Creepy vs. Cool

CONTENT CRASH COURSE

Microsoft

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	Study	Investigate	Verify	Learn	Do	Be done for me
reader context				desires differ / both can be cool		
reader intent	**Study**	**Investigate**	**Verify**	**Learn**	**Do**	**Be done for me**
writing type	**Document**	**Explain**	**Reassure**	**Instruct**	**Indicate**	**Notify**
technical depth	Accuracy / Precision					
language characteristics	terminology / analysis	clinical / academic	promises / examples	step-by-step / assumption-free	invisible / "intuitive"	assumption-based

	reader context				cool	DESIRED
reader intent	**Study**	**Investigate**	**Verify**	**Learn**	**Do**	**Be done for me**
writing type	**Document**	**Explain**	**Reassure**	**Instruct**	**Indicate**	**Notify**
technical depth	Accuracy					
	Precision					
language characteristics	terminology analysis	clinical academic	promises examples	step-by-step assumption-free	invisible "intuitive"	assumption-based

	reader intent					
reader context	Study	Investigate	Verify	Learn	Do	Be done for me
writing type	Document	Explain	Reassure	Instruct	Indicate	Notify
technical depth	Accuracy / Precision					
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ACTUAL — creepy — DESIRED

Hypothesis:

If content unexpectedly increases in formality, terminology, and precision, then the feeling of "creepy" will increase.

Torrey, is this you?

If your name isn't next to you on the screen, make sure the sensor can see you, then raise your hand over your head.

Sign in when Kinect sees you, before you pick up a controller or remote control—without even turning on a light or putting down your sandwich.

Make changes any time in Settings > Sign-in, security & passkey.

Torrey

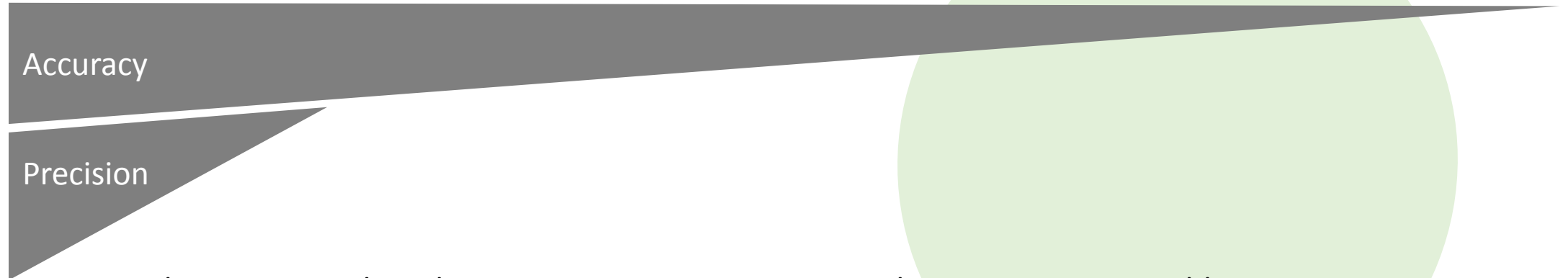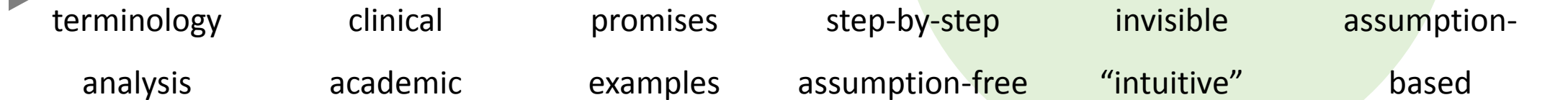| That's me | Sign in manually | How Kinect works |

reader context				DESIRED	
reader intent					
Study	**Investigate**	**Verify**	**Learn**	**Do**	**Be done for me**
writing type					
Document	**Explain**	**Reassure**	**Instruct**	**Indicate**	**Notify**

technical depth

Accuracy

Precision

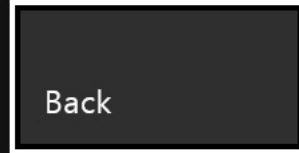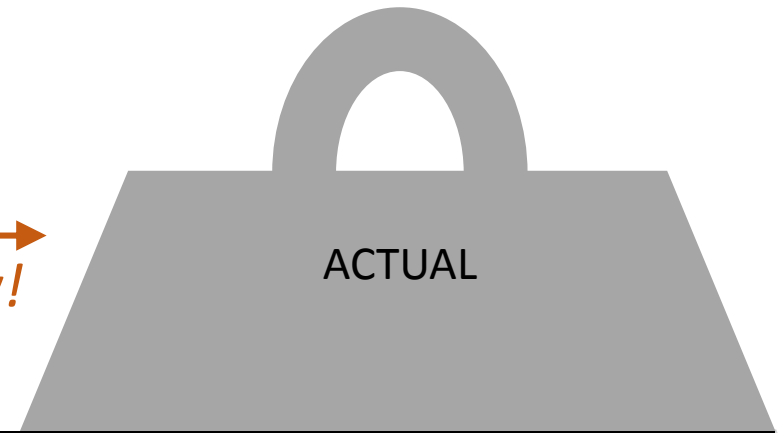| *language characteristics*					
terminology	clinical	promises	step-by-step	invisible	assumption-
analysis	academic	examples	assumption-free	"intuitive"	based
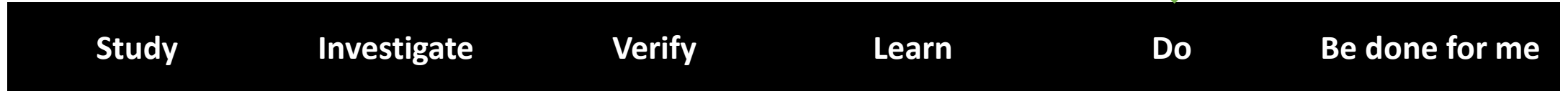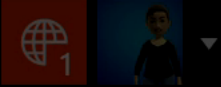
You are the controller

When Kinect is turned on, you can play using its video, infrared, and audio sensors, even when there's not much light in the room. Turn off Kinect in Settings > Kinect. Your sign-in data will never leave this Xbox. Apps and games you play can only access the Kinect data they need, and they need your permission for that data to leave the console. Change your sign-in settings in Settings > Sign-in, security & passkey.
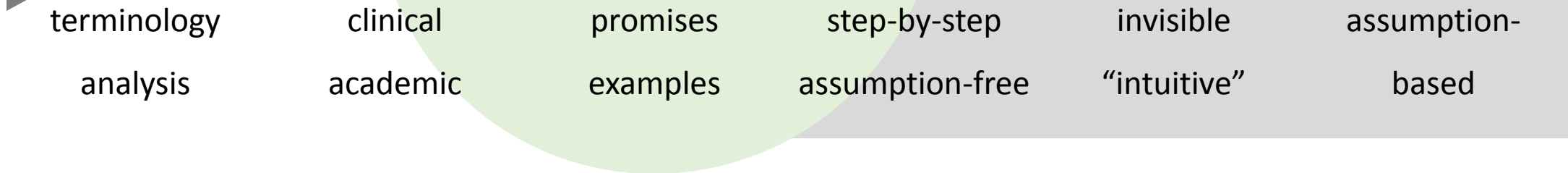
But what if…

reader context			DESIRED	← *also creepy!* →		ACTUAL
reader intent	**Study**	**Investigate**	**Verify**	**Learn**	**Do**	**Be done for me**
writing type	**Document**	**Explain**	**Reassure**	**Instruct**	**Indicate**	**Notify**
technical depth	Accuracy					
	Precision					
language characteristics	terminology analysis	clinical academic	promises examples	step-by-step assumption-free	invisible "intuitive"	assumption-based

Revised hypothesis:

If language characteristics are increasingly different than expected, then the feeling of "creepy" will increase.

thanks!

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