

DISCUSSION NOTES

Metaphors/Framing/Consumption

Social science: shared value, ethics, world view, strategically used and mobilized
Sometimes people talk about framing and ideology in the same breath
Ideologies are more stable, while frames are more flexible
Cultural frame

Frame theory, artificial intelligence
Perception goes through that frame
Has a cultural resonance when it goes through that frame
When you use a frame that corresponds to perception of events, it resonates, and has purchase or strength because of that

A vis use: what exactly do you look at?
What aspect are you looking at?
Look at it from an angle or point of view, point your perception

e.g., homelessness as a public policy problem; welfare as a right or a gift
which frame it maps into more comfortably

The world is always seen through a frame?
Some do not agree
The frame is a mechanism of choosing to look at something

Is a frame what the people in the activity has
Can people be conscious or unconscious of frame
If it's something I am constructing
Implicit vs. explicit frames

Agency and structure, and the ways in which things are framed
Construct an alternative frame

Shifting frames of reference

Distinctions between cultural frame, and a visual frame, and a temporal frame
All have effect, and aren't the same thing

Temporal frame vs. temporal resolution?
Resolution is one way of defining a frame

A point of view or perspective to a situation
Point of view in a physical space is as relevant as a point of view in a cultural space

Not just a frontal view, but the structure behind it

Metaphors
A house...can have a cultural framework...west coast, south american
A structural framework in how it is held up
Temporal frame
Can have a physical frame, inside, outside, point of view, etc.

Portal: something you are looking through
The frame excludes things
You can see a filtered or constrained
How much of the picture/view that you are going to see

Framework – gives you parameters and circumscribes possibilities
Things that are very clear are often those with strong frameworks
Excluding possibilities
Using many kinds of frames

Temperature simulation, use red for high temperature, blue for cool
We think this is a universal language, in other cultures, color may be something completely different

There's the unconscious frames that the person creating the thing brings to it
Conscious ones when they are framing it, based on who's going to see it
Frame that the viewer brings to it

Frames that have been operating as part of the workshop

One problem with metaphor of frame
All that's happening is looking through something
Assumption that there is a real out there, filter of ideology
Thing of a frame as a constructive device-it's what makes the thing you see

The way in which you think about that is a reflection of your understanding of reality,
or truth
Constructed reality is an important perspective

Take responsibility for the way in which framing is strategically mobilizing

Different cultural ideas that might not even think about the notion of a frame

One of the differences between the arts and sciences:
Are you describing an external reality as accurately as you can?
Or are you saying that there is no absolute reality?

e.g. representation of human beings

Frame, as in point of view, implies the framework

Framework is structure
Frame is more like what you chose to look at

Max Headroom, an example where people thought it was computer graphics

Where you position yourself
Everything is perceived through some sort of sets of lenses
What claims of knowledge or understanding or truth you want to make on that basis

A significant debate within the scientific community vs. the artistic/cultural
studies/humanities communities

Trying to do things in a common language
Use of metaphor is very important

Math is viewed as a universal language
Kuhn-facts about the world have the possibility to be completely undone as you shift viewpoints

The power of notation, of new notation
That is something you can look at mathematically
It's often hard to tell...did the idea of calculus precede the notation
Representation itself frames the thoughts that are possible within it
there are a whole lot of frames of reference that we ask creators of simulations
don't have any control over because they're cultural, and there are some that we do
because we are creating representations
We are working with offering multiple frames of reference within any given simulation

Strategic totalization, in order to make a claim about something being true
Or you doing it in a way that presumes that that is the nature of phenomena

The "art frame" vis. the "science frame"
A way to look at it

Art frame is individualistic and the science frame is more universal
(debatable)
A lot of art pokes holes in assumptions

John's astronomy simulations moving toward accurate representation
Functions as a heavy duty truth claim about the function of matter
An artistic or critical art practice approach to that
Understand what the "taken for granted" assumption is
What's at stake in those frames or possibilities as you present them

Why would it be important to show galaxies colliding three billion years from now?
Trying to look at something outside of an individual or outside a culture

Scientific is framed within a particular western discourse, concrete and resonant,
with a clear purpose

Another point of view
An artistic frame, presenting something in a way that personally meaningful in the
hope that it will mean something to everybody because it means something to me
A hope that it will speak to other people because it speaks to me
Thinking about it scientifically, e.g., kid in a playpen; scientifically examining a new
toy; manipulate it in every way they can. When trying to present something
scientifically, try to do this type of exploration, so you can see it from as many points
of view as possible

Not everyone agrees.
There is no possibility of a child in a playpen examining something scientifically, but
it can be experimental

Not all art is personal, e.g., interactive art, artist trying to not start from personal point of view, but trying to represent more universal

Science is about reproducibility; validation of the paradigm
An accepted way of saying "this is so."
50% of reproductions don't work

Reproduction vs. reenactment
Scientists start from personal point of view

DISRUPTION

Scientific/artistic/frame
A hard process

What do frames do, rather than what they are

Should we segue to metaphors thinking about metaphors as a form of framing

Two metaphors being used: frame (picture frame) vs. framework

Who is the consumer?
Where is it consumed?

Scientists' motivation for doing what they do
Intrinsically curious, vs. peer review, peer pressure, doing to impress
Not only doing to seek some inner truth, but also to impress
Sometimes consumer is your peers who you are trying to impress
An ego-proposition

Ego as frame
Disciplinary specificity

Simulization can be used as a way to express an idea to an untrained person, vs. as a way to have discourse among experts, or lead to new discoveries about data

Interpretation or "truth" that is extracted from the simulation

To teach, to communicate, to promote insight

Communicate to whom?
Jonathan vs.

Artist's intention
Frames of reference in terms of where something sits and what your expectations of it are
Not a problem to have competing models or frames

A different frame mobilizing different aspects of the self

Expectations
Documentaries-artist had used documentary style and inserted fictional narrative
Intending to show a more factual representation of life, but using fictional elements

Wanted "just the facts" version
Perhaps a miscommunication on the level of the artist
Reenactment vs. documentary
What you say you're doing is important

Expectations and ambiguity between "truth and fiction"
Documentation becomes part of the framework of the piece

Carlos Casteneda as an anthropologist, which had effect on anthropology, even though it was fictionalized

Students from engineering to make a proposal for their future products
Engineering students all made when site as if the thing was already made

Scale?
Metaphor?

"Bullet time" as an entertainment construct that can also have applications in science
Changing of scale, e.g., time or space, is a way to change the frame of reference
Worlds you can create on computers through simulation exist in a mathematical space, which is stretchy, you have access to stretching it into as many different mathematical constructs as possible
Doesn't have to be linear, stretch, pull, fold, and manipulate information

Changing the way we look at information
Being able to move through scale
Exponential change
Some things might be better, for cog sci
But thinking about different ways of stretching information
Coming up over and over again that we have a kind of affinity with exponential change, that we may not think it is intuitive to us, visually it's intuitive to us
Growth, natural functions evolve through that

Obvious scale visualization
If you have both at the same time, then what do you do
Detecting small events in a huge space

Humans live in linear time, we perceive it in a linear fashion
A western social construction

Seeing big things vs. small things at same time???
A big thing that you can switch from looking at the large scale, vs. the small scale
We perceive multiple levels of scale all the time

Everest-time in real time,
Prepositional relationship to what you are looking like
How you orient to the think you're looking at, along with the scale

change in scale when you are walking on a path...mountain, flowers, all in full resolution

Computers...the further you go in, you go into less detail, go into the void
You can shift scales and frames of reference at the same time

A semantic zoom rather than straight magnification

Perceptually, we can slide through our perception of scale
When you look at the flower, you can still see the mountain
It seems like simulation isolates things
Seems like there should be ways that that works

We have multiple time and spatial scales going on simultaneous; could we potentially look at multiple scales simultaneously

Reality is only in perception
Science tends to focus on reductionism
Is there a way to look at things continuously at different scales, more holistically
One particular model may exclude other concurrent models
Continuity rather than discretization

Frames that include other frames
When we model objects we do not use Quantum mechanics, we use Newtonian laws
Limitations of the models
Most scientists think that there is no unified model that will contain the whole thing

Will Wright's multi-scale dynamic Powers of Ten game

Artists are unconstrained by physical reality
Scientists are trying to find the precepts of reality