

Designing migrants video storytelling
Graduation Project
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Chapter 1: Introduction

Mediamatic as a company and foundation which center around design and culture sees Migrant video storytelling as a way to enhance people appreciation to distinctive cultural backgrounds especially in heterogeneous society as in the city of Amsterdam and in general The Netherlands. Mediamatic initially foresee the activity of generating and sharing video story could be implemented as part of its events and later shared in specific social network sites. The Migrant video storytelling will be generated by the user himself by means of human-product interaction. This is concurrent to the emerging User Generated Content (UGC) trend rapidly redefining the possibility of social network in internet.

This assumed Do-it-yourself characteristic in stories generation could be seen to improve the authenticity of the story itself, especially about certain immigrant communities since it will generate through first-hand account video stories. This assumption could be related to contrast comparison of 'counter storytelling' to one sided dominant narrative circulated thorough out the society which sometimes thought to be one sided, in the discussion of Critical Race Theory (Delgado, 1989).

In this study telling story in video medium is considered to facilitate more room for creativities and emotional values, creative self made videos posted and shared in YouTube could provide an instant projection, even almost two decades ago with the advent of accessible consumer video camera people in various part of the world are enthusiastic about contributing to the popular TV Show *Funniest Home Video* . However one can be intrigued to wonder whether he or she possesses acting flair running in the blood? Or is it possible to induce it by means of engaging human-product interaction? .

This graduation project was a collaboration project between Mediamatic in Amsterdam and Technical University Delft (TU Delft) resulted in a product that encourages, inspires and engages people to record stories using video, and that can be linked to a service to publish the stories in a specific internet social network.

1.1 MediamaticLab and Mediamatic Foundation

Mediamatic Lab is a company that provides services in designing web 2.0 sites, websites which are very dynamic and have the character of user generated content. One of their core business concerns is designing storytelling dynamic websites for various municipalities in the Netherlands. To date, they have designed websites intended to mediate user stories in the form of texts and pictures. Examples of their service are designing the PICNIC08 online social network for an international level of cross-media conference in Amsterdam. Designing *Geheugen van Oost*, a storytelling site where member could share their memories of a specific place in part of Amsterdam.

Mediamatic Lab's sister institution, the Mediamatic foundation, is an art, new media design and culture meeting point for people in Amsterdam through regular workshops and exhibitions which they facilitate. The website Mediamatic itself is a social network where people with same interest could be connected and meet up in Mediamatic events. Mediamatic foundation is active in exploring new interaction design through cross-media applications. The foundation also has an affinity with various ethnical cultures.

1.2 The Assignment

Design a product that encourages, inspires and engages people to generate video stories , with an option to publish and share them in a specific internet social network. Develop and test the product through an iterative approach. The product should be suitable for the storytelling of citizens with a migration background which required an approached of user centered design , and it should be suitable for use at various cultural events.

1.3 The Cast

I feel very fortunate that this project is assembled by these personalities:

Stella Boess



She acted as the chair of my supervisory team, an Assistant professor in the user research group at the TU Delft since 2002. She was a research associate at Staffordshire University (UK) and continued as a remote PhD student there, receiving the PhD degree in 2003. She holds Industrial design degree from the HDK Saar (Germany) in 1994. She also gained professional experience prior to her term at TU Delft. Her expertise centers on the interweaving of research and design.

Annemiek van Boeijen



She plays the role of my mentor in my supervisory team, she is an assistant professor at Industrial design engineering department in Design Aesthetics group. Graduated from TU Delft Annemiek in 1990. Her expertise covers areas of Integrated Product Design, Cultural Diversity and Design, Design Aesthetics and Semantics.

Ino Paap



He was the company supervisor in this team, Ino is designer and project manager at Mediamatic Lab. Ino works with Mediamatic as an interaction designer since 2001. In 2004 Ino became a Mediamatic Lab partner. He graduated from Industrial Design Engineering Faculty in 2000.

M.Reza Akil



He plays the leading roles as the graduate degree candidate, starting the Design for Interaction Master Degree in 2006. He comes from Indonesia and have gained prior experience as an in-house Industrial Designer in Matsushita Panasonic.

1.4 Overview of the thesis

This thesis describes the journey and the outcome of my graduation project-Designing interface for migrant video storytelling. Chapter 2: Aiming the Right Path, provides introductory portrayal to the playground of this thesis, circumscribe the theoretical framework and defining the bearing of the research. Chapter 3 : Illuminating the context, presents the efforts in probing the user, examining the experience in the storytelling session and concluded with the formulation of essential guidance namely interaction visions and design goal. Chapter 4: Exploration of Storytelling, in this chapter manifestation of various visions into sketches of feasible concepts takes places then early prototypes is realized in purpose of examining the concepts in experience level. Evaluation from these experiential tests is utilized to formulate a concoction of final design concept.

Refining the experience as it is the name of chapter 5 will unfolds the final design concepts up close and personal, its implementation in events and the process of making the prototype. Chapter6: Unveiling the storytelling experience and the reflection upon, presents the user testing of the final prototype, evaluation study. This thesis will be closed with chapter 7: What have we learned, as describing highlights of this projects , discussions and recommendations.

Chapter 2 : Aiming the right path

This chapter will contribute to clarify the context of this graduation project. The activity and interest of the company Mediamatic will be briefly explained and subsequently the assignment of the project will be made clear. Next a theoretical framework based on literature and relevant instances in the similar community will be analyzed. This framework serves as our viewpoint to generate research questions and design goals as the starting point formulas before conducting research.

2.1 A short exposure of Mediamatic

In subchapter 1.1 it is explained that there is the Mediamatic as web 2.0 design company and Mediamatic as Art, design and cultural foundation from here onward on we will denote both of this organizations as Mediamatic since this graduation project collaborate and contribute to both organization.

2.1.1 Three main themes

Mediamatic has broad range activity which took shape as exhibition, workshop, and lecture and design service ranging from virtual reality to spirituality, from designing on-line sites to publishing off-line. This activities thus contributing to the social network communities of Mediamatic .net itself where the growing number of roughly 2000 artist, designer, scholars and students create relationship within it virtually or physically in the events.

However I conclude there are 3 themes of Mediamatic activity that drive the necessity for this graduation project. They are 'Mediating artistic appreciation to various cultures', 'Social Networking use of RFID' and 'user generated content storytelling'. Next I will present each of the theme with its most representatives examples.

2.1.2 Mediating appreciation to various culture

Mediamatic as an art and cultural foundation position itself in active standpoint in sounding opinion about growing issue of immigrant integration in The Netherlands. Instead of being passive from not making any cultural statements to the one sided push integration of dominating cultural conventions, which is the standpoint of some politician, Mediamatic sees this issue as possibility to express different opinion. Thus Mediamatic is attempting to facilitate different way of more appreciative integration especially in the domain of art and design.

***EL HEMA* exhibition**

EL HEMA which was awarded *Nederlandse design Prijs 2007* in the category of visual Identity can be best used as an instance to this theme. *EL HEMA* is an exhibition about five new Arabic typefaces, presented as an Arabic version visual identity of the iconic Dutch department store Hema. As an analogy for the typographic project, Mediamatic linked the Hema, as an icon of Dutch Culture, with Arabic design. The new visual identity is implemented in similar product being sold in real Hema store even further elaborated to the design of the temporarily *EL HEMA* store itself. The store receives popular reaction in Amsterdam and the products sold well which demanded the exhibition to be prolonged for several months.

This project inferred that design could be used in its own way to bridge growing cultural difference between Dutch local citizen phrased in Dutch 'Autochtonen' and the immigrant communities 'Allochtonen' who migrated in the 1960s as gastarbeider (guest workers) from Turkey, Morocco. The iconic Hema store with all its products signify the archetypical Dutch culture *Autochtonen*, and the five Arabic typeface represent the middle eastern culture of Allochtonen of the Turkish and Moroccan. This can be a real life working metaphor of Intercultural Dialogue. Which swing with the correct momentum as European Union marked year 2008 as The European Year of Intercultural Dialogue (EYID) in countering the challenge of more culturally diverse Europe.



Figure . T shirt of ElHema

Another following exhibition concerning dialogue between culture is The Gastarbeider Dating. A series of exhibition by 10 artists from 7 different countries the Mediamatic exhibition space. Each artist will stay for one week and bring in friends. It is a series of venues where people can make new friends, immerse in workshop of a specific culture tradition or creative performance, attendants took pictures in Photobooth where photos made and sent to their existing Medimatic.net profile using their individual RFID tag provided free at the entrance. Further in this chapter we will go back to discuss the Photobooth.

2.1.3 Social Networking use of RFID

Radio-frequency identification (RFID) is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders. Basically an RFID application needs a tag and a reader. Implementation of RFID is becoming more pervasive and is becoming popular in this recent decade, used for example in passport, id and library book.

A team in Mediamatic has been investing their effort in developing various products with RFID applications with the goal to integrate social networking physically and virtually, it means any social networking action occurring physically (e.g. exhibitions, workshops) and virtually (e.g. online action) should be as much as possible be *in sync* and affecting each other which results to additional value in both sides of experience . We will briefly look at two example of products which are developed for use in events which have the integrating characteristic we just earlier mentioned.

Interest in enabling effective social interaction in this theme in a way resonant to the driving trend of in Human Computer Interaction community namely Tangible Interaction approach which gaining more momentum since its start a decade ago one of the two important element of a Tangible Interaction system are Tangible Computing

and Social Computing (Dourish, 2001). The discussed theme stands in the ground of social computing where the detail and specific of how people interact socially is taken into concern as the defining element in the design.

The Friend and Drink station

Presented first time at PICNIC 07, this is an international level cross media conference held yearly in Amsterdam; it received a positive reception from the conference attendants. Afterward Friend and Drink Station used in various Mediamatic events. The main idea of this product is a point where attendants could make new friends the event; these people were given his or her individual tag that linked to their profile in Mediamatic.net. Once every two person place their tags on the top of the product they will receive a printed name card which consist each of the two person profile photo with details , all need to be done is to switch between each other. Once this action performed they will be automatically linked as friends in their PICNIC online social network. Each person will also receive a beer as a reward.



Figure . Friend and drink station

In this product the characteristic of integrating social network in both physical and virtual level is achieved in several way, by the affected information in the online profile that people are friends as the result of the physical action of placing the two tag base on deliberately honest decision (meeting in person). In physical level the two people will get benefit by the acquired information of the new friend printed detail without any screen interference and used his details to start a nice consersation.

Photobooth

Photobooth is consisted of four main elements which interact with its user a camera, an LCD screen, and RFID reader and RFID tag (which belong to a person). The RFID tag will be given at the entrance of an event after first being registered to the person profile in Mediamatic.net. It is a result of Mediamatic Hackers camp at PICNIC 2007.



Figure . The First Photobooth at PICNIC 07

With this product used also in event people can take picture triggered by positioning his or her tag in area readable to the RFID reader, a photo will be taken and directly sent to his or her profile in the internet. This product encourages social networking in a sense that is enabling multiple users to take a group photo and every person who registers their tag will have this group photo in their profiles. Once a person registers their tag, his or her name will appear in the photo.



Figure . A more space saving yet effective Photobooth (everything mounted to a wall)

Photobooth encourages people to have fun in making various poses especially when making group photos. People really enjoy having fun with friends, based on my observation even in some cases people are willing to make photos with strangers and creating a possibility for further development as contacts. The theme of implementing RFID tags to encourage social networking is achieved by providing a facility where people can just enjoy having their picture, together with close friends, friends, contacts and even strangers.

In my opinion, users' enthusiasm is partly credited to the open space where the photobooth is placed. People can easily access it and being attracted to try it out by being able to see people using it. I will further analyze photobooth in the next chapter in exploring people's expression in front of a camera, which is appropriate to the context of a video storytelling project.

2.1.4 Designing storytelling

Mediamatic has a consistent track record in developing storytelling websites where it provides an easy interface for people to participate in sharing their stories. This is shown that numerous storytelling websites are a significant part of their portfolio. This theme

exemplifies Mediamatic concern to the growing interest for User Generated Content websites and the ability of Web 2.0 to mediate social networking. Thus numerous storytelling websites are part of their portfolio.

Geheugen van oost

The Memory of East Amsterdam is a story site developed by Mediamatic. It contains a diverse database of personal stories and memories of inhabitants of District East. Stories not only about special events but also descriptions on the everyday life of ordinary people. All told, written down and kept actual by proud residents themselves. The concept of this story site is that one story easily triggers one's memory. Associations connect stories. That's exactly how the website functions, readers flow from one story to another.

One of an interesting story I found is about a person who already migrated to Australia 50 years ago, he tempted to tell his story about *Indische Buurt* an area where he lived in late 30's in hope to find old friends and he eventually find some of them who reacted on his stories.

By offering residents a common past the website helps communication between residents. It improves social cohesion and prevents from social isolation. In 2003 the website won a price for the best digital social project. The website has been a source of inspiration for several other story websites, like Geheugen van West, Geheugen van Almere, Verhalenvanger and sociaal verhaal which serves different community group.

The Symbolic Table

This is an interactive media player designed by Mediamatic which is a table consisted of an RFID reader, a projector, set of speakers and a computer. Initially it is used as source of inspiration for a gathering of senior people in senior house to start their storytelling session facilitated by ImagineIC for the storytelling sites Verhalenvanger which is focusing on gathering Indonesia immigrant stories.

Here is how the table works, the participants will be given cards which are images represent a particular and popular event from news report back in the past days. Once they recognized an event they will place the card in the middle of the table (where RFID reader is placed) and it will trigger a particular video clip to start. Once the news clip starts rolling they will start conversation about their various type of memories and experience, it could be a direct link to that event, it could be their experience to that particular event or it can be a memory about at their experience relating to that moment of time. These stories are collected by a team who will transcribe and write these into short stories which will be publish in Verhalenvanger.nl by this mean this story site is not purely user generated content since it has editor to develop the stories.

Based on my interview to Esme the production manager of this project, the table really encourage the discussion to be lively due to video clip which trigger their memories of an experience and this is possible because the media is operated nonchalantly by placing card with the intended images to start of the clip. Usability problem of a video player is displaced by very simple gesture of placing a card on the table.



Figure . The Symbolic Table , here shown as game table where different sound of animal will be played once the representing toy is placed in the center.

2.2 The Assignment in Context

2.2.1 Assignment

As we have already examined Mediamatic themes which are 'Mediating appreciation to various culture', 'Social Networking Use of RFID' and 'Designing storytelling' I conclude the assignment given for my graduation project will be an attempt to intertwine these three theme. Framing the project in the area of these themes will be essential in setting boundaries and help to focus on the initial exploration.

Combining the three themes

However the three theme initially did not contributing to each other and it would be better if they do so. For instance the appreciation of other culture would be more novel if an RFID application is contributing to encourage social networking in that cultural event. Another positive implication of combining these themes is that Generating stories will be more effective if take place in a cultural events where stories will come surface by excitement of social interaction in an event.

The necessity to combine these three strong aspect in this project which in my opinion will generate a new competency that Mediamatic could contribute to its client and to the community. And hopefully my project in a way could also contribute to the domain of Human computer Interaction domain since the conclusion of my literature study is stills lacking discussion of the theme of this project. I can put into a line the theme of this project '*Designing video storytelling which helps to encourage various culture appreciation through technologies that support social networking*'.

This theme display the consistency with Europe Union cultural theme of year 2008 the year of 'European Union Intercultural Dialogue' which stimulates society from art and cultural standpoints in participating a better social cohesion and undermine social isolation. The formulated theme is important to Mediamatic Foundation due to the accountability to the government financing and as much as it is to Mediamatic as a company where growing future clients interest will taking attention to this inclination.

This theme then define a more detail definition of the initial assignment for this graduation project which already mentioned in chapter one as follows: ' Design a product that encourages, inspires and engages people to record stories using video, and that can be linked to a service to publish the stories in a specific internet social network. Develop and test the product through an iterative approach. The product should be suitable for the storytelling of citizens with a migration background which required an approached of user centered design , and it should be suitable for use at various cultural events. Next will explain this assignment thoroughly.

2.2.2 Context : Cultural events

The product will be used in cultural events especially ones that focus on providing possibility to appreciate specific cultures. These events are regularly takes place as part of Mediamatic activity. For example in The event Gastarbeider dating (subchapter..) workshop and lecture are held where a specific ethnical tradition and cultural expression is presented in various media, the activities carried out in this event varied, from a learning how to make *sushi* to a workshop of Persian dance or an experience in Meditation using Tibetan bowls.



Figure . *Pelmeni* (Russian *Ravioli*) workshop in Gastarbeider dating held by Mediamatic.

The Netherlands as a country constituted by 20% of various ethnicities of Indonesia, Morocco, Turkey, the Caribbean, Africa and Eastern Europe termed in Dutch *Allochtonen*. Thus ethnic communities with same roots in many level of society is formed and consequently these communities needed venues to socialize with friends and people with similar interest. Also this events serve as a place to express their admiration to one's cultural expression. These events attracts also citizens with local cultural background due to the exoticism and romanticism of other culture. One of the most popular multicultural event in Holland is *Pasar Malam Besar* held yearly in Den Haag for the last 50 year . Various Cultural expression from Indonesia is presented for a duration of 10 days. Another comparable to this multicultural event is *Kwako* in *Amsterdam Bijlmere* this festival celebrate Suriname culture.



Figure . A dance performance from Pasar Malam 2008.

These multicultural events will serve as the context for this design project, venues where the video storytelling will be situated. Places where social interactions are encouraged, memories will come, experience can be shared as the form of video storytelling. Mainly the concern will focus on human-product interaction to reach goals in how to inspire people, how to stimulate their memories to surface and encourage them to tell authentic stories. However, the feasibility and technical requirements should also be part of the project concerns, thus transportability and easy deployment should be put into consideration in the designing phase.

2.2.3 Young adult as the user

In this project, the focus of the user will be centered on 2nd generation immigrant young adults. Young adults are between the ages of 18 and 40, in the stage between adolescence and mature adulthood. (Erik Erikson, 1950). Young adults are considered easily adopting to new technology and they are eager to express themselves in their own way. This is supported by my own observation that most viral video (short video clip that is self-made and distributed in YouTube or other sites) are made by young adults and even few of them received the vanity of being internet celebrities not only within their community but furthermore stretched to entertainment industries. Another consideration is also this target group who display interest in Mediamatic events. We can denote them as 'young adult creatives'.

And in the context of migrant communities which migrated as Gastarbeider at the 60's from Turkey and Morocco, their children who are exposed against two culture conventions positioned within this age group. Based on my interview with 3 Dutch nationalities, 2 young adults with Suriname ethnicity and 1 with Indonesian, all of these participants concern in finding their unique identity in-between the two opposing cultures. We can denote them as 'young adult immigrants'.

With these reasonings, it is appropriate in my opinion to center on this target group in order to create focus in this project concerning interest in implementing user centered design approach.

2.3 Relevancy in Human Computer Interaction

Initially discussions about storytelling in HCI are focused on multimedia narration as an effective pedagogical methods especially relating to what information and computer technology offer. Significant interest on storytelling in HCI is not about generating story from a user instead it is about how the user can experience the presented stories. Topic such as immersing user to the augmented content, intuitive navigation and interaction with agent or avatar are widely explored in HCI where the domain are Museum and educational institution. (Sauer, Göbel,2003)

With the pervasiveness of digital photography and its characteristic to overflow users with pictures the interest of interface research is growing toward ways to navigate, organize and share personal photos. Here storytelling is seen as a way to organize and present these library of picture in a better way. Yet very few publication put forward project similar to my graduation project. In the following paragraph I will provide overview of the ones I considered relevant as insight in my earli exploration.

2.3.1 The Well (Katzeff,Ware,2006)

This project attempts to implement video storytelling to create video archive which serves organizational learning for a music festival volunteer. Initial concern of this project is that there is a need to communicate concerns, advises or impressions between committee member of an event. The use of unsynchronized video communications made possible the acquired reflective knowledge are passed to next generation teams. The selected user are volunteers of a music festival, they are mostly in their early twenties.

It begins with Ethnographic research, interviewing the participants, transcribing and analyzing the collected data. The research findings then inspire a design workshop which resulted a video storytelling booth named *the Well*. Afterward various user studies was conducted to find out how the video storytelling booth will work and how it could mediate organizational learning in natural setting and context of festival organizations.



Figure . . The Well prototype

The prototype was based on the theme of a “confessional booth” to make testimonial videos, designed with the intention of placing its users in an emotional state which would facilitate for opening up and freely express their minds through a video recording visible and audible to themselves. Also, the importance of creating playful environment was emphasized. In the booth an interface is provided to encourage playful interactions to engage the users, in the interface user will see himself talking to an avatar monkey called “Appo” the avatar will hum with looping programmed sound without taking any feedback from the user. This avatar is meant to provide neutral partner for a conversation.



Figure . The make believe discussion with an Ape for the purpose of playful atmosphere.

The video result from the user test indicated that the users are engage in expressing their evaluation of the festival and concerned to informed the future volunteer about their account and narrative of their experience. Examining this project is important to my project in displaying other use of video storytelling yet it is still very relevant.

2.3.2 Tangible Viewpoint (ishii et.al.,2002)

An example of tangible interaction approach implemented in product is shown by Ishii et al. [6] . The facility is called ‘tangible viewpoints’, it is meant to provide tangible manipulation in storytelling activity. Yet in this project the focus is about composing in

how a user would like to enjoy a story, because one of the main elements of the system is multiple view point narrative. In the tangible viewpoints the user can browse the story collection by the role of agents or actors of the story which are represented with a token. Once a selected actors are placed in the table will project a various chapter which are related to relation to the actors in a story. And once a story is selected image, video or text will be projected to a panel before the user.

Tangible Viewpoints differ in the focus of attention of the interaction where our project is focused on generating story through recording, tangible viewpoints focus on browsing and enjoying the story interactively based on the user fondness. Yet the tangible interaction elements is very salient in providing an attractive environment where the system became very easy and fun to use, also the social interaction mediated in the facility is very important in mediating an engaging human-product interaction.



Fig. 5 A group of kids are interacting with Tangible Viewpoints

2.4 Knowledge from social sciences

Here I will summarize my findings from literature research of my project on the insights gathered from Anthropology.

2.4.1 Art of storytelling

Storytelling is considered to be the oldest method of communication where experience made meaningful through the use of language. Storytelling, or the telling was central to society long before humans learned to write. Millions of anonymous raconteurs invented narrative. when they discovered how to turn their observations and knowledge into tales they could pass on to others (Fulford,1999).

These stories that pass on human experience, these dialogues that engage people, are now told through many media. Each medium. oral tradition, print, radio, the movies, television, video . has added its own sound to the orchestra of storytelling as it has evolved. Each is important in its own right. Each influences, is used by, and depends on, the others. By that narratives changes according to the medium, develop the depth of its form and meaning within each new medium. With the advent of multimedia technology narrative could be accessed non-sequential adapting to the user preferences. The computer as hypertext, as symbol manipulator, is a writing technology

in the tradition of the papyrus roll, the codex, and the printed book. The computer as virtual reality, as graphics engine, as perceptual manipulator, belongs to and extends the tradition of television, film and photography, and even representational painting (Madej 2003).

In this project videos will be the mediation of stories which are generated by the user himself, a first person account. It is improving the tradition of oral history by using video medium instead natural person to person storytelling and the story will be digitalized, easily distributed, no need to retell the story from the same person yet one of the challenge is in compensating the absents of its audience. Yet somehow the design should optimized the possibilities offered by the selected media video and supported by RFID application to enhance social interaction in the experience.

2.4.2 Counter Storytelling

Counter storytelling is a method used by Critical Race Theory scholars to tell the stories⁷ of those people whose experiences are not often told (i.e., those on the margins of society). The counter-story is also a tool for exposing, analyzing, and challenging the majoritarian stories of racial privilege. Counter-stories can shatter complacency, challenge the dominant discourse on race, and further the struggle for racial reform (

Critical Race Theory (CRT) emphasizes the socially constructed nature of race, considers judicial conclusions to be the result of the workings of power, and opposes the continuation of all forms of subordination. This line of study is emerged by racial concerned of afro-American and Hispanic society in United States of America. This topic could provide meaningful insights on the concern of this project about mediating immigrants to tell video stories.

2.4.3 Level of cultural expression

Story about a person's culture is a too broad theme, everything could be regarded stories. In this project first there should be an understanding of what type of theme of stories are relevant to share especially about the migrant culture, which are type of stories that a person willing to share, what type of stories are easy to inspire a person to talk about, and what type stories can be very engaging to watch. In order to understand that I will examine the Geert Hofstede model of cultural expression (Hofstede & Hofstede,2005).

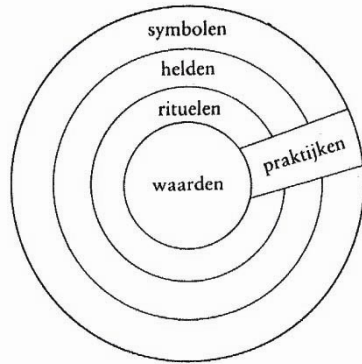


Figure . Geert Hofstede level of culture manifestation in a person life

Geert Hofstede in his book *Allemaal andersdenken* (2004) argued to classify the level of culture in a person everyday life. This model can be analyzed and further implemented in the storytelling project especially to classify what type of stories a person would like share with other and which level are suitable to be express with video recording.

Symbol the outmost level is culture expression are words, gesture and images that have meaning to members of a culture . Fashion, recipes, hairdos and phrases also include in this category. Symbols can appear and disappear according to time and usually interchanging between other cultures. *Heroes are* persons factual or fantasy that serve as the role model of a culture. Idolize people, legends from myth, TV character and comic heroes is part of this category. *Rituals* are activities common in specific culture to carry out especially in social context. Religious and social activity are part of this category. It is also include ways to communicate and respect specific use of the language to each other in the specific culture community.

The fore mentioned level are all included in as practical expression of a culture and they are formed by the innermost level of the cultural expression which is *value*. Values are learned and formed mostly in early years of a person live and at later year still new of different value can be formed. Further on these categories will be implemented to group the possible stories which people like to share, differentiate their characteristics and needs of how these stories could be generate from a humans-product interaction.

These Insight will provide further inspiration on designing storytelling interface , in my opinion the level of cultural expression will help in generating stimulants in the interface on the corresponding categories, stories about value would have possibility different interface with stories about symbol which correspond to their characters.

2.5 Formulation of starting point

From the theoretical studies and preliminary interviews (see Chapter 3) undertaken I formulate the starting point for my context research .

2.5.1 Design Goal

To design a product that will facilitate the creation of migrant culture video stories. These stories are created using possible technology that will be seamlessly implemented the user generated content publication in the context of social on-line community. The implication of UGC approach

is the absence of the professional involvement in the process of making a publication. This role could be replaced by the simple procedure in limited possibility of creation.

And essential part of the design goal is to provide an effective human-product interaction that will engage the video recording process of the storytelling and contributes to authentic attractive videos eager to be watched by unanimous person.

2.5.2 Research Questions

Based on the research assumptions we would like to pose several questions :

- *What kind of stories migrants are like to tell ?*

The stories that are relevant for the migrants to tell and share should be classified and group and what kind of stories is fun and interesting to share and to find out. How personal a story could be and still comfortable to be shared?. In which level these cultural story reside belief, value , behavior or expression?

- *How to inspire them to tell story?*
What kind of object inspire them to tell story?
Are using personal object encourage storytelling experience?

One of the assumption of this research is by using an object that has personal value the storyteller will be engaged in composing his or her own authentic cultural background story. Is using object effective in surfacing memory and opinion, what kind of environment setup is best for storytelling?. What kind of stimulant will encourage the person more, personal object, anonymous object, picture, words , etc.

-What are their motive to share stories?

How far a person really like to share a story, is it only for people the already know or for public, do they need to be convinced prior to telling their story.. Are the willing to publish them are the ready to experience their story being responded or commented. What motivate them to take part, are others will benefit from his or her stories?. What kind of network they would like to have their stories shared?.

2.5.3 Research goal:

As an output to this research the following points are expected to be attained:

A focused general theme of the migrants culture that will defined the collection of stories that people will share. The oral history of migrants have wide selection of theme , it could be very personal and it could be very collective, it could be serious and it could be fun and entertaining as well. In order to define what kind of activity that the product will facilitate the story need to be classified to prevent vague objective of the product.

Finding out guideline of how stories could be generated from the people,

as a starting phase of a design project the research should outcome a set guideline that will define the formation of vision in the interaction level of a product that facilitated sharing individual cultural background stories. These interaction guideline will be elaborated into a design guideline of an end product. An understanding of ways to encourage people to record their stories should be realized, what kind of environment, procedures, conditioning and tools to stimulate a person before and during storytelling process.

2.5.4 Research Method

Due to the explorative and open nature of the assignment I decide to implement contextmapping approach (Visser, Stappers, Lugt, Sanders, 2005) . The highlight of this approach is acquiring user need and wishes in their subtle and tacit level .This is made possible in utilizing generative tools for example using diary probe to sensitize the participants before attending generative sessions. In a generative session where will be encourage to make and create things and later they will discussed them together with the rest of the participants and researchers.

The participants received a sensitizing probe one week before the generative session. Probes are packages of for example postcards and other materials that are designed to provoke emotional responses (Gaver, 1999). The probe consisted of daily assignments with purpose of extracting personal stories from participants, about family three, journey story, story with family, identifying their multicultural background, favorite food etc . By sensitizing the participants in advance, the quality and quantity of contributions that participants make in generative sessions are increased (Sanders and William, 2001 cited in (F. Sleeswijk Visser, Stappers, P.J. , Lugt, R. van der, Sanders, E.B.-N., 2005)).

Interviews

A couple of interviews with migrants from various culture and generation. This interviews will help to formulate directions in the research especially in defining the probe of contextmapping and the generative sessions.

Probe

A probe (n=8) will be distributed made according to the formulation of research question and result of interviews , this probe will be given to the 2nd generation or 3rd generation migrant. the base inquiries of this probe will be:

Are they interested in finding and sharing stories that relate to their background?

How the participant perceive him or herself as migrant citizen?

What kind of stories they are interested to share?

What is the different effect on various stimulants in generating stories?

How they would like to share those stories?

Generative Session

After 5 days of sensitizing with the probe the probe will be asked to make their picture collage with the provided ambiguous images. The poster of the collage is what make them exotic. And later they will present them to each other and discussed.

Storytelling session

After 5 days of sensitizing with the probe the probe will be asked to make their own stories by recording themselves with camera set up and decent lighting, the story should related in some way to their cultural background and their experience in adapting to various values found in their family and their social live. Overview of the session:

2.6 Conclusion

In this chapter I already presents, the context of the company, describe the assignment and the frame of theoretical framework from various discipline relevant to my graduation project. Following to that I formulate the starting point of my research, design goals, research questions and research goal and its method. In the next chapter I will report more detail of the

contextmapping approach that I conducted and present the finding which contributes to the formulation of the visions and design requirements for the design phase.

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