

The top screenshot shows a course page for 'SNABB INTRO'. It features a video thumbnail of a man speaking, course details, and a sidebar with links like 'FrontPage', 'Index', 'Aktiviteter', 'Nytt', 'Medier', 'Diskussioner', and 'Förslag'.

The bottom screenshot shows another course page with similar structure, including a video thumbnail and course details.

ur kommunikationen

DEN 8 DECEMBER 2007

Interaktivitet

Hur skapar man interaktivitet?

Enligt Wikipedia betyder interaktiv samverkan, samspel; **process** där grupper eller individer genom sitt handlande ömsesidigt påverkar varandra. Påverkan kan förmedlas via **språk**, gester, handlande, **symboler** etc. Interaktion kan även förekomma mellan mänskliga och maskin som till exempel i **datorspel**. Det kan även vara en social interaktion. Mötet mellan mänskor. Men det kan även vara kontakten mellan företag i ett företagsnätverk.

Jag bjuder in till digital och social interaktivitet/samtal här på min blogg. Välj ett ämne då diskuterar vi!

UPPLAGD AV SUSANNE LINDAHL PÅ 02:47

the market

PART A CONSUMERS IN THE MARKET PLACE

1 An Introduction to Consumer Behaviour

8 Individual decision-making

9 Shopping, buying, evaluating and disposing

10 Group influence and opinion leadership

The diagram illustrates the consumer behavior process. It starts with 'Information' (F) leading to 'Brand recognition' (B). From 'B', the process can lead to 'Confidence' (C) or 'Attitude' (A). 'Confidence' leads to 'Intent' (I), which then leads to 'Purchase' (P). 'Attitude' also leads to 'Intent' (I).

om kommunikatören

“the ability to process information and share it with others is the most human skill”

(Schramm 1973, p. 41)

“communication must be understood as human behavior”

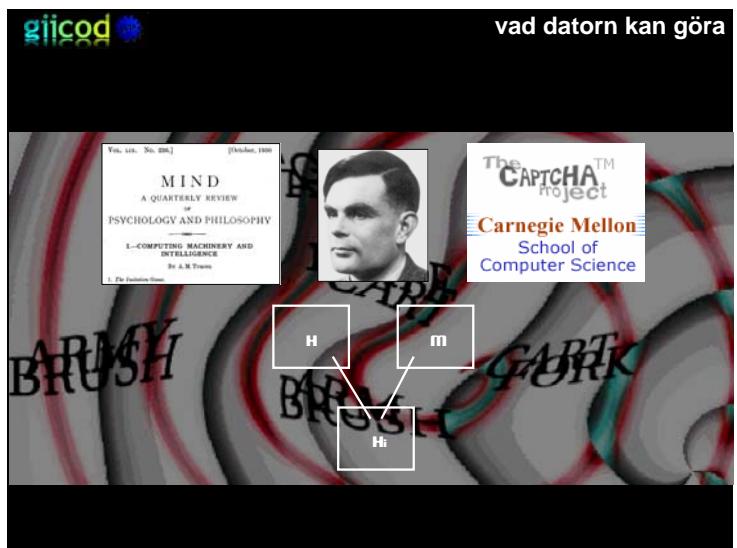
(Schramm 1973, p. 291)

Schramm, W. (1973). Men, messages and media. A look at human communication, Harper & Row Publishers, New York, NY



A screenshot of a blog post from 'giicod'. The post features a photo of a person's face, a title '...hardly the gatekeeper', and a text block. The text discusses how spam filters are changing the way we receive emails, specifically mentioning the Homimian Museum's experience with spam filters.

A screenshot of a blog post from 'giicod' featuring a cartoon illustration of a yellow face with a grid over it. The post is titled 'a new breed of gatekeepers' and quotes Simson Garfinkel. It discusses how spam filters are failing to identify legitimate emails from humans.



vad datorn kan göra

ser man på...

FaceFINDER® 2.5

Biometric identification using smart video screening and surveillance for reliable identification of individuals in real-time

FaceFINDER at a glance

- >> One-to-Many identification in real-time
- >> Based on Vissage's leading face recognition technology
- >> Designed for screening and surveillance applications in criminal ID, area security and border security

Låt dig imponeras av hur kameran följer med var du än vänder dig tack vare den mekaniska panoreringen och vinklingen samt den automatiska ansiktssökningsfunktionen.

COOLPIX S1

Imagine a camera smart enough to find a face in a portrait shot. Face Priority AF ensures that faces remain in focus when shooting portraits by automatically sensing the presence of a human face within the frame.

QuickCam® Sphere

bits and pieces

WishList™ searches [Find the Telesales!](#)

Take control of your privacy and put an end to those annoying telemarketing calls! [TELEZAPPER™](#)

NETFLIX

Step 1: Identify

Scottish Power: Who **is** the customer?

Problem: Data systems often can't tell the difference

Scottish Power MVC
U.S. playwright Thornton Wilder

Source: Peppers & Rogers Group, 2001

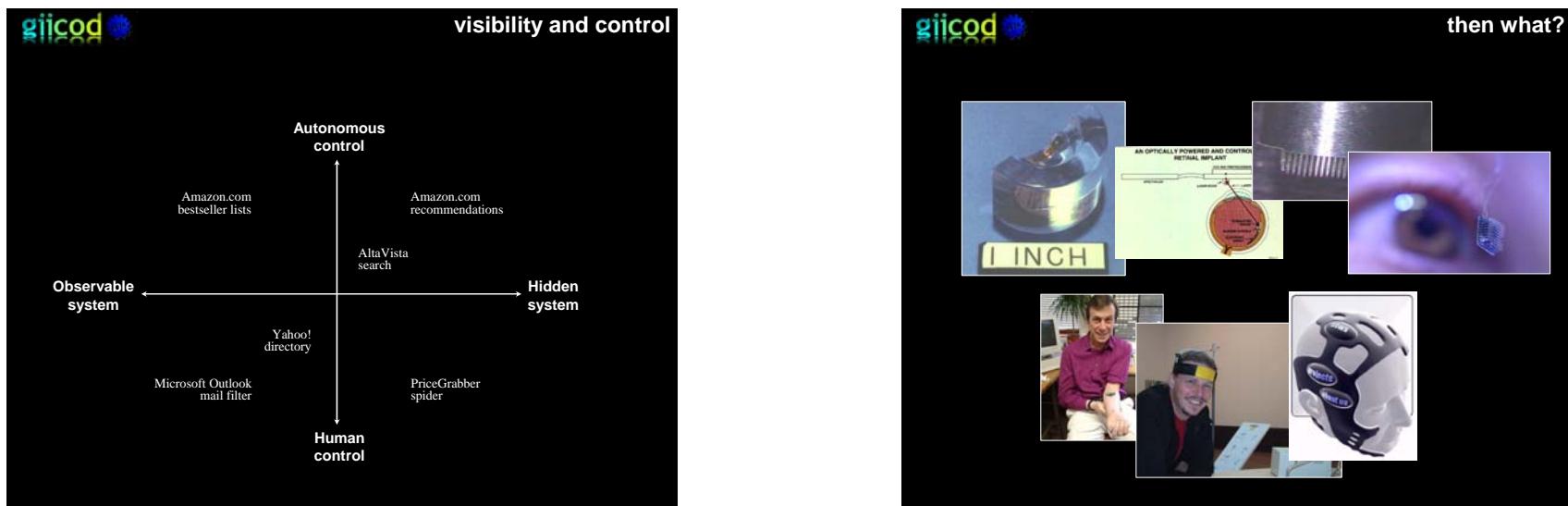
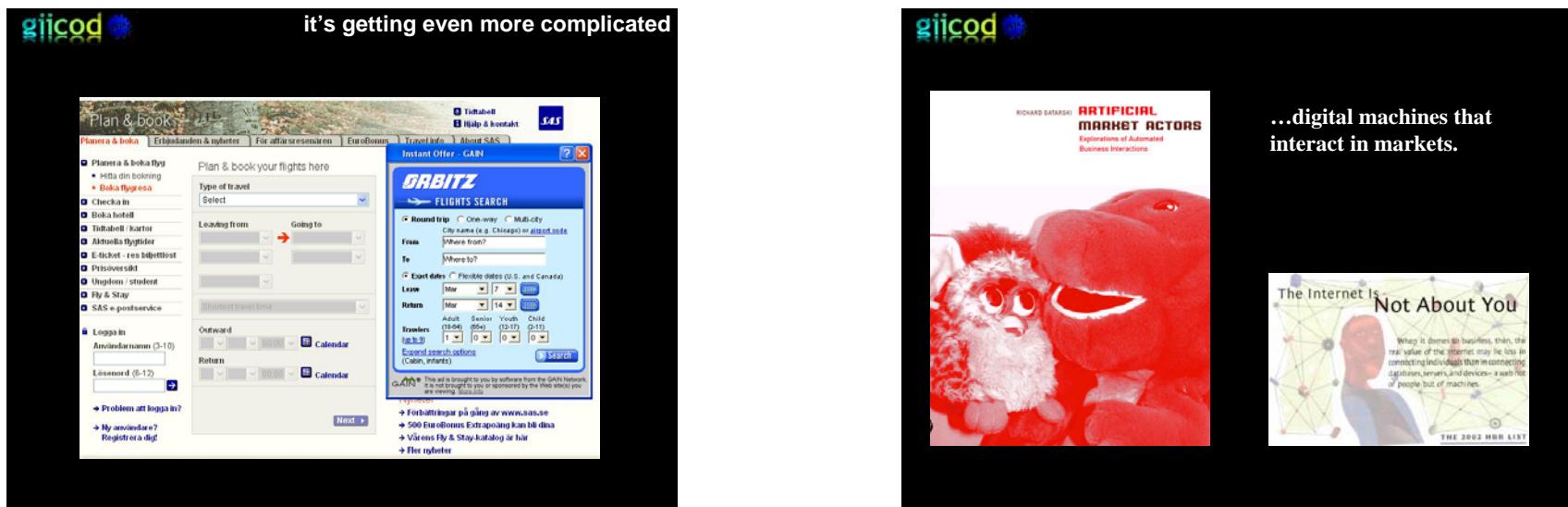
other actors

A woman is interacting with a touch screen kiosk in a public space. A monitor in the background shows a video feed of a kitchen.

From: <kundtjänst@netstra.se>
To: <gatarski.gatarski@chello.se>
Sent: Wednesday, November 22, 2000 10:23 PM
Subject: Vad ty

Beställning # 132418
Platsställe: Netstra
Tid för avhållning: 2001-03-29 19:00:00 - 2001-03-29 21:00:00
Kund: Gatarski Kitchen
Telefon: 070-8802627

Du är en av dem som händar och brugge har handat bennedet från Netstra.
För att vi skall kunna motverka era förvaritningar är vi tack-samma för era värtedilla åskter om att handla via internet, både hos oss och på andra e-handelsplatser, samtidigt som du ser på



generative design

Problem and context:

- What is the best design?
(in this case for banner click-through)
- Early days of the Web
(static html, single IP)
- Nowadays on the Web
(d/b-driven html, XML, Java, dynamic IP, proxies)

breeding solutions

The screenshot shows a search results page for the song 'Robyn. My Truth.' from the 'BOX MAN' store. The search bar at the top has 'CD / NYINKOMMET' entered. Below it, there's a search button ('SOK') and an advanced search link ('AVANCERAD'). The left sidebar has categories like 'hemsidan', 'kommande', 'nyinkommet', 'singlar', 'rea', 'cd-boxar', 'tv-annonseras', 'barn', 'country', 'dans / techno', 'dansband', and 'film / musikal'. The main content area displays the song details: Robyn. My Truth. by Robyn, released on 3/28/99, priced at 129 kr. Below this is a table of other songs in the same category:

Title	Artist/Group	Releasedatum	Pris
Grand Theft Auto	Danes	3/28/99	129kr
Good Heaven	David	3/28/99	129kr
Get Down	Vivian	3/28/99	129kr
Can't Stop	Curtis	3/28/99	129kr
Eye to Eye	Southern	3/28/99	129kr

banner CTR

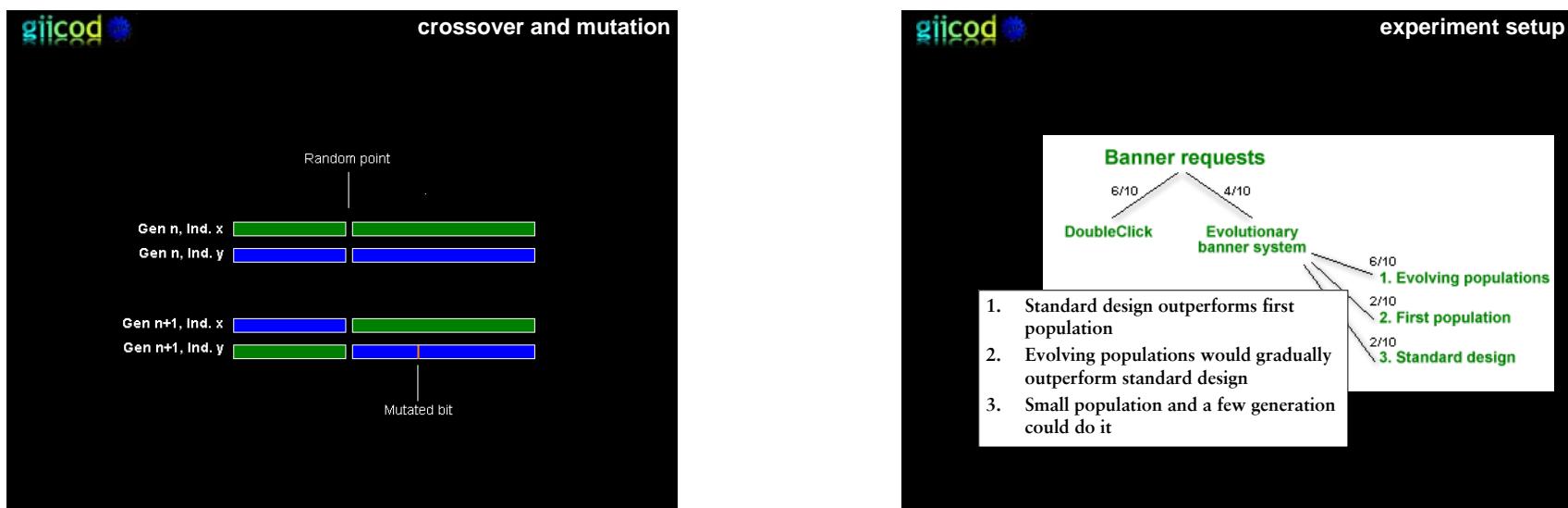
The image shows four different banner designs for the song 'Robyn. My Truth.' and their Click-Through Rates (CTR):

- Top banner: Robyn. My Truth. (Mer än elektrisk. Sunt pris. 129 kr) - 0,7 %
- Second banner: Electric price 129 kr (Robyn) - 0,7 %
- Third banner: My truth (Storstadslit) - 1,4 %
- Bottom banner: 129 kr (Click to play Play) - 4,2 %

generative design

The diagram illustrates the generative design process as a breeding cycle. It consists of five numbered steps enclosed in a rectangular frame, with arrows indicating a cyclical flow between them:

0. Design a chromosome
1. Create a population (random)
2. Expose it to an environment
3. Calculate fitness
4. Crossover and mutate
5. Render a new population



giicod data from the experiment

Category	Gener- ation	Expo- sures	Click - Throughs all banners	Average CTR (%) all banners	Average CTR (%) best 5 banners	"Click here" occurrence
EvolvingBanners	1	21465	204	0.95	1.3	9
	2	14660	150	1.02	1.5	14
	3	13500	173	1.28	1.9	12
	4	10460	150	1.43	2.0	16
	5	11220	150	1.29	2.3	16
	6	11820	150	1.27	2.1	18
	7	14820	150	1.01	1.5	16
	8	14160	150	1.06	1.6	16
	9	14480	204	1.41	2.6	18
	10	10200	150	1.46	2.2	18
	11	9600	150	1.56	2.6	21
	12	10200	150	1.47	2.4	20
	13	10120	167	1.65	3.2	20
	14	11460	151	1.32	2.3	21
	15	9635	150	1.56	-	22
	16	9240	150	1.66	3.1	20
TotalBanners		69760	697	1.00	1.50	9
StandardBanner		69138	473	0.68	n/a	n/a

giicod generative methods - conclusions

- traditional methods have problems
- evolutionary approaches might work
- these were some first steps

from:
 research-prediction-planning-implementation-evaluation

to:
 construction-implementation-monitoring

giicod current application

The screenshot shows the homepage of the affinnova website. At the top, there is a navigation bar with links: HOME, PRODUCTS, CLIENTS, COMPANY, PARTNERS, NEWS & EVENTS, and CONTACT US. Below the navigation bar, there is a large banner with the text "from concept to launch" and an image of two people in a grocery store aisle. To the right of the banner, there is a sidebar titled "what's new" which lists several news items with dates and titles.

Date	Title
3/26/04	Affinnova Has Moved Offsite
3/26/04	East Turnaround – How P&G Saved One of its Key Brands
3/22/04	American Demographics: Behind Affinnova's Revolutionary Technology
3/22/04	Affinnova's Calendar Evolution Initiated in Consumer Goods Technology