



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

INTRODUCTION TO INTERACTION DESIGN

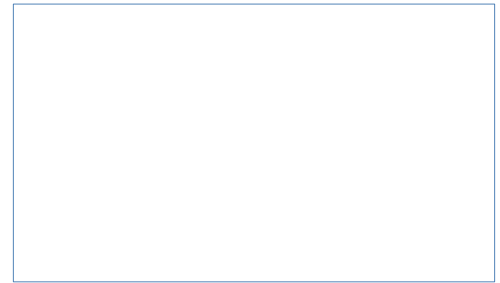
Lecture 08

Role of Social Interaction

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DEPARTMENT OF DESIGN



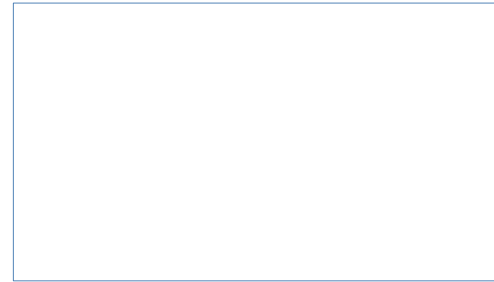
Role of Social Interaction



Social Interaction

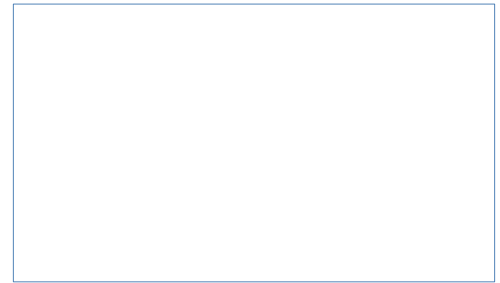


People are inherently social: we live together, work together, learn together, play together, interact and talk with each other, and socialize.



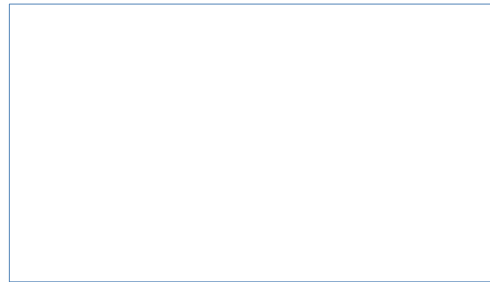


While face-to-face conversations remain central to many social interactions, the use of social media has dramatically increased. People now spend several hours a day communicating with others online texting, emailing, tweeting, Facebooking, Skyping, instant messaging, and so on.



Face-to-Face Conversations

Talking is something that is effortless and comes naturally to most people. And yet holding a conversation is a highly skilled collaborative achievement, having many of the qualities of a musical ensemble.

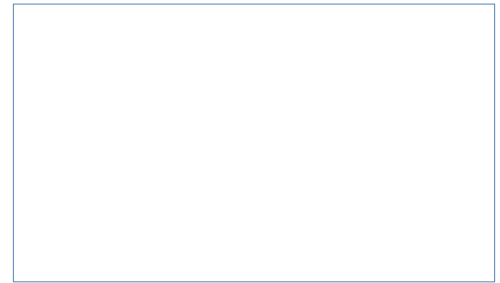


Face-to-Face Conversations

What makes up a conversation:
how conversations start,
progress, and
finish.

**Useful when designing dialogues
that take place with chatbots,
voice assistants, and other
communication tools.**

1. Hey!
2. Hi!
3. Hello!
2. How's everything?
1. All good. You tell.
2. Great!
3. Fine fine.



Beginning and end of conversation

1. talking on the phone
2. chatting online

Telephonic conversation

Hello?

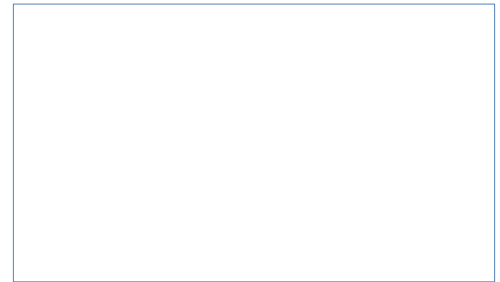
Hello, Rachit. How are you doing?
(caller ID)

start with a mutual
greeting and end
with a mutual
farewell

Online chatting

Hi Vishal...do you have Rachit's
number?
Thanks!

opening and ending
greetings when
joining and leaving is
rare



Conversational mechanisms

Verbal cues

- 'I want to talk about two important things'
- 'OK, that's all I want to say on that topic.'
- 'That's all from my side'
- 'OK?'
- 'I hope you understand my point'

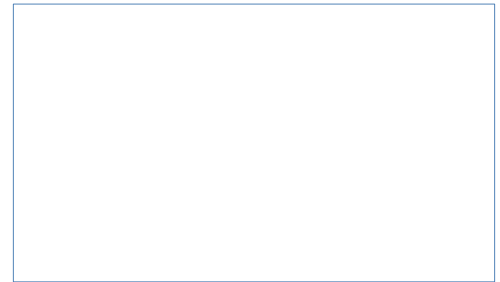
Physical cues

- Moving away, raising hands, facial gestures

Rule 1 The current speaker chooses the next speaker by asking a question, inviting an opinion, or making a request.

Rule 2 Another person decides to start speaking.

Rule 3 The current speaker continues talking.



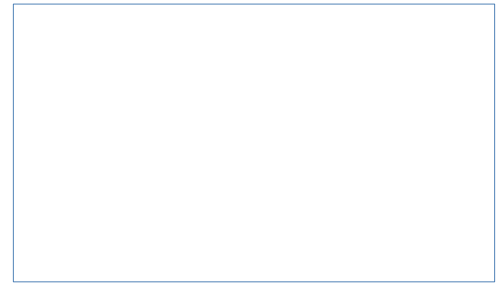
Adjacency pairs: conversational turn-taking
composed of two utterances by two speakers, one after the other

call/beckon → response "*Waiter!*" → "Yes, sir"

complaint → excuse/remedy "*It's awfully cold in here*" → "Oh, sorry, I'll close the window"

compliment → acceptance/refusal "*I really like your new haircut!!*" → "Oh, thanks" / "No! really?"

offer → acceptance/rejection "*Would you like to visit the museum with me this evening?*" → "I'd love to!" / "Not today, I have plans."



Sometimes adjacency pairs get embedded in each other: longer time to get response

offer → acceptance/rejection

"Would you like to visit the museum with me this evening?"

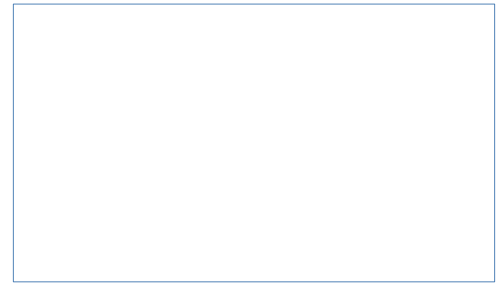
"What a nice display window"

"Yes love the colour scheme"

"Sure, pick me up at 6"

- Rules are not followed in verbal conversation: interrupt each other / talk over each other.
- Awkward silence

Breakdown in conversation



Breakdowns in conversation: ambiguous, misinterpretation.

“Hello, how do I reach the bus stand?”

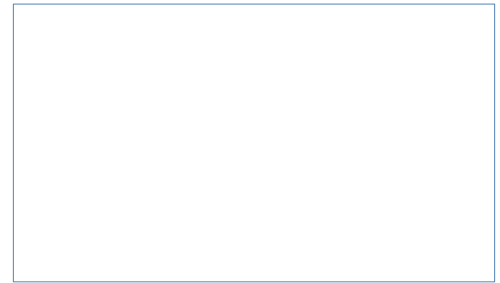
Take a right there and then second right next to the Ganesh temple.

Uhh so I take a right there and then right from shiv mandir?

No no! this road! Then second right...Ganesh mandir!

Detecting breakdown + repair mechanisms

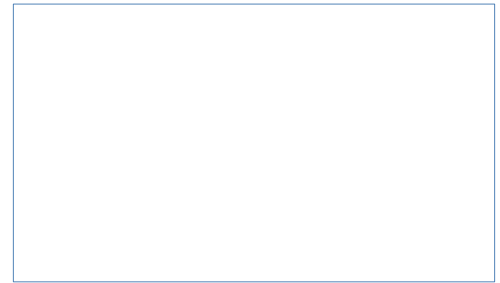
Verbal and nonverbal gestures



Breakdown in conversation while texting/ mailing

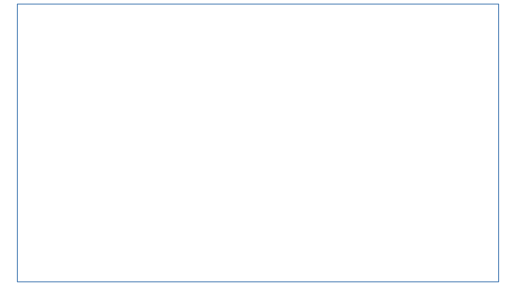
How to point out a mistake?

How to prompt for a reply?



Remote Conversation

Remote conversation refers to communication between people who are not in the same physical location. This type of communication can take various forms, such as video conferencing, phone calls, instant messaging, and email.



Remote Conversation



Email



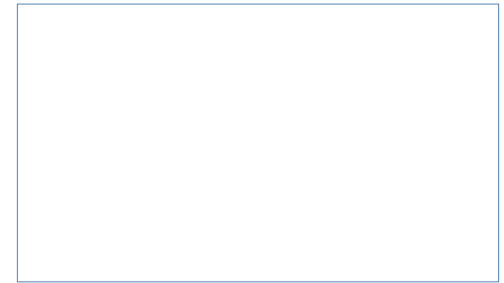
Instant messaging



Phone calls

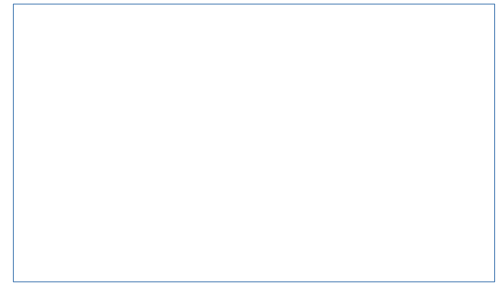
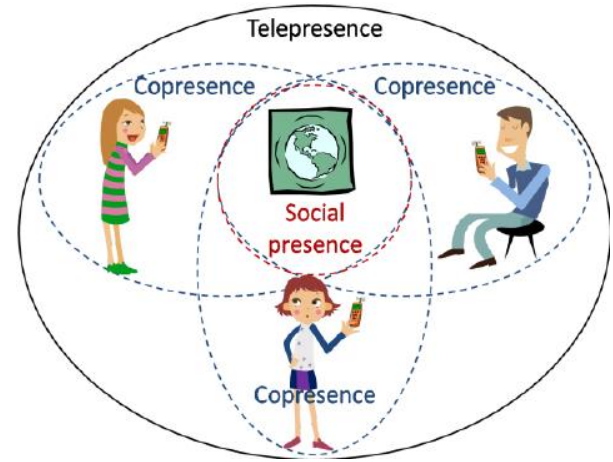


Video conferencing



Co-presence

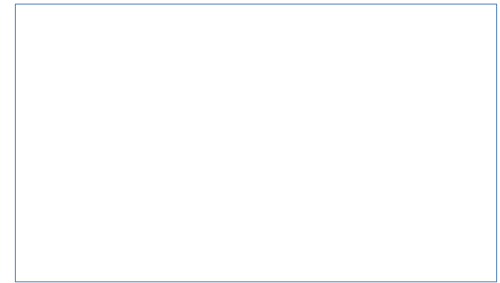
Together with telepresence, there has been much interest in enhancing *co-presence*, that is, supporting people in their activities when interacting in the same physical space.



Co-presence: Physical Coordination

Physical coordination is an important aspect of interaction design as it allows users to engage with digital interfaces in a more natural and intuitive way. Physical coordination refers to the ability of users to manipulate and control the digital interface using their body movements and gestures.

In interaction design, physical coordination can be achieved through various means such as touchscreens, motion sensors, voice commands, and other input methods.



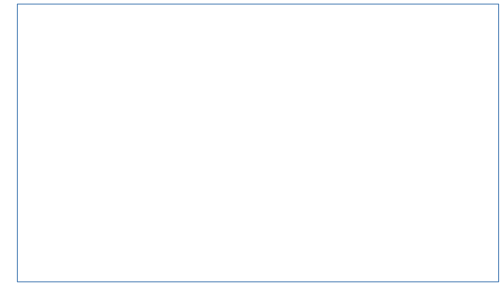
Co-presence: Awareness

Awareness involves knowing who is around, what is happening, and who is talking with whom.

Peripheral awareness, this refers to a person's ability to maintain and constantly update a sense of what is going on in the physical and social context

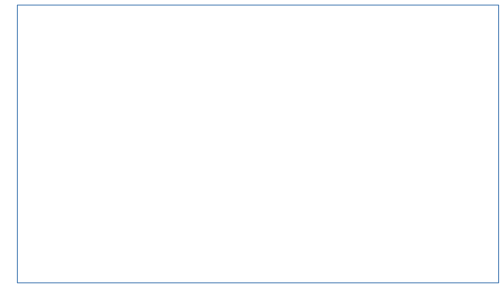


Source: Image by storyset on Freepik



Co-presence: Shareable Interfaces

A number of technologies have been designed to capitalize on existing forms of coordination and awareness mechanisms. These include whiteboards, large touch screens, and multitouch tables that enable groups of people to collaborate while interacting at the same time with content on the surfaces.

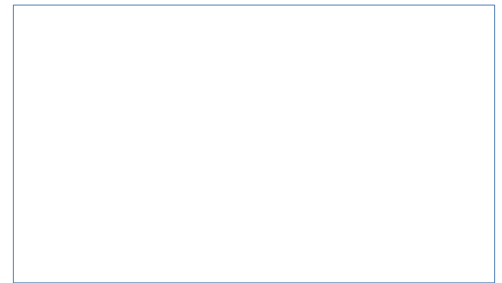


Social Engagement

Social engagement refers to participation in the activities of a social group

It involves some form of social exchange where people give or receive something from others. Another defining aspect is that it is voluntary and unpaid.

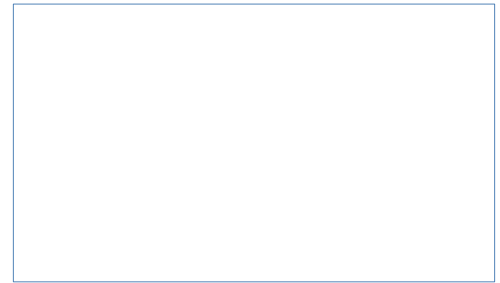
Not only has the Internet enabled local people to meet who would not have otherwise, it has proven to be a powerful way of connecting millions of people with a common interest in ways unimaginable before.





Key Points

- Talk and the way it is managed are integral to integrate social aspect in interaction design
- Developed technologies enable people to communicate remotely
- Keeping aware of what others are doing and letting others know what you are doing is important in today's scenario
- Important aspects of collaboration and socializing
- Social media has brought about significant changes in the way people keep in touch and manage their social lives



Thank You

