Social Acumen to Resolve Complexity

Building the Scientific Mind – Vancouver May 29, 2007

David Vogt & Lee Iverson – The University of British Columbia

Chile, China, cities, Cities as Ecosystems, Citizen, City Level Climate Change, City of Vancouver, ciudadanía, climate change, CO, commons, communities, community, comn history, community memory, commuting, company, Construction, consumption, contrar corporate, Creative Commons, cultural diversity, culture, cycling, david orr, David Suzu DCS, Density, design, Design Centre for Sustainability, Design Detail, development, Disadvant anitation, ecc economics n Leaders, e environme global citizen global war reen Buildir green buil Habitat Idea, hc Indicators, intellectua nya, Kerala, L LEED, Loc metrics, mot Mother Ce l Habitat, Ne NGO, non n Source Knowledg al Governanc People Fo Policy Docur Program, ncisco, seattl slums, smart growth, social software, software, sustainability, Sustainability by Desigr sustainable, sustainable architecture, Sustainable Community, sustainable design, susta development, Sustainable Local Economies, system:unfiled, tagging, Technologies for Inclusion, textiles, The Netherlands, Toronto, transit, transportation, ubc, UK, UN, urban agriculture, urban biodiversity, Urban Change Global Action Networks, urban design, url gardening, urban planning, Urban Professional, urban sustainability, US, USA, vancou volunteer, WA, walking, Waste, waste management, water, Well-Being, wiki, wikipedia, Bank, World Urban Cafes, World Urban Forum, WUF, youth, Youth-Led Community

The Global Urban Sustainability Solutions Exchange (GUSSE)

- United Nations World Urban Forum (WUF3) – June 2006
- The University of British Columbia – looking for a contribution.
- every faculty involved
- 350 courses involving sustainability
- no integration or coherence – plenty of complexity and noise

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The Global Problem for Cities

- "Urban Tsunami" – 1 million people per week migrating in
- cities are poor
- share air, water, power, housing, etc, problems
- "*You're a city manager in Kigali, Kowloon or Kamloops faced with a water quality crisis or waste policy issue. How can you quickly scope the latest ideas and proven solutions?*
    - *consultants are expensive.*
    - *Google isn't the answer.*
    - *academic databases are impenetrable.*

  The sustainability noise is deafening – where can you find a signal?
- no lack of solutions. – too much complexity; too little consensus

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The Proposed Solution –

- fundamentally a collective learning problem!
- how can cities learn from other cities about sustainability?
- "*Imagine an Amazon-like online destination where the 'products' are sustainability solutions and the participation of countless consumers, like you, continuously identify the best solutions – all of which are free!*"
- "Solutions Exchange": open source social software
- Collective intelligence to reduce complexity & build consensus

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The Gusse Prototype:

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What is your best solution source?

Trial & Error	Take A Course	Professional Expert	Book or Newspaper	Trusted Friend	Internet Search
?	?	?	?	?	?

How do I…

- **Find a literary quotation?**
- **Diagnose the pain in my stomach?**
- **Sell my car?**
- **Decide on a vacation destination?**
- **Select what wine to buy?**
- **Maintain my own expertise?**

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The decline of deference…

- **Who do I trust most?** (Doctor, Teacher, Judge, Nurse?)
- **What do I trust most?** (Newspaper, Television, Books, Magazines)

Is there any such thing as "authority" anymore?

Mobile muse

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Let’s walk through two thought experiments:

1. **You are a mindful human being.**

2. **You are a mindful leader of humans.**

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Your daily digital existence is overwhelming.
How do you make sense of it all?

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There's a place you can dispose of what you don't need…

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but where can you cache
the things that really matter?

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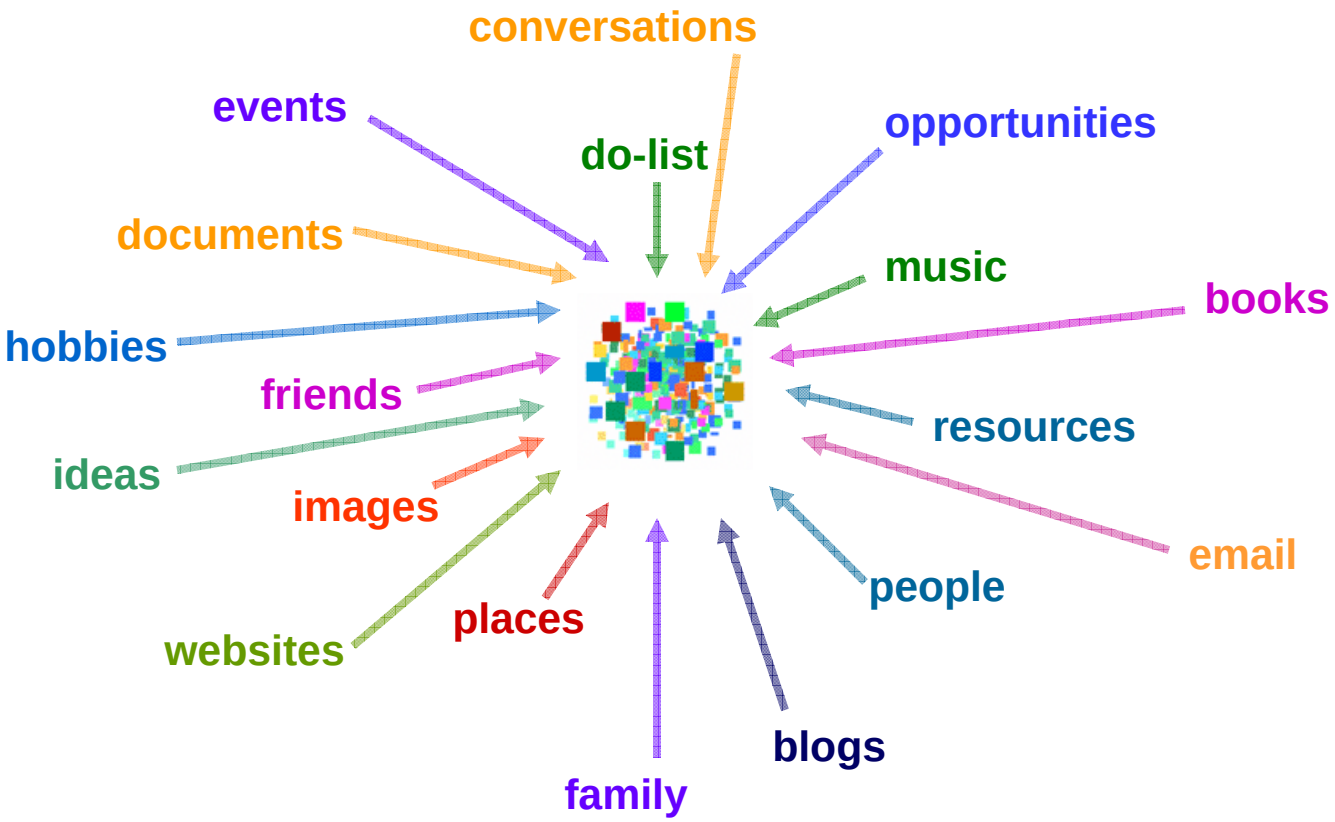
Imagine a
“personal creative commons”.



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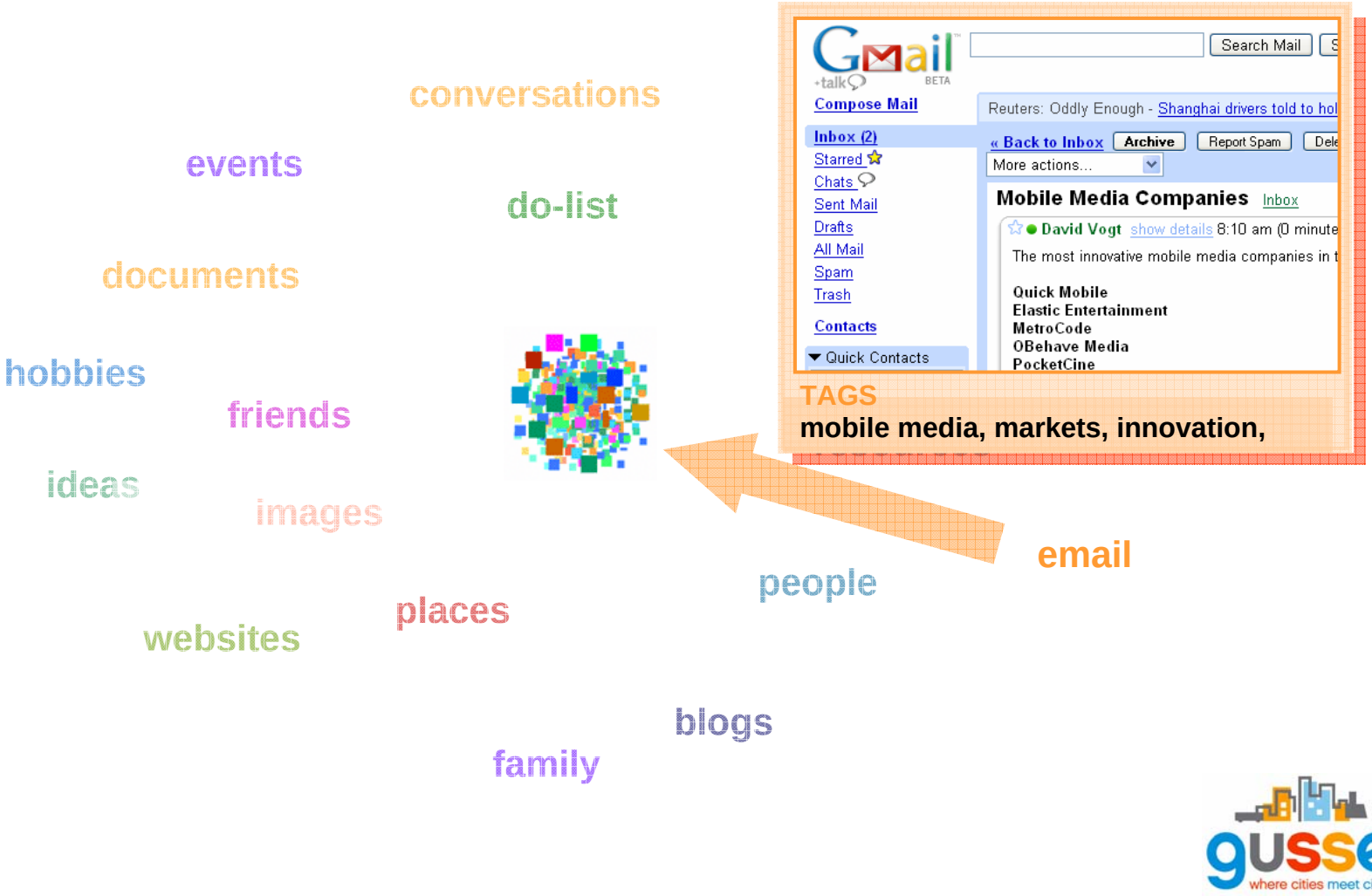
On the fly, wherever you are,
you can deposit anything important…



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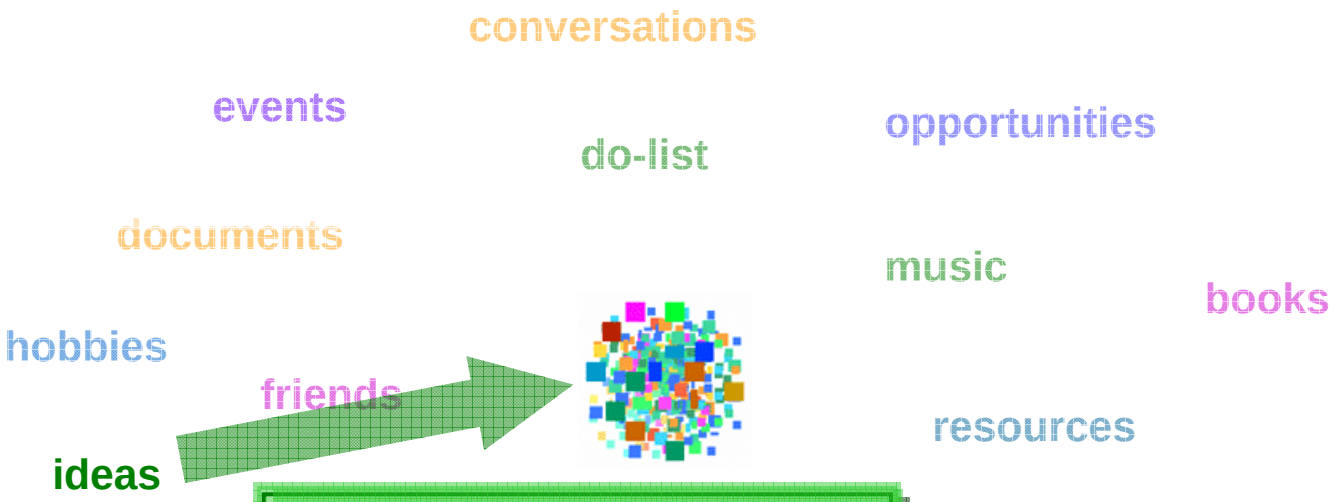
anything you think of,
overhear, or can link to…



"At the 'Participatory Sensing' meeting today I suddenly realized there's a great opportunity to mash up mobile media with social networks to provide an urban feedback system for sustainability."

TAGS
sensing, mobile media, sustainability

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adding a few personal comments or keywords as needed.

conversations

opportunities

do-list

music

books

resources

email

people

places

websites

blogs

family

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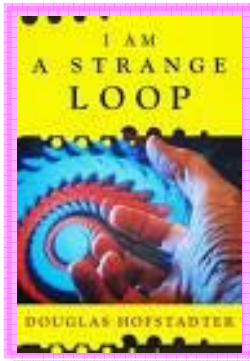
Like coins in a piggy bank, your personal asset will grow.



"Hofstadter's new book on consciousness talks about identity generation as a feedback system. This idea is potentially useful in social and mobile networks. For example, a community can be a 'strange loop' supported by digital media."

TAGS
mobile media, strange loop, identity

books

events

documents

hobbies

friends

ideas

images

resources

email

people

places

websites

blogs

family

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You'll never lose or forget anything ever again…

conversations

events

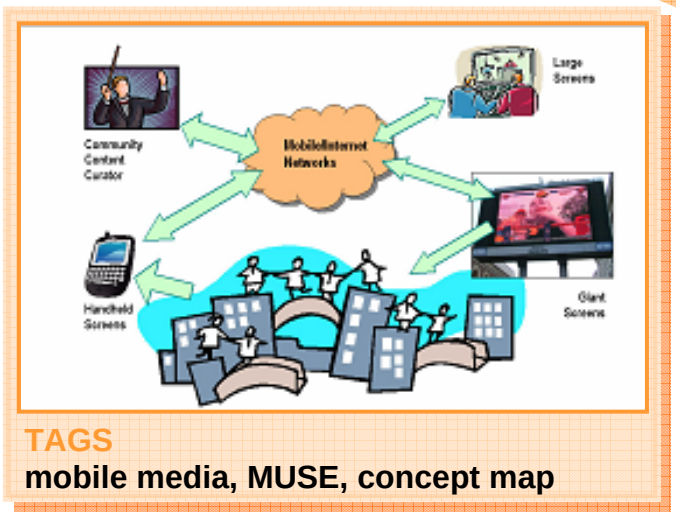
opportunities

do-list

documents

music

books



TAGS
mobile media, MUSE, concept map

resources

email

people

blogs

family

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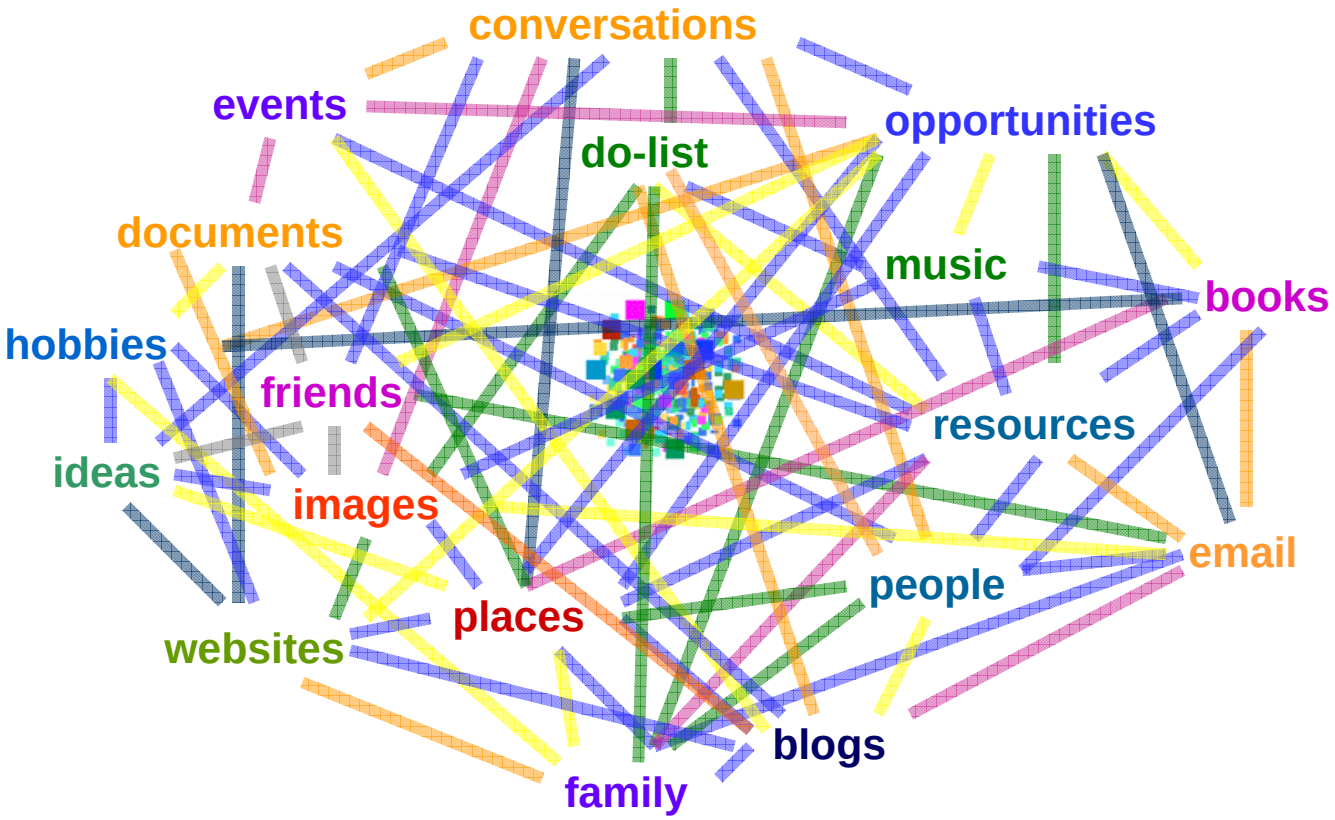
and you'll discover meaningful connections in your world.



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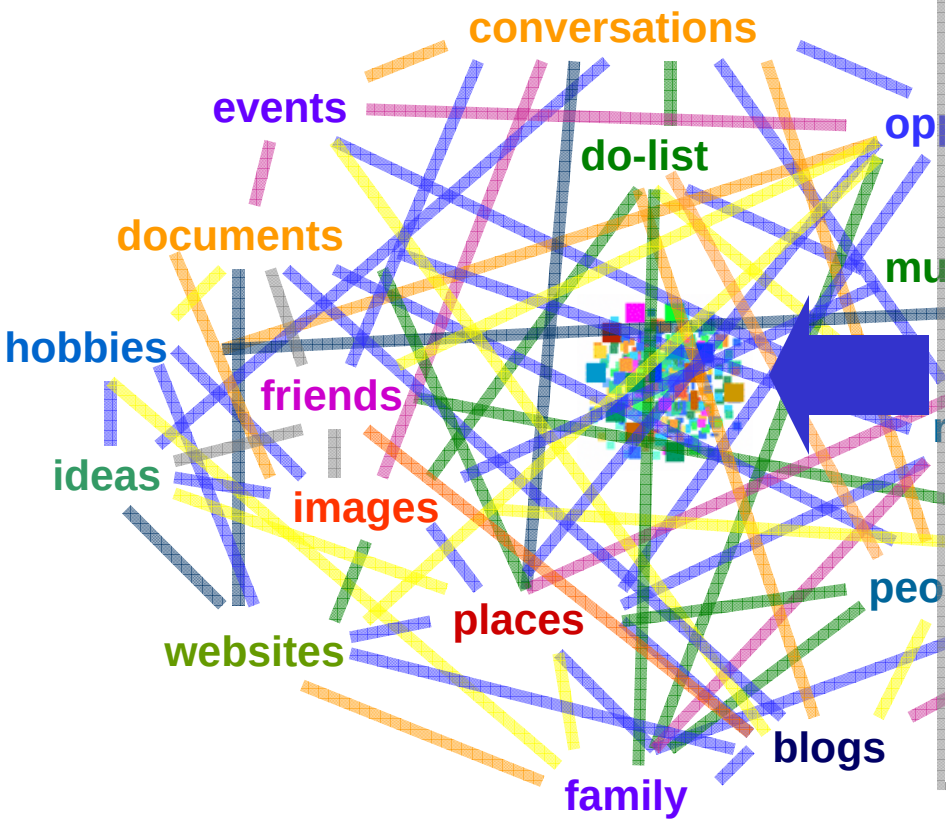
You can access your creative commons through a "tag cloud" as unique as your DNA.



dvogt's Tags

» Change Display Options

2010, Academic, active, applied research, Arts, astronomy, BC, blogs, Brainium, Briefing, business, canada, career, channel, Common Sense, communications, community, community development, community engagement, context-aware, corporate, corporate bio, CrowdTrust, CTusecase, cultural astronomy, Culture, demonstration, Dentistry, developer, E2GO, ebay, EcoDensity, economic development, education, five, folksonomy, four, global learning, GreenMUSE, GUSSE, GYVO, H.R. MacMillan Space Centre, history, IBM, identity, ILIT, incubation, intellectual wealth, leadership, learning objects, learning plans, learning technologies, lecture, live sites, memo creation, Metrocode, mobile festival, mobile games, mobile media, Mobile MUSE, Mobile VIFF, MUSE3, National Academy, Natural Capital Institute, new media, NMBC, Olympics, one, one-to-one computing, online auctions, Partners, physics, pipeline, pocketcine, presentation, Primer, principal investigator, Products, Professional, profile, Projects, Promo, publications, R&D, repositories, Research Leader, scenario, science learning, Science World, serious games, social bookmarking, sustainability, Taglist, teaching, three, two, ubc, urban lifestyles, User Manual, ventures

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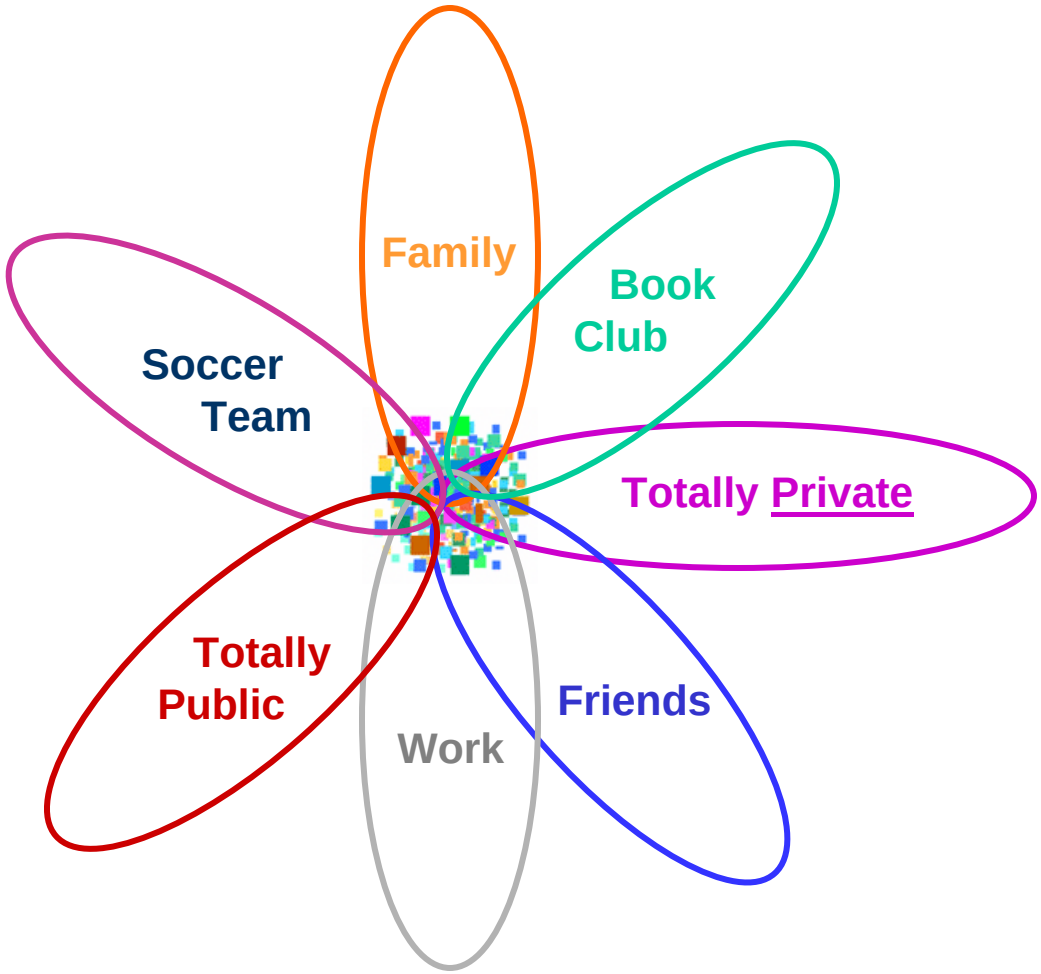
and you can control who can see the different parts…



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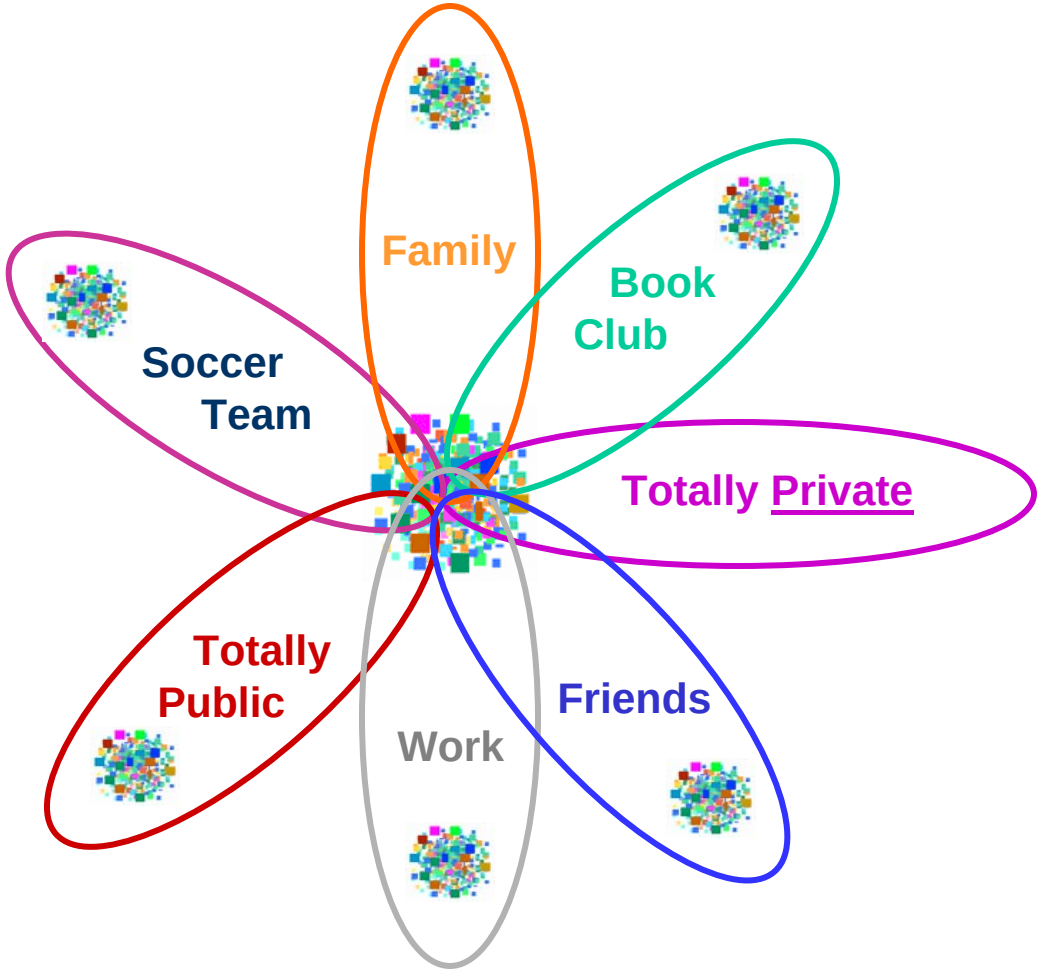
while every group
you belong to brings
valuable new connections.



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Think of your tag cloud as a ‘semantic protein’.

It represents you the world (‘semantic portrait’).

It represents you to yourself (‘semantic mirror’).

conversations

events

do-list

documents

hobbies

friends

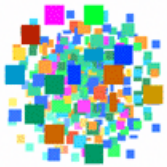
ideas

images

places

websites

family



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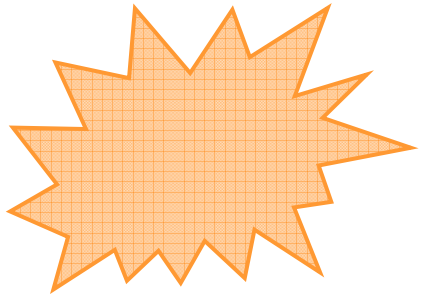
Now imagine yourself as the leader of any organization in the world.

THE WORLD



YOUR ORGANIZATION

You have goals.

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With increasing change and complexity in the world, do you believe that purely top-down management strategies can be sufficient to meet your goals?

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Now imagine how a single member of your community (employee, customer, constituent, etc), seeking only what matters to them, will naturally connect with what matters to you…

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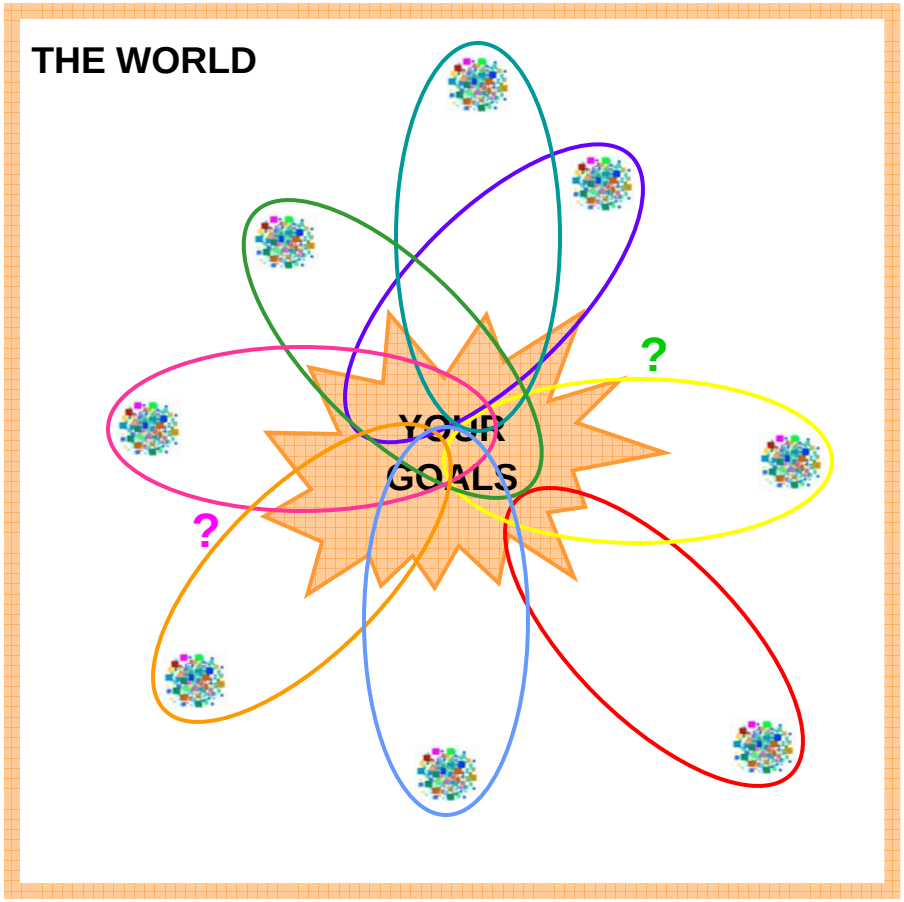
and imagine how your entire community will collectively connect with everything that matters…



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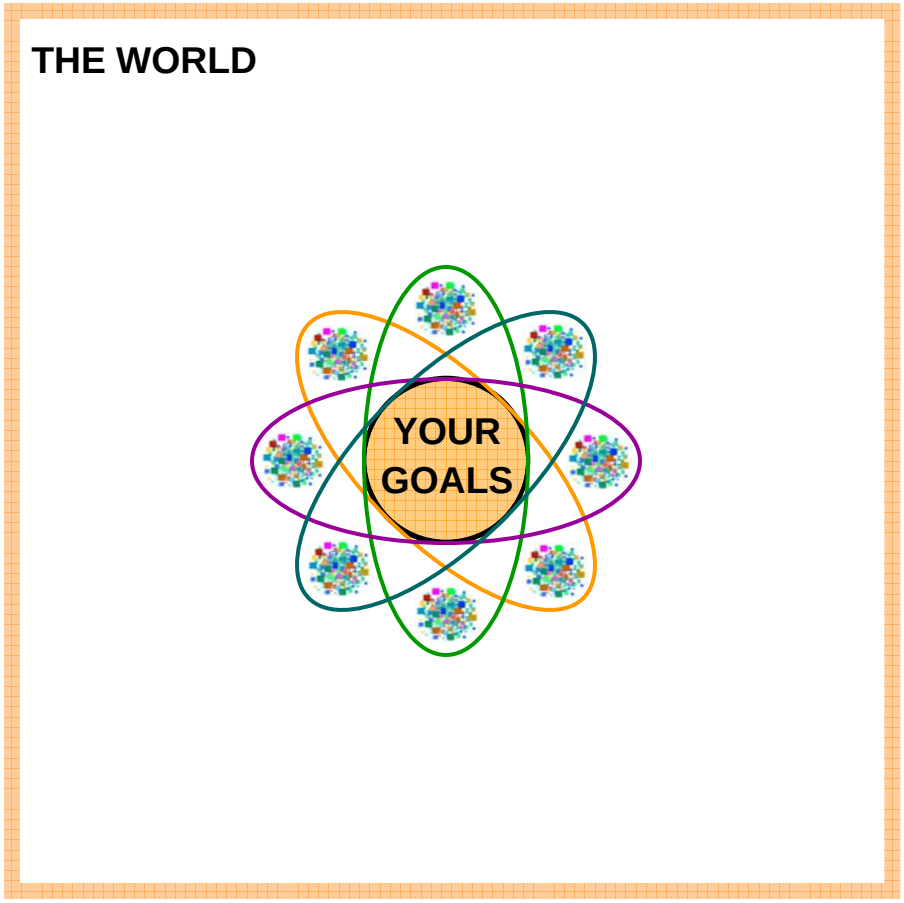
and gradually resolve focus for your goals.

It’s social web magic at work.



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We have created a company called CrowdTrust Technologies to offer this solution internationally.

CrowdTrust

Our software is open source. Our accounts are free.

You are very welcome to try it out for yourself!

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Thank you!

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