Thinking Affordances
Rhetoric, Philosophy, Design

Friday, February 22, 2013
9:30AM - 2:00PM
Humanities
Gateway 1030

Featuring

Harry Heft
Professor of Psychology
Denison University

Andrea Scarantino
Associate Professor of Philosophy and Neuroscience
Georgia State University

The term “affordance” was first developed in 1977 by the ecological psychologist James J. Gibson to describe the way in which creatures perceive their environments as scenes of action and use. Affordance has emerged as a vital concept in design studies, cognitive science, philosophy of mind, human-computer interface (HCI) research, branding and marketing, and environmental psychology. Humanists are taking up affordances as a way of understanding reading practices and interfaces, the relation between play texts and dramaturgy, and the thematization of objects and environments in fictional and poetic works. This conference brings together scholars from several fields for a collective discussion of affordances today.

9:30  Convene (coffee and snack)
9:45  Greetings and introductions (Julia Lupton, English)
10:00  Harry Heft, “Hiding in Plain Sight: What are affordances, and why did it take us so long to find them?”
       Introduced by Sanjoy Mazumdar, Planning, Policy and Design
11:00  Andrea Scarantino, “Emotions as Affordance Prioritizers”
       Introduced by Daniel M. Gross, English
12:00  Lunch (hosted in room)
12:45  UCI Faculty Panel: Unfolding Affordances
       Presentations by Daniel M. Gross (English), Keith Murphy (Anthropology), Jerome Christensen (English), Simon Penny (Art), and Sanjoy Mazumdar (Planning, Policy and Design).
       Moderated by Miles Coolidge, Art
2:00  Conference ends.