

Orit Zuckerman (discussed with Elizabeth Sylvan and Winslow Burleson)

Assignment #2

Question #1

In this assignment I have worked together with Elizabeth Sylvan and Winslow Burleson. I see deep engagement as something a bit different than Liz and Win. For me a deep engagement is a very specific moment, and very similar to Mihalyi Csikszentmihályi's Flow theory, it is a moment of harmony, balance, and total immersion. It is highly emotional and has a sense of elevation. It makes you feel special and wonderful. However Liz and Win argued that the fact that there is something on your mind, even if you are not really busy with it right now, it is still an engagement. This can be a very interesting philosophical discussion and we should find the time to address it. But as I am the only one who has to do the assignment, I will relate to my point of view and my experience.

I find there are 2 essential attributes for deep engagement:

Affecting – engaged with your emotions/knowledge/memories

Immersion – needs your complete attention

There is an attribute, which I believe, is an outcome of a deep engagement experience:

Something is left behind. You are not the same person you were before.

If we look at all the other attributes we talked about they are all subsets of those 3:

Affecting:

Excitement

New experience, surprise

Relaxation – lack of feeling

Uniqueness

Pleasure

Losing sense of reality

Meaningful

Emotional

Immersion:

Attention

Retention

Resonance, harmony

Challenge

Skill

Left with:

Uniqueness

Reflection

Skill

Learning

Personal growth

Impression

Awareness

Belongingness

Desire to share the experience with as many people as possible

I think all deep engagement fall under the broad categories and can be defined by the subsets of those categories. For instance:

A good book falls under: Affecting - New experience, emotional, relaxation, pleasure and losing sense of reality. Immersive - Attention, harmony and you are left with reflection, awareness, learning, impression, awareness, and sometimes, personal growth.

A good video game falls under: Affecting – Excitement, new experience, relaxation, pleasure, losing sense of reality and skill. Immersion – Attention, retention, resonance, challenge and you are left with uniqueness, belongingness, skill, learning, and impression.

Creating something falls under: Affecting – excitement, new experience, surprise, uniqueness, losing sense of reality, meaningful and sometimes emotional. Immersion – attention, resonance, challenge, skill and you are left with uniqueness, skill, learning, personal growth, awareness.

Question # 2:

I have not used the ranking sites that are mentioned in the assignment, but I am using netflix, IMDB and epinions.

With the overwhelming variety we have today in products and services it is hard to know what is the right thing to buy. When I started using these sites I had no idea if their ranking methods resonates with my own taste and standards. I gave all of them a try and compared it with items I know their value to me.

In IMDB, which is a movies database, they let people rank movies on the scale of 0-10 and over time a movie gets a ranking. I have learned that every movie that is ranked over 7.0 most likely will interest me. Movies that are ranked over 8.0 are a sure win. I also learned that in the genre of foreign movies that ranking doesn't resonate with my own likings. In Netflix, which is an online DVD library, they have a much more sophisticated system. You have to rank movies you have seen and according to your ranking they decide which movies you'd like and which one you won't. The more you rank, the more accurate their recommendation will be. I have ranked 600 movies so far and I must say their recommendation system is pretty accurate. In epinions, which is a users' reviews site on every product possible, there was a time where the reviews were good and accurate and I could count on their recommendations. But over time they got too big, with too many products listed but not reviewed that it made the system unusable.

In Amazon, I am reading the bad reviews people write on products that I am interested in, to figure out if there is a problem - what it is. I have found it quite helpful cause it is easy to find patterns. For example I wanted to buy a certain car-seat and all the bad reviews said that the kids learn how to open the harness on their own and that can be dangerous. I ignore their recommendations and suggestions cause looking at them closely shows that it is clearly a "stupid" marketing engine that follows your clicks in the site and doesn't have a real value to me.