

Computational Advertising, 7pm, Phillips 203 (intersection of computer science and econ)













The pattern for processing range of integers:		
range ab-1	range cd	
<b>for</b> ( <b>int</b> i= a; i <b>b</b> ; i= i + 1) {	<b>for</b> ( <b>int</b> $i = c$ ; $i \le d$ ; $i = i + 1$ ) {	
Process integer i;	Process integer i;	
}	}	
<pre>// store in count # of '/'s in String s // inv: count is # of '/'s in s[0.i-1] count=0; for (int i= 0; i &lt; s.length(); i= i+1) {     if (s.charAt(i) == '/')         count= count+1;</pre>	$\label{eq:states} \left\{ \begin{array}{l} // \mbox{Store in double var. v the sum} \\ // \mbox{ 1/1 } + 1/2 + \ldots + 1/n \\ v = 0; // \mbox{ call this } 1/0 \mbox{ for today} \\ // \mbox{ inv: v is } 1/1 \ + 1/2 + \ldots + 1/(i-1) \\ \mbox{ for (int i= 1; i <= n; i = i + 1) } \\ v = v + 1.0 / \mbox{ i;} \end{array} \right.$	
}	}	
// count is # of '/'s in s[0s.length()-1]	$// v = 1/1 + 1/2 + + 1/n_{9}$	

Note on ranges (later, will make reasoning about loops easier)		
25 contains 2, 3, 4, 5	. It contains $5+1-2 = 4$ values	
24 contains 2, 3, 4.	It contains $4+1-2 = 4$ values	
23 contains 2, 3.	It contains $3+1-2=2$ values	
22 contains 2.	It contains $2+1 - 2 = 1$ values	
21 contains .	It contains $1+1-2=0$ values	
The number of values in $\mathbf{m}\mathbf{n}$ is $\mathbf{n}+1-\mathbf{m}$ : "follower minus first"		
In the notation m.n, we require always, without saying it, that		
<b>m</b> <= <b>n</b> + 1 (so, "21" is OK but not "20")		
If $m = n + 1$ , the range	has 0 values.	10

## Application: Some Personalized Email (SPEM)

Problem: how can we get people to read our mass email messages?

- One answer: make it personal.
- · Only one recipient

• Customized message ("Hi Lisa, great seeing you at the talk yesterday. Don't forget the meeting tomorrow"; "Hail Batman. This course needs a better class of Criminal. Don't forget the meeting tomorrow")

•We don't want to add duplicate recipients to the list (people notice and *hate* getting redundant emails).

This requires storing individualized information, iterating over the items we stored, and figuring out msg/mail output.

## Some Personalized Email (SPEM): design decisions

How shall we represent a group of recipients (e.g., TAs vs. students)?

## The usual design problem: how should we lay everything out?

We want the functionality of Vectors (so we can add recipients), ... but we want to modify that functionality to be suitable for our purposes (no adds of duplicate recipients, ability to mail each recipient).

- new class **MailRecip** with appropriate equals method [remember last lecture?], personalization and mailing methods
- new class MailGroup extending Vector, using MailRecip's equals method to prevent addition of duplicates