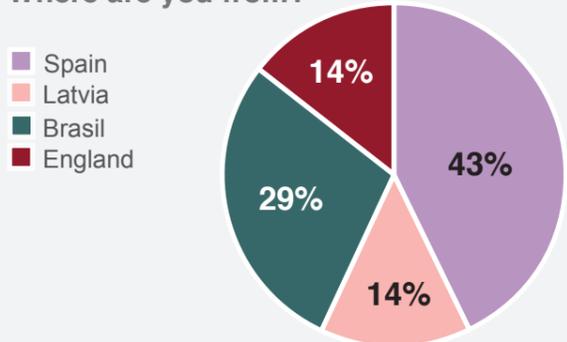# Follow-up survey results

from Urban Alphabets WORKSHOPs in 2014

These results come from online follow-up surveys after the Urban Alphabets Workshop in 2014.

These results were collected using a google-form 2-4 weeks after the workshops.
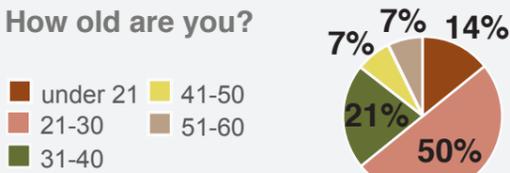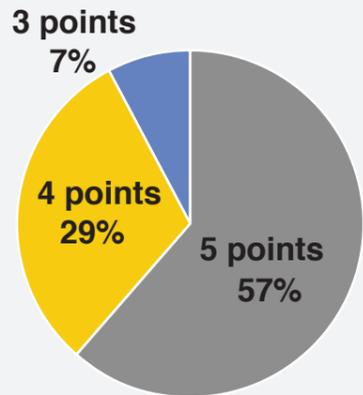
14 participants

Where are you from?

- Spain
- Latvia
- Brasil
- England

14%
43%
29%
14%

What is your gender?

Male 43%   Female 57%

How old are you?

- under 21
- 21-30
- 31-40
- 41-50
- 51-60

7% 7% 14%
7%
21%
50%

Did you enjoy the Urban Alphabets workshop?*

3 points 7%
4 points 29%
5 points 57%

* scale between 1 (not at all) and 5 (very much)

After the workshop, do you notice yourself looking at LETTERS differently?

No 25%
Yes 75%
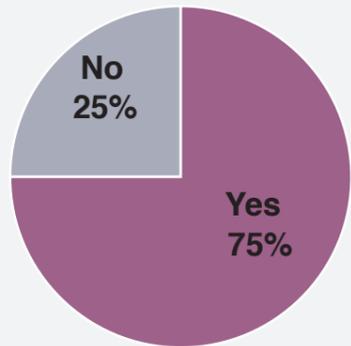
How did your perception of LETTERS change after the workshop?

"I get more the shapes, the variety and little differences in letters."

"I am much more conscious about the way we are surrounded by signs and words everywhere. It also makes me aware of some traditional typefaces which are not in other cities and make each city or even neighborhood a bit different from each other and that's very interesting."

"I see letters like symbols of a culture because they are very different in other cities. With the workshop I learned that letters are part of the society."

"I have started to categorize the letters in different categories."

"Started to see letters in places where they are not made intentionally."

"I can find letters where before i never think about."

"I've had this kind of perception. The change for me was winning a very useful application, easy and practical for something they already did."

"I think in particular of forms, the letters continue letters, but watching buildings, walls, streets, objects the letters appear ..."

"The city, the people and the letters are intertwined in architecture that is very private. But the everyday everything normalizes does not allow a perception of this process. The activity allowed the distance and reflection necessary to reach this conclusion a shift toward the view. In the routine you look but do not see."

After the workshop, do you notice yourself looking at ADVERTISING IN PUBLIC SPACE differently?

No 44%
Yes 56%
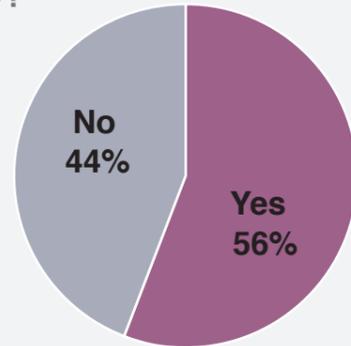
How did your perception of ADVERTIZING IN PUBLIC SPACE change after the workshop?

"I'm more sensitive of the typographic strategies."

"It made me more aware of how advertisings in public spaces are designed in terms of typography and to decide which ones are good or bad drsigns. It made me realize that they are everywhere you look at."

"I stared at some advertisement when in the past I didn´t notice it was there."

"Advertising in public space is forbidden at São Paulo. We have a law called CLEAN CITY - Cidade Limpa."

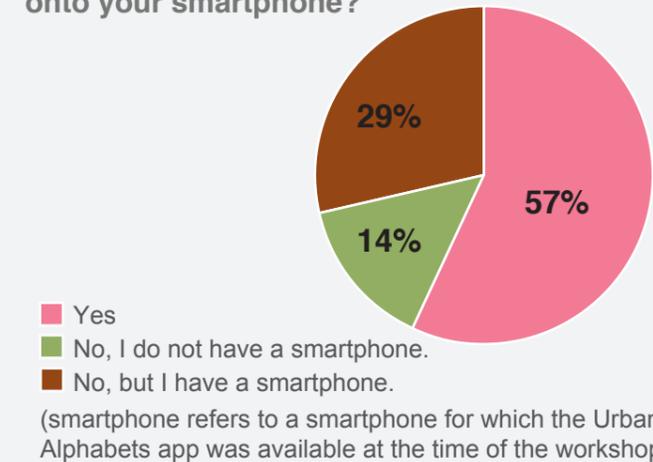"I am in advertising, I always pay attention to these things."

"The occupation of public spaces is extremely violent and uncontrolled.
An example: A bank puts the slogan "take care of the square". But the same square is occupied by people in the streets.
So the question is: Who takes care of the people who occupy the public space? Taking care of the square in question and ignore the people is a form and a cut of what is public / private and responsibilities for care."

"The idea that it is just text and can be changed and manipulated, when taken out of context (alike the alphabet)"

Did you download the Urban Alphabets App onto your smartphone?

29%
14%
57%

- Yes
- No, I do not have a smartphone.
- No, but I have a smartphone.

(smartphone refers to a smartphone for which the Urban Alphabets app was available at the time of the workshop.)

How many days did you use the App after the workshop?

participants state numbers between 1 and 10 days"

If yes, where did you use the App?

"I showed it to some friends and also used it in the street."

"at home"

"All around Riga"

"Paulista Avenue" (Sao Paulo city center)

"in the street"

"I use on the street, at home and have a project to do specific alphabet (in the sand, with kitchen objects, etc.) Sometimes I do not take the photo but I try lyrics ... "

"Liverpool City centre"

"On faces, with hands infront that made up the letters of the alphabet"

If there are any other things on your mind, which you want to tell about the project, the workshop or usability of the app please fill in them into the following box:

"I know it must not be easy but I think the app would be better with a main menu that could be reachable from everywhere and a "I don't want to take a photo" button at thecamera view or a "go back" button.
Thanks so much for the workshop. It was really fun and interesting and very nice to meet you. Good luck!!"

"Interface to go back to the whole alphabet without taking a new picture."