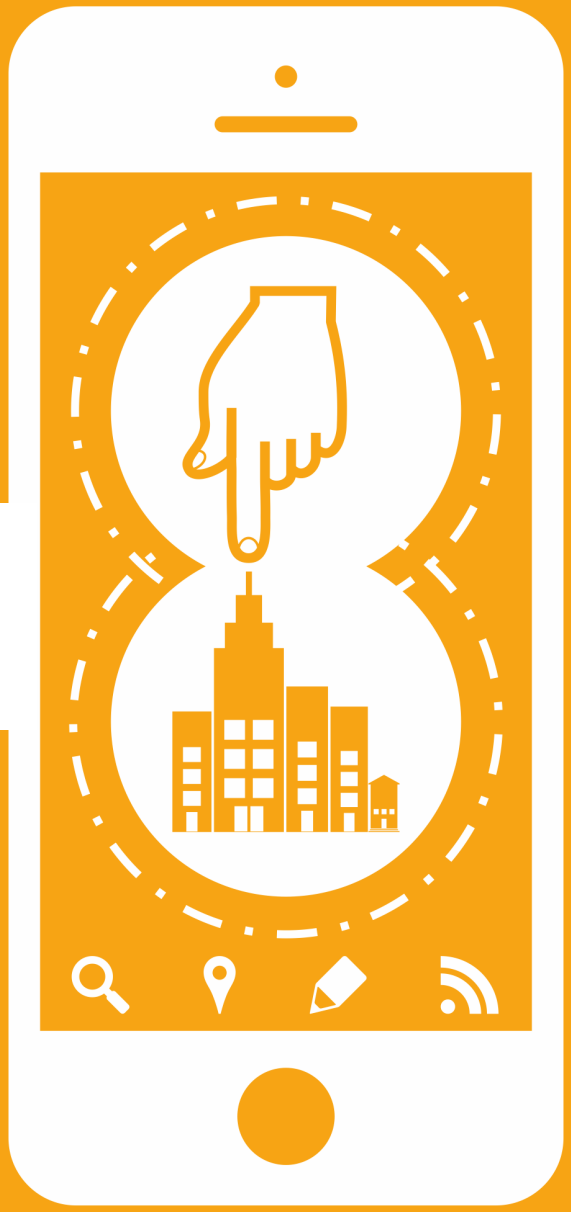
Mobile Media & Urban Spaces



Bauhaus-Universität Weimar

03. Medium & Mobile

SS2013

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What is Medium

What is medium

What is medium

One of the simplest definition of medium (or media – in its plural form) is

- *"a means by which something is communicated or expressed"*
  ("definition of medium from Oxford Dictionaries Online," n.d.).

What is medium

In other words, it can be interpreted as any item that carries some form of communication, such as paper, screen or radio. Media are strong tools in our society and play a strong role in enhancing the communication and expression between people.

What is medium

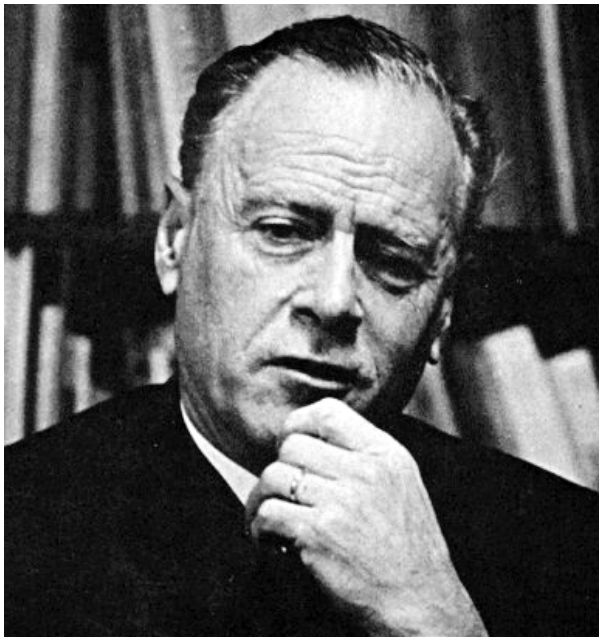
An alternative definition by Hoenisch (2005), is that

- *"'media' includes any medium or object used to communicate a message or a meaning"*.

What is medium

McLuhan goes further and defines that

- ***"The medium is the message"***



Marshall McLuhan

1964 - *Understanding Media: The Extensions of Man*

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What is medium

Video retrieved from http://www.youtube.com/watch?v=oMUuHNP8ixY
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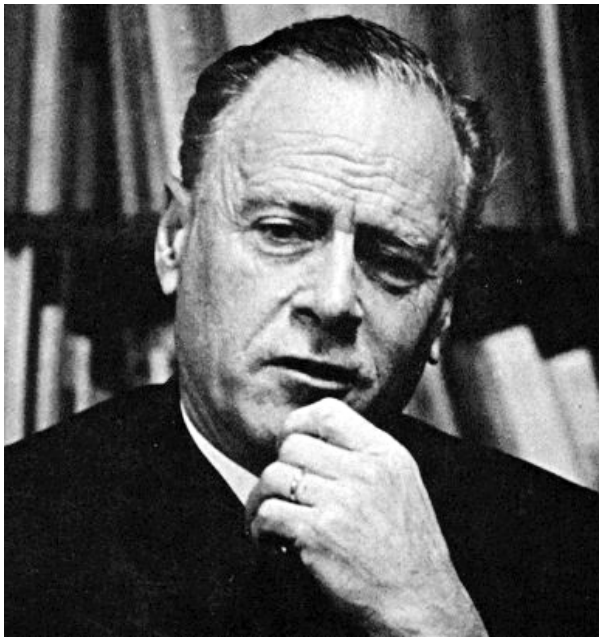
What is medium

Marshall McLuhan

(Edmonton 1911 – Toronto 1980)



- The medium is the message
- Global village
- Figure and ground media
- Tetrad of media effects
- Hot and cool media
- Predicted the World Wide Web

Image retrieved from http://www.classroom20.com/profiles/blogs/marshall-mcluhan-s-tribal

What is medium

With those assumptions, the importance of the technological aspect is evident since it determines the way that the message is perceived. It is possible, therefore, to jump to the discussion of the relation between media and the environment.

What is medium

There are several additional definitions of media, mostly gravitating around **three** main spheres:

What is medium

the ***technology*** which works as a propagation support;

the ***social*** role of this support;

the ***content*** that is being transmitted.

What is Digital Medium

What is digital medium

The term digital media, which is gaining evidence nowadays, results from the conjunction of these ideas.

What is digital medium

The concept is commonly translated as **new media** and understood as phenomena represented by the addition of technologies in order to create and distribute all sorts of contents.

What is digital medium

Digital media represent a change on the available technologies to distribute information as sound, video, photography and other sort of meaningful data, and also allows the combination and unlimited re-organization and re-distribution of content.

What is digital medium

- *"The digital is more than simply a technical term to describe systems and media dependent on electronic computation, just as the analog, which precede it, describes more than a proportional system of representation"* (Lunenfeld, 2000, p. 15).

What is digital medium

Pavlik (2008, p. 8) also defined that

- *"digital media as the systems of public communication, the systems of content production and distribution, and the computer and networked-based technologies that support and shape them"*,

but considering "public" not only the domain of the public, but also the private media production for public consumption.

What is digital medium

The term digital media could also be understood as a substitution for the original "new media" concepts.

- *"(...) [F]ield of new media studies (sometimes called "digital studies") (...)"* (Manovich, 2002, p. 10).

What is digital medium

The term new media is often used in contrast to the “old" media: the analogical television, the radio and the newspapers.

In simple words:

- *“New media are networked and digital”* (Hearn, Tacchi, Foth, & Lennie, 2009, p. 9).

What is digital medium

With all that in mind, this class concerns with digital media items as all sorts of equipment or gadgets based on binary computing, interactive or not, updateable or not, being able to display or manipulate any kind of information.

Categories of Digital Media

How Digital Media are present in Urban spaces?

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;

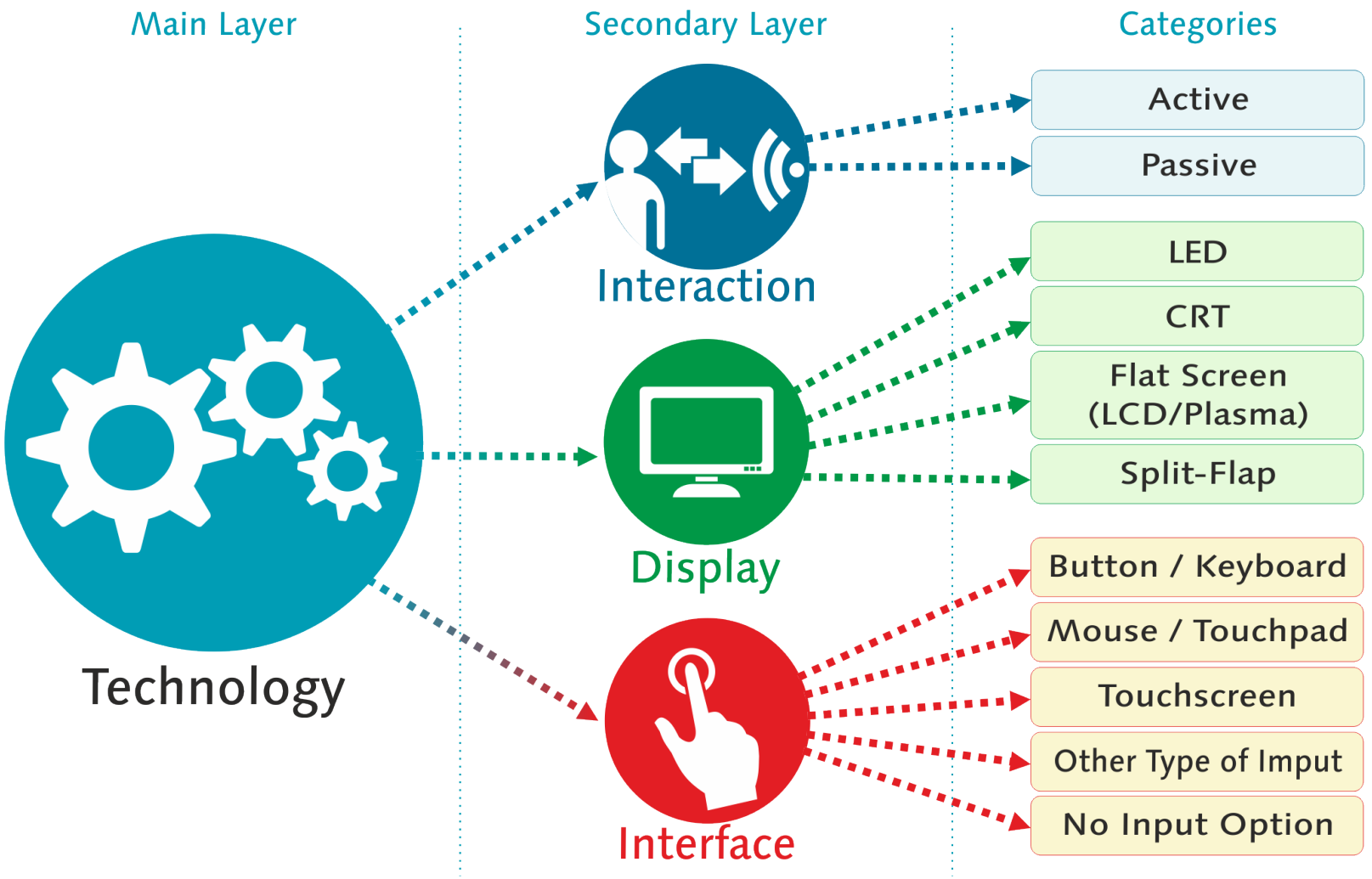
the ***content*** that is being transmitted.

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)



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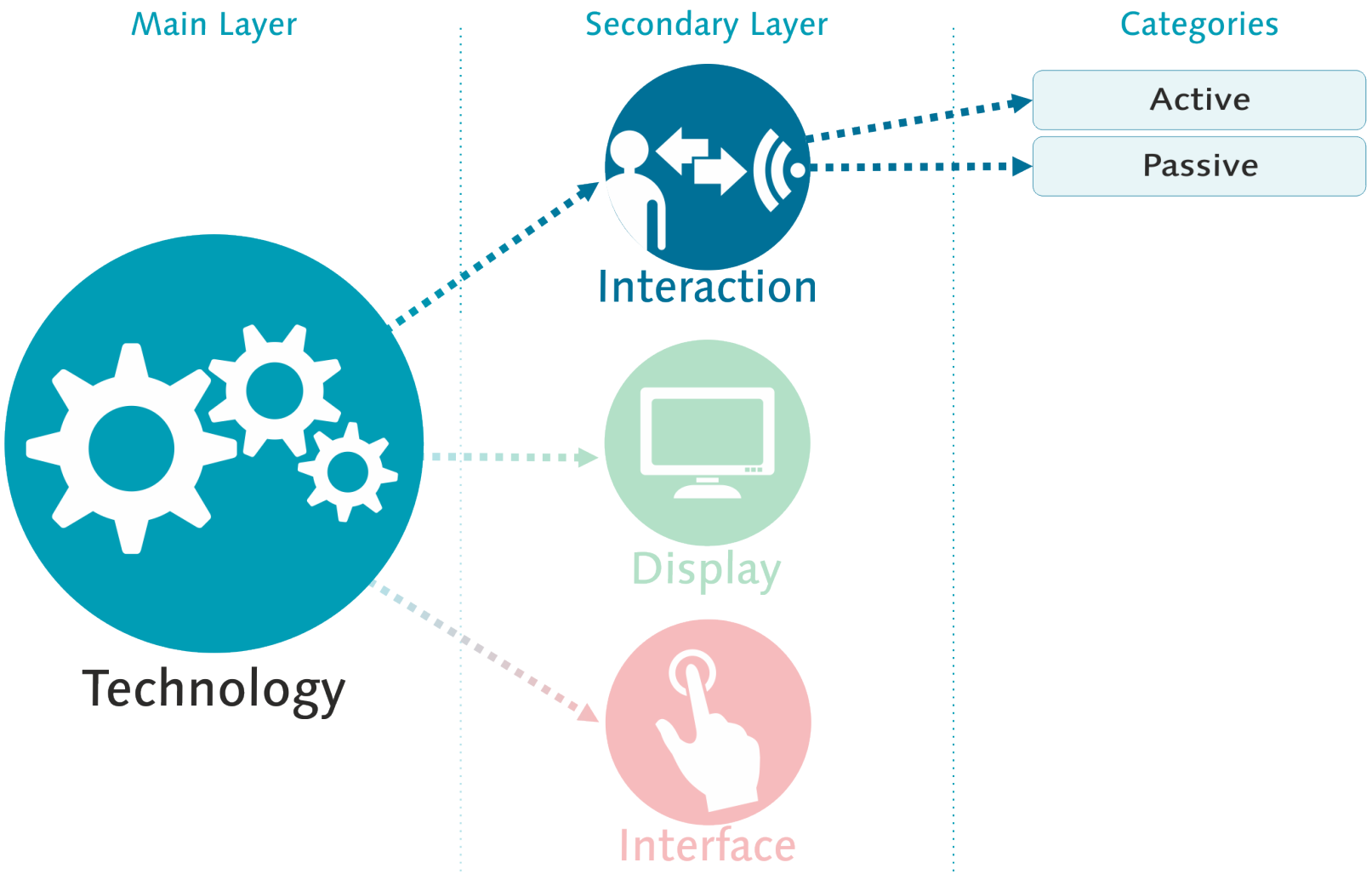

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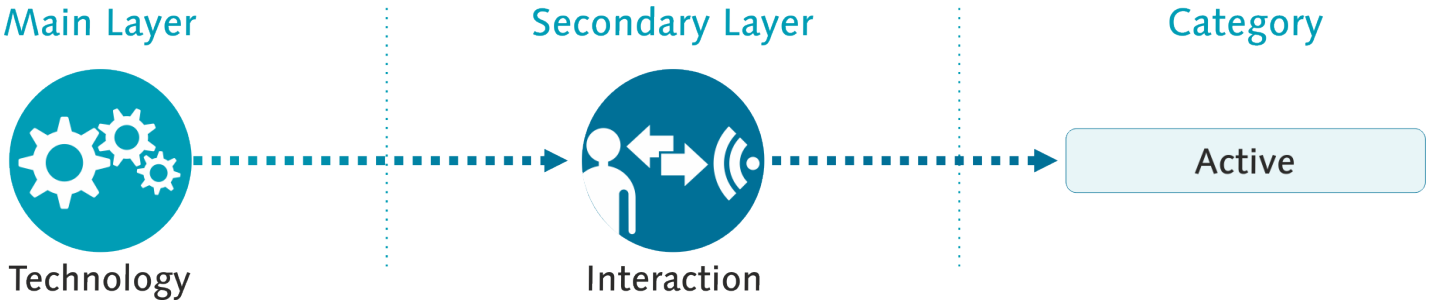

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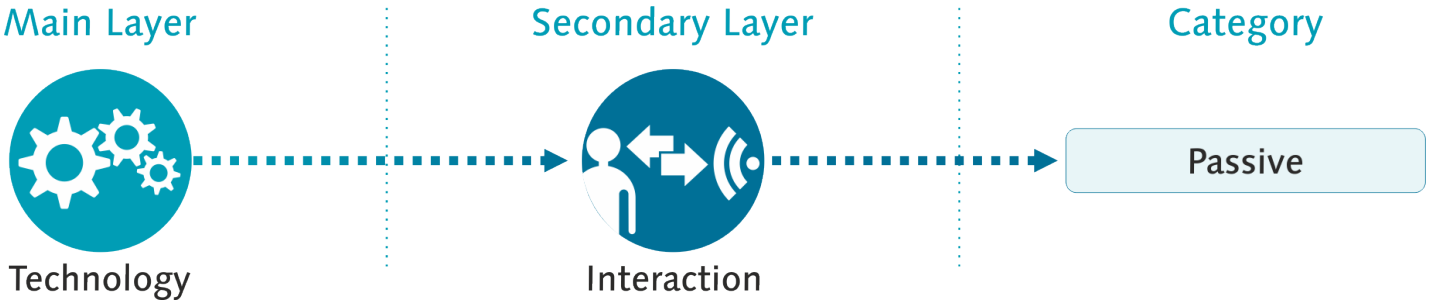

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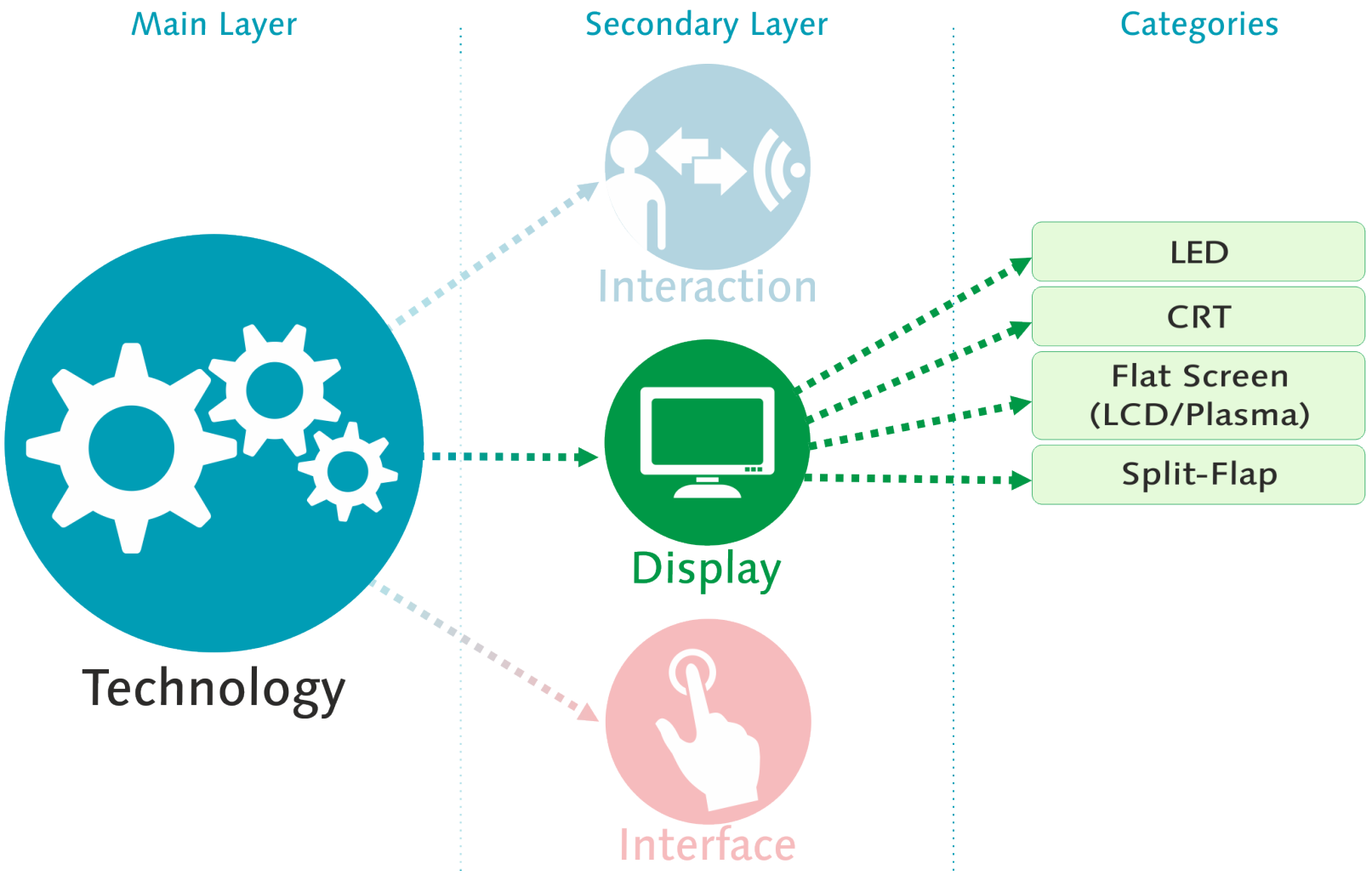

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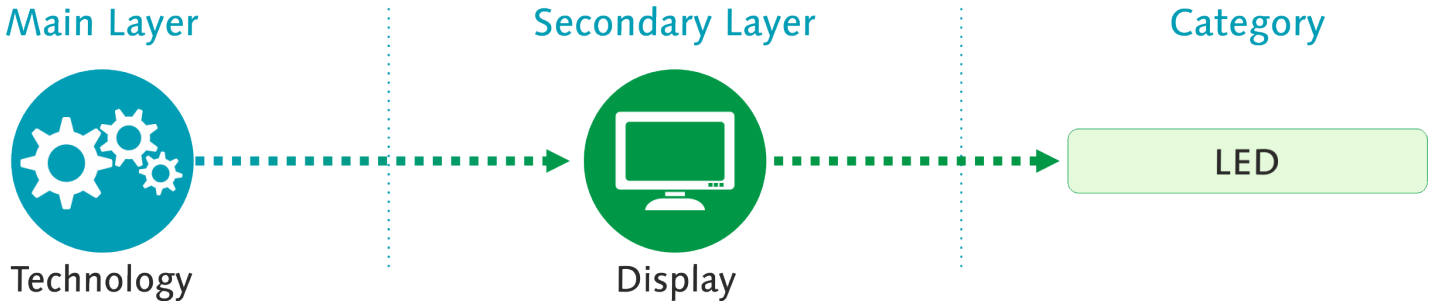

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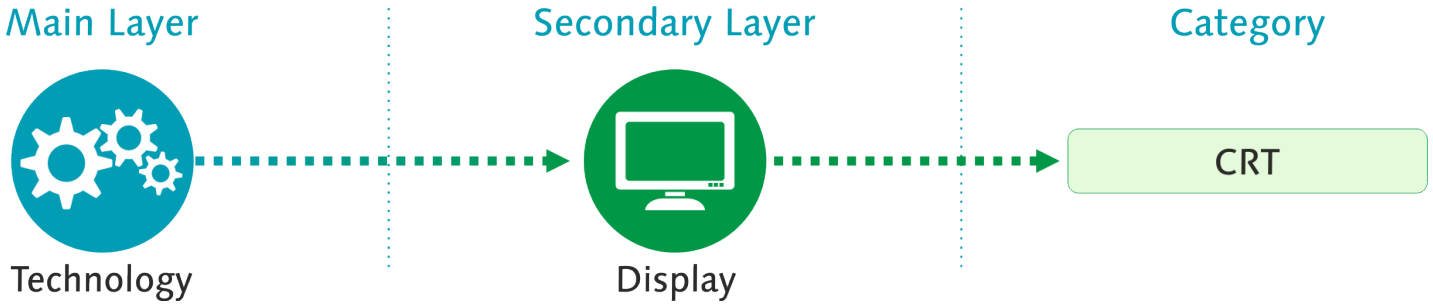

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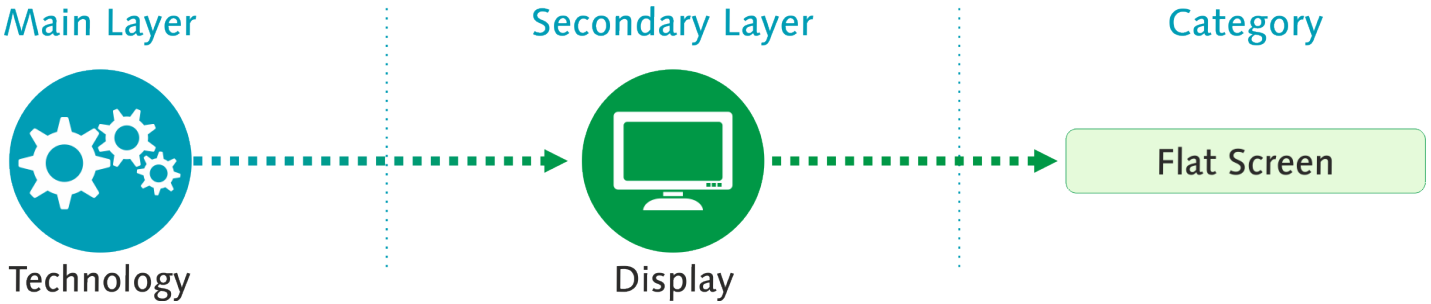

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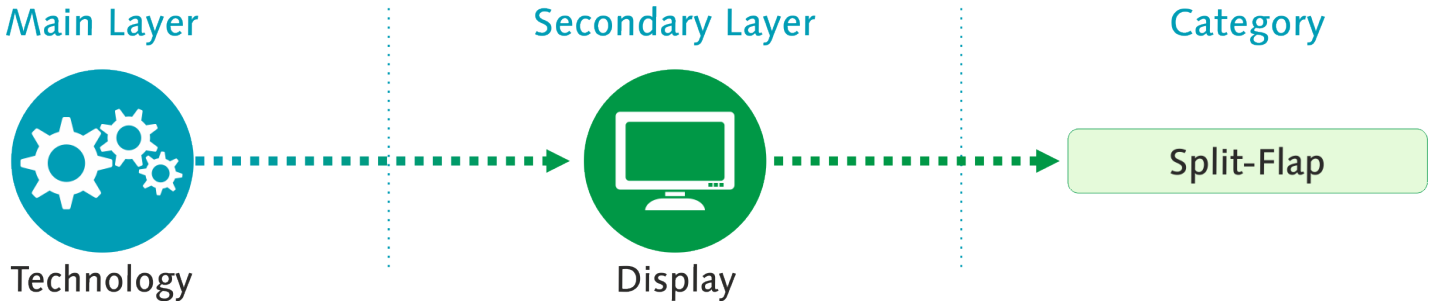

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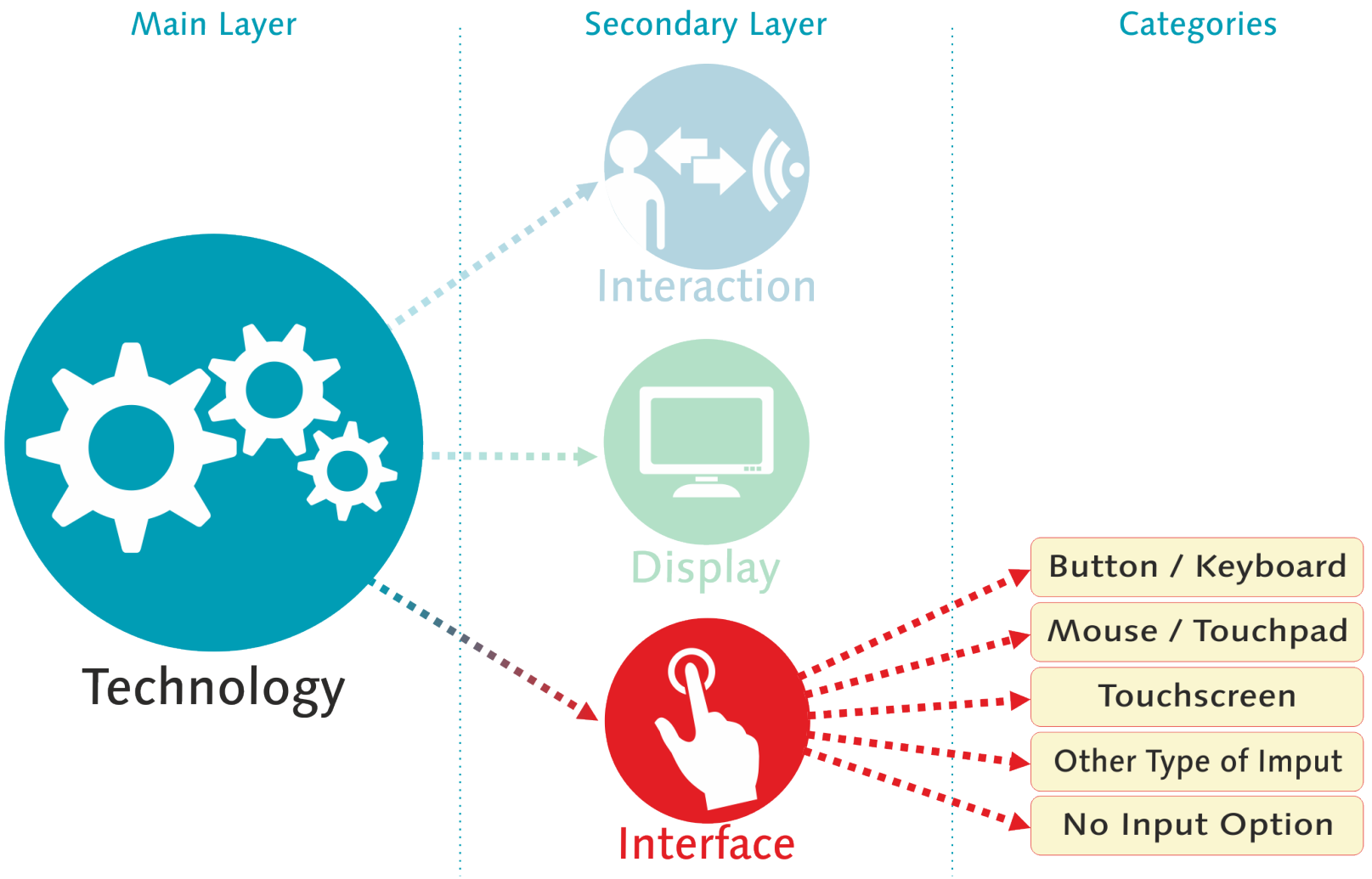

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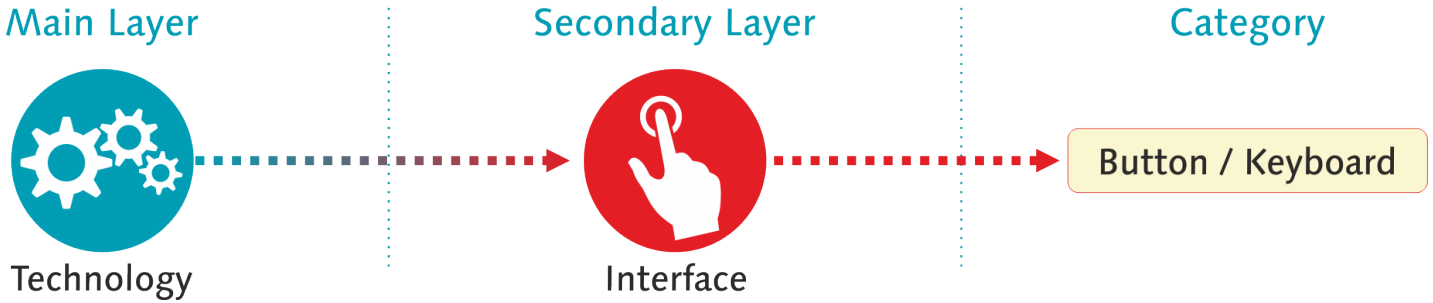

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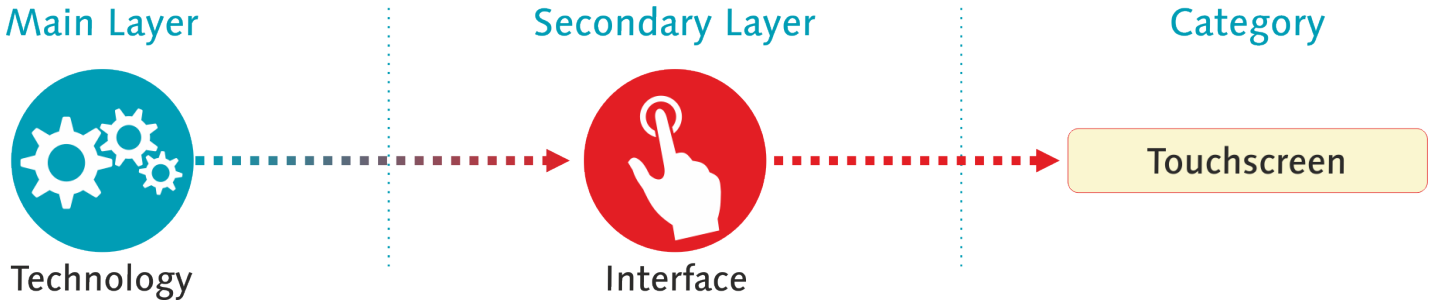

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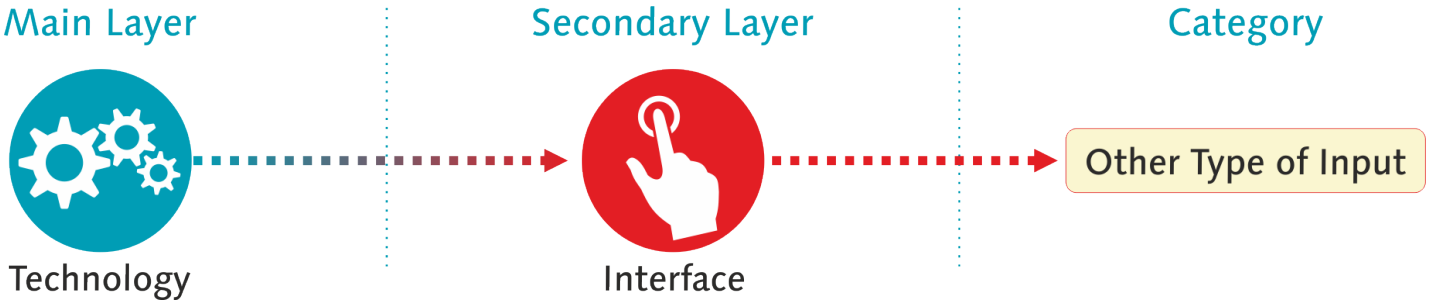

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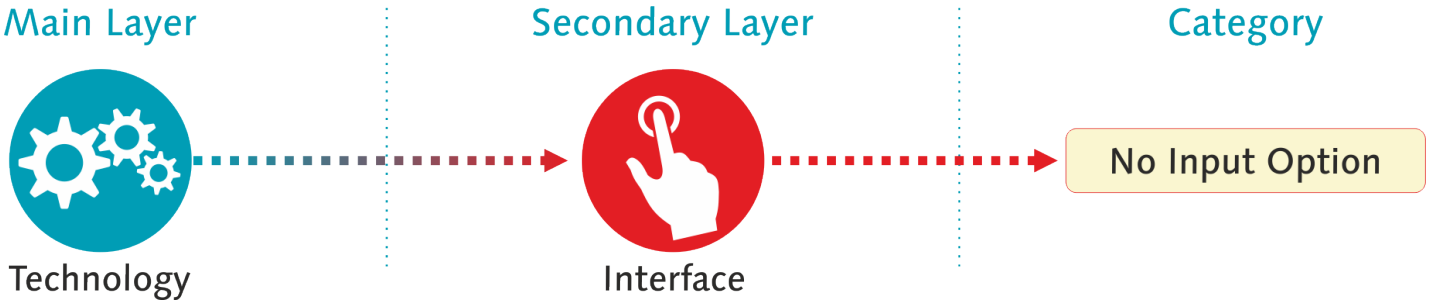

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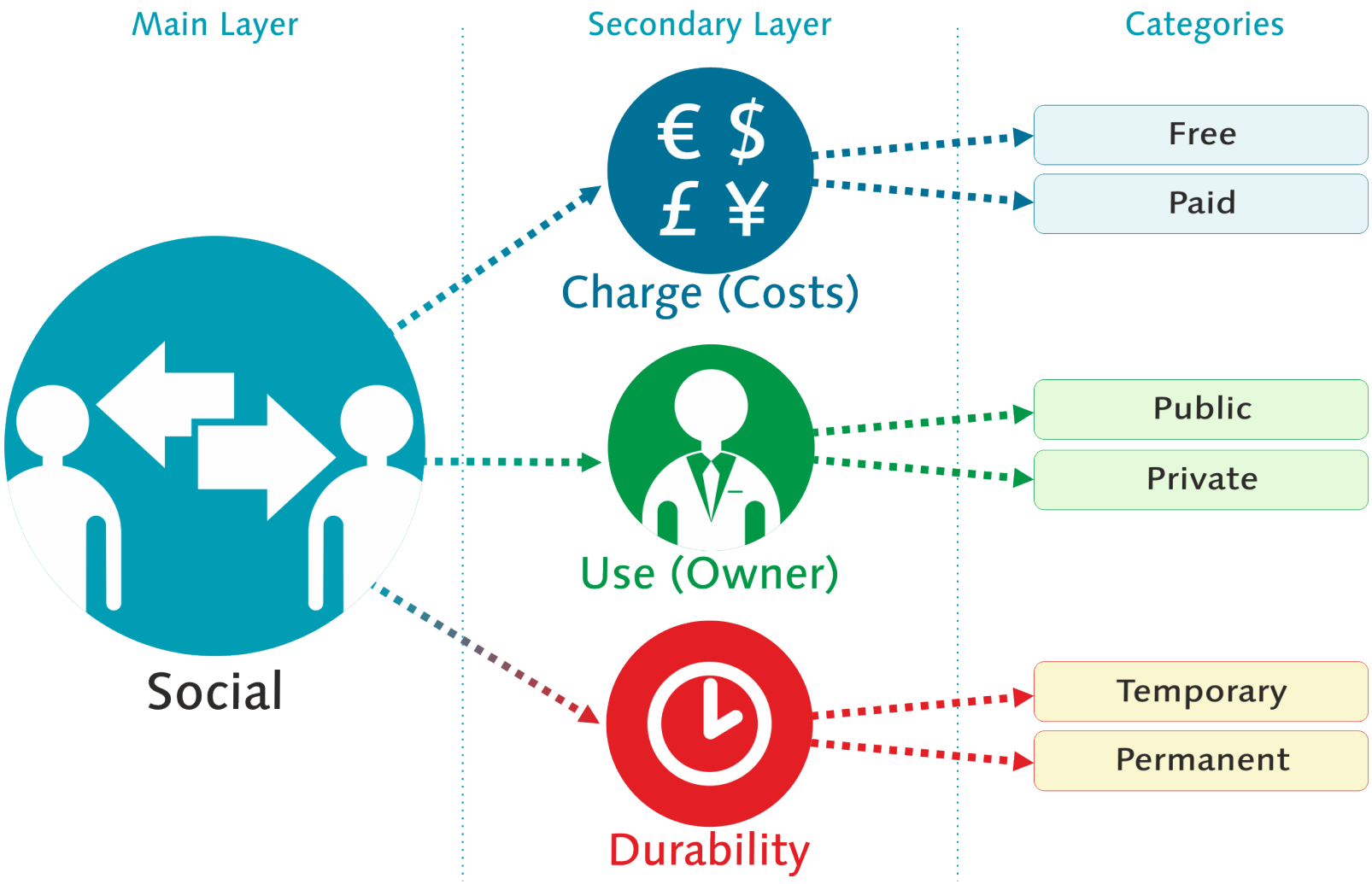

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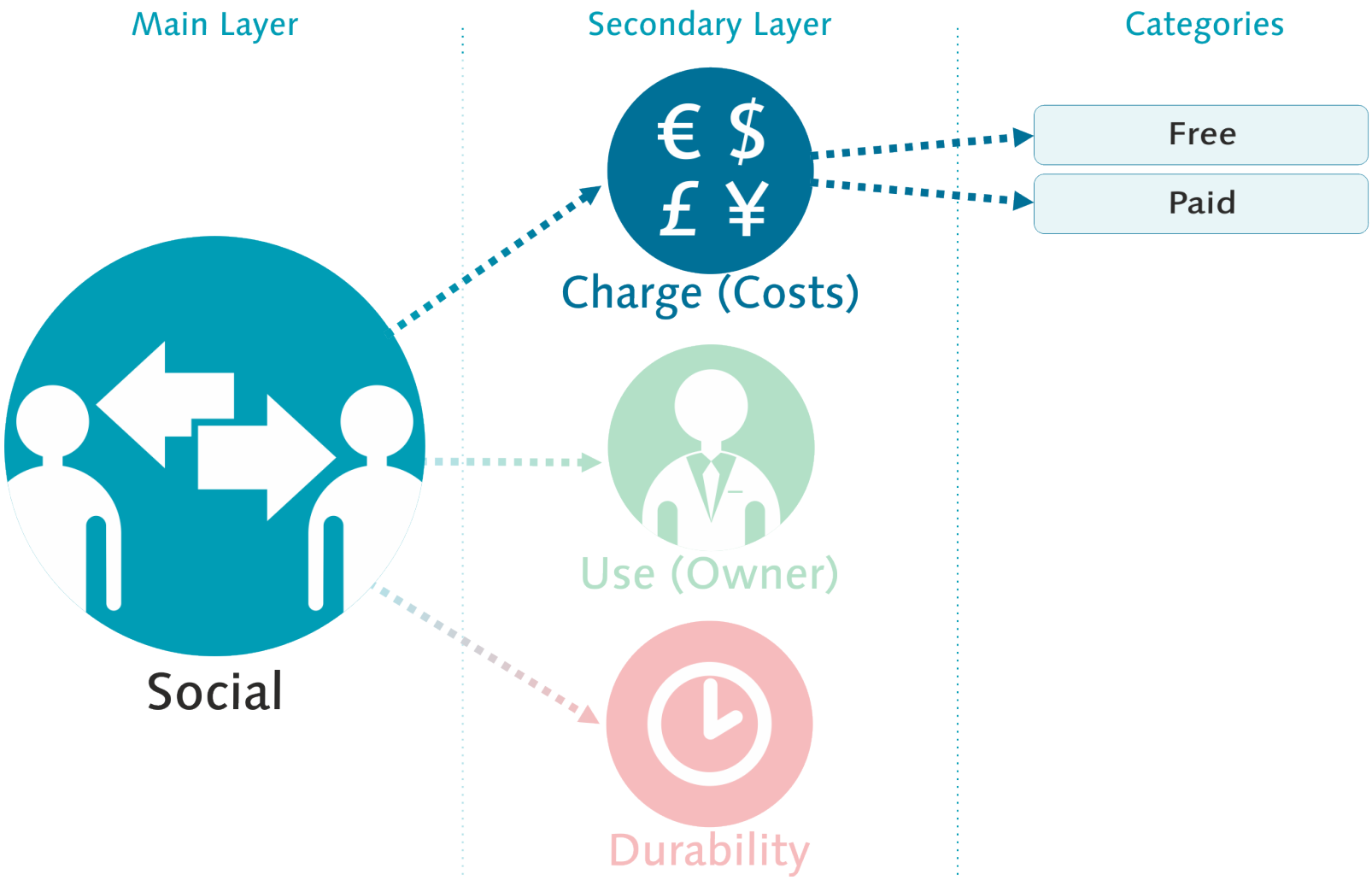

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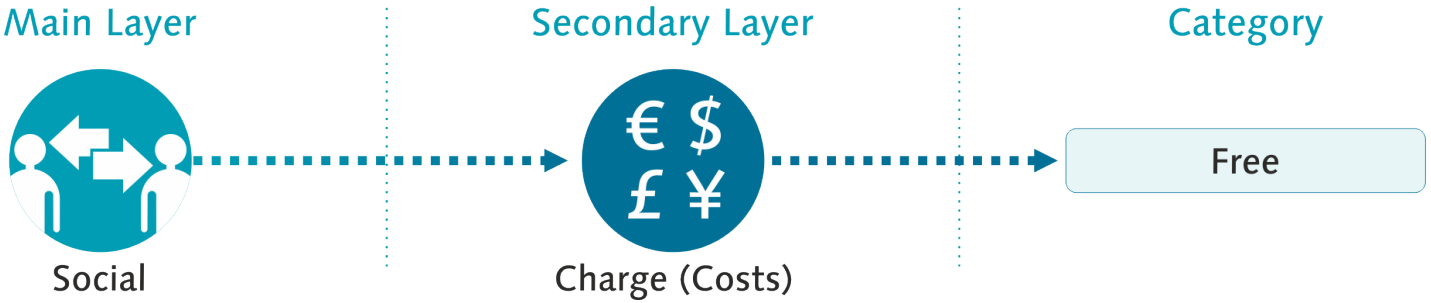

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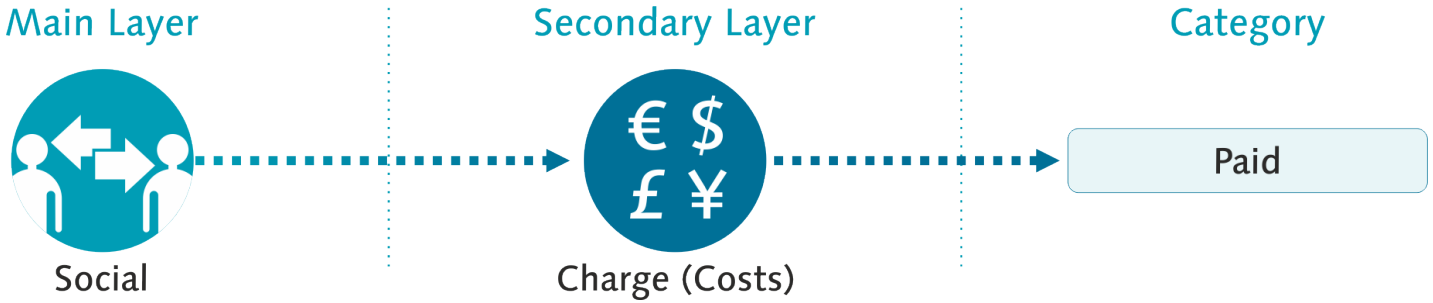

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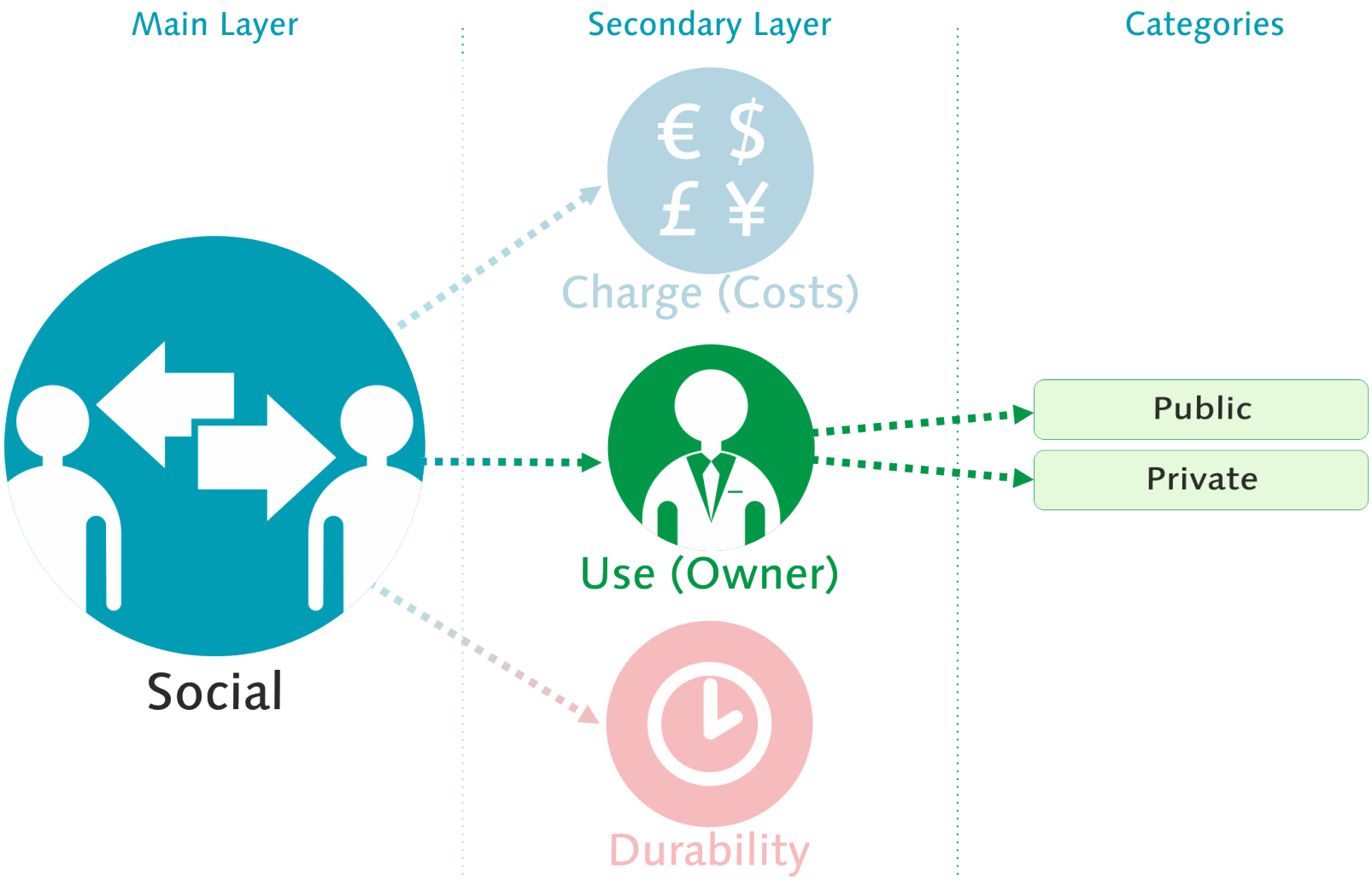

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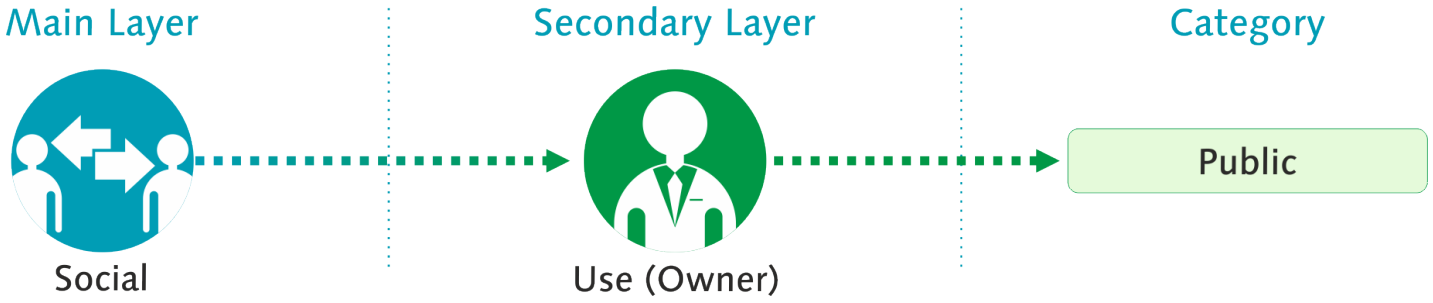

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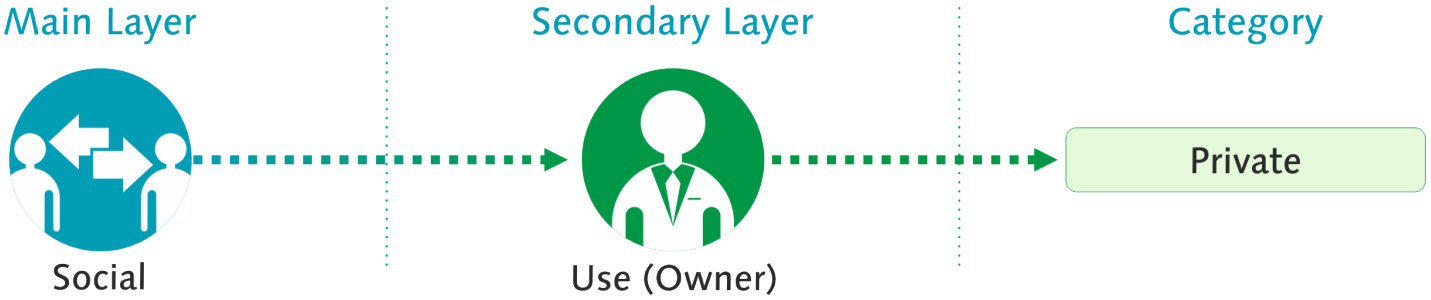

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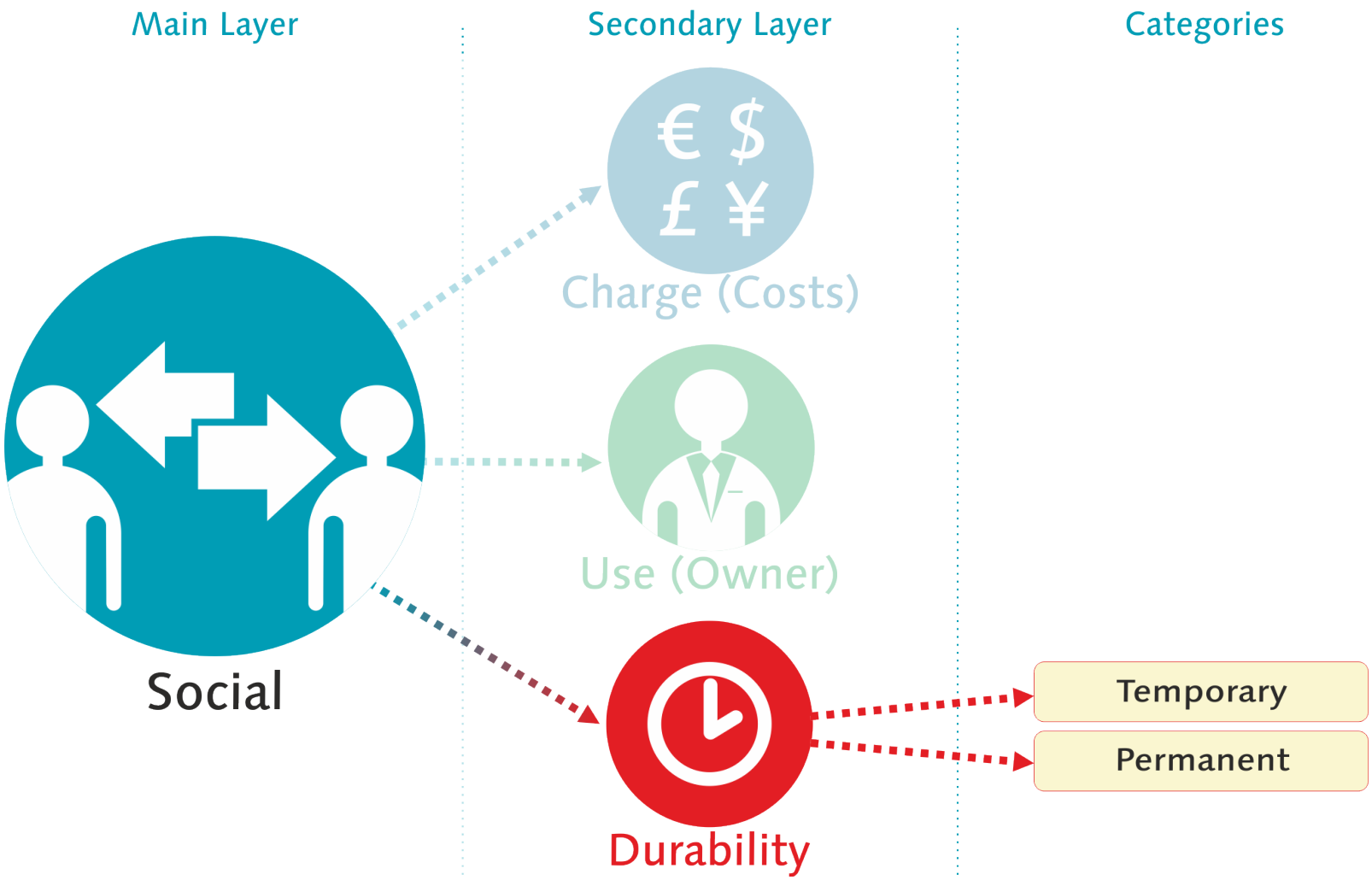

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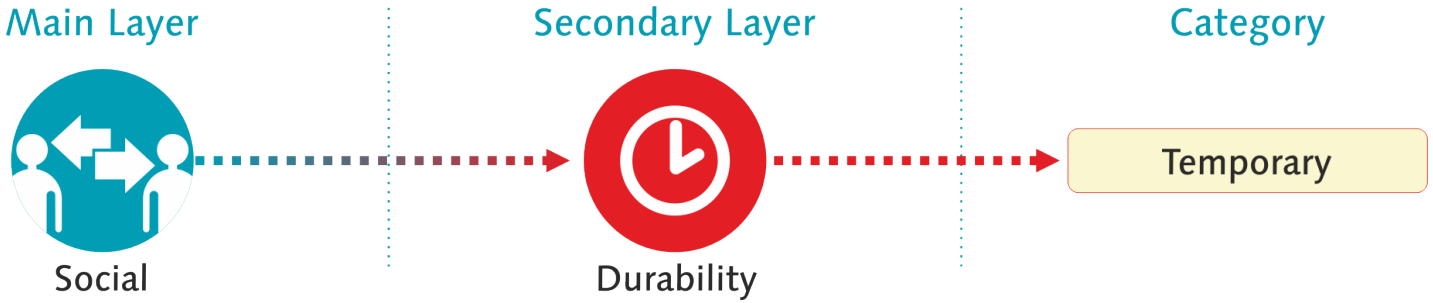

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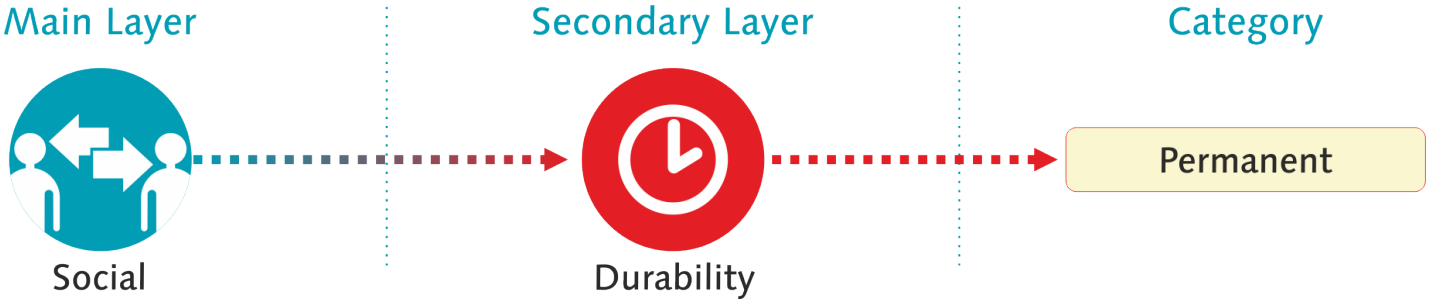

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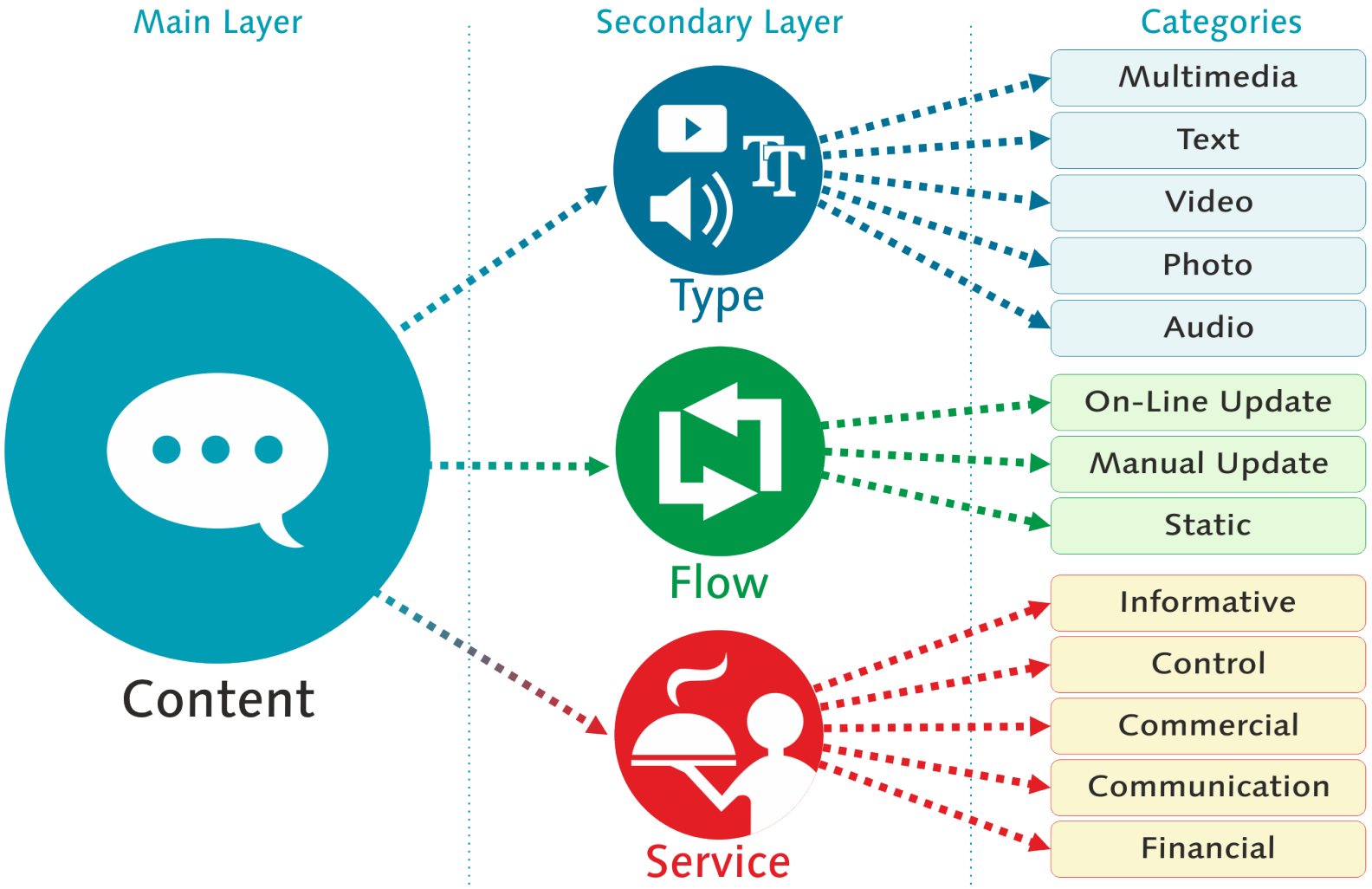

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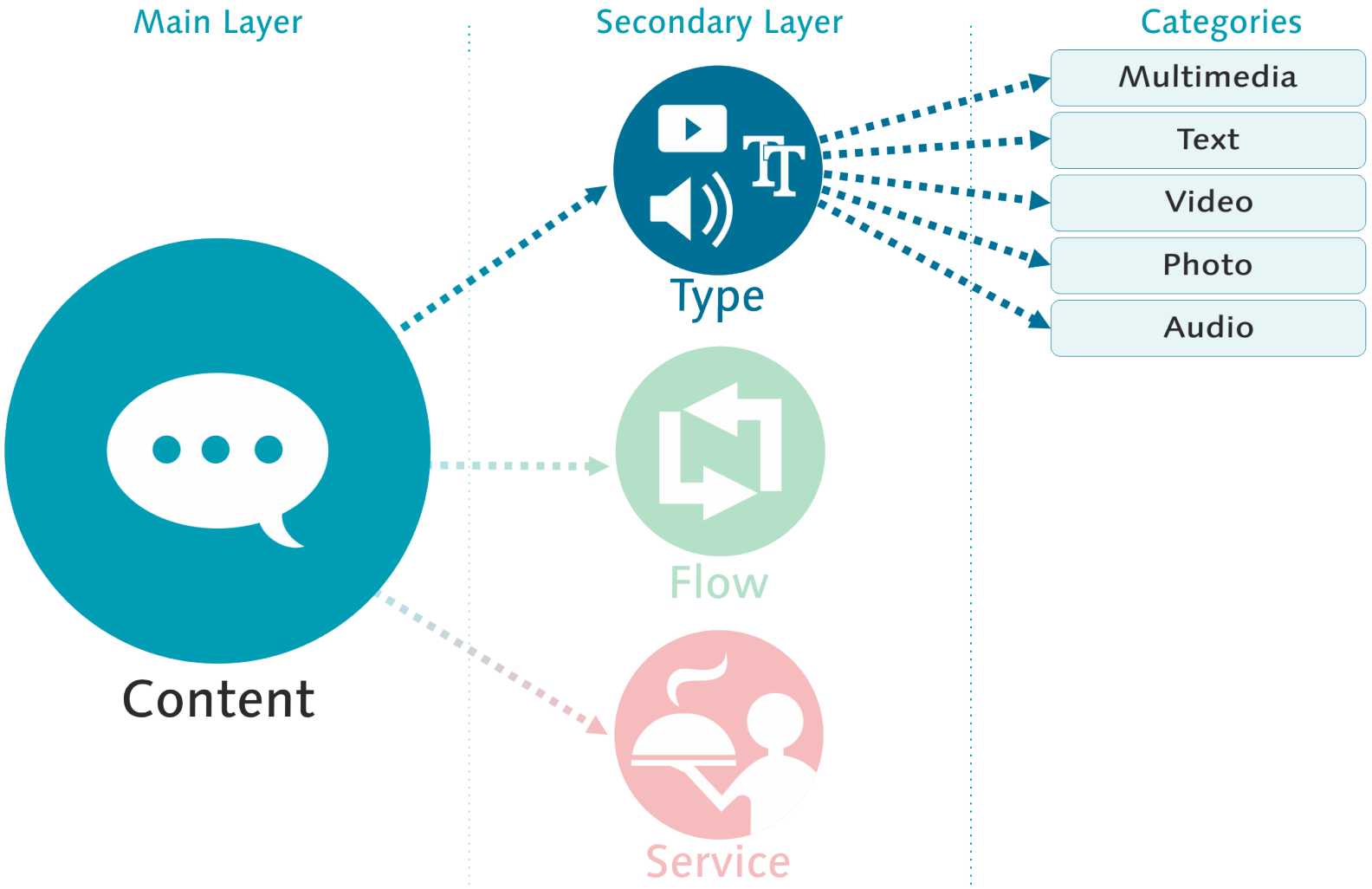

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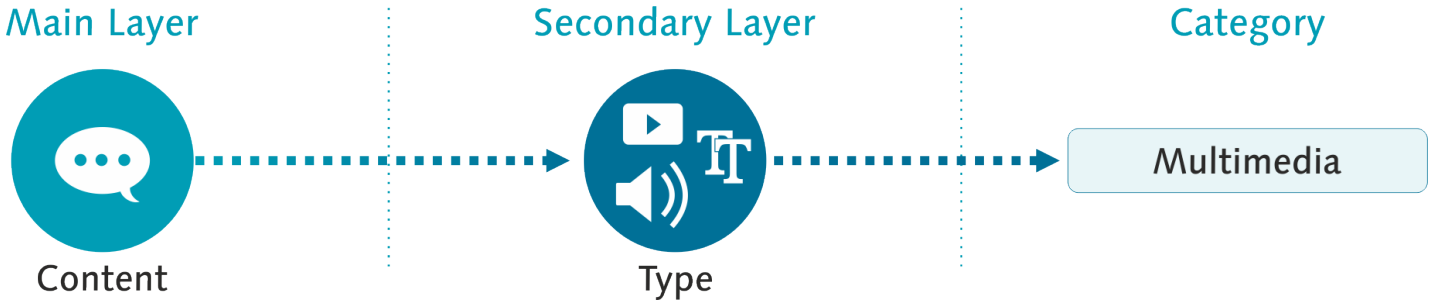

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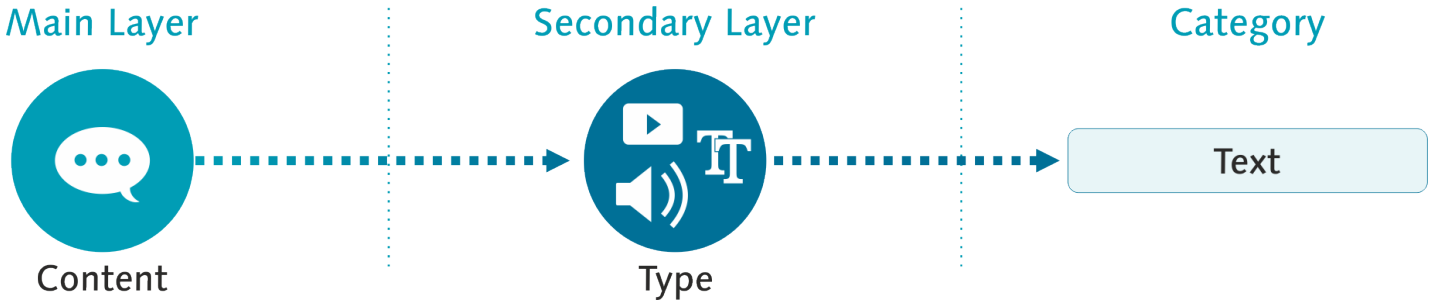

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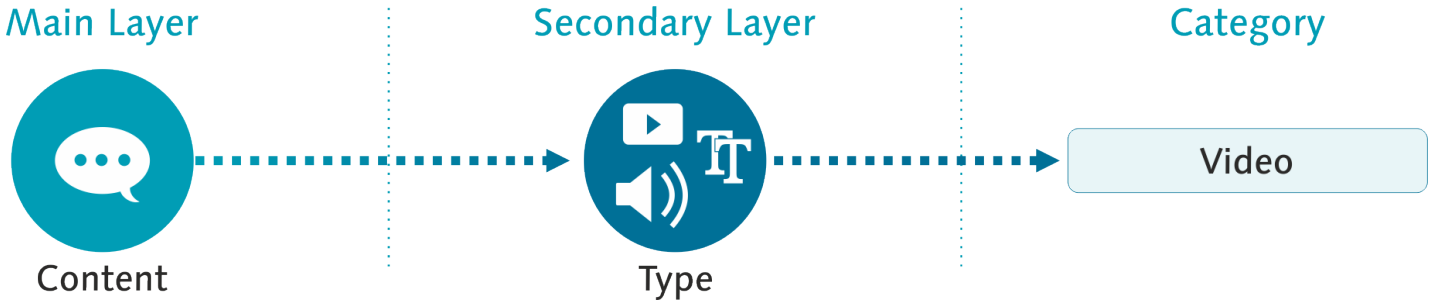

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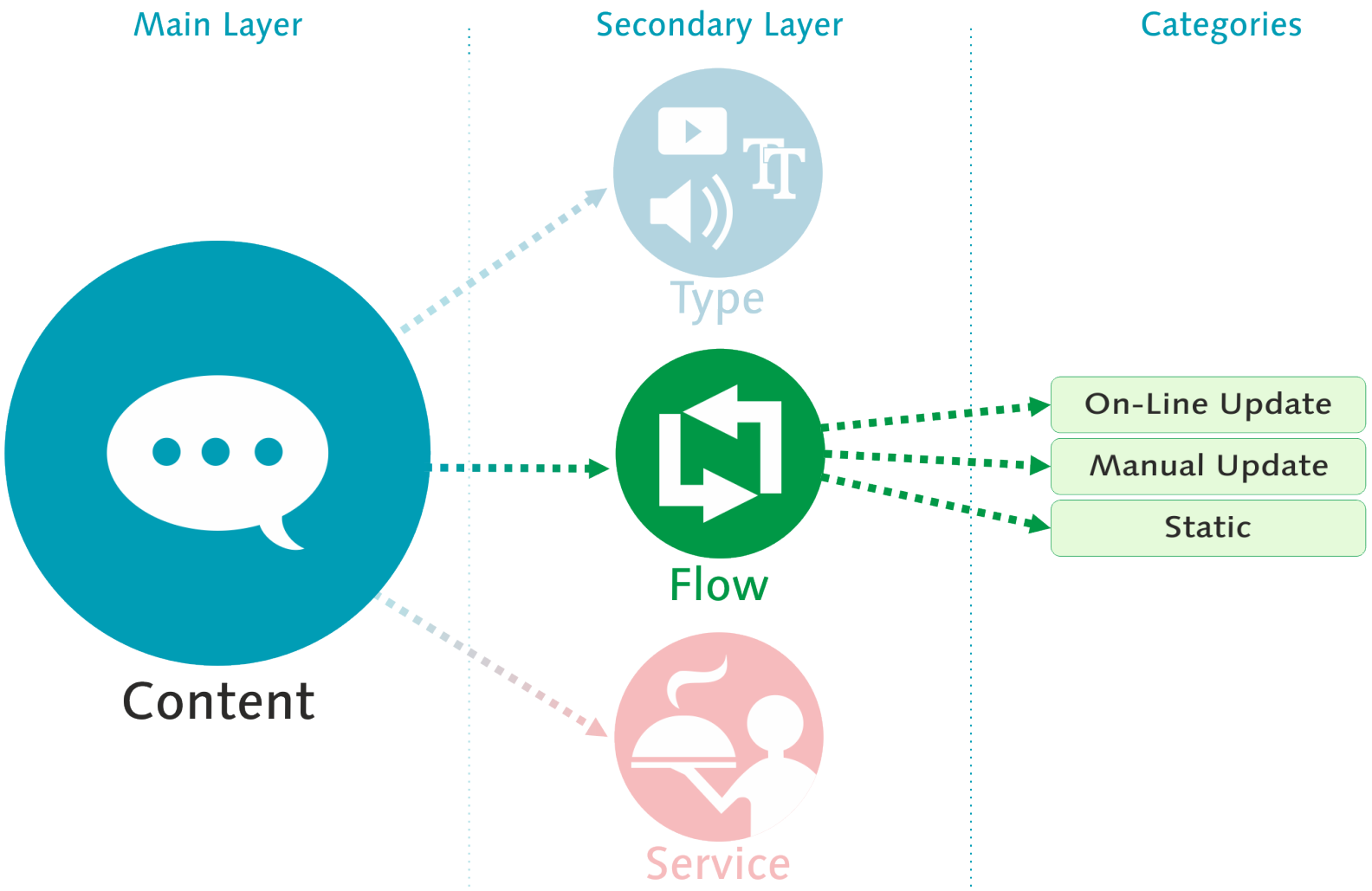

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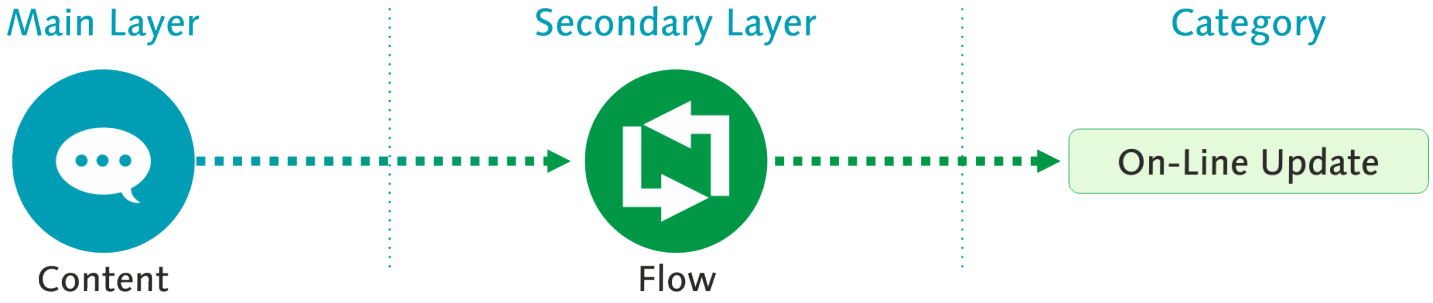

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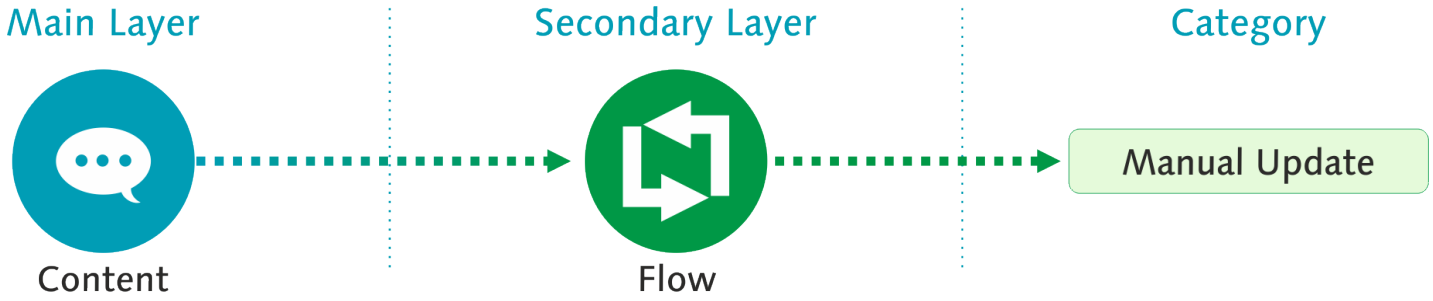

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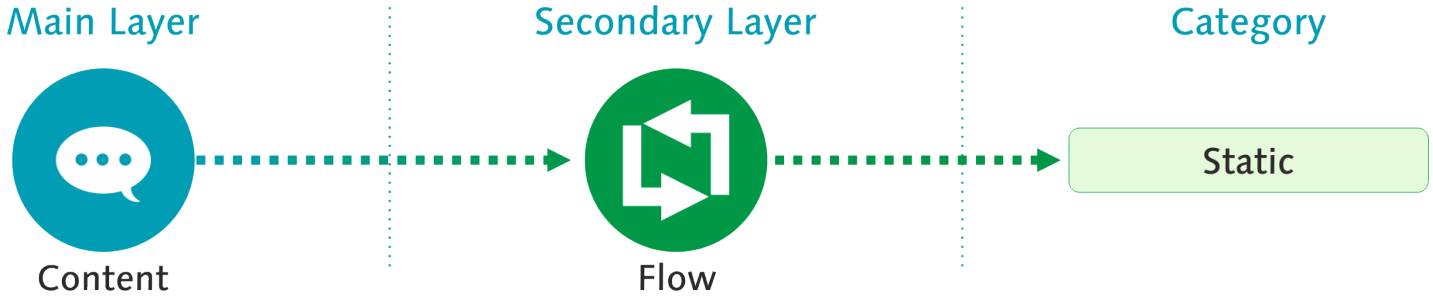

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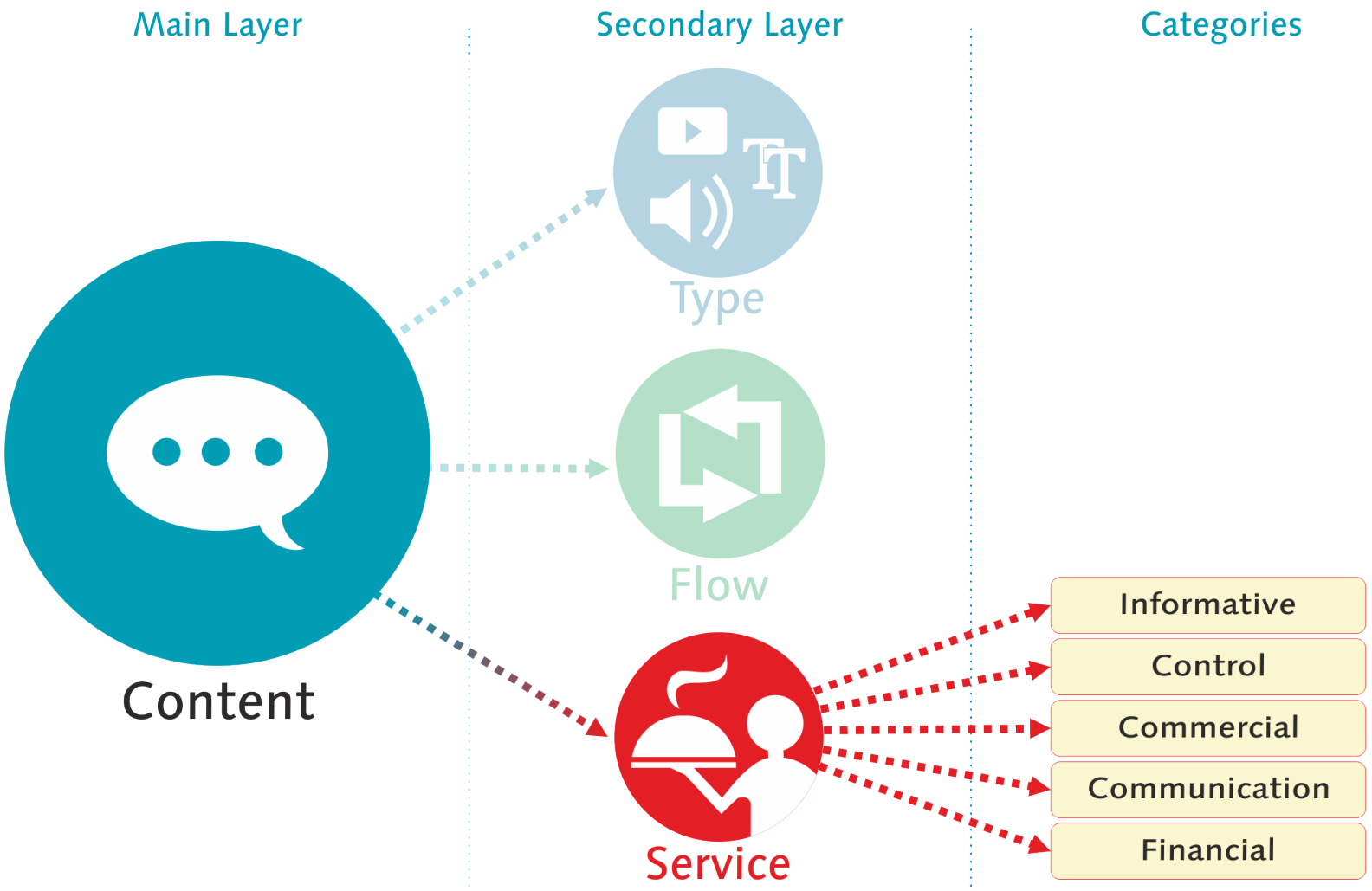

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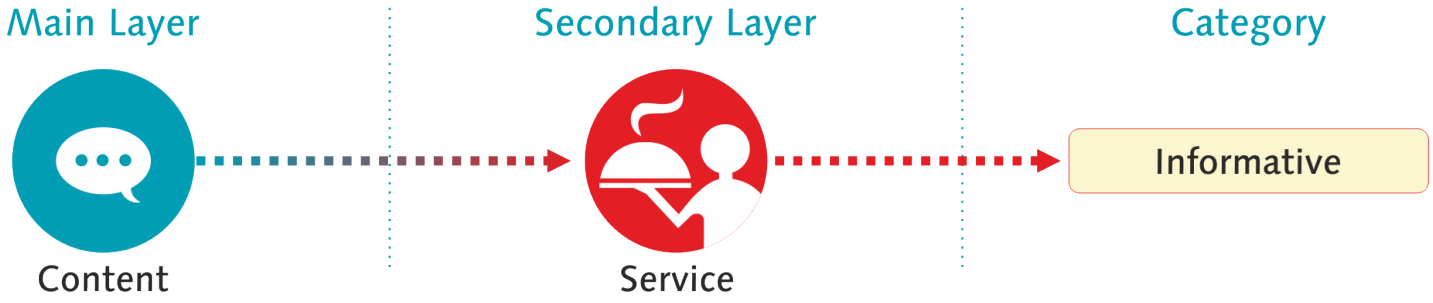

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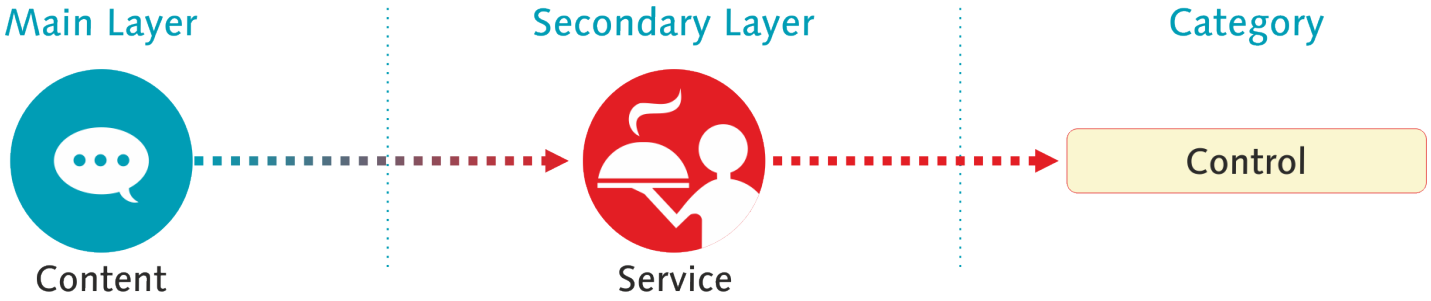

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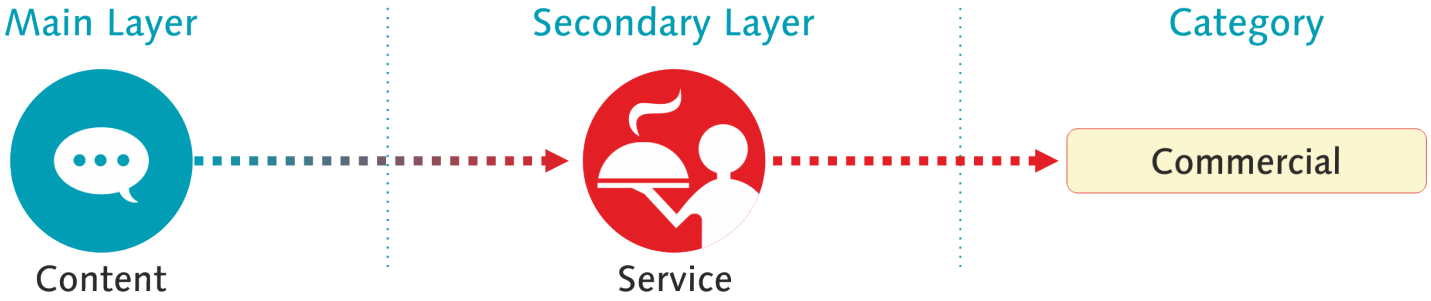

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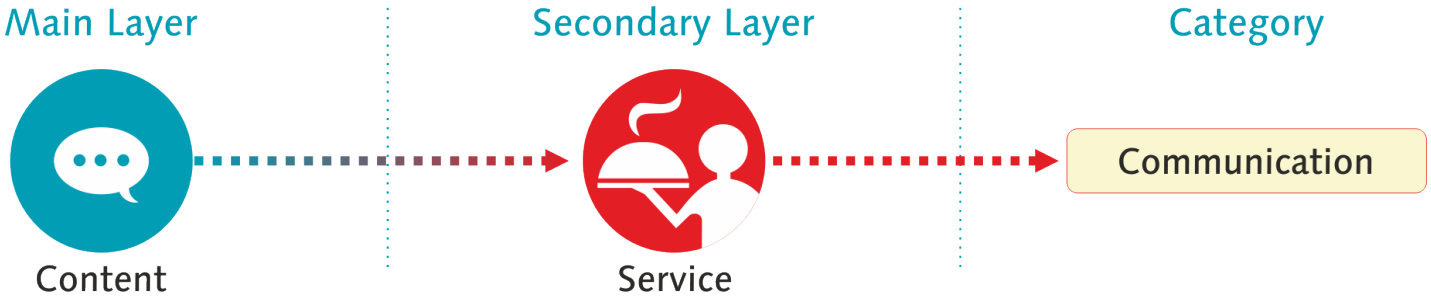

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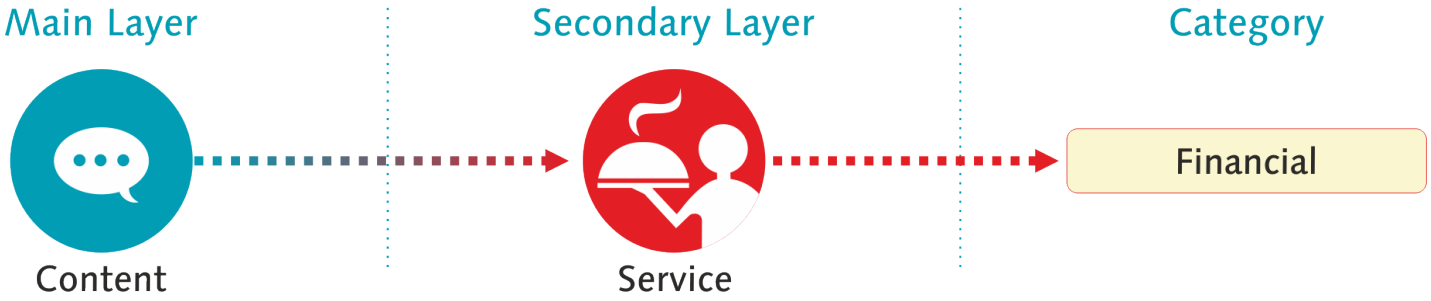


Mediatization

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

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

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

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).

Mobile Media

Definitions

Mobile Media

"Mobile media are not a new phenomenon. Books, newspapers, and magazines; portable music players such as an MP3-player or portable game consoles; or just an ordinary car radio can be classified as mobile media."

(Transatlantic Dialogue & European Institute for the Media, 2006, p. XI)

Mobile Media

"The relevant question is what is actually moving: information, devices, or people?
The mobile media (…) focus on (…) all three elements. People can move freely without being disconnected; devices are portable; and information moves freely and can reach specific recipients."
(Transatlantic Dialogue & European Institute for the Media, 2006, p. XI)

Mobile Media

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Traditional Telephone

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Brick Era (1973–1988)

- Cordless
- Mobility

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Candy Bar Era (1988–1998)

- 2G Technology
- SMS
- Play "Snake Game"

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Feature Phone Era (1998–2008)

- Photo Camera
- Listen Music
- Internet
- 2.5G

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Smartphone Era (from 2002)

- Larger Screen
- Wi-Fi
- QWERTY
- PDA-Style

Mobile Media

The Evolution of Devices (Fling, 2009, pp. 1–10)

- the Touch Era (from 2007)

- Micro Personal Computer
- Touch Screen
- Gesture-Based Interactions
- 3G

Mobile Media

Tomi Ahonen, describes mobile as “the seventh mass media.” (Ahonen apud Fling, 2009, p. 34)

1. The Printing Press
2. Recordings
3. Cinema
4. Radio
5. Television
6. The Internet
7. Mobile

Mobile Media

"The seventh mass medium (…) is mobile technology. The mobile industry actually started around the same time as the Web, but it took it years for us to consider it a mass medium. The mobile medium is actually quite deceiving; it would be easy to see it as an extension of the previous media, but mobile is actually quite unique (…)."
(Fling, 2009, p. 37)

Mobile Media

1. The Printing Press
+
2. Recordings
+
3. Cinema
+
4. Radio
+
5. Television
+
6. The Internet

7. Mobile

Mobile Media

1. The Pr
+
2. Record
+
3. Cinema
+
4. Radio
+
5. Televis
+
6. The Int

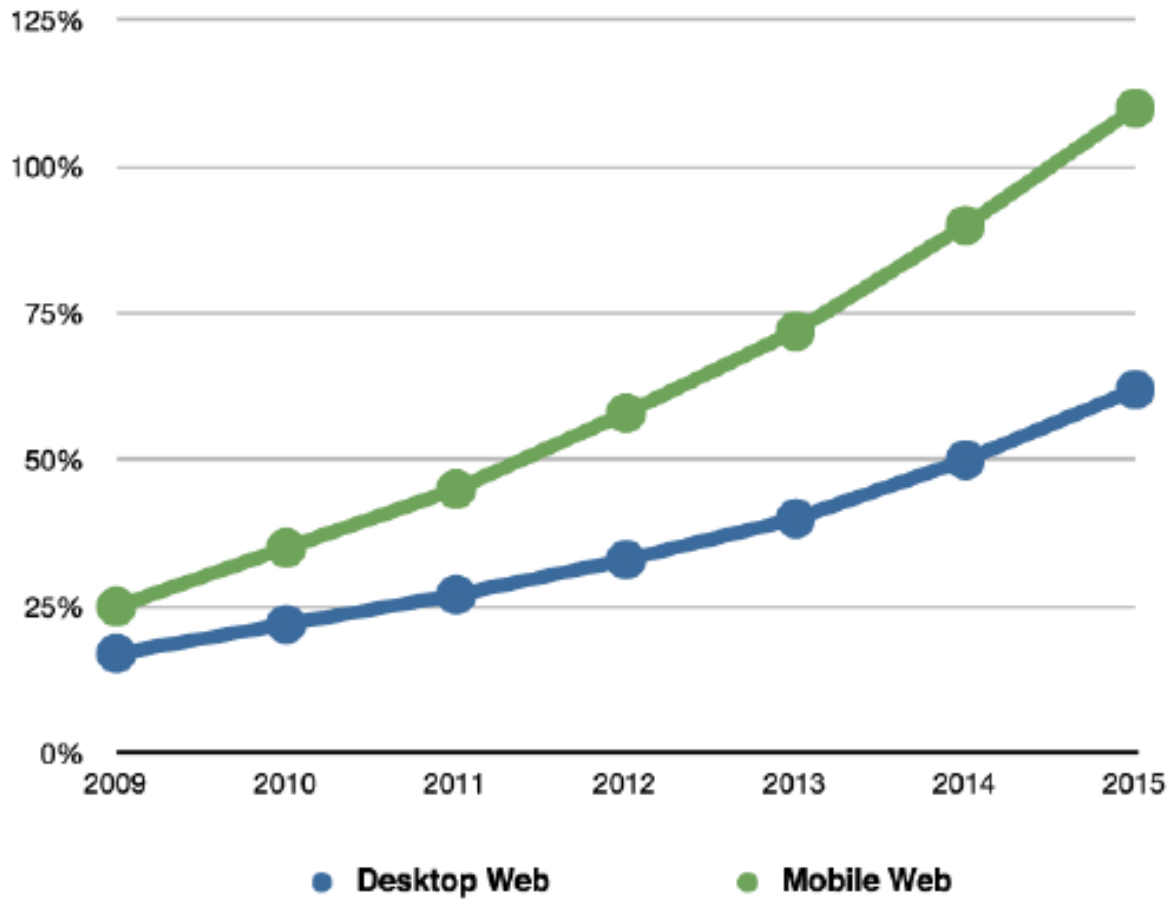
Mobile

Mobile Media

Mobile Media

"The growth of mobile phone usage and the development in mobile phone technology has probably had the most significant impact on the way we communicate with each other (with the exception of the internet) over the past 10 years or so." (Love, 2005, p. 7)

Mobile Media



(Fling, 2009, p. 33)

Mobile Media

(…) [U]sability of mobile computer systems can benefit from making them "context-aware" in the sense that contextual information is used to tailor information and functionality to the given situation (…).

(Kjeldskov & Paay, 2010, p. 14:2)

1st Homework-Assignment

What is expected from the students

Class Schedule

October

Mo	Tu	We	Th	Fr	Sa	So
			24	25	26	27
28	29	30	**31**			

November

Mo	Tu	We	Th	Fr	Sa	So
				1	2	3
4	5	6	**7**	8	9	10
11	12	13	**14**	15	16	17
18	19	20	**21**	22	23	24
25	26	27	**28**	29	30	

December

Mo	Tu	We	Th	Fr	Sa	So
						1
2	3	4	**5**	6	7	8
9	10	11	**12**	13	14	15
16	17	18	**19**	20	21	22
23	24	25	26	27	28	29
30	31					

January

Mo	Tu	We	Th	Fr	Sa	So
		1	2	3	4	5
6	7	8	**9**	10	11	12
13	14	15	**16**	17	18	19
20	21	22	**23**	24	25	26
27	28	29	**30**	31		

February

Mo	Tu	We	Th	Fr	Sa	So
					1	2
3	4	5	**6**	7	8	9
10	11	12	**13**			

- 1st Presentations
- Prototype Meeting
- Prototype Presentation
- Paper/Essay Deadline

1st Presentation (21 & 28 November 2013)

Mobile App for Weimar / Cultural Heritage Sites

Each student will choose an application (for any of the mobile operational systems) and present for the class. Some items such as design, HCI and so one should be observed. If possible, the students should install and test it by themselves.

1st Presentation (21 & 28 November 2013)

Mobile App for Weimar / Cultural Heritage Sites

Main tasks:

student should complete 3 main tasks
in this assignment:

1) Find a mobile app about Weimar (directly or indirectly, since from apps for cultural heritage, Goethe, Schiller, Bauhaus, etc, or touristic ones with search engines for maps, tours, etc., where it is possible to search for Weimar or other Cultural Heritage in Germany).

1st Presentation (21 & 28 November 2013)

Mobile App for Weimar / Cultural Heritage Sites

Main tasks:

2) Find a topic/information about something to see or to do in Weimar.
3) Find a way to upload content on the chosen app (if it is possible).

The presentation should include the screenshots for the main tasks.

1st Presentation (21 & 28 November 2013)

Mandatory table

Itens	Answer
App's Name + Version	
Type (Museum, Guide, Game, etc)	
Operational System (OS) (Android, iOS, Windows, Web)	
How the user(s) contribute/collaborate with it?	
Free or Paid (and how much)	
Where it is Available (URL or market link)	

1st Presentations

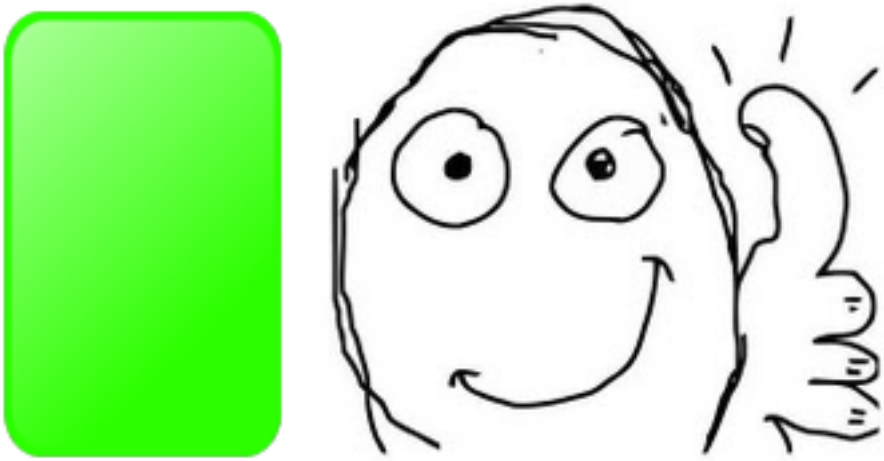
For the presentations each student will have

8 minutes

1st Presentations

At the 6th Minute, it will be shown a Green card.

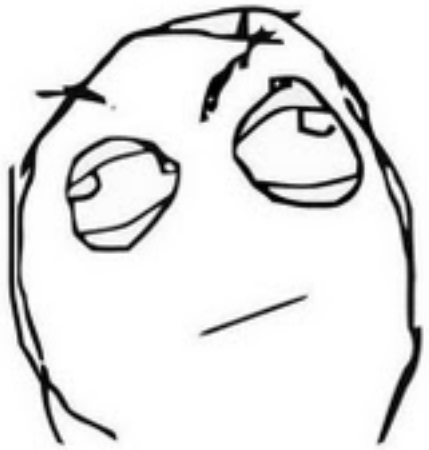
Here the time is fine – it is just a reminder that there is still one minute to go.



1st Presentations

At the 8th Minute, it will be shown a Yellow card.

Here the time is over – and the student should hurry to finish the presentation.



1st Presentations

At the 9th Minute, it will be shown a Red card.

Here the presentation will be interrupted.

References

References for further readings

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Questions?

Mobile Media & Urban Spaces

Bauhaus-Universität Weimar

03. Medium & Mobile

http://www.uni-weimar.de/medien/wiki/IFD:Collaborative_Mobile_Media_SS13

http://tiny.cc/mobilemedia2013

http://www.uni-weimar.de/medien/wiki/IFD:Collaborative_Mobile_Media_SS13