SESSION 6: CONSUMER ACCEPTANCE

Beyond the Ubiquitous Network Society

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The 20th century is the Internet society where persons can communicate each other via cyber world. Knowledge circulated within cyber world. The 21st century is the ubiquitous network society where persons and things can communicate each other via cyber world and real world. Much knowledge circulation between real world and cyber world using sensors, ubiquitous network and the Internet. The 21st knowledge circulation is the difference from the 20th knowledge circulation in respect of the real world.

Interface design must be changed in accordance with the knowledge circulation change. The knowledge circulation changes and the technology makes rapid progress. Nevertheless, human does not so change and progress rapidly. The research result about human gives the principle for the ubiquitous interface design.

Key factors for human interface design are E. T .Hall's Proxemics and operation knowledge accumulation. Table 1 shows the relations between proxemics and machine operation.

The ubiquitous network society makes the paradigm shift of knowledge circulation. Conventional knowledge circulation was that the downlink was far more than the uplink. CGM (Consumer Generated Media) changes knowledge circulation the downlink becomes less than the uplink. In the future, consumers will share knowledge and process through the networked communities and the downlink will be more than the uplink.

Table 1 Proxemics by E.T. Hall and Machine Operation

	Distance (cm)	Features	Machine Operation		ROBOT
Intimate distance	<15	Telling secrets, comforting others and lovemaking	Speech via cellular phone		
	15~45	Shaking hands	Mail via cellular phone, remote controller	AV PC	
Personal distance	45~75	Minimal touch	PC, car navigation		
	75~120	Personal conversation	TV conference		
Social distance	120~210	Formal conversation			
	210~360	Business space	Remote lecture		
Public distance	360~750	Interpersonal interaction is not possible			
	<750	Public speech			