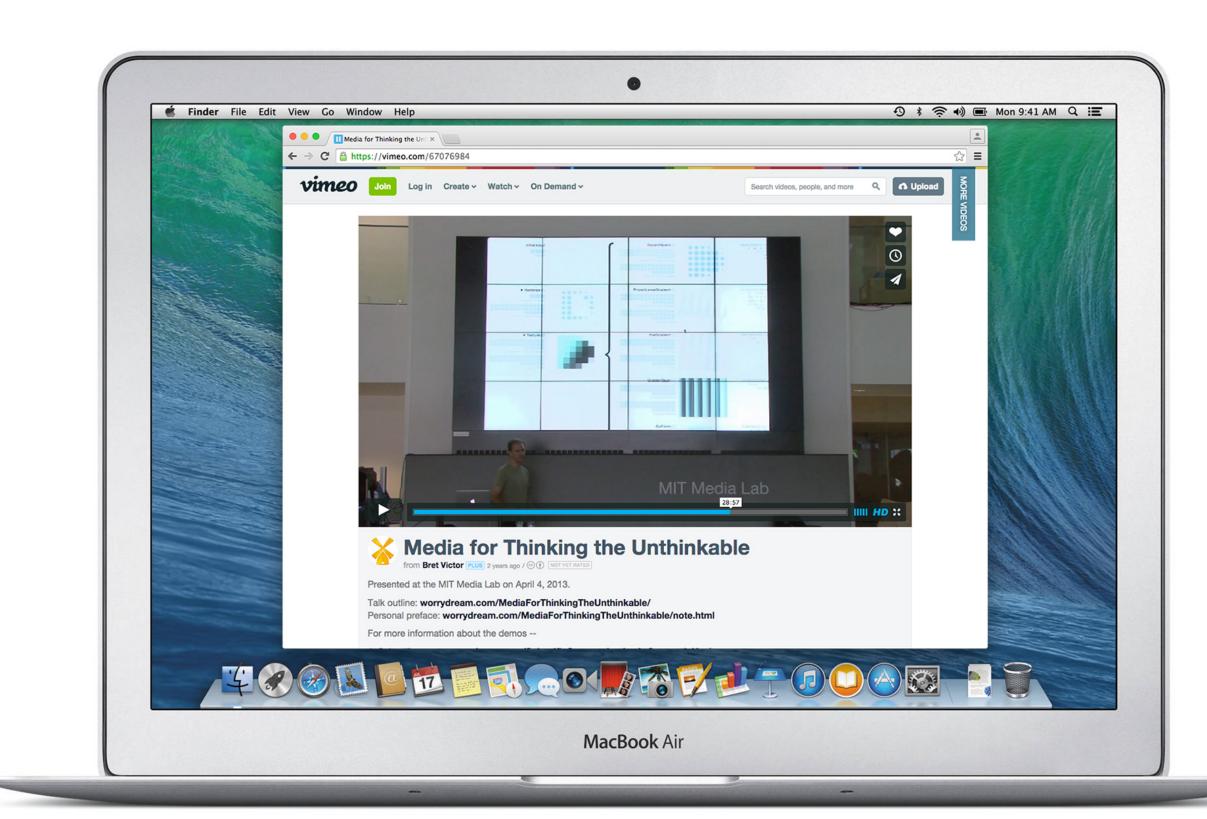# ① TEE-VEE!
video playback on a computer screen

sit back and watch
   encourages passive viewing
entertainment / emotional experience
   leaves emotional memories
peek through pinhole
   can't see the whole
hard to
   skim
   browse
   get a gist at a glance
   look back at that one thing
   see the shape of the whole
   remember an image of the whole
no spatial anchoring
   everything is in the same place
goes at its own pace
   one damn thing after another
no interactive exploration
   no try it yourself
   no play with this
   no solve this challenge
   no go deeper on this topic
   no ask question / question assumptions
tiny rectangle
bad toolbox
   hard to come back later to look something up
demands attention
   not passively present in background environment
can be a group activity
editing means absolute control over what a viewer sees
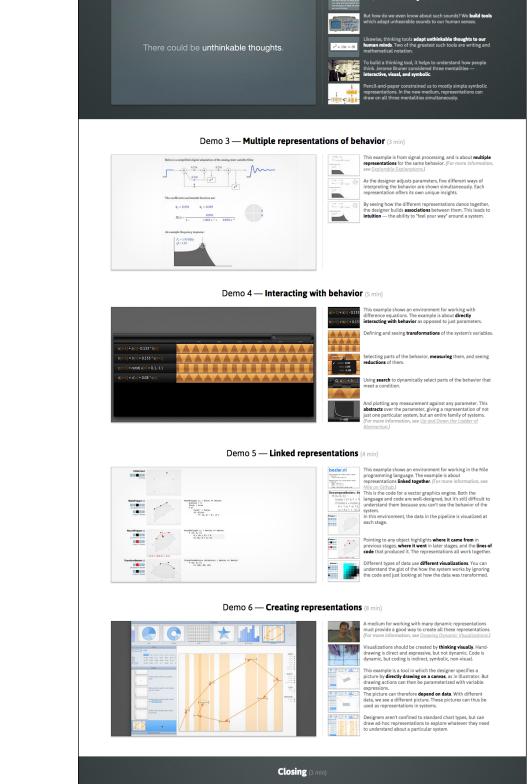   good show and tell
depicts real events with less interpretation
   more "primary" source
extremely linear

② INTERWEBS!
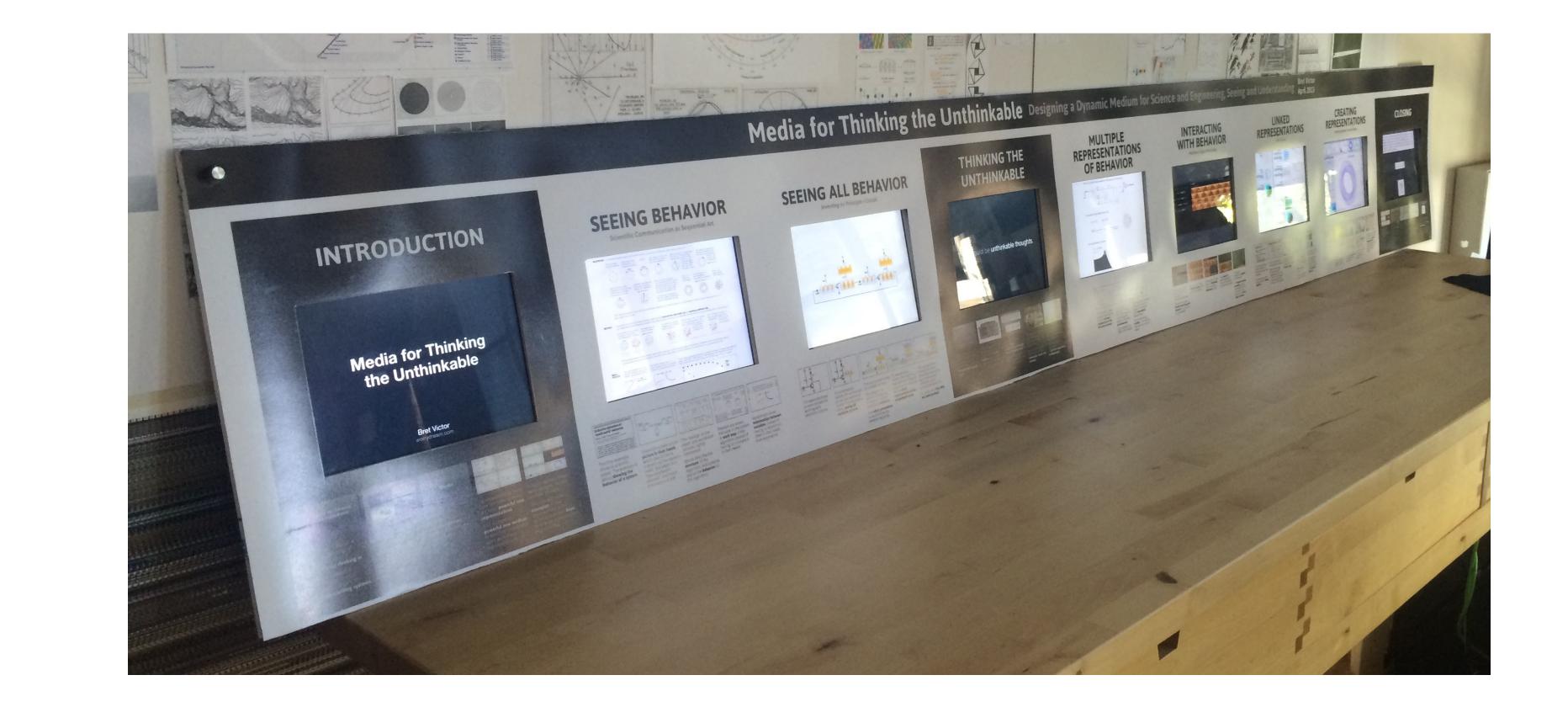point-and-click interactive webpage on a computer screen

scroll through pinhole
   some "imaginary" spatial anchoring
easy to skim and browse, look up later
IF you are already familiar with the work
   (triggers spatial memory)
structure/shape of whole is represented
   but only a pinhole is visible at once
can jump back to things seen previously
interactive exploration is possible
   but little room for context
personal = anti-social (like a book)
still mostly linear in practice
   "top" to "bottom"

③ BIG-ASS DISPLAYS!
interactive poster

see structure of whole at once
entire structure is always visible
all details appear in context — peripheral vision
strong spatial anchoring — walk through it
can be passively present in background environment
requires standing -- tiring
doesn't encourage "hands on"
   interaction requires raising arms -- tiring
still flat, still a rectangle, still "virtual" (pictures under glass)
can go at reader's pace
   more contemplative
easy to skip around
easy to compare to other works present in the room
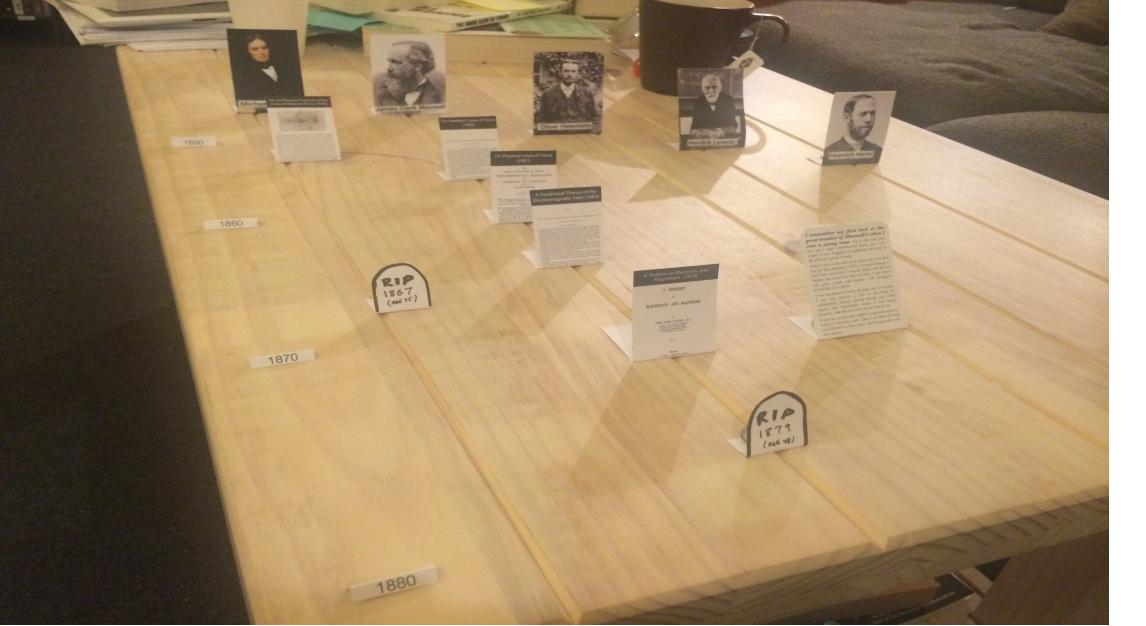   glance over at, move between the two, see two at once
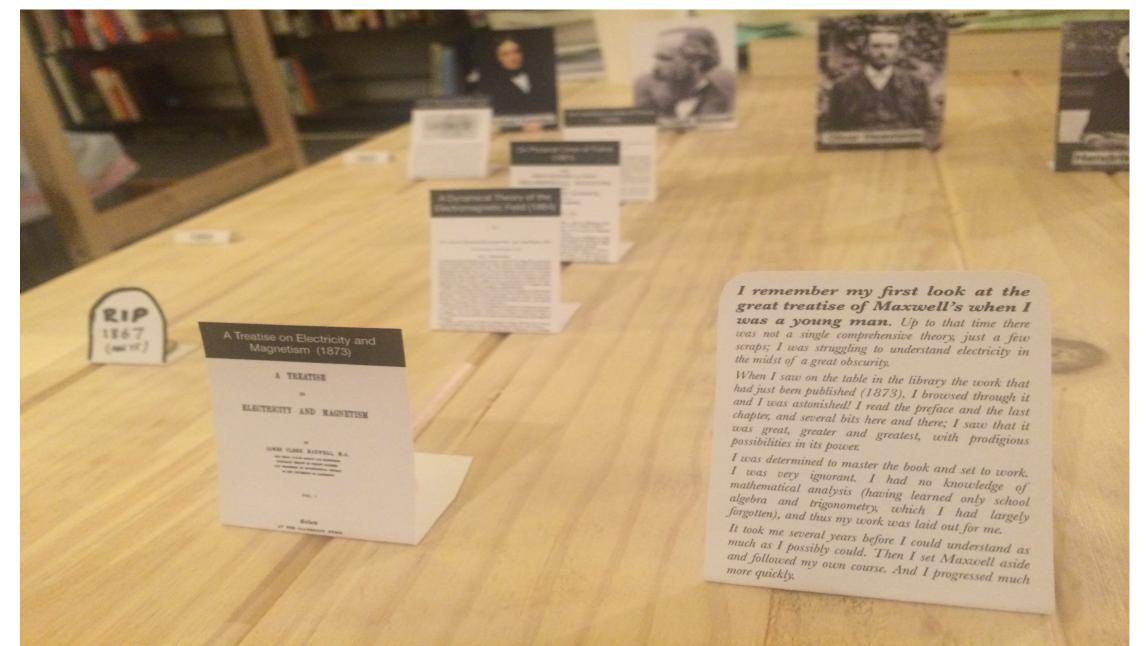each work takes up physical space
take a step back
see from across the room
study and discuss with other people
   brings works into the human-scale world
more non-linear, better for browsing
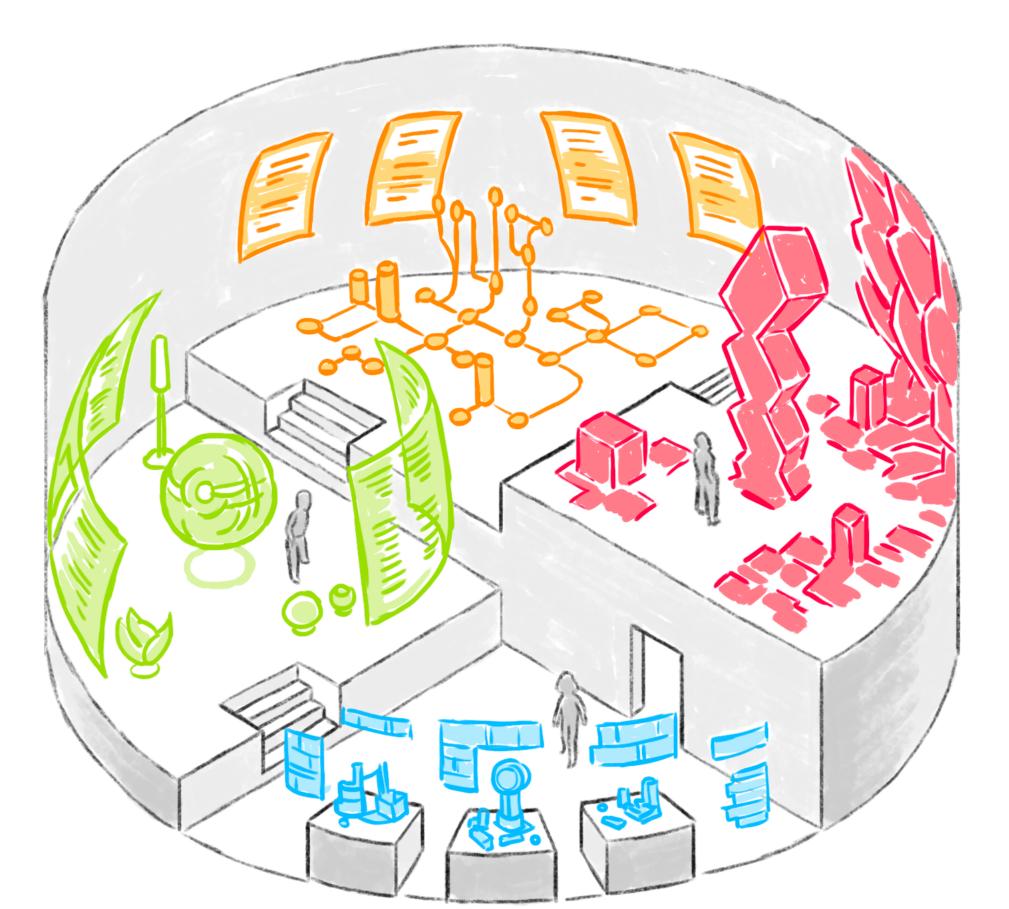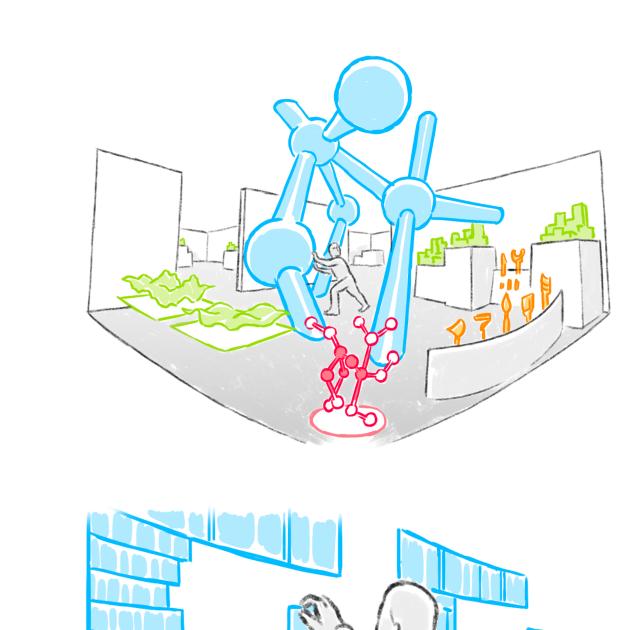
④ DIORAMA DISPLAYS
interactive objects

⑤ DYNAMIC REALITY
downloaded interactive exhibit in a dynamic room

extreme spatial anchoring
full use of visual field
   360-degree, far away and up close, peripheral vision and scanning
full use of senses
   visual, tactile, spatial
   hands!
everything in context?
   (museums are generally bad about context — everything is disassociated
   but that's fault of content design rather than the medium?)
immersion
physical objects which can be manipulated with the hands
social
   walk with other people
   multiple people interacting with objects
   cockpit-like usage -- parallel-but-together
   hutchins-like bystander transfer — learn by being around others
human-scale
can be any amount of linear/non-linear depending on design of the space