So much brain activity

Wozzop

UIDS Weekly Magazine

Week 9, February 29, 2016
Strange Encounters

Wednesday 2 March
12:15
UID Auditorium

This screening will feature Milad Alami’s film “Mommy” and Caveh Zahedi’s latest short “Bob Dylan hates me”. Milad Alami is a filmmaker from Västerbotten that is currently residing in Denmark. His film Mommy, won Storspoven 2015 at Umeå Europesika Filmfestival, as well as the OFF award for Best Danish short film at Odense International Film Festival. Caveh Zahedi’s film premiered only a few weeks ago at Sundance Film Festival. His film tells the story of two separate encounters that the director had with Bob Dylan in his youth, neither of which went particularly well... As always, fika will be served!

Wednesday 2 March
12:00 - 12:30
Teacher Education Building

The choreographer and film maker Gunilla Heilborn went on a journey in the memory’s and navigation’s outskirts. She travelled to The UK to understand how the cab driver’s can remember all the streets of London. She learned all there is about random hiking, forest chock, triangulation, antipods, longitudes, latitudes and read books about survival and lost expeditions. She presents her newfound knowledge in an interesting and humorous lecture.

The Knowledge will be shown in full at NorrlandsOperan 3 March 19:00 in Black Box.

Short Break Weekend Edition: Celebrating Women Directors (Free entrance)
Sunday 6 March
15:00
Folkets Bio

Short Break will be showcasing two of the best short films that premiered this year at Göteborg Film Festival: Baby by Lovisa Sirén and Moms on Fire by Joanna Rytel, who also stole the audience award. “Moms on Fire” went on having its international premiere at Berlinale, where it won the Teddy Award. There will be free entrance!

Tsumiki Bricks - A Minimalist’s Legos
Tokyo architecture firm Kengo Kuma and Associates made these little guys with forest conservation organization More Trees, and bills them as “Japanese Legos.” Unlike Lego bricks, which are plastic, Tsumiki pieces are made of Japanese cedar (and manufactured using wood certified by the Forest Stewardship). And unlike the brick-shaped Lego blocks, each Tsumiki block is shaped like an inverted “V.” Triangular notches in the legs let the Tsumiki blocks wedge together, making them versatile like Lego bricks, albeit not as sturdy; some of the assembly models shown in Kuma’s Tsumiki brochure look about as solid as a house of cards. More Trees sells the blocks through its site, for about $70 a kit.

Library

STAY IN THE LOOP

APD 1
Product Analysis

APD 2
Degree project in Product Design

BA 1
Design Project 1

BA 2
(on internships)

BA 3
Design Project Degree Work

Insipiration

Kitchen Cleaning: IxD
Workshop Cleaning: IxD 1

CREDITS
Thanks for your contributions.
Future articles & photos can be sent to wozzop@gmail.com by Friday evenings.
We love hearing from you!

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Contributions: all the #lifeatuid contributions!
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BABY BY LOVISA SIREN

MOMS ON FIRE BY JOANNA RYTEL

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INSPIRATION

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**THE NEW BLACK**

**Class & Company:**
APD1

**10 words or less about yourself:**
One clear fact is that I am a huge procrastinator.

**Something most people don’t know about you:**
I always have been an eater. And sometimes I eat a whole pack of pringles instead of a proper dinner.

**An interesting fact from your country:**
Güle Güle’ is a Turkish expression which can be used instead of 'bye'. However the interesting thing about it is that you actually wish happiness to the person while saying goodbye at the same time. All in one! :)

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**The New Black on the WEB**

Vector Toy - http://dandelany.github.io/vector-toy/
It is a quite interesting website and fun to play around. It generates graphical expressions of the equations that you can write for different variables represented in the graphic.

**The New Black in SLANG**

'ba gör det' or 'gör det' is so far my favorite phrase in Swedish. It means 'just do it'. It is quite a useful word in the work environment to speed up the decision making process.

**The New Black in TV/Movies**

I have recently seen Racing Extinction. It is a documentary about extinction of species as the name suggests. It is a must see documentary. It makes you feel like should go and fight for the environment and quit school, but unfortunately you wake up to your own reality the next day.

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**Nominated for the next issue:**
Eduardo Ferreira, IxD1

Do you have any interesting websites, movies, or good reads that you’d like to share with the rest of the school? Send them to: wozzop@gmail.com
Twenty-sixteen is going to be a pivotal year for virtual reality. Already, the New York Times used VR to cover the emotional aftermath of the terrorist attacks in Paris. Apple has implied an interest in VR in its most recent earnings call and made key hires like that of Doug Bowman. And most critically, consumer launches of products like the Oculus Rift will finally happen.

THE EMPATHY MACHINE
The rich potential of VR is best described by one of its leading auteurs, Chris Milk. He has documented a Syrian refugee camp for the United Nations. He has covered the Millions March against police brutality for Vice. And much more. In his 2015 Ted Talk, Milk said of VR:

“It connects humans to other humans in a profound way that I’ve never seen before in any other form of media. And it can change people’s perception of each other. And that’s how I think virtual reality has the potential to actually change the world.”

Enabling this “empathy machine” as Milk refers to it is a powerful aspiration. And one I think many creators could believe in. Unfortunately, as with many emergent technologies, VR has a bias baked in: It’s sexist.

ACCIDENTAL SEXISM: FROM ATOMS TO BYTES
An age-old example of gender bias in technology is the humble air conditioner. When standards were put forth in the 1960s comfort levels were set based on tests conducted on 40-year-old men. That’s problematic given men and women have different metabolic rates. This is why women are more likely to be cold in offices. Men are freezing women out of the workplace.

Another more recent example proves the problem has followed us from atoms to bytes. Research by Carnegie Mellon in 2015 outed Google algorithms as “accidentally sexist” too. The CMU study revealed that Google was displaying more prestigious job ads to men. Algorithms created largely by men are exacerbating the gender pay gap issue. Even as some governments are forcing companies to finally publish data on the topic.

THE SEXIST SOFTWARE BEHIND SIMULATOR SICKNESS
Based on that pattern it should come as no surprise that VR suffers from much the same. Motion sickness in VR has plagued the format since its inception. Women have shown a greater tendency toward VR-induced nausea than men. But why? It’s all about unconscious bias and technology’s notorious self-selection bias.

In brief, there are two main methods of suggesting distance in most modern VR systems. Motion parallax and shape-from-shading. At its simplest, motion parallax is a play on perspective. Shape-from-shading is about how light sources interact with objects and your point of view. They’re conflicting depth cues. Most systems favor motion parallax as it’s easier to program and render. As a result, it’s the default model used by most. And guess what? A study by Danah Boyd of Microsoft Research shows that men prefer motion parallax while women prefer shape-from-shading. Men are literally sending the wrong signals to women’s brains!

Another possible explanation was presented at the National Academy of Sciences/National Research Council Committee on Human Factors in a paper by R.S. Kennedy and L.H. Frank in 1983. The pair’s research suggested a different biological factor at play. They believed the higher incidence of simulator sickness in women was due to a wider field of view. Other researchers pursued the topic in 2006 and noted the severity was even higher in older women.

How much of VR’s potential has been held back by focusing on the male default?

THE HARDWARE IS HARD-HEADED, TOO
Defaulting to masculine factors isn’t just a software problem. The bias exists in the hardware as well. Adi Robertson, who covers the VR beat at The Verge, recently covered a host of “atoms” problems as well: headsets that barely tighten enough to fit lenses too far apart to focus properly oversized motion capture rings ill-fittingaptic suits

As Robertson points out, when you’re in the early stages of development, decisions like these are perhaps understandable. But with products close to market it becomes disheartening that varied sizes aren’t available. It’s astonishing especially at an event like CES. Those early decisions build a weak foundation. As a result, concerns like this end up addressed in third or fourth product generations, if at all.

DIVERSITY MATTERS
The key lesson to take away from all of this is simple. The only way to beat the sort of self-selection bias at the root of this problem is to get more women in VR. To join luminaries like Carolina Cruz-Niera, Brenda Laurel, and Margaret Minsky. Thankfully there are groups like Virtual Reality Girls driving this mission forward. And events like VRUK Fest that create friendly environments to probe the issues further.

Silicon Valley brims with hiring initiatives to tackle gender bias organizationally but progress is slow. In the meantime, the onus rests on existing developers to practice inclusive design. Diversity is a design problem. How can we create Milk’s “empathy machine” if we ourselves aren’t more empathic? How much of VR’s potential has been held back by focusing on the male default? What might we create that we wouldn’t have before?

Read the FastCoDesign article here: http://goo.gl/CKuo6G

Is Virtual Reality Sexist?
Daniel Harvey, Sapient Nitro
After you finish a game:

1. **Fold the table**
   Look at instructions

2. **Put rackets back**
   Remember about balls too!

3. **Move table to one of the corners**
   Thanks!

If you need some supplies contact Ställverket for more equipment.
Always have fun!