OBSESSIVE DOCU- MENTING BEHAVIOR

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Graphic design
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Spatial design

INTRO-
DUCTION

Photo and video documentation with mobile devices has been mainstream for a couple of years now. Almost everybody does it and everyone has it's own reasons to it. It is an easy method to remember stuff. The situation you like to capture today is only one click away. Like I said, everybody has it's own reason and it's own way of using there mobile device to capture a situation. Thom and I have therefor done research in the different behavior of people that co-excist during the time someone is using their mobile device. This document mirrors the process we went through during our research into the differences of photo and video capturing behavior.

TABLE OF CON-TENTS

How can we use the understanding of our obsessive documenting behavior with mobile devices, to create new speculative products?

CHARACTERS:

A long the way we found out a way to catagorize the people we wanted to research. We saw different types of people so we thought is was a good idea to name these people and use them to make more specific products. You as reader may recognize yourself in one of thes characters.

The initial plan was to design a product for every character. This plan was ambitious but not impossible.

This project is based on the following characters:

The selfie person
The Video blogger
The Elder
The instinctive person
The Copycat
The Artist
The "I was here" person
The Photographer
The Professional

THE SELFIE PERSON

Selfie

"A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media."

Word of the year 2013 by Oxford Dictionaries"

"research found that among 18 to 24-year-olds, 30 percent of all photography is composed of pictures taken by holding a cell phone at arms length from one's own face. Smartphone cameras and online photo-sharing sites like Facebook and Instagram are also killing off good 'ole fashioned printed photo albums. Just 13 percent of the group has ever even used a physical photo album"

"a new Pew Research Center survey finds that 55% of Millennials (ages 18 to 33) have posted a "selfie" on a social media site"

"According to psychiatrist Dr David Veal: "Two out of three of all the patients who come to see me with Body Dysmorphic Disorder since the rise of camera phones have a compulsion to repeatedly take selfies.

"Cognitive behavioural therapy is used to help a patient to recognise the reasons for his or her compulsive behaviour and then to learn how to moderate it," he told the Sunday Mirror.

19-year-old Danny Bowman's selfie addiction spiralled out of control, spending ten hours a day taking up to 200 snaps of himself on his iPhone."

NARCISSISM

SELF

EXPRESSION

VALIDATION

"Selfies frequently trigger perceptions of self-indulgence or attention-seeking social dependence that raises the damned-if-you-do and damned-if-you-don't spectre of either narcissism or low self-esteem," said Pamela Rutledge in Psychology Today.

- *One psychologist from The Priory, London, said that talking lots of selfies is not an addiction, but a symptom of Body Dysmorphic Disorder (BDD)*
- *While he doesn't think a rise in the number of people taking lots of selfies will lead to more people with BDD, a doctor in Thailand does*
- *One Boston-based psychologist thinks talking lots of selfies is an indicator that someone has a lack of confidence.*

"The three-year study, conducted by business schools at the University of Birmingham, University West of England, and the University of Edinburgh, found that the more your loved ones share pictures of the two of you doing things together, or of just you, the more supportive you find them. That makes sense given that the survey also found the more anyone close to you shares pictures of themselves, the less you find them to be sources of support or intimacy."

"This is because people, other than very close friends and relatives, don't seem to relate well to those who constantly share photos of themselves," explained Dr. David Houghton, the study's lead author, in a statement released by Scotland's Heriot-Watt University. *"It's worth remembering that the information we post to our 'friends' on Facebook, actually gets viewed by lots of different categories of people: partners; friends; family; colleagues and acquaintances; and each group seems to take a different view of the information shared."*

POPULAIR SELFIE POSES

1-HANDED SELFIE

2-HANDED SELFIE

MIRROR SELFIE

SELFIECITY

Introduction Imageplots Selfiexploratory Dataset **Findings** Theory Credits & contact Explore further
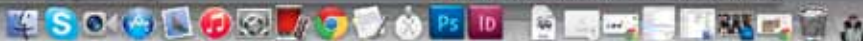
People take less selfies than often assumed

Depending on the city, **only 3-5% of images** we analysed were actually selfies.

avg: 4%
SELFIES

Photos of cats, food, cars, houses, hair, other people, shoes, food, flowers, scenic, artworks, have pre mentioned: food, dogs, monuments,

Significantly more women

In every city we analyzed, there are significantly **more women selfies than men** selfies (from 1.3 times as many in Bangkok to 1.9 times more in Berlin). Moscow is a strong outlier - here, we have 4.6 times more female than male selfies!

62.0%
55.2% 54.4% 816% 55.4%

PROPORTION
OF WOMEN
IN SELFIES

BANGKOK BERLIN NEW YORK S.A.O. PAULO MOSCOW

The **SELFIEXPLORATORY** is part of **SELFIECITY**
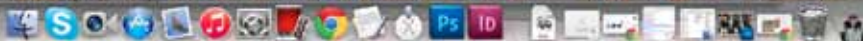
Help   Share   Reset flow

DEMOGRAPHICS   POSE   FEATURES   MOOD

CITY   UP   LEFT   RIGHT   EYES   CALM
                                                OPEN   ?   CLOSED
                            TURN

YOUNG   AGE   OLD   LOOKING   MOUTH   ANGRY
                                                OPEN   ?   CLOSED

        GENDER   GLASSES   HAPPY
   ♀   ?   ♂   TILT   NO   ?   YES

                      DOWN LEFT   RIGHT

3200 of 3200 selfies...   Normal Crop Crop & rotate

HTTP://
SELFIECITY.
NET/INTRO

SELFIE-AWARENESS
SCREENS

*<u>Would we still make selfies is we know what kind of effects it has?</u>
<u>Would we still make selfies is we know why we do it?</u>*

These questions came to mind when we found all the information shown earlier.

These screens keep you from taking a selfie of even using you phone. So every time u want to take a selfie your phone gives you a message to think about and should keep you from doing it to much.

*Most of the screens show textual facts like "Posting self-portraits on Facebook can alienate our friends and loved ones."
Others ask a question. Research has shown that people make selfie for a lot of different reasons. Validation, attention and self esteem issues are the most common ones.*

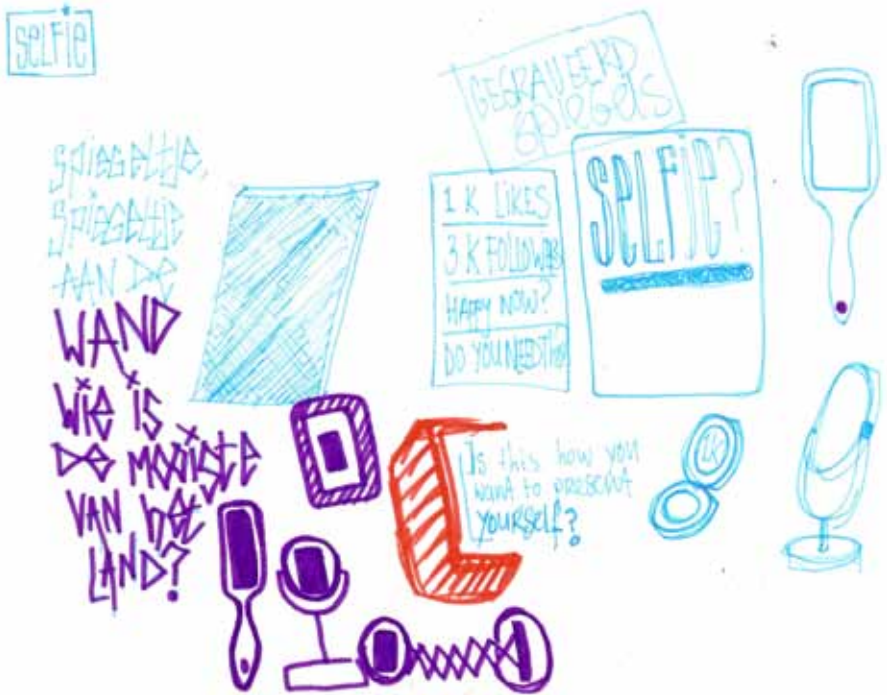|		
DO YOU REALLY NEED THIS?	**DO YOU NEED TO BE ACCEPTED?**	**1k likes 3k followers**
DO YOU NEED ATTENTION?	**DO YOU NEED AFFIRMATION?**	**DO YOU HAVE SELF ESTEEM ISSUES?**
Selfies Now Make Up 30% of All Photos Taken by Young People	**posting self-portraits on Facebook can alienate our friends and loved ones.**	**How does perfect #selfie look like?**

MIRROR IPHONE CASE

This idea came to mind when i was working on the 'self awareness screens. A selfie is almost the same a looking in the mirror but with your mobile device you can make a photo at the same time.
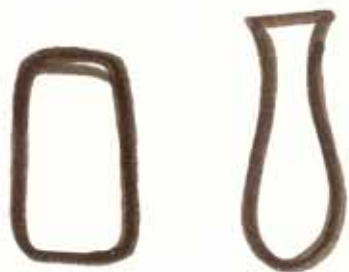
Don't we all know the famous line from snowwhite?

Someone who is constantly looking in the mirror is a vain person or a snob but taking 'selfies' is normal?
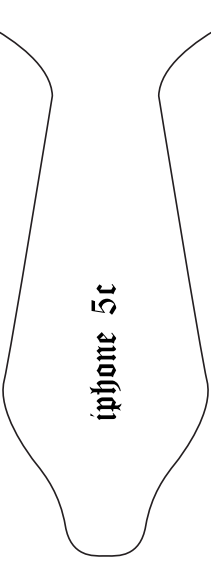
- NARSISME
- zelf expressie
- VALIDATIE

1

2

OOR AcHtR

SELFIE
MIRROR
CASE

3
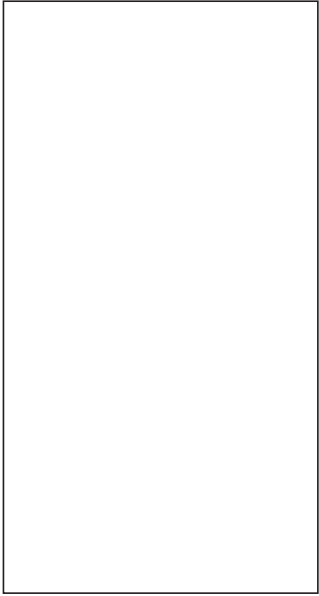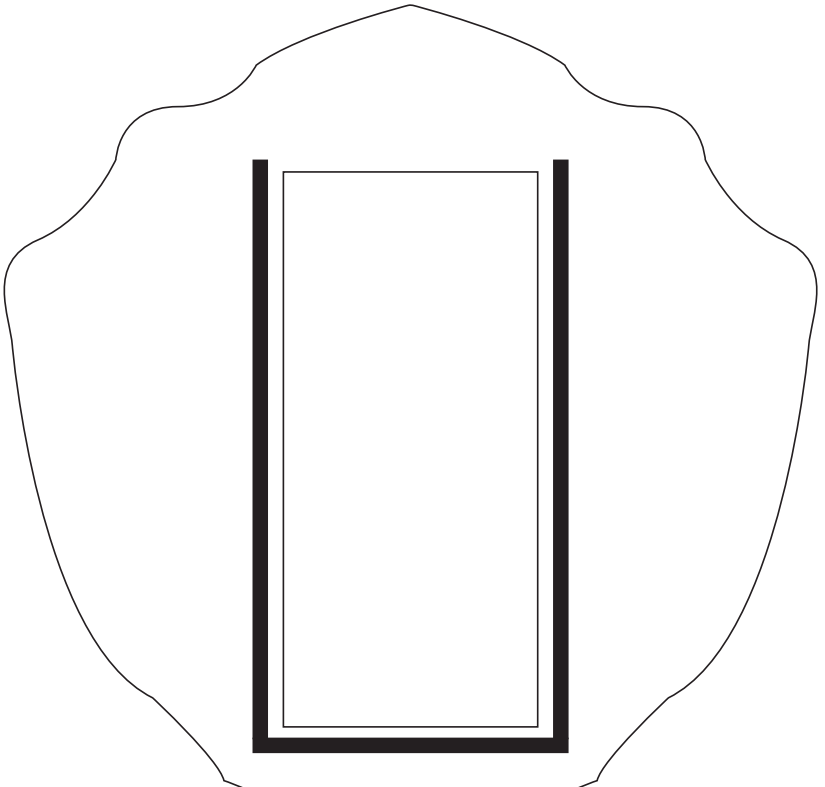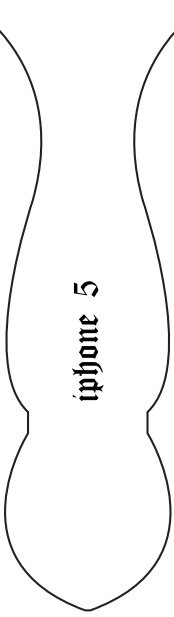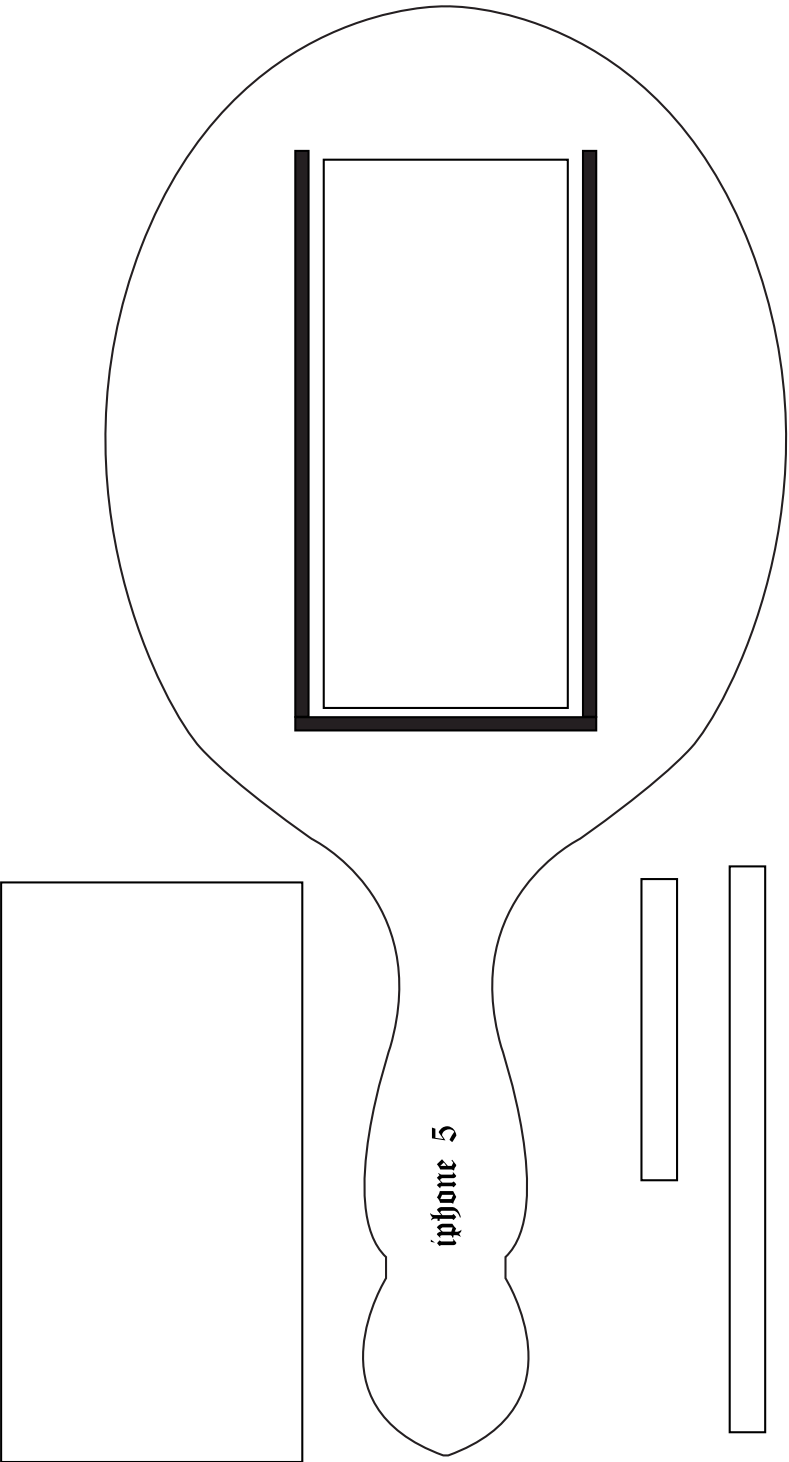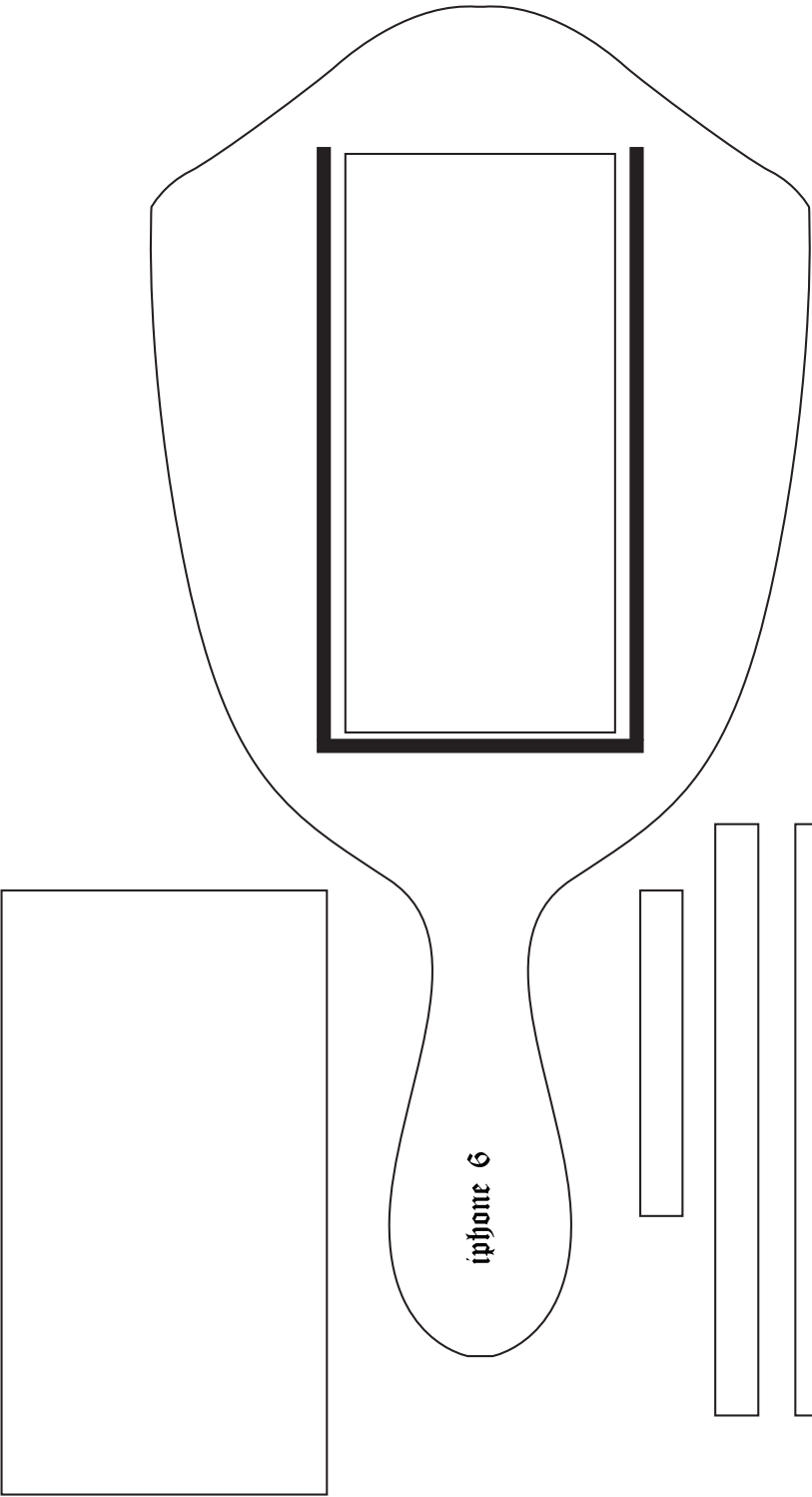
iphone 5c

iphone 5

iphone 6

FINAL
DE-
SIGN

LINKS

http://www.oxforddictionaries.com/definition/english/selfie

http://www.bbc.com/news/uk-24992393

http://www.pewresearch.org/fact-tank/2014/03/04/more-than-half-of-millennials-have-shared-a-selfie/

http://www.ibtimes.co.uk/selfies-linked-narcissism-addiction-mental-illness-say-scientists-1441480

http://www.dailymail.co.uk/sciencetech/article-2601606/Take-lot-self-ies-Then-MENTALLY-ILL-Two-thirds-patients-body-image-disorders-obsessively-photos-themselves.html

http://www.dailydot.com/lifestyle/facebook-study-selfies-friends/

http://www.huffingtonpost.com/2013/08/13/too-many-facebook-photos-study_n_3749053.html

CONCLUSION

TBA

THE ELDER

THE ELDER

With 'the elder' we mean the parents and the grandparents who want to be modern. The parents who want to be "bij de tijd."

We have lots of respect for the elder but we can't lie, sometimes they just don't get it in the way we do. It's like Hyves, when al the parents started to hop on the hype, the children were sick of it.

We even found some articles suggesting that the iphone is for the older generation and Samsung of HTC is for the younger generation.

Is Apple Inc iPhone for older people, asks anchor

Bloomberg anchor, iPhone user, and (not to be rude, but) older gentleman Tom Keene somewhat inadvertently revealed a lot about the changing perceptions around Apple with one simple question.

Everything you need to know about the Samsung Galaxy S4

Samsung is going to announce its next flagship smartphone, the Galaxy S IV, on Thursday.

An even bigger screen and a boxier design are expected. Find out what else could be in store for Samsung's new smartphone.
On his show today, he said to Wired writer Steve Levy, "What I see is a generational divide, is that true? Older people use iPhones, younger people use Samsungs."

Levy deflected the question saying it's not quite true yet, but people are watching the Galaxy S IV to see if it changes things.

If it's not true yet, then why does Keene think youngsters are picking Samsung? It's in part due to Samsung's effective marketing.

Samsung ran an ad in September of a hipster sitting in line for the iPhone 5. He's using a Samsung phone. People in line say, you're going to ditch that phone, right? He says no, he's just holding the spot for his parents.

The obvious implication is iPhone users are super lame and old, like parents. Or something like that. Samsung followed this ad up with more ads of hipsters using Samsung phones.

Apple meanwhile has only advertised its products instead of people using its products lately.

Is Apple's iPhone No Longer Cool To Teens?

On the sliding scale of coolness, teens place most adults firmly on the uncool side. It goes without saying that no teen wants to show up dressed identically as the science teacher.

And unfortunately for Apple, this teen logic may also apply to smartphones. They don't want to same device as their mom, dentist, and coffee barista. They want the latest, greatest phone that speaks to their generation. Samsung's Galaxy and Microsoft's Surface have recently introduced new and never-before-seen devices, whereas the first iPhone came out in 2007 (though new models are released each year).

Also working against Apple's iPhone is the popular parent tradition to give their teens the old model when they upgrade their devices. Samsung and Android devices are less expensive, which makes it more likely that parents are willing to buy a new one for the

teens, versus handing them a new iPhone. "There was quite some negative buzz about the iPhone 5 and the lack of a real incremental innovation, except for the screen size and weight, when compared to the 4S. So this has an effect on the originality component of coolness," says Insites-Consulting's Joeri Van den Bergh.

Ultimately, in the eyes of today's youth, massive popularity has watered down Apple's coolness. "Teens are telling us Apple is done," says Tina Wells of the youth marketing agency Buzz Marketing Group. "Apple has done a great job of embracing Gen X and older [Millennials], but I don't think they are connecting with Millennial kids. [They're] all about Surface tablets/laptops and Galaxy."

The signs that youngest smartphone audience has cooled on Apple have been steadily accumulating over the past few months. Apple, for instance, dropped several spots or remained flat on several teen brand opinion polls, including marketing agency's Smarty Pants' Young Love survey. And while 67% of affluent teens still say they intend to purchase an iPhone as their next upgrade, reports Piper Jaffray, Samsung pulls in second with a strong 22%. Perhaps more importantly is the fact that it was unthinkable a mere 12 months ago that any teen would prefer any phone to an iPhone if given the option.

There are several influencing factors contributing to this cool-off. "It's really been a perfect storm," says Wells. As Apple devices experienced several technological glitches, competitors have stepped up their game by offering innovative and cool products at lower price points. Samsung, in particular, has been assertive, including shipping 56.9 million units in the third quarter of 2012, nearly double the 26.9 million shipped by Apple, according to Strategy Analytics. The company is also playing hardball in the court of public opinion, according to an advertising executive who works with Samsung,

"The litigation floodgates are open and Samsung definitely wants to go to war, so they're more aggressive than ever with their media for that prized [youth] demographic." To this end, Samsung has spent millions of dollars over the past few months on an advertising campaign that paints the image that the iPhone is for old people (parents and late adopters) and teens should move onto the "next big thing." Another key strategy used by Samsung has targeted Apple culture — rather than the brand itself — to illustrate how absurd it is to wait in line for a smartphone.

Meanwhile, Research In Motion (RIM) is attempting to move back into the youth space, and has aligned with a few youth-oriented brands, including Extreme International, to develop Blackberry-specific apps and mobile programs aimed at 16-20-year-olds.

Still, teen marketing analysts say Apple's fate lies more with itself than with what its competitors are up to. "Everything moves in cycles and you can't rest on your past glory. You've got to evolve to maintain relevance. Apple just needs to focus on innovation and teens will come back," says Wells.

Matt Britton of the youth marketing agency Mr. Youth adds, "Samsung and the Android platform is indeed a formidable competitor. But the interwoven ecosystem and flawless nature of Apple's products will make its growth prospects pretty much a sure thing for the foreseeable future. Remember, the entire U.S. smartphone market has just passed 50% penetration, so both platforms have nothing but growth ahead of them."
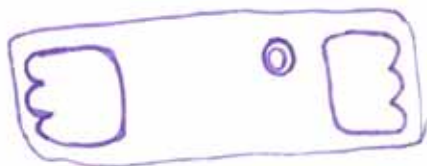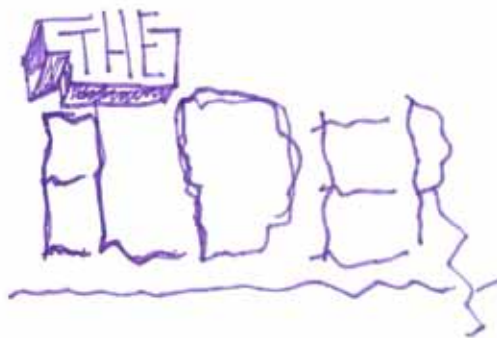
LINKS

http://business.financialpost.com/2013/03/11/is-iphone-for-older-peo-ple-samsung-for-younger-generation-asks-news-anchor/?__lsa=2599-b2cf

http://www.forbes.com/sites/larissafaw/2013/01/09/is-apples-iphone-no-longer-cool-to-teens/

CONCLUSION

STEADY GRIP

- ALtijd scherpe foto's
- ~~⊗~~ Nooit MEER te Kle
- JE SMartphone A

NEVER MISS A THING!

GEHOORAPPARAAT

thom post:
"WAT een mooie
dog, bla bla
bla"

FLuisterD
Heel social media
in je OOR zodat je
niks mist en
helemaal bij de tijd
bent

INE KNOPPEN
tijd veilis

VIDEO
BLOGGER

THE VIDEO BLOGGER

Video blogging is a world on it's own. We al know the "leave Britney alone!" guy from youtube. This a video blogger. Youtube has a very active video blogging community. For a lot of people, this is were Youtube is all about. If you are interested in knowing more about Youtube i can highly recommend to watch the lecture; An Anthropological introduction of Youtube by Michael Wesch. (see next pag for the link)

Video blogging has evolved the past few year through the rise of the mobile device. In the beginning of the computer age, there wasn't a standerd webcam in your laptop. The webcam was a device on it's own. (still is by the way.)

Social media website Facebook also shows o new way of video blogging. People often make a video of themself by using there phone now to leave a message to there followers. These people are mostly 'Famous' in real life or on the interent.

Next to facebook there is another app wich shows a way of video blogging. It's called 'Vine'. This app allows you to make a 15 second video and the person who recieves this video gets one chance to look at this movie before is erased. This app also alows video logging in a different way. A short, fast, funny, crazy, vulgair way.

9232 hours/day

385 always-on TV channels

200,000 3 minute videos
(not "mass media")

88% new & original content

---

connection without constraint

HTTPS://WWW.
YOUTUBE.COM/
WATCH?V=TPAO-
LZ4HU

portable
Audience

Woo hoo

Applause

VIDE
BL(

REACTS to:
- SOUND
- Movement
- Light

INU
AU

-AN ~~ANTRO~~
anthropological
introduction
to Youtube

" participate observation"

~~aut~~
Anthropology

EO
OGGER

~~ir~~sible
DIENCE

PORTABLE AUDIENCE

As a video blogger your get the feeling you are talking to the world but in real life, you are talking to a very small lens in your webcam in your home. Your are talking to this invisible audience How can we make this invissible audience vissible? How can we give the one in front of the web-cam the feeling that he or she is in front of an audience?

The portable audience is a wall rug.
When you hang it over your webcam and computer,you're not watching into a lens but you are watching in the eyes of an (almost) real audience
The eyes of the people on the rug have holes so when you position the rug correctly the webcame wil be able to film trough the hole.
The rug reacts to what you say, if you start talking, the crowd will be quiet if you stop talking, you wil get an ovation.

Talking to your webcam has never ben so rewarding and real!

EX-
PERIE-
MENTS

PRO-
TO-
TYPE

FINAL DESIGN

LINKS

CONCLUSION

The `I Was Here` Guy

THE "1 WAS HERE" PERSON

"The I Was Here Person". This character is often one that makes photos of him-/her-selves with a certain picture on the background which says what they are doing and a description on a social networking site which says where the location of that photo is taken. So this behavior is quite interesting. The people who fit the character The "I Was Here" Person, want to look good on the photo, show others of there pursuits and where they are on a map.

THE BIG EVENT

At first, I have started by profiling people at big events. I've observed people while they were shooting their photos and videos. When the Markthal, designed by MVRDV, opened it's doors last September, there was an extremely big audience who wanted to visit the site at first. It was a big event and many people took photos and videos to remember their experiences inside the Markthal. I was there as well and i've tried to document all the people I saw, using there mobile devices to capture this big event.

I took all the data I collected that day and formed a graph in which you could see why people took the photo, what they were probably going to do with it and to where they were going to share it to (social networking sites). So this experiment started by collecting field research to see at first hand what people wanted to do with the captured information with their mobile devices. The results lead us to create different categories to filter and divide people into characters with a certain behavior.

To understand the behavior of these characters, i've started searching for people who fitted their character description. We have made a visual profile of every character so that one could recognize it's own behavior. Seeing there behavior also shows there limitations. That's why we have started to design new and speculative products for each character to use.
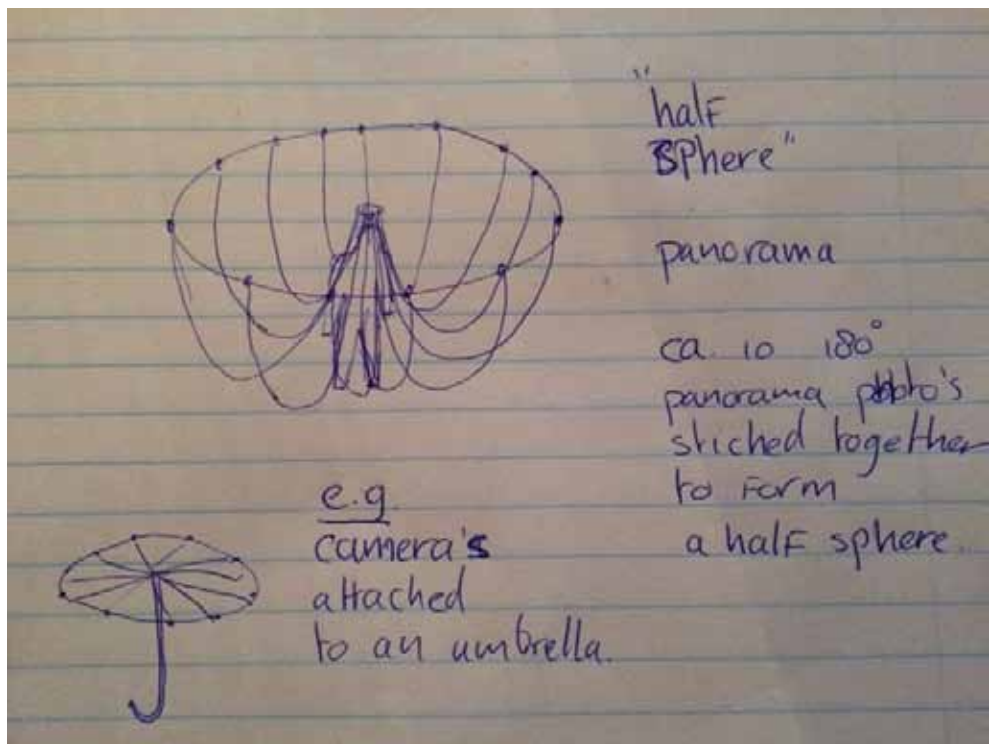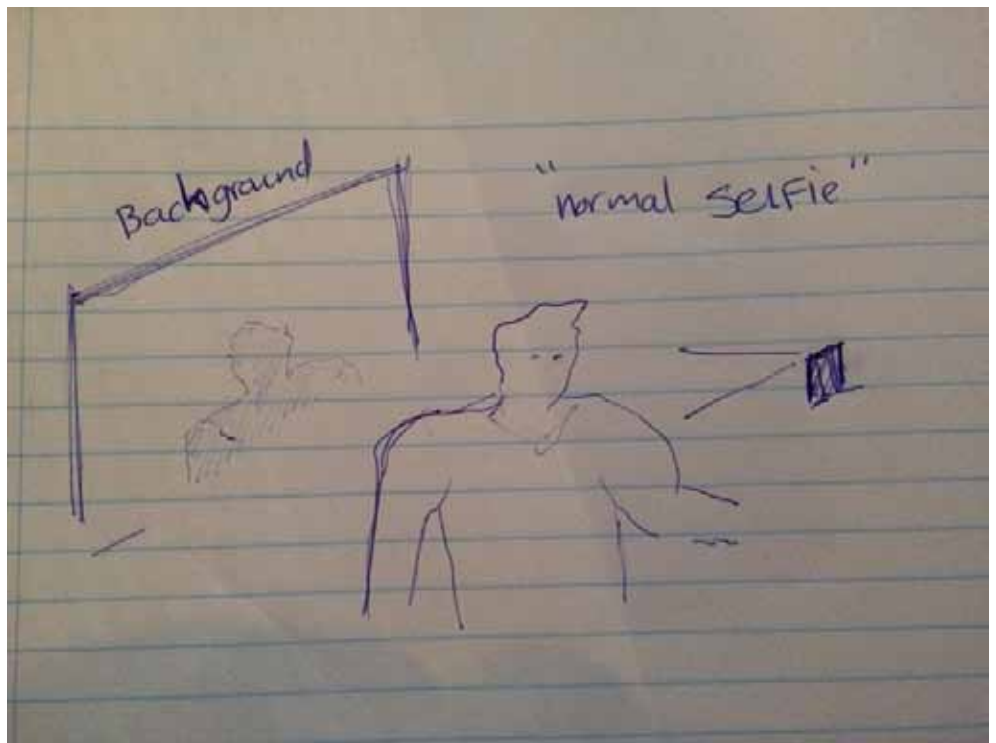
The opening of the Markthal by MVRDV, 10 days after openings day. The black dots shows the people standing and taking photos and video. As you will see, people do feel that if somebody ells is taking a photo, you are more likely to take one as well. So you can see people are unconscience gathering and taking shots.
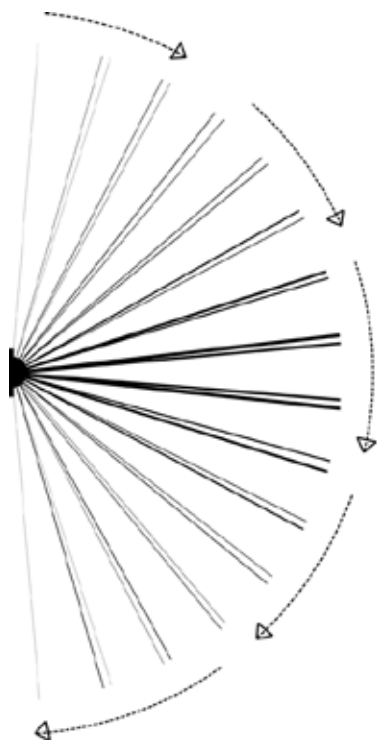
PANORAMA BELT

Panorama Belt", is a product that is developed to give a user and it's spectators a broader and richer experience for viewing once surounding. The Panorama Belt is created due to the characters our society has devoloped.
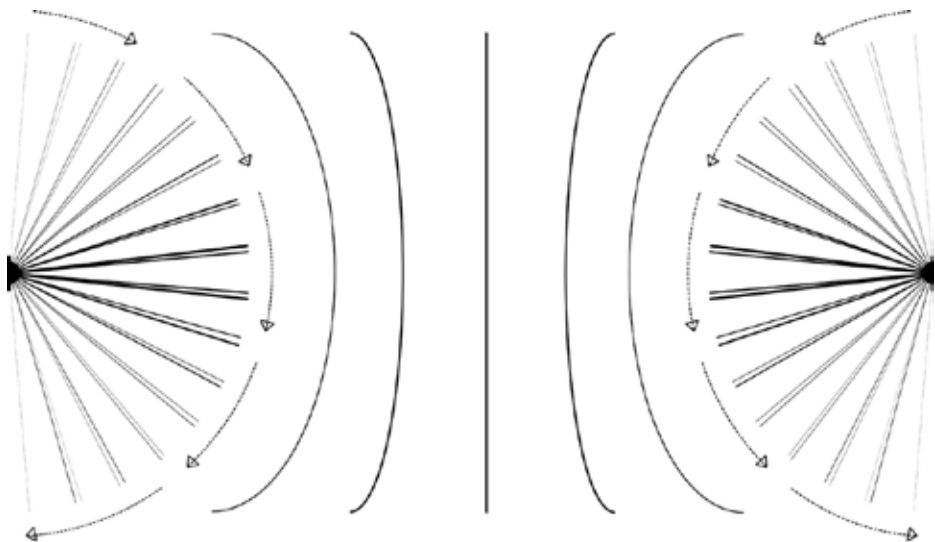
The Panorama Belt is developed after the character "The I Was Here Person". Normally, an "I Was Here Person" would take a photo of him/her selves and he/she would post that picture on a social networking site with it's geo-location taged automatically. A spectator, who is viewing at the picture on the social network site, can then see the person in the frame of the picture and the location where that picture is taken. This is how far we've come as of today. The person who takes the photo judges if he/she looks good in the picture and that the picture shows the correct background. What we like to achieve with this product is an extra experience for the user and the spectator who is viewing the picture. After creating these characters, we decided to make a visual profile of all of the characters. These visual profiles should make people aware of the character they unintentionally belong to.

The design has become an extension or an extended version of the so-called "selfie stick". The selfie stick is an object which one holds in his hand. The product I created called the "Panorama Belt". Because of functional considerations, I decided to make the prototype all-in-one which is easy to carry around. This means that the stick I created is fitted with steel balls (they snap to the magnetic belt around your waist) and a flexible membrane is placed of the steel balls, making it all neatly finished. Then, the remaining part of the stick can be attached to the belt and holds the telephone to shoot the panorama photo. The effect is that you have a stick that can rotate around your body in a soldier course, whenever the phone is making a panorama around you.

Background   "normal Selfie"

"half Bphere"

panorama

ca. 10 180°
panorama photo's
stiched together
to form
a half sphere.
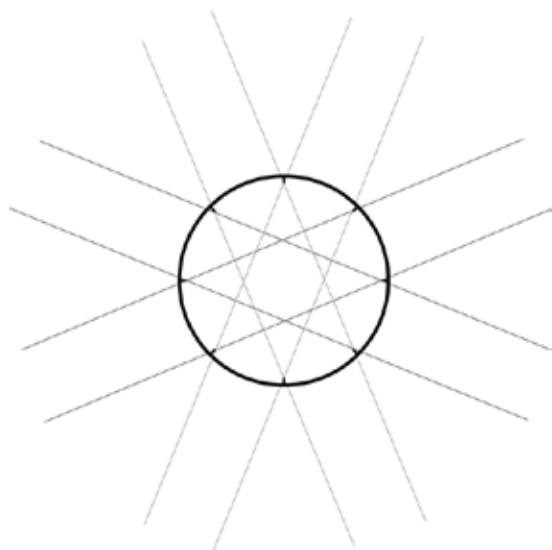
e.g.
camera's
attached
to an umbrella.

180 degrees panorama shot
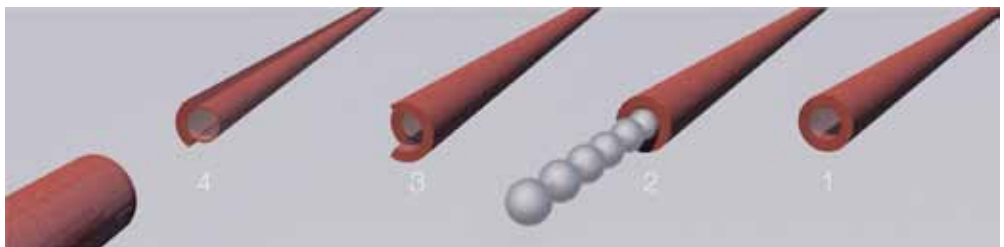camera 1 of 8

180 degrees panorama shots
cameras 1 till 2

Camera view from on top

8 panorama shots - taken simultanius

Overlapping eachother to make one full picture

Versie 2   Versie 1

Versie 2   Versie 1
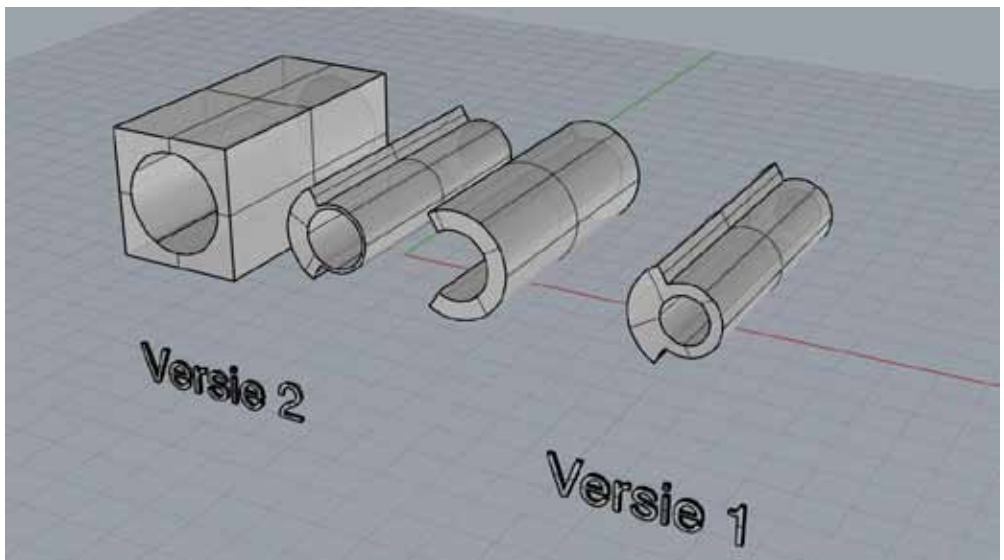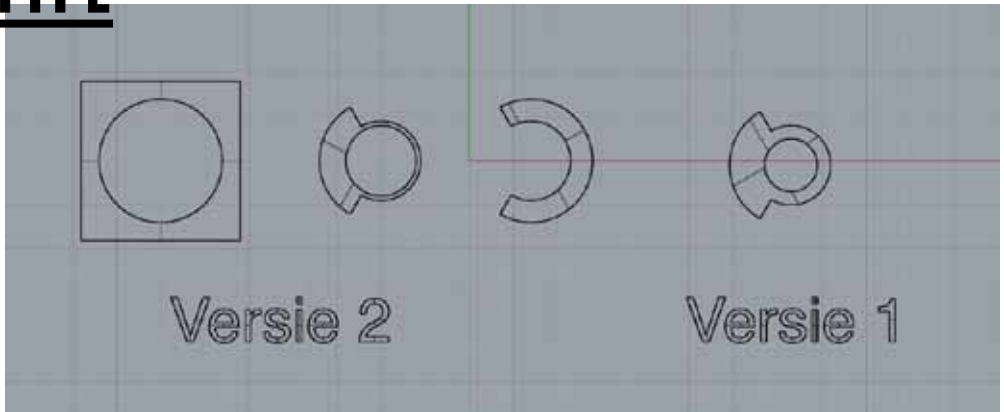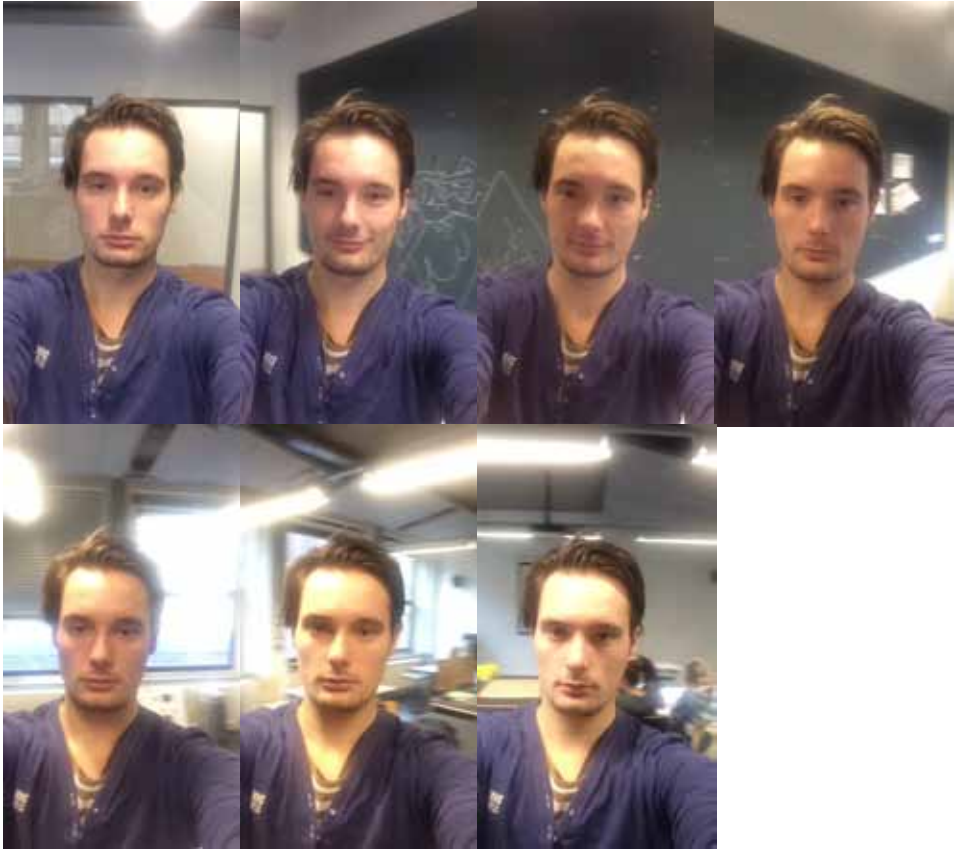
FINAL DE- SIGN

PANORAMA APP: TWISTER

360 DEGREE PHOTO

**FINAL
DE-
SIGN**

IN THE STREETS

INHOUSE

OUTSIDE

3D PRINTED STICK

LINKS

HTTP:// GETTWISTER.COM

http://digital-photography-school.com/8-guidelines-to-taking-panoramic-photos-with-any-camera/

http://www.kodak.com/ek/US/en/Home_Main/Tips_Projects_Exchange/Learn/Photo_Tips_Techniques/Advanced_Techniques/Taking_Panoramic_Pictures.htm

CONCLUSION

THE PHOTOGRAPHER!

THE PHOTOGRAPHER

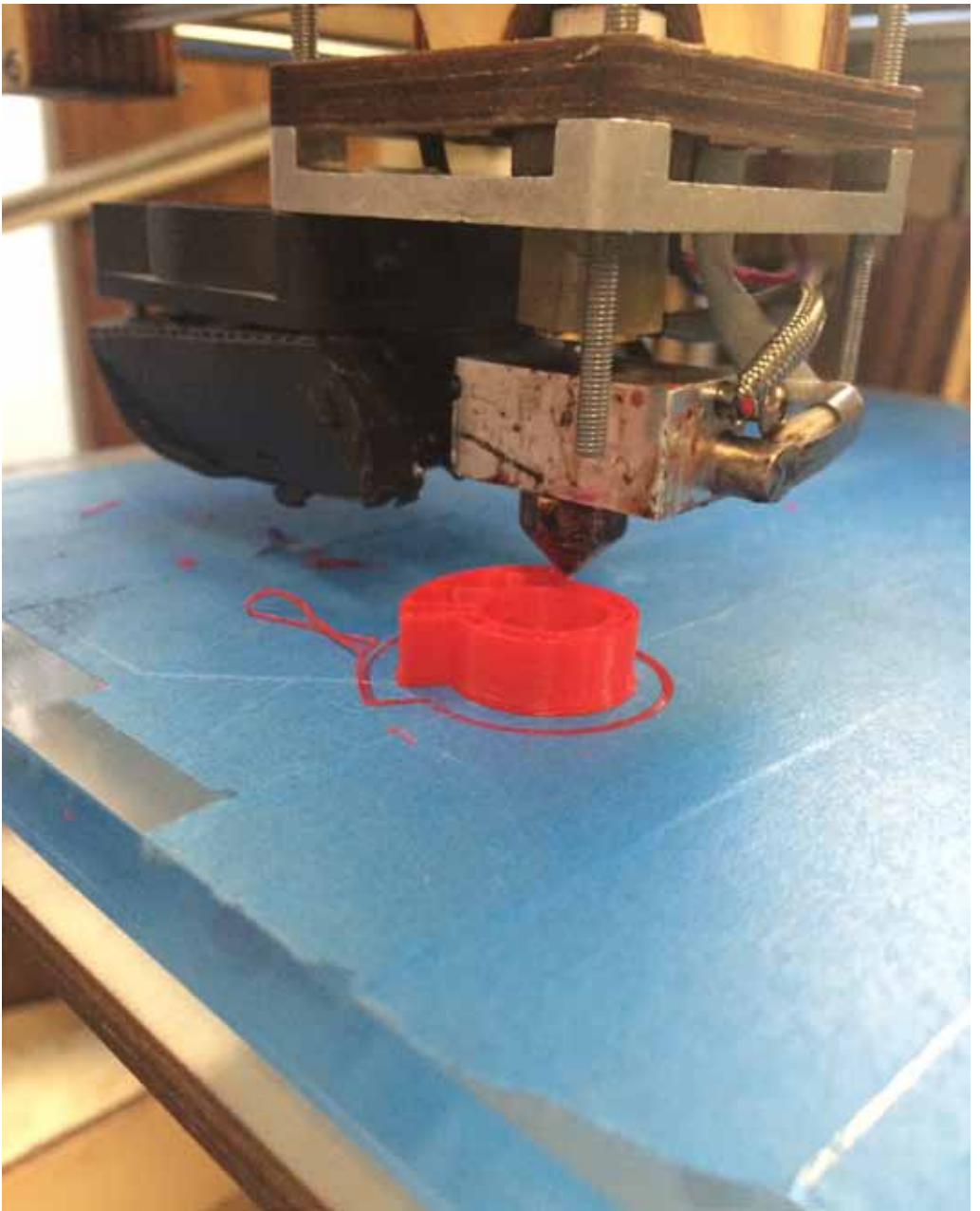*The first one I did research at was the character we called "The Photographer". He/she was the person who would take photos of almost everthing that looks good. By searching through the massive amount of photos taken by the person that fitted the description, I noticed that a fairly good amount of them was also enhanced to make it even look beter. But because the person would enhance the photo afterwards, you could see that the focus on making a good picture at first and then enhance it a bit, was shifted by just taking a photo without any composition and then make it look ten times better using enhancement software such as an Instagram filter of Photoshop.*

It was clear that those people liked the enhanced versions so much better. So I thought, although it's filter over a photo, why would somebody want to experience the world through a live instragram mask, so one could experience dayly life with all the bright colors. Many people thought it would be a nice experiment that had some relation towards their sunglasses.

I thought about different ways of designing the masks. One option was to create a mask which was fully made out of resin. Resin should then be mixed with certain dyes during the design process to alter the result. An other option was to print a filter that was half transparant on top of a transparant plastic plate, which then afterwards was vacuumed in a certain shape that would fit the face.

EX-
PERIE-
MENTS

INSTAGRAM FILTER GLASS 1 - BRIGHTER OUTDOOR COLORS

INSTAGRAM FILTER GLASS 2 - COOLER AND LIGHTER COLORS

THE FULL FILTER EXPERIENCE

THE FULL FILTER VIEW

PRINTED A 40% SEETROUGH PICTURE ON
SEETROUGH PLASTIC PLATE TO PROTOTYPE
THE INSTAGRAM FILTER

ALREADY
EXISTS

LINKS

HTTP://WWW. TENSLIFE.COM

CONCLUSION

The concept is really interesting because people actualy like the "enhanced / fake world" better then the real world. The effect it will have will always be interesting because when somebody is viewing a photo which is covert by a filter, a difference is noticeble. The colors are brighter. But when somebody lives in a world through a filter, they're not going to see the differences anymore. It's a temporaly experience which doesn't last, except if you have your filter mask on 24/7.

REFLEC-TION

THOM

REMY

De producten die ik heb verzonnen en of heb uitgewerkt weerspiege-len wat ik in gedachten had, dat was ook mijn uitgangspunt toen ik begon met het uitwerken van de producten. Uiteindelijk zou het een product moeten zijn met een zekere herkenbaarheid die functioneel genoeg is om daadwerkelijk gebruikt te kunnen worden, waardoor digitale interactie gestimuleerd wordt op social media services.

De samenwerking met Thom ging uitstekend. Ik ben van mening dat we beide ongeveer een zelfde aantal uur er aan hebben gewerkt. Thom was in tegenstelling tot ik zelf iets vaker in de ochtend in de les voor feedback en/of advies, waar ik niet altijd aanwezig kon zijn we-gens andere verplichtingen. Toch denk ik dat we allebij hard hebben gewerkt aan het realiseren van onze ideeen. Zelf ben ik van men-ing dat ik enorm gegroeid ben omdat dit een opdracht was die iets minder gerelateerd was aan mijn eigen studie (Ruimtelijk Ontwer-pen), hierdoor was ik verplicht anders te denken wat ook veel inzicht heeft opgeleverd die ik mogelijk in de toekomst in mijn eigen studie terug kan laten komen.

COLLABORATION

Samen met Thom heb ik het afgelopen semester hard gewerkt aan het onderzoek wat begon met onze onderzoeksvraag. We vonden het in het begin lastig om te starten, we wisten niet direct welke kant we op moesten met ons breed georienteerde topic. Ons topic/thema was breed waardoor we moeilijk tot een gefocust proces konden komen maar na een aantal weken van experimenteren en advies kwamen we uiteindelijk tot een meer toegespitst proces waar we producten konden ontwikkelen die aansloten op onze onderzoeksvraag.

We waren in het begin enorm ambitieus met het idee om 10 producten te ontwikkelen voor ieder karakter. Later bleek wel dat dit te hoog gegrepen was voor de tijd die we nog hadden. We zijn uiteindelijk wel heel tevreden over het resultaat van het onderzoeksdocument. Het weerspiegelt voor ons zeker het proces dat wij samen hebben doorlopen.

EXPO
PLAN

People should enter our presentation/exhibition stand and experience a coherent series of products which seems to be designed together. It's a product line which gives the spectator the experience of future photo and video capturing tools.

Considering the products we developed and the things we like users to experience, a place around the centre of the expo would be the best spot to show our products and it's use (due to a panorama-shot. We have a few products which are not specific to it's surroundings, which means we can put them in any order we like. Therefor we like to design a framework in which the whole pruoduct line is presented as a whole.

One product of ours requires the user to stand and wear the product around their waist. A radius of two meters around him should be empty for the product to work properly. An other element this product requires is a computer screen, which shows all the panorama's made by the user of the Panorama Belt.