



# Netention

## Intention - Attention - Network

Transforming Intentions into Realizations  
Empowering People and Communities  
Building Value Networks

Introduction 2013

- “ Everybody decides according to their own preferences, whether, where, and how they engage. These decisions are influenced by hints left by others, pointing to **unfinished or desired activities**... ”
- “ This decentralized task distribution mechanism is known as “**stigmergy**,” from the Greek word *stigma*, meaning “mark” or “hint.” Stigmergy also exists in the animal world. Ants and termites organize themselves in this way. But while insects act instinctively, the stigmergic self-organization of humanity is based on **millions of conscious decisions**. Everyone takes their own needs, wishes, and skills into account when deciding which hints to leave and which to follow. This causes a **distributed prioritization of open tasks**: things about that many people care a little, or some people a lot, are handled sooner than things that leave everybody cold. And because people choose for themselves where and how to engage, everybody is motivated and all the manifold talents and skills come to their full potential. ”

**Christian Sifkes** on Kitchen Fabrication, Garden Farms and Stigmergic Self-selection - Abstracts  
Free Sources or Why Production No Longer Worries Us: <http://keimform.de/2013/free-sources-1/>



Netention is a system for  
**interactively describing** a community's  
**present** situation & exploring potential  
futures.

It combines a community of peoples' stories and **interlinks** them, helping them discover **opportunities** that are mutually satisfying

What it does

## Creates semantic narratives

People create **networks of things**, ideas, sentiments, intentions, assets, interests, tasks, locations, messages, parts... that compose semantic **stories or processes** waiting to **become reality**: a team, a product, a symphony, a diagnose, a learning journey...



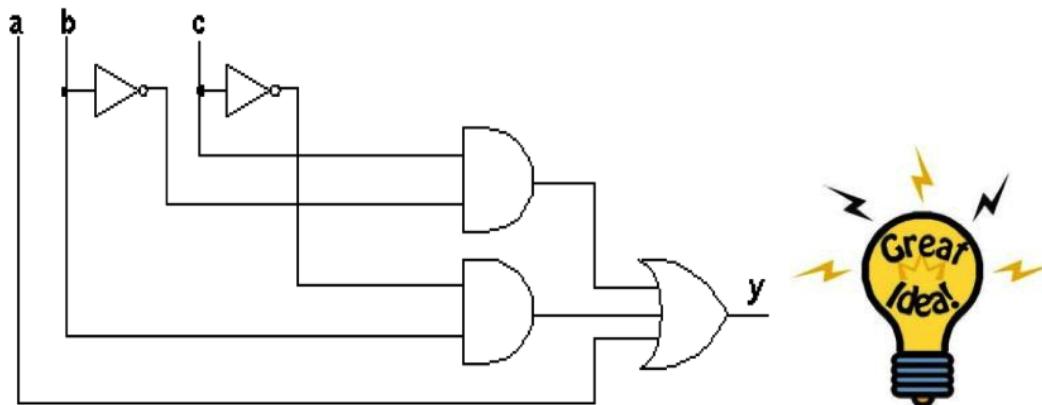
## What it does

# Transforms intention into collaborative realization

**Collaboration pathways** are discovered by **describing** situations, people, resources, and intentions as objects combined in a **shared memory** and planning space.

By describing objects, we can **map and track** them in **space and time**. By describing the purpose of objects, we can then track how they **fulfill tasks and goals**.

By identifying the difference between present and desired conditions, Netention can produce **possible transition plans**. It can also help forecast differences in future states so that the most **optimum coordination** can be outlined for all participants.



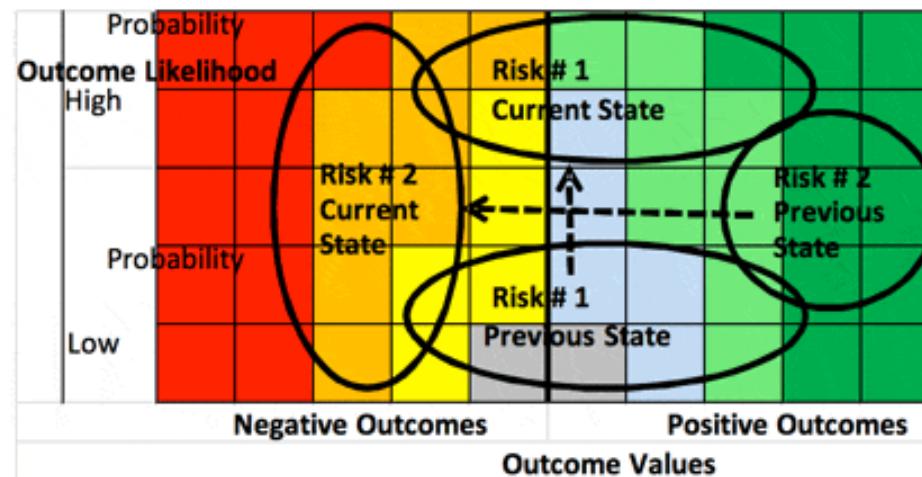
What it does

## Finds patterns to take action

Tracking and aggregating **changes** in state, place and time provides **insights** into **patterns** of what is currently emerging or being constructed and enables decision and action.

**Semantics** apply the same way, whether you are **shipping an object** to somebody or **tracking a storm** approaching, following your **mood variations**, or monitoring the **quality of a soil** via sensor.

**Value Map Showing Risk Evolution**



## What it enables

# Dreaming, matching, adjusting, collaborating

Netention enables to specify our concerns and interests, and to fulfil them by helping us find and connect with people who dream the same dreams.

- Describing anything that can be conceived in space and time
- Expressing intentions and goals
- Expressing potentials and capacity/capability
- Mapping needs and assets (material or not)
- Planning - scheduling
- Identifying gaps & opportunities
- Bringing things to attention in relation to context
- Suggesting possibilities, matchings and courses of action
- Suggesting what can be built with what is available
- Suggesting what is available in nearby locations
- Building community / finding each other/ finding collaborators

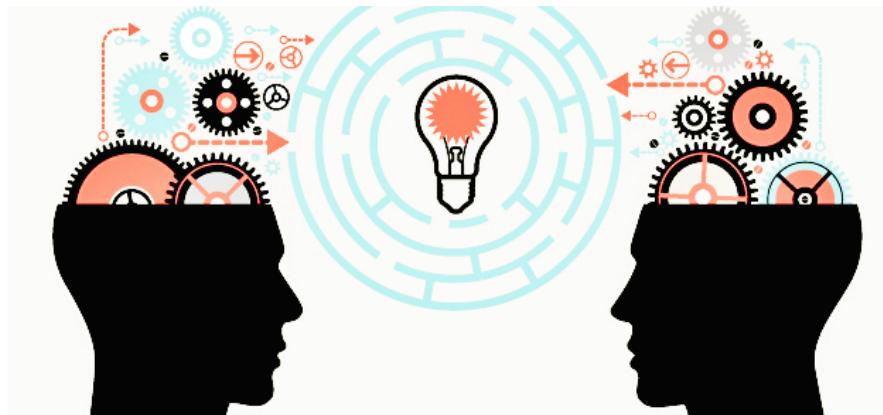


## What it enables

# Creating, assembling, making, exchanging, organizing, tracking

Netention's intuitive software interface supports describing objects and assign purposes to them, assemble them, map, move and track them in space and time to fulfill specific tasks and goals.

- Resource and asset mapping
- Sourcing objects and components
- Combining objects/component to make new objects
- Co-creation of objects
- Decomposing and upcycling of objects
- P2P exchanges and transactions
- Planning - scheduling
- Inventories, resource management
- Value network management

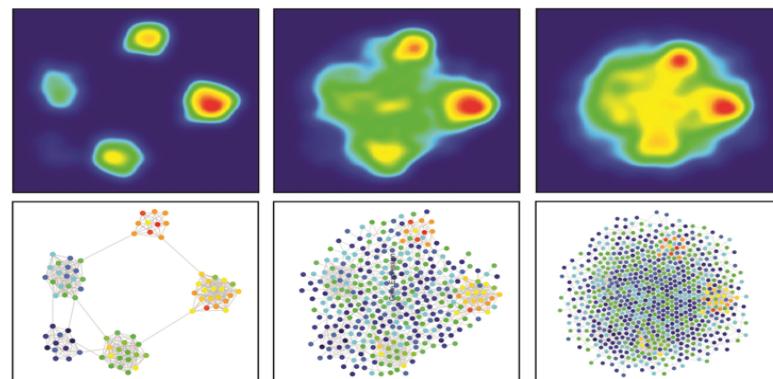


## What it enables

# Mapping, sense-making, caring, learning, improving

The specificity Netention allows in intersecting our collective understanding, enables a step-by-step plan of improvement to be resolved from this shared space.

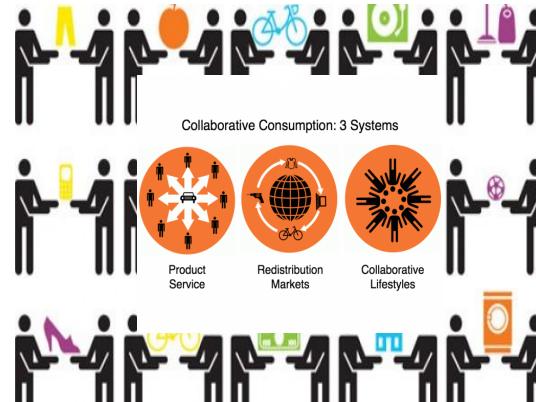
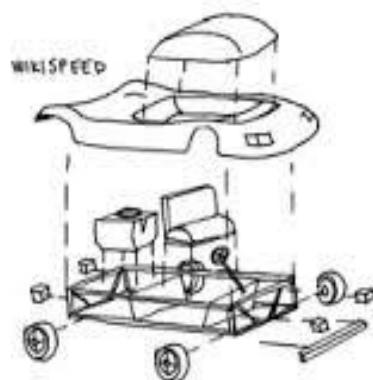
- Mental mapping / contextualizing
- Geolocating / mapping of status or states
- Collecting factual data from sensors and crowdsourced human input
- Tracking/monitoring of variation / progress of status/state of an object
- Pattern finding, diagnose setting and feedback
- Information sharing and coordination
- Learning and self-discovery
- Building ontologies of needs, resources, techniques, solutions
- Building experience, aggregating data about self, developing life trajectories
- Mutual support by following physical and emotional states of groups



# Peer production, the sharing & collaborative economy

This domain of application focuses on enabling open source software and hardware, P2P exchanges and transactions, resource management, value network management, interoperability.

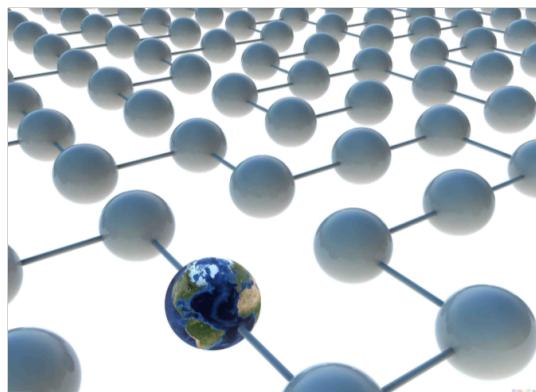
**Examples of communities of practice and projects include Sensorica, the P2P foundation, Ouishare, the Commons Based Peer Production ‘P2P Value Platform’ EU Project**



## Commons stewardship & risk management

This domain of application focuses on sustainability, mapping, tracking and managing risks, externalities, abuses, toxicities; prevention, preparation/preparedness, survival, sousveillance and neighborhoods; finding opportunities for abundance, solutions, responses, good practices... A basis for activism.

**Examples of communities of practice and projects** include *Climate Viewer*, *Global Survival System*, *Sensorica (agro monitoring)*, *Commons Abundance Network (CAN)*



## Domains of attention & application

# Wellness & lifestyles

This domain of application focuses on mind-body-soul, the self and the other, self and mutual discovery, caring for self and others, physically and emotionally. The Naked Mind, coaching, nomadism, traveling, nutrition

**Examples of communities of practice and projects include Mass spectrum, Nutraction**



正如古人所言，君子奉君子于物也。倘若君子不役人，或者若身役于物的人，又或者若役于物了一天，不然不等于说他真的。这州城就可以十分的需要一些天然的按摩工具，这样保着自己就变成一件十分有趣而且惬意无比的事情了。按摩经路，比较常见的有颈椎、小腿、大腿、小腿膝盖等。这些工具专为按摩而设计，使用起来特别好。牛角材质的按摩棒和小猪蹄，它们光滑结实，活血化瘀，疏通经气。这样，在按摩进点穴的时候，就可直接按摩来代替手握了。而小猪蹄，既可以用来面部、头面部按摩，再它食面上或者上轻轻滚动，一种古老的按摩的享受感，很快就会令你全身，让人享受到按摩经络穴位的无穷惬意。

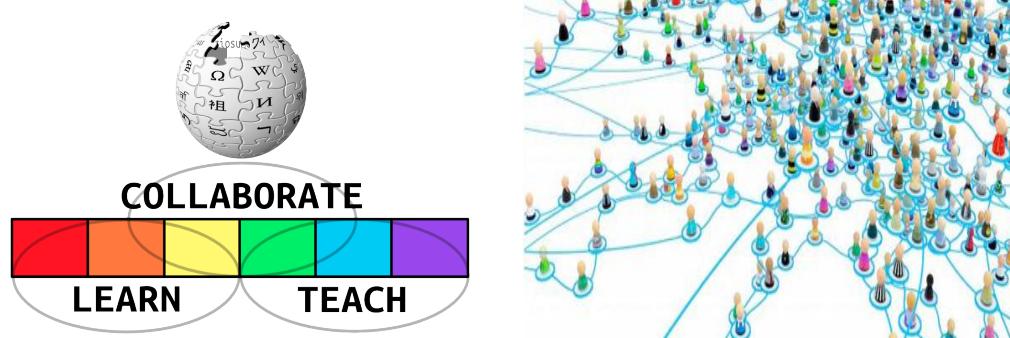


## Domains of attention & application

# Learning & education

This domain of application focuses on knowledge inventory, sharing knowledge, open learning, gaming, building capacity and teams, potential and achievement. It includes matching teams, projects and resources.

**Examples of communities of practice and projects** include *Curiosumé*, *peeragogy*



## How it works

# You create anything imagination can conceive



Netention allows the creation of **physical and conceptual** things, basically **anything imagination can conceive**

Manufacturables  
Food  
Relationships  
Educations  
Social Organizations  
Services

Jobs  
Healthcare  
Knowledge  
Communication  
Housing  
Lifestyles

Scientific Experiments  
Waste Removal & Recycling  
Energy Generation  
Art  
Physical & mental States  
Threats & responses

These objects are built to **live autonomously** in the system and connect through Netention's semantic narratives

# You describe what you want to accomplish

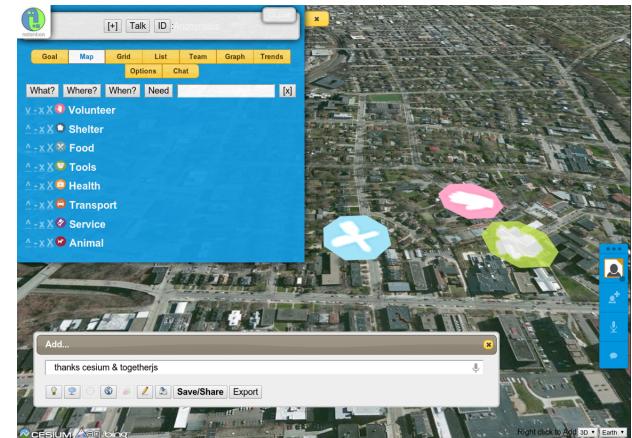
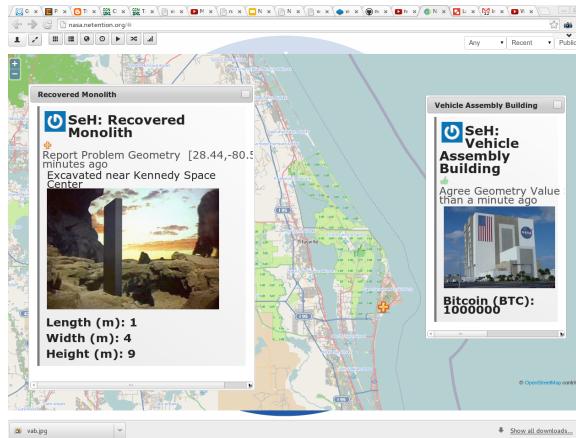
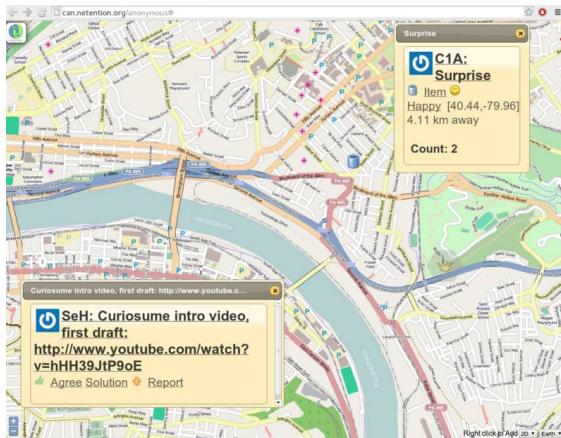
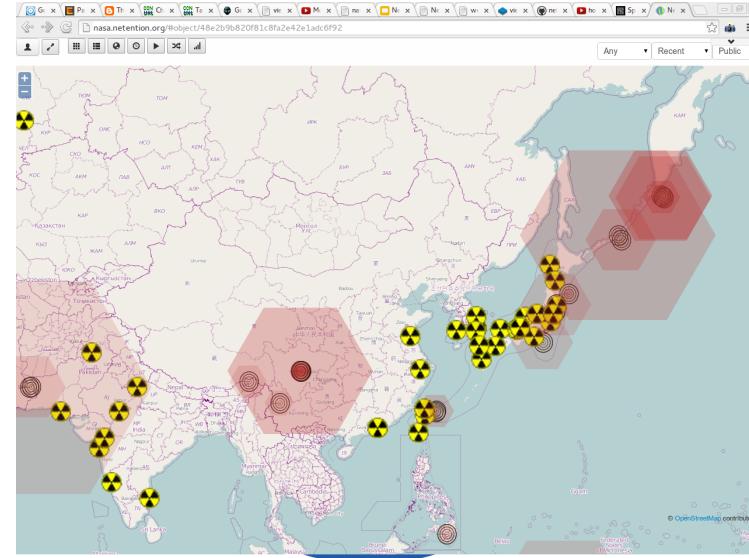
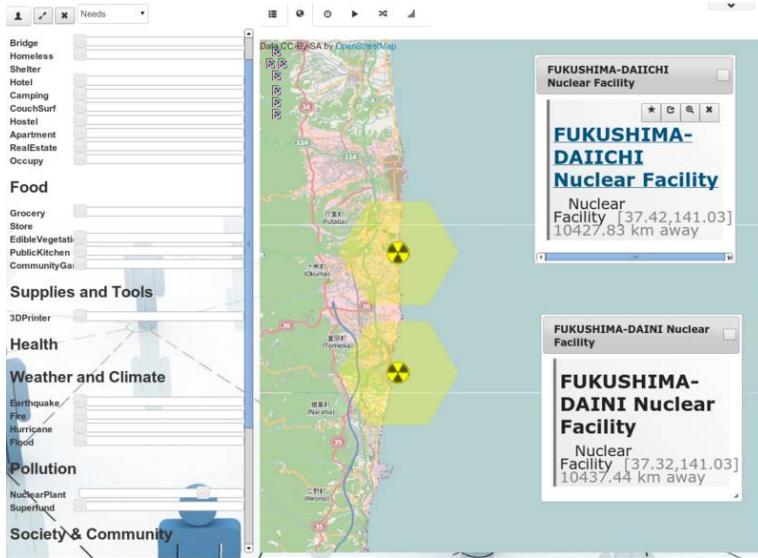
Users can easily describe what they **see, have or want**, and continue editing the objects created at any time to adjust or improve the description.

This is done by means of various **content adding possibilities** and **visualization**



## How it works

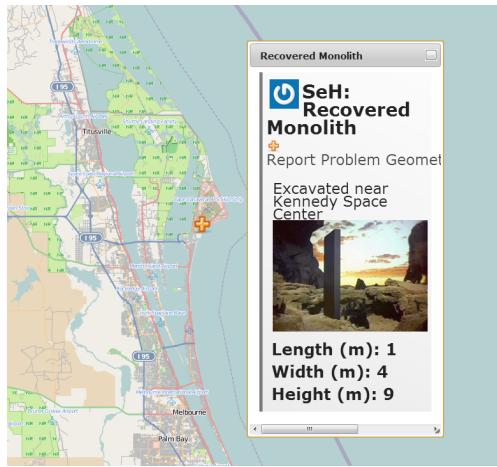
# You map status & possibilities in their geographic context



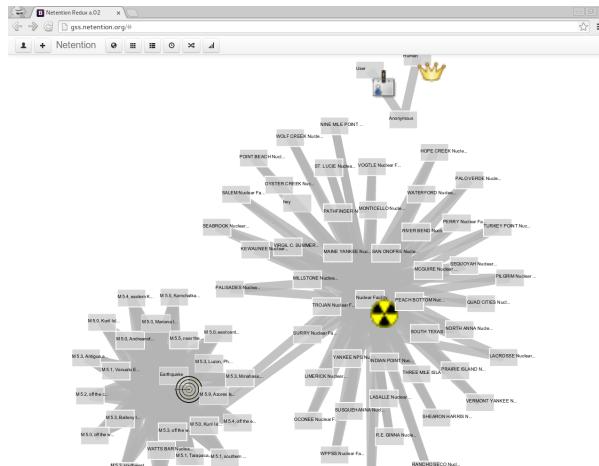
## How it works

**Semantic stories & processes are presented to you in different views**

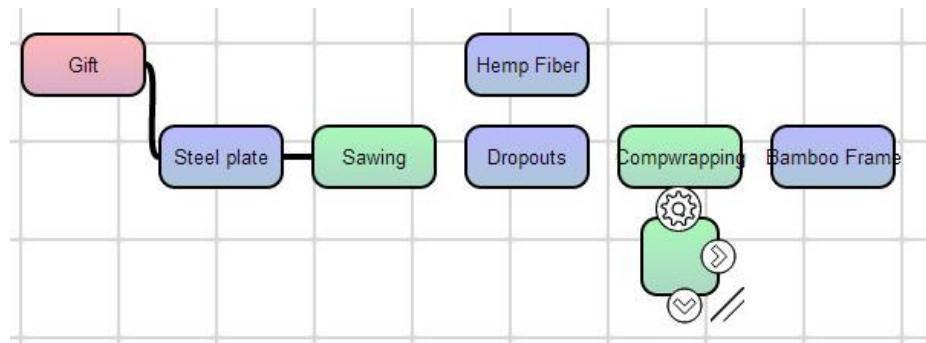
## Geolocation



# Graph



## Planning System



## **Card - List - Slides**

| Netentioner b032 - gis.netention.org  |  |
|---|--|
|  Anonymous<br>on Human & User less than a minute ago   | <b>M. 5.0, off the coast of Atacama, Chile Earthquake</b><br>Magnitude: 5.0<br>Depth (m): 9600<br>Time: [2013-10-17, 20:46:38] about 6 hours ago<br>May 03, 2013 09:18:16 GMT<br>Magnitude: 5.2<br>Depth (m): 9900           |
|  Twitter Author: USGilles  | <b>M. 5.5, Kamchatka Peninsula, Russia Earthquake</b><br>Magnitude: 5.5<br>Depth (m): 152700<br>Time: [2013-05-03, 16:11:11] about 9 hours ago<br>May 03, 2013 16:11:11 GMT<br>Magnitude: 5.6<br>Depth (m): 152700           |
|  @spaceappscamps<br>@Spaceamps #Spaceamps #Spaceamp...<br>[Feed   Report] about 20 hours ago | <b>M. 5.3, off the west coast of northern Sumatra Earthquake</b><br>Magnitude: 5.3<br>Depth (m): 15000<br>Time: [2013-05-15, 17:51:57] about 20 hours ago<br>May 15, 2013 17:51:57 GMT<br>Magnitude: 5.3<br>Depth (m): 15000 |
|  Twitter Author: spaceappscamps  | <b>SETH: hey</b><br>1 day ago<br>Is it a worker?   |
|  Twitter Author: jwev09<br>[Feed   Report] about 20 hours ago                              | <b>SETH</b><br>@Human & User 1 day ago<br>Is it a worker?  |
|  Twitter Author: @gribbles<br>[Feed   Report] about 20 hours ago                           | <b>M. 5.4, off the east coast of Northern Sumatra Earthquake</b><br>Magnitude: 5.4<br>Depth (m): 9000<br>Time: [2013-05-13, 23:05:06] about 1 day ago<br>May 13, 2013 23:05:06 GMT   |
|  Twitter Author: emilinson<br>[Feed   Report] about 20 hours ago                           | <b>M. 5.1, southern Iran Earthquake</b><br>Magnitude: 5.1<br>Depth (m): 10000<br>Time: [2013-05-13, 18:31:04] about 2 days ago<br>May 13, 2013 18:31:04 GMT<br>Magnitude: 5.1<br>Depth (m): 10000                            |
|  Twitter Author: @spaceappscamps<br>[Feed   Report] about 20 hours ago                     | <b>M. 5.1, Vanuatu Earthquake</b><br>Magnitude: 5.1<br>Depth (m): 1500<br>Time: [2013-05-13, 09:51:28] about 2 days ago<br>May 13, 2013 09:51:28 GMT<br>Magnitude: 5.1<br>Depth (m): 1500                                    |
|  Twitter Author: emilinson<br>[Feed   Report] about 20 hours ago                           | <b>M. 5.4, eastern Kashmir Earthquake</b><br>Magnitude: 5.4<br>Depth (m): 9800<br>Time: [2013-05-13, 06:17:27] about 2 days ago<br>May 13, 2013 06:17:27 GMT<br>Magnitude: 5.4<br>Depth (m): 9800                            |
|  Twitter Author: spaceappscamps<br>[Feed   Report] about 20 hours ago                      | <b>M. 5.3, Lucan, Philippines Earthquake</b><br>Magnitude: 5.3<br>Depth (m): 10000<br>Time: [2013-05-13, 06:23:45] about 3 days ago<br>May 13, 2013 06:23:45 GMT<br>Magnitude: 5.3<br>Depth (m): 10000                       |
|  Twitter Author: yahiko<br>[Feed   Report] about 20 hours ago                              | <b>M. 5.3, Balleryn Islands region</b><br><b>M. 5.0, Region MetroCebu, Philippines</b><br><b>M. 5.3, Minahasa, Sulawesi, Indonesia</b><br><b>M. 5.3, Antiuia and Barbuda</b>   |
|  Twitter Author: zyakunhui<br>[Feed   Report] about 20 hours ago                           | <b>zyakunhui: Answering to 3 ESGIS students who want to understand our challenge and the tools we use for this #spaceapps #spaceapps. Very interesting!</b><br>[Feed   Report] about 20 hours ago                            |
|  Twitter Author: labewitz<br>[Feed   Report] about 20 hours ago                            | <b>#labewitz: Hard at work #strat_geeksoc students and alumni #spaceapps #Glasgow http://t.co/3QjD4a02zn</b><br>[Feed   Report] about 20 hours ago   |

## How it works

You enter and modify content through an intuitive interface

Published on various types of maps



## Custom Tagging

### Select Tags

My new tag/property

Tag +Value Type

Value Type

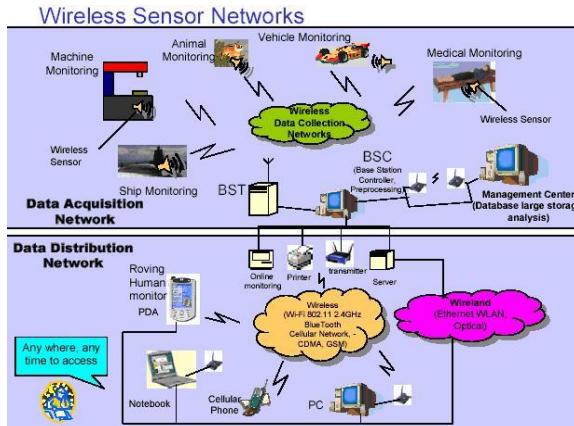
Value Type

Datatypes

boolean : a Boolean is a data type with only two possible values: true or false.  
text : text to define or describe.  
textarea : a multiline text area, for paragraphs  
integer : a whole positive or negative number  
real : a number with decimal points  
url : link to a webpage or other web resource  
object : links to another netention object  
coming soon: can be restricted to objects containing a specific tag  
spacepoint : geolocation  
  
not fully implemented :  
  
timepoint : defines a certain moment in time  
timeinterval : defines a certain segment of time, with start / stop timepoints

OK

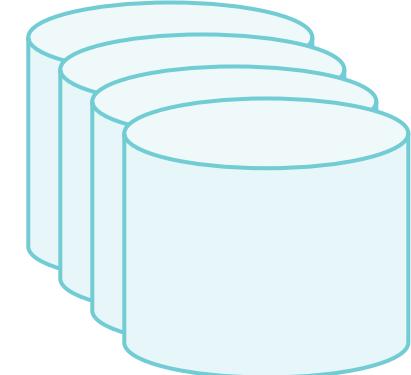
## Sourced from sensor networks



## Sketchpad



## Loading datasets as plugin



## How it works

# You describe objects via Custom Tagging

A **virtually unlimited** number of attributes overlapped to define each detail of a tag and object allow to describe **highly complex** objects and processes, from sophisticated industrial machinery, to physical or mental states with their contexts and purposes.

Tags can describe both **state** and **actions**.

When objects are tagged to wikipedia pages they can be associated to knowledge.

### Select Tags

- Human (0.95)
- Action
- Geometry (0.33)
- Value (0.17)
- Contract
- Media
- Report (0.17)
- Problem (0.17)
- Solution (0.17)
- Cause
- Effect
- Goal (0.17)
- User (0.95)
- Message (20.00)
- Decision
- Promise
- Tag
- Imaginary
- Web
- Twitter

OK

My new tag/property

Tag +Value Type

Value Type

Value Type

Datatypes

- boolean : a Boolean is a data type with only two possible values: true or false.
- text : text to define or describe.
- textarea : a multiline text area, for paragraphs
- integer : a whole positive or negative number
- real : a number with decimal points
- url : link to a webpage or other web resource
- object : links to another netention object
  - coming soon: can be restricted to objects containing a specific tag
- spacepoint : geolocalisation

not fully implemented :

- timepoint : defines a certain moment in time
- timerange : defines a certain segment of time, with start / stop timepoints

### Examples of data types for Tags

boolean, text, textarea, integer, real, url, object, spacepoint, timepoint and timerange

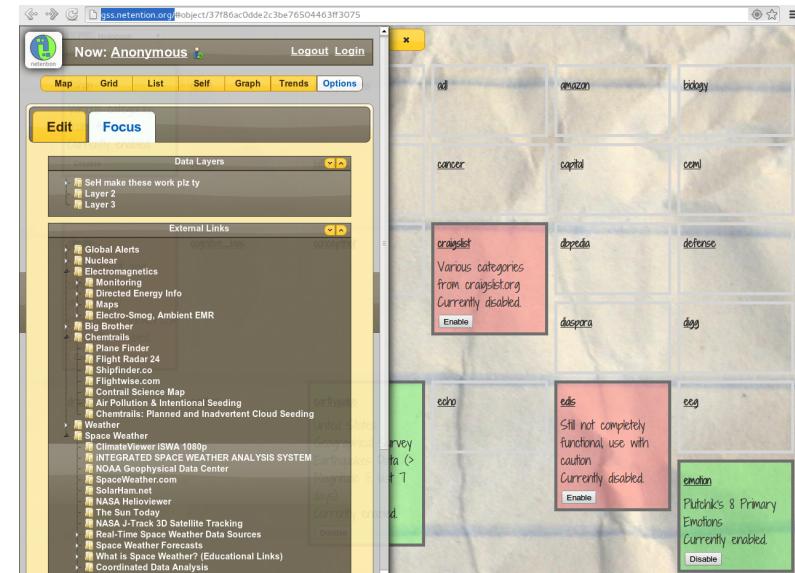
## How it works

### The system relies on soft, evolvable semantic ontology

Netention provides **seed ontologies** from which to build from, from external libraries loaded as **plugins**.

**New tags and collaborative filtering** contribute to generating ontology **without coding** (folksonomy and folksontology), opening up possibilities for interoperability.

Data is organized in easy recognizable patterns. Applying patterns helps the system suggest more appropriate related information to add.



Users are able to load and activate **existing datasets** as plugins to bring some more **context** to their task.

**Ontology and dataset plugins** can be turned on and off to **customize** application to the various **domains of attention and activity**.

*Ontology* - a conceptualization of knowledge.

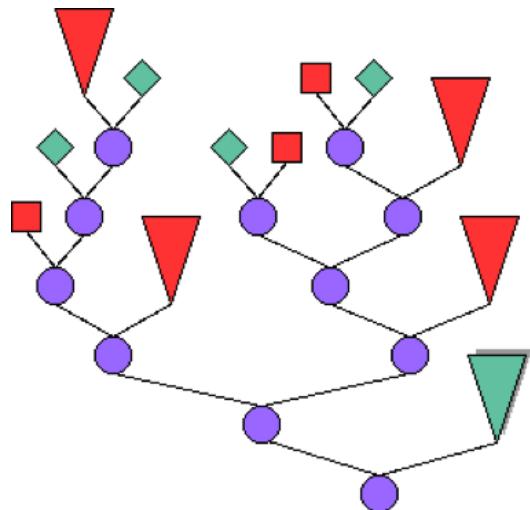
## How it works

### Actions result from object attributes and remote procedures

**Purpose** is inferred in an object's description. And **contextual activities** can be assigned depending on the object's attributes in terms of recognizable patterns tracked through time.

An evolving database of instructions, recipes, procedures, and plans explain how to reach certain goals by decomposing them into a series of necessary "ingredients" and actions.

Specific actions can be invoked (cloning, assembling, moving, reporting etc) by remote procedures by the server via buttons that appear contextually.

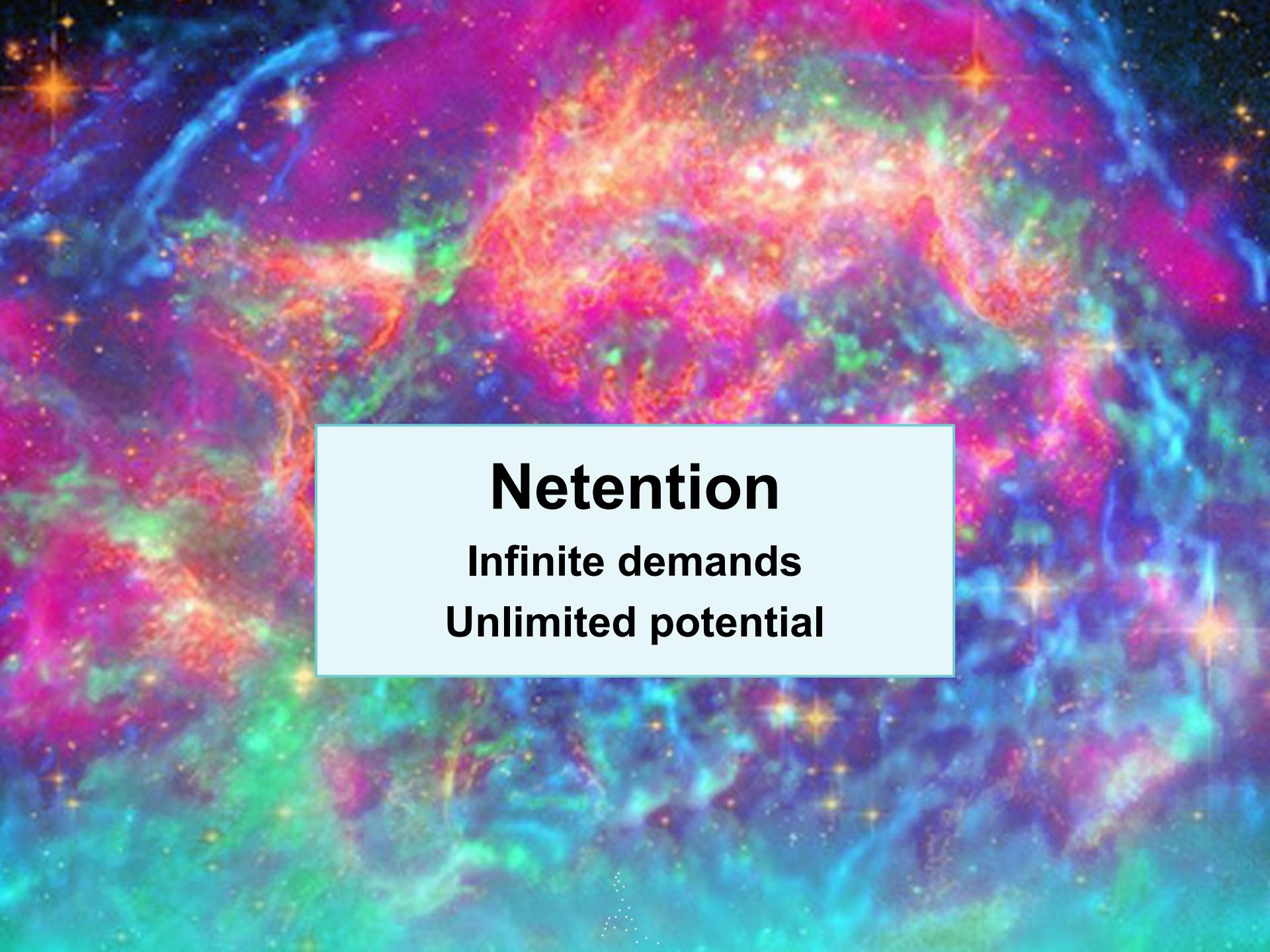


<http://www.wikihow.com>  
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**Netention**  
**Infinite demands**  
**Unlimited potential**