

# informatik - Lunch Lecture

Der Fachbereich Informatik<sup>1</sup> und das Rektorat der Johannes Kepler Universität Linz laden in Zusammenarbeit mit der Österreichischen Gesellschaft für Informatik (ÖGI) zu folgendem Vortrag ein:

**Prof. Judith Donath**  
**Berkman Center for Internet and Society, Harvard University**

## Data Portraits

Dienstag, 13. Juli 2010, 11:00 Uhr  
Johannes Kepler Universität Linz, MZ 112B

### Abstract:

Data portraits depict their subject's accumulated data rather than their faces. They can be visualizations of discussion contributions, browsing histories, social networks, travel patterns, etc. They are subjective renderings that mediate between the artist's vision, the subject's self-presentation and the audience's interest. Designed to evocatively depict an individual, a data portrait can be a decorative object or be used as an avatar, one's information body for an online space.

Data portraits raise questions about privacy, control, aesthetics and social cognition. Does the subject or artist control what data should be included? What should such a representation look like? How can it be designed to make intuitive sense to the viewer? These questions become increasingly important as more of our interactions occur online, where we exist as data not bodies.

### Biography:

Judith Donath synthesizes knowledge from fields such as urban design, evolutionary biology and cognitive science to build innovative interfaces for on-line communities and virtual identities. A Harvard Berkman Faculty Fellow and formerly director of the Sociable Media Group at MIT Media Lab, she is known internationally for her writing on identity, interface design, and social communication. Her current research focuses on understanding the social economics underlying communication, both face to face and online. This work brings a fresh understanding of the meaning embodied in everyday phenomena, such as fashion, faces, gifts, etc. - and it provides a strong foundation for designing engaging social environments that promote cooperation and trust.

*Univ.-Prof. Dr. Gabriele Kotsis*  
*Vizerektorin der JKU, Institut für Telekooperation*

*a.Univ.-Prof. Dr. Birgit Pröll*  
*Institut für Anwendungsorientierte Wissensverarbeitung*

Aus organisatorischen Gründen bitten wir Sie um Anmeldung per E-Mail an Frau Monika Neubauer [mneubauer@faw.jku.at](mailto:mneubauer@faw.jku.at).

<sup>1</sup> Der Fachbereich (<http://informatik.jku.at>) besteht aus folgenden Instituten:  
Anwendungsorientierte Wissensverarbeitung (FAW), Bioinformatik, Computational Perception, Computergrafik, Computer-Architektur, Formale Modelle und Verifikation, Informationsverarbeitung und Mikroprozessortechnik (FIM), Integrierte Schaltungen, „integriert studieren“, Pervasive Computing, Systemsoftware, Systems Engineering und Automation, Telekooperation