

“Free gigolo on 0422222460”: evaluating public SMS interactions

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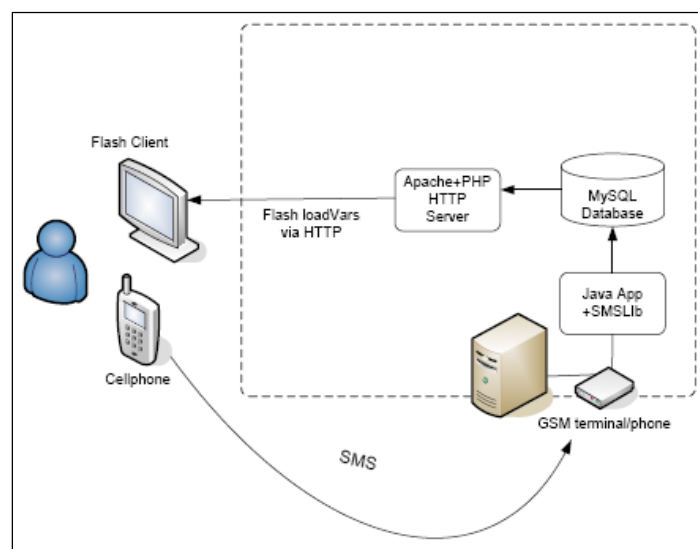
Evaluating public interactions

- **Privacy** –how do we protect individuals’ right to remain anonymous through the design and evaluation of the system?
- **Disruption** – how do we collect data concerning use when ‘traditional’ methods, such as observation may actually change people’s behavior?
- **Capture** – the environment in which people use such displays is diffuse with individuals distributed across time and space (even if they are collocated at all).
- **Viewpoints** – when using such displays individuals have a very particular experience which passes in a moment.
- **Surveillance** – this issue in draws on each of the previous four. There are ethical, methodological, practical, representational concerns with engaging in surveillance.

Additional concerns

- **Data quality** – how can we ensure the data we collect is of sufficient quality to make reliable judgments from?
- **Meaningfulness** – how can we make sense of indexical data without the context of use?
- **Analytic** – how can we analyse large data sets and present something ‘consumable’ by participants, designers etc.

Txt-2-DISplay



Txt-2-DISplay



Txt-2-DISplay

Text me at 0404236824

What did the information systems grad say to the software engineer? Would you like drier with that?
Is does look like an interesting course and sharon is very cheerful

Jim is the man!

Data

realismstbl-anon.txt

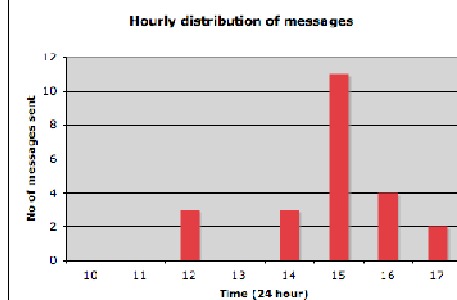
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ls does look like an interesting course and sharon is very cheerful! 115604600052 0 8/20/06 3:31 PM
Hey hey everyone u'lliam 115604515204E 0 8/20/06 3:33 PM
Ford is rocks 1156046215132 0 8/23/06 3:40 PM
Sharon's a man 1156045413511 1 8/23/06 3:43 PM

What did the information systems grad say to the software engineer? Would you like drier with that? 1156046115537 0 8/20/06
What did the information systems grad say to the software engineer? Would you like drier with that? 1156046393629 0 8/20/06
Albert will keep u guys warm at nite with his handgun. 1156046398951 3 8/20/06 3:59 PM
: : U no ping pong 1156047335187 0 8/20/06 4:15 PM
Talk 2 us @ "SSE" table... :-D 1156047240811 0 8/20/06 4:25 PM
Sharon is a clown 1156046338786 0 8/20/06 4:32 PM
Hey guy im standing behind you 1156044817514 0 8/20/06 4:55 PM
Right behind you 1156050715616 0 8/20/06 5:11 PM
Thank 4 all ur help 15 students. U did very well in the end. Gr8! And Sharon isnt THAT bad! Clive. 115605265363 0 8/20/06
Din is she man! 1156053812329 0 8/23/06 5:58 PM

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**'Raw'
extract**



**Temporal
view**

Themes

- Promotion (4)
Information Systems rocks!!.
- Greeting (4)
Hello everyone!
- Direct communication (5)
Sharon is a clown!
Hey guy im standing behind you
Right behind you

Themes

- Ridicule (2)
Sharons a man
- Jokes (2)
What did the information systems grad say to the software engineer? Would you like fries with that?
- Comments (2)
Is does look like an interesting course and sharon is very cheerful
- Digital grafitti
Free gigolo on 0422222460

What we got

- Frequency analysis
 - Potential insights concerning adoption
- Means of comparison
 - We could compare this with other deployments
- Insights concerning temporality
 - Rhythms of use and usage patterns
- Threads of exchange
 - Useful for ethnographic analysis
- Content and structure information
 - ‘Conversational’ vs broadcast

Other comments

- Fragments of data from documents (e.g. the program for the day)
 - Useful for confirming etc
- Sense of the importance of 'being there'
 - The log data, by itself, was influenced by our presence
- Interview/more formal observational data would have been useful

Design insights

- Need to support conversations?
 - e.g. threaded communication
- Need for identity representation?
 - e.g. icon for individuals
- Need to configure filtering mechanisms?
 - e.g. automated, community-based
- Need to support group activities?
 - e.g. group formation