

INSTITUTE for  
PEOPLE and TECHNOLOGY

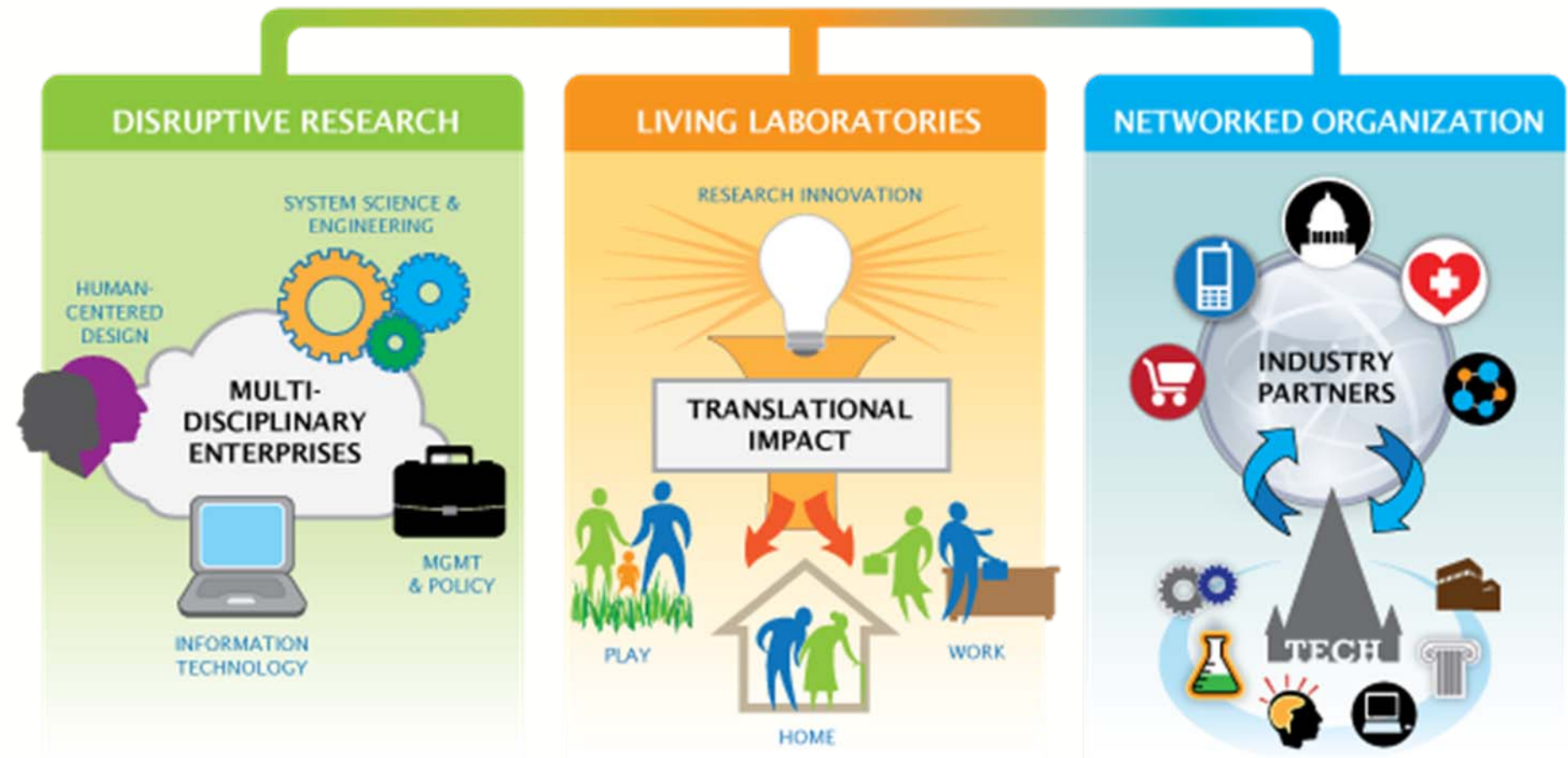
# Intelligent Social Computing

Elizabeth Mynatt, Executive Director



# Transforming Healthcare, Education, Media and Humanitarian Systems

INSTITUTE FOR PEOPLE AND TECHNOLOGY



## Transforming Healthcare, Education, Media and Humanitarian Systems



**FUTUREMEDIA<sup>SM</sup>**  
AT GEORGIA TECH

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

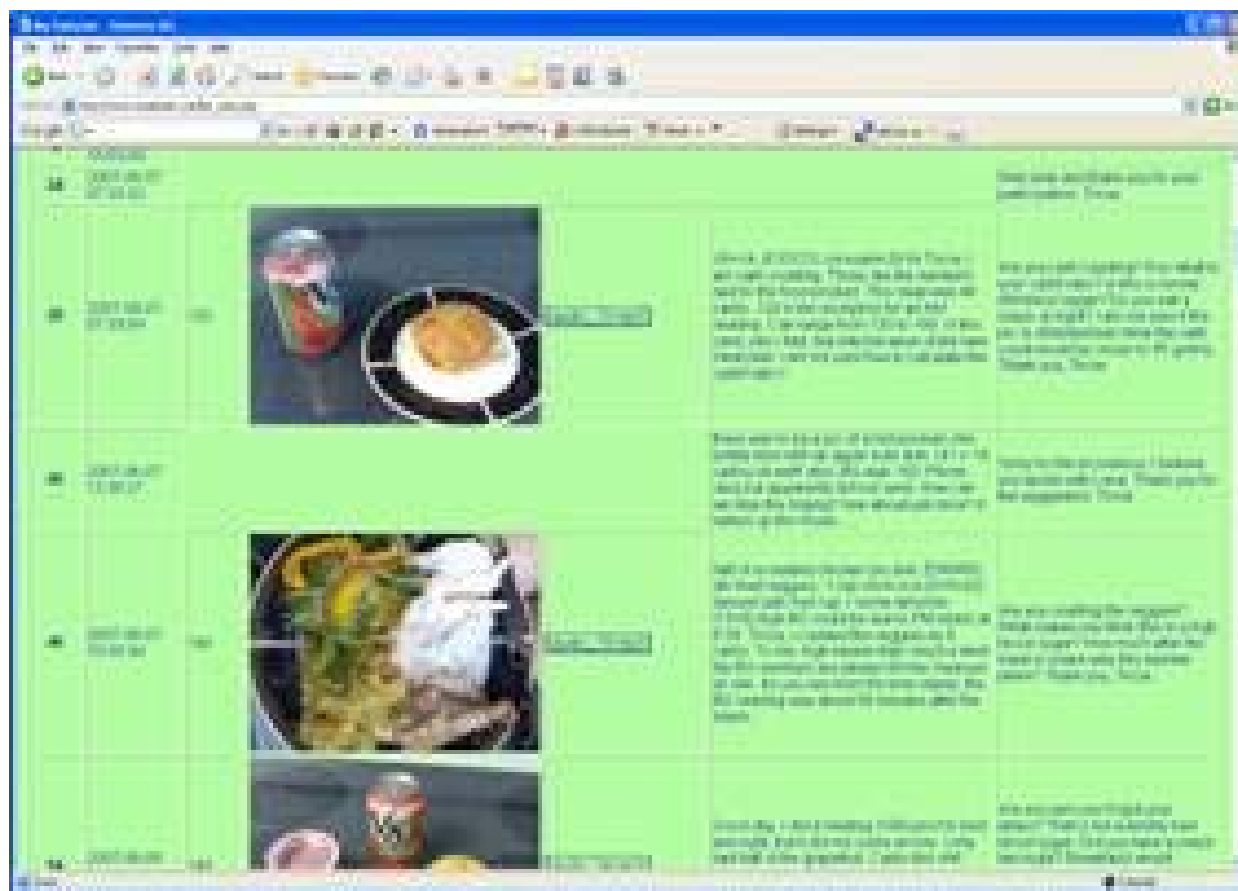
## Creative Collaboration (Bruckman)



Legitimate  
Peripheral  
Participation

Demands on the  
leader/director

# MAHI (Mynatt and Mamykina)



Simple social  
media.

Game  
changer for  
effective  
health  
coaching.

# Social Mirror(Ab owd) Trusted social network

The screenshot shows a web browser window displaying the 'CommentsforDavid' application. The interface includes a header with the title 'CommentsforDavid' and a user profile 'Jay (Volunteer) | settings | logout'. The main content area features a profile picture of a man, a text update about his schedule for March 17th, and a form for users to post comments. Below the main post, there are sections for 'Recent Comments' and 'David's calendar'.

**CommentsforDavid** Jay (Volunteer) | settings | logout

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**

*New! 3 minutes ago* *Now*

**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, 00:16 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 Wisdom (Abowd)

Crowd  
sourcing  
social scripts

START ☐ ☐ ☐ ☐ ☐ FINISH

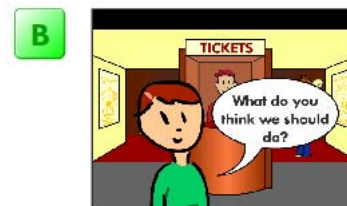
## Problem:

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



## What should you do?

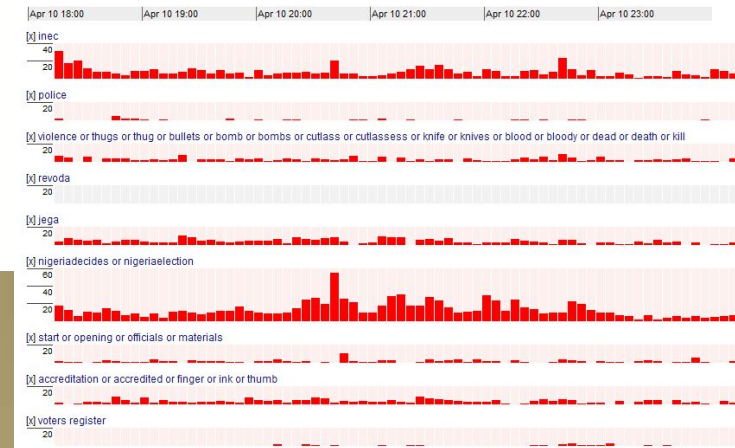
Choose the best solution.



# Election Monitoring (Best with Enough is Enough)

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

Add new search:



# Election Monitoring (Best with Enough is Enough)

[Reports](#) | [Scan a Batch](#) | [Saved Searches](#) | [Incidents](#) | [Autoscan](#) | [Analytics](#) | [Sources](#) | [Places](#) | [Categories](#) | [Logout](#)  
Add new search:  [Example Searches](#)

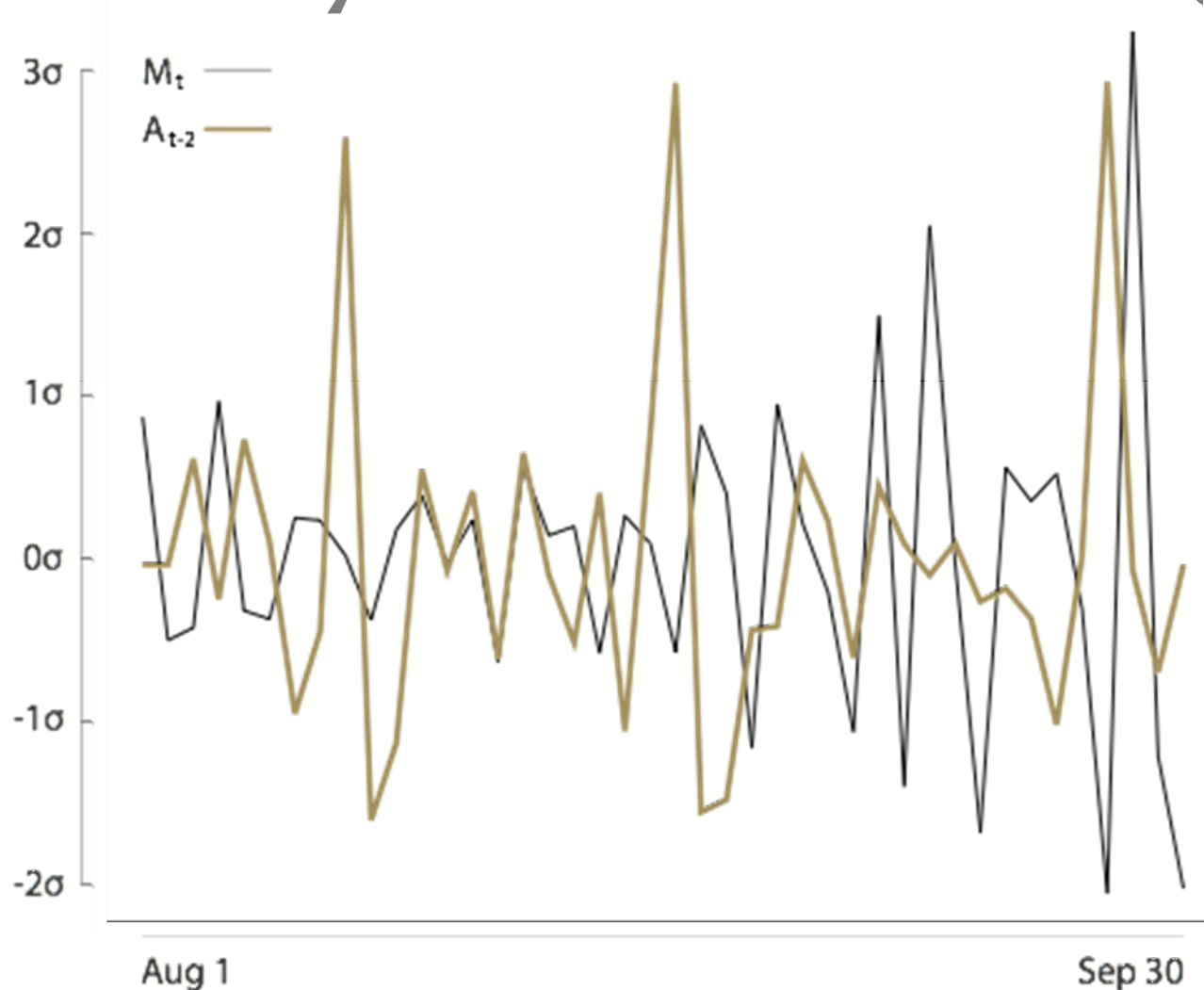




# Anxiety Index & Markets (Gilbert)



# 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

## Transforming Healthcare, Education, Media and Humanitarian Systems



**FUTUREMEDIA<sup>SM</sup>**  
AT GEORGIA TECH

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

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

*[Learn More >](#)*