

# ***Society, Ethics, Business and HRI***

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# Scheduling Final Presentation Days

- Days to choose from: Nov 29, Dec 1,6
- Blind Aid, Project Quibbler, Roillo
- 'Open House' decision point, Dec 8

# Business Models – saving you a few mistakes

- Media Lab strategy
- CMU strategy: “Technology Innovation”
- Toy Robots Initiative – unconventional approach, initially ‘failed’ strategy
- Problems: Sony, Microsoft, Google stories

# Society and Funding: today's trends

- DOT: cautionary statement about focus
  - PATH and NAVLAB demo: what happened to HRI?
- Military trends: the *Tether Way*
- NSF: two trends
- Industry: high-level interfacing

# Society and Funding: today's trends

- DOT: cautionary statement about focus
- Military trends: the *Tether Way*
  - Applied, military-relevant, short-fuse
  - Contest-driven
  - Up: HF ; Down: basic research into modeling, psych
- NSF: two trends
- Industry: high-level interfacing

# Society and Funding: today's trends

- DOT: cautionary statement about focus
- Military trends: the *Tether Way*
- NSF: two trends
  - Cross-enterprise inquiry
  - Special emphasis on *real* evaluation, development cycle
- Industry: high-level interfacing

# Society and Funding: today's trends

- DOT: cautionary statement about focus
- Military trends: the *Tether Way*
- NSF: two trends
- Industry: high-level constrained interfacing
  - Cases: Sony, Honda, Deka

# Discussion

- Is HRI a field? The danger of *no* to the academic tenure process...
- What do you think is the tall pole for successful HRI in robotics?
- When is it time for standardization