



*What Media-X Does Best and
What's Best for you*

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When We Do Things Right

- Long-term relationships grounded in *relationship*
 - e.g., Celebrated 10 year anniversary with no contract
 - One group = *many* groups
 - Ideas emerge organically
 - *Direct* and *large* impact on *actual* projects and services
 - Competition is irrelevant
 - Conceptual leverage
 - Bringing companies and ideas together
 - Discovery of trends you could never find
 - Incredible amounts of enthusiastic labor
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Five Things to Know about Industry-University Collaboration

1. Intellectual property (IP) is ***not*** a deliverable
 - ❑ Extremely hard to use
 - ❑ Can't control
 - ❑ Intrinsic competition

Five Things to Know about Industry-University Collaboration

2. Discoveries are *not* deliverables
 - What is a disembodied discovery?

Five Things to Know about Industry-University Collaboration

3. Books and papers are *not* deliverables

- ❑ How many cool ideas do *you* know how to use?
 - Crossing the chasm
 - Long tail
 - Paradox of choice
 - Power of networks
 - Tipping point
 - Wisdom of the crowds
- ❑ How many cool ideas can the authors really use?

Five Things to Know about Industry-University Collaboration

4. *Universities* do ***not*** deliver anything
 - ❑ Universities are not effective middlemen
 - ❑ Faculty and students are the only real sources

Five Things to Know about Industry-University Collaboration

5. Contracts *impede*, not protect

- ❑ Say what you *can't* do
- ❑ Draws attention away from the real issues

Core Questions

- Can you *invent* valuable products and services from what you've received?
- Can you *improve* valuable products and services from what you've received?
- Can you *compete* with what you've received?
- Can you *do* something at 10 AM on Tuesday with what you've received?

The Traditional Model

University researchers creates *discoveries*



University researchers elaborate understanding

BARRIER THAT MUST BE BROKEN

HOPELESS

Industry buys/uses IP, discoveries, and books



Industry *tries* to use this to create products and services

The Right Model

University researchers creates *discoveries*



University and industry researchers elaborate understanding

WALL OF NON-DISCLOSURE



Researchers from university learn *specifics*



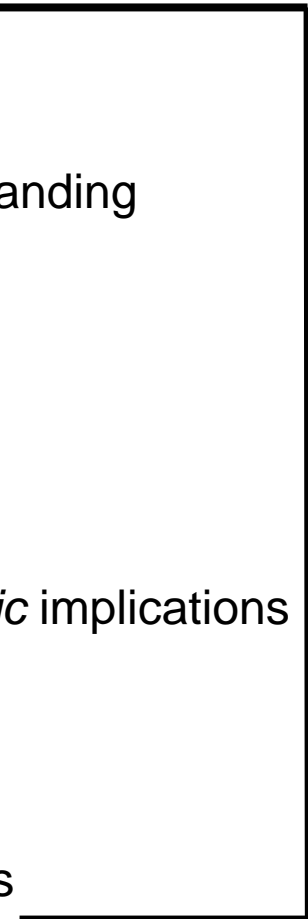
University and industry researchers work out *company-specific* implications

The *RIGHT* BARRIER



Each company builds products and services
(intellectual property, sales)

Good questions
Good people
\$ support
Hiring



Benefits

- Industry does what it does best
 - Create wealth
 - Create intellectual property
 - Universities do what they do best
 - Create knowledge
 - Identify researchers
 - Help companies use that knowledge
 - No conflict of interest
 - Non-disclosure
 - No ownership issues
 - Researchers can work with competitors
 - Sustainable model
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Vision of the CHIMe Lab

To rapidly advance

theory, design, and assessment

on how individuals and groups

think, behave, and feel when

interacting with interactive media,

research must be

general,

psychologically and socially grounded,

quantitatively assessed,

complimentary to partners, and

near-term informed

SPACE

Social and Psychological Aspects of Computing Environments

Given that information technologies are becoming mobile and ubiquitous, how can one understand, study, and design interactive technologies in diverse contexts with multiple people, inputs, and outputs?

APPEELS

Abilities of People: Personalization, Emotion, Embodiment, Language, and Speech

Given that interactive technologies are acquiring more and more human talents and characteristics, how can one understand, study, and design interactive technologies that leverage these skills?

CARSITE

Communication with Automobiles: Research on Safety, Information Technology, and Enjoyment

Given that the car is becoming the fastest-growing provider and consumer of Internet and driver content, how can one understand, study, and design interactive technologies that leverage the unique car environment?

Some Hot Topics in the CHIMe Lab

- Emotion
 - Response
 - Detection
 - Mobile availability
 - Facilitating
 - Identifying
 - Ubiquitous computing
 - Adaptation/Personalization
 - Trust
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