

A-photobooks

Bridging the Gap between Virtual and Material Worlds

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Background

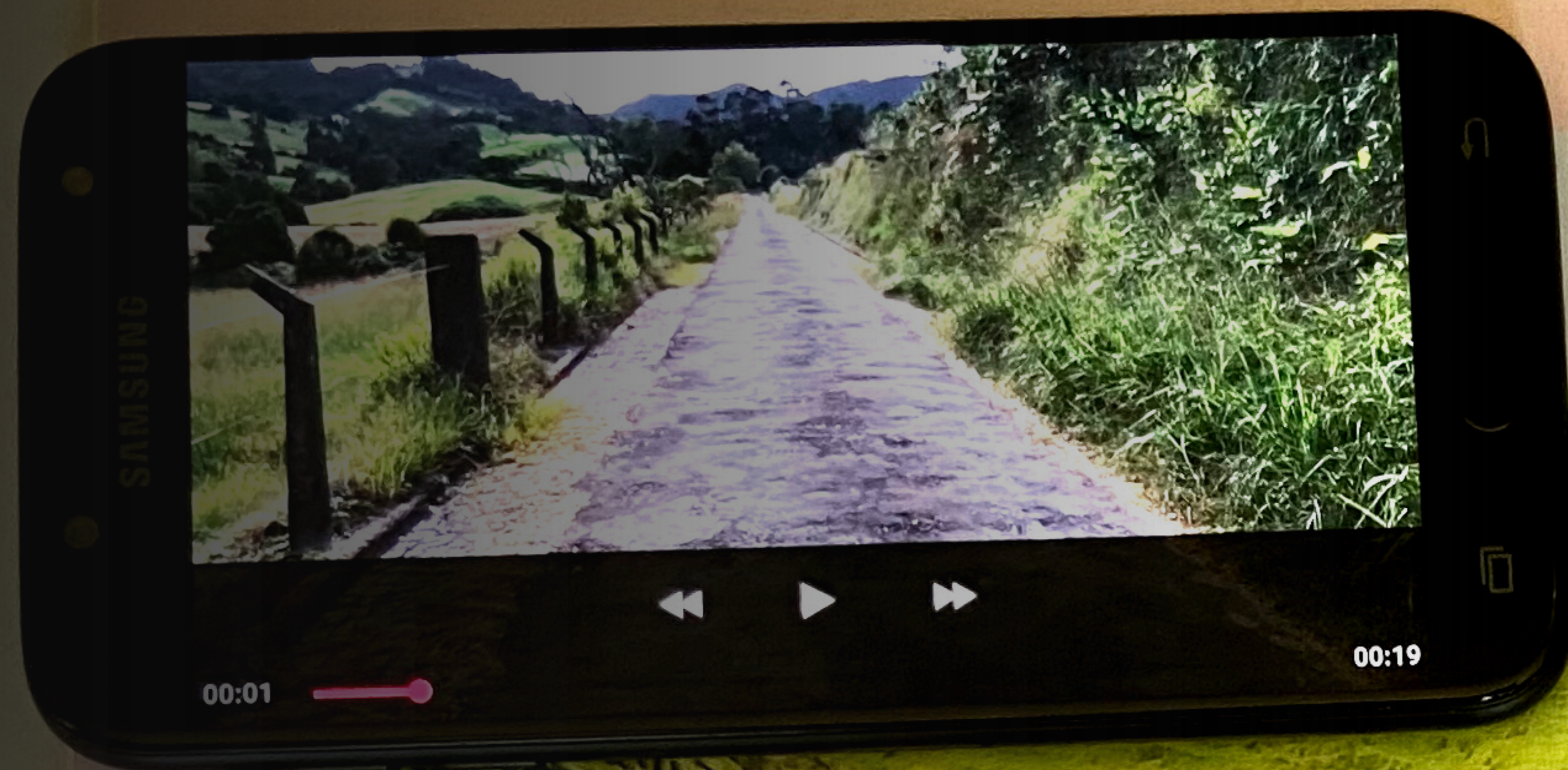
Despite the rise of digital photography, physical photos remain significant. They enable the sharing of experiences with others through their physicality (i.e. displaying, gifting) to maintain social bonds, particularly in family contexts (Rose, 2016). In fact, digital photography is still employed to create printed photobooks through online platforms such as 'Photobox.co.uk'. Furthermore, other media can be harnessed to accentuate meanings represented in the physical world through augmented reality, where objects and environments are overlaid with additional digital information (i.e. videos, audio) increasing the multi-sensory interaction opportunities that they can afford (Ross, 2009).

Project Overview

This research explores how augmented photobooks, called 'a-photobooks', printed photobooks that are augmented by travellers with additional multimedia of their trip using a smartphone-based authoring tool, enable 'new horizons' in the way that travellers can create and conceptualise their holiday experiences by facilitating the generation of personal juxtapositions of multimedia, self-curated to heighten the poignancy of moments they represent. It is part of a wider multidisciplinary £1.17 million EPSRC funded research project called the Next Generation Paper Project investigating how new paper technologies can be used to connect paper to digital media in the travel and tourism sector within areas of interaction design, user research, software and hardware development, and business innovation. Employing a specialised app and smartphone-based authoring tool installed on their device, travellers can link and play personally collated video, audio, weblinks, and digital image slide shows on their phone while reading their photobook by taking a picture of its pages through the app.

References

Rose, G. (2016). How to Look at Family Photographs : Practices, Objects, Subjects and Places. In *Doing Family Photography: The Domestic, The Public, and The Politics of Sentiment* (pp. 11–24). Farnham: Ashgate Publishing Company.
 Ross, C. (2009). Augmented Reality Art : A Matter of (non) Destination. In *Digital Arts and Culture Conference* (pp. 1–8). Irvine: Digital Arts and Culture. Retrieved from papers3://publication/uuid/F1256D35-87AB-4556-9AC8-CDAF1F9DFA70



Methods

- One-to-one *codesign workshops* with nine UK resident travelers were initially held to create a-photobooks with a specialised authoring tool smartphone-based app install on the participant's device
- Subsequently, nine one-to-one *follow-up semi structured interviews* were used to discuss how resulting a-photobooks were employed about 2 weeks later
- Data (i.e. codesign workshop and interview transcripts) was analysed using *grounded theory*, including open, axial and selective coding
- Participants were recruited using *criterion sampling* such as: UK resident; adult (over 18 years of age); access to Android smartphone; and taking a family and/or friendship group holiday in the next four months

Results

Physical Photobook

Digital Content

A-photobook

Curated
Accessible
Readily visible
Tangible
Idealised

- Increasing interaction opportunities through additional multimedia

- Introducing a new way of thinking through expanded content capture features

Merges physical and digital attributes to enhance memory signifiers, events of personal significance, and travel performances by:

- Encouraging group engagement through use of physical and digital components

- Providing greater context through supplementary multimedia

- Facilitating more detailed (re)sharing with self and others through extra digital media

Hidden
Spontaneous
Less accessible
Intangible
Realistic

Conclusions

A-photobooks **enhance travel** encounters by facilitating:

- Additional **multimedia layers** through a bespoke smartphone app
- Amplified **awareness** during travel experiences
- Greater **visual/auditory** context for memory signifiers
- Deeper **reflection** of related sensory stimuli

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For further information please visit: www.NextGenerationPaper.info