Digital Civics, Fall 2018

Week 9: Engagement & Motivation

Prof. Narges Mahyar

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, 12:30-2p

▸ http://people.csail.mit.edu/axz/

▸ Virginia Eubanks

   ▸ Thursday, November 8,

   ▸ 2018 12:00 – 1:00p.m

   ▸ Great Hall (Second Floor), Old Chapel

▸ Digital Diversion in Unequal America
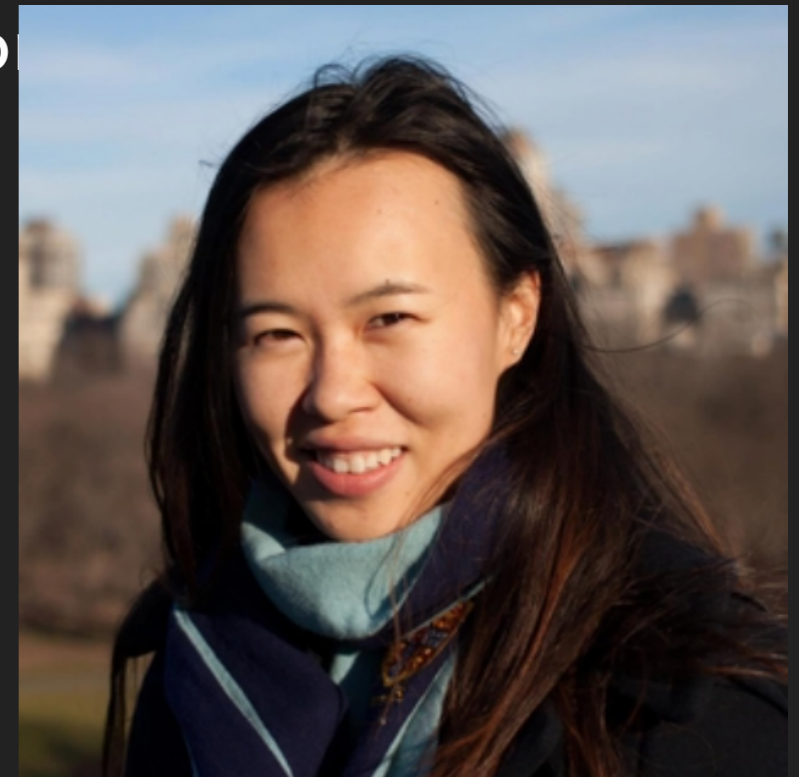
Morals for making a good presentation: Don Norman

▸ 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!