EMPOWERING PRODUCTS
Personal Identity through the Act of Appropriation

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IST Conference, Indiana University
“Products can be more than the sum of the functions they perform. Their real value can be in fulfilling people’s emotional needs, and one of the most important needs of all is to establish one’s self-image and one’s place in the world.”

Donald Norman, 2005

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1 Personal Identity
Experiences
Characteristics
Thoughts
Behaviors

Self-as-object
Identity
The unique set of experiences, characteristics, thoughts, behaviors, etc, recognizably defining an individual or community, and the relationships between them.


2 Appropriation
As with anything, there are **varying degrees** of appropriation.


Integration into one’s life

Creative customization


Integration into one’s life

Creative customization


Integration into one’s life

Creative customization


Creative customization and/or appropriation makes an object a creation of one’s self rather than the creation of some “other.”


Appropriation

The act of adapting an object to oneself in a way that not only redefines the object, but also relates the object to one’s sense of self.


Rosner, D. and Ryokai, K. 2008. Weaving memories into handcrafted artifacts with Spyn. CHI EA '08. ACM, New York, NY

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3 Case Study: Steampunk
What is it?
An “antiquated re-imagining of Cyberpunk set 100 years in the past rather than 100 years in the future.”


Do-it-yourself aesthetics redefining modern computing technology to create “a thing of beauty and a joy forever.”


How does it relate?
“Learning, creativity, practical problem-solving, perception, and action are central” to understanding the process of appropriation.


February 26, 2010

Akah/Bardzell
We found 1,866 results for Steamteam.

1 2 3 4 5 ... 89

view: gallery / list

sort by: Most Recently Listed

Gothic Nouveau - B... Room3designs $20.00 USD

The Starry Night O... COGnitive... $12.00 USD

Pursuit of the Mec... COGnitive... $60.00 USD

Steampunk Locket ... asecondtime $65.00 USD

Black Cameo Pendant... asecondtime $50.00 USD

Steampunk Necklace... asecondtime $48.00 USD
4 Proposed Theory
“Products can be more than the sum of the functions they perform. Their real value can be in fulfilling people’s emotional needs, and one of the most important needs of all is to establish one’s self-image and one’s place in the world.”

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So.
The designer (you)
must design an artifact which empowers the user to
interpret,
interpret, adapt,
interpret, adapt, and alter
the artifact to encourage personally identifiable appropriations.
Theory

The designer (you) must create an artifact which empowers the user to interpret, alter, and adapt the artifact to encourage personally identifiable appropriations.
5 Summary
Personal Identity

Experiences
Characteristics
Thoughts
Behaviors

Appropriation

Steampunk

Theory
Personal Identity

Appropriation

Steampunk

Theory

Deconstructs
Constructs
Shapes
Conditions
In short...
Just because you’re done with a design
Just because you’re done with a design doesn’t mean your user is.
Thanks.
Thanks.
blakah@indiana.edu
http://siriomi.com/blog