Personal Interview with Mark A.M. Kramer

Erika Reponen

Qik live webcast between Rovaniemi, Finland and Salzburg, Austria. 19.1. 2011.

Background
Mark A.M. Kramer is an early adapter of mobile technologies and a nomadic research fellow who is conducting his doctor research on how ubiquitous communications tools are reshaping our society, the way people work, play and learn.

M refers to Mark A.M. Kramer and E to Erika Reponen

Interview
M: So we are doing interview in streaming media, streaming video

E: Yeah, basically live video sharing and I'm asking you because I know you are one of the first ones to use these, which I know.

M: Yeah, actually I have statistics, actually...

E: Actually my first question would be that when was the first time you used live video

M: I have an idea

E Ok now it's, I don't know wow

M: It sounds like it's recording, but I have an idea

E: Mm?

M: That we live --, I record it live on

video too, hahaha

E: Haha

M: So that way it would be really crazy

E: Yeah

M: Good

M: I'm here with Erika Reponen. We are conducting an interview regarding live stream video. Ok, we can continue

E: Okay. So about the first time you tried it. Or shared.

M: December 23th. According to my Qik profile Dec 23. 2007 is when I started actively sharing live stream video on internet

E: So it was Qik then?

M: Yes Q I K, Qik. Which hmm quite honestly I think that it was the first application that I'm aware of that actually used live on it. And because it was pretty much only on Nokia platform I pretty much used Nokia exclusively for media production. It was N95. If I remember correctly Qik was one of the applications, which actually people loved and helped push N95 to live mobile plugin platform. Since 2007 I have recorded over 1800 videos. The average length of the video is probably one to 2 minutes, sometimes longer. The types of video I record are

usually interview or random shots and observations about my travels.

E: I noticed your title was nomadic research fellow

M: I explore different tools, which can be used in this. But. I'm conducting my doctor research on how ubiquitous communications tools are reshaping our society, the way people work, play and learn. That's pretty much it.

E: Yeah. How often you share these videos? Every day or?

M: In the past it was daily basis. I think recently just been so busy within my life that I haven't done it so much. But it's quicker for me to just pull out the phone and do a live video stream and must say that it's to share something. It would take extra time to write a blog or to make a video and upload it later. That's the advantage.

E: Yeah

M: But the disadvantage is that you are uncensored. So whatever you share, that you share it live and you risk for potential embarrassment or something. Haha. If you said something I don't want to share.

E: Yeah. And what do you do then?

M: Hmm -- I go back to video and either delete it or sometimes I make second video to kind of explaining that I didn't want to -- Hey, I have probably short a little story which I could share. I think 2 moths ago I was recording myself doing Indian accent. I was walking through a city, walking next to one of my students, who is from India, and I was speaking very strong Indian accent, and I recorded that live and sent it. And she got laughing at this. But she posted this, cause Qik has this effect, you can, whatever video I have, you can embed and post it on other social media platform. She posted it to her Facebook page. Friends of her in India really got upset that I was imitating. So I should really have not done it, because sometime one culture thinks, this is funny and other culture takes it differently.

E: But was it that you were sharing it live or not?

M: Yeah yeah I shared it live, I shared it live

E: If you had selected, you would no have shared it afterwards at all?

M: Hmm I guess if I had some clue about the consequences I wouldn't have been sharing it, I would not have done that.

E: Yeah. But then you didn't know and it's just there.

M: The point I wanted to make for you is that the context had different -- was difficult. It was the context. And I was alone and making fun on Indian accent, it was a closed circle. But the video opened that circle to other people to observe that, out of context and they didn't realize that that I was actually not really making fun in a negative way but sort of have it -- Yes this has been funny.

E: Yeah they kind of didn't see the big picture where it was, in which connection.

Yeah they were in the same kind of, in the same context that sense that they could see it but they only saw part. Does it happen often that you feel like this since you are sharing so much

M: Yes of course, of course, people, I think what happens is, to video, especially when it's live, you capture a moment and it's unfiltered, when you capture that moment, and distribute it, without any contextual information anyone can interpreted it the way they want. So another subject I do is walking the streets of Salzburg. Sometimes I conduct tours for friends. If they have never been to Salzburg, I give them a tour of Salzburg live through a phone. This is something I do often.

E: It's nice. And I have also seen some of those videos from Salzburg

M: But sometimes whether it's strange or, but with Qik ANYONE from world can watch it and see it on live stream. And I remember, one of the advantages of Qik too is that it can give you live feedback, so someone can chat with you and send you a chat message. And making one of these tour videos I was commenting on this and that, there was a horse with carriage but I didn't comment on that and someone commented in that: why didn't you comment on that, it's something unique.

E: So they were following you and kind of interested. They were asking you to, like that you should act as commentator.

M: Exactly. He was kind of -- me to, if I can closer to --

E: So did you then go? And how did you feel from that?

M: For the person observing I think they really appreciated it, the ability to be co-producer in that experience. I guess co-creation is -- I'm more or less a robot with a camera. They drove me from far.

E: So you feel that this feedback is important? Like live feedback

M: Yes it is yeah I think. For me it's one of the strengths of Qik, feedback. But feedback with text is limited though. Because when you are filming, you are not really concentrating on reading text, you try to be concentrating on filming. So if there could be sort of voice feedback with streaming voice, this would be potential.

E: So you talk a lot during these videos? Or are there sometimes some videos you don't talk at all or? Are you normally acting as a commentator or what? Or are there different ways?

M: I think most of the time when I start a video live stream it's because I see something I think is beautiful or unique and then I may comment just to give a little more context, explain what it is. But if I start with a tour I start commentating from the beginning

E: So it depends on the situation

M: Usually its a decision. I like to film

like music, so just start filming and let the music speak to itself rather than explaining

E: So how then if you talk, is it ok then if you walk somewhere like alone and record. Are you talking alone or how? How is it, how is it going?

M: When I'm recording and talking to my phone other people look at me, it's quite strange and I'm actually pretty self conscious doing that. What is he doing. But I'm also very conscious in capturing other people. I'm conscious in their privacy but knowing that most of the places where I'm recording are public spaces, I don't feel so bad about it.

E: do they then notice that you record? Maybe sometimes.

M: Some do yes. The N900. Nokia phone have red light indicator that's on while you are filming but the iPhone does not. So with N900 you can be more translucent that people wouldn't know. I think Nokia is more conscious of privacy issues. And when someone around with the red light flashing or whatever people kind of take those?

E: Does it, this talking then affect people? Do you think it helps them to notice you record or?

M: I think the first impression is that the people think that I'm doing a video conference, first, rather than filming.

E: So they think you are filming yourself

M: Filming myself, but they don't think

it's live. In general the society doesn't realize that live video streaming is reality for mobile phone. What I have learned, that people in general do not understand the concept of wireless Internet. They understand WiFi but they don't connect mobile phone to the internet. They are thinking it's a separate network.

E: So they don't know it exist so they can not really be worried about their privacy or anything?

M: Yeah they are not thinking, it's not the first thought, that: oh this person is already in the internet, filming it. What I do tell people, like if someone sees me and start asking, what I'm doing and I explain to them and then I just give them URL. It has actually been. You can see some of the videos online, been doing something what I do and then I tell them and they are happy.

E: Maybe I should go and see some of your videos. Well I have seen many of those already. But sometime I could go and see some examples

E: The setup? It's Qik mostly you use or do you use some other?

M: I use mostly Qik for live video, Qik. If I make video in general, I use camera on the phone and then sometimes I upload it to blog, sometimes I port it to my laptop and then edit it.

E: And I have seen that you have been putting your Qik videos to YouTube also

M: Yeah, I have an application. I have

default setting that Qik goes to Youtube and also with Twitter, tweets. And the reason I have --   I find actually that backend server for Qik is quite slow. I think they using Amazon S3 server. And they are over loaded. If I'm porting the video to YouTube you loose some quality, but at least I have some more access.

E: Ok, and you don't use any other. You just have your phone and no other, like accessories or anything?

M: No no, i 'm not using iPad or anything.

E: Ok, so it's just you and phone

M: Missed your last question

E: I was just saying that it's then just you and phone. You can quickly start.

M: Like if I want record self, like without holding the phone. I mean I can turn it to myself if I hold phone, like am doing now. But if I want it to, say film myself talking with someone --

E: Which you use mostly?

M: I just use my hand

E: And you show your environment, not your own face? Or both during the same video?

M: Mostly my environment, I turn on -- I show my face only when I -- In my mind I'm thinking it's polite if I show my face sometimes. So that people see who is behind the camera.

E: Yeah okay, interesting

M: If they just hear you voice there is always the question in your mind, who is this.

E: Then going to the motivation. What was first the motivation to start taking these live videos? If you remember how did you --

M: I think it was the. I'm sort of an early adopter of technology in general. I took interest on how could we use technology, and thinking scenario building, thinking how would I use this if I was a fireman or an ambulance driver or, so, on that perspective. I was thinking in citizen journalism perspective, how could I use this to capture the news that is happening live. That was coming more from research perspective.

E: Yeah. And so it was your own idea, you just found it and tried to, wanted to try it out

M: Actually how I discovered this, was after the Lift conference in Geneva in 2007. I think it was Robert Scoble. He was filming and interviewed [someone]. There I discovered it. It was true social media, through the active live streaming video I discovered. It wasn't like someone told me.

E: You saw it by yourself and found interesting

E: And the motivation, is it still on technology and how you could use it or did you find some other motivations now that you have been using it so long time? Why do you keep on using it?

M: Yeah hmm I think, the other ways I like to use it for is to communicate with

family. It's more personal way to share thoughts and feelings with family members and friends. I could write an email, I can send special -- video but it's something more special if you know it's live. Cause even though it's mediated experience and you know its digital, it's not real, haha, there you get more context, more feelings, like if you now watch my stream. If you now go to Qik and watch my stream!

[discussion and opening Qik web page]

M: Can you see me?

E: Not yet but I see your page and it says you are streaming live so lets see if I will see you later, when my computer is ready for that. Now I see you. Yuhuu. Hahaha, hello!

M: The reason why I wanted you to go there now is the different experience when you have live video

E: Yeah that's true

M: I think people enjoy services like live video because it's live experience. I know Nokia has been -- You have integrated in your handsets to -- to video calls for years but it's only been recently that people started using it more because the way it's marketed now it's called face time, not video call, so it puts more personal perspective in it. I'm always thinking, so this is a side note, do companies like Nokia, they have always been kind of ahead? But they are always like 5 years ahead everybody but for some reason

things don't catch on until five years later. Then people will --

E: Interesting

M: I think there is at least 5 years lag between early adapters and when technology is mainstream.

E: Yeah and you started like 2007 so

M: Yes 2007

E: So it should be coming. Yeah but

M: Now 2011 it's 4 years. But actually end of this year video call and live streaming video will become very hot. And that's gonna be offered because of the tablets. Right now the only tablet which really has the cameras that you can use for streaming -- I think even Qik is promoting the fact of using tablets for live video streaming.

E: But is it then for both sharing your own face or and the environment. Do you believe in both of those use cases?

M: You mean like picture in a picture?

E: No not necessarily but like if you think that people will start more like sharing, just showing where they walk and their environment, not just this normal way of video conference thing where they just show their own face and talk to camera.

M: No of course if I, when handsets, mobile devices have 2 camera. It's clear the reason why there are 2 cameras. One is the personal camera for face to face call and then the other camera is a higher quality, meant for capturing environment. And I've found myself that, recently Skype has launched video calls on 3G

networks with I phone. And I think it's the only handset doing it right now. I have not been able to that with Nokia. So I switch cameras, I switch to front camera if I'm talking to the person and then I immediately switch to the back camera when I'm showing them around, like a tour.

E: Yeah okay that sounds clever.

M: I'm switching back and forward between 2 cameras.

E: Yeah

M: Of course if you would develop an app. In the future you could have easy interface to switch between the two cameras.

E: So which was the, which did you say that where is it?

M: I'm using the iPhone 4. And I'm sure it could be used in any of the iPhones, the Skype application

E: Ok, yeah I need to check that.

M: Skype, in many ways, Skype doesn't record to any other server so it's truly a live experience. But if --

E: Are you using it only for 2, between one person, between 2 persons or for the groups?

M: Okay by now it's only to say point to point

E: So it's like a normal call but with the video

M: On the other side there might be 2 or 3 people standing in front of mobile device.

E: Yeah that's true, yeah of course that's true.

E: But how different it is to share video with just one person or just one group or this whole world?

M: It's based on the context again. I've used Qik in the past for example I teach at the university and sometimes if I'm late to my seminar or class, I have actually started talk to my students, I have called ahead or texted them to turn on the the projector and go to my Qik site.

E: Wow

M: And the funny thing is that I kept the video stream on until I entered the door and as I entered the classroom everyone started laughing because they were able to see every moment of my way to the classroom.

E: Interesting.

[Starting new recording and talk about that]

E: Still about these changes after 2007. How do you, does it feel different or is it just same, sharing live videos now and then in the beginning. Did you learn something, or how did it change? We already talked that you are maybe not sharing that much, not daily anymore maybe but --

M: Well I think yeah, since I think any new thing you are excited about it and want to try it as much as you can.

E: Any other changes, like topics or how you feel about it or is it just from the beginning been more or less same?

M: Well now it's embedded in my digital

culture. So I know if I want to share something live, I know exactly how pull that out. So it's like thinking: Ok, If I need to do something, what tools do I need to use, I know what tool to go to. So I go to Qik.

E: So you don't need to think it.

[M: I need to stop recording, I don't have enough memory]

E: So you don't need to think it so much, how to do it

M: No I don't need to think about the concept of using it now, this is normal. But --

E: What about the audience, do you think about the audience? Of course when you are going to the class and then it's clear that there are these people watching and it's kind of meant for them but --

M: There is this voyeurs culture, I know there are people who are just watching but they don't give feedback, and I know --

E: But do you all the time have it in your mind when you are sharing video? That there is now --

M: Yeah I'm cautious, in not making some things, seeing them all the time live. But I'm conscious on the privacy issues. I'm also conscious on that my father watches, he observes my life through Qik

E: Ahaa

M: So if I don't Qik, I know that he misses me.

E: Hahaha

M: It causes me to tell him things. I

observe he's live watching this interview which we made

E: Hahaha, yeah it's -- But you kind of like it? Because, probably you like it because you like to share video? It doesn't bother you? Maybe you could just call persons video calls privately if you wanted to but --

M: Yeah. It's the video, like said, it's the next best things to face-to-face conversation

E: Yeah

E: So you get feedback live. Do you get some other feedback, like later?

M: Yeah later, some Qik comment live but I think people don't really, they don't log in, live, to see live stream. What they do is they click through maybe the URL I sent to Twitter, and then they click through.

E: So, the Twitter is your way to get people to know about it

M: Yeah. To put it back to -- I don't think people are sitting on Qik, waiting for videos. But I do it there

E: So is it the only one

M: I embed my stream, my personal blog and --

E: So it's maybe that they just happened to be there and start watch

M: Possibly

E: But the Twitter is the normal way how you --

M: correct. And YouTube. After I have to be unconscious on how one titles of videos. Because, I'm conscious about that

video.
[General talk while starting recording again]

M: Another observation, I have made, is that if I share live openly, you share your live through media on a regular basis, when you do meet people face-to-face they kind of know what's going on in your life already, as if they have been with you

E: Is it like they would know you, even if they don't?

M: Well they know what you do, they know aspects of you but of course they process it differently I think

E: Does it make it easier then to come to talk or?

M: I think people want to, the conversation goes to, how should I say it, you don't have to explain certain things in the conversation, because you kind of know that person has seen that on your Facebook profile or they have seen that video somewhere

E: I have noticed the same thing Facebook that it's already, you don't need to tell, but video is probably much more, even if you don't know some person at all, beforehand, and he has been seeing some videos from you for example maybe it's then-- I don't know, but maybe kind of easier to come to talk or?

M: Yeah it's easier to talk but it's also that you refer to something quickly, like you know last week I posted some video - yeah I remember - you don't have to

explain, people already know

E: So this is kind of a benefit, that people who follow before, they get to know from you?

M: Yeah, that is the benefit. I think what happens is that it becomes an -- in the sense that you can capture an event. Like this interview, I'm capturing in Qik, and in case your recording is not the best recording you can discover back to this video

E: Yeah

M: That's one benefit

E: But it's not live then, but it's certainly advantage then. It's kind of a good thing that you can share it live but also it's stored somewhere

M: Yes

E: So both are fine

M: Honestly the camera is, hahahah

E: Hahaha [Camera/video is in wrong orientation]
[Discussion about re-starting the video]

M: You know one thing I can imagine as a scenario is intimate, intimate relationship would take on a new dimension with live streaming. As you and I know is that porn industry has drive a lot broadband and also video usage in general. So I can imagine that porn industry would do a point-to-point live video between people. This would create a whole new industry. Or sort of on-demand.

E: Yeah

M: But what I think in health care it will

be a great benefit to document what's going on.

E: Yeah

M: A lot of people don't know what's going on in surgery or --. Within surgery they maybe want to show aspects of the surgery to family members, to let them know what's really going on. So you could use more devices with live video in medicine. But in the field I think there are military applications of course you can think of but also to protect oneself when you are traveling. I can imagine walking down a street filming in the area which is [bad]. So, by filming it you kind of protect yourself showing the world, the people who are around you.

E: Yeah that's true

M: Kind of like a security thing.

E: So you kind of give something from yourself but you at the same time will get this security.

M: Yeah you are like showing, live filming, you're capturing what's happening around. If something happens to you, you don't --

E: Yeah

M: But maybe we need to have a way to people in around you to know that you are filming so that they wouldn't bother you. So it's like prohibitive experience: I'm doing this now, don't bother me.

E: Yeah haha

M: Don't mug me, if people mug me, it's on this video

E: Yeah that's true. So it's kind of, this is

really big benefit for yourself if you think that way, that it could really help you in your life, also in security.

M: Well it would be more, I think useful, if embedded in one of --.

[Some side comment and talk about his phone info tip]

M: What I was going to say was that in terms of personal security it would be more beneficial if it was embedded in your, like camera in your glasses, I know this is scenario Nokia has worked on with, eyewear technology, so if you are able to stream video from your eyeglasses in the middle here [forehead] that would be, then people would use it.

E: Do you think you would use it more then if it was always so easily available, you don't need to have it in your hands?

M: Of course, but you have to be then, there are some legislation. You have to have some sort of light or indicator. Like that they know you are recording

E: Light in your head haha. Yeah that's probably true

M: Also when you are holding the phone up when you are recording, then it's, it's easier for someone to just crab it, to steal it from you, you have to bear that in mind.

E: Then do you see these live, these videos afterwards?

M: Yeah

E: Sometimes or?

M: Sometimes if I'm capturing an

experience I want to re-live, then I watch it again.

E: And does it work? Re-living.

M: Especially if I want to show someone what I did, it's much easier.

E: But for yourself, do you get the same feeling again how was it or --

M: Yeah it's a trigger, it's a trigger, to imagine emotion. I'm sure if I went back to my video archives and I went to any date and click on a video I would, it could recall the emotion, the feeling I had that time. That would be actually kind of an interesting experiment to do. If just. People who, like myself, who have over many years created hundrets of videos, thousands of videos, can they recall the experience randomly of video that's chosen. So that would be, the test would be to see the depth in strength of emotion or feeling of choosing a random video.

E: Hmm maybe should try

M: Video is unique experience cause, ok people are getting tired of these email, so I'm sure the video mail would become more prominent now. I can just take 10 seconds to record something quickly and send it.

E: Yeah. How much do you watch these videos from, by others? Live or some YouTube or so?

M: That's a really good question actually, I find myself personally -- I watch more my videos than other videos, because it's more relevant to me. But if someone sends me a video I'll watch it. But I don't consciously just go search some videos

E: So you are more like a person who likes to record and show to others than go to see others

M: That's me! But I could imagine. When one records on handset, you have got the media diary, and the location. Then you have the time, so and it's very -- you can actually have very accurate location where it was filmed. Now I can imagine if I wanted to go plan vacation it would be interesting for me first to see if anyone is at that location now, that I could watch the video stream, to see what the weather is like. Maybe the vacation is faraway and I'm just looking to feel what the place is like. But if I want, if I'm in Helsinki and I want to go to Espoo and I want to see what the weather is like there cause I wanna go kayaking or something, then I would like the ability to tap into somebody's live stream quickly to see what the weather is like.

E: So for you it would be really the place, which you are interested in, so it doesn't really matter who is recording the video?

M: No. So it's not so much the person, but the fact that they are creating value by filming something at the location. But the time factor is also important, see if someone want to go to a club, often people pay the cover charge and when they go inside the club, they find out that the music sucks and there is not so many people: Now if in new time you are capturing live streams of people within

the club, also you would get a feeling of the music and see how many people are there and you make a conscious decision before going in a club. So it's actually lifestyle application.

E: So you kind of can think of using, watching them more, but is it, because there is not so much available or like--?

M: Yeah it's the culture of making content for these 2 scenarios I just described, is not there yet. People are not going to clubs filming quickly something and consciously posting it to let people know what it's like here. Now I can imagine that when we talk about journalism, we usually think about people who take a story, reflect and write about it and post it. But I think a new type of journalism could be where you have live roaming reporters to do, the no matter reporters, who covers certain aspect of culture. So one, in a weekend when lot people go out, now I can imagine, a job a person would have is to go to different clubs, get in for free, film a little bit, get feel what's going on at that moment and update it periodically.

E: Well that reminds me of at least in Salzburg I have seen these photographers taking pictures there and then going home and posting them.

M: Yeah exactly

E: Could be also video and live

M: Exactly and not just live but can share playlist of club. We could. I really like that track, where can I download it, I really like this artist or this dj work how

can I get more information about this person. So, I can imagine if location will become more prominent through exposure from media. Like, I go to a concert. There was this U2 concert in Vienna.

E: Yeah i saw you there

M: So you saw me through video link. But imagine all the other people who took pictures and videos and all of these is aggregated. Then you can re-live that concert experience from multiple angles and multiple perspectives.

E: Yeah that's true but also the live things that even if you can live it at the same time when it's there already

M: True. Speaking on this U2 concert. I was there with security and I filmed when people were coming in. I think it was at least 10 minutes. And it's shown how people, how part of the stadium filled up in 10 minutes, very quickly. It was quite unique experience.

E: Yeah it's part of the experience, it's not when they are already playing but also this part of going there and. Like following it in Finland, it was also nice.

M: So let me say something what else I think is different scenario. If I have children, as a parent, I have children I want to quickly connect with them

E: Would you ask them to share video or? Would you share video yourself or 2 ways?

M: Both. I like them to -- Sometimes it's children initiated, they want to share something with their parent. Now I,

actually in Finland there was a pilot project with smartphones within kindergantens or daycares. Like many parents who go to work they want to know what's happening with their children: So his name is Peter Westerbacka. I can't remember the name of the projects but basically it's the service with they provided the smartphones to kindergarten teachers or to daycare and then throughout the day the would take pictures and make videos and post them on some sort of platform like a blog. And then could check in and see what's going on.

E: Ok, but it's more like, more closed so it's not open to everybody but probably more like a security cam than open.

M: Correct, it's a vault community. Only people who had children in this kindergarten could access.

E: Ok. So there are these many reasons for these recordings. Like it can be benefit in private life but also more like professional and also that sometimes need more closed setup and sometimes you like to share it with everybody.

M: Exactly. So I think platforms have to look at privacy differently and also offer an opportunity. Maybe as a premium package I have a private channel.

E: But for you which do you think is more important, these private videos or these public? Which do you like more, or can you say? Or is it like for the different meanings?

M: Okay if I was having a conversation and it was with loved one or my partner or someone --. So it's the different level of intimacy, that's what it is, I think you have to look at the intimacy. For instance right now in this interview with you I'm conscious that this could be shared with anybody. So I'm careful with what I'm saying but if I was to be more open culturally I would be --

E: Maybe I should call you then privately afterwards if there is something more you would like to say for this research. Yeah, but I believe you are anyways like, in the research point of view, you are probably saying what you mean.

M: Yeah of course it depends on. I'm an open person, so culturally I think my culture is effecting how I share. So sharing is definitely connected with ones culture. So maybe in scandinavia which I'm fairly familiar with, people are more reserved and shy in public but when you put a video camera in front of them they open up hahahah that's what I have observed. So it's, I don't know why sort of the video camera removes certain barrier.

E: Maybe then, I don't know but could it be that then you are not talking to person but to the camera more.

M: That's a very very good point

E: I don't know but

M: Because it looks like technology in front of you, people SEE a phone or they see a camera but their mind isn't making the connection that you are actually

talking with people.

E: Yeah

M: So should, when you turn the phone around and you see the face of the person on the screen. That may change it's dynamic. So you could probably do research on the 2 cameras on handsets, which feels more personal.

E: True, that could be. And also like funny, for example you there now. I don't know how many people are following you now, in live Qik but like you could be in big auditorium talking to people and they were following you but is it different, when you see the people there following you or now could it be like, I don't know how many people watching. Does it make any difference?

M: To certain, yes. If I know, for instance now if one Indian people is watching me, then I would probably be conscious what I say. I would speak slower, knowing that English is probably not the first language of most people and I would probably smile more haha.

E: Haha

M: I mean it's different how many people. It's one to one like right now or. Actually the thing --

E: But you don't know, or I don't know if you see if there is someone else watching

M: Correct. Well in reality this is the unique problem we are facing. Usually (you see) I'm talking to one person, I'm talking to you Erika, right now. Potentially because it's live, others could be watching

too.

E: And does it, is it ok for you?

M: It's ok because I'm not thinking about that.

E: So if they like to watch they watch yeah

M: Yeah, but if it was a lecture, and I knew beforehand there is going to be many people watching, them I'm more conscious on what I'm saying

E: Yeah. It's kind of funny but it's definitely exactly like that. It may be same if it's live video - you are not recording some lecture video and putting it later to YouTube. It's not really the video sharing but just talking. And if someone happens to go there and see it's fine.

M: Yeah. So the point is that we are creating these multiple dimensions now. So you've got the live dimension and you have the archived dimension. And what I mean by archived, knowing, if I don't personally delete the video after service, they are permanently, so, and capturing this moment, it is 200-2000 years from now it could be viewed again. But people are not consciously thinking of that, that there is the permanency of capturing. So, bring in another element in this discussion, I'm sure there might be a backlash and people will stop using social media for a time until they come to terms on how -- What I mean is that if you know that something is kind of permanent and searchable whether it's voice recognition, my voice, what I say, the audio could be

scripted and put to text and then text can be you know distributed very quickly or the audio can be distributed. Or they can take each word I say and crypt each word and create sentences from the different things I have said.

E: Yeah. But it doesn't really bother you? You are kind of aware that it could be happening.

M: I'm aware that there is potential for anything

E: Yeah

M: And no it doesn't bother me

E: As a researcher, you are anyways interested in trying and seeing what

M: Exactly. And I, because ok, even though we are capturing media which is permanent, it has a permanency and it can be remastered and scripted and I should say mashed up in different ways too, because I use live media give you that authenticity. People in future would probably think okay, if the recording was not shared live and is a mashup, I'd rather go to a live source than a mashup. I guess

this comes to a solution, is there a way to create a metadata that certifies the video stream so that it's -- [authentic] not just something that's mashed up.

E: Yeah, original. Yeah.

M: Wait a second. I'm talking with Nokia Researcher on video streaming [Mark tells to people next to him]. We are doing an interview. But i am recording the video here, which you can watch now on Qik, and am talking to a here. And we are recording it live.

E: So where are you

M: [other people say Hi & show in video]

E: Hi! Tell greeting for them! Haha

M: Erika, I have to show you a tour -- this picture for you to give context. This is our office.

E: Niice.

M: [Talks about his work]

E: This is very interesting because you are the person who introduced Qik for me.