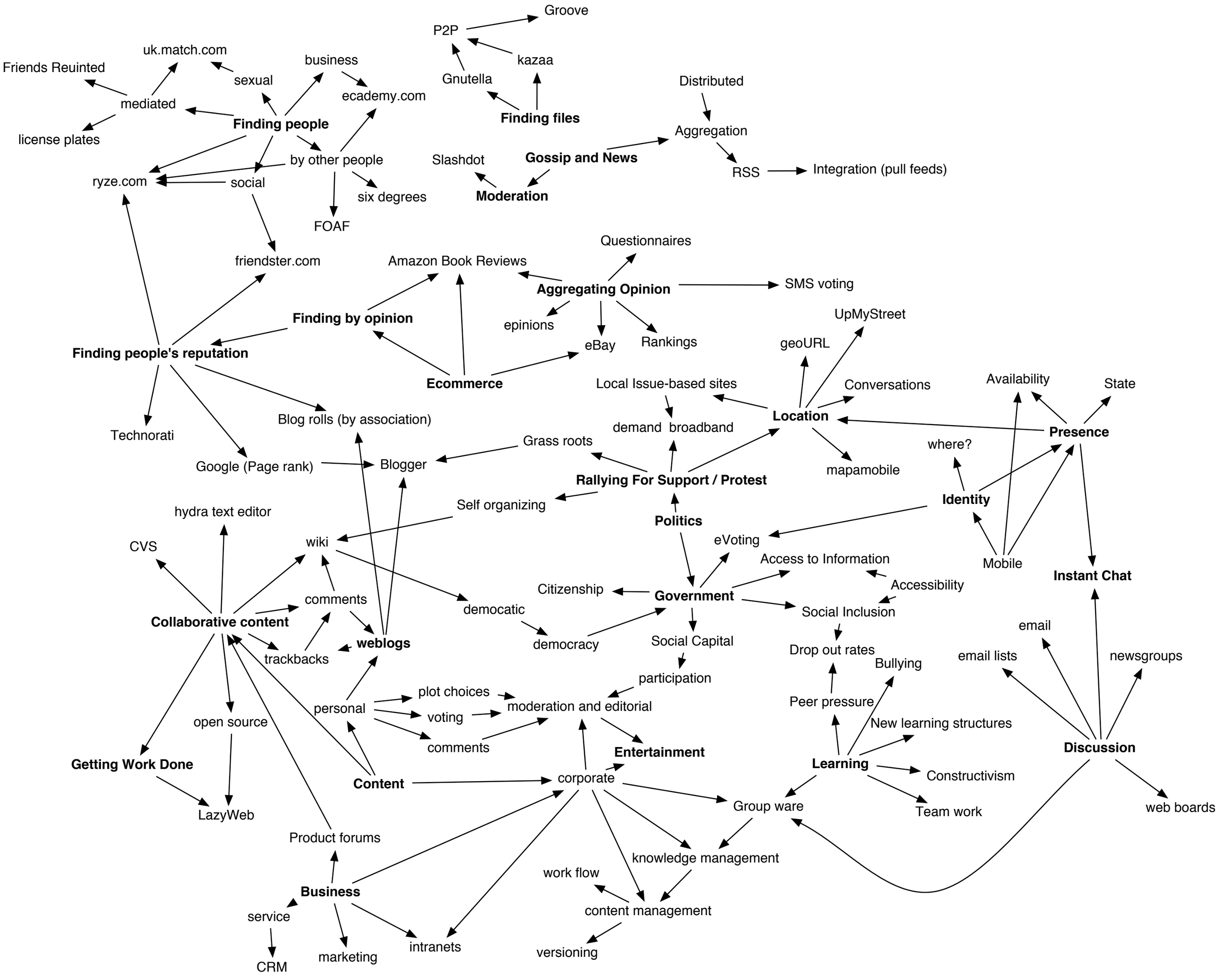Software that enables a new form of group interaction that then alters the behaviour of the group and the individual