

1. Record Nr.	UNISA996465982303316
Titolo	Ubiquitous Computing Systems [[electronic resource]] : Third International Symposium, UCS 2006, Seoul, Korea, October 11-13, 2006, Proceedings / / edited by Hee Yong Youn, Minkoo Kim, Hiroyuki Morikawa
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2006
ISBN	3-540-46289-9
Edizione	[1st ed. 2006.]
Descrizione fisica	1 online resource (XVI, 548 p.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI ; ; 4239
Disciplina	004
Soggetti	Computer communication systems User interfaces (Computer systems) Computer organization Software engineering Special purpose computers Application software Computer Communication Networks User Interfaces and Human Computer Interaction Computer Systems Organization and Communication Networks Software Engineering Special Purpose and Application-Based Systems Information Systems Applications (incl. Internet)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Human Computer Interaction -- A Rule-Based Publish-Subscribe Message Routing System for Ubiquitous Computing -- Exploiting Eye Gaze Information for Operating Services in Home Network System -- A Methodology for Assessing the Level of U-Transformation of Ubiquitous Services -- 3D Space Handwriting Recognition with Ligature Model -- Scenario-Based Design of Ambient Intelligence -- Ubiquitous Multimedia Access with a Multidimensional Information Browser -- OPF: A Distributed Context-Sensing Framework for Ubiquitous

Computing Environments -- Modeling and Social Aspects --
 Implementation of Telematics Services with Context-Aware Agent
 Framework -- Clock Offsets in TDOA Localization -- Context-
 Dependent Task Computing in Pervasive Environment -- Semantic
 Information Retrieval in the COMPASS Location System -- A Formal
 Characterization of Vagueness and Granularity for Context-Aware
 Mobile and Ubiquitous Computing -- An Inference Engine for
 Personalized Content Adaptation in Heterogeneous Mobile Environment
 -- Context-Based Cooperation Architecture for Ubiquitous Environment
 -- Affordance-Based Design of Physical Interfaces for Ubiquitous
 Environments -- Systems -- Dynamic Clustering for Object Tracking in
 Wireless Sensor Networks -- An Ultra Low Power Medium Access
 Control Protocol with the Divided Preamble Sampling -- A Service
 Conflict Resolution Algorithm Based on Virtual Personal World --
 Experimental Evaluation of Decision Criteria for WLAN Handover: Signal
 Strength and Frame Retransmission -- Buffer Feedback Scheduling:
 Runtime Adaptation of Ubicomp Applications -- Exploiting Passive
 Advantages of Sentient Artefacts -- Scenario-Based Programming for
 Ubiquitous Applications -- JSense – Prototyping Sensor-Based,
 Location-Aware Applications in Java -- Communications I -- Estimation
 of the Number of Competing Stations Applied with Central Difference
 Filter for an IEEE 802.11 Network -- An Emergency Message
 Propagation Method in Highway Traffic -- UbiComm: An Adaptive
 Vertical Handoff Decision Scheme for Heterogeneous Wireless Networks
 -- Reducing Location Update Cost using Multiple Virtual Layers in
 HMIPv6 -- Design and Emulation of Integration Framework for
 Heterogeneous Wireless PAN Networks -- Heterogeneous Routing
 Protocol Coordinator for Mobile Ad Hoc Networks -- Communications II
 -- DynaMoNET: Dynamic Multi-homed IPv6 Mobile Networks with
 Multiple Mobile Routers -- Fast IPv6 Address Auto-configuration Using
 Proxy for Mobile Environment -- Parametric Routing for Wireless Sensor
 Networks -- Analyzing the Effect of a Block FEC Algorithm's Symbol
 Size on Energy Consumption in Wireless Sensor Networks -- Minimum
 Dominating Sets for Solving the Coverage Problem in Wireless Sensor
 Networks -- A Simple Scheme with Low Energy consumption for
 Coverage Maintenance in Wireless Sensor Networks -- Spectrum
 Sensing Method for Increasing the Spectrum Efficiency in Wireless
 Sensor Network -- Smart Devices and Security -- Algorithm for the
 Predictive Hibernation of Sensor Systems -- Encapsulation and Entity-
 Based Approach of Interconnection Between Sensor Platform and
 Middleware of Pervasive Computing -- Feature Selection and Activity
 Recognition from Wearable Sensors -- Portable Device for Bi-emotional
 State Identification Using Heart Rate Variability -- An Optimizing
 Authenticated Key Exchange Protocol for Self-organizing Sensor
 Networks.

Sommario/riassunto

We cordially welcome you to the proceedings of the 2006 International Symposium on Ubiquitous Computing Systems (UCS) held in Seoul, Korea. UCS has been a symposium for dissemination of state-of-the-art research and engineering practices in ubiquitous computing with particular emphasis on systems and software. 2006 UCS was the third of this series of international symposia, and its importance is increasing as information technology industries are recognizing ubiquitous systems to be one of their top priorities. This year the symposium was organized by u-Korea Forum, Su-kyunkwan University, The Electronic Times, and UCN, Korea. It was also sponsored by the Korea Ministry of Information and Communication, KISS, KIPS, KICS, NCA from Korea and IPSJ SIGUBI, IEICE URON, and UNF from Japan. This year we attracted 359 high-quality paper submissions from

all over the world. Among them, 41 papers representing 11 countries were selected to be included in the technical program. This very low acceptance rate of about 11% clearly demonstrates the high quality of the conference, and this tradition will continue in the upcoming years. Three distinguished speakers were also invited for keynote speeches, who enlightened the audience on ubiquitous computing theory and application.

2. Record Nr.	UNINA9910965421803321
Titolo	Public information campaigns & opinion research : a handbook for the student & practitioner / / edited by Hans-Dieter Klingemann and Andrea Roemmele
Pubbl/distr/stampa	London ; ; Thousands Oaks, : SAGE, 2002 London ; ; Thousands Oaks : , : SAGE, , 2002
ISBN	0-85702-453-1 1-280-36995-7 9786610369959 1-4129-3264-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiv, 193 pages) : charts
Altri autori (Persone)	KlingemannHans-Dieter RommeleAndrea <1967->
Disciplina	659.1/932
Soggetti	Advertising, Political Political campaigns Public opinion polls Communication in politics Advocacy advertising Advertising campaigns
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Contents""; ""List of Contributors""; ""List of Figures""; ""List of Tables""; ""Foreword""; ""Campaigns and Surveys: An Introduction"";

""Part I: Communicating the message: theoretical approaches"";
""Chapter 1 - Information and Communication Campaigns: Linking Theory to Practice""; ""Chapter 2 - Modelling and Evaluating Public Relations Campaigns""; ""Chapter 3 - Towards a Theory of Campaigns: The Role of Opinion Leaders""; ""Part II: Planning and implementing national campaigns""
""Chapter 4 - The Importance of Research in Planning and Developing Communications Campaigns: The UK Government Home Office Smoke Alarms Campaign"" ""Chapter 5 - Planning and Implementing a National campaign: Two Campaigns by the National Farmers Union""; ""Chapter 6 - Public Opinion Information and Campaign Strategies: An American Case Study""; ""Part III: Planning and implementing international campaigns""; ""Chapter 7 - Communicating 'Europe': Implications for Multi-Level Governance in the European Union""
""Chapter 8 - Campaign Practices and Survey Use in the European Commission: The Eurobarometer Survey"" ""Chapter 9 - The Role of Survey Research in International Campaigns: What Can be Learnt From Case Studies?""; ""Part IV: Assessment of Effects""; ""Chapter 10 - Effective Campaign Assessment: How to Learn From Your Failures""; ""Chapter 11 - Using Survey Research to Determine the Effects of a Campaign""; ""Chapter 12 - Using Market Research Techniques to Determine Campaign Effects""; ""Conclusion""; ""Chapter 13 - Using Survey Research i Campaigns: A Summary and Checklist for the Student and Campaign Practitioner"" ""Index""

Sommario/riassunto

Based upon the experiences of campaign practitioners and multidisciplinary insights, this handbook explains how to plan implement and measure public opinion using survey research and market research tools.
