



# From the Social Web to Public Deliberation: Design Considerations for the Deme Platform

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Talks on Computing Systems (TOCS), Carnegie Mellon  
University, Silicon Valley, June 21, 2011



# The setting for public deliberation

Public policy issue(s)

Conflicting interest groups

Lots of uncertainty and risk

Divergent knowledge and opinions

Policy makers and/or researchers decide to consult the public

# Example issues

Health care research expenditures

Local development projects

Environmental regulation

Tax policies

Foreign policy

Social issues (abortion, gay rights, etc.)

# Features of public consultation

Recruitment of participants from the general public

[Distribution of pre-deliberation briefing materials and pre-deliberation polling]

Gathering in a venue

Presentation of the issue(s)

Discussion between participants

Polling or decision making

# Our current task:

Provide software to support public consultation (mostly asynchronous) via the Web

**Table 1: Summary of Five Design Categories**

<b>Category</b>	<b>Question</b>	<b>Design Dimension</b>
<b>1. Purpose</b>	<i>Why</i> is the deliberation being designed?	(a) Outcome (decisions-beliefs-ideas) (b) Collectivity (group-individual)
<b>2. Population</b>	<i>Who</i> will be involved?	(a) Recruitment (random-selected) (b) Audience (public-private)
<b>3. Spatiotemporal Distance</b>	<i>Where</i> and <i>when</i> will participants be interacting with each other?	(a) Colocation (face to face-telecommunication) (b) Cotemporality (synchronous-asynchronous)
<b>4. Communication Medium</b>	<i>How</i> will communication occur?	(a) Modality (speech-text-image-multimodal) (b) Emotivity (impeded-enabled) (c) Fidelity (transformed-unaltered)
<b>5. Deliberative Process</b>	<i>What</i> will occur between participants	(a) Facilitation (moderated-unmoderated) (b) Structure (rules-free form) (c) Identifiability (identifiable-anonymous) (d) Incentivization (reward-no reward)

**Table 2: Two-Way Communication Media Representing Different Levels of Interactivity and Expressiveness**

		<b>Expressiveness (modality)</b>		
		<i>Low (text)</i>	<i>Moderate (speech)</i>	<i>High (video)</i>
<b>Interactivity (cotemporality)</b>	<i>Low (asynchronous)</i>	Email	Voice mail	Video mail
	<i>Moderate (on demand)</i>	Instant messaging (texting)	Instant voice messaging	Instant video messaging
	<i>High (synchronous)</i>	Synchronous text editing	Phone call (teleconferencing)	Video conferencing

# Discussions can differ in...

Purposiveness

Equivocality (ambiguity)

Conflict



		goal conflict	
		low	high
belief conflict	low	<i>cooperation</i>	<i>negotiation</i>
	high	<i>debate</i>	<i>deliberation</i>

# *Deme*: A High Level Task Set

Content management for the social Web

Control by users

Support for flexible group access control

A platform for online deliberation

Support for public deliberation  
experiments

# Characteristics of the social Web

**User-generated social content**

Social networking

Collaboration

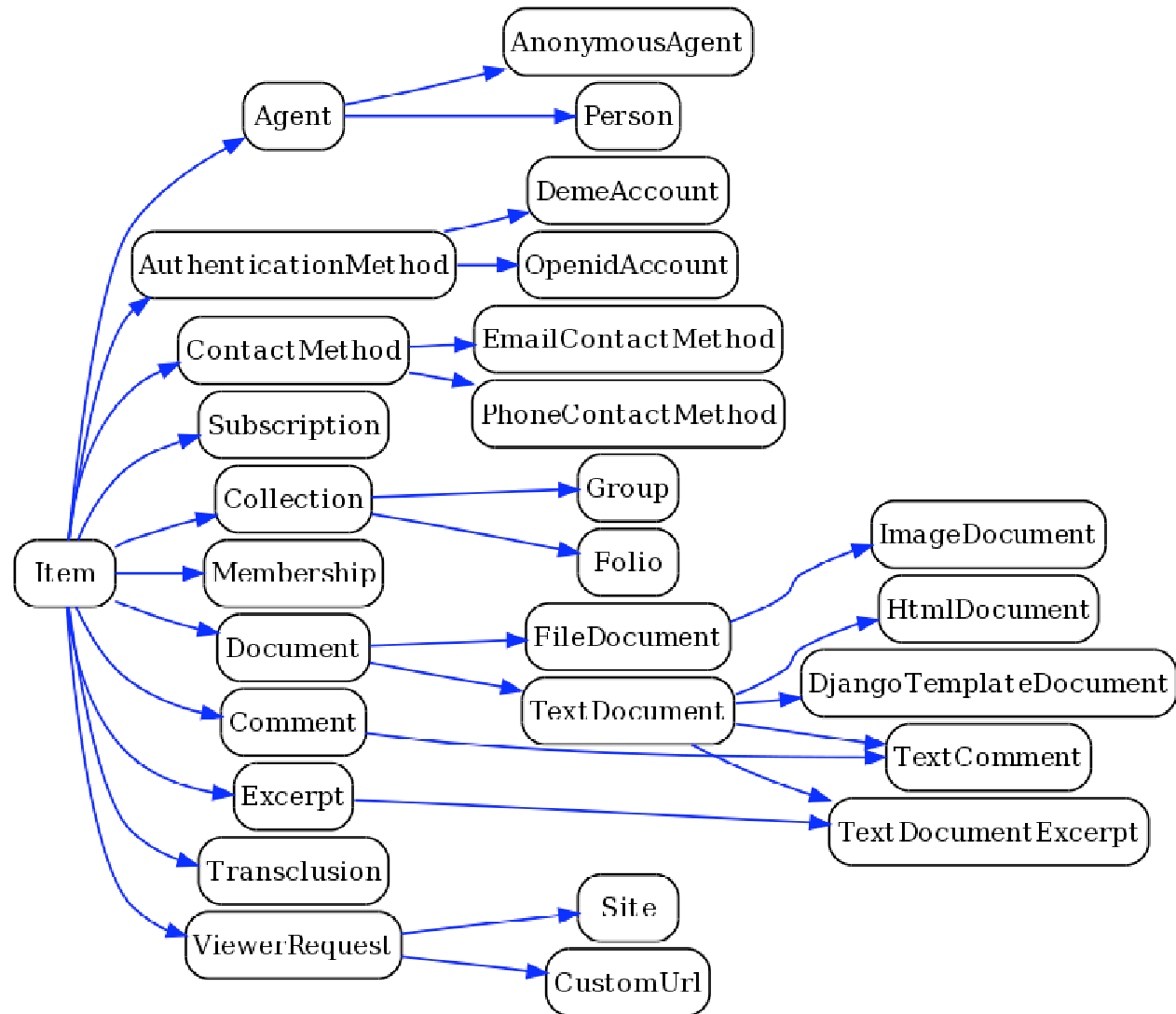
Cross-platform data sharing



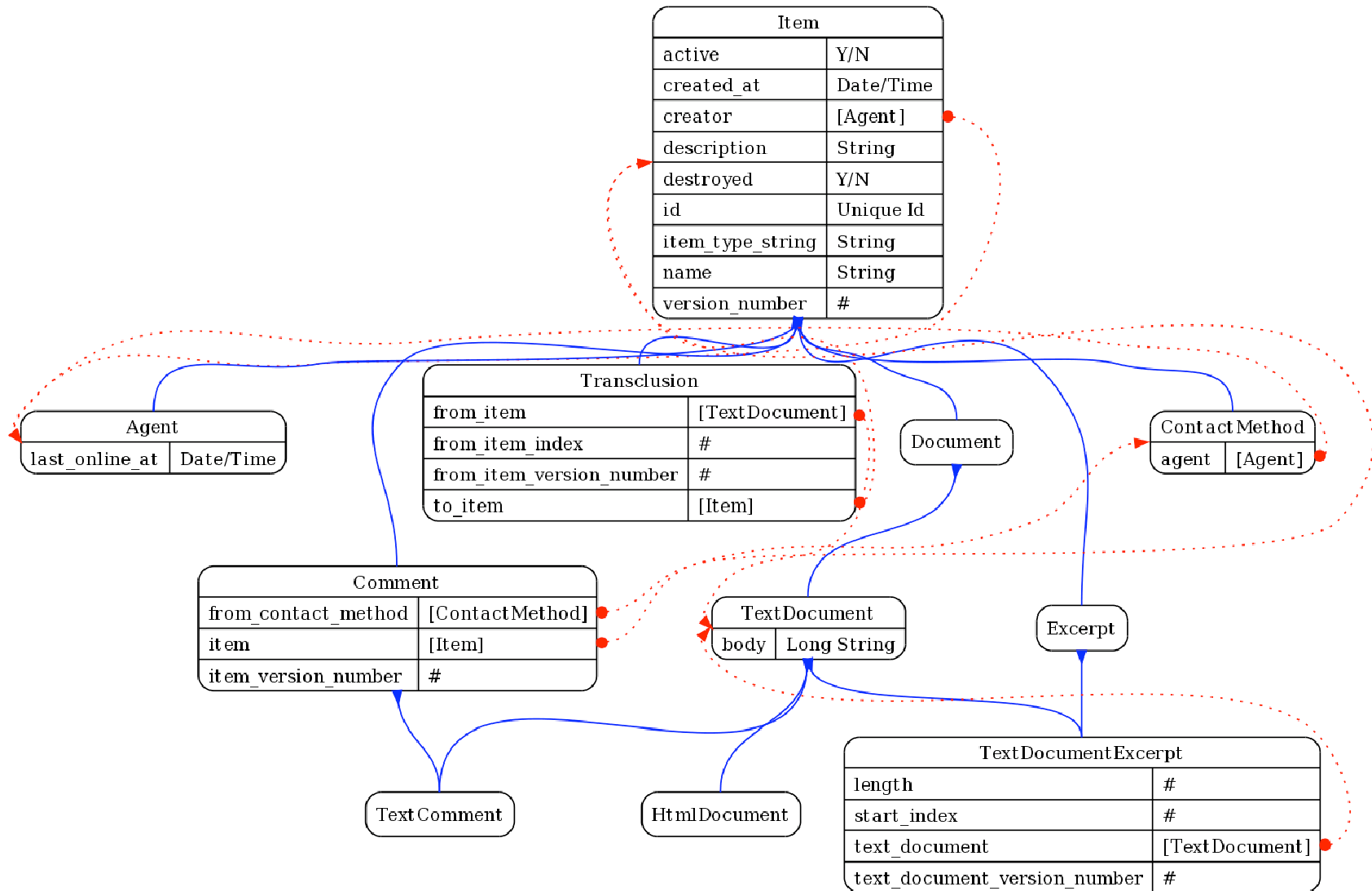
# Summary of *Deme*'s features

Content management concept	Desired social feature	Deme v0.9 WCMS
<i>unit</i>	<i>page independent</i>	<b>item</b>
<i>subsegment</i>	<i>fully pointable</i>	<b>piece, excerpt</b>
<i>unit type</i>	<i>polymorphism</i>	<b>item type</b>
<i>behaviors</i>	<i>extensible</i>	<b>actions</b>
<i>container</i>	<i>referential</i>	<b>collection</b>
<i>type structure</i>	<i>inheritance hierarchy</i>	<b>item type hierarchy</b>
<i>type-viewer matching</i>	<i>server-side specialized</i>	<b>viewer types</b>
<i>relation specifiers</i>	<i>integrally unitizable</i>	<b>transclusions, memberships</b>
<i>access control</i>	<i>fluid-granular</i>	<b>permissions</b>
<i>addressing</i>	<i>domain independent</i>	<b>(universal) item id</b>
<i>versioning</i>	<i>comprehensive</i>	<b>old versions table</b>
<i>deletion methods</i>	<i>user controlled</i>	<b>deactivate,destroy</b>
<i>software license</i>	<i>free/open-source</i>	<b>Affero GPLv3</b>

# Deme item type hierarchy (simplified)



# Deme item type hierarchy (detail, partial view)



# Comparison of Deme with other web technologies

Content management concept	Desired social feature	File system/Web 1.0 HTML	Web CMS (Drupal)	Commercial Web 2.0 sites	OOP /Web app frameworks	Deme v0.9 WCMS
<i>unit</i>	<i>page independent</i>	file/page	<b>node</b>	photo, video, etc .	<b>object/row</b>	<b>item</b>
<i>subsegment</i>	<i>fully pointable</i>	semantic element	<b>field</b>	custom fields	<b>attribute/field</b>	<b>piece, excerpt</b>
<i>unit type</i>	<i>polymorphic</i>	Internet media type	content type	custom types	<b>class</b>	<b>item type</b>
<i>behaviors</i>	<i>extensible</i>	HTTP methods	<b>menus</b>	widgets	<b>methods</b>	<b>actions</b>
<i>container</i>	<i>referential</i>	directory	<b>categories</b>	<b>tags/labels</b>	<b>container classes</b>	<b>collection</b>
<i>type structure</i>	<i>inheritance hierarchy</i>	MIME type /subtype	(flat)	(flat)	<b>class inheritance</b>	<b>item type hierarchy</b>
<i>type-viewer matching</i>	<i>server-side specialized</i>	browser application preferences	<b>views and modules</b>	<b>site-defined viewer</b>	<b>model-view separation</b>	<b>viewer types</b>
<i>relation specifiers</i>	<i>integrally unitizable</i>	one-way hyperlinks	<b>relation nodes</b>	limited bidirectional links	<b>relation objects</b>	<b>transclusion, membership</b>
<i>access control</i>	<i>fluid-granular</i>	restricted directories	<b>admins and roles</b>	custom permissions	<b>customizable</b>	<b>permissions</b>
<i>addressing</i>	<i>domain independent</i>	URL	node ID	permalink	<b>object identity</b>	<b>(universal) item id</b>
<i>versioning</i>	<i>comprehensive</i>	old files	<b>content versioning</b>	none or <b>wiki diffs</b>	<b>version control system</b>	<b>old versions table</b>
<i>deletion methods</i>	<i>user controlled</i>	file system delete	<b>node delete</b>	limited data removal	<b>file edit and delete</b>	<b>deactivate, destroy</b>
<i>software license</i>	<i>free/open-source</i>	default copyright	<b>GPLv2</b>	usually proprietary	<b>open source</b>	<b>Affero GPLv3</b>



# Examples of user desires

- User wants to know how data are being collected and used.
- User does not want data stored by third parties.
- User wants to control the privacy of their data.
- User wants to control whether data are publicly searchable.
- User wants freedom to move data to a different host or platform.
- User wants to control who can read or edit their data.
- User wants to be able to edit or delete the data they have created.
- User wants to know how a platform works.
- User wants to be able to install, use, and modify the software underlying a platform.
- User wants the design of the platform to reflect their need

# Control by users

- privacy control,
- data portability,
- creative control,
- networked free software, and
- participatory design.

A stronger version would include a sixth principle:

- user governance.