

Social Sensing Workshop

David Good

dg25@cam.ac.uk

Exam paper

- *Modern mobile phones have many sensors embedded in them (e.g. accelerometer, Bluetooth, GPS, and magnetometer) that can accurately capture user behaviour, and they are also equipped with powerful processors...*

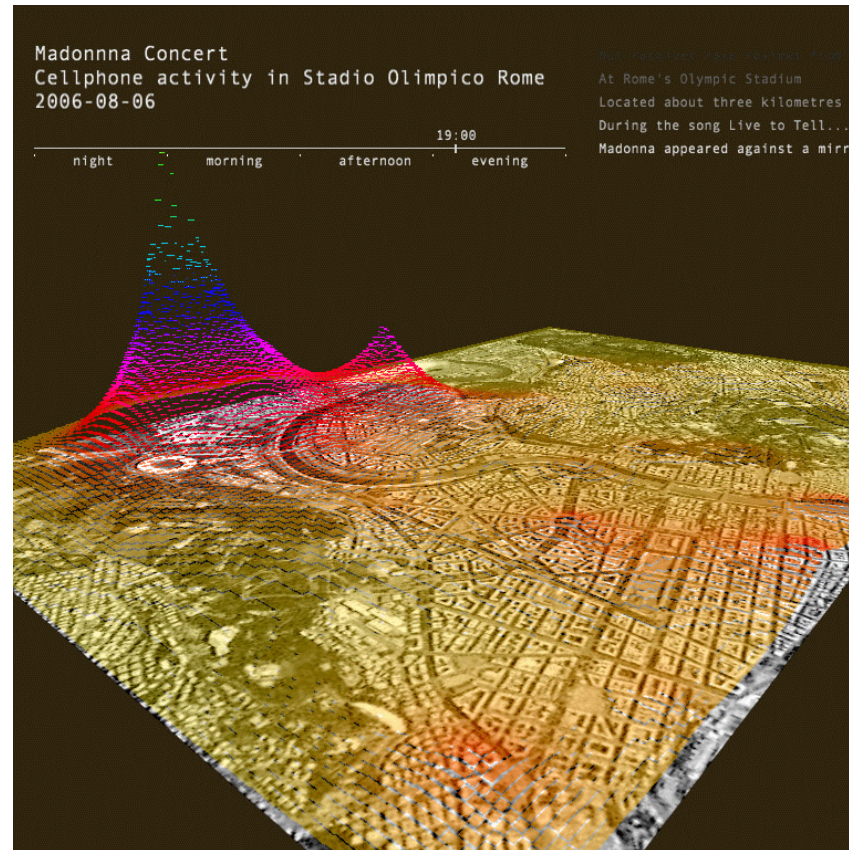
Discuss.

- What is the answer for someone interested in social interaction?

Possibilities

- What can these technologies gather for me?
- Covert or unobtrusive measures.
 - Location, proximity, & movement.
 - Mood, pictures, spoken word.
 - Ambient soundscapes, etc etc
- Overt measures.
 - Query & capture as you go? Experience sampling.
 - Environmental triggers?
 - Linked to other personal data?
- Ethical & privacy challenges
- Intervention effects

Mobiles & Madonna



Carlo Ratti

<http://icogradadesignweektorino.aiap.it/documenti/96/10126/9856>

What Questions?

- What data do I want, but have trouble getting?
- What questions do these technologies enable?
 - Way finding study (with Burke in Montreal)
- Who do I want to help (affect)?
 - How can I help them?
 - Provide opportunities
 - Avoid or mitigate problems
- What effects might these technologies have?
 - Overt material for self. A different kind of memory?
 - On interaction & mutuality.
 - Design & investigation.

Identity & Interaction

- *Behavior in Public Places*. E. Goffman 1966
- Given: Ephemeral specific signals we send
 - Words, accents, gestures etc
- Given off: Persistent general signs we display
 - Clothes, hairstyles, school ties, fraternity rings, etc
- Variable participant roles. Footing.
 - Speaker, Addressee, (Un)Ratified overhearer, Bystander
- Can mobile devices become part of that repertoire?
 - Of course, but what does that entail?
 - How does using a mobile device to add to that repertoire change the dynamic of interaction, especially in public?

Giving off?



- Augmented identity displays through mobile devices?
 - Not simple come hither messages.
 - Negotiating changes in Footing.
 - Discovery, Approach, and Acceptance or Rejection.
 - Protecting face.
- If we do this, what sorts of data should we capture?
 - Via sensors
- What research opportunities does it open up?

Sexting & Toothing [hoax?] but....



"Strange—more people are buying the sex bot than the I-told-you-so bot."