Creative Collaboration in Large Scale

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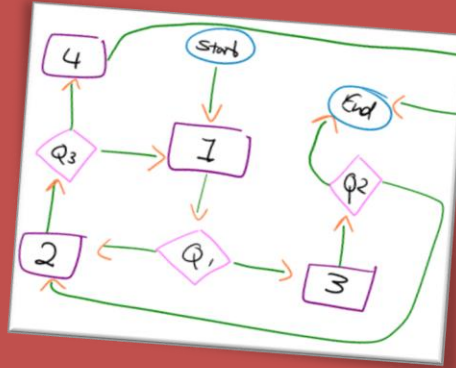
Me and HCI
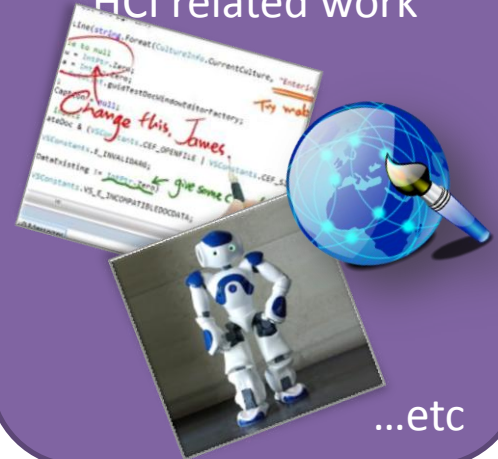the study, planning and design of the interaction between users and computers

Multi-Touch Origami

Sketch Recognition

HCI related work

...etc

Other Interest

CSCW
Computer Supported Cooperative Work

However, there is always
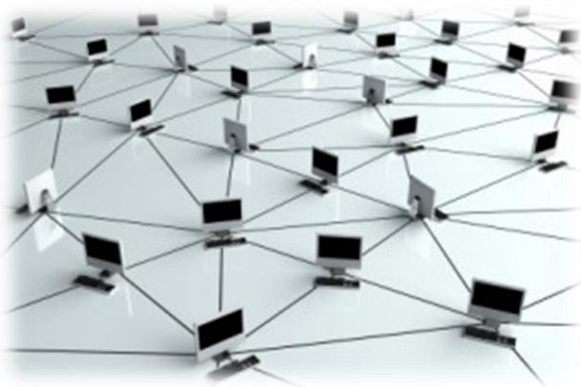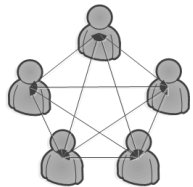
Limitation in **Individuals**

Collaboration

A broader range of knowledge, skills, and opinions to draw from.

Collaboration become easier with instant messaging, email… etc

Web 2.0 widened the scale of collaboration even further.
UGC, IMDb, Wikipedia, Digg, Amazon… etc

Large Scale Collaboration

Informational Perspective:
More people is GOOD.
A broader range of knowledge, skills, and opinions to draw from.

Social Categorization Perspective:
More is BAD.
Differences -> subgroups -> conflict and "us versus them" dynamic

- Collaborative filtering: Amazon

- Collective intelligence: IMDb, Digg

- Collaborating to create something...?

Let's look some case study on how these are dealt with now..

Case study: Wikipedia
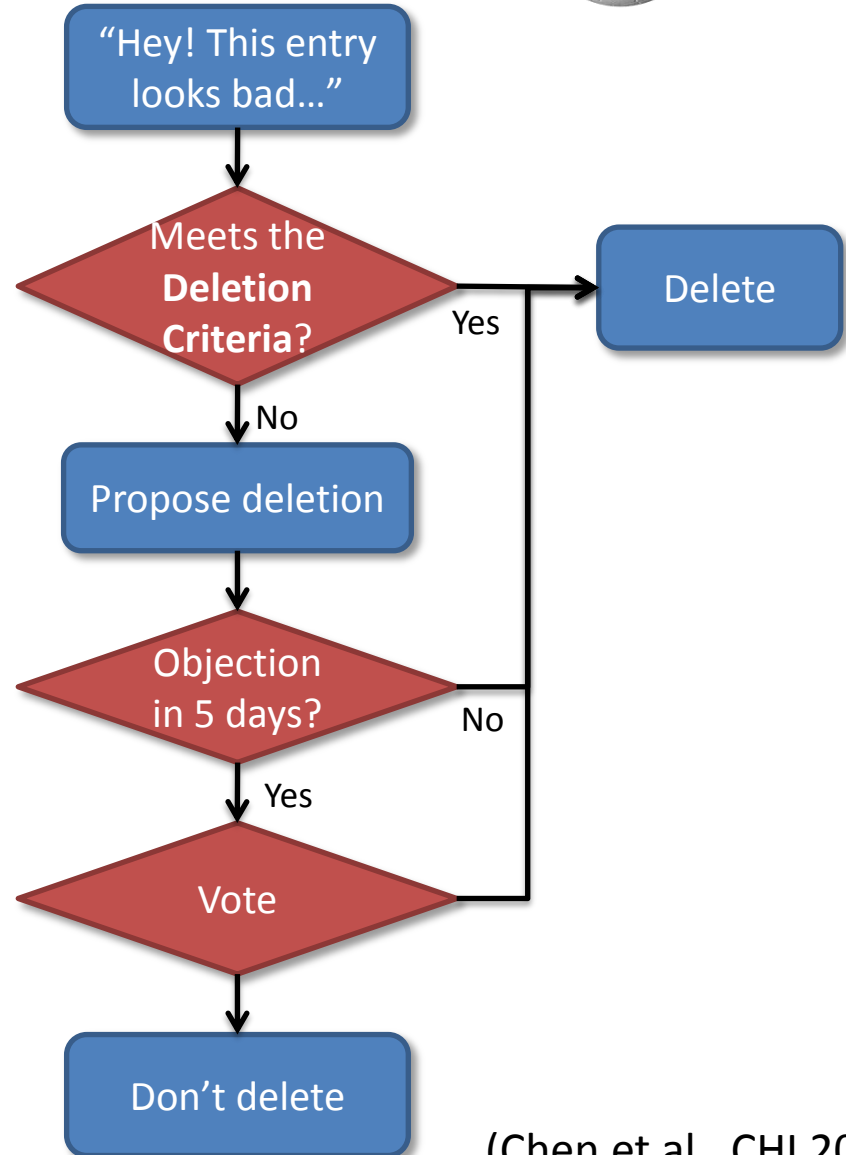
A free encyclopedia built collaboratively

Rules
1. Deletion criteria
2. 5 days objection time
3. Vote

The leader makes the **final decision** based on the feedbacks.

Weee weee!! We win!! We saved Wikipedia again!!

We lose.. This is ridiculous.. Wikipedia is not trustworthy.. We are not coming back…

"Hey! This entry looks bad…"

Meets the **Deletion Criteria**? — Yes → Delete

No

Propose deletion

Objection in 5 days? — No

Yes

Vote

Don't delete

(Chen et al., CHI 2010)

Case Study: Newgrounds

Creative community on Flash works

- "Hey I have a brilliant idea!"
  - "And I have broken it down to these five pieces, now if each of you can complete one of them, **Our Collaboration** will create this wonderful product…"

Yes we are totally COLLABORATING!!!

No they don't feel that way. They feel isolated. (Luther & Bruckman, CSCW 2008)

Case Study: A Million Penguins

To write a novel on a wiki platform (by Penguin Books)

- "Can a community write a novel?"
  - Without interrupting the creativity?
  - **Failure as a novel**
    - No community
    - No recognizable novel
  - **Successful performance**
    - Carnival instead of novel

- 07/02/01 – 07/03/01
- 75,000 views from different people in a month
- 1,476 registered users
  - 44.6 % participated
- 11,000 edits
  - 42% on Welcome page

- Lots of conflicts and changing
- Not a setting communities can form
- Better if one can edit his page alone
- Very little sign of collaborative work
- Promising start ruined by fart jokes
- Suggestion on locking the novel

Less conflict ●━━━━━━━━━●━━━━━━━━━● **More idea**

New Grounds   Wikipedia   A Million Penguins

Can we have a system which allows the ideas
to grow while avoiding the problem of conflict?

	Criteria	Description
1	Diversity of opinion	Allowing different opinions to exist
2	Independence	Not thinking as a group
3	Decentralization	Can specialize and draw on local knowledge
4	Aggregation	Mechanism to turn private decision to collective

- Collaboration:
  - You are able to affect the outcome
  - You have to consider the others
- Conflict resolving
  - Your idea will not be ignored just because 51% people hate it