Impressum

August 2008

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Jessica Rusch
Carrer Consell de Cent 380,1º1º
08012 Barcelona
Spain

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AN EXAMPLE OF INTERIOR DESIGN
Statement on Oath

I affirm that I am the author of the thesis and that no third party rights exist which preclude publication. I wrote this work on my own and used not more as the help of the literature which I denoted.

Jessica Rusch
## CONTENT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressum</td>
<td>I</td>
</tr>
<tr>
<td>Statement on Oath</td>
<td>V</td>
</tr>
<tr>
<td>Sources</td>
<td>VI</td>
</tr>
<tr>
<td>Images</td>
<td>VII</td>
</tr>
<tr>
<td><strong>PROLOG</strong></td>
<td></td>
</tr>
<tr>
<td>1.1 The Language</td>
<td>12</td>
</tr>
<tr>
<td>1.2 Finding The Topic</td>
<td>13</td>
</tr>
<tr>
<td><strong>COMMUNICATION</strong></td>
<td></td>
</tr>
<tr>
<td>2.1 A Normal Day</td>
<td>14</td>
</tr>
<tr>
<td>2.2 Communication a brief Deffinition</td>
<td>15</td>
</tr>
<tr>
<td><strong>MEDIATED AND IMMEDIATED COMMUNICATION</strong></td>
<td></td>
</tr>
<tr>
<td>3.1 Computer mediated Communication</td>
<td>16</td>
</tr>
<tr>
<td>3.1.1 Immediated Communication</td>
<td>17</td>
</tr>
<tr>
<td>3.1.2 Mediated Communication</td>
<td>18</td>
</tr>
<tr>
<td>3.2 Technical Problems in Computer Mediated Communication</td>
<td>19</td>
</tr>
<tr>
<td>3.3 Personal Problems in Computer Mediated Communication</td>
<td>20</td>
</tr>
<tr>
<td><strong>INTERNET</strong></td>
<td></td>
</tr>
<tr>
<td>4.1 Dates and Facts about the Internet</td>
<td>21</td>
</tr>
<tr>
<td>4.2 The social Charakter of the Internet</td>
<td>22</td>
</tr>
<tr>
<td>4.2.1 Electronic Mail</td>
<td>23</td>
</tr>
<tr>
<td>4.2.2 Mailing Lists</td>
<td>24</td>
</tr>
<tr>
<td>4.2.3 Bulletin Board Systems</td>
<td>25</td>
</tr>
<tr>
<td>4.2.4 Internet Relay Chat</td>
<td>26</td>
</tr>
<tr>
<td>4.2.5 Multi User Domains</td>
<td>27</td>
</tr>
<tr>
<td>4.2.5.1 Second Life Mud</td>
<td>28</td>
</tr>
<tr>
<td>4.2.6 Instant Messaging</td>
<td>29</td>
</tr>
<tr>
<td>4.3 What is a social network?</td>
<td>30</td>
</tr>
<tr>
<td>4.3.1 Social network Service</td>
<td>31</td>
</tr>
<tr>
<td>4.4 Facebook Growth</td>
<td>32</td>
</tr>
<tr>
<td>4.5 A Facebook Profile</td>
<td>33</td>
</tr>
<tr>
<td>4.5 Blogging</td>
<td>34</td>
</tr>
<tr>
<td><strong>NEW MEDIA</strong></td>
<td></td>
</tr>
<tr>
<td>5.1 Adjustment with technology</td>
<td>35</td>
</tr>
<tr>
<td>5.2 Internet Slang</td>
<td>36</td>
</tr>
<tr>
<td>5.3 Emoticons</td>
<td>37</td>
</tr>
<tr>
<td>5.4 A normal Message</td>
<td>38</td>
</tr>
<tr>
<td>6.1 Social Context</td>
<td>39</td>
</tr>
<tr>
<td><strong>CONCEPT</strong></td>
<td></td>
</tr>
<tr>
<td>6.1 Making it real</td>
<td>41</td>
</tr>
<tr>
<td>6.2 Coming closer</td>
<td>42</td>
</tr>
<tr>
<td>6.3 Hesperia - the Client</td>
<td>43</td>
</tr>
<tr>
<td>6.4 Hotel Plans Outside</td>
<td>44</td>
</tr>
<tr>
<td>6.4.1 Hotel Plans Inside</td>
<td>45</td>
</tr>
<tr>
<td>6.4.2 Where - the location</td>
<td>46</td>
</tr>
<tr>
<td>6.7 What - the exercise</td>
<td>47</td>
</tr>
<tr>
<td>6.8 How - the idea</td>
<td>48</td>
</tr>
<tr>
<td><strong>PICTURED MOODS</strong></td>
<td></td>
</tr>
<tr>
<td>7.1 Definition of style</td>
<td>50</td>
</tr>
<tr>
<td>7.2 Moodboard Toilet</td>
<td>51</td>
</tr>
<tr>
<td>7.2 Poetry</td>
<td>52</td>
</tr>
<tr>
<td>7.4 Mood Design Hotels</td>
<td>53</td>
</tr>
<tr>
<td><strong>COLOUR CONCEPT</strong></td>
<td></td>
</tr>
<tr>
<td>8.1 Colour Use</td>
<td>58</td>
</tr>
<tr>
<td>8.1 First Floor</td>
<td>61</td>
</tr>
<tr>
<td>8.2 Second Floor</td>
<td>63</td>
</tr>
<tr>
<td>8.3 Third Floor</td>
<td>65</td>
</tr>
<tr>
<td>8.4 Fourth Floor</td>
<td>67</td>
</tr>
<tr>
<td>8.5 Fifth Floor</td>
<td>69</td>
</tr>
<tr>
<td>8.6 Colour Concept in use</td>
<td>70</td>
</tr>
<tr>
<td>8.6.1 Colour in the rooms</td>
<td>71</td>
</tr>
<tr>
<td>8.6.2 Colours and Fonts in Signs</td>
<td>72</td>
</tr>
<tr>
<td>8.6.3 Font Details</td>
<td>73</td>
</tr>
<tr>
<td>8.7 Communication with the client</td>
<td>74</td>
</tr>
<tr>
<td><strong>IMAGINATIONS</strong></td>
<td></td>
</tr>
<tr>
<td>9.1 Communication Objects</td>
<td>75</td>
</tr>
<tr>
<td>9.2 Bottle Post</td>
<td>77</td>
</tr>
<tr>
<td>9.3 Painting with Numbers</td>
<td>79</td>
</tr>
<tr>
<td>9.4 Postcards</td>
<td>81</td>
</tr>
<tr>
<td>9.5 Magnetic Words</td>
<td>83</td>
</tr>
<tr>
<td><strong>HOTEL ROOMS</strong></td>
<td></td>
</tr>
<tr>
<td>10.1 Final Thoughts</td>
<td>85</td>
</tr>
<tr>
<td><strong>CONCLUSION</strong></td>
<td></td>
</tr>
</tbody>
</table>
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MEDIATED AND IMMEDIATE COMMUNICATION

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INTERNET
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Number of Internethosts (Data: Pew Internet etc)
Usenet Traffic (Data: http://news.gamma.ru/stats-yesterday.html)
Example for IRC (Source: http://www.usachatnow.com/chat.php 16.07.08)
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Usergrowth during the years (Data: www.hinner.com/ircstat/Socip_U.html)
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Image: visitors of facebook (Data:www.techcrunch.com/2007/07/06/facebook-users-up-89-over-last-year-demographic-shift/)
Facebook Demographic Profile (Data: ComScore from http://www.techcrunch.com/2007/07/06/facebook-users-up-89-over-last-year-demographic-shift/)

NEW MEDIA
Window Messenger Emoticons (Source: Windows Live Messenger)

CONCEPT
The hotel from the view of the north. (Source: Architecture Script Clara Ruiz)
The hotel from the view of the east. (Source: Architecture Script Clara Ruiz)
The hotel from the view of the south top. (Source: Architecture Script Clara Ruiz)
The hotel from the view of the south. (Source: Architecture Script Clara Ruiz)
The hotel from the view of the west. (Source: Architecture Script Clara Ruiz)
The hotel from the view of the top. (Source: Architecture Script Clara Ruiz)
The view of one floor of the hotel. (Source: Architecture Script Clara Ruiz)
Location (Source: http://www.bcn.cat/cgi-gui)

PICTURED MOODS
Toilet Graffiti of Barcelona, Communication on Walls (Source: Collections of friends)
Design EP, Client Shimo, a japenese restaurant in San Paolo, Brazil (Source: (Source: Architecture Script Clara Ruiz)
Design Rinzen, Client Eventlabs / VW, Room of the Hotel Fox in Copenhagen
(Source: „designes con vida” Dirección de arte de Victor Cheung copyright 2006)
Design Rinzen, Client Eventlabs / VW, Room of the Hotel Fox in Copenhagen
(Source: „designes con vida” Dirección de arte de Victor Cheung copyright 2006)
Design Container, Client Selfridges & Co, LAB Coffee and Fashion Shop
(Source: „designes con vida” Dirección de arte de Victor Cheung copyright 2006)
Design Container, Client Selfridges & Co, LAB Coffee and Fashion Shop
(Source: „designes con vida” Dirección de arte de Victor Cheung copyright 2006)
Design Tsang Kin-Wah, Client, font created as pattern
(Source: „designes con vida” Dirección de arte de Victor Cheung copyright 2006)
01. CHAPTER

PROLOG

THE START OF ALL MY THOUGHTS

One Cannot Not Communicate.
Paul Watzlawik
1.1 The Language

I decided to write my final thesis in English, even if it is a bit harder for a German person, for some comprehensible reasons, which are connected to my life in the circumstances of the past and the future which, I would like to explain to you in a few sentences.

For my praxis semester I went to Barcelona to work in an advertising agency called Atletico International. All meetings, briefings and discussions were held in English. People from all over the world worked there and the mutual basis was, like everywhere else in the world, the English language. Not everyone spoke brilliant English, with perfect accent, an huge amount of vocabulary and correct grammar. This was not as important as the ability to communicate the ideas, so that a Swedish, a German, a Mexican and an Irish man around one table can participate to the depth of the conversation.

For my final thesis should be considered the same. I am not a native English speaker and I will never be, there will be grammar mistakes and some wrong chosen words in my thesis, but I deeply think, that this is not as important, as the opportunity that everyone, where ever to find in the world, is able to understand my thoughts, my ideas and the heart behind.

I don’t want to close the door to my thoughts for the rest of the world, who is not speaking German, because I am as well pretty sure, that I want to go on working in an international environment.
1.2 Finding The Topic

At the beginning I was mainly thinking in the topic of the history of things in general. I thought of little details; a car goes through its lifetime, or a toothbrush, or a cup for example. I saw them as different species, all with different life expectancy, use, and with an unlike close or loose relationship to human beings.

I imagined the little stories which happen in their life coursed by who the owner is, coursed by their use, involved by circumstances. Always when a friend got something out of his bags, which I thought could be personal, I looked at it very closely and asked where this scratch came from, why there was some colour on, where he took that thing to, why he bought it, what he likes most on it and a 1000 questions more.

This was a bit too much. I felt like a small fish in a very big ocean, not able to see the ground, not able to see the topic, lost in details. Fantastic details, but just too much of them and as well, a lot of people seemed not to understand what I was searching for. I searched for the personality in things and how much you can say about the owner just by looking at their belongings. I thought of pictures of the content of handbags compared to their owners. I wanted to find out something about the personality of someone just by his stories about his belongings and how he is seeing them. But as I said it was a bit too much and I realized, that the relationship of humans and their belongings is most of the time something they haven’t thought about and they are not really willing to think about and not at all to talk about. Sadly, there seem to be just really rare objects a person has really an emotional story to tell about. Like their first teddy or their first car or for a designer maybe their first MAC for example.

In this period of frustration I went to a club, danced, drunk some beers and right before I wanted to leave I went to the lavatory and found the door of the toilet full of written sentences in all kind of languages, scratched in the material, words in different colours, different hand writings, dates, and a lot of small emotional stories. I realized that we maybe are not speaking about the stories of our personal things, but that we indeed tell things, like a toilet door in a club, our personal stories to communicate them and let them last for ever, similar to a heart in a tree, to a desk in a classroom or graffiti on a wall. We tell our romantic stories, our wisest quote, we mark that we have been in this place and we show in this manner as well our personality, much more striking with what we write and how we write it and it catches every ones attention.

On a toilet door, of course the stories are randomly written, alone the fact that some ones manner is to write on doors, shows most of the time something about age and education, the place where that toilet door is shows even more. The people have the same interests, like the same music, do the same sport or visit the same school.

What if you provoke this manner in a different surrounding, somewhere unexpected and without the touch of teenage behaviour, in a place where a lot of people are coming and going with different ages, personalities, interests, cultures and nationalities? Maybe it is even possible to bond the persons to this place, because they let a piece of their own story there, visible for everyone and that can be used as a kind of marketing strategy?

And than an other thing came to my mind: There is something like that. It is just not in our real world. It is in this Cyber-Internet-Community-World!

You can find people talking about everything, connecting with everyone and visible for everybody. People are telling their secret thoughts, their deepest feelings, all their knowledge to strangers.

Communities in the internet are personal toilet doors listed with topics in the ambience of cyberworld.

Well, why can’t we get them in our real life?

And here all my thoughts started.
02. CHAPTER

COMMUNICATION
HARD TO DEFINE, HARD TO FIX, HARD TO SET LIMITS

*Communication is a symbolic process whereby reality is produced, maintained, repaired, and transformed.*

JAMES CAREY
2.1 A Normal Day

To understand the way we are communicating and showing our deepest believes in the Internet, we have to understand first, what communication itself is.

For a moment, let’s imagine one of your normal days as a student:

You wake up in the morning by your favourite early morning radio program. The speaker is reading the news, someone of your flat mates is already awake and moves hear able through the rooms and after getting up you engage in a conversation about missing coffee and toilet paper. You go for the shower to get ready for university, while you realize that the tap is still not working. You call again Mister Schmidt, who promise to come finally for the service you need performed.

You read part of the newspaper before leaving. On the train journey Silvia is calling you up. She needs a copy of your last presentation in the history class. You promise, that you will send it to her per mail as soon as you enter university. So you connect your laptop with the campus-network and check your mails. You got an mail from facebook, which tells you that Martina wrote on your wall to tell you, that she wants to meet in the late afternoon and by entering the community, you see on the start screen as well, that Silvia is not in a relationship with Kevin any more and that you are linked on a few more pictures of Martins party last week. While checking the mails, a skype window is popping up saying that one of your contacts has his birthday today and another one which belongs to Robert, who wants to know, if you are already in university and if you will be able to sign his name on the class list. You tell him via chat, that there is no problem at all and that you will put the homework documents in the university shared folder. In class the professor is presenting his speech with the beamer on the board. Mostly text based and you get pretty bored and you are really looking forward to the lunch break.

For lunchtime you go by metro across town to meet Natalia in an Italian restaurant, while you listen to Carla Bruni on your I pod. You read the menu and order a tomato salad with fresh cheese and have a pleasant conversation. After lunch you kiss Natalia on the cheeks and tell her: „Good bye, see you later.”

In the evening you find some notices of your flat mates. „No toilet paper available in the supermarket.”, „The tap is still not working.”. Well, brilliant. You listen to television news and find some more bad things happening in the world and write a birthday card to your brother with a funny elephant on the front side. You spend some time with Martina discussing the news by some red wine.

After the visit you check some blogs in the internet to find out, what they are keeping still about in the television news. After reading your normal blogs you switch to the „match community” to see, if your flirt already answered your message. Well, no answer and you decide to study and finally finish the homework for the marketing class. Better to finish it with red wine in the blood as to finish never. You need some information about the topic and you ask Wikipedia. The sources are not really trustable you decide and prefer to ask for the script to a class mate, who is on line on the messenger. She is not answering and the wine is telling you to get a nice sleep instead of working. So you turn on the Television and set the remote control to shut the television off in 30 minutes. You think that tomorrow you need to mail a friend who is studying abroad this semester. You drift into sleep. Then the radio alarm turns on again.
As we can see in the little report communication is a very important part of our life and, even more important, is a wide field. Every day we are using uncountable ways of communication. Technology with its mobile phones, fax, Mail and Internet in general, made the field even wider. Communication in every channel has different functions and uses.

An other part, which makes communication hard to define is, that we are all experts in this field. Since our childhood we have watched other people communicate and communicated ourselves, we learned skills and techniques and rules since we were born.

We have imitated some communication behaviour to see if we can use those strategies successfully to improve relationships or to motivate others, or convince people to go along with our ideas and plans, we listened to million of songs, used face expression and body language, we read books, newspapers, we wrote letters.

All this ways and even more, are ways of communication and by this time in our life, we have engaged in thousands of communication interactions. You know that friendship and business success require effective communication. You learned early in life that communication can help you satisfy your needs and you discovered, that different characters use different ways to communicate their wishes and hopes.

Because communication has so many different faces and comes with so many different channels, like the mobile phone, the internet, the chat, the television, the face to face conversation, the music or even poems and innumerable aspects like body language, sign language, para-language, touch, eye contact, or the use of writing and that you easily loose the track. Each communication tool has his rules.

According to Bettinghaus in 1966, over fifty different descriptions of the communication process have appeared in print just until this time.\(^1\)

Similar conceptual problems appeared by the try to create a general model of communication. Since the publication of a mathematical model of communication in 1949 by Shannon and Weaver uncountable different models can be find in literature.\(^2\)

As I have to define my point of research more clearly, effectuate by the wide field of the topic and the lack of time, we will define the process of communication with the words of Mapheus Smith, who say it very general:

\[\text{Communication behaviour in its simplest reciprocal form is the use of some action by one person, whether or not accompanied by a material object, as a stimulus to another person in such a way that the second person can perceive the experience of the stimulating person. The overt action of the first person plays the role of a symbol whose reference or meaning is the same for the two participants, with the result that common experience is perceived by both participants.}\]

In the following part of this thesis I will specify my research to the Computer mediated Communication (CMC), to get light on the fascination Internet as a social network.

---

03. CHAPTER

MEDIATED AND IMMEDIATE COMMUNICATION

HOW THE MEDIUM IS CHANGING OUR BEHAVIOUR

*True interactivity is not about clicking on icons or downloading files, it’s about encouraging communication.*

EDWIN SCHLOSSBERG
3.1 Computer mediated Communication

"Computer mediated Communication is any human communications in which digital hardware is used as a medium. Mail, Usenet news groups, chatting and Web pages are all forms of CMC."\(^1\)

Basically CMC means the communication between two or more people as receivers and senders with the computer in between as a technical help, who exchange information.

This information can be personal or formal, can be exchanged by Electronic mail, Bulletin Board Systems, Multi User Domains, and Internet Real Chats, by blogging or in communities, which allow on line textual information. To each of these technics we will have a closer look later on.\(^2\)

1. www.nwn.de/hgm/lex/c.htm

The use of words alone is still popular in on line communication, but people can also share images, sounds and files through their computers. The innovations brought by the introduction of the World Wide Web over the last few years have allowed that people to share more and more data over the Internet. In the development of the Internet, we got next to a textual based information exchange as well voices and faces.

To understand the difference between mediated and immediated communication we have a short view on both.
3.1.1 Indmediated Communication

Immediate communication reports to a process where messages are send more or less directly, without the help of other technology.

Mediated communication separates the communicators through some technology, like a computer, a fax, a mobile phone, but as well through a simple piece of paper. As the history of communication in written form is very old, we can understand that already to times of Sokrates and Plato this difference in communication was discussed.

Sokrates (Greek philosoph born 470 before Christ, died 399 before Christ)\(^1\), who said the famous sentences „I know, that I know nothing“ spoke always without notes or script and obviously in this time there was no possibility of technical recording of his voice. Sokrates followed the same idea like his student Plato.

Ideas should be spoken simply and not mediated by devices. Not mechanical ones or rhetorical ones to transport not just the message, but as well the self of the speaker.

After Socrates death, Plato would go even further in his thoughts and claimed that even the art of writing should be feared, because he believed deeply, that the true self could not be defined by text.

He thought, that Individuals must speak their minds directly to confront the problems of society and maintain their personal ideals and that text alone is not able to transport it in his whole.\(^2\)

In this days obviously the only real medium next to the speech was the written word. Nowadays we are surrounded by devices designed to capture and compose and, if you believe in the ideas of Sokrates and Plato not just our words, but as well, ourselves.

But still now theorists do have this topic. Kenneth Gergen, for example described this overwhelm of technology for communication as “multiphrenia”, which means that our identities are defined and shaped by too many choices of self expression.\(^3\)

If this is negative or positive is a way of seeing it and I don’t want to judge at this point. Instead we should have a look at the mediated sight of communication.

---

1. Das moderne Lexikon, Verlagsgruppe Bertelsmann GmbH, 1972
3.1.2 Mediated Communication

The easiest way to understand the mediated self is to have a look at a famous person. Let’s randomly take Michael Jackson as an example. Michael Jackson is presented in the Internet, it is written about him in newspapers, you can listen to his music, there are television shows about him, there are forums and communities, where people speak and discuss about him, he is judged about everything he said in public and you can find nearly every word, which was recorded somewhere, if you wish, but do you know him even if you read and saw everything published about his personality?

With a look at our cultural development, we can see as well, that we all become little famous, all little Michael Jacksons, at least in the Internet. According to the Pew Internet & American Life Project 87% of 12- to 17-year-olds use the Internet and 35% of all teen girls blog, compared to 20% of the boys. Two-thirds of adults, while 20% of the adults have an own web space, where they can publish their ideas and thoughts.¹

In our new world, it is not necessary that a person is present to feel her influence. Maybe we will never meet Michael Jackson, but we will know, that he is there and we do have an image of him in our head. We know his songs from the radio, his wrongdoing from the yellow press and his dance moves from the television and his face from the cd label in the store.

Nowadays it is going even further. We are used to, that famous persons are in the middle of the spotlight, but now, with the Internet, everyone has a little space of fame. In blog culture we can read diaries of some housewives and take part of her life without ever meeting her and knowing her.

The ideas of Sokrates and Plato got forgotten. Our world is too fast and too big to live without mediated communication. Politics have to decide problems for Germany, while they are in Africa and communicate the solutions by technical help without being present.

But the decision for mediated communication is not just the need for it. As we can see by the amazing fast growing Internet users during the last few years, it is not just a question of need, it is as well a question of joy.

¹ http://www.pewinternet.org/PPF/r/230/report_display.asp
After our brief definition of communication itself, we can consider, that communication needs the understanding of sender and receiver. That’s why communicating in computer mediated contexts is different from face to face communication. While you get in face to face communication directly your feedback from your communication partner, mediated communication is not giving you this feedback in the same moment. To communicate successfully, two people need to coordinate not only the content of what they say, but also the process of saying it.

We imagine student Thomas who studies at the Faculty Salzgitter Calbecht and lives in Braunschweig. Late in the evening he remembers that he has an early class in the morning and is not sure, if his car pool is thinking of going so early. He has to be in class, because he was missing pretty often already. It is quarter past eleven and he doesn’t want to call so late, so he decides to write an mail to Katja, if she is going in the morning and can pick him up at his house corner. If he wants to make sure, that Katja is getting him, he cannot simply write „Please pick me up in front of my house at 07:30.”

There are many points at which something could go wrong. Thomas needs to be confident that Katja is able to receive the message. He can’t be sure, that her computer is on and, even if it is on line, he can’t be sure, that she is actually opening her mail account and reading the message, maybe even the mail server is not working. She has to know, that the message is from him, Thomas, and she has to know, what „in front of my house” means and must be willing and able to commit herself to the action it proposes and must be actually really going to the morning class and not sleeping long. So after sending his message, Thomas awaits evidence that Katja has received, understood, and committed to the request. Meanwhile, Thomas isn’t thinking, that he solved his problem and will be picked up from Katja in front of his door.

He is lucky. Katja replies with some further questions. If their electronic connection is unreliable, or if Katja needs to further clarify or modify their plans, they may exchange still more mail before they consider their plan to meet for the ride to university. Depending on time and other pressures, Thomas may optional telephone Katja if an mail response is not up coming. In this way, Thomas and Katja engage in the process in order to come to the belief that they understand each other well for the purpose.

Due we always need a feedback in communication, like Thomas needs a reply of Katja, to be sure, that he is understood, communication in different channels changes.

Obviously we get a very quick feedback in face to face communication with a direct answer or even on the phone, the evidence of understanding takes longer by communicating per mail, even if the Mail is still faster than the postal way, we can’t be sure that the mail is finally received and the receiver doesn’t have problems with mail server or computer. For a fast feedback an interactive electronic „chat” program, where you can simultaneously type and see what the other is typing is the easiest form to communicate on the Web. Programs like Skype are even able to show both participants via web cam and transmit their voices.
But even if we get a quick feedback in the conversation, we are personal different involved in computer based communication. I am sure, that you are able to find similar thoughts and feelings as the Software engineer Ellen Ullman, who engaged in the differences of computer based communication by studying the conversations with her work mates and her supervisors through the computer. What has struck Ullman are the contrasts she has noted between mediated and face-to-face interactions with her workmates. Two examples illustrate Ullman’s keen perceptions.

Example 1:
Ullman found herself up one night in front of the computer, preparing a meeting and decided to send a message to a colleague to ask for further information. He happened to be awake as well and, after reading her message, he wrote back to ask why she was still awake. The two exchanged cordial messages that night. The next day when they attended a corporate meeting together, Ullman was unsure about how to approach him. They had, after all, been friendly with one another just hours before, yet in the office setting, she questioned, “In what way am I permitted to know him? And which set of us is the more real: the sleepless ones on line, or these bodies in the daylight?”

Example 2:
Ullman had struck up a romantic relationship with a fellow programmer. For quite a while, the two communicated exclusively through exchanges of electronic mail. He would send her a message, she would reply, and so on. This continued with higher and higher frequency, until they were writing to one another almost every waking hour. Eventually, the couple decided to meet for dinner, and when they did, Ullman noticed something unusual about their conversation. One talks, stops; then the other replies, stops. An hour later, we were still in this rhythm. „With a shock, I realize that we have finally gone out to dinner only to exchange mail”

Ullmann wrote her book in the 1996, so in the beginning of the time, when internet access spread worldwide.3

Nowadays the communication via computer is more established and got for the population absolutely normal. Maybe you can’t even imagine Ullman’s doubts about this form of communication any more, because you adapted completely to this development.

I for myself can say, that I sometimes feel as well a little uncomfortable, when my “on line self” and my „real self” get mixed. The point for me is more that I have the feeling, that my chatting “on line self” tells more personal issues, than my „real self” face to face. For me it is the matter of the writing, not the matter of the Internet. Even if I write a letter, I tell easily more about myself, because I have the time to choose my words carefully without being disturbed by external circumstances. I learned over the years to accept it and keep an eye on it to not feel uncomfortable by meeting a friend after a long chat. I grew up with this technology and learned how to use it effectively, maybe not as good as my German mother tongue, but at least like speaking English.

So even if you got used to computer mediated communication and adapted it to your behaviour, let’s have a look how it is possible, that the use of on line communication got so normal for us to understand better, how we developed the internet as social network.

3 http://www.businessweek.com/magazine/content/05_50/b3963001.htm
04. CHAPTER

INTERNET
A BRIEF DEFINITION OF THE WORLD WIDE WEB

On the Internet, nobody knows you're a dog.
PETER STEINER
CHAPTER

INTERNET

A BRIEF DEFINITION OF THE WORLD WIDE WEB

On the Internet, nobody knows you're a dog.
PETER STEINER
4.1 Dates and Facts about the Internet

One point, why the Internet got such a big part in our life is obviously that everyone has it now. Due this thesis is not about the whole developing of the internet, we will just find a brief definition what exactly the Internet is, have a rough look at the historical facts, and the dispersion proportional to the time.

The history and evolution of this network of networks is amazing and includes uncountable technic aspects. Here in this thesis, we borrow from the former Federal Networking Council’s definition to define the network, which includes three primary elements:

1. The Internet is linked together through a global unique address space based address system.
2. The Internet uses a common form of transmission protocol.
3. The Internet allows public and private communication.¹

INTERNET TIMELINE:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>APRANET online</td>
</tr>
<tr>
<td>1974</td>
<td>1000 hosts</td>
</tr>
<tr>
<td>1984</td>
<td>Web browsing popular Internet activity</td>
</tr>
<tr>
<td>1991</td>
<td>First webserver online</td>
</tr>
<tr>
<td>1995</td>
<td>Number of hosts 480.000.000</td>
</tr>
</tbody>
</table>

Image: Brief Internet Time line. (Data: www.zakon.org/Robert/internet/time line)

As we can see the Internet is a still a very new technology, due it started just in the 70th, but you can’t avoid to be part of it any more.

If I compare the Internet to the change of our German currency form „Mark” to „Euro” for example, we find still, even after so many years people, who are wondering what this would cost in „Mark”, while I know personal no one who is wondering how we could find the address of the pizza service in the phone book without Internet.


In this graph we can see how fast this network expanded. While it took 38 years for radio to reach 50 million users and 13 years for the Television, the Internet reached this point just in 5 years.²

According to the new Pew&Internet American Life Reports 55% of all American citizens have not even just Internet, but high speed internet now.³ In the younger generation it is even clearer: 85% of the American teens in the age from 12 up to 17 engage at least occasionally in some form of electronic personal communication, which includes text messaging, sending mail or instant Messages, or posting comments on social networking sites.⁴

³ Pew&Internet American Life Report from www.pewinternet.org/reports.asp
4.2 The social Character of the Internet

Since nearly everyone has Internet, or at least the possibility to use it at work or in the library, the growing impact that the Internet has on our lives is impossible to ignore. Even those who might demand to be “computer independent” are likely to encounter the direct or indirect effects that the Internet has had on the economy and society in which we live.

To understand the economy part, you simply have to open the newspaper. You will see that the stock market has risen or fallen in correspondence with the successes and failures of Internet-based companies. Furthermore you can find that online banking is cheaper, because they don’t have to send you the statements of your account per post. Begin a term project by doing some research, and, if you are not already needing the Internet for some facts, latest in the library you will find out that the library has instead of card catalogues, for a quicker efficient search, an electronic system. One that is probably accessible from your home.

For the society part you can turn to your classmates or family members and ask if they or someone they know has ever made friends or had a date with someone they met online, and you will probably find a few, the number depends on your age and your friends. Maybe you even got to know the person and count them now to your friends as well? The next question should be how many of them do have a community account in Facebook or Studiz and you will realize, that in this communities recirculate a lot of parties of people you probably know, without having an idea about, that they have their birthday party. Without having to look much further than the world around you, are likely to find the ever-increasing influence of the Internet in the realms of economics, academics, and personal relationships, among many others.

People on the net are not only searchers for dry information, but social beings. They are not only looking for dates and numbers; they are also looking for affiliation, support, and affirmation. They want to chat, discuss, argue, find others with common interests and talk with them.

They want to communicate and they are using the Internet as a social Network. How many of them and in which ways, we will see in the following statistic from 2005:

- 95% of all Americans send mail
- 56% used chat rooms before
- 56% searched on line for information about someone they know or might meet
- 55% read a blog
- 22% created a blog
- 49% rated a product, service or person using an online rating system
- 41% used online classified sites like Craig’s List
- 26% used on line social or professional networking sites like Friendster or Facebook

We come to all this possibilities of online communication now at the following pages to analyse how we are using them and how they grow over the last years.

1 http://www.pewinternet.org/PPF/p/1127/pipcomments.asp
4.2.1 **Electronic Mail**

Mail is perhaps the most popular and familiar channel for communicating through the Internet and as we can see by looking at the timeline in part 4.1, it was born actually with the Internet in 1966 and is the oldest form of online communication.

In year 2002 already from 2,447 Americans 1,003 are using Internet in their job and say that it helps them:

- 72% of work mailers say mail helps them communicate with more people
- 71% of work mailers say mail saves them time
- 62% say mail makes them more available to co-workers; however, about a third of all work mailers say mail has made them too accessible to others
- 59% say mail improves work place teamwork
- 43% say mail has offered them some relief at times during their workdays

In developing and dispersion of the electronic mail, her character got more and more informal unlike her parent, the formal letter. Due responding in Mails can be pretty fast, it got more a character of a phone call as a letter.

Judith Yaross Lee explains that people approach mail as a “hybrid medium” and find in that medium both rhetorical elements like spoken and written communication.

The result of the new hybrid medium is, from Yaross point of view, a form of communication “between the telephone and the letter”. To illustrate Yaross thought I will have a quick look in my mail folder and present a typical correspondence:

**Mail 22.07.08 from Natalia Mitja to Jessica Rusch:**

> „Jessicaaa,
> I am very sorry, really, I couldn’t manage to do it, and I also had no internet connection. I will do it for the end of this week if this is still fine. I hope that I can still help. Excuse me really but still a lot to do with this workshop, we have this presentation on and well, as always… running over and summer and so on…. All like always….
> I am sorry that I couldn’t help, for you is a bit strange now? back in Germany and with this presentation, How is back home?
> jessica aahhh
> sorry
> What can I do to say sorry?
> strong hugg
> and be brilliant as you are
> you have to tell me about your personal. How is everything?
> well, kisssss”

As you can see Natalia wrote in a fashion that was far more conversational than the conventions of formal letter writing would dictate. Furthermore she is using some special features we will have a closer look later on, which describes her feelings and are using sounds like a phone call.

Now you can of course argue, that Natalia is a friend of mine and so obviously her mails will be more informal, which is true. But think of your own mail experience. Even with people, maybe from a library or other institution you wrote several mails to your correspondence got more informal after a while without ever having coffee with this person. Through their practice, people have made the writing of mail a less formal, but not less textual, mode of communication.

---

4.2.2 Mailing Lists

An other text-based form, but a bit more complex, is called listserv or mailing list. It communicates with a wider audience, functions like an mail for that you have to subscribe.

An example for this would be:

```
www.utlists.utexas.edu/sympa
```

On this web page you can subscribe for a topic you are interested in, let’s say “News and Media” for example. With the subscription you can write or receive mails in your normal personal account from one central mail address, but behind this central mail address are listed all subscribed users.

The mails from our University you are getting usually, if you haven’t decided to put them in your spam account, use mailing lists. By being a student of our university you are listed behind the central mail address `mailto fh-wolfenbuettel.de` and by addressed an Mail to that address you will reach all students from our university.

The difference between mailing lists and Mail is that these messages are written to a public rather than a personal address. Anyway, the formal changes we discovered already for the personal Mail is here as well to notice. Such Mails often start with words like „Hello out there“ or „Folks“, or simply „Hi“ and are written in a short informal and informative way.¹

As an example how fast such lists are able to grow, we can have a look at an example from 1990. In that year a post doctoral physicist began a public electronic mailing list, the Young Scientists’ Network, for scientists like himself, who faced the prospect of being unable to find permanent jobs in physics. In this mailing list of The Young Scientists Network you got weekly messages from the founder on such topics as job tips, funding possibilities, and relevant news stories (Morell, 1992). Subscribers send in their own tips and scoops. Although it was created to provide information to unemployed or underemployed scientists, it rapidly became an informal support group. One physicist said, „The main value was in confirming the trouble I was having finding a job.“ Another offered, „It helps save your sanity, it helps to know that it’s not because of a personal failing that you can’t find research work.“ The Young Scientists’ Network, which had about 170 members 1990 had grown to 3,000 members a year later.²

---

4.2.3 Bulletin Board Systems

A variant of Mail is called a bulletin board system (BBS). It is also a form for text-based communication, but characterized by the size of the audience it attempts to reach and the technological manner in which messages are read. In a BBS, the user has most of the time to register and to give them self a nickname before he can write messages.

After that you are able to send messages to a single computer address. There a program posts these individual messages that other users can access, read and answer. In this manner, a BBS functions like the wall-mounted boards in front of the entrance in Calbecht, where students hang notes of free rooms or companies show their job offers. Like this walls, which show student themes, most BBS’s are organized around a topic. Some examples in the following:

www.flash.forum.de
Here the users post in the part “forum” their problems in actions script and other users, who are maybe more advanced in programming, help with answering the thread. This helping tools exist for all professional computer programs.

www.gesundheit.de
Here users post their illnesses and fears in the „forum“ part. So you can read for example, that „Arnob“ (username) at 21.06.08 circa at 12:08 o’clock laughed about a joke, while having a nice normal sized chewing gum in his mouth and after that the chewing gum „disappeared“ suddenly and he is afraid now, that he has it maybe in his lounges. „witte.bianc“ is calming him down with her opinion that a chewing gum is so soft, that there can’t be any problems of having it somewhere in the body and „Arnob“ decides to neglect the doctor.¹

As we can see, there are BBS about everything, however a BBS organizes incoming materials so that subsequent messages responding to previous messages are ordered one right after another. Such an aggregate is called a thread and each can continue to extend for as long as contributors continue to send in submissions. If „Frank“ for example would have an other help idea or thinks that a chewing gum is of course a danger in the human body, he could hang his opinion in this thread as well. Here as well we are able to see, that the members of such news groups use a very informal way to communicate, even if they never met or will meet in future. A reason for this could be, due there is a news groups for nearly every hobby like music, soap operas or angling for example that the members of a news group usually share a collective interest and this interest is connecting them with a kind of friends feeling.

People participate in this news groups by developed a flow for interaction. Nancy K. Baym reports that contributors to Rec.arts.tv.soaps.cbs, which is a news group created 1994 containing a discussion about all soap operas are communicating in a very free formal and friendly way, even if the answers are often pretty short and not longer as one sentence.²

4.2.4 Internet Relay Chat

A mixture of Mails and news groups is the Internet Relay Chat (IRC). For the Internet Relay Chat you usually have to subscribe and it is often thematically like a news group. After subscription you can enter several chat rooms to speak with a group of people in real time about a topic. Like Mail you can address your messages just to one user as well, but also with the option of real time.

In this part we won’t look at the personal one-to-one private chats, because we will point our finger at that part when we come to instant messaging. Internet Relay Chat is popular for the chatting in a group, where people participate in the conversation posted by the system in the order the messages were received.

In a typical conversation, one would expect that one person is saying something and after that it is the next turn by someone else to answer. In Internet Relay Chat the system posts, how I explained already before, contributions in the order in which they arrive. A real conversation in the group is usually not happening. If you have a look at the time before the actual message, you notice how fast the conversation is going. The members are using the nicknames to address messages directly to someone. Like Michelle asked „craig, where in the UK?”

So that the person behind the nickname „Craigus” knows, that the question is not to the other members of the group, but for him. Others are just posting messages to find someone to share their interests. Like „ravi”, who offers a web page with masturbating women.

Susan Herring says that these misuses of traditional turn-taking communication behaviour create a missing of conversation coherence with it’s confusing structure.

Anyway chatting continues to be popular. Herring explains this popularity with the beauty of the high interactivity and play of language. The user adapted to the situation of chaos, is obviously enjoying it and developed new communication strategies. Even if the example for IRC shown here would be impossible in an effective face to face conversation, the method of everyone in the chat room talking at the same time is possible in the written way.¹

In the following we see the biggest 10 IRC communities, recorded 30.07.08:

<table>
<thead>
<tr>
<th></th>
<th>today</th>
<th>net</th>
<th>user</th>
<th>channel</th>
<th>server</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>QuakeNet</td>
<td>102422</td>
<td>93230</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Undernet</td>
<td>95178</td>
<td>28080</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>IRCnet</td>
<td>77777</td>
<td>43203</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>EFnet</td>
<td>46741</td>
<td>23011</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>DALnet</td>
<td>29660</td>
<td>15744</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>GameSurge</td>
<td>20084</td>
<td>55389</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>WebChat</td>
<td>14407</td>
<td>3391</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Rizon</td>
<td>13374</td>
<td>5022</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>LinkNet</td>
<td>12071</td>
<td>5299</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>RusNet</td>
<td>8514</td>
<td>8202</td>
<td>43</td>
<td></td>
</tr>
</tbody>
</table>

In the following graph is visible how much the IRC of Usenet grow over the years. In here we shouldn’t forget, that we just have a look at one example of IRC communities and the numbers are changing pretty a lot from day to day which community is the most interesting at the time, but it shows the high number of users.

4.2.5 Multi User Domains

Another form of primarily text-based communication, due it became more and more visualized during the years, is a multi user domain (MUD). Originally it was called „multi user dungeons“ because they were inspired by the fantasy role-playing game „Dungeons and Dragons“. MUDs are text-based virtual realities in which participants interact with an environment, objects, and other participants. Originally constructed of nothing more than the words on the computer screen and the user’s imagination, everything about a MUD is invented, although it is all rule-governed by the administering program.¹

Nonetheless, participants enjoy a great deal of freedom in adopting roles, in indicating movement through the virtual environment that they read about on the screen, and in conversing with their fellow participants in a MUD. More recently, graphic components have become salient features to the Muding experience, and on line environments like the World of Warcraft or Second Life feature of blend of text-based interaction with visual depictions.²

MUD players typically spend their connected time, which is growing incredibly high, as you can see in the graph, socializing with each other, exploring the various rooms and other objects in the database, and adding new objects of their own design.

Although this certainly might sound like nothing more than a video game Pavel Curtis argues that the virtual realities of MUDs is a social phenomena. Accordingly, he identifies three factors that outline MUDs from other simulations:

1. MUDs do not have a fixed goal. MUDs are a never ending game, unlike video games, which have a final end level.
2. MUDs allow users to add to the richness of the environment by contributing new spaces and objects that become an ongoing part of the administrating program.
3. MUDs typically have more than one user connected at any given time, all of whom are communicating in real time.³

These factors contribute to a virtual environment in which people construct identities, relationships, and whole worlds using text. For these reasons, a number of researchers have investigated MUDs. Chairman Pierre M. Omidyar in Business Week from the 1. Of May 2006 described it with the following words: „This generation that grew up on video games is blurring the lines between games and real life.“⁴

While we have our attention still on the way of communication, we can see, that in this MUD area communication is felt nearly face to face, because people are, to speak with Omidyars words, burring the line between real life.

² http://www.businessweek.com/magazine/content/06_18/b3982001.htm
⁴ http://www.businessweek.com/magazine/content/06_18/b3982001.htm
At least 10 million people, according to Business Week pay $15 and up a month to participate in MUD’s and maybe 20 million more log in once in a while. Some players of World of Warcraft prefer to hit orcs instead of gathering on the green to play golf, or fight instead of playing baseball with their kids.\(^5\)

Second Life is one of the most famous multi user domain and has in total 14,627,571 million residents, how the user call themselves.\(^6\)

In Second Life you create a personal name, choose a character, and jump in the virtual world, which is nearly like the real world happening on your screen.

You have a job, you chat with people, you have a body, you change your cloth, you earn money and you play sports, to name just a few of the activities. Obviously it is not “you” who is doing that, but yourself created computer self.

Unlike in other virtual worlds, Second Life’s technology lets people create not just avatars, how the figure is called, which is shown on the screen as your virtual body, but furthermore objects. That means the resident, how the user call their self can build anything they can imagine.

\(^5\) www.businessweek.com/magazine/content/06_18/b3982001.htm
\(^6\) http://secondlife.com/what is/economy_stats.php
One more and more common way to communicate in the Internet, especially for teens, is Instant Messaging. In general this is like writing Mail in real time, with the sureness, that the receiver is sitting in front of his computer. To take part you have to download a program and sign in with a number or a user name to get personal connection. With this user name or number friends or strangers can find you and talk to you personal text based or even with a microphone and real voice. Instead of face expressions the user can add various emotions like smileys, little animations and often short cuts in the language to make the conversation faster. We will come to this point later on.

The most common programs are:
AIM, Jabber, eBuddy, Windows Live Messenger, QQ, ICQ and Skype

<table>
<thead>
<tr>
<th>Service</th>
<th>User count</th>
<th>Date/source</th>
</tr>
</thead>
<tbody>
<tr>
<td>QQ</td>
<td>317.9 million total (China)</td>
<td>14 May 2008</td>
</tr>
<tr>
<td>Skype</td>
<td>309 million total</td>
<td>April 2008</td>
</tr>
<tr>
<td>WLM</td>
<td>294 million total</td>
<td>November 2007</td>
</tr>
<tr>
<td>AIM</td>
<td>100 million total</td>
<td>January 2006</td>
</tr>
<tr>
<td>Jabber</td>
<td>90 million total</td>
<td>January 2007</td>
</tr>
<tr>
<td>eBuddy</td>
<td>35 million total</td>
<td>October 2006</td>
</tr>
<tr>
<td>Yahoo!</td>
<td>22 million total</td>
<td>September 2006</td>
</tr>
<tr>
<td>ICQ</td>
<td>15 million total</td>
<td>July 2006</td>
</tr>
</tbody>
</table>

In the following statistic we can see how instant messenger spread especial in the teens generation:

- 74% of on line teens use instant messaging programs; in comparison, 44% of on line adults have used these programs.
- 69% of on line teens use instant messaging programs at least several times a week.
- 19% of on line teens say they use instant messaging most often to contact their friends when they are not with them; 8% use mail.
- 37% have used instant messaging to write something that they would not have said in person.
- Two thirds of Canadian kids say their parents never sit with them while they surf; never use filters to block unsuitable sites and never check to see what sites they’ve visited.¹


In this graph calculated with data from 2006 we can see, that the Skype user group is not in the teen age the biggest. The peak of the user age is in the mid twenties. We will keep this in mind and come back to it later on.

To get an imagination how long are Skype users usually connected and when, we look at the graph above. Maybe you read in newspapers the perception „always on generation“ ² Here you can see that Skype is active even during the night.

4.3 What is a social network?

An other complex form to communicate in the Internet is to build up a social network. This is motivated by the desire of humans:

„The thing that I’m always left with is this overwhelming desire for people to be rooted and the only way that they feel rooted is through another person.“ John Allen

Basically a social network is a connection between people. Let’s say, you and your friends, you are a social network, you and your family is a different one, but maybe both are connected by a view people. You help each other, you meet their friends, you fight, you maybe even find a job or a new love because of them.¹

In the following we see the social network around Susan:

- Activity: Susan is the „connector“ and has 6 direct links to other people.
- Between: Claudia has a powerful position, because she is the connector between different groups.
- Closeness. Sarah and Steven have the shortest paths to all others. They have an excellent view of what’s going on.²

The connections and ties in a social networks are not visible for everyone. In our example, Claudia just is connecting to Ben, Sarah and Steven. If this 3 persons never speak about their further connections, Claudia will never know that Sarah is connected to Fred, who could maybe be her perfect match for a relationship.

The ties of a social network in real life are not visible.³ But the use of a social network is in real life and in the Internet equal:

Image: Social Network (Kite Network ideas developed by David Krackhardt and Valdis Krebs / www.semanticstudios.com/publications/semantics/000006.php)

¹ David Krackhardt and Valdis Krebs / www.semanticstudios.com/publications/semantics/000006.php
² http://semanticstudios.com/publications/semantics/000006.php
³ http://www.youtube.com/watch?v=6a_KF7TYKVe
In the Internet we find Services, who are playing and imitating this structure of your normal social network in your real life. The big difference here is, that these services are making your connection between the members visible. They offer their users an online community to share and explore common interests and activities.

In the following picture we can see, how this works.

![Social Network Service](Image: Social Network Service)

On a broad level, social networking is an online community of people who are socializing with each other via a particular Web site. If you add a person as a "friend"

You can see all his connections. So, in our example, Heike (pink) is friends with Tim, Moritz, Fred, Magan and Axel (light pink). By being friends with them, she is able to see their friends as well. (Pink outline)

On an individual level, it is the practice of growing the number of one’s business or social contacts by networking with individuals. Most of the social networks on the Web are public, allowing anyone to join.

In the following you find popular social networking communities:

- adultfriendfinder.com - adults - finding friends or sex partners
- myspace.com - general - most popular in the USA and Canada.
- friendster.com - General - not popular in America and Europe.
- studienz.net - University students - mostly in Germany
- flickr.com - photo sharing, commenting - worldwide
- facebook.com - general - find people and stay in contact
- xing.com - business - primarily Germany and China
- tribe.net - general
- muslim.com - Muslim social networking
- mychurch.org - Christian Churches

All this communities work similar and provide the same service. They give the ability to dynamically map and monitor friends over the Internet. In each case a user joins a Web site, creates an account that allows him to customize a personal Web page with personal information, pictures, birth date, interests and favourite books and even more. We will have a closer look later on.

Users then interact with other members of the online community, viewing their pages, with their personal pictures and electing to add certain members as friends. The end result is a constant virtual web of connected nodes that describe personal relationships and grow over the years.

This communities actually combine all features of online communication we looked at already and even more. They typically provide a variety of ways for users to interact: through chat, messaging, mail, video, voice chat, file-sharing, blogging, forums, discussion groups, and applications.

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One of the first and one of the biggest social network worldwide is Facebook.

From the data of ComScore we can see that Facebook got from 2004 till today over 90 million active users. It is the most-trafficked social media website in the world.\(^1\)

At this point we have to mention, that we actually don’t know, what an „active user” stands for. As reported in several news blogs like „2504 steps to close your Facebook account”\(^2\) it is pretty difficult to delete your account if you already signed in. So maybe a lot of this 90 million users have a profile in Facebook, but are never opening the site. Because of this I decided to don’t show the user growth, but the actual visitors:

![Graph showing Facebook visitors over time](image:visitors_of_facebook.png)

With a view to the user demographics we can notice that over 55,000 regional, work-related, collegiate, and high school networks are connected in Facebook, but more than half of the users are outside of college and 50% of registered users come back to the site every day.\(^3\)

<table>
<thead>
<tr>
<th>AGE</th>
<th>MAY 06</th>
<th>MAY 07</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors in total</td>
<td>14,069</td>
<td>26,649</td>
<td>89%</td>
</tr>
<tr>
<td>Persons 12-17</td>
<td>1,628</td>
<td>4,060</td>
<td>149%</td>
</tr>
<tr>
<td>Persons 18-24</td>
<td>5,674</td>
<td>7,843</td>
<td>38%</td>
</tr>
<tr>
<td>Persons 25-34</td>
<td>1,114</td>
<td>3,134</td>
<td>181%</td>
</tr>
<tr>
<td>Persons 35+</td>
<td>5,247</td>
<td>10,412</td>
<td>98%</td>
</tr>
</tbody>
</table>

The fastest growing group of users is in the age between 25 and 34, but we have to mention as well, that this is till now the smallest group as well, which will change with a growing of 181% in a year pretty soon.

As said in the chapter before this communities combine all features of on line communication. Facebook is no exception. You can interact with your friends on Facebook via chat, messaging, mail, file-sharing, blogging, forums, discussion groups, and applications. To show the options, we have a look at the statistics of the applications you can add to your profile:

**Applications**
- No. 1 photo sharing application on the WebPhoto application draws more than twice as much traffic as the next three sites combined
- More than 24 million photos uploaded daily
- More than 6 million active user groups on the site International Growth
- Our Translation Application is first step for us in helping users all over the world connect and share information with those that matter the most to them wherever they live and in what ever language they choose
- In a little over 5 months, we have released the site in more than 15 languages, including Spanish, French, German, Russian and Korean. Our goal is to offer Facebook in as many languages as possible, as quickly as possible.\(^4\)

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\(^1\) Sources: [http://www.comscore.com/metrix/](http://www.comscore.com/metrix/)
4.5 A Facebook Profile

**Actual Message for your friends**

**Profile with personal data.** You can add your favourite book and your music taste and much more, or like me, just the necessary dates.

The profile picture you choose is visible as well for people you are not friends with. If someone is searching for your name, he will see it.

**Wall.** Here your friends can leave a comment, which is visible for you and all your friends.

In this list you see all your friends and your friends can see your friends as well.

**This is how a post on the wall looks like. Next to the text you find the profile picture of your friend**

This is how a post on the wall looks like. Next to the text you find the profile picture of your friend.

Here you can see who is online of your friends and you have the possibility to chat with them in realtime.
4.5 Blogging

We mentioned before, that in the Internet everyone got a little famous, everyone can get a website, which is official, to visit and to read by everyone all over the world. Well, facebook, news groups and multi user domains are websites with a collection of users. If someone types www.facebook.com in his browser and is logging in, he finds behind this address 90 million profiles of human beings.

Blogging goes further. If you create a blog, it is yours. Everyone who types the address will see nothing else, but your own web page with your content you choose just by yourself even if you have no idea of programming a web page. Blogging is giving by the easy user guidance everyone the chance to get their own space in the Internet.

All you have to do is, to sign in and write your stories. One popular website for bloggers is blogger.com. By visiting the website you have to logg in with your mail address and a password. After that you come to the point, where you give your brand new blog a title and choose your webadress. Now you can choose out of different templates how your blog should look like. Now you are the proud owner of your own web page and just have to fill in your content. What you choose to write about is just your business. Maybe you want to inform your classmates what you are doing in your free time, write a diary or get a platform for your political thoughts. For this you have a simple kind of editor, similar to your word program on your home computer.

Before 1997, the word blog, now defined as a regularly updated on line journal, didn’t exist. By 1999 there were a few hundred blogs. Today, the search site technorati.com tracks 70 million of them.1

Mallory Janson says the explosion of blog tools was simply a matter of critical mass and not a matter of technic. „There were finally enough people on line writing blogs and wanting to read them“ 2 In his opinion the technology behind the blog was not a new invention. He simply realized that people like to peek into others lives. Reading a blog has a bit of the voyeuristic thrill of flipping through someone’s diary and latest since the fame of Big Brother we know that we do like this thrill.3

Anyway if you compare the numbers and statistics about weblogs you will find, that there are many different voices. The main problems by detecting the actual numbers is, that you have uncountable services who provide blogs, blogs are coming and clearing away very fast and, maybe the most important, you can’t be sure, that a web page created with a blogger programm is really a blog and not just spam or advertising.3

So in the end, we can say, that blogging is growing and to get an overview you find some numbers below, even if I won’t trust them in detail.

- The blogosphere is now 70 million weblogs wide
- About 120,000 new weblogs are created each day
- 1.5 million posts per day
- 1.4 new blogs are created every second
- 17 posts are made every second
- 3000-7000 new splogs (fake, or spam blogs) created every day
- Peak of 11,000 splogs per day last December4

But the correct numbers are not that important as the question, what does all this communication and telling our stories in an anonym public say about our social life?

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05. CHAPTER

NEW MEDIA
HOW WE ADAPT TO THE NEW TECHNOLOGY

The great thing about human language is that it prevents us from sticking to the matter at hand.
LEWIS THOMAS
As I mentioned already during this thesis, computer-mediated language is less correct and complex than standard written language. We saw already some typical examples in chapter 4.

Now we have a short look how messages posted in the internet look like and which non standard features they contain to adapt to the new technology.

One of the most common adjustments is the use of abbreviations. You can find whole dictionaries in the web and translation tools, if you are new in this field. Especially for parents this is quite important to control the chat activity of their kids. Most of the time the youngsters new more about this feature and even trick the parents with it. 1

So you can find several abbreviations for the fact, that parents are watching the youngsters at the moment.

Examples:

P911 My parents are in the room.
POMS Parents are looking Over My Shoulder.
POTS Parents Over The Shoulder.
MOS Mom Over Shoulder.
PAW Parents Are Watching.

This use damage the language, says the Pew Internet & American Life project, because they found out, that 38% of all American teens mixed up formal and informal computer writing and used text short cuts in school work before. On the other hand they point out, that never in history teens were writing so much in their free time. 3

But not just in the youngster language are abbreviations common. We can find it as well in messages from adults. Mainly just the first letters of the actual word is used in big letters and is followed by the next first letter.

Here some more examples to understand the structure:

AFAIK As Far As I Know
BTW By The Way
FWIW For What It’s Worth
HTH Hope That Helps
IMHO In My Humble Opinion
LOL Laughing Out Loud
OT Off Topic
PPL People
ROFL Rolling On Floor Laughing
VBG Very Big Grin
WIBNI Wouldn’t It Be Nice If
WRT With Regard to
YMMV Your Mileage May Vary 4

By the fact, that several translations tools for internet slang exist, you can see that language is changing sometimes so much, that you have difficulties to understand. Basically the effort of using abbreviations was to make chat conversations faster. If you think now, that you have to look from time to time in a dictionary to find the proper translation for an abbreviation, you can imagine, that this is not helping at all and confuse a lot.

Furthermore you should be careful with capital letters if you are not using abbreviations, because people you are chatting with are thinking, that you are shouting otherwise.

1 http://www.microsoft.com/protectionsafety/officebasics/netiquette.mspx
2 www.noslang.com/top20.php
4 http://www.internetslang.com/
As we can’t use face expression in text based communication, people found a way to communicate their feelings in text. For text based face expression we use in net culture ascii characters, like colons, semicolons, hyphen or brackets, to mention just a few examples. With this special characters we build up images, most of the time faces, which are 90° turned.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>:-)</td>
<td>Standard smile</td>
</tr>
<tr>
<td>:-(</td>
<td>Sad with nose</td>
</tr>
<tr>
<td>:&lt;-</td>
<td>Super sad</td>
</tr>
<tr>
<td>:P</td>
<td>Sticking tongue out</td>
</tr>
<tr>
<td>(((H)))</td>
<td>Hugs</td>
</tr>
<tr>
<td>:-*</td>
<td>Kiss on the lips</td>
</tr>
<tr>
<td>:-D</td>
<td>One eyebrow raised</td>
</tr>
<tr>
<td>:-&amp;</td>
<td>Tongue tied</td>
</tr>
<tr>
<td>:-O</td>
<td>tired</td>
</tr>
<tr>
<td>;-)</td>
<td>Winking smile</td>
</tr>
<tr>
<td>;-D</td>
<td>Laughter</td>
</tr>
<tr>
<td>&lt;(-_-)&gt;</td>
<td>Robot</td>
</tr>
</tbody>
</table>

In the image you see, that messengers, like the Windows Messenger in the example on the right is translating the text based feelings back to an image, usually a smiley, which appears instead in the text. Almost every chat program, news group or community, even the newer mobile phones support this feature.

While it is more and more common 25% of the American teenager (12–17), used emoticons in their essays for school.¹

¹ www.pewinternet.org/pdfs/PIP_Writing_Report_FINAL3.pdf
All these features form a new kind of written language which finds its use in mediated communication.

According to Herring the writer for Wired magazine describes messages posted to the Internet negatively as "a whole new fractured language - definitely not as elegant or polished as English used to be."¹

As well Baron found out that members in computer conferences are using "fewer subordinate clauses" and "a narrower range of vocabulary". He comes to the conclusion, that a result of computer communication could be, that the expressive functions of language will be reduced.²

Anyway, the features used in mediated communication don't appear as errors in an adult writing, because of a lack in knowledge of the standard form, but in America 64% of teens say they incorporate some informal styles from their text-based communications into their writing at school.³

The majority are trying of the user to make written language more colourful and economize the typing effort.

Murray, who observed computer mediated communication in an office, found out, that CMC is mostly used with less subject pronouns, determiners, auxiliaries, use abbreviations, and is nearly never using mixed cases.⁴

You can see it in an example of Herring:

Les: as it stands now, meeting on weds?
Les: instead of tues
Brian: idiot hess seemed to think you were there tues morning
Brian: that that mtg from 9 to 10 would solve
Brian: if you not in ny I'm going to have mtg changed to wed.⁵

In the following note found in Usenet, we can see, that even sounds are shown in text based language, to transport emotion:

Al,  

hahahahahahahahahahahahahahahahahahahahahaha
*sniff* waaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaahhhhhhh
I laughed, i cried. . . . that post was GREAT! :-(
Amused,
-Mirth-⁶

Strategies such as these, rather than reflecting impoverished or simplified communication, demonstrate the ability of users to adapt the computer medium to their expressive needs.

² Baron, Naomi, 1984 “Computer mediated communication as a force in language change.” Visible Language, XVIII 2, t18–141.
³ http://www.pewinternet.org/PPF/r/247/report_display.asp
⁴ Murray, Denise E. 1985 „Composition as conversation: The computer terminal as medium of communication.” In L. Odell & D. Goswami (eds.), Writing in Nonacademic Settings. 203–27. New York: Guilford
But not just the language adapted to the new technology. During this thesis, we found out, that people more and more use the Internet to connect to people all over the world, share their knowledge and communicate with each other texted based, often without even knowing each other. We got in contact and due every touch to something new is opening our view, the Internet did as well.

People seem to like sharing their happenings in life, their pictures, their personal life in a more or less ano-nym way, as we saw in chapter 4 in several examples for on line communication. Surprisingly it is not the teen-age target group any more, which develops faster and faster. The Internet grew up and today especially the group from 14–35 is growing fastest among all others.

With the Internet it is not mandatory any more to communicate face to face or listen to each others voice. The Internet gives us the opportunity to communicate in real time like face to face, or allows us to save the send information until the receiver is willing to read it, like in a letter. On main difference is that information we gave over the Internet to the receiver is saved until we delete it. Even emotions we learned to communicate text based with emoticons.

I think I can speak it loud out and I am sure I am not alone: I can’t think of a world without Internet any more.

One might ask why it is necessary to attend directly to electronic groups and to the net as a social technology.

We do have the mobile phone, we have the fax, we have the face to face communication, why should we chat and news groups and mail and all the other forms of computer mediated communication?

For me Social Networks like facebook, actually function like a visit in a pub or coffee house. You sign in and you are in the middle of a story with pictures of all your friends. You hear the news, who quit his relationship, who has a new job, who went to the party last Saturday and you are even able to see the pictures, if someone put them up. With one click I get all your friends at the same time in my living room, no matter where I am. Virtual.

Everyone has the desire to connect, to communicate, to be with nice people, to be loved and cared for and everyone has the desire to be interesting and for others and accepted by others.

I think this is the main point, why computer mediated communication got so popular. Alone the fact that you are seen in the web without being there and that your voice last is a fascinating feeling. It doesn’t matter, if you write about your housewife life or discuss ethical problems.

An other important point why Internet communication got so popular might be that the world is getting smaller and everything gets faster.

We have cheap flights to everywhere, South America suddenly isn’t a big deal to travel to any more, we are going everywhere, we meet people all over the world, big companies are working worldwide and small ones have the opportunity as well. The Internet is the net, which connects everyone, no matter, where he is.

For that it is pretty clear, that we use this technology to connect, while the Internet is our common denominato-r it shouldn’t be used just as an information database. We are human beings visiting the net, we should act like human beings as well and human beings, to say it with the words of Watzlawick, can’t not communicate.

An other main point is the influence technic has in our society. The number of people working in front of a computer all day long grew in the last 20 years amazingly and formed into an excuse to spend time chatting away in vibrant communities of cyberspace neighbours.

After all we invented all this shown ways to communicate in the internet. We developed skills, like the emoticons
is shown by how active we are in the internet. I think
the most fascinating thing in news groups and forums
is, that everyone has a voice. If you discuss, for example
a politic problem in your living room, you will just here
the voices and opinions of your friends you invited. If
you provoke the same discussion in the Internet you may
have opinions from every part of the world, which gives
a huge view to the whole topic. Of course this assumes,
that you are willing to prove the opinions of other writ-
ers in truth, but this you should do with your friends as
well.

Of course there are people loosing their communication
skills in real life, like there are people who are watch-
ing the television 24 hours a day. But I think mainly we
are benefiting in using the Internet as a communication
tool, which connects you to people. To say it with the
words of Esther Dyson „The Internet is like alcohol in
some sense. It accentuates what you would do anyway. If
you want to be a loner, you can be more alone. If you
want to connect, it makes it easier to connect.”

Anyway you have to be aware, that you may act different
in a chat with your „online-self” than you would do with
your „reality-self”. If you have this in mind, communi-
cation based on computers is a great tool.

1 http://www.quotationspage.com/search.php3?homesearch=Internet&st
artsearch=Search
I sense an insatiable demand for connectivity. Maybe all these people have discovered important uses for the Internet. Perhaps some of them feel hungry for a community that our real neighborhoods don’t deliver. At least a few must wonder what the big deal is.

CLIFFORD STOLL
If we think back to my thoughts in the prolog, we may think, after understanding all human desire to communicate a bit clearer.

The history of the desire to tell our stories to make them last and visible forever to everyone seems to be as old as the story of humans on earth and is part of our desire to connect to people, as we saw in the chapter about our social networking.

We are working on our communication ever since. Think back to cave-painting, to the developing of fonts, to start publishing books, or the little symbolic details in life, like scratching a heart in a tree or writing and painting graffiti on walls. Since the beginning of time we try to make our knowledge and our feelings last in a way, that everyone can see them even if we are already gone with the wind.

So the desire might not be new, but the possibility to make our stories in life visible easily is a new opportunity. In the Internet we can publish our stories, without worries about finding a publisher for our book with enough money to get it printed or a criminal complaint about damage to property like with graffiti. You need nothing more than a computer and an Internet access. Than you do a few clicks and open up a blog or get a Facebook profil or a user name for a news group and after writing your own special personal post, you simply press the enter button and your story is visible for everyone who wants to see it and it is ready for comments and your virtual social network is born.

As we saw in huge user number for blogging and social networking during this thesis people are actually jumping at that opportunity. But where are our little stories after pressing the enter button? Are they touchable? Or are they just hanging in the cyber air of zeros and ones?

Since the beginning of this thesis, I wanted to make the fascination of Internet communication real. This connection you build up with people you will never meet, this creating of privacy by being completely anonymous, this big spot of internationality and all this little stories all this different social beings.
6.2 Coming closer

Sometimes in life coincidence is helping with big problems. The answer, where I could carry my idea into effect, actually sat in front of me in my living room drinking wine.

Clara Ruiz Tablada, student of architecture at ETSAV escola tècnica superior d’arquitectura del Vallès from the University Politècnica de Catalunya told me about a new hotel she is creating for the brand hesperia as her final project for university. Like everyone in a final thesis she was talking about nothing else.

So we were sitting on my sofa one day late at night, having some wine and she was talking about colours, about shapes, about static, about her problems to calculate the space, about how to let it fit in the neighbourhood showing her little moleskin scribbel book and I was leaning back, listening. The hours passed by and the image of the hotel in my head got clearer and clearer.

I thought of my own little project, that had no face till now and suddenly I realized, that a hotel is actually the place I was searching for.

A hotel has a lot in common with the Internet. The visitors are staying short term periods or long time periods, they are anonym, people from all over the world, all cultures, different social stratum are coming and going and the place itself is not the reason for the visit, but to explore the area around.

I put my glass down and uninterrupted Clara in her monologue: „Clara, I have an idea, what did you say again about fixing the target group?! Who do you want as guest there? How do you want to create customer loyalty?“

She simply answered: „Well, maybe you should talk to the Marketing-Lady? Her name is Ina Brocksieper.“
6.3 HESPERIA – THE CLIENT

So I spoke with Ina Brocksieper, who is, an other coin-
sidance, German as well to get more information about
the project and the brand hesperia:

Hesperia is a hotel chain of 52 hotels located in Spain,
Venezuela, Belgium, Andorra and England. Alone Bar-
celona counts right now 9 Hesperia hotels and is the
main destination of the chain.

Just now in July a new Hesperia Familia Sport Hotel
opened in Barcelona. And an other one, where I will
work on, is planned near the street Diagonal and will be
finished in about 3 years. We will have a closer look at
the map later on.

The hotels are all in the area of 3 up to 5 stars are with
that classification high standard up to luxus. Till now the
hotel has four different fields:

- Luxury City Break Hotels
- City Break Hotels
- Resorts Golf - Beach - Spa
- Leisure Hotels

Luxury City Break Hotels
In this hotels you find luxury, a beautiful setting and
special architecture with love to details and exquisite
service. The targetgroup of this hotels lays in business
man and they offer special meeting rooms, fresh wed-
ding couples and people coining money in the age of
from 45 up to 65.

City Break Hotels
Hotels with a unique style, not counting in luxury, but
on an efficient and reliable service. The city hotels are
for resting and relax after a hard work day. This hotels
are more for functionality and are not build for a re-
laxed holiday, but for people who have to travel because
of work. The targetgroup here is not to fix with age, but
includes office man, who have to travel a lot.

Resort Hotels
That Resort Hotels are build for Golfers and Spa fans
and are as well in the luxury field. Here you come to
relax. You will find there good earning managers with
their wife or their secretary, to say it with Miss Brock-
siepers words.

Leisure Hotels:
Mainly this hotels lay at the seafront and are build for
spending lazy days of sun and fun with the family. They
have a special kidprogramm.

With the new hotel in Sagrada Familia an other field is
coming up. The Sport Sector in Sagrada Familia is a first
trial to create in the brand of Hesperia a sporty line with
fitness and tennis.

The new planned hotel in Diagonal is an other trial of
the Marketing Office of Hesperia to adapt the brand to
a new target group. We come to the specification on the
next page.

To learn more about the brand hesperia, feel free to visit
their website: www.hesperia.com
6.6 WHO - THE CUSTOMER

Hesperia wants to reach a new target group with this hotel. I will define the group here, like Miss Brockeisieper told me. I am not at the point to ask, if this is senseful and if a 10th hotel of Hesperia is neccessary in Barcelona. I trust in the Marketing in the facts and statistics of the Marketing specialists of the brand.

Target Group:
As till now Hesperia had mainly families and managers as visitors, they want to enlarge their targetgroup with that new hotel in Diagonal to people in the age between 25 and 35 which consists of young business travelers and artists orientated in consum, fun and leisure. People who want to explore the city, see some art, but as well some nightlife without children.

They count to the new „always on“ generation, as we learned in the thesis before. They are open minded and finished succesfully their studies in architecture, design, art, younalism, or marketing to mention just a few fields. They have a sense for nice shapes and colours, and enjoy life until the limit.

In the theoretical part of my thesis, we saw, that the generation of 25 up to 35 aged people follow the trend of facebook and other Internet communities most and is growing fastest. From this point of view, we can say, that this target group is more than used in mediated communication tools.

This will be a main argument in the design concept later on.
6.4 Hotel Plans Outside

Image: The hotel from the view of the north. Six etages are planed.

Image: The hotel from the view of the south. The windows of the building are planed to work like mirrors, which will give the building a lighter look.

Abb. 3 The hotel from the view of the east.

Abb. 4 The hotel from the view of the west.

Image: The hotel from the view of the south top.

Image: The hotel from the view of the top.
6.4.1 Hotel Plans Inside

The hotel has six floors, but for visitors there are just the first 5 visible. The upper floor is reserved for personal functions like offices for the workers, changing rooms, and break-rooms.

On every floor you find 16 double rooms and 14 single rooms. Main materials used in architecture are glass and steel for a modern look. The big entrance gives room and air and while it is all out of glass lots of light. The architecture is minimalistic, clean, clear and follows a straight modern line. At this moment of the thesis, we can't see more of the hotel outside, because it is still in the process. Finally measures are finished and fixed, but the material is not completely aligned with the hotel management yet.
6.4.2 Where - the location

The location of the hotel is not as I thought in an area of lifestyle. I mentioned my doubts of the location fitting to the target group to Miss Brocksieper, but she argued that Barcelona has a good traffic structure and while the trainstation Sants is really close it has as well a very good connection to the airport and to everywhere else in the city. Anyway by metro you need about 12min to the center. As it is a business area the hotel hopes to get young businessman and artists and people on holiday as well.
In the project with Hesperia and Clara in Cooperation with the University of Barcelona I will develop a productinnovation in form of a new product line for the brand Hesperia.

As Hesperia has its own Marketing Office, who is checking the market analysis, the positioning in the market, trends and market situation, my point of view lays in the conception, how the hotel should look like and to invent something special about it to make it interesting for the young consum and fun orientated target group.

Till now Hesperia has four existing different product lines and one, the Sport sector, in developing.

- Luxury City Break Hotels
- City Break Hotels
- Resorts Golf - Beach - Spa
- Leisure Hotels

A clear design line, which gives each sector colours for example is not permuted till now, but planned. For the new hotel Hesperia wishes a fresh, new and innovative solution for interior design, which stands out from the business competition.

Obviously I am not an Interior Designer, so why should I be able to do this work? Well, till now Hesperia has nice hotels in different sectors, with perfect service and luxury Interior Design, but no straight colour concept or other clear design guidelines.

Hesperia and me thought that there is a missing point in the plans of building up hotels till now. Someone in-between who connects and communicates every design part of the hotel. Obviously an Interior Designer knows much more about materials and furnitures, like an architect knows more about static and shape, and a grafic designer knows best about fonts and colours, but much too often in projects of Hesperia till now, each of them never talked to each other.

I will have the position to give a few guidelines to all of them and be the one who communicates with everyone.

But most important: I do have an idea!
6.8 How - the idea

In the first chapter of this thesis I already draw a picture, where all my thoughts started. It started with a toilet door and went through to communities in the Internet.

We learned that people love blogging, post in forums and talk to strangers on the Internet, that we adapted to the new media and that even our language changed.

So why can’t we get this behaviour in real life? Because there is no space for it. Except of the Internet we don’t have a medium where everyone can write down his thoughts without paying money or being famous or being criminal.

The design concept of the new hotel will be, that the visitor is able to communicate in their own handwritten style. They are able to design the room with fixed elements and colours, like they are able to design their own blog. The medium will be the wall and the intention is a cityguide for visitors from visitors.

Obviously the problem by making it real is to hold a hand on that it doesn’t look like a real toilet door in the end. At least we don’t want to destroy the holiday feeling.

To avoid it we need basic designs of illustrators, a clear colour concept and a communication tool, which tells the visitor, that he is allowed to draw at the walls.
PICTURED MOODS
SEARCHING FOR A STYLE

So you see, imagination needs moodling, long, inefficient, happy idling, dawdling and puttering.
BRENDA UELAND
7.1 Definition of style

In English the word „style“ has many meanings:

1. The way in which something is said, done, expressed, or performed: a style of speech and writing.
2. The combination of distinctive features of literary or artistic expression, execution, or performance characterizing a particular person, group, school, or era.
3. Sort; type: a style of furniture.
4. A quality of imagination and individuality expressed in one’s actions and tastes: does things with style.
5. A comfortable and elegant mode of existence.
6. A mode of living: the style of the very rich.
7. The fashion of the moment, especially of dress; vogue.
8. A customary manner of presenting printed material, including usage, punctuation, spelling, typography, and arrangement.
9. An implement used for etching or engraving.¹

Here we are searching for the way we express the artwork and find a typical style how the interior of the hotel could look like. We are not talking about materials and furniture at this point of the project, but about a graphic style and colour definition.

As we started from the thought of toilet doors, we will have a closer look on this part first. Especially the handwriting is here important. We decided to let the visitor leave their own story in their own way to give the room a personal look of all the different types of human beings, who crossed by. So handwriting are very important for the style we are going to find.

¹ http://www.thefreedictionary.com/style
7.2 Moodboard Toilet

Image: Toilet Graffiti of Barcelona, Communication on Walls
The mood board of Barcelona toilet doors shows it pretty clear: If you just let people paint on the walls you will soon have the feeling you are staying in a public toilet and not in a relaxing hotel on your holidays.

As well the information of the written text on toilet doors is amusing, but not to compare, what people are writing in blogs in the Internet about their life. In the following a few examples, how creative people write on toilet doors:

(\textit{written high upon the wall})
If \textit{you can piss above this line}, the \textit{Singapore Fire Department} wants you.

\textit{Here I lie in stinky vapor,}
\textit{Because some bastard stole the toilet paper,}
\textit{Shall I lie, or shall I linger,}
\textit{Or shall I be forced to use my finger.}

\textit{Here I sit, broken hearted, tried to shit, but only farted.}

\textit{Perhaps it’s true that people find inspiration in toilets.}

\textit{I came here, to shit and stink, but all I do, is sit and think.}

\textit{Some come here to sit and think,}
\textit{Some come here to shit and stink,}
\textit{But I come here to scratch my balls,}
\textit{And read the bullshit on the walls...}

\textit{Ministry of Environment advertisement.}
\textit{We aim to please! You aim too! Please!}

(\textit{On the inside of a toilet door})
Patrons are requested to remain seated throughout the entire performance.\footnote{Toilet door poetry \url{http://toiletdoorpoetry.blogspot.com/}}
7.4 Mood Design Hotels

Image: Design eP, Client Shimo, a japanese restaurant in San Paolo, Brazil
3.2 Mood Design meets Communication

We are searching inbetween a style of the typical Design Hotel and the school toilet door. This pictures are a mood, we will communicate to the final designers from who the real artwork will be made. Furthermore we will give a clearer direction, starting with colours they are allowed to use.
08. CHAPTER

COLOUR CONCEPT
EVERY FLOOR GETS PAINTED

*There is nothing worse than a sharp image of a fuzzy concept.*
ANSEL ADAMS
8.1 Colour Use

For better orientation and to shape the big space of the hotel we will use different colours for every floor.

As Hesperia decided that every room should look different to build up a individual atmosphere I decided to give every floor not just one colour, but a close colour family. On every floor the Designers are able to choose out of this family for a fitting colour for special places.

The colours themself were chosen with the view on energy and comfort, without being to shiny.

More information about the colours you find in the chart of every floor. Anyway, colours and their affection on people are controversial and differ not just from culture to culture, but as well from human to human. Every human being has his own feelings about colours, so we can’t say too much about their action.

Because of that I chose colours which are eye friendly and not too bright. The whole palette you find on the following pages.

http://de.wikipedia.org/wiki/Farbe#Psychologische_Wirkung
8.1 First Floor

COLOUR FOR ETAGE 01
We are going to use a deep turquoise. We go for this colour because it stands for wisdom, truth and vision.

The CMYK Simulation you find in the table below:

| 01 | C85 M40 Y40 K10 |
| 02 | C80 M20 Y30 K00 |
| 03 | C90 M50 Y45 K20 |
| 04 | C85 M40 Y40 K10 |
| 05 | C70 M20 Y30 K00 |
| 06 | C80 M20 Y30 K00 |
| 07 | C90 M60 Y50 K40 |
| 08 | C70 M20 Y30 K00 |
| 09 | C85 M40 Y40 K10 |
| 10 | C85 M45 Y45 K15 |

CONCEPT BLUE
PANTONE 17-4724
8.2 Second Floor

COLOUR FOR ETAGE 02
We are going to use a brown. We go for this colour because it stands for nature and is with his warm appearance a sign for comfortability.

The CMYK Simulation:

01 C50 M70 Y80 K50
02 C30 M65 Y70 K20
03 C40 M65 Y75 K30
04 C25 M55 Y60 K05
05 C40 M65 Y75 K30
06 C30 M60 Y70 K10
07 C20 M50 Y50 K00
08 C25 M55 Y60 K05
09 C50 M70 Y80 K50
10 C20 M50 Y50 K00
8.3 Third Floor

Colour Concept

Yellow Concept

Pantone 13-0850

01 02 03 04 05 06 07 08 09 10

ETAGE 03

We are going to use a different variation of yellow. We go for this colour because it lifts your spirit and brings sunshine in your life.
8.4 Fourth Floor

COLOUR FOR ETAGE 04

We are going to use a different variations of green. We go for this colour because it gives balance, strength and relax our soul.

The CMYK Simulation you find in the table below:

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<tr>
<td>01</td>
<td>C70 M20 Y80 K05</td>
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<tr>
<td>02</td>
<td>C65 M15 Y80 K00</td>
<td></td>
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<tr>
<td>03</td>
<td>C50 M00 Y60 K00</td>
<td></td>
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<tr>
<td>04</td>
<td>C75 M40 Y90 K40</td>
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<td>05</td>
<td>C50 M00 Y60 K00</td>
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<td>06</td>
<td>C65 M15 Y80 K00</td>
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<td>07</td>
<td>C70 M20 Y80 K05</td>
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<td>08</td>
<td>C50 M00 Y60 K00</td>
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<tr>
<td>09</td>
<td>C70 M20 Y80 K05</td>
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<tr>
<td>10</td>
<td>C70 M40 Y40 K35</td>
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</table>
COLOUR FOR ETAGE 05
We are going to use a different variations of orange. We go for this colour because it gives is powerful and gives greatness.

The CMYK Simulation you find in the table below:

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<tbody>
<tr>
<td>01</td>
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<td>02</td>
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<td>C00 M50 Y65 K00</td>
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<tr>
<td>04</td>
<td>C35 M70 Y95 K40</td>
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<tr>
<td>05</td>
<td>C00 M55 Y75 K00</td>
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<tr>
<td>06</td>
<td>C00 M50 Y65 K00</td>
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</tr>
<tr>
<td>07</td>
<td>C10 M60 Y90 K00</td>
<td></td>
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<tr>
<td>08</td>
<td>C00 M55 Y75 K00</td>
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<tr>
<td>09</td>
<td>C30 M70 Y95 K15</td>
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<tr>
<td>10</td>
<td>C20 M65 Y90 K05</td>
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</tbody>
</table>

CONCEPT ORANGE
PANTONE 16-1257
8.6 Colour Concept in use

The colour use inside the rooms is insofar fixed, that every shape, which is shown dark grey in the picture, has to get a colour out of the family of the floor it is located in. The surfaces characterized with grey dots can be the floor colour or have to stay white.

Even if that law in colour confines the designer of each room, they still have the possibility to add colours and shapes as they like. It is necessary to give a colour rule to assure that the hotel itself stays a whole to be able to navigate easily through the big building without getting lost.
8.6.1 Colour in the rooms

Example for a coloured room in floor one.

Example for a coloured room in floor four.

Example for a coloured room in floor two.

Example for a coloured room in floor five.

Example for a coloured room in floor three.
8.6.2 Colours and Fonts in Signs

Here we can see how the colours are used for orientation. The actual sign is not a finished artwork, because I am still in discussion with Hesperia, but it gives a good expression, where we are going to.

On this sign we are in floor one. The system would continue in the other floors in the same way.

In floor two the brown colour of the font gets stronger, the space behind gets a lighter brown and the numbers of the first floor are fading out with about 50% transparency. The blue square disappears.

The font we are using here is Helvetica, because it is even from distance clear to see and it is still the most popular font for all kind of signs around the world. Often it is called „the shiftworker and solo entertainer of the city”.¹

¹ Helvetica, Homage to a typeface, Lars Müller Publishers 2002
8.6.3 Font Details

Helvetica is a Grotesque sans serif font, which is also classified as Lineal. It is deduced in stroke and weight from Berthold’s Akzidenz-Grotesk from around 1898.

In 1957, Max Miedinger designed a Grotesque sans serif face published under the name „Neue Haas Grotesk“. In 1960 when Linotype and D. Stempel AG in Frankfurt decided to take the face over, but decided to give it an other name. They renamed it after the latin word for „Swiss“ to „Helvetica“.

Because of the big success Helvetica was able to celebrate until 2004 the font included more weights and styles and counts now 1,500 glyphs in Latin, Greek, Cyrillic, Hebrew, and Arabic. The Cyrillic, Greek, and Hebrew. Latin, Greek, Cyrillic, Hebrew, and Arabic. The Cyrillic, Greek, and Hebrew.¹

Today Helvetica is still one of the most widley used typefaces of all time, even books exist about the typeface, where is shown that for Lars Müller „Helvetica is the perfume of the city.”²

¹ http://typophile.com/node/13514?
² Helvetica, Homage to a typeface, Lars Müller Publishers 2002
So it is not enough to just give space for drawings and texts to the client. As well, we have to tell him, that he is allowed to actually paint on the walls.

This signs, which tell as well the cleaning lady, if she can enter the room or not, have pens at the back. The instructions are printed on the frontside and tell the client, what he is supposed to do. They are standard in every room and change the colour given in the colour concept on every floor.
Creative work is play. It is free speculation using materials of one's chosen form.
STEPHAN NACHMANOVITCH
On the following pages we find ideas for rooms. This ideas should be used to brief the illustrators, who are doing the final design later on, to give a frame of their thinking. The idea here is to use normal communication objects like a phone to give the message of communication and combine them with text on the wall. If this objects have to be real, or are painted, if it is a laptop, a phone or simply a mouth, if it is old or modern, alone the idea has lots of variations.
9.1 Communication Objects
Here we find an other way to communicate from a long time ago with a romantic feeling. The bottle post gives as well the possibility to use a shelf with real bottles, where the visitor can leave as well the customer card of the nicest restaurant he has been to.
9.2 Bottle Post
As we thought that the visitor has maybe problems to actually draw at the wall, because there is no „delete button” like at the computer, I thought of a kind of playful way to animate the client. Drawing after numbers gives the possibility to be an artist for everyone. You can try what comes out of the picture later on.
9.3 Painting with Numbers
An other form we communicate out of the holiday are postcards. We tell, where we have been, how the weather was and other little details. Why not writing a postcard to all following guests? In this room you would be able to do it. As well here we have still many different ways to bring it into life. Maybe just the back of the cards with nice typographie, or real postcards from Barcelona.

The Idea in simple Words:
9.4 Postcards
Magnetic words you know from your fridge. It is a playful very special way to communicate and the sentences get a different structure, because often are words you planned to use not available. In here we see the faszination to build a message, which can be changed by others.
9.5 Magnetic Words
10. CHAPTER

HOTEL ROOMS
AN IDEA GETS A FACE

I'm an idealist. I don't know where I'm going, but I'm on my way.
CARL SANDBERG
This room you would find at the orange floor. It is an adaption of the postcard idea and gives already a form for the visitor, where he can leave his comment and what he can comment. Many little cards form the big sentence: „Say something now.“, to make clear that the visitor understands that it is asked for his action.
This room you would find at the blue floor. As well here we find a lot of questions in the typo pattern of the banners to give a direction, what the visitor is supposed to write.
An other View: Feel free to test it yourself. Write and paint on the covering paper of the image, maybe other readers like to read your comment and even write you something back? Go ahead!
Here we find the idea we saw already in a bit more real. If you want to find out, what is hiding behind the numbers, try it yourself on the covering paper. It is natural, isn’t it?
Room Description: An other view for the number room in the green floor. The space for leaving your message are the lines under the gras. When you are ready with the number drawing, you can leave your comment there.
11. CHAPTER

CONCLUSION
WHERE THIS ALL BRINGS US TO

I’m an idealist. I don’t know where I’m going, but I’m on my way.
CARL SANDBERG
10.1 Final Thoughts

At the moment the project is in the beginning, till now we are still talking about the shape of the rooms, the static of the hotel and all views of architectural problems.

We are not at the point for interior decisions, before the architecture work is not done as a base. So, as you can imagine, the cooperation with Hesperia was pretty difficult. They don’t really want to decide anything about the interior design yet. Furthermore my contact of the Marketing office quit her job, because she is pregnant.

Anyway Clara and me are planning much more, than just colours and rooms. We are thinking about a bigger communication concept, which includes a community just for guest of the Hotel.

With your keys you get a user name and a password to log in, so everyone has the opportunity to not just write on the walls, but as well to post in the community. Clara and me, we are both excited, how different the comments will look like. Real world and cyber world, will it be very different?

Well, but first of all Clara is working on the final plans for the hotel structure. After that when everything is proved, she will build everything in 3d to get a good impression even if you don’t have the imagination to understand the plans.

This pictures and the guidelines I am producing go out to Illustrators and Designers we have to cast with Hesperia together. The Interior Designer and the chosen Grafik Designers will work closely together, so that drawings, furniture and materials get a whole artwork.

But all that is not soon future. The project will be finished in about 3 years, if everything is going well.
A special "Thank you" to: My parents and my brother, who helped me with good food the last month of this thesis, Clara, for all the nice conversations, Malte, for giving brilliant advice and Moritz for saying nothing at all.