People, Context, and Devices: Defining the New Landscape of TV Experiences

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Abstract

Modern technologies (e.g., tablet, smartphone, large public displays) remove many of the constraints that define the scope of what television is or can be, but we often define it based upon our prior TV experiences with broadcast and cable television. This one-day workshop at TVX 2015 will address design challenges and opportunities (e.g., of video streams, social TV apps, second screens) in order to consolidate existing knowledge to describe the changing landscape of TV experiences. It's time to redefine what we think of when we say "television," and this workshop will engage participants in that process.

Author Keywords

Television; Video; Online Video; Social TV; Second Screen; User Experience; Frameworks;

ACM Classification Keywords

H.5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous.

Introduction

Since the introduction of the TV, the user experience has evolved from a single use case involving groups surrounding a single set, viewing limited programming on 2-3 channels, to ever more complex systems involving competing and complementary technologies, devices, services, programming, inputs and

interactions, contexts, and expectations which are further convoluted by the ecosystem of user, programmer and advertiser intentions.

Modern users consume programming and services in a wide variety of scenarios. They now have the ability to watch in co-located and/or geographically dispersed groups; can simultaneously engage with several displays, devices, channels, people, and services; and can consume content on demand, freeing them from programming schedules. In addition to the added flexibility in viewing habits, there is also an ever-increasing amount of programming options coming from a variety of content creators, allowing for more niche content options. Those designing modern and future TV experiences must consider disparate or related programming, social engagement, varying degrees of user attention and interaction, and use-cases involving a wide variety of locations, and contexts and time.

One emerging focus area, the usage of second screens, is often not directly related to the presented TV content, though a lot of recently developed applications pair the TV screen with a second screen. Challenges emerging from the interaction with second screens are, for example, the tension between lean-forward content and lean-back consumption, the loss of immersion due to a fragmentation of the video frame, and the tension between multiple and single users [3]. Additionally, social TV applications have become increasingly important and enable social interactions around TV content (e.g., by combining it with social media on a second screen in order to share favorite television programs or get recommendations) [2].

Researchers and practitioners often face challenges when designing for new TV experiences due to restricted understandings. Designing for this richer landscape of experiences requires the development and organization of knowledge around these complex ecosystems of technology and humans behaviors. We will focus on a few emerging areas of knowledge development to support future innovation.

Aim

This workshop aims at exploring the changing landscape of the television experience. We will explore the impact of devices, context and social interactions on users' television watching behaviors. The day will be divided into two portions led by different organizations:

1. Members of the University of Salzburg and KU Leuven, in collaboration with three industry practitioners, will lead a discussion about lessons learned through practice or research, and best practices.
2. Members of the YouTube User Experience team will lead an interactive working session to enumerate and characterize key facets of the developing landscape of TV experiences, culminating in the creation of a framework that will inform and foster innovation.

Scope

This workshop is for academics and professionals who have experience in TV UX. It encourages inter-disciplinary discussions and aims to include researchers and practitioners in the fields of content creation, interaction design, user interface design, computer science, psychology, cognitive science, and sociology, etc. Through this two-part workshop, we aim to bring

together experts to discuss lessons from previous work, and articulate and challenge existing assumptions.

Workshop Format
Before the Workshop
The workshop organizers will promote the workshop with a website. The call for participation will be distributed via HCI, TV and entertainment related mailing lists as well as specialized ones (e.g., ACM SIGCHI). Furthermore, the organizers will reach out to industry contacts to attract submissions.

During the Workshop
09:00 – 09:10 INTRO TO WORKSHOP TOPIC
Introduction by both teams of workshop organizers to review the day's agenda.

09:10 – 10:30 WORLD CAFE INTRO
Participants will be invited to share short anecdotes and stories on challenges or opportunities. Afterwards, organizers present summarized highlights and common themes of the submitted papers in order to facilitate formation of groups for the world café.

10:30 – 11:00 COFFEE BREAK AND DEMOS
During coffee breaks the participants will have the opportunity to try out selected demos of TV applications.

11:00 – 12:30 WORLD CAFÉ
The groups will participate in a world café [1] and discuss opportunities and lessons learned for second screen and social experiences, highlights of which will be documented on a poster for the afternoon session.

12:30 – 13:30 LUNCH BREAK

13:30 – 13:45 WORLD CAFÉ SUMMARY
The table hosts (organizers) will summarize the findings as starting point for the next phase.

13:45 – 14:00 INTRO TO DOUBLE DIAMOND PROCESS
Workshop organizers from YouTube will introduce the process, which involves two phases of broadening ideation followed by scope refinement.

14:00- 14:30 PHASE 1: DIVERGE
In this phase, we will conduct a series of timed, fast-paced brainstorming sessions, each of which will aim to collect answers to a different facet of how we think about the video watching experience. This process will result in a collective "brain dump" of TV-related knowledge.

14:30 – 15:00 COFFEE BREAK

15:00 – 15:30 PHASE 1 (CONT): CONVERGE
In the "convergence" phase of the workshop, participant groups will be assigned to one of the themes from the divergent phase, and attempt to surface clusters and patterns. This process will inform the next step in which participants will apply the clusters to developing a framework.

15:30- 16:00 PHASE 2: DIVERGE & CONVERGE
The workshop organizers will moderate a conversations in which participants will surface relevant patterns and collectively distill a final framework that captures the best aspects of the day's work.

16:00-17:30 CLOSING NOTES

After the Workshop
Following the workshop, the organizers will produce a final poster for the TVX 2015 poster session.

Participation
Interested participants must submit a 2 to 4-page position paper discussing their existing work in the TV space and their background via email to ishad@google.com and christiane.moser@sbg.ac.at. Insightful papers fostering an interdisciplinary perspective are welcomed. Participants will be selected based on their position papers and CV to ensure a variety of viewpoints and expertise are represented.

Deadlines
March 9th, 2015: Workshop submission deadline.
April 2nd, 2015: Notification deadline.
May 2nd, 2015: Camera-ready version deadline.
June 3rd, 2015: Workshop at TVX2015.

Organizers' Background

YOUTUBE TEAM
Isha Dandavate is a User Experience Researcher working on TV experiences for YouTube. She holds a Master's degree in information management and systems at the UC Berkeley School of Information. Prior to joining YouTube, Isha was a researcher at SonicRim, a global design research consultancy based in San Francisco, where she worked on developing frameworks through exploratory qualitative research and co-creation workshops. At YouTube, her research focuses on living room experiences, which include multi-device experiences, on-screen keyboard interactions, search experiences in the context of short-form videos, and social watching behaviors.

Jennifer Milam is a User Experience Designer imagining new video ads experiences for YouTube. Prior to joining YouTube, she designed user experiences for Apple and IBM. Jennifer holds an M.S. in Human-Computer Interaction/Computing from Georgia Institute of Technology, and a B.S. in Applied and Computational Math from University of Washington, Seattle. Much of her research and design has focused on video and immersive experiences, including collaborative video annotation, video-mediated negotiations, bio-signals as virtual reality game input, and mobile augmented/mixed reality experiences. She explores rich media experiences as a medium to entertain, inform, and persuade.

Jeanne Allen is a User Experience Producer working to support the strategy and creation of the YouTube user interface across the device ecosystem. Prior to joining YouTube, she was a member of the Xbox UX team at Microsoft where she focused on the design and development of the platform UI. This included the creation of gestural and voice UI for Kinect. Her career focus has revolved around the evolution of how people consume entertainment across time and place in meaningful ways.

Second Screen and Social Experiences team
Christiane Moser is a research fellow the ICT&S Center of the University of Salzburg and working in an international research project which develops advanced interfaces for special user groups using TV and tablet. She has been involved in EU research and innovation projects on social media. She organized workshops at IDC2011, MobileHCI2011, FnG2012, CHI2013, ACE2013, and CHIPLAY2014.

Thomas Kargl is research fellow the ICT&S Center of the University of Salzburg and working in international research projects, where he designs the user interface for the TV and tablet platform.

Manfred Tscheligi is full professor for HCI & Usability at the ICT&S Center of the University of Salzburg and is directing CURE in Vienna. He is directing the Christian Doppler Laboratory on Contextual Interfaces. He was involved in several conferences (e.g., co-chairing CHI2004, ACE2007, EuroITV 2009, and AUI2011) and co-organizing workshops and SIGs (e.g., CHI2008, IDC2011, INTERACT2011, AmI2011, CSCW2012, CHI2013, MobileHCI2014, and NordiCHI2014).

Jeroen Vanattenhoven is senior researcher at the Centre for User Experience Research of the interdisciplinary research institute iMinds and the University of Leuven. He has been involved in Flemish and EU research and innovation projects on social media, Social TV, second-screen for more than 8 years. Currently he is working in the TV-RING project focusing on social and contextual recommendations, and second-screen applications for TV, via the HbbTV technology. He is work-in-progress chair for TVX2015.

Lilia Perez Romero is designer and Professional Doctorate in Engineering in the area User System Interaction. She is PhD candidate in computer science at CWI in the Netherlands. She designs and researches second screen applications for web-enriched broadcast video within the context of the European research project LinkedTV.

Fabian Schiller was working in the industry before joining the Institut für Rundfunktechnik, a research and development institute of ARD, ZDF, DRadio, ORG and SRG/SSR. He is engaged in international research projects related to second screen and HbbTV. He is an active member in the HbbTV Testing Working Group.

Joost Negenman is the Senior Policy Advisor R&D at NPO - Dutch Public Broadcast. His scope is Connected/ Hbb TV, 2nd Screen, Mobile - and Broadband content delivery. He strongly believes added value for viewers can only be achieved by accessible and seamlessly integrated platforms. He is the pilot leader at EU TV Ring project and EBU TVP – BBN member.

Acknowledgements

References

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