

# Social Software II

**Der Mensch ist das Netzwerk !**

Alcatel Lucent

Workshop

Berlin - Mai 2007

Hans Mittendorfer

# Projekt: Mobile Journalism



# Analyse aktueller Internet-Dienste

The Twitter logo is displayed in a light blue, rounded font with a white outline, set against a light blue background with faint circular patterns.

A global community of friends and strangers answering one simple question: **What are you doing?** Answer on your phone, IM, or right here on the web!



**amazon**mechanical turk  
beta Artificial Artificial Intelligence



**nowpublic**  
crowd powered media

**home**

local

politics

people

weather

culture

places

favorites

**88896** members in **3382** cities

search nowpublic:



## About Us

Twitter, Inc. was born out of the offices of [Obvious](#) in March of 2006. We are located in the beautiful South Park neighborhood of San Francisco, California. We are:



Visit the [Twitter blog](#) for more up-to-date info about Twitter. Please [contact us](#) with any service questions, business development or press inquiries.

# <http://twitter.com>

The Twitter logo is displayed in a light blue, rounded font with a white outline, set against a light blue background with faint circular patterns.

A global community of friends and strangers answering one simple question: **What are you doing?** Answer on your phone, IM, or right here on the web!

- ❑ Der Dienst ist frei nutzbar
- ❑ Mindestalter 13
- ❑ Keine Content-Filterung bekannt

# Ein Medium im Trend ..

Arbeitet mit Nachrichtenaustausch  
mittels reduzierter Zeichensprache.

Florian Brody: „eMail ist für Grannies“.

# Geschäftsmodell: Startup

- Finanzierung: Venture Capital
- Unternehmensziel: Hoher Marktwert des Unternehmens in kurzer Zeit durch:
  - Bekannter Platz („Adresse“)
  - Vitale Community
  - User generated Content für gewinnbringende Analyse

<http://www.nowpublic.com>

## What is NowPublic?

---

Nowpublic lets people work together to cover news events around the world. You can even get paid for your newsworthy contributions.

[Sign up](#) for your free NowPublic account.





# Aktuelle Nachrichten

- ☐ Handy (GSM, UMTS)

  - ☐ Telefonanrufe

  - ☐ Bilder Video

- ☐ Internet

  - ☐ Texte, Bilder, Video

# „Redaktion“ (?)

Actual News Guy: “unlike our members our tiny staff can’t be everywhere. That’s why we’ve handed the reigns over to you. Now you get to decide what gets on the homepage. You get to pick what’s news.”

# Peer Review

- ▣ Actual News Gy
- ▣ Wranglers
- ▣ Contributoren (Crowd Powder, Army of Reporters)
- ▣ Readers (-> Highlighting)
  
- ▣ Ca. 90.000 User in 3.400 Orten

# Highlighting

## Actual News Guy Says ...

"News readers like to know where you stand - so add your two bits. **Highlight** what's important to you. Provide context - add footage - anything you can think of. Add hyperlinks with the WYSIWYG tools above the selection. **Highlight** is a powerful publishing tool. It's a powerful journalism tool. Two tools in one."

# Highlighting

The screenshot shows the NowPublic web interface for creating a blog post. At the top, there is a navigation bar with the 'nowpublic' logo, 'Refresh', 'Settings', 'Manage Your Blogs', 'Help', and 'Report Error' links. On the right, it says 'Hello, pgaliba' with a profile picture and a red notification icon.

The main content area is divided into several sections:

- Headline:** A text input field containing 'U.S. urges China to enforce sanctions' and a 'Channel' dropdown menu set to 'Politics'.
- Details:** A rich text editor with a toolbar containing icons for HTML, Quote, Bold (B), Italic (I), Link, Unlink, Bulleted List, and Numbered List. The text area contains two paragraphs: '[q]Washington - One day after passage of a U.N. Security Council resolution punishing North Korea for its apparent test of a nuclear weapon, senior U.S. diplomats said Sunday that China must help enforce it and use economic leverage to compel Pyongyang to return to disarmament talks.' and 'The resolution, passed unanimously, calls on states to prevent North Korea from selling or buying certain banned weapons and technology. But China said...'
- Tags:** A list of manually added tags: 'China, North Korea, Washington, Korean, protesters, sanctions, enforce, urges, nuclear weapon, Security Council'. A 'Refresh Tags' button is on the right.
- Auto Tags:** A list of automatically generated tags, with several highlighted in yellow: 'Korean + protesters + mock + missile + pictures + leader + Jong + flags + demonstration + Sunday + Seoul + northern + nuclear weapon + called + return + six-nation + talks + ending + program + expressed + United + Nations + Security Council + sanctions + Koreas + remained + foes + Jin- + passage + resolution + punishing + apparent + senior + diplomats + enforce + leverage + compel + Pyongyang + disarmament + urges'.
- Location Tags:** A list of automatically generated location tags, with 'China, Man, North Korea, Washington' highlighted in yellow.

At the bottom left, there is a yellow 'Publish' button and a checked checkbox labeled 'My blog'.

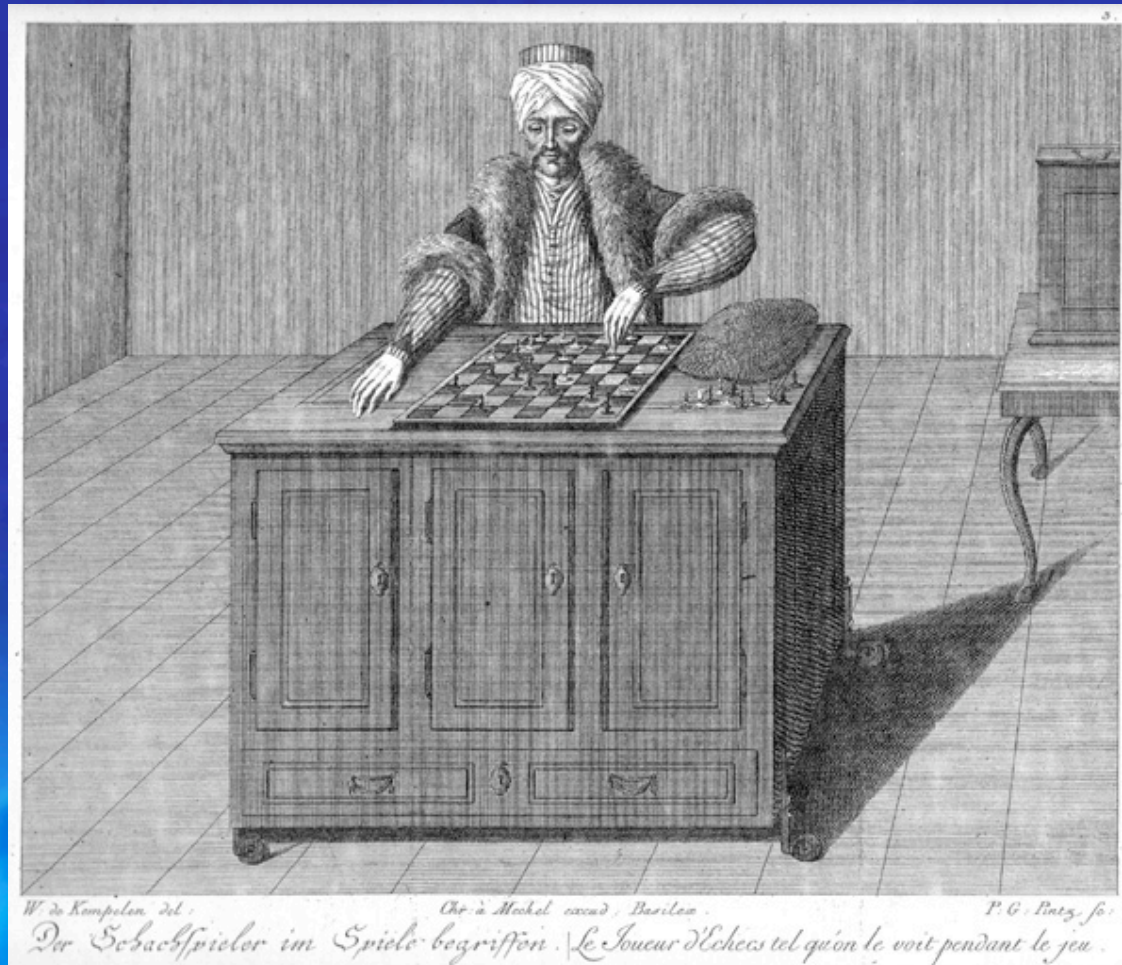
# Geschäftsmodell

- Bezahlung der „Members“ (Autoren) möglich.
- Kooperation mit Associated Press
- Quellensammlung und Auswertung

<http://www.mturk.com/>

Humans are much more effective than computers at solving some types of problems, like finding specific objects in pictures, evaluating beauty, or translating text.

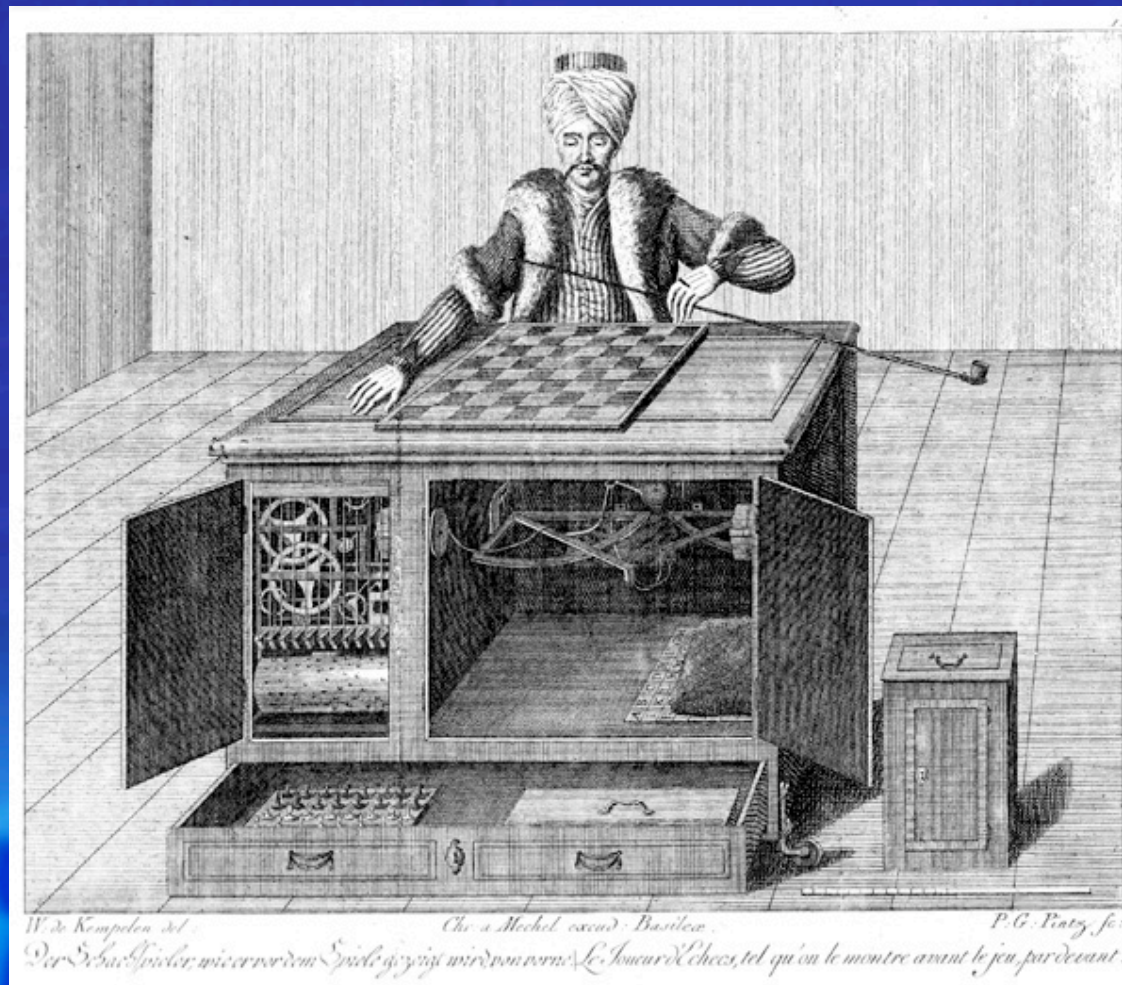
# Die Metapher:



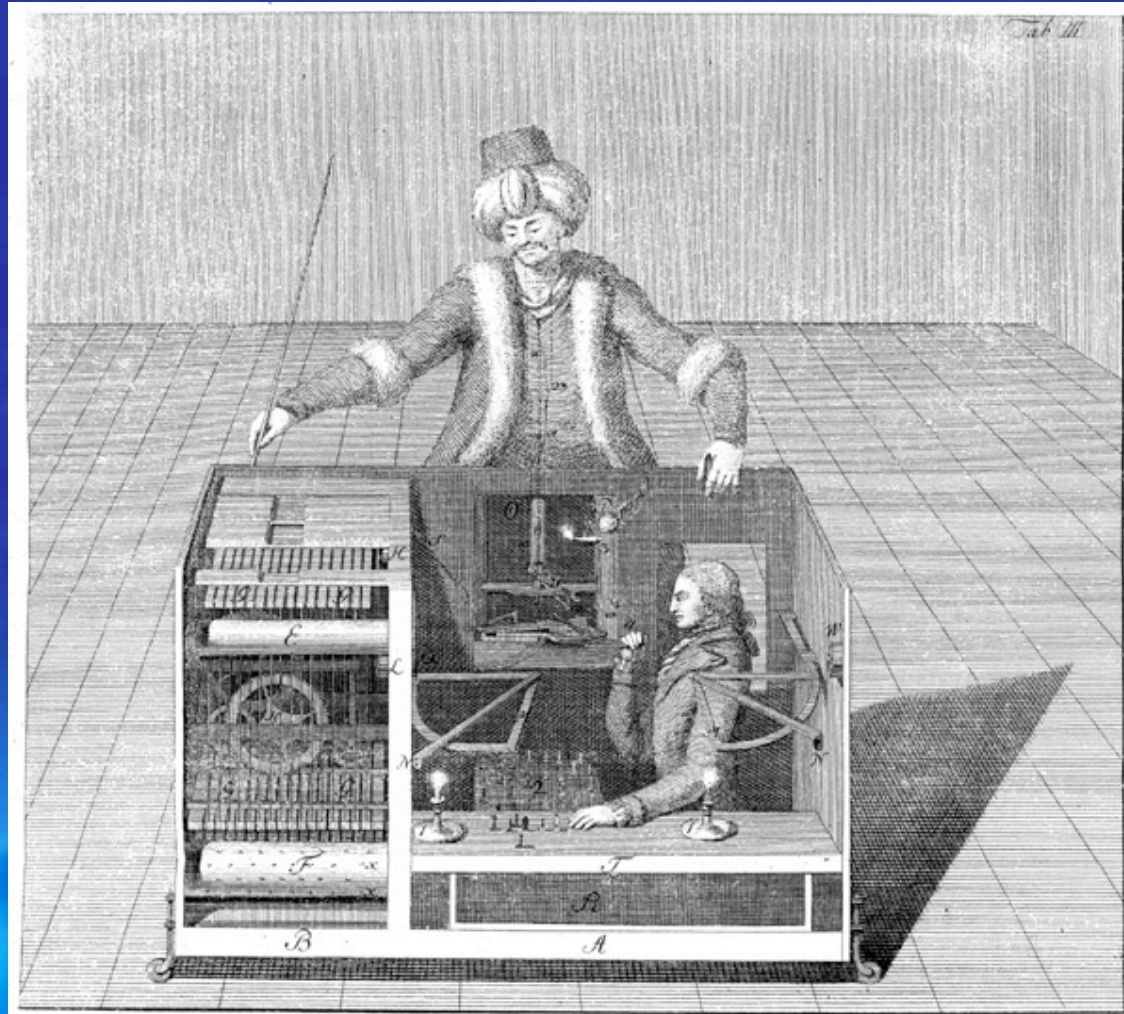
Der Schachspieler im Spiele begriffen. Le Joueur d'Échecs tel qu'on le voit pendant le jeu.



# Die Metapher



# Die Metapher



# API to Human Brain

```
read (photo);  
photoContainsHuman =  
callMechanicalTurk(photo);  
if (photoContainsHuman == TRUE)  
  {acceptPhoto;}  
else { rejectPhoto;}
```

# Geschäftsmodell

## STEP 1

### **Find** Find HITs to work on

#### **What is a HIT?**

HIT stands for Human Intelligence Task. These are tasks that people are willing to pay you to complete. For example a HIT might ask: "Is there a pizza parlour in this photograph?" Typically these tasks are extraordinarily difficult for computers, but simple for humans to answer.

#### **How do I find HITs to work on?**

Just click the "Get Started Now" button to browse thousands of available HITs, without any obligation.

# Virtuelle Kommunikation ?

"Apparently there are thousands of people out there willing to take on your monotonous tasks for a pittance. The great thing is, you never have to meet them,..“



# Gleichung

„Das Netzwerk ist der Computer“

„Der Mensch ist das Netzwerk“

-> Der Mensch ist der Computer ?

