Use Patterns/Trends

US users’ time online

Communications + content `=80%

Shift toward more time on content

Some seasonal changes for commerce

Quick search (<5%), lead to other categories

The Behavioral Internet

The Media Equation

Flow

Social Cues

Quality Cues

The Media Equation

Media=Real life

Politeness & flattery

Matching Personality

Bias (Ex. Gender)

Media fidelity

Which matter more – audio or video?

Anthropomorphic figures?\*

Which condition produced a higher level of credibility or attraction? Cartoony figure got it.

Flow

A state characterized by

Seamless sequence of responses

Intrinsically enjoyable

Loss of self-consciousness

Self-reinforcing

Flow experience 🡪 satisfaction  
 Goal-directed activities vs. experiential activities

Content Accessibility

Perceivable

Alternative output channels/styles?

Operable

Alternative input devices?

Understandable & Usable

Future-compatible

Social Cues

Media richness

Face-to-face > video conference > audio conference > text chat > email

The richer, the better?

Marketing implications

New customer acquisition

Customer support

Quality cues

Quality cues matters

Examples of quality cues:

Brand

Reputation

Credentials

Transaction amount

Web site design

Etc.

Validity of the quality cues:

Friendly Technology

Managing/matching users’ expectation of ease and simplicity

Experienced vs. inexperienced users

Loyal vs. casual customers

Individualization

Underlying capability

Authentication

Association

Interaction

Authentication

Recognize individual people, items, information

Both ways (user vs. Web site)

Identity vs. security

Technical as well as business choices

Resources required (user & organization)

What to protect? Level of protection?

Ex. Bankofamerica.com vs. amazon.com

Association

Remember relevant information and to learn from current activity

Examples?

Data collection: Precision vs. Permission

Interaction

React on an individual basis

Concerns of Individualization

Concerns

Privacy invasion

Governmental abuses

What else?

Could anonymity help business?