Ray Gallon

Content for Information 4.0

Content is Software is Content

@TransformSoc
What if a Restaurant Advertised itself like this?

Diners don’t want edible
They want delicious!

Customers don’t want usable
They want a great experience!

“EDIBLE!”
- Guide Michelin
User Experience Includes
Individual Competence Learning

- Learning is part of user journey
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- Everyone in the Organization is 100% Responsible for the End-to-End Customer Journey – Customers, Too!
- Designed in stages related to state vector changes
- Progress decided by the user

The Journey is Not Linear!

What does this mean?

[Diagram of a learning journey with various stages such as THE CALL, THE JOURNEY, THE RETURN, and different emotions and actions along the way.]

Journey Designed for experience

- People are associative
  - Retain what they like learning
  - Learn best by doing

- Learning is
  - Constant
  - Staged
  - Rewarded
Blippar – Information 4.0 Now

- Navigation via information candidates connected by taxonomy
- Unguided journey

www.blippar.com
Characteristics of Information 4.0

- Molecular - no documents, just information molecules
- Dynamic - continuously updated
- Offered rather than delivered
- Ubiquitous, online, searchable and findable
- Spontaneous - triggered by contexts
- Profiled automatically

Fluid Information

Guided journey
Context State: A “snapshot” of now

*Not static, not repetitive*

**Current**
- Where it is
- Your favourite Communications Channels
- Geo-Spatial
- Verbal commands
  - Ambient noise
  - Haptic inputs
- Vision
  - Object detection
  - Humans (faces, proximity)
  - Lighting

**Future**
- TEMPORAL
  - Time of day
  - Day of year
  - Seasons
- Emotional State
  - Previous States
- USER PROFILE
  - Age
  - Gender
  - Themes
  - Learning Style

Driven by Artificial Intelligence
The Affectiva company produces an “Emotion AI” utility with its own SDK.

Claims to have analysed 4,599,837 faces in more than 75 countries.

Research at TCUK 2016

- Joint project: The Transformation Society and Adobe Technical Communication
- Major demand by technical communicators for “mind reading”
  - Understand emotional state via sensors/facial recognition
  - Use AI to provide emotion and context appropriate responses on the fly
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Violeta Tulceau’s Brainwave Authentication System - January 2017
Trains the system to recognise a user’s emotional "fingerprint" based on the patterns of electrical brainwaves they generate:

- Matches emotional states to a given pattern
- Associates pattern with particular configurations of the system that allow or preclude access to given resources.
- When processing credentials, if reading matches the "emotional fingerprint" access is granted or refused accordingly.

Read more at: https://phys.org/news/2017-01-emotional.html#jCp
The role of AI: Persona-fication

AI can define thousands of specific personas by:

- Identifying personality traits
- Geolocalizing
- Detecting emotional state
- Observing learning style
- Creating persona tags
- …

With IBM Watson and Google DeepMind, AI becomes a service
What is the product?

Content is a SW object
Integrated in build as any other feature with its intrinsic behaviour:

- Context state responses
- Error handling (as procedure)
- Troubleshooting (SW interaction)

It’s all of these
Info 4.0: Nimble Structure
(not your parents’ tech docs)

Information Molecules
- Fine grained – smaller than a DITA topic
- Continuously updated
- Multiple versions for different voice/tone, context state, user expertise level, etc.
- What is the smallest group of molecules that holds together in a given context?

Onboarding – dialogue with developers:
- Staged (progressive) discovery
- Multiple scenarii
Publish, Deliver, or Offer?

Models & methods of assembly/reassembly

- Dynamic, real-time access
- Continuous updating
- User chooses

Help and Support

Must Read

@TransformSoc
Publish, Deliver, or Offer?
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How will robots do it?
What should we develop to help AI do it right?
Ethical and Social Consequences

- The “whom do you kill” conundrum?
  Not really!

- Humans “simply try to avoid killing anyone or anything”
  –Michael Ramsey, autonomous vehicle analyst at Gartner

- “There are more mundane decisions… like keeping up with traffic on a busy highway, or running a red light in an emergency. These kinds of moral issues happen with [more] frequency with human drivers.”
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Who writes the algorithms? What is User Information in this context?

Responsibility
Impact on Jobs

- In 1988, Eastman Kodak Company employed 145,300 people.
- In 2016 Facebook and Instagram combined employ around 10,000 people.
- Job shifting – some jobs diminish, others increase, but…
  - Truck driving is the number one job for U.S. males
  - How many truck drivers, displaced by self-driving vehicles, will become Data Scientists or Pre-school Teachers?

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What kind of information do we need to give reclassified workers who might be uncomfortable or lost?

Black Holes of Knowledge

We need to stay Zen

Thank You!

Want to know more? Let’s talk!

Twitter: @TransformSoc
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