



The Funny Thing About...
The Funny Thing About...IT

V/O:

Rex Mallic feels the business world's pulse from his bedside.

Professor Gerd Kortuem:

I think the media portrays people in IT as a little bit geeky.

Music: out

If you want to have success in computing, if you want to...if you want to develop successful products that people actually love...you really need to engage with people and understand what people want.

Robert Webb:

R-o-b (said very slowly). Um.

David Mitchell:

What?

Robert Webb:

I'm quicker with my own name. What comes next? Oh, space. (laughter). Then? Come on or this will take forever.

David Mitchell:

You can do it faster than that.

Robert Webb:

No I can't David. I can't. Oh pick on the non-swimmer. Shoot the wounded.

Professor Gerd Kortuem:

Users are tremendously important. I'm not aware of any really large-scale project these days in industry that doesn't look at users.

Robert Webb:

Space, shift, I.

David Mitchell:

What? Why are you using spaces between the letters?

Robert Webb:

Oh I'll have to go back. Delete, delete, delete, weeeeeee! Oh I've gone too far now.

David Mitchell:

Argh!

Professor Gerd Kortuem:

The OU is heavily involved in designing and developing new user interface technologies, be it speech technology, gesture based user interfaces or table top based computing. In many ways I am just a normal user of computers just like everyone else. I get frustrated, I angry sometimes. I start shouting at the computer and people around me realise that I am upset.

Man:

Come on. (Inaudible)

Professor Gerd Kortuem:

I think it's obvious as a society that we face big problems be it pollution, any environmental aspects, food shortages and these kind of things and computers increasingly ...
: ...are used to help people do things better, more efficiently, have more fun... and in changing people's lives in a way is quite interesting. in changing people's lives in a way is quite interesting. I think in the future computers will increasingly have the ability to not only understand what is currently going on but also predict what will be going on in the future.

V/O:

Rex Mallic sees a future world where every home will have its own terminal plugged into a central brain where eventually his very thoughts could be stored and perhaps assessed for his future use.