

4° CIDI | Congresso Internacional de Design da Informação  
3° InfoDesign | Congresso Nacional de Design da Informação  
4° CONGIC | Congresso Nacional de Iniciação Científica em Design da Informação  
3° SMD | Seminário de Metodologia em Design



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The question of meaning in design of information: a cognitive approach with pragmatist inspiration

The information design, while practice focuses in the registration of information in structures of representation that promote their understanding and intelligibility of individuals in a variety of contexts of action, is a fertile field for the "conceptual experiments" around problems - of representation, of understanding and action - equally important in other disciplines, such as cognitive psychology. According Knemeyer (2003), "the information design should encourage research aimed at understanding the nature of information and its effects on world: how and why people respond to information, how the brain processes information and builds knowledge, how humans organize knowledge and convert into behaviors." Indeed, the cognitive sciences in general and the cognitive psychology in particular can contribute for conceptual developing and empirical research in areas of research in design addressed by this author. The Information Design International Congress made this dialogue between design and psychology, as illustrated by the work of Brisolaro and Fontoura (2007), among others.

About the issues of representation, understanding and action, as outlined above, cognitive approaches with socio-historical basis and pragmatist inspiration may be particularly useful in constructing the dialogue between design and psychology, with the concepts of language, context and meaning in these approaches. According to Pinheiro and Meira (submitted), differs from the approaches of objectivism / representational language of the pragmatism opens an episteme that the universe is a domain of process of production of meaning in specific scenarios of use of language, by subject contingency by the forms of life which it participates. For the Wittgenstein of the Philosophical Investigations (1958/2004), what is learned about the meaning of words, for example, always will be a relative understanding about its uses in contexts where they can be properly employed. Accordingly, the order is not an introduction or appendix to the use of words, the contrary, the use for which is the size and direction in which the update is. Thus, the possibility of understanding of information in a field of knowledge / action, emerges in the light of our participation in language games specifics to a particular culture or way of life, making here as the pattern of organization that emerges from the regularities in the field of action and discourse of a particular social group (Meira and Pinheiro, 2007). Therefore, the meaning of a word, expression, statement, speech or conversation depends on the procedures and rules by which language we become responsive in the way of language games.

This presentation to the 4th CIDI, I'll discuss some possible contributions of the pragmatist reading issues of meaning, the understanding of language games, among others, to development of design information as dialogical practice. Additionally, I'll discuss methodological studies issues in usability, in terms of cognitive psychology in so these aspects can contribute to the research and practice in design of information.

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