Chinese Whispers

semiotically mediating between idea and program

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How to make our ideas clear?
Charles S. Peirce

beauty   **computability**

aesthetics   **algorithmics**

vagueness   **precision**

learning is a process from vague idea to precise description.

learning needs metaphor.

vague ideas

precise descriptions   **sign**

metaphors

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                              presentation

sign function   re-presentation

                              interpretation

human-centricness

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programming as a semiotic activity

technical issues of programming hidden in a visual metaphor

algorithmic sign

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read by processor: **precise determination of meaning**

read by human: **vague interpretation of meaning**

we deliberately use an alienating, childish metaphor

a visualization that is obviously metaphorical.

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we offer the metaphor

not to explain, but to be used for a while, then thrown away.

learning

    makes metaphor superfluous

    transforms metaphorical into technical terms

end user programming as a sign process

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syntactic precision (processor): instruments

pragmatic interpretation (human): media