

# Description

The conducted analysis provides an audit of information concerning social spaces, looking for commonalities and attributes that contribute to defining a space as social. The goal of this analysis is to look at social spaces in a broad context, refraining from honing in on the intricacies of specific spaces. A result of this broad approach is the avoidance of portraying particular spaces in the analysis, and in place of, objects that suggest spaces are used in conjunction with listed contextual written information. Suggesting a space allows multiple similar spaces to be considered at one time, granting the desired broad context outcome.

# Criteria for Analysis

The criteria for analysis has been developed to highlight similarities and differences between the documented social spaces. Every space is paired with a description, the spatial goals, the social interactions which activate the space, the users, and the important objects found within the space. The descriptive writing is short and looks only to highlight important social details about the coinciding space, this also contributes to the goal of a broad contextual analysis.

The criteria for analysis and icon legend is found below. Iconography is used to indicate the key shared social and spatial characteristics which were found during the analysis.

## Type of Space

**Physical Space**  
Social spaces are contained within an architectural and/or urban environment. A space built or modified to suit particular needs.

**Virtual Space**  
The social space uses an internet connection, telecommunication, and/or digital platforms.

**Activated Space**  
An object or activity is responsible for the generation of a social space, or an activity is introduced to an existing social space to add another means/extension of socialization.

## Who Can Participate?

- Public**  
A public social space is open to all people who choose to participate. Socialization can occur between users who have predetermined relationships as well as with strangers.
- Private**  
A private social space requires predetermined relationships with other users. This space does not lend itself to the inclusion of anyone who wishes to participate, or strangers.

## Duration of Socialization

- Short Variable**  
User participation in the social space is not expected to take a long time, minutes, perhaps an hour or two. This also refers to spaces that are temporarily activated as a social space.
- Extended Variable**  
User participation in the social space is expected to take a long time, multiple hours to permanent. This also refers to spaces that are physically designed to be social.
- Appointment or Scheduled**  
A dedicated time which users participate in a social space. The analysis reveals that this is normally conducted through appointments and/or scheduled time.

## Competition

Competition is an activity that can work as the foundation of a social space or be introduced to an existing social space. Competition can include one or more of the following attributes: teams, rules, restrictions, scores, territory, winning and losing.

## Socialization Types

- Knowledge Sharing**  
A product of a social space is the act of users participating in education and discussions.
- Opinion Sharing**  
Opinions and viewpoints are shared by users in the social space, opposing and agreeing with other users.
- Skill & Strategy Needed**  
Users must have and/or develop skills that work in the context of the social space.
- Relationships Needed**  
Invitations and predetermined relationships are needed to participate in this kind of socialization.

# Discussion

Three correlations and observations noted while conducting the visual analysis include: activating a non-social space as social by adding an object and/or activity, competition can be a means of social activity introduced to a non-social or existing social space to increase participation and socialization, and social spaces do not necessarily require in-person interactions.

Turning a non-social space into a social space can be done through the implementation of an activity and/or object. This observation is verified through the analysis of the game Bopit and Boardgames. Both of the examples are portable which allows for participant interaction to be prompted where and when desired. Whilst interacting with Bopit or Boardgames a social space is created around players and activity.

A theme found among some of the audited social spaces is competition. Competition can activate a social space as well as be introduced to an existing social space to grant a new activity which further engages participants. Competition can range from virtual team based video games, to one-on-one pub games like Pool. Introducing competition provides a field of dialogue and interaction to be prompted within a social space to collaboratively engage users in a topic and activity.

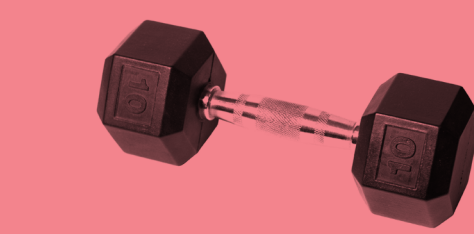
Lastly, analyzing social spaces in a broad context brought an interesting observation; spaces having the ability to be considered social even if there is no activity. Consider the Pub, when closed and no users are engaged in the space it still functions as a social space. The space physically exists, and has been designed to accommodate socialization. I do speculate that this observation is contextual, in that there must be a certainty the space will be used soon into the future before it loses user interest and social association.

One of the underlying goals for this visual audit was to begin ideation as to how I can use graphic design to intervene in the social space of a barbershop, contributing positively to the client experience. Based on the conducted analysis I believe that a launching point for further research will be looking into how I can introduce a competitive aspect to barbershops for client participation. The analysis revealed that competition based experiences are in some way time sensitive, I can begin looking for competitive activities that correlate to the times of barber appointments. A constraint to recognize is that barbershop clients are normally seated in a chair and covered in a cloth for the duration of the engagement. I will have to begin by examining competitive social interactions that primarily rely on visuals and discussion.

## Physical Space



**Clothing Store**  
*Sock Merchandise & Money*  
**DESCRIPTION:** A retail space containing clothing merchandise and other various items for purchase.  
**SPATIAL GOALS:** Clothing stores create an ambiance to adhere to a targeted demographic of fashion enthusiasts and purchasers.  
**SOCIAL INTERACTIONS:** Interactions occur between buyers and staff, groups of buyers, and groups of staff. Social interactions often revolve around fashion and store merchandise. Also, short social interactions that occur while payment is made.  
**USERS:** Clothing Purchasers, Staff, People Browsing  
**OBJECTS:** Clothing Merchandise, Cash Register, Displays



**Gym**  
*Training Dumb-Bell*  
**DESCRIPTION:** A space for users to physically exercise their bodies.  
**SPATIAL GOALS:** A designated space for multiple users to participate in physical fitness training.  
**SOCIAL INTERACTIONS:** Socialization occurs between trainers, trainees, workout partners, and members conversing with staff. There are also post workout conversations among members.  
**USERS:** Fitness Trainers, Gym Members, Staff  
**OBJECTS:** Gym Equipment, Workout Attire, Progress Sheets



**Barbershop**  
*Barber Tools*  
**DESCRIPTION:** A business dedicated to cutting 'mens style' haircuts and facial hair maintenance.  
**SPATIAL GOALS:** A comfortable space dedicated to mens grooming where clients feel welcome, comfortable, and open to socialization.  
**SOCIAL INTERACTIONS:** Clients and their barbers socialize while a service is in progress. Relationships are built with regular clients.  
**USERS:** Barbers and Clients  
**OBJECTS:** Barber Equipment



**Tattoo Studio**  
*Sleeve of Tattoos*  
**DESCRIPTION:** A business and studio space dedicated to tattooing.  
**SPATIAL GOALS:** A comfortable and sanitary space with surfaces designed for clients to sit and lay down. Artists must also be able to sit comfortably while tattooing and socializing with the client being tattooed.  
**SOCIAL INTERACTIONS:** Socialization occurs between artist and client throughout the duration of the tattoo procedure.  
**USERS:** Tattoo Artists and Clients  
**OBJECTS:** Tattooing Equipment, Comfortable Seating



**MDE Studio**  
*IMac*  
**DESCRIPTION:** A contained space within York University where Masters of Design students work and collaborate.  
**SPATIAL GOALS:** The studio provides a space for Masters of Design students to work on school projects with one another, fulfilling the needs of necessary designer tools.  
**SOCIAL INTERACTIONS:** Students conduct collaborative work, critique, share knowledge, work independently, and socialize.  
**USERS:** Masters of Design Students, Design Professors  
**OBJECTS:** Seating, Apple Computers, Tables, Scanner, Other Design Paraphernalia



**Coffee Shop**  
*Starbucks Coffee Cup*  
**DESCRIPTION:** A social space for food and drink consumption. Often the space is comfortable and provides seating for groups of two or more people.  
**SPATIAL GOALS:** Many social interactions can occur in a living room, the space is intended for people and things to be introduced to engage in socialization.  
**SOCIAL INTERACTIONS:** Many social interactions can occur in a living room, the space is intended for people and things to be introduced to engage in socialization.  
**USERS:** Home Owner, Friends, Family, Acquaintances  
**OBJECTS:** Seating, Tables/Surfaces



**Nail Salon**  
*Inspecting Nails*  
**DESCRIPTION:** A business dedicated to the styling and maintenance of finger and toe nails.  
**SPATIAL GOALS:** A sanitary and welcoming space where nail vanity is promoted and provided as a service.  
**SOCIAL INTERACTIONS:** Stylists and clients converse as well as groups of clients who schedule services at the same time.  
**USERS:** Nail Stylist and Client  
**OBJECTS:** Nail Care and Styling Equipment, Magnifying Glass



**Pub**  
*Beer Glasses Clinking*  
**DESCRIPTION:** A spacious and cozy indoor environment with a lot of group seating, music, and a social atmosphere.  
**SPATIAL GOALS:** Spaces dedicated to socializing while consuming food and drink. Alcoholic drinks are very common.  
**SOCIAL INTERACTIONS:** One-on-one and group conversations, dating interactions, and the space can also be used to meet others.  
**USERS:** Social Drinkers, Hungry People, Social People  
**OBJECTS:** Bar, Seating, Tables, Counters, Sometimes Games, Dishware, Speakers



**Skatepark**  
*Skateboard*  
**DESCRIPTION:** An environment consisting of skateboarding obstacles.  
**SPATIAL GOALS:** Skateparks can be indoors or outdoors. Very large spaces are needed to accommodate movement of multiple users at one time. Rosting space is also needed where skateboarders will sit and socialize.  
**SOCIAL INTERACTIONS:** Users socialize while skating together and taking breaks from skating. Skateboarding is a single user activity, but support and relation is found between those who participate and show dedication.  
**USERS:** Skateboarders, BMX Riders, Scooter Riders, Rollerbladers  
**OBJECTS:** Skateboards, Ramps, Rails, Ledges, Quarter-Pipes



**Living Room**  
*Love Seat*  
**DESCRIPTION:** A household room which primarily consists of seating.  
**SPATIAL GOALS:** A space dedicated to group comfort and leisure. Activated as a social space when the room is experienced by multiple people at one time.  
**SOCIAL INTERACTIONS:** Many social interactions can occur in a living room, the space is intended for people and things to be introduced to engage in socialization.  
**USERS:** Home Owner, Friends, Family, Acquaintances  
**OBJECTS:** Seating, Tables/Surfaces



**Social Club**  
*Book Club Gathering*  
**DESCRIPTION:** A meeting time and place to discuss books that are read by club members over a designated period of time.  
**SPATIAL GOALS:** A temporarily activated social space, often a rotation of club member houses. Interactions take place among quiet comfortable rooms that lend themselves to group conversation.  
**SOCIAL INTERACTIONS:** Conversation, debates and opinions about book topics.  
**USERS:** Book Club Members  
**OBJECTS:** Seating and Books

## Virtual Space



**Online Gaming**  
*Gaming Controller*  
**DESCRIPTION:** An leisure gaming activity where players compete and/or work together to achieve goals and progress in game play.  
**SPATIAL GOALS:** Games socialize in a virtual environment through headsets and interact with controllers linked to consoles and digital displays. Actions are executed via avatars in real time.  
**SOCIAL INTERACTIONS:** Interactions are local to a shared gaming space (all participants have to be playing the same game). Interactions can range from competing against one another to pursuing game achievements collaboratively.  
**USERS:** Gamers, Teams, Individual Gamers Participating in Open Chats and Game Play, Family and Friends  
**OBJECTS:** Headset, Microphone, Controller, Console, Digital Display, Game Download or Disk



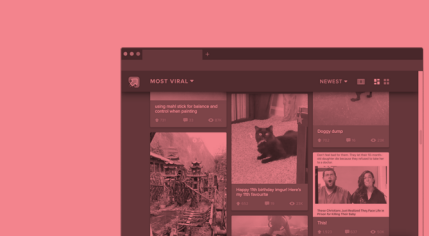
**Social Media**  
*Mobile Device Applications*  
**DESCRIPTION:** Various online platforms for image sharing, conversations, commenting, and other social interactions.  
**SPATIAL GOALS:** Spaces dedicated to sharing and contributing to other users online social activity.  
**SOCIAL INTERACTIONS:** Users interact with the posted media of other users; commenting, liking, and sharing. Users also post and share their own media.  
**USERS:** Social media products will each have their own user groups. A common interest is the participation in public user and known user social media activity.  
**OBJECTS:** Social Media Applications, Mobile Device



**Mobile Device Interactions**  
*IPhone*  
**DESCRIPTION:** A handheld device capable of internet access, various virtual and telecommunication methods, and user selected application downloads.  
**SPATIAL GOALS:** A personal space used for communication, information access, and downloadable applications which cater to user needs and preferences.  
**SOCIAL INTERACTIONS:** Communication occurs with other mobile device users, there is access to online communication platforms, and access to social applications (user defined).  
**USERS:** Mobile Device Owners  
**OBJECTS:** Digital Products, Mobile Device



**Podcast**  
*Joe Rogan Podcast*  
**DESCRIPTION:** An audio and sometimes video recorded social interaction between a host and guest(s) that becomes shared on the internet.  
**SPATIAL GOALS:** A comfortable seated space where eye contact can be made across a table while interview and discussion take place. Set up or video and audio recording voices and participants.  
**SOCIAL INTERACTIONS:** Interviewing primarily leads the interactions. Often tangents of conversation are pursued based on participant anecdotes.  
**USERS:** Host, Guest(s), Viewers  
**OBJECTS:** Camera, Microphone, Seating, Tables, Computers  
Access: [www.youtube.be/yCr5-27vSI](https://www.youtube.be/yCr5-27vSI)

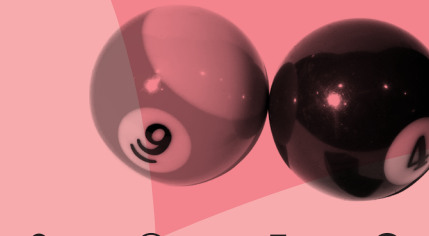


**Image Sharing App**  
*Imgur Website*  
**DESCRIPTION:** A space for internet users with common interests to share knowledge and express opinions.  
**SPATIAL GOALS:** An online social space for contributing and sharing written and pictorial information based on user proposed subjects.  
**SOCIAL INTERACTIONS:** Users discuss, debate, and educate one another based on the selection of chatroom/forum.  
**USERS:** Internet users who choose to participate in the chatroom/forums based on personal interests.  
**OBJECTS:** Internet Browsing Device  
Access: [www.imgur.com](http://www.imgur.com)

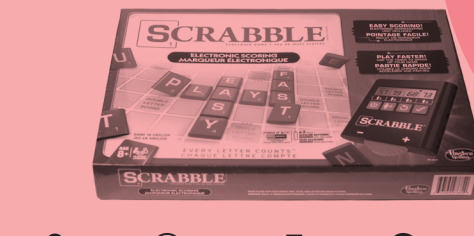


**Online Chatroom/Forum**  
*Tinnitus Talk Forum Website*  
**DESCRIPTION:** A space for internet users with common interests to share knowledge and express opinions.  
**SPATIAL GOALS:** An online social space for contributing and sharing written and pictorial information based on user proposed subjects.  
**SOCIAL INTERACTIONS:** Users discuss, debate, and educate one another based on the selection of chatroom/forum.  
**USERS:** Internet users who choose to participate in the chatroom/forums based on personal interests.  
**OBJECTS:** Internet Browsing Device  
Access: [www.tinnitustalk.com](http://www.tinnitustalk.com)

## Activated Space



**Pool**  
*Pub Game*  
**DESCRIPTION:** A game where players use pool cues to shoot and sink balls into pockets of a pool table.  
**SPATIAL GOALS:** A large indoor space is needed to contain the table and allow for sufficient movement for the players. Pool tables are often positioned in pubs or home recreational spaces.  
**SOCIAL INTERACTIONS:** Players socialize with one another while playing the game. The game keeps players in close proximity to one another while in mutual participation, this lends the space to conversation.  
**USERS:** Two (+) Pool Players, Teams  
**OBJECTS:** Pool Table, Pool Balls, Pool Cues, Score Keeping Method



**Board Games**  
*Scrabble*  
**DESCRIPTION:** Rule based in-person games which are played on a mobile flat surface, often packaged in a box.  
**SPATIAL GOALS:** Boardgames can be played where there is a flat surface large enough to support the game play. A social space is formulated around the game play and interactions between players.  
**SOCIAL INTERACTIONS:** Social interactions are often a product of game progress and actions. Players converse and strategize to win the game.  
**USERS:** Game Players  
**OBJECTS:** Board Game, Game Paraphernalia, Scoring Method



**Intoxication**  
*Shot Glass of Whiskey*  
**DESCRIPTION:** A physical and mental experience that is acquired by consuming alcohol.  
**SPATIAL GOALS:** A person can become intoxicated and experience intoxication from alcohol nearly anywhere, legality can be an issue. Common spaces include: LLBO certified establishments, home, and events.  
**SOCIAL INTERACTIONS:** Becoming intoxicated and the resulting experience is often a social group activity of two or more people. Conversations and activities of shared interest are normally involved, although drinking can be the activity in itself.  
**USERS:** People in possession of, or capable of purchasing alcohol.  
**OBJECTS:** Alcoholic Beverages, Bottles, Cans, Boxes



**Bopit**  
*Handheld & Portable Multiplayer Game*  
**DESCRIPTION:** A handheld game that requires two or more users who engage in a series of cognitive commands.  
**SPATIAL GOALS:** The game can be played in just about any space and creates a socially interactive experience mediated by the object.  
**SOCIAL INTERACTIONS:** Players pass the game back and forth while following the games audio instructions, the object creates a social bond between players.  
**USERS:** People who choose to participate in the game, having to be able to touch and interact with the object physically.  
**OBJECTS:** Game Device



**Tutoring**  
*Study Materials*  
**DESCRIPTION:** An activity where students and academics teach one another about subjects they need out-of-class help to learn and advance.  
**SPATIAL GOALS:** The activity creates an educational social space. The space is a product of interaction and not necessarily contextual to the physical environment.  
**SOCIAL INTERACTIONS:** Topics of study are taught and discussed between the tutor and student.  
**USERS:** Tutor, Student  
**OBJECTS:** Computers, Books, Writing Paraphernalia, Study Material



**Dinner Table**  
*Table Place Setting*  
**DESCRIPTION:** An household object where family and friends gather to eat and converse.  
**SPATIAL GOALS:** A surface dedicated for group eating while facing and socializing with each other.  
**SOCIAL INTERACTIONS:** In-person group conversations that include: anecdotes, jokes, debates, opinion sharing, and knowledge sharing.  
**USERS:** Family and Friends  
**OBJECTS:** Dishware, Food, Beverage, Seating, Table



**Dating**  
*Holding Hands*  
**DESCRIPTION:** Becoming involved and the resulting experience is often a social group activity of two or more people. Conversations and activities of shared interest are normally involved, although drinking can be the activity in itself.  
**SOCIAL INTERACTIONS:** Relation between the two participants is built from sharing experiences, socializing, and spending time with one another. Interactions range from conversing to intercourse.  
**USERS:** Two People with Shared Interests  
**OBJECTS:** There are no necessary objects.



**Party Celebration**  
*Cupcake*  
**DESCRIPTION:** A gathering of people dedicated to celebration and/or social activity.  
**SPATIAL GOALS:** Spaces range in location and must accommodate groups of people and activities on the party agenda.  
**SOCIAL INTERACTIONS:** Conversations are very common as well as planned games, events, and other activities.  
**USERS:** Party Goers, Friends, Family, Acquaintances, Strangers: users will vary according to type of party.  
**OBJECTS:** Party Activity Paraphernalia, Cake & Alcohol are Common