The User as Prisoner

How the Dilemma Might Dissolve

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Overview

- **Content** as link
- **User** as consumer and producer
- **Prisoner’s Dilemma**
  - User as prisoner
  - Micro vs. macro perspective
- **How the dilemma might dissolve**
  - Successful social tagging from micro perspective
Content as Link

E-Learning

Content

Knowledge Management

Content as Link

E-Learning

Content

Knowledge Management

share
repurpose
aggregate
organize
Content as Link

learning

share

repurpose

organize

teaching

aggregate

[Reinmann, 2005]

Pedagogical Context

Learner

Content

Teacher

producing

consuming
Pedagogical Context

CONSTRUCTIVISM / Learning Through Design

Learner

Content

Teacher

Consuming and producing

Web 2.0

E-Learning

Content

Knowledge Management

“User as a consumer and producer of content”
Content Collaboration

- For a consumer the motivation seems simple: She enjoys the added value

- For a producer the motivation is less clear
  - Semantic markup is a lot of work
  - The producer already has the knowledge

→ Is production pure altruism?

The Prisoner’s Dilemma

- Prisoners Bonnie and Clyde
  - Deal: Exoneration if he defects
  - Pit Fall: The other defects
  - Global Optimum: Both cooperate
The Prisoner’s Dilemma

- Prisoners Bonnie and Clyde
  - Deal: Exoneration if s/he defects
  - Pit Fall: The other defects
  - Global Optimum: Both cooperate

<table>
<thead>
<tr>
<th></th>
<th>Bonnie</th>
<th>Clyde</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defect</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Cooperate</td>
<td>10</td>
<td>2</td>
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</tbody>
</table>

Bonnie’s Prison Terms

The Content Author’s Dilemma

- Content Authors Me and You
  - Deal: content reuse for free if I do nothing
  - Pit Fall: You do nothing
  - Global Optimum: We create content units

<table>
<thead>
<tr>
<th></th>
<th>Me</th>
<th>You</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do nothing</td>
<td>n</td>
<td>n</td>
</tr>
<tr>
<td>Create</td>
<td>n+c</td>
<td>m*c</td>
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My Time Investment in Hrs

- \( n = \) # hrs for one content unit
- \( c = \) # additional hrs for sharing
- \( m = \) # collaborators
### The Content Author’s Dilemma

#### Content Authors Me and You
- **Deal**: content *reuse* for free if I do nothing
- **Pit Fall**: You do nothing
- **Global Optimum**: *We* create content units

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<tr>
<td>do nothing</td>
<td>4 - m*c</td>
<td>4 + c - m*c</td>
</tr>
<tr>
<td>create</td>
<td>4 + c</td>
<td>4 + 2 - m*c</td>
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#### My Time Investment in Hrs
- 4 = # hrs for one content unit
- c = # additional hrs for sharing
- m = # collaborators

#### Examples

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<tbody>
<tr>
<td>do nothing</td>
<td>4 - m*2</td>
<td>4 + 2 - m*2</td>
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<tr>
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<td>4 + 2</td>
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The Content Author’s Dilemma

- Content Authors Me and You
  - Deal: content **reuse** for free if I do nothing
  - Pit Fall: **You** do nothing
  - Global Optimum: **We** create content units

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</tr>
<tr>
<td>create</td>
<td>4 + 2</td>
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- 4 = # hrs for one content unit
- 2 = # additional hrs for sharing
- 2 = # collaborators

My Time Investment in Hrs
### The Prisoner's Dilemma

#### User as a *Consumer and Producer* ➔ User as a *Prisoner*

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*Bonnie's Prison Terms*

#### Dilemma: What is reasonable?

**Macro perspective**

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*Bonnie's Prison Terms*
What is reasonable for Bonnie?

- **Bonnie should defect!**

Micro perspective ↔ Macro perspective

- **Bonnie's Prison Terms**

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What is Reasonable for a Content Author?

- **A content author should defect!**

Micro perspective

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<tbody>
<tr>
<td>do nothing</td>
<td>4</td>
<td>0</td>
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<tr>
<td>Me create</td>
<td>6</td>
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How to Dissolve the Dilemma?

- Prisoner’s Dilemma is based on
  - Unspecific expectations for short-term decision making
  - Competing Perspectives: Micro ↔ Macro

How to Dissolve the Dilemma?

- Social Tagging systems
  - Content collaboration
  - User as a producer and consumer
  - Successful, i.e. many use del.icio.us and social bookmarking
How to Dissolve the Dilemma?

- We look at the Social Tagging systems from the micro perspective!

Why do people use Social Tagging systems?

Why do People Use Social Tagging Systems?

- *Personal* Knowledge Management
  - Fuzzy line between private and public

- *Personal* Learning Environment

  ![Diagram showing Awareness, Self-steered Learning](image_url)
Why do People Use Social Tagging Systems?

- **Personal Knowledge Management**
  - Fuzzy line between private and public

- Specific expectations for consumption by a producer

- **Personal Learning Environment**

- Specific expectations for production by a producer

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Conclusion

- Software designers need to heed the micro perspective for situated action
  - Producers with specific expectations *for consumption*
  - Affordable software

Example:
- **CPoint** (Content in PPT)
  - Added-value Services
  - Invasive Technology
Outlook

Knowledge Management

E-Learning

The User as Prisoner
How the Dilemma Might Dissolve

Thank you!