

# What Exactly Is Interactivity?

The overused and misunderstood term *Interactivity*

COD 208 - Week 04 Class →



# What is Interaction?

A cyclic process that involves at least two actors;

- Actors build a dialogue between each other.
- Recall Campbell's *interactive systems*?
- A successful interaction depends on the quality of each subtask.
  -  Listening,
  -  Thinking,
  -  Speaking.

# What Crawford says?

Interaction is a process in which two actors alternately listen, ask questions, and speak to each other in a cyclic manner. Interactivity must involve an iterative process. The conversation goes back and forth between actors. The quality of the interaction is technically;



input



process



output

# Refrigerator Case

Extending the branch argument, some claim that when you open a refrigerator and the little light inside turns on, and then you close the door and the light turns off, you are interacting with the refrigerator because it responds to your actions

```
1  function setRefrigeratorLight(value) {  
2      let lightState = value;  
3  
4      if(lightState == "ON") {  
5          // Turn on the lights  
6      }  
7  
8      else if(lightState == "OFF") {  
9          // Turn off the lights  
10     }  
11 }
```



# Key points of interaction;

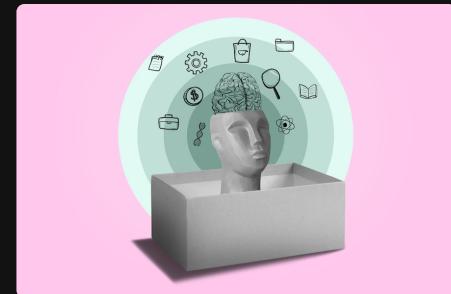
Multiple Actors



Interaction vs  
Reaction



Intellectual  
Dignity





# Is Everything Subjective?

Plenty of people claim that everything is subjective, so I won't try to convince you if you belong to that tribe. But if you're willing to grant the existence of occasional objective truths, here's an explanation that offers some practical value for a designer.

# Reading a Book?

Is reading a book interactive act?

A book can't listen or think.

A book can only speak; it speaks its words as we read them.

Eventually, a book cannot interpret your feelings, thoughts...

# Dancing?

While dancing with another does provide an avenue of interaction, the interaction is between the dancers, not between the *dancers* and the *music*.

Dancing alone to the music is not interaction

it is participation

# User Interface (UI)

The study of user interface is a contemporary derivative of the field of human factors. Its scope is relatively narrow, with the aim of enhancing the interaction between individuals and electronic devices. Consequently, some individuals may favor the term "human-computer interface" to describe this field. This discipline prioritizes communication over interactivity.

Interactivity design focuses on optimizing the user-computer thought process and differs from user interface design, which only optimizes communication. User interface design doesn't address software's thinking content or core behaviors.

# Graphic Design and Multimedia

Some confuse graphic design with interactivity design, but visually effective page design is only part of the overall interactivity design task.

The idea of separating design into graphic and "interactivizing" steps is erroneous since good interactivity design integrates form with function.

Holding onto expertise in graphic design without embracing interactivity design makes one a graphic designer, not an interactivity designer.

# Conclusion

That is, it generates guidelines for good design that make sense

# BREAK

10 mins.

Then lab study...

14th of March - PI Day

