Personal vs. Commercial Content:
The similarities between consumer use of photos and music

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Concepts of Photos and Music…

Photograph/Picture
- Capture image
- Capture memory
- Capture a single event
- Remind me of …
- In frame, book, trunk, fridge, table…

Selected from Concept Net (MIT Media Lab)
http://web.media.mit.edu/~hugo/conceptnet/
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Music/Song
- Add beauty to life
- Entertain people
- Generate various emotions in people
- Lift spirit
- Set mood
- Used to convey an idea
- In concert, gym, opera, party, radio station…

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How we distinguished content

Personal content (photos, video clips, etc.)
- Created by the user (or close family or friends)
- Often capture events that the user or sharer attended
- Rich personal meaning
- Consumers purchase devices for capturing and processing media
- Sharing encouraged by industry
How we distinguished content

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Commercial content (music)
- Created by 3rd party with no relation to the user
- Designed for a much broader audience than personal content
- Consumers purchase the media itself
- Sharing discouraged by industry
Overview

Personal Photos
- Previous work
- Photo Sharing Study

Commercial Music
- Previous Work
- Music Context Study

Similarities and Implications
- Organization
- Search behavior / Satisficing and Sidetracking
- Ties between media and events
Personal Photos – (some) Previous Work

Use

Frohlich – Photos taken to “communicate experiences with others;” audiophotography
Balabanovic – investigated sharing and storytelling around photos
Viégas – Collections allowed customized displays for different audiences
Crabtree – Photo-talk

Organization

Graham, Gargi – Organizing photos based on events
PhotoFinder, Flickr, Mobile Multimedia Metadata – photo tagging to support organization
Mills – “users may not be willing to annotate images and may never even wish to perform a search”
Personal Photos – Primary Research

Photo Sharing study (n=6)
- Follow-on study to prior work in our lab investigating in-home photo organization and search (n=9)
- Focused on most recent instances of sharing photos
- Semi-structured interviews
- Viewing recorded conversation artifacts (emails, letters, etc.)
- Observing photo organization schemes
Commercial Music – (some) Previous Work

Social Experiences
- Crozier – “enjoyment of music is essentially a social experience”
- Cunningham – browsing for music is a social experience

Learning about others
- Brown – collaborative music sharing; learning about others through their music
- Voida – iTunes music sharing to learn about others; proxy for location presence

Selection/Mood
- Kim and Belkin – music needs relate to a person’s mood and the context in which music is played

Reminiscing
- Caprani – reminiscing about music from a particular decade
Commercial Music – Primary Research

Music Context Study (n=13)

- Focused on the role of context in music selection, organization, sharing, and acquiring
- Home tours
- Semi-structured interviews
- Task-based think-alouds
Findings across both studies

- Organization
- Search Behavior
- Ties to events
Findings - Organization

Active Collection vs. the “archive”
- Some photos or music is “on display” or kept close to the player while others are in binders or bins put away.

Categorization schemes
- Non-standard classifications (e.g. “feel good” music and “emailed photos” directory)
- Often organized based on use, not based on standard metadata

Poor quality media
- Almost always kept no matter how poor the quality
- Holds special meaning due to event (last section)

Combinations
- Slide shows or photo DVDs combining music and photos (for gifts)
Implications - Organization

Make visible distinction between “active” collection and the “archive”
- Songs are often put in the archive because they have fallen out of favor; shouldn’t come up nearly as often in random play

Allow music and photos to be tied together based on common metadata
- Participants spent great effort making rich multimedia slide shows, could be more automated
- Metadata libraries should be shared between applications and media types
Findings – Search Behavior

Satisficing
- Two pass method, first select a reasonable subset, then select final CD(s)/photo(s)
- Adaptive aspiration levels (users often “settle” in the end for something they considered unacceptable)
- Active rejection instead of acceptance (iTunes skipping)

Sidetracking
- Browsing initiated while searching for specific content
- Rediscovering old content in their “archive” while browsing (positive experience)
Implications – Search Behavior

Search by usage history
- Allow people to get to content they played/viewed together in the past
- People remember social uses of media as well as traditional metadata

Encourage exploration and sidetracking opportunities
- Allow people to see related parts of their collections that might be “getting dusty”
- Optimized “search” doesn’t give the same rich experience as today’s browsing
Findings – Ties to events and People

Both photos and music allow people to reminisce about past events
- Photo reminiscing involves the entire “event” around the photo
- Music reminiscing involves events when that particular music was played dvd.mov
- Often very vivid memories are evoked nikesweatshirts.mov

Conversations around media
- Getting to know you – “Life of” CDs or collections of photos (also for special occasions) mylife.mov
- Tell stories without words by sharing specific photos or music with friends/loved ones
Implications – Ties to Events and People

Allow people to see all content associated with an event
- Ambient slideshows (e.g. Google Desktop Sidebar) could be augmented to show content related to the music that is playing
- Searching for content based on dates captured/acquired or viewed/played

Creating views into media over time
- Creating “life of” snapshots of music/photos
- Seeing how music has come in and out of favor

Learn about others through their content
- Music presence prototype
- Ambient photo sharing
Music Presence Prototype

Allows people to learn about others through the music that they play

Built to enhance future communication

Limited field study of early prototype showed users explicitly communicating through music choice

“Music Talk” as valuable as “Photo Talk” – sharing music with conversation
Summary

Users imbue commercial content with personal meaning

Consider connections between media types, especially around people and events

Look at social uses of both photos and music – it’s about sharing and experiencing together

Consider successful applications from one domain to the other (e.g. Photo Talk, file sharing, etc.)