Large-Scale Idea Management and Deliberation Systems workshop

POLITECNICO DI MILANO





Xerox Research Centre Europe



# 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, realtime 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 <u>collaborative refinement</u>

#### • Approaches

- Argument mapping, deliberation analytics, personalized recommendations
- Mixed-initiative: Machine Learning + Intelligent and collaborative UIs

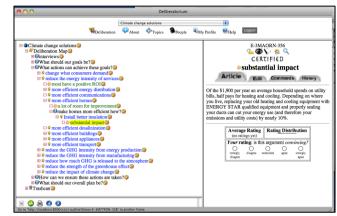
# Tools

• Ideascale

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Simple, voting-based, scalable

• MIT Deliberatorium



Structured, argument mapping based

• Facilitators' Dashboard

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(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 ]



#### 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 mesoscale of enterprises and local communities

 Integrate the areas of cooperation/deliberation support (from CSCW) and shared-goals and incentive definition (from social sciences)

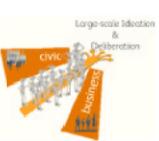
## For more info, ideas, contacts...

- Cubrik FP7 IP Project
- http://www.cubrikproject.eu/



http://coop2012.xrce.xerox.com/

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