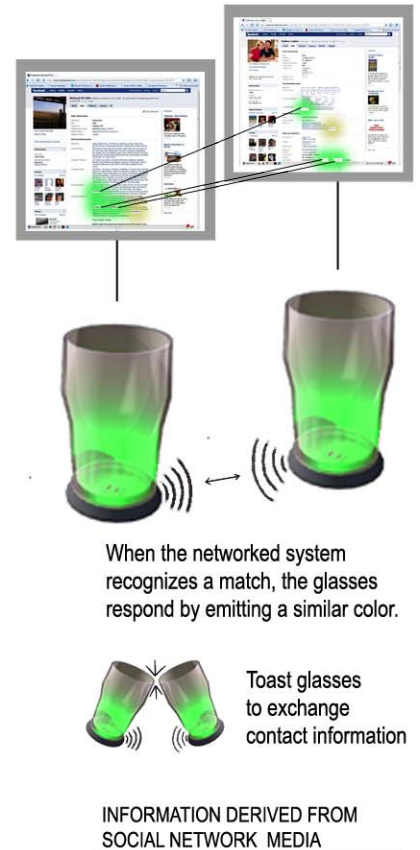


# 2nd Conversation - Using social media to visualize shared interests in social space

PROPOSAL BY MICHAEL V. DITULLIO III

2nd C utilizes a series of networked interactive objects (linked to social media websites) allowing participants to visualize and identify shared personal interests in public social spaces. In this example, the object takes the form of a commonly used and familiar symbol of social interaction - the bar glass.

The system will ideally be established within a social environment such as a bar, club, or music venue. Participants are encouraged to list their personal interests within a typical social media application (i.e. Facebook) in general categories such as sports, music, movies, likes, dislikes, etc. Each category has an associated color which subtly illuminates the user's bar glass when a similar category match is recognized in a nearby glass. It is left to the user to converse with the owner of the 'matching' glass to discover what the two participants have in common.



## CATEGORIES



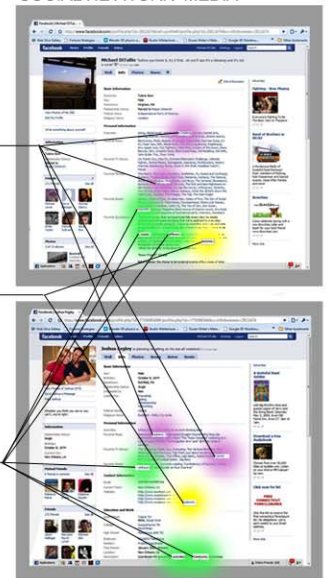
**Personality:**  
shy  
fun



**Recreation:**  
skiing



**Music:**  
classic rock  
mellow  
heavy



Words and phrases on participant's Social Network pages are matched with existing categories represented by different colors.

It is unknown to the participants which specific interest in a given category is matched. As a result, the participants are compelled to explore/inquire among themselves to discover what that shared interest may be. Light intensity also varies with proximity which encourages people to shift locations to discover who may be illuminating their particular glass (adding a fun investigative component to the interaction). Thus, the system provides an 'icebreaker' of sorts while remaining unobtrusive and a complement to the overall social experience.



## The Base Device

The portable glass base contains a small L.E.D lighting unit. The lights operate at varying intensities to reflect the proximity of two participants who share a similar interest. This is done through an RFID tag embedded in each base transmitting the interests of that individual. When the two bases come within varying distance of each other, they detect their respective matched interests and illuminate accordingly.