Week 9: Engagement & Motivation
Check in

- How is your project coming along?
- 4 weeks until project report due (Nov 30)
- 3 types of projects: prototype, user research, survey
- Need more guidance? Make one-on-one appointments
Thanks for your feedback!

- “Nothing is boring! Don’t realize when time is up.”

Suggestions:

- Skimming papers to improve discussion
- Leveling in the assignment
- Inviting guest speakers
Incentives in crowdsourcing

- Money
- Social good (e.g., Microvolunteering)
- Curiosity/interest (e.g., Citizen science)
- As part of a contribution to a community (e.g., Cobi)
- Reputation (e.g., acceptance rates on Mturk)
Incentives in civics

- Affecting decisions that directly impact them
- Making social impact
- Others?
Engagement

- Breaking complex info to bite-sized consumable pieces
- Considering people’s available bandwidth
- Balancing between designing structured tasks/openness
- Designing straightforward workflow
- Personalizing tasks based on interest
- Others?
In class activity

- What incentives are appropriate for your study?
- How do you engage people to take part in your study/system?
- What other factors or variables could we investigated in the space of incentives for digital civics?
Visitor on Nov 16th: Amy X. Zheng

- Amy’s talk: CSSI lunch seminar, Nov 16, 12:30-2pm

Virginia Eubanks

- Thursday, November 8, 2018
- 12:00 - 1:00p.m
- Great Hall (Second Floor), Old Chapel
- Digital Diversion in Unequal America
Morals for making a good presentation: Don Norman

- Say less, not more.
- Learn how to stop when your time is up, even if you are not finished.
- Be in love with your subject, but do not assume that your audience starts out in love. Consider it your job to seduce them. So plan your talk to be a well-designed seduction.
- Think of the audience, not of yourself!
- Tell a story.
Mechanics

- Not everything has to be written down, show not tell
- Act your talk: explain, ask rhetorical questions, etc
- Give people time to think about the important facts by slowing down, or even stopping for a moment
- Do not go overtime under any circumstance
Organization

- Have a very clear introduction, to motivate what you do and to present the problem you want to solve.
- Help the audience understand where you are going.
- Use only one idea per slide.
- Have a good conclusions slide: put there the main ideas.
- Don't count on the audience to remember any detail from one slide to another.
Formatting

- Slides should have descriptive titles
- Put very little text on a slide
- Don’t use small fonts
- Don’t forget slide numbers
- Make sure pictures/charts are legible
- Choose your colors carefully (e.g. background, charts, text)
Final words

- Practice your delivery
- Talk with confidence
- Maintain eye contact
- Use body gesture
- Watch as many good talks as you can!