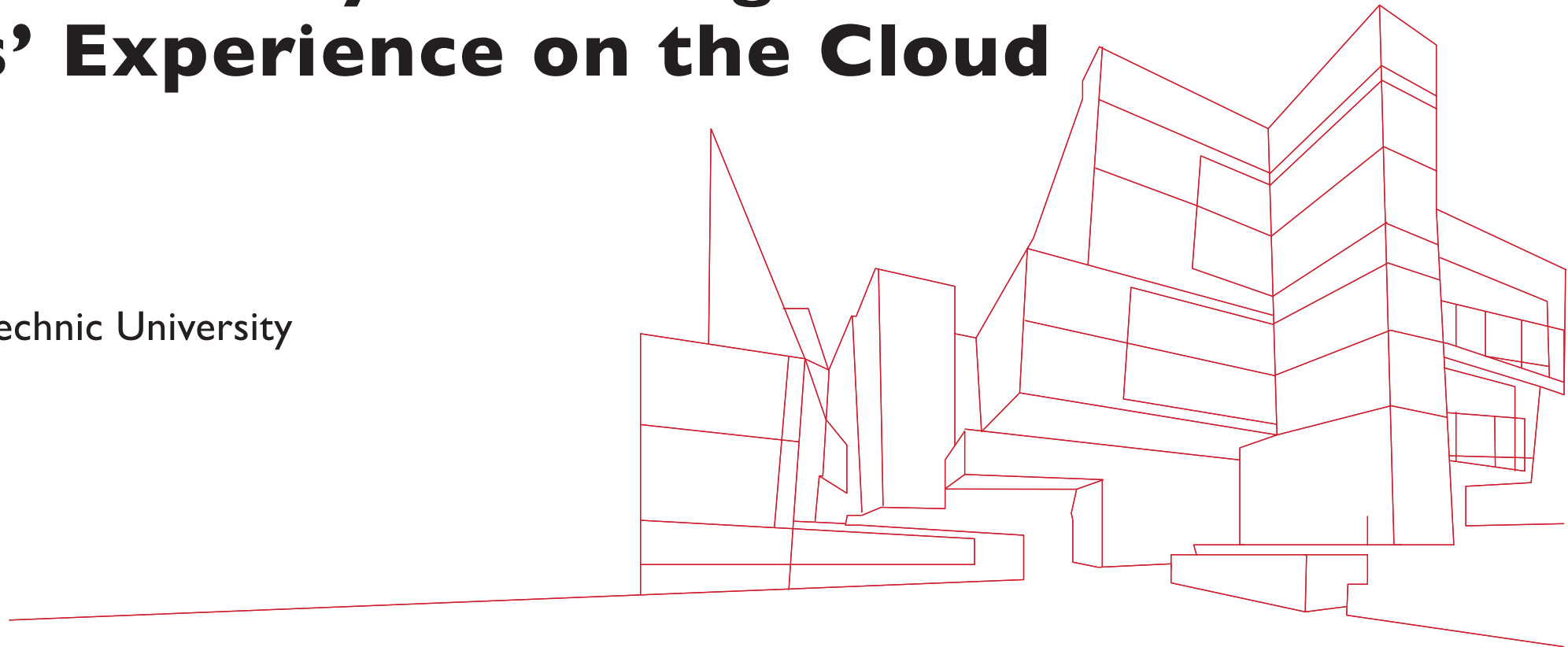


Hong Kong, SAR

Using Frame Analysis to Organize Designers' Experience on the Cloud

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Research Design

Grounded Theory methods for **data collection**

- from triangulation to iteration

Symbolic Interactionism: Blumer's principles for **data analysis**

Erving Goffman's Frame Analysis as **theoretical framework**

Case Study - Adobe DW CS4 vs. CC



social media integration
monthly subscription
automatic updates

external storage
responsive design
online collaboration



Dreamweaver on the Cloud;
Web designers' perspectives

presented at SKIMA2016 in Chengdu, Sichuan, China

Netnographic Research - Bēhance



11 Questions Questionnaire

Distributed to 1050 Designers

35 Responses Analysed

20 Responses from China not included

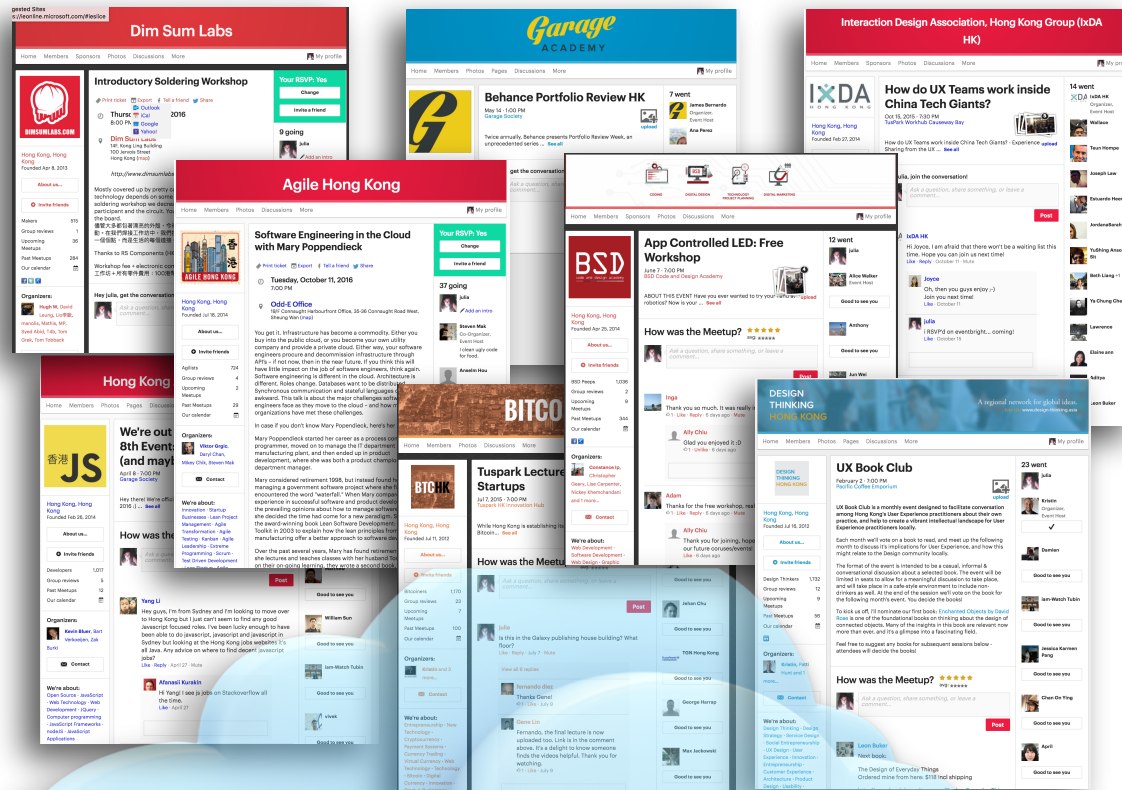
Group Observation, Informal and Semi-Structured Interviews

Attended meetup.com design related events, recruiting designers/developers for in-person semi-structured interviews in Hong Kong.

Interviewed designers/artists working in Macedonia and Europe.

Participated in various workshops, camps, conducting more interviews.

Attended professional groups events and interviewed informally and formally designers/developers.



Frame Analysis as Theoretical Framework

Erving Goffman, sociologist

His first book *The Presentation of Self in Everyday Life* presents the idea that people build their public persona similarly to the way a character is developed for a dramatic piece.

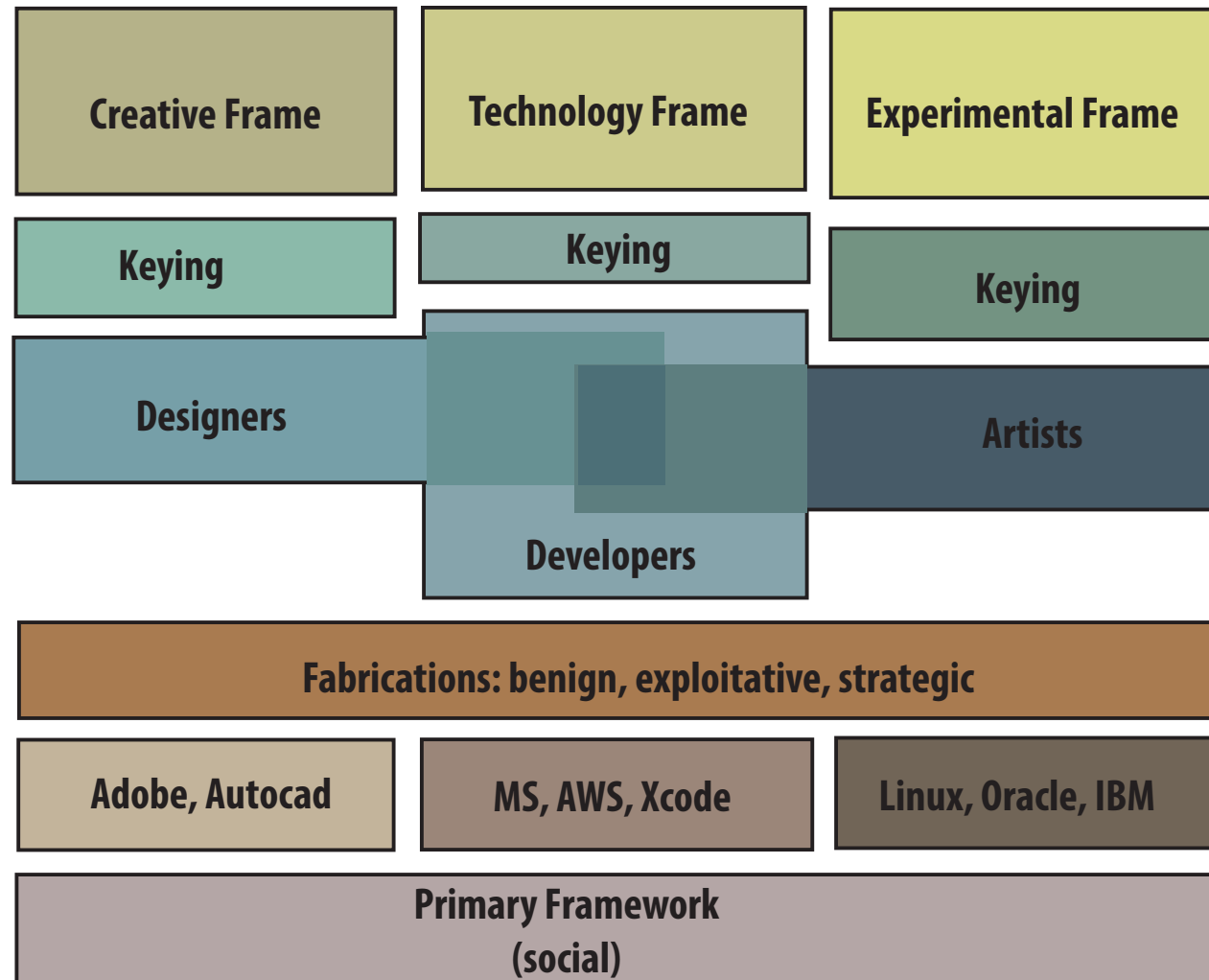
(Goffman, 1956)

Introduced 'framing' to describe how people alter their behavior based on the place, time and observers.

Data Organization

In *Frame Analysis; An Essay on the Organization of Experience*

Goffman increases the application of 'framing' to be used
as an approach in analyzing certain shifts in paradigms
(Goffman, 1974).



FRAME CREATION

Applying Frame Analysis for organization
of designers' experience on the Cloud

Primary Framework

“The primary frameworks of a particular social group constitute a central element of its culture” from which emerge ‘principal classes of schemata’
(Goffman, 1974, p. 27).

Strips of Activity are made intelligible by primary frameworks

- designers’ use of digital tools

Active Agents

Entman's logic (1993),

“Receivers’ responses are clearly affected if they perceive and process information about one interpretation and possess little or incommensurable data about alternatives”.

- Businesses (presenting themselves as part of the community of users)
- Designers
- Artist
- Developers

Fabrications

“I refer to the intentional effort of one or more individuals to manage activity so that a party of one or more others will be induced to have a false belief about what it is that is going on”

(Goffman, 1974, p. 83).

- benign
- exploitative
- strategic

Keying

“The set of conventions by which a given activity, one already meaningful in terms of some primary framework, is transformed into something patterned on this activity but seen by the participants to be something quite else”

(Goffman, 1974, p. 43).

Framing

“The first issue is not interaction but frame” (Goffman, 1974, p. 127).

Quoted Interviews

No.	Name	Origin	Title	Tools Used	Referral
1	Anita	Slovenia	GD/Artist	Adobe CS	Network
2	Bijan	Iran	Graphic Designer	Illustrator, Photoshop	Bēhance
3	Brian	USA	Web Developer	WP, PHP	Meetup
4	Christina	Netherlands	PD/Artist	Rhino	Network
5	Dave	Hong Kong	Cloud Engineer	C++	Network
6	Jane	USA	Web Designer	WP	Meetup
7	Jovan	USA	UX Designer, IT	Axure, FCP, Sketch, Google Docs	Meetup
8	Lorenzo	Italy	GD/Artist	Adobe CS5, Google Docs	Network
9	Markus	Switzerland	Suite Developer	C++	Meetup
10	Toro	Japan	Illustrator	Adobe CC	Bēhance

BUSINESSES

“In the past when we were only focusing on desktop products, the situation was a bit easier. Every person could be an expert just in that product and focusing on functions inside that product. It was a closer eco system than now.

Now with the Cloud,
we need to make any solution integrable and it takes more
time experimenting, writing demos and samples.
Showing something that might be interesting, write a blog...
Sometimes we keep using it, sometimes it
doesn't go anywhere.”

- Markus, Swiss, Suite Developer

DESIGNERS

“In the first several years (late 80's) that I was doing 'desktop publishing' -in air quotes fyi, I was very concerned because I had fine arts training I didn't have graphic design or the commercial artist training and everybody that had a computer was doing desktop publishing and they didn't know jack shit!

They were using 20 different fonts just because they can, things looked awful and they didn't have any sense of design and I was very hesitant to call myself graphic designer for quite a while.”

- Jane, American, WordPress designer

DEVELOPERS

“When I first started coding (late 90’s)
I had no idea how to fix those things
(cross browser inconsistencies)
but slowly I figured it out.

Till this day you can give me any design and
I can code it in HTML, CSS and JS.

It is more a matter of practicality.
Especially in programming everything is possible i
t’s only a matter of how much time
you can put into it.”

- Brian, American, WordPress developer

ARTISTS

“You know, I have this phone,
but there is also an iPhone,
which is more functional.

But I don't like to follow the companies,
because it is a kind of a vicious circle
and you can go crazy.

But I know that eventually I'll need to
update everything
(Adobe CS5 to Adobe CC).”

- Lorenzo, Italian, Video and Graphics Artist

CREATIVE FRAME

“Our Internet connection is very low so we don't use Adobe as Cloud because it doesn't work with our Iranian connection. I use a regular on non-connection version of Photoshop, also we don't have copyright (software licensing)!”

– Bijan, Iranian, Graphic Designer

TECHNOLOGY FRAME

“The Cloud, more importantly, the ability to delivery services via the Internet has been around for a very long time and one of the first services you could get was email.”

- Dave, Senior Cloud Technologist, Hong Kong

EXPERIMENTAL FRAME

“Blanket marketing term (The Cloud)
for ‘using a server’ as part of a product
that might go away at any point,
and which will cripple the future use of the product.
This is especially detrimental to physical products
with required Cloud integration...”

– Jovan, American, Architect, TechArtist and UX Designer

Retransformations

“Whatever it is that makes untransformed activity vulnerable to transformation makes transformations even more vulnerable to retransformations”

(Goffman, 1974, p. 159).

This unavoidable layering of the primary frame creates a structure.

The nature of recontainment

In the case of a 'big con',
Goffman talks about the duped
being recontained in forms
standard for our society.
The first one is 'secret monitoring'
where
“basic assumption about social life is violated
by these various forms of monitoring”

(Goffman, 1974, p. 168).

Secret monitoring

“Any monitoring of any individual’s behavior that he does not know about will then have a discrediting power; all forms of secret surveillance function to undermine later activity, transforming it into a discreditable performance”

(Goffman, 1974, p. 169).

Penetration

“The process whereby an agent who is disloyal to a team exploits legitimate (as opposed to clandestine) access to social settings in which the team’s strategic or dark secrets are unguarded or their discrediting conduct is observable”

(Goffman, 1974, p. 170).

Entrapment

“The activity through which a discrediting act is called forth by a provocateur on the grounds that he is a proper person with whom to share the secret world”

(an active form of penetration that induces the vulnerable activity)

(Goffman, 1974, p. 172).

Theatrical Frame

“In considering legitimate stage performances it is all too common to speak of interaction between performer and audience” stresses Goffman, adding that this impedes the analysis that should be made of this interaction.

He further explains that it “conceals the fact that participants in a conversation can be said to interact too, conceals, indeed, the fact that the term ‘interaction’ equally applies to everything one might want to distinguish”, concluding that “the first issue is not interaction but frame”

(Goffman, 1974, p. 127).

Discussion

In design, **Dorst (2015)** introduces frame innovation, providing an outline for designers on how to approach and solve design issues.

Ylirisku (2013) draws on Goffman's and other theories to create a new method called Framing Analysis of Design Articulation (FADA) "for the investigation of project specific learning."

Conclusion

Goffman's frame analysis, with its expansive scope of ideas and categories offers help with organization of extensive data, proving to be an applicable knowledge-producing system.

This theoretical framework offers a possibility to narrow the gap by analyzing the structures that influence human computer interaction, and this has been missing from most user experience research.

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THANKS!

