# Major Studio 2

MATTIE BRICE

LEGEND

- 🟥 : Assignments & Homework
- 🟨 : Storyboarding / Brainstorming
- 🟩 : Artist / Designer to look up
- 🟦 : Events & prospects to explore

∘ Presentation on 2×2 matrix of research questions

∘ Choose 1 Question out of the 8 you have written :

Accessibility (Education)	AR and VR (Experiences)	Visual Storytelling
Immersive Experience (Bosch and TeamLab)	✗ How can immersive experiences be made accessible to everyone?	✓ How can we create interactive stories that are captivating and accessible?
Animation (Designed by Apple in California)	✗ How can we do simple group interactions in VR/AR to increase adoption?	✗ How can we make animated stories accessible for interaction?

Dystopian Mindset (VR, AR)	AR and VR (Experiences)	Visual Storytelling
Immersive Experience (Bosch and TeamLab)	✗ How can interactions in a virtual world be seen in a positive light?	✗ What kind of stories can change the mindset of people about technological interactions?
Animation (Designed by Apple in California)	✗ How can animation educate people about the use of immersive experiences?	✗ How can heartfelt stories remove the dystopia about technological adoption?
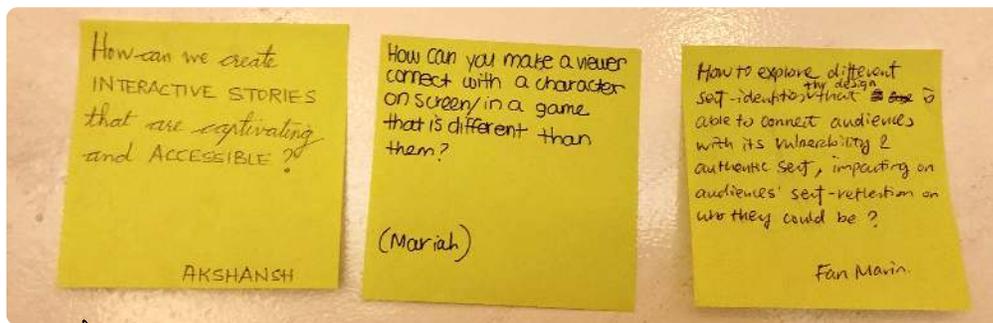
⌐→ My group for the three weeks
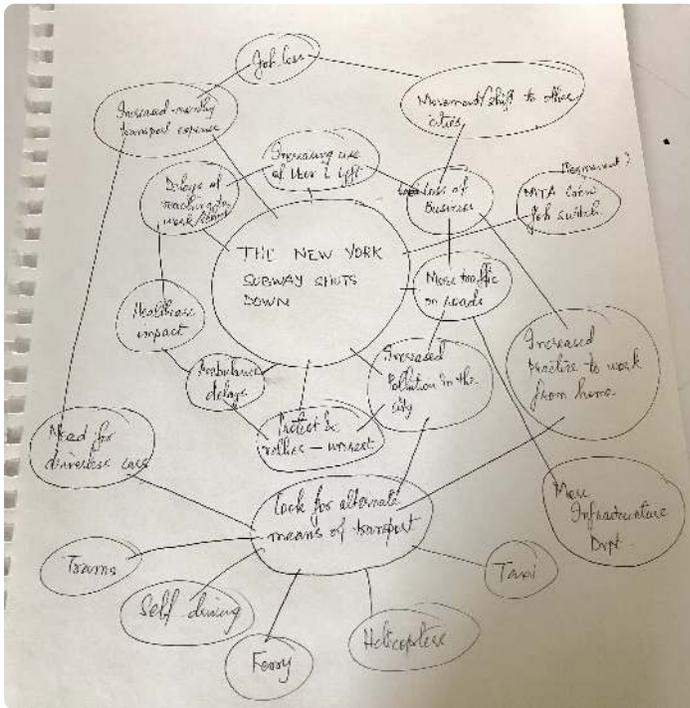
→ Due next week

Create 2×2 as a group
↳ Generate 4 questions based on your shared interest

Due every week

1. Std. assignment (check syllabus)
2. Weekly reading assignment — in a group (select 2 topics)
3. Research Material Review — Consume material & share
   ↳ Post on Slack (Sth that has an impact on you)
      ↳ your channel

◦ Futures Wheel : Class Activity [from Extrapolation Factory]

◦ Housing & neighborhood changes
◦ Homeless shelter requirement

<u>Ques</u> :

Does speculative design approach need to be tech-centric?

↳ Tech is acting as a tool to show a future influenced by current problems.

◦ Defin^n of technology should be a little more broad.
   ↳ It is a "practical applic^n of knowledge" - Merriam Webster
◦ Idea
   ↳ Speculative Design exercise — When Internet Does Not Exist
     (Futures Wheel)

∘ FUTURE STUDIES : Field of Speculative Design
    ↳ good read :

       Neuromancer — William Gibson

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§ Exercise :
   ① Select one question from the group 2×2
   ② What is the trend/event that is associated with your question
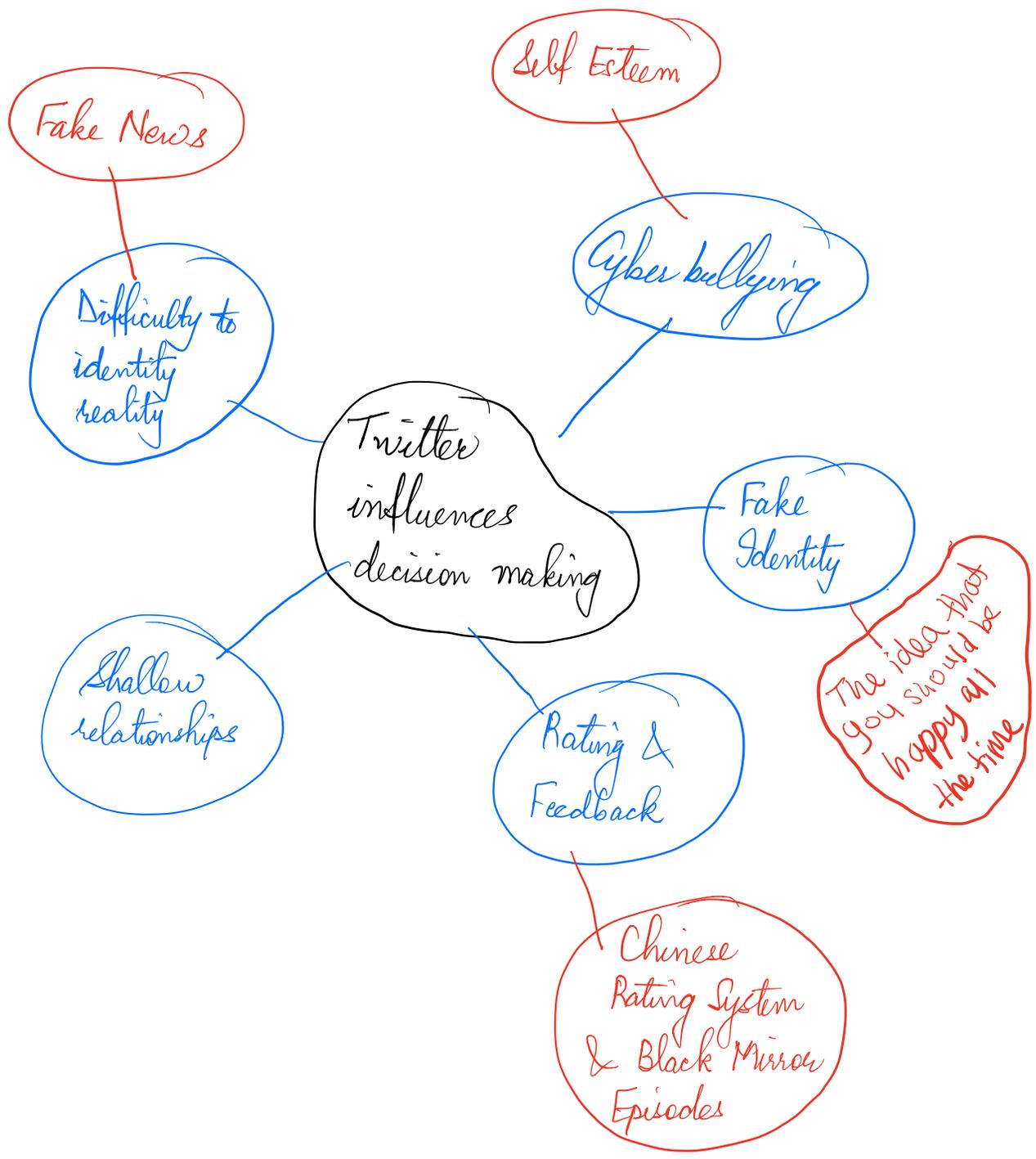   ③ Create a Futures wheel based on that

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∘ Suggestions : Look up methods of divination
             ↳ Tarot reading, etc.

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∘ Self Reflection : Emotional selection of the info. presented to us.

Media

Twitter

→ Influence on social media on (behavior) of person.

Emotional selection based on social pressure → New Amsterdam (Twitter)

→ Self Image

decision making

Twitter influences decision making

- Fake News
  - Difficulty to identify reality
- Self Esteem
  - Cyber bullying
- Fake Identity
  - The idea that you should be happy all the time
- Shallow relationships
- Rating & Feedback
  - Chinese Rating System & Black Mirror Episodes

① Social media impacts rational decision making

② Social pressure , # Ice Bucket Challenge , ✗

Fyre Festival , ✓

#10 year challenge , ✗

Me Too , ✗

March For Our lives , ✗

Identity

Decision making

↳ Emotional vs rational

○ Wanting to be part of
the herd

○ Irrational Decision to attend Fyre Festival

◦ Tarot Reading Activity

FOUR OF PENTACLES

13 DEATH

PRINCESS OF PENTACLES

→ What would be the consequences of Twitter interactions? [FUTURE]

What were relationships like before social media? [PAST]

How have relationships changed with the introduction of Twitter? [PRESENT]

◦ Next class: Building a world — creating a design fiction
↳ Based on the story we found from the Tarots.
∘ Create a futuristic methodology. (Futures Wheel)

§ Play the game : **Shock**

Create a fictional space in which the events we created in the Futures Wheel existed.

↳ Map out the world & characters in it as much as possible

↳ Prepare a design fiction, decide your intervention

�֍ Assignment Due Mon (Feb 4)
  ↳ Present your refined version of Design Fiction.

✖ Assignment Due Wed (Feb 6)
  ↳ Prepare a project proposal & prototype

Shock — Info/technology

↳ We will have roles based on our expertise

↳ Create characters that force us to address these issues
  ↳ eg. if we want garbage recycling, one character would be a garbage truck operator

↳ Protagonist — your role

↳ Antagonist — someone who opposes your role.

↳ Minutiae (min-oo-sha)
  ↳ Small pieces of info we can add to the context

— Creating a World [eg: Recycling Plastic on Mars]
  ↳ Create a 3×3 (similar to 2×2 we did before)

SHOCK shock/issue grid

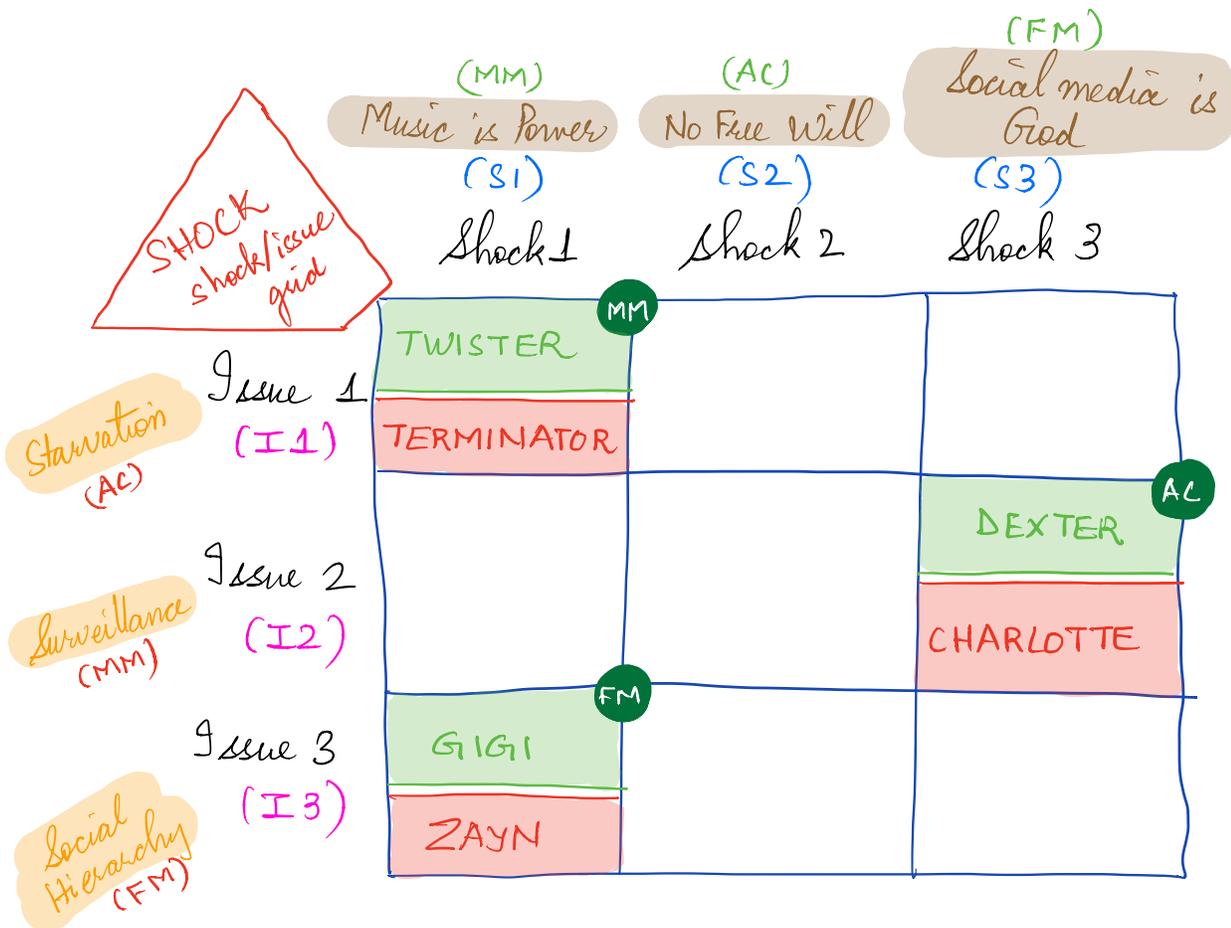|	(S1) live on Mars Shock 1	(S2) Shock 2	(S3) Shock 3
Issue 1 (I1) Recycling	Maxp		
Issue 2 (I2)			
Issue 3 (I3)			

— In the cells, create characters for that world.
  ↳ The character you create would be the protagonist.
  ↳ The char. should justify/work for the issue & create/resolve a shock

— Next, we create antagonist for that character. An antagonist is anyone who gets in the way of the char.

- Issue: abstract thing — theory, policy, condition → Social/personal concerns that we have
- Shock: new tech, sudden event: a catalyst

○ At the start of the game, we each select an Issue & a shock.
  ↳ Constraint — don't create a character for your chosen shock & issue.

- Minutiae — add facts & details for your character.
  ↳ Challenges, problems, opportunities

	(MM) Music is Power (S1) Shock 1	(AC) No Free Will (S2) Shock 2	(FM) Social media is God (S3) Shock 3
Issue 1 (I1) — Starvation (AC)	TWISTER [MM] / TERMINATOR		
Issue 2 (I2) — Surveillance (MM)			DEXTER [AC] / CHARLOTTE
Issue 3 (I3) — Social Hierarchy (FM)	GIGI [FM] / ZAYN		

SHOCK shock/issue grid

CHARACTERS

(AC) SURVEILLANCE
SOCIAL MEDIA IS GOD
Dexter

- Digital being motivated by creating the best form of surveillance in a world that is ruled by social media. (hacker)

(MM) STARVATION
MUSIC IS POWER,
Twister

- A being who feeds on music ('Tamagotchi') – charge his body with music

(FM) SOCIAL HIERARCHY
MUSIC IS POWER
Gigi

- A group of famous models who have got plastic surgery to look the same.

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- Fiction are the stories we tell ourselves & by telling that, we visualize a possible world looking like that.

- When doing the above exercise, think about — what happens if this was real? Do I want that kind of a future?

- Project reference: Dunne And Raby

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MINUTIÆ (Truths about this world)

1. There are underwater creatures (sirens)
2. This world is an island
3. Music is the commodity of trade ($). Music is power.

✳ Assignment for next week

○ Create a TIMELINE
Imagine life going towards the scenario that you have created
   - How long will it take to get there
   - What things will need to happen to actualize it

○ Create a DESIGN PROPOSAL
You are creating a design intervention — do I want to stop it/do with it; context of the problem + reason for intervention.

○ Do Weekly Reading: What do Prototypes Prototype?
   - Think about group moderation.

○ Create a PROTOTYPE
   - get reactions from people. eg. create a Newscast video & show it to others.

- What makes a good Prototype?
  - Useful Data
    - → look for a question you are looking to answer.
    - → Find the data would you need?
    - → What would produce that data (people who are recording, video camera to capture, etc.)
  - Well documented

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§ AWARENESS ABOUT SOCIAL MEDIA

① SOCIAL PRESSURE — Decision Making
 — Don't use social media as a ranking system

② SURVEILLANCE — Identity
 — Don't be blinded by the perks of social media. Think about your identity. You are being watched.

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o <u>Group Moderation</u> : Prototypes   <u>PPT</u> → 1 min → Intro
                                              1 m → Role
                                              1 m → Look
① Pain Termenator   1 m → Implem—
                                              1 m → Integr^n
② Timer X   3 m → Video

③ Breathing Chair   Role ⬜⬜   —— Masa
                                ⬜
④ Squaregraphy   look (3D)   —— Nuomeng
                         Implement^n (Balloon) — Tingwei
                         Integr^n (Package)   — Akshansh

o <u>Activity</u> : Design a speculative _____.
                                          ↳ Shoes
                                          ↳ Mobile phone
                                          ↳ Umberella

2 min (0) Explain the activity + make groups

3 min (1) Role → Define f^{ns}, objective, rough sketch
<1 min>

5 min (2) look & feel → Physical product / model
<2 min> → Storyboard

5 min (3) Implement^n → Material, tool, audience, functional or working prototype
<2 min>

(4) Integr^n
<1 min> × 3 = <3 min>

○ DISCUSSION
  ↳ Difficulty in collaboration
  ↳ Diff. b/w — before & after stage
  ↳ Is following order important (Role > look & feel > Impl.)

○ Reality is way more complicated than any fiction you can come up with.

— Mathie Brice.

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○ Questions on our Design Fiction

① How did we get to Social media becoming a God?
   ↳ (naturally, not fictionally)
   ↳ How does anyone become a God? How does anything start?

② What is the form of this God / Social media? What is social media's form today?

③ Why an island?

③ How is everyone on earth united?

④ Is music being used to unite the world?

⑤ How is music currently uniting people, especially through Social media?

   ↳ Think about how diff^t types of people interact with social media.

⑥ How does sound / music get harnessed for energy?

○ **Prototype ideas**

① What would be the main quality of a unifying song?
  ↳ eg. national anthems, pop music
② How would music be turned into energy?
  ↳ eg. harnessing the vibration from music.

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Other group's stories

↳ <u>Euthanasia</u>
  ↳ What event/process would it take for this to become acceptable?
  ↳ What do you do with the body after delivery?
  ↳ What kind of professional would be best suited for doing this?
      ↳ Figure out the profession.
  ↳ What is the delivery mechanism for euthanasia?
      ↳ look into sanctioned death work, investigate practices of intentional death, look into cases where this happens.

↳ <u>A memory package</u>
  ↳ Is knowledge going to be curated like social media?
  ↳ Do we want to keep digital technology alive?
  ↳ What destroyed technology?
  ↳ What current practice have been completely replaced digitally?

↳ What do we still do analogue?

↳ What is considered worth remembering online?

↳ What are current database losses?

↳ What right to memory online do we have?

↳ What disaster plans do we have?

↳ Prototyping ideas: create a form-specific storytelling, begin creating analogue version of digital things, bring back physical data storage, look to nature's current on-going memory.

↳ How is memory currently changing?

↳ How do we communicate with our Bit + device?

↳ How would our privacy laws change to allow this?

↳ How would a personal device become widely accepted (how does it not alarm people)?

↳ How would ideas of intimacy change to encorporate Bit +?

↳ How would family structures change?

↳ How does this device read our data? Hooked up? Sensory?

↳ Will tech become very cheap? Or, is tech now free? Will govt. subsidize tech?

→ Prototype ideas : How does tech get disseminated in culture, how does tech connect to values/money, etc; age related adoption uptake?

→ Look at currently separated families, inter-familia tech-use, when was tech first introduced into homes, when in the past has family structure changed (industry age)?

→ Sex Robots & AI age (Marriage)

→ How are robots currently entering our families/intimacies?

→ How are cultural laws currently enforced and could become more extreme?

→ How would arranged/predetermined marriage feed into this process?

→ How much does AI currently have & what more power are they getting?

→ What are the feelings of current engineered? Children or those like them & how can we project their char_s?

→ What is the state of eloping/resisting this culture?

→ How are cultures currently divided? Can AI understand that?

→ What is AI reproduction like & how does that change/force humans?

→ Do robots experience love? How?

→ What is rel^n of AI & empathy & how does it evolve?

Prototype ideas : look into class systems that exist, what is trajectory of human social structure & how would it affect AI, look at digital pets & already existing AI intimacy

look into data necessary for robot love, look into trans^n from computer logic to fuzzy logic, look at speculative fiction, ask them, facilitate robotic love

Garbage piling

Who governs how the space is managed?

What environment laws do we currently accept & how would we accept harsher ones?

How are alternate economies interacting with environment-—alism & how would they evolve alongside it?

What is our current rel^n to sentimental objects & what would happen to them under strict storage/prod^n/possession?

What is the status of crafts in a tech-productive world & how would that change when little may be produced.

How do we currently buy things that are eco-conscious & what would happen when everything is eco-conscious?

How do product companies deal with environmentalists-—related sanctions/laws & what would they do when they become stricter?

↳ Prototyping ideas : How companies evade, sharing-economies where ∃ lack of access, circle economies, supply & demand fluctuations ?
↳ what are current decluttering tactics, look into recycling practices of sentimental objects, what current reprod^n practices of sentimental objects exist, inventory, disaster role players, history re-enacters, what do they do ?

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→ why are you doing what you're doing

○ Proposal, Context & Prototype   ⌉ Due Next
  ↳ Divide the present^n in 3 parts.   ⌋ Class

  ↳ Doesn't need to be a present^n
↳ If it's a physical prototype, bring to class
↳ Document & show the process
↳ Show it to people & get feedback

Start interacting with professionals over the semester.
  ↳ Take F/b on your prototypes (Due Week 11)

05 Feb. 2019

THE GOVERNORS BALL
MUSIC FESTIVAL
RANDALL'S ISLAND PARK ✦ NEW YORK CITY ✦ MAY 31 - JUNE 2 2019

TICKETS   LINEUP   EXPERIENCE   INFO   HOTELS   MERCH   MEDIA   PARTNERS

TICKETS

General Admission   VIP & VIP Plus   Platinum   Luxury Suites & Cabanas   Transportation

GENERAL ADMISSION

Layer 1 :

Your emotion levels are rising. Are you sure you need to purchase these tickets ?

Yes. Ignore Warning.

No. Tell me more about stats.

You have ignored alerts 5 times this week. Ignoring this suggestion may lead to you making an irrational decision.

CAN'T IGNORE WARNING

Learn about implications

Stats say that anxious brain leads to irrational decision.

Before you make the purchase, think of what else can you do in this time.

① Cassandra : Sean Montgomery
  ↳ Inspirⁿ for wearable implementⁿ
  : "Be careful what you - __" → ==offensive==

how would : ∃ better ways → screen not req^d.
you say it : Last table → useful data → use earlier
to a friend? : Other situations of being anxious
  : Music festival ticket purchase may not be
    lucrative ✓
          ↳ think about purchasing power of people
  : think about in-app purchase — emotion rousal
  : Online shopping can be another topic -relatable

② Kat : There should be a NO button that takes to a
         happy pictures
  : Fyre Festival & Governor's ball don't match .
         ↳ Use Burning man, etc .
  : Reduce the no. of clicks
  : Directly give suggestions when you're anxious.

③ Map : Interrupting a call to action .
      : Think about how the data is collected.

④ Fuad : Cognitive Dissonance → Willing things in Red
        : Prompts are making users anxious.
        : Availability of these lenses — where ?

⑤ Xiaoyu : Rational decision may not be the right decision
         : Feeling in control of yourself
         : Talk to actual people rather than an AI.

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o Relating EmoLens to Soundland story

① Dexter realizes that Gigi & her crew are
emotionally activated under the Social
Grod's influence. He found that eyes were
accurate detectors of emotional state .

② So, he created a contact lens that
detects emotional state of Gigi (& others)
& prompts them when they may make
emotionally inclined (irrational) decision .
He packaged it as a luxury lens called
Emolens so that Gigi (& others) wear it
as a form of jewellery.

③ Emolens becomes popular instantly &
Gigi wears it first. Soon after that, she
starts getting prompted with alerts,
helping her manage her emotional state.
At first, she gets afraid of having
sth overlayed on her sight, but
after wearing them for a week, she
understands the bubble she was caught
up in & tries to be more logical.

Note :

o What is your personal goal & group goal for the project ?
   ↳ Always add that in class presentations .

* what is the purpose of speculative design ?
   ↳ Thinking broadly so that you are not just one
      iteration away from a new version .

o Assignment : Show & tell   (Mon)
   ↳ Compile your research material & share on slack
   ↳ Bring your materials to class

   ↳ (Wed) : Last prototype for EmotiLens .

✳ The flow of MS2 : Know more than Mattie about the topic you are interested in. That ways she can critique you better.

✡ Class Activity : <u>Seeing Yourself Sensing</u>

○ MFA DT is not a visual design course. It is a course on design technology. So, when developing projects, think about your choice of a sense — why prioritize vision?

    ↳ Ask other questions — how are you feeling?

           — how are your fingers feeling right now?

Don't just say what did you do, why did you do it?

           — what does this XP remind you of? Do you want to make this XP stronger or weaker?

○ <u>Suggestions</u> by Mattie on my <u>Research Direction</u> :

① Doing Design Research

② Start with simple questions — WHAT IS NEWS?

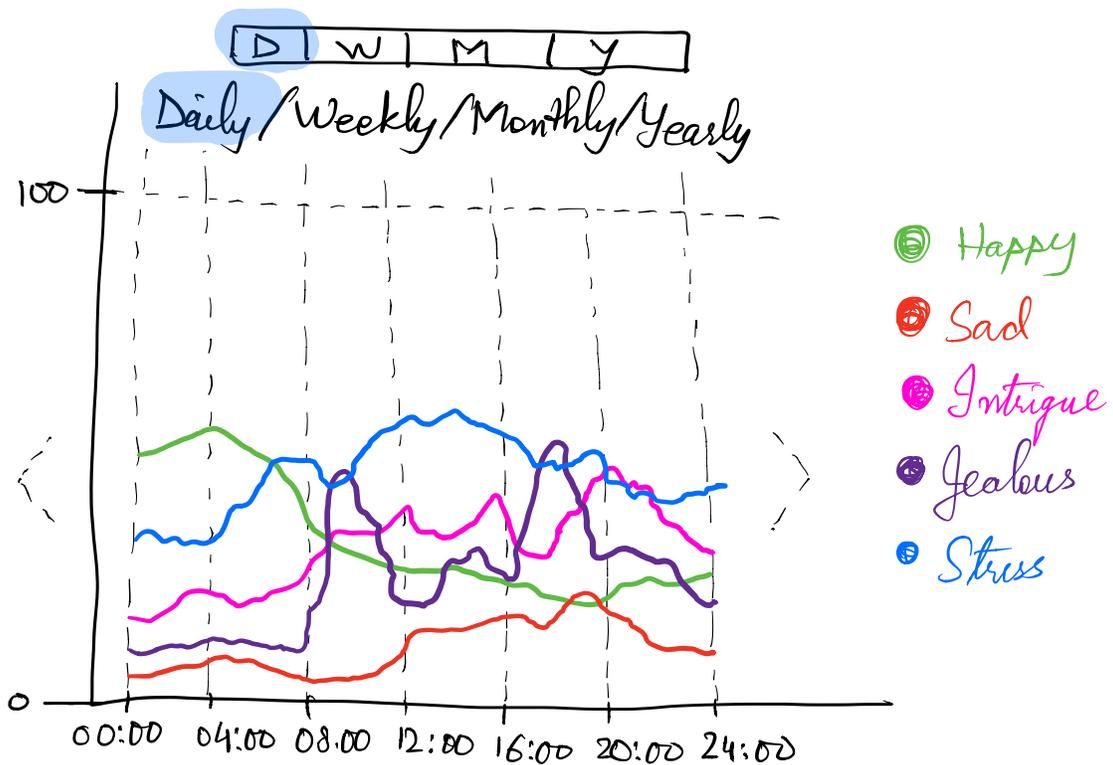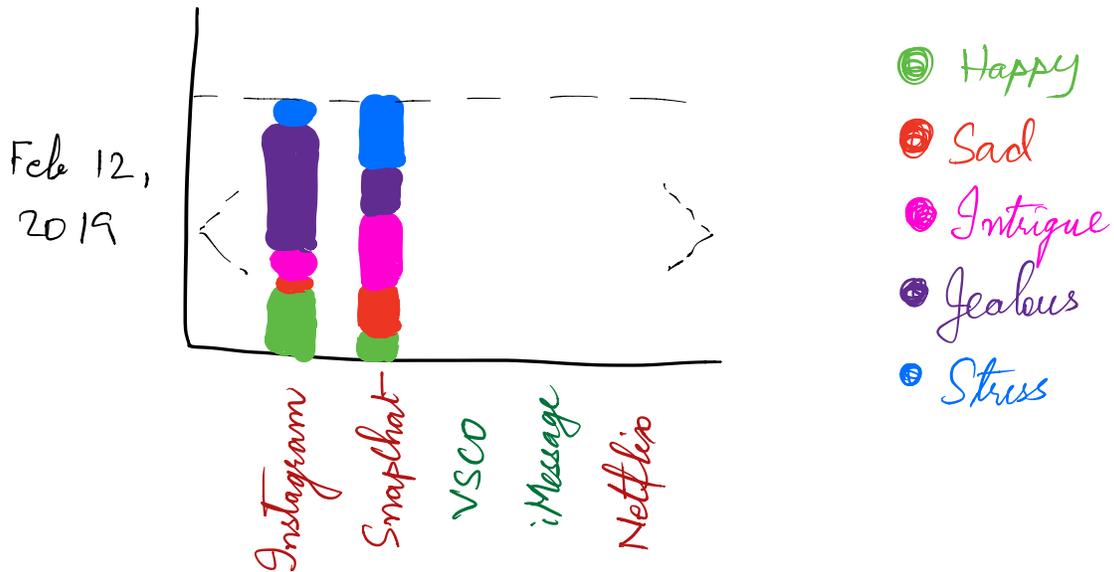③ What tech would help you unpack what is news?

④ Reach out — NY Times has a tech lab for Data Viz

           — NYU Prof. is a journalist — into data viz & news

- Websites are disposable. Mobile apps arent. It requires less effort to visit a website
  - Christina

- When doing projects, think about your choice of medium first or content first. Which one do you think should come first. — Mattie.

- Interesting dir^n — what happens to our stuff on the internet when we die? Are we okay with that.
  ↳ Taken by Masa; suggested by Mattie.

Next iteration for the group project.

Feb 12, 2019

Instagram | Snapchat | VSCO | iMessage | Netflix

- Happy
- Sad
- Intrigue
- Jealous
- Stress

| [D | W | M | Y] |

Daily / Weekly / Monthly / Yearly

100

0

00:00   04:00   08:00   12:00   16:00   20:00   24:00

- Happy
- Sad
- Intrigue
- Jealous
- Stress

Content Influencing You

- ▢ ——————————— >
- ▢ ——————————— >
- ▢ ——————————— >
- ▢ ——————————— >
- N ———————————— >

Charlotte

CASE STUDY

INITIAL ASSESSMENT
Age, Gender, location
Target Websites I > S > F > T
Emotions   Stress, Jealousy, _ _ _
Thoughts on Emoti Lens & UI

V1
V2
V3

AFTER USER TEST
Age — 16, 16, 19, 21 L→   Gen → F, F, F, F   A, A, A, A
T1 → F > I > S _ _ _ T3 →   T2 → _ _ _ _   T4 →
Emotions   F E │ SP │ IN U   Stress   ✓ │ X │ ✓
U1   ✓ (sugg)   X (secon)

� Assembling User Responses

User 1 Spot , iM, Net , Snap, Insta, VSCO, You , FB

User 2 iM , Facet, Pin , Net , You , Spot, Inst, Snap

User 3 iM , Spot , Insta, Snap, FB, You , FaceT, Net

Overall
Preference
Communication > Music > Social Media > Entertainment > Inspir^n

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✱ NEW PROJECT : New 2x2 Matrix

Thing that you want to do → Tools, Tech / Approaches →

New things that you want to be associated with →

Intervention TRUST	Framework 1 STORYTELLING	Framework 2 DATA
Domain 1 FACEBOOK	How can FB gain its "inform" trust through storytelling & proper assessment ?	How can the info on social media be more trustworthy & unbiased? (regulated)
Domain 2 NEWS SOURCES	How should news be informed to people ? Should it be interpreted (NYC) or stated as is (AP)?	How can we trust the data presented by the News sources ?

Keywords : Social media
Information
News
Storytelling
Info. sources

Trustworthiness
Sharing
Bias
Interpretation
Data

More questions

At what level should news agencies opinionate basic news with their interpretations ?

ASSIGNMENT

○ Bring a proposal & a prototype by Wed (Feb 20)
○ Use 2X2 exercise (group) if you like.
○ Read the book : Design Noir (syllabus).

↳ Tips : Think about experience of a person through
your project

✳ New group : Akshansh, Masa, & Christina
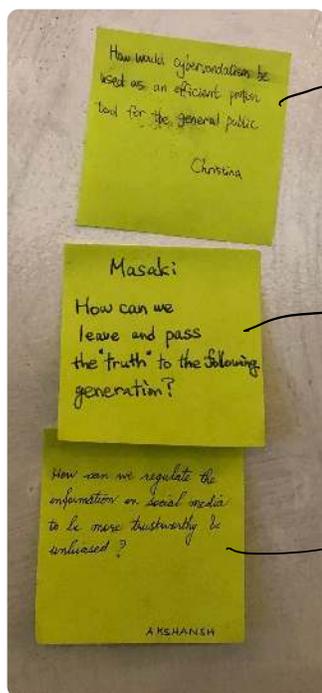
→ Cybervandalism, hacking, protest
social media, sharing your voice,
influence original content, malware,
opinion

→ Fake News, Truth,
Share Information

→ News, social media,
Trust

New things that you want to be associated with

Intervention Mutual Understanding	Framework 1 Social Media	Framework 2 Fake News
Domain 1 Protest	What form of protest can bring people with different opinions on a common ground?	How can people protest about the current news so that they are understood?
Domain 2 Opinion	What form of social media can make people more mutually understanding?	How do people perceive news based on where they get it from?

What influence does news have on people's opinion?

① How can we create one version of our identities on social media?

② What influence does news have on people's opinion?
  ↳ Language, present^n

✻ **Comments on reading by Mattie (Design Noir)**

→ When you create a product, you think — everyone should buy it?

    ↳ Where does that come from?
    ↳ Why should it be for everyone?
    ↳ What is this industry doing to the world?
    ↳ Focusing on UI & making people get addicted to using it — that's all we think about. Go beyond that.

→ Counter factual reading — what would history be like if things were different?

→ Think about - what are other places that have unusual design?

→ How can I make my design for people for whom nothing has been designed?

→ How can I create a design practice that is sustainable serving only a few people?

→ Think about : what isn't being done?
    ↳ for things that you care about.

→ Think about the person you are designing for — WHY?
    ↳ what is the person doing?

- Due Next Week
  - ① Create a storyboard for group project
  - ② User Test it & compare it with storyboard

§ RITUAL EXERCISE

- Think about a design existing in someone's life.
  - It feels off when you're not following a ritual
- Qualities that make up a ritual (Functions)
  - Demarcated space & time. eg: tea at 8:30 every morning in the kitchen
  - For or of sth. eg: drink tea because it wakes me up ; I feel like a professional when I drink tea.
  - Activity of fixed rules : an action persists through time & space.
  - Within & without the ordinary : happens only when following the ritual. eg: Tea wakes me up — are you sure, or is it sth you have created for yourself ?

↳ Framework of Ritual
  ↳ Structure : what was the structure of that xp
  ↳ Function : what does the ritual accomplish ?
  ↳ Processes : how does sth go from an action to
       making sth feel different ?
  ↳ Experience : being in it

— ⚡ —

§ Activity : Make a ritual for the last quarter moon
  ∘ Details :
     ↳ last quarter moon used for :
        ↳ Clearing away
        ↳ Cutting out the unnecessary
        ↳ It happens at midnight
        ↳ It focuses on the self exploration

  ∘ Functions :
     ↳ Time & space : midnight, room, window, roof,
            able to view the moon, bathroom

     ↳ for/of : clearing, cutting away, detox, cleansing
        toxic relationship, relieve stress, reflect on day's
        achievement, goal setting, feeling happy, feel
        physically clean, catharsis

↳ activity : meditation, star-gazing, record observ^ns, yoga, cooking, throw garbage, smashing plates, cutting hair, evocation, clean window, clean phone

↳ symbolism : new beginning, forgiveness, gratitude, peace, connecting with surroundings, regenerate / rebirth, accept imperfection, self acceptance

○ From the above f^n, create a common ritual :

↳ time & space : when the moon is at its peak (midnight)
   : privacy in bedroom looking out the window

↳ for/of sth : planning to remove toxic things/people/ideas
   (goal)

↳ activity : getting rid of digital trash on phone
   ↳ rules : must completely delete month old email/text
      : texts, apps, photos, cache, tabs, no more notifications
      : every 10 email/text, look out of the window like a mirror for 10 seconds

↳ symbolism : gaining the courage to let go of the familiar but heavy

↳ Materials : digital device with text and/or emails

: blanket

: soothing music

: no light

° Complete the ritual tonight & write your experience based on the framework.
  ↳ Document the experience

✳ Activity : Use the ritual framework on the group project storyboard (Granny & Tweety)
  ↳ Focus on the experience for your storyboard

° space & time : evening (8 pm), weekends, after dinner

: 4 locations of home — Granny's room

Tweety's room

living room

Garage

° for/of sth : reduce gener^n gap, create a larger world view for child, respect everyone's opinion

° activity : discuss critical topics, discuss news, discuss about Tweet's actions/schedule, discuss social issues they find important to themselves.

↳ rules : — anyone initiates the discussion
— face each other
— clarify the source of discussion (before start)
— Frequency : every weekend after dinner
— Time : min 20 mins per topic
— People : b/w grandchildren & grandparents
— Activity ends with the grandchild summarizing their understanding

Prototype ⟵

— AI records neural coupling
— AI should convert memory into visuals (revive sensory information)
— Physical presence required
— Match the grandchild's summary with the AI report

· Symbolism : peaceful family, accepting diff^t identities, openness, feeling comfortable talking, make stronger family bond

✡ Materials : a ritual guide to follow (rule book)
: hard copy of physical source (verified)
: AI report analysis format
: Interactive table using projectors — show verification & sources

Problem: UNCRITICAL SHARING

↳ **Sol^n:** Tech intervention
: Behavior intervention
: How can we intervene in a sys that is not trying to reflect upon what you are sharing?
: what is the topic of the info that is passed on? What are the sources of them?

→ exists in all ages/groups
→ Elders : user case ; not the only audience
→ Is it a language issue? Non-English speaking grandparents talking to English speaking children?

Documenting the Ritual Activity
February 26, 2019; 00:00 - 01:10

What I felt while doing the ritual:
1. Found a star twinkling
2. A municipal parking sign board on one of the street lights
3. Found several stars twinkling in the night sky
4. I feel calm, looking up to the sky, observing the stars
5. Saw the light reflection on one of the windows to be distorted, indicating that the glass is concave. Also found "i 2 0" written on top of one of the buildings
6. Feeling calmer and more comfortable because of the music and the blanket
7. The apartment in the building in front of me has turned on a fan when it's cold outside
8. Found 2 trees outside my window. I always thought that there was one.
9. Starting to feel happy about the reduced inbox
10. There is a gradient in the color of buildings: red then orange (from what appears at night), and then yellow
11. Laundry delivery vehicle at 12:30 am (U-Haul)
12. Inbox 0 in 2 mailboxes! Feeling relaxed
13. Drill machine sound interrupting the soothing music I have played inside
14. Change of music to counter the drill sound
15. All chats deleted. All groups exited. No more digital trash. I feel free and relaxed.
    A. I wanted to hold on to a lot of things, but forced myself to let go.

§ 3ʳᵈ Project : Design for one-person

SELF PROJECT

Idea :
Maddy from
Markup

→ DT Student ✗
→ Relative ✗
→ Friend ✗

→ Reason : Design in context
: Easier to scale up from one person

○ Think about creating sth that can be exhibited at Major Major

○ Starting point : extensive research — create a research method that works best for you.

○ Deadline : March 13 for mid-terms

○ Interview area experts for news & media ——to find the person you want to create for

○ Before mid term : Create a proposal
○ Mid terms : Present the proposal

• Talk to Mohini about Maddy from Markup
• Talk to Librarian
• Talk to Vanessa Otero from Ad Fontes Media

✴ Create a new 2×2 Matrix

→ Domain : a body of work inspired by the work of others

: collection that influences you

: what is all the work that comes before yours

: If you have created sth for the museum, what would be other exhibits placed next to your project ?

→ Activity : Write 8 domains of your interest

News Sources — Media Bias Chart

Info Breakdown

News Transparency — Inspired by Twitter Police

Advertisement Influence — Attention Merchants

News Trust Index — Edelman Trust Barometer

User Shared News — ProPublica

News & Storytelling — NY Times (Opinion article)

Social media info Comparison — Can't Unsee Game

Restarting with analog — M$2 project inspir^n

Targeted Advertisement — Amazon tracking (Gizmodo)

Fake News Sharing — Find diff^t versions of news

Physicality of news media — Ingrid Burrington's work

→ Framework : how is it that you evaluate data?

 : eg. think of one person's FB data —
 everyone would have their own version
 for it. eg. archeologist would look for
 culture, advertisers would look for
 interests

 : eg : concept of gaze taken from film to talk
 about surveillance in cameras

 : which tools, methods, techniques you want to
 use

 : what are the things you are looking for?

 : Domain is specific work & framework takes
 different aspects (topics) & link them

 : the theory of how I would look through data

→ Intervention : look for gaps
 : this is how I choose my data

: thinking about "why"

→ Methodology : process of generating your own data
          : how did these people in this scenario do what they did?
                  ↳ what were the specific techniques that they followed?
          : methodology — how you do it
        framework — how you look at it / think about it.

§ Assignment for next class (Wed, March 06)
① A list of journals you have identified as most relevant
   to your research
② Some articles that you find useful
③ The name of the librarian(s) & research guides most
   related to your topic
④ Notes & questions on your research

↳ Primary reference: library. newschool. edu .

✻ Understanding the types of research:
   It is about the degree of how close you are to the
   actual research:
      ○ Primary : you did it (counted the trains passing
                  Union Square & wrote a paper relating
                  it to capitalism)
      ○ Secondary: you found an academic article of someone
                  doing it
      ○ Tertiary : you found a citation of a reference to
                  that work (not necessarily academic journals)

§ Tips for doing research

* Try to find a gap in the literature — where does the research stop?
  ↳ That's where you do your project

* Google Scholar — easy way to see who referenced who

* Make sure that what you put in Bibliography has some verification.

* Find gaps in the literature : funding, say

* Books coming from Academic Press is considered peer reviewed.
  ↳ ⇒ Acceptable secondary research

— ∞ —

§ Activity : Our research methodologies

Primary	Secondary	Tertiary
Interviews - user	Journal,	Articles, blog
Surveys	Papers	Forums
Workshops		
Interview - expert		
Active/passive observⁿ		

° Create a methodology for : Subjectivity of weather

⬇

weather induces convers[n]

↳ Site specific methodology of observ[n]
  ↳ people talk about weather
    ↳ convers[n] starter
→ interviews
→ Fashion industry trend patterns
→ Behavior patterns with weather change
→ location : Cosmopolitan culture (for plurality)
→ Discussion on climate change
  ↳ Social media data mining

—×—

° IDEO's design methodology : Human Centered Design
° Methodology ≡ Framework
    ↳ like a toolbox
→ a toolbox with diff[t] shapes to put things in.
  ⌠ eg : "observ[n]" is a method in Human Centered
  | Design that gets placed in this toolkit .
  ↳ eg② : Design Thinking is methodology
          ↳ comes from Business & Strategy Mgt

→ Think about : methodologies come from places. See if its relevant for you

→ a method is a hammer & methodology is a toolbox which has space for keeping that hammer.

→ eg : Speculative design is a methodology & design thinking is a method in it.

→ Think about your research methodology

* Good reference for research methods
  ↳ Universal methods of design by Bella Martin
      ↳ has 100 methods (eg : 24 : cultural probes)
                       (: 57 : Observation)

RESOURCE TO LOOK FOR METHODS

Universal Methods of Design
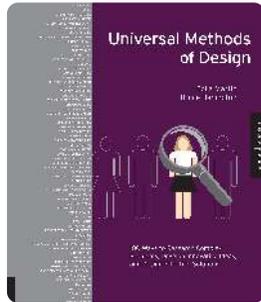
○ Think about the limitations of the methods. eg. Observⁿ can have personal bias

eg : Method 63 : Persona
      ↳ Used when we design for a massive audience
      ↳ We should have analytics on a large group of people

○ Think about your design process as an INVESTIGATION comprising of a series of questions

○ Think about what data you need to answer the question you have.

- Interviews & Surveys are often not appropriate for your work.
- Think about : what is sth I can produce/design in the time I have (resources - time, deadlines etc)

� MY RESEARCH QUESTION FOR MS2

Think about : I want to work on sth to decide if I want to continue working on it in my Thesis. —— am I into this ? —— do I like it ?

✱ Assignments

- Decide your research question
- Choose at least 3 methods relevant to your research question
- Develop a hypothesis for the answer to your research question.

- Write a summary of your research
- Shortlist the people you would be designing for.

※ Hypothesis ≡ educated guess

✳ Concept → the result of what happened to the hypothesis after research, testing, etc.

→ Concept = Idea/Hypothesis + Form + Audience

○ It's a good thing to find a gap that people are not exploring
∵ you can take it up.
    ↳ Think about — why does that gap exist?

✯ My Concept

a different format of news reception instead of clickbait

Hypothesis	Form	Audience
News w/o ads	Storytelling	BuzzFeed Readers

    ↳ INCLUDE:
    ‣ who is involved in this concept? Where is impact happening?
    ‣ What is the importance of it? Why should anyone care?
    ‣ What is the context of this? Where would my intervention be interacting with?

Always asked in critiques

✳ Finalize your concept statement using the above exercise — present in class.
    ↳ Concept, Methodology, proposed Subject

↳ My concept : Unsubscribe to clickbait news
↳ Research : The distortion that takes place in news
        ↳ normal vs clickbait
↳ Form : a data-driven short story showing & explaining the side-effects of consuming clickbait news content & asking users to unsubscribe to such media sources.

②: creating UI/UX for a web filter that highlights the keywords, possibly indicating clickbait news.
      ↳ research on the keywords, human psychology, media sources.

↳ Methodology : Awareness Design

✳ Update your presentation for midterms
    ↳ Design question — clear & confident
    ↳ Background research — ✗ claims
    ↳ Concept — 10 sec. elevator pitch
    ↳ Methodology — title it & link it to methods
    ↳ Testing Schedule — your process of research (trajectory)

- Title your project — commit to your work
- Show your research
- look into the methodologies of the design work you are interested in
- Start acting like a designer — it should show that you know what you are doing. Don't be shy to explain your work.
- Person/subject — find out who they are & why they are relevant. Find the person who's the best to show that your thing works.

§ UPCOMING ASSIGNMENTS

※ Give a project update every Wed
　↳ + show a plan for the next week

※ Writing workshop — every Mon
　↳ Bring material related to your writing
　　↳ You start writing the sections of your
　　　final paper

↳ By April 17, have a plan for Major Major (May 4)

Next class :
Introduction
↳ writing an
outline for
your paper.

° After Major Major, you have a CANDIDACY REVIEW,
so that you can think about your plan for Thesis.

※ Suggestions : Connect with your user & keep a constant
　　　　　touch.

✻ **MS2 Final Project Update**
      ↳ Comments given by Mattie

    Think about : why you are looking through history ?
               : ProPublica — expanding their local journalistic
                  method.
               : ∃ rel^n b/w local news sources & manufacture
                  of truth
               : rel^n b/w local, national, TV sources of
                  info — & rel^n with social media

- Relate the talk what people tell you with what you think
  is imp. as a designer.
- Talk to Planet Princeton — challenges of local news
                               — are they already connected to other
                                  local companies
- What would a journalist want to know ?

✻ The end form of your project should be thought out — for
the person who you want to share your project with.

— ✂ —

✗ Future Monday Assignments
  ↳ Check the table of contents of MS2 Final Paper
    ↳ Each week, we will write a section of this paper.

§ About a Research Paper
  ↳ Objective : Write in a way to communicate to other
     professionals.
    ↳ Audience : The people who you wish to show your work
      ↳ You are writing for a person.

Part 1 : Introduction
              ↳ who are you speaking to / addressing in general ?
              ↳ what are the questions you are researching ?
              ↳ why is it imp ?
              ↳ How did you come to this problem ?
Idea : try to catch the eye of the person you want to read
       & helping them navigate through the paper.

  ⓐ Concept - why are you reading it ; why am I writing it ?

  ⓑ Project Description : Brief

Part 2 : Context : Space in which I am working —— (background)
Part 3 : Methodologies : What choices did I make ? — (Process)
Part 4 : Implementation
Part 5 : Discussion : Analysis & Conclusion —————— (Evaluation)

✱ Homework for Monday
  ↱ Prepare an outline for your paper
  ↳ Write your project introduction

03 Apr 2019

○ Aesthetic quality of a voicemail : Talking to someone in the past with the idea that they would listen to it in the future.

✱ Note :
  - Don't forget the person you are designing for.
  - Keep iterating : Do — Think — Do — Think . . . .

○ **Comments by Mattie**
- ↳ Look into citizen journalism & see rel^n with local
- ↳ Lookup: 8 yrs old citizen journalist
  - ↳ citizen science & that relationship
  - ↳ layer below local journalism — citizen
- ↳ Contact more local companies — difft perspective

○ <u>Notes</u> on writing <u>Research Paper</u>
- ↳ ① No personal pronouns in academic writing
- ↳ ② Don't make it too formal
- ↳ How do you show to people in your prof. space what happened?
- ↳ Research: only show what matters — wrt the current project direction.
- ↳ Don't write a paper you won't read
- ↳ <u>Annotated Bibliography</u>: Share the details of why you chose that reference.
  - ↳ used when you have several references
  - ↳ Not required here if just unnecessary research
- ↳ ③ Be strategic about which research to show & not everything
  - ↳ use Internal Citation for quick & short references

↳ **Literature Review** : Warming people up who haven't done your research & set stage about your work

↳ Is there anything you want to talk about before they can understand your project?

TYPES

① Chronological

(who said what, when — how things have changed over time)

eg. first this
then this
then this

[Date
✓
≡
≡]

② Thematic

(group of themes you address in your work — when you have many topics to talk about)

eg. here's a little bit of this
here's a little bit of that.

[what are the themes?]

③ Comparison

(when comparing 2 diff^t topics, eg. of opposing opinions)

↓

Put these in rel^n with each other & show.

eg. These 2 are diff^t. So, I can show you a 3rd way.

[this side vs this side]

④ By Project

(showing diff^t parts of your project)

[when your project is too technical]

eg. I need you to know specifics of tech event — that matches a result

[what are the factors of my project?
1.
2.
3.
4.]
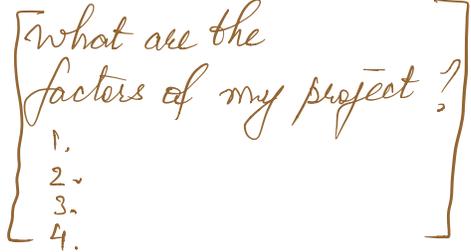
○ Reference : HCI research & how they organize their documents.

- Decide the style for your ==Literature Review==
  & then sort the references in that order.
  ↳ Finally select which ones you want to refer.

ANALYSIS Section : you talk the most in present tense.
  ↳ Add quotes from your interview

- Bibliography : A way to see who you are in conversⁿ with.
  : Helps other people contribute to the conversⁿ.

✷ Start thinking about your process   ⎤ For
  ↳ Reflect what worked, what didn't ⎦ future steps
✷ Write your ==methodology== for the paper.

↳ ==Self reflection== : what have you done
                        how did you do it
                        strengths & weaknesses of those things &
                        your process.

○ Start thinking about your requirements for floor plan - Major Major
○ Literature Review : A part of "CONTEXT".
  ↳ My type : Thematic

> ✳ Create a floor plan for Major Major (Due Wed, Apr 17)
>   ↳ Exhibition idea : what do you want people to get out of
>   the exhibition ?
>   ↳ It doesn't need to be showing your audio recordings.
>   Do you want to show a process of your research ?
>   ↳ Think about it.

○ Time to "Kill Your Darlings".
        ↳ focus on "Wonder Child".

○ Be in touch with NYC Media Lab : Your interest area aligns
  with what they do.
        ↳ "There is no reason for you to not be in touch with NYC
           Media Lab".

○ PROCESS / Methodology
    ↳ Showing how you did your project.
    ↳ Add your opinions on how you think things should be done.
    ↳ Sometimes, process is a part of context

✳ Questions to consider while writing your Process :
  ○ How does your design question justify the methods used

- How does each step of the process lead to your final thing / hypothetical form
- How does my process relate to that of others? How does this sit in your field?
- User testing: may not be a part of the process
- Write out what you did, who you talked & all the reasons as to why
- Documentation & see if there are patterns, if ∃ a cause-effect relationship ⟶ + examples
- What worked & what didn't
- Organized in discrete parts (methods); tie them together in a way that makes sense.
  ↳ what were the phases of your project?
- Name it — name your process (others may find it useful)
  { You may adopt the name of a conventional process.
  ↳ Put it in relation to other things] Giving order to the above questions

✳ Self- reflection on the process ⟵

- gather documentation & analyze for process
[- write out what you did & why you did all those things
[- what worked & what didn't (decide what to include & not)
- Organize into methods & put them in an order/process
- Name it/put a twist on a more conventional methodology

- How did your question justify methods (or vice versa)
- How does that process relate to others' & my field?
- What was the question & how did it evolve?
- How does each step lead to the final form? --> Evaluation/ Discussion

- Process : how (steps/method)
  - ↳ Step 1
  - ↳ Step 2
  - ↳ Step 3

- Evaluation : what (data/findings)
  - ↳ Data 1
  - ↳ Data 2
  - ↳ Data 3
  - ↳ Detailed analysis of what worked & what didn't.
  - ↳ Finding : this is what came out of this

✷ Writing assignment for next week (Due Apr 22)
① Write your Process & Methodology
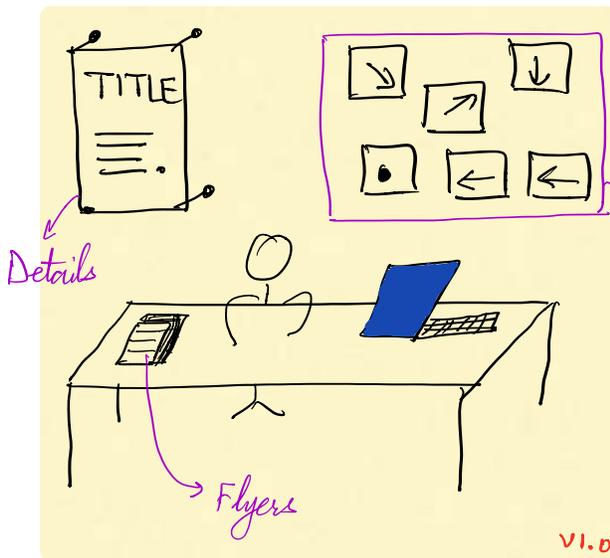 ↳ Follow the steps written above (Self-Reflection)

  ↳ ✷ Final project prototype : Due Apr 24
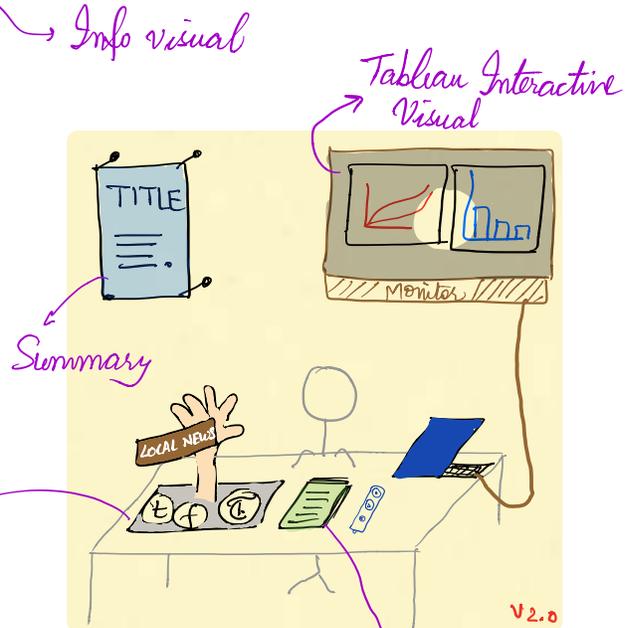   ↳ So, finish the podcast & video in this week.
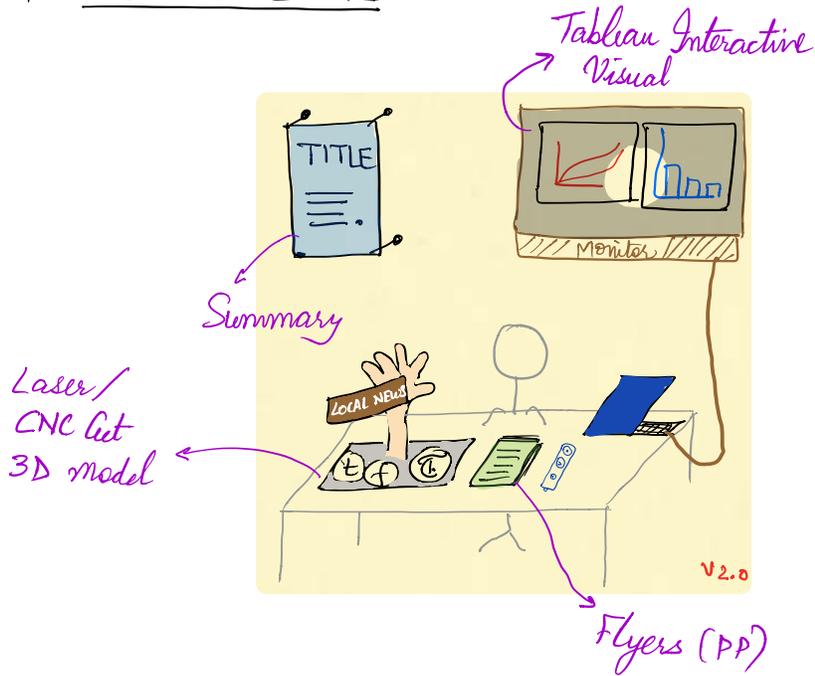
§ FLOORPLAN

Front View

TITLE

Details

Flyers

V1.0

Idea :
1. Guide people through things
2. Explain them through visuals
3. Have them figure it out themselves.

Info visual

Tableau Interactive Visual

TITLE

Summary

Monitor

LOCAL NEWS

CNC Cut 3D model

V2.0

Flyers (PP)

Kwesiu's audio?
↳ Screensaver for the laptop
Planet Princeton's podcast
↳ Everything about her in the flyer

✶ REQUIREMENTS

Tableau Interactive Visual

Summary

Laser/ CNC Cut 3D model

Monitor

LOCAL NEWS

V2.0

Flyers (PP)

- ☐ Large Monitor + Connector Cable
- ☐ Back wall
- ☐ 3D model
- ☐ Flyer design (Story of PP)
- ☐ Project title + Summary — sheet
- ☑ Logitech Spotlight
- ☐ PP Podcast Episode 1 — QR code
- ☐ Kwesia's Kinetic Typography — video

✳ <u>Candidacy Review</u>
  ↳ What do you want to do for thesis?
    ↳ Based on the work I have done in the last 2 semesters
  → During Candidacy Review, be selective of the project that you have akinship to – & follow from there – what do you want to extend on?
  → What is it that I'm taking into the future?
  ↳ Bring your research to the candidacy review

Next week : 1-on-1 with Mattie
Next Sat : Major-Major (≡ final presentation)
Week after Major-Major : Candidacy Review
  ↳ + class party

✳ Diff. in critique : Major Major vs In-class
 ① What can I do with what I have now?
  ↳ Way to think about critiques
 ② I'm thinking about this...for my thesis. ⎤ informal
  ↳ what are your thoughts on this? ⎦ discussions

✶ Project Documentation : <mark>DISCUSSION / RESULTS / EVALUATION</mark>

→ Repeat the key terms that you have used through the paper (to give a quick context from your table of contents)

→ You may want to mention your technical background to establish credibility of your writing
  ↳ Foreground your framework (how do you look at things?)

→ Now, it's time to mention quotes by people or details from interview — how are your results related to your project objective?

→ What are the things I want to say to other people?
  ↳ What do I want to say from my self-reflection.

→ Option 1 : Editorialize the self-reflection's analysis & then add evidence (references) in it to contextualize it.

  2 : Editorialize it & insert interview transcripts

→ If the data doesn't support your initial argument, acknowledge it — it's not a weakness to acknowledge your shortcomings

→ It will be a good idea to interview your user with your final version, get their feedback, & include that in your paper.

� Thinking about the audience for Major Major

○ Who here would you want to have an intense convers^n about your project?

○ How can you challenge the people around you?

○ The moment your body is a part of the exhibition, it becomes a piece of art. So, be open with people interacting with your body.

✗ Discuss Major Major Exhibition experiences on Mon & Wed.

✗ 1~1 : 20 mins : Talk about your candidacy reviews

[1-on-1 with Mattie]

- Polling place during election : being compromised
  ↳ which news is relatable for the people ?
- What have you lost transitioning from TV to media ?
  ↳ what is that news? What are those stories?
- In what situations does local news contribute ?
- Missing local news
  ↳ why missing
  ↳ how it impacts
- Local politics only comes from local news — [eg: Board Meetings]
  ↳ eg: MTA is raising prices — MTA board meetings
- Start presentⁿ with the problems
- Locals follow-up stories + progress + impact
- Ask : What do you know about this ?

end of course