(Avoiding) the Travesty of the Commons

Tom Gruber
Co-Founder and CTO, RealTravel.com
tomgruber.org

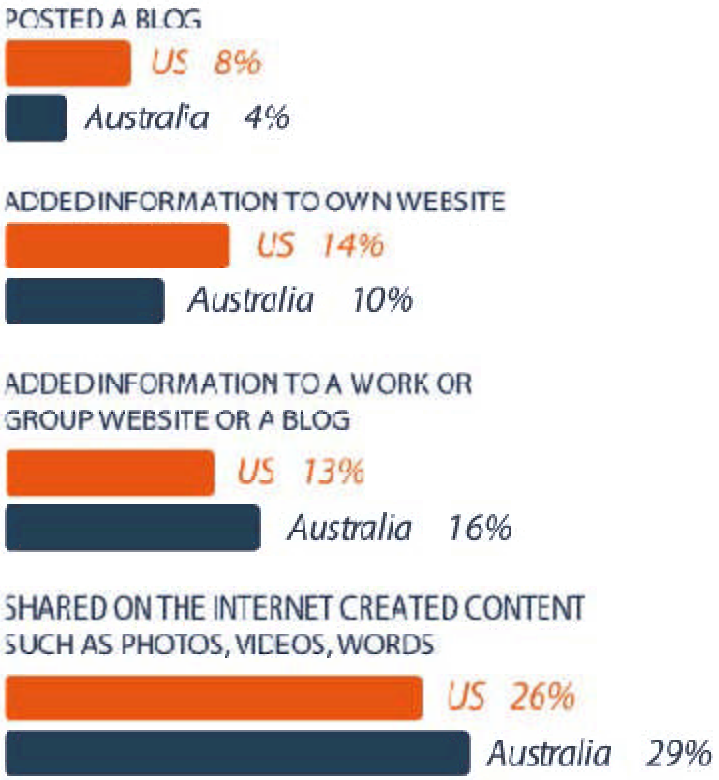
The Promise of the People-Powered Web

- More people know more things.
- More people have more diverse perspectives and assumptions.
- Collectively we can know more.

But...

- *When is More Better?*
- *If you build it, will they come?*

Everybody's Doing It

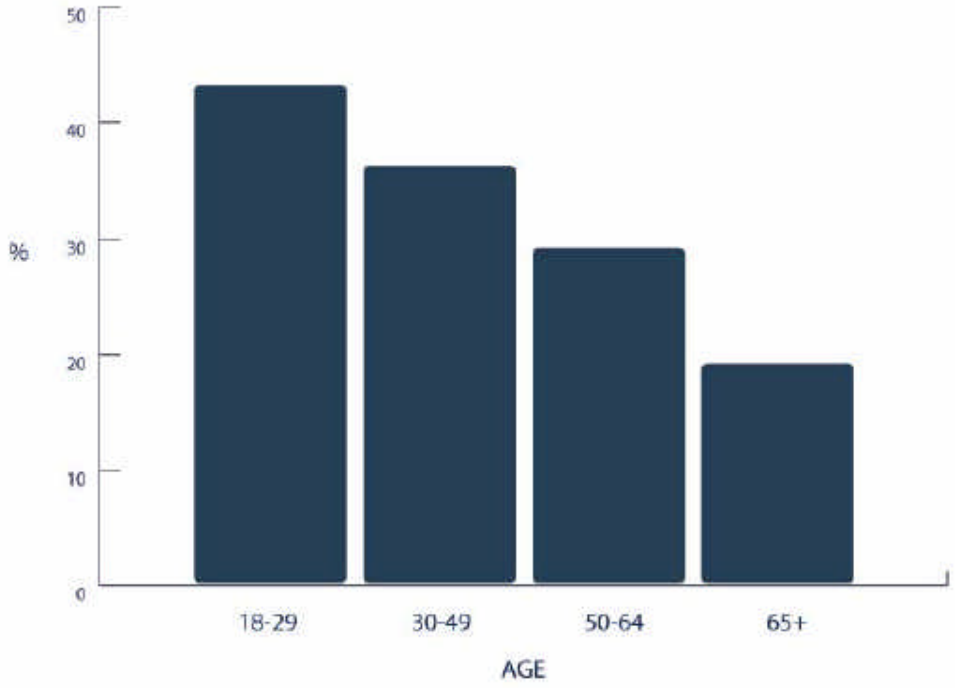


Source: Pew internet & American Life Project (Dec 05), McNair Ingenuity Research (Jun. 06)

- over a third of adults in US and Australia have contributed content to the public Internet
- ~100M blogs
- ~100GZ photos

source http://www.futureexploration.net/fom06/Future_of_Media_Report2006.pdf

Web Content Creation by Age

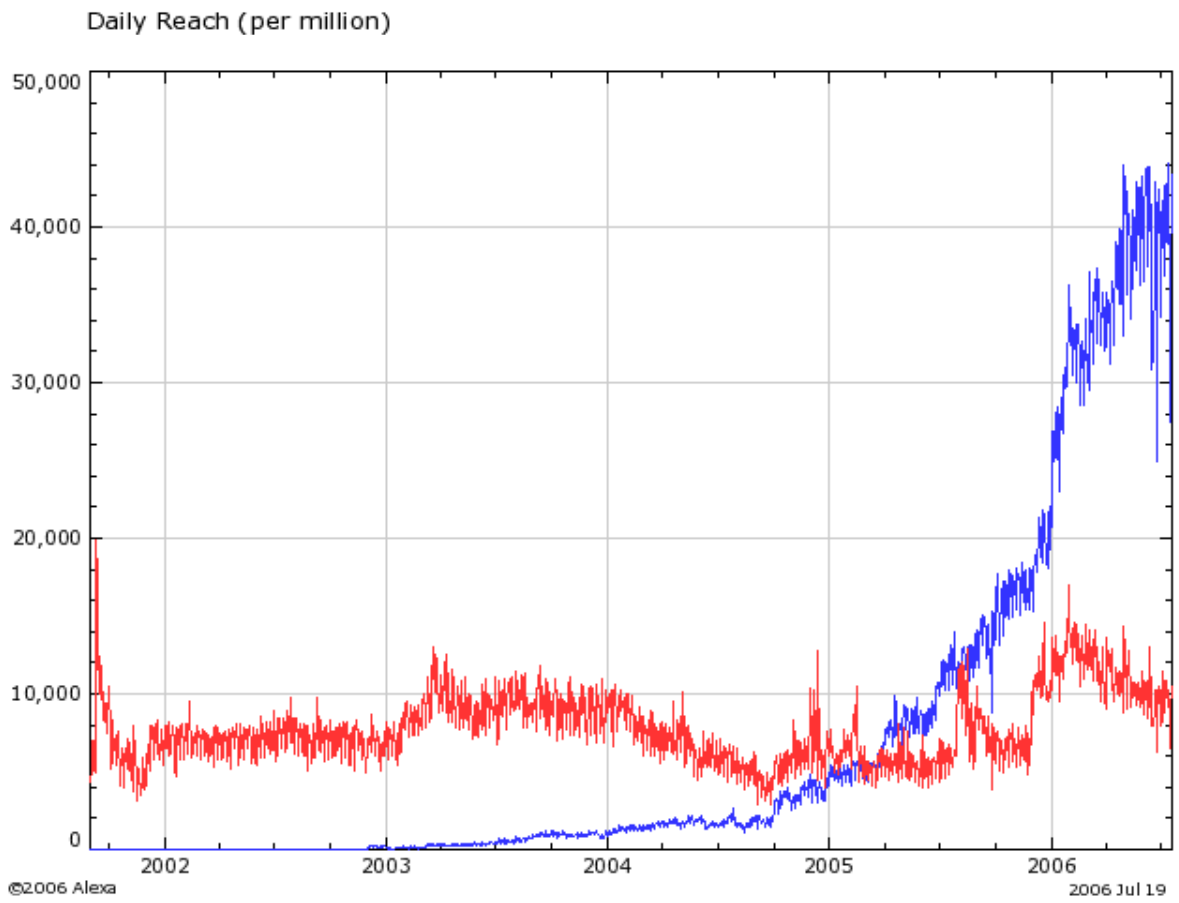


Source: Pew Internet & American Life Project (Dec 05)

18% of adults over 65 have contributed content to the web

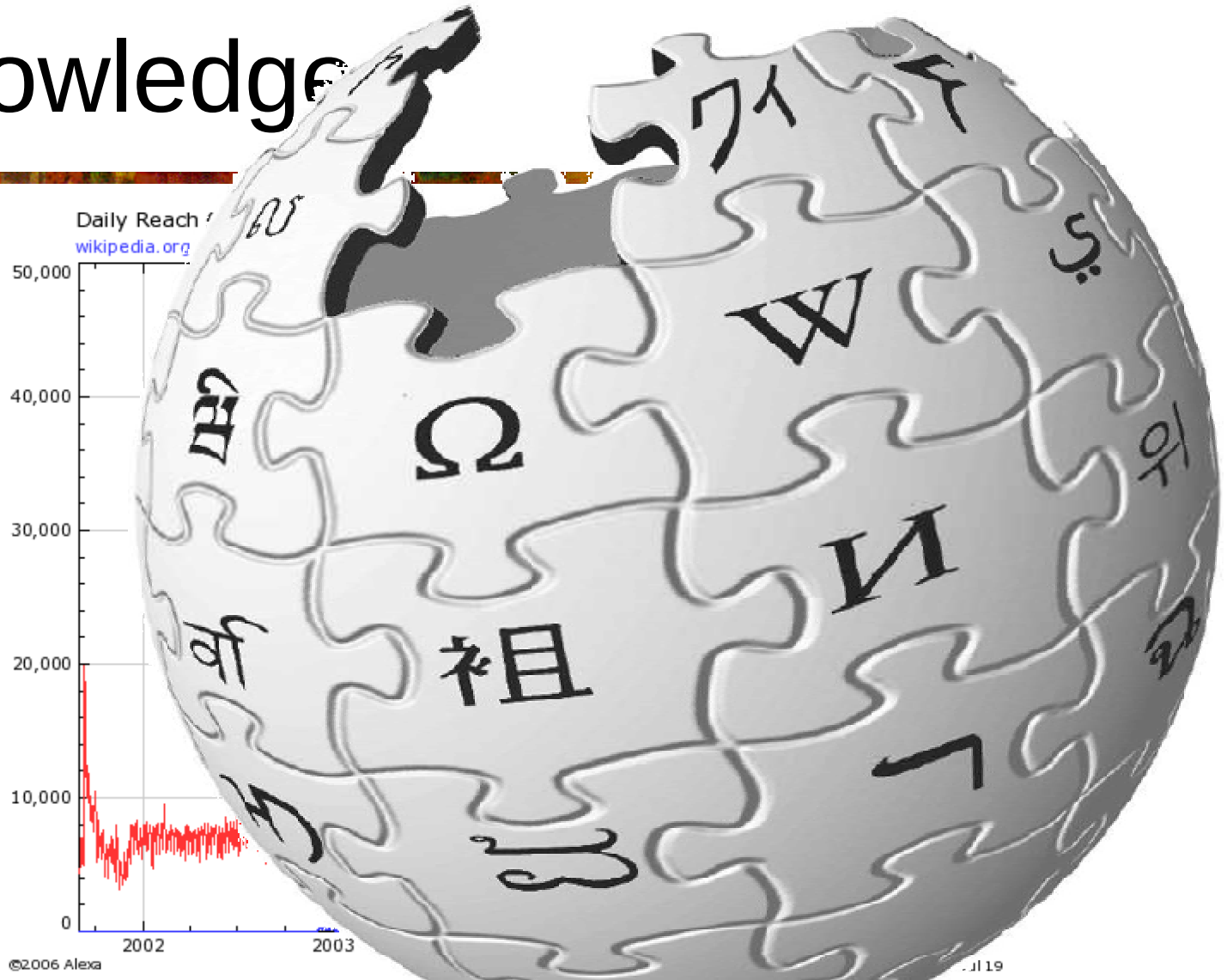
source http://www.futureexploration.net/fom06/Future_of_Media_Report2006.pdf

The Influence of Collective Knowledge



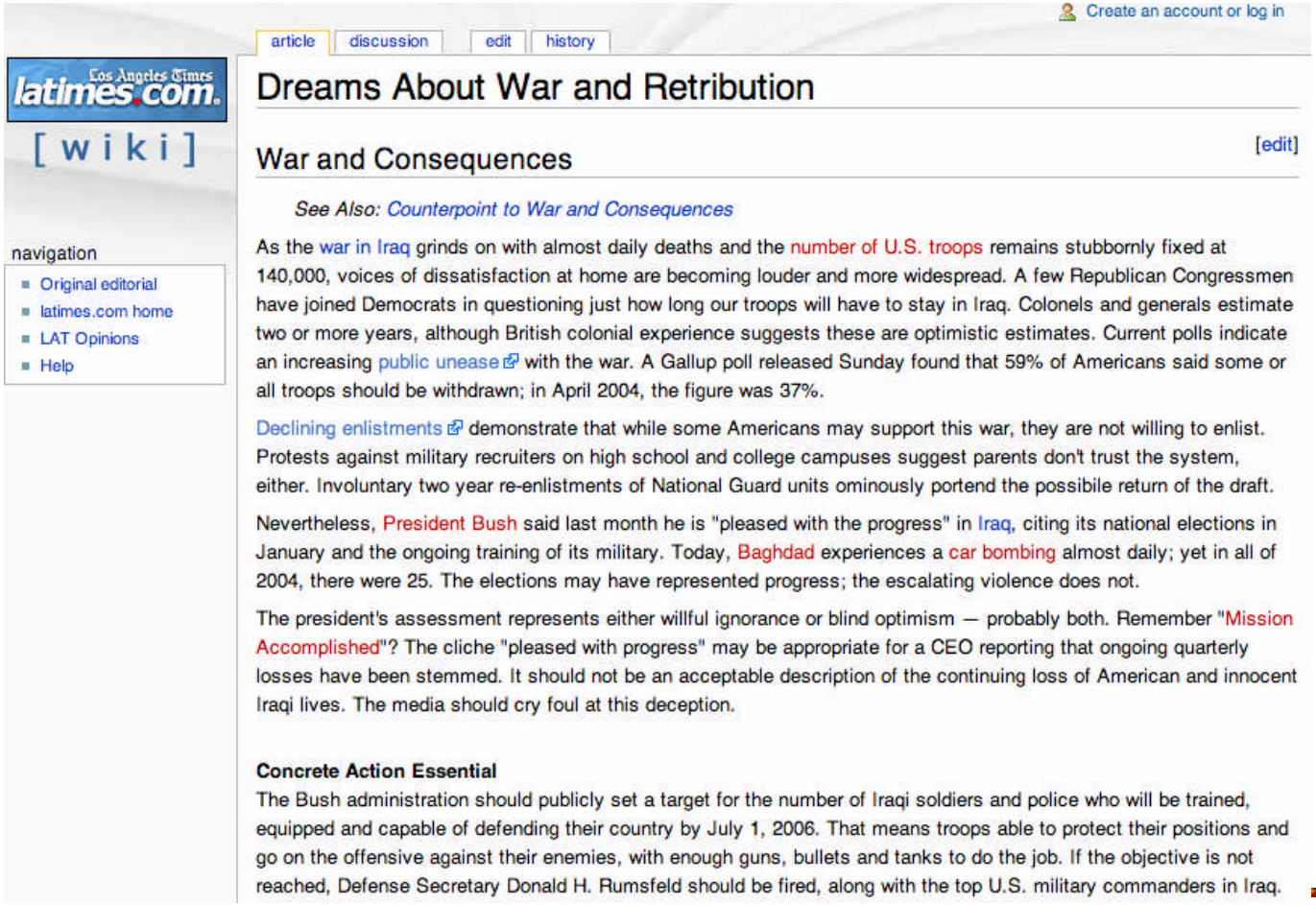
source http://alexa.com

The Influence of Collective Knowledge



logo source http://wikipedia.com

Same Technology



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Dreams About War and Retribution

War and Consequences [edit]

See Also: Counterpoint to War and Consequences

As the war in Iraq grinds on with almost daily deaths and the number of U.S. troops remains stubbornly fixed at 140,000, voices of dissatisfaction at home are becoming louder and more widespread. A few Republican Congressmen have joined Democrats in questioning just how long our troops will have to stay in Iraq. Colonels and generals estimate two or more years, although British colonial experience suggests these are optimistic estimates. Current polls indicate an increasing public unease with the war. A Gallup poll released Sunday found that 59% of Americans said some or all troops should be withdrawn; in April 2004, the figure was 37%.

Declining enlistments demonstrate that while some Americans may support this war, they are not willing to enlist. Protests against military recruiters on high school and college campuses suggest parents don't trust the system, either. Involuntary two year re-enlistments of National Guard units ominously portend the possibile return of the draft.

Nevertheless, President Bush said last month he is "pleased with the progress" in Iraq, citing its national elections in January and the ongoing training of its military. Today, Baghdad experiences a car bombing almost daily; yet in all of 2004, there were 25. The elections may have represented progress; the escalating violence does not.

The president's assessment represents either willful ignorance or blind optimism — probably both. Remember "Mission Accomplished"? The cliche "pleased with progress" may be appropriate for a CEO reporting that ongoing quarterly losses have been stemmed. It should not be an acceptable description of the continuing loss of American and innocent Iraqi lives. The media should cry foul at this deception.

Concrete Action Essential

The Bush administration should publicly set a target for the number of Iraqi soldiers and police who will be trained, equipped and capable of defending their country by July 1, 2006. That means troops able to protect their positions and go on the offensive against their enemies, with enough guns, bullets and tanks to do the job. If the objective is not reached, Defense Secretary Donald H. Rumsfeld should be fired, along with the top U.S. military commanders in Iraq.

http://flickr.com/photos/fuzheado/21039745/

Different Result

Where is the wikitorial?

Unfortunately, we have had to remove this feature, at least temporarily, because a few readers were flooding the site with inappropriate material.

Thanks and apologies to the thousands of people who logged on in the right spirit.

http://flickr.com/photos/ross/20509165/

Same People, Same Technology

creation

noise

source http://istockphoto.com

Collective Knowledge is Real

- FAQ-o-Sphere (self service Q&A forums)
- A-list Blogosphere for politics and tech
- Product reviews for gadgets and hotels
- Amateur Academia
- Collaborative filtering for books and music
- Social photo sharing

...and can be a real pain

- IP looting in music
- Automated blog spam
- Marketplace of fraudulent reviews

The Art and Science of Collective Knowledge

- Timing, luck, and vision are critical, but...

- Claim:
  Design principles can influence the result.

Case Study: RealTravel

- When planning travel, people want to benefit from experience of people who have been there.
- Let’s do this on a global scale.

Problem 1: Motivating Participation

- Why should I share my feedback and advice about my travel experience with strangers?

- So I can share it with friends and family.
- With style.

http://realtravel.com - The World Journal: Around the World in 77 days... - ...

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TRIP JOURNAL

Around the World in 77 days...

a trip journal

Date of trip: Oct 13 '05

General Location: The World

Author: Louis

1 Comment

Tags

round the world

Add Your Tags

Q: Give the reader some background on what inspired you to take this vacation, trip around the world, and so on?

A: Why not?

Trip Itinerary (Journal Entries)

1	London	Oct 13 '05	'Launch pad...' "'Mission to Heathrow...'"
2	Singapore	Oct 14 '05	'Singapore Slicker' "After travelling for a whole day, I'd finally arrived in Singapore to find i didnt have a room..."
3	Melaka	Oct 17 '05	'Melaka Melee' "'Ground roots Malaysia with dusty air, buses and pictoresque colonial sites...'"
4	Kuala Lumpur	Oct 18 '05	'Krazytown KL' "'This place gives a new meaning to 'organised chaos' and ignoring the fact i saw local mowed down by a moped and dragged lifeless from the road by his collar. Malaysia is a

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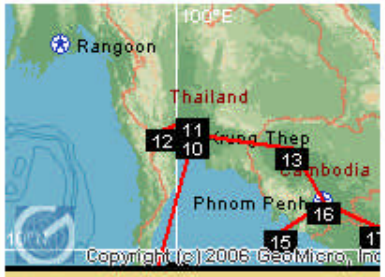

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JOURNAL ENTRY

'The City of Angels'

from *Around the World in 77 days...*

Trip Date: Oct 29 '05

Location: Bangkok, Thailand

Author: Louis

2 Comments

"If you can displace yourself from the pollution and vice of Khao San + Patpong, Bangkok offers a range of less obvious ... "

Louis's Recommendations

New World Lodge

"What one would expect for an expensive hotel..."

read review ▸

Thai Cozy House

"Half the price of New World Lodge and just as good"

read review ▸

Lemongrass

"Half the price of Thai Cozy!"

29th Oct

Ko Samui has without question the best looking airport ive ever been through. Forget metal sheeting, boring carpet lines and air-con duty free, and welcome with open arms the check in Huts and palm-tree lined runway with extended golf-buggies, like the ones in Disneyland, taking you from straw-thatched departure terminals to your plane...Happy days, though the security there was lax as you could blatantly penetrate the pot plants used to seal off the 'restricted area'!! Too knackered to argue with the tout at Bangkok and accepted the 1200Baht double deluxe room at New World Lodge Hotel which i later discovered is also the meeting point for my Cambodian tour early next month!!

the stunning and appropriate named: Grand Palace

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JOURNAL PHOTO

from the journal entry *'The City of Angels'* by Louis about a trip to Bangkok

Previous | Up | Next 1 of 6

the stunning and appropriate named: Grand Palace

Destination: Bangkok see more images of Bangkok

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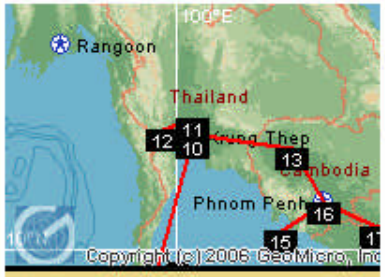

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HOTEL REVIEW

Review of Thai Cozy House

from the journal *'The City of Angels'* by Louis

Review of Thai Cozy House, a hotel in Bangkok, Thailand

Date of experience: Oct 29 '05

Author: Louis

"Half the price of New World Lodge and just as good"

Louis's Ratings

Overall: ●●●●●

amenities: ●●●●●
location: ●●●●●
room: ●●●●●
service: ●●●●●
value: ●●●●●

Uber-friendly staff eager to fill rooms, so you can easily negotiate a discount especially if you take a twin room and you are a single traveller. Breakfast is meagre so dont get too excited by the seeming value. Room is fine with a/c and cable tv with no watchable channels. Bathrooms are nice but my shower leaked all night. The hotel contains many travel agencies and tour group shops and also a book of good comments from other travellers :) SLOW internet there, you can get better value and faster connections in the specialised shops just off Thanon Khao San.

Thai Cozy House, Bangkok

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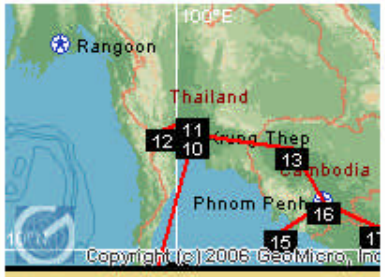

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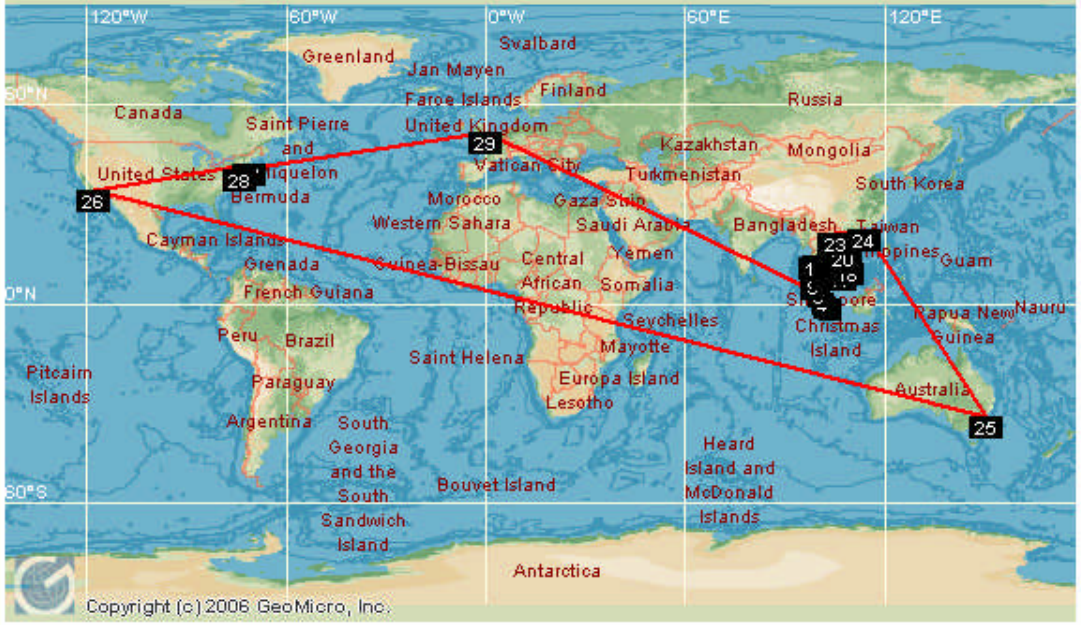
JOURNAL MAP FOR LOUIS



click on map to go interactive!

The route described by the journal *Around the World in 77 days...* by Louis

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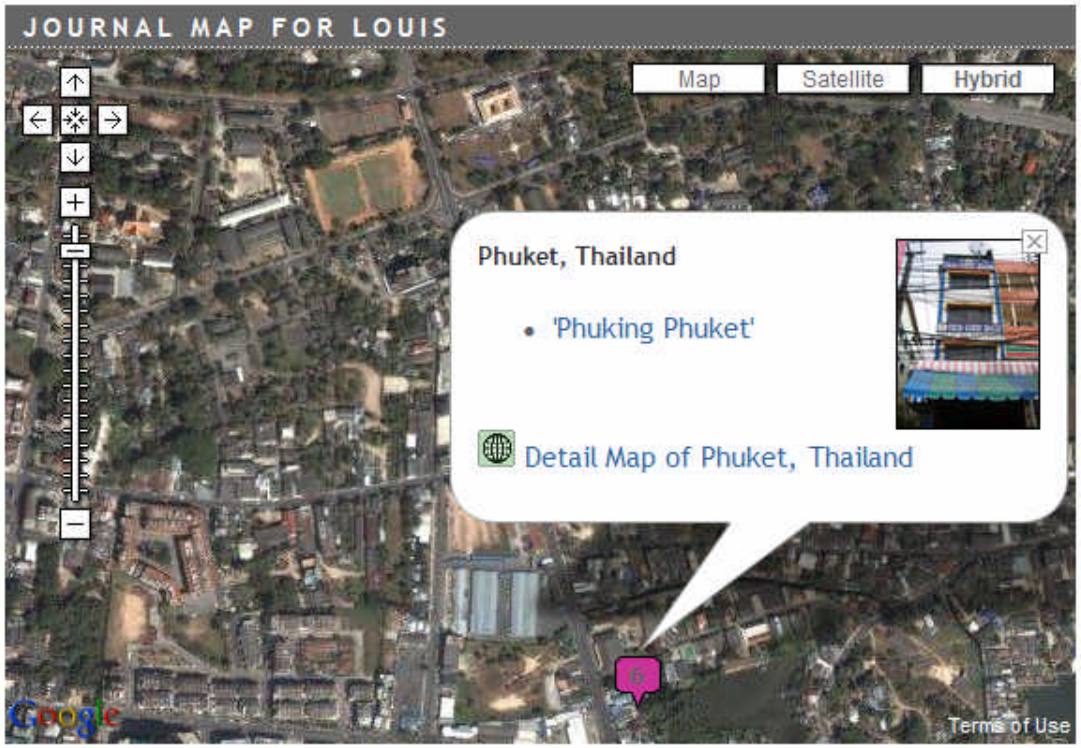
1. London, England
2. Singapore, Singapore
3. Melaka, Malaysia
4. Kuala Lumpur, Malaysia
5. Penang, Malaysia
6. Phuket, Thailand
7. Ko Phi Phi Don, Thailand
8. Koh Samui, Thailand
9. Koh Phangan, Thailand
10. Bangkok, Thailand
11. Ayutthaya, Thailand
12. Kanchanaburi, Thailand
13. Siem Reap, Cambodia
14. Phnom Penh, Cambodia
15. Sihanoukville, Cambodia
16. Phnom Penh, Cambodia
17. Ho Chi Minh City (Saigon), Vietnam
18. Nha Trang, Vietnam
19. Hoi An, Vietnam
20. Hue, Vietnam
21. Hanoi, Vietnam
22. Halong Bay, Vietnam
23. Hanoi, Vietnam



explore: drag the map to pan; zoom in and out with [+] and [-]; click on balloons to see entries at that location and link to atlas map.

The route described by the journal *Around the World in 77 days...* by Louis

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Destinations

1 London, England
2 Singapore, Singapore
3 Melaka, Malaysia
4 Kuala Lumpur, Malaysia
5 Penang, Malaysia
6 Phuket, Thailand
7 Ko Phi Phi Don, Thailand
8 Koh Samui, Thailand
9 Koh Phangan, Thailand
10 Bangkok, Thailand
11 Ayutthaya, Thailand
12 Kanchanaburi, Thailand
13 Siem Reap, Cambodia
14 Phnom Penh, Cambodia
15 Sihanoukville, Cambodia
16 Phnom Penh, Cambodia
17 Ho Chi Minh City (Saigon), Vietnam
18 Nha Trang, Vietnam
19 Hoi An, Vietnam

► zoom to entire route

JOURNAL ENTRY

'Phuking Phuket'

from *Around the World in 77 days...*

Trip Date: Oct 23 '05

Location: Phuket, Thailand

Author: Louis

2 Comments

"Exactly what it says on the tin, 'ibiza in thailand'...like Blackpool but with decent sand."

Louis's Recommendations

Vech Guesthouse

"It was ok besides the bright blue floor..."

read review ►

Tags

adventure

beach

Add Your Tags

23rd Oct

The crazy frog is an undeniable bane on all our lives, and trying to sleep on an island off the coast of NW malaysia, one would think we could escape it...BUT no - together with karaoke versions of the equally teeth gnashingly aweful cheeky girls theme, i began to wonder if 1) there was any part of the world saved from this and 2) if id get any sleep 3) why i felt homicidal...

Contrary to the advice of our travel agent, there was in fact no need to be

Vech Guesthouse

View more photos ►

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Phuket Hotels & Resorts

Principle of motivation: *Enlightened Self Interest*

- Design services that reward individual behavior that has global benefit.
- Communicate the value proposition to people who would recognize that value.

Motivators:
What Powers “People-Powered”

- entertainment value of participation
- social connection
- ego / ambition
- altruism

- Design for these motivators.
- Target audiences with these motivators.

De-motivators

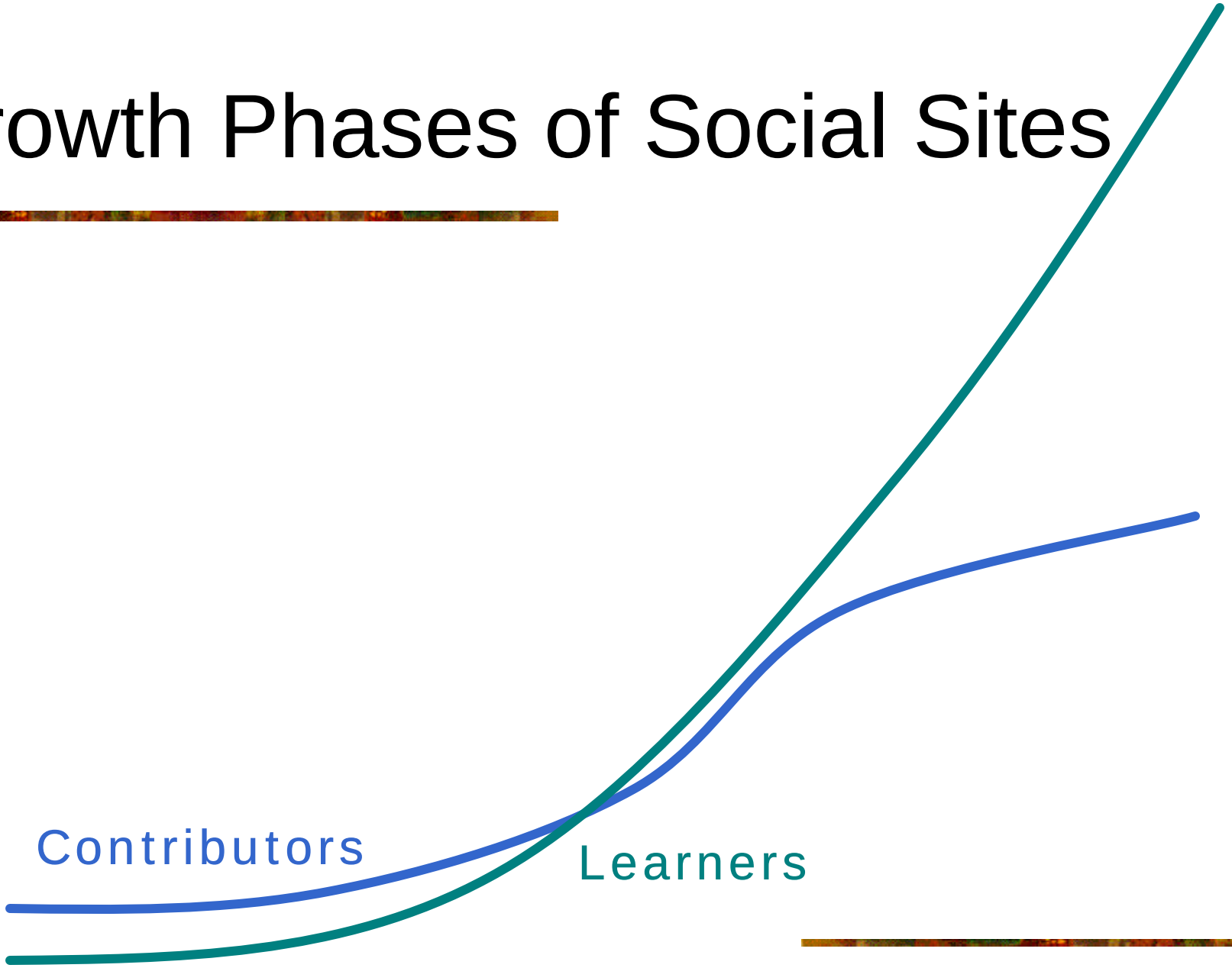
- Awkward or time-consuming UI
- Nontrivial learning curve
  - *except for games*
- Lack of positive feedback for desired behavior.

  - Design to avoid these de-motivators.
  - Target audiences who don’t mind.

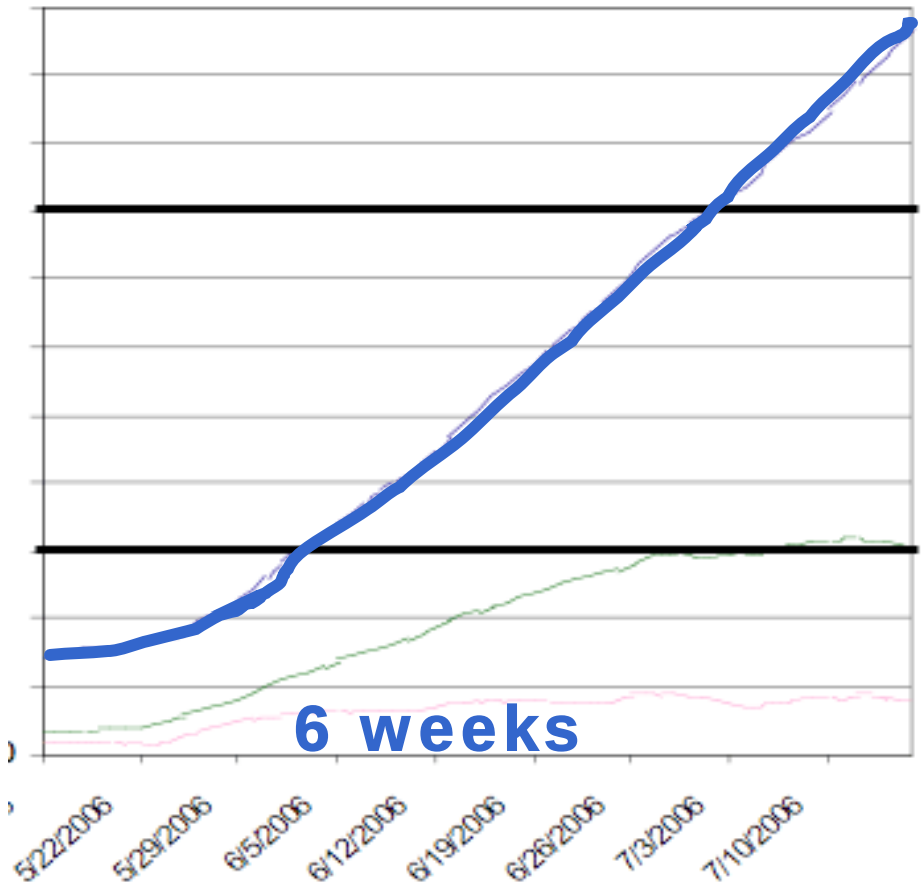
Problem 2: How to reach the right people?

- Participants are not necessarily the same population as those who benefit from their contributions.
- Participants are motivated differently
  - *Travel bloggers care about trips.*
  - *Travel researchers care about destinations.*
- Design user experiences for targeted audiences.

Growth Phases of Social Sites



Viral is not the only way



OurStory

- OurStory is a place for sharing life stories
- Targeted marketing campaign to grow participant base

source Andy Halliday, CEO OurStory, personal communication

Problem 3: How to Harvest Value

- Value of aggregate must be much greater than sum of parts
  - *need value for both contributors and learners*
- Quality metrics of aggregate content are different than for individuals
  - *Completeness/coverage matters*
  - *Need “best first” criteria*
  - *Bad apples can spoil the batch*

Creating Aggregrate Value: “Mash-up” with structured data

- Backbone of Web 2.0 offering is competence in domain-specific data
  - *see O’Reiily paper*
- The aggregate site creates unique value by tightly integrating user contributions of understructured content with centrally managed structured data.

ref: http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

UI Technique: *Pivot Browsing*

- RealTravel manages an authoritative central database of destinations (places).
- Contributors place their content into the destination hierarchy.
- The combination offers travel researchers powerful browsing and search capabilities.

Bangkok, Thailand - Travel Blogs

Nearby Destinations:

Silom | Nakhon Pathom

TOP RATED TRAVEL BLOGS FROM BANGKOK

Guide & Map
Ideas
Travel Photos
Travel Blogs
Dining Reviews
Attractions
Useful Links
Hotel Reviews

The King and I. And Claire. (Mar 01 '06)

By: Alan & Claire on a trip to: Bangkok, Thailand

The King and I. And Claire. * Thailand is about the size of France * Building a replacement for its airport due to open this summer. Supposed to be the largest in Asia. * Bangkok the capital ... read entry

Bangkok: Our "how many modes of transportation can we take in one day" challenge (Jun 13 '06)

"What's my favourite thing in Bangkok so far? Pad thai...in air conditioning."

By: Caroline in Asia on a trip to: Bangkok, Thailand

We woke up in time for the hotel's breakfast (or, more accurately, we set an alarm so that we wouldn't miss the free ... read entry

'The City of Angels' (Oct 29 '05)

"If you can displace yourself from the pollution and vice of Khao San + Patpong, Bangkok offers a range of less obvious culture, lovely food and happy bustling people"

By: Louis on a trip to: Bangkok, Thailand

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By: Louis on a trip to: Bangkok, Thailand

29th Oct Ko Samui has without ... read entry ▸

160kph and no seat belt - Welcome to Bangkok (Feb 06 '06)

"No speed limits, crazy driving and 13 million people!"

By: Send Nick Packin on a trip to: Bangkok, Thailand

Bangkok is a city of extremes. In this bustling metropolis you can find approx 13 million people carrying on their daily lives. Multi level ... read entry ▸

Luxe last night in Bangkok (Apr 20 '06)

"Ending the Trip in Style"

By: Wanderer on a trip to: Bangkok, Thailand

After our low-budget trip, we decided to live it up our last night and stayed at the Peninsula Hotel, located on the river in a business district. On arrival, the staff gave us ... read entry ▸

next page ▸

Page: 1 2 3 4 5 6 7 8 9 10 ...

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Bangkok at Dusk

If this is Black Buddha, why is he gold?

Bangkok Transport

Gold Mountain Temple...closed

The Grand Palace in Bangkok

Another Temple

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BANGKOK TRAVEL PHOTO

from the journal entry ***Bangkok, ville de Bouddha*** by Martin & Thuy-Ly about a trip to Bangkok

Previous | Up | Next | 1 of 559 in Bangkok

Thyu-Ly a l'ouvrage! Test des features de sa camera!

Destination: Bangkok see more images of Bangkok

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BANGKOK TRAVEL PHOTO

from the journal entry *BangCONked!* by slau about a trip to Bangkok

Previous | Up | Next 3 of 559 in Bangkok

If this is Black Buddha, why is he gold?

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Thailand - Travel Photos

Most Blogged Destinations in Thailand:

Bangkok | Chiang Mai | Koh Phangan | Phuket | Kanchanaburi | Koh Samui | Ko Phi Phi Don | Chiang Rai | Krabi | Ayutthaya | Mae Hong Son | Pai | Ko Tao | Railay | Khao Sok | Sukhothai | Ko Chang | Koh Lanta | Chiang Khong | Rayong

TOP RATED TRAVEL PHOTOS FROM THAILAND

Guide & Map
Ideas
Travel Photos
Travel Blogs
Dining Reviews
Attractions
Useful Links
Hotel Reviews

Ah non... il m'a touche!

Une promenade tres touristique

Thyu-Ly a l'ouvrage! Test des features de sa camera!

Chiang Mai - Doi Suthep

Mega grosse fasse de Bouddha...

our guide taking it easy

Autre vue d'un site de temples

Temple on the river

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THAILAND TRAVEL PHOTO

from the journal entry ***Bangkok, ville de Bouddha*** by Martin & Thuy-Ly about a trip to Bangkok

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Mega grosse fasse de Bouddha...

Destination: Thailand see more images of Thailand ▸

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Contextual Tagging

- Tags are bottom up labels, words without context.
- A structured data framework provides context.
- Combining context and tags creates insightful slices through the aggregate content.

Destinations > Southeast Asia > Thailand Travel Guide

Thailand - Travel Ideas

Most Blogged Destinations in Thailand:

Bangkok | Chiang Mai | Koh Phangan | Phuket | Kanchanaburi | Koh Samui | Ko Phi Phi Don | Chiang Rai | Krabi | Ayutthaya | Mae Hong Son | Pai | Ko Tao | Railay | Khao Sok | Sukhothai | Ko Chang | Koh Lanta | Chiang Khong | Rayong

IDEAS FROM PEOPLE WHO HAVE BEEN HERE

- Guide & Map
- Ideas
- Travel Photos
- Travel Blogs
- Dining Reviews
- Attractions
- Useful Links
- Hotel Reviews

ACTIVITIES

beach | climbing | cycling | diving & snorkeling | golf | hiking | sailing

INTERESTS

architecture | art & museum | cultural immersion | festival | food & wine | nightlife | shopping | wildlife viewing

TRAVEL STYLE

adventure | off the beaten path | relaxation

SPECIAL PLACES

island | mountain | natural wonder | park | world heritage site

TRIP TYPE

road trip | round the world | safari | trek

WHAT REALTRAVELERS ARE TALKING ABOUT

Bangkok | buddhist | Cambodia | city life | cool photos | funny | historic | Kanchanaburi | market | River Kwai | Thailand | train

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- Email this page
- Mark as favorite
- Write a review

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Escorted Seniors Holidays

photo by Pangdora

TAG IN CONTEXT

beach *in Thailand*

experiences in Thailand about "beach"

See also:

- other tags in Thailand
- beach *around the world*

Life on the beach

Koh Phangan , Thailand

a journal entry by Looney

"Prelude The waves chase each other across the sinewy landscape. The sky darkens as the sun finally gives up its hopes of a proper burial. There is no red today - blue is the master of these lands. The horizon is pockmarked with rocky ... " read entry

Looney

Tags: beach, island, cultural immersion

The King and I. And Claire.

Bangkok , Thailand

a journal entry by Alan & Claire

"The King and I. And Claire. * Thailand is about the size of France * Building a replacement for its airport due to open this summer. Supposed to be the largest in Asia. * Bangkok the capital of Thailand and its twin city across the ... "

read entry

Alan & Claire

Tags: golf, architecture, art & museum

Island Bliss

Ko Phi Phi Don , Thailand

a journal entry by banyantree

"We loved Koh Phi Phi, it was 9 days of bliss on a very quiet beach, in a single 'resort' (beach shacks) with the nicest resort owner we have met thus far. Pon became our host, friend, doctor (when Chris stuck his foot on a sea urchin) ... "

QUICK TASKS

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photo by kathy

TAG IN CONTEXT

beach *in Southeast Asia*

experiences in Southeast Asia about "beach"

See also:

- other tags in Southeast Asia
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Looney

Tags: beach, island, cultural immersion

Liz's Birthday in Pangadaran's Paradise

Pangadaran , Indonesia

a journal entry by Caroline in Asia

"Since it was my obvious inability to walk, they didn't want to embarass me further by coming to my aid. Luckily, Liz does not subscribe to this culture, too!!"

An early start to the day led to a very LONG travelling adventure, including 4 hours by train, 6 hours by bus, a few cabs and culminating with a becak (the local tuk-tuk) ride. If you're looking for good ways to get to Pengadaran, I ... "

read entry

Caroline in Asia

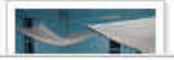
Tags: hiking, beach, park, wildlife viewing, travel tips

Sakal Bungalows

Sihanoukville , Cambodia

a place to stay reviewed by Louis

"this place attracted some interesting characters and great value for



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Problem 4: Guiding Behavior

- Question:
  Why should a user do something for the benefit of the community?
- Answer:
  Wrong question.
- Approach:
  Reduce friction of useful behavior.

UI Technique: *Snap to Grid*

- Observation: Left to their own, users won't produce a consistent database.
- Technique: Elicit their data in the context of structured data – let them snap to grid.
- Inherit structure data to the unstructured contribution – provide value from the grid.

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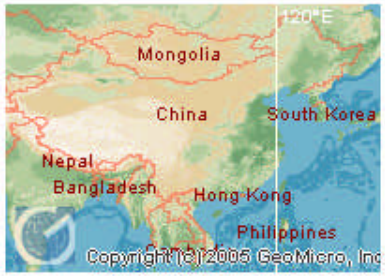
JOURNAL OVERVIEW > CHANGE LOCATION

My Journal



China

Orient Destress

Add a new entry

Change Location | Edit Overview | Photos | Preview | Share

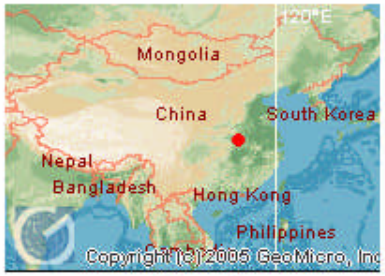
What destination covers all the entries in your trip journal?

To pick a country, select it in Step 1. You can be more specific by picking a region or city in Step 2.

1. Select the **country** or area of the location:

China

2.
Bhutan
Bolivia
Bosnia and Herzegovina
Botswana
Brazil
British Indian Ocean Territory
3. British Virgin Islands
Brunei
Bulgaria
Burkina Faso
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Cayman Islands
Central African Republic
Chad
Chile
China



Selected:
China

Can't find my location

Back | Quit | Continue to edit my journal overview

patent pending

Tips For Picking Locations of Journals

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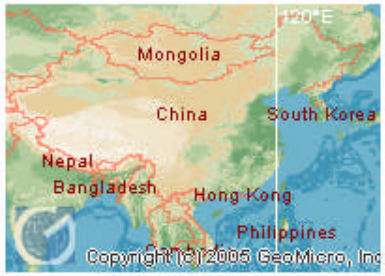
JOURNAL > NEW ENTRY > PICK LOCATION

My Journal



China

Orient Destress Edit

New Entry

Pick Location | Write Entry | Photos | Preview | Share

Where did you go first on your trip?

Pick the city, state, or other travel destination you visited.

1. Select the **country** of the location:
   China
2. Enter the name of the **city** or place. (pause typing to view suggestions):
   sh
3. Pick the correct location from the list that appears (* indicates a popular location):

Shanghai*
Shangri-La*
Shanxi (region)*
Shennongjia, Hubei*
Shenyang*
Shenzhen*
Shaanxi (region)
Shandong (region)
Shanghai (region)
Shanghai, Shanghai

Showing 25 matches.
There are at least 6673 more.

No Location Selected

No Location Selected

Can't find my location

Back | Cancel | Continue to write my entry

patent pending

Tips For Picking a Location

- **Why do this?** The Pick Location form helps solve the travel writer's problem: *where exactly did I stay?* It uses a

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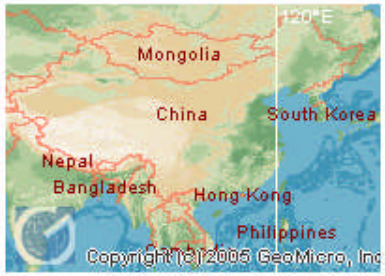
JOURNAL > NEW ENTRY > PICK LOCATION

My Journal



China

Orient Destress Edit

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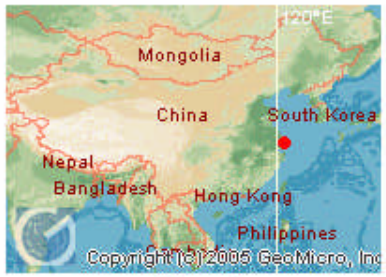
Shanghai*
Shangri-La*
Shanxi (region)*
Shennongjia, Hubei*
Shenyang*
Shenzhen*
Shaanxi (region)
Shandong (region)
Shanghai (region)
Shanghai, Shanghai

Showing 25 matches.
There are at least 6673 more.



Selected:
Shanghai

Can't find my location

Back | Cancel | Continue to write my entry

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JOURNAL > WRITE NEW ENTRY

My Journal

Shanghai, China

Orient Destress Edit

New Entry

Change Location | Edit Entry | Photos | Preview | Share

Your entry for Shanghai

Title Gateway to the empire

Date When did you visit Shanghai?

--month-- --day-- --year-- for days

Quick Highlights for Shanghai

Did you like the hotel, or find a great place to eat? What was your favorite attraction?

Lodging -- lodging type --

Dining -- dining type --

Thing To Do -- activity type --

Your Story What was it like in Shanghai?

Paragraph Style

Diving in Southeast Asia | Snorkeling in Southeast Asia | Southeast Asia Div...

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Don't see what you're looking for? Ask other travelers for ideas.

Search name, place, or keywords GO

or, try advanced search

Destinations > Southeast Asia > Southeast Asia Travel Ideas >

photo by tom

TAG IN CONTEXT

diving & snorkeling *in Southeast Asia*

experiences in Southeast Asia about "diving & snorkeling"

See also:

- other tags in Southeast Asia
- diving & snorkeling *around the world*

Serious diving and rambles in the jungle

Manado , Indonesia

a journal entry by kwfletch

"The flight from Singapore was uneventful although Wendy thought it was a bit bumpy! Manado has a reputation as one of the cleanest cities in Indonesia - a reputation which is, I'm afraid, thoroughly undeserved! In fact it's a bit of a ... " read entry

kwfletch

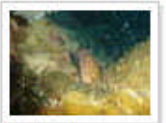
Tags: island, diving & snorkeling

Just one more...

Semporna , Malaysia

a journal entry by Lindsay

"So, this is probably the only journal that I have written while I am still in the place I am writing about, but I guess it had to happen at some point in this trip, just don't let it set any expectations for future entries ok.... I ... " read entry



Lindsay

Tags: wildlife viewing, diving & snorkeling

Life on the beach

Koh Phangan , Thailand

QUICK TASKS

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Group Discussion: Techniques of Design for Participation

- Motivating participation
  - *answer faqs in the context of the wiki*
  - *connecting it to the social group that exist*
  - *competitiveness – score keeping*
- Reaching targeted audiences
- Harvesting value
- Guiding behavior toward global benefit
  - *make it easy to upload and share itinerary*

Thank You

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tom@realtravel.com

RealTravel.com

tomgruber.org