

media as cognitive niches

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[irg] iconicity
research
group

**I semiosis:
cognitive artefacts**

**II semiosis in the lab:
problem-spaces**

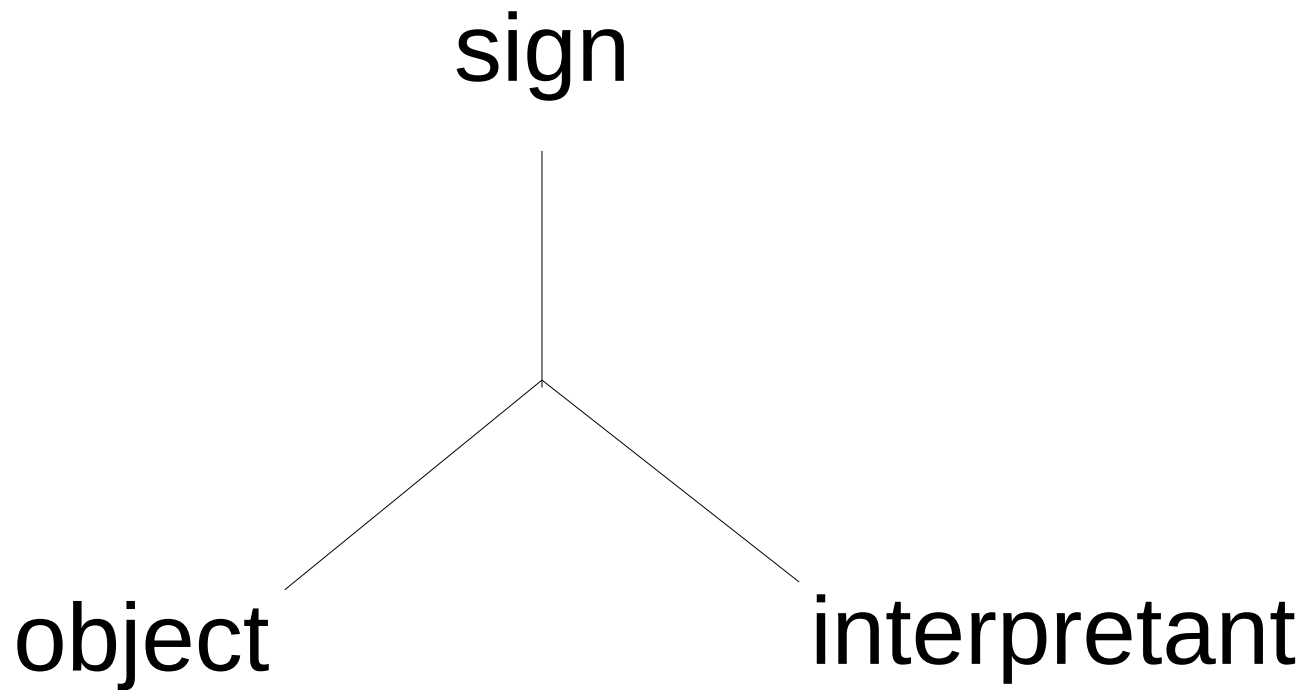
**III semiosis in the wild:
cognitive niches**

**I semiosis:
cognitive artefacts**

**II semiosis in the lab:
problem-spaces**

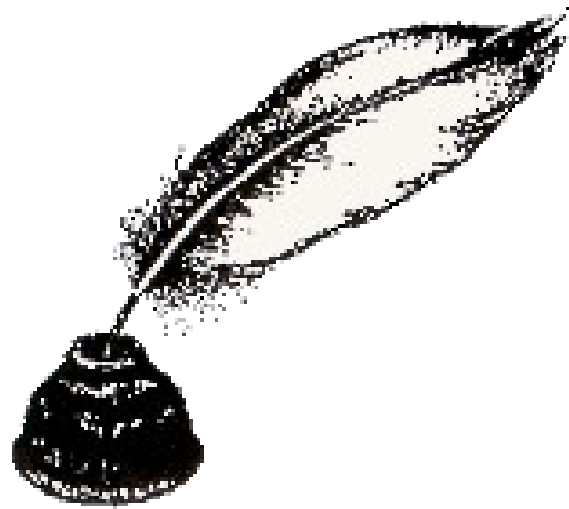
**III semiosis in the wild:
cognitive niches**

irreducible interpretant:
sign to some potential mind

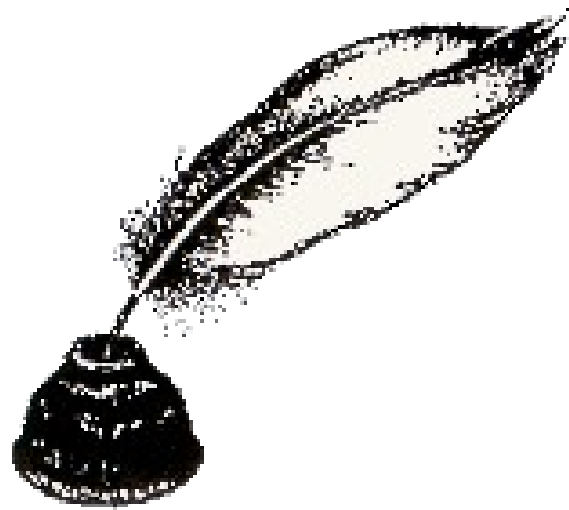


"my faculty of discussion is equally localized in my inkstand. it is localization in a sense in which a thing may be in two places at once" (Peirce, CP 7.366)

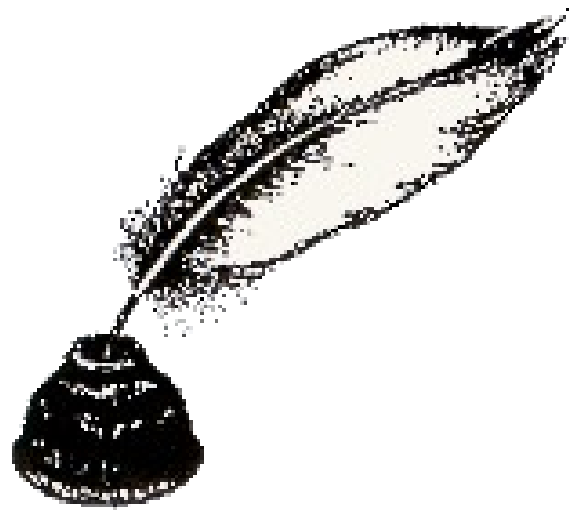




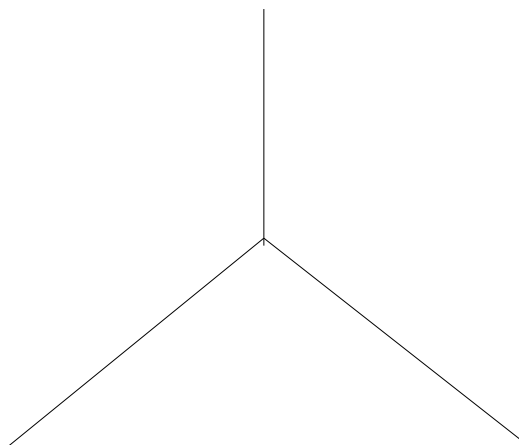
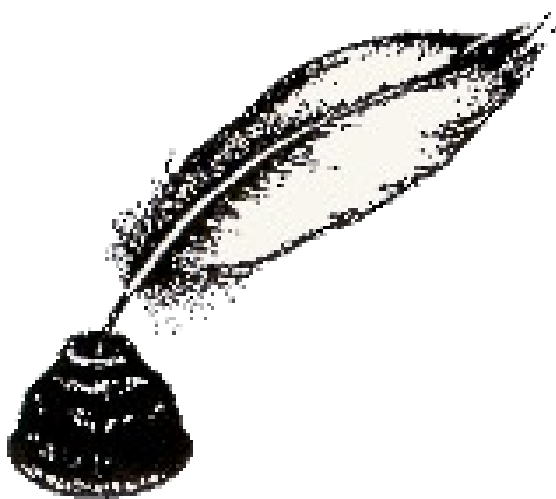
**peirce uses the inkstand to
have a discussion**



**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**

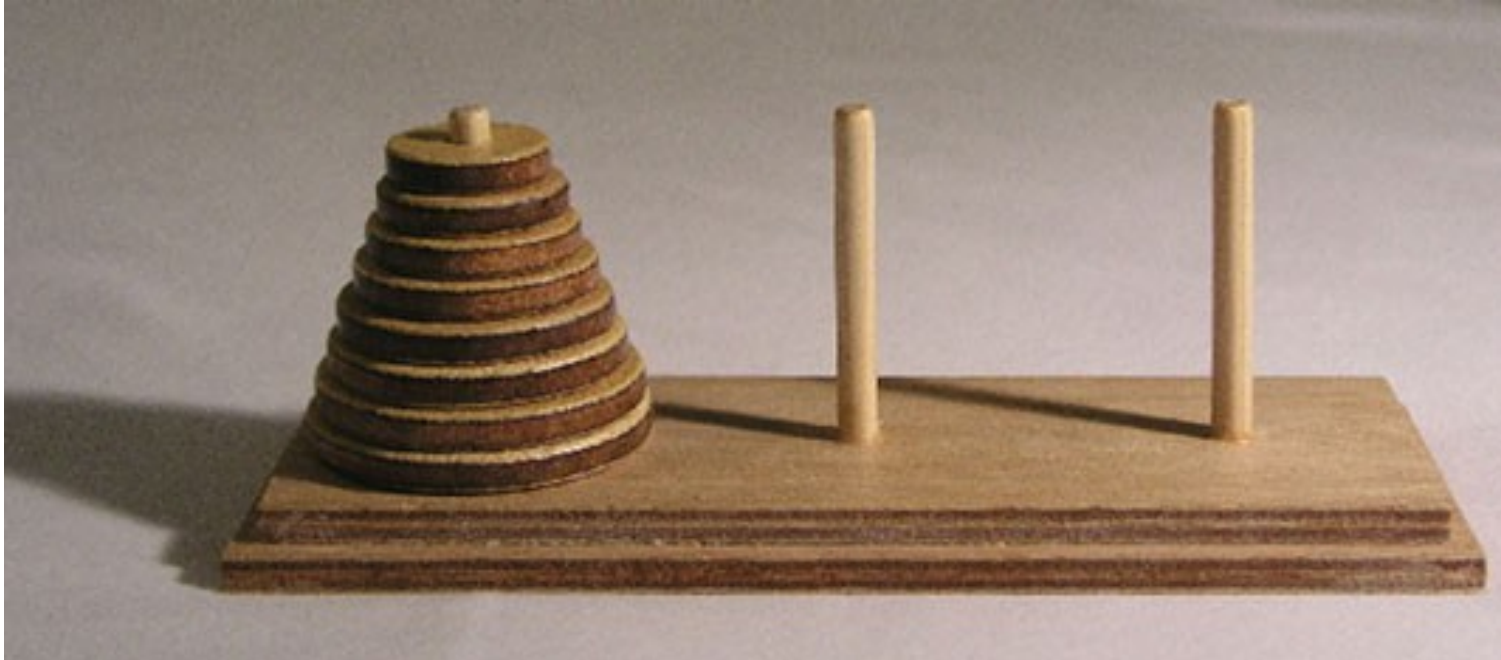
**study of media → study of
cognitive artefacts: study of
how a medium modifies our
mind**

**I semiosis:
cognitive artefacts**

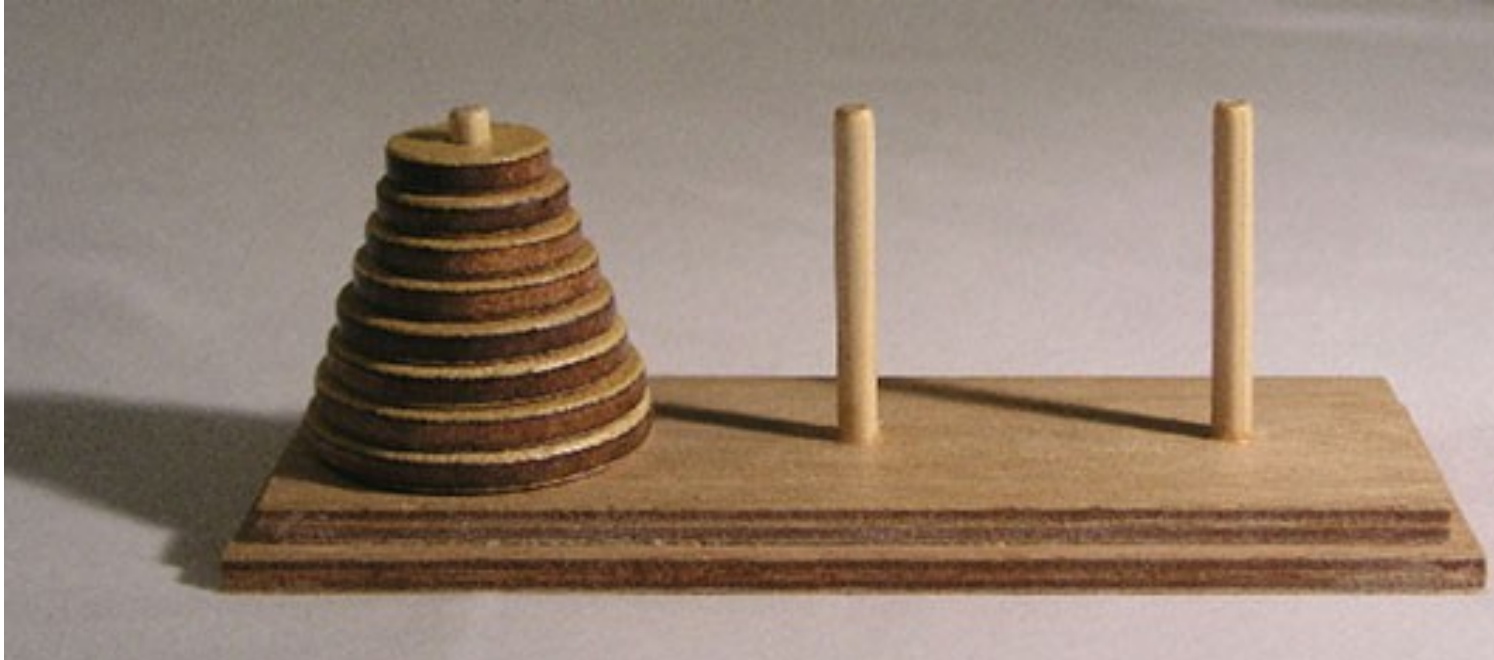
**II semiosis in the lab:
problem-spaces**

**III semiosis in the wild:
cognitive niches**

the tower of hanoi puzzle-game

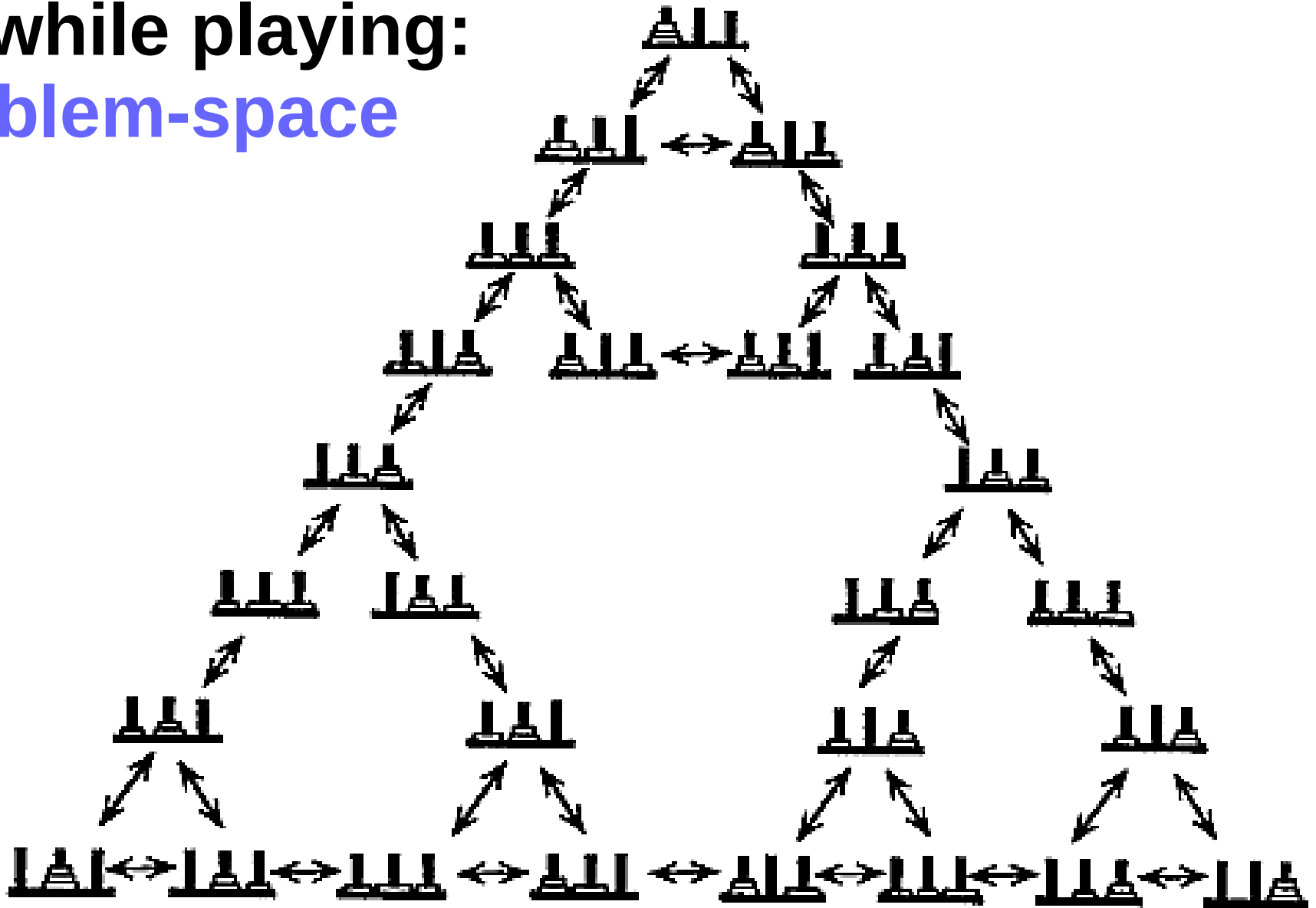


the tower of hanoi puzzle-game



- 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**



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William
ESSORIOS

multimodal resource-rich
environments



dynamical problem-spaces



**unpredictability, unexpectedness,
chance**

resources

environment

human

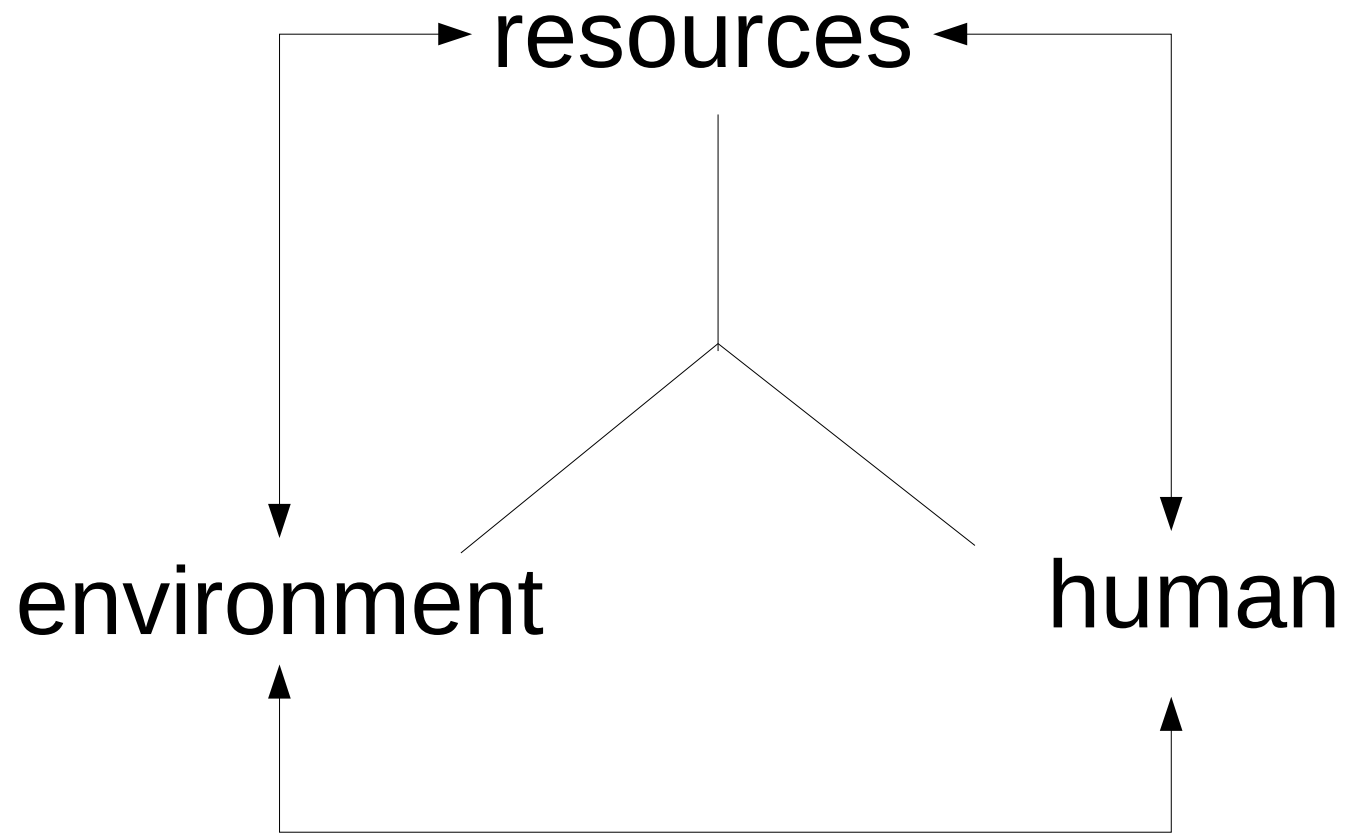
resources

environment

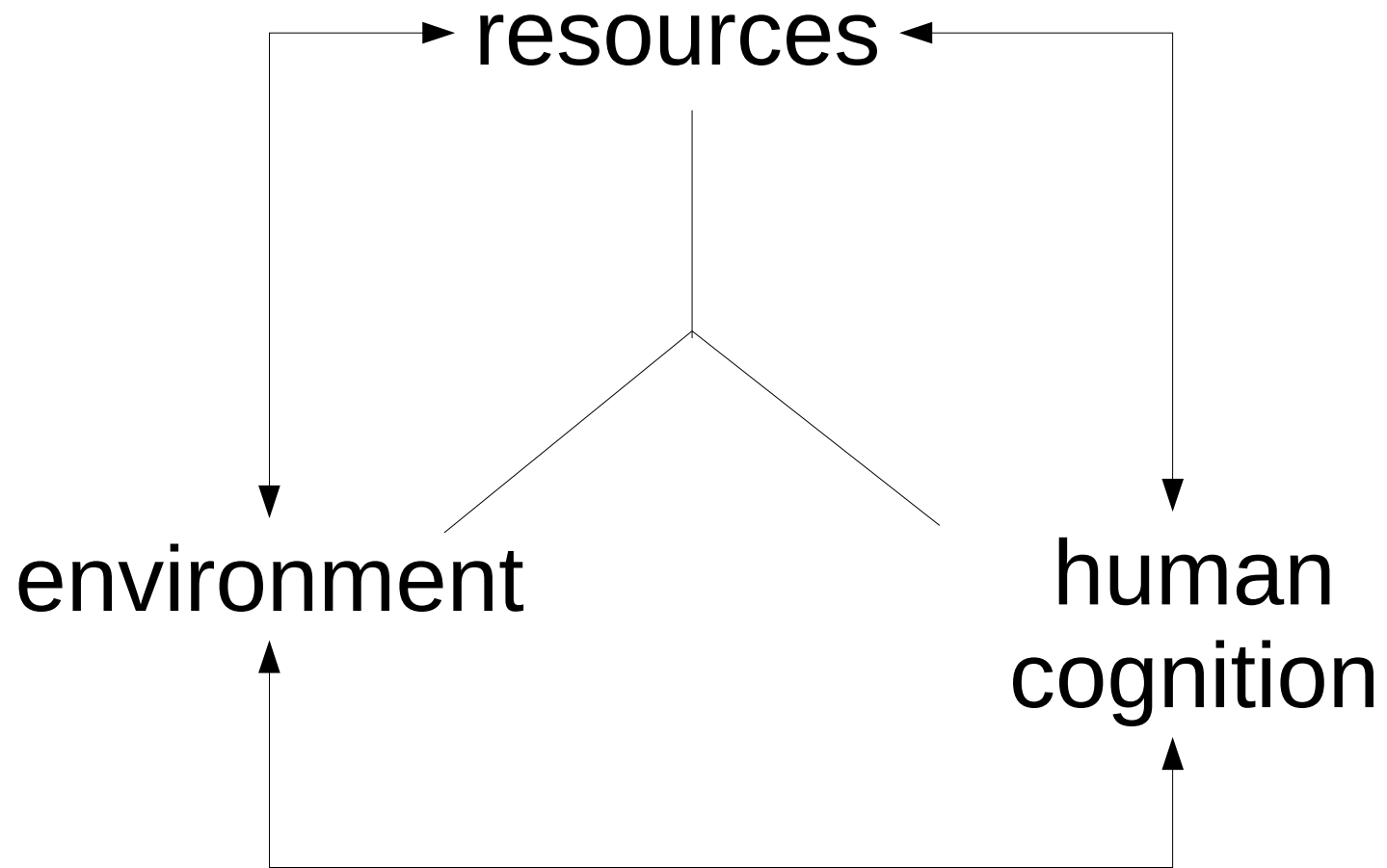
human

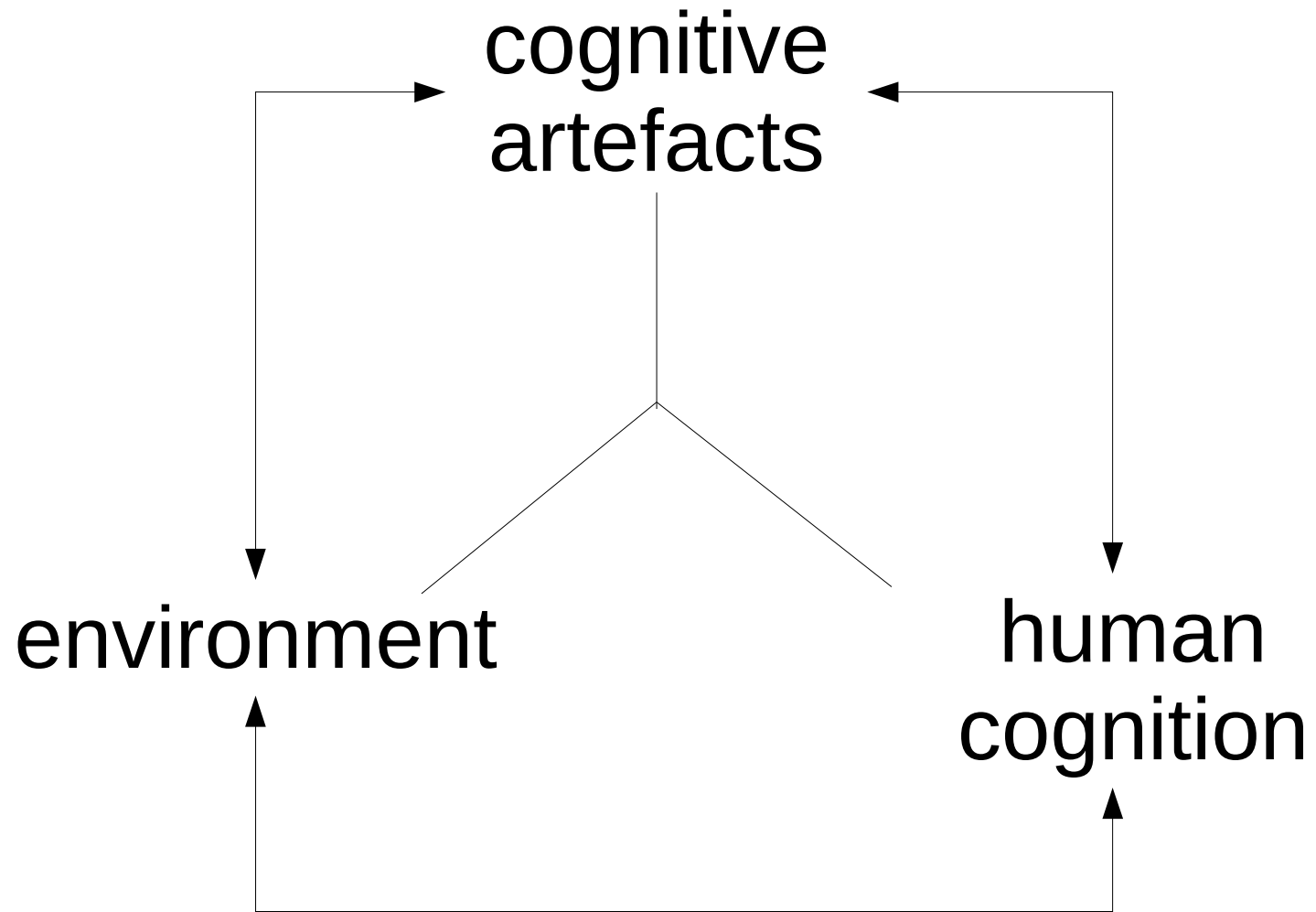


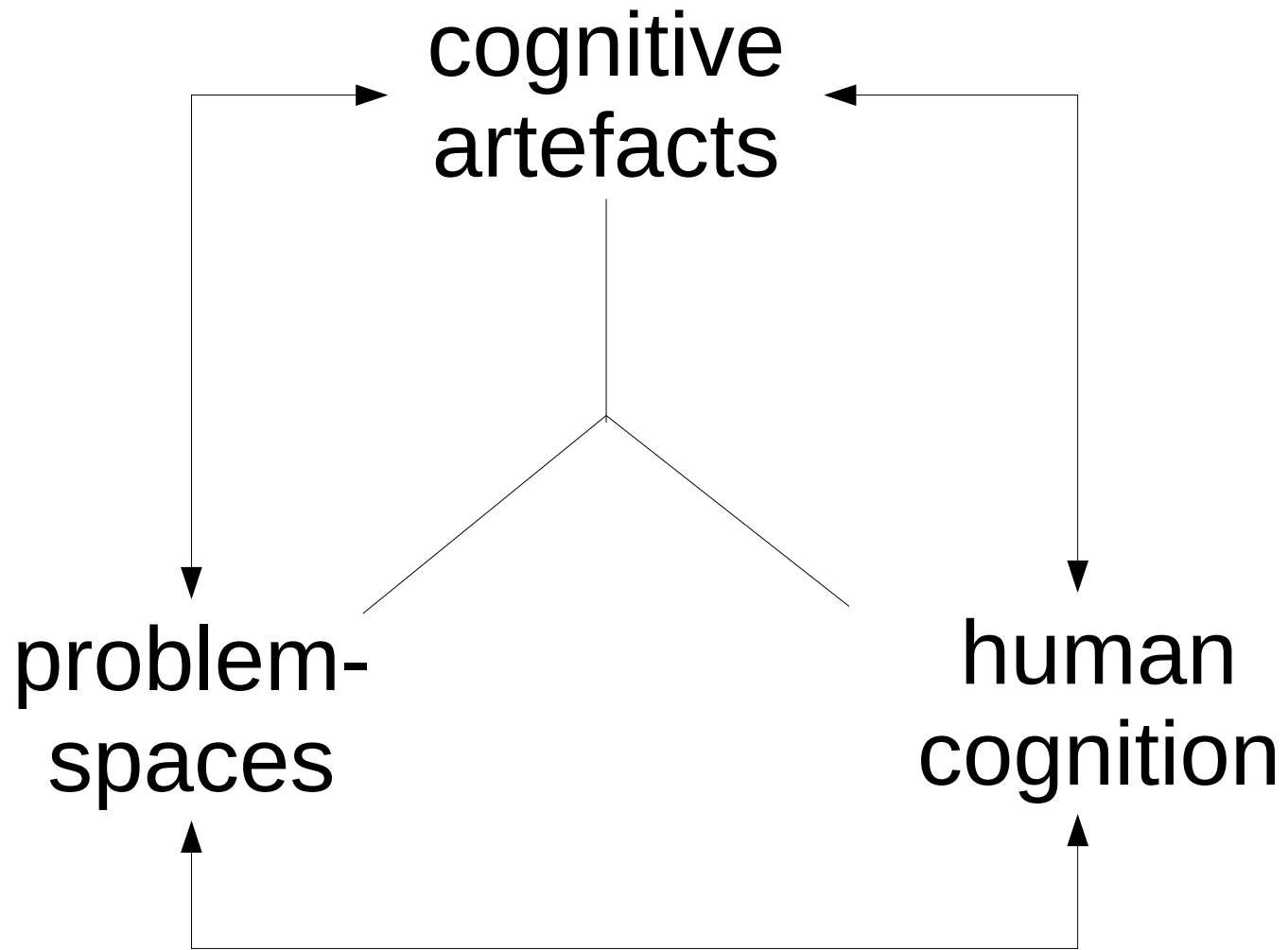


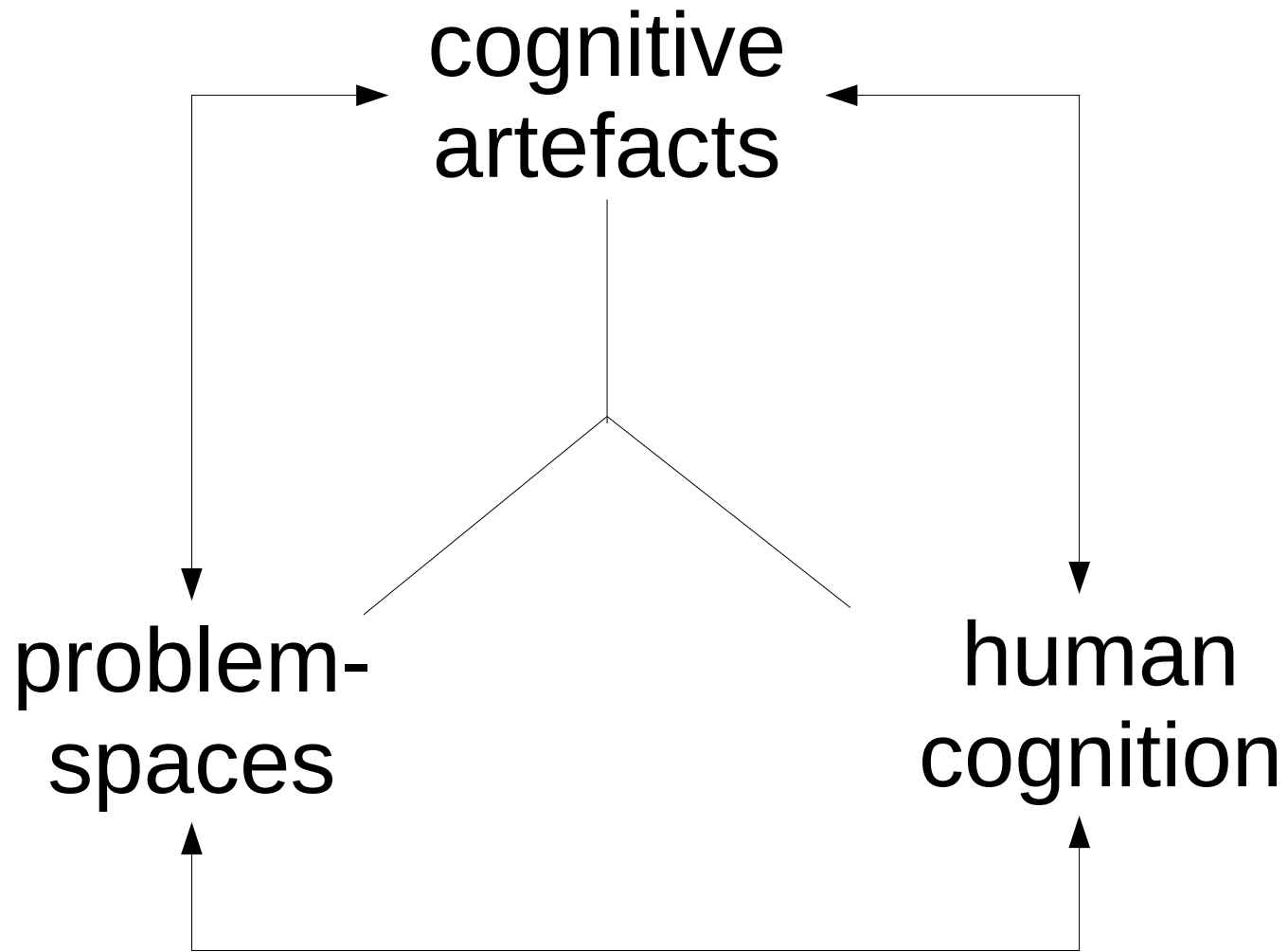


niche construction









cognitive niche construction

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;**

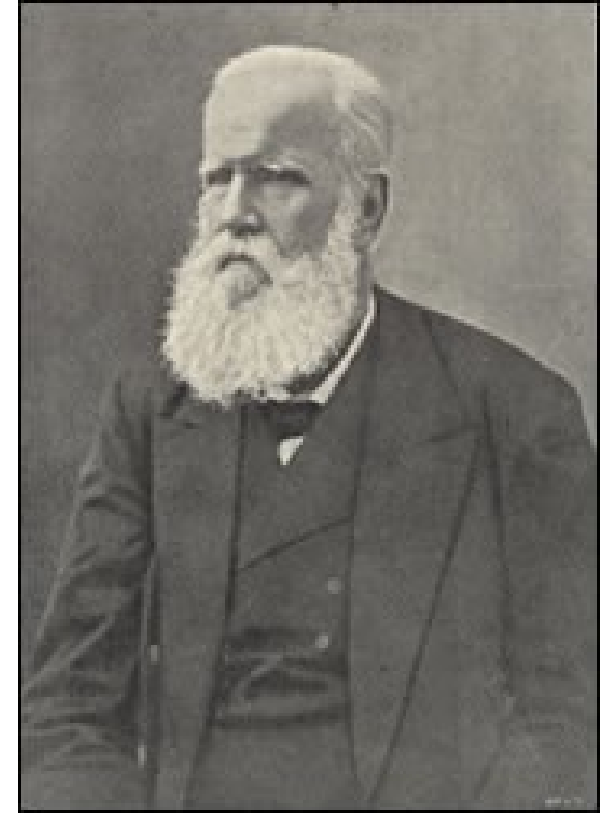
the possibility for action itself

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!

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