Service Selection (Negotiating Users to Our Goal) by Predicting Users' Psychological Manner (Iridology); Computer Position Next to Users

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Abstract: Web services are becoming a common and convenient means of doing business over the Internet. More-and-more web services are kept on arriving over the Internet, offering the same set of services to the end users. The availability of similar web services increases the complexity of discovery as well as the selection process of web services. The traditional way of discovery of web service involves keyword based searching followed by manual selection. The keyword based search is not efficient. In this paper, we have used an improved mechanism for web service selection based on website as a negotiator. As interest in website owners arises not only to keep their customers but also increase the number of deals and interests. By effective negotiating, more income, than any other competitors will be obtained. Improving in business has number of rules which sellers should obey. The business rules such as negotiation, body language, time management, and selling strategy have been completely discussed in M.B.A And D.B.A courses. At the same time, for websites there is not that much information. In this study we are going to introduce new rules for websites to act more effective as a negotiator. Company managers before any negotiation, should choose the best negotiator. This duty has different step. Important step is that the negotiators should be studied different courses related to strategy of negotiation. Second step is to realize customers' position on the negotiation table and his personal behavior. Now a day's websites are an important negotiator for any companies. To be the best in this mission we use the iridology and position of computer comparing to user's place.
Index Terms— rules of negotiating, iridology

1.   Introduction

One way to ensure business agility and efficiency is to be the winner in business negotiating. In this way, supported interfaces, pricing, availability, actions to be performed when violations occur and endured is very important factors. On the other hand the most important factor is feeling convenience by users. For instance suppose someone goes shopping in the shop A, the prices is cheaper than other shops and seller deliver goods very fast but he/she does not feel comfort.

Otherwise In the shop B, not only offer cheap prices and fast delivery but also make satisfaction for the customer during shopping. As a result he/she prefer to buy from shop B. in this research we are introducing, how we could make our service selectors feel more comfort during their work in composite web services. To achieve this goal we use iridology and place of computer on the table of customer. By place of computer on the table of user we can predict how user feel about our web information. In the same fashion by users' iridology we can predict his/her manner. Hence we can predict his/her future activities in the composite web service. By predicting him/her we can

make him/her more comfort during the usage of composite web service. It means not only we can consider to be the winner in the business negotiation but also we can increase the users due to their convenience in our composite web services.

2.   Related Works

Service model (1) able to express both technical and business quality aspects, and (2) which considers both programmer and final user perspectives. In a Service Oriented Architecture, our quality model can be adopted by the Web service broker to identify which is the best Web service among a set of functionally equivalent Web services. Such a selection considers the quality of Web service along with the user preferences combining two decision making models: cost-benefit analysis and Analytic Hierarchy Process (AHP). For the sake of simplicity, we assume that our quality-driven selection process commences when a set of functionally equivalent Web services has been previously identified [1], the composition of services is used to implement complex functionality. The quality of service (QoS) is a demanding issue for the management of service compositions. A QoS-aware service selection recommends the services to be composed to account for the quality of a service composition and its execution cost incurred by requests. It is shown that in the presence of sophisticated service charging a cost minimization objective imposes the need for a request- and service composition-comprehensive service selection. This type of selection is called a tactical service selection. Existing tactical service selection models assume a deterministic execution environment. The need to adjust a service composition during the execution of a request to react on uncertain QoS attributes and service failures is neglected. Service reconfiguration approaches are proposed to deal with service failures, uncertain QoS attributes, and their impact on QoS restrictions. The challenge addressed in this paper is to propose a hierarchical service selection that integrates a tactical service selection with a service reconfiguration to satisfy the cost minimization objective and to maintain a successful execution of requests. It is shown that the tactical service selection can be efficiently combined with an existing service reconfiguration method to achieve both runtime-related goals and tactical objectives [2].

Currently, there is no work discussing and conveying a way which can easily attract web customers by predicting their activities; however, there are a lot of works discussing the best logical ways that direct web-customers to their goal. These works are mainly focused on logic solution to obtain shortest and economical way to the goal. Unfortunately, none of the works predict the web-customers' activity as well as their feeling in the service selection. This research successfully build the first step towards achieving the use of predicting web-customers' activities in service selections to present the best feeling and comfort to achieve their goal.

Works	Num	Ok	No
Data Obtained By Iridology Prediction	1000	550	450
Data Obtained By Place of Computer	1000	330	670
Data Obtained By Combination	1000	660	340
Total	%100	%66	%34

Fig. 1 shows data obtained out of 1000 sample

In the Fig. 1 we compare our research with normal webs in this research we predicted %55 by using iridology. We predict %23. By using the place of the computer on the table of customers. Integrating couple of ways we obtained %66 correct prediction and being winner in the negotiating. The result obtained was acceptable. Although we applied different themes, easy or hard written text, psychological effectiveness but we did not applied psychological effect on the text. Hence by applying more improvement in written text we wish to obtain better results.

3.   Discuss

In the websites, there are many methods for predicting the customers' actions who attend the websites. The first way is to predict the customers' action by previous log files of her/him. The second way is statically predicting her/his action. The third way is the information of websites' attenders' IPs. The advantage of our method is not only using less storage capacity but also getting more accurate results. Now we will explain, how we can predict any websites' customers. They are from all over the world. We predict their activities without using large storage capacities. We do not keep archive log files of any single customers. The intelligent websites which are able to predict their customers' activities by using individual archive logs of previous customers' activities admit unsuccessfulness. In this study we get our customers eye scan and place of the computer on her/his table. In the welcome screen, we use eye scan as a password, then we direct her/him to the different theme and different written manners of our websites. He/she will feel very comfort with it, because it has been designed for his/her personality at that time. To describe our method firstly we should explain the iridology. Dr. Jensen's Guide [4], and other books and papers such as [3], [5],[6] and etc. Shows that not only eye scan shows the behavior of the people but also convey her/his diseases. As the main psychological behavior we have four different type of activities due to the people iridology. The psychological behavior can be predicted by eye scan and comparing with the four main known samples.
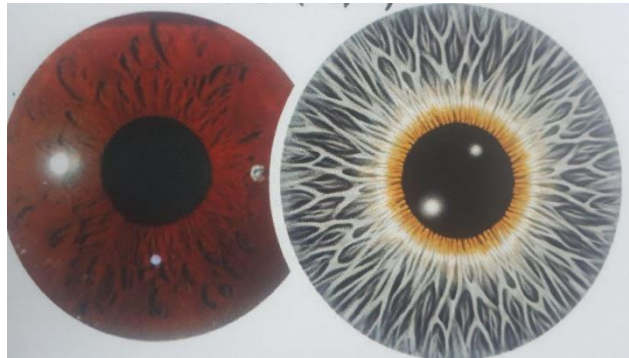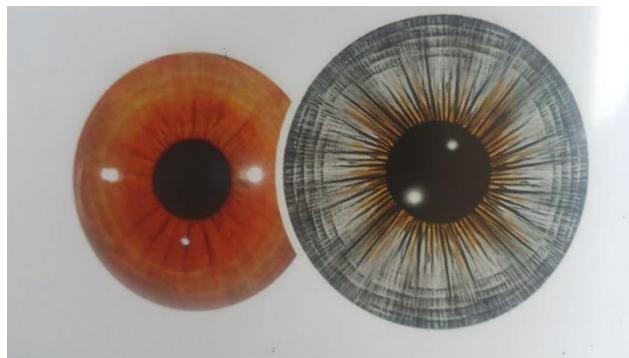
Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 2 to Fig. 5 shows four main type of eye scan which each one of these shows four different main manner of people. Fig. 2 convey the people with the idealist manner. On the other hand Fig. 3 shows the people who likes money, properties and business. The Fig. 4 belongs to the people who enjoy tours and trips. Last figure Fig. 5 disclose scientific people. Hence if when we are negotiating with an idealist

person the logical way of talking is quite differ to negotiating with scientific people. In the same manner in the composite websites we should use different themes, different manner of text and different ways of logical reasons to be the winner. If we want to divide these people in the hot manner and cold manner. We can say Fig. 2 and Fig. 4 are hot people and Fig. 3 and Fig. 5 are cold people. Now we want to discuss about the position of computer on the table of our users [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17], [18].
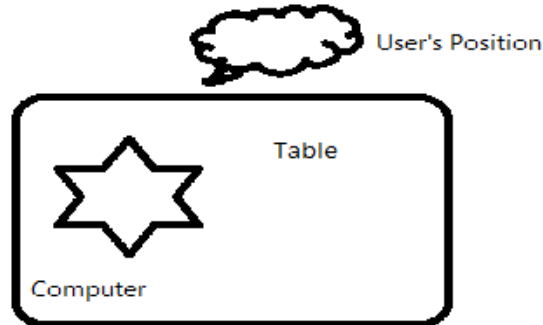

Fig. 6

In Fig. 6 the place of computer is on the right side of user so the user feels very friendly with computer. In this case the text in the website is most effective on the brain of user. The user mostly uses the computer as a good friend and during the usage, user does not feel any stress.
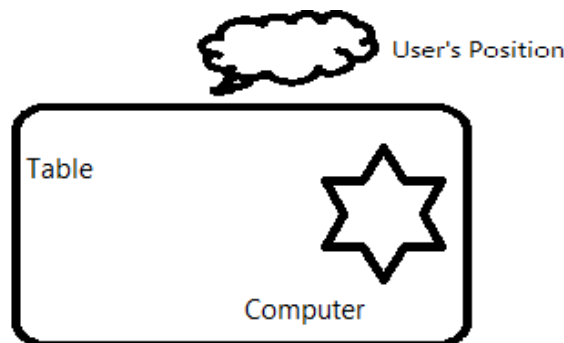

Fig. 7

In Fig. 7 the place of computer is on the left side of user so the user feels the computer as a boss or director. In this case the text in the website is disturbing the brain of user (mostly when the user is hot manner person). The user mostly uses the computer as a boss or director, user feels should obey the computer.
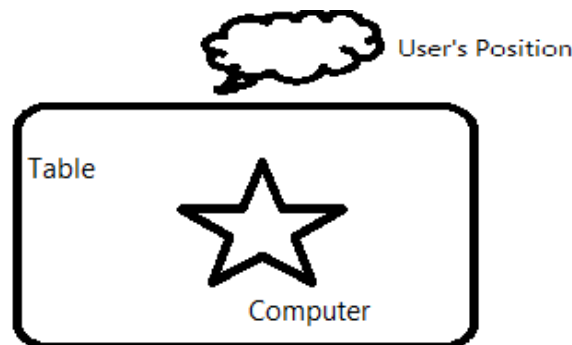

Fig. 8

In Fig. 8 the place of computer is on the front side of user so the user feels the computer as a competitor. In this case the text in the website is mostly make the brain of user to find a way to convey the computer's text is wrong. The user uses the computer as a competitor, user mostly feels to compete with the computer.

Hence when we want to obtain the most benefit from the composite web users we should consider not only the psychological manner of the user but also the position of our negotiator in her/his place. It is very clear that if we are negotiate with one ideologist person and we are sitting on her/his write side is quite different to sitting on the left hand of him/her. This is very important to consider the psychological manner of the composite web user and also the position of our negotiator in his/her place (the computer). To win any kind of negotiation, to predict other side of negotiation psychological manner is the must. To choose the best position to other side, is also very important for winning the negotiation.

Now we try to describe how we use the composite web users' eye scan and the position of computer via users. After getting online images through our composite web service, we send it to the function named "Negotiator". In this function we compare the eye scan with our four main different eye scan, and also we compare the users' image to verify position of computer via user. The output of this function as shown below will call another function named "TheWayOfNegotiation". This called function will decide about the different kind of written text, themes of screen, the logical way of proof and the sensitive ways to direct the composite web users to our goal. The number of different ways are twelve ways. Multiplying main four kind of eye scans by three different position of computer via users, we obtain twelve different ways of negotiation.
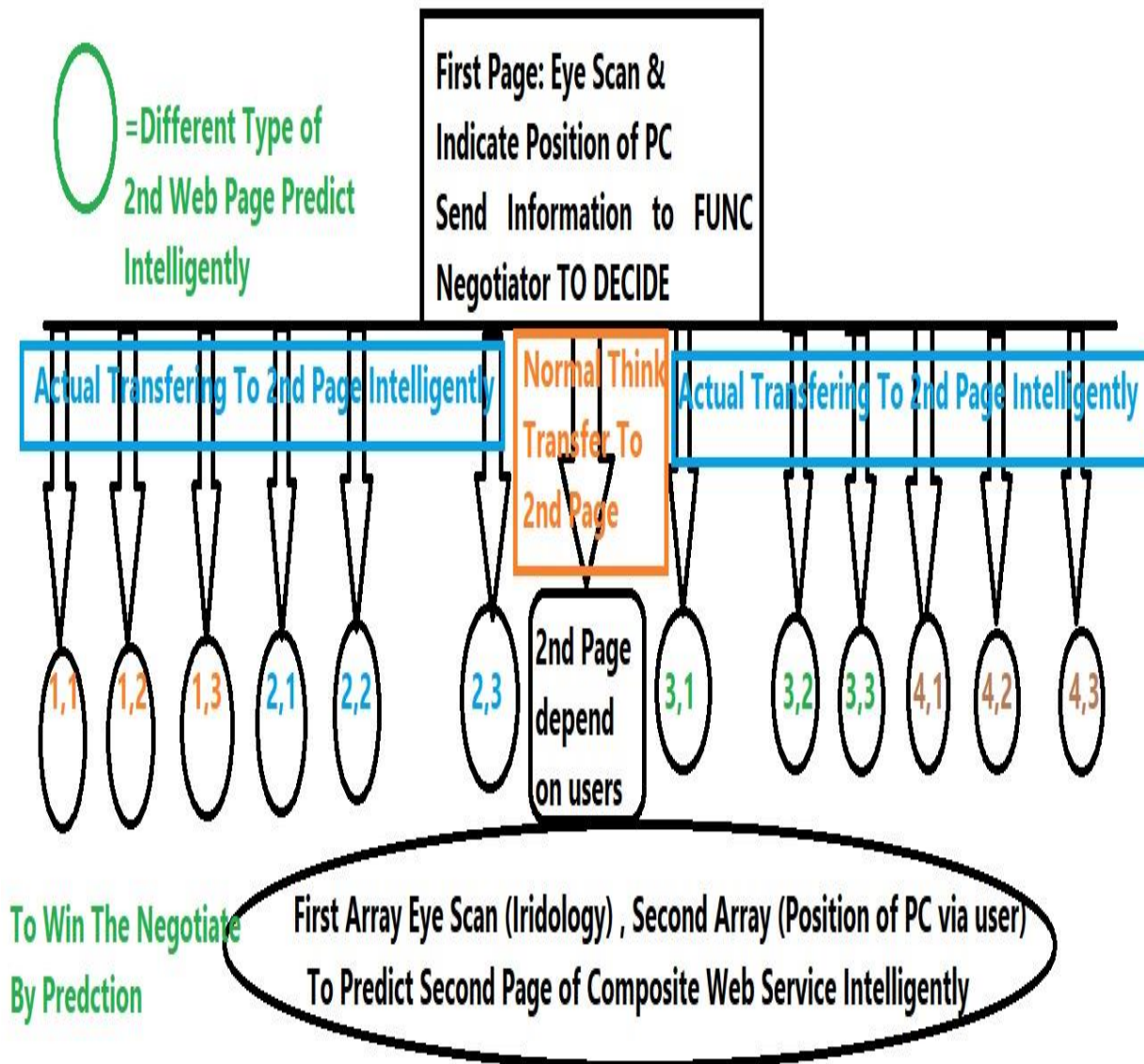

Fig. 9 Total Procedure to predict by iridology

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Function Negotiator
(webusereyescan,data1eyescan,data2eyescan,data3eyescan,data4


eyescan,webuserposition,data1userposition,data2userposition,data3userposition)

Compare1=ImageProssesor(webusereyescan, data1eyescan)
Compare2=ImageProssesor(webusereyescan, data2eyescan)
Compare3=ImageProssesor(webusereyescan, data3eyescan)
Compare4=ImageProssesor(webusereyescan, data4eyescan)

CC=FindMaximum(Compare1, Compare2, Compare3, Compare4)
If CC=Compare1
PredictPersonality=X1
Endif
If CC=Compare2
PredictPersonality=X2
Endif
If CC=Compare3
PredictPersonality=X3
Endif
If CC=Compare4
PredictPersonality=X4
Endif

PositionCompare1=ImageProssesor(webuserposition, data1userposition)
PositionCompare2=ImageProssesor(webuserposition, data2userposition)
PositionCompare3=ImageProssesor(webuserposition, data3userposition)
PC=FindMaximum(PositionCompare1, PositionCompare2, PositionCompare3)
If PC=PositionCompare1
PredictNegotiation=Y1
Endif
If PC=PositionCompare2
PredictNegotiation=Y2
Endif
If PC=PositionCompare3
PredictNegotiation=Y3
Endif

TheWayOfNegotiation(PredictPersonality,PredictNegotiation)

EndFunc
```

4.   Conclusions

In this research, the main aim is to develop a new method to predict service selection by users such that composite web service be the winner during negotiation with the user. In order to achive this goal, we use the eyescan of the composite web user and the position of the computer via user. Users' psycology manner can be defind by users' eye scan. The way to negotiate (with the defind persons' psycology manner) can be obtained by the position of the computer via users. After analyzing these information, the new approach is proposed to predict service selection as well as directing composite web user to our goal. As composite web service be better to predict and negotiate with users, customer feels better, and they prefer to do their shopping, traveling and other businesses by using this kind of intelligent web services. Hence this kind of intelligent web services, are more profitable than unintelligent composite web services.

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Copyright: © 2012 |Pages: 23
DOI: 10.4018/978-1-61350-432-1.ch007
[2] Published in: IEEE Transactions on Services Computing (Volume: 8 , Issue: 3 , May-June 1 2015)
Page(s): 481 - 493
Date of Publication: 08 August 2014
 ISSN Information:
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