

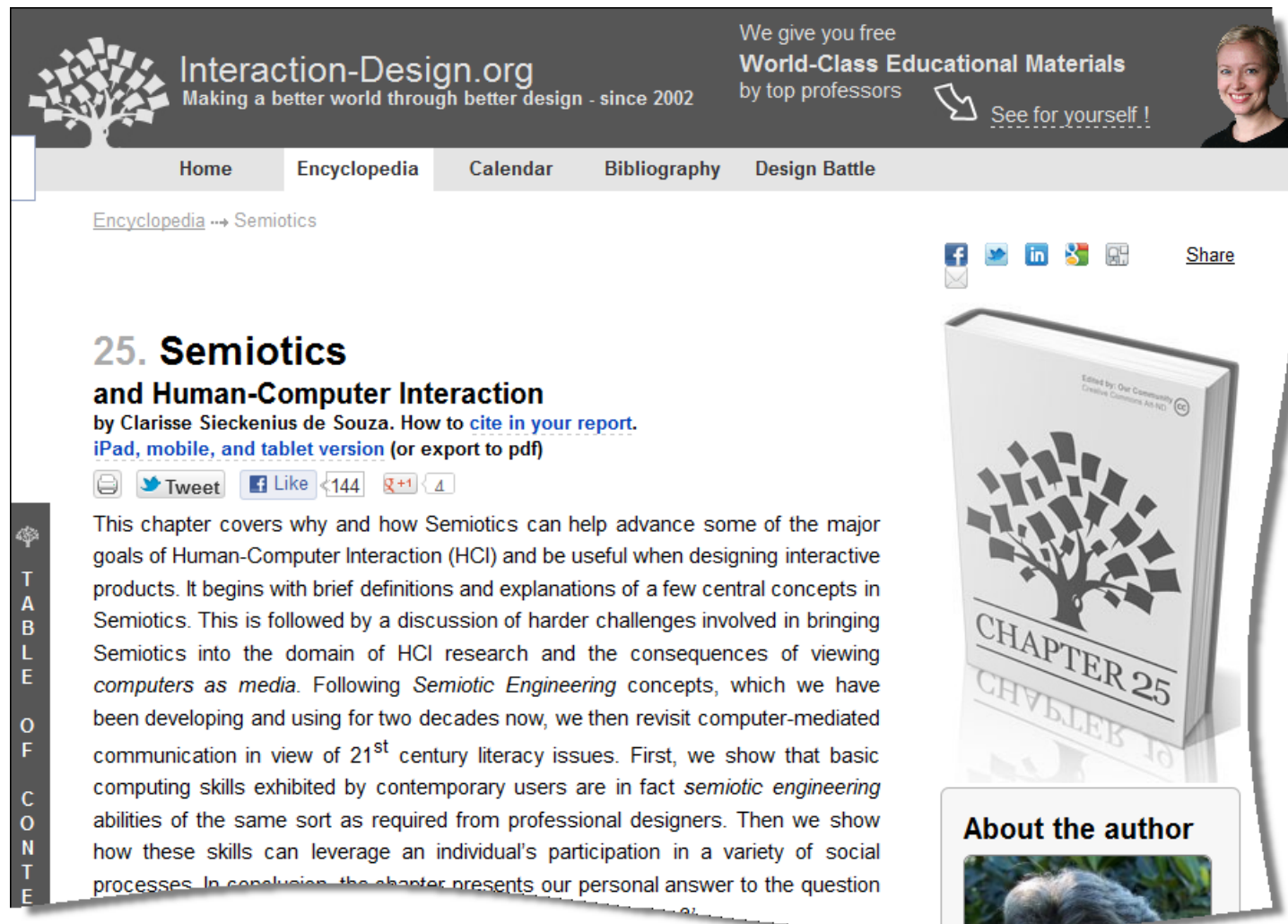
INF2706 – Engenharia Semiótica

Professora Clarisse Sieckenius de Souza

26/04/2012

INF2706 – Introdução a IHC
© Profa. Clarisse S. de Souza

Semiótica e IHC



Interaction-Design.org
Making a better world through better design - since 2002

We give you free **World-Class Educational Materials** by top professors
See for yourself!

Home Encyclopedia Calendar Bibliography Design Battle

Encyclopedia → Semiotics

Share

25. Semiotics and Human-Computer Interaction

by Clarisse Sieckenius de Souza. How to [cite in your report](#).
[iPad, mobile, and tablet version](#) (or export to pdf)

144 Likes

TABLE OF CONTENTS

This chapter covers why and how Semiotics can help advance some of the major goals of Human-Computer Interaction (HCI) and be useful when designing interactive products. It begins with brief definitions and explanations of a few central concepts in Semiotics. This is followed by a discussion of harder challenges involved in bringing Semiotics into the domain of HCI research and the consequences of viewing *computers as media*. Following *Semiotic Engineering* concepts, which we have been developing and using for two decades now, we then revisit computer-mediated communication in view of 21st century literacy issues. First, we show that basic computing skills exhibited by contemporary users are in fact *semiotic engineering* abilities of the same sort as required from professional designers. Then we show how these skills can leverage an individual's participation in a variety of social processes. In conclusion, the chapter presents our personal answer to the question

About the author

Questões interdisciplinares em Semiótica e IHC

1. Divisão cultural
2. Influência 'Cartesianista' na Informática, Computação e IHC
3. Computadores como mídia na contemporaneidade
4. *Engenharia* Semiótica
5. Alfabetismo Funcional no século XXI
6. Para que servem teorias *semióticas* em IHC

“Leitura de autor” do artigo

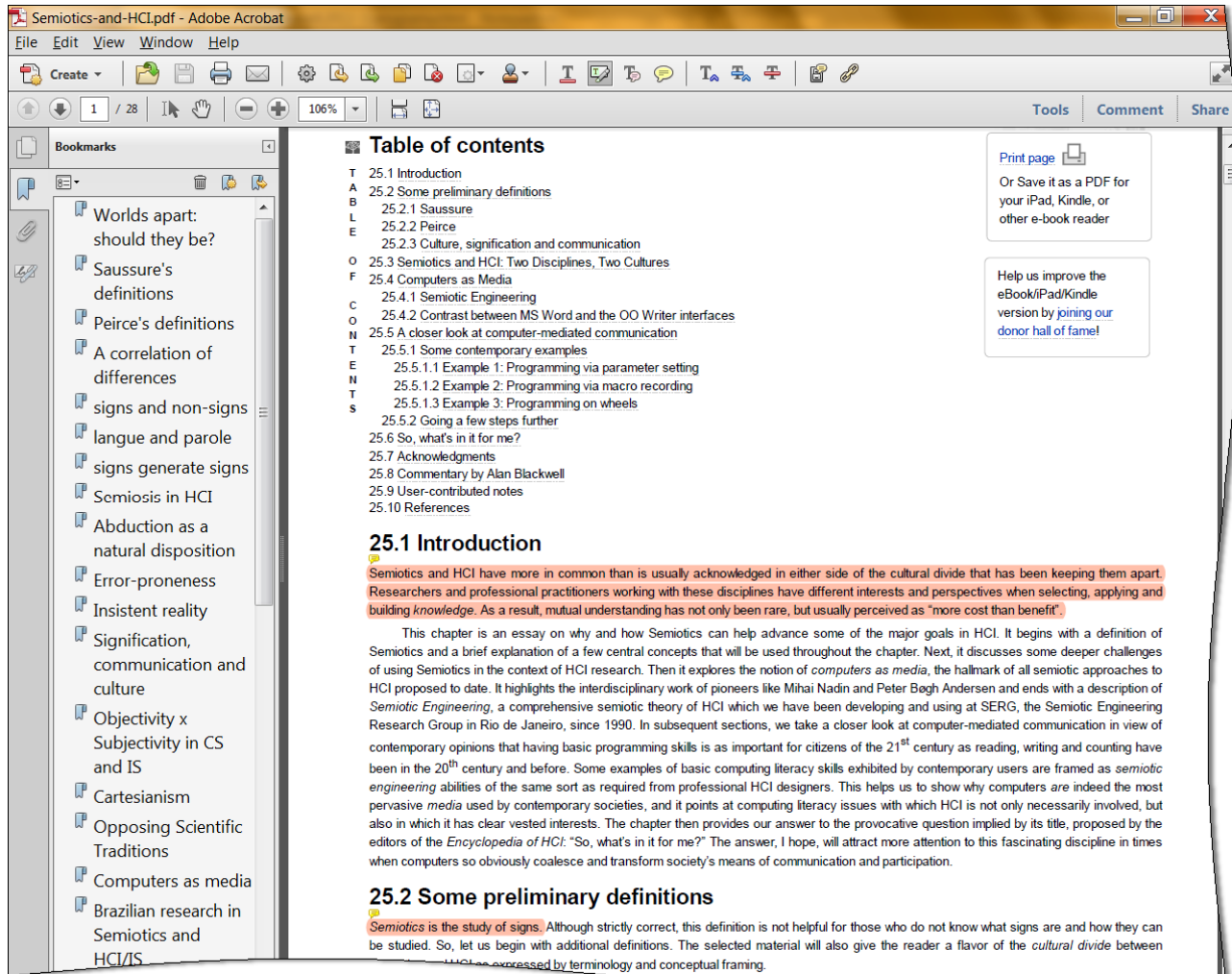


Table of contents

- T 25.1 Introduction
- A 25.2 Some preliminary definitions
 - B 25.2.1 Saussure
 - L 25.2.2 Peirce
 - E 25.2.3 Culture, signification and communication
- O 25.3 Semiotics and HCI: Two Disciplines, Two Cultures
- F 25.4 Computers as Media
 - C 25.4.1 Semiotic Engineering
 - O 25.4.2 Contrast between MS Word and the OO Writer interfaces
- N 25.5 A closer look at computer-mediated communication
 - T 25.5.1 Some contemporary examples
 - E 25.5.1.1 Example 1: Programming via parameter setting
 - N 25.5.1.2 Example 2: Programming via macro recording
 - T 25.5.1.3 Example 3: Programming on wheels
 - S 25.5.2 Going a few steps further
- 25.6 So, what's in it for me?
- 25.7 Acknowledgments
- 25.8 Commentary by Alan Blackwell
- 25.9 User-contributed notes
- 25.10 References

25.1 Introduction

Semiotics and HCI have more in common than is usually acknowledged in either side of the cultural divide that has been keeping them apart. Researchers and professional practitioners working with these disciplines have different interests and perspectives when selecting, applying and building knowledge. As a result, mutual understanding has not only been rare, but usually perceived as “more cost than benefit”.

This chapter is an essay on why and how Semiotics can help advance some of the major goals in HCI. It begins with a definition of Semiotics and a brief explanation of a few central concepts that will be used throughout the chapter. Next, it discusses some deeper challenges of using Semiotics in the context of HCI research. Then it explores the notion of *computers as media*, the hallmark of all semiotic approaches to HCI proposed to date. It highlights the interdisciplinary work of pioneers like Mihai Nadin and Peter Bøgh Andersen and ends with a description of *Semiotic Engineering*, a comprehensive semiotic theory of HCI which we have been developing and using at SERG, the Semiotic Engineering Research Group in Rio de Janeiro, since 1990. In subsequent sections, we take a closer look at computer-mediated communication in view of contemporary opinions that having basic programming skills is as important for citizens of the 21st century as reading, writing and counting have been in the 20th century and before. Some examples of basic computing literacy skills exhibited by contemporary users are framed as *semiotic engineering* abilities of the same sort as required from professional HCI designers. This helps us to show why computers are indeed the most pervasive *media* used by contemporary societies, and it points at computing literacy issues with which HCI is not only necessarily involved, but also in which it has clear vested interests. The chapter then provides our answer to the provocative question implied by its title, proposed by the editors of the *Encyclopedia of HCI*: “So, what’s in it for me?” The answer, I hope, will attract more attention to this fascinating discipline in times when computers so obviously coalesce and transform society’s means of communication and participation.

25.2 Some preliminary definitions

Semiotics is the study of signs. Although strictly correct, this definition is not helpful for those who do not know what signs are and how they can be studied. So, let us begin with additional definitions. The selected material will also give the reader a flavor of the *cultural divide* between HCI as expressed by terminology and conceptual framing.