AUTOCAR

using interactive narrative to explore trust in autonomous vehicles

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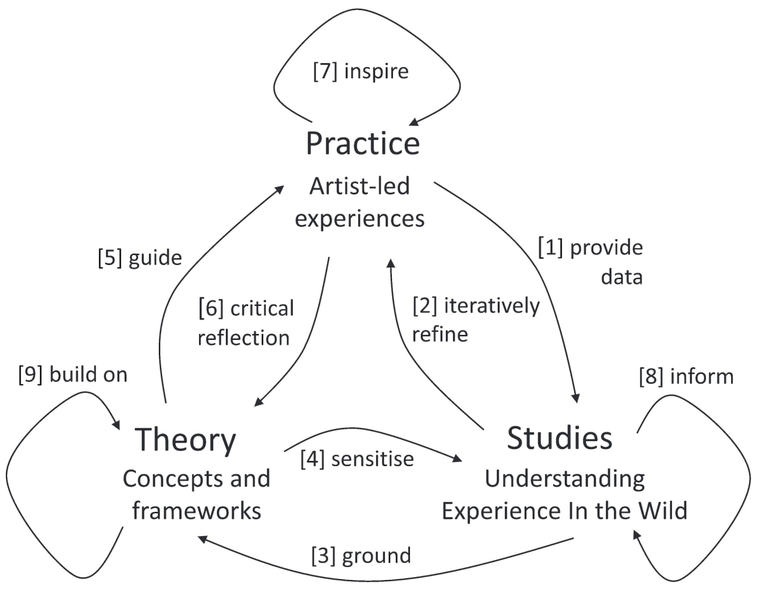
Aims

- To research how trust is seen in relation to self-driving cars.
- To create an interactive narrative script and explore story architectures.
- To create a method for critical engagement in audiences.

Background

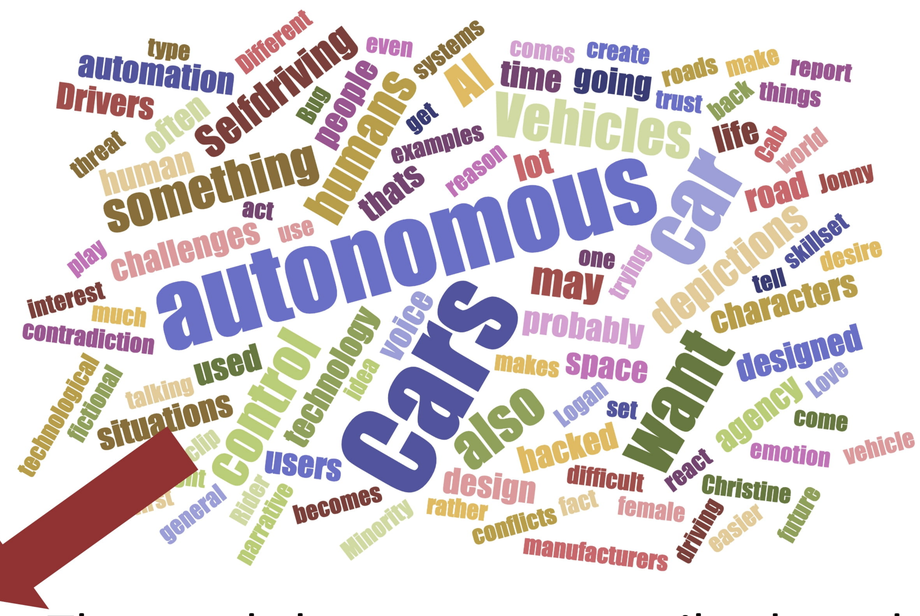
Following the Performance Led Research in the Wild methodology[1], our parallel Interactive Film (IF) work is exploring affective interaction and climate change. Building on the concepts of design fiction[2] and contra-visions[3] we explore new ways of designing interactive narratives.



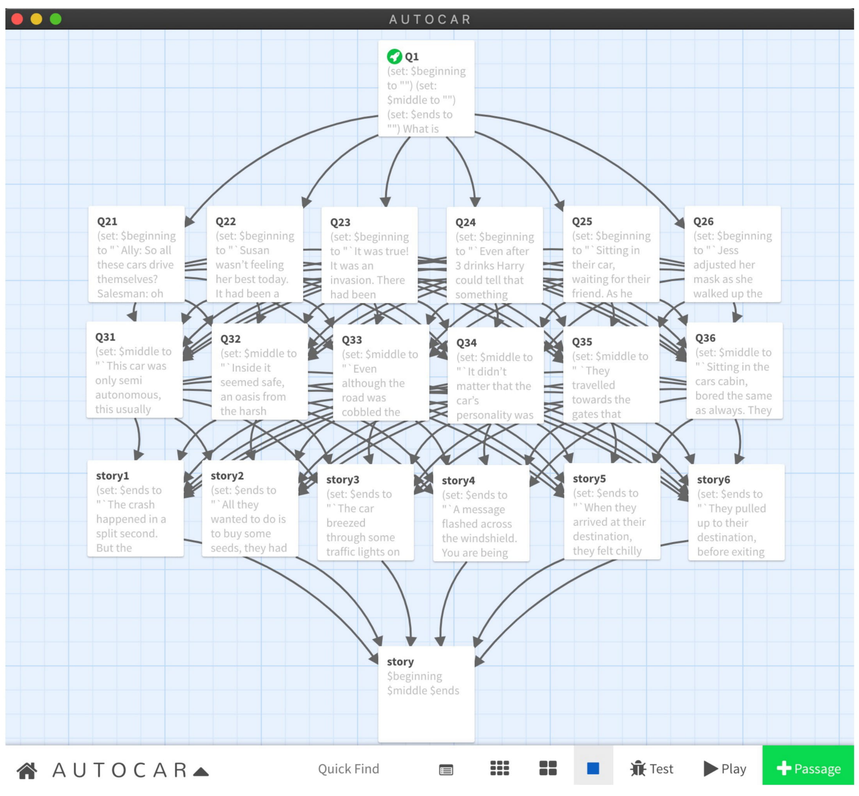
Performance Led Research in the Wild overview. [1]

Process

13 examples of self-driving cars taken from cinema and TV (1935-2018) were thematically grouped and used as provocations in a workshop setting.



These themes were then used as writing prompts for creating concepts around human-vehicle trust interactions. A narrative design was arrived at to allow an audience to interact with multiple concepts. The audience answers 3 sensitizing questions which then generates 1 of 216 unique stories.



Twine is an open-source tool for telling interactive, nonlinear stories. twinery.org

The workshop was transcribed, and further themes were drawn out.

Further work

This method can be applied to various investigations into stakeholders' attitudes to new technologies. The produced script can also be used to prototype and fine tune interactive film at an early stage of production.

References

Film stills:
Before We Disappear: Copyright AlbinoMosquito Productions
The Fate of the Furious: Copyright Universal Pictures
Minority Report: Copyright 20th Century Fox
The Love Bug: Copyright Disney
The Safest Place: Copyright Chevrolet

[1]. Benford et al. (2013). Performance-Led Research in the Wild.
[2]. Mancini et al. (2010). ContraVision: Exploring users' reactions to futuristic technology.
[3]. Bleecker. (2009). Design Fiction: A Short Essay on Design, Science, Fact and Fiction.

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