

INTRODUCING..EXCLUSIVELY FOR MEDIA FUTURES CONFERENCE

...a breakthrough in social experimentation!

Plot would like to invite you to join in a social experiment. We're trying to see if we can create distributed user research as a part of our piece at Media Future Summit on 20 June. We're not sure if it's possible, but we'd like to have a go all the same.

HERE'S THE DEAL:

Find one person who is happy for you to ask them a few **QUESTIONS**. (We've got three questions for you to ask them.) Let them know their answers will be used at a conference, but their responses will be anonymous.

Try and pick someone outside of the people you know well (i.e. Not necessarily **YOUR MUM** or your boyfriend) someone who you think will show you something you don't already know...

The questions:

1. How has what you read, watched or listened to **CHANGED** over the years?
2. Thinking about everything you've ever read, watched or listened to - if you had to suddenly leave the planet, what **ONE THING** would you take with you?
3. When are you **BORED?**

Write down or tape all of their **RESPONSE**, including er's and um's and pauses. As they answer, don't comment on what they say, but try and draw more detail from them. Watch them and notice what they do, and how they appear to you - anxious, thoughtful, enthusiastic etc. Make a note of this too.

Oh, and Take a blurry photo of them. (Show them it's blurry). This should only take you half an hour.

p.s. and apologies to
our ethnographer/
anthropologist friends whom
we do respect and admire.
We know this is not how
you would do it. It's just an
experiment.
pps you need to get one of
these people in to help you,
they're worth every penny in
our books.

Then, send (email us) your recordings or notes to experiments@plotlondon.net, by the 19th June.

We will collate all of the pieces sent in, and for all of the people who send something in we'll send you a copy of the whole thing - a fresh new piece of user research around media for you to think with!

We'll use what you send us as material for our talk, and credit you all of course. We'll be doing some of these ourselves as well. We promise not to go off and write a book based on your responses! Ready? Make sense? Okay, **LETS GO!**

