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**Subject:** ideas  
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Dear Jeff:

Again- it was good to see you recently.

I had a few further thoughts on your graphical investment interface idea:

- 1) It might be good to think about market segments, and the needs and behaviors of different segments (corporate, super high net worth, mutual funds, brokers, day traders, insurance company holdings, pensions, hedge funds, etc; each makes decisions differently, as you are well aware)
- 2) In connection to the sectors above, it would be good to look at how news affects volume of trading across different kinds of asset classes, if you can get that information (the news part would need to be done post-hoc at first to establish validity/measures of robustness. An outfit like Google will have lots of information that could be used for these purposes. I wonder if they would be willing to talk?)
- 3) I remain VERY interested in how the human brain constructs representations of change and uncertainty in environments such as these. Most accounts suggest that the human brain processes changes in information rather consistently. In a world where perhaps 5-7 major outlets control perhaps 95% of the information that we get in the news, this is very interesting from a financial perspective, e.g. how much information and of what kinds signify a change in investing outlooks?

Next time we see each other lets continue the conversation...

Barnaby