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SCHWEIZERISCHER NATIONALFONDS
ZUR FÖRDERUNG DER WISSENSCHAFTLICHEN FORSCHUNG

Architecture-for-interaction: Towards the re-figuration of co- presence (before and after COVID- 19)

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Alexandra Zoller

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Outlook

1. Project: Context, concept(s) and research question(s)
2. «Architecture-for-interaction»: for instance, within the *lecture hall*
3. Pandemic caused re-figuration of co-presence



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Project: Context, concept(s), and research question(s)

Hausendorf, Heiko/Schmitt, Reinhold/Kesselheim, Wolfgang (Hrsg.):
Interaktionsarchitektur, Sozialtopographie und Interaktionsraum. Tübingen: Narr 2016.

Hausendorf, Heiko/Mondada, Lorenza/Schmitt, Reinhold (Hrsg.): Raum als interaktive
Ressource. Tübingen: Narr 2012.

Jucker, Andreas H./Hausendorf, Heiko et al. : Doing space in face-to-face interaction and
on interactive multimodal platforms. *Journal of Pragmatics* 134, 2018. S. 85-101.

Hausendorf, Heiko: On the interactive achievement of space – and its possible
meanings. In: Auer, Peter/Hilpert, Martin/Stukenbrock, Anja/Szmrecsanyi, Benedikt
(Hrsg.): Space in language and linguistics: geographical, interactional and cognitive
perspectives. (*linguae & litterae* 24), Freiburg Institute of Advanced Studies (FRIAS),
Berlin/Boston, de Gruyter, 2013. S. 276-303



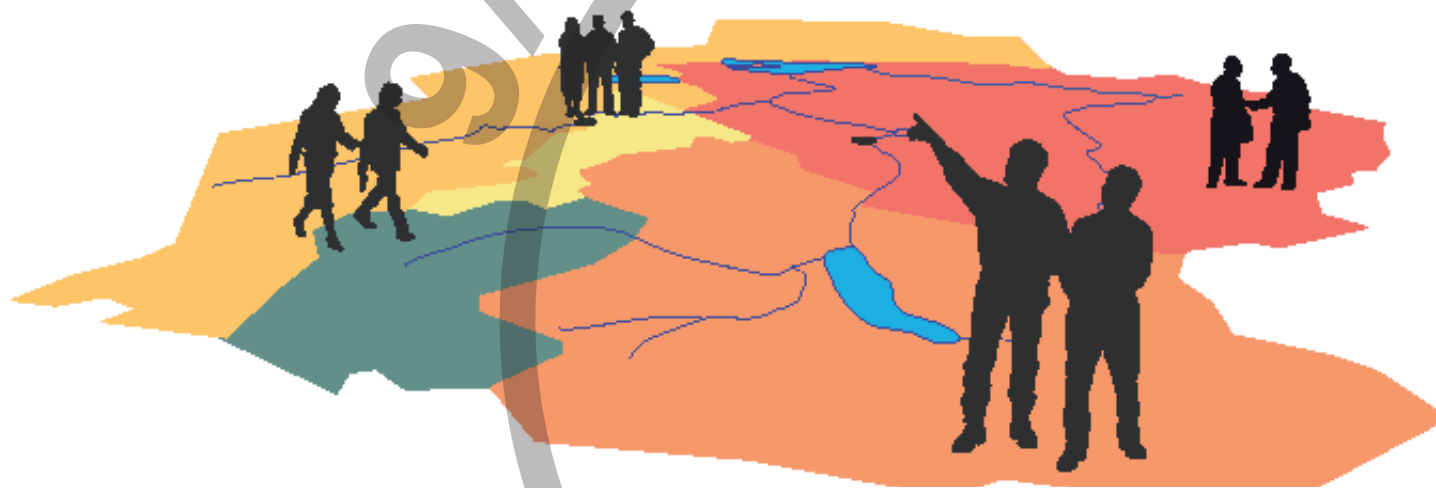
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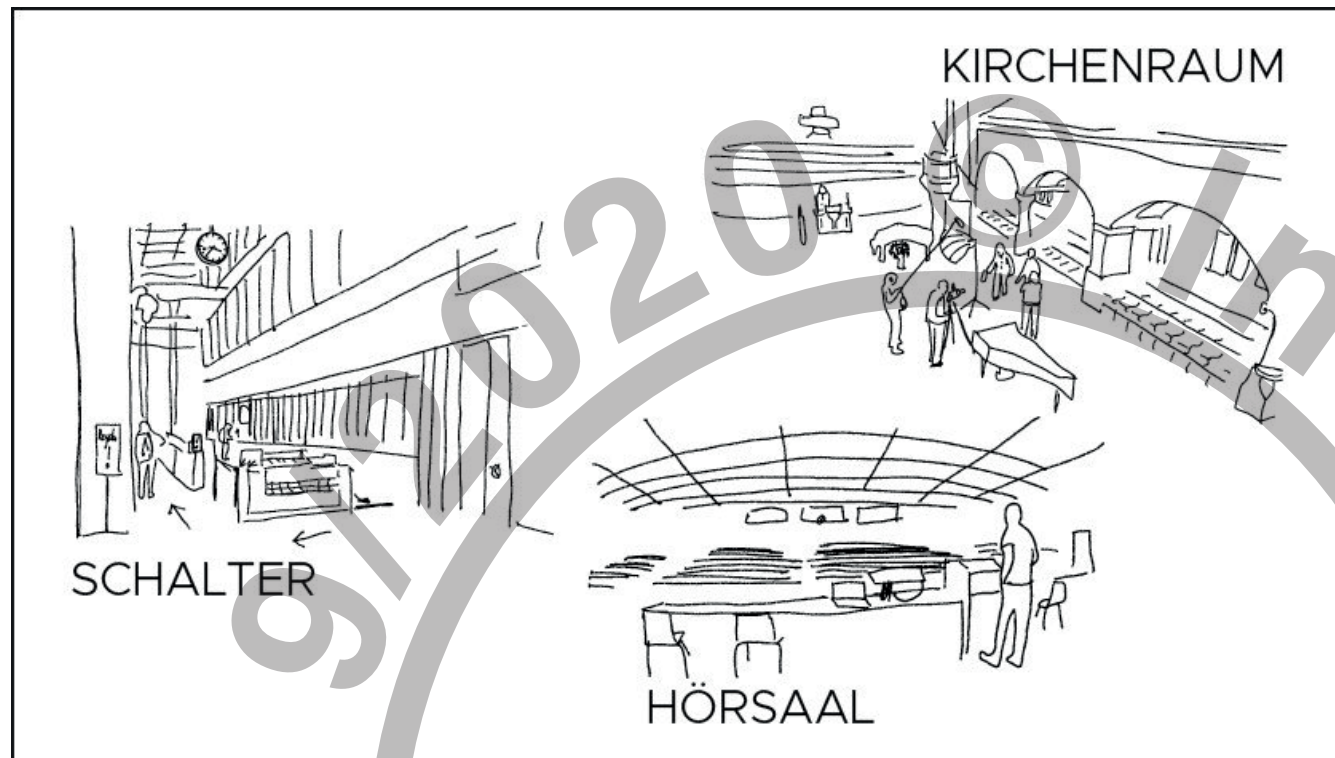
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Interaction and architecture: Towards the re-figuration of institutionalized communication



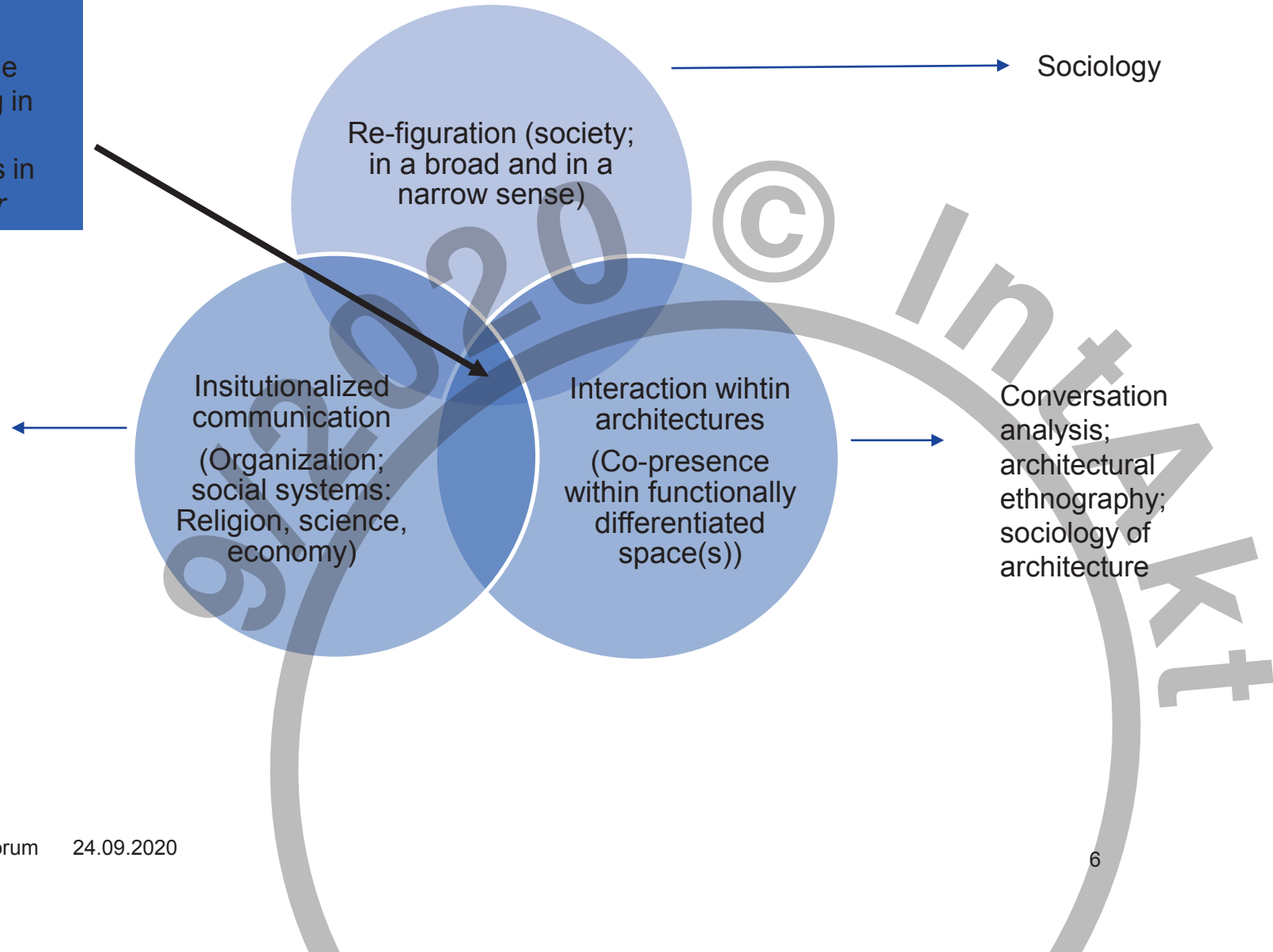
Kenan Hochuli, Johanna Jud und Alexandra Zoller (PostDoc, PhDs),
Niclas Bodenmann, Joel Franz, Michael Obrist, Florian Widmer, Ronja
Zimmermann (student assistants), Heiko Hausendorf (project management)



«IntAkt»:

ticket sales
conversation at the
counter– lecturing in
the *lecture hall*–
religious practices in
the *church interior*

Religious
studies;
theology;
science and
technology
studies;
economics





Architecture-for- interaction

- basic implications ('affordances'): walk-o/in-ability, visibility, sit-down-ability, stay-ability ...
- according to human sensory and motor skills



Social topography

- spatial readability
- depending on familiarity and knowledge
- expectations of 'normality'



Interactional space

- emerging in and through interaction
- perceiving of being perceived
- by means of body orientation, pointing ('deixis': verbal and gestural)



Architectural cues (including furniture)

1. Cues for *navigation*: human-oriented affordances for sensual perception and body movement
2. Cues for *reading*: architectural semiotics (including interior design) and architectural literacy
3. Cues for *participation*: Social practices and their «natural home» (= built, designed and furnished setting)



«Architecture-for-interaction»

- not transient, but durable (as a materialized expectation),
- not simply given (as a 'datum'), but interactively achieved, i.e. emerging within and through interaction,
- not of timeless existence, but resulting from evolution of society



From architecture-for-interaction to an archaeology of (institutionalized) communication

1. Architecture (built and designed space) as *materially sedimented* routine answers of communicative problems
2. Institutionalization and organization of interaction (from co-presence to membership) – *differentiating* architecture for special (=institutional) purposes
3. Architecture-for-interaction: starting point for an archaeology of institutionalized communication



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Architektur for interaction within the *lecture hall* ©

Hausendorf, Heiko, Hochuli, Kenan, Jud, Johanna & Zoller, Alexandra (demn.): Der Raum der Vorlesung: Vom «Auditorium» zum «multi media hub». In: Prinz, Michael (Hg.), Vom Vorlesen und Mitschreiben. Sedimente einer Geschichte der Wissenschaftskommunikation = Themenheft der ZGL.

Hausendorf, Heiko (i.Dr.): Interaktion und Architektur: Was man über die Vorlesung aus dem Hörsaal lernen kann. In: Rudolf Egger, Eugster, Balthasar (Hg.), Lob der Vorlesung? Über die Umgestaltung der Lehrenden- und Lernendenrolle in der Universität. Wiesbaden: Springer VS.



Why (of all things) «lecture halls»?

- an architecture notorious for its implications for teaching (and learning)
- an architecture to study the close connection between (a certain genre of) institutionalized interaction («lecturing») and its «natural home» (the lecture hall«)
- an architecture to trace back an outstanding (historical) manifestation of «science»



In search of the lecture hall's architecture-for-interaction: *lecture hall architecture at first sight*





(Gently or steeply) Rising seat rows («tier»)





Rising rows of seats with fold-out writing tables





Podium (old style) with furniture for demonstration



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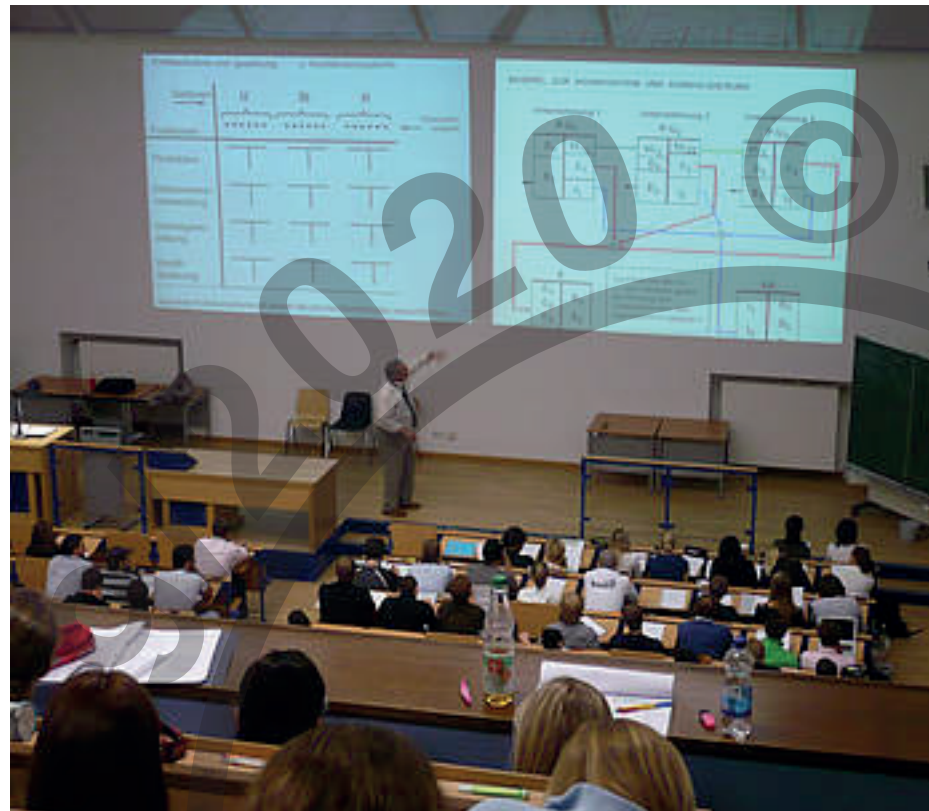


Podium with lectern





Forefront with projection screen





Architecture-for-interaction: «Lecture hall» as «the natural home of «lecturing»

- Rising seat rows → Providing for visibility and audibility in public, i.e. under the condition of a public meeting (with «Massenandrang», Chr. Gellinek)
- Podium → One-way communication with a strong asymmetry between «front» («stage») and «back» («audience»)
- Forefront with projection screens (and tablets) → Providing for view-ability and readability («Auditorium» and «reading hall»)



Deducing the social practice of lecturing from the lecture halls's architecture

- Lecturing constitutes a *public of assembly* («Versammlungsöffentlichkeit»)
- Lecturing implies an *asymmetry of participation rights and duties*
- Lecturing favors a *pre-manufactured knowledge*
- ...
- Lecturing tends towards *mass media communication* – albeit under the terms of (heavily stressed) co-presence!



Architectures- for-interaction in change over the centuries:

«Lecture hall»:
14. century





«Akademischer Hörsaal Straßburg» 1618

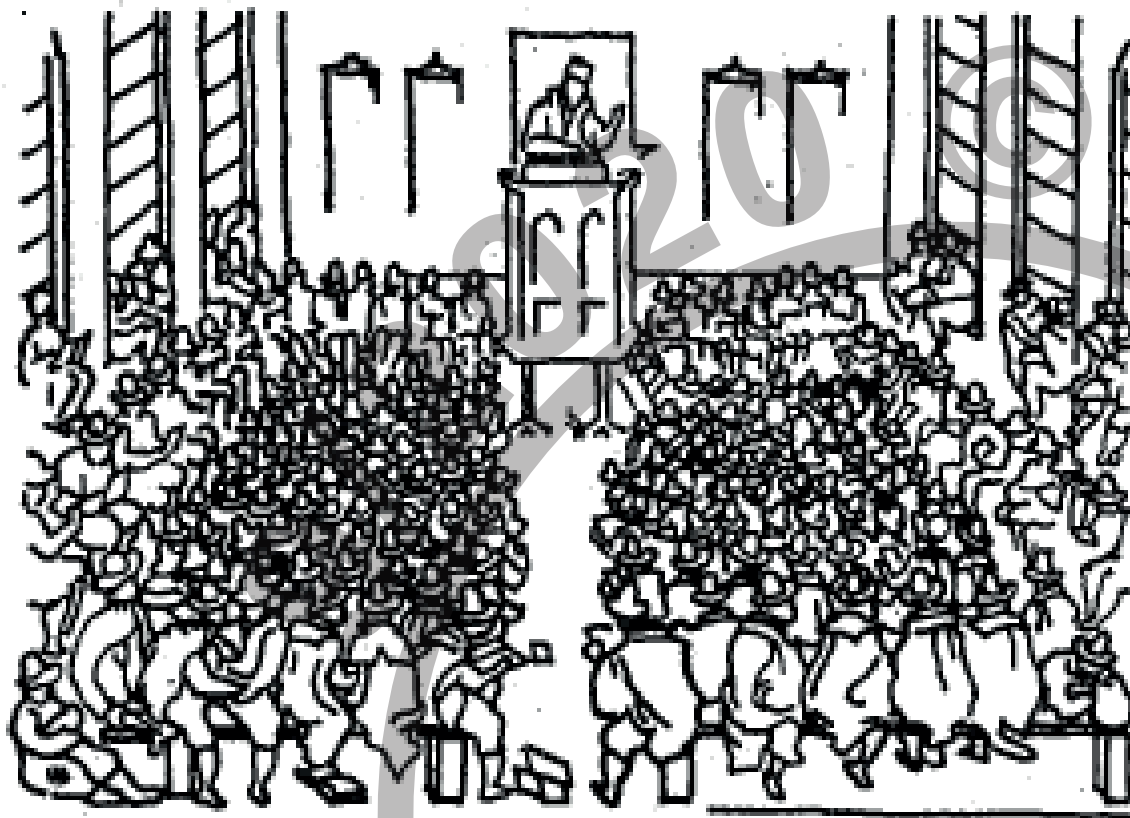


Abbildung 7



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Pandemic caused re-figuration of co-presence («Architectural Ethnography in Times of Covid 19»)

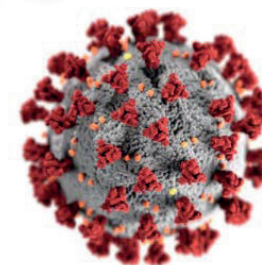
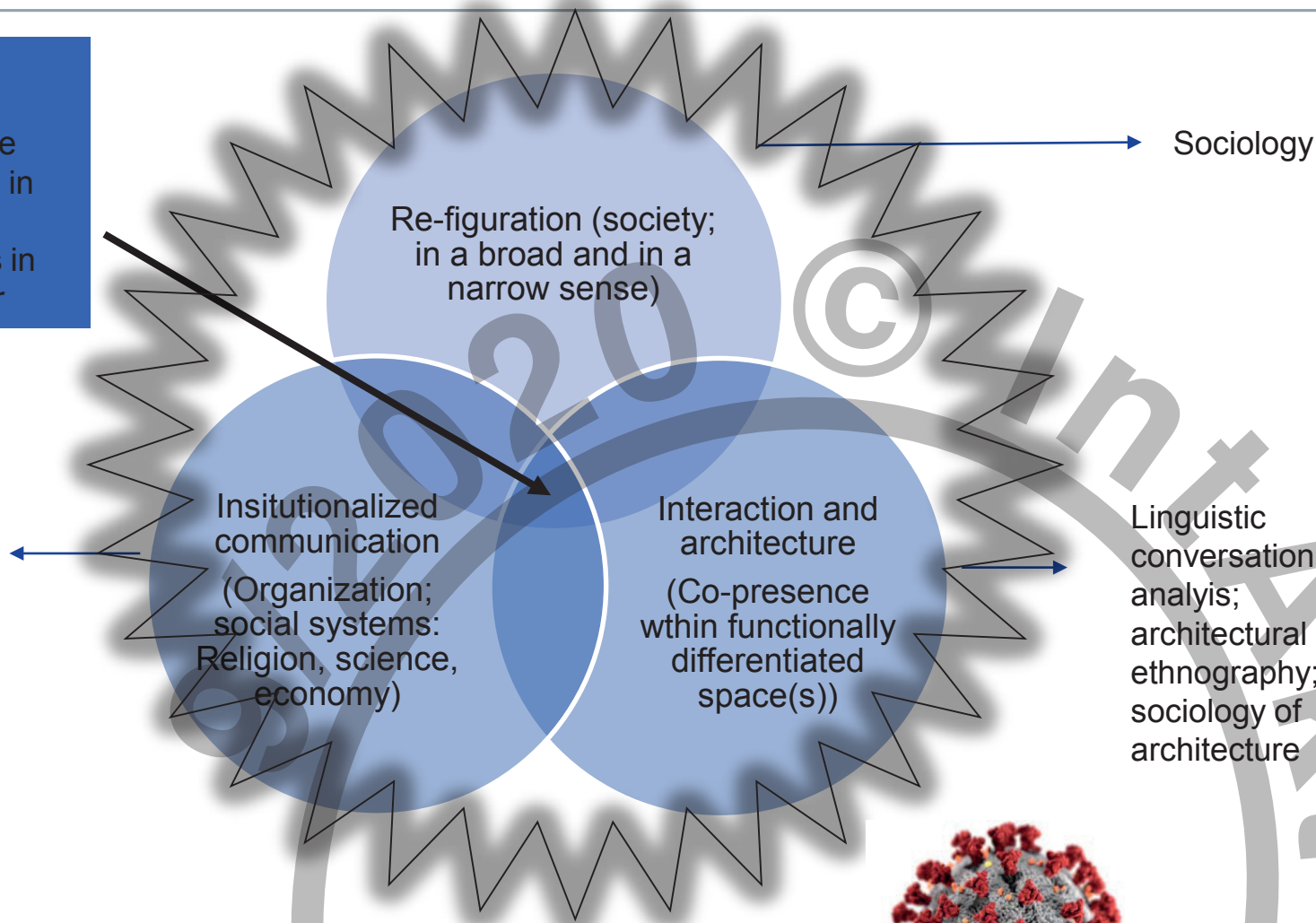
«Die Corona-Pandemie hat die Gesellschaft abrupt verändert – und ihre Folgen werden lange nachwirken. ... Die Corona-Krise ist eine *gesellschaftliche Krise*.» (aus dem Umschlagstext von M. Volkmer & K. Werner (Hg.), Die Corona-Gesellschaft. Analysen zur Lage und Perspektiven für die Zukunft. Bielefeld: transcript 2020).

Hausendorf, Heiko (2020a): Geht es auch ohne Interaktion? In: Aptum. Zeitschrift für Sprachkritik und Sprachkultur. 16. Jahrgang, Heft 02/03, S. 86-89.



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Re-figuration of research

- Challenges: Lockdown and shutdown of institutionalized interaction – Data collection and data sessions!
- Chances: a «crisis of interaction» and its (institutionalized) treatment(s) – Re-figuration of co-presence – next slide!
- Prospects: co-presence revisited: Towards the (theoretical and empirical) implications of «face-to-face interaction»!



Re-figuration of co-presence

- From co- to tele-presence (technical mediation of co-presence)!
- Territorial allocation of «in(ter)fectional» spaces!
- Exclusiveness and privacy of physical co-presence: Suspension of institutional architectures-for-interaction!



Lecture hall: From «auditorium» to «multimedia hub»

Re-figuration by means of communication technologies:

- Presentation («Powerpoint» and beyond)
- Reception («mobile devices»)
- «Interaction» and «Participation»

«Ghost lectures»: From co-presence to reachability?





«Ghost lectures»: a new genre?

- take place in empty lecture halls behind closed doors,
- will be documented (audi- and videotaped) and broadcasted
- and published on UZH web pages.

What is interesting for us:

- the lecture hall: an actually disused architecture-for-interaction?
- detaching the lecture from the lecture hall: new forms of embodying lecturer-(and listener-)presence?
- final stage of historical change: the lecture as a mass media communication event beyond co-presence (MOOCs as tip of the iceberg)?