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RESEARCH ARTICLE

PEOPLE'S RESPONSE

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ABSTRACT

This paper heuristically describes people's response to anything online (on internet) or offline.

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INTRODUCTION

People's response

Anyone's response may be heuristically divided into three parts – Dependence, Determination and Description. The bars over the last part –description, keep on going as they keeps on increasing infinitely that is, there are infinite bars in the last section (description section) which keep on increasing. As obvious from the names, people on interacting with anyone or anything show the response as over the dependence section and show dependence. On further interaction, people show reaction as in the determination section that is, they determine things or people. Lastly, on further interaction, they show behaviour according to the description section. An example of this is people interacting with a search engine. On beginning interaction, they show dependence that is search engine supplements them with keywords such as giving them options. Second stage comes when search engine presents them with search results and users (people) go through them and start clicking on them. Last stage of description comes when people visit individual links and go through them by reading the content associated with the links. Rather than taking it as the absolute figure, it should be taken as heuristic figure taking into account the increase and decrease of values shown with the help of bars.

First a decrease then an increase in the dependence section. Again, a decrease then an increase in the determination section. Lastly, a decrease and then the values keep on increasing in the description section. The goal of this paper is to show the stages of people response and how it could be used to advertise content online or offline.

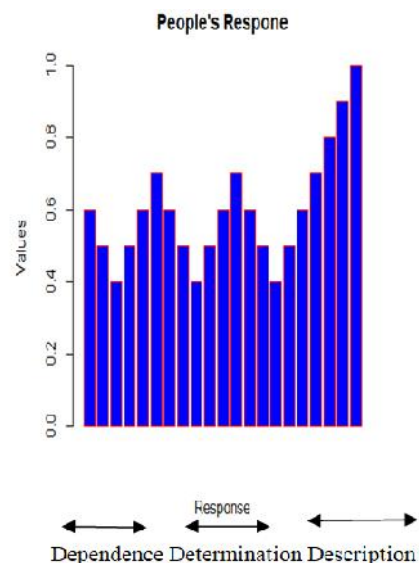


Figure 1
