Week 5 **Tutorial Preparation**

Knowing your audience

Task 1 Audience
Read Text 1 and Text 2 below and decide who the intended audience is and explain why.
Post your answers on the Course Forum.

Text 1: Saving lives by letting cars talk to each other
The death of a person earlier this year while driving with Autopilot in a Tesla sedan, along with news of more crashes involving Teslas operating in Autopilot, has triggered a torrent of concerns about the safety of self-driving cars.

But there is a way to improve safety across a rapidly evolving range of advanced mobility technologies and vehicles – from semi-autonomous driver assist features like Tesla's Autopilot to a fully autonomous self-driving car like Google's.

The answer is connectivity: wireless communication that connects vehicles to each other, to the surrounding infrastructure, even to bicyclists and pedestrians. While connectivity and automation each provide benefits on their own, combining them promises to transform the movement of people and goods more than either could alone, and to do so safely. The U.S. Department of Transportation may propose requiring all new cars to have vehicle-to-vehicle communication, known as V2V, as early as this fall.

Tesla blamed the fatal crash on the failure of both its Autopilot technology and the driver to see the white tractor-trailer against a bright sky. But the crash – and the death – might have been avoided entirely if the Tesla and the tractor-trailer it hit had been able to talk to each other.
Source: Peng, H. (2016). Saving lives by letting cars talk to each other. The Conversation. Retrieved from http://theconversation.com/saving-lives-by-letting-cars-talk-to-each-other-59221.

Audience: _____

Text 2: Standards for Connected Car Technology
… Connecting the different vehicles and systems out there seems like an impossible task. This relies on the principle of interoperability, or the ability of systems and devices to exchange and interpret data.

Standards for Wireless Access in Vehicular Environments (WAVE):

To facilitate communication between systems from different automotive manufacturers, the IEEE introduced the Wireless Access in Vehicular Environments (WAVE) Standards for transportation, automotive, and traffic engineers. The WAVE standards set out the "architecture, communications model, management structure, security mechanisms and physical access for high speed (up to 27 Mb/s) short range (up to 1000m) low latency wireless communications in the vehicular environment."

In the future, when we drive on the road, the on-board unit (OBU) predicts the abnormal approaching of a vehicle, such as the vehicle entering the intersection when red light, aggressive, and dangerous lane changes. These warnings will come from the vehicle connected network and are real-time and dynamic, comparable to the intelligent parking assist system which monitors the vehicle's stationary surroundings.

This system could also possibly be integrated into the vehicle engine control unit to automatically react to an emergency situation. As well, the WAVE system can help facilitate a toll-road charge system and drive-in service.

Source: Du, C. (2016). Connected car technology: How cars talk to each other. Geotab. Retrieved from https://www.geotab.com/blog/connected-car-technology/.

Audience: _____

Task 2 Explain it!
Prepare a short talk (1-2 minutes each) to deliver in the tutorial that describe how wifi works:
- To an eight year old (Joe/Josie)
  - I'm eight years old and I like cars, riding my bike and swimming. My favourite foods are pasta and pizza. I like my teacher, Ms Winter, because she is really kind and makes reading fun. I don't like Science because I think it's boring and sometimes we have to look at bugs. I like playing computer games.
- To a third year university student (Paul/Pauline)
  - I am studying a Bachelor of Archaeology. I just got my first part time job working at Coles. I like watching movies and driving my car. I am fascinated by astronomy and I often go star gazing with my telescope.
- To a fifty year old client (William/Wendy)
  - I have spent most of my life doing charity work. My father and spouse are both lawyers and I went to school and graduated with a Master of Business Administration. We had children quite young and I am a grandparent. We have had several family members who have died of cancer, so charities and research connected to health are of particular interest.

For each audience, ask these questions before you plan your talk:
- What is my goal (the heart of my message)? What am I trying to achieve? What do I want these people to learn, to remember, to feel, or to do? How do I want them to feel about me?
- What does my audience know? What are they interested in? How can I find a common ground with them?
- What examples, metaphors, anecdotes or props can I use to help me reach this audience?