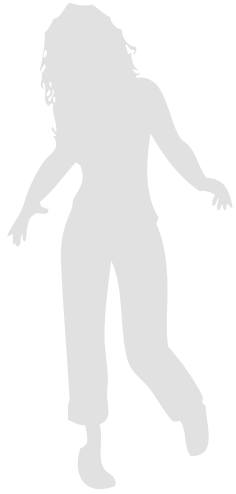# Social Immersive Media

Pursuing Best Practices for Multi-user Interactive Camera/projector Exhibits
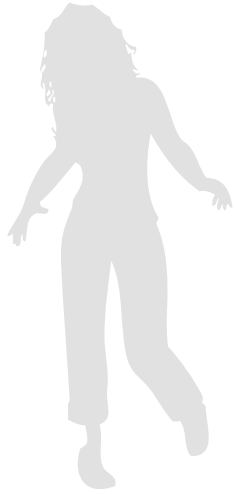
Scott S. Snibbe and Hayes S. Raffle

Social Immersive Media

> abandond GUI metaphor in favor of cinema
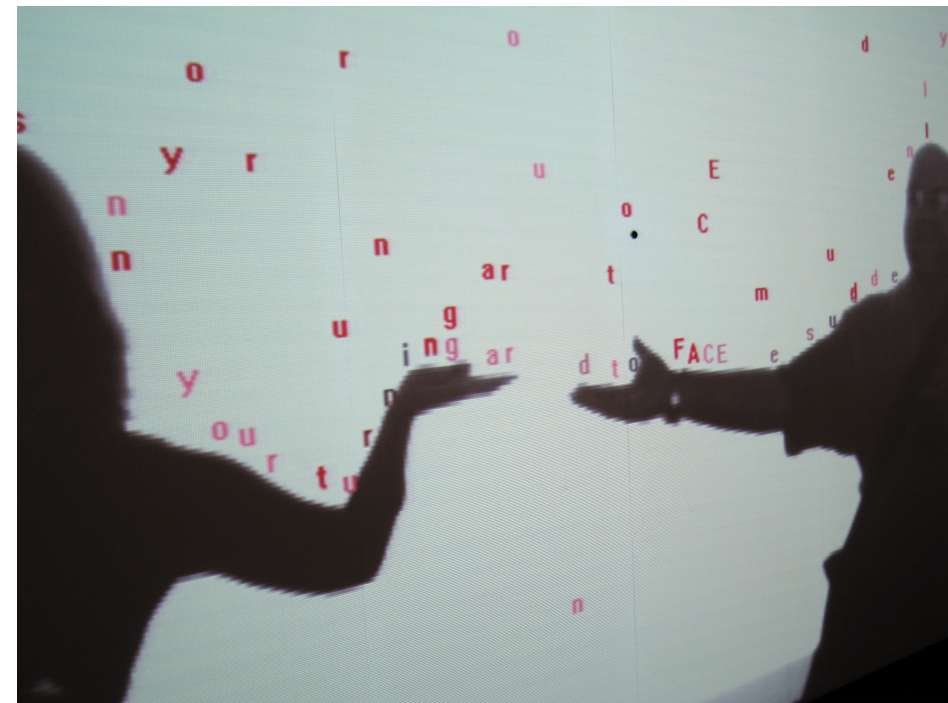
> virtual reality is the other extreme

Social Immersive Media
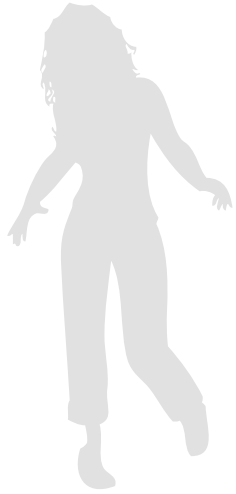## Examples

interactive arts
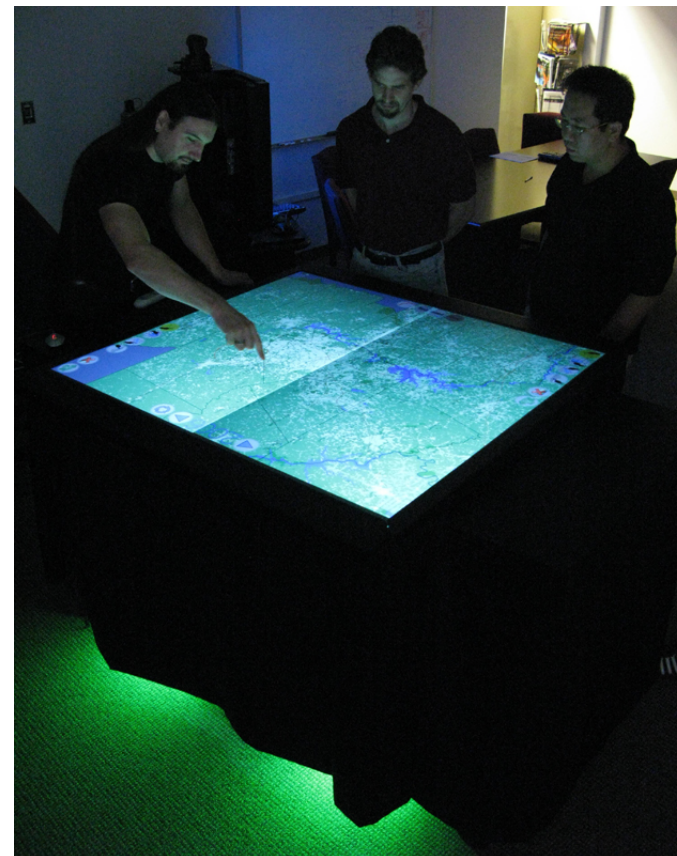

Videoplace

ourtesy watz via flickr

Text Rain
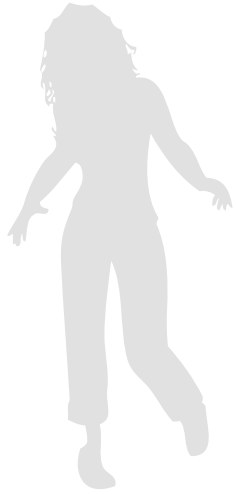
Social Immersive Media
Examples

tangible interfaces

>Wellner's digitaldesk

courtesy Renci Vis Group

multi-touch table

Social Immersive Media
Examples

interactive games

Sony EyeToy   courtesy Wired magazine

Reactrix

Philosophy

> Philosophy of Phenomenology

> 4-10 year olds absorb education and cultural value secondary to physical play

> older user try to grasp what the exhibit is about before engaging

> ability to cross boundaries

> cinema metaphor is overwhelmingly useful

joey fung

Design Principles

> visceral

> responsive

> continuously variable

> socially scalable

> socially familiar

> socially balanced

Boundary Functions

visceral

responsive

continuously variable

socially scalable

socially familiar

socially balanced

Deep Walls

visceral

responsive

continuously variable

socially scalable

socially familiar

socially balanced
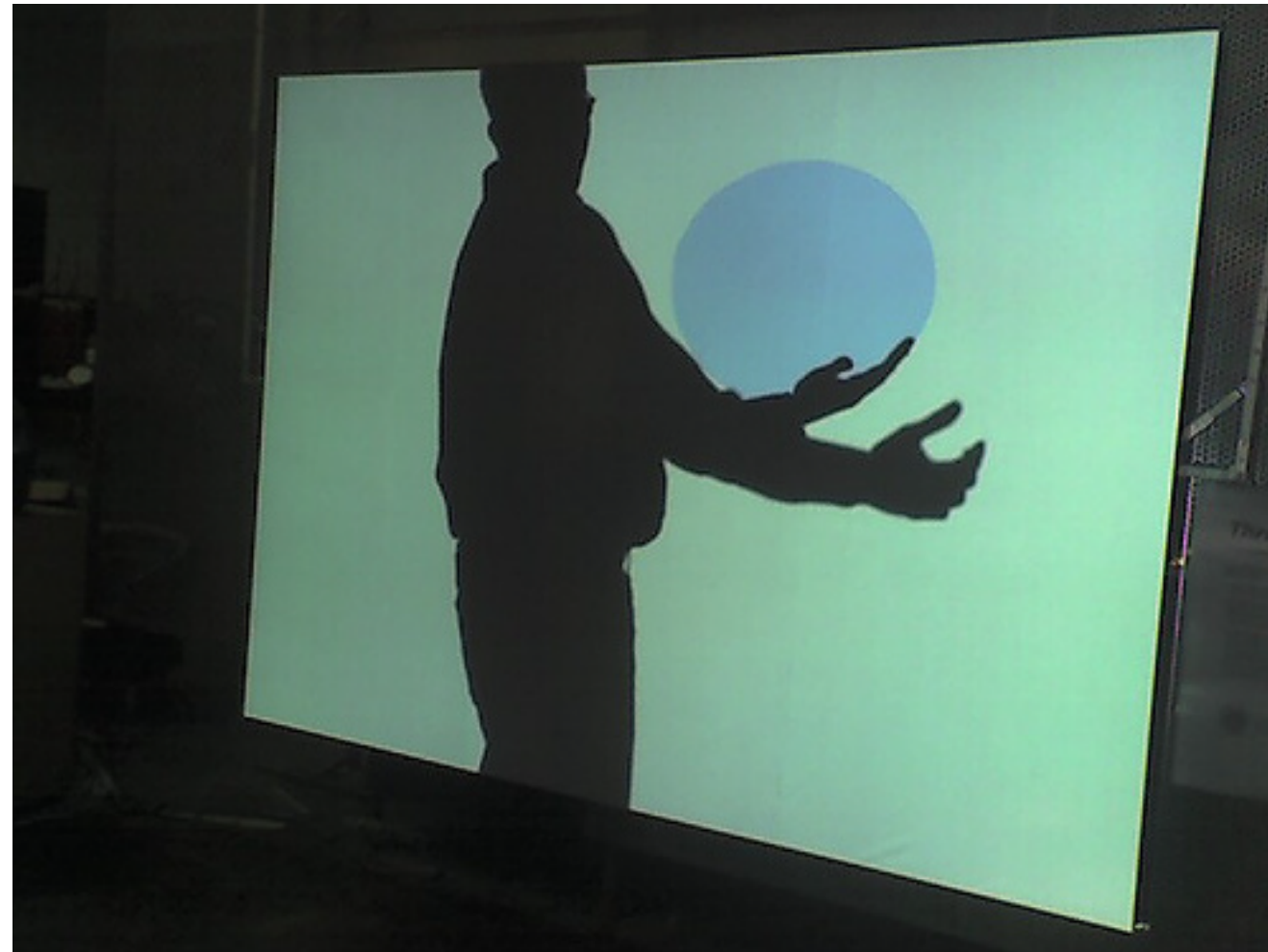
Three Drops

visceral

responsive

continuously variable

socially scalable

socially familiar

socially balanced

Fear

visceral

responsive

continuously variable

socially scalable
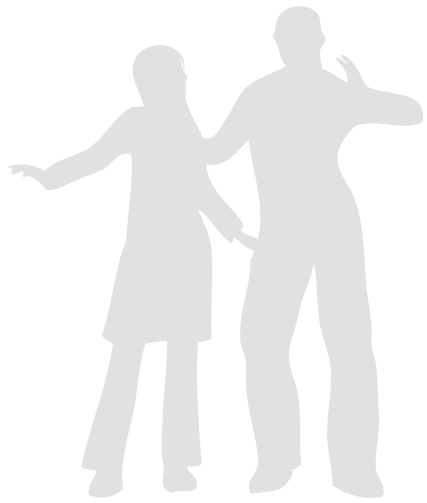
socially familiar

socially balanced

Interaction Design Techniques

> choice of a narrative model

> continuous vs. discrete interaction

> recording and replaying

> shadow and silhouette

Interaction Design Techniques

> principles of character animation

> environmental considerations

> multiple software representations

Interaction Techniques

> energizing

> calming

> competing

> performing

> disinhibition

> learning

> dwell time

Social Immersive Design

> remember you are designing behavior
> guidelines serve as a best practice model
> you want to promote individual and
social engagement
> philosophy, approach, and design
principles formalize a language others may
build on