



What is  
interactivity?

Is interactivity  
a good thing?

Jessica Lau

# Definitions of Interactivity (1)

- Interactivity -- **the process**

“Interactivity means two-way communication between source and receiver, or, more broadly multidirectional communication between any number of sources and receivers”

# Definitions of Interactivity (2)

- Interactivity -- **the feature**

“We define interactivity as a characteristic of a medium in which the user can influence the form and/ or content of the mediated presentation or experience.”

Lombard and Snyder-Dutch 2001

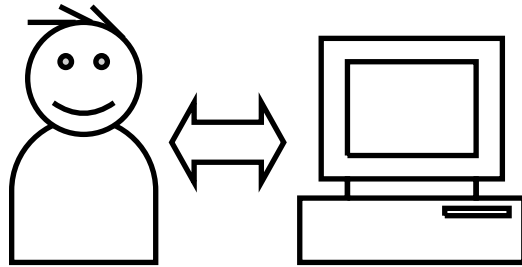
# Definitions of Interactivity (3)

- Interactivity -- **the perception**

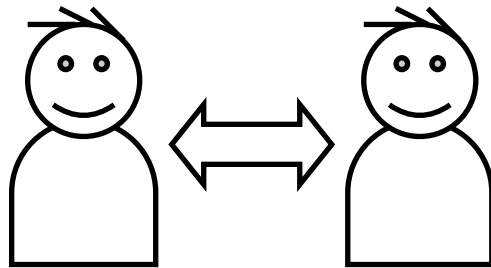
“Ultimately it is the consumer’s choice to interact, thus interactivity is a characteristic of the consumer, and not a characteristic of the medium. The medium simply serves to facilitate the interaction.”

Schumann, Artis and Rivera 2001

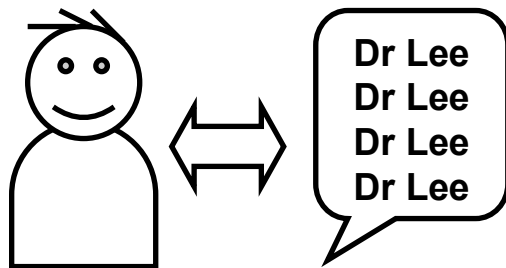
# Interactivity -- three perspectives



User-machine interaction



User-user interaction

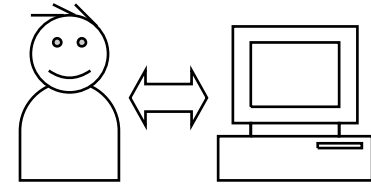


User-message interaction

# Interactivity -- three perspectives (1)

- User-machine interaction

- Early definition of interactivity
- Emphasizes human interaction with computers



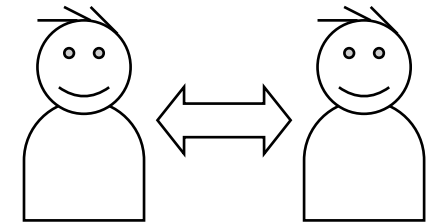
**How responsive  
the machines are?**

Cho and Leckenby 1997

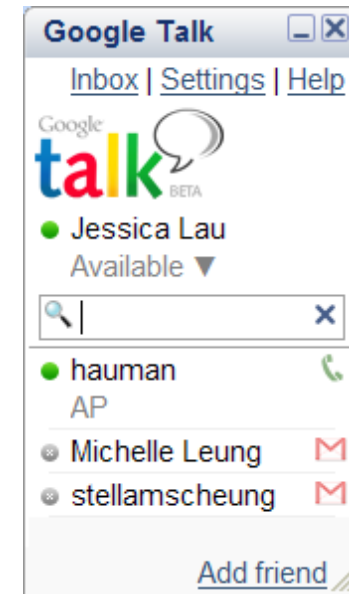
# Interactivity -- three perspectives (2)

- User-user interaction

- Interpersonal communications
- Face-to-face  
(interview, lecture)
- Computer-mediated  
(email, MSN, mobile phone)



How **computer-mediated**  
the communication is?



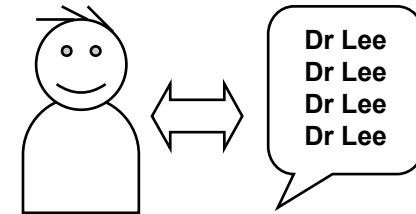
# Interactivity -- three perspectives (3)

- User-message interaction

- Users control messages they receive

- (newsletter subscription)

- Users customize messages according to needs (customize news page)



Weather  
Enter City or U.S. Zip Code  
 Go  
 Save location on this page

**How customized can a message get?**

# Interactivity Dimension 1:

## Active Control

- Control the non-linear content
- Customize information flow

# Active Control

Which one offers higher active control?

A. **Banner ad**



B. **News website**

A screenshot of a Google News website. At the top, there is a Google search bar with "Google 新聞 香港版" and "搜尋和瀏覽350個新聞源的最新消息。" (Search and browse the latest news from 350 sources). Below the search bar, there are navigation links for "所有網頁", "圖片", "新聞", "網上論壇", "網頁目錄", "Desktop", and "Mobile". The main content area shows several news articles. The first article is titled "策發會研立會組成模式" (Development Council studies legislative council composition) with a sub-headline "香港政府新聞網 - 5小時前" (Hong Kong Government News - 5 hours ago). The second article is titled "印度南部火車墮河意外百多人死傷" (Train accident in southern India kills and injures over 100 people) with a sub-headline "新城電台 - 2小時前" (New City Radio - 2 hours ago). On the right side, there is a "自訂此網頁" (Customize this page) section with several news snippets, including "高慶殺人瀟灑村食病童相死弟凶" (High-celebrity killer in village eats sick child, brother kills) and "三人種基因助揭疾病謎6國逾200科學家研究3年" (Three ethnic groups' genes help solve disease mystery, 6 countries, 200+ scientists study for 3 years).

## Interactivity Dimension 2: Two-way Communication

- Reciprocal communication between companies and users, and users and users
- Receive/ Give instant feedback
- Make direct transactions

# Two-way Communication

Which one offers better two-way communication?

A. Online catalog

B. Web community

## Phone models Asia Pacific

New Releases Complete Collection Upcoming Models

Show me phones with:

- 3G
- Bluetooth
- Dual Camera
- Email
- FM Radio (integrated)
- GPRS
- Handsfree Speaker
- MMS (Multimedia Messaging Service)
- Music Player
- Push To Talk
- Visual Radio
- Voice Dial
- Web Browser
- vWiFi

Frequency Support

All frequencies

Browse the complete Nokia phone collection below. Try the useful phone comparator tool to discover a Nokia phone that is perfect for you.

**New** **New** **New**



Nokia N-Gage™ QD Game Deck Nokia N90 Nokia N70 Nokia 9500 Communicator Nokia 9300

**New** **New**



Nokia 8800 Nokia 8280 Nokia 8250 Nokia 810 Nokia 7710

View earlier models > Page: 1 / 8 >

## Re: 城大羅馬廣場,

23 Oct 2005 01:54:50 +0800 發表 發件人: "Sleep" <a@a.ccom> [回覆文章](#)

其實羅馬折左真係好可惜既，  
不過我覺得又唔駛好似前日班人係城大度示威既...  
攞到胡爵士大叫可恥~~~

"韜" <toby.c@mail.hongkong.com> wrote:

>有冇相睇下？真係去都未去過...

>I am year one~城大最遠都係去到City Top jar

>

>"Jenson Button" <123@123.com> wrote in message

>news:435b2e20@newsgroup.com.hk...

>> haha

>> 可能佢係yrl lei~

>> 羅馬廣場即係泳池隔黎宜家整緊野果度

>> 以前係個圓形既有梯級俾人坐既一個地方

>>

>>

>>

>> [NEW] 香港新聞組文章內容搜尋，詳情請瀏覽 <http://www.newsgroup.hk>

>>

>> 至抵二手車，零件，上會保險...

>> 夠價細?! 夠駕駛?! <http://www.GoCarSite.com>

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>> [NEW] 香港新聞組文章內容搜尋，詳情請瀏覽 <http://www.newsgroup.hk>

>>

>> 日本校園風格，免費玩足一世，玩過《亂online》，就知有幾High!!

>> <http://ran.runup.com.hk>

>>

至抵二手車，零件，上會保險...

夠價細?! 夠駕駛?! <http://www.GoCarSite.com>

# Interactivity Dimension 3:

## Synchronicity

- The degree to which users' input into a communication and the response they receive from the communication are simultaneous
- System responsiveness

# Synchronicity

Which one offers higher synchronicity?

A. Live traffic video broadcast    B. Email newsletter



香港特別行政區政府  
運輸署

政府資訊中心    ENGLISH 简体版    網頁指南

### 全港主要道路交通情況

九龍  
海底隧道九龍入口

107 GHI-KCR Carpark  
Sh001

http://traffic.td.gov.hk

12:55:4690    2306105 密

更新影像

照片每兩分鐘自動更新

請選擇攝影機

香港全圖    香港島    九龍    荃灣    屯門    元朗、粉嶺及大埔    沙田及馬鞍山    大嶼山    網上直播    主頁

Apple eNews    October 27, 2005

### In this issue:

- Introducing Aperture
- Power Mac G5: The power of two.
- Higher resolution. Extra mileage.
- Waking Enthusiastic over Mac Groups
- Book corner
- Technically speaking
- What's new?

### Hot news headlines

- Australia joins the party. With exclusive tracks from such Australian artists as Missy Higgins, Bernard Fanning, Paul Mac, Evermore, Gyroscope and The Dissociatives and with extensive catalogs from INXS, Hunters & Collectors, Paul Kelly and Slim Dusty, the iTunes Music Store opened its doors in Australia, offering fans down under the same innovative features, breakthrough pricing and seamless integration with iPod that music fans in 20 other countries around the world enjoy.

### Introducing Aperture

As a professional photographer, you've waited a long time for an application created just for you. And thanks to Aperture, your wait is over.

The first all-in-one post-production tool for photographers, Aperture delivers an advanced and incredibly fast RAW-focused workflow that makes working with RAW images as easy as working with JPEGs. Its unique compare and select tools let you quickly and easily edit a large photo shoot, whittling down thousands of photos into a handful of top picks. And it offers stellar photo management tools scalable enough to handle thousands of projects.

# Interactivity – effect on advertising

- Highly involved in the lecture
  - Increase individual's sense of involvement
- Can recall what was learnt in the lecture
  - Higher recall rate of an ad
- Think the course is good
  - Better brand attitude
- Are likely to pay tuition fee next semester
  - Higher purchase intention

# Interactivity may not always be good

- Do you enjoy online interactivity?
- When do you enjoy interactivity?
- When you don't enjoy interactivity?
- Who is likely to enjoy online interactivity?

# Interactivity may not always be good

- Purpose of using the Internet
  - For information
  - For pleasure

# Interactivity may not always be good

- Personal traits
  - User's desire for control
    - High desire for control
      - > likely to enjoy interactivity
    - Low desire for control
      - > may feel uncomfortable when given the control

# Interactivity may not always be good

- Personal traits
  - User's CMCA
    - **C**omputer-**M**ediated **C**ommunication **A**pprehension
    - Anxiety when communicating with others via a computer
    - Novice computer users
    - High CMCA > may not enjoy online interactivity

# Advice to online advertisers

**'You aren't advertising  
to a standing army;  
you're advertising to a  
moving parade.'**

**David Ogilvy**

- **Information Overload!**
  - The more interactive an ad, the more complex it gets.
  - “more-is-better” does not necessarily lead to enhanced communication effectiveness.

# Advice to online advertisers

**'You aren't advertising  
to a standing army;  
you're advertising to a  
moving parade.'**

**David Ogilvy**

- **Well balanced!**
  - High level of vividness, moderate level of interactivity results in favorable online advertising.
  - Something that traditional advertising can't do

# Advice to online advertisers

**'Make it simple. Make it  
memorable. Make it  
inviting to look at.  
Make it fun to read.'**

**Leo Burnett**

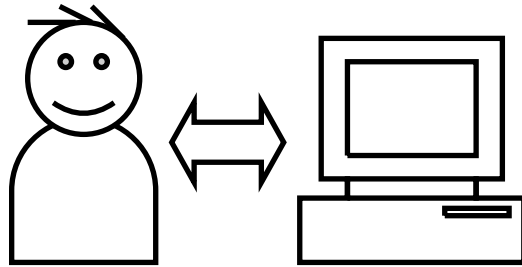
- **Focus on social presence!**
  - Social presence means the feeling of being a participant of a multidirectional communication
  - Establish virtual relationship with customers on a one-one basis. e.g navigational links

# Summary

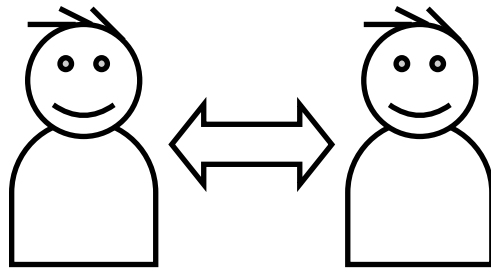
# Interactivity – 3 types of definition

- The process
- The feature
- The perception

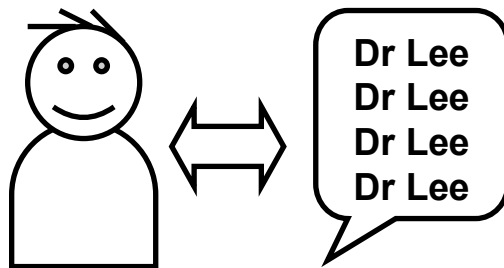
# Interactivity – 3 perspectives



User-machine interaction



User-user interaction



User-message interaction

# Interactivity – 3 dimensions

- Active control
- Two-communication
- Synchronicity

Thank you.