Wisdom is not the product of schooling but the lifelong attempt to acquire it.  
- Albert Einstein

Introductory Remarks for the Discussion Session

“Cultures of Participation”

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Cultures of Participation

Fundamental Challenge and Opportunity

consumer cultures
focus: produce finished goods to be consumed passively

cultures of participation
focus: provide all people are with the means to participate actively in personally meaningful problems
Comments about Cultures of Participation

- “The experience of having participated in a problem makes a difference to those who are affected by the solution. People are more likely to like a solution if they have been involved in its generation; even though it might not make sense otherwise” [Rittel, 1984] → ownership

- “The hacker culture and its successes pose by example some fundamental questions about human motivation, the organization of work, the future of professionalism, and the shape of the firm” [Raymond & Young, 2001] → intrinsic motivation beyond financial incentives

- “Users that innovate can develop exactly what they want, rather than relying on manufacturers to act as their (often very imperfect) agents” [von Hippel, 2005] → ill-defined problems can not be delegated

- “Not only do we like things that we make more than similar things made by others—but we think other people should value them more as well.” [Ariely, 2010] → IKEA effect
Fundamental Transformation: New Social Realities

- public and private media blend together
  - Hollywood and YouTube

- professional and amateur production blur
  - pro-ams
  - crisis informatics

- voluntary public participation has moved from nonexistent to fundamental
  - cultures of participation
  - prosumers

- Internet:
  - Not stifled by elitist gatekeepers: Model Authoritative $\rightarrow$ Model Democratic
Richer Ecologies of Participation

**Level-0:** Unaware consumers

**Level-1:** Consumers aware of possibilities

**Level-2:** Contributors, decision makers

**Level-3:** Collaborators, facilitators, organizers, curators

**Level-4:** Meta-Designers

**Transitions**

- Becoming aware of possibilities
- Making contributions
- Organizing content, mentoring
- Extending the range of the environment
Ecologies in Open Source Communities

- Project Leader
- Core Members
- Active Developers
- Peripheral Developers
- Bug Fixers
- Bug Reporters
- Readers
- Passive Users
A few more possible Topics for Discussion

- Problems caused by “Participation Overload”

- Difference between Cultures of Participation and Cultures of Collaboration

- Participation = f{value, effort}

- An example (of changing value and effort): Fun Theory
  http://www.youtube.com/watch?v=sf9SaySaQZA
Finding the Right Challenge

“From Usable / Useful” → “Low Threshold / High Ceiling”
The Envisionment and Discovery Collaboratory