

INSTITUTE for  
PEOPLE and TECHNOLOGY

# Intelligent Social Computing

Elizabeth Mynatt, Executive Director



# Transforming Healthcare, Education, Media and Humanitarian Systems

INSTITUTE FOR PEOPLE AND TECHNOLOGY

## DISRUPTIVE RESEARCH

SYSTEM SCIENCE &  
ENGINEERING



HUMAN-CENTERED  
DESIGN

MULTI-  
DISCIPLINARY  
ENTERPRISES



INFORMATION  
TECHNOLOGY

MGMT & POLICY

## LIVING LABORATORIES

RESEARCH INNOVATION

TRANSLATIONAL  
IMPACT



## NETWORKED ORGANIZATION



INDUSTRY  
PARTNERS



# Transforming Healthcare, Education, Media and Humanitarian Systems



The annual must-attend event exploring media's  
disruptive power on people and business

**November 15–17, 2011**  
at Georgia Tech

*Learn More >*

# Intelligent Social Computing

## Content quality

Do you value the content produced?

## Trust

Can you trust the information you receive?

## Engagement

How do you incentivize participation?

# Red Balloon Challenge (MIT, GTRI, iSchools ...)



Recursive incentives  
Mass media, search prominence  
Cybersearch, analytics, grassroots

① Union Square 37° 47' 16" 122° 24' 26"	② Scottsdale Arizona? 33° 30' 36" 111° 54' 29" 100% 100%	③ Charlottesville, VA Tonsler Park 38° 01' 33" -78° 29' 23" 100% 100%	④ Chase Park Santa Barbara 34° 24' 51" -119° 41' 05" 100% 100%	⑤ Tenn Memphis 35° 8' 17" -90° 3' 43" 100% 100%
⑥ Vegas? Possibly not a real balloon 80%	⑦ Glasgow, DE 39° 36' 30" 75° 43' 51" 75% 75%	⑧ Albany, NY 42° 38' 53.07" -73° 45' 36.15" 100% 100%	⑨ Portland, OR 45° 30' 48" -122° 48' 22" 100% 100%	⑩ HOTLANTA Centennial Park 33° 45' 33" -84° 23' 23" 100% 100%

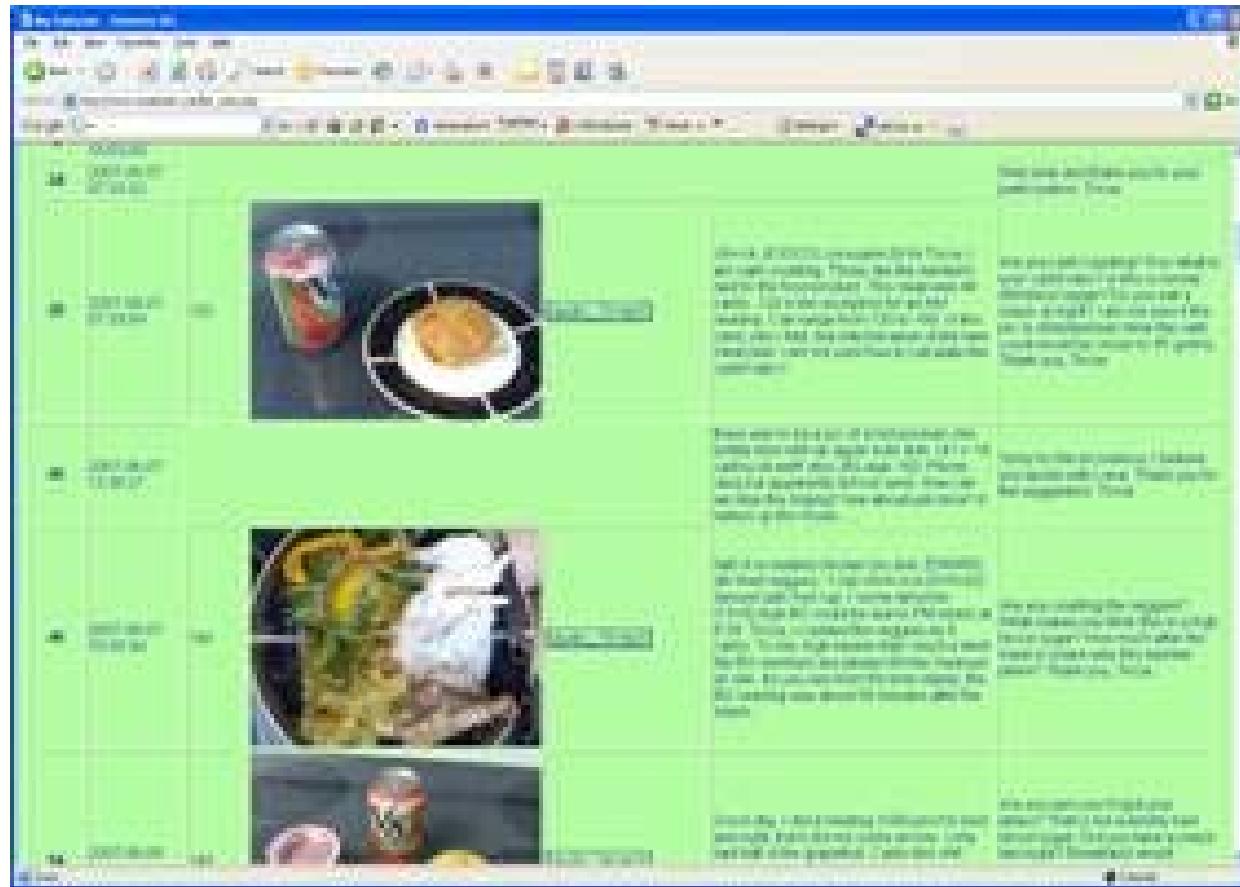
## Creative Collaboration (Bruckman)



Legitimate  
Peripheral  
Participation

Demands on the  
leader/director

# MAHI (Mynatt and Mamykina)



Simple social media.

Game changer for effective health coaching.

Comments for David

Jay (Volunteer) | settings | logout

 3 minutes ago

On Mar 17, David is going to go to his psy203 class and music therapy as usual. He also has a job interview (receptionist) at 4:00 p.m. Then, he will go to a poker night with his friends at 8:00 p.m.

What would you tell David? Post

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Recent Comments [by time](#) | [by person](#) | [by event](#)

**Mar 16 10:20 p.m.** A white button down shirt with a collar and a blazer would be good choices for your interview. [\(Gabby\)](#)  
↳ You don't need to wear the blazer all day. You can keep it in your car until the interview [\(Dad\)](#) Mar 17, 08:15 a.m.  
 Post

---

**Mar 16 8:23 p.m.** Make sure you print your resume before you leave home tomorrow [\(Andy\)](#)  
 Post

David's calendar

	Mar 17	
9:00 a.m.	 Psy203 Class	
2:00 p.m.	 Music Therapy	
4:00 p.m.	 Job Interview	
8:00 p.m.	 Poker Night	

# Social Mirror (Abowd)

Trusted social network

START FINISH

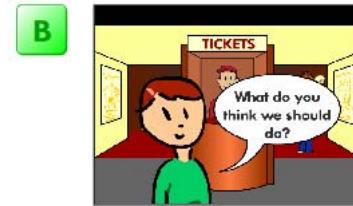
### Problem:

The movie you were planning to go to is sold out.



### What should you do?

Choose the best solution.



## Social Wisdom (Abowd)

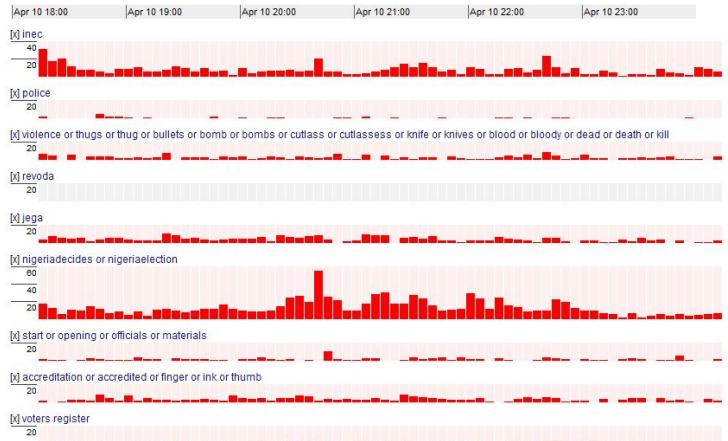
Crowd  
sourcing  
social scripts

# Election Monitoring (Best with Enough is Enough)

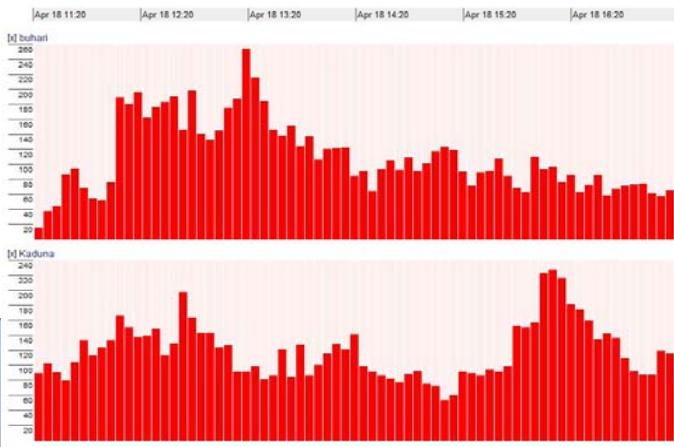


[Reports](#) | [Saved Searches](#) | [Analytics](#) | [Logout](#)

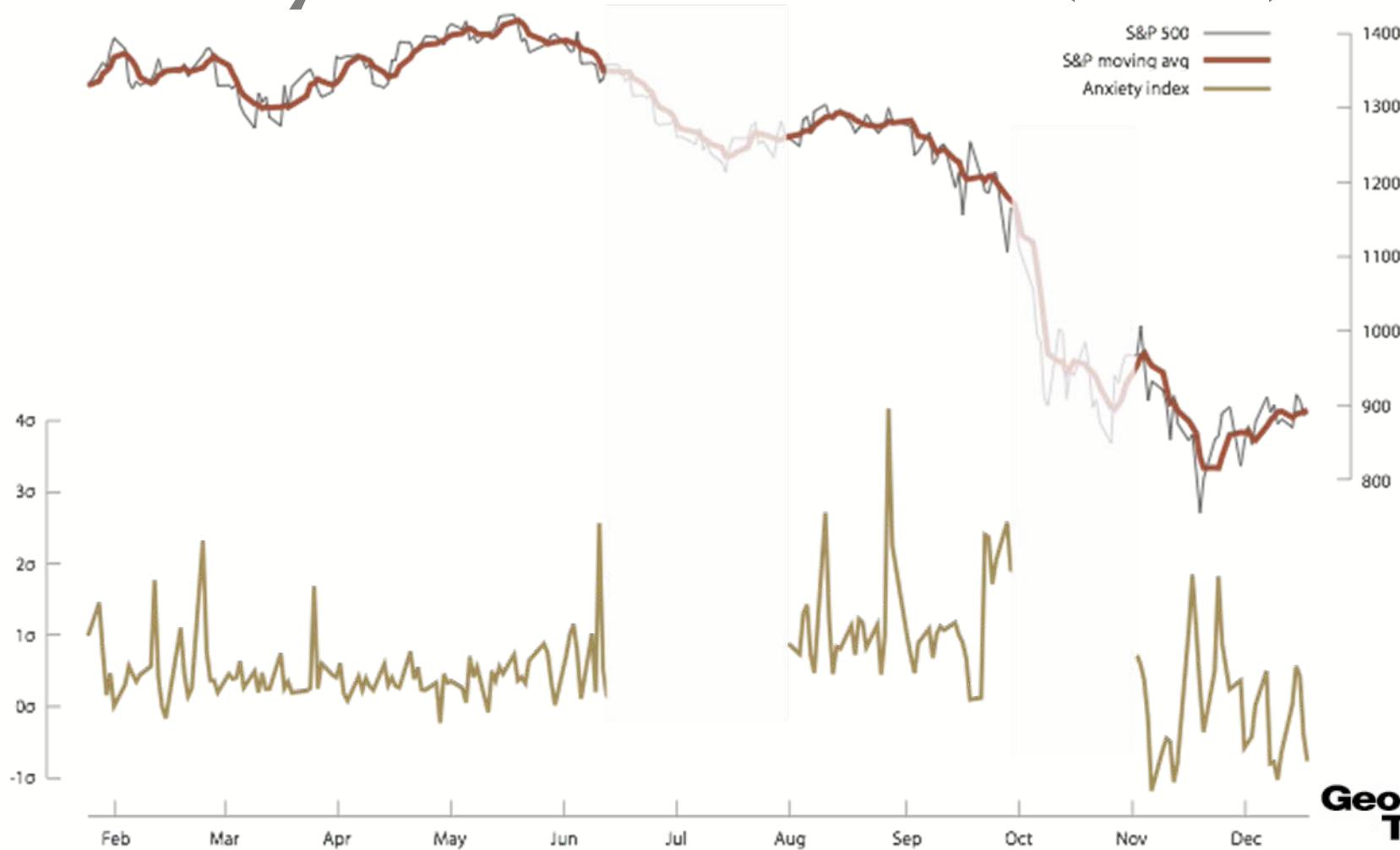
Add new search:



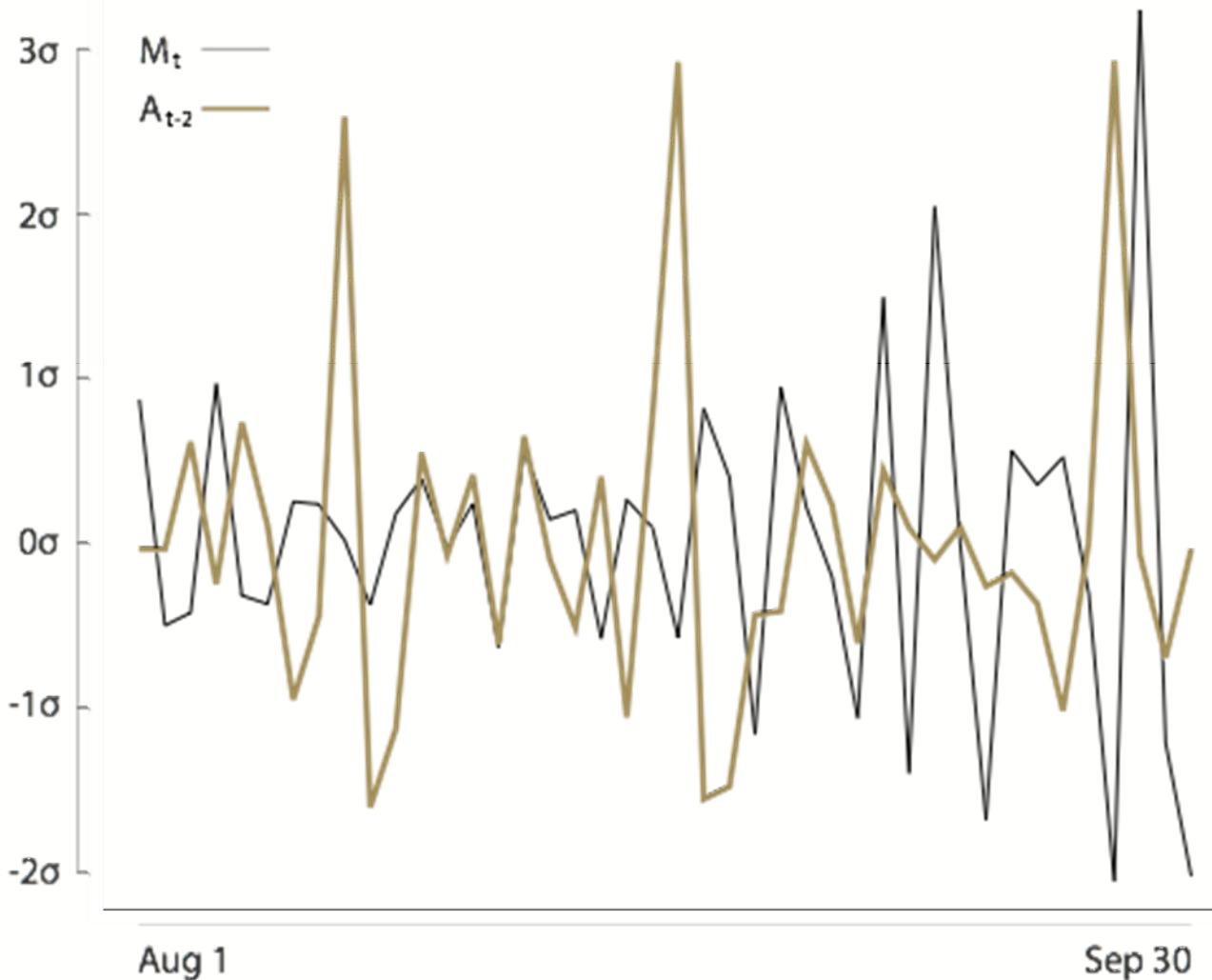
# Election Monitoring (Best with Enough is Enough)



# Anxiety Index & Markets (Gilbert)



# Anxiety Index & Markets (Gilbert)



Detail of Aug  
and Sept  
2008

Anxiety goes  
up (gold)  
Mkt (black)  
goes down  
Diamond  
pattern

# Intelligent Social Computing

## Content quality

Do you value the content produced?

- Expertise
- Robust network

## Trust

Can you trust the information you receive?

- Trusted network
- Information analytics

## Engagement

How do you incentivize participation?

- Altruism
- Personally meaningful

Red Balloon

Creative  
Collaboration

MAHI

Social Mirror

Social Wisdom

Election Monitoring

Anxiety Index

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