

frame analysis goffman

frame analysis goffman is a foundational concept in sociology and communication studies, introduced by Erving Goffman to explore how individuals understand and organize experiences. This concept, often referred to as frame analysis, examines the mental structures people use to interpret social interactions and events. Understanding frame analysis goffman is crucial for analyzing how meaning is constructed in everyday life, media, and various social contexts. This article delves into the origins, key components, and applications of Goffman's frame analysis, emphasizing its relevance in contemporary research. Additionally, it highlights how frame analysis helps decode the implicit frameworks that guide perception and behavior. The following sections will provide a detailed exploration of the theory, its methodological implications, and examples of its use in social science research.

- Origins and Theoretical Background of Frame Analysis Goffman
- Core Concepts and Components of Goffman's Frame Analysis
- Applications of Frame Analysis in Social Research
- Critiques and Limitations of Frame Analysis Goffman
- Contemporary Relevance and Extensions of Frame Analysis

Origins and Theoretical Background of Frame Analysis Goffman

Erving Goffman, a Canadian sociologist, introduced frame analysis in his 1974 work, aiming to unpack how individuals identify and organize experiences within social contexts. The theory emerged from Goffman's broader interest in the dramaturgical approach to social interaction, where life is viewed as a series of performances. Frame analysis builds on this by focusing on the cognitive structures—frames—that people use to make sense of what is happening around them. These frames act as interpretive schemas, shaping perception and guiding responses. Goffman's work was influenced by symbolic interactionism, emphasizing the subjective meanings constructed through social interaction.

Historical Context and Influences

The development of frame analysis was shaped by earlier sociological and

psychological theories about perception and meaning-making. Goffman drew on Gestalt psychology, which highlights how individuals perceive wholes rather than isolated parts, and on ethnomethodology, which studies the methods people use to create social order. Frame analysis was thus positioned as a bridge between micro-level interactionist perspectives and broader cultural understandings of meaning. This theoretical background provides the foundation for the systematic study of how frames operate in everyday life.

Definition of Frames According to Goffman

In Goffman's framework, frames are "schemata of interpretation" that enable individuals to locate, perceive, identify, and label occurrences within their environment. These frames help distinguish what is relevant from what is irrelevant in any given situation, allowing people to act appropriately. Frames are shared socially and culturally, making them powerful tools for communication and social organization. Recognizing the frame in use is essential for understanding social reality as constructed by individuals.

Core Concepts and Components of Goffman's Frame Analysis

Frame analysis Goffman revolves around several key concepts that explain how frames function in social life. Understanding these components is essential for grasping the full scope of the theory and its analytical utility. Goffman categorizes frames into primary frameworks and secondary frameworks, highlighting different levels of interpretation.

Primary Frameworks

Primary frameworks refer to the basic ways people organize experience into natural and social frameworks. Natural frameworks explain events as physical occurrences without human intention, such as natural disasters. Social frameworks, by contrast, interpret events as actions by agents with intentions and motives. This distinction is fundamental in framing how people perceive reality and attribute meaning.

Key Elements of Frame Analysis

Several elements are crucial in Goffman's frame analysis:

- **Frame Boundaries:** Define the limits of what is included or excluded in a particular frame.
- **Frame Functions:** Describe how frames guide perception, interpretation, and action.

- **Frame Alignment:** Refers to the process by which individuals or groups adopt or modify frames to achieve shared understanding.
- **Frame Shifts:** Changes in the dominant frame that alter the interpretation of an event or situation.

Framing Devices

Goffman also identifies specific devices that help individuals and groups construct and maintain frames, such as metaphors, exemplars, catchphrases, and visual images. These devices work to make frames more accessible and compelling, facilitating communication and social coordination.

Applications of Frame Analysis in Social Research

Frame analysis goffman has been widely adopted across various disciplines, including sociology, communication studies, political science, and media studies. The theory provides a valuable lens for examining how meaning is constructed and contested in social interactions and institutional contexts.

Media and Communication Studies

One of the most prominent applications of frame analysis is in media studies, where researchers analyze how news outlets and other media frame events to influence public perception. Frames shape the selection of facts, the emphasis on certain aspects of a story, and the overall narrative presented to audiences. Understanding these frames helps reveal biases and the power dynamics involved in information dissemination.

Social Movements and Political Discourse

Frame analysis is instrumental in studying social movements, as activists employ frames to mobilize support and define collective identities. Political actors also use framing strategies to shape public opinion and policy debates. By analyzing frames, scholars can uncover the rhetorical strategies that underlie political persuasion and social change efforts.

Everyday Social Interaction

Beyond institutional contexts, frame analysis goffman sheds light on everyday face-to-face interactions. It helps explain how people negotiate meanings,

manage impressions, and resolve misunderstandings by aligning or contesting frames during communication.

Critiques and Limitations of Frame Analysis

Goffman

Despite its widespread influence, frame analysis goffman has faced several critiques and limitations, which are important to consider for balanced understanding and application.

Ambiguity and Operational Challenges

One criticism is that Goffman's concept of frames can be somewhat vague and difficult to operationalize in empirical research. The abstract nature of frames poses challenges for clear measurement and consistent application across studies. Scholars often debate the precise boundaries and definitions of frames, which can affect reliability.

Overemphasis on Individual Cognition

Some argue that frame analysis focuses too heavily on individual or small group interpretations without fully accounting for broader structural forces such as power, ideology, and institutional constraints. This can limit its explanatory power in understanding systemic social phenomena.

Neglect of Emotional and Affective Dimensions

Critics also highlight that Goffman's approach tends to emphasize cognitive processes over emotional and affective aspects of framing. Emotions can play a crucial role in how frames are adopted and sustained, a dimension less developed in the original theory.

Contemporary Relevance and Extensions of Frame Analysis

Frame analysis goffman continues to be a vital tool in contemporary social science, with ongoing developments that address its limitations and expand its scope.

Integration with Cognitive and Social Psychology

Recent scholarship has integrated frame analysis with cognitive and social psychology to better understand the mental processes involved in framing. This interdisciplinary approach enhances the theoretical robustness and empirical applicability of frame analysis.

Digital Media and Online Frames

The rise of digital media has opened new avenues for applying frame analysis, particularly in studying how online platforms and social networks frame information. This includes analyzing meme culture, hashtag activism, and the rapid diffusion of frames in virtual environments.

Critical and Power-Oriented Frame Analysis

Contemporary researchers often incorporate critical theory perspectives to emphasize the role of power and ideology in framing processes. This critical framing approach examines how dominant frames maintain social inequalities and how counter-frames challenge hegemonic narratives.

Practical Applications

Frame analysis is increasingly used in practical fields such as conflict resolution, marketing, and organizational communication to improve understanding and management of social interactions and messaging strategies.

1. Understanding the origins and theoretical background of Goffman's frame analysis is fundamental for appreciating its contributions to social theory.
2. Core concepts like primary frameworks and framing devices provide tools for dissecting how meaning is constructed.
3. Applications across media, politics, and everyday life demonstrate the theory's broad relevance.
4. Addressing critiques helps refine the use and development of frame analysis in research.
5. Contemporary extensions showcase its adaptability to new social and technological contexts.

Frequently Asked Questions

What is frame analysis according to Erving Goffman?

Frame analysis, according to Erving Goffman, is a sociological approach that studies how individuals perceive and organize experiences by using mental frameworks or 'frames' to make sense of social situations.

How does Goffman define a 'frame' in his analysis?

Goffman defines a 'frame' as a basic cognitive structure that people rely on to understand and interpret events, guiding their perception and action within social interactions.

What are the key components of frame analysis in Goffman's work?

Key components include primary frameworks (natural and social), frame alignment, frame transformation, and the concept of frame disputes, which explain how people construct and negotiate meaning.

How is frame analysis used to understand social interactions?

Frame analysis helps to reveal how individuals and groups construct meaning during interactions by identifying the underlying frames that shape their perceptions, behaviors, and communication.

What is the difference between natural and social frameworks in Goffman's frame analysis?

Natural frameworks explain events as physical occurrences without human intention, while social frameworks interpret events as actions by agents with motives and purposes.

How does frame analysis relate to impression management?

Frame analysis complements impression management by showing how individuals use frames to present themselves in certain ways and interpret others' behavior during social encounters.

Can frame analysis be applied to media studies? If so, how?

Yes, frame analysis is widely applied in media studies to examine how news

and media shape public perception by framing issues, events, and narratives in particular ways.

What is the significance of frame disputes in Goffman's frame analysis?

Frame disputes occur when participants in a social interaction disagree on the definition or interpretation of a situation, highlighting conflicts in meaning-making processes.

Additional Resources

1. *Frame Analysis: An Essay on the Organization of Experience* by Erving Goffman

This foundational book by Erving Goffman introduces the concept of frame analysis, exploring how individuals identify and understand social situations through interpretive frameworks. Goffman discusses how people organize their experiences and make sense of what is happening around them by using "frames" that structure perception. The work has been influential in sociology, communication studies, and psychology for its insights into social interaction and meaning-making.

2. *Framing: Toward Clarification of a Fractured Paradigm* by Robert M. Entman
Entman's book delves into the theory of framing in communication, expanding on Goffman's original ideas. It clarifies the concept by distinguishing framing from related constructs and discussing its role in media and political communication. The text is essential for understanding how frames influence public perception and discourse.

3. *Media Frames and Political Communication: A Comparative Perspective* edited by Frank Esser and Jesper Strömbäck

This edited volume examines the application of frame analysis in media and political communication across different countries. It builds on Goffman's framework to analyze how media frames shape political realities and influence public opinion. The chapters offer empirical studies and theoretical insights, making it valuable for scholars interested in media effects.

4. *Social Frames and Cultural Contexts: An Interdisciplinary Perspective* by Elizabeth J. Perry

Perry's work explores the intersection of social frames with cultural contexts, emphasizing how frames are embedded within and influenced by cultural norms and values. The book extends Goffman's ideas by incorporating perspectives from anthropology and cultural studies. It provides a comprehensive look at how framing operates in diverse societies.

5. *Identity and Interaction: The Role of Frames in Social Life* by Margaret Wetherell

This book investigates the connection between identity formation and frame analysis in social interactions. Wetherell employs Goffman's concepts to

analyze how individuals negotiate meaning and self-presentation within various frames. The text is particularly useful for understanding the dynamics of identity in everyday communication.

6. *Framing the Social: Critical Perspectives on Goffman's Approach* edited by David R. Heise

This collection of essays critically engages with Goffman's frame analysis, exploring its strengths and limitations. Contributors offer theoretical critiques and propose new directions for research in frame analysis. The volume is ideal for readers seeking a deeper and more critical understanding of Goffman's legacy.

7. *Frames, Boundaries, and Negotiations: Studies in Interaction and Social Structure* by Jeffrey C. Alexander

Alexander's book builds on frame theory to analyze social structures and interactions. It discusses how frames create boundaries that influence social behavior and negotiation processes. The text integrates Goffman's ideas with broader sociological theories, providing a comprehensive approach to frame analysis.

8. *Framing Gender: Media Representations and Social Reality* by Karen Ross
Ross applies frame analysis to the study of gender representation in the media. Using Goffman's framework, she examines how media frames construct and perpetuate gender norms and stereotypes. The book highlights the role of framing in shaping societal understandings of gender.

9. *Negotiating Reality: The Social Construction of Frames in Interaction* by Charles Goodwin

Goodwin's book focuses on the micro-level processes through which frames are constructed and negotiated in social interaction. Drawing on Goffman's work, it emphasizes the dynamic and negotiated nature of framing in everyday communication. This text is particularly relevant for researchers interested in discourse analysis and conversation studies.

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frame analysis goffman: Frame Analysis Erving Goffman, 1974 Erving Goffman will influence the thinking and perceptions of generations to come. In *Frame Analysis*, the brilliant theorist writes about the ways in which people determine their answers to the questions What is going on here? and Under what circumstances do we think things are real?

frame analysis goffman: Frame Analysis Erving Goffman, 1974

frame analysis goffman: **Frame analysis** Erving Goffman, 1976

frame analysis goffman: *Framing Social Interaction* Anders Persson, 2018-07-20 The Open Access version of this book, available at <http://www.taylorfrancis.com/books/e/9781315582931>, has been made available under a Creative Commons Attribution-NonCommercial-No Derivatives 4.0 license. This book is about Erving Goffman's frame analysis as it, on the one hand, was presented in his 1974 book *Frame Analysis* and, on the other, was actually conducted in a number of preceding substantial analyses of different aspects of social interaction such as face-work, impression management, fun in games, behavior in public places and stigmatization. There was, in other words, a frame analytic continuity in Goffman's work. In an article published after his death in 1982, Goffman also maintained that he throughout his career had been studying the same object: the interaction order. In this book, the author states that Goffman also applied an overarching perspective on social interaction: the dynamic relation between ritualization, vulnerability and working consensus. However, there were also cracks in Goffman's work and one is shown here with reference to the leading question in *Frame Analysis* – what is it that's going on here? While framed on a microsocial level, that question ties in with the interaction order and frame analysis as a method. If, however, it is framed on a societal level, it mirrors metareflective and metasocial manifestations of changes and unrest in the interaction order that, in some ways, herald the emphasis on contingency, uncertainty and risk in later sociology. Through analyses of social media as a possible new interaction order – where frame disputes are frequent – and of interactional power, the applicability of Goffman's frame analysis is illustrated. As such, this book will appeal to scholars and students of social theory, classical sociology and social interaction.

frame analysis goffman: 'Bomb talk' and Erving Goffman's frame analysis Michael R. Hill, **frame analysis goffman: Frame Analysis, Critical Theory, and English Language Teaching** Robert J. Lowe, 2025-08-18 In this book, Robert J. Lowe introduces frame analysis, a qualitative research approach grounded in the critical theory of the early Frankfurt School and framing in the social sciences. Lowe sets out the principles of the frame analysis approach and provides a guide to conducting this kind of research in practice. Focused on identifying and challenging ideology through immanent critique, Lowe presents a methodological guide and research report. He begins by explaining early critical theory and the frame analysis approach, followed by a detailed example of its application. This example illustrates the key stages: identifying participants' ideological presuppositions through their “master framing,” questioning the internal logic of this framing, and presenting contradictions to participants. Finally, the researcher observes reactions and documents emerging counter-framing, marking the first signs of resistance to dominant ideology. By applying this approach to issues in English language teaching, the book questions some of the ways in which the rhetoric of pluralism and diversity around English as an international language may stand at odds with the realities of a world in which some varieties of the language have more prestige than others. Through the frame analysis approach, the author suggests that researchers can play a role in empowering language learners and users to advocate for a world in which they can take true ownership of the language. Key reading for all qualitative researchers and advanced students in applied linguistics, sociolinguistics, ELT/TESOL and linguistic anthropology.

frame analysis goffman: Erving Goffman's Frame Analysis in Relation to Modern Micro-sociological Paradigms Jef Verhoeven, 1982

frame analysis goffman: Goffman's Legacy A. Javier Treviño, 2003 Erving Goffman (1922-82) was arguably one of the most influential American sociologists of the twentieth century. A keen observer of the interaction order of everyday life, Goffman's books, which have sold in the hundreds of thousands, continue to be widely read and his concepts have permanently entered the sociology lexicon. This volume consists of ten original essays, all written by prominent Goffman scholars, that critically assess Goffman's many contributions to various areas of study, including functionalism, social psychology, ethnomethodology, and feminist theory.

frame analysis goffman: Framing and Perspectivising in Discourse Titus Ensink, Christoph Sauer, 2003 In discourse, verbal messages are framed speakers offer cues on the basis of which

hearers are able to anchor the verbal message to the context. Furthermore, speakers cannot contribute to the discourse without at the same time showing their view on the subject matter of the discourse: the content of a discourse is necessarily displayed from a certain perspective. Both the framing and perspectivising of verbal messages are not static, but subject to possible changes during the development of the discourse. Both concepts function at the intersection of a psychological-cognitive and a social-functional approach to discourse. In this volume, eight contributions are brought together which offer theoretical tools for describing and explaining framing and perspectivising devices in the production and comprehension of discourse, and apply them to the analysis of several types of discourse such as political satire, letters-to-the-editor, everyday narrations and newspaper reports.

frame analysis goffman: Experiencing Identity Ian Craib, 1998-07-28 'I recommend this book to all readers interested in thinking about the self; I am sure that anyone who reads it will come away with some new ideas' - Therapeutic Communities This critical and comprehensive examination of the relation of theory and identity discusses definitions of identity in classical social theory, modern social theory and psychoanalysis. The introduction is a critique of existing sociological accounts of identity, arguing that these are incurably cognitive, treating the people that they study as incapable of experiencing an internal life or internal space. The book then considers the implications of this in social theory and human practice.

frame analysis goffman: The Fine Line Eviatar Zerubavel, 1993-10 Eviatar Zerubavel argues that most of the distinctions we make in our daily lives and in our culture are social constructs. He questions the notion that a clear line can be drawn to separate one time or object or concept from another, and presents witty and provocative counterexamples in defense of ambiguity and anomaly.

frame analysis goffman: Narrative Analysis Martin Cortazzi, 2014-04-23 An important recent development in the study of teaching is the use of narrative analysis to study teachers' lives, their work and anecdotes exchanged in the staffroom.; This book critically examines current approaches to the study of teachers' narratives and argues that, for narrative research to be effective, we need to see narrative in a multi- disciplinary perspective. The book examines models of narrative analysis currently proposed in linguistics, sociology, psychology, anthropology and literature and applies insights from these disciplines to the study of teachers' narratives. The author proposes an alternative approach to studying narratives which is then applied to original data, demonstrating how narrative analysis can be used to study primary teachers' perceptions of their work. It is suggested that narrative analysis could be used to study the perceptions or culture of any professional group.

frame analysis goffman: Encyclopedia of Case Study Research Albert J. Mills, Gabrielle Durepos, Elden Wiebe, 2010 This is the authoritative reference work in the field. An interdisciplinary set, it investigates the extensive history, design and methods of case study research.

frame analysis goffman: The Tradition of the Chicago School of Sociology Luigi Tomasi, 2019-10-16 The value of the book lies in its reassessment of the distinctive features of the Chicago School, of its contributions in the theoretical and methodological fields and of its influence on the growth of sociology throughout the world and in America in particular. The book pays particularly close attention to the eclectic nature of the research methods used by the Chicago sociologists as they sought to integrate subjective and objective aspects of human life. It demonstrates that this eclecticism formed an integral part of their theories but also emphasises that empirical observation, too, was important, although not as an end in itself. While, for example, they were working on the concepts of organization, marginality and interaction, they did not consider these as ends in themselves but as additions to the development of a more general theoretical approach. Often in the past, and wrongly, Chicago's theoretical contribution has been restricted to the urban sector. The book clearly and unequivocally reveals how the tendency to see the Chicago School as a 'theoretical' is the result of misinterpretation and of a failure to realize that, for the sociologists of the period, understanding the social dynamics of the city of Chicago was tantamount to interpreting the central tendencies of modern society itself. The book analyzes how empirical observation was important but

not an end in itself. The Chicago School developed a profusion of sociological theories in many areas of inquiry and never opted for any one particular approach. The various essays in the book also make it clear that the School decisively contributed to the development of qualitative and quantitative techniques.

frame analysis goffman: Communicating and Organizing in Context Beth Bonniwell Haslett, 2013-06-17 Communicating and Organizing in Context integrates Giddens' structuration theory with Goffman's interaction order and develops a new theoretical base—the theory of structurational interaction—for the analysis of communicating and organizing. Both theorists emphasize tacit knowledge, social routines, context, social practices, materiality, frames, agency, and view communication as constitutive of social life and of organizing. Thus their integration in structurational interaction provides a coherent, communication-centric approach to analyzing communicating, organizing and their interrelationships. This book will be a valuable resource for students and scholars as an orientation to the field of organizational communication and as an integration of organizing and communicating. It will also be useful for practitioners as a tool for understanding how conceptual frames limit possibilities and constitute the nature of organizing and members' participation in organizations.

frame analysis goffman: On the Threshold of Knowing Lucia Rainer, 2017-04-15 In this in-depth analysis of artistic and academic lectures and performances, Lucia Rainer features an innovative conceptual and methodological tool that augments Goffman's Frame Analysis with a praxeological perspective. This way, she gives profound insight into how knowledge – as a practice and a concept – is associated with clarity rather than truth. Based on four case studies – including John Cage's unpublished and unabridged audio recording of Lecture on Nothing – the study explores how the concept of lecture performances, which adheres to two frames that never entirely blend, provides a space to (re-)negotiate the artistic-academic relationship.

frame analysis goffman: Feminist Narratives and the Sociology of Religion Nancy Nason-Clark, Mary Jo Neitz, 2001 In 14 essays, US and Canadian sociologists of religion cultivate the growing gender and feminist consciousness in their profession, and challenge established scholars and graduate students to be cognizant of it. They combine biography and scholarly pursuits, academic rigor and personal passion. There is no index. c. Book News Inc.

frame analysis goffman: Symbolic Interaction Larry T. Reynolds, Nancy J. Herman, 1994-01-01 This reader shows the rich history and wide contemporary application of symbolic interaction theory.

frame analysis goffman: Design and Digital Interaction Doctor Gjoko Muratovski, Craig Vogel, 2019-05-22 Just as the term design has been going through change, growth and expansion of meaning, and interpretation in practice and education – the same can be said for design research. The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate. Based on the proceedings from the IASDR 2017 Conference, Re:Research is an edited collection that showcases a curated selection of 83 papers – just over half of the works presented at the conference. With topics ranging from the introduction of design in the primary education sector to designing information for Artificial Intelligence systems, this book collection demonstrates the diverse perspectives of design and design research. Divided into seven thematic volumes, this collection maps out where the field of design research is now. From Software Engineering to Information Design • Yvette Shen Most academic methodologies are developed from a prescribed methodological process that is limited to a specific area of study. However, the disciplinary landscape in which the knowledge is established is being rapidly reconfigured. Given the vast varieties of practices and knowledge base required from information designers, it is even more crucial for them to look outside of the traditional visual design fields and seek diversities for better research and creation methods. The two disciplines, software engineering and information design, are often perceived as one provides technical solutions to the other. This essay intends to move beyond the common perception, and identify relevant issues in software engineering design that resonate with the information design process. The issues include the multi-component planning

approach; the human-oriented agile method; design concepts such as abstraction, decomposition, component modularity, hierarchical relationship and extensibility. The perspectives from software engineering design and information design is examined through units of analysis, terminology explanations and forms of communications. The collective design methods and principles provide a systematic framework to the methodological thinking in information design. The discussion serves the purpose of encouraging more conceptual-based conversations between information design and other disciplines, especially in the fields of science and technology.

Designing Information for Artificial Intelligence: Path Recommendation and User Acceptance in a Virtual Space • Jong Myoung Lee, Kyung Hoon Hyun In this study, the authors propose two information layout strategies (informative layout and decisive layout) that influence the user acceptance rate on recommended information. The informative layout is the degree of descriptions in the recommendation process. The decisive layout is the degree of choices in recommendations. Thus, the objective of the paper is to discover how users' acceptance of a recommendation changes when the recommendation is displayed in different degrees of informative and decisive layouts. To this end, we have conducted the following tasks: (1) sophisticated software was created with JavaScript to conduct experiments with users online; (2) experiment subjects (N=247) with various education and demographic levels were recruited; (3) user acceptance rate depending on the information layout strategy was collected; (4) the relationships between information layout strategy and user acceptance of the recommended information were computationally analyzed. The results of the study indicate that the information layout strategy proposed in this research significantly influences user acceptance of the recommended information. Also, this research identified effective combinations of informative and decisive layouts to maximize the user acceptance.

The Research on Design Framework for Citizen Science • Zhiyong Fu, Jia Lin, Lu Wang Citizen science is a process in which ordinary citizens contribute to scientific research. How to create citizen science design framework to achieve better awareness, initiative and action is our research focus. This paper will explore citizen science design in the context of smart city, on the basis of activity theory and by means of digital social innovation. "Smart City" concept provides new elements including social communication, collaborative design and innovative community to citizen science. With the rapid development of science and information and communication technologies (ICTs) and with the arrival of Web 2.0, social innovation is endowed with digital factors so as to be evolved to digital social innovation (DSI) which gives various design perspectives on citizen science and also plays an important part in establishing citizen science evaluation model. In this paper, a citizen science design framework consisting of citizen science content model, design model and evaluation model is proposed by discussing related theories, models and citizen science cases. It acts as not only design lead to inspire two citizen science case practices, but also an evaluation term in the view of citizen science. The framework and models developed in this research will hopefully be leveraged and refined to support citizen science design in the future.

Finding the Expectations of Smart Home and Designing the Meaningful Technology for Delivering Customers' Satisfaction • Yaliang Chuang, Lin-Lin Chen, Yu-Shan Athena Chen Smart home is becoming a focus in both literature and product development practices. The current study employed a human-centered design approach to understand users' desires and expectations from their living context. Six critical themes were developed via in-deep interviews, field observations and data analysis. They are housed as a supportive friend, atmosphere generator, theme songs for every moment, coordinator and reminder, life memory collector and routine builder for young generations. Those concepts were partially integrated to define the value proposition for the target user group of parents with young children. This guides the design ideation and video prototyping to illustrate the user experiences. Through a focus group discussion, the design concepts were validated with six potential customers. The results also show that the design concept has the potential to motivate children's behaviors, help to build their routine, and has the flexibility to fulfill different needs toward the changes of the family's life cycle.

Using Frame Analysis to Organize Designers' Experience on the Cloud • Julija Naskova This paper demonstrates how Goffman's frame analysis is applied in a research on designers' experience with Cloud-based digital tools. At the base of

Goffman's structure is the "primary frame" – in this case designers' experience with computer-based digital tools. These tools' transition to the Cloud initiated by business are called "fabrications." Goffman's "structural issues in fabrication" such as "retransformations" and the "nature of recontainment" are also discussed through contemporary examples. These fabrications are used or "keyed" by "active agents" from various design fields. The data collected showed different levels of understanding of Cloud technology and the application of various tools in everyday design practices. Thus, the interviewees were clustered into three groups – designers, developers and artists. Their experiences form the creative, technology and experimental frame derived from keying of the primary frame. Design researchers can selectively borrow elements from frame analysis' complex structure to build an effective user experience narrative.

(Un)intended Value Implications of Graphical Representations of Data • Milena Radzikowska, Stan Ruecker The design of meaningful graphical objects to represent collection items must balance the following: amount of useful information that can be communicated through the object's graphical form, meaningful graphical difference between individual items or groups of items, and restraint in form complexity to allow for the simultaneous display of numerous collection items at a small size. How the user interprets difference and sameness and, more importantly, whether the user attaches hierarchical value to the emergent categories, may play a significant role in determining whether that user focuses attention on one set of data over another, on one set of processes over another, and ultimately, on one set of tasks over another. This paper examines the significant consequences for the understanding of the user resulting from representation of data, files and other objects in a human-computer interface (HCI), and proposes that new approaches may be indicated, given the growing complexity of what is being represented and how what is represented can be used.

Mapping Communication Design through the Web • Giulia De Rossi, Paolo Ciuccarelli Design is by nature an interdisciplinary, dynamic and fluid discipline. To define what design is has proved to be a very difficult – if not impossible and meaningless – exercise, making also the understanding of the evolution of both the design discipline and practice a complex challenge. A rapidly changing technological landscape increases the breadth of design both in geographical terms and by extending to new domains, merging with different and new disciplines. Communication Design especially, being closer to the information and the media spheres, is the most sensitive and receptive design area. Communication Design finds online a fertile ground for its growth and developments, thus the online environment and the Web especially can be explored, dug and mapped as mirrors of that evolution. The aim of our research is to map through the Web the complexity of the intersections between design as a discipline and design as a field of practice. Our exploration and representation of the online design territory covered four online environments: Behance, Wikipedia, Google and the websites of the top 100 design universities. The study has been conducted by using digital, statistical and visualization methods. This exploration seeks neither to confirm theories nor predict the future, rather, it wants to make explicit and observable what Communication Design has become today. It aims to screenshot the state of the art, the emerging paths, in order to understand where and how it is going to develop. The attempt is to make design as a complex phenomenon visible, through the construction of a set of maps and representations for professors, students and associations. These representations are tools to trigger reflections on the discipline and the profession, bringing a contribution to the experimental research in this field.

A Content Analysis of Wired Magazine and Self-Tracking Devices • Serefraz Akyaman Living in a modern society is becoming more complex, so in order to keep up with, a person should accomplish various kinds of task at once. Daily life requirements, obligations and the capacity of human memory lead us to collect and control our behaviors, bodies and lives through self-tracking devices. Aim of this paper analysis of emerging digitalized self-tracking trend through content analysis of Wired Magazine. Wired Magazine, both in printed and online, monthly, publish technology-related articles how emerging technologies affect culture, the economy and politics. It reaches more than 30 million people each month through wired.com, digital edition. Since the term "quantified self" emerged for the first time in Wired Magazine, for this reason Wired Magazine is one of the most important sources to be used for

content analysis. This present study carries out a content analysis of all the issues until December 2016 through “self-tracking” and two other related terms: “quantified self” and “lifelogging.” The usage period and popularity of these terms and, the relation network with the main topics and the subtopics are examined. As a result, it is possible to define Wired Magazine as a medium in which industry-academia and users come together and, feed each other reciprocally. Wired Magazine has contributed significantly and continues to contribute to the development of the digitalized self-tracking trend in terms of its content.

Interaction Design and Use Innovation for Interactive Products • Geehyuck Jeong, James Self Product use innovation is a means to facilitate the design-driven innovation approach. We explore how the mode-of-use concept may apply to state-of-the-art product interactions to enhance user experience and provide opportunities for design-driven innovation within the interactive product space. To achieve this we apply taxonomy of interactions to classify interaction styles as along the two dimensions explanatory or exploratory and discrete or composite. Adopting the research through design approach two interactive mood lamps were developed and expressed as high-fidelity prototypes. These were then used as stimuli to evaluate the influence of interaction style on product experience. Results indicated the touch-free magic interaction style, an interaction providing explorative and composite modes of interaction, was initially considered more innovative in terms of use. However, participants also expressed negative emotions related to dissatisfaction and embarrassment toward the touch-free magic interaction due to an inability to intuitively understand the use functions. Implications for the application of use innovation within the interactive product context are finally discussed.

Study of the Implementability of Tactile Feedback While Operating Touch Panel Device: From Two Directions of Efficacy and Feasibility • Jien Wakasugi, Masayoshi Kubo In a few years, the number of apparatuses with touch panel displays like smartphones will increase. People who are visually impaired, hearing impaired and disabled can use tactile feedback for receiving incoming communications. However, opportunities for tactile feedback applications are limited. Our hypotheses follow: as there are haptics patterns suitable for use cases, we will design haptics samples of tactile feedback and inspect their effectiveness. This study focuses on haptics patterns showing a relationship between the user’s impression and various use situations. Previous studies have been insufficient, so our target subjects inspected a limited number of objects. This study consists of two inspections: • We collected various haptics patterns that users had defined and analyzed the first inspection. For the next inspection, we manufactured a smartphone prototype. We matched the impression of eight haptics patterns types that we got from the subjects in the first analysis with different situations and tested various replies. Tests were repeated and recorded for various situations. As different haptics vibrations were added to e-mails, we inspected whether subjects could distinguish a difference in their meanings. Thus, we added different haptics patterns that corresponded to various situations. We concluded the hypothesis was effective for subjects. We could inspect the hypotheses in relation to subjects’ impressions of the haptics pattern. • Additionally, we obtained different results between elders and youths. Consequently, we suggested design guidelines for the new tactile feedback of the smartphone application. We suspect that haptics will be possible for a variety of interactive designs.

Sensory Reflection toward Product Design Ideation • Pratiksha Prabhakar, Heekyoung Jung, Vittoria Daiello As humans’ information processing abilities, have become more and more disconnected from their senses due to an increasing quantity of abstract information, so have design processes. There is a demand for designers to include human sensation as part of engaging product forms and experiences. This qualitative case study explores the role of senses and their potential use in design ideation. A literature review of related theoretical and pragmatic perspectives and a survey of 15–20 product examples that provide unique sensory experiences are analyzed and sorted through four sensory design strategies: Sensory Augmentation, Conversion, Transition and Isolation. Using the four strategies as core concepts, a Sensory Reflective Framework with a mindful focus on sensory appreciation and translation is proposed to support designers’ ideation in creating unique product forms and experiences. The paper reports the process and findings of a sensory ideation workshop

which was conducted based on the framework, and further discusses the development and implications of the framework in supporting designers' sensory ideation.

frame analysis goffman: *Online Gaming* Garry Crawford, 2011-08-04 This title provides an accessible introduction to the study of digital gaming, and is the first book to explicitly and comprehensively address how digital games are experienced and engaged with in the everyday lives, social networks and consumer patterns of gamers.

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