media as cognitive niches

pedro atã
joão queiroz

[irg] iconicity research group
I semiosis:
cognitive artefacts

II semiosis in the lab:
problem-spaces

III semiosis in the wild:
cognitive niches
I semiosis: cognitive artefacts

II semiosis in the lab: problem-spaces

III semiosis in the wild: cognitive niches
irreducible interpretant: sign to some potential mind
"my faculty of discussion is equally localized in my inkstand. it is localization in a sense in which a thing may be in two places at once" (Peirce, CP 7.366)
Peirce uses the inkstand to have a discussion.
the property of discussion acts on peirce, because he has an inkstand
the inkstand frames the discussion, and frames Peirce's role on the discussion
inkstand: a cognitive (semiotic) artefact
media as cognitive artefacts:

media changes our cognition

different media: different changes in cognition

study of media → study of cognitive artefacts: study of how a medium modifies our mind
I semiosis: cognitive artefacts

II semiosis in the lab: problem-spaces

III semiosis in the wild: cognitive niches
the tower of hanoi puzzle-game
the tower of hanoi puzzle-game

- disks
- poles
- initial state
- end state
- embedded rules
- non-embedded rules
- possibilities for action
everything i can do while playing: problem-space
media as problem spaces

embedded and non-embedded rules that offer us possibilities for action to a certain end state

different media: different problem-spaces

study of media → study of problem-spaces: study of what and how medium can perform for a specific purpose
I semiosis: cognitive artefacts

II semiosis in the lab: problem-spaces

III semiosis in the wild: cognitive niches
multimodal resource-rich environments
dynamical problem-spaces
unpredictability, unexpectedness, chance
resources

environment  human
resources

environment human
niche construction
cognitive artefacts

environment

human cognition
cognitive artefacts

problem-spaces

human cognition
cognitive niche construction

problem-spaces

cognitive artefacts

human cognition
cognitive niche construction: the process by which animals build structures that transform problem spaces that aid (or sometimes impede) thinking and reasoning about some target domain or domains. (Clark, 2008)
media as cognitive niche:
the semiotic environment
where cognition acts;
the possibility for action itself
a model of media:

X as media: X as a cognitive niche

X's cognitive artefacts: capabilities that X offers to human mind

X's problem-spaces: rules (embedded or not), conditions, and possibilities of action when using X
sculpture painting photography portraiture royal portraiture materials? techniques? genres? styles? media?
a new approach for media:

bridge between: cultural studies, media studies, humanities, cognitive semiotics, cognitive science, philosophy of mind, biology...

a model of processes, not substances! a medium is not a 'thing', it is a set of relations changing in time
thank you!

ata.pedro.1@gmail.com
queirozj@gmail.com