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Record Nr.	UNINA9910298984203321
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Titolo	Social Interaction, Globalization and Computer-Aided Analysis : A Practical Guide to Developing Social Simulation / / by Alexander Osherenko
Pubbl/distr/stampa	London : , : Springer London : , : Imprint : Springer, , 2014
ISBN	1-4471-6260-9
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (256 p.)
Collana	Human–Computer Interaction Series, , 1571-5035
Disciplina	300.285
Soggetti	User interfaces (Computer systems)
	Application software
	Psycholinguistics
	Community psychology
	Environmental psychology
	Cultural studies
	User Interfaces and Human Computer Interaction
	Computer Appl. in Social and Behavioral Sciences
	Community and Environmental Psychology
	Cultural Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Preface -- List of Tables -- List of Figures -- Acronyms -- Part I – Multidisciplinary Part -- Introduction -- Related Work on Social Interaction and Social Simulation -- Scenarios of Social Interaction -- Part II – Developmental Part -- Acquisition of Intercultural Data -- Framework for Data Processing -- Prototypes of Social Simulation -- Evaluation of the Prototyping Approach -- Conclusion -- Index.
Sommario/riassunto	Tackling globalization is a great challenge – it is both extremely beneficial and essentially problematic. This comprehensive, multidisciplinary study confronts this ambivalence through the use of computer simulation. It discusses the findings of social interaction and social simulation through the use of understandable global examples. Readers can use this book as a tool to outline significant

aspects of intercultural simulation and highlight the issues that need to be considered in the reader's analysis. The author leads the reader via sequential narration from a colloquial description of intercultural situations to final simulation prototypes; each step is accompanied by descriptive comments and program code. Social Interaction, Globalization and Computer-aided Analysis shows the reader how to acquire intercultural data from seemingly inconceivable information sources. Researchers and software developers engaged in interdisciplinary research projects in the field of Human-Computer Interaction will find this book to be a useful companion in their work. Alexander Osherenko is the founder of the start-up company Socioware Development, which implements psychologically-, sociologically- and culturally-aware software that scrutinizes information based on the findings of the cognitive sciences. Solutions created by Socioware Development can be implemented across a vast spectrum of industries, including car manufacturing, insurance and banking, Internet search engines and e-retailers.