MIND over MEDIUM
Reading to become acquainted with or look over the contents of (something, such as a book)
When it comes to reading
We’re not in Kansas anymore
“Each medium, independent of the content it mediates, has its own intrinsic effects which are its unique message.” – Marshall McLuhan

“We human beings are not just the product of what we read, but how we read.” – Maryanne Wolf
Medium Affects Content
Medium Affects Reading

Print

Desktop

Smartphone

THE EVOLUTION OF COMMUNICATION
Worlds Are Colliding
Nonlinear and Messages

What we consume

Where we connect

- Book Titles (1450)
- Websites (1991)
- Instagram (YTD)
- Emails (YTD)
- Tweets (YTD)

- Fixed Broadband (Homes)
- Mobile Broadband (Smartphone)

Values:
- 0.134B
- 1.1B
- 7B
- 24B
- 68B
- [VALUE]
- [VALUE]
How do we get lengthy linear text
Onto a concise nonlinear medium
Smartphones Have Rules
Users Control the Medium

1st Rule

Users decide how the App will behave
Images, headlines and summaries provide guideposts.
Minimize Content Scrolling

3rd Rule

Google employees built a messaging app without a keyboard for emoji lovers

bv Abhimanyu Ghosal

Earlier this week, we told you about Vuptime, a video sharing app from Googlers who participated in the company’s Area 120 internal incubator for side projects. Now, the initiative has launched its first Android app.

Supersonic is a messaging app that relies almost exclusively on voice input: hold down the mic button to dictate a message, and you’ll see it transcribed into a text and emoji-studded message in your one-on-one or group conversation. Your contacts can also play back your audio message, and it’ll disappear once it’s been heard. There’s also a lounge where some users can list themselves to be added to chats by strangers, but I couldn’t figure out how to get in there myself.

The app launched earlier this month on iOS and is only available in certain regions (India’s not on the list, for example). It’s an interesting take on a chat app and might find fans among younger users. However, I couldn’t really wrap my head around listening to a bunch of disparate voice recordings on my speakerphone or translate emoji quick enough to carry on a conversation.

Short-form (< 1000 words) is prevalent on smartphones
Send Relevant Information

4th Rule

Content is pushed to the user
How do we apply the rules when...
Smartphones are designed for messages.
What if we transform paragraphs into messages
And store the messages as objects
We can stream the objects to smartphones
We can attach images...
We can attach audio...
We can attach video...
We can attach maps…
We can attach notifications...
Abstract
Smartphone is the MEDIUM
GADGET SOFTWARE
Mobile Publishing Technology
Thank You