



Sharing (and Discussing) the Moment Together: The Conversations that Occur Around Shared Mobile Media

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What are people sharing with each other in mobile messaging apps today?

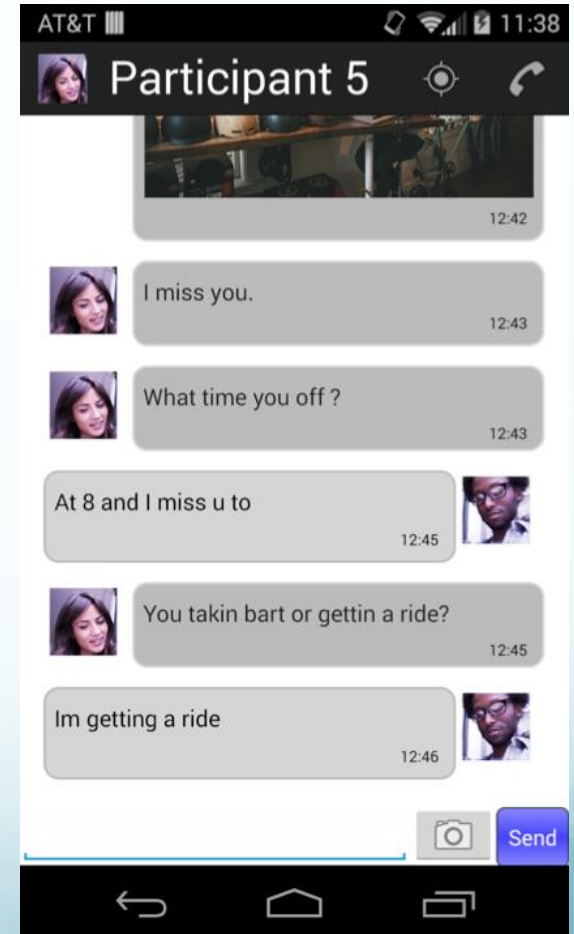


Background

- Vioda & Mayatte (2005)
 - Boundaries between texts and images are blurred.
- O'Hara et al. (2014)
 - “Spatio-temporal patterning through narrative actions”.
 - People’s relationships are enacted “through moment by moment acts of messaging and pausing.”

Study Design

- PairApp developed at Yahoo Labs
 - The PairApp was made to look as similar as possible to the default messaging app on mobile phones.
 - We got consent to gather participants' messages
 - Participants used it for 21 days
 - Voice diary every night on how they used the app that day
 - One 20 min interview at the beginning and the other one at the end of 21 days



Study Design

- Data Collection
 - 20 participants: diverse data set
 - 10 male and 10 female
 - 10 in San Francisco, 10 in Taiwan.
 - Age range: 18-52
 - Wide range of social- economic status
 - Each Participant invited at least one secondary participants to use the app.

Data Analysis

- Content analysis on conversation emerged around 109 mobile photos and links.
- Grounded theory based qualitative analysis on interview transcripts
- Affinity diagram and cross checked with all four authors

Four Themes

- Experiencing the moment together
- Providing context
- Filling in the visual details
- Information exchange



“Life does not begin here or end there, or connect a point origin with a final destination, but rather that it keeps on going, finding a way through the myriad of things that form, persist and break up in its currents. Life, in short, is a movement of opening, not closure.” -- Tim Ingold (2011)

Experiencing the Moment Together

Steve: Good evening are you home?

Girlfriend:



Girlfriend: Here is my first course of beverage. Cheers

Steve:



Girlfriend:



Girlfriend: With an optional cookie with your tea

Steve: Nice

Girlfriend:



Girlfriend: This is my next favorite. Where is yours? Cheers

Steve:



Girlfriend: YUM.

Girlfriend: Have a fun evening. My message should have said this is my next beverage. Looking forward to seeing you tomorrow and eating cantaloupe with you.

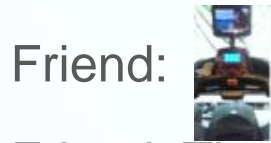
Filling in the Visual Details

- The media served as augmentation to the conversation

Friend: you need to present your photo ID to come in to the gym in Tianmu

Friend: The facilities are newer

Kevin: Show me some photos

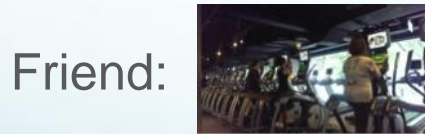


Friend: There are three floors

Kevin: What is this machine for

Friend: running

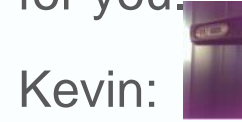
Kevin: So new!



Friend: All are new

Kevin: I'll go to that location next time to check them out

Friend: And the machine counts for you.

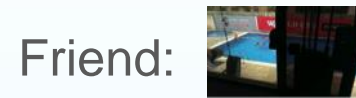


Friend:



Kevin: What do you mean by the machine counts for you?

Friend: you don't have to count for 15 times. The machine counts for you and there's time displayed.



Friend: People who are swimming have great figures

Kevin: Gosh! Wipe your camera!

Friend: There's a special layer on the glass!

Providing Background Context

- To help set a common ground for the conversational topic.

Susan: Where are you

Susan: Are you far from me

Husband:



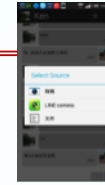
Susan: No wonder

Susan: Buy tofu for lunch

Information Exchange

- Conversational recipients can read the info directly in the chats

Kevin: Send me videos using this app



Kevin:



Kevin:

Friend: <http://www...> [link to video site omitted from paper]

Kevin: haha

Kevin: This is a website

Friend: Videos can be downloaded here

Kevin: What does it cost? Money? You always download them here?

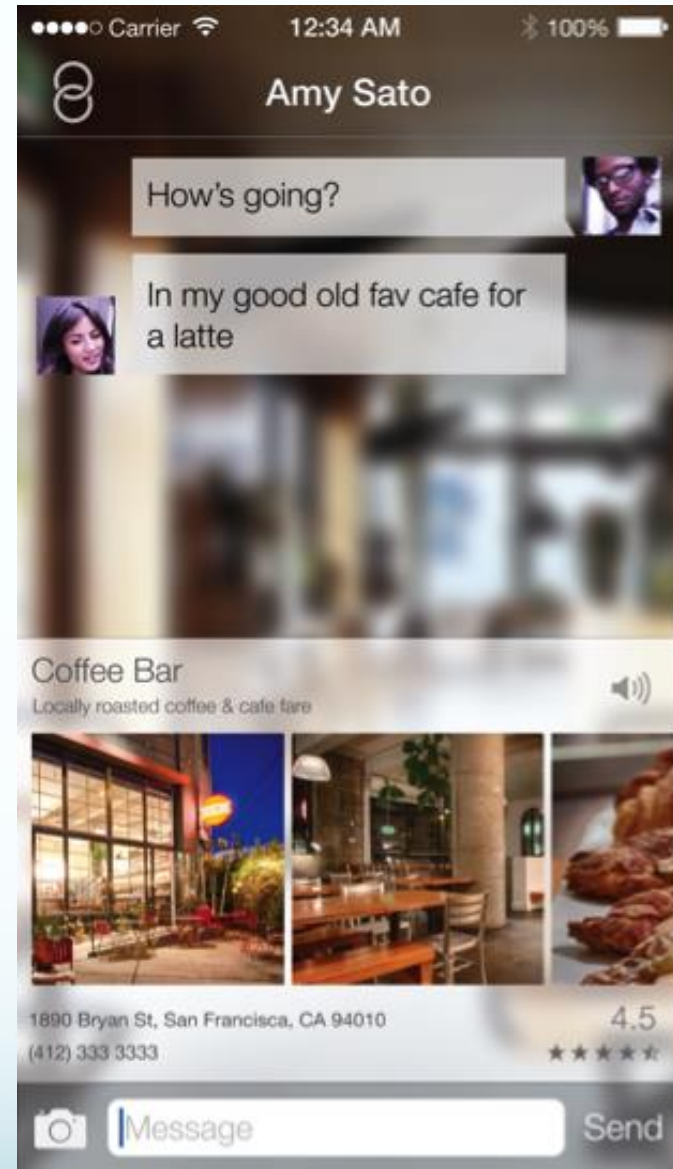
Friend: You don't need to pay for it.

Discussion

- Implications
 - Shared media and texts are interwoven as a whole narrative action.
 - Neither items are privileged.
- Inspired designs
 - Deep Immersion
 - Insert from local history

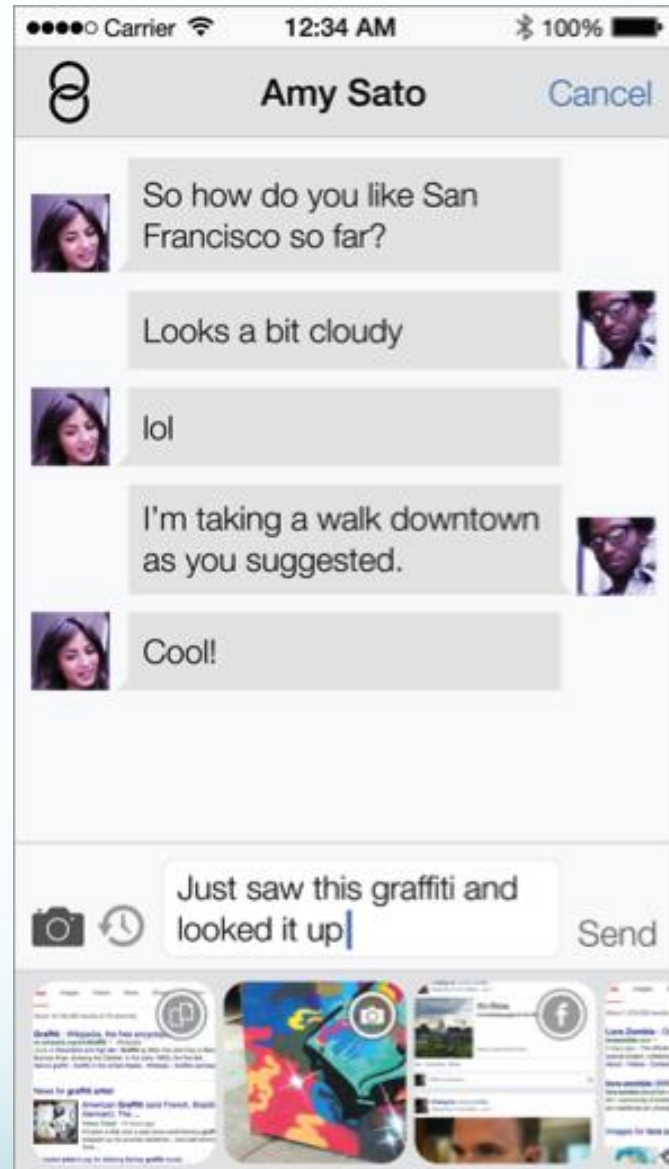
Deep Immersion

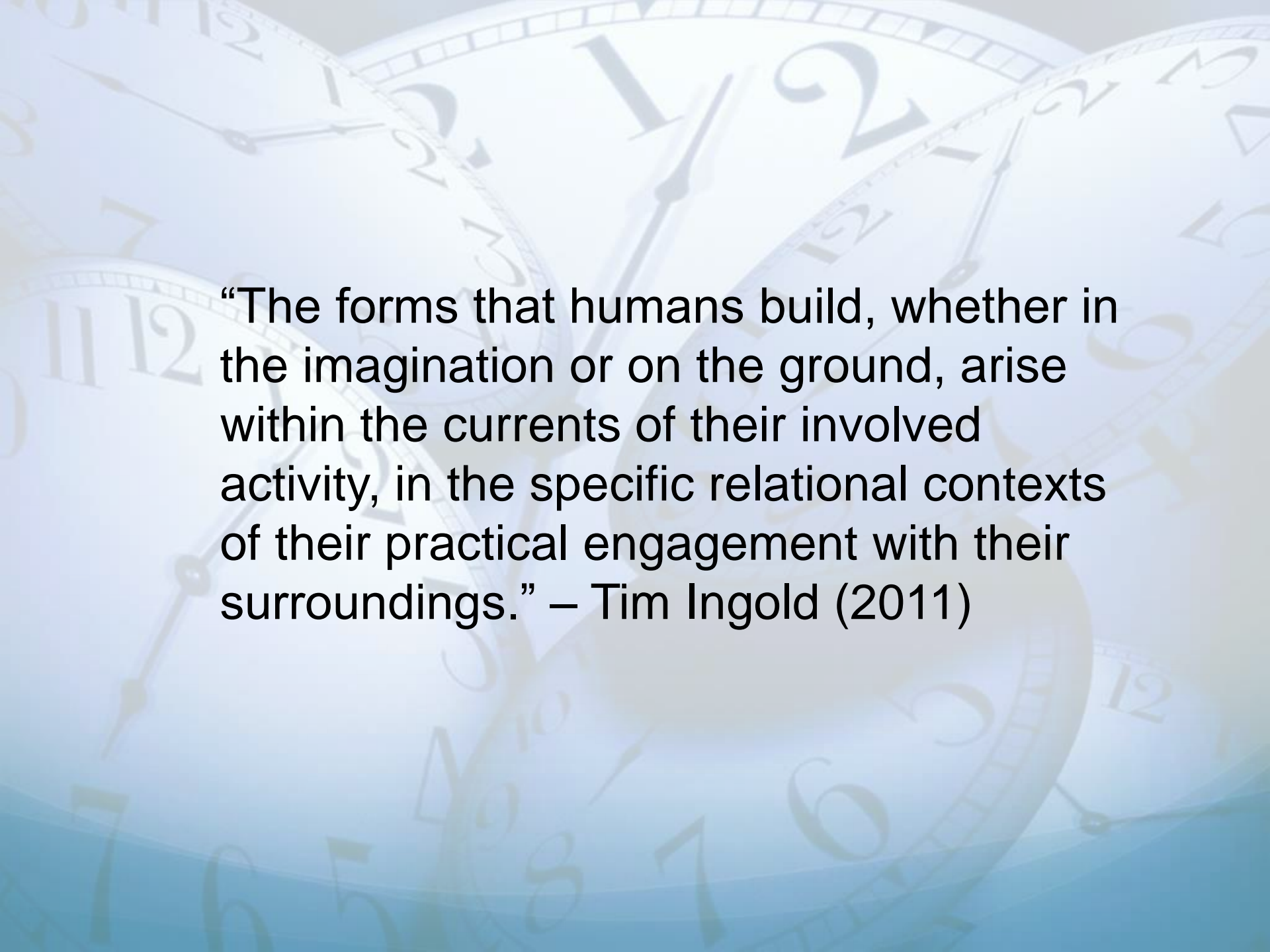
- Context suggestions generated for users



Insert From Local History

- Providing easy access to recent activities in the mobile phone





“The forms that humans build, whether in the imagination or on the ground, arise within the currents of their involved activity, in the specific relational contexts of their practical engagement with their surroundings.” – Tim Ingold (2011)

Thank you

- Co-Authors

Frank Bentley, Christian Holz, Cheng Xu.

- Participants and their friends