# We will get started at 3:15 (just this time!)

**1 - Video Game**

Well behaved. Violent / non-violent. Short. Can be inexpensive ($7) and played on your phone.

1.1 - In-Class Discussion with grade

1.2 - Zoom Discussion with grade (will be on a Friday 3pm)

**2 - Essay**

4 different interactive visualizations with 4 sentence response to each prompt.

No cost, browser only needed.

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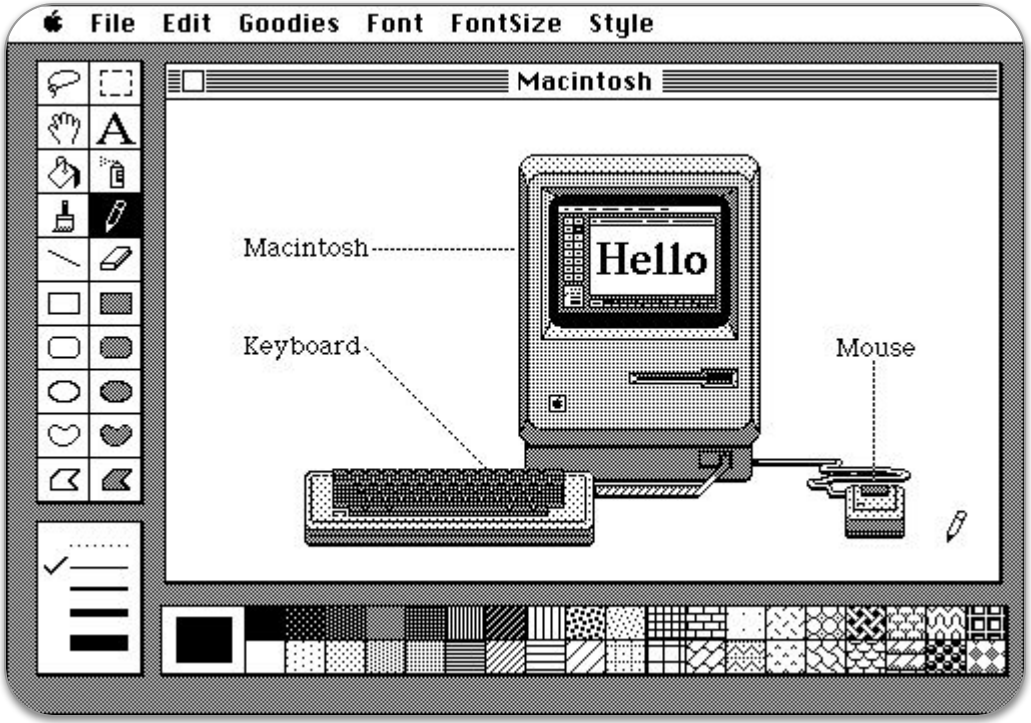
**Tell me which option, which game, and which discussion via Zulip!**




# The Reader as User

A Samuel Pottinger
Stat 198: IDSV
Mar 19, 2025

# Why formalize the role of the user?

Today I want to identify **different ways of thinking** about the role of the user as lenses that you can use to understand your design.

Seeing your visualizations from **multiple perspectives** can help your pieces be more successful.

# Today

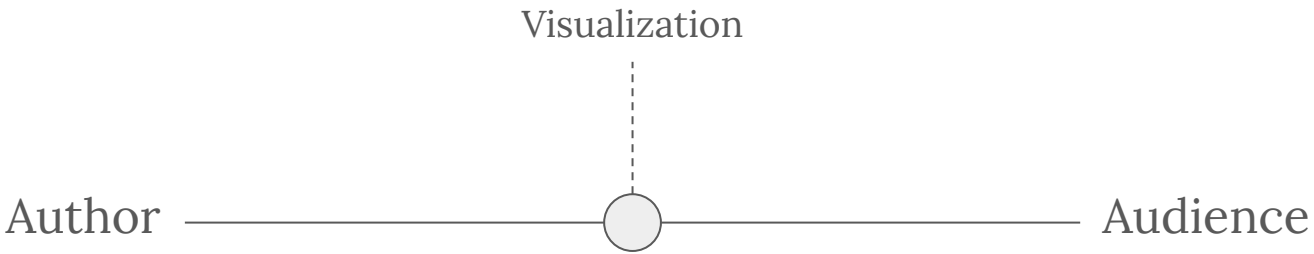
**> Audiences: interrogating our lenses.**

Group activity: examine an interactive data visualization.

Waves of HCI: affordances and ergonomics, dialogue, context.

Something else: games and media for thought.

# Audiences



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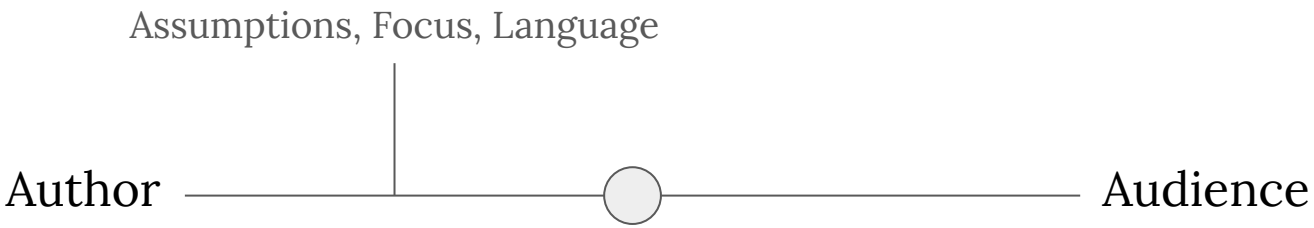

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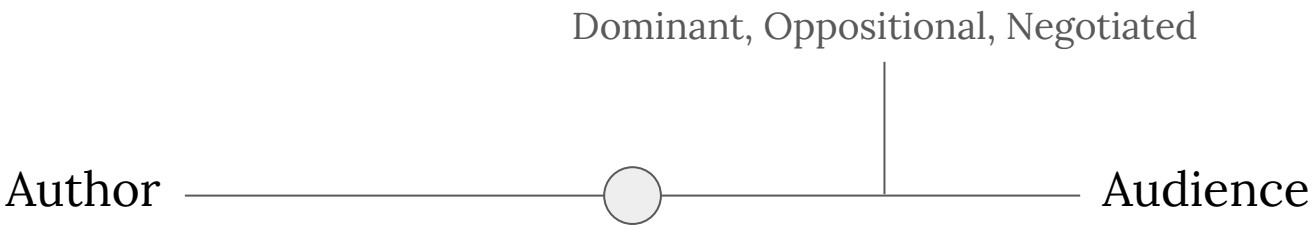


Stuart Hall: Reception Theory

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Audiences: interrogating our lenses.

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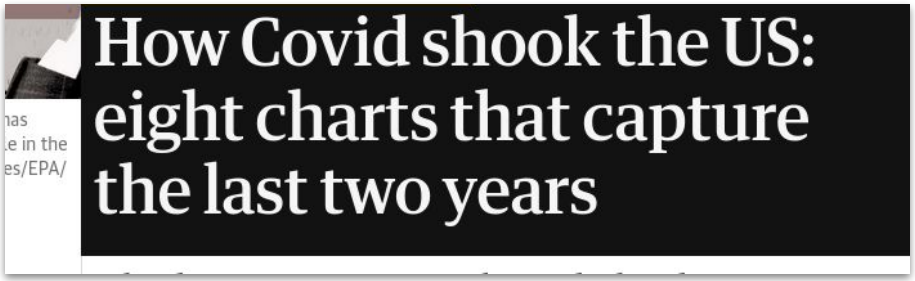
# Review a data visualization




https://www.theguardian.com/us-news/2022/mar/13/how-covid-shook-the-us-charts-graphs

- Dominant reading
- Oppositional reading
- Negotiated reading

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**> Waves of HCI: affordances and ergonomics, dialogue, context.**

Something else: games and media for thought.

# What is the user?

Wave 1

**Ergonomics**

Wave 2

**Information**

Wave 3

**Context**

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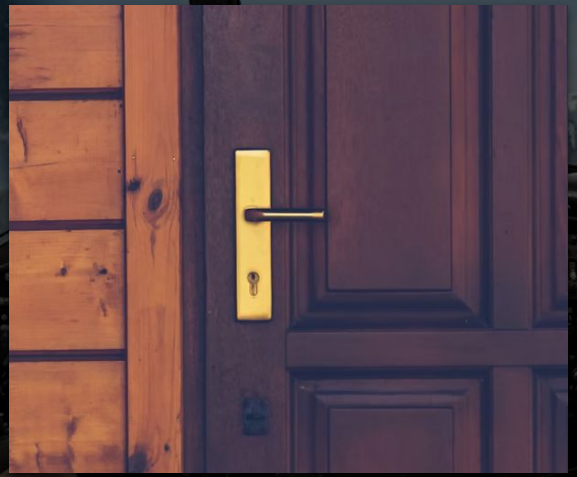

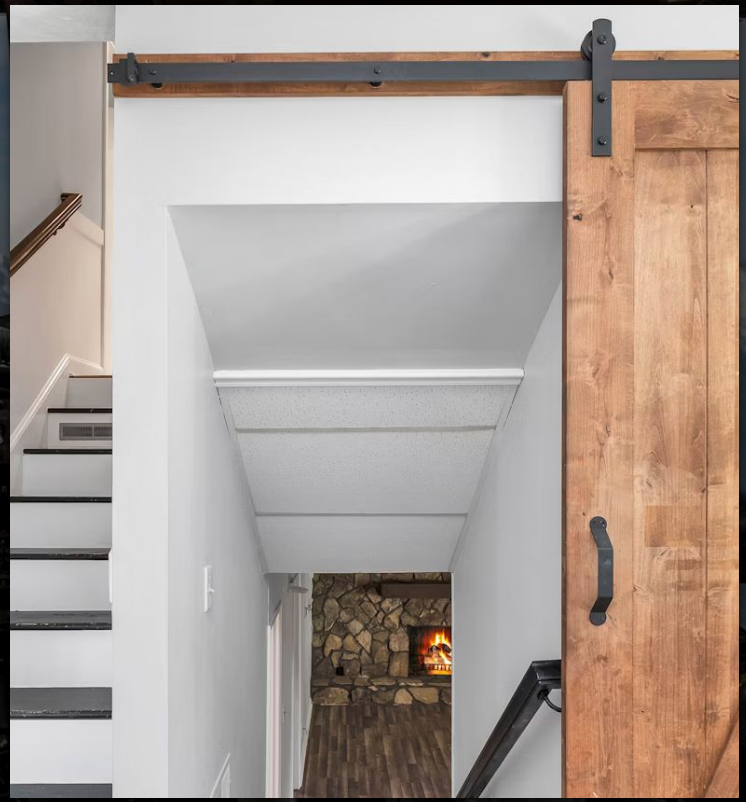

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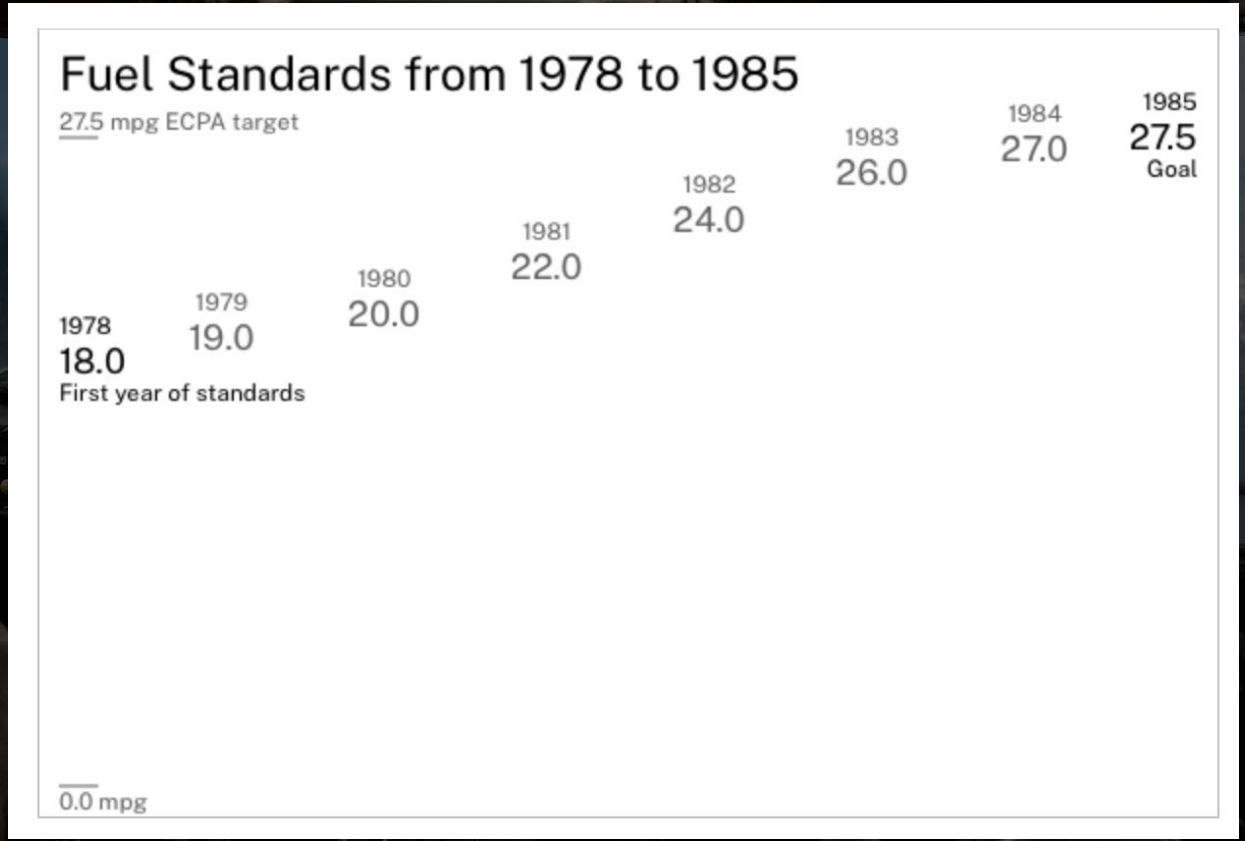

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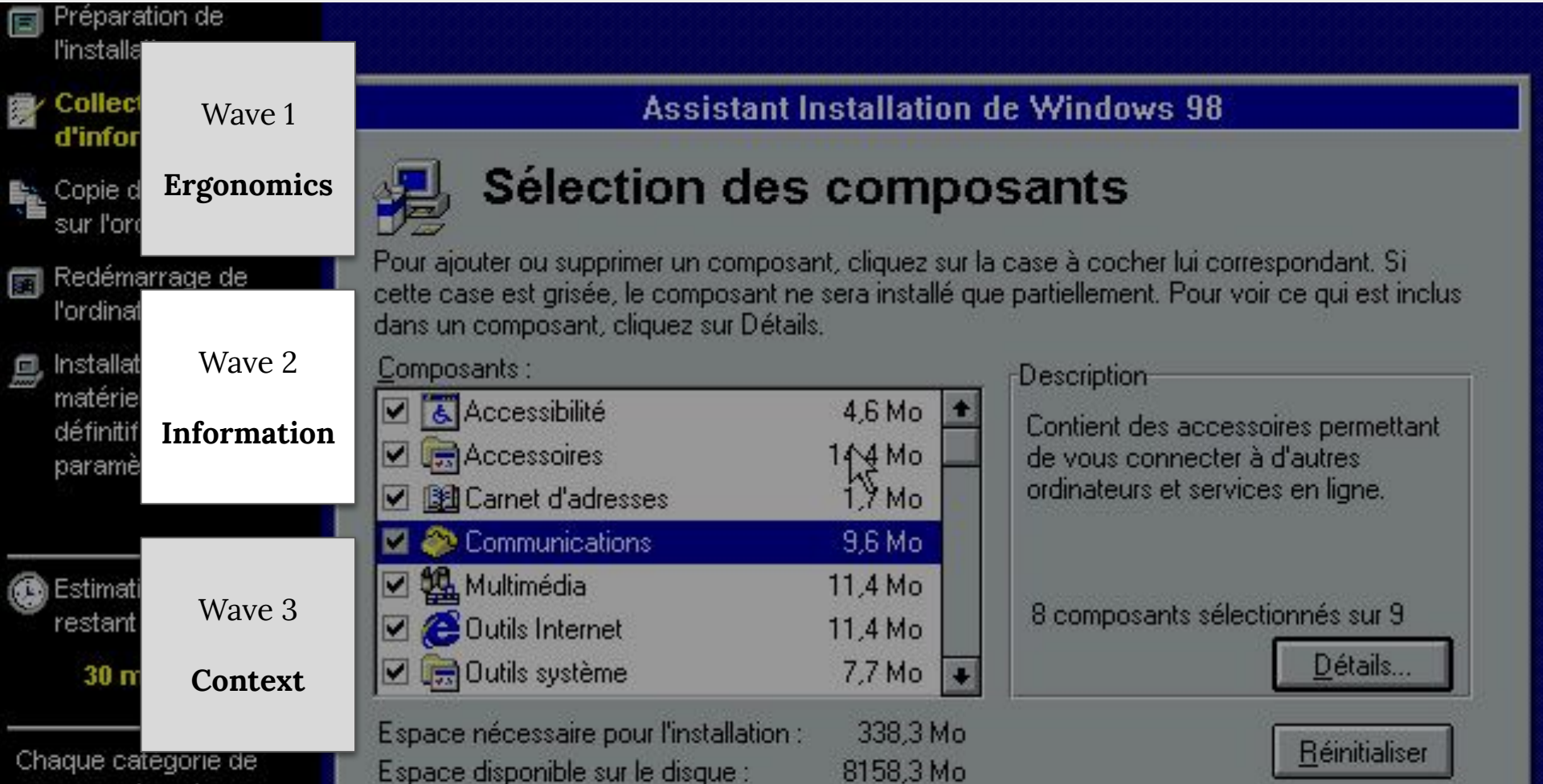

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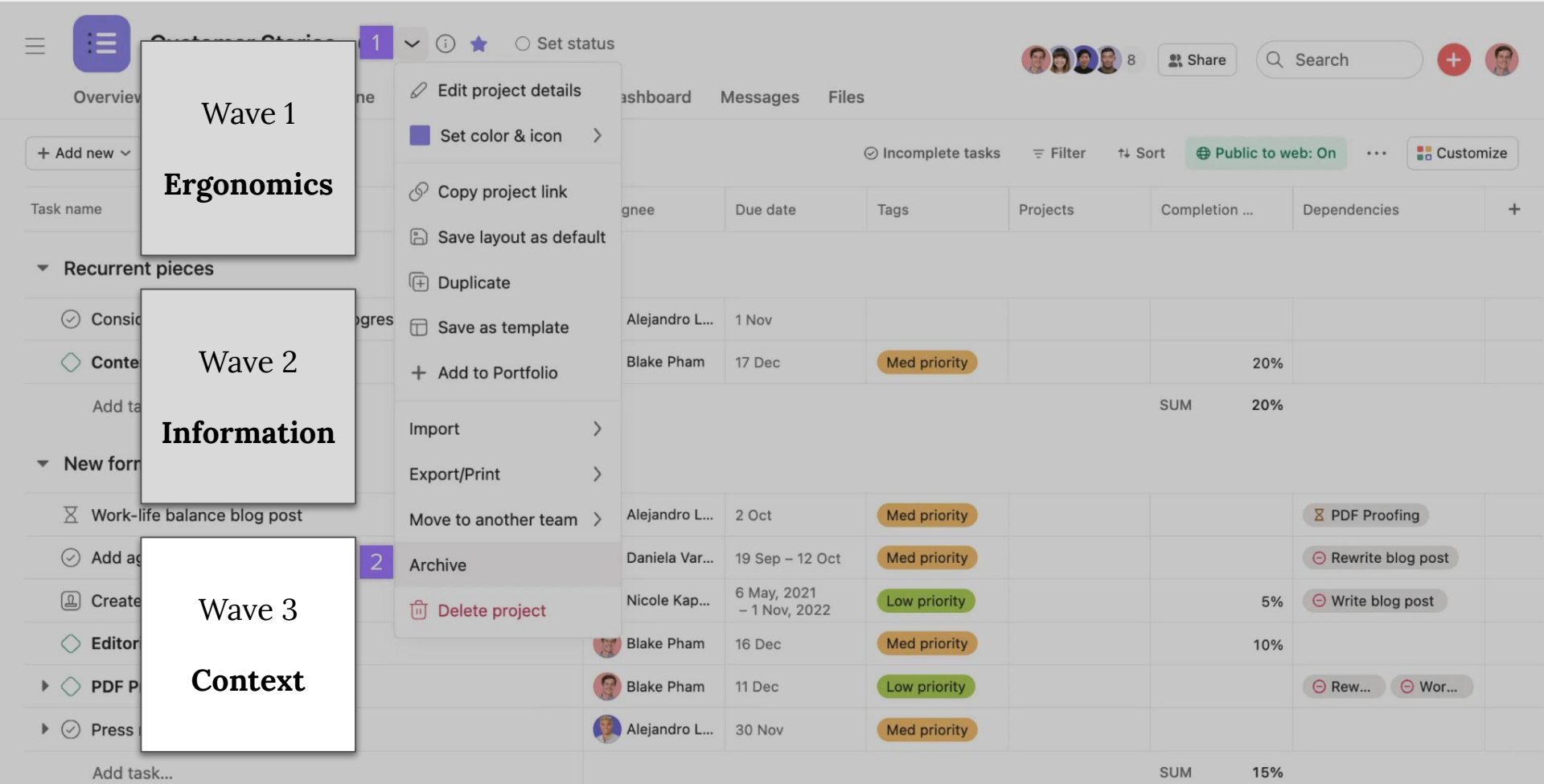

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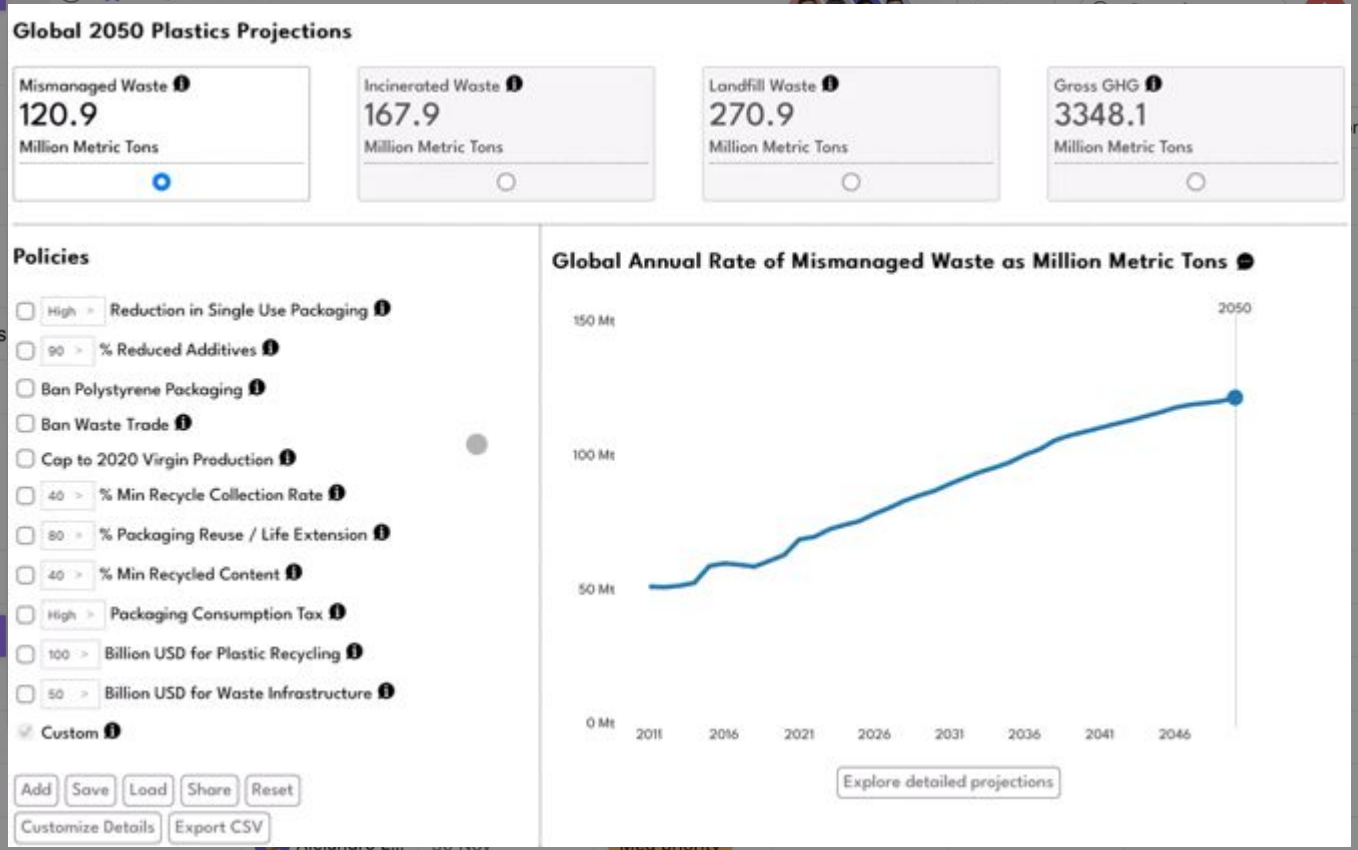

# Today

Audiences: interrogating our lenses.

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**> Something else: games and media for thought.**

# Media for thought

*What is the square which when taken with ten of its roots will give a sum total of thirty nine? Now the roots in the problem before us are ten. Therefore take five, which multiplied by itself gives twenty five, an amount you add to thirty nine to give sixty four. Having taken the square root of this which is eight, subtract from this half the roots, five leaving three. The number three represents one root of this square, which itself, of course is nine. Nine therefore gives the square.*

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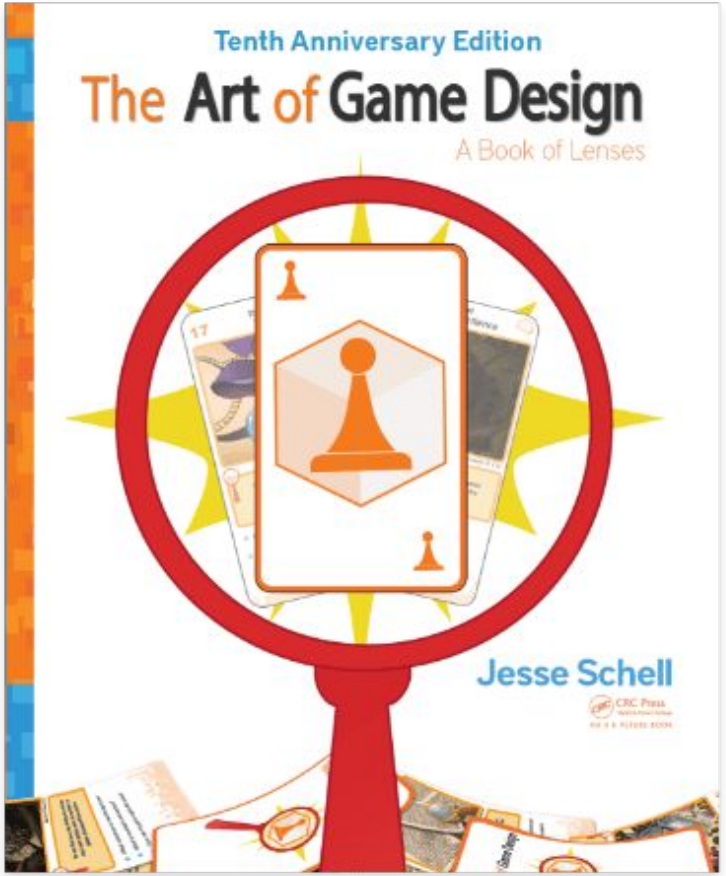
$$x^2 + 10x = 39$$

# Media for thought

# Games




Games as a co-created experience between the player and piece of technology / designer.

# Games

# Recap

**What is the user within data visualization?**

- A robot which interprets through a mechanical system.
- A conversation with a series of questions for which a series of learnings complete a task.
- An entity with thought interpreting the work through a series of personal and cultural lenses within a social system.
- A co-creator of meaning, using the work as a way to think new thoughts and create sometimes uniquely individual experiences.

# Recap

**What does this mean?**

- Make it clear how a data visualization should be used and fine tune the mechanisms through which a person “mechanically” interacts.
- Think about the flow of a user (user loops) and how we support a series of questions or tasks.
- Critically interrogate the context of this visualization and how it may interact with the graphic.
- Create spaces that can be activated by the user to see, feel, do, and think new things.

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