

IBM Accessibility Facebook Expert Hour on COGNO 2.0 – Designed for the Human Mind Transcript 05/31/2012

[IBM Accessibility](#) We'll have a great Q&A session going here on the Facebook wall in less than an hour. Hope you'll be joining us — our experts are looking forward to answering your questions. :-)

[Expert Hour: COGNO 2.0 - Designed for the human mind](#)

Today at 9:00 am

[John D. Kemp](#) Looking forward to this!

[1 person](#) likes this

[John Evans](#) Great to have you as an expert John!

[John D. Kemp](#) Er, thank you, Mr. E!

[IBM Accessibility](#) Greetings everyone. Welcome to the May IBM Accessibility Expert Hour and thank you for joining us. Our topic today is "COGNO 2.0 — Designed for the human mind."

[4 people](#) like this.

[IBM Accessibility](#) Please welcome our experts:

* John D. Kemp, Abilities! President and CEO

* Felicity Spowart, IBM Human Ability & Accessibility Center, Program Director - Strategy, Standards & Solutions

* A.R. Forcke, IBM Human Ability & Accessibility Center, Program Manager, Strategic Focus and Projects

[4 people](#) like this.

[Anil Joshi](#) It's great to have [John D. Kemp](#) as expert today. Welcome and nice to connect John!!

[1 person](#) likes this.

[John Evans](#) Hi Y'all, tell us a little about Cogno.

[IBM Accessibility](#) If this is your first Facebook Expert Hour, here's how it works: To participate in the real-time Q&A session, "Like" IBM Accessibility (the Like button is at the top of the page in the center). Then to ask a question, type it into the box on your screen that says, "Write something..." and press Enter. Our experts will answer your question as a Comment, and it will show up underneath your question.

[Sam Kemp](#) likes this.

[IBM Accessibility](#) Please remember to refresh occasionally — sometimes Facebook has trouble keeping up with the pace of our Expert Hours.

[IBM Accessibility](#) If you're using a screenreader, we suggest using Facebook's HTML-only mode:

<http://m.facebook.com/home.php>

[IBM Accessibility](#) Okay, let's open the wall for questions. :-) And I'll start out with the first question: What do we mean when we say cognitive?

[Bill O'Connor](#) likes this.

[Bill O'Connor](#) Pertaining to the mental processes of perception, memory, judgment, and reasoning - hold the emotion!

[Felicity Spowart](#) Science is now progressing to the point that we know more about how the human cognitive works which is allowing cognition to become an important input in designing future technologies that allow the current very narrow definition of a human user to be expanded to truly

IBM Accessibility Facebook Expert Hour on COGNO 2.0 – Designed for the Human Mind Transcript 05/31/2012

represent the needs and abilities of us all. It is our belief that the time has come for technology to play a significantly more important role in supporting our needs.

[John Evans](#) I think I accidentally deleted my last question. Can you give an example of how "human users" are narrowly defined?

[Felicity Spowart](#) John E - today any disability needs are taken care of by the use of ATs which are bolt on and find it hard to keep pace with the fast moving technologies. These capabilities often will benefit everyone and should be built into the system

[Sam Kemp](#) Who are the stakeholders of Cogno 2?

[John Evans](#) So this is about technology moving, wrapping, adjusting to one's preferences in real time? A simple example might be how you can set the brightness for your phone, but it also adjusts that brightness based on ambient lighting, i.e. brighter outside and dimmer indoors?

[Felicity Spowart](#) @John E - yes john that is exactly it. With science around understanding how cognitive modelling we are able to understand more about how humans think - this science will enable us to design technologies to more natural adjust to our individual preferences in real time and in context

[John D. Kemp](#) For Sam, Stakeholders of Cogno 2.0 are organizations like Abilities! and ASTRA, IBM and CAST, and certainly Autism organizations but in fact, everyone should be a stakeholder, based on the convergence of neuroscience and ICT!

[1 person](#) likes this

[John Evans](#) Does this also represent an opportunity to integrate cognitive awareness with biometric feedback as well, such as body temperature, blood pressure to aid in medical environments?

[Felicity Spowart](#) @Johh E - absolutely it does - there are so many more ways to get inputs about humans and the environment we are in that can be leveraged to personalize the experience and the content

[My Luu](#) To the panel of experts for this FB Expert Hour, welcome! :-) Glad you can join us today for this interactive, online discussion. Could you give us some examples of how cognitive challenges can be addressed with technology innovations?

[John D. Kemp](#) To answer My's question, COGNO is not necessarily about inventing new devices...it's about adding the dimension of human thinking as a design/development consideration for any product or service that might be offered where the use of technologies takes the form of an extension of us adapting to our needs whether a disability, or situational, rather than us adapting to IT.

[1 person](#) likes this

[Fran Hayden](#) John - Crazy good topic!!! Can you give an example of a design/development consideration for a product?

[1 person](#) likes this

IBM Accessibility Facebook Expert Hour on COGNO 2.0 – Designed for the Human Mind Transcript 05/31/2012

[John D. Kemp](#) In health care, much more personalized medical info can be managed by people themselves with the convergence of neuroscience and ICT, for example.
[2 people](#) like this

[Fran Hayden](#) Perfect - thanks!

[Matt King](#) Are thought-controlled user interfaces part of this discussion? Is development of such UIs a relevant field of study when it comes to solving computer interaction problems for individuals with cognitive disabilities?

[Kember A R Forcke](#) Absolutely... They are an important part of the discussion.

[Kember A R Forcke](#) This is definitely a very relevant field of study, as well. There are published studies where thought-controlled interfaces are used in recovery/therapy for people suffering from PTSD. What I have not found is a broad survey comparing the results of using this type of interface and its success rate AROSS a wide range of cognitive impairments.

[Matt King](#) Do thought-controlled UIs have to be built differently for people with cognitive disabilities? Is IBM or anyone else researching this topic?

[Kember A R Forcke](#) So far, we have not seen any research indicating that the thought-controlled UIs must be built differently for people with cognitive disabilities. I am not aware of any work in this area currently within IBM.

[IBM Accessibility](#) Please remember to occasionally refresh your browser so that you can see all of the questions and answers as they are posted. Facebook can't always keep up with us.

[John D. Kemp](#) Here's a question we commonly hear. Will COGNO 2.0 specialize in autism spectrum disorder (ASD) or other specific disability type?

[John D. Kemp](#) Many existing groups that operate within the field of cognitive science have established specific areas of focus, including ASD. We are not trying to duplicate their efforts. In fact, by creating an organization that spans across these different specializations, and indeed across the worlds of medicine and pharmacology, behavioral and cognitive psychology, and the vast arena of technology innovation, we hope to unlock new possibilities in the center of all these fields that have not even been glimpsed yet.
[2 people](#) like this

[John D. Kemp](#) COGNO 2.0 is all about the synthesis of these fields of expertise, and what we all hope will be breakout innovation.

[Sam Kemp](#) what are the first projected outcomes of COGNO 2.0?

[Matt King](#) Is Cogno 2.0 a project, organization, term referring to a new paradigm (like web 2.0) ...?

[John D. Kemp](#) For Sam, the first outcomes should be a meeting, virtually or otherwise, where we get interested people and organizations to identify the common ground between the disparate but now

IBM Accessibility Facebook Expert Hour on COGNO 2.0 – Designed for the Human Mind Transcript 05/31/2012

connected fields of neuroscience and ICT, a jam-up of sorts, and possibly a face-to-face gathering to clarify new research objectives

[1 person](#) likes this

[John D. Kemp](#) We want to accelerate the pace at which research results become products and services for end users. The plethora of medical terms need to be characterized in such a way that technologists can translate into innovative capabilities to help all users – such as memory and organization. Today IT still separates the needs of those with disabilities into a separate requirement. We believe that addressing human needs, by leveraging cognition as a design point, will enable all users to benefit.

If we call it Cogno 2.0, I'd be pleased, Matt!

[Burk Kalweit](#) Is COGNO 2.0 trying to work with the private sector that is involved in cognitive technologies - specifically, is it trying to connect with early stage innovators?

[Felicity Spowart](#) Cogno 2.0 is targeting working with early adopters, technology innovators and cognitive specialists to executive early stage innovations with a goal to drive mainstream adoption

[Marc Johlic](#) Very interesting topic today! Who are the stakeholders involved in COGNO 2.0?

[John D. Kemp](#) We have identified six stakeholder groups: researchers, product developers, the finance and venture capitalists, the health care industry, governments, and end users and their advocates. Who else would you add?

[1 person](#) likes this

[Marnie Hoover](#) This conversation is very interesting! I'm wondering, what would you say is the major impediment to success today for those with cognitive disabilities?

[Felicity Spowart](#) We want to accelerate the pace at which research results become products and services for end users. The plethora of medical terms need to be characterised in such a way that technologists can translate into innovative capabilities to help all users – such as memory and organization. Today IT still separates the needs of those with disabilities into a separate requirement. We believe that addressing human needs leveraging cognition as a design point will enable all users to benefit.

[Marnie Hoover](#) I agree

[Alex Goldberg](#) You have discussed several different stakeholders and target organizations that will benefit from COGNO 2.0. How do you envision that COGNO 2.0 will bridge the gap between these diverse groups and bring them all together?

[John D. Kemp](#) We greatly appreciate the support of the community in this undertaking, and over time, we envision that there will be many ways to get involved. The current central activity of the consortium is to work together to pursue funding as the basis of initial project initiatives that the organizations we represent will jointly pursue. In terms of future involvement of additional interested parties, we envision many possibilities, ranging from pilot testing of new technologies and providing feedback to innovators, to helping to create visibility and support for COGNO 2.0 with elected representatives. Ultimately, we view the entire community as future beneficiaries and hopefully

**IBM Accessibility Facebook Expert Hour on COGNO 2.0 – Designed for the Human Mind
Transcript 05/31/2012**

delighted consumers of the innovations we are working to create.

[1 person](#) likes this

[Mike Caprara](#) Is Cogno 2.0 going to be a knowledge base (Think Tank) database of information that people can refer to? Who would be the target audiences that you would market to?

[Kember A R Forcke](#) Well, the COGNO2.0 includes a knowledge base/body-of-knowledge... However, COGNO is a "do" organization so we want to make sure that the knowledge base is part of COGNO, but it's not ALL of COGNO.

[John D. Kemp](#) I found this quote that seems to fit our purposes here today: "If there was ever a time when we all need to get together in the same room and figure out how to take this wonderful scientific opportunity and apply the most bold, audacious principles of innovation to make those products happen, it is now."

— Francis Collins, Director of the National Institutes of Health, speaking at the 2011 Milken Foundation Lake Tahoe Retreat.

[5 people](#) like this

[IBM Accessibility](#) So what type of capabilities are we talking about with this initiative?

[1 person](#) likes this.

[Felicity Spowart](#) COGNO is not necessarily about inventing new devices...it's about adding the dimension of human thinking as a design/development consideration for any product or service that might be offered where the use of technologies takes the form of an extension of us adapting to our needs whether a disability, or situational, rather than us adapting to IT

[2 people](#) like this

[Alex Goldberg](#) Would an example of this be how young people today use their mobile devices as an extension of their memory? i.e., Where they store all their important information that say 20 years ago, one would have been expected to remember that information?

[Matt King](#) In mobile accessibility, we talk a lot about and are working on personalization that is situationally aware. Do you consider that part of Cogno? Or something different?

[Kember A R Forcke](#) Great example, Alex. And, yes, Matt... "situational awareness" can be critical to the accessibility of IT. Improving the situational awareness of devices is one approach for ensuring that the content being delivered by the device is being delivered in a format that is consumable.

[Matt King](#) John, in one comment you mentioned a consortium. Is there a consortium named "Cogno 2.0"?

[John D. Kemp](#) Yes, Abilities! is guiding the formation of Cogno 2.0 presently, and we'd welcome any and all to join us. Thanks, Matt!

[IBM Accessibility](#) We are now at the end of our time. What a great session — I want to thank our experts for joining us today. :-)

[1 person](#) likes this.

[IBM Accessibility](#) The session will remain on the Facebook wall, and there will be a transcript available on the ibm.com/able website soon. Have a wonderful day/evening! :-)