Web 2.0 for Local Action Groups

The Case Study of Citizens First

The Practical Design for Social Action (PRaDSA) Workshop: Designing for the 21st Century Using Web 2.0 Technologies and (Social Networking Tools) for Social Action
London, UK, March 11-12, 2008

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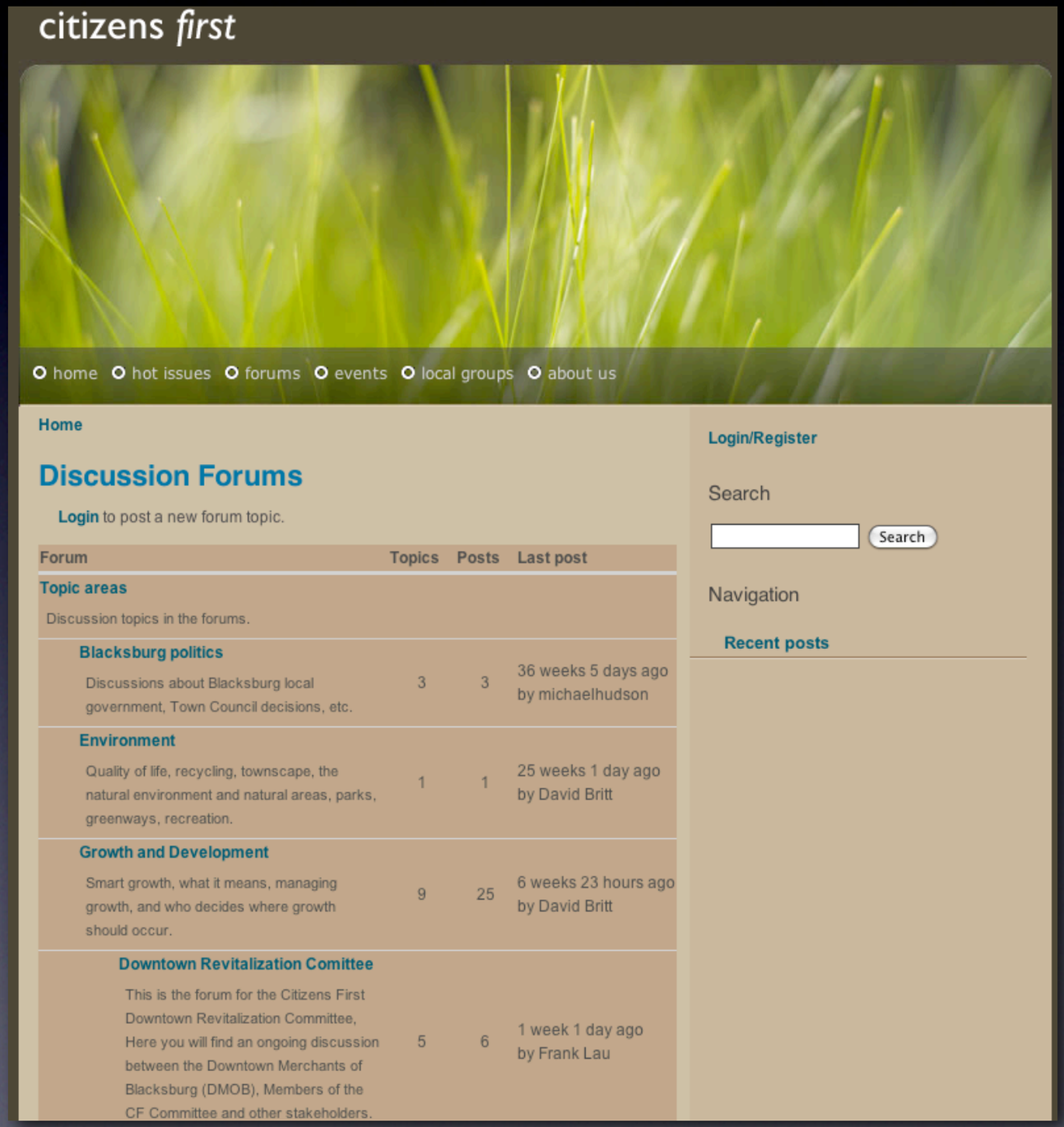
This talk

- The Problem(s) of local conversation
- Observations from Web 2.0
- Our ideas

Problems



Citizens First original site

Problems

Citizens First original site

Problems

The User perspective

- Engagement - Why should I come to the website?
- Posting confusion - blogs, local news sites, forums, comments. Where do I post what?
- Conversations build ad-hoc within forums or as comments to blog posts. How do I find the active conversations in my area?
- How do I discover the conversations that happen in the wild, i.e., via blogs and cross-linking?
- Taxonomy - Where does a post belong?

Problems

Design perspective

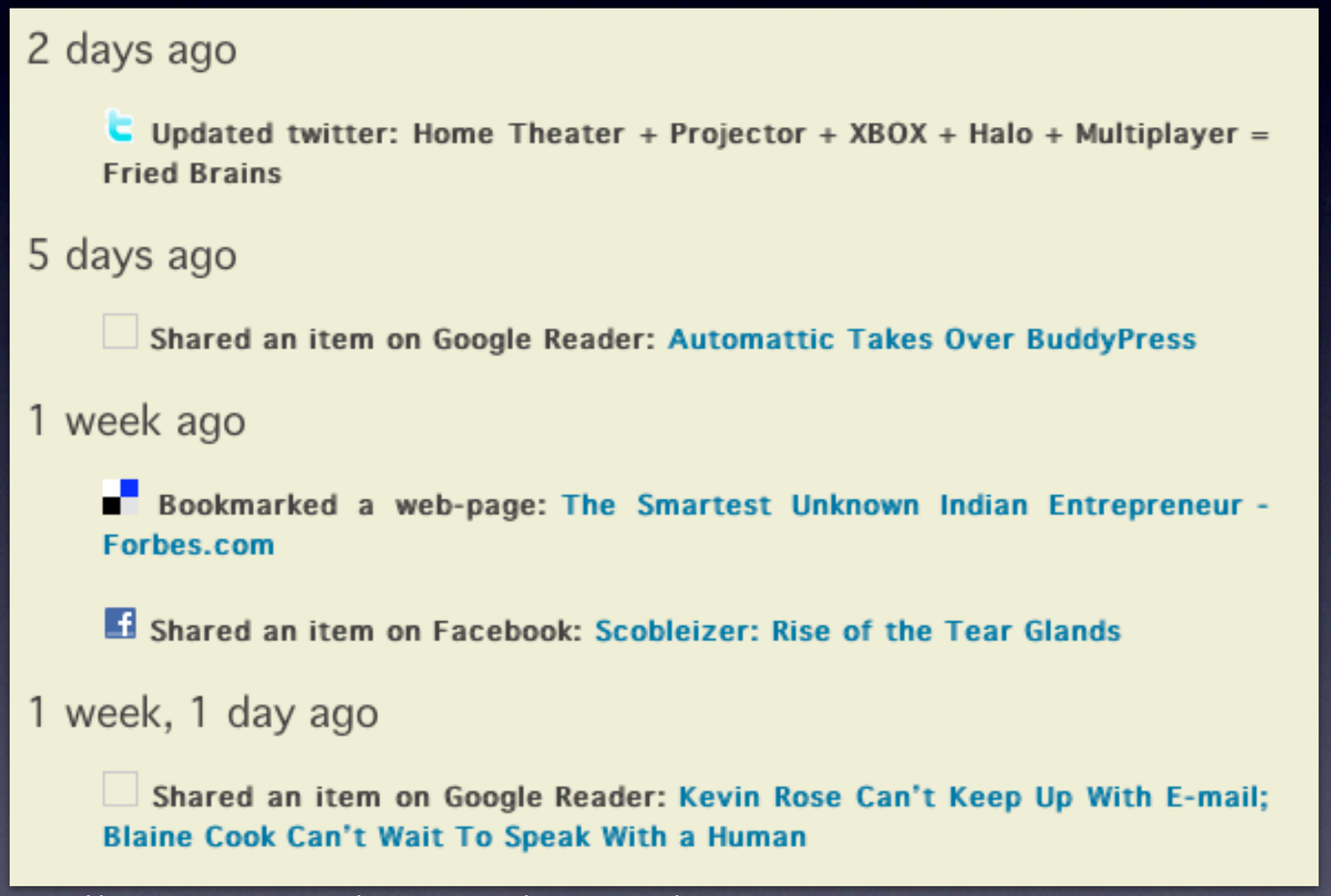
- The problem of **relevance**: Local news and online discussion is difficult to find. Automatic aggregation of news sites isn't always relevant in the local context.

- The problem of **scale**: Web 2.0 sites are driven by thousands or millions of users constantly creating, tagging, rating and recommending content - Local websites have ~10-100 users, many of them occasional or one-time users.

Found on the web...

Some 2.0 patterns

http://facebook.com



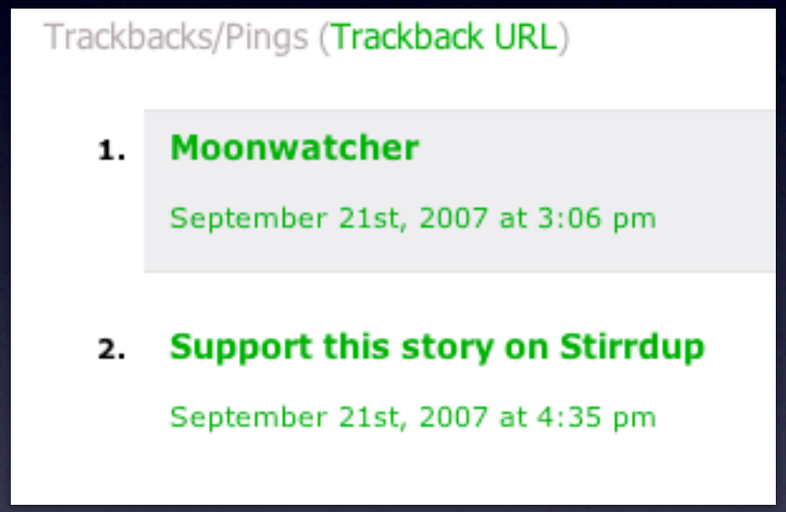
http://sameerahuja.com/playground/lifestream/

Activity Streams

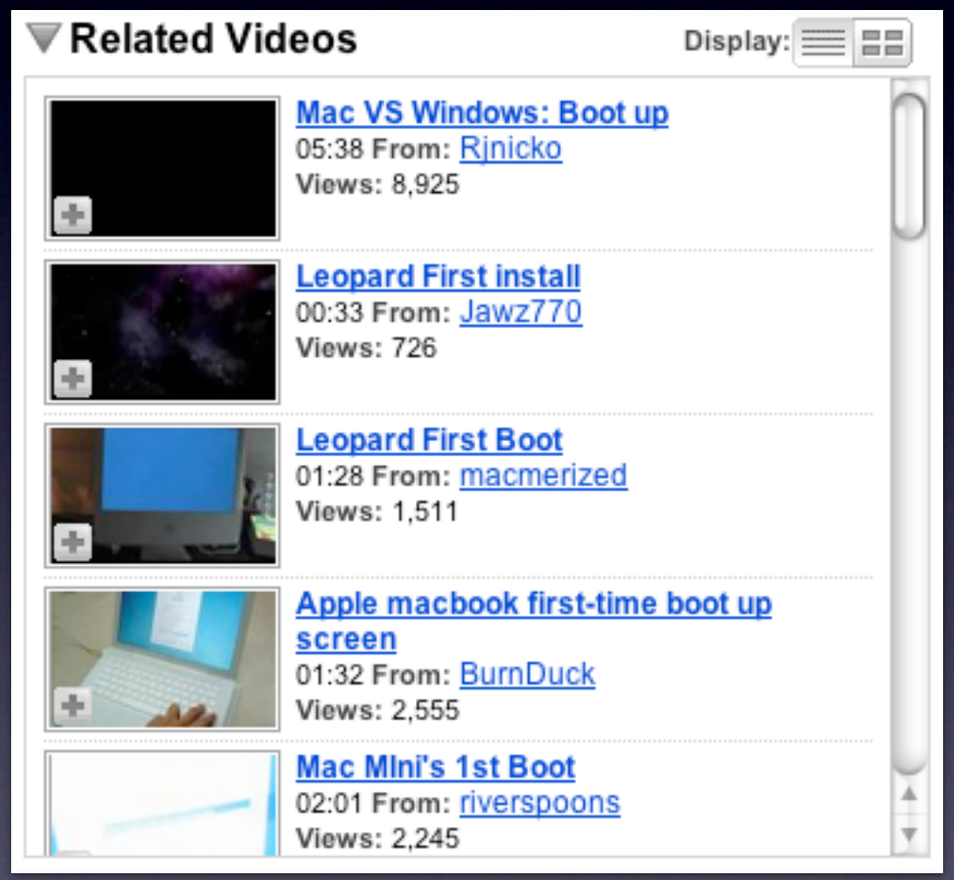
Build awareness and instigate conversations

Found on the web...

Some 2.0 patterns



Cross - referencing



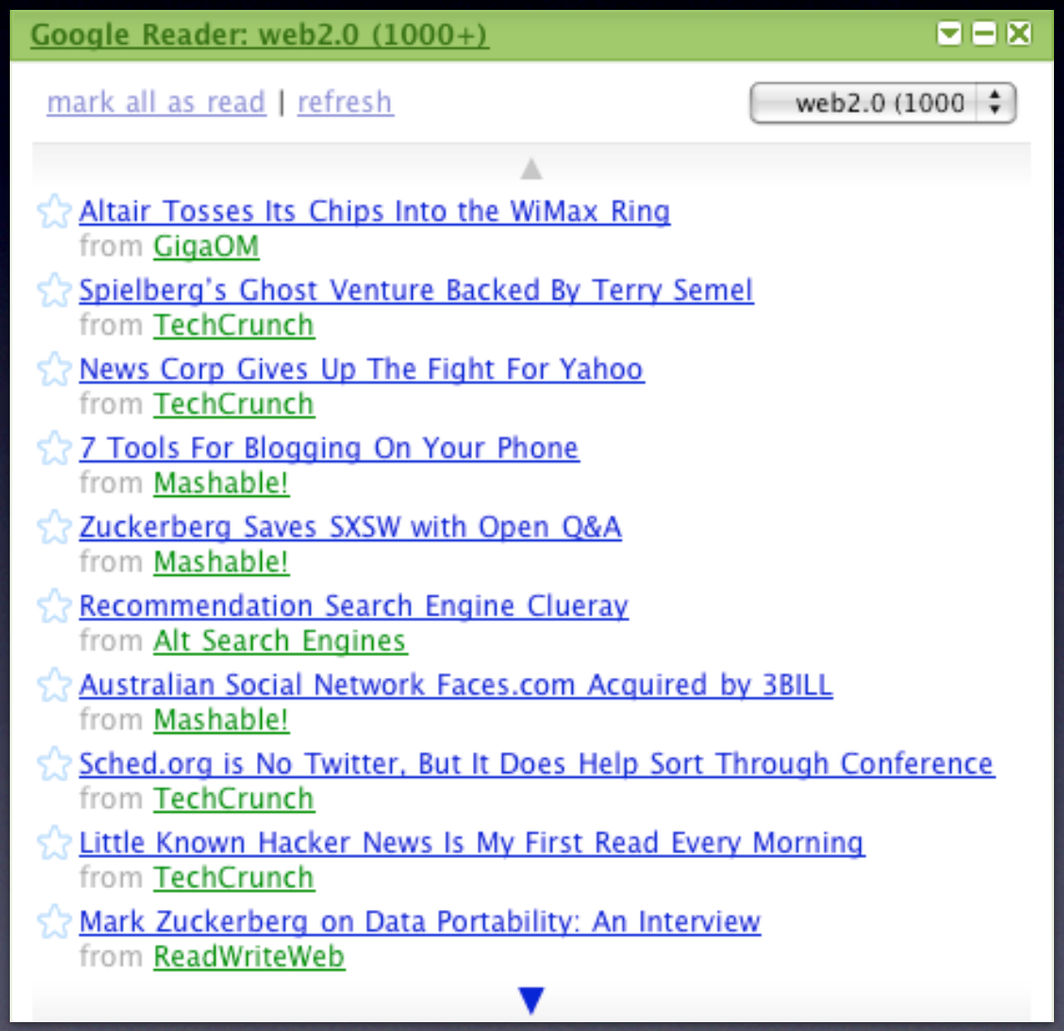
Recommendations

Interlinking

Relating content by reference or relevance

Found on the web...

Some 2.0 patterns



Aggregation

Collecting content from several sources

Luca Cremonini
http://www.railsonwave.it/railsonwave/2007/1/2/web-2-0-map

Folksonomy

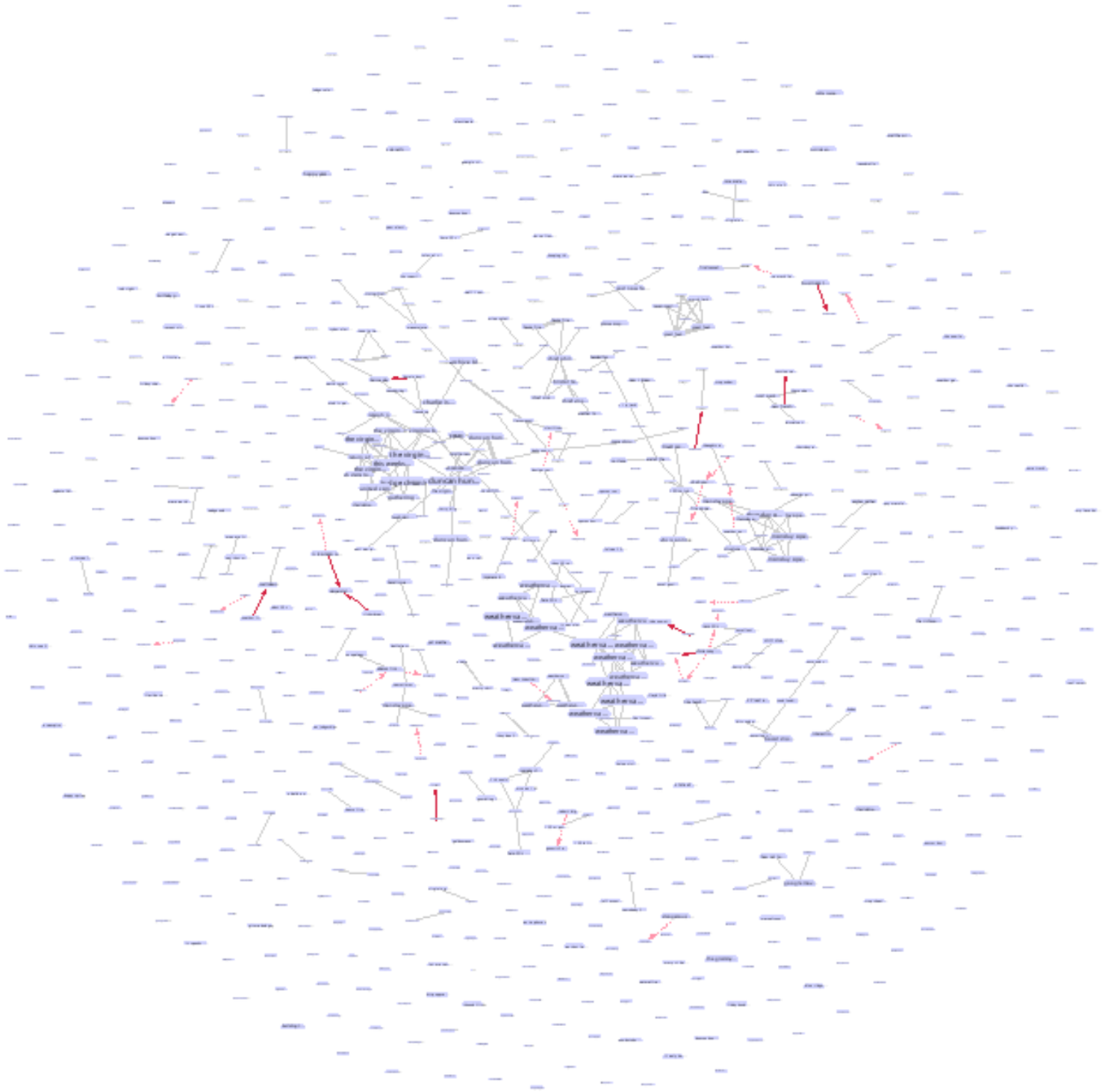
Tagging - freestyle organization of content

VizBlog

A Network Visualization of Blog Conversations

VIZBLOG

View Help



search >>

View All

Animation

Play

Pause

Reset

Legend

Cites & Similar

Only cites

Only similar

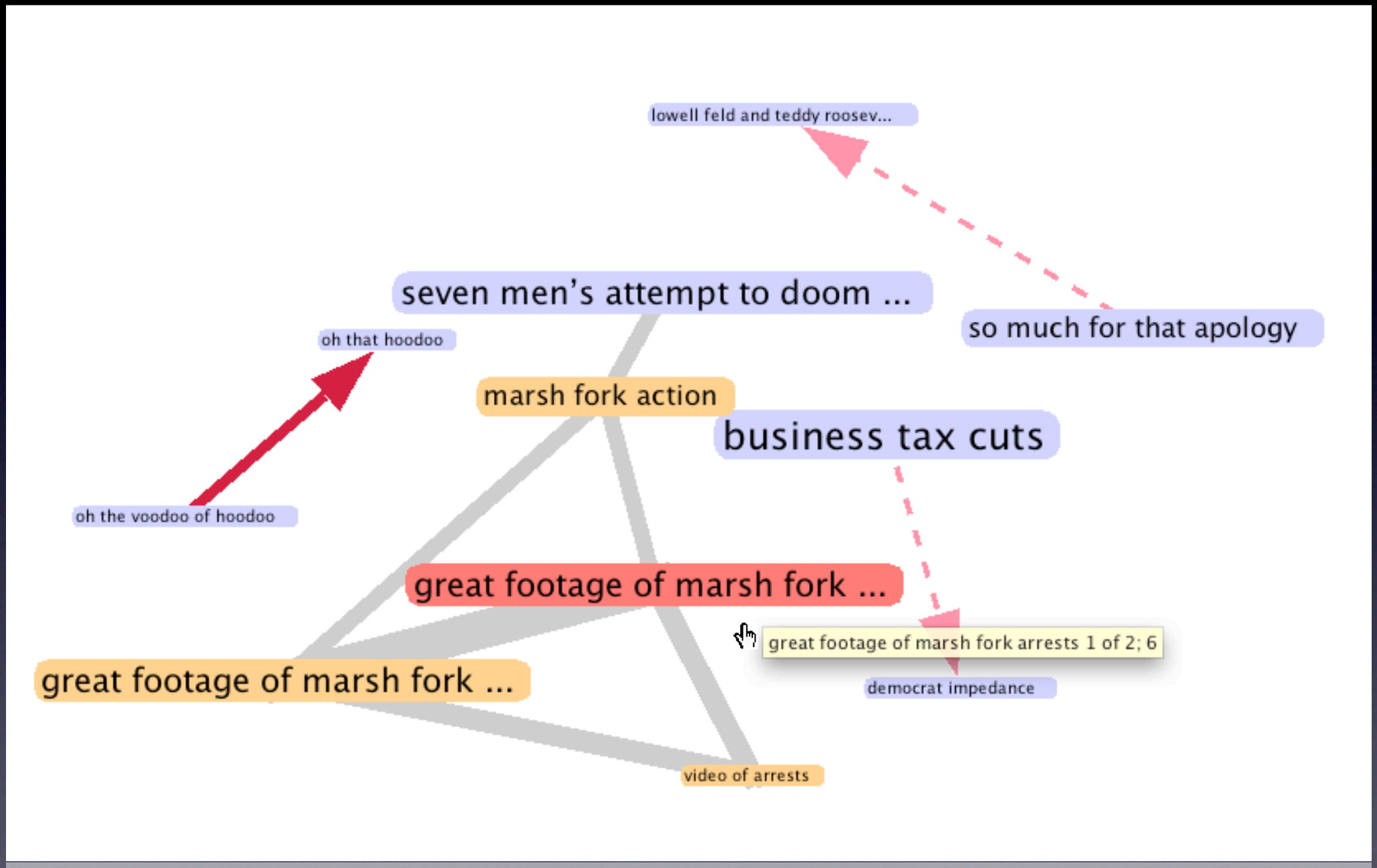
Filter by similarity

Similarity 0.1

Show only clusters

Top Keywords

american bill blog bush business county democrats est floyd fund iraq launch link news president roanoke site virginia washington winds


lowell feld and teddy roosev...
seven men's attempt to doom ...
so much for that apology
oh that hoodoo
marsh fork action
business tax cuts
oh the voodoo of hoodoo
great footage of marsh fork ...
great footage of marsh fork arrests 1 of 2; 6
great footage of marsh fork ...
democrat impedance
video of arrests

A Drawing-Board Prototype

Local conversation platform

Citizens First

Hot Topics

Walmart

Sewer Issue

Elections

Upcoming Events

Town Hall Meeting on 12th March

Walmart Protest on 1st April

...

Latest Activity

3 New Comments on photo link "Sewer off Tom's Creek Road" in Topic Sewer Issue

New Opinion "I back Obama" in Topic Elections

3 new links added to Topic Walmart

Robert Sherman commented on opinion "Why a petition is not the answer" in Topic Walmart

More...

Homepage

Elections

Description of the Topic

Organizer/Moderator:
XYZ

Latest Activity

3 New Comments on opinion "How about measuring past elected candidates' performance?"

New Opinion "I back Obama"

3 new links added

...

Active participants

Name
One line desc. of activity with link

Name
One line desc. of activity with link

...

Opinions | Resources | Events

Opinion Title - Author
Preview of the post(starting few characters of the post upto, let's say, the width of this block)
7 Comments

Opinion Title - Author
Preview of the post(starting few characters of the post upto, let's say, the width of this block)
7 Comments

Opinion Title - Author
Preview of the post(starting few characters of the post upto, let's say, the width of this block)
7 Comments

...

Topic page

Opinions | Resources | Events

Stories

3 Votes

Story Title - Date/Time (Source)
This text will either have a preview of the story if auto-submitted, OR, if it was submitted manually, it will have preview of the description text.
4 Comments

2 Votes

Story Title - Date/Time (Source)
This text will either have a preview of the story if auto-submitted, OR, if it was submitted manually, it will have preview of the description text.
5 Comments

No Votes

Story Title - Date/Time (Source)
This text will either have a preview of the story if auto-submitted, OR, if it was submitted manually, it will have preview of the description text.
No Comments

3 Votes

Story Title - Date/Time (Source)
This text will either have a preview of the story if auto-submitted, OR, if it was submitted manually, it will have preview of the description text.
No Comments

View

Day

Week

Month

Year

Most Popular

Post A Story

You can also post any page on the web to this listing. Just drag the link below to your browser's bookmarks bar, and click it when on a page you'd like to share:

Post Story Bookmarklet

Resources/Stories Page

Current Stories are a mix of new stories aggregated by a bot from RSS Feeds and local searches with or without votes, and content submitted by people manually. (Which start off as '1 vote')

The system generates and loses these posts on a daily basis - posts that get no votes are 'flushed out' of the system daily

Opinions | Resources | Events

Individual Opinion Title

Time/Date I Author

Content of the post....
..

..

..

..

..

..

..

Conversation (3)

Comment 1

Comment 2

Comment 3

Posts that refer this post

Post 1

Post 2

Related Posts and stories

Post 1

Story 1

Opinion Page

Prototype

- Models on how communication occurs on the web - around topics rather than groups.
- Multiple input and output points: Web, Email, SMS, Phone Call.
- Doesn’t go stale: system-generated stories keep the site ‘fresh’
- Utilizes activity streams and system-generated stories to instigate conversation

Thank You!

Credits: B. Joon Kim, Dr. Andrea Kavanaugh,
Dr. Manuel A. Pérez-Quiñones, Candida Tauro

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