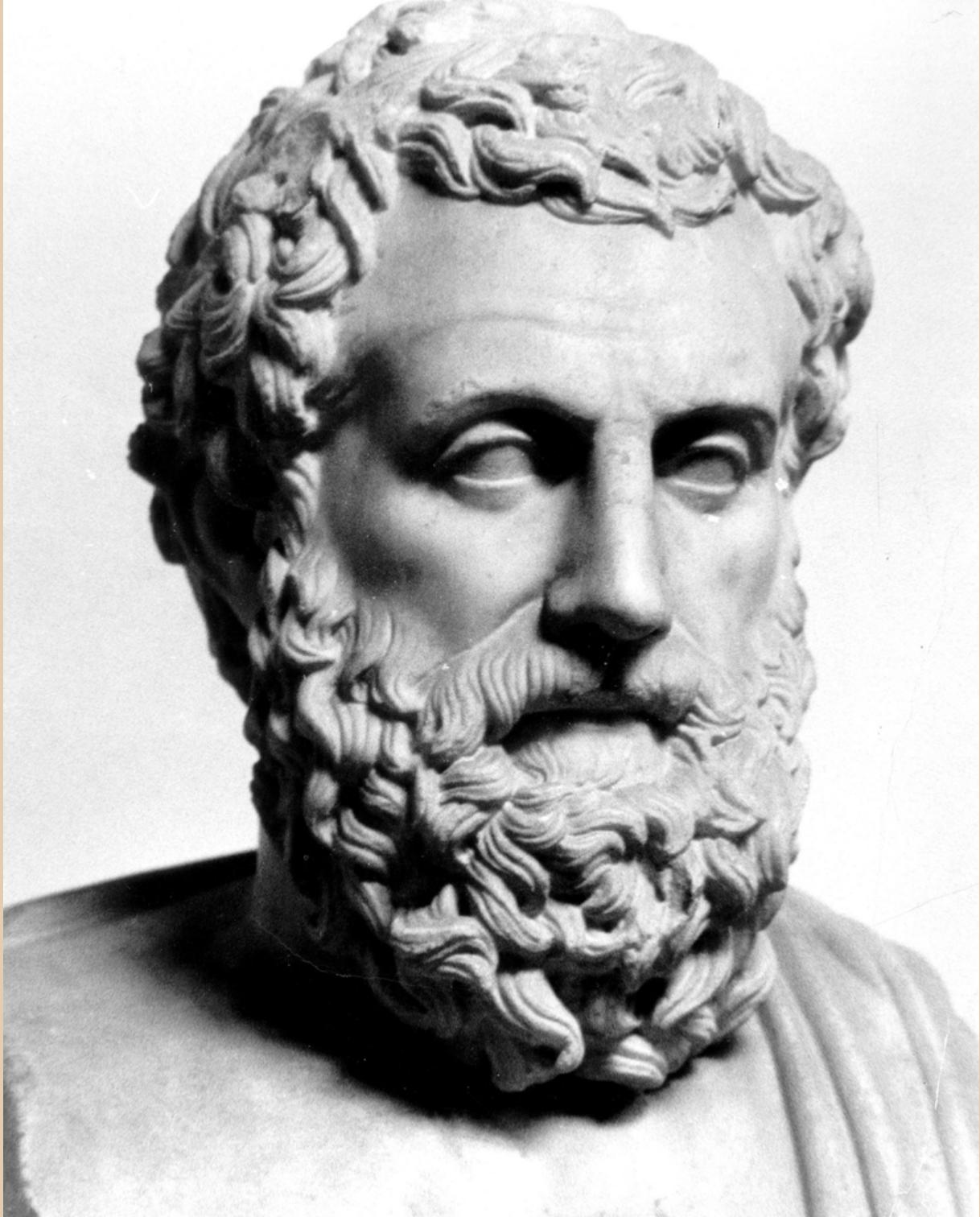


Social Interaction

~Group 16 Presentation, 9th March





"Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual"

- Aristotle(in his works
Politics)

What is a social interaction?

- A social interaction is when two or more people interact with each other.
- These social interactions form the building blocks of the society
- People are inherently social: we live together, work together, learn together, play together, interact and talk with each other, and socialize
- These include the widespread use of smartphones, video chat, social media, gaming, messaging, and telepresence.
- There are many ways to study what it means to be social. In context to HCI, we focus on how people communicate and collaborate face-to-face and remotely in their social, work, and everyday lives—with the goal of providing models, insights, and guidelines to inform the design of “social” technologies that can better support and extend them.

In this presentation, we will discuss the following aspects:

- Being Social
- Face to Face conversations
- Remote conversations
- Tele- presence
- Coordination mechanisms
- Awareness mechanisms

Being Social

To meet and spend time with people

People interact with each other

People update each other about their life



It is fundamental aspect of everyday life

There has been tremendous increase in the use of social media

People now spend hours communicating with others online

It is common practice for people at work to keep in touch with each other





"Why Is It So Important
To Be Social?"

Improve mental and emotional health

Lowers rate of anxiety and
depression

Increase self esteem

Helps to explore different people

Increase quality of life

Increase confidence



Disadvantages of Socialisation

It can be bad if you interact with wrong people

One easily catches the addiction of social media

Real life could be different from social life

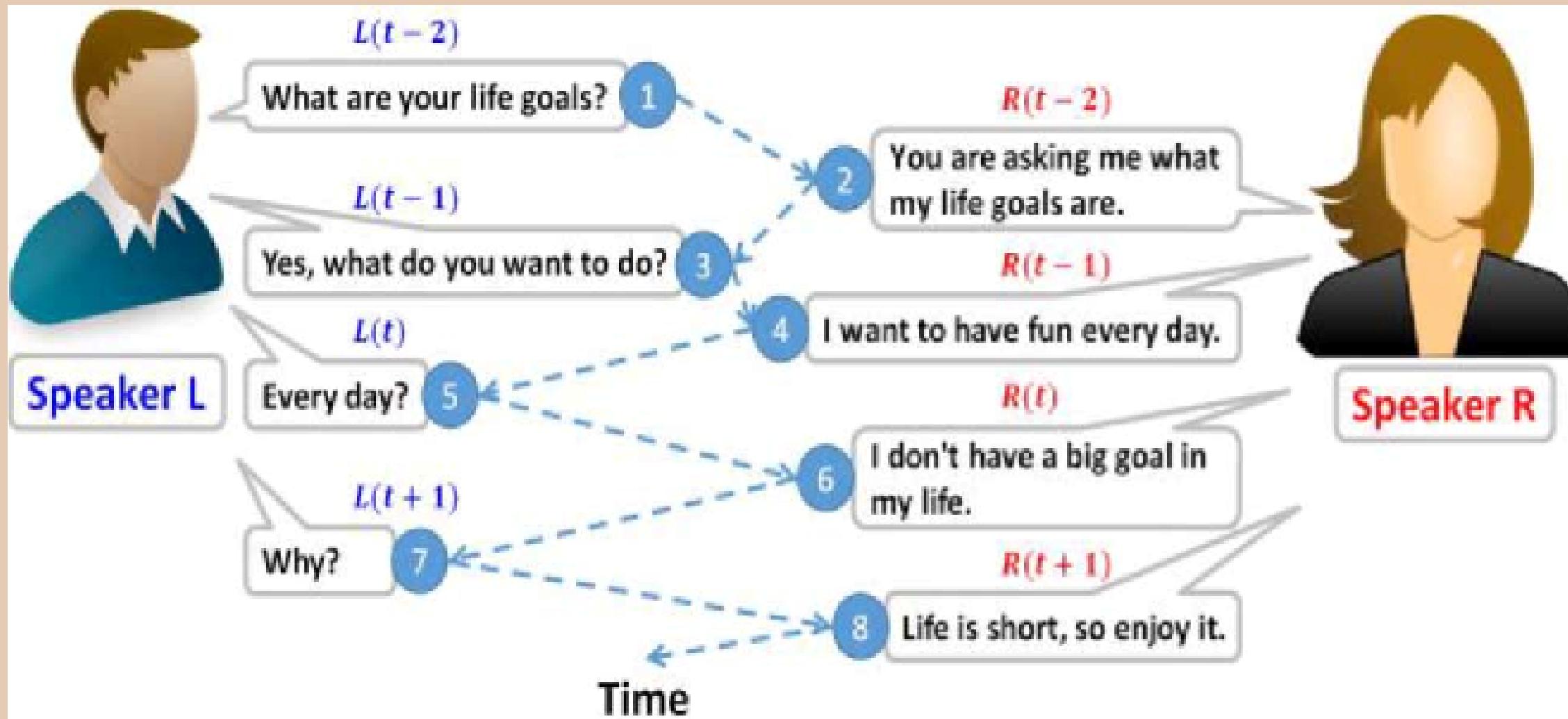
It leads to less attachment with family and friends



FACE-TO-FACE CONVERSATION



Turn-Talking



In such conversations, a dialogue may then ensue in which the participants takes turns asking questions, giving replies, and making statements.

Implicit and Explicit cues

When one or more of the participants wants to draw the conversation to a close, they do so by either using implicit or explicit cues.



Implicit cue



Explicit cue



Breakdown in conversation

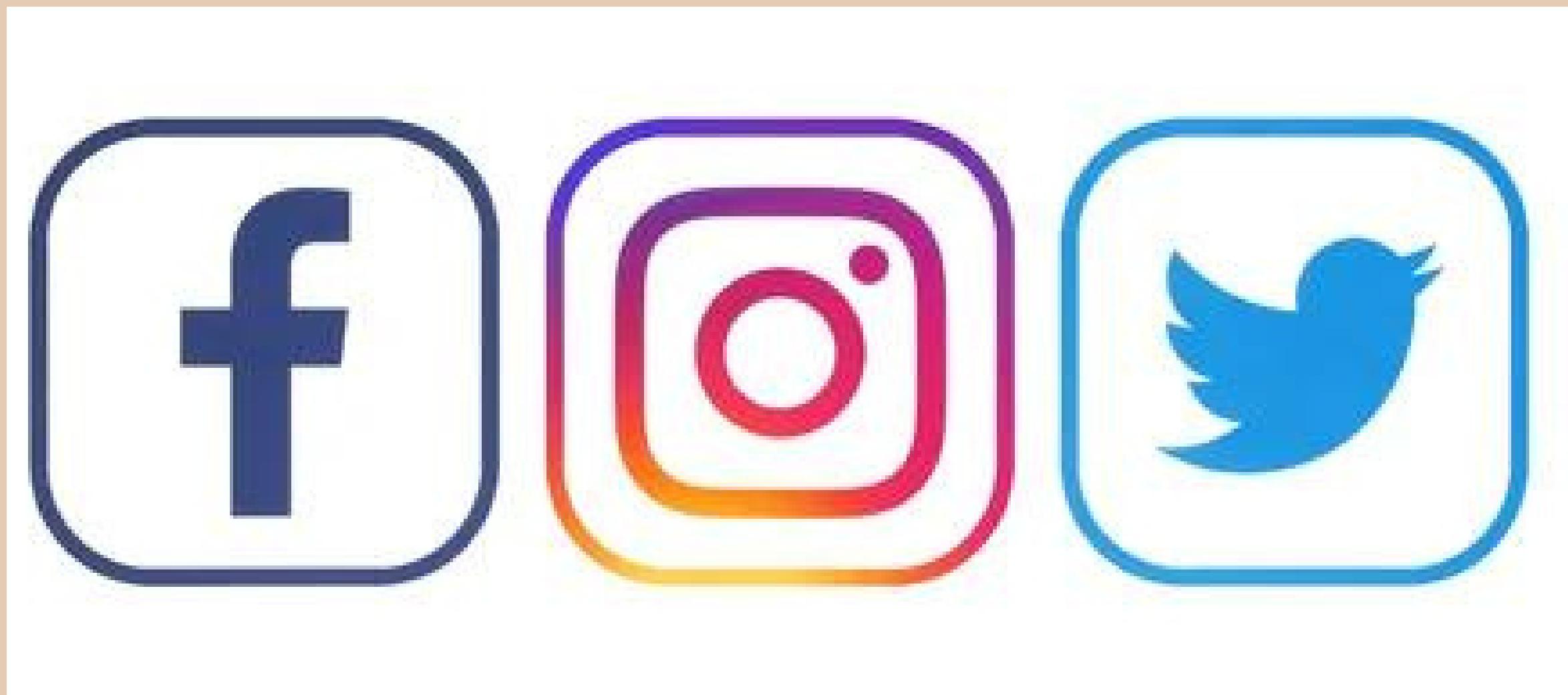
Sometimes, conversation may go south as participants' thoughts may get misunderstood.

REMOTE CONVERSATIONS



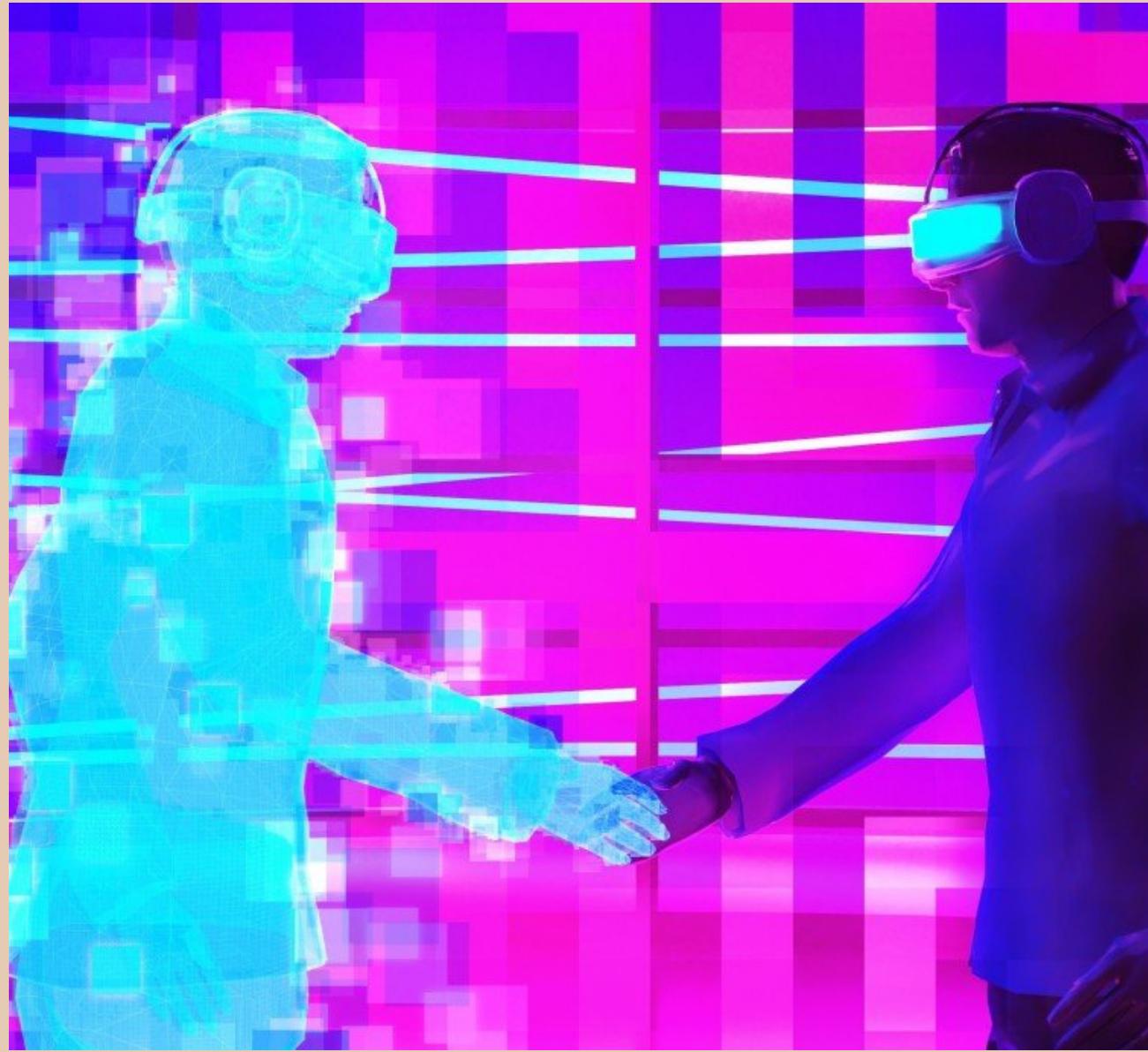


There are many videoconferencing apps for example, Zoom, google meet which allows multiple people at different sites to connect synchronously.



Social media provide real-time updates
of daily life, emergencies, traffic,
political action.

VIRTUAL WORLDS



Virtual reality (VR), the use of computer modeling and simulation that enables a person to interact with an artificial three-dimensional (3-D) visual or other sensory environment.

METAVERSE



Metaverse is a virtual reality space in which users can interact with a computer generated environment and other users.

TELEPRESENCE

Telepresence refers to the use of virtual reality technology, especially for remote control of machinery or for apparent participation in distant events.

While e-conferencing and online presentation has become a convenient norm for any online discussion, the feeling of physical presence is hardly felt through it, which makes quite a psychological impact on the participants.



Board meets made to feel like all members are present at the same table and environment.



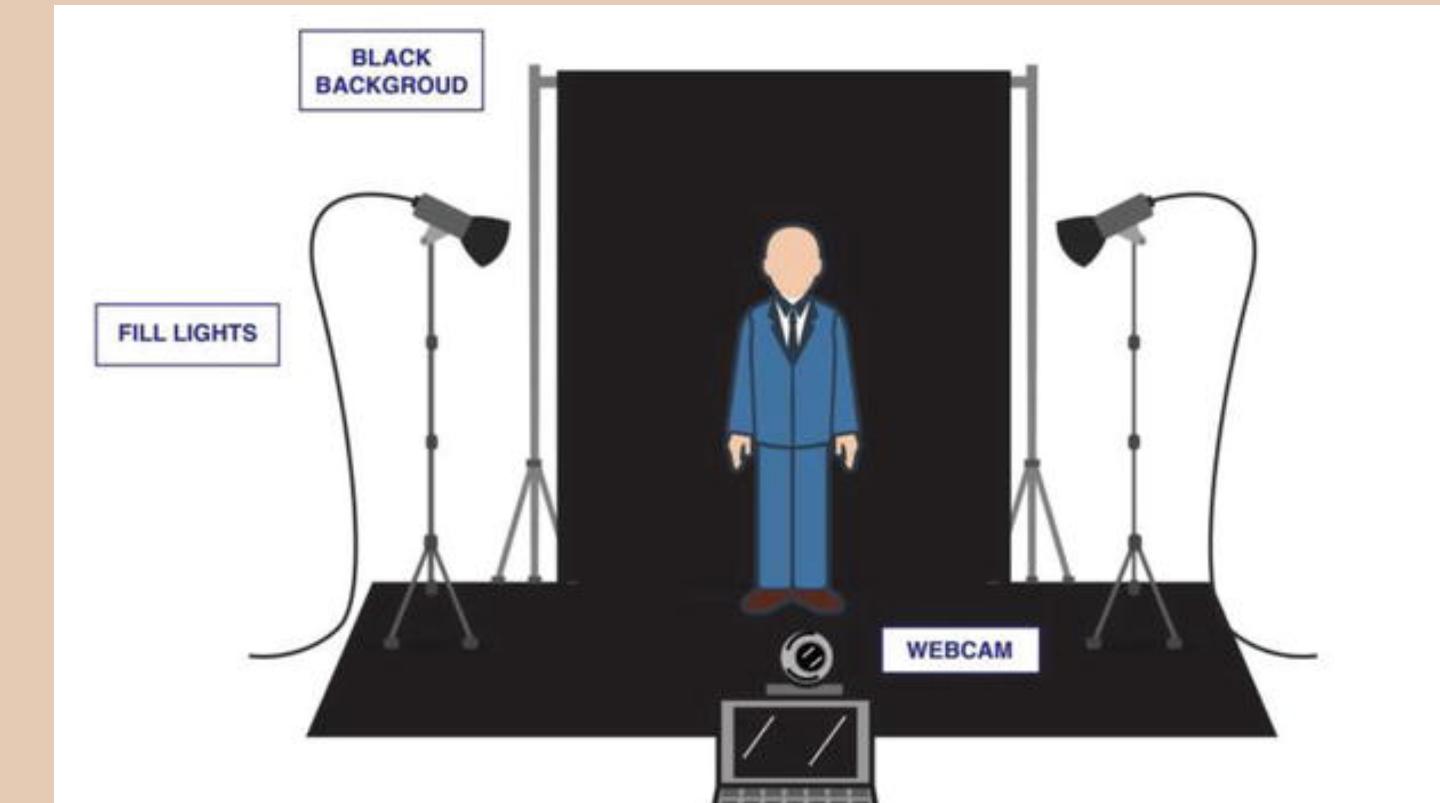
Telepresence robots will have use in many different fields such as hospitals where the doctor can provide expertise as well as take data of many patients being remotely present. You can use such robots in schools for disabled children, or in some professional area where certain expertise is required but human presence cannot be made available because of safety issues. And of course, it is always an option available for office presence.

New modes of Telepresence

Holographic telepresence systems can project realistic, full-motion, real-time 3D images of distant people and objects into a room, along with real-time audio communication, with a level of realism rivaling physical presence.

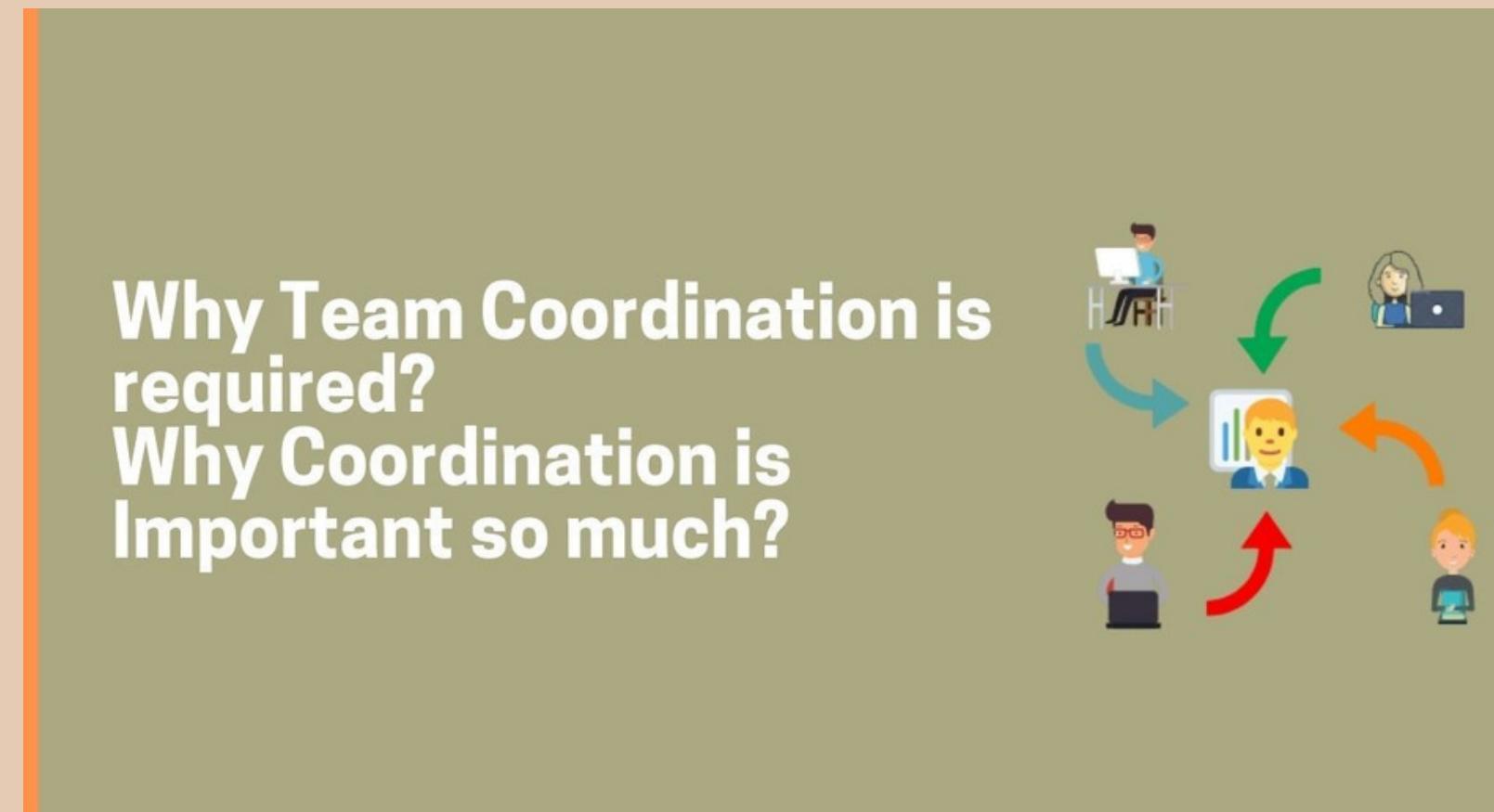
Holographic telepresence is adding up a new layer of real life experience. It almost makes you believe that the person is presenting in front of you and can become the norm for addressing large audiences , on a stage from far away.

Exciting Future Possibilities

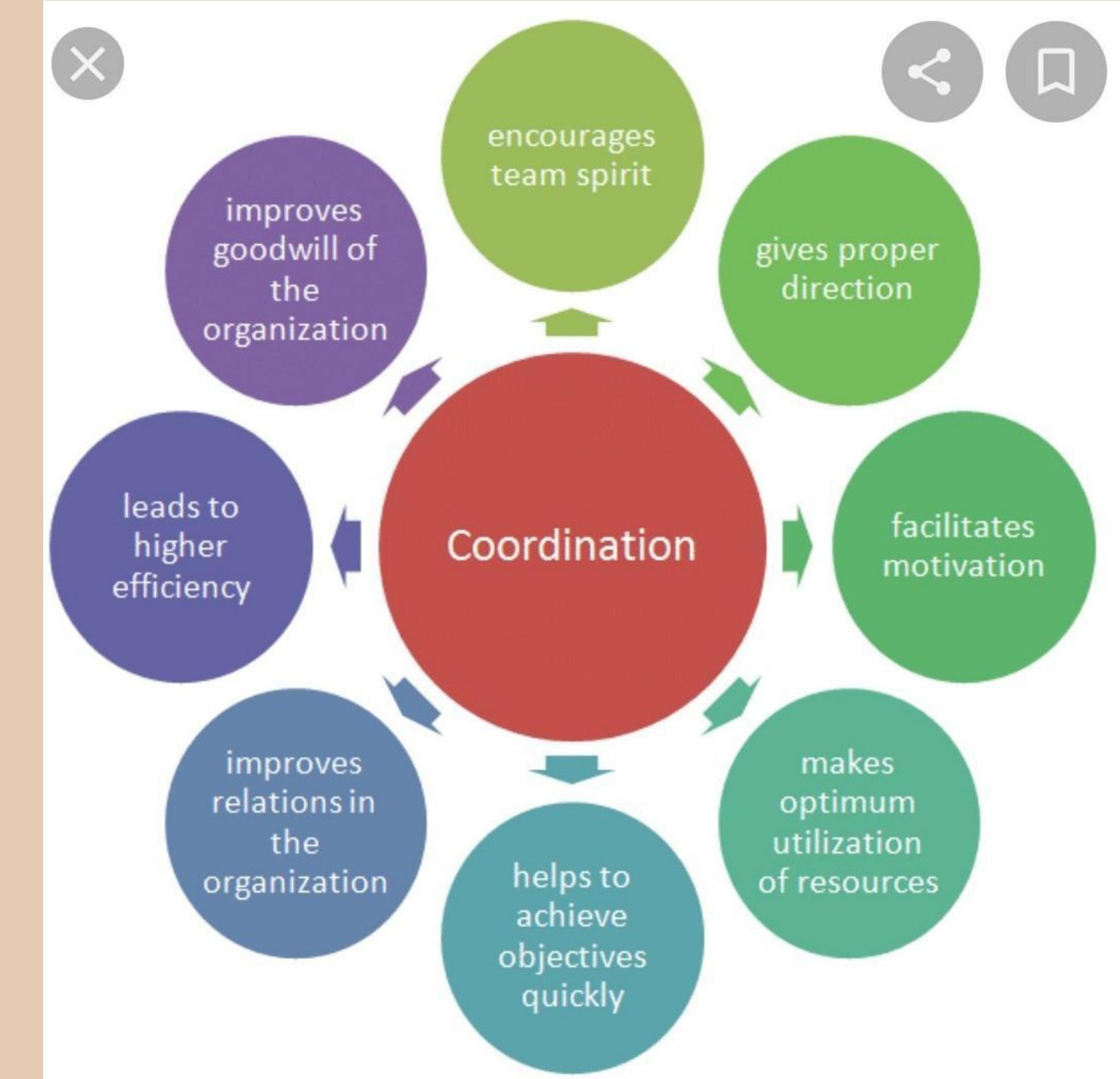


Smartglasses and VR , AR , Metaverse ,etc. are also being pushed by many international companies as well as emerging startups to change the world and human life altogether.

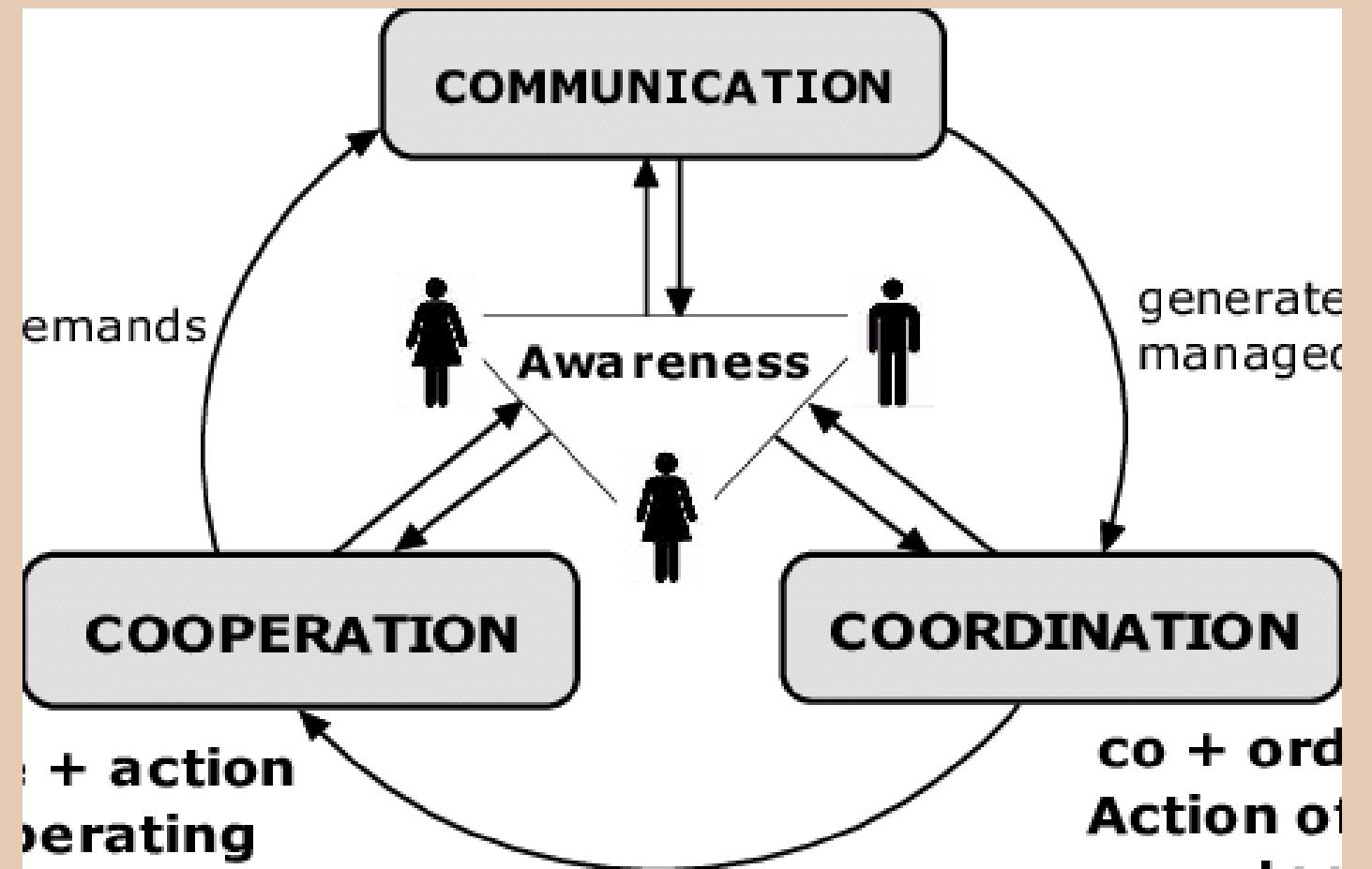
COORDINATION MECHANISMS



Coordination among a group of people is important for any purpose. Be it as simple an activity as playing football , or working on an important project together



HOW TO COORDINATE BETTER



- Interlinking of different business
- Socialising and Understanding among team members



- Avoiding conflicts among employees

To coordinate better , people can use :
Verbal and non-verbal communications by online methods on platform like google meet or working on a project together by following a set of established guidelines and rules. By discussing the project time to time at various stages , we can form a shared understanding of how our individual roles and work can translate to a well cooperated group project.

Awareness mechanisms

What is awareness?

Awareness involves knowing who is around, what is happening, and who is talking with whom.



Types of Awareness

Peripheral Awareness

This refers to a person's ability to maintain and constantly update a sense of what is happening in the physical and social context by keeping an eye on what is happening in the periphery of their vision.

Situational Awareness

This refers to knowing what is happening around you to understand how information, events, and actions will affect ongoing and future events.

Peripheral Awareness

Why peripheral vision is important in the UX design?

Peripheral vision has low sharpness, but it detects motion and sound quickly and gives the central idea to move an eye toward what is essential. In simple terms, it guides the central vision to look into the desired area in the user interface.

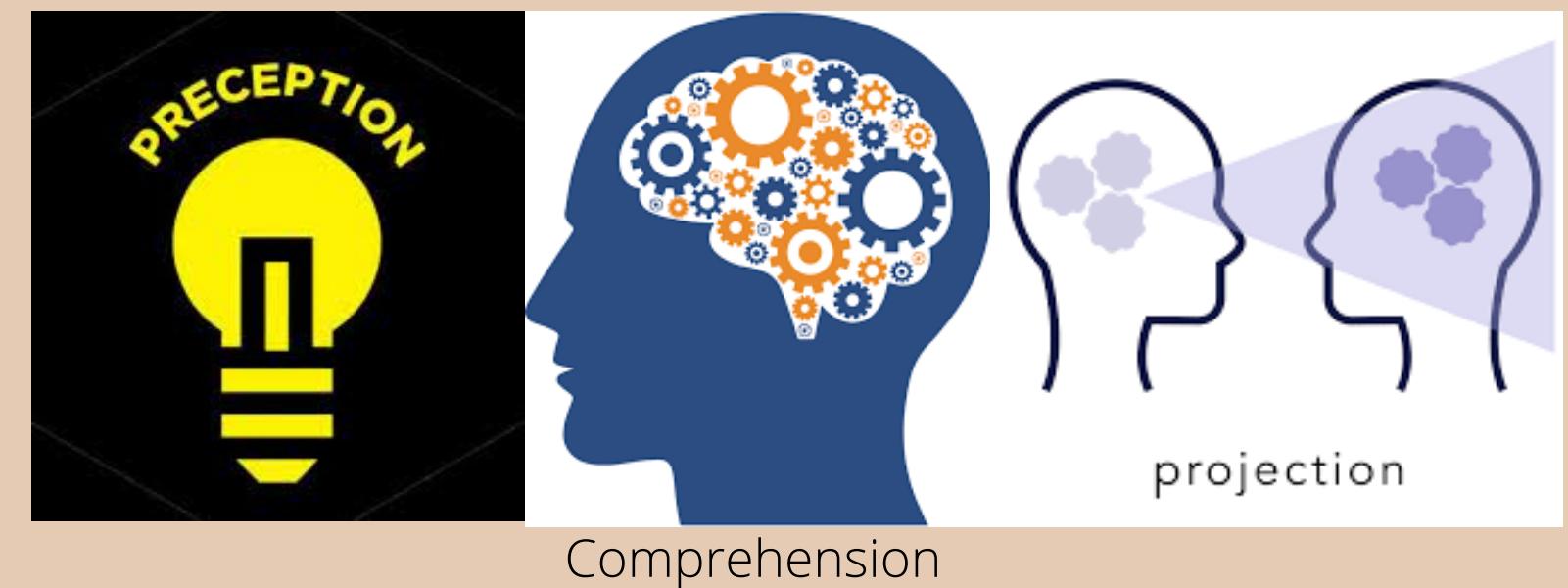
The Eyes
May Look,
But It's
Your Brain
That Sees



Situational Awareness

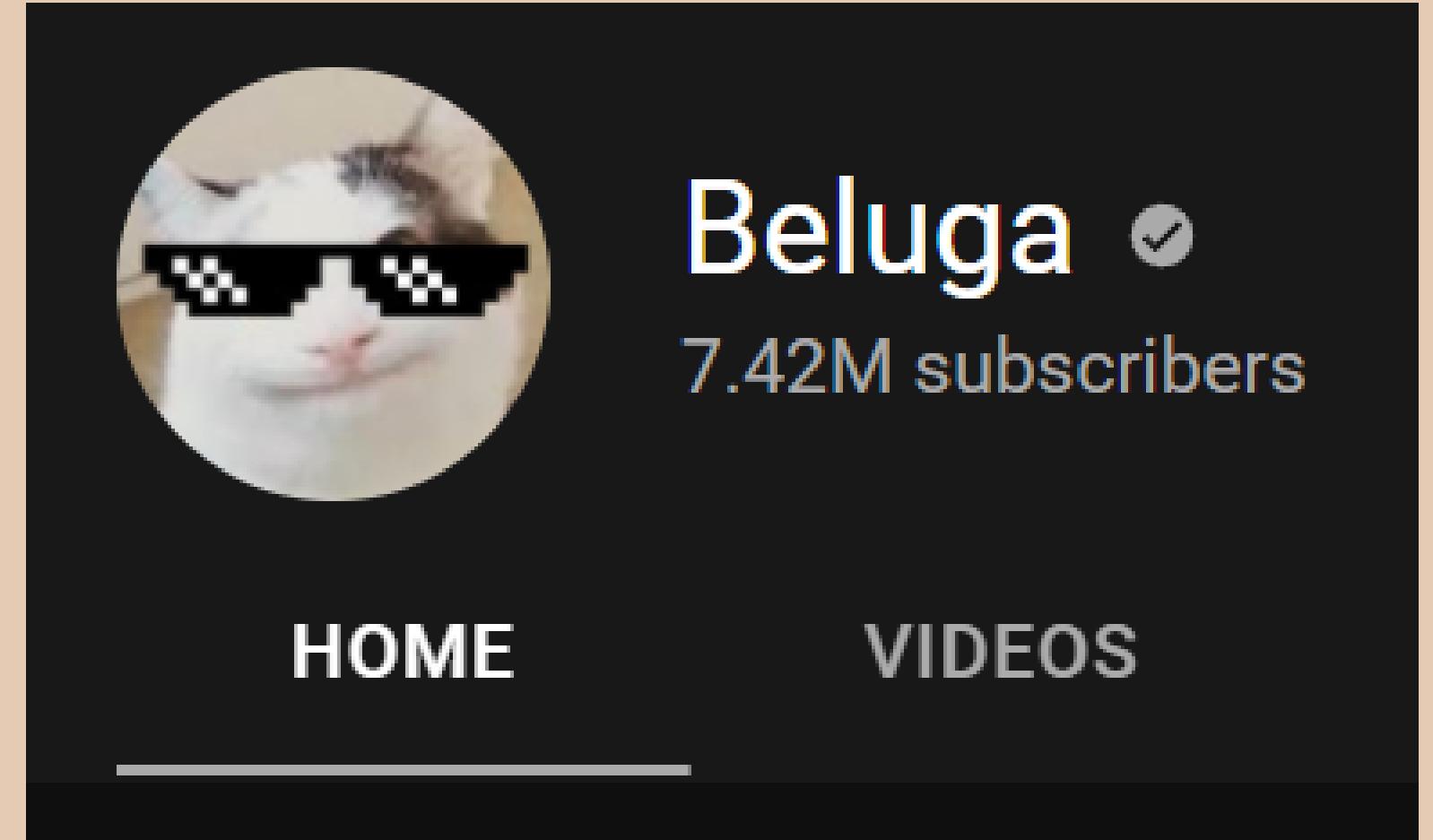
Situation Awareness defines three distinct levels:

- **Perception** — ability to identify the relevant elements in the environment.
- **Comprehension** — ability to understand the interactions of these elements.
- **Projection** — ability to predict the future state of the environment and the relative position of the elements within it.



Study

A Classical study of this example is of a famous YouTuber named 'Beluga.' This kid in his bedroom has made one of the fastest-growing channels in history.

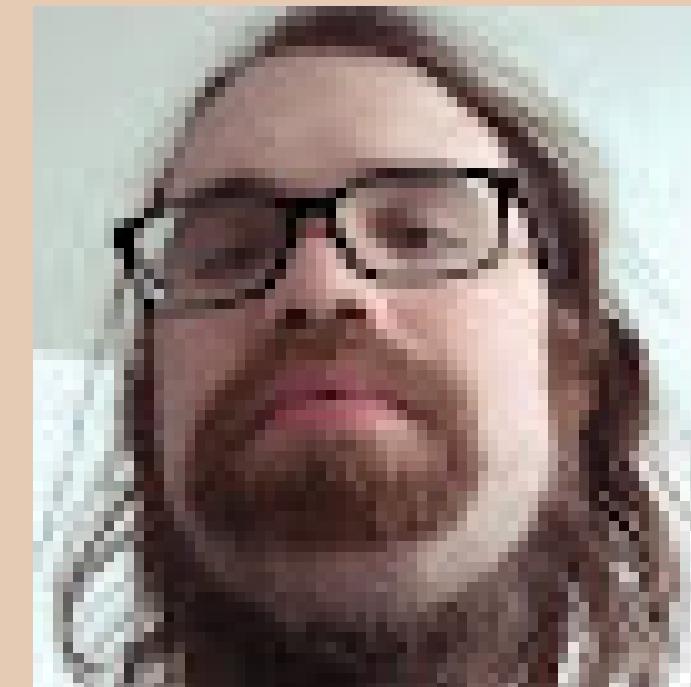


About Beluga

Beluga is a YouTuber who makes videos of discord conversations of hypothetical characters.
Some of them include hecker, Pablo, Skittle, etc.



Hecker



Pablo



Skittle

Peripheral Awareness

Sound

Beluga uses various sound techniques to make his content more engaging and entertaining.

Some of which include:

- Pinging Sound after every message.
- SFX and music change which adds to the variety.
- Pause between conversations, which emphasizes humor.



Sound is often overlooked

Visuals

Beluga uses some visual techniques too.
Some of which include-

- Fast pace of appearance and disappearance of text.

It helps keep users engaged and gain attention. If you look away even for a second, you miss important content.

This Series of text (on the right) was displayed only for a few seconds, making the viewer more active.

Welcome Democratic Republic of the Congo. Say hi!
Today at 7:06 AM

AmericanUSA Today at 7:06 AM
wtf
who gave them the invite?

• • • Canada is typing...

Canada Today at 7:12 AM
Although Canada is active in the Democratic Republic of Congo through diplomatic, international aid, humanitarian, security and trade channels...

AmericanUSA Today at 7:12 AM
@Canada did i ask
lol

Discord chat ongoing among fictional characters

Visuals

- Distinctive Video titles- Have a look at video titles below

Even though the numbers are random, they add uniqueness to the context.

So these were some of the many strategies beluga uses to stand out as a content creator.

ADD UNIQUENESS

Win Any Argument in 9.17 Seconds
10M views • 2 months ago • 99%

Discord Nitro Speedrun (97.1% success)
11M views • 3 months ago • 99%

STANDS OUT MORE
ROUND/EVEN NUMBERS LOOK TOO PERFECT



Summary

Key Points

- Social interaction is central to our everyday lives.
- Social mechanisms have evolved in face-to-face and remote contexts to facilitate conversation, coordination, and awareness.
- Talk and the way it is managed are integral to coordinating social interaction.

THANKYOU

Contributions:

- Sahil : Slides 1-5(presenting and making)
- Divyanshu Tawra : Slides 6-9(presenting and making)
- Utkarsh : Slides 10-19(presenting and making)
- Nitesh : Slides 20-23(presenting and making)
- Lakshay : Slides 24-33(presenting and making)

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