

Picture of Now Research 2006 Participate

WP2.2 Business Modelling
October 2006

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BLAST THEORY

BBC Research & Innovation

Microsoft
Research



The University of
Nottingham



Picture Of Now Research 2006

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Aims of research

- Inform project - looking at barriers to going mass
- Give externals new to the area an overview



Methodology

- Started from first Participate plenary session
- Questionnaires and interviews
- Face to face, telephone, and email
- Websites, reports



Activity summary

- 100+ projects and services over last 10 years
- Look at several design dimensions
 - **Genre**
 - **Availability**
 - **Repetition**
 - **Scale**
 - **Emergence**
 - **Hostedness**
 - **Level of technology**
 - **Locatedness**



Timeline

How do we measure success?



Genre

GAME

Bluejacking
Botfighters
Can You See Me Now?
Cititag
Day of the Figurines
'Ere Be Dragons
Flashmobs
Geocaching
GeoUniverse
Go Game
Hitchers
I Like Frank
ILoveBees
Love City
Mogi
Navigate The Streets
NetAttack
Node Runner
PAC Manhattan
Perplex City
Pixie Hunt
Schminky
Uncle Roy All Around You

COMMUNITY

Eventful
Flickr
Friends Reunited
Meetup
MySpace
Second Life
Springspotters
Upcoming.org

RESOURCE

Aura
Bristol Downhill Map
CDDB
Degree Confluence
Digg
iBuyRight
Mappr
Mass Observation
OhMyNews!
Open Streetmap
People's War
Platial
POIHandler
Wayfaring
YouTube

LBS

CarHarbor
Family Finder
FLIRT
LBS4 All
Loki
Moblogging
Navizon
PathIntelligence
Roadspy
Spark Parking
Telmap
TomTom
uLocate
Urbanseeder

GUIDE

AntennaAudio
Battlefield Britain
Camineo
Chawton House
Coast mobile
Murmur
Elevate
IntelliTours
Locus
Node
Queen Square Riots
Semapedia
Stapler
Webpark

MOSOSO

Dodgeball
Imity
MetrosPark
MobiLuck
Nokia Sensor
Rabble
Streethive
Vixo
Plazes

TOOLKIT

Create-A-Scape
FON
Google Maps
MetaCarta
Placelab
picture this!
Yellow Arrow

EXPERIMENT

Big Bug Count
Biomapping
Citizen Science
ClimatePrediction
Feral Robots
SETI@home
Springwatch
Stardust
Urban Pollution Monitoring
Urban Tapestries
Walking with Woodlice

ART

iFloor
LoYoYo
Message in a Bottle
Remain in Light
We Feel Fine

INITIATIVE

Ambient Networks
Cityware
Simplicity
Urban Atmospheres

CAMPAIGN

Action Network
An Inconvenient Truth
Jamie Oliver's School Dinners
PledgeBank

EDUCATION

Ambient Wood
GLOBE
Learning Through Landscapes
Mudlarking
OOKL
Savannah
SENSE

BROADCAST

Amigo TV
OpenTV Participate™

HEALTH

BodyMedia
MyHeart

PUBLIC SERVICE

Congestion charge
Velov

THEATRE

Avatar Farm

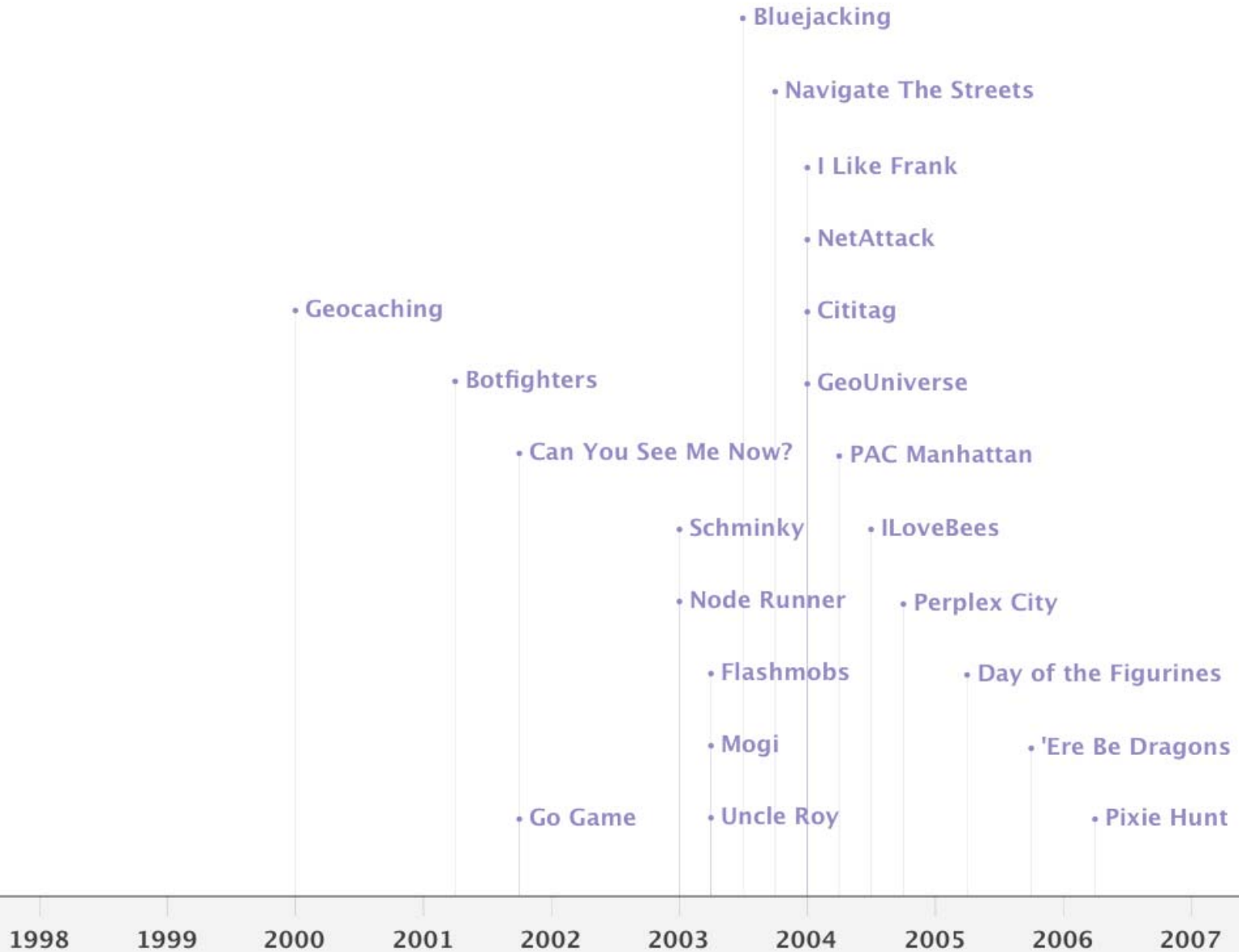
MUSIC

Jukola

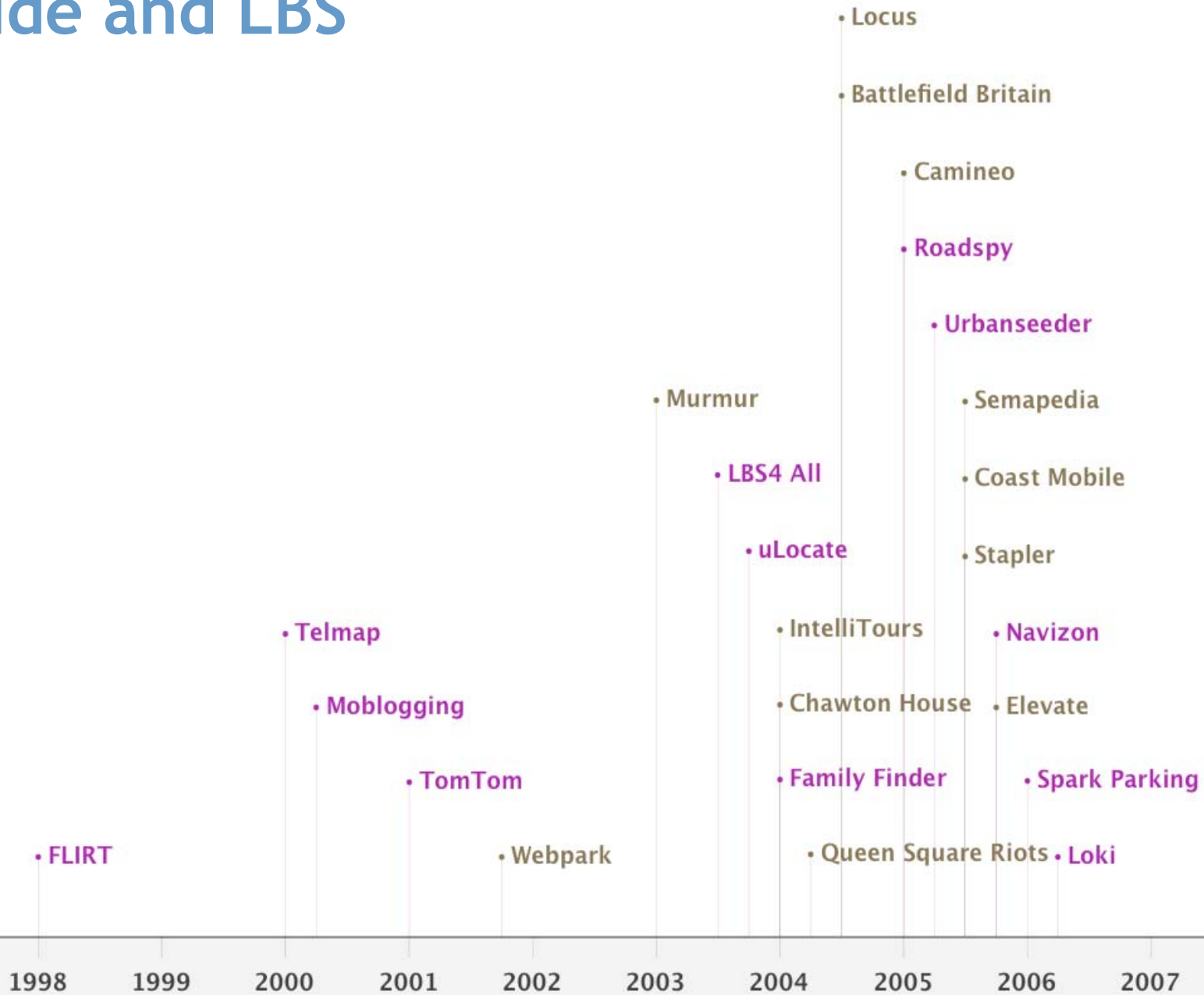
MARKET

Amazon Mechanical Turk

Game



Guide and LBS



Availability

- | | | | | |
|------------------------|------------------------|---------------|---------------------|------------------|
| • Urban Tapestries | • Biomapping | • Pledgebank | • Perplex City | • AntennaAudio |
| • Ambient Wood | • Day of the Figurines | • Geocaching | • Coast mobile | • SETI@home |
| • I Like Frank | • Urban Pollution | • Springwatch | • ClimatePrediction | • MySpace |
| • Navigate The Streets | • Mass Observation | • iFloor | • Eventful | • Action Network |

<<TRANSIENT

PERMANENT>>



Repetition

- AntennaAudio

- Uncle Roy

- School Dinners

- Savannah

- Biomapping

- Springwatch

- Can You See Me Now?

- Elevate

- Yellow Arrow

- Digg

- Cititag

- Action Network

- Day of the Figurines

- Perplex City

- Stapler

- Meetup

- Cityware

- Second Life

- MobiLuck

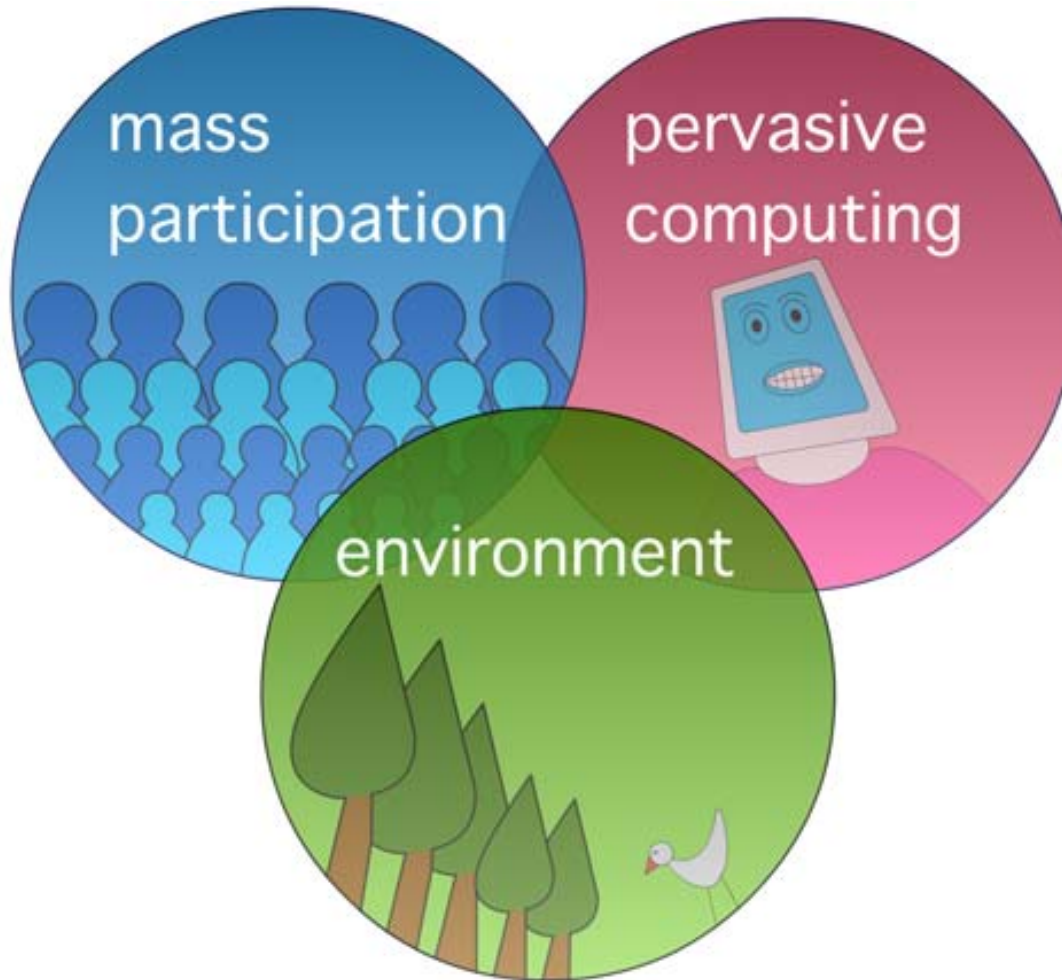
- SETI@home

<<ONE-OFF

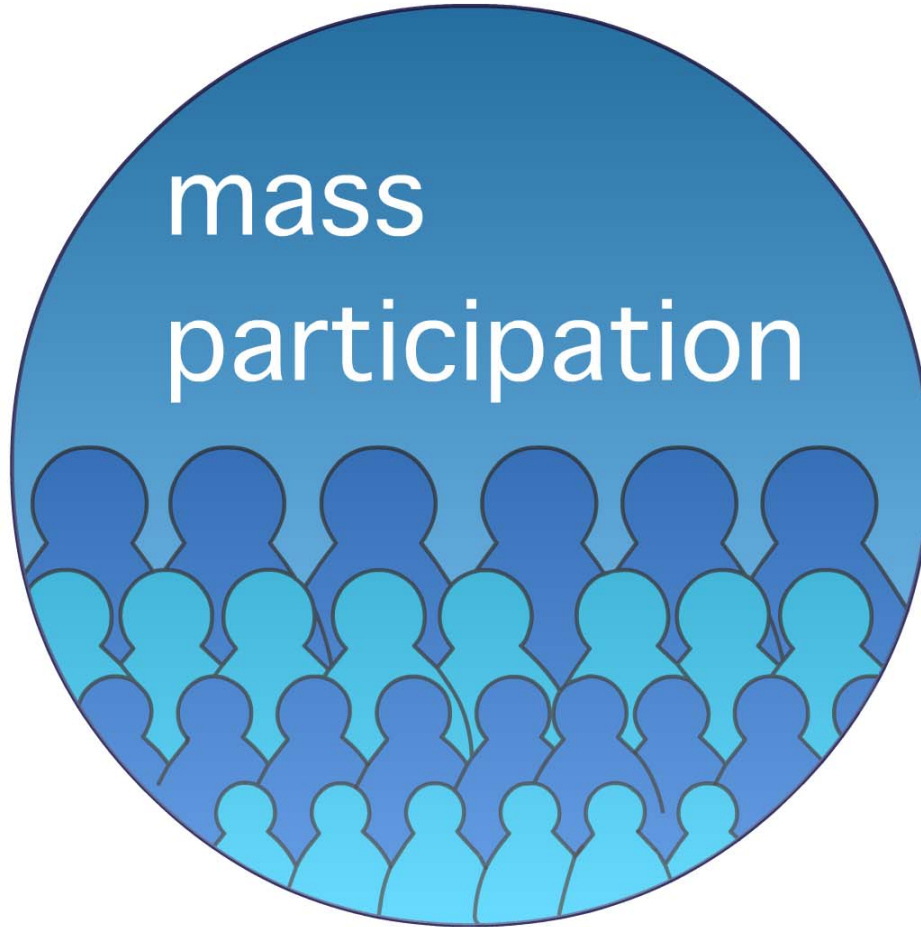
ONGOING>>



Three pillars of Participate



mass
participation



What is it good for?

- Outcomes of mass participation:
 - **Campaign** Jamie Oliver - pressure
 - **Experiment** Springwatch - coverage, time
 - **Resource** Digg - expertise, opinion, judgement
 - **Community** MySpace - connection, market
 - **Entertainment** Games - solution, unexpectedness
 - **Good for you** (and good for us)



Is this all mass?

- Mostly small scale
- Technical or conceptual trials
- ‘Web 2.0’ services like **MySpace**, **Flickr**



Scale

EXPERIMENTS

- Battlefield Britain
- Ambient Wood
- Elevate
- Stapler
- Bristol Downhill Map
- Savannah
- Feral Robots
- 'Ere Be Dragons
- Urban Tapestries
- Day of the Figurines
- PAC Manhattan
- Schminky
- Queen Square Riots
- Semapedia
- LBS4 All
- Biomapping

- Springspotters
- I Like Frank
- Mogi
- Coast mobile
- CDDDB
- Webpark
- Walking with Woodlice
- Can You See Me Now?
- OhMyNews!
- Action Network
- Stardust
- Botfighters
- Navigate The Streets
- People's War
- Yellow Arrow
- Perplex City

MASS PARTICIPATION

- I Love Bees
- Digg
- Second Life
- YouTube
- School Dinners
- ClimatePrediction
- Citizen Science
- Springwatch
- MobiLuck
- SETI@home
- TomTom
- Congestion charge
- Flickr
- Meetup
- GLOBE
- Friends Reunited
- MySpace
- AntennaAudio

10s

100s

1000s

10,000s

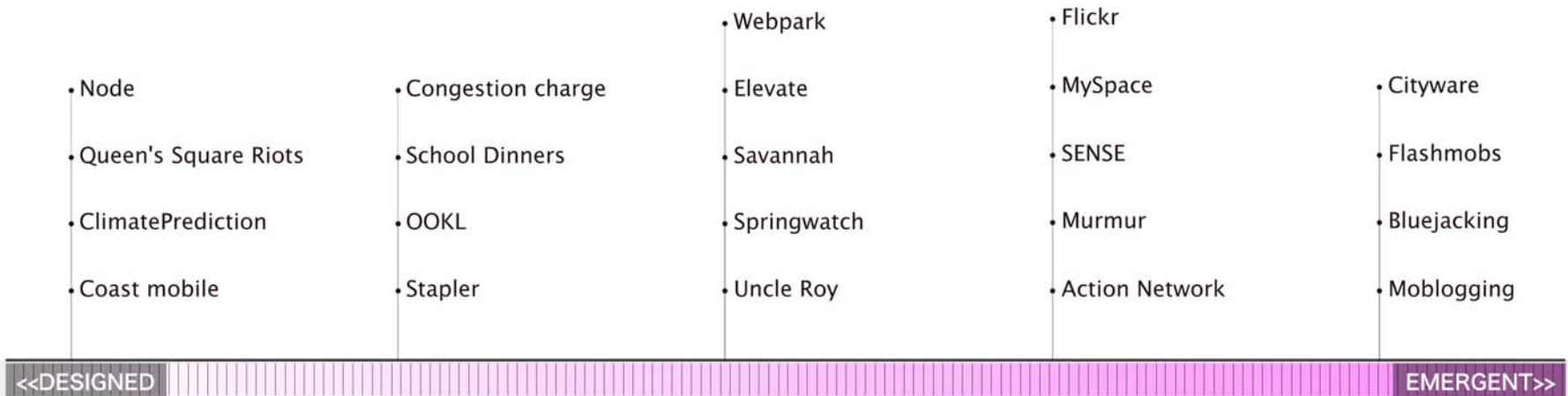
100,000s

1Ms

10Ms



Emergence



Hostedness & engagement

- **Hosting participation**
 - Springwatch v MySpace v Uncle Roy
 - What gives a sense of ‘hostedness’?
- **Levels of engagement**
 - Action Network v Jamie Oliver
 - Which levels are we designing for?

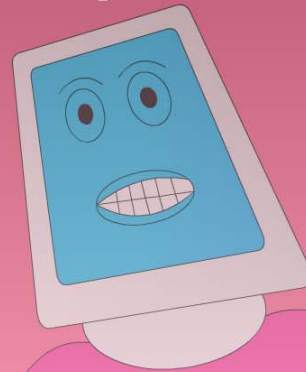


Barriers to participation

- Feeling contribution isn't worthwhile
- Lack of interest/apathy
- Need to design to overcome these



pervasive computing



Components

- **Mobile:** pervasive but fragmented
- **Internet:** ubiquitous
- **TV:** ubiquitous and merging with online
- **Networks:** wifi or mobile?
- **Positioning:** various options, none universal



Level of technology

UNIVERSALLY ACCEPTED

Cars, TVs, phones, pens

WELL-ESTABLISHED

Websites, software downloads

EMERGING

Datacode readers, mobile software

SPECIALISED

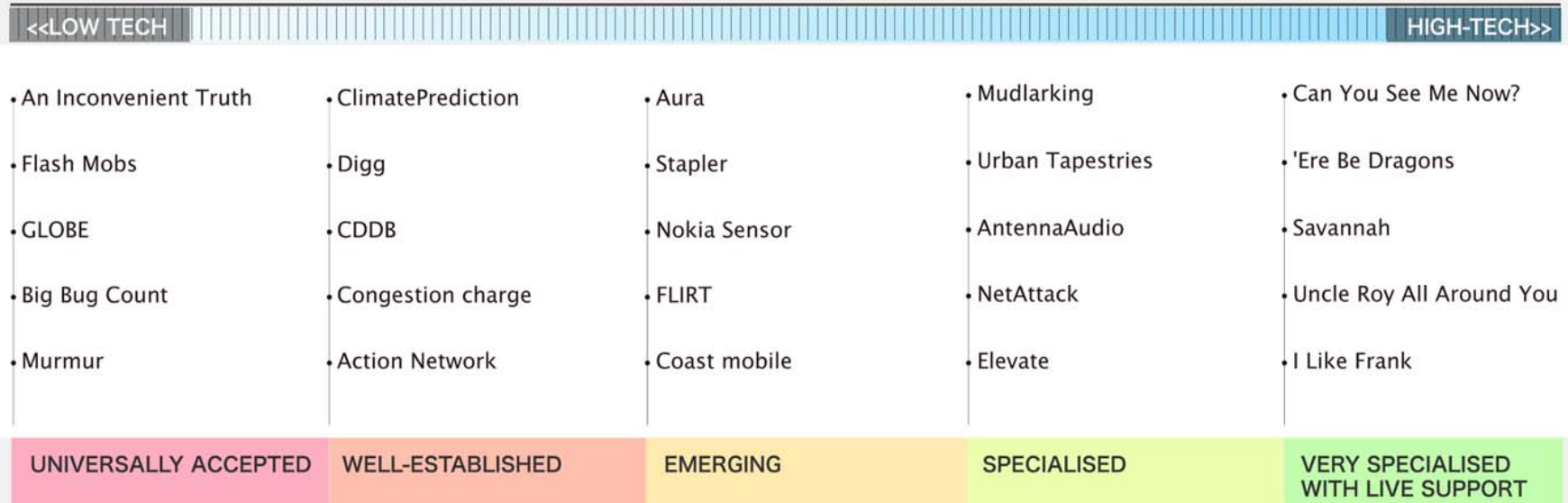
Customised devices, sensors, restricted-software

**VERY SPECIALISED
WITH LIVE SUPPORT**

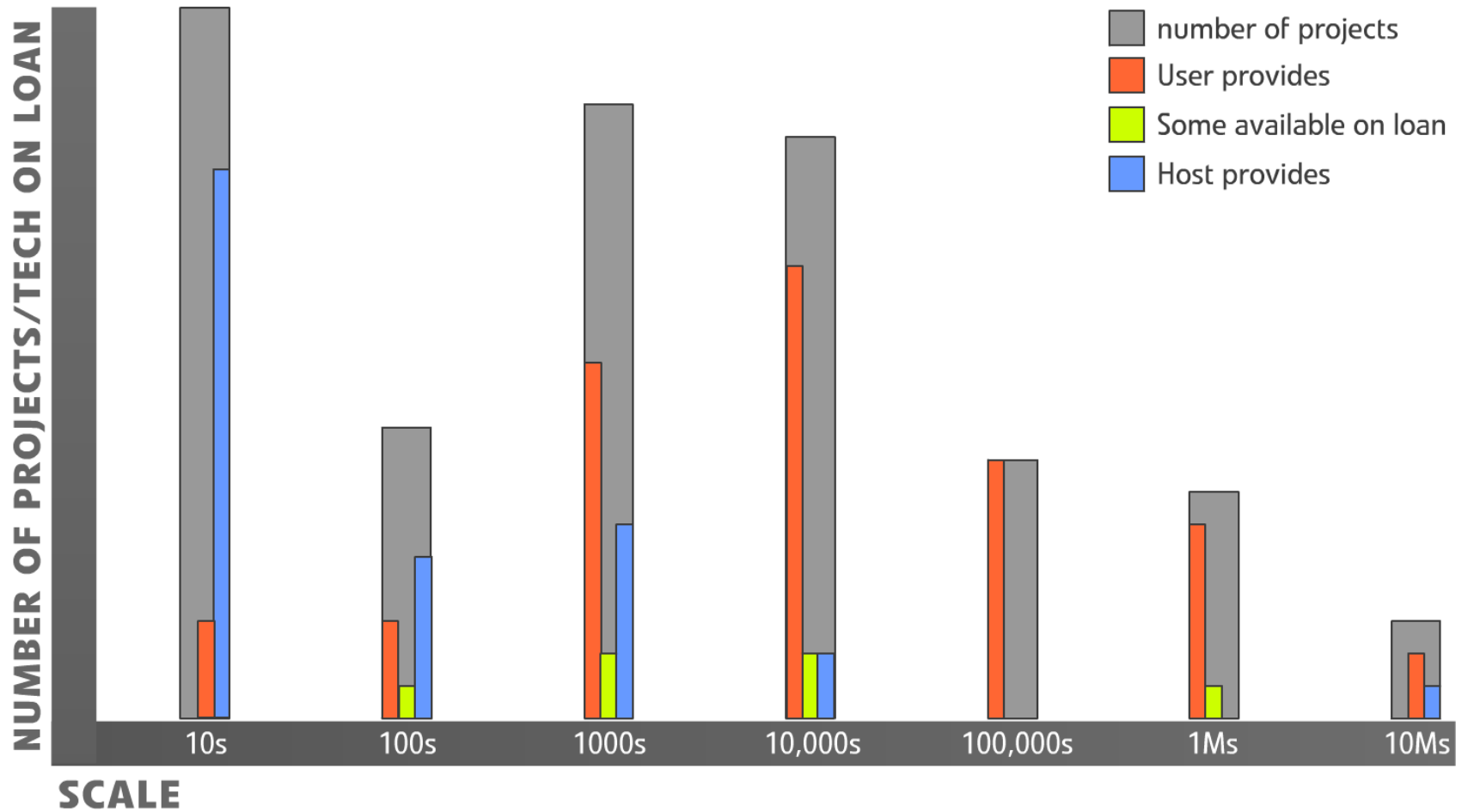
PDA's for live action, wearables, unique items



Level of technology



Who provides end-user technology?



Technical barriers

- Setting up mobile connectivity
- Cost to end user
- Development costs
- User experience and user appeal
- How did O2 get 1 million users for Mywap?



The future

- **Convergence on what?**
 - Standards, mobile device, networks
- **Ubiquitous service**
 - Doesn't mean the same service
 - Context (user and device) important
 - What are the distinctive properties?
- **Going mass**
 - Low tech? High tech? Layer experience?



environment



Physical environment

- Global warming
 - Alarmism, small actions, techno-optimism
 - Will Al Gore's campaign work?
- Studying physical world:
 - Pollution, biodiversity, noise
 - Citizen Science (Springwatch)
- Free our data!



Social & personal environment

- How we act and interact in environments
- Places and events still matter
- Do virtual communities always form real world communities?



Locatedness

Importance of location to user experience:

- **High:** unique place (**Battle of Culloden**)
- **Medium:** located but many/all locations (**Springwatch**)
- **Low:** located aspect but not critical (**Flickr**)
- **None:** (**MySpace**)



Locatedness

- | | | | | |
|----------------|---------------|------------------|--------------------|----------------------|
| • Aura | • Botfighters | • Geocaching | • Ambient Wood | • Battle of Culloden |
| • People's War | • Moblogging | • Springwatch | • I Like Frank | • Chawton House |
| • Flickr | • Hitchers | • Action Network | • Savannah | • Coast Mobile |
| • We Feel Fine | • Dodgeball | • Yellow Arrow | • Urban Tapestries | • Queen Square Riots |

<<LOW

HIGH>>



New medium

- New user experience issues
 - Cold, bright, noise, feeling conspicuous
- Audio, ‘magic moments’
 - Mobile Bristol, Battle of Culloden
- How do we explain the unfamiliar?



New issues

- Serendipity v Spam
 - People like a nice surprise sometimes
 - They never like spam
- Unwitting or unwilling participation
 - ‘Drive-by data’ has new meaning on location
- Personal safety
 - Who knows where I am?



Any questions?

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