USE OF MEDIA METAINFORMATION FOR INTERACTIVE QUIZZES

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USE OF MEDIA METAINFORMATION FOR INTERACTIVE QUIZZES

Technical task:
During the car journey, the radio programme or own media are often listened to via the vehicle’s infotainment system. These activities go well with the driving task, provide a stimulating atmosphere or current information. To ensure that the infotainment display also shows appealing and informative data during these auditory programs, information on the current song, artist or album is shown there. This information is based on the meta-information (tags) with which local media are enriched or, in the case of radio, are transmitted on a side channel or are automatically determined from the music tracks by means of corresponding music services (such as Gracenote).

Initial situation:
The radio program or listening to your own music library remains an attractively implemented frontal program. Interactivity is not intended, which means that the program is not perceived properly after a while. Since the journey then no longer appears to be entertaining, the risk of tiredness at the wheel or succumbing to the stimulus of other secondary occupations increases. Working on a smartphone, for example, represents a considerable safety risk and is beyond the control and consideration of the vehicle’s anticipatory safety systems.

Solution:
Extend the frontal music program with an interactive component: For example, users could be offered a quiz that asks for one or more details about the piece of music currently playing.

Advantages:
The advantage of the idea is the offer of a stronger involvement of the user based on the music source chosen by the user. Since the media source has been chosen by the user, it can be assumed that the user feels addressed by it to a certain degree. Existing digital music quizzes have their own media material, and it cannot be assumed that they fit the user’s taste in music.

The idea is intended as an extension of the existing radio/media programme, i.e. as a component of the vehicle infotainment. This means that it can be used and influenced by other vehicle systems in contrast to non-vehicle solutions. For example, vehicle microphones can be used or anticipatory safety systems can prevent a quiz dialogue in safety-critical situations.

If the digital vehicle assistant assumes the role of quiz master, this can contribute to its perception of competence.

But the central motivation is to make the frontal music program interactive in an appealing way, thus contributing to an entertaining ride and a stronger brand loyalty.

Possible application:
As already mentioned, nowadays in most cases of music playback in the vehicle, meta information (tags) about the currently playing track is available. They form the basis for the quiz or guessing games with the vehicle occupants described in this idea. How and whether this meta information is displayed on the vehicle displays is entirely up to the vehicle manufacturer. The basic idea of the idea is to hide this information or parts of it while a piece of music is playing and let the passengers guess.

The following are some aspects of the implementation of such music quizzes in the vehicle:

- Such a quiz could be initiated either by the user selecting an additional button on the media playback screen
- Alternatively or additionally, the digital assistant could ask (e.g. after a certain driving time) verbally or on a vehicle screen whether the user wants to play a music quiz
- Depending on the level of occupant detection and the presence of seat-specific microphones, all occupants can guess together or individual occupants can play against each other
• The questions can either be asked verbally by the speech dialog system or the digital assistant or by displaying a window on a vehicle display
• The display of meta information is suppressed in quiz mode, or is only selectively enabled
• The user's answers can be given verbally or via a vehicle display (e.g. multiple choice)
• In later expansion stages, the user-specific and cross-drive collection of points is conceivable
• The inclusion of other vehicle systems such as ambient lighting or seat vibration can contribute to staging the quiz experience