
Supporting non-professional users in the new media landscape

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Abstract

This workshop will discuss the implications of the new media landscape allowing non-professional users to co-produce and share media content in applications for (interactive) television, websites and mobile devices. This new media landscape represents an important shift away from professionally produced media content for the mass-market towards a more homemade media landscape. More specifically, the workshop will focus on methodologies and techniques that are suitable to design co-creative applications for non-professional users in different contexts of use like the office, the home, or in public spaces. Special attention goes to stimulating user participation and motivation in small network communities, and how social interaction can be supported through the interface. Co-experience is an evolving concept, which gives insight both into the lives and interaction between people and their in-between user experience. A special focus lies also on advanced evaluation approaches for the production of these forms of user experience in different contexts of use. Designing for co-creative and co-experiences targeting non-professional users will be critical in the further developments of interactive technologies in the new media landscape.

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co-creation, end-user involvement, contexts of use, evaluation techniques, user (co-)experience

ACM Classification Keywords

H.4.3 [Communications Applications]: miscellaneous, user generated content. H.5.2 [User Interfaces]: Theory and evaluation methods, H.5.1 [Multimedia Information Systems]: interactive TV, public and private spaces.

Introduction

Today, the traditional barriers between mainstream and homemade media are dissolving. The new media landscape is changing dramatically in relation to the 'long tail model' [1]. The long tail is primarily an economical model that explains how media sales and consumption is moving from a *one-to-many mass media model* (a lot of people watching the same content provided by broadcasters or buying the top 20% books), to a *many-to-some model* (people sharing personal content with their friends and relatives or buying specialized or hard-to-find books). In this new media landscape, users are not only finding their way to more specialized content, but are also turning into content creators, creating user-generated content. Recent years have seen the rise of so-called 'prosumers', or semi-professional users in a one-to-some context. The new content creators however are non-professional users, publishing content in small communities for a limited audience. The non-professional users or citizens evolve from being passive consumers of mainstream media content to taking an active role in the media chain. Triggered by the widespread availability of digital recording devices as well as display and rendering devices, end-users will be

both the largest content producers and consumers of the future. A big challenge for the CHI-community approaching the long tail model is how these non-professional users can be supported in (co-)creating and sharing media content. Another important aspect of the new media landscape is the differentiation of interactive platforms, creating several contexts of use. A significant driver is the web on the personal computer, but upcoming platforms are mobile devices and interactive television. These new platforms are used in contexts such as the office, the home, and in public spaces, each requiring different demands on how to support the non-professional user.

Perspectives of requesting the involvement of end users in system development are discussed from several perspectives often referred to as human-centered design. For example, participatory design and other user-oriented approaches consider how end users can be involved into the development process. The idea of empowering end users has become focused in the research topic of end-user development (EUD). "The main goal of EUD can be defined as a set of methods, techniques, and tools that allow users of software systems, who are acting as non-professional software developers, at some point to create, modify, or extend a software artifact" [2]. This is an increasingly important area in HCI. One of the main goals of HCI in the next few years will be to make systems "easy to develop" and empowering non-professional users to develop and adapt systems themselves. Users are becoming active co-creators of their media, commerce, entertainment, and communication experiences [3].

Several research topics are of relevance regarding co-creation by non-professional users. Thousands of

personal blogs, vlogs or accounts on sharing sites are created each day, but a lot of them have a very short time-span. This raises the question how user motivation and participation can be stimulated. Another important aspect is the social interaction that plays an important role in sustaining these small communities, and how this social interaction can be supported through the interface by enhancing the sociability and co-experience.

Objectives

The workshop aims to build a multidisciplinary community to research the design of future co-creation approaches characterized by user-generated content production in different contexts (private and public spaces). This community will share knowledge of current and future device designs, user interfaces, digital content, usage scenarios and research methods.

This workshop addresses the following issues:

- how to support non-professional users in co-creation of media
- how to improve user involvement to co-create user-generated systems
- how to inspire people to communicate, share and produce content (co-experience)
- describing and evaluating user experience factors for co-creation (emotions, fun, joy of producing, using and sharing content, connectedness)
- investigating user needs for content production and sharing in different contexts of use (private, public spaces)

Based on the submissions, a few key-topics will be selected that will be used to guide the discussion during the workshop.

Audience

The workshop is intended for practitioners as well as researchers. This includes managers of HCI projects working in the iTV, web and mobile industry (telecom companies, device manufacturers, broadcasters, service and content providers, etc.); industrial designers; user experience architects; interface evaluators and testers; HCI academics, researchers and students with interests in new user experiences; new trends consultants. Although no particular skills are required, basic knowledge of HCI design issues is recommended.

Before the Conference

A website has been created in order to provide information about the workshop, the submission modality and links to related material, so candidates can get familiar with the scope of the subject and the goals of the workshop. Accepted position papers and other pre-workshop materials will be made available there to participants, so presentations during the workshop can be kept short, and reflection on the subject is stimulated before the workshop. Position papers will be grouped into several sessions (see below), in order to organize the discussion thematically with break-out sessions. In the sense of the workshop we set up a weblog on the workshop website to allow a co-creative pre-workshop discussion.

The website can be found at
<http://soc.kuleuven.be/com/mediac/chi2007workshop/>.

Format

This is a one-day workshop with break-out sessions, alternated with a moderated group discussion.

The workshop will start with an introduction to the workshop topic, followed by short introductory presentations to get familiar with the participants and the topic they're working on. The introductory presentations will be kept short and focused, so there is ample time for discussion. After that, the organizers present the common themes of the submitted papers, grouping them into different sessions. The different groups will then discuss their topic during a break-out session, creating a list of conclusions. After the lunch break, the group comes back together to discuss the conclusions of each break-out session. The organizers will actively interact with the audience during the break-out sessions as well as during the whole group debate to stimulate discussion around the key-topics of the workshop, identified by the organizers based on the submissions. The last part of the workshop will be devoted to produce a final poster to be shared with the broader CHI community.

Participation

Workshop candidates are requested to send a position paper (no longer than 4 A4 pages) before 12/01/07 about a research or study they have been involved with (related to the topics described above) via the website <http://soc.kuleuven.be/com/mediac/chi2007workshop/>. Insightful essays about the topic are also welcomed.

Participants will be selected on the basis of the relevance of their work and their interests and familiarity with the topic.

Deadlines

- 12/01/2007 Workshop submission deadline.
- 31/01/2007 Feedback to authors.
- 29/04/2007 Workshop at CHI2007

Dissemination

During the workshop a poster will be produced in order to present a summary of the results at the conference poster session. Workshop organizers will commit to organize a Special Interest Group (SIG) at the conference. The workshop organizers will commit to the publication of a revised version of the papers presented as a special issue of a journal such as Springer's Personal and Ubiquitous Computing.

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