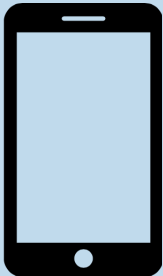
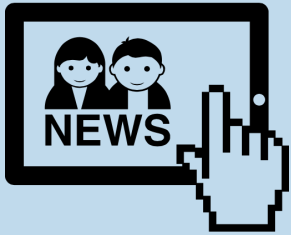




Conteúdo jornalísticos educacional-interativo para tablets: uma forma inovadora de conteúdo digital

Programa Institucional de Bolsas de Iniciação Científica

LabProJor - UFSC
2015.2



Atividade

Documentar os estudos sobre Cognição, Semiótica e visualização de conteúdo no processo de ensino aprendizagem.

Bancos de dados pesquisados

Scielo, IEEE, ACM, Portal de Periódicos Capes e Academia.edu.

Resultado da busca

- 2 artigos específicos sobre cognição e semiótica aplicada aos dispositivos móveis;
- 6 artigos sobre visualização de conteúdo em dispositivos móveis.



Cognição e semiótica

- Using Semiotic Profiles to Design Graphical User Interfaces for Social Media Data Spaces on Mobile Phone Screens_Andre Valdestilhas_2013.
- What your phone makes you see Investigation of the effect of end-user devices on the assessment of perceived multimedia quality_Peter Kara_2015.

Using Semiotic Profiles to Design Graphical User Interfaces for Social Media Data Spaces on Mobile Phone Screens

Andre Valdestilhas

2013

The construction of a graphical user's interface indexing, using semiotic profile concepts, can improve the organization of information in large data spaces for social media mobile phones. To provide an intuitive and user friendly interface for exploring an area such as complex data is a challenging task. Yet, given not only the reduced size of mobile devices but also their limited possibilities of interaction, the proposed research may be an interesting direction of future research.

A study carried out by Knoche [4] suggested that screen size affects the quality of viewers' visual experience as well as their perception and attention, when delivering television programmes on mobile phone.

The model is most often represented as the semiotic triangle [11]:

- Icons

Representation (sign): something which is perceived, but which stands for something else,

- Index

The concept (Meaning): the thoughts or images that are brought to mind by the perception of the sign,

- Symbols

The object (Thing): the "something else" in the world to which the sign refers.

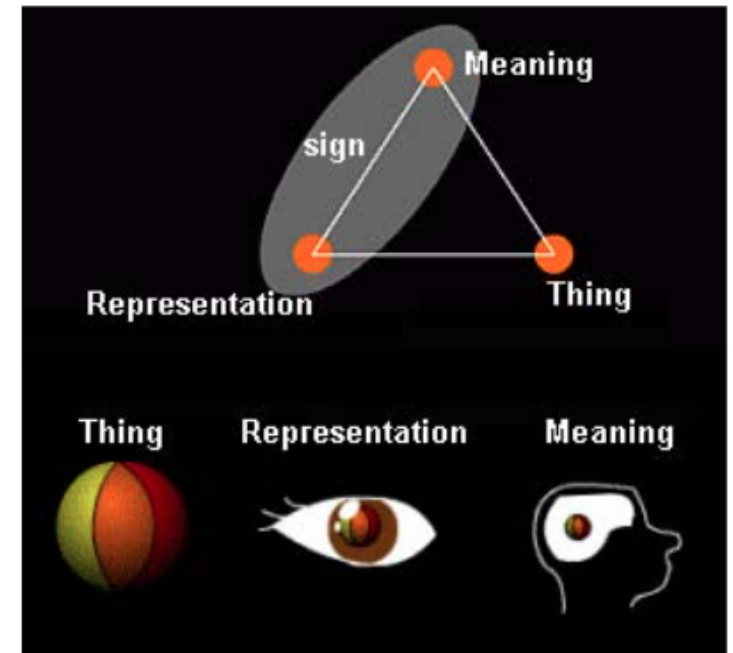
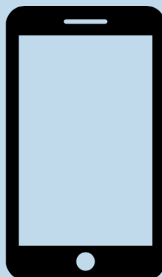
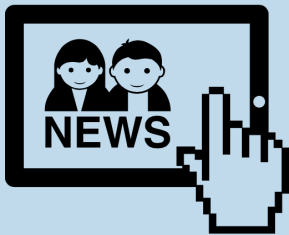
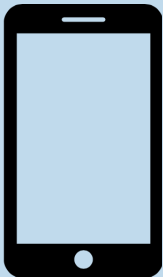
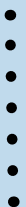


Figure 1. This version of the semiotic model is adapted from the work of the American philosopher Charles S. Peirce [11].



What your phone makes you see: Investigation of the effect of end-user devices on the assessment of perceived multimedia quality

Péter András Kara

2015

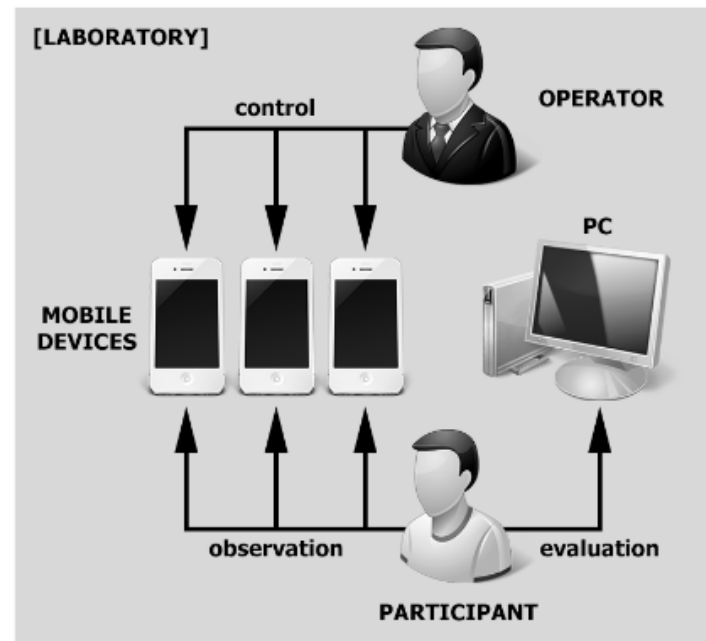


Fig. 2. Measurement configuration

“The paper has presented our empirical study regarding the role of end-user devices in subjective assessment of service quality. The results provided by the 100 people participating in our series of measurements have shown that perception and memory can be easily altered by preconception through the dissonance reduction method of cognitive dissonance, and that user devices can play an important role in the process.

More than every fourth participant experienced significant differences between test stimuli which were in fact identical, and no unvarying evaluation was made at all. We also encountered some interesting phenomena, i.e., the preconception overcompensation phenomenon, in which an unproven preconception becomes its opposite.

In alignment with previous findings, we also found that a continuous qualitative scale comes with the smallest scoring differences in such a measurement scenario, since it enables diminutive distances between evaluations and even though tags are indeed subjective, they are not as arbitrarily utilizable as quantitative numbers.”



Visualização de conteúdo (destaques)

- Mixed-Initiative Multimedia for Mobile Devices: Design of a Semantically-Relevant Low-Latency System for News Video Recommendations_Jeannie Lee_2014.
- Video navigation on tablets with multi-touch gestures_Schoeffmann K_2014.
- Towards an understanding of visual appeal in website design_Martin Varela_2013.
- Implementing Responsive Web Design for Enhanced web presence_S Mohorovicic_2013.

Mixed-Initiative Multimedia for Mobile Devices: Design of a Semantically-Relevant Low-Latency System for News Video Recommendations

Jeannie Lee

2014

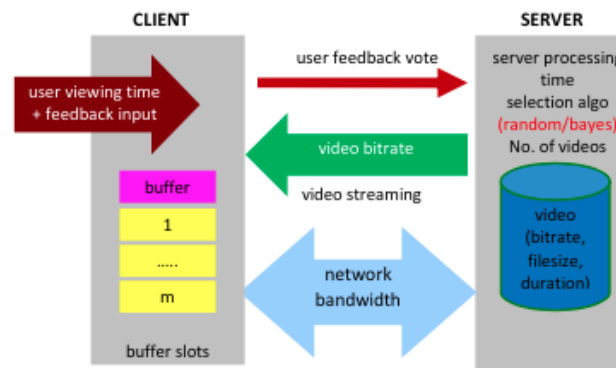
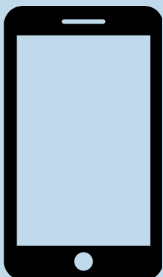
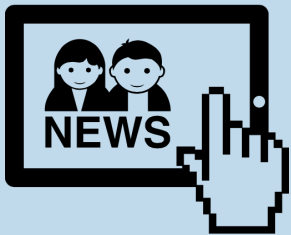


Figure 1. Typical mobile client-server system model showing various constraint parameters

“Interaction-wise, mobile device constraints lead to users having different browsing styles, short attention spans, low commitment and extremely short interaction intervals [6]. Some rough guidelines have been prescribed in [2, 7]: minimize user input, predict and filter information, reduce memory load and use different modalities and interaction methods.”

“ Human subjective evaluation of the video sequences and perceived waiting time also needs to be further explored. As seen from results in Fig. 3 & 4, users are required to engage in repeated feedback to achieve accurate results. Cost is high and users are somewhat reluctant to provide more feedback [17]. Implicit feedback data such as the video viewing duration can be used.”

- Videos de notícias, com duração média de 4 minutos foram disponibilizados diariamente no site da CNN, abrangendo várias notícias e categorias.
- Cada vídeo é representado por uma notícia da CNN atribuído pelo editor título, data, carimbo do tempo, e categoria, a saber: mundo, dos Estados Unidos, política, direito, negócios, ciência / tecnologia, esportes, entretenimento e saúde.
- Além do título, o conteúdo de cada clipe de vídeo é representado por palavras-chave anotadas manualmente selecionados do áudio falado.
- Cinco sujeitos voluntários foram mostrados os clipes de vídeo em ordem aleatória. Depois de ver cada vídeo, cada sujeito foi instruído a atribuir palavras-chave que representam o vídeo da história principal e conteúdo de alto nível.



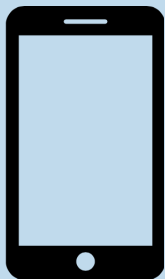
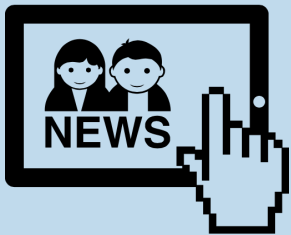
Video navigation on tablets with multi-touch gestures

Schoeffmann K
2014

We describe a new interaction method for videonavigation on touch-enabled tablet devices, which is based on previous research results and uses context-sensitive swipegestures. We evaluate our method in a user study with known-item-search tasks in direct comparison to seeker-bar navigation that is commonly used for navigation with video players on tablets and smartphones. Our evaluation results show that users prefer the swipe-based navigation feature over a seeker-bar in terms of convenience and that users can achieve better search performance with this new way of video navigation.



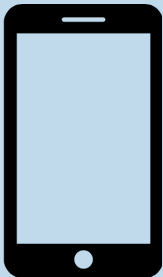
Figure 2. Default controls of a mobile video player as used on the Apple iPad. In the lower part of the screen we can see fast-forward/reverse and play as well as volume control (which, however, can be controlled by other means, e.g., hard buttons, as well). In the upper part of the screen we can see the seeker-bar to be used for navigation by scrubbing. All controls are usually hidden during playback and need to be enabled by a tap gesture.



Towards an understanding of visual appeal in website design

Martin Varela

2013



“In this work we have shown the results of two large-scale crowd-sourced test campaigns geared towards quantifying the impact of commonly considered design factors related to typography and color on the visual appeal of web pages. The results obtained show clear dependencies on some of the factors considered, namely the appropriateness — or goodness of the type and color schemes chosen.”

“In this paper, we present the results of a large scale experimental study which quantifies the impact of visual appeal factors on perceived visual design quality of tested websites. We manipulated four design factors (colors, number of colors used, fonts, and number of fonts used), as described in the following section, and studied their impacts on subjective user ratings of visual design quality. To the best of our knowledge, no previous studies have specifically addressed the effects of these four factors, and their joint impacts on the VA of different types of websites.”

Implementing Responsive Web Design for Enhanced web presence

S Mohorovicic

2013

According to Gartner's research report with shipments projections for smartphones, tablets, ultramobiles and PCs from 2012 to 2017 (Table I) [4], the combined shipments of PCs, tablets and mobile phones is expected to grow 9% to total 2.4 billion units in 2013 from 2012. In 2012, more tablets and smartphones were sold than PCs. Sale of desktop PCs and notebooks is expected to decline 7.6 % in 2013, while the shipments of tablets and smartphones are expected to grow. The most significant growth is projected for tablets: worldwide shipments are predicted to 197 million units in 2013, which is a 69.8% increase from 2012 shipments of 116 million units.

The term "responsive web design" was first used and explained by web designer Ethan Marcotte in 2010 [15]. "Responsive web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation." [16]

Key benefits of implementation of responsive web design are one, content focused, device-independent website, long-term money and time savings, easy maintenance, better Search Engine Optimization (SEO) managing [21], more consistent user experience and usability.

It is hard to keep up with the different devices and resolutions on the market. Responsive web design adapts the web page to different screen sizes and it is also prepared for the future-devices that haven't been released yet. Along with greater number of mobile devices, the importance of responsive web design is also increased.

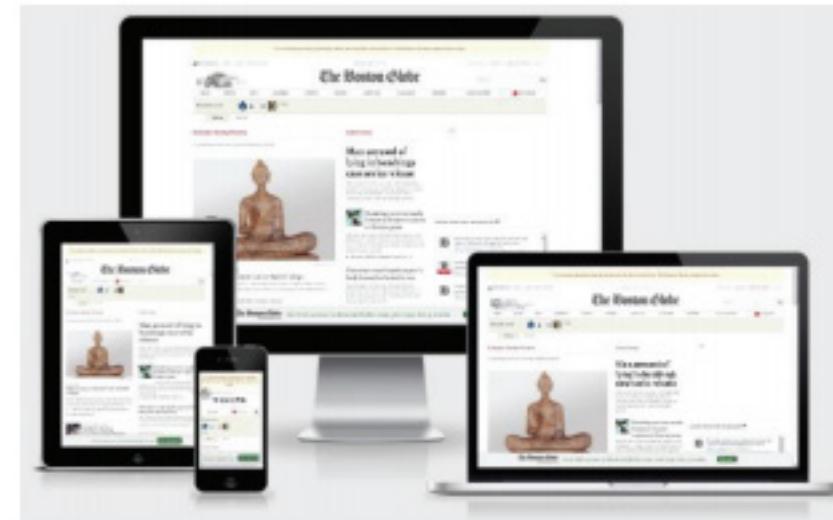
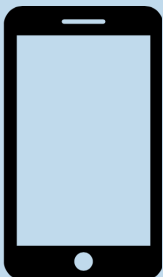


Figure 2. The Boston Globe's website loaded on several devices; an example of responsive web design



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