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# Mindless or Mindful Technology?

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**Yvonne Rogers**  
UCL

# Mindless or mindful?

## Mindless

- indifferent
- unaware of or blind to
- in our own digital bubbles

## Mindful

- alive
- aware
- conscious of someone or something

# Acceptable to be Mindless



Not acceptable?



# Digitized families



Too busy Yammering





In our own  
digital bubbles

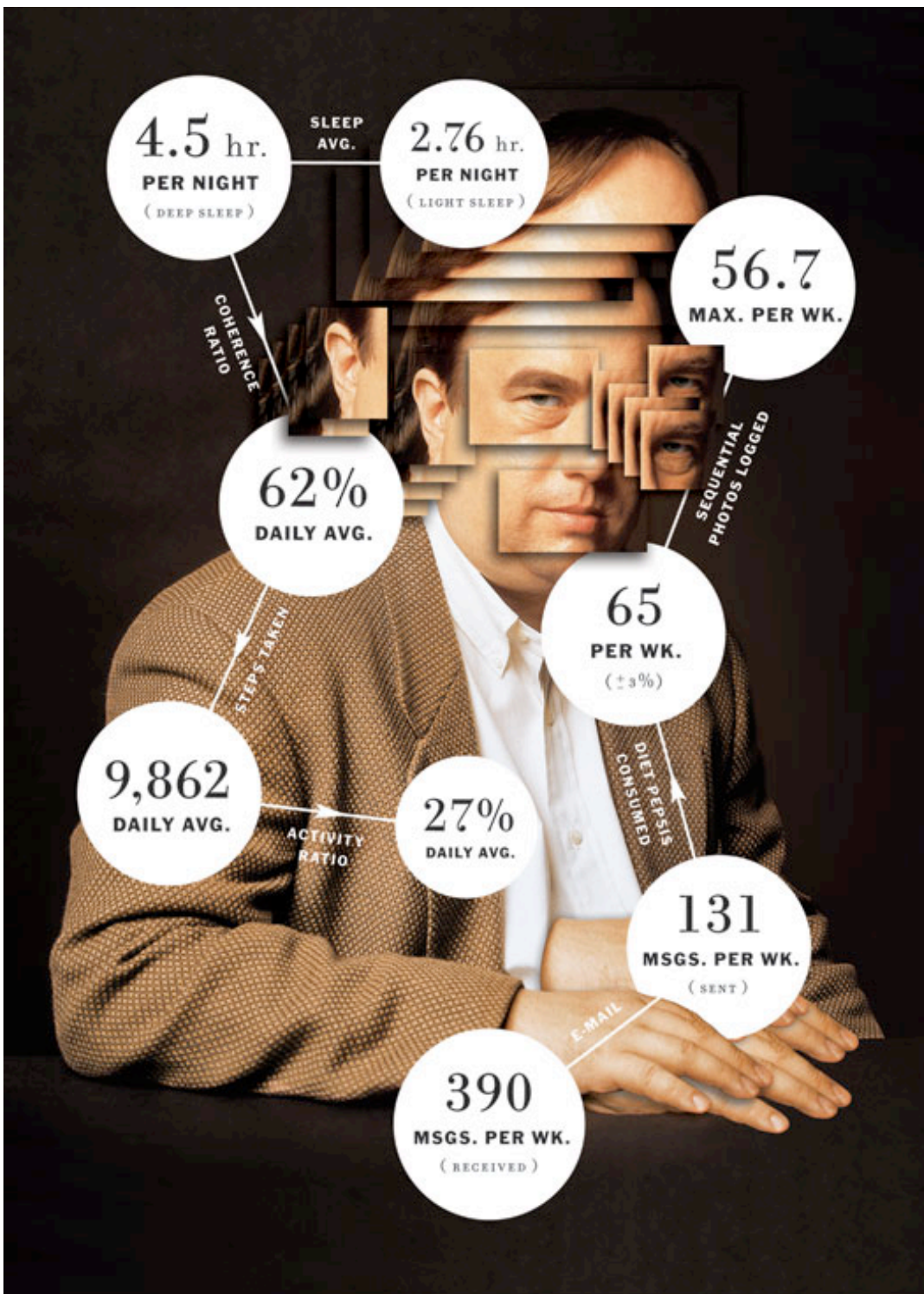


I Forgot my Phone (over 42 million views)



# All about me

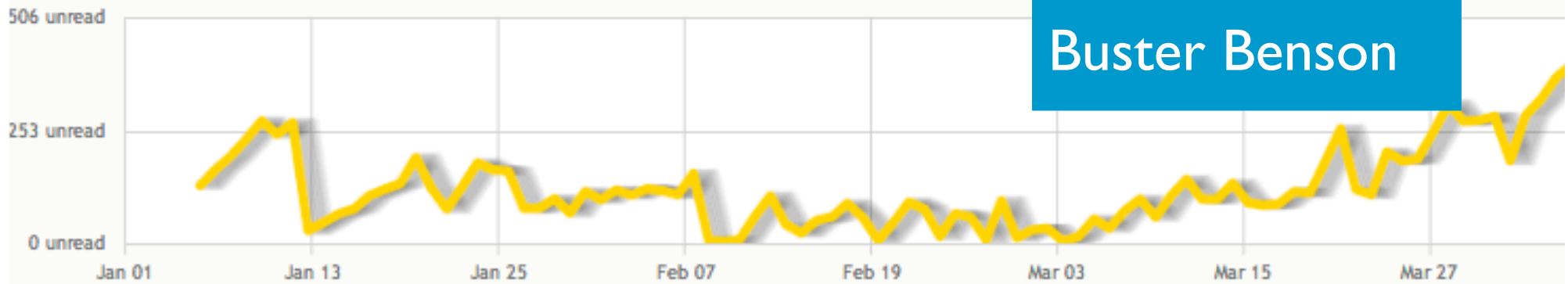




# Mindless or Mindful?

Matt Dorfman

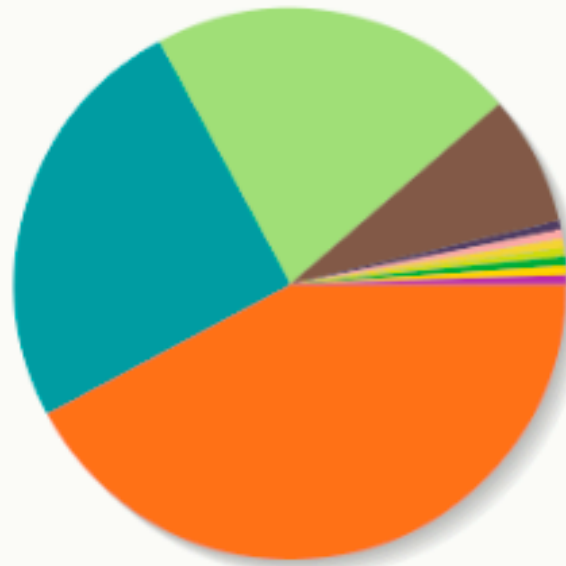
Peeking into my super secret and personal electronic inbox, as of 7 minutes ago, it looks like I have **emails**, and have sent out **1 email** so far today. I've received an wieldy **108 earnest missives** since Email is creeping up like hungry vines around my ankles.



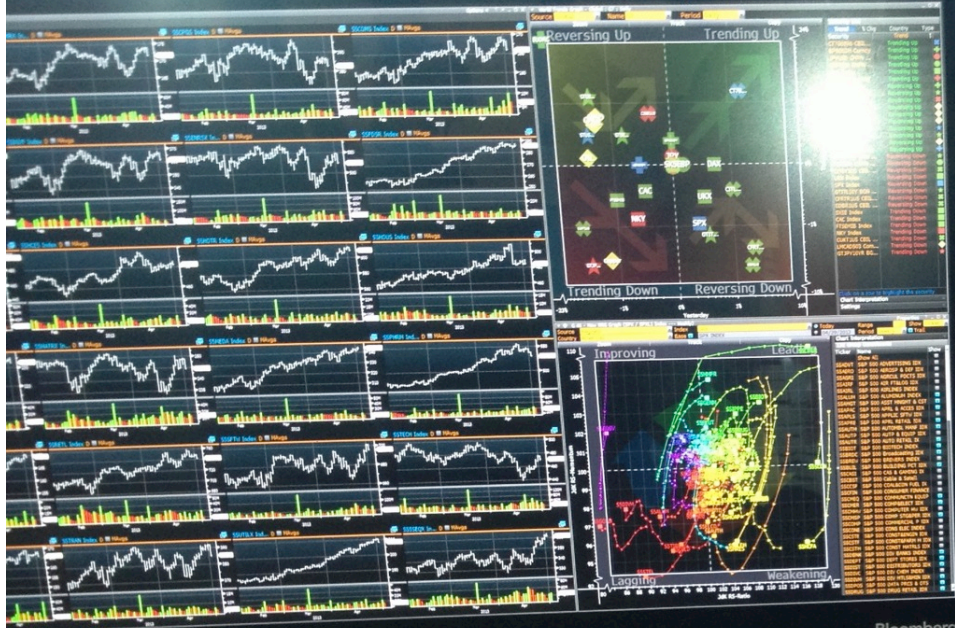
What I'm doing on Tue at 11am

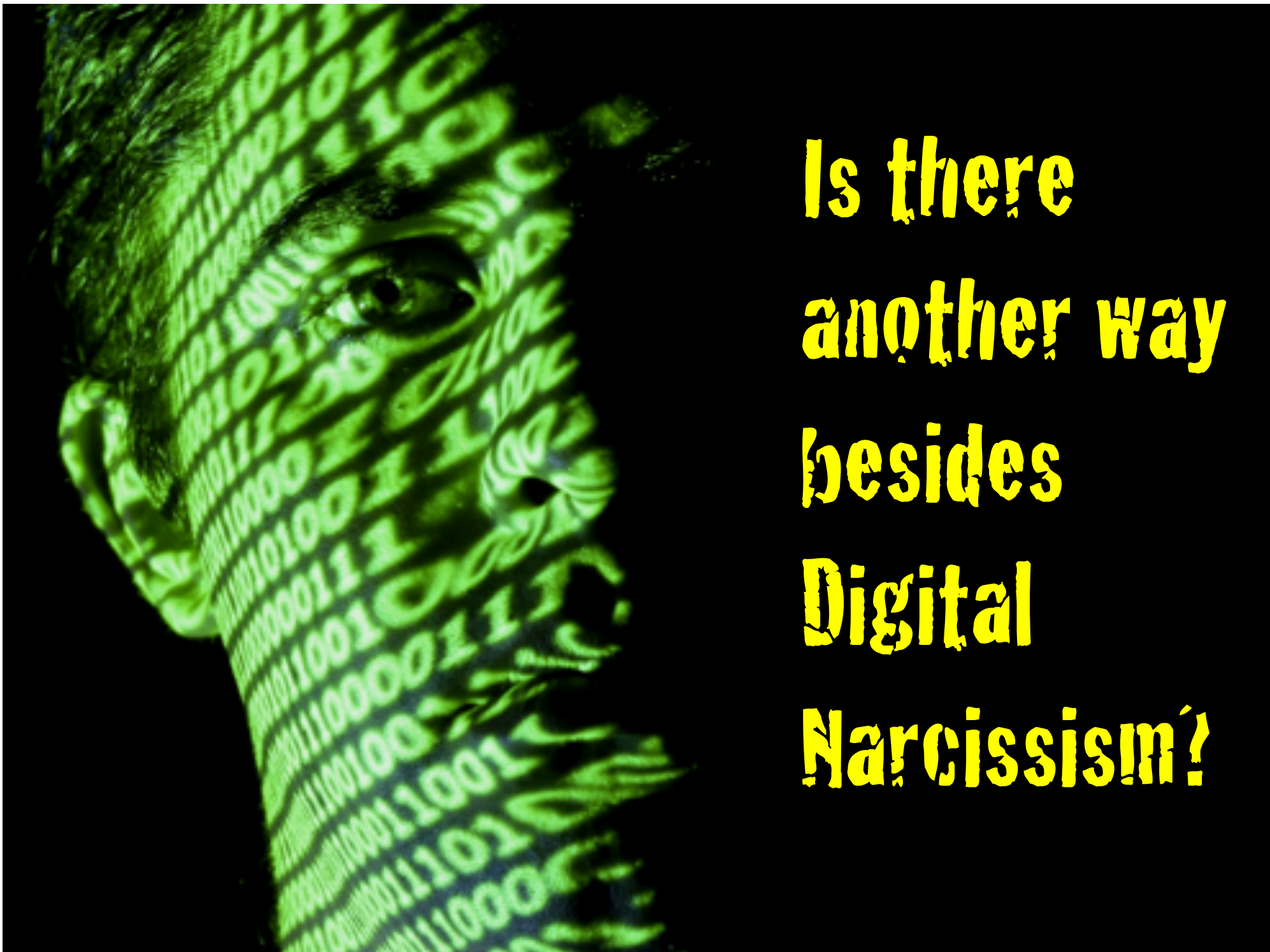
This week's concerns

How I'm feeling this w



Working 33% of the time   Lunch 17% of the time   Eating/drinking 42% of the time   Leisure 25% of   Selfish 42% of the time   Creat

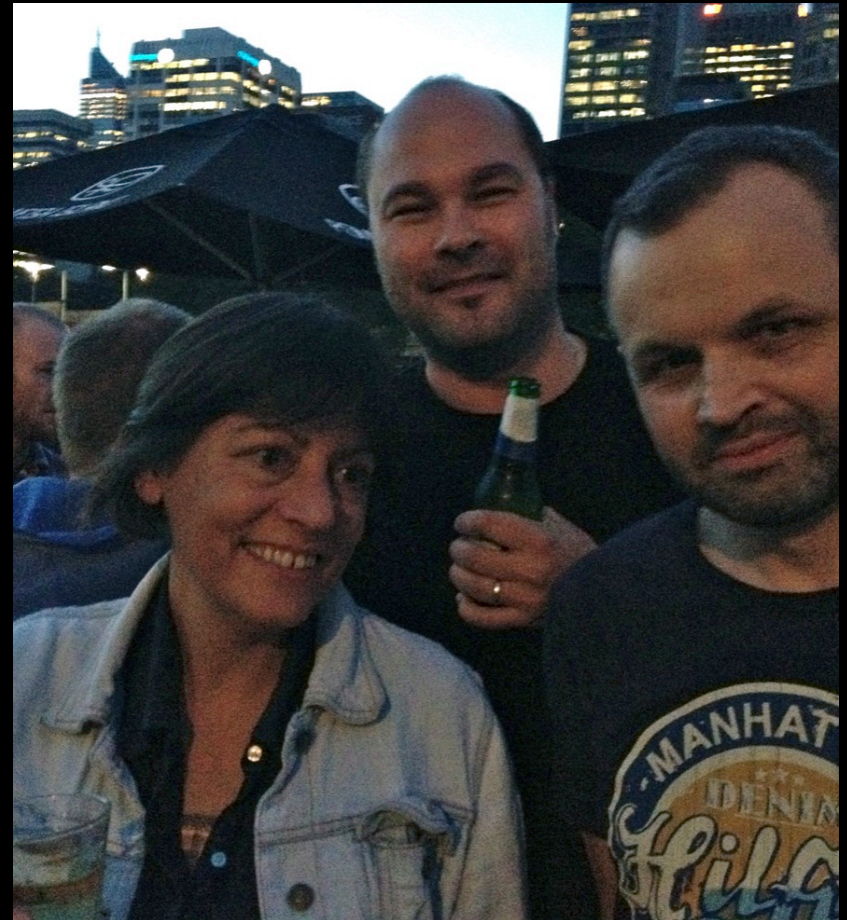




**Is there  
another way  
besides  
Digital  
Narcissism?**

# A more mindful approach: Waging a bet between friends

- To give up meat for a month
- 2 serious carnivores
- How did they do it?
- Being creative and involving the family



# Pride and joy



*“My daughter Anna Sofie and her friend Johanne made dinner today...Hashbrown with salad as a main and chocolate cake for dessert. Really nice.”*

# Discovery and humour



*“Back to pasta today. Those small spinach and ricotta thingos are really nice. With a tomato and mushroom sauce. And a greek salad. And some extra cheese.”*



*“Leftover Sunday. The white blob on the left is a slice of goats cheese pretending to be steak :-)*



# First breakfast ...first steak



*“And there was bacon and sausages on the buffet too, but I proudly did not have any!”*



*“T-bone steak: YES please. I think the photo speaks for itself...”*

It is OK to be mindless on your own...



But when with others?





**Bridging the gap:  
mindless and mindful interactions**



Turn-taking and talking

Together and apart



Ambient Wood, Equator

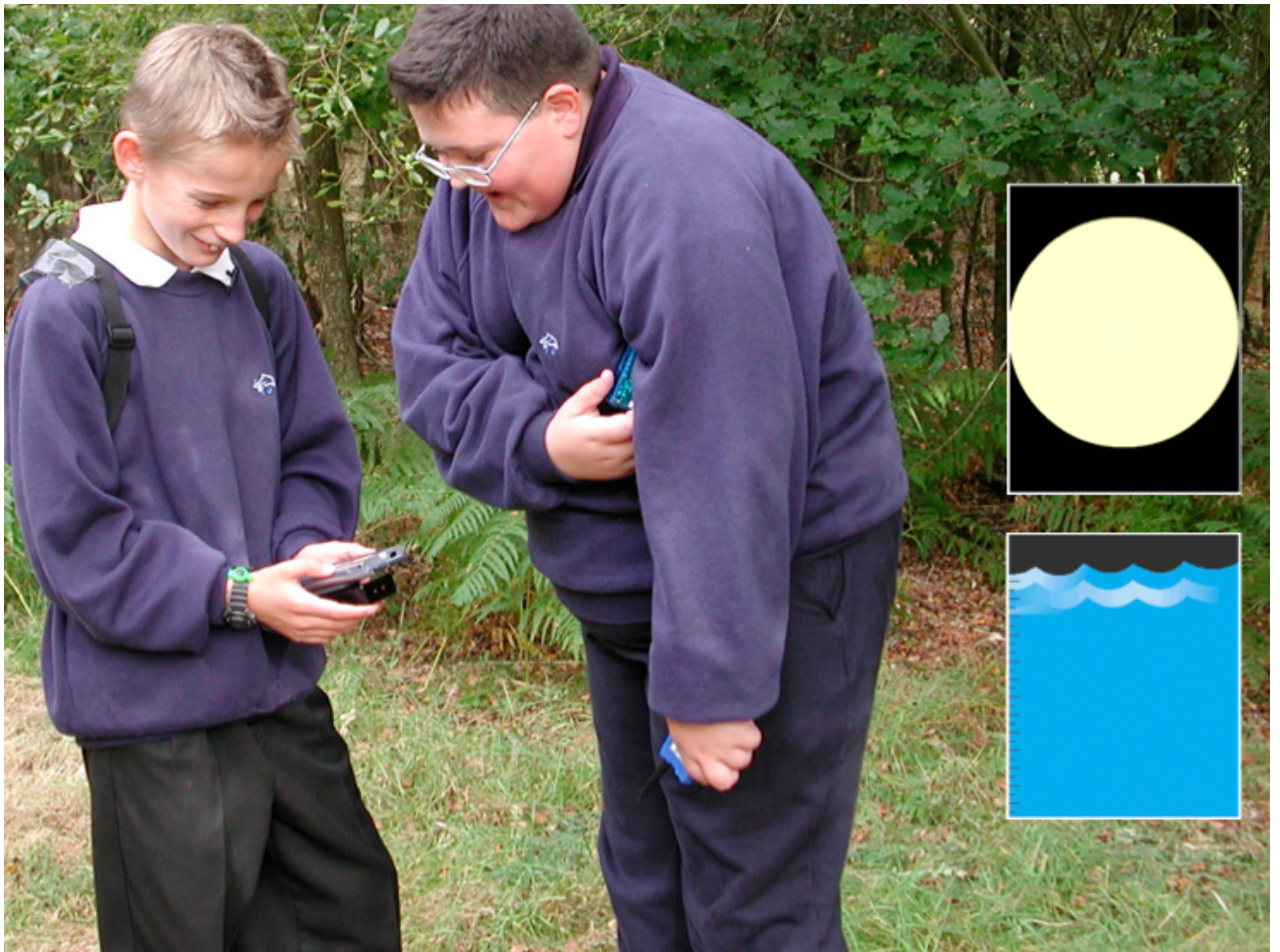
*“How wet is this tree?”*



*“What did you probe?”*







# 4Decades

Climate Leaders



## Serious Games for Classrooms Using Shared Tablets and Projectors

Year		2010	
GRI		18	Trillion \$
Your CO <sub>2</sub> Emissions		8.0	GtCO <sub>2</sub> /year
Mitigation Target	<input type="radio"/> + <input type="radio"/> -	0	GtCO <sub>2</sub> /year
Adaptation Funding	<input type="radio"/> + <input type="radio"/> -	0	Trillion \$

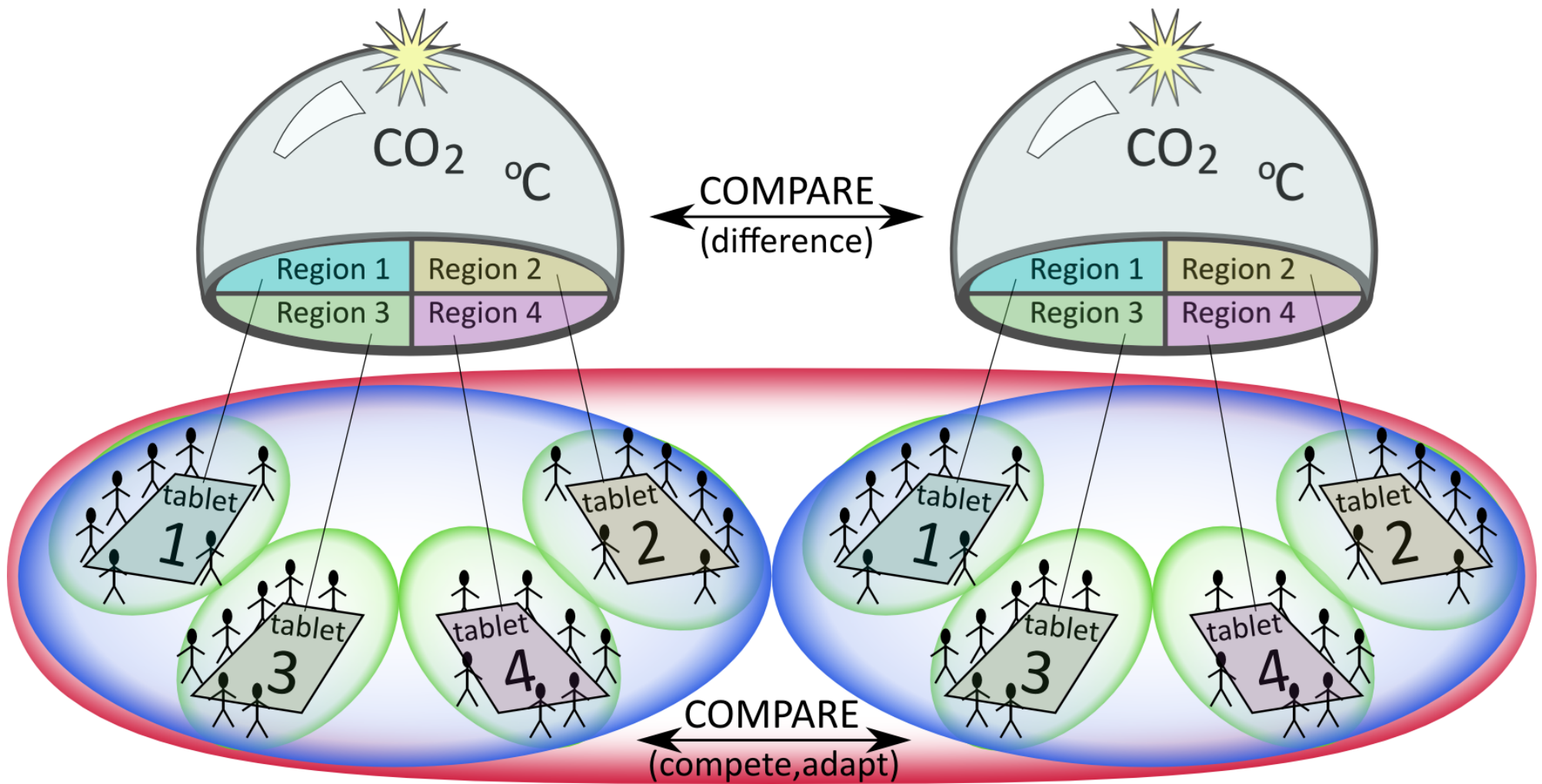
Forecasts for next Decade

Your CO <sub>2</sub> Emissions	8.7	GtCO <sub>2</sub> /year
Global Temperature Increase	1.4	°C
Baseline Climate Damage	1.9	Trillion \$
Residual Climate Damage	1.9	Trillion \$
GRI	22.2	Trillion \$

Shared views:  
wall display, iPads  
paper

Directed attention:  
wall display, iPads





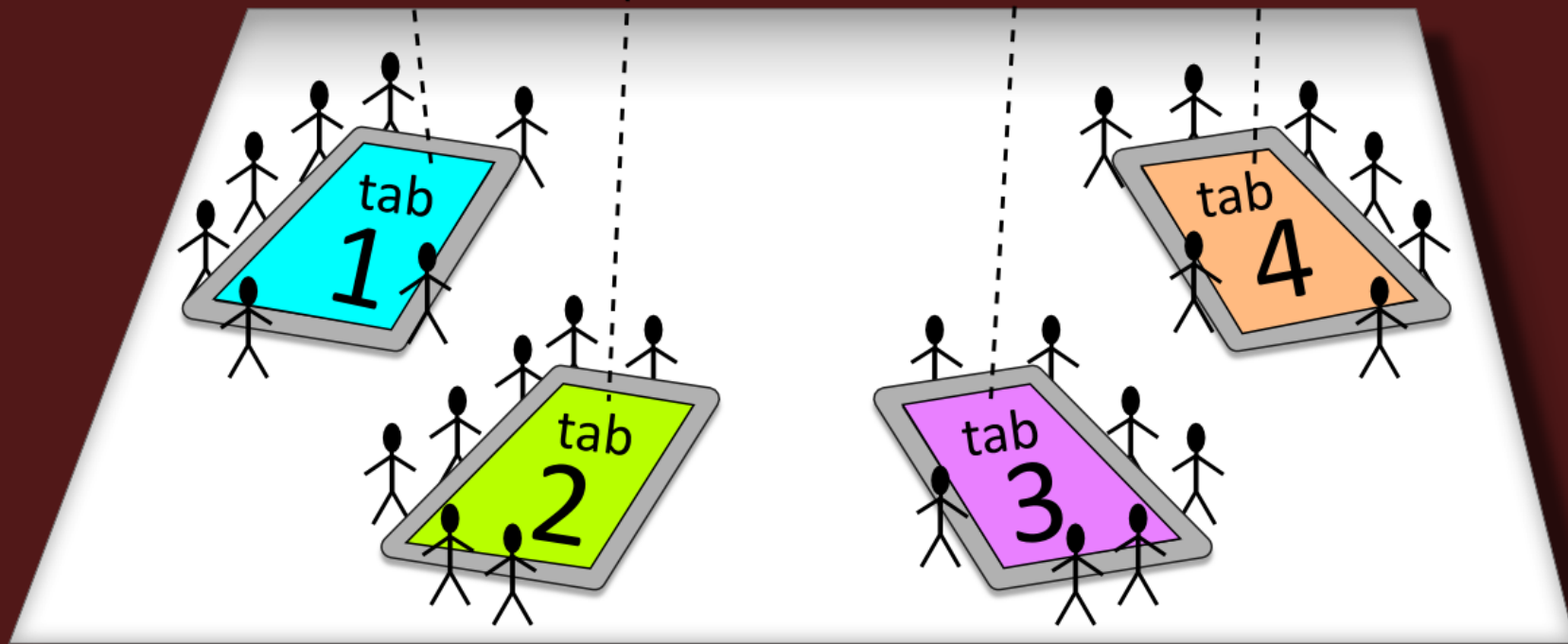
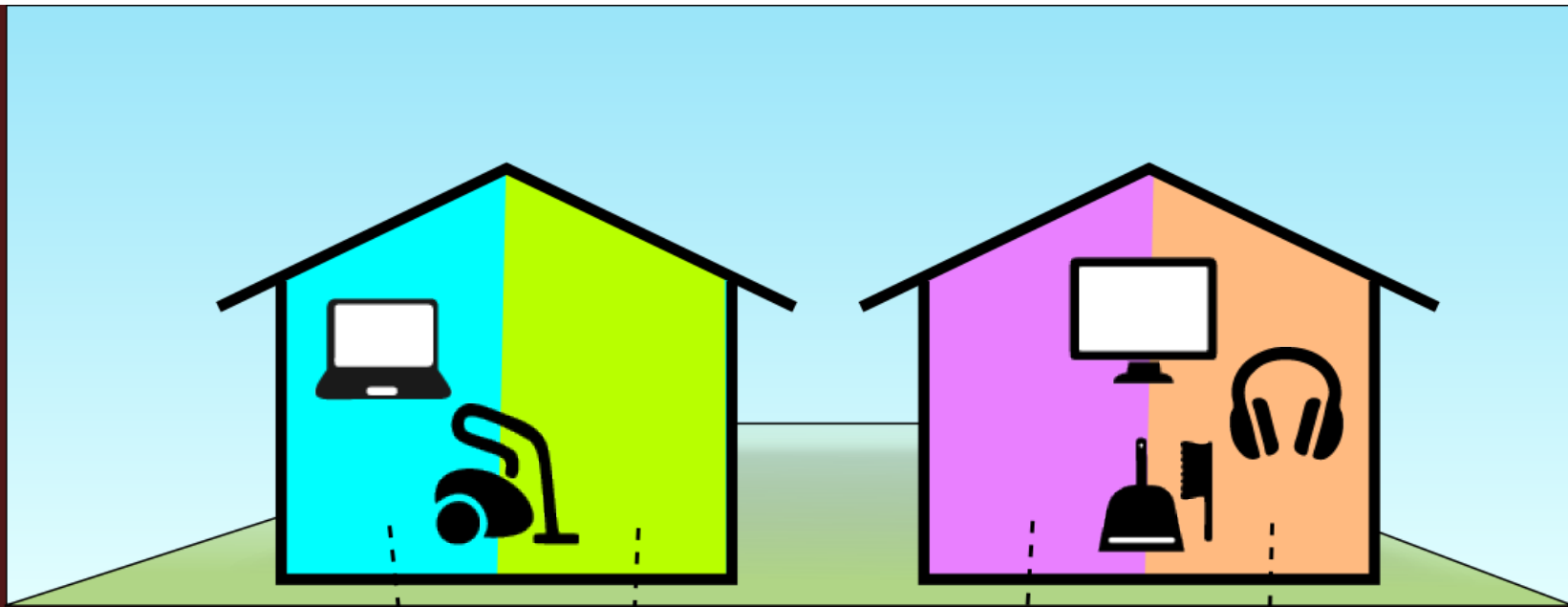
Sharing  
Teamwork  
Comparing



# UniPad

- Orchestrating collaborative activities
- Multi-device technology
- One tablet per group of 6/7 children
- Used in many classes without researchers present







Stuff you own



You are Kate, living in Flat A

October

Money in the bank £1940

Income: £0

Outgoings:

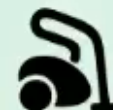
broadband  £10



Rent, Bills, Food  
£600



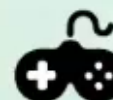
29' Flatscreen TV  
£150



Robotic vacuum cleaner  
£150



Toastie maker mp3 player  
£40



Fancy games console  
£200



Going Out  
£80



Cleaning tools  
£100

MyBnk







# Findings

- All took part in discussions for each round
- Passed and grabbed the tablets from each other
- Reflected on own and other team's decisions: reading aloud, joshing, commenting
- Condemned selfish behaviour, e.g.

*“now we are broke because of your £60 stupid halloween party boo”*

# Ad hoc meetings and connecting devices

# Engaging communities



With Jon Bird and Goldsmiths



# Urbanized

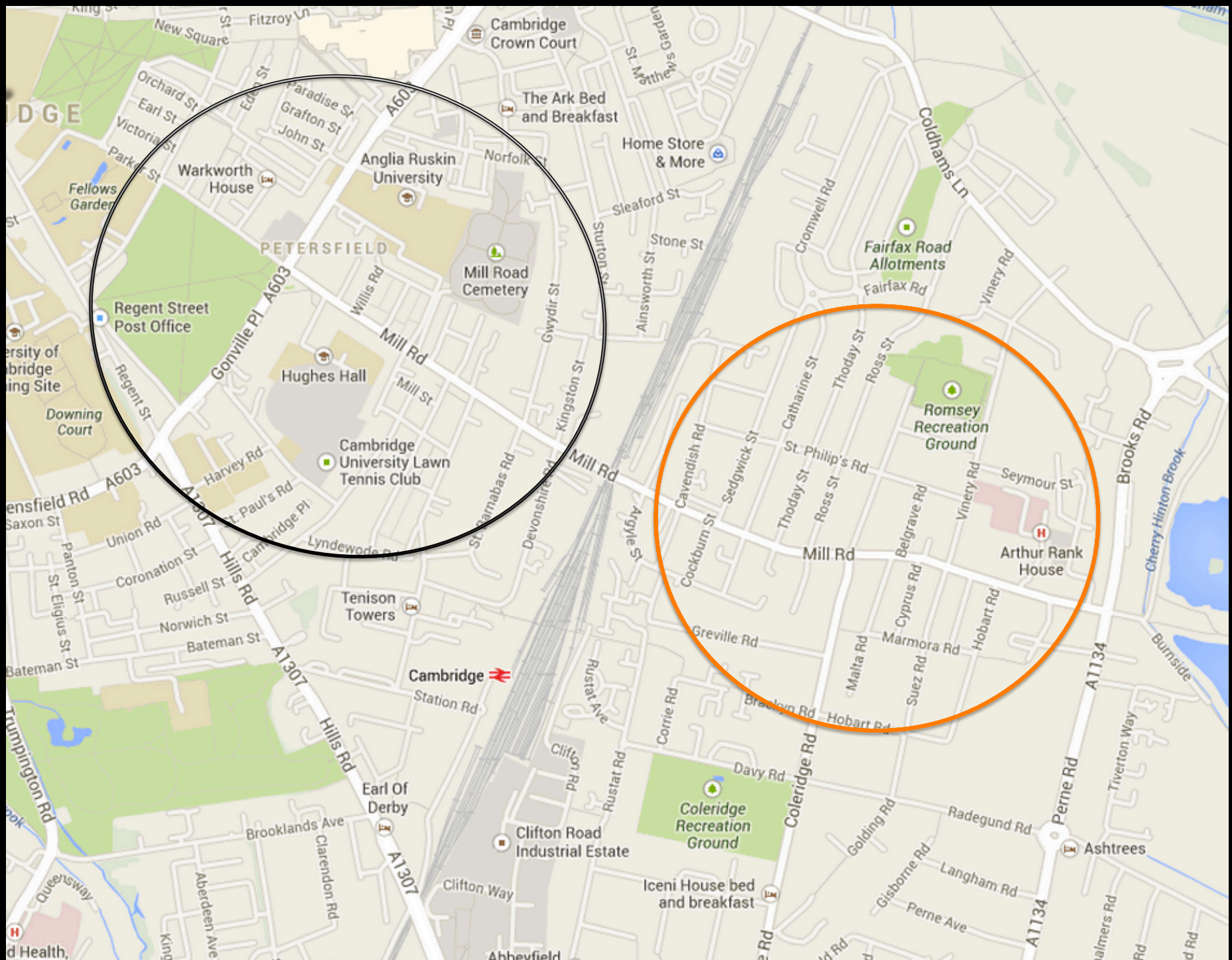
Gary Hustwit



# Mill Road, Cambridge, UK



With Lisa Koeman and Vaiva Kalnikaitė





The voting boxes





aners 232 Mill Rd  
01223  
516795

# Café Coco Belle

利名杂

DAINTY  
LAUNTY

230

PLEASE DO NOT FEED THE BEARS TO FEED THE BEARS FEED THE BEARS

Sorry we are CLOSED





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say it with flowers

Interflora  
the flower experts

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- Flowers today
- Flowers Worldwide

Garden Plants

HAPPINESS  
NEIGHBOURLINESS  
SAFETY  
COMMUNITY  
LOCAL SHOPPER  
STREET BUZZ









# Is divide between two halves of Mill Road real or imagined?



This railway line has long been seen as a cultural divide as well as a physical break in Cambridge's Mill Road, but how many of these differences are real and how many are imagined?

This is the question being investigated by a fascinating research project which has seen electronic voting devices placed in 18 shops along the cosmopolitan street – half on the Rosamy side, and half at the Petersfield end.

The results are then turned into public art, with the results being sprayed onto the pavement outside participating shops.

The project is the brainchild of two academics, Lisa Keenan and Vava Kalinkaitis, who want to know whether classic stereotypes – which sometimes see Petersfield as posh and the Rosamy as being grimmer – are actually true.

The pair, from University College London, picked Mill Road because Vava lives in the area, and want to use it as a case study which can be used to help hypothesis what perceived economic and social differences between regions – for example, between the north and south of England – mean in practice.

They also hope it will allow residents to find out more about the area they live in – which is famed for its diverse community and international shops.

Lisa said: "It seemed perfect for a study like this because, when talking to different members of the community, we noticed that people felt a strong identity about being from the Rosamy side or from Petersfield, and they felt the



CHRIS HAVERGAL  
Local government commissioner

two parts were very different. "We are trying to figure out if these are just perceived differences or if there are actual differences."

When people visit one of the participating shops, they are greeted by a question, and an electronic voting machine which allows them to agree, disagree, or stay undecided.

So far questions have been asked about happiness, neighbourliness, and safety.

Lisa said that, so far, differences appear to be perceived more than real, with a strong feeling of happiness, but there are some significant differences – with Rosamy folk believing Petersfield is more cosier than their own neighbourhood.

Every few days the answers are drawn on the pavement and, at the end of the project, results summing up the study will be drawn on the pavement of the bridge that connects Rosamy and Petersfield.

Lisa added: "It's fascinating and people are responding very well to the study – it seems to be generating a lot of discussion."

"People will be able to draw their own conclusions and hopefully they will get an insight into their own community."

So far four questions have been asked, and it is expected that nine questions will be answered in total.

Chris Havergal  
@cambridge-news.co.uk



## Persistent shoplifter is behind bars again

A SERIAL shoplifter is back behind bars after attempting to steal hundreds of pounds worth of alcohol.

Scott Reynolds, 26, of no fixed address, had been released from prison on August 2 after serving several months for previous theft offences.

He was thrown back in jail on Thursday after being caught trying to steal £340 worth of alcohol from a Co-op store in Fulbourn and the day before.

Earlier this month, Reynolds was charged with two attempted thefts less than a week after being released from prison.

After being bailed, Reynolds proceeded to go on a crime spree around Cambridge, plundering items from several shops, including Ted Baker in the Grand Arcade.

He then attempted to steal 14 bottles of alcohol worth about £340 from the Co-op on High Street, Fulbourn.

After being challenged by the manager, Reynolds dropped the alcohol and escaped until he was tracked down and arrested.

He was jailed for 26 weeks at Cambridge Magistrates' Court after pleading guilty to two attempted thefts, four thefts and one common assault.

Detective Sergeant Jamie Stenton said: "Reynolds is a prolific thief and this result shows that his crimes will not go unpunished."

"His crime affects many people in the city and they will be relieved that he is off the streets for the time being."



Is there a Mill Road divide? Tell us at [cambridge-news.co.uk](http://cambridge-news.co.uk)

THE VOTES ARE IN: From left, researchers Lisa Keenan and Vava Kalinkaitis with Taron and Maria from Limoncello, where you can place your vote and see the results on the pavement. Left, Vava casting her vote at Limoncello.

Above, the electronic voting device which has been placed in 18 shops.

Pictures: Richard Patterson



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- Richardsons Cycle store and get £50 off a brand new scooter.





Mindful technology  
can connect us more



Mindful appropriation of  
toolkit designed for one?



With Jeni Paay, Margot Brereton, Frank Vetere and Kate Vaisutis

# MaKey MaKey toolkit



# Making a human circuit







# Summary: Mindful Technology

To be conscious or aware of something or someone

- Constrain interfaces to trigger rich interactions around them
- Control of action – sharing and passing around devices rather than having own
- Provide awareness of other's actions and intentions, enabling people to reflect, share and empathise
- Encourage comparison through availability of information
- Switching between individual, group and community levels

# Why should EICS think about mindful technology?

Given it is “*devoted to the engineering of usable and effective interactive computing systems*”

...with a focus on methods, techniques and tools

As EICS moves into IoT and new user interfaces for cockpits, control centres and homes

...to consider how best to design and support users' interactions with **others**

# Acknowledgements

- Thanks to my many colleagues and researchers at UCL, The Open University and Sussex University
  - especially Stefan Kreitmayer, Christian Jetter, Lisa Koeman, Jon Bird, Vaiva Kalnikaitė, Jesper Kjeldskov and Mikael Skov
- Intel ICRI and the EPSRC for funding the research