

## #SERVICES

### Making Flying Less Terrible

"The ultimate goal is to help inform these airlines about what the customer is actually thinking," Srinivas says.



Researchers used artificial intelligence to identify where airlines fall short in terms of customer satisfaction and what they can do to improve flying.

The name of the game is customer satisfaction, especially in the airline industry where companies are constantly jockeying for business by promising better service than their competitors.

Sharan Srinivas, an assistant professor with a joint appointment in the industrial and systems engineering department and marketing department at the University of Missouri used AI to analyse nearly 400,000 unique, publicly available customer reviews of six airline companies throughout the United States.

After sorting through the customer review information, he developed algorithms that identified the most common themes discussed in the reviews and then determined the customer's sentiment (positive or negative) toward each of the identified themes, allowing airlines to potentially gain a better understanding of their customers' perspective and experience.

The results, published in the Annals of Operation Research, showed most of the negative feedback involved lost luggage, uncomfortable seating, and flight cancellations; while customers felt most positively about in-flight entertainment, ground and cabin staff service, and service in first- and business-class seating.

Based on this feedback, Srinivas posited 11 recommendations to improve the customer experience:

1. Implement more flexible seating arrangements to improve comfort.
2. Automate the disinfecting process for bathrooms in the plane.
3. Redesign overhead baggage bins.
4. Implement a more personalized cabin environment through seat height and temperature adjustment capabilities.
5. Use analytical models to optimize flight schedules and reduce buffer between flights.
6. Use an artificial intelligence-based approach to monitor equipment health.
7. Introduce a more flexible booking policy (i.e., no cancellation charge, no change fee, upfront information about costs).
8. Provide ticketing agents with better task clarifications, performance-based feedback, and social praise to better improve morale and interactions with customers.



By far the most famous of staged fight were in the kingdom of Avadh with its centres of Faizabad and, later Lucknow (in today's Uttar Pradesh). Avadh was a suba (province) of the Mughal Empire. The 18th and 19th centuries saw the central imperial authority disintegrating and the subas became independent, though the expanding reach of the East India Company was to soon curb their power as well. Avadh was ruled by Nawab Ghazi ud-Din Haider from 1814 till 1827, and it appears that fight between wild animals and beasts of prey were introduced during his reign, though such spectacles were long known at the imperial Mughal court. A special park called Hazuri Bagh was created along the river Gomti where such fights were staged, though smaller animals and birds were made to perform in the nawab's palace, Shah Manzil, itself. Wild animals used in these contests included tigers, cheetahs, leopards, elephants and of course rhinoceroses. These were apart from fighting cocks, partridges, quail and other small animals and birds.

## Rhinoceros For Macabre Fun

### #STORY OF THE INDIAN RHINOS



Divyabhanusinh  
Ex India head for WWF. A renowned wildlife expert

There was yet another demand on the wild rhinoceros population. For centuries, they were captured and sent to menageries and zoos the world over. Kees Rookmaaker records that between 1409 and

194, 2,439 rhinos of all species were in menageries; of these, 260 were greater one-horned rhinoceroses, and 137 were born in captivity.

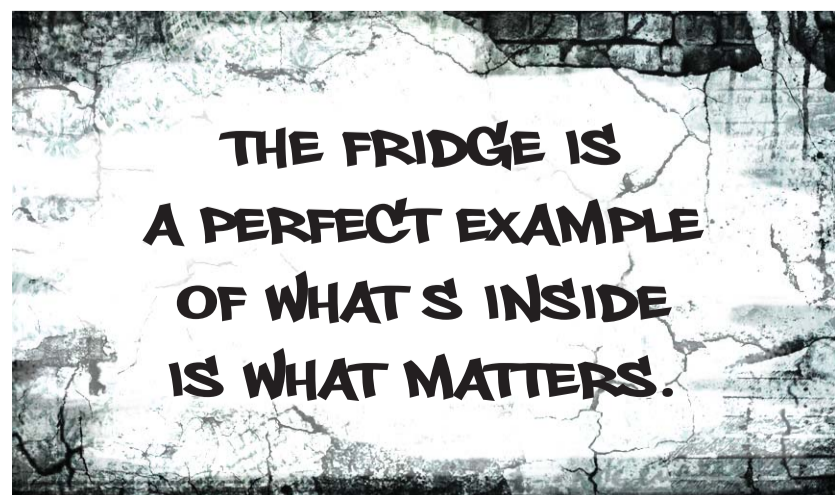
#### The Indian Princess and the Rhino

Kees Rookmaaker records that in 18th century India, rhinos were caught and semi-domesticated, sometimes even harnessed as draught animals to plough fields instead of buffaloes or bullocks. However, the maharajas and Nawabs had yet another use for the animal. Besides being kept in their menageries, the precursors of modern-day zoos, fight were staged between captive rhinos, as indeed with other animals as well. In Baroda state (now in Gujarat), rhinoceros fight were a well-known event. To this day the city boasts of a "Genda Chowk" (Rhinoceros Square) thought most people of the city have lost connect with the animal and the history of this gory spectacle.

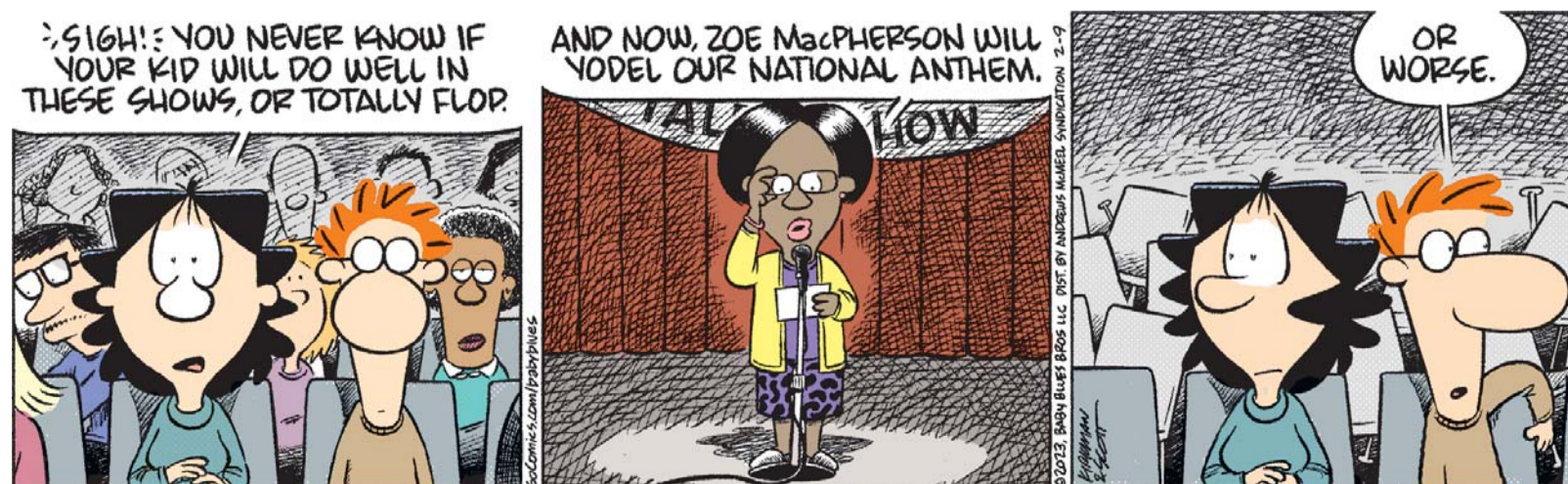
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"They are the ones using the product with limited bias and there's a lot of untapped insight in what they are saying."

## THE WALL



## BABY BLUES



## Tangible Karma Day



It's referenced in a million different ways, across as many cultures and religions. "Do unto others as you'd have them do to you", "You reap what you sow", "What goes around comes around", all of these statements speak of one suspected truth of the universe. That the energy you put out into the world is what will come back to you. Tangible Karma is your opportunity to help yourself while helping others, by putting out those items around your home that you no longer need and passing them on freely to those who need them.



Rhinos were part of Avadh's culture, as seen in this 19th-century image of an art form of this region. The Urdu refers to the contemporaneous Mughal ruler.

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Abdul Halim Sharar, who chronicled the last decades of the kingdom before it was annexed by the East India Company, notes that in Lucknow, rhinoceroses were pitted against their own kind apart from having to tackle tigers, leopards and elephants. During Nasir ud-Din Haider's reign (1827-37) there were 15 to 20 fighting rhinoceroses in the menagerie. The keepers had to prod the animals to fight. When sufficiently angered one would go for the underbelly of the other and try to rip it open with its horn. They would bellow and lock horns, pushing against each other until the weaker one made a run for it. The victor would follow the beaten adversary and butt it with its horn. In larger arenas the vanquished could make good its escape, whereas if the arena was restricted the victor would kill its defeated opponent unless controlled by the keepers. Sharar goes on to record that the rhinoceroses had to keep their heads low to protect their bellies. If one made the mistake of raising its head, its opponent would take full advantage of this. It so happened on one occasion that a vanquished rhinoceros had started to run away when the victor lifted its head; the other immediately turned about, lowered its head and ripped open its adversary's belly. In the view of these animals were also tamed enough to be har-



An artist's depiction of the royal shoot in Nepal in 1911. The illustration is from Le Petit Journal, Paris, Dec 31, 1911.

nessed to carts like elephants and they were even ridden. The Avadh tradition of rhinoceros menageries appears to have continued till 1847 when King Wajid Ali Shah was exiled to Calcutta after his kingdom was annexed by the Governor-General, Lord Dalhousie, into the possessions of the East India Company. It appears that a Javan rhinoceros went into exile with the king, and this animal landed up in the Zoological Garden at Alipore.



Genda Chowk (Rhino Square) in Vadodara is a reminder of rhinos in the royal menagerie and rhino fights of the 19th century.

- Acknowledgement**
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  3. Publisher: The Marg Foundation.
  4. For Purchase: The book is available for purchase on www.marg-art.org

By Rick Kirkman & Jerry Scott

## #TECH-HOOK

### Binge-watching on YouTube?

Follow these five YouTube tips and tricks to enhance your viewing experience.

Arguably, YouTube is the biggest video-sharing platform in the world today. Over the years, the Google-owned platform has witnessed a rapid rise in the number of content creators. While users enjoy a variety of video content, content creators get the opportunity to monetise their efforts. In case you are a YouTube binge-watcher, here is how you can improve your video-watching experience.

**YouTube Premium Subscription**  
If you spend hours on YouTube every day, getting a YouTube Premium subscription will elevate your viewing experience. YouTube Premium offers not only ad-free



video streaming, but also features like picture-in-picture mode, allowing users to watch videos while multitasking.

Similarly, you can also play just the audio in the background with the YouTube Premium subscription. Right now, the monthly YouTube Premium subscription plan costs Rs 139 while the annual plan costs Rs 1,290. If you are trying Premium for the first time, YouTube will offer at least one month of free subscription for most users.

**Enable Data Saver Mode**  
If you watch YouTube on mobile data, enabling data saver mode could help you watch a lot of videos with limited data usage. Go to settings > data saving and enable data-saving mode to reduce data usage by YouTube. Note that enabling this option will reduce the video streaming quality to 360p, and you won't be able to manually change the video resolution.

**Enable Higher Picture Quality**  
If you want to get the best streaming experience on YouTube, you should enable a higher picture quality option. Make sure to enable the same for both mobile and Wi-Fi data to enjoy high-quality video streaming on YouTube. Again, if you have a slower internet speed, videos could take a few seconds to buffer and load.

**Disable Autoplay**  
If the YouTube app automatically starts playing videos as soon as you open the app, the autoplay on YouTube is enabled. Disabling this feature will stop this from happening and will also help you save some data in the long run.



## #ENIGMA

### April Fool's Day



The origins of everyone's least favourite "holiday" are shrouded in mystery.

This Saturday is April 1, April Fools' Day, the annual holiday that celebrates pranking, hoaxes, and all manner of jack-anapes and tomfoolery. But why? Where did this faux-holiday come from? Why do we do this to each other, and when will we finally just stop?

These are surprisingly tricky questions. As far back as 1708, the British newspaper Apollo asked, "Whence proceeds the custom of making April Fools?" and provided unconvincing answers. Although the tradition definitely goes back centuries, the exact origins of the holiday remains a mystery which is honestly par for the course. The appropriate lack of certainty has led to a number of birth stories, all of which reek faintly of bullshit.

#### April Fools' Day origin story #1:

**The great French calendar switch of 1582**  
The most popular still probably bullshit origin story blames France for the genesis of April Fools' Day. It goes like this: Along with declaring that Christ is entirely present in both the consecrated bread and wine in the Eucharist, the Council of Trent in 1563 decreed that Catholic nations should use the Gregorian calendar instead of the Julian calendar.

France's King Charles IX ordered his nation to get on board with the switch by 1582, but when the actual day rolled around, some citizens were non-

compliant. (French people can be stubborn.) April 1 is beginning of a new year according to the Julian calendar, and some people either didn't know about the new calendar or didn't like it, because they went on celebrating new years on April 1.

To get everyone back in line, people started mocking calendar-truthers and playing tricks on them. Because the first day of April used to coincide with the end of Lent, and fish was popular Lenten gift, thus giving a fool a fake fish was thought to be a hilarious joke, or so the story goes. This evolved into the (very real) French April 1 prank of affixing a paper fish to someone's back, which is still practiced to this day, mainly by school kids; it's why French people call April 1 poisson d'avril, or April fish.

So case closed, right? "April Fools' Day began in France when the calendar changed." Probably not (April Fools), because the first written reference to the day dates back some two decades earlier, to 1561. Flemish writer Eduard De Dene's Refereyn vnzendekens dach / Twelck den eersten April te zyne plac is a comical poem about a nobleman sending his gullible servant on a series of ridiculous fake errands

The biggest highlight of Hilaria Matris Deum was quaquering. You could get away with imitating anyone you wanted on this day, including governmental officials. So maybe this was the original April Fools' Day? The evidence seems a little shaky, to be honest. The time of year is roughly correct, but the connection to pranks and hoaxes seems tenuous dressing up as someone to mock them is not the same as tricking them into eating a donut filled with mayo.

From Personal to Public  
Whether it's sticking a paper fish on someone's back or sending tourists to see the lion washings, the first few hundred years of April Fools' Day pranks were personal. It wasn't an official holiday, it was just a bunch of folks joshing their friends or strangers on the street. But as society shifted from individual experiences to more mediated ones, the nature of the pranks shifted too. Beginning in the early 1900s, newspapers started publishing fake stories on April 1. Then radio started doing it, telling listeners that wasps were about to attack them, or the world was going to end. In the 1950s, television got in the act, even the staid BBC pranked viewers with a fake story about the Swiss spaghetti harvest.

In the disinformation age, every day is April 1, and we're all constantly being taken for fools.



By Jerry Scott & Jim Borgman

## ZITS

