

# SEMIOTICS OF INTERACTION: a Special Interest Group

**Cecilia Baranauskas\*, Carlos Alberto Scolari\*\***

\* Instituto de Computacao, UNICAMP  
Caixa Postal 6176  
13083-970 Campinas, S.P. - BRASIL  
cecilia@ic.unicamp.br

\*\* { [HYPERLINK "mailto:emailname@small.medium.large"](mailto:emailname@small.medium.large) }

**Abstract:** HCI is a discipline which involves the knowledge of both computer science and the human nature. Semiotics is a discipline in which both domains could find a place. This Special Interest Group is intended to attract conference attendees who share our interest in discussing the possibilities and difficulties of bringing insights from older media, through Semiotics, to the analysis and understanding of our interaction with computers.

**Keywords:** Semiotics, Interaction, HCI,

## 1 Introduction

The relationship between humans and interfaces is such a complex and uncertain process. HCI is a multidisciplinary field where different approaches can (and should) be applied.

Semiotic is not just the "science of signs" but a theory about "sense production and interpretation". It operates with virtual models of sense production and interpretation strategies. If we consider the human-computer interaction a semiotic process, the research must focus on the ambiguous game of sense production and interpretation that involves designers and users.

The main contribution of semiotic research applied to HCI is not to provide guidelines for interface designers but to create theoretical models of interactive processes. Semiotic research could provide designers with models and tips that would optimise the hard art of designing user interfaces.

## 2 Objectives of the SIG

The main objective of the SIG is to situate

human-computer interaction in a broader context and to discuss the prospects and challenges of current semiotic-based approaches to HCI. We intend to foster discussion by introducing semiotic categories and main concepts, and presenting different examples of semiotic analysis of digital interfaces (software, videogames, web sites, etc.).

## 3 Program of Activities

- Semiotics and HCI: general introduction and main concepts (15')
- Semiotic analysis
  - Semantics of digital interfaces (Signs of user interfaces – Software design) (15')
  - Syntax of interaction (Sequences of Interaction in video game and web interfaces – Narrative approach)(15')
  - Pragmatics of interaction (Implied users and interactions proposals in videogame and web interfaces) (15')
- Analysis of one system applying three previous approaches (15'). Final Discussion (15')