



Online Session 2: Critical Thinking

Some questions to get us started...



- What is critical thinking?
- How can we tell if we are thinking critically?
- What is an advertisement?

<https://www.menti.com/bleh6yxisd7>

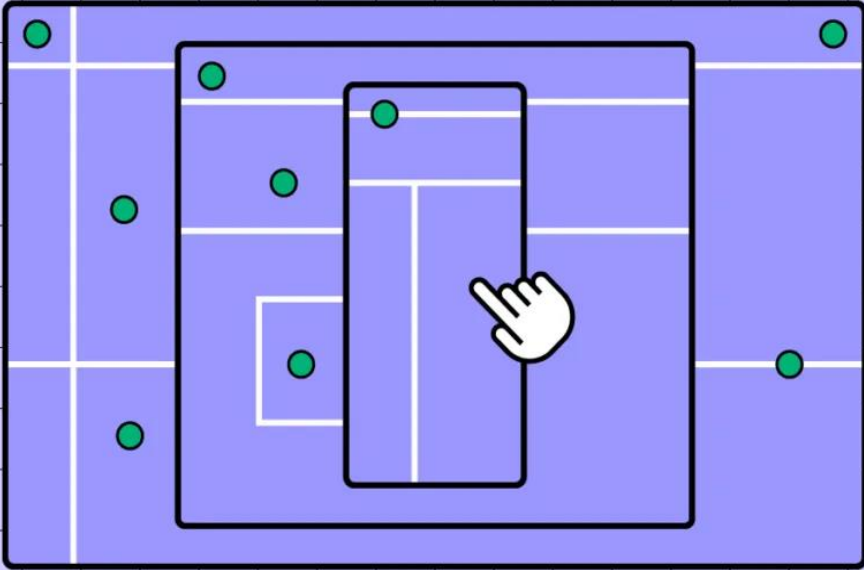
Image-Text Interfaces

- Technology
- Translation
- Conditioning



Interface

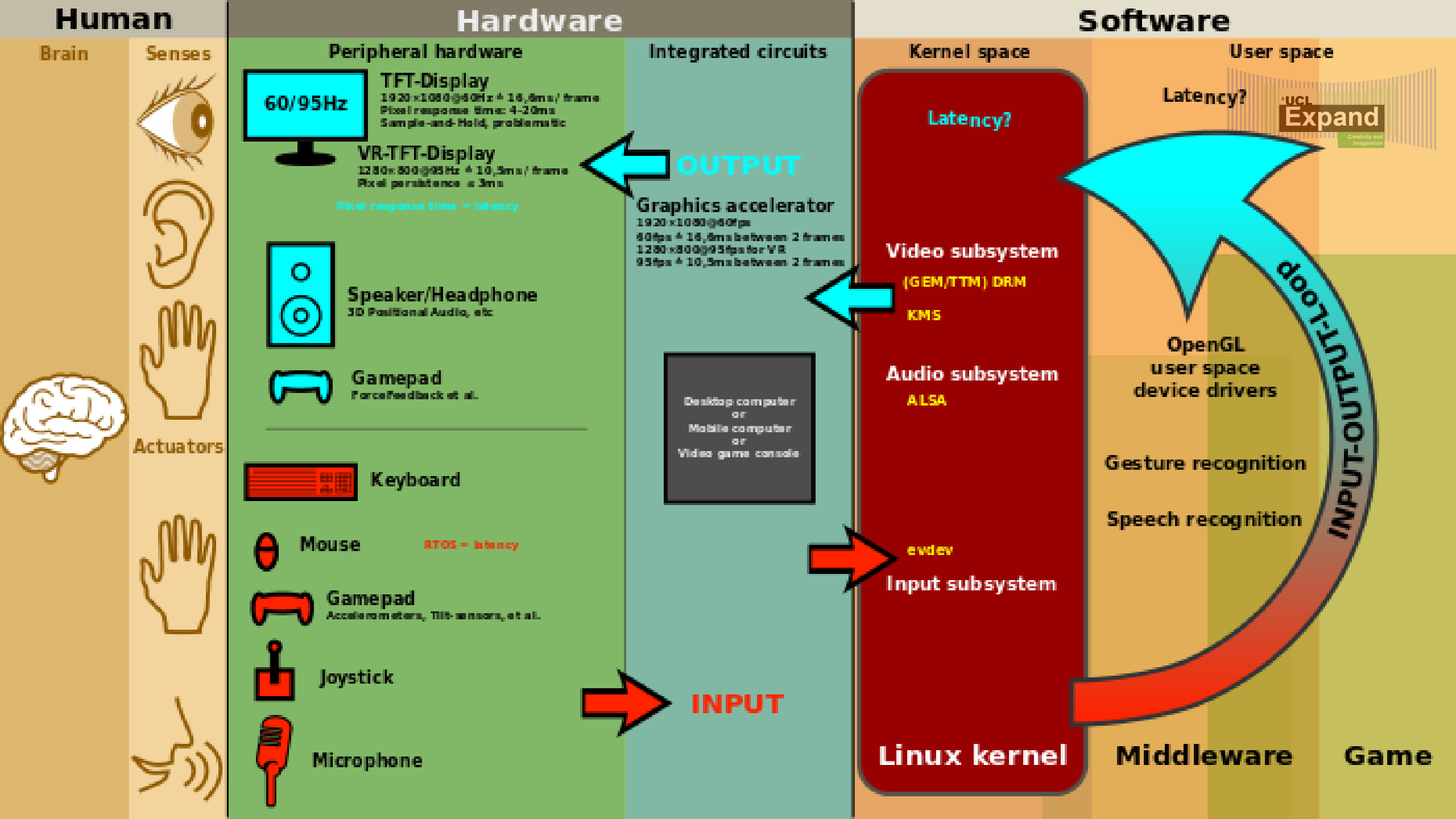
How we interact with a system



noun

noun: **interface**; plural noun: **interfaces**

1. a point where two systems, subjects, organizations, etc. meet and interact.
"the **interface between** accountancy and the law"
 - **PHYSICS**
a surface forming a common boundary between two portions of matter or space, for example between two immiscible liquids.
"the surface tension of a liquid at its air/liquid interface"
2. **COMPUTING**
a device or program enabling a user to communicate with a computer.
"a graphical user interface"
 - a device or program for connecting two items of hardware or software so that they can be operated jointly or communicate with each other.
"an application program interface"



Why do we care?

- Dictating
 - How we use our bodies
 - What we can do
 - What we think is natural or normal



Translating between us and the computer

```
DOCTYPE html>
html lang="en">
  head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Computer Code vs. Visual Interface</title>
  head>
  body>
    <h1>Hello, World!</h1>
    
    <p>This is a simple example of HTML code.</p>
  body>
html>
```

Hello, World!

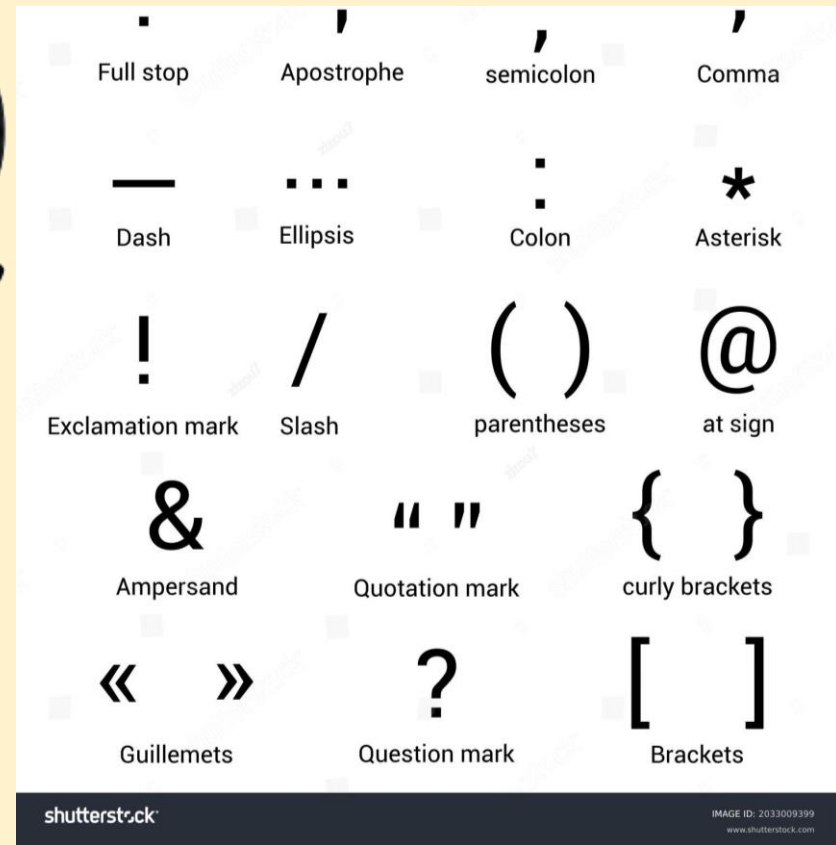
Example Image

This is a simple example of HTML code.

History of User Interface (UX) in Computing

- Looking at code (command-line or text-based interface)
- Looking at a visual representation (graphical user interface)





Visual Metaphor and Symbolism

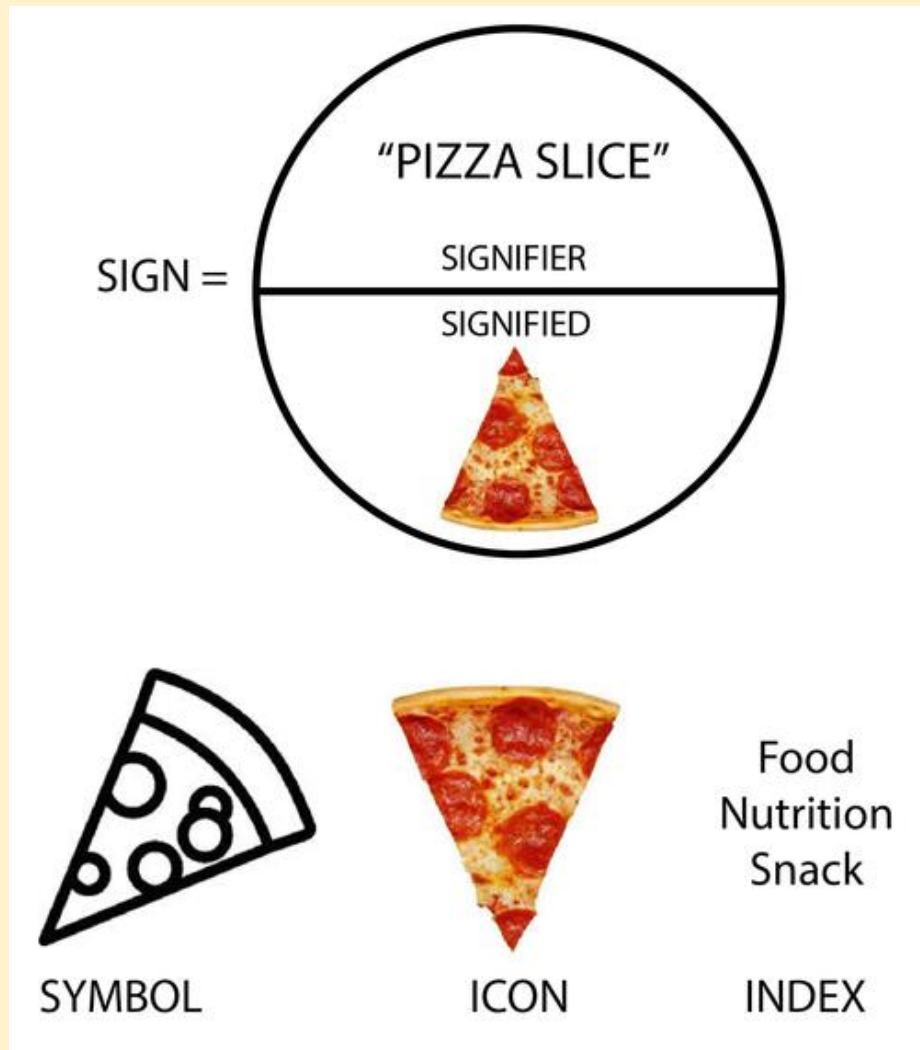
- What is a metaphor?
- What is a symbol?
- What about language?

"Metaphors Reflecting and Shaping the Reality of the Internet"

- Tool:
 - Prosthesis
 - Conduit
 - Container
 - Place
 - Way of Being
- Annette N. Markham



Semiotics



Semiotics: Decoding the Hidden Message

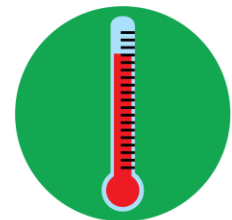
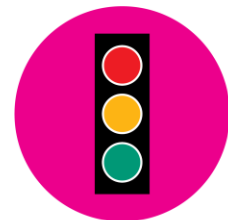
Icon
A graphic image



Symbol
A learned relation



Index
A direct link



Technological format, user input



Expanding the concept of interface

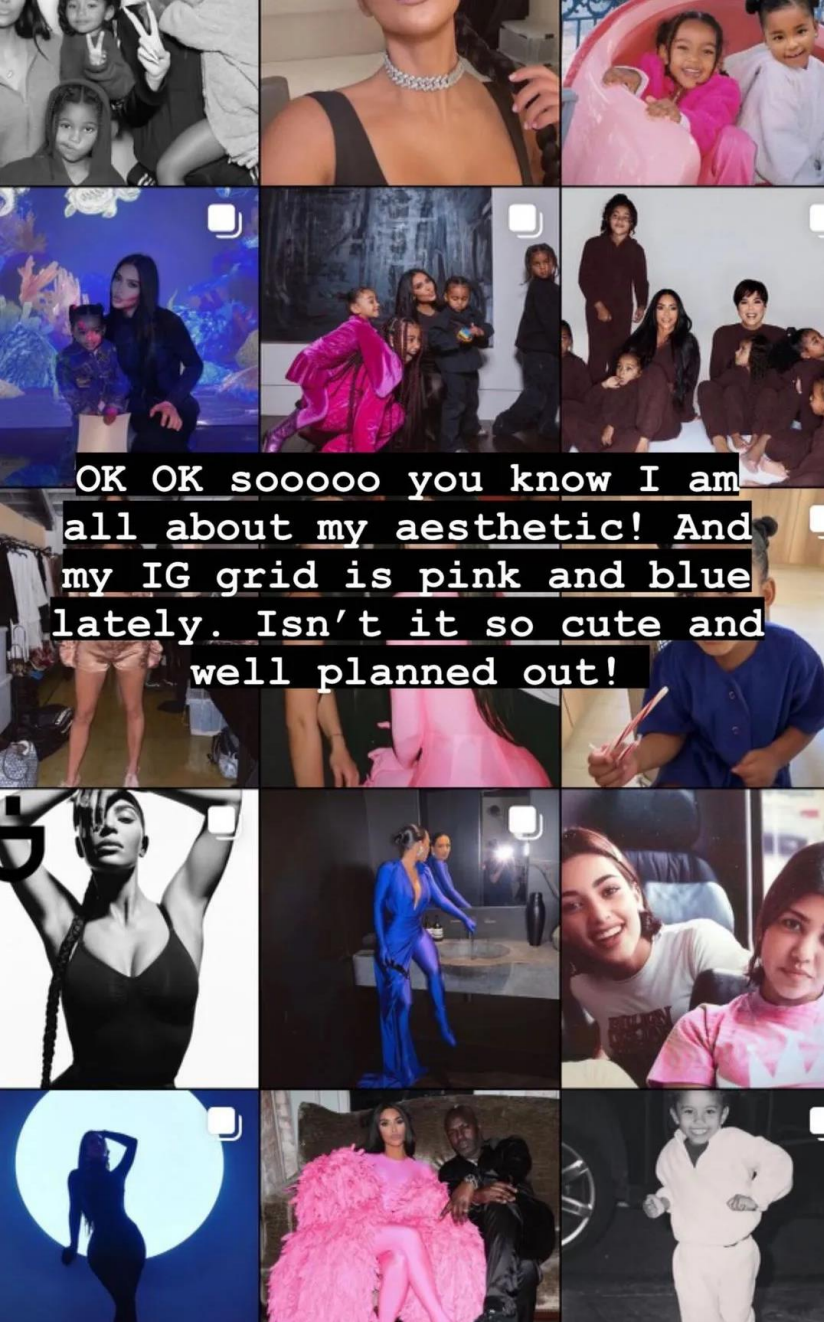


- How is a book an interface? What about an advertisement?
- Why might this be a helpful description?

Breakout Groups:

- How do we interact with the following interfaces?
- What kind of visual metaphor, symbolism, and format does it use?
- How does it shape our thoughts and behaviors?
 - Group 1: Instagram
 - Group 2: Television
 - Group 3: Virtual reality
 - Group 4: ATMs

Origins of the Grid

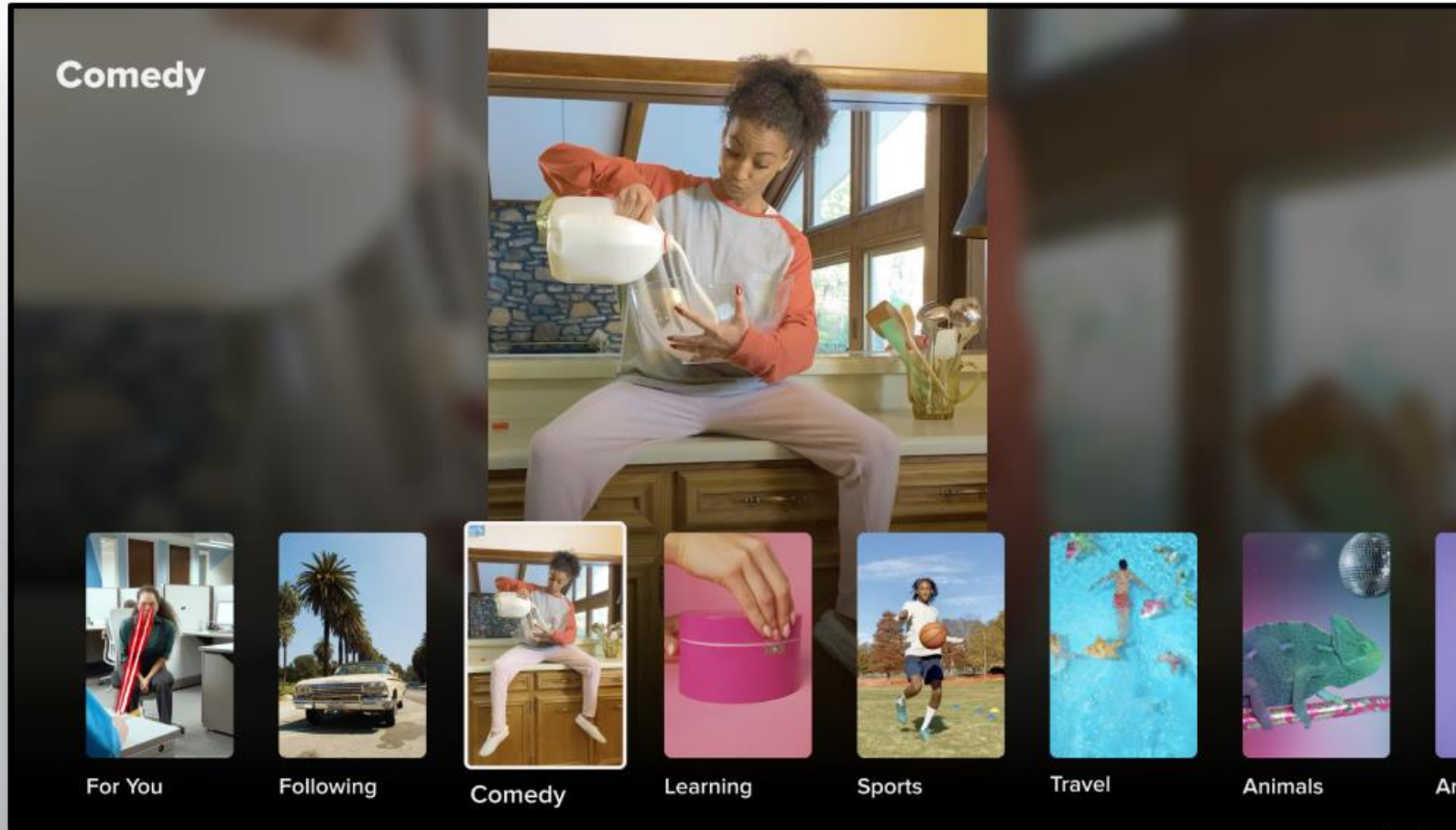


OK OK sooooo you know I am all about my aesthetic! And my IG grid is pink and blue lately. Isn't it so cute and well planned out!





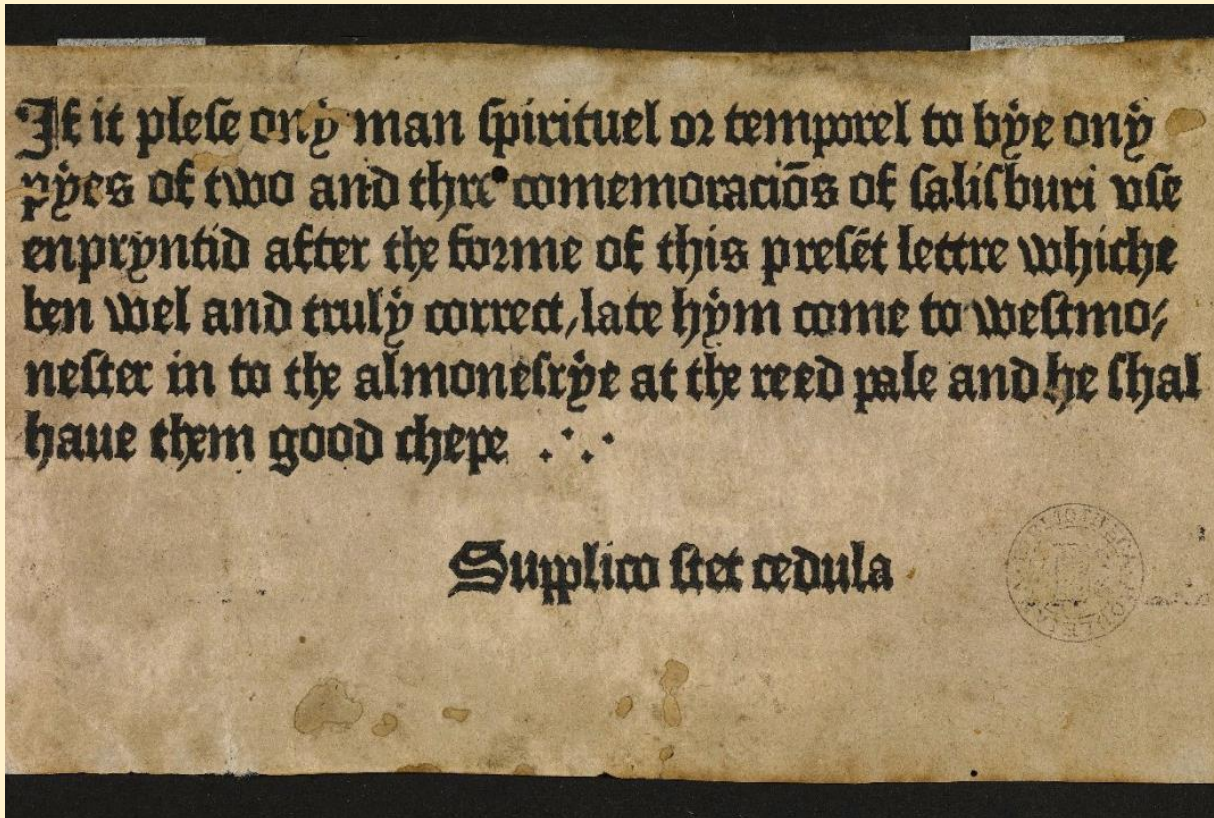
SAMSUNG



Failures of Virtual Reality



Advertising



Nobody pays much mind to advertising, at least the haphazard kind of advertising that clutters the space around us. But here in the 21st century, when both that space and the ads that appear throughout it are as likely to be digital as physical, we might take a moment to look back at how the practice of putting up notices to sell things began. In the English language, it goes back to at least to the mid-fifteenth century — specifically, to the year 1476, when [Britain's first printer William Caxton](#) produced not just a manual for priests called *Sarum Pie* (or the *Ordinale ad usum Sarum*), but easily postable, playing card-sized advertisements for the book as well.

“This piece of paper, of which two copies survive, is regarded as the earliest surviving printed advertisement in the English language,” [writes Erik Kwakkel at medievalbooks](#). It states that *Sarum Pie* “is printed in the same letter type as the advertisement (‘enpryntid after the forme of this present lettre,’ line 3). Even without having seen the new book, its key feature, the type, can thus already be assessed.” This pioneering advertisement also “reassures potential clients that the text of the handbook is ‘truly correct’ (line 4) and that it can be acquired cheaply (‘he shal have them good chepe,’ lines 5–6). Both features will have been welcomed by priests, the target audience, who needed their textual tools to be flawless and did not have much money to spend on them.”

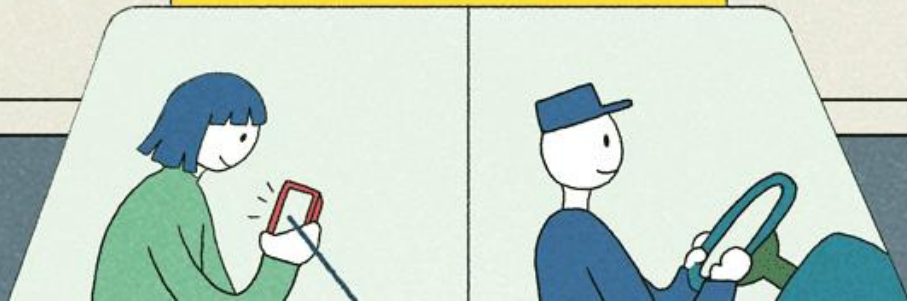
Different Types of Advertising Methods

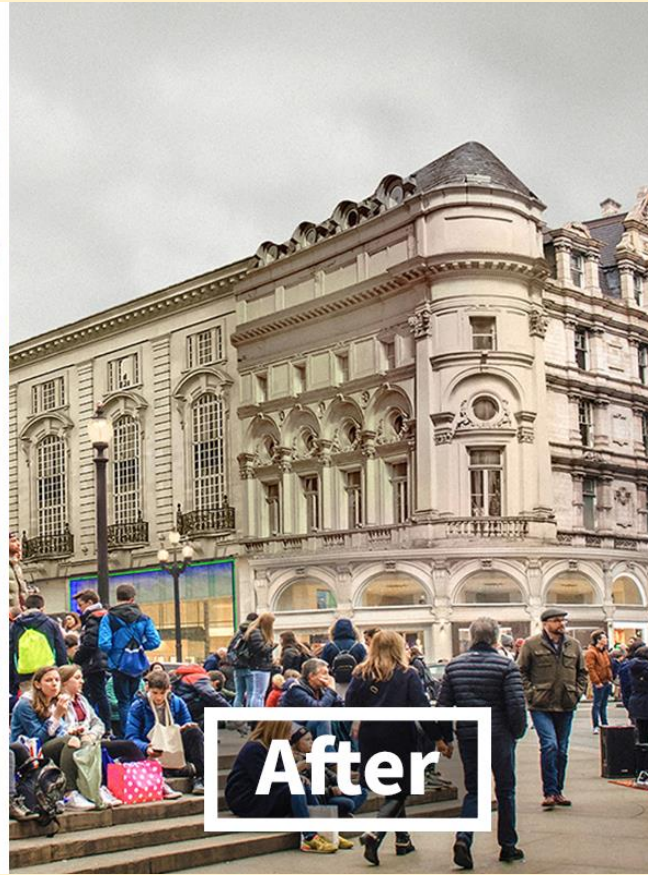
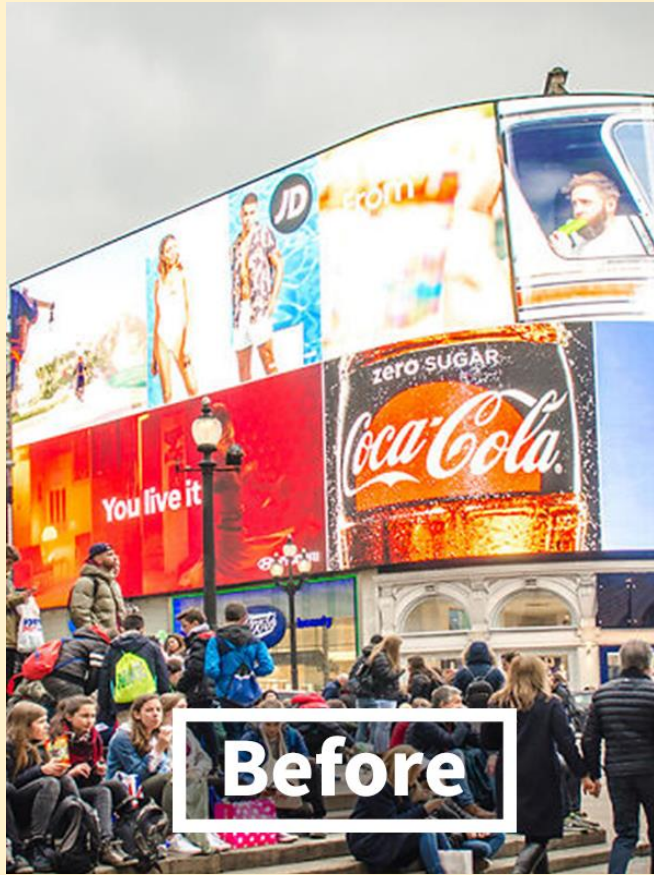


Print Advertising



Digital Advertising





Android APPS on your mobile **FREE DOWNLOAD** **GET STARTED** 728X90

Start Your Career in Healthcare **LEARN MORE** 250X250

YOU CAN GET BY IN SPANISH WITH JUST 138 WORDS. Just knowing a few words can unlock thousands of Spanish phrases. **GET STARTED!** 300X250

LOVE TOP SECRET MyLoveBook 468X60

BUY A HOME **SELL A HOME** **SAVE A LIFE** **START NOW!** PAWS PROGRAM Making a Difference 336X280

NO FEE NYC APARTMENTS **LEARN MORE!** 200X200

CHOOSE YOUR SIDE... **THE FATE OF AMERICA DEPENDS ON IT!** **PLAY NOW** 120X600

FASHION'S FINEST COLLECTION OF KAFTANS **LEARN MORE** 160X600

The world as a place for advertising

Rise of the Influencer Economy

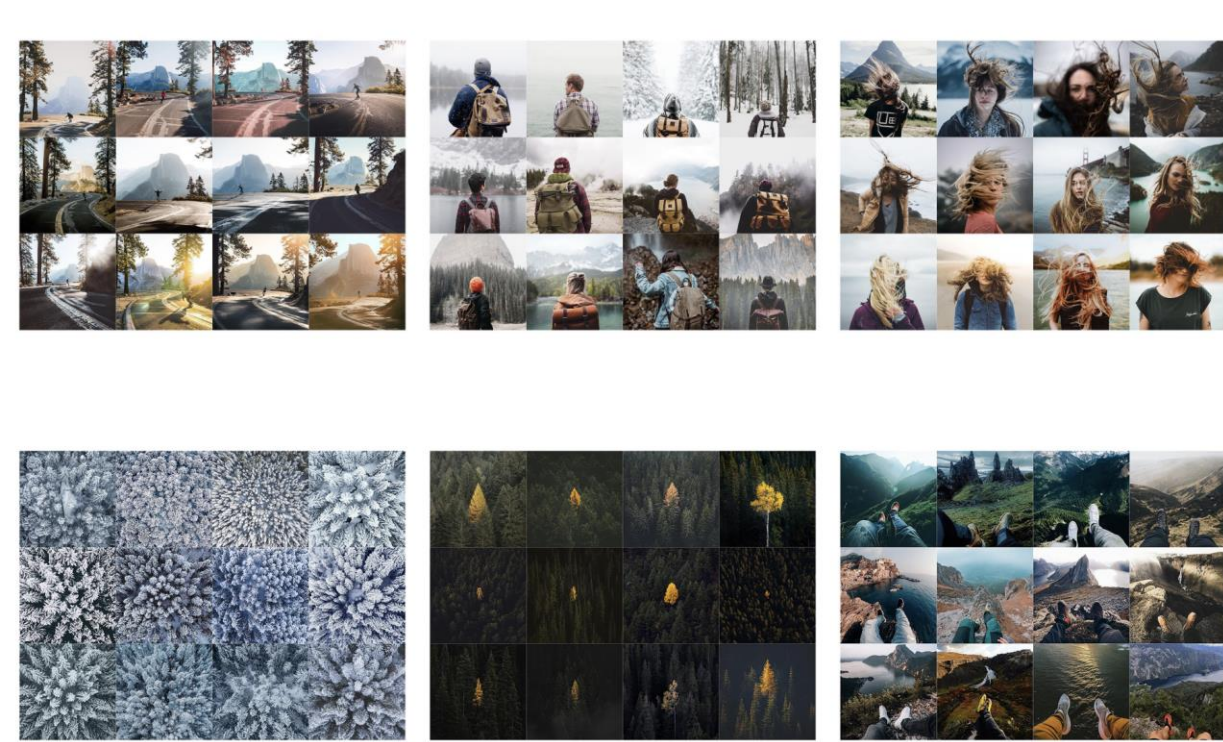


Ms. Aaron is not a major social media star, nor is she a celebrity. At least not yet. But she is part of a generation that is increasingly posting on social media in the manner of professional influencers: sharing daily routines, pitching or unboxing products, modeling clothing and advertising personal Amazon storefronts. These videos are often viewed as cool and entrepreneurial by peers (and sometimes by bemused parents). They can also lead to free stuff and extra cash.

Ms. Aaron lists an email for brand inquiries on her TikTok profile and a link to her page on Linktree, a site that gathers her commercial affiliations into one place as a way to signal her clout as a tastemaker. Among the links is her Poshmark page, where she resells her clothing.

“It’s more generally accepted among people my age to speak to the camera and give product recommendations and that sort of thing,” Ms. Aaron said.

But this emerging field, in many ways, resembles a gig economy for digital content. Participants are still precarious workers, relying on the whims of corporations for their livelihoods. Much like an Uber driver or a twenty-tens Instagram influencer, the creator is responsible for her own marketing, health care, and tax contributions. She makes money for the platform that hosts her without receiving the legal and financial protections of employee status, or the stock options typically given to the platform’s engineers, designers, and managers. Meanwhile, the social-media giants are developing



The internet is shaping

What we want

How we behave

How we present ourselves

How we spend our time



Social Media— what is it doing to us?

- <https://www.menti.com/bldj2tyey7qs>



Children and Social Media



- Negative mental health effects
- Changing how children learn and are socialized
- Exposing children to danger

- An outlet for creativity
- A source of community and information

Visual Consumption



What happens to artwork and images?



bradtroemel 

bradtroemel  @chloewise_ paintings generated through  which artist should I do next?
10w

peacefulinstant @brad__phillips
10w Reply

selassie_eye Hand painted art is gonna shoot up in value when people learn to appreciate the humanity of a brush stroke.
10w 51 likes Reply

— View replies (24)

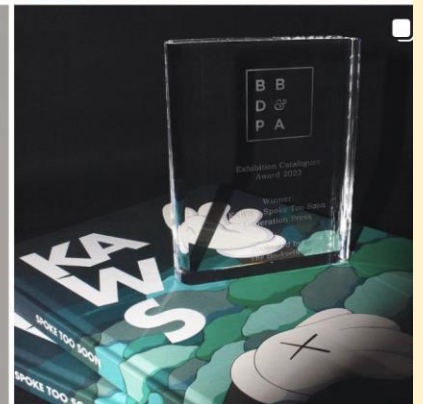
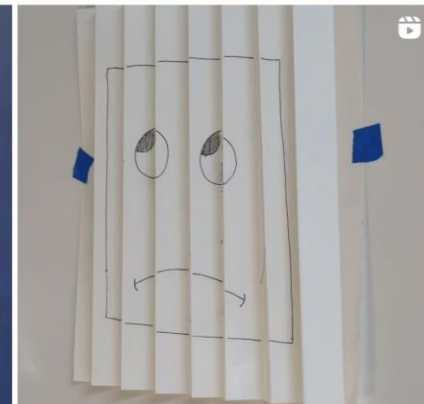
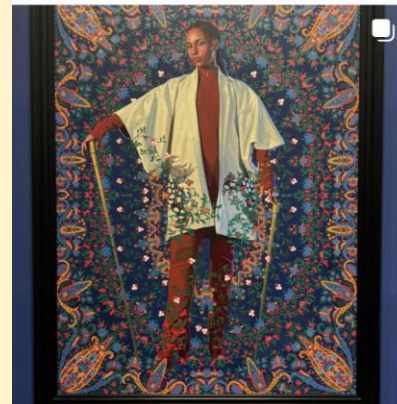
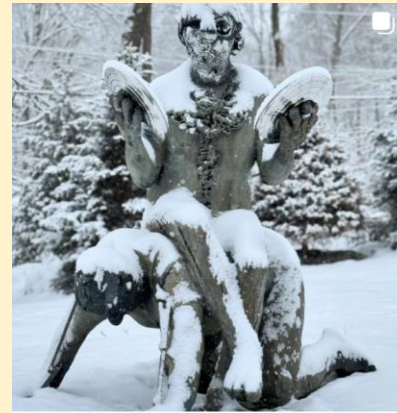
chloewise_  Wow these are so good 🤩🥰👍 I approve. These are officially my works now. Thank you for the volunteer labor ❤️ I salute you!!!! And the troops :)
10w 541 likes Reply

— View replies (5)

 Liked by **oliveragger** and others
December 5, 2023

 Add a comment...





Next steps

Before our next session...



What's coming up?

Drop-in sessions are run on the following evenings from 6pm – 7pm.

Monday 4th March

Monday 11th March

Monday 18th March

Monday 25th March

Your next subject session will be on Wednesday 28th February from 6pm – 7:30pm.

Any questions?

If you need any support, or have any further questions, please don't hesitate to send the UCL Expand Team an email at

wp.post16@ucl.ac.uk or drop us a text on **07857630033**.