Bachelor Topic Finding and Conception.

The process of our topic-findings was relative broad. But because it contains a lot logical consequences and ideas, we decided to sum up our thoughts in this paper.

Broadly we can distinguish between the following topics we have been dealing with:

1. Individualized Newspaper

When we think of the „20min" newspaper,
which is very successful, we have to admit that it
contains only very short news and you can't say
they provide quality journalism. Still most of the
people who blame the newspaper for its content,
are still the audience. What are the reasons ?
Constant perturbation, mass distribution and you
don't have to pay for it. Probably Switzerland is a
country in which such a system works well: Dense
public transportation, huge commuter-rates...

Our claim:
We would like to consume better-founded articles,
as an alternative to the mentioned system.
What we like about the existing phenomena is
that people start to share the newspaper in the
train. Sharing news in public space is one of our
focus concerning the „topic-mapping".

spaces & places

How much do we depend on them?
Where are hidden values?

cyber space
How does the net enhance the news?
How do we get along with information overflow?
How do we find news?

visual language (print)
What kind of visual language is needed that suits a intuitiv way of sharing, or motivates sharing in reality?

critical points
@ 🌐
do we want to have similar functionality wich is common on social platforms? (following, subscribing, etc.)

Where is the value in a sharing experience in real world? (People are so focused on their little mobile screens.)
How can real community being supported?
(Sponsored) mini-events initiated by the community?

sharing
Printed Version doesn't necessarily mean not able to share/comment/link/send/discuss content.
How do we motivate users to share their print issue with others?

access points
@ 🌐
Which new communities should or will evolve?
Which existing services can be embraced or being used?
Where does lie the parallels to the real world?
Where the lack of the user in the space?

Which are ideal traffic points for sharing/getting the news?
How do those places look like?
Where do we read?
Public screening?

private space
What are the reading habits today?
How do you consume news? (family context, flatmates, alone)

alternate methods
Which artefacts could enhance or accompany the act of sharing?

subscribe to (digital)
How much information from the user is needed to get started?
How much information do we reveal / How many functions/features will be accepted by the user?

cultural space
What kind of experiments could be made by cultural institutions or professionals?
Would artist use it as a tool?
What is the interplay between digital and print? (Ipad vs 20min)

public space
Where are the distribution locations?
How could we emerge a spontaneous social interaction?

visual tags (print)
Which artefact enhance the media to connect to the virtual world?

commercial space
How could a company benefit from a individual newspaper?
How does it affect the internal and external communication?
What about advertising?

location awareness
Why location awareness?
How does a location-based community get information?
How does blogging change news?

printing
What kind of technical efforts are needed to print a newspaper locally, bonds included?

static content
Which are the constants?
non-personalised intercontextuality:
How could content of general importance get to the user?

values
What benefit does a user have?
How does it affect communities?

You are what you read. Identity shifting
Back to real reality, real realtime socialising.

Ethic and moral guidelines?
Is there a Educational Task we want to/have to follow?
(like swiss national television)

decentralized
Which places could serve as sharing points?

dynamic content
How could a mobile device enhance a printed paper?
(i have a print product with videos and a smart phone to watch them.)

What content is community generated?
(favourites / rating / comments)

media
where is media accessible and how?
do i want to see only pictures or only text?

time
Is the newspaper or magazine a weekly/daily/monthly magazine?
Is the publishing frequency dependant from the user?
How does selection process over time influence the service?

sharing hub
What kind of event/interactions will be created at the printing docks?

distribution
Newspaper/Magazine is ready, now what?

critical points
@ 🌐
We have printers, how do we get it to the printer.
- Home Printer
- professional printing institutions
- decentral printing stations

The user could have „followers",
how is the individual digital paper/printdata accessible

How do I get my printed version?
- Home Printer
- Printing institution (driveby / mail)
- On my way to work passing by a decentral printing station
- mass distribution through webservices

content
Which main parts should be included?

automation
Which dynamic processes are needed?
How does this affect the layout?

user-benefit
what are the benefits for the end-user through a decentralized printing-hub?

critical points
@ 🌐
access from the personal computer:
login, filtering, editing functions

access from mobile: reduced functionalities,
basic functions to order your newspaper,
community features

Is there a need to read content on mobile/computer devices?

visual identity
Does a company subdue to a existing brand recognition?

Global Identity?

How far goes the individualized appearance possibilities?
(facebook vs myspace)

Is consumption or individualisation

filtering/preferences
How is the user able to fulfill his needs?

layout
Which main parts should be included?

community
How can we aid a real community through a virtual?

the consumer
Does the pure consumer want individualised content?
Could he still get already created content?

the socialising reader
Does the social reader contribute to the available content?
Is there an interest in sharing thoughts about content?

business&professionals
Could there be a benefit for further businesses and professionals?
Could our platform emerge to new forms of collaborating/reading?

the autor
Will there be a space for actual content generation/writing?
How can an author publish his articles?
Does he gets rated?/From whom?

the user
There will be a lot of different targeting groups.
Do we adress a broad audience or just some small underground movements?

the editor/publisher
What are the task of an editor/publisher in the given platform?
Is the editor a small group of professionals or does the consumer take over editorial functions?

the journalist
Does the journalist get a new distribution channel?
Will there be a natural selection of quality journalism?
Does the service contain promotional functionalities?
Does he gets rated?/From whom?

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access from mobile: reduced functionalities, basic functions to order your newspaper, community features

Is there a need to read content on mobile/computer devices?

reading the newspaper: visual tags and bookmarks
places where to get the newspaper
printing locations
company content – newsletter – bulletin
public transportation – real sharing – 20min

the collector
How does a „collector" keeps his favourites?
Are they visible to a greater public community?
Where is the value in digital / "analog cut n keep" collecting?
(Is there a need for Bookmark or tag system for digital articles)

The map on the left was made in order to organize our thoughts and questions on this very broad topic of a personalized newspaper.
We intendend to find the most specialized area, where we could built on for our bachelor thesis.
The center is meant to remind us what benefit or importance does a certain area have.

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automation
Which dynamic processes are needed and how does this affect the layout?

filtering/preferences
How is the user able to fulfill his needs?

layout
Which main parts should be included? How much influence has a user ?

community
How can we aid a real community through a virtual?

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printing locationscompany context – newsletter – bulletin
public transportation – real sharing – 20min

summary

When thinking of an indiviualized content, the source is very important.

Are you gathering the information from existing blogs or newspaper or do you rely on author teams ?

We came to the conclusion that the first approach would be more applicable because you will need to have some choice for a personalized newspaper. Still, it would direct to a less funded content. But what does quality mean ?

In our opinion it stands for reliable sources, different opinions, objective perspectives.

Another problem could consist in the fact that if you have completely individualized content you could get somehow narrow-minded, because you don't see the alternatives. The contrary is our aim. In this case you need an instance which preselects a pool of quality contents, say editors.

There will be a big challenge to find the right balance to create a service with the demand of quality but personal content.

Another big issue is the question through wich media the user consumes its content.

The advantage of printmedias are readabilty, its haptic qualities, the assessable amount of content, not beeing dependant on power and location, a visible identity...

On contrary there are artefacts like tablets e.g. IPad, where readability is almost no issue anymore. The advantages are direct linkings with other sources, access to communities, further readings, tools, networks. But the sheer amount of features could also be one of its drawback.

We claim that the gap between digital natives and digital immigrants will open up in the near future.

There will also be people which won't use screens all day long, maybe because they don't have access to the technology or just in order to oppose the constant „being connected".

If you think from a company point of view, a personalized newspaper could emerge to something very different. It could lead to a company-information platform. Internal communication could be enhanced. Does this lead to user-generated content? How about a cafe which puplishes its own magazine with some basic news but also 10 cookies-recipes every week ?

Depending where such magazines are located, it could automatically lead to a certain „real world interaction". If the content of my newspaper differs from the person sitting next to me in the train (knowing its the same system) I get interested what content is in the other issue. Picking up my phone, taking a snapshot of the others cover would be enough to get a summary of its content. This „real interaction" is something, we think motivates to build on, which naturally affects the public space.

The coffeehouse Situation ▶
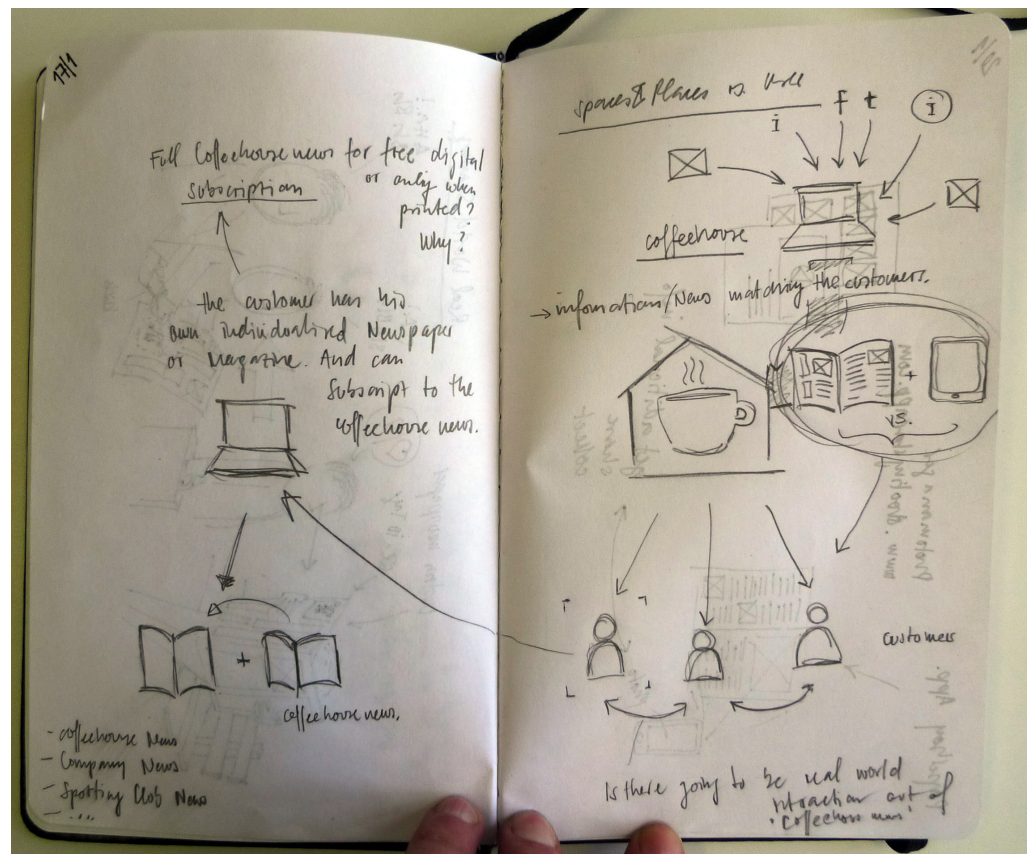
Collection of Sketches
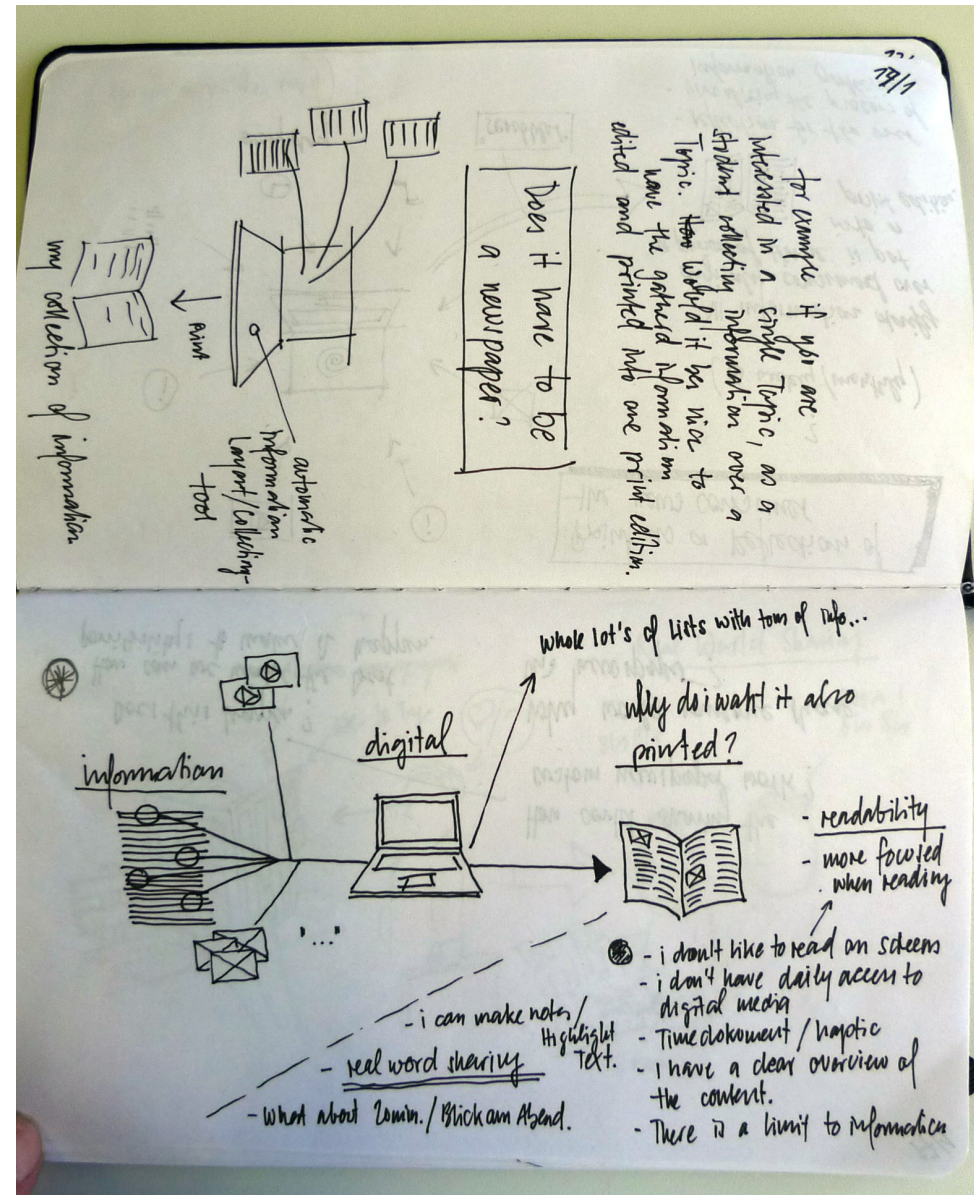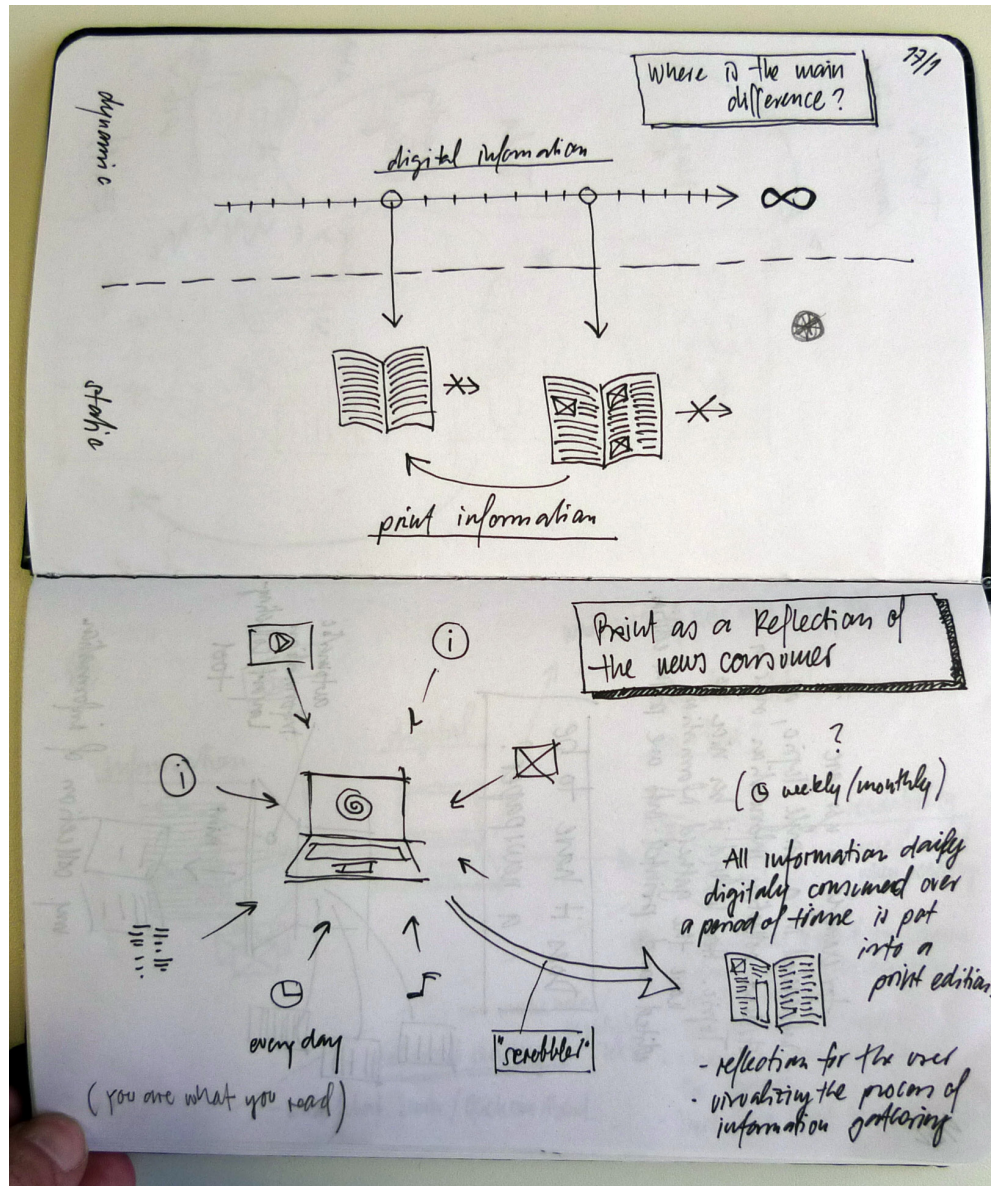
2. sharing content in public space

After listing different kinds of public spaces, we made the conclusion, that meeting points and places where you wait for something/someone have high pontential for unobtrusive content sharing.

vIf we take former findings into consideration, news-sharing in public space could genereate a new form of communication itself. We imagine public screens as architecture-elements, where users(at the location) can decide what they want to see, or they could collect interesting topics/data. If several people are involved, interactions between user, mobiles and screens seem not far away. Even its diffculties (like who „owns" the public screen) could lead to a very playful environment, which could motivate unrequested contributions.

A blank screen, maybe only with one note: „download this app in order to use the screen." How could such a system being used seriously? How much abuse will be tolerated. Will there be a restricted freedom of speech?

Real live gestures, like „throwing, swiping, tagging" are further topics which have to be explored in the context of public spaces.

Thinking about public interactive screens. ▸
Where people could interact
or newsmedia get a new platform
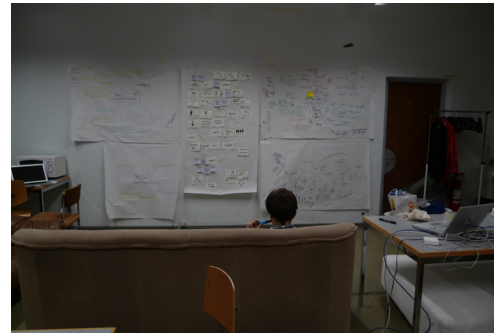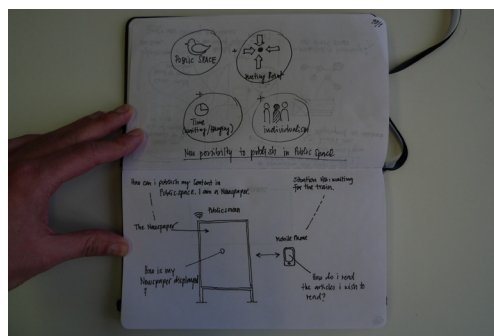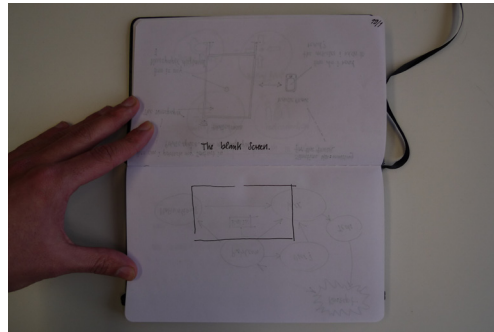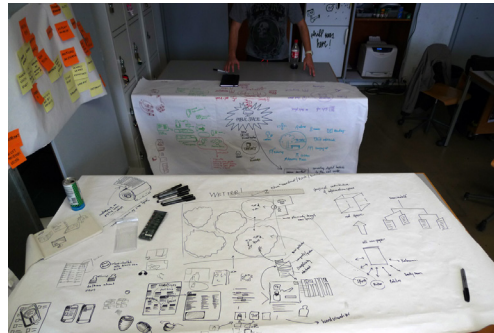
After beeing for days with many topics we decided to put all our material up on the wall.
We started extracting all the points we considered important and have a strong personal interesst to us.
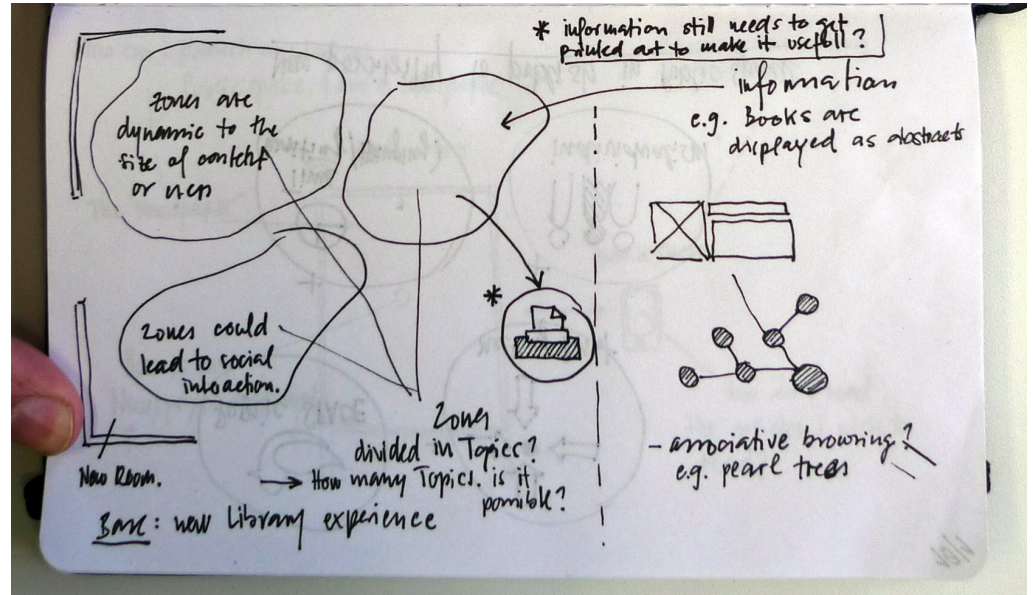
We opened up a next big topic. We started to ask us how could a future library look like?!

3. integral collector

Asking the right questions

When we started literally delve into the first to-pics, we somehow lost track of what are our needs and where we could see us working on. Instead of focusing from a broad topic to small essence we opened new doors to even bigger topics. At this point we realized that and tried a „cross out" me-thod. Which are points which interests us, which points seem to a have importance? When we did that there were 9 terms left:

real life analogies
meeting points
collecting
location awareness
identity in real / virtual life
user-motivation
memory-mapping
How will this change consuming/reading?
data-aggregation

A specific collectors-system matches our former findings:
Individualized newspaper basically does not work without filtering/gathering.
Location-awareness: When we gather data, like music, images, files, we often are not aware were we picked it up. Such information shall be attached to our personal data.

Our main questions:

Why a collectors tool?
To explore and develop archiving systems from a visual perspective, to keep track of our works and collected items.

Who should use it?
ourselves, collectors, designers, artists

What will be the focus?
strong interest in datavisualization in the act of collecting, private, individual collections

How to fulfil our goal?
through founded research,
through visual and methodic approaches

Thoughts on collections

At the beginning of February 2011, we will publish
an updated version of this pdf.
Were are in progress to elaborate a accurate
concept-map about this topic.