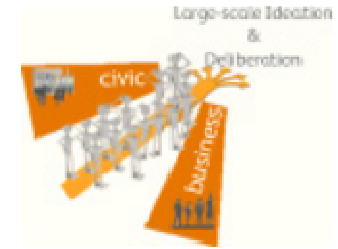


# Large-Scale Idea Management and Deliberation Systems workshop

POLITECNICO DI MILANO



UNIVERSITÀ DEGLI STUDI  
DI TRENTO

## Large scale cooperation and deliberation

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based on the results of:  
the **LS Coop Workshop 2012**  
<http://coop2012.xrce.xerox.com>  
and on the **Cubrik FP7 IP Project**  
<http://www.cubrikproject.eu/>



# Definition & Processes

- LS C&D is about enabling **large crowds** to contribute ideas, cooperatively select the best proposals, and turn these into implemented services, facilities, or products.



# Issues (some..)

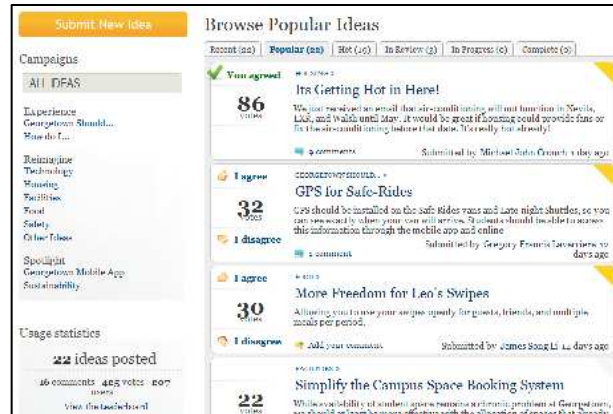
- **Contribute**
  - Engagement mechanisms
  - “Open” (e.g., based on popular SN) vs “closed” ad hoc interfaces
- **Review and Facilitate**
  - Intermediation (facilitator) vs self-organization
  - Review process organization (community self-assessment, real-time filtering, deferred post-processing)
  - Crowd-based vs. business/expert-based evaluation of ideas
  - Duplicate detection, aggregation
- **Select**
  - Detection/aversion of malicious behavior, bias, herding
  - End-to-end transparency of the selection process

# Why scale matters

- **Volume vs added-value** (M. Klein, MIT)
  - **Redundancy**: Google project10tothe100 generated 150,000 ideas, mostly variants of each other → 3,000 volunteers - 9 months to identify top ideas
  - **Lock-in/cumulative advantage**: users tend to rate only popular ideas, ignoring potentially superior ones
  - **Volume vs depth**: users tend to submit many simple ideas, instead of a few detailed ones → no mechanism for collaborative refinement
- **Approaches**
  - Argument **mapping**, deliberation **analytics**, personalized **recommendations**
  - **Mixed-initiative**: Machine Learning + Intelligent and collaborative UIs

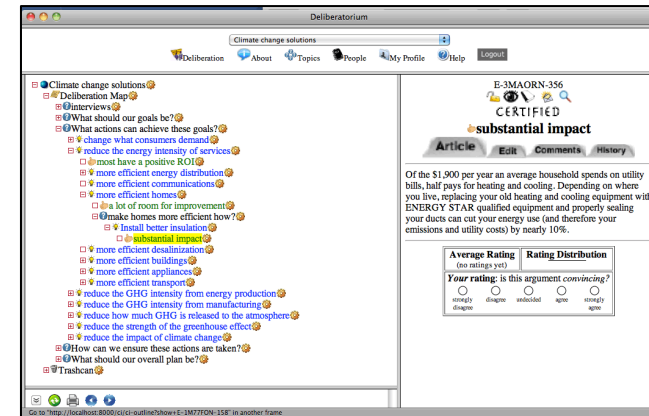
# Tools

- Ideascale



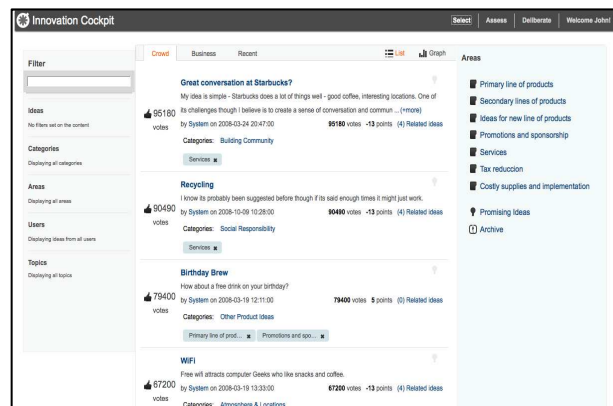
Simple, voting-based, scalable

- MIT Deliberatorium



Structured, argument mapping based

- Facilitators' Dashboard



(extends IdeaScale) Machine + Human Intelligence  
By Xerox: <http://aneto.xrce.xerox.com/docs/cockpit.mp4>

- CrowdSearcher:  
crowd tasks over any SN



[A. Bozzon, M. Brambilla, S. Ceri: Answering search queries with CrowdSearcher. WWW 2012]



# Toward New Challenges

## *Present Challenges*

- Enable **small groups** to deliberate => groupware
- Enable **large crowds** of non-experts to generate, share, and co-organize knowledge => E.g., Wikipedia, Delicious

## *Future Challenges*

- Enable **ideation + deliberation** at the **meso-scale** of enterprises and local communities
- Integrate the areas of **cooperation/deliberation** support (from CSCW) and **shared-goals and incentive definition** (from social sciences)

# For more info, ideas, contacts...

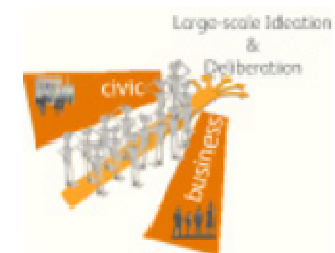
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- <http://coop2012.xrce.xerox.com/>

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29 May, 2012 - Marseille, France



**10th International Conference on the Design of Cooperative Systems**  
From research to practice: Results and open challenges