

artificial consumers

or

artificial relevancy

NCC 2002, Amsterdam
Heineken Music Hall, June 8, 2002

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introduction

Richard Gatarski, PhD

- o 1978 college degree in electronics
- o 1978-1984 engineer at Ericsson Telecom
- o 1984-1985 global exploration
- o 1985-1989 university degree, Bsc BA
- o 1989- consulting
- o 1995-2001 academic research, PhD
- o now I'm here :-)



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what's up?

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Marketing

a branded world



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Future

behavior

It would be possible for subscribers to Ad Specialties, Inc. to inspect an elaborate catalog of product listings and then code their television sets for the reception of ads dealing with some particular type of products.

(Isaac Asimov in Advertising Age, May 9, 1977)



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Future

of television



Nicholas Negroponte



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Future agents

Real-time pricing and auctioning

Intelligent software agents stand a great chance of being the "killer app" for Artificial Intelligence (AI) technology, since they are designed from scratch to work in very complex systems and they can present real business value. **The opportunities for using intelligent agents in an e-business application are enormous.** They can for example be used for real-time pricing and auctioning, involving different parties in a supply-chain network. Suppliers can present their products on the web - over Internet or an extranet - and **collect real-time price bids** from multiple customers. Intelligent software agents can carry out work on behalf of human knowledge workers both on the supplier's and customer's behalf. **The most intelligent software agent will win the best deals**

(IT-bolaget AB, 2001)



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Future science fiction or facts?

Vision

Illustration

Realisation



(Gap-model, adopted from Lernström, 2001)



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introducing artificials

How do people find sites?

- Links 88%
- Search engines 85%
- Friends 65%
- Print media 63%
- Directories 58%
- E-mail sigs 36%
- Television 32%
- Usenet 30%
- Books 28%

AMA



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New market actors



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Artificials definition

Artificials are digital machines that interact in markets.

An observer's understanding of the interactions of an artificial depends on how it is:

- **controlled** (humans vs. autonomously) and how its
- **system is designed** (visible vs. hidden).

(Gatarski, 2001)



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Artificial Market Actors

a few examples

SmartSurfer
 PhoneGenie BrainBar
 Linjeväljaren Evolutionary Banners
 IBM bots SparaPengar Amazon
 BargainFinder Buffalos Toyspot
 Kitchen Shallow Red Jango
 Kasbah Jupiter Olga Napstar
 Intenia Generative Design
 Agents Mary
 eBot



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