



Adaptability for personalised and collective media experiences

Thoughts from a Future Internet Socio Economics perspective

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Dynamically Adaptive FI Applications: Beyond Adaptive Services

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Universität Zürich



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Increasing Choice Opportunities

Increasing complexity and individualisation in society

Value change over stability

Value opportunity over loyalty

Capacity to choose among a endless number of products, contents and contacts (van Dijk, 1999/2006)



Flickr: Will Ockenden

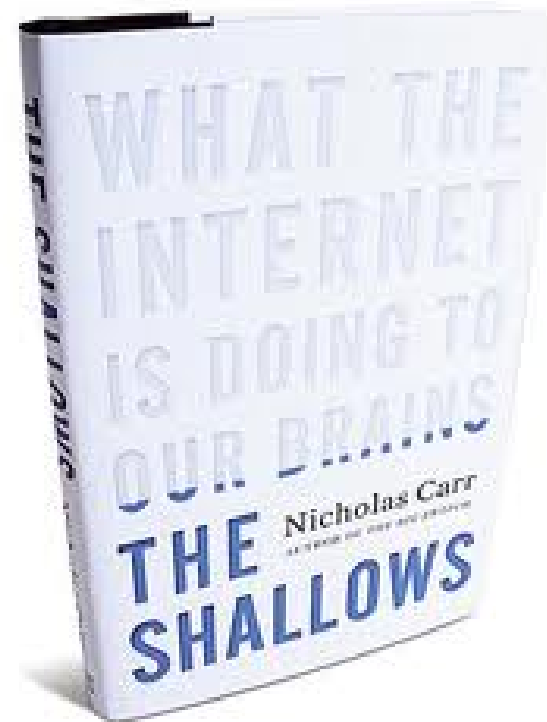
Quality of Experience

- Improved Quality of Experience is a key driver for media scenarios
- International Telecommunication Union defines QoE:
 - “The overall acceptability of an application or service, as perceived subjectively by the end-user.”
- Cognitive psychology tells us that experience happens in the human mind
 - technology is just catching up
- Studies show common elements required for enjoyment
 - necessary psychological conditions
 - clear intention, challenge, and attention



Intention and attention in a dynamic and adaptive Internet?

- Every desire anticipated and every fear avoided by my guardian Google (Gandy)
- Critical cognitive processes de-emphasised (Carr)
 - attention, contemplation, introspection, conceptual thinking
- Mental work substitution by ICT causes intellectual laziness (Penelopez, Ellis) but “Things That Make Us Smart” (Norman)



*Doom mongering
or do we just
adapt ?*

Experience and Value

- Quality of Experience is directly related to value
 - better experience, greater likelihood of social and financial commitments
- Personalisation can better target offers but it does not always increase value
 - can reduce value (e.g. digital downloads, tv channels)
 - can reduce attention (e.g. information overload, too much choice)
 - can reduce community (e.g. individualism vs collectivism)
- Adaptability need to consider community together with personalisation
 - goal selection, attention, and shared community values and experiences



OR



Rich Media Collective Experiences

- Create value by linking people *to each other and to locations* in ways that capture popular imagination
- Emerging applications
 - personalised entertainment supporting interaction non-linear story-telling, and immersive experiences
 - social communities using 3D environments to communicate and interact
 - capture and reproduction of the real world in 3D
 - perceptual congruity between real and virtual worlds
- Services must adapt to this dynamic socially distributed, fixed and mobile content



Live Real-World Events



adaptive scaling for large-scale short-lived communities

adaptation to environment
considering
physical, social
and ethical
constraints

adaptation of content
according to
individual
and/or group
preferences

Live Real-World Events

real-time
orchestration
allowing for
***adaptive
narratives***

***adaptation to
unreliable sensors
and devices*** for
detection and
tracking of feature
points

***adaptation to
device*** capabilities
both remote and
at a venue




***adaptation to cooperative or collaborative
frameworks*** including dealing with selfish or
malicious users

Summary

- Quality of Experience is at the heart of the Future Media Internet
 - tricky topic requiring multi-disciplinary research
- Personalisation and community needs to be considered together
 - connecting people through content creates more meaningful interaction
- Adaptability needs to focus on the convergence of real and digital world communities
 - real-world live experiences encourage greater social and financial commitments

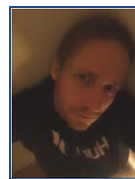
More Information

- W: <http://www.seserv.org>
- E: getinvolved@seserv.org
-  <http://www.linkedin.com/groups?about=&gid=3870856>
-  <http://www.twitter.com/seserv>
- Get your socio-economic priorities on the FISE agenda
- <http://limesurvey.oii.ox.ac.uk/index.php?sid=68914>



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