

Screen-Worlds

Emerging

Screen-Worlds

- We live in a series of image-worlds that increasingly constitute our reality
- Images are not the residue of experience. Increasingly they are our experience.
- Images condition our understanding of the world.

Convergence as technology

Convergence as viewing and image culture



New Digital Image New Digital Image New Digital Image New Digital Image

Multi-form screen

Bloomberg

DOW 10,955.99 +9.17
S&P 1,336.20 +4.15
NASD 2,495.61 +23.33

Beans


478.00



-5.50

-1.14%



 Business FCC chairman says AT&T-MediaOne merger needs "careful scrutiny"

NYSE 8 FORTUNE BRANDS 45 1/16 + 5/8 FOS
NASDAQ GEN INC 93 3/8 + 3/4 BIOMET 39 1/8 + 2

Modes of reception: Cinema

- The Gaze
- Narrative immersion
- Viewing as [bracketed off]
- Idealized viewing situation & "enlargement" of the senses

Modes of reception: TV

- The Glance



Modes of reception: Internet

- The Click
- Immersion and/or distraction
- Multi-modal attention
- Multi-tasking
- Surfing, searching, scanning for the usable
-



Flow: An early theory in TV criticism

- Television: Television's sequence of programs, commercials, news breaks, and so on. The overall flow of television is segmented into small parcels, which often bear little logical connection to one another.
- Television itself the "new narrative unit"
- Moved us away from the notion of a discrete media object

Flow: New Media

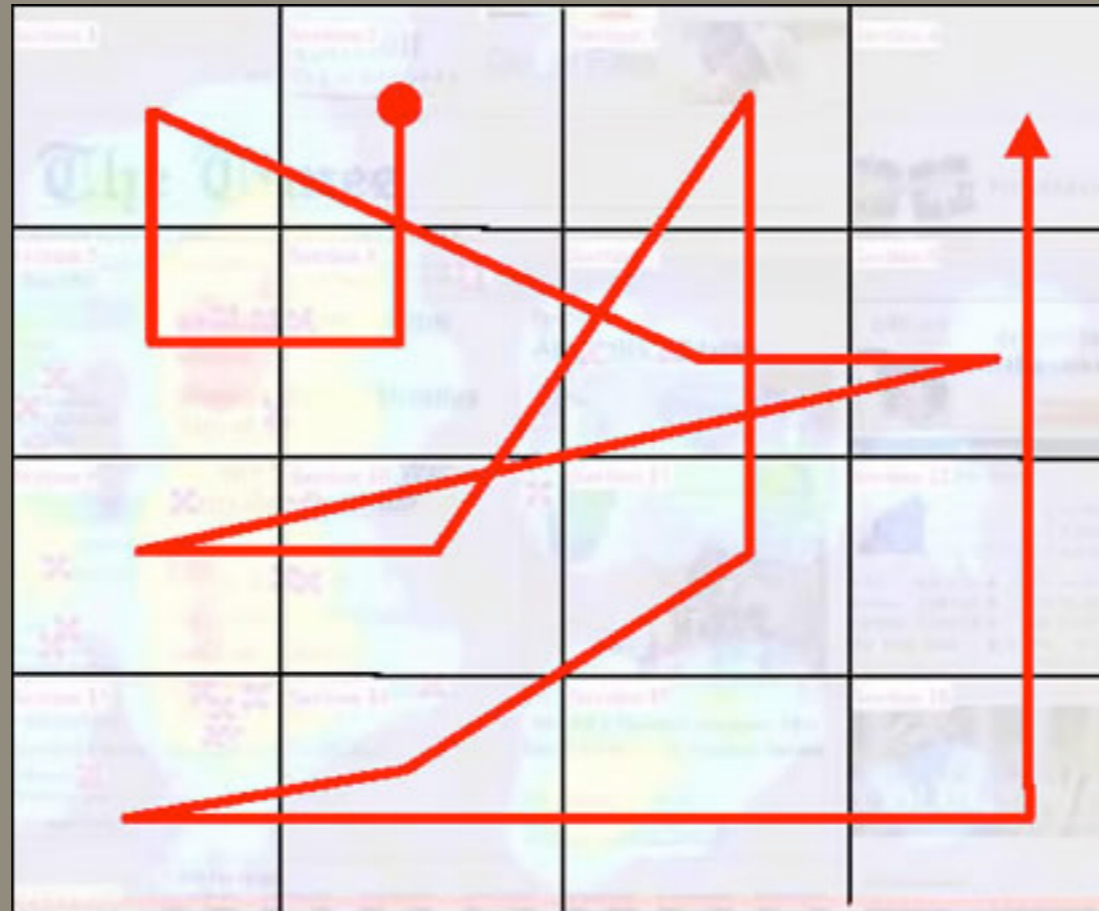
- How to describe the flow of your experience at the computer?
- News as an emerging dominant on television
- Imbrication: interwoven, inextricable
- Micro-flow
- Passivity vs. intentionality

Viewsing [Dan Harries]

- Viewing suggests passivity
- Using suggest agency [agency reflects the idea of being an active agent, a doer]

The screenshot shows the USA Today Sports website interface. At the top, there's a navigation bar with links for Marketplace, Cars, Jobs, Franchises, Business Opportunities, Travel, Photos, Real Estate, and Tickets. Below this is a sidebar with a menu: Home, News, Travel, Money, Sports, Life, Tech, and Weather. The main content area features a large 'USA TODAY Sports' header with a photo of a basketball player and a headline: 'Midnight Madness is here and the buzz still hasn't worn off at Georgia Tech' with a sub-headline 'Five teams to watch'. Below this is a search bar powered by Google GO and a 'Quick Links' section with links for Scores, Sports briefs, Game matchups, Sheridan's odds, Live odds, Sagarin ratings, and Fantasy sports. The main article is titled 'Red Sox pin hopes on Arroyo' with a sub-headline 'Rightly charged with getting Boston back into ALCS against Yankees.' and links for Story, Cards grab 2-0 lead on Astros, Photo gallery, and Playoffs schedule. Below the article is a 'Latest Headlines' section with three items: 'Singh plays no Langer', 'Venus humbled', and 'No. 3 'Canes survive'. At the bottom, there's a Dell advertisement: 'ACT NOW! OFFER EXPIRES OCTOBER 27, 2004.' with a 'CLICK FOR DETAILS' link. The footer contains a 'Baseball' section with links for home, Fantasy, AL briefs, NL briefs, Box scores, Statistics, and Schedules. It also has a 'Pro Football' section with links for home, Fantasy, Team reports, Statistics, and Schedules, and a 'Pro Basketball' section with links for home and Fantasy. There are also sections for 'Today's Best Bet' (Changing of an icon), 'Fun and Games' (Pigskin Pool), and 'Thursday in photos'. On the right, there's a 'Today's Columnists' section with 'On Baseball' (Bodley) and 'TV Sports' (Martzke). Below that is a 'More News' section with 'BCS offering new look', 'Bryant accuser identified', and 'No bench role for Gretzky'. Finally, there's a 'Motor Sports' section with 'Newman sets the pace' and 'Sunset ride for Martin'.

Eyetracking



Eyetracking

- The eyes most often fixated first in the upper left of the page, then hovered in that area before going left to right. Only after perusing the top portion of the page for some time did their eyes explore further down the page.
- Dominant headlines most often draw the eye first upon entering the page — especially when they are in the upper left, and most often (but not always) when in the upper right. Photographs, contrary to what you might expect (and contrary to findings of 1990 Poynter eyetracking research on print newspapers), aren't typically the entry point to a homepage. Text rules on the PC screen
- Smaller type encourages focused viewing behavior (that is, reading the words), while larger type promotes lighter scanning. In general, our testing found that people spent more time focused on small type than large type. Larger type resulted in more scanning of the page

Eyetracking

- When people look at blurbs under headlines on news homepages, they often only look at the left one-third of the blurb. In other words, most people just look at the first couple of words — and only read on if they are engaged by those words.
- On average, a headline has less than a second of a site visitor's attention.
- For headlines — especially longer ones — it would appear that the first couple of words need to be real attention-grabbers if you want to capture eyes.
- People do typically look beyond the first screen. What happens, however, is that their eyes typically scan lower portions of the page seeking something to grab their attention. Their eyes may fixate on an interesting headline or a stand-out word, but not on other content. Again, this points to the necessity of sharp headline writing.

Priority Zones



Eyetracking

- Our data revealed that stories with short paragraphs received twice as many overall eye fixations as those with longer paragraphs. The longer paragraph format seems to discourage viewing.
- Our test subjects typically looked at text elements before their eyes landed on an accompanying photo, just like on homepages. As noted earlier, the reverse behavior (photos first) occurred in previous print eyetracking studies.
- Close proximity to popular editorial content really helped ads get seen. We noticed that when an ad was separated from editorial matter by either white space or a rule, the ad received fewer fixations than when there was no such barrier.
- Our research also shows that clean, clear faces in images attract more eye fixations on homepages.

Mediation

- The representation of an object, a formative interface whereby the object of contemplation is structured and presented by some intervening medium (my definition). In this sense, it refers to the symbolic act itself and thus would include writing.

Remediation

- the process whereby computer graphics, virtual reality, and the WWW define themselves by borrowing from and refashioning media such as painting, photography, television, and film. It is the anxiety of influence acted out in the poetics of technology.
- Each new medium is justified because it fills a lack or repairs a fault in its predecessor, because it fulfills the unkept promise of an older medium. The supposed virtue of virtual reality, of videoconferencing and interactive television, and of the World Wide Web is that each of these technologies repairs the inadequacy of the medium or media that it now supersedes. In each case that inadequacy is represented as a lack of immediacy, and this seems to be generally true in the history of remediation. Photography was supposedly more immediate than painting, film than photography, television than film, and now virtual reality fulfills the promise of immediacy and supposedly ends the progression.

Immediacy

- The perfection, or erasure, of the gap between signifier and signified, such that a representation is perceived to be the thing itself. ...a "style of visual representation whose goal is to make the viewer forget the presence of the medium (canvas, photographic film, cinema, and so on) and believe that he is in the presence of the objects of representation." In formal terms, the desire for immediacy is the desire to get beyond the medium to the objects of representation themselves.

Hypermediacy

- A style of visual representation whose goal is to remind the viewer of the medium. Hypermediacy plays upon the desire for immediacy and transparent immediacy, making us hyper-conscious of our act of seeing (or gazing). Hypermediacy is an expression of our fascination with the medium itself (or some would say anxiety over it). It is a self-referentiality of the visual.

**The multi-form screen
combines immediacy and
hyper-mediacy in a way
we are only beginning to
understand.**