## Social Interaction Design for Online Video and Television

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#### **Social Uses of Television**

#### Structural

Environmental (background noise; companionship; entertainment)

*Regulative* (punctuation of time and activity; talk patterns)

#### <u>Relational</u>

Communication Facilitation (experience illustration; common ground; conversational entrance; anxiety reduction; agenda for talk; value clarification)

Affiliation/Avoidance (physical, verbal contact/ neglect; family solidarity; family relaxant; conflict reduction; relationship maintenance)

Social Learning (decision-making; behavior modeling; problem solving; value transmission; legitimization; information dissemination; substitute schooling)

Competence/Dominance (role enactment; role reinforcement; substitute role portrayal; intellectual validation; authority exercise; gatekeeping; argument facilitation)

Lull, James (1980). "The social uses of television," Human Communication Research 6: 197-209







Nuno Patrícia	SIC P/A
Jorge Vega	SIC
Cage	мту

#### IM - Almeida | Nuno

- ALMEIDA > Nuno, go to SIC. They're showing tha program we're talking in the morning
- NUNO > Did she already talk about that strange "business"
- ALMEIDA > No, but I think we'll have it in a minute...







## ARE WE WATCHING LESS TV NOW THAT WE HAVE MORE SCREENS?

ANSWER: No! We're actually watching more than ever before. Want to know more? Download our A2/M2<sup>™</sup> Three Screen Report now!

#### Monthly Time Spent in Hours: Minutes Per User 2+

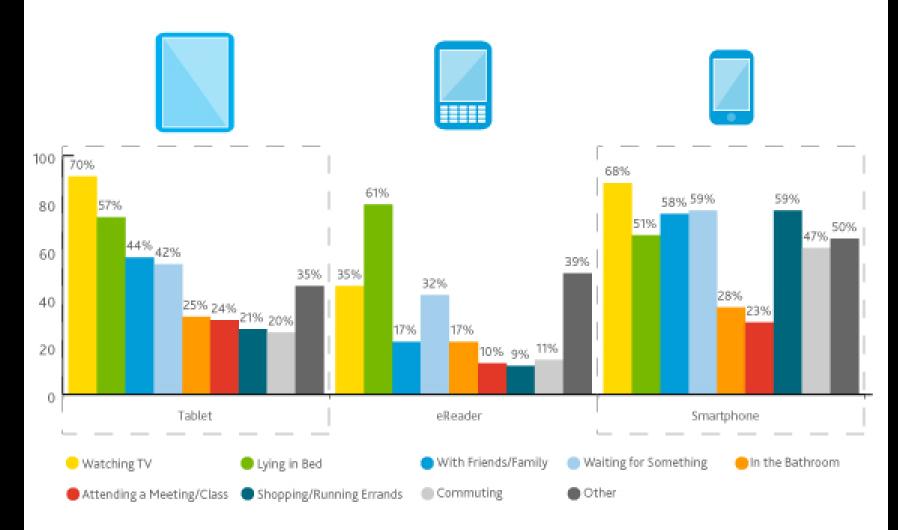
	Q1 2010	Q4 2009	Q1 2009	% Diff Yr to Yr	Hrs:Min Diff Yr to Yr
Watching TV in the home*	158:25	153:47	156:24	+ 1.3%	+ 2:01
Watching Timeshifted TV*	9:36	9:13	8:22	+ 14.7%	+ 1:14
Using the Internet on a PC**	25:26	26:32	29:15	-13.1%	- 3:49
Watching Video on Internet**	3:10	3:22	3:00	+ 5.9%	+ 0:11
Mobile Subscribers Watching Video on a Mobile Phone^	3:37	3:37	3:37	Flat	0:00

Source: The Nielsen Company. Based on total users of each medium.

Note: TV viewing patterns in the US tend to be seasonal, with TV usage higher in the winter months and lower in the summer months, sometimes leading to a decline in guarter to guarter usage.

## US Connected Devices: Situational Usage

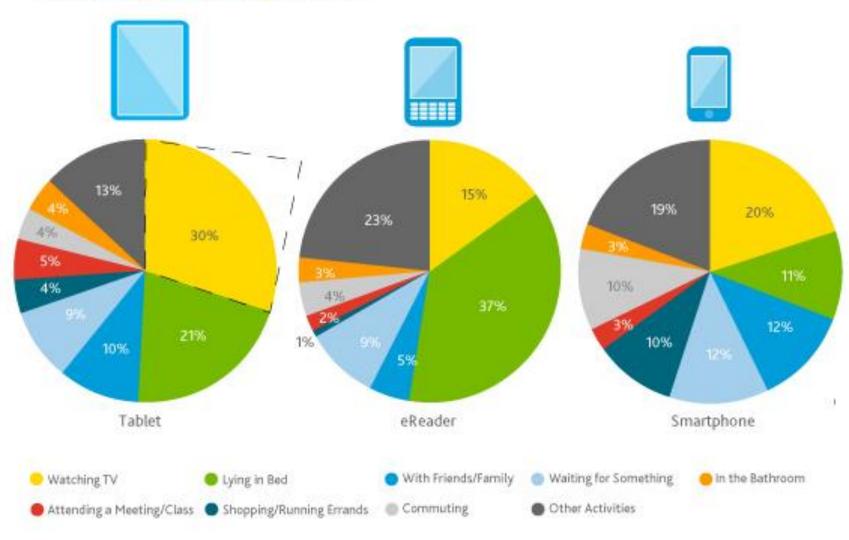
#### Situations Device Used





### US Connected Devices: Time Distribution of Usage

Time Distribution for Device Usage by Location















VT4 TWEEDE SCHERM



🎍 Kimm

Kimm is afkomstig uit Waregem, ze is 24 jaar oud. Kimm is jong, maar toch een echte klassedame. Ze is een vrouw die met passie kan koken en houdt van een goed gesprek. Al sinds haar 14 jaar



21:25

KOMEN

4562 beoordelingen

Geef zelf punten



Noordzee-tongrolletjes vergezeld van een botersausje met handgepelde garnalen

Kalfsgebraad met een spiesje van gestoofde groenten en gratin dauphinois

Zalige zondigheden van ijs, appel en kaneel



delaportos Heeft dieen eigenlijk iets zelf gemaakt? #komeneten

Amor Julie watching #komeneten



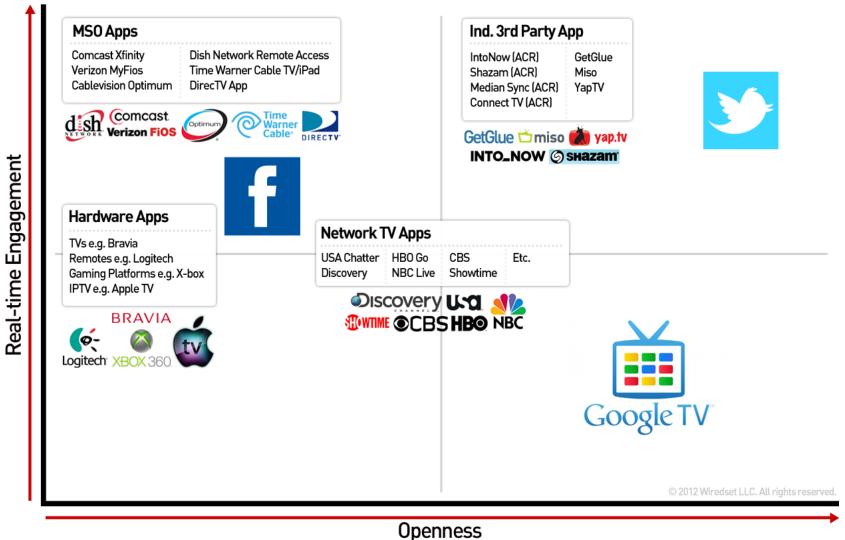
4

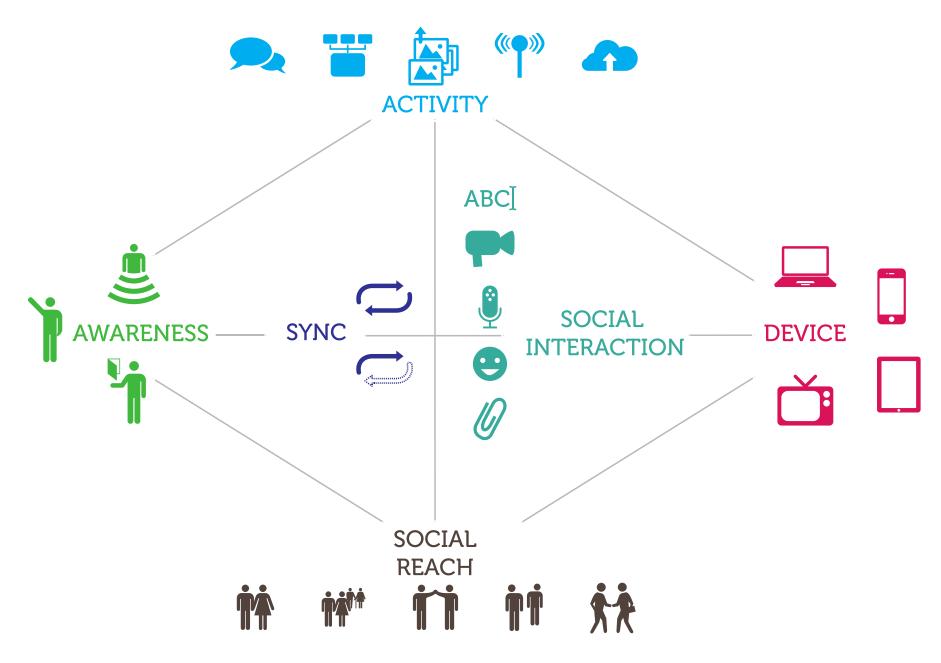
Login

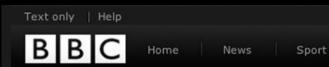
Not Charging

NEXT OP TWEEDE SCHERM : HUIZENJACHT

## 2012 Social TV Applications Matrix







## **ACTIVITY: CONTENT SELECTION**

## *i*Player

Radio

Top Gear



LAST PLAYED



End Game 3 episodes ) Gavin and Stacey



Episode 2

5

Shooting Stars



Episode 1 4 episodes )

>





TV Favourites 22 items 2 new 0 expiring

7. Thrack, Splat, ...

Doctor Who - Serie ...

Manage



Episode 5 2 episodes )

#### Featured



Timewatch Atlantis: The Evidence

Bettany Hughes shows how the legend of Atlantis was inspired by a real historical event.

For You



EastEnders 31/05/2010



Doctor Who 9. Cold Blood

#### Most Popular



Dragon's Den -Series 7 Episode 6







Eastenders Tue, 18 Aug 2009



Heroes -**Christmas Special** Episode 6



Have I Got a Bit More News for ... Episode 4













## **ACTIVITY: CONTENT SHARING**

Popular Videos Upload Video LeaderBoard My Feed Create Account Login

## The easiest way to take and share videos

· Create videos of any length with custom filters

social cam

- · Videos stored in the cloud & viewable from any device
- · Share to Facebook, Twitter, Youtube, Email, SMS
- · Easy to browse feed of your friend's videos

#### "The most talked-about video app.." The New Hork Times - Paul Boutin

"Takes the guesswork and legwork out of sharing smartphone video."



## **ACTIVITY: BROADCASTING**

1					
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			1	1	
		A	1		
	1		r		
	4				

#### Twist :: see trends in twit

Show trends

Tip: you can compare various topics, separate them with commas Try these searches: morning night work, party blackberry, iphone

#### **Mentions chart**

[What's this?]

Embed this chart in your site

Mentions of each topic during the past 7 days

eurovision

#### Showing in this chart: eurovision

Monday Tuesday Wednesday Thursday Friday Saturday Sundat 9% May 11 May 15 May 17 May 12 May 13 May 14 May 16 9.95% 6% 3% Sat 21:30 Seeing chart for: [Last 7 days | Last 30 days]

## **ACTIVITY: CONGREGATION**



CN.com Live with facebook



## **ACTIVITY: CONVERSATION**





## DEVICE



## SOCIAL INTERACTION STYLE

## Back to Twitter Menu



Jayson Sellers Starz has some good shows as of late. Lovin' Bolt w/ the kids

Dana George What do you think of Bolt for a 4 year old?



Ramiro Galan Watching Bolt with my favorite person on earth. My Girlfriend.



Angie Quiles My neices are on this whole bolt kick, Maybe I will get them a dog. Sorry sis!

Christy Mitchell Bolt makes me happy!

#### Heath Stallings I want to get Bolt for my sons. When does it come to DVD?

C Disney Enterprises, Inc. All Rights Reserved.

Bolt

3:00 pm

340

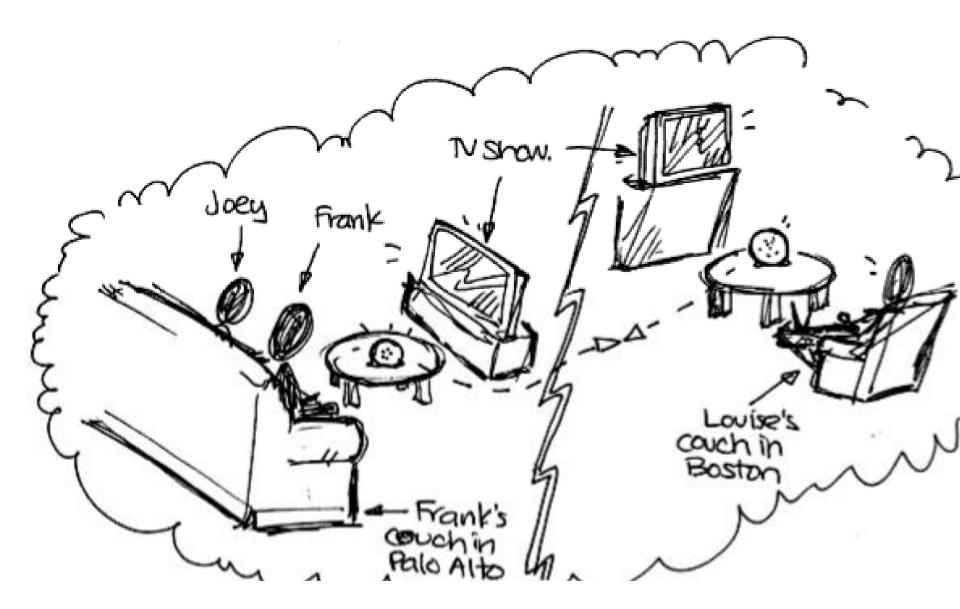
Starz

starz

Starz and related channels and marks are property of Starz Entertainment, LLC. Visit starz.com for airdates/times.

4:30 pm

## AWARENESS



Crysta WGN	Will & Grace	
Gunnar		
ounnar		
Joe		
× •	∨ House Hunters	
CO Elaine WBE	BM NUMB3RS	

## Already talking to Crysta, press X to close

## SOCIAL REACH





Now even friendlier

## Sociability heuristics for interactive television

Offer different channels and levels for communicating freely Use awareness tools for communicating availabilities 2. 3. Allow both synchronous and asynchronous use 4. Support remote as well as collocated interaction 5. Exploit viewing behaviour for informing and engaging other viewers Give the user control over actions and system settings 6. 7. Guarantee personal privacy and group privacy Minimize distraction from the television program 8. Notify the user of incoming events and situation changes 9. 10. Adapt to appropriate television program genres 11. Let users share content flexibly 12. Encourage shared activities

## #2 Use awareness tools for communicating availability

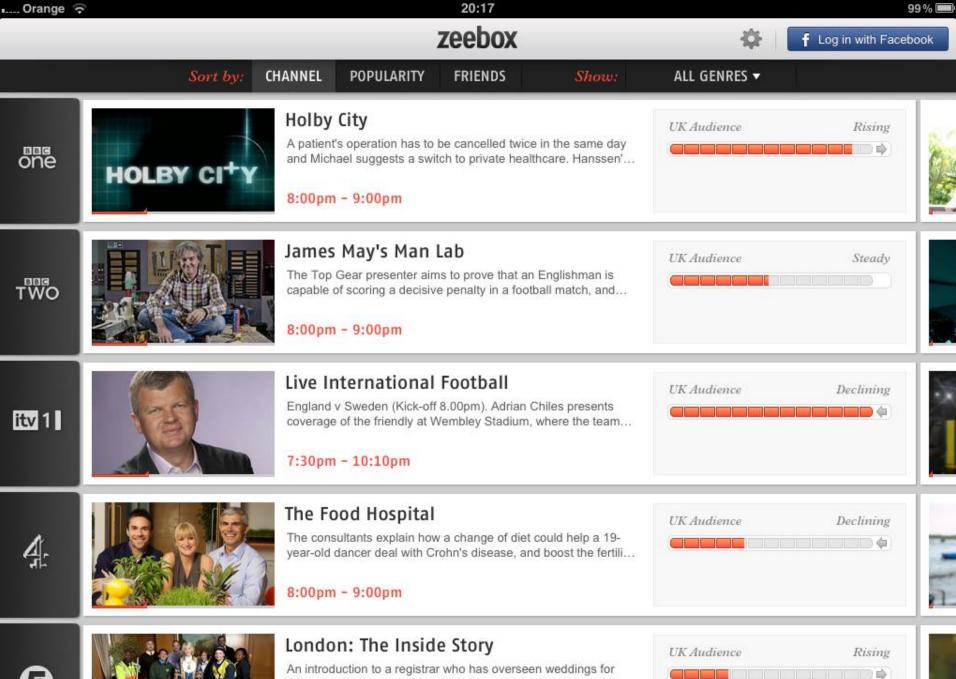
State Name Carol	Now Watching WPWR Law & Order: Cr	
Eve		
Bob	ANIMA Fooled by Nature	
Ted		
Alice	TVGN 2007 Live at the	

Press OK to watch Fooled by Nature, X to close

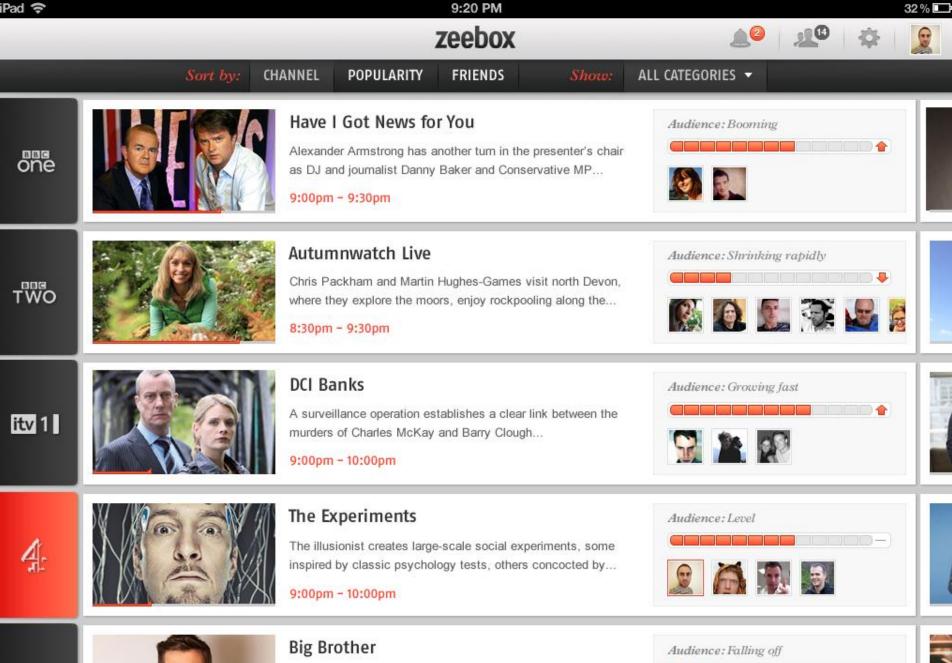


	1 (1963)	TR	
ANDAAG 5 19:30 19	45 20	00 20:	15 20:30
Journaal		100 C	and the second se
ws	Familie	51	Stadion
The Sim The Simpsons		Friend	is
Lizzie McGuire		Terzake	e
Gilmore Girls		Without a trace	
	Journaal ws Sim The Si e McGuire	Journaal Weer ws Familie Sim The Simpsons e McGuire	Journaal     Weer     Man bij       ws     Familie       Sim     The Simpsons     Friend       e McGuire     Terzake

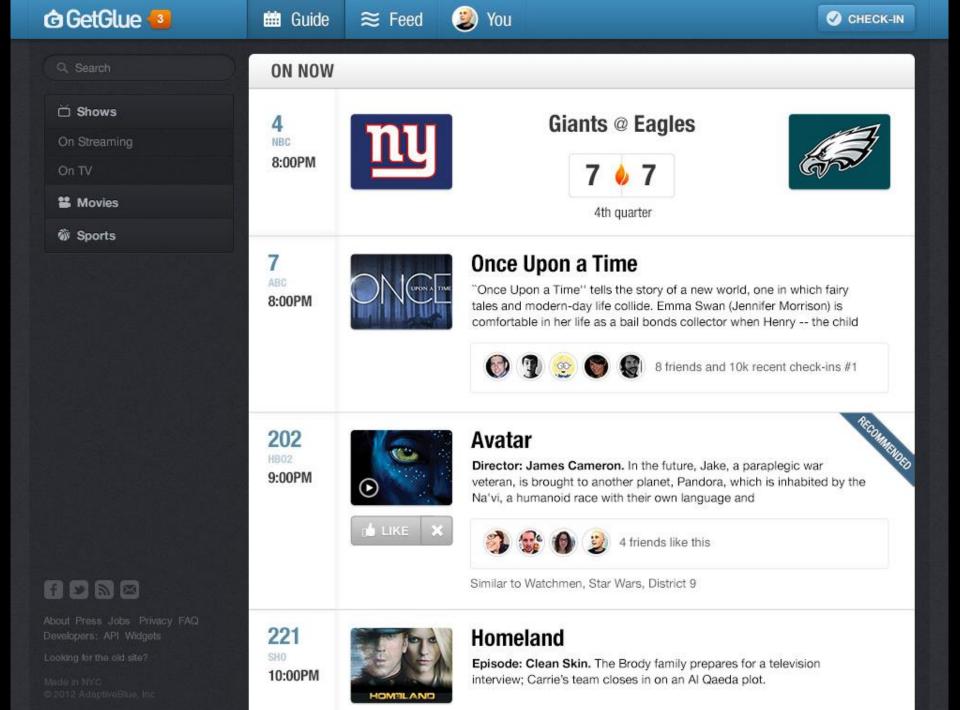
#5 Exploit viewing behavior for informing and engaging other viewers



An introduction to a registrar who has overseen weddings for Sylvester Stallone and Paul McCartney, and a food-standards...



Brian Dowling presents the sixth eviction show of the series, revealing whether Anton or Jay will be saying goodbye to... Audience: Falling off

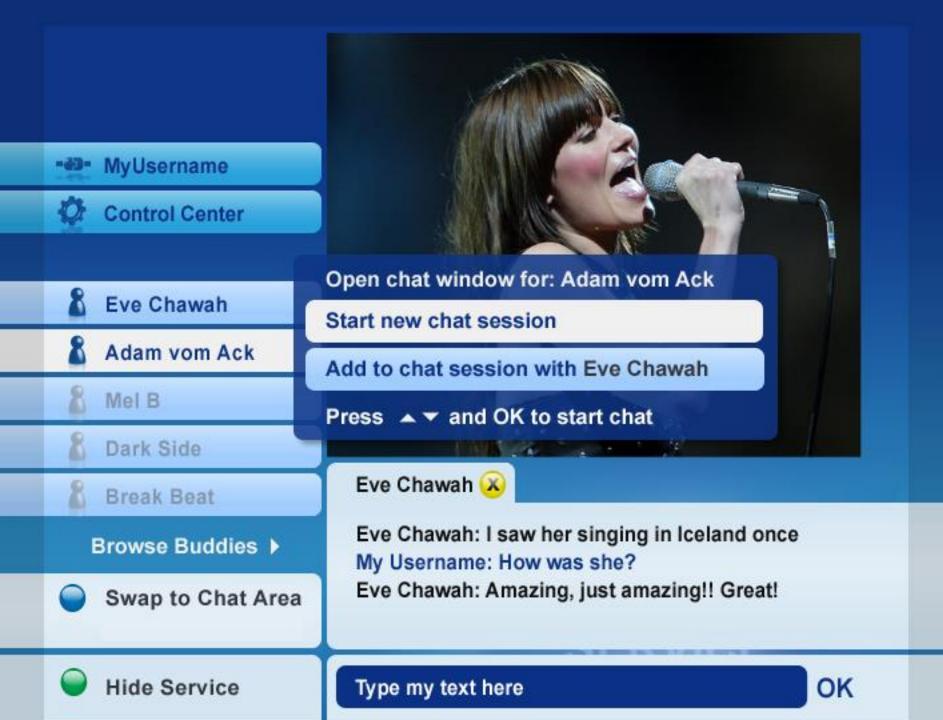


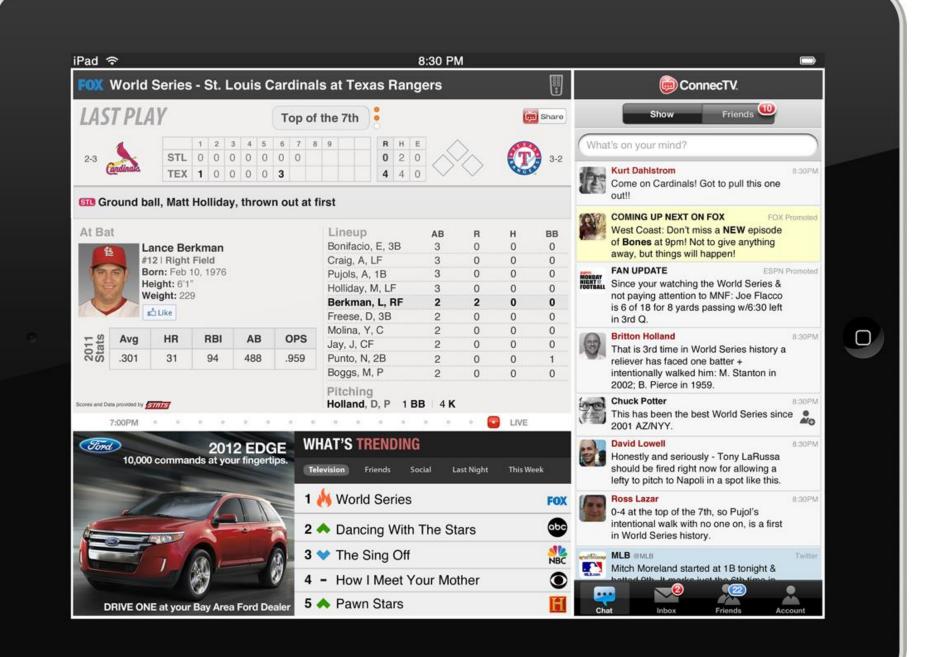
	Bloomberg
	Dow (C) S&P (C) 13,577.30 1,524.87 A 41.87 A 5.44
	Futures Dow
	13,665.00 🛦 38.00 Nasdaq 100
Big Apple Real Estate: Red Hot	1,985.00 ▲ 13.00 S&P 1,536.20 ▲ 5.20

# # 8 Minimize distraction from the television program Teck Cominco to buy Aur resources for 33.77 billion

New Male New York

\*hier
old.





## #10 Adapt to appropriate television program genres



CBS

THE BOLD AND THE BEAUTIFUL

Wie heisst George W. Bush mit Vornamen?

•A: Peter

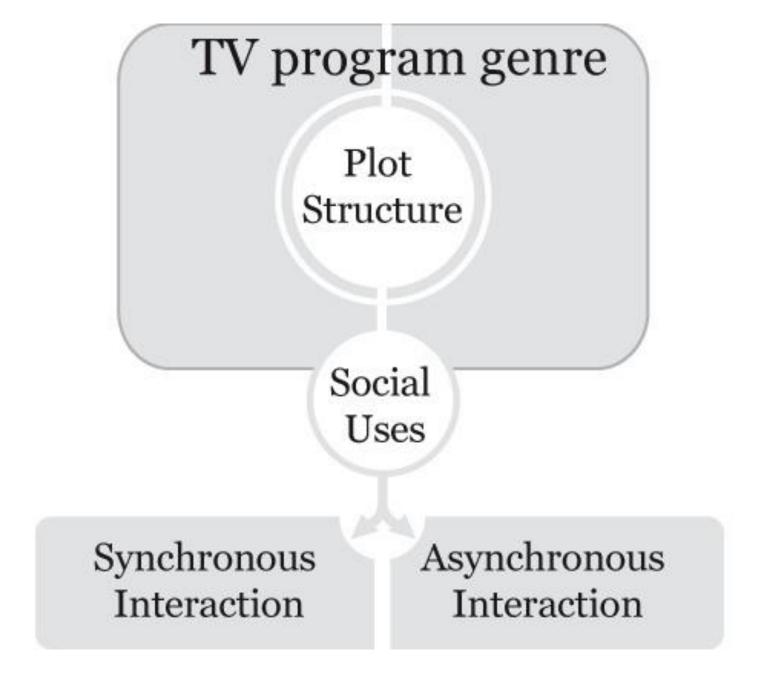
- C: Torben

and the second sec

B: Edmund

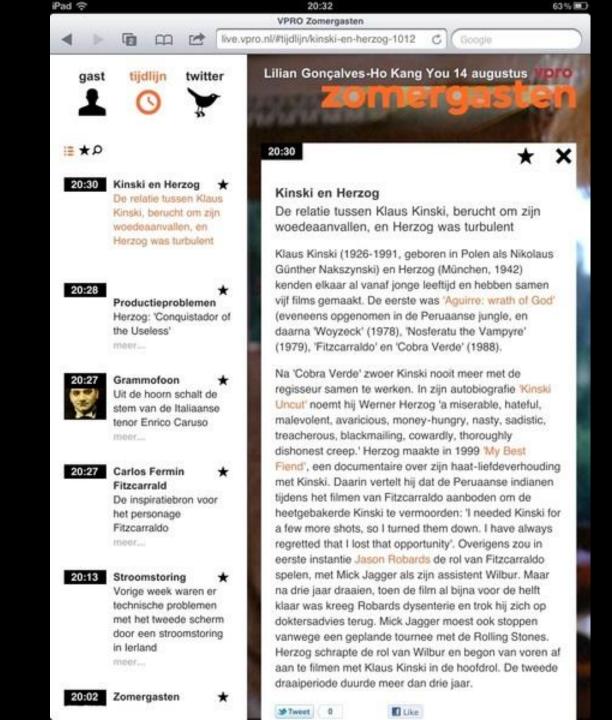
ality-Inc.com

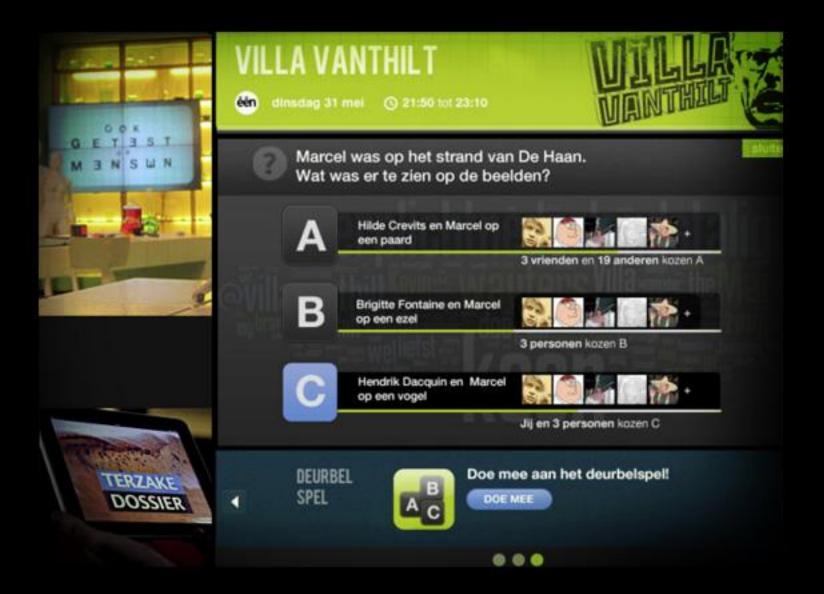
D; George





C Disney





## #12 Encourage shared activities













## THANKS!