

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 människa och maskin som till exempel i **datorspel**. Det kan även vara en social interaktion. Mötet mellan människor. 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

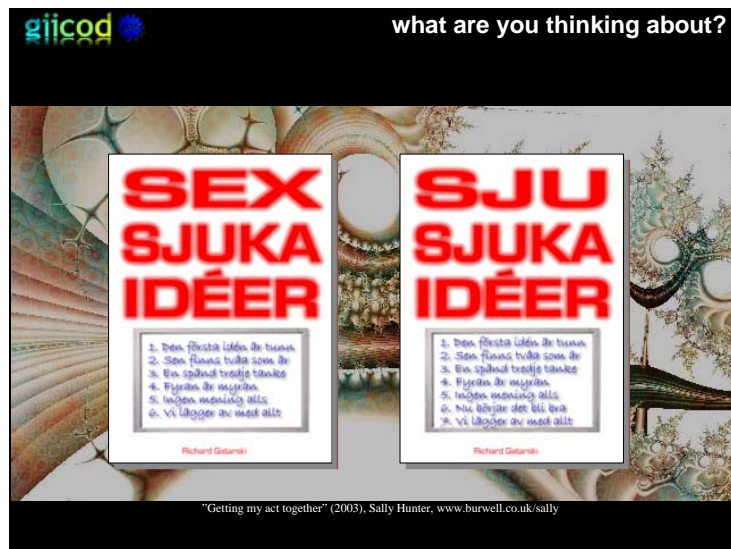
8 Individual decision-making
9 Shopping, buying, evaluating and disposing
10 Group influence and opinion leadership

om kommunikationen

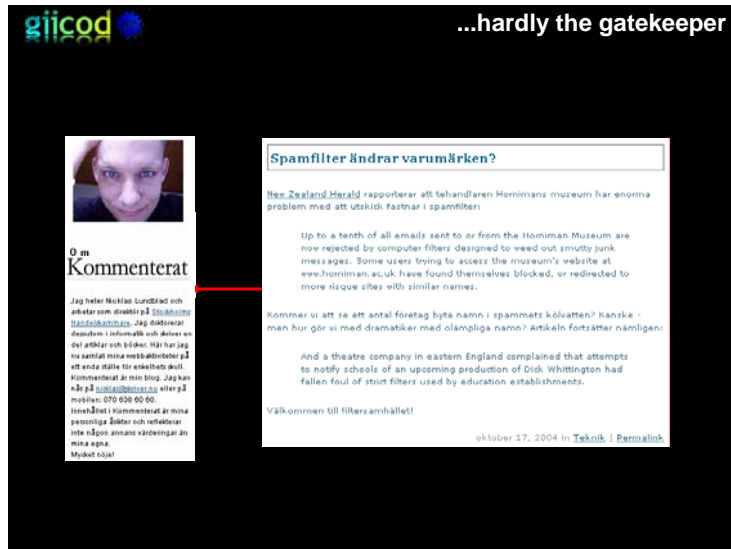
“the ability to process information and share it with others is the most human skill”
[Schramm 1973, p. 41]

“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



"Getting my act together" (2003), Sally Hunter, www.burwell.co.uk/sally



giicod vad datorn kan göra

MIND
A QUARTERLY REVIEW
OF
PSYCHOLOGY AND PHILOSOPHY
I—COMPUTING MACHINERY AND
INTELLIGENCE
By A.M. Turing

The CAPTCHA™
project
Carnegie Mellon
School of
Computer Science

H m
Hi

giicod 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 Visage'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 vart du än vänder dig tack vare den mekaniska panorering och vinklingen samt den automatiska ansiktssökningsfunktionen.

QuickCam® Sphere

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.

COOLPIX 51

giicod bits and pieces

WinLIn™ searches
into home entertainment projects? Enter words like "NETFLIX RECOMMEND" and it returns like a search engine to find programs, features, or anything at all for its work, creating your dream WinLIn. How great is that?

Take control of your privacy and put an end to those annoying telemarketing calls!
TELE-APPER from eSmartMarket.com
Home, FBI, Blood Oil, Privacy Technologies, Order Now

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

giicod other actors

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

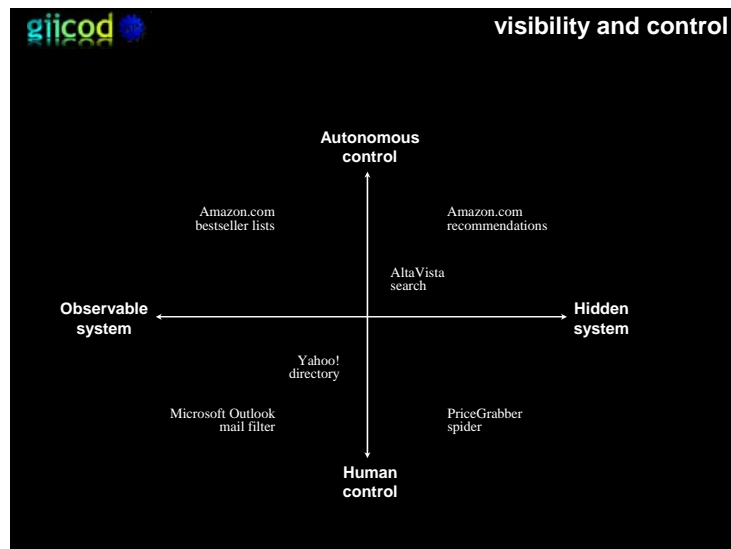
Beställning # 132418

Plockställe: Netstra
Tid för avhämtning: 2001-03-29 19:00:00 - 2001-03-29 21:00:00
Kund: Gatarski Kökshen
Telefon: 070-882827

Du är en av dem som hjälper oss bygga vår hälsosamma livsstil från NETTRA. För att vi skall kunna motvara era förväntningar är vi tacksamma för era värdefulla åsikter om att handla via Internet, både hos oss och på andra e-handelsplatser, samt hur du ser på

giicod it's getting even more complicated

giicod ...digital machines that interact in markets.




giicod then what?

giiicod generative design

Problem and context:

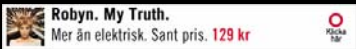



- What is the best design?
(in this case for banner click-through)
- Early days of the Web
(static html, single IP)
- Nowadays on the Web
(d/b-driven html, XML, Java, dynamic IP, proxies)

giiicod breeding solutions



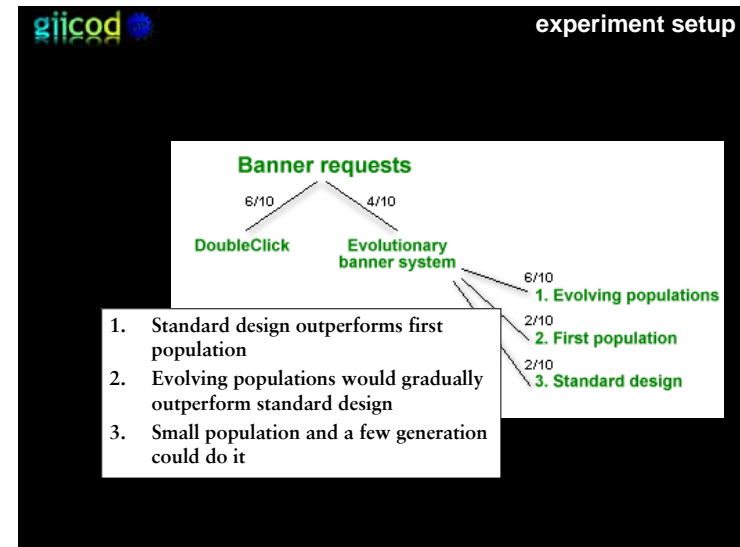
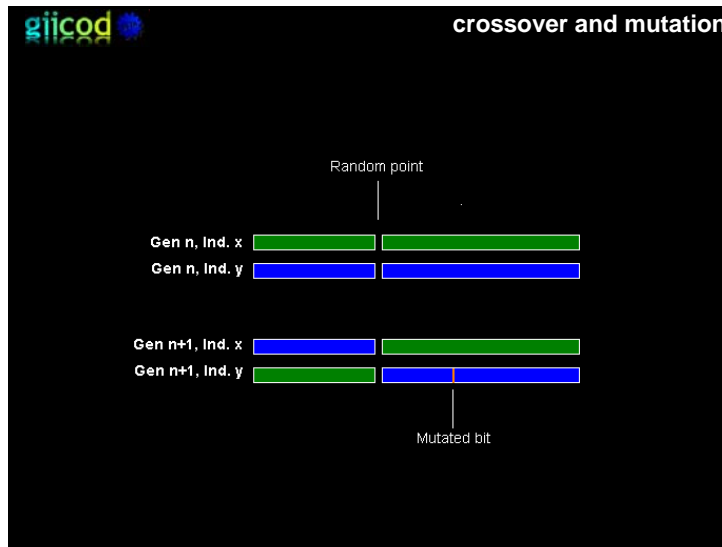
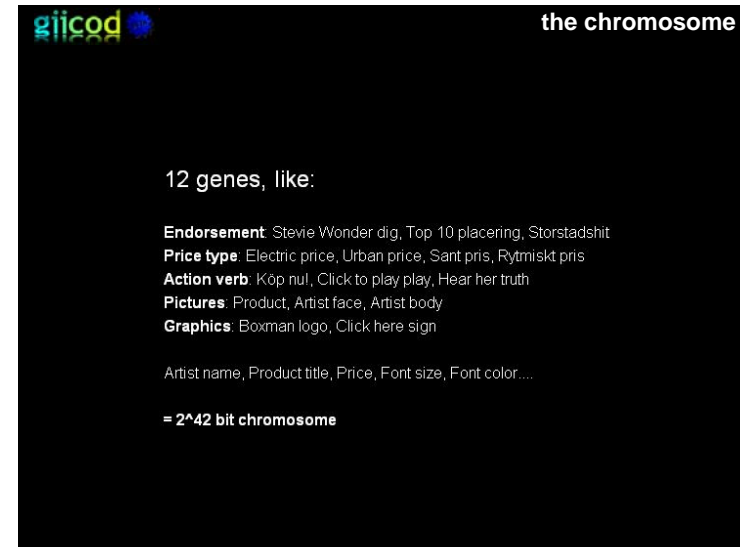
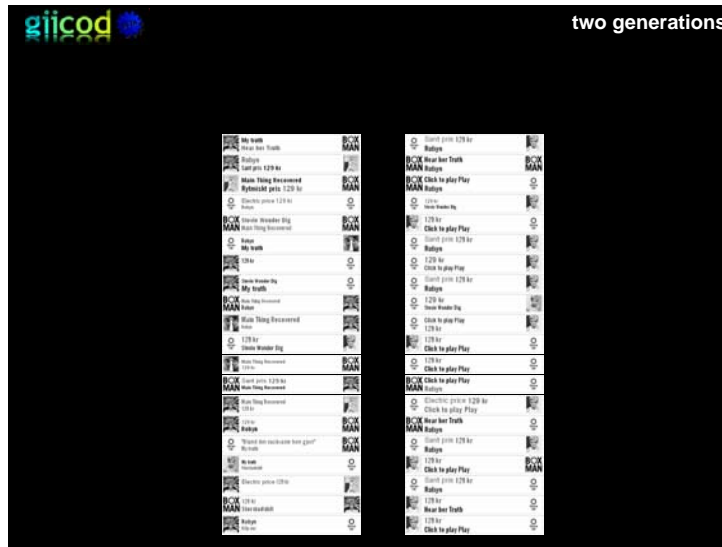
The screenshot shows a music store interface with a search bar, navigation menu, and a list of CD releases. The featured item is Robyn's 'My Truth' CD, priced at 129 kr.

giiicod banner CTR

	0,7%
	0,7%
	1,4%
	4,2%

giiicod generative design

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	Generation	Exposures	Click-Throughs all banners	Average CTR (%)	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	11622	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	14460	204	1.41	2.6	18
	10	10280	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	9040	150	1.66	3.1	20
FlatBanners		88780	891	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

