Toward Mutually Beneficial Engagement by Using Trajectories of Engagement

Kumiyo Nakakoji

KID (Knowledge Interaction Design) Laboratory
RCAST (Research Center for Advanced Science and Technology)
University of Tokyo

Community-Driven Approaches

many assume that

- people are willing to share information
- people are willing to help

not always true --- ample evidences from

- experimental economics
- analyses of virtual communities

tools for community activities need to take into account:

- social norms
- personal norms

The Theory of Norms

"norms specify expectations about an individual should or ought to behave, and are enforced by the promise of rewards and the thread of sanctions."

[C. Wiertz, K. de Ruyter, S. Streukens, On the Role of Normative Influences in Commercial Virtual Communities, No.38 in Research Memoranda from METEOR, 03]

social norms

- parity
- fairness
- reciprocity

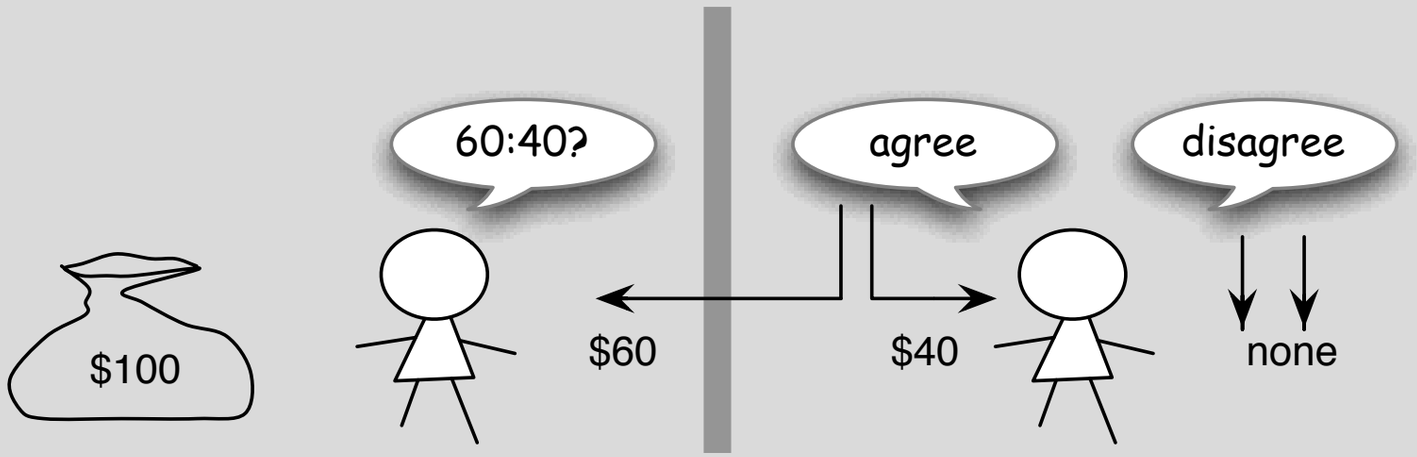
personal norms

- obligation

The Norm of Fairness (1)

the Ultimate Game

[K. Sigmund, E. Hefr, M.A. Nowak, The Economics of Fair Play, Scientific American, pp.82-86]



The Norm of Fairness (2)

the Ultimate Game

[K. Sigmund, E. Hefr, M.A. Nowak, The Economics of Fair Play, Scientific American, pp.82-86]

- people value fairness emotionally, and do not necessarily seek for maximizing their gains.
  - homo economicus
  - home emoticus

- “people are not interested solely in their own payoff but compare themselves with the other party and demand fair play.”
  - not only adopt a purely self-centered view-point
  - but take account of the co-player’s outlook

The Norm of Reciprocity

"people should help those who have helped them"

[C. Wiertz, K. de Ruyter, S. Streukens, On the Role of Normative Influences in Commercial Virtual Communities, No.38 in Research Memoranda from METEOR, 03]

- a return must be given for the benefits received
- recipients of beheficial actions feel a sense of indebtedness, which leads to a motivation to alleviate this indebtedness through reciprocation

The Norm of Obligation

"(obligation) represents a commitment of duty to undertake some activity in the future"

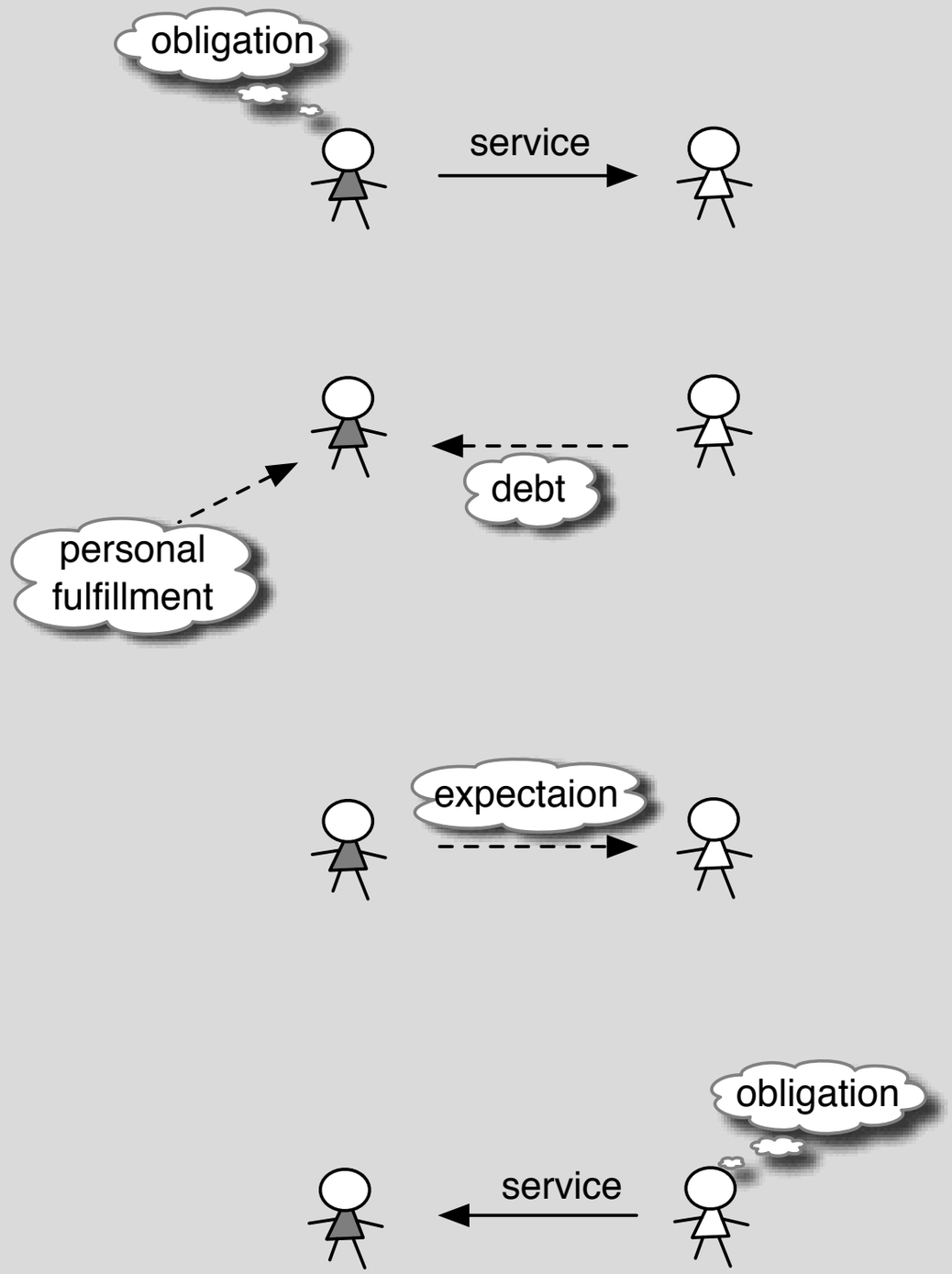
[J. Naphapiet, S. Ghoshal, Social capital, Intellectual Capital, and the Organizational Advantage, Academy of Management Review, 23, pp.242-266, 98]

obligations and expectations

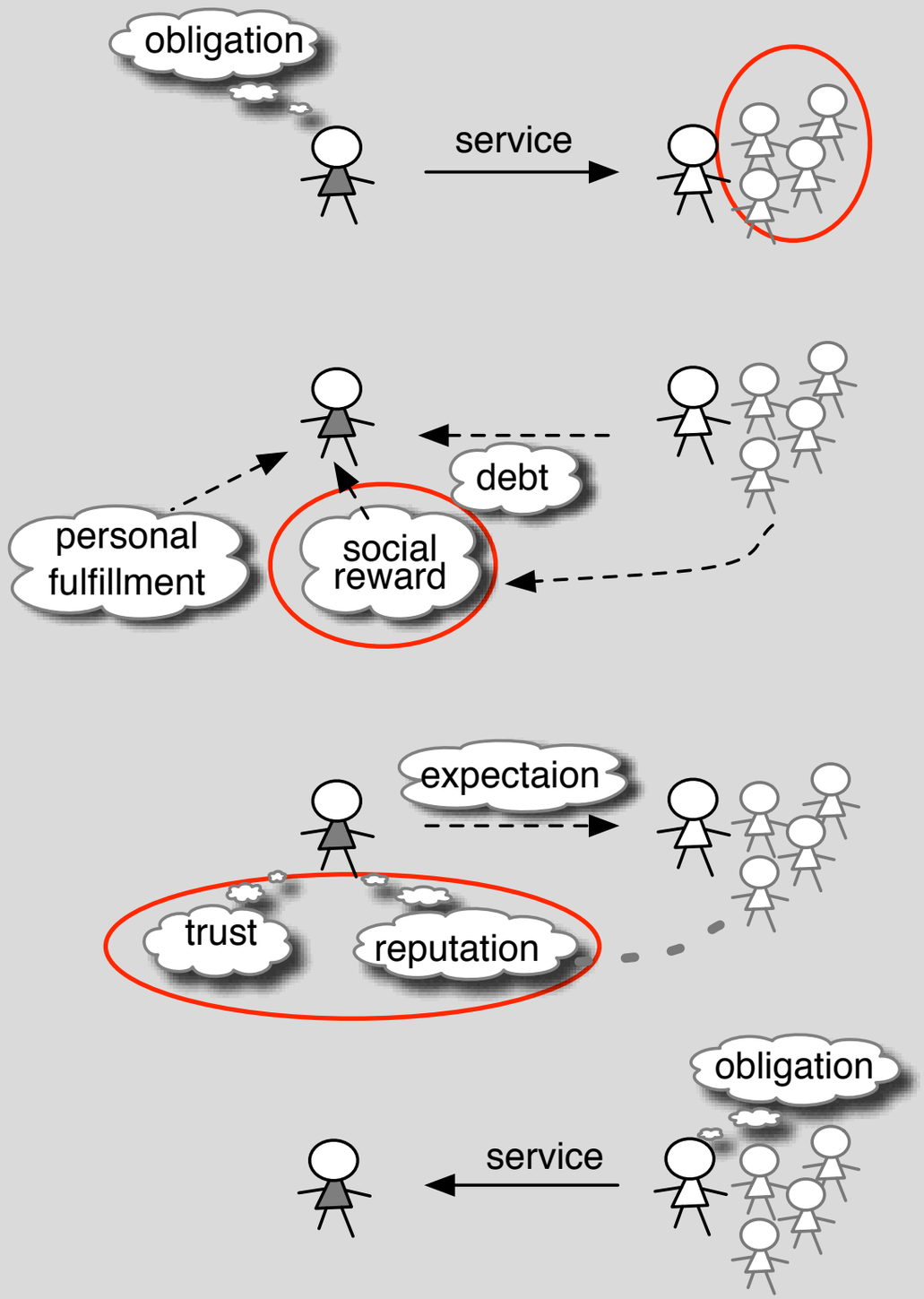
- "If A does something for B and trusts B to reciprocate in the future, this establishes an expectaion in A and an obligation on the part of B."

  [J.S. Coleman, Social Capital in the Creation of Human Capital, American Journal of Sociology, 94, pp.S95-S120, 88]

Obligation and Expectation



Obligation and Expectation in a Social Context



Perceivable Benefits in Community Activities

informational value

socio-emotional value

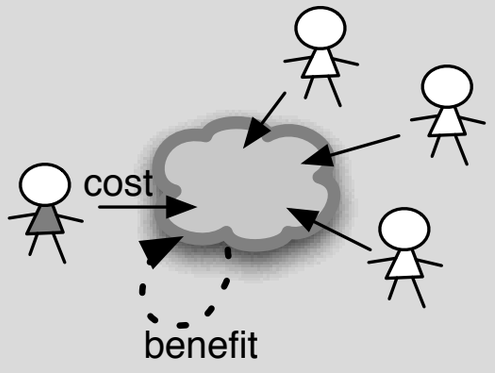
social norms

personal norms

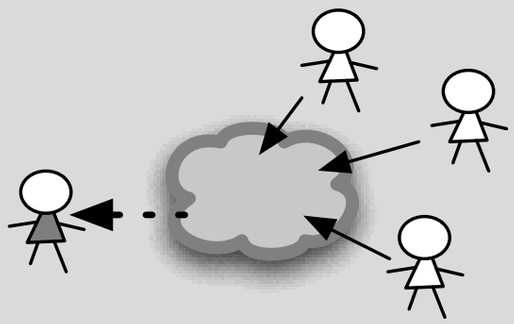
Three Types of Engagement in CSCW

[N. Kurabayashi, S. Mizunashi, K. Nakakoji, A Conceptual Framework for the Development of a Mutually Beneficial and Sustainable Knowledge Community, Technical Report, FX, Japan, 03]

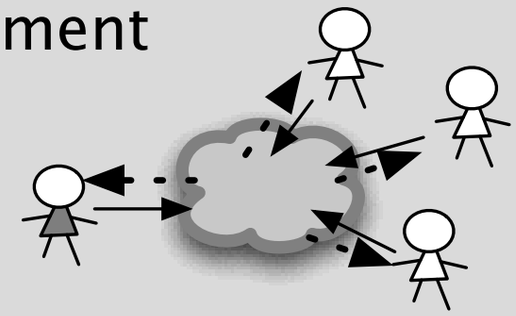
1. devoted engagement



2. egocentric engagement



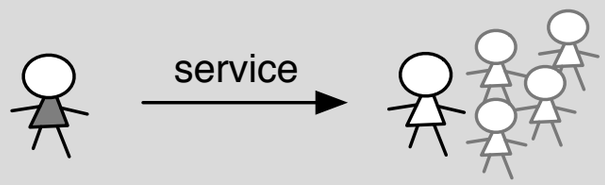
3. mutually beneficial engagement



Trajectories of Engagement

engagement

- artifacts
- communication



trajectories of engagement

- help feeling obligation
- help feeling expectation

A Trajectory of Engagement that Helps People Feel an Obligation (1)

an example: ICSE 2004 paper reviewing in CyberChair

http://icse.acm.org/papers/reviewers/

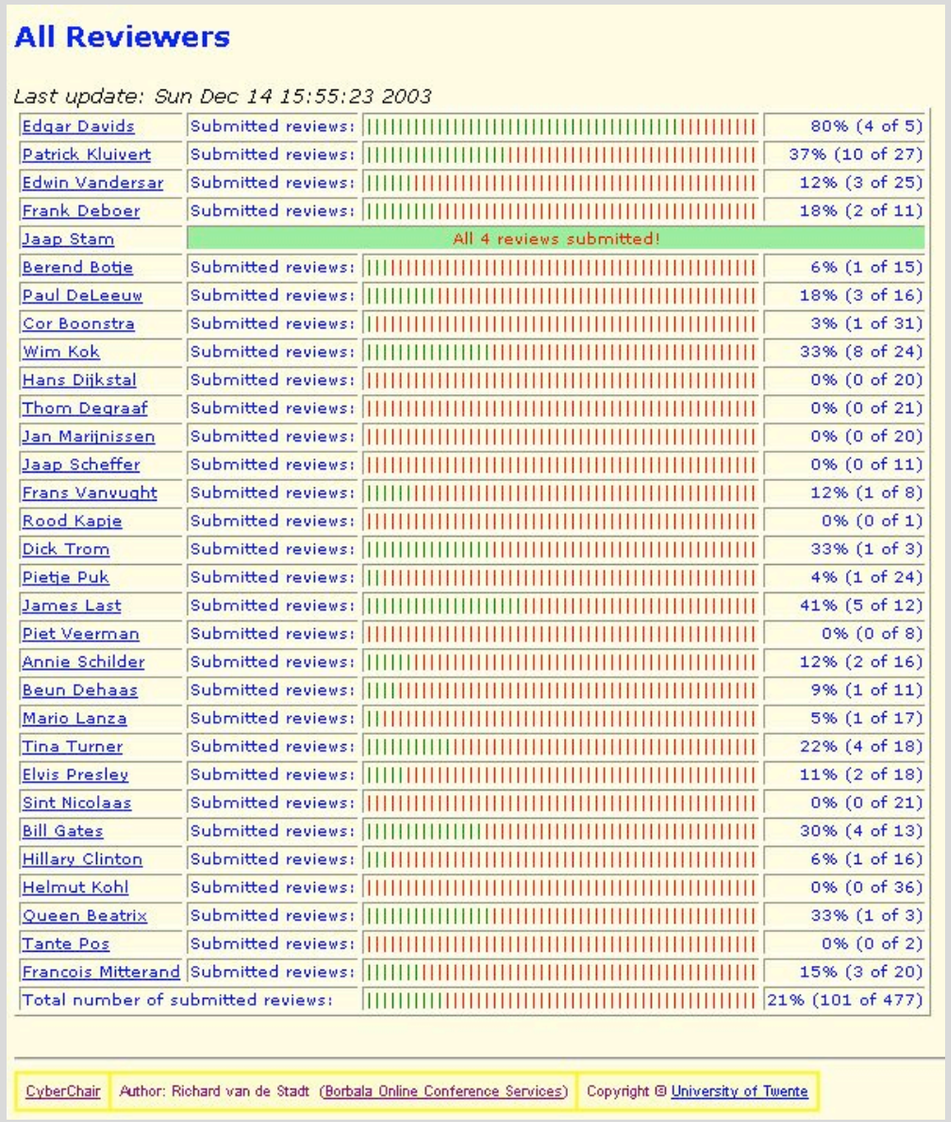
ICSE 2004: All Reviewers

Last update: Fri Dec 5 19:30:01 2003 EST

1 - Kenneth M. Anderson	Login info	All 24 reviews submitted!
2 - Annie I. Anton	Login info	All 24 reviews submitted!
3 - Antonia Bertolino	Login info	All 25 reviews submitted!
4 - Lori A. Clarke	Login info	All 24 reviews submitted!
5 - Andre van der Hoek	Login info	All 25 reviews submitted!
6 - Premkumar Devanbu	Login info	All 24 reviews submitted!
7 - Laura K. Dillon	Login info	All 24 reviews submitted!
8 - Jacky Estublier	Login info	No papers assigned yet
9 - Sebastian Elbaum	Login info	All 23 reviews submitted!
10 - Wolfgang Emmerich	Login info	All 25 reviews submitted!
11 - Michael Ernst	Login info	All 24 reviews submitted!
12 - Peter H. Feiler	Login info	All 23 reviews submitted!
13 - Stephen Fickas	Login info	All 25 reviews submitted!
14 - Kokichi Futatsugi	Login info	All 26 reviews submitted!
15 - Harald Gall	Login info	All 23 reviews submitted!
16 - David Garlan	Login info	All 24 reviews submitted!
17 - Carlo Ghezzi	Login info	All 25 reviews submitted!
18 - William G. Griswold	Login info	All 24 reviews submitted!
19 - Volker Gruhn	Login info	All 25 reviews submitted!
20 - Mary Jean Harrold	Login info	All 24 reviews submitted!
21 - Katsuro Inoue	Login info	All 24 reviews submitted!
22 - Paola Inverardi	Login info	All 25 reviews submitted!
23 - Valerie Issarny	Login info	All 24 reviews submitted!
24 - Pankaj Jalote	Login info	All 23 reviews submitted!
25 - Jean-Marc Jezequel	Login info	All 24 reviews submitted!
26 - John C. Knight	Login info	All 21 reviews submitted!
27 - Jeff Kramer	Login info	All 24 reviews submitted!
28 - Philippe Kruchten	Login info	All 23 reviews submitted!
29 - Bev Littlewood	Login info	All 23 reviews submitted!
30 - Nazim H. Madhavji	Login info	All 23 reviews submitted!
31 - Neil Maiden	Login info	All 23 reviews submitted!
32 - Cecilia Mascolo	Login info	All 23 reviews submitted!
33 - Kumiyo Nakakoji	Login info	All 24 reviews submitted!
34 - Bashar Nuseibeh	Login info	All 22 reviews submitted!
35 - Alessandro Orso	Login info	All 24 reviews submitted!
36 - Harold Ossher	Login info	All 24 reviews submitted!
37 - Leon J. Osterweil	Login info	All 25 reviews submitted!
38 - Farid Ouabdesselam	Login info	All 24 reviews submitted!
39 - Steven P. Reiss	Login info	All 25 reviews submitted!
40 - Gruia-Catalin Roman	Login info	All 26 reviews submitted!
41 - MaryLou Soffa	Login info	All 24 reviews submitted!
42 - Clemens Szyperski	Login info	All 20 reviews submitted!
43 - Richard N. Taylor	Login info	All 25 reviews submitted!
44 - Axel van Lamsweerde	Login info	All 24 reviews submitted!
45 - Michel Wermelinger	Login info	All 25 reviews submitted!
46 - Jim Whitehead	Login info	All 25 reviews submitted!
47 - Alexander L. Wolf	Login info	All 25 reviews submitted!
48 - Andreas Zeller	Login info	All 25 reviews submitted!
49 - David2 S. Rosenblum	Login info	No papers assigned yet
50 - Jacky and David (Program Chairs)	Login info	No papers assigned yet
Total number of submitted reviews:		100% (1129 of 1128)

A Trajectory of Engagement that Helps People Feel an Obligation (2)

paper reviewing progress in CyberChair



All Reviewers

Last update: Sun Dec 14 15:55:23 2003

Edgar Davids	Submitted reviews:		80% (4 of 5)
Patrick Kluivert	Submitted reviews:		37% (10 of 27)
Edwin Vandersar	Submitted reviews:		12% (3 of 25)
Frank Deboer	Submitted reviews:		18% (2 of 11)
Jaap Stam	All 4 reviews submitted!		
Berend Botje	Submitted reviews:		6% (1 of 15)
Paul DeLeeuw	Submitted reviews:		18% (3 of 16)
Cor Boonstra	Submitted reviews:		3% (1 of 31)
Wim Kok	Submitted reviews:		33% (8 of 24)
Hans Dijkstal	Submitted reviews:		0% (0 of 20)
Thom Degraaf	Submitted reviews:		0% (0 of 21)
Jan Marijnissen	Submitted reviews:		0% (0 of 20)
Jaap Scheffer	Submitted reviews:		0% (0 of 11)
Frans Vanvught	Submitted reviews:		12% (1 of 8)
Rood Kapje	Submitted reviews:		0% (0 of 1)
Dick Trom	Submitted reviews:		33% (1 of 3)
Pietje Puk	Submitted reviews:		4% (1 of 24)
James Last	Submitted reviews:		41% (5 of 12)
Piet Veerman	Submitted reviews:		0% (0 of 8)
Annie Schilder	Submitted reviews:		12% (2 of 16)
Beun Dehaas	Submitted reviews:		9% (1 of 11)
Mario Lanza	Submitted reviews:		5% (1 of 17)
Tina Turner	Submitted reviews:		22% (4 of 18)
Elvis Presley	Submitted reviews:		11% (2 of 18)
Sint Nicolaas	Submitted reviews:		0% (0 of 21)
Bill Gates	Submitted reviews:		30% (4 of 13)
Hillary Clinton	Submitted reviews:		6% (1 of 16)
Helmut Kohl	Submitted reviews:		0% (0 of 36)
Queen Beatrix	Submitted reviews:		33% (1 of 3)
Tante Pos	Submitted reviews:		0% (0 of 2)
Francois Mitterand	Submitted reviews:		15% (3 of 20)
Total number of submitted reviews:			21% (101 of 477)

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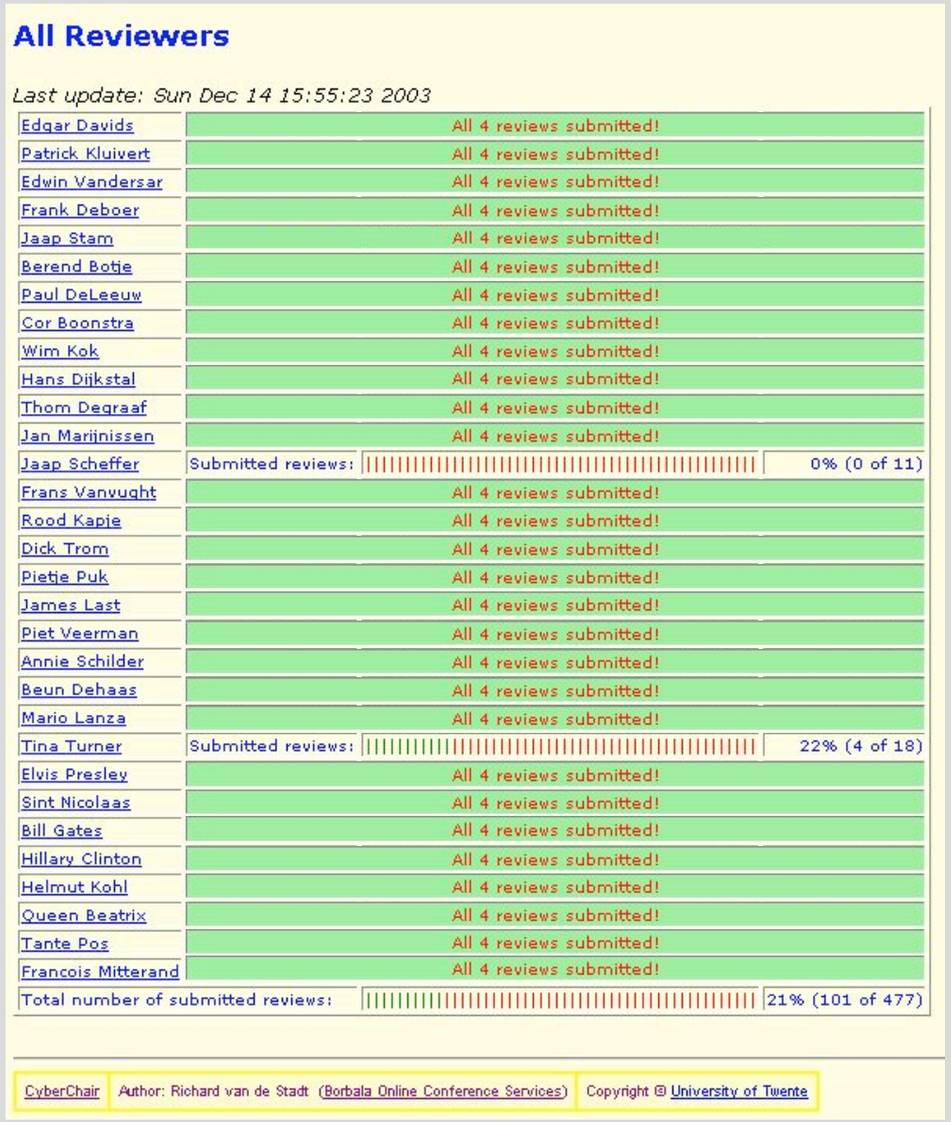

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A Trajectory of Engagement that Helps People Feel an Obligation (3)

paper reviewing progress in CyberChair

issues:

- obtrusiveness
- obviousness
- a space for making excuses
- feeling of being pressed
- feeling of being relieved
- ...

thank you

kumiyo@kid.rcast.u-tokyo.ac.jp

www.kid.rcast.u-tokyo.ac.jp