

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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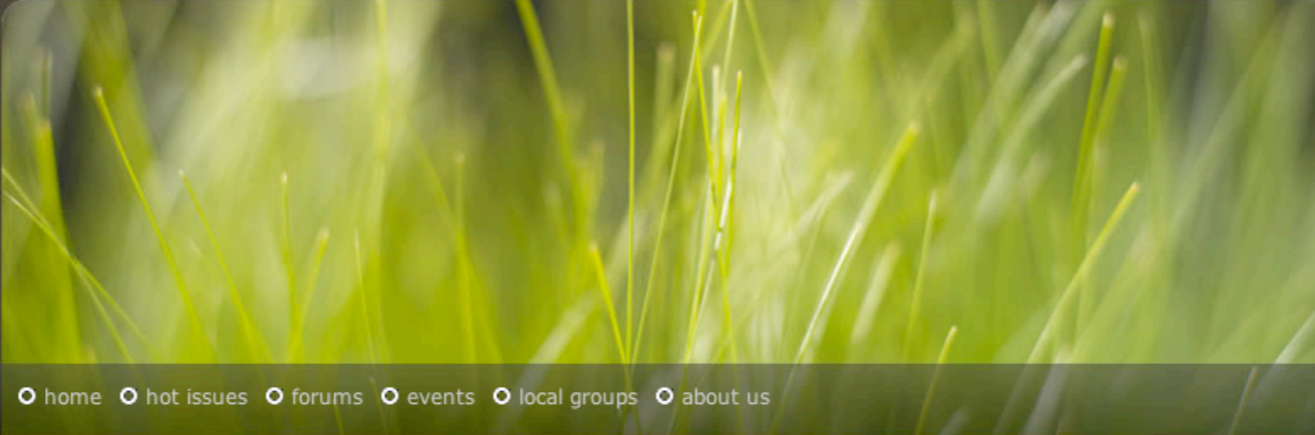


This talk

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

Problems

citizens *first*



[home](#) [hot issues](#) [forums](#) [events](#) [local groups](#) [about us](#)

Home

Discussion Forums

[Login](#) to post a new forum topic.

Forum	Topics	Posts	Last post
Topic areas Discussion topics in the forums.			
Blacksburg politics Discussions about Blacksburg local government, Town Council decisions, etc.	3	3	36 weeks 5 days ago by michaelhudson
Environment Quality of life, recycling, townscape, the natural environment and natural areas, parks, greenways, recreation.	1	1	25 weeks 1 day ago by David Britt
Growth and Development Smart growth, what it means, managing growth, and who decides where growth should occur.	9	25	6 weeks 23 hours ago by David Britt
Downtown Revitalization Committee This is the forum for the Citizens First Downtown Revitalization Committee, Here you will find an ongoing discussion between the Downtown Merchants of Blacksburg (DMOB), Members of the CF Committee and other stakeholders.	5	6	1 week 1 day ago by Frank Lau

Login/Register

Search

Navigation

Recent posts

Citizens First original site

Problems

The screenshot shows the homepage of the 'citizens first' website. At the top left is the logo 'citizens first'. Below it is a large banner image of green grass. A navigation menu contains links for home, hot issues, forums, events, local groups, and about us. The main content area is divided into two columns. The left column features a 'Home' link, a 'Hot Issues' section with a list of topics including 'Cool Cities' and 'Make The Switch' (a campaign to replace light bulbs), and 'Growth & Development' topics like 'Should approval be required of retailers who would like to build "Big Box" type stores here in Blacksburg? Discuss the topic with your neighbors Here', 'Old Blacksburg Middle School', and 'Montgomery County information on OBMS'. A 'Login/Register' link is at the top right of the main area. Below it is a search bar with a 'Search' button. Further down is a 'Navigation' section and a 'Recent posts' section listing forum topics such as 'Isabel Berney on the BZA Decision Comment, market study Revitalization, 7/27/07, Full Text', 'Revitalization summary 7/27/07', and 'Share Your Vision'. A 'more' link is at the bottom right of the recent posts. At the bottom of the page is a footer with links for 'Contact Us', 'Our privacy policy', and information about the site being hosted by 'Web Villages LLC' and being part of the 'Blacksburg Community Cluster'.

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

News Feed Preferences

joined the group **GSA Research Symposium**. 👍 | ✕

and are attending **Graduate Recruiting Weekend: Poster Reception**. 👍 | ✕

and are going to the event **Graduate Recruiting Weekend: Poster Reception** on March 14th. It's hosted by Virginia Tech CS Grads. So far 64 people have been invited. event photo

added the **What type of person do you attract?** application. 👍 | ✕

attacked ! 👍 | ✕

's Savage Werewolf served a bowl of pain to 's Zombie Mogul. The pain was brought. So was the funk.

and are now friends. 👍 | ✕

<http://facebook.com>

2 days ago

Updated twitter: Home Theater + Projector + XBOX + Halo + Multiplayer = Fried Brains

5 days ago

Shared an item on Google Reader: **Automattic Takes Over BuddyPress**

1 week ago

Bookmarked a web-page: **The Smartest Unknown Indian Entrepreneur - Forbes.com**

Shared an item on Facebook: **Scobleizer: Rise of the Tear Glands**

1 week, 1 day ago

Shared an item on Google Reader: **Kevin Rose Can't Keep Up With E-mail; Blaine Cook Can't Wait To Speak With a Human**

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

Activity Streams

Build awareness and instigate conversations



Found on the web...






Some 2.0 patterns

Trackbacks/Pings ([Trackback URL](#))

- Moonwatcher**
September 21st, 2007 at 3:06 pm
- Support this story on Stirrdup**
September 21st, 2007 at 4:35 pm

Cross - referencing

▼ **Related Videos** Display:  

-  [Mac VS Windows: Boot up](#)
05:38 From: [Rjnicko](#)
Views: 8,925
-  [Leopard First install](#)
00:33 From: [Jawz770](#)
Views: 726
-  [Leopard First Boot](#)
01:28 From: [macmerized](#)
Views: 1,511
-  [Apple macbook first-time boot up screen](#)
01:32 From: [BurnDuck](#)
Views: 2,555
-  [Mac Mini's 1st Boot](#)
02:01 From: [riverspoons](#)
Views: 2,245

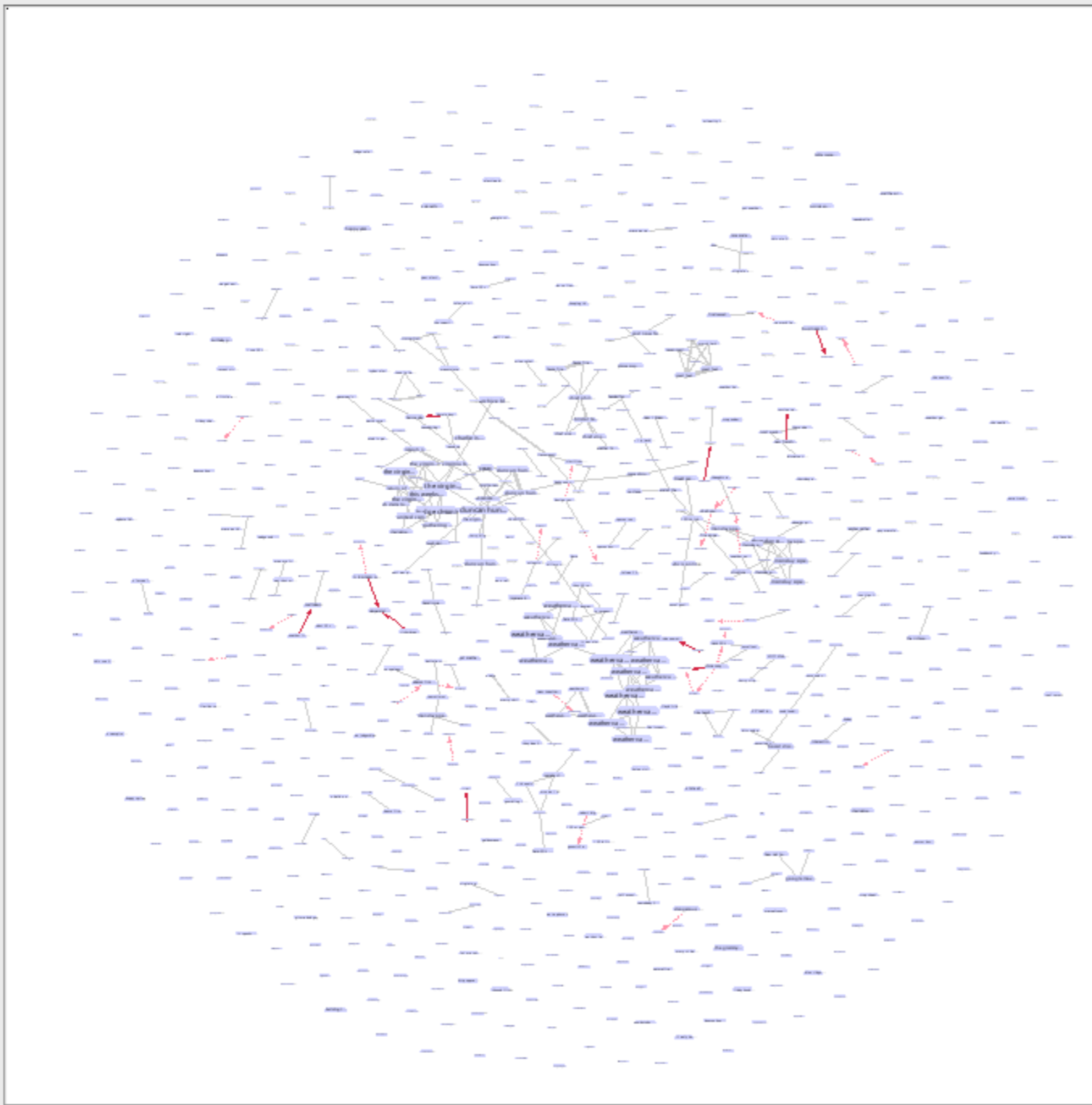
Recommendations

Interlinking

Relating content by reference or relevance

VizBlog

A Network Visualization of Blog Conversations



search >>

View All

Animation

Play

Pause

Reset

Legend

Cites & Similar

Only cites

Only similar

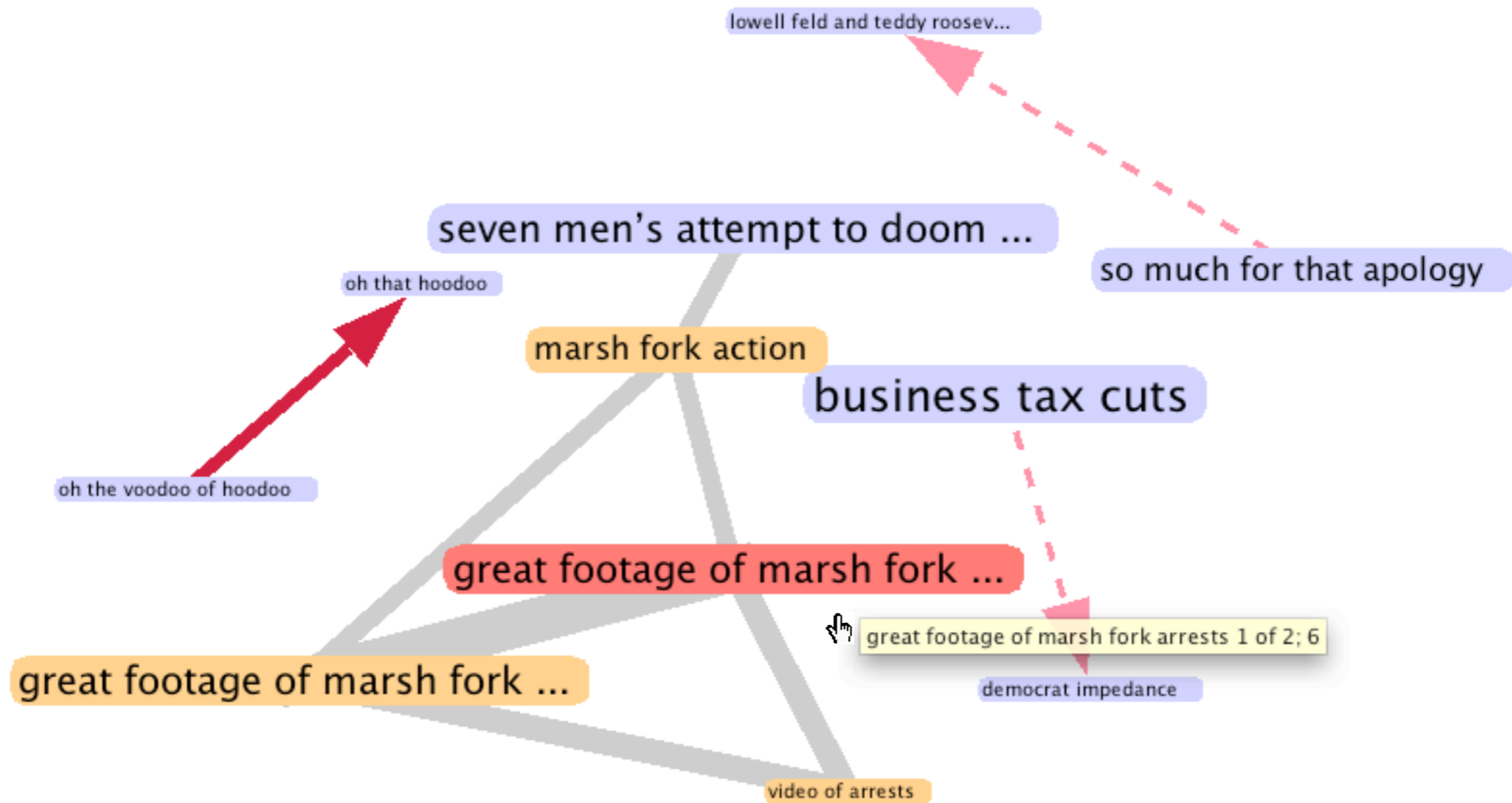
Filter by similarity

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



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](#)

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

Resources/Stories Page

Individual Opinion Title

Time/Date | [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

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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