

Due Friday, 1/27, 11:59:

1. In the end of the class we talked about the theory of Media Equation. One of the examples of the equation at work was something we discussed before: we like home assistants to tell jokes, just like we like humans do. Can you come up with some examples when media equation doesn't work? Provide some hypotheses as to why the equation doesn't work in those cases.

An example of a media equation that doesn't work is a when we expect comfort and understanding from other human beings and expect the same from a home assistant. This doesn't work because human emotions are much more complex. Even in a hypothetical future where AI is so advanced that it understands emotions, It may never be able to provide comfort, physical and emotional as another human being can.

Another example of a media equation that doesn't work would be creativity. Humans are extremely creative and can sit together and create music or art and collaborate and help each other be more creative. A machine may not be able to take the place of a human in this equation because there is a dynamic quality to the interaction that is very - human.

From another perspective, the microsoft assistant in the early days called Microsoft Bob was an example of the media equation gone wrong. It appeared to be a good idea at first but what sanford researchers said was that the computer interface itself had a direct media equation with the human being, adding a conversational bot to the same experience was distracting and taking away from the primary equation that the human and computer had. Microsoft learnt from their mistake eventually and got rid of the assistant.