Script generated by TTT

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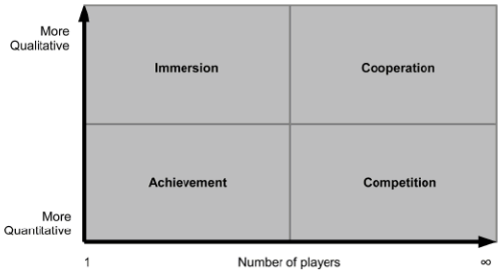
Pages: 6

MSN → Context

- **Context**:
  - *"[…] where you are, who you are with, and what resources are nearby. Context encompasses more than just the user's location […]"* [Schilit et al., 1994; in (2)].
  - *"Context is any information that can be used to characterize the situation of an entity. An entity is a person, place, or object that is considered relevant to the interaction between a user and an application, including the user and applications themselves."* [Dey, 2001; in (2)]
- **Context Awareness**:
  - *"A system is context-aware if it uses context to provide relevant information and/or services to the user, where relevancy depends on the user's task"* [Dey, 2001; in (2)]
  - *"Context is an operational term: Something is context because of the way it is used in interpretation, not due to its inherent properties."* [Winograd, 2001; in (2)]

Questions

- Maslov's Need Hierarchy contains the levels *Physiological , Safety, Belonging-Love, Self-Esteem, Self-Actualization.* Which levels do Games and Social Media contribute to? Give a brief explanation!
- Briefly explain Radoff's Player Motivations diagram!



- Provide three examples of rewards systems and briefly explain their nature and motivational function and characterize them in terms of Wang and Sun's four characteristics of reward (*social value, effect on game play, suitability for collection and review, time required to earn / receive the award*)!

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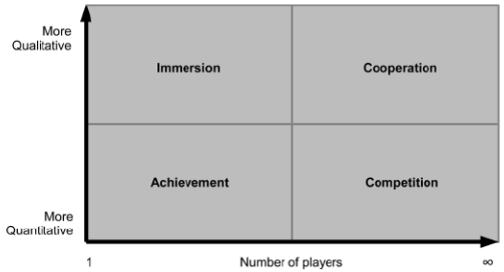

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History of Social Network Analysis, Main Contributors

- 1930s-1950s: J. Moreno (American Psychiatrist & Sociologist): → Sociometry (quantitative method for measuring social relationships) [11]

- 1930s-1960s: Further contributors: W. Warner (Harvard U., Anthropologist) [12] :→ Native American social structures, E. Mayo (Harvard U., Sociologist) [13]: Hawthorne Studies; A. Radcliffe-Brown (Oxford U., Social Anthropologist): Structural Functionalism (←→ primitive civilizations); M. Gluckman (Manchester U., anthropologist): Urban studies; etc.

- 1960s-1970s-present: H. White (Columbia U. Mathematical Sociologist): Extremely influential contributor to formal SNA [14]; students: M. Granovetter, B. Wellman

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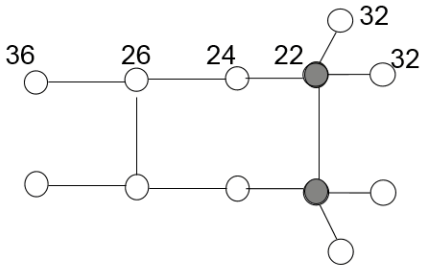
Distances: Closeness

- Minisum problem: find nodes whose sum of distances to other nodes is minimal (→ service facility location problem): For all u minimize total sum of minimal distances $\sum_{v \in V} d(u,v)$

- Social analog: Determine central figure for coordination tasks

- Example:



graph with $\sum_{v \in V} d(u,v)$ values