



Social

9/13/18

Professor Nathan J. McNeese

Being social

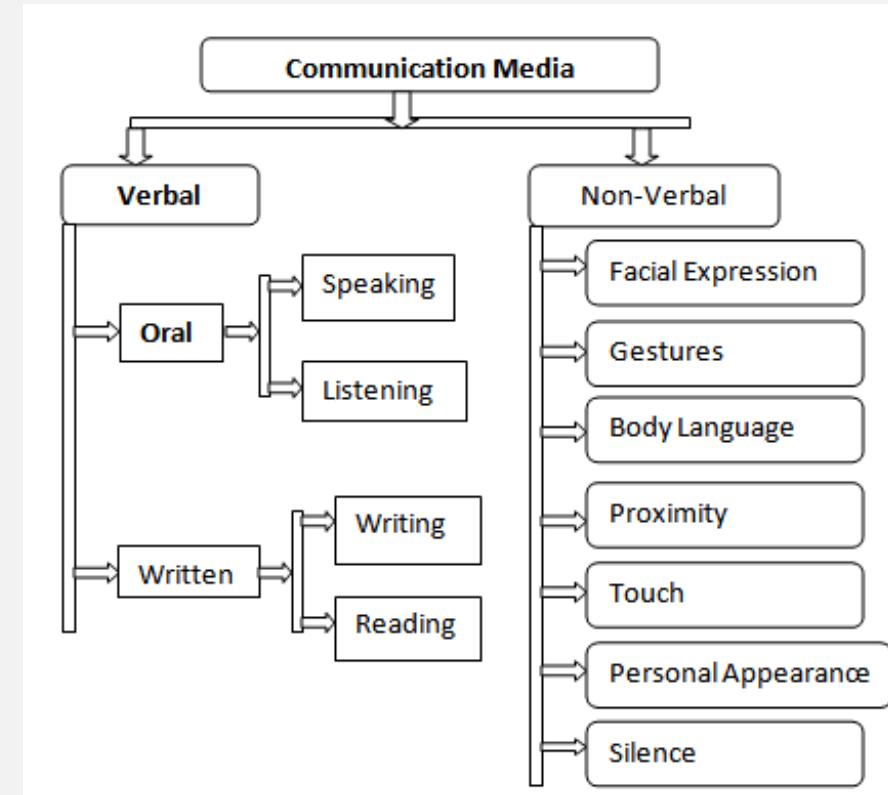
- Are F2F conversations being superseded by our social media interactions?
- How many friends do you have on Facebook, LinkedIn,etc vs real life?
- How much overlap?
- How are the ways we live and interact with one another changing?
- Are the established rules and etiquette still applicable to online and offline?

Communication & Coordination

- Communication: how you transfer information or knowledge from one person to another
- Coordination: when you transfer information or knowledge

Types of Communication

- **Verbal**
 - Written
 - Oral
- **Non-Verbal**
- HCI needs to attempt to satisfy all



Mediums of Communication

- Co-located- physically in the same space
- Distributed- physically distributed
- Co-located is the standard but distributed gaining momentum
- Much harder to design for distributed
 - Time gaps
 - Lack of nonverbals
 - Blindness of others
- Field of Computer Supported Cooperative Work (CSCW) interested in this space—how space and time impacts human behaviour and technological development

Conversational mechanisms

Various mechanisms and ‘rules’ are followed when holding a conversation, e.g. mutual greetings

A: Hi there

B: Hi!

C: Hi

A: All right?

C: Good, how’s it going?

A: Fine, how are you?

C: OK

B: So-so. How’s life treating you?

Conversational rules

Sacks et al. (1978) work on conversation analysis describe three basic rules:

Rule 1: the current speaker chooses the next speaker by asking an opinion, question, or request

Rule 2: another person decides to start speaking

Rule 3: the current speaker continues talking

More conversational rules

Farewell rituals

- Bye then, see you, bye, see you later....

Implicit and explicit cues

- e.g. looking at watch, fidgeting with coat and bags
- explicitly saying “Oh dear, must go, look at the time, I’m late...”

Breakdowns in conversation

When someone says something that is misunderstood:

- Speaker will repeat with emphasis:

A: “this one?”

B: “no, I meant that one!”

- Also use tokens:

Eh? Quoi? Huh? What?

What happens in social media conversations?

Do same conversational rules apply?

Are there more breakdowns?

How do people repair them for:

- Phone?
- email?
- Instant messaging?
- texting?
- Skyping?

Activity: Analysis of Social Media for Social Narrative

- If you have a social media account, use your own. If you do not have a social media account, find someone else's and use that.
- Review the last 5 social media posts.
- Identify if there is a story in those posts.
 - Is there a theme connecting them?
 - If so, what is it?
 - Are the posts consistent in their communication?
 - Do you think the consumer of the social media posts is interpreting these the same way the creator intended?
 - If yes, why? If no, why?

Remote (distributed) conversations

Much research on how to support conversations when people are ‘at a distance’ from each other

Many applications have been developed

- e.g., email, videoconferencing, videophones, instant messaging, chatrooms

Do they mimic or move beyond existing ways of conversing?

Teleconference video

<https://www.youtube.com/watch?v=kNz82r5nyUw>

Early videophone and visualphone



(a)



(b)

Figure 4.2 (a) One of British Telecom's early videophones and (b) an early mobile visualphone developed in Japan

Source: (a) ©British Telecommunications Plc. Reproduced with permission (b) Reproduced by permission of Kyocera Corporation.

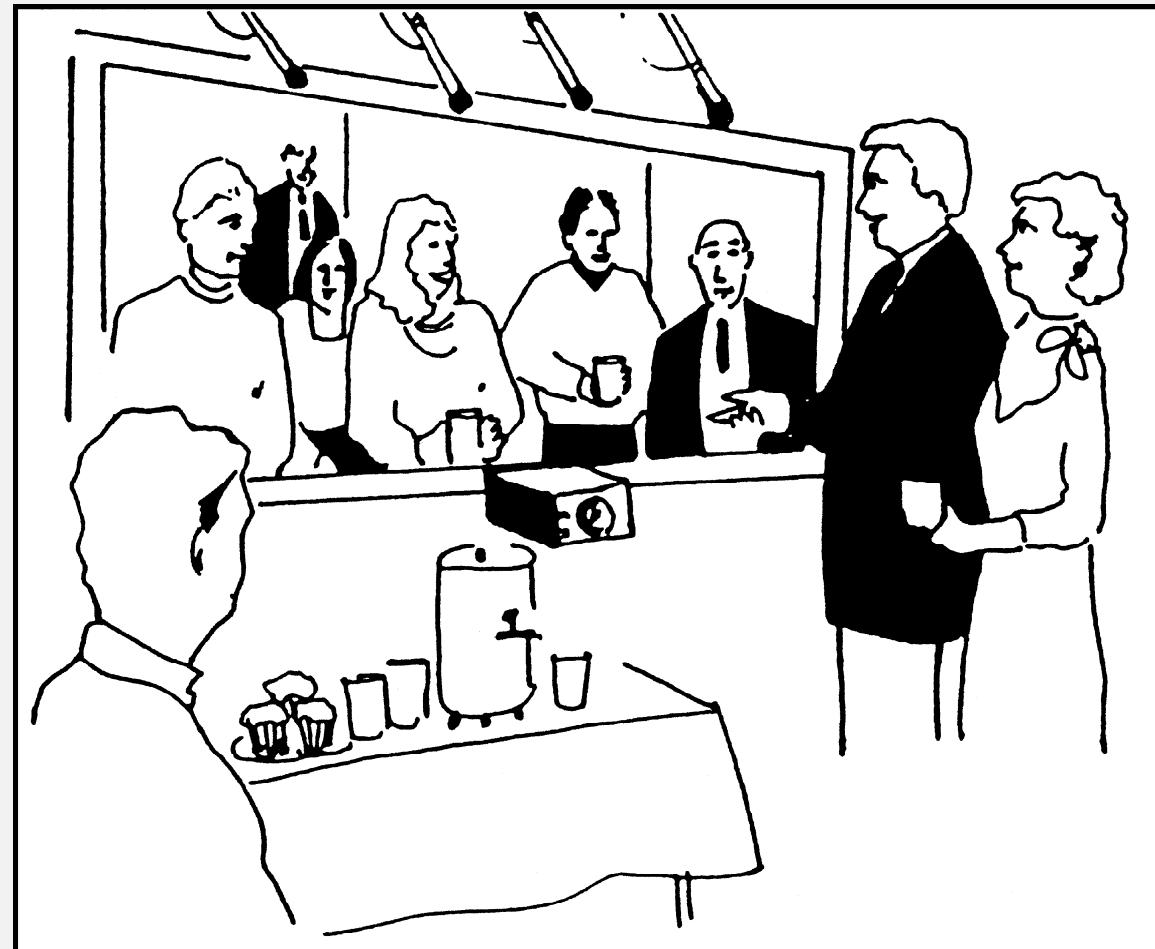
VideoWindow system (Bellcore, 1989)

Shared space that allowed people 50 miles apart to carry on a conversation as if in same room drinking coffee together

3 x 8 ft ‘picture-window’ between two sites with video and audio

People did interact via the window but strange things happened (Kraut, 1990)

Sketch of VideoWindow



Findings of how VideoWindow System was used

Talked constantly about the system

Spoke more to other people in the same room rather than in other room

When tried to get closer to someone in other place had opposite effect - went out of range of camera and microphone

No way of monitoring this

Skype success

Global household name

Seeing others on screen enables more intimacy than audio phone

Enables people to get to know each other better

Less awkward for young children

- Like “to show, not tell” (Ames et al, 2010)



Apple Facetime

3D virtual worlds

Second Life (2007)

- Over 8 million users

What kinds of conversation take place in these environments?

VoIP versus chatroom talk?

- Which is preferred and why?

Facebook and Twitter

How have these changed social interaction?

Used in everyday life for communication, entertainment...

Used in emergencies, demos, etc.,

- e.g., users spread up-to-the minute info and retweet about how a wildfire or gas plume is moving
- but can also start or fuel rumours, by adding news that is old or incorrect
- more confusing than helpful

Instagram and Snapchat

How have these changed social interaction?

Activity: Online Face Management

How do you represent yourself on Facebook, Twitter, Instagram, Snapchat?

Do you use your real name? Are photos realistic? Is information valid and accurate?

If yes to these, why? If no, why?

Telepresence

New technologies designed to allow a person to feel as if they were present in the other location

- projecting their body movements, actions, voice and facial expressions to the other location or person
- e.g. superimpose images of the other person on a workspace

Hypermirror (Morikawa and Maesako, 1998)

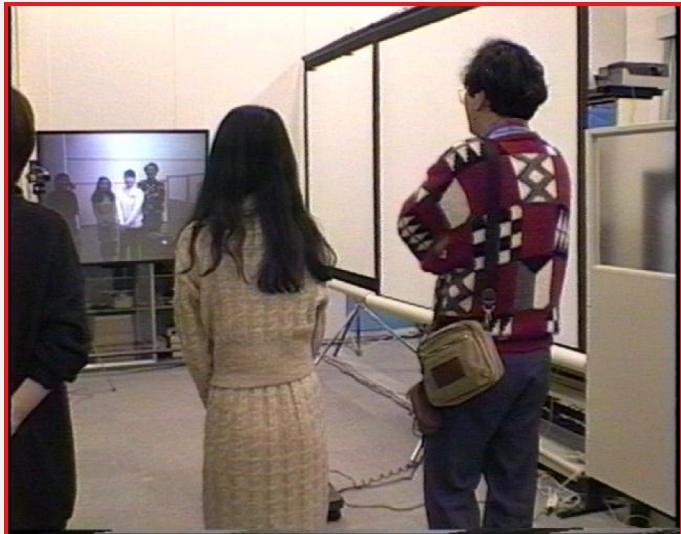
- allows people to feel as if they are in the same virtual place even though in physically different spaces

People in different places are superimposed on the same screen to make them appear as if in same space



(woman in white sweater is in a different room to the other three)

Creating personal space in Hypermirror



2) Two in this room are invading the ‘virtual’ personal space of the other person by appearing to be physically on top of woman in white sweater

3) Two in the room move apart to allow person in other space more ‘virtual’ personal space

Everyone happy





(a)



(b)



(c)



(d)

Figure 4.7 BiReality: (a) a surrogate robot at a meeting 'sitting' between two physically present people; (b) the remote user's view of the meeting while controlling the surrogate; (c) an early version of the surrogate on the move; and (d) a second-generation surrogate designed to preserve the height and sitting/standing posture of the user (Jouppi, 2002). See also www.hpl.hp.com/personal/Norman_Jouppi/BiReality240x180v1.3.mov

Source: N. P. Jouppi (2002) "First steps towards mutually-immersive mobile telepresence". In: *Proceedings of the 2002 ACM Conference on Computer Supported Cooperative Work, CSCW '02*. pp. 354–363 ©2002 Association for Computing Machinery, Inc. Reprinted by permission.

The People's Bot attending CHI

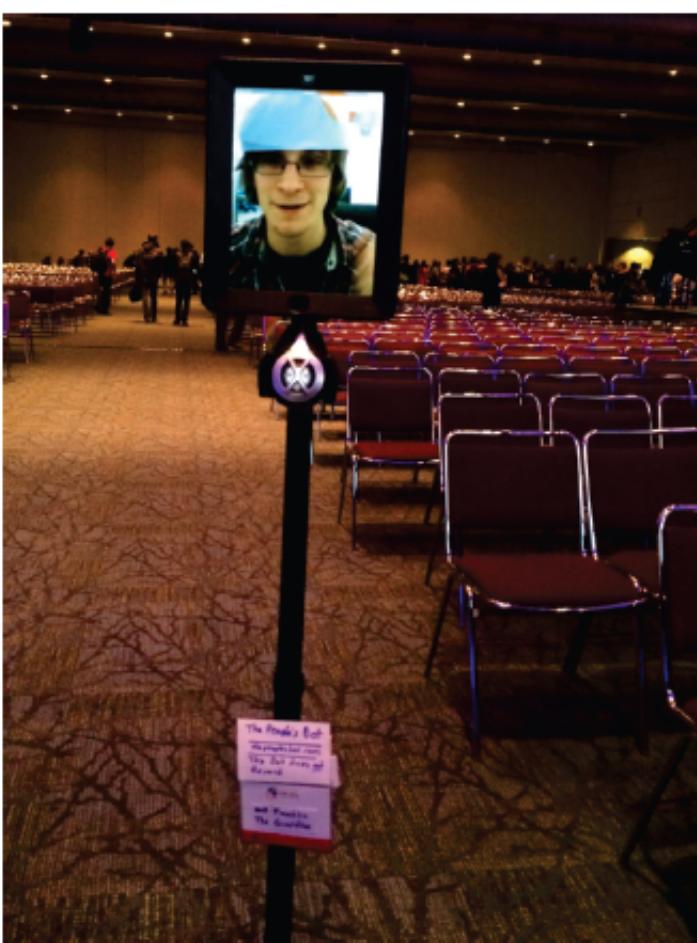


Figure 4.9 The People's Bot attending CHI 2014

A telepresence room



Figure 4.8 A telepresence room

Source: Cisco Systems, Inc with permission.

Reading for next class...

pg.- rest of social interactions chapter