CATALYST Negotiation Workshop

Brussels
May 15th, 2013

Collective Applied Intelligence and Analytics for Social Innovation

Open Tools Validated in Large-Scale Communities
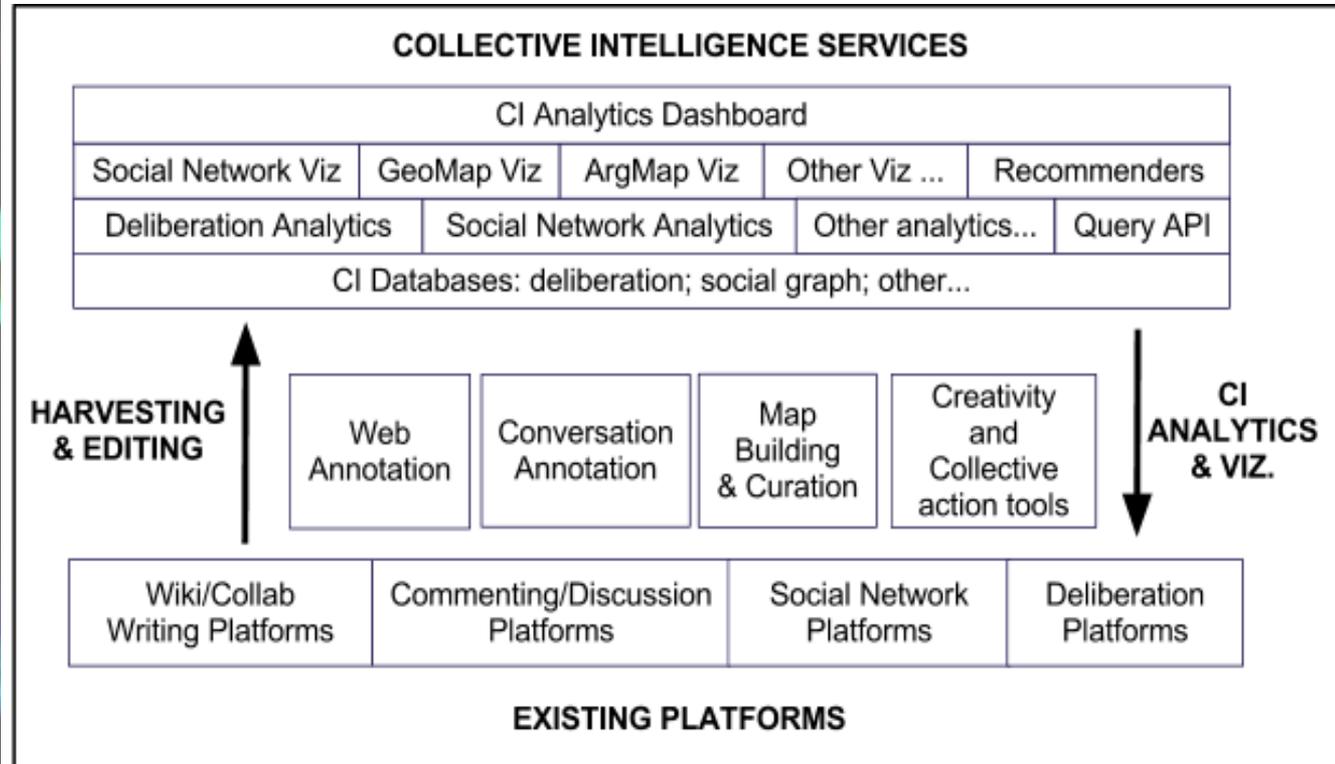
CATALYST partners

Our focus

Model of Collective Intelligence (CI):
from sensing the environment, to interpreting it, to generating good options, taking decisions and coordinating action...

Collective Sensing CS	Collective Sensemaking CSI	Collective Ideation CIdea	Collective Decision CD	Collective Action CAct

CATALYST focuses on Contested CI (Sensemaking and Ideation) through 2 core concepts: **harvesters** and **analytics**

- **Focus 1:** use a combination of the (human) crowd and the (computer) cloud to inexpensively **harvest** information in social networking/ online groups / peer production systems, and to facilitate collective ideation, creativity and engagement

- **Focus 2:** feed **analytics** that measure the quality of the collective intelligence processes back to the community

Our approach

COLLECTIVE INTELLIGENCE SERVICES

CI Analytics Dashboard				
Social Network Viz	GeoMap Viz	ArgMap Viz	Other Viz ...	Recommenders
Deliberation Analytics	Social Network Analytics		Other analytics...	Query API
CI Databases: deliberation; social graph; other...				

HARVESTING & EDITING → | Web Annotation | Conversation Annotation | Map Building & Curation | Creativity and Collective action tools | **CI ANALYTICS & VIZ.** ↓

| Wiki/Collab Writing Platforms | Commenting/Discussion Platforms | Social Network Platforms | Deliberation Platforms |

EXISTING PLATFORMS

The CATALYST project does not seek to duplicate existing functionality, but add CI tools that integrate with partner's existing systems via **a loosely-coupled ecosystem of open services**.

Key assumptions

- **Harvesters** are required to summarize the key points and relationships gathered from online groups and social media as semi-formal concept maps

- **Argument maps** (tree structures made up of *issues, ideas* and pro/con *arguments)* will be used

- Harvesting will be realized by pre-identified "catchers" or through a **crowdsourced** process made up of simple clear micro-tasks

- Large-scale social innovation involves **attention allocation** tools (analytics)

- These metrics help avoid balkanization and groupthink, help identify irrational bias, controversial or mature topics, facilitate conversation diversity.

Pain points and solutions

Pain Points	Anticipated ground-breaking functionalities
▶ Platform islands	Allow participants to use their preferred tools (forums, mailing lists, social networks)
▶ Difficulty in understanding the debate structure	Integrate state of the art Social Network Analytics (SNA), Deliberation Analytics and Visualization into a CI Analytics Dashboard Provide a compact, organized summary of social innovation discussions (structured Argument Maps)
▶ Poor idea generation	Support creativity through the use of allocentric view maps, "low occurrences" as creativity triggers and gamification techniques

Pain points and solutions

Pain Points	Anticipated ground-breaking functionalities
▶ Poor idea evaluation	Use rating engine allowing multi-criteria voting (ex: separate vote for agreement, truth or relevance) Design summary maps and use deliberation analytics in order to draw people's attention to elements that need their evaluation
▶ Poor visualization	Develop specific cognitive maps facilitating both the understanding of the debate and its memorization Integrate a mapping system allowing the creation of multiple views including metaphoric maps, symbolic maps, contextual (thematic) maps, geographic or geo-localized maps
▶ Poor commitment to action	Develop a pledging system in which individuals can quickly and publicly pledge action if certain conditions are met

A strong empirical base

- Access to **very large scale online communities** concerned with the **key issues put forward by the Call**, from social / environmental practices (Ashoka, I4P, Wikitalia) to sustainable lifestyle (CSCP) to more participatory democratic processes (Purpose, Euclid Network).

- Full scale testing of technological and methodological tools by existing communities, **working on real issues** (e.g. European Constitution)

- Rapid prototyping and **agile programming** through a series of **rapid iterations**

- The widest **dissemination** of project objectives and results through a strong **outreach** activity supported by all partners

Outcomes

- All developments will be made available under **Creative Commons** (for methods) and **open source / free license** (for software)

- All the specific services provided should be accessible by any module, over the internet, using technology-neutral, lightweight **open data formats** and protocols: data must not be locked into any part of the system

- These next generation solutions will be tested in **real world settings**, through 5 community-partners engaged daily in curating very large online communities on social innovation and citizen engagement platforms

- Major impact: accelerated **sensemaking**, **ideation** and **action** supporting European citizens' engagement into innovation and entrepreneurship