THE SPACE OF PERSON-TO-PERSON COMMUNICATION

ANY GIVEN MEDIUM HAS A PARTICULAR RANGE IN EACH OF THESE DIMENSIONS IN WHICH IT WORKS BEST.
WHEN DESIGNING A NEW MEDIUM, CONSIDER WHICH RANGES YOU'RE AIMING TO SUPPORT.
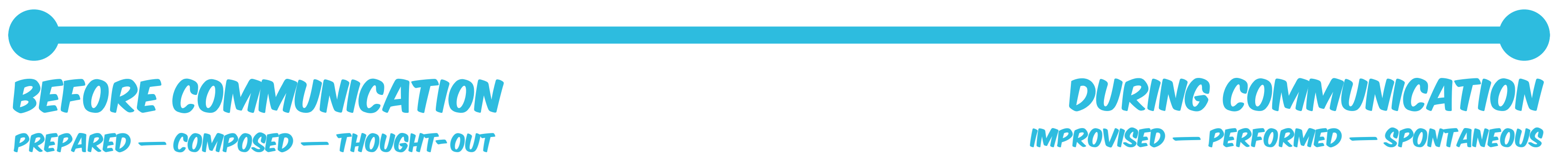
WHY
COMMUNICATE?

KNOWLEDGE
INFORM — UNDERSTAND — "NON-FICTION"

EMOTION
ENTERTAIN — INSPIRE — "FICTION"

WHERE
ARE THE PARTICIPANTS?

FACE-TO-FACE
STAGE & AUDIENCE
DIFFERENT PLACES
DIFFERENT TIMES

HOW MANY
PARTICIPANTS?

ONE-TO-ONE
SMALL GROUP
ONE-TO-MANY
MANY-TO-MANY

WHEN
IS THE MATERIAL CREATED?

BEFORE COMMUNICATION
PREPARED — COMPOSED — THOUGHT-OUT

DURING COMMUNICATION
IMPROVISED — PERFORMED — SPONTANEOUS

WHICH
CHANNELS ARE USED?

VISUAL
AURAL
TACTILE
KINESTHETIC
SPATIAL
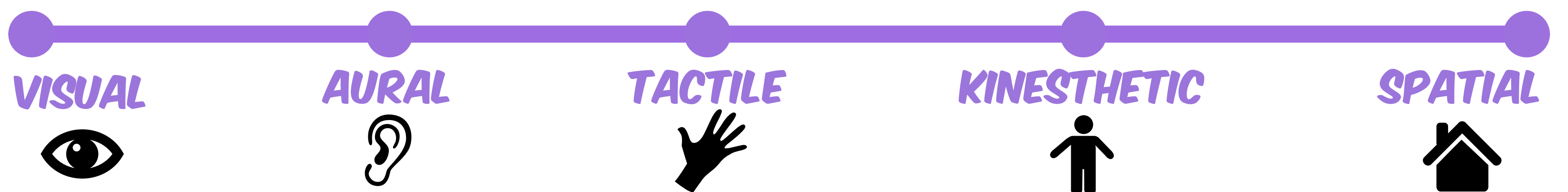
HOW
ARE CONCEPTS REPRESENTED?

LITERAL

SYMBOLIC
"fish"

STATIC

DYNAMIC