Mobile Culture & Urban Spaces

Bauhaus-Universität Weimar

WS2012
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03. Mediatization & Categorization

Summary

Workplan

Schedule

Workplan (1st Presentation)

5th & 6th Weeks (15-22.11.12):

- Mobile App Presentation

NOVEMBER

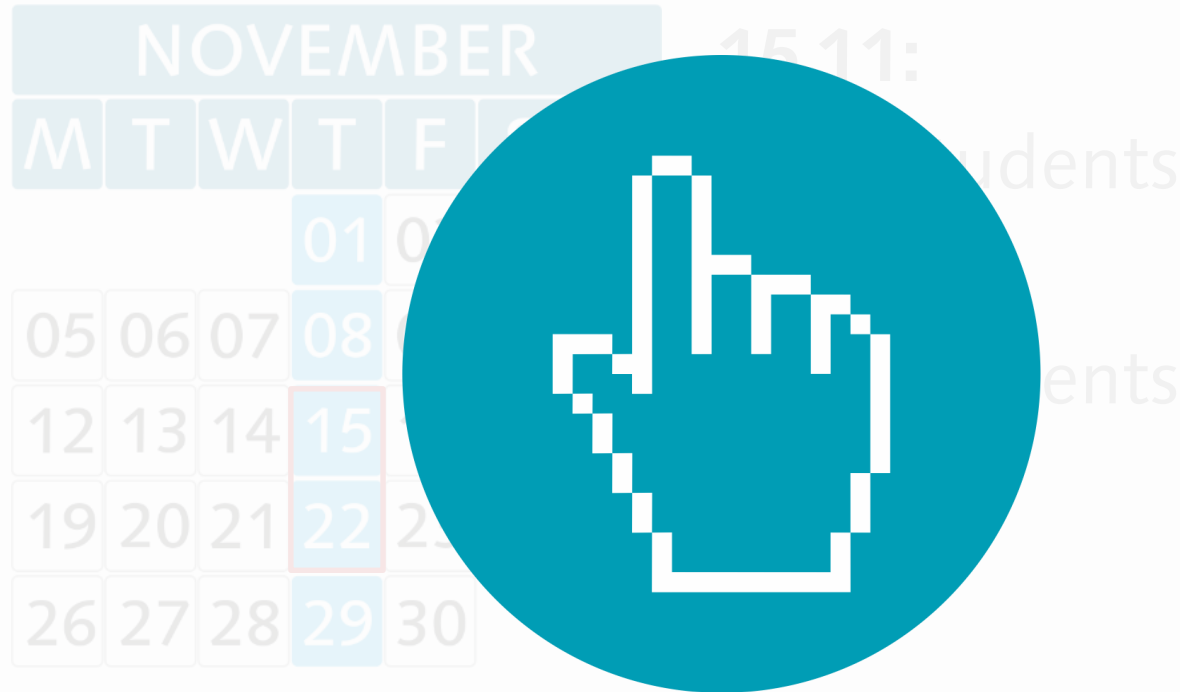| M	T	W	T	F	S	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

15.11:
- 12 students

22.11:
- 13 students

Workplan (1st Presentation)

5th & 6th Weeks (15-22.11.12):

Mobile App Presentation

www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces/**presentations**

Workplan (1st Presentation)

Where to find?

- https://play.google.com/store/apps

- https://itunes.apple.com/us/genre/ios/id36?mt=8
- http://www.apple.com/webapps/

or even directly on Google …

Workplan (Prototype Presentation)

8th to 13th Weeks (December and January)

06, 13 and 20.12.12
- 4 Students per day

10.01.13
- 4 Students

17.01.13
- 4 Students

24.01.13
- 5 Students

DECEMBER

M	T	W	T	F	S	S
					01	02
03	04	05	**06**	07	08	09
10	11	12	**13**	14	15	16
17	18	19	**20**	21	22	23
24	25	26	27	28	29	30
31						

JANUARY

M	T	W	T	F	S	S
01	02	03	04	05	06	
07	08	09	**10**	11	12	13
14	15	16	**17**	18	19	20
21	22	23	**24**	25	26	27
28	29	30	**31**			

Mediatization

Definitions

Mediatization

Mediatization

- *"City space is a space of concentration, vis-à-vis the dispersal that characterizes the territory, the countryside"* (Brighenti, 2010, p. 475).

The bright lights, the vending machines, the information displays, the communication devices are also immediately introduced to this mental concept of city.

Mediatization

It is almost natural to converge the urban/city idea in the direction of media studies.

- *"In other words, not only is the city mediated, but new media themselves are 'urbanized' and urban media: they are designed on the basis of a model of social relations that is soaked in the urban experience of modernity"* (Brighenti, 2010, p. 473).

Mediatization

To reinforce this idea, it is also possible to mention the work of Gaye (2005) which states that

- *"[i]n the scale of a city, pervasive and locative technologies can open up for new ways of engaging with everyday urban environments by turning existing urban features and infrastructures into physical resources for interaction: the very physicality of the everyday world around us can be exploited as an interface and be filled with new social meaning and aesthetic values".*

Mediatization

There are some possible theoretical approaches to discuss the integration of the media devices in the context of the urban spaces.

The concept of **Soft Urbanism** is one approach:

- *"It addresses the changes of public urban space due to mediatization and develops scenarios for the interplay of the public urban space and the public media domain, for the creation of urban hybrid spaces"* ("Urban Screens 05 - sessions," 2005).

Mediatization

In essence, **mediatization** deals with the presence of the media in the modern life in a way that the existence of both is mutually dependent.

- *"Contemporary society is permeated by the media, to an extent that the media may no longer be conceived of as being separate from cultural and other social institutions"* (Hjarvard, 2008, p. 105).

Mediatization

Several explorations can emerge from this premise: there are social, political, technological implications. For now, it is enough to understand that the medium (in specific the digital medium) is an important part of the urban scenario.

Mediatization

This relation is intricate in a way that it is possible to say that the city, itself, can constitute a medium of expression.

- *"Public space is the city's medium for communication with itself, with the new and unknown, (…). Public space is urban planning's moderator in a city of free players."* (Christ, W., 2000 apud Struppek, 2006).

Mediatization

On the other hand, Harris (2005, p. 113) assures that, once the definition of media is clear there is no ambiguity in defining the city as a medium itself.

- *"Media are means by which data can be stored, transmitted and processed: media consist of commands, addresses and data. Cities, as spaces of flows, as nodes, are sites in which these functions are performed – thus they are computers, the latter for Kittler constituting the final or ultimate medium".*

Mediatization

Beyond metaphors or interpretations, it is a fact that the city and the medium suffered a process of amalgamation where it is not possible to separate them anymore.

Mediatization

The digital medium is an intrinsic part of the city, and in some cases it is an irreversible evolution of available services. Hjarvard, in the article *The Mediatization of Society* (2008, p. 106), pointed that

- *"[m]edia are not simply technologies that organizations, parties or individuals can choose to use – or not use – as they see fit. A significant share of the influence media exert arises out of the fact that they have become an integral part of other institutions' operations (…)".*

Mediatization

It is not hard to identify public services which are totally dependent on the digital media to work and communicate with its users.

For instance, is it possible to imagine nowadays a ticket machine for public transportation without any display giving immediate feedback regarding the costs and purchase options? Certainly not.

Mediatization

The examples are not limited to vending machines. The flow of the city is also intimately related to the digital media. Every day the exchange of information is becoming more related to the technological gadgets, in the private sphere (by personal items as the mobile phones or tablet PCs) or by items with a collective usage, providing public services and even options with commercial purposes.

Mediatization

Digital media are all around and their importance is increased in urban spaces. Digital media not only change the way that people interact with the city, or in the way that the city itself communicates, but are a complementary concept of what can be understood as "city" in the contemporary days.

Mediatization

The mediatization of our society, and consequently of our cities, also affected the way in which humans interact and deal with the media. In its pure concept:

- *"[m]ediatization means a long term process that on a first level consists of a growing number of media and a growing number of functions that media take over for us".* Krotz (2011, p. 10)

Mediatization

Krotz (2011, p. 10) also describes a **second level**, in which:

- "(…) *media are technologies that are used by people to communicate, and thus mediatization consists of mediatization of communication and communicative actions*".

Mediatization

Going further on Krotz thoughts, it is possible to find the explanation of a **third level**, which reinforces the communication as a basic human activity and one of the bases of the human identity.

- *"Mediatization thus includes a process in which this communicative construction of the social world will change the more we use media. In sum, mediatization must be seen as a long term meta process that includes all these three levels"* (2011, p. 10).

Mediatization

In the **urban** spaces it is not different. The **presence** of the **media** – and the digital media – is gradually **making** digital gadgets **part** of what is understood as the **concept** of a **city.**

Mediatization

McLuhan (1994) considered the medium as an extension of the human body; O'Neill (2008, p. 2) adds that the media affects the way in which the humans sense the world around:

- *"When we become adapted to using media in such a way, they become natural to us. We only see what they allow us to see, or touch what they allow us to touch"*.

Mediatization

The next pictures reveal exactly this phenomenon. Both are showing the same location at the Times Square, in New York, in different time locations: the first one was taken in 1905, when it was barely possible to identify facades as commercial spots. In the image from 2008 the profusion of media expressions is evident: advertisements, vending machines, services and information.

Mediatization

Image retrieved from http://www.flickr.com/photos/clicksnappy/4604051532/

Mediatization

Image retrieved from https://picasaweb.google.com/lh/photo/zairunFDwn4nXvE7op2a4w

Mediatization

Times Square, New York

1905   and   2008

Mediatization

In fact, in cities placed in a similar cultural and temporal context, it is possible to identify the same situation.

So far, one conclusion emerges already: the mediatization is intrinsically related to the users: the city can be a medium and can have its own expression, but this relation depends on having the receptors for this message. The higher the human concentration, the higher is the presence of digital media in urban places.

Mediatization

Or, to be even simpler, mediatization is a complementary concept for urban:

- *"(…) it does mean that an understanding of the importance of media in modern society and culture can no longer rely on models that conceive of media as being separate from society and culture"* (Hjarvard, 2008, p. 106).

Categories of Digital Media

How Digital Media are present in Urban spaces?

Categories of Digital Media

Categories of Digital Media

Human brains are pattern matching machines that seek to categorize the information it receives.

Categorization belongs to the earlier cognition process and happens at different levels during different phases of the development, helping the organization of the gained information and the construction of the memory processes.

Categories of Digital Media

- *"The ability to categorize underlies much of cognition. It is a way of reducing the load on memory and other cognitive processes"* (Rosch, 1975 apud Hahn & Stoness, 1999, p. 337).

The **concept** of **taxonomies**, originally from Biology, is another example that helps to understand the important role of categorization.

Categories of Digital Media

Categorizing is also an important strategy for marketing positioning.

- *"Categorization occurs when consumers use their prior knowledge to label, identify, and classify something new"* (Hoyer & Macinnis, 2010, p. 108).

As will be seen, a meaningful amount of the media items serves commercial purposes, which can open doors to different lines of inquiry.

Categories of Digital Media

Based on Hoyer & Macinnis (2010, p. 109) thoughts, it is possible to say that, in a certain way, the categorization influences the expectations; in other words, once some object or service is identified as belonging to a category, the common inherent characteristics of this category are immediately expected. The lack of some expected feature can lead to frustration, whereas unexpected features can promote satisfaction and even not be perceived.

Categories of Digital Media

Transposing this concept to a practical example, it is possible to mention public paid telephones. They are immediately recognized as a voice-based communication device. However, some of the available public telephones also offer a touchable sensitive screen with internet navigation services.

The user who immediately recognizes it can be positively surprised by this "new" service. Another possible reaction could be failing to recognize this service as internet support, instead possibly identifying it as an advertisement feature.

Categories of Digital Media

Back to Hoyer & Macinnis (2010, p. 109) considerations, categorization can be seen as psychological process that has implications in several spheres such as:

- **Interferences:** "If we see a product as a member of a category, we may infer that the product has features or attributes typical of that category".

- **Elaboration:** "Categorization influences how much we think about something". In other words, it means that one tends to think more about products or objects that are not easily connected to one specific category.

Categories of Digital Media

- **Evaluation:** "Categorization influences how we feel about an object, also known as our affect toward it".

- **Consideration and choice:** "Whether and how we label an offering affects whether we will consider buying".

- **Satisfaction:** "Categorization has important implications for consumers' expectations and satisfaction".

Categories of Digital Media

the idea of organizing media items into categories allows for a better understanding of their roles in urban spaces.

It is important to keep in mind that the concepts of digital media and new media represent, in this case, synonyms.

Categories of Digital Media

The new media can be characterized by having three layers: the technology, the social and the content (Hearn et al., 2009, p. 10).

the **technology** as a propagation support;

the **social** role of this support;

the **content** that is being transmitted.

Categories of Digital Media

It is possible to develop some deeper considerations regarding the categorization process for the digital media items found in urban spaces.

At first, it is clear that all the items must be included on the three mentioned layers simultaneously, in order to be considered relevant. As a consequence, listed "digital medium item" can be classified by inherent characteristics into the three layers, as will be detailed in the following.

Categories of Digital Media (Dutra, 2011, p.25)

Main Layer	Secondary Layer	Categories

Technology

Interaction
- Active
- Passive

Display
- LED
- CRT
- Flat Screen (LCD/Plasma)
- Split-Flap

Interface
- Button / Keyboard
- Mouse / Touchpad
- Touchscreen
- Other Type of Imput
- No Input Option

Categories of Digital Media

Main Layer

Technology

Secondary Layer

Interaction

Display

Interface

Categories

Active

Passive

Categories of Digital Media

Main Layer

Technology

Secondary Layer

Interaction

Category

Active

Categories of Digital Media

Main Layer

Technology

Secondary Layer

Interaction

Category

Passive

Categories of Digital Media

Main Layer   Secondary Layer   Categories

Technology

Interaction

Display

Interface

LED

CRT

Flat Screen (LCD/Plasma)

Split-Flap

Categories of Digital Media

Main Layer

Secondary Layer

Category

Technology

Display

LED

Categories of Digital Media

Main Layer

Secondary Layer

Category

Technology

Display

CRT

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Technology

Display

Flat Screen

Categories of Digital Media

Main Layer	Secondary Layer	Category
Technology	Display	Split-Flap

Categories of Digital Media

Main Layer **Secondary Layer** **Categories**

Interaction

Display

Technology

Interface

Button / Keyboard

Mouse / Touchpad

Touchscreen

Other Type of Imput

No Input Option

Categories of Digital Media

Main Layer

Secondary Layer

Category

Technology

Interface

Button / Keyboard

Categories of Digital Media

Main Layer | **Secondary Layer** | **Category**

Technology → Interface → Touchscreen

Categories of Digital Media

Main Layer

Technology

Secondary Layer

Interface

Category

Other Type of Input

Categories of Digital Media

Main Layer

Technology

Secondary Layer

Interface

Category

No Input Option

Categories of Digital Media

Main Layer　　　　　**Secondary Layer**　　　　　**Categories**

Charge (Costs) → Free, Paid

Use (Owner) → Public, Private

Durability → Temporary, Permanent

Social

Categories of Digital Media

Main Layer

Secondary Layer

Categories

€ $ £ ¥

Charge (Costs)

Free

Paid

Social

Use (Owner)

Durability

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Social   Charge (Costs)   Free

Categories of Digital Media

Main Layer	Secondary Layer	Category
Social	**Charge (Costs)**	Paid

Categories of Digital Media

Main Layer

Secondary Layer

Categories

€ $
£ ¥

Charge (Costs)

Use (Owner)

Public

Private

Durability

Social

Categories of Digital Media

Main Layer

Social

Secondary Layer

Use (Owner)

Category

Public

Categories of Digital Media

Main Layer

Social

Secondary Layer

Use (Owner)

Category

Private

Categories of Digital Media

Main Layer | **Secondary Layer** | **Categories**

€ $ £ ¥
Charge (Costs)

Use (Owner)

Social

Durability

Temporary

Permanent

Categories of Digital Media

Main Layer　　　　**Secondary Layer**　　　　**Category**

Social → Durability → Temporary

Categories of Digital Media

Main Layer

Social

Secondary Layer

Durability

Category

Permanent
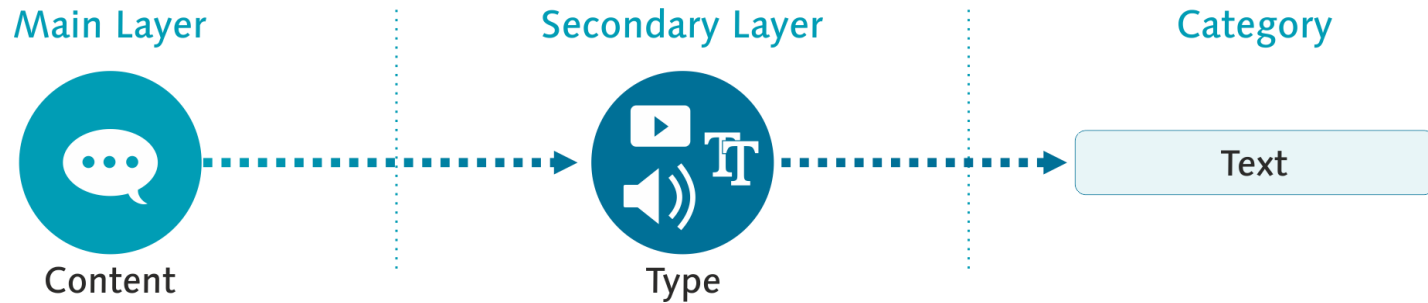
Categories of Digital Media
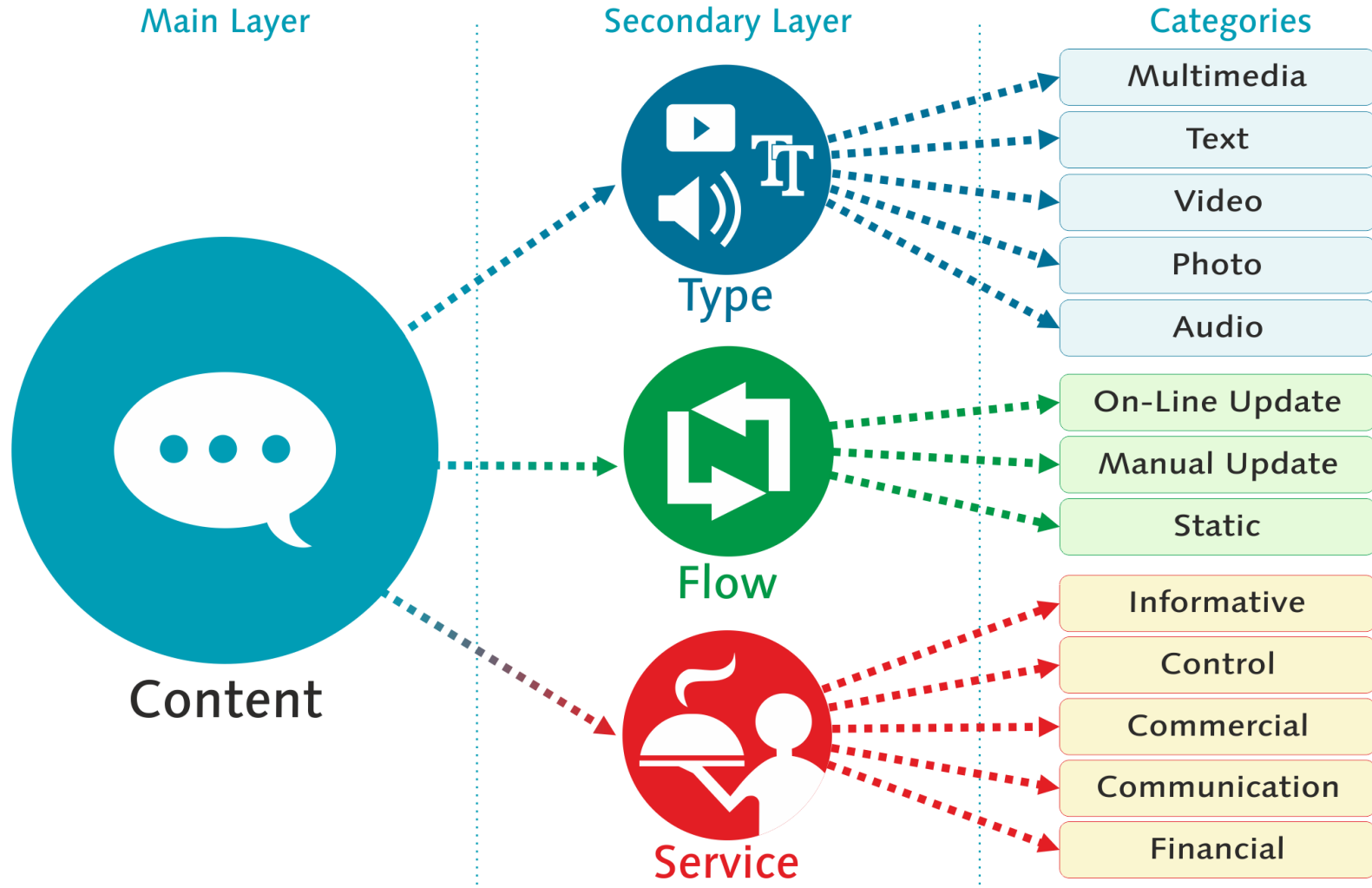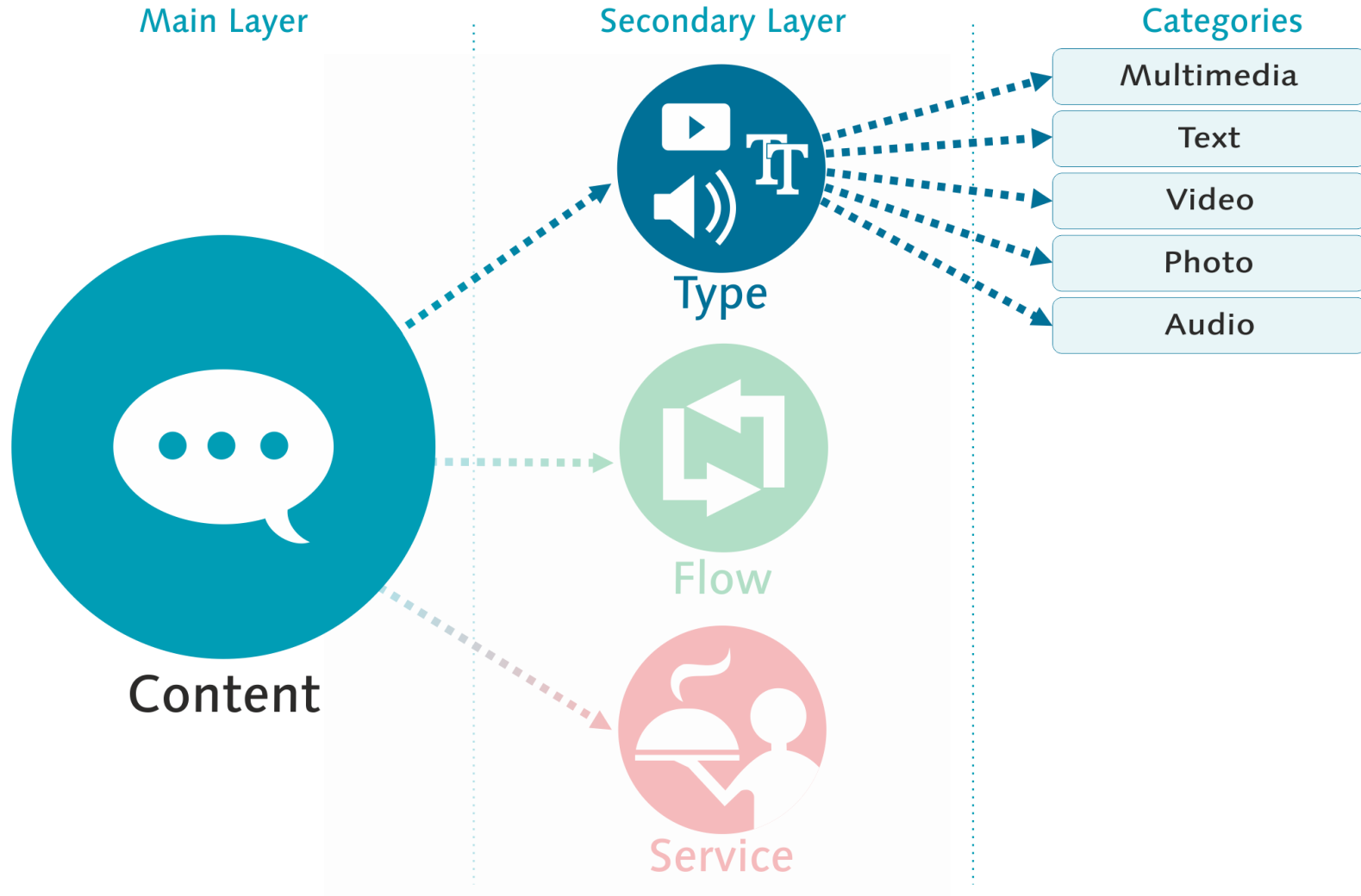
Categories of Digital Media

Main Layer

Secondary Layer

Categories

Content

Type

- Multimedia
- Text
- Video
- Photo
- Audio

Flow

Service

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Type   Multimedia

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Type   Text

Categories of Digital Media

Main Layer	Secondary Layer	Category
Content	Type	Video

Categories of Digital Media

Main Layer   **Secondary Layer**   **Categories**

Content

Type

Flow

Service

On-Line Update

Manual Update

Static

Categories of Digital Media

Main Layer **Secondary Layer** **Category**

Content Flow On-Line Update

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Flow   Manual Update

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Flow   Static

Categories of Digital Media

Main Layer

Secondary Layer

Categories

Content

Type

Flow

Service

Informative

Control

Commercial

Communication

Financial
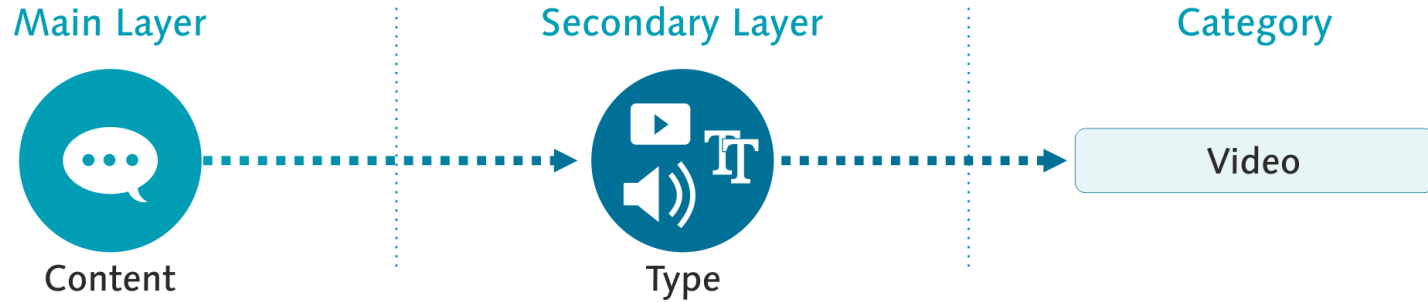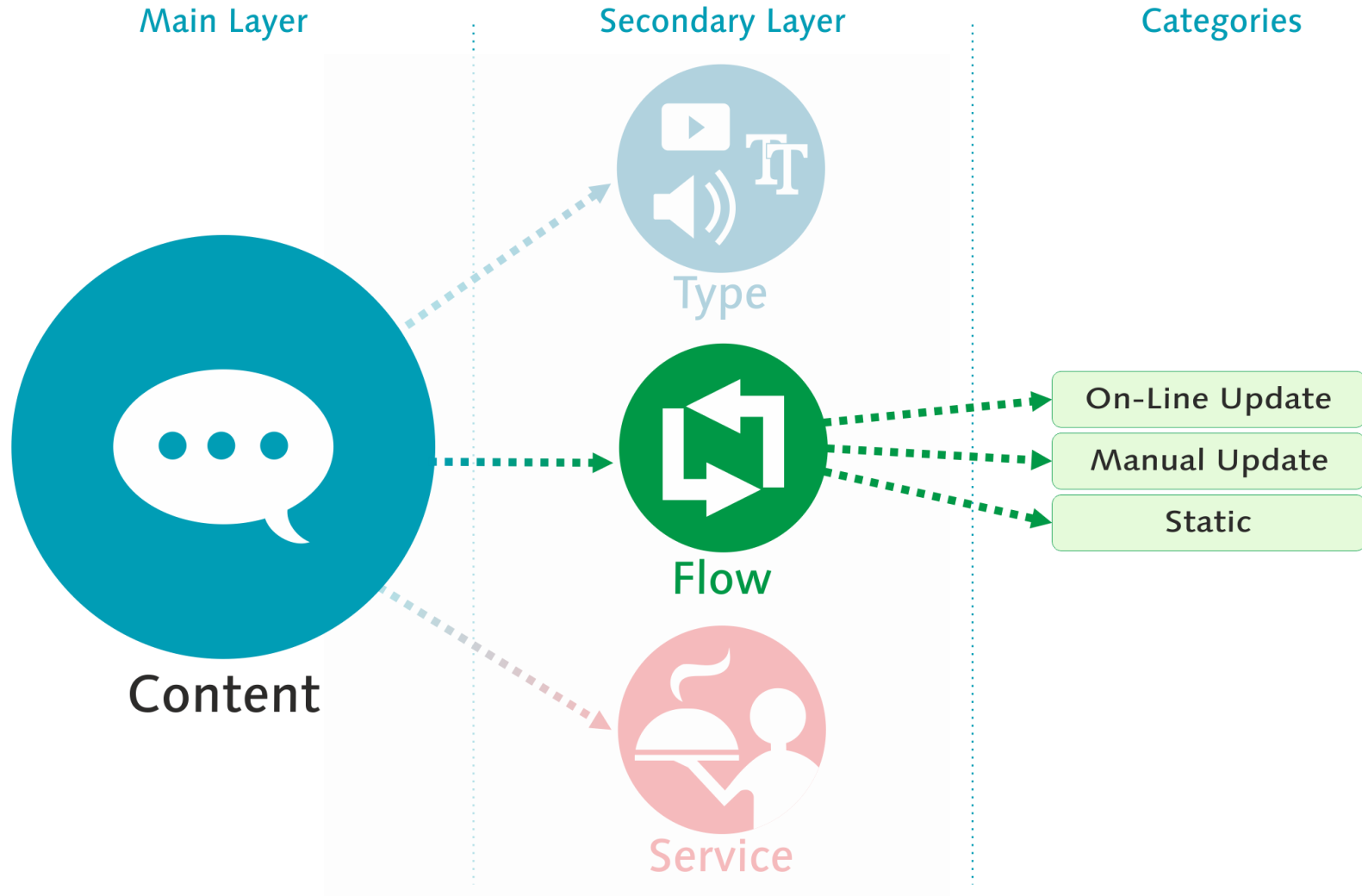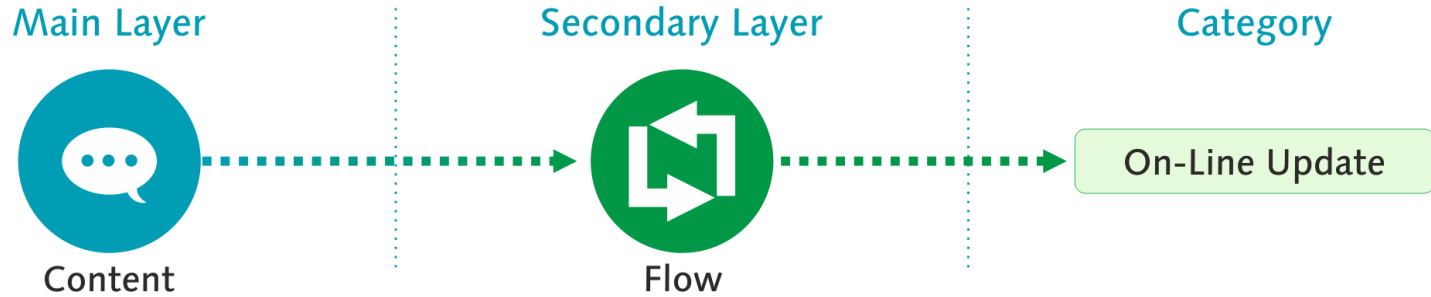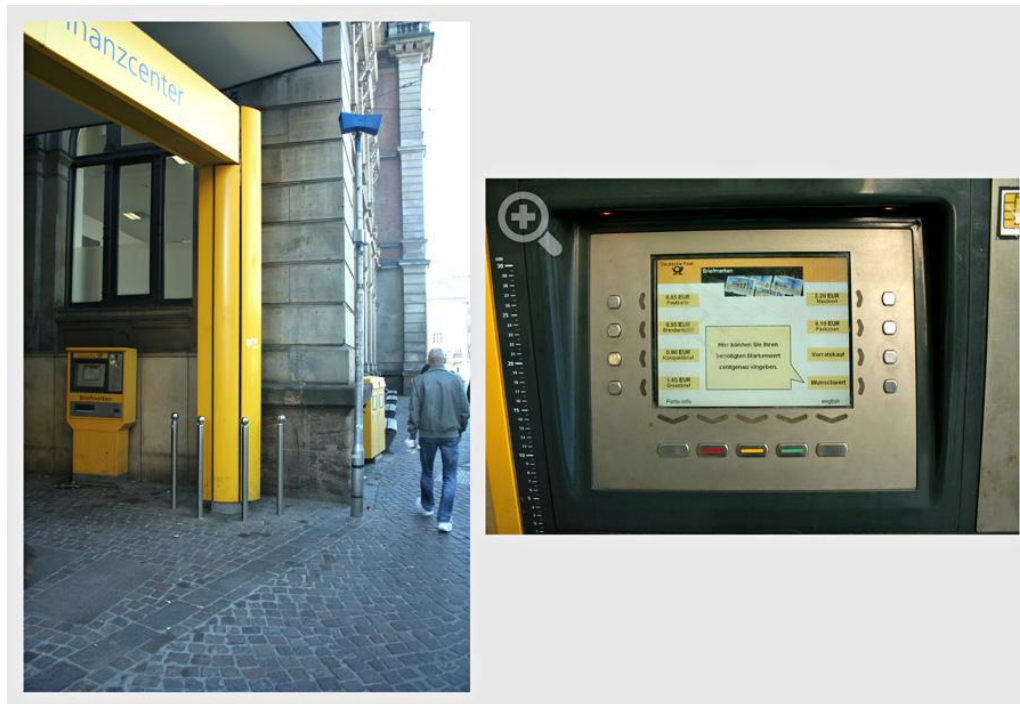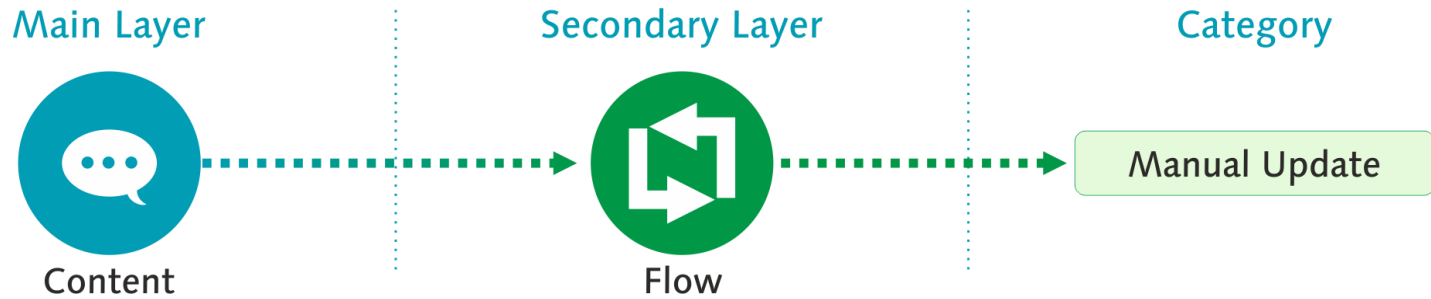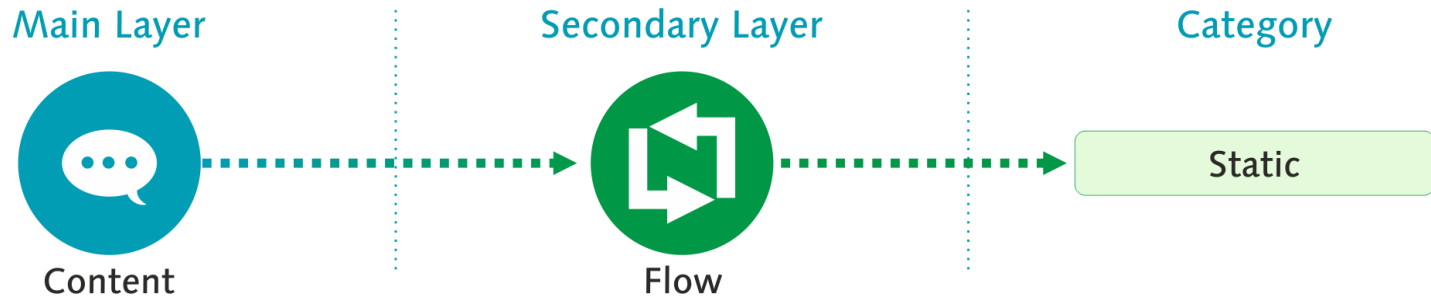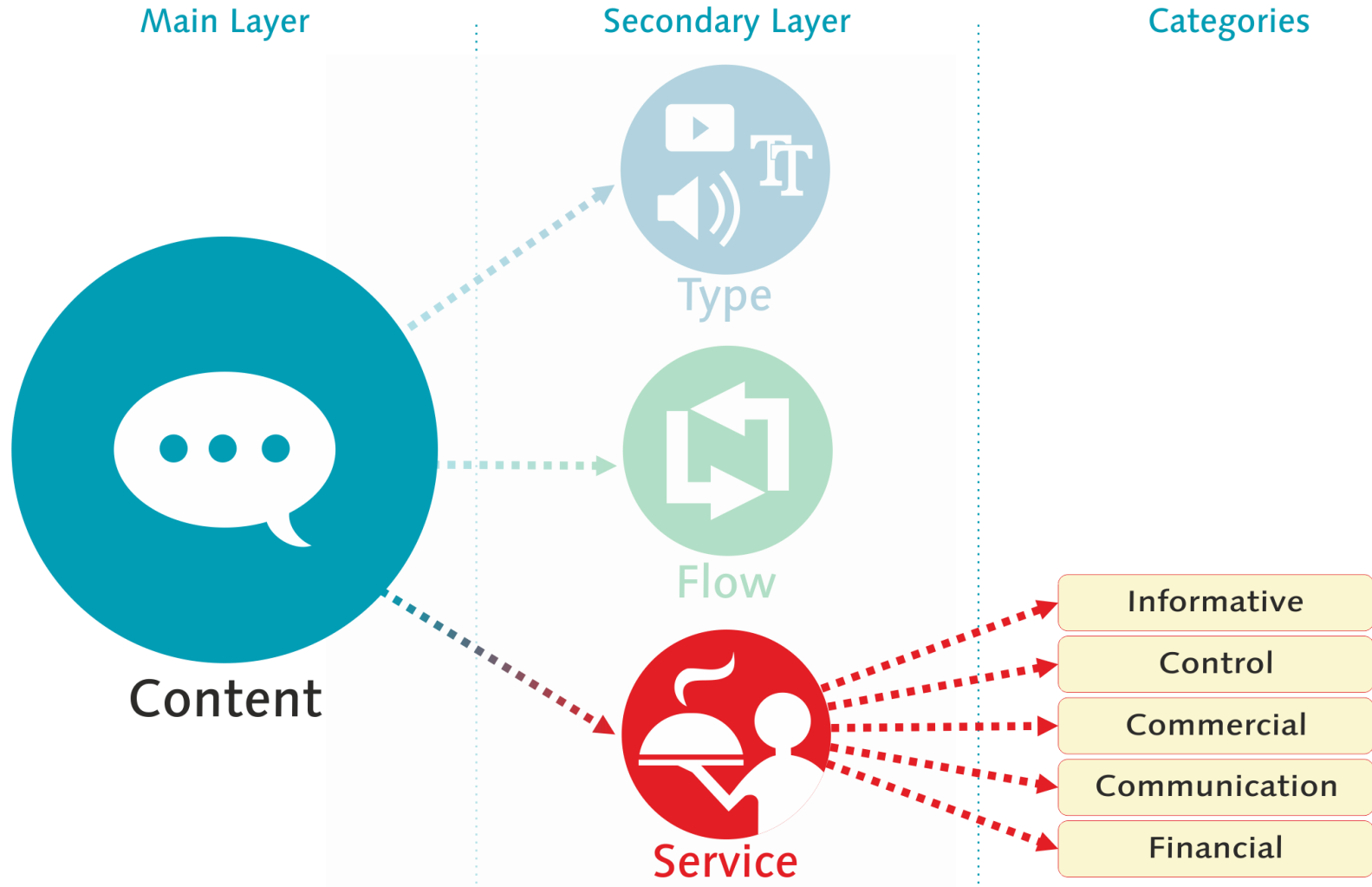
Categories of Digital Media

Main Layer → **Secondary Layer** → **Category**

Content → Service → Informative

Categories of Digital Media
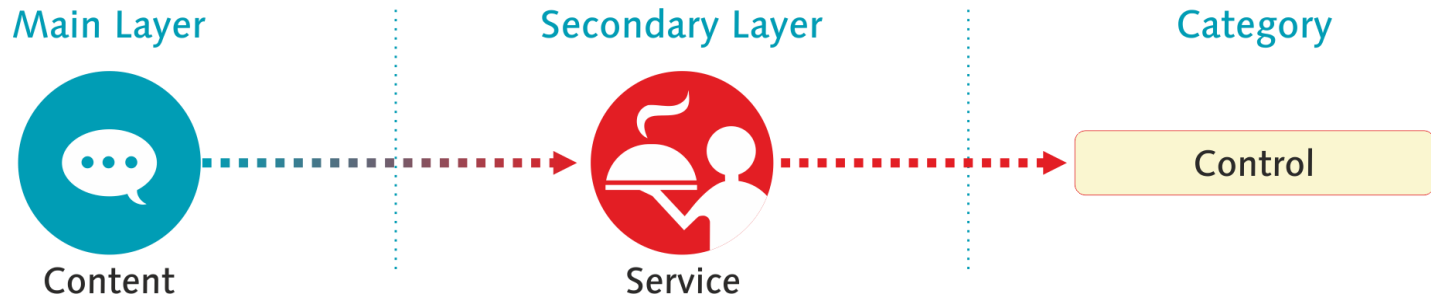
Main Layer

Content

Secondary Layer

Service

Category

Control

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Service   Commercial

Categories of Digital Media

Main Layer   **Secondary Layer**   **Category**

Content   Service   Communication

Categories of Digital Media

Main Layer

Content

Secondary Layer

Service

Category

Financial
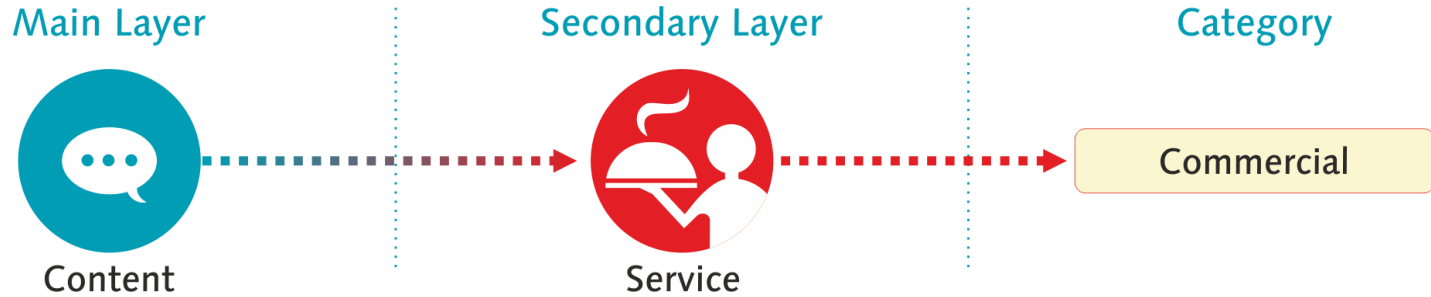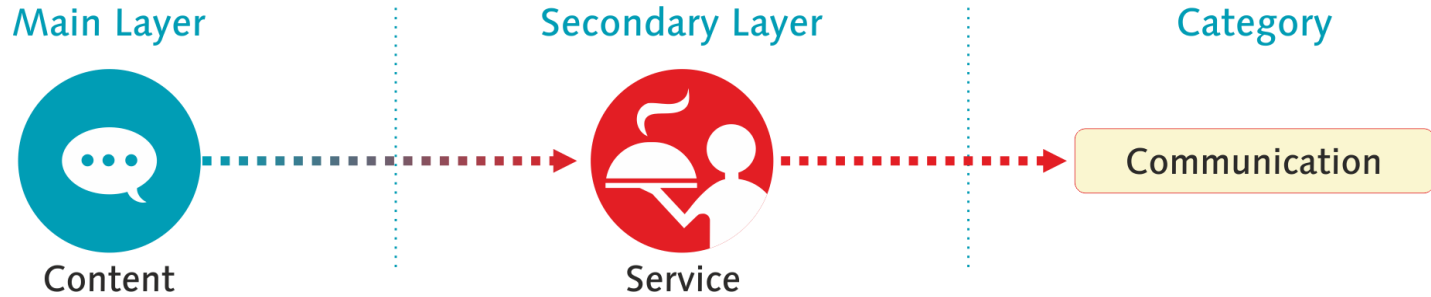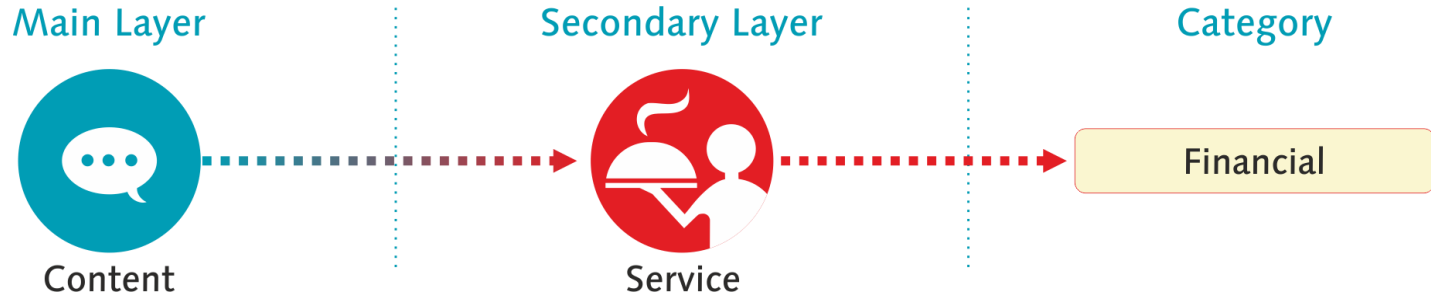
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References for further readings

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Thank You!

Mobile Culture & Urban Spaces

Bauhaus-Universität Weimar

03. Mediatization & Categorization

http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces