



The User as Prisoner

How the Dilemma Might Dissolve

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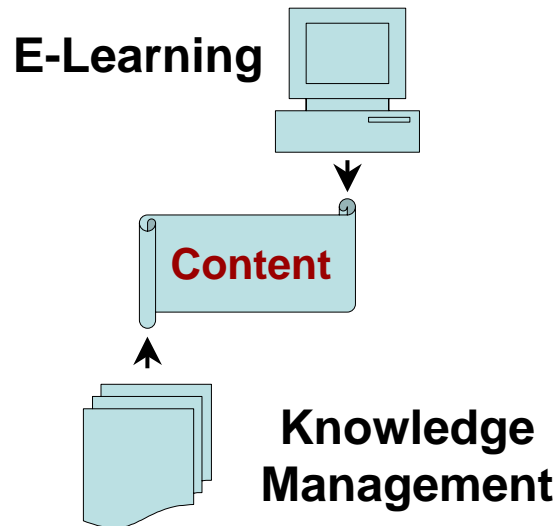
Overview

- ❖ **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

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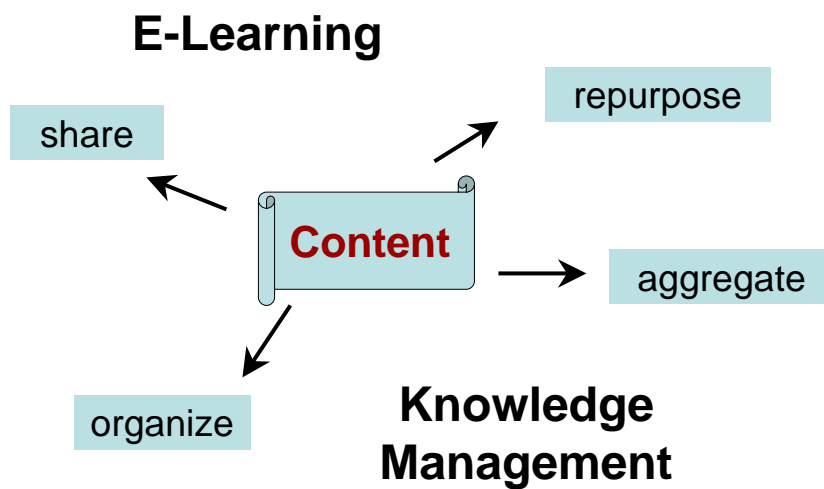
Content as Link



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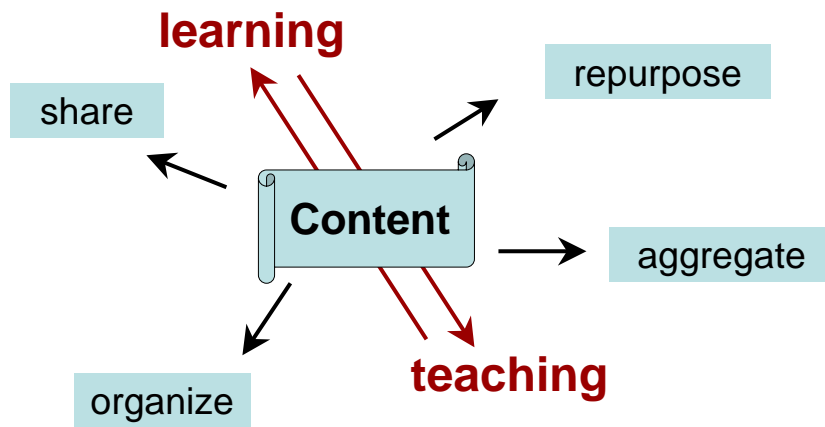
Content as Link



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Content as Link

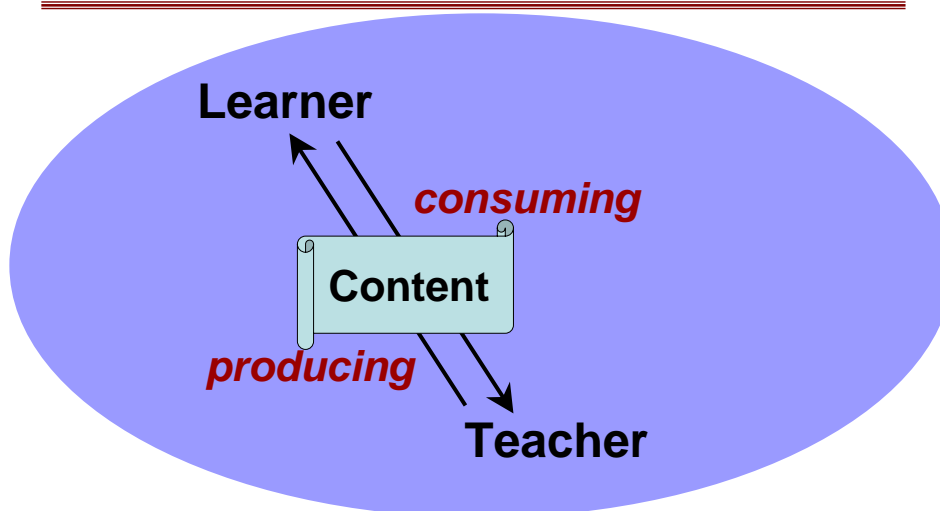


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[Reinmann, 2005]

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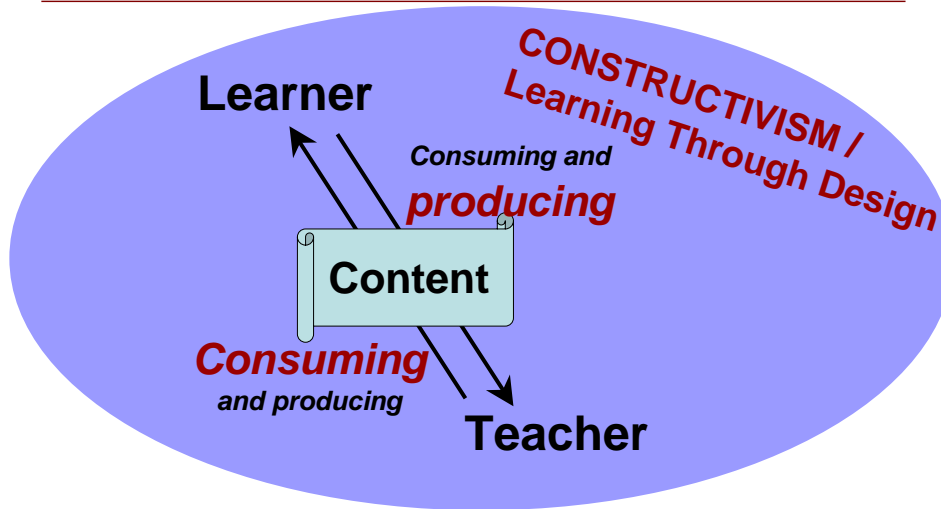
Pedagogical Context



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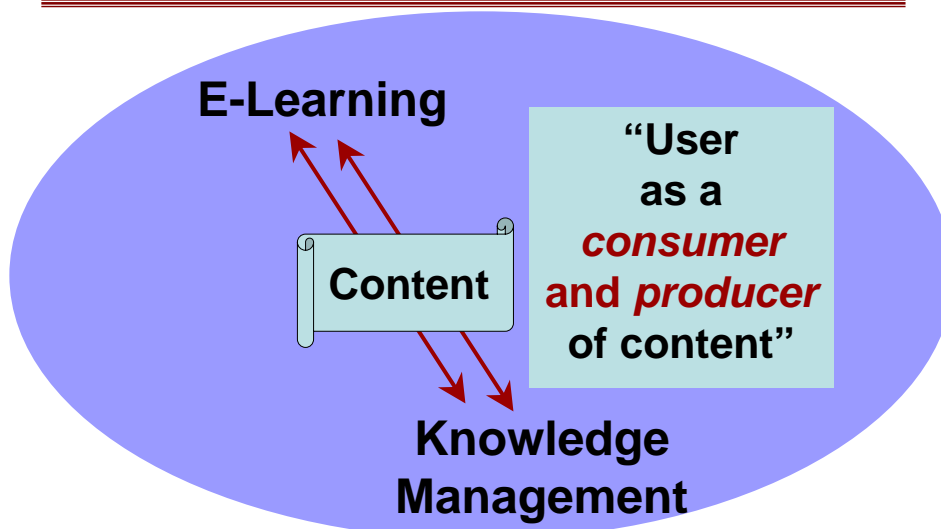
Pedagogical Context



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Web 2.0



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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

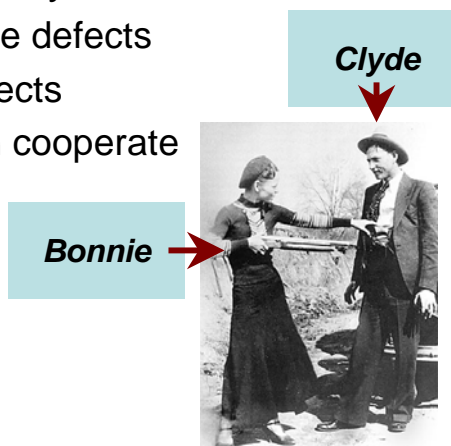
→ Is production pure altruism?

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The Prisoner's Dilemma

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



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The Prisoner's Dilemma

❖ Prisoners Bonnie and Clyde

- Deal: **Exoneration** if s/he defects
- Pit Fall: **The other** defects
- Global Optimum: **Both** cooperate

		Clyde	
		defects	cooperates
Bonnie	defects	5	0
	cooperates	10	2

Bonnie's Prison Terms

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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

		You	
		do nothing	create
Me	do nothing	n	$n - m * c$
	create	$n + c$	$n + c - m * c$

- n = # hrs for one content unit
- c = # additional hrs for sharing
- m = # collaborators

My Time Investment in Hrs

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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

		You	
		do nothing	create
Me	do nothing	4	$4 - m * c$
	create	$4 + c$	$4 + c - m * c$

My Time Investment in Hrs

- **4** = # hrs for one content unit
- **c** = # additional hrs for sharing
- **m** = # collaborators

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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

		You	
		do nothing	create
Me	do nothing	4	$4 - m * 2$
	create	$4 + 2$	$4 + 2 - m * 2$

My Time Investment in Hrs

- **4** = # hrs for one content unit
- **2** = # additional hrs for sharing
- **m** = # collaborators

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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

		You	
		do nothing	create
Me	do nothing	4	$4 - 2 * 2$
	create	$4 + 2$	$4 + 2 - 2 * 2$

My Time Investment in Hrs

▪ 4 = # hrs for one content unit
 ▪ 2 = # additional hrs for sharing
 ▪ 2 = # collaborators

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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

		You	
		do nothing	create
Me	do nothing	4	0
	create	6	2

My Time Investment in Hrs

▪ 4 = # hrs for one content unit
 ▪ 2 = # additional hrs for sharing
 ▪ 2 = # collaborators

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The Prisoner's Dilemma

User as a *Consumer and Producer*
→ User as a *Prisoner*

		Clyde	
		defects	cooperates
Bonnie	defects	5	0
	cooperates	10	2

Bonnie's Prison Terms

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Dilemma: What is reasonable?

Macro perspective

		Clyde	
		defects	cooperates
Bonnie	defects	5	0
	cooperates	10	2

Bonnie's Prison Terms

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What is reasonable for Bonnie?

→ *Bonnie should defect!*

Micro perspective



Macro perspective

		Clyde	
		defects	cooperates
Bonnie	defects	5	0
	cooperates	10	2

Bonnie's Prison Terms

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What is Reasonable for a Content Author?

→ *A content author should defect!*

Micro perspective

		You	
		do nothing	create
Me	do nothing	4	0
	create	6	2

My Time Investment in Hrs

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How to Dissolve the Dilemma?

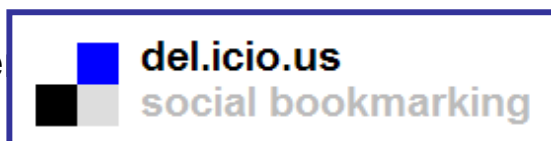
- ❖ Prisoner's Dilemma is based on
 - Unspecific **expectations** for short-term decision making
 - Competing Perspectives:
Micro ↔ Macro

How to Dissolve the Dilemma?

- ❖ **Social Tagging** systems

- Content collaboration
- User as a producer
and consumer

- **Successful,**
i.e. *many* use



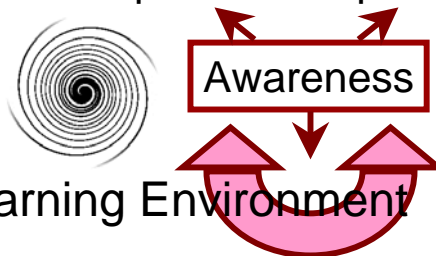
How to Dissolve the Dilemma?

- ❖ 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

Self-steered Learning

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 Environ* **Time compon**
- ➔ Specific expectations for **production** by a producer



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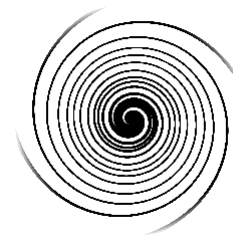
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Conclusion

- ❖ 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



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Outlook

Knowledge
Management



E-Learning



The User as Prisoner
How the Dilemma Might Dissolve

Thank you!

