Seabus

N. [Gender (f/m)] - [Age range () mean mid, [) mean early, (] mean late] - [kind of interaction\*] - time (if possible)\*\* – notes and descriptions

\* Kinds of interaction:

* g: general, looking at the board as a whole and not a specific ad
* s: specific ads, looking at a specific ad
* p: photos, taking photo of the ads
* n: notes, taking note of the ads
* o: other interactions, such as telling about them to a friend, pointing and laughing and etc.)
* gl: glance at the board

\*\* Time unit in the notes is Second.

**Data**:

1. f - [30) - g - ? - ?

2. m - (30] - g - >3 - lemon bucket - jim donini - a comedy of tenors

3. m - ? - gl - >3 - light hair

4. m - (40] – gl - <30 - checkered, boredom look

5. f - [30) – s - <30 - interested in writing ones - VIMFF photo exhibition

6. f - [40) – s, g - <30 - gigantic flea market initially, general for the rest - indigenous looking

7. m - (60) – s, o - <60 - peter bernstien, photo and steve kaldstead - The dime notes - WAITING FOR ANOTHER PERSON, showed yoga laughter ad to the person

8. f - (40] – s, n - <60 - bike to work, cancer fundraiser, booksale, gigantic flea market, free community lunch - WROTE THEIR NUMBER - Looked at the reading ones rather one only photos

9. m - (40] – s - <120 - the dime notes, trust your intuition talk,jazz vespers, Taize, gigantic flea market, explore your future meditation pathways, g - Reading carefully, became interested after reading the first one, reading the ones around the first ad - Asian

10. f - (30) - s - <20 - gigantic flea market - coming from work to home

11. f - (20] - s - <60 - bike to work, animals, gigantic flea market - listennig to music, so it didn't disrupt the whole looking at ads thing, became aware of the observation - blue jacket

**Library:**

12. f – (40] – s - <10 – top left of left billboard

13. m – (50) – gl - <5 – Asian looking

14. f – (30) – gl - <5 – Asian looking

15. f – (20] – gl - <5

16. m - ? – gl - <10 – looked at top left of the left board momentarily – bald, yellow jacket

17. m – (30) – gl - <5 – looked at the middle of top side of left board

18. m – (30] – gl - <5 – top of the right billboard

19. m – (40] – gl - <5 – bottom side of the right board – black jacket

20. f - ? – gl - <10 – top side of the left board – Asian looking

Note: Are four sided ones any good? People don’t seem to really show any attention other that the first glance to them which is only because they’re on the way of exit and entrance!

21. m – (20] – gl - <10 – looked at top part of the left board - had glasses

22. f – (50] – n - >20 – noted something from the top part of the left board – Asian

23. m – (50] -gl - <10 – bottom part of left board

24. f – (30] – gl, o - <10 – same as above, attracted by subject 23 to the board

25. m – (20] – gl - <20 – bottom part of the right board and second and third ones in the middle of the right board – Asian looking

26. f – (30] – s, o - <15 – child and mother, child rushed towards the board and mother went and looked at bottom of the board for quite some time

27. m – (30) – gl - <10 – bottom of right one - attracted by the homeless person

28. f – (20) – o - <20 – bottom left part of the right board and it’s middle part – said things to each other about the board with subject 30

29. f – (20) – o - <20 – bottom left part of the right board and it’s middle part – said things to each other about the board

31. m – (40] – g – <25 – top right of the bottom edge of right board – bored and went away

32. m – (50] – g, o - <40 – checked the whole board – part of an event and was waiting for other people to come out so seemed to checkout the board for info or for passing the time

Codes that come to mind:

Ok this is ridicoulous! since the themes are pre-determined and we only need to make the codes, it seems redundant! because the main purpose of the codes is that we can organize them into themes! but when the themes are already there it doesn't really mean anything to code the data again! if we recode the data (images in this case) using different parameters (for instance contrast between text sizes, colors and etc.) we need to regenrate new themes and discard the ones we have! IT FREAKING DOESN'T MAKE ANY SENSE AT ALL!

Some inferentials from the notes on people:

1- posters outside of tableau got a lot of attention

2- posters with more colors seemed to be more attractive to the public audience

3- posters with writings on them were actually quite attractive to many people in the seabus! (contradiction with my intuition?)

4- markets got a lot of attention in the seabus

5- The ones with giant photos and good looking text were noticed but not as much as many of the written ones did

6- Good amount of interaction between the ads from a certain ethnicity and their respective people