Sensemaking by the Masses

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Collaborative Sensemaking
Socio-Technical Infrastructure

Concluding Thoughts
Community Analysis
It’s Still About Community

What’s Different?

rec.crafts.textiles.yarn

ravelry

ravelry is a knit and crochet community
What’s the Same?

Activity Level

Most active...Least active

Socio-Technical Infrastructure
Community Designer’s Job

Cultivate a social and technical platform that supports a community in meeting its goals.

Community Design Framework

Design Ideas

Test Claim

Goal

Design Claim

Context
The Current State-of-the-Art

Community Analysis

Community Health Index for Online Communities

S1 Diagnostic Health Factors

S1 Predictive Health Factors

S1 Community

CHI = 797
Finding Communities & Boundary Spanners in Lostpedia
Mapping Sub-Groups of Ravelry

Identifying Social Roles in a Weight Watchers Forum
Co-Editing Relationships in a Fan Wiki

Finding an Alternate Admin
Community Analyst Needs

♣ Tools to explore community data (e.g., NodeXL)
♣ Metrics to understand community interaction and how it relates to goals
♣ Ways of leveraging social data
Searching → Sensemaking

Sensemaking Examples

♣ Creating a presentation
♣ Moving to a new neighborhood
♣ Understanding a health problem and making a medical decision
♣ Buying a new camera
♣ Producing an intelligence report
**Sensemaking**

**Sensemaking** is the process of collecting and organizing information into a representation to understand a domain - Dan Russell

- Collecting
- Organizing
- Understanding
- Interpreting
- Acting Upon

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**Sensemaking Characteristics**

- Enormous amounts of data
- Ill-structured tasks
- Organization, interpretation, and insight needed
- Output, decision, solution required
- Use of external representations as memory and inference aids

- Russell, Irani, Jeffreys 2007 HCIC slides
- Pirolli 2007 HCIC slides
- Illuminating the Path: Research and Development Agenda for Visual Analytics
Figure 1. The Data/Frame Theory of sensemaking.
Klein et al., 2006

Figure 2.4. Learning Loop Complex theory of sense-making.
Russell, et al. 1993
Illuminating the Path: Research and Development Agenda for Visual Analytics

Figure 2.1. The analytical reasoning process.

Figure 2.2. Nominal sense-making loop for some types of intelligence analysts.

Illuminating the Path: Research and Development Agenda for Visual Analytics
Collaborative Sensemaking

- Sensemaking occurs at many levels of social aggregation

- Examples include...
  - Co-authoring a paper
  - Creating a shared bibliography
  - Developing a cure for cancer
  - Identifying a terrorist network

Coll. Sensemaking Opportunities

- Aggregate highly distributed knowledge
- Divergent views help correct one another
- Deliberative process leads to new knowledge
Coll. Sensemaking Challenges

♣ Different mental models
♣ Shared representation ≠ shared understanding
♣ Social relationships can interfere
♣ Dealing with conflict

After Shock: What Happens Next Is Up To You

As part of the Los Angeles Earthquake: Get Ready project, we are excited to announce the launch of "After Shock"—an on-line simulation of the individual and social impacts of a major earthquake on the communities of Southern California. The simulation will begin on November 13, 2008 immediately following the ShakeOut drill. After Shock will use the same earthquake scenarios researched and developed by USGS for ShakeOut, but it will also be influenced by the actions of the participants—collaboratively predicting how our community might respond in the days and weeks following an actual earthquake.

After Shock was designed by Art Center students in the Department of Graphic Design and facilitated by a team of experts, including the Institute for the Future, a nonprofit research group and our active partner in bringing the simulation to life. After Shock will empower Southern Californians of all ages and backgrounds to internalize their overall preparedness by developing and practicing their response strategies today, before these skills are needed. As a massively collaborative forecasting game, After Shock presents a highly innovative platform to encourage people to have a sense of agency in preparing for their futures.

With After Shock, Art Center is pioneering a new model for communicating vital messages and affecting life-saving behavior change.

Sign up now at www.aftershock.net to begin playing After Shock on November 13 after the ShakeOut drill, and join the After Shock Facebook group.
Living with Your GI Tract Post-Surgery

This page is for sharing information on living with the changes in your gastrointestinal (GI) Tract post-surgery.

Also see the following Ask-the-Professional piece on the GIST Support international website: Nutritional Needs After Gastrointestinal Surgery

Links to read this excellent free-access paper: Post-Gastrectomy: Managing the Nutrition Fallout, by Amy E. Radigan, MS Registered Dietitian

- GI Tract Diagrams
- Gas Troubles Helped By Yogurt
- Learning to Eat Again
- Dumping Syndrome
- Adhesions and Intestinal Blockages
- Extra Digestive Enzymes and Nutrients
- Post-embolization Syndrome
- Post Gastrectomy Pain
- Post Gastrectomy Problems
- Recipes for Post-op Foods
- Soft Foods
- To Have MESH or Not
- Living Without a Stomach
- Post Partial Gastrectomy w/ Esophageal Involvement

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Questions

♣ How can we structure activity to facilitate effective sensemaking by the masses?
♣ What sensemaking needs are poorly supported?
♣ What tools can aid us?
Lostpedia Case Study

Oceanic Airlines Flight 815 was a scheduled flight from Sydney, Australia to Los Angeles, California, United States, on a Boeing 777 owned by Oceanic Airlines. On September 22, 2004, the after, carrying 64 passengers, crashed in the Pacific Ocean near Bali, and all passengers were presumed dead. In reality, however, the plane was not found and the passengers survived. The two clones were left behind with the island and emerged as an unknown island, with more than 40 passengers surviving the crash until later. All of those survivors made it to the island and became known as the Oceanic Six.

http://lostpedia.wikia.com/wiki/Four_toed_statue

Sensemaking Example

http://lostpedia.wikia.com/wiki/Four_toed_statue
Genres

♣ Episode  ♣ Timeline
♣ People  ♣ Locations
♣ Items  ♣ Mysteries
♣ Themes  ♣ Transcripts

♣ Episode of Style

Theories may be removed if:
1. Stated as questions or possibilities (e.g., question marks, "maybe", "think", etc.)
2. More appropriate for another article.
3. Invalid or previously deleted.
4. Provided by an author, and moved to main article.
5. Speculative and lacking any evidence to support arguments.
6. Responding to another theory (link discussion page instead).

This does not include responses that are in a response to its own theory.

Usage of invalid deleted.JLabel does not inhibit the statement to a response.

See the Content Theory Policy for more details.

Understand Information Flows & Genres

Understand Social Roles
Understand how to Direct Activity

- Used to focus group attention
- Must be unanswered, neutral, & substantive

Understanding Social Norms & Information Quality

- Agreed upon criteria for source credibility
- Rules for dealing with conflicting observations
- Norms for organizing and annotating content

*Lostpedia: Canon*
Conclusions

♣ Socio-technical system as infrastructure
♣ Need to support community analysis w/ tools and metrics
♣ Need to support collaborative sensemaking more effectively

Thanks to...

♣ Microsoft Research
♣ Communities of Practice Students
Credits

http://www.flickr.com/photos/oneeighteen/1690769913/
http://www.flickr.com/photos/zhurnaly/87398143/
http://www.flickr.com/photos/biwook/390088839/
http://www.flickr.com/photos/cupcakequeen/2447557364/
http://www.flickr.com/photos/chasing_imperfection/269997777/

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