

Basic introduction in coding unvirtual realities

Ulrich Langer

December 27, 2005

Motivation

The key is
communication

Some definitions

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The war in the heads

Things are changing

Data processing and internet turned from a minor issue to a part of everyday life. It is reaching critical mass and has daily life consequences.

What is on the agenda?

- ▶ *surveillance* The dream of the LEAs is just datamining.
- ▶ *DRM* Your PC owned by everyone - but not you. Because those who failed to adapt to electronic communication fear about losses.
- ▶ *Patents* EPO still believes that its database will grow faster than the internet.

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The consequences

Information economy vs. information society

- ▶ you are a consumer, an economic good.
- ▶ too much progress destabilizes the value of that good.
- ▶ law gets applied so that former worthless "common knowledge" gets value when it becomes property.
- ▶ stay away from computers.

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Right now, while we are talking

- ▶ someone is lobbying to steal what is yours.
- ▶ someone writes a proposal to terrorize users.

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With users scared away, espionage, patent office brakes on developement and laws to comfort the business of lawyers and content industry the information society will be replaced by a nightmare.

There is a way: **Let us go against these cyber terrorists!**

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We can do it!

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Let us get loud

The "hacks" are about overcoming communication hassles and establishing trust and a common view.

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Important!

- ▶ There is a fine line between PR and propaganda.

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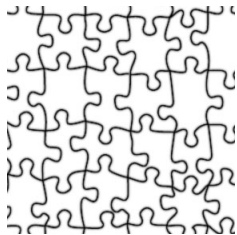
The "hacks" are about overcoming communication hassles and establishing trust and a common view.

Important!

- ▶ There is a fine line between PR and propaganda.
- ▶ "war for hearts and minds" is hopeless.
- ▶ Leave the war in the their heads.
- ▶ Truth is our main ally.

The most valuable resource for communication is established trust.

A puzzle: Items and Values



- ▶ Items are values, thoughts, rules.
- ▶ and the weights a person applies on them.
- ▶ Items are bound together like neurons.

Communication: Messages and Transmissions

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- ▶ **Transmission: Information one partner sends to another**

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Communication: Messages and Transmissions

- ▶ **Transmission:** Information one partner sends to another
- ▶ **Message:** Requests to either present items, or change items.

Communication: Messages and Transmissions

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- ▶ Transmission: Information one partner sends to another
- ▶ Message: Requests to either present items, or change items.
- ▶ Transmissions can have from zero to many messages.

Communication: Messages and Transmissions

- ▶ Transmission: Information one partner sends to another
- ▶ Message: Requests to either present items, or change items.
- ▶ Transmissions can have from zero to many messages.
- ▶ Messages are evaluated
 - ▶ in context to messages
 - ▶ and to already learned items.

A puzzle: Items and Values

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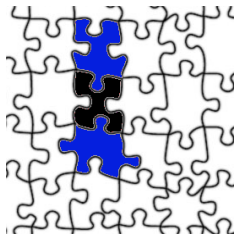
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Until the two blue items are not replaced, the white item will not fit into the hole.

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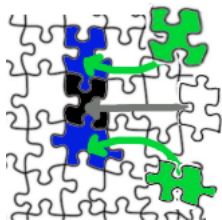
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To anchor our piece of reality
the blue items have to be
addressed and modified in
the communication process.
After that, the item fits.

Conclusion

- ▶ People live in different realities.

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- ▶ The reality of the communication partners plays a vital role.

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- ▶ People tend to stick to their own reality, or to the reality of their society when they communicate.
- ▶ Respecting the details of the reality of others can improve the communication results.
- ▶ people tend to use
 - ▶ the messages they are used to
 - ▶ to address items they know.

We get practical

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- ▶ A reader assumes that a content is relevant and makes sense.

We get practical

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- ▶ The less contradictions the messages have in the whole text and for the experiences and knowledge of the reader, the easier it is read.

We get practical

- ▶ A reader assumes that a content is relevant and makes sense.
- ▶ The less contradictions the messages have in the whole text and for the experiences and knowledge of the reader, the easier it is read.
- ▶ The easier the text is read, the more worth the reader applies to the messages it contains

Messages

Primary Message

- ▶ First visible content.

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Messages

Primary Message

- ▶ First visible content.
- ▶ Headlines.

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Primary Message

- ▶ First visible content.
- ▶ Headlines.
- ▶ Carry all payload in small transmission.

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Primary Message

- ▶ First visible content.
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Secondary Message

- ▶ Impossible to communicate without.

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Secondary Message

- ▶ Impossible to communicate without.
- ▶ Text, writing style, clothing.

Messages

Primary Message

- ▶ First visible content.
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Secondary Message

- ▶ Impossible to communicate without.
- ▶ Text, writing style, clothing.
- ▶ Use to support the primary message.

Primary Message

- ▶ First visible content.
- ▶ Headlines.
- ▶ Carry all payload in small transmission.

Secondary Message

- ▶ Impossible to communicate without.
- ▶ Text, writing style, clothing.
- ▶ Use to support the primary message.
- ▶ In campaigns it can make sense to put the real payload in the secondary message, using a comfortable primary message just as medium of transport.

Messages

Subliminals

- ▶ Often used in marketing campaigns.

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Important!

It is important not to send wrong subliminals.

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It is important not to send wrong subliminals.

Lies - Total Cost of Ownership

- ▶ lies must be maintained.
- ▶ very costly.
- ▶ not needed!s

Minimal basics

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The basic W's

- ▶ Who (are you)?
- ▶ What (do you want)?
- ▶ Why (do you want that)?

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- ▶ Who (are you)?
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Private investigations

- ▶ Different realities make one peer unsure.

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Minimal basics

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The basic W's

- ▶ Who (are you)?
- ▶ What (do you want)?
- ▶ Why (do you want that)?

Private investigations

- ▶ Different realities make one peer unsure.
- ▶ Keywords, key phrases and argumentation lines.

Motivation

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- ▶ Basic stereotype: Hero? Cry for help?
- ▶ Behavior
- ▶ Viewpoints: What is good, bad?
- ▶ Mood: Angry? Frightened? Amused?

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- ▶ Basic stereotype: Hero? Cry for help?
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- ▶ These properties should now merge into mantras.

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Every mantra is a simple set of questions for one transmission channel.

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Every mantra is a simple set of questions for one transmission channel.

- ▶ Are this the words of the hero in shining armor?
- ▶ Who is the winner? Who is on the loose?

Basic ingredients

- ▶ A clear vision of the message.

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- ▶ What is the content?

Basic ingredients

- ▶ A clear vision of the message.
- ▶ What is the content?
- ▶ What is the format?

Note:

There are some standard formats for messages

Basic building blocks

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- ▶ *What* happened or has to be done.

Basic building blocks

- ▶ *What* happened or has to be done.
- ▶ *Who* is affected, has to do something. The more personal, the better.

Basic building blocks

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- ▶ *What* happened or has to be done.
- ▶ *Who* is affected, has to do something. The more personal, the better.
- ▶ *When* did or will it happen.

Basic building blocks

- ▶ *What* happened or has to be done.
- ▶ *Who* is affected, has to do something. The more personal, the better.
- ▶ *When* did or will it happen.
- ▶ *Where*

Basic building blocks

- ▶ *What* happened or has to be done.
- ▶ *Who* is affected, has to do something. The more personal, the better.
- ▶ *When* did or will it happen.
- ▶ *Where*
- ▶ *Who* said? Where does the information come from.

Only bad news?

A note on journalism:

journalistic work is oriented, knowingly or not, on the news value of a subject area: Most important value is the "negative potential".

Only bad news?

A note on journalism:

journalistic work is oriented, knowingly or not, on the news value of a subject area: Most important value is the "negative potential".

But negative messages are not useful to change something.

Construction

- ▶ The lead is the headline. Sometimes a few lines more.

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- ▶ Put all what has to be said into the lead.
- ▶ The first chapter: Give full information here.
- ▶ Other chapters: Details and *tease* future messages.

Too much Information?

If the subject is too complicated to be dealt with in the lead, then there are basically two possibilities:

- ▶ Writing an article and publishing a message about the article, its author, why he wrote it...
- ▶ Splitting it up into several messages.

Testing

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Now the text can be tested and optimized:

- ▶ Basic checks: Who? What? Why?

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- ▶ Substitution: What phrases can be replaced with phrases used by the receiver of the message.

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- ▶ Basic checks: Who? What? Why?
- ▶ Mantra checking: Does the message comply to the chosen mantra? Does it fit into the chosen role? Every sentence?
- ▶ Substitution: What phrases can be replaced with phrases used by the receiver of the message.
- ▶ Optimization: What additional messages can be stuffed in with small variations?

Thanks

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Thank you for listening
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