

Global Pulse

Challenge #4: ODS Output

Global Pulse

June 3, 2011

adaptive path



Hunch complexity

Overview

The following wireframes are just examples outlining a number of ways to view hunch information and credibility. They're meant to illustrate the complexities that arise when viewing a hunch.

How do you show recent activity in a meaningful way?

How do you subtly tie in credibility in a way that gives an at-a-glance overview of how credible something is without getting lost in the details?

A news feed is a simple and easily understandable example, but may not be ideal.

Hunches I follow

Hunch title here

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

HIGH recent activity in the past week. (change time frame)

+ Significant credibility gained.

+ Evidence added.

+ 16 positive contributions

— 2 negative contributions

Estimated confidence is **HIGH**.

Created June 12, 2011 by  Author (you)

[View "Hunch title here"](#) ➔

Other hunch

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere?

LOW recent activity in the past month. (change time frame)

+ 2 contributors added

— 1 contributor left

+ 2 positive contributions

— 4 negative contributions

Estimated confidence is **MEDIUM**.

Created June 12, 2011 by  John Doe



[View "Hunch title here"](#) ➔

Other items I follow

[View "Hunch title here"](#) ➔



Recent Activity


Tuesday, June 26th, 2011

 Evidence 2 added by  John Doe.


11:11AM

+ Credibility gained from additional evidence.

 1 comment in  Evidence 1 discussion.

 3 comments in  Evidence 2 discussion.



Friday, June 24th, 2011


 John Doe joined the hunch.

9:10PM

Regional data analyst, Western Sahara area.
Independent Data Firm

+ Credibility added by expert addition.

 2 comments in  Evidence 1 discussion.

 12 comments in "What do you think?"

 Discussion 3 closed by  Contributor 2.


6:14PM

Argument concluded; does not support main claim of hunch.


Hunch Details


Evidence 1

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

 Author on June 16th, 2011, at 8:10AM


+ Medium confidence.

 No connected supporting evidence.

 6 comments.

Evidence 2

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

 John Doe on June 26th, 2011 at 11:11AM

Hunch sketches

Showing hunch credibility

How do you show credibility in other cases?

Using the same method of evaluation for every piece of a hunch is most likely not the best way of building credibility. As outlined earlier, each part, evidence, discussions, the hunch itself, really warrants its own unique way of being deemed credible.

Does the activity alone build credibility?

Hunch activity

Hunch title here

Created June 12, 2011 by Author (you)

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Recent activity

- ✓ Evidence 2 confirmed!
- 🗨️ 23 comments

Estimated confidence is **HIGH**.

Credibility

Evidence 1

[View Evidence 1](#) ➡

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident. *"Similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio."* Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere?

Observation

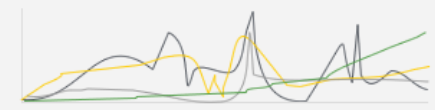
+ 11 positive contributions — 4 negative contributions

MEDIUM activity

- 🗨️ John Doe June 12, 2011 at 2:49PM
 - + 2 Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?
 - 1
- 🗨️ Contributor 4 June 12, 2011 at 7:11PM
 - + 1 Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?
 - 0

Recent Activity

Evidence 1 + 11 — 4



■ Confidence ■ Contributions ■ Activity
■ Value of contributions

- 🗨️ Comment by John Doe June 12, 2011 at 2:49PM
 - + 2 — 1
- 🗨️ Reply by Author June 12, 2011 at 7:11PM
 - + 1 — 0
- 🔗 Linked to Regional problems by Author 2 June 12, 2011 at 7:11PM
 - Evidence confirmed on June 10, 2011.
 - + 25 — 0



Hunch sketches

Showing hunch credibility, cont.

Evaluation should ultimately be determined by people contributing to a hunch. The human touch will be more accurate and also better able to sift through the complex nature of hunches than any sort of automatic or estimated evaluation.

- How is a determination of credibility shown in an understandable way?
- When does it become too complex?

Hunch “health” and activity can certainly be determined and shown based on what the system knows about a hunch.

qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Recent activity

✓ Evidence 2 confirmed!

23 comments

Estimated confidence is **HIGH**.

Credibility



Evidence 1

[View Evidence 1](#) →

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident. *“Similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.”* Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere?

- This evidence may not support the hunch.
- + The claim made by this evidence is credible.



John Doe

June 12, 2011 at 2:49PM



+ 2

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?



— 1



Contributor 4

June 12, 2011 at 7:11PM



+ 1

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?



— 0

Reply to this comment...

Submit comment



Evidence 1 details

Evidence claim

Does this evidence support or refute the hunch?

- 9 Strongly refute
- 7 Refute
- 6 Neutral
- 2 Support
- 4 Strongly support

This evidence does not support the hunch.

Contributor review

Does the claim made by this evidence hold water?

- 9 Strongly support
- 7 Support
- 6 Neutral
- 2 Refute
- 4 Strongly refute

I support the claim made by this hunch.

Add a comment.

Link existing evidence.

Add new evidence in support.

Add this evidence in support of another hunch.

Share this evidence with someone..

Flag this evidence for review.


Hunch sketches

Contributor credibility

These are a few illustrated examples of how the credibility of authors could be displayed at-a-glance.

- Is the credibility of a contributor dependent on their role and what they're contributing?
- What measure of credibility helps support people in working on hunches?
- How do you make a determination as to whether or not someone you don't work with regularly is credible?

High involvement and contribution does not necessarily mean someone is reliable or credible.

 **John Doe** Contributor since Jan. 5, 2011

Expert (promoted by community)
Regional data analyst, Western Sahara area.
Independent Data Firm

Skills
Data mining
Data tracking
Weather patterns

Credibility
Trusted by 5 people.
Contributed significant data to 10 hunches.
Contributed to 22 hunches.
Created 2 hunches.

You have worked together on 2 hunches.


 **John Doe** **Expert**

Regional data analyst, Western Sahara area.
Independent Data Firm

Skills
Data mining
Data tracking
Weather patterns

Credibility

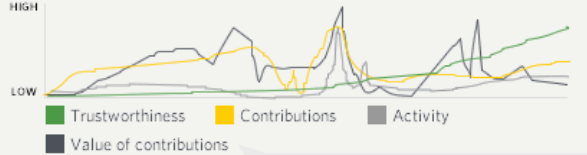
Trustworthiness	+ 241	- 41	36	Supported arguments
Activity	+ 60		10	Hunches contributed to
Contribution	+ 36	- 2	2	Hunches opened
Expert opinion	+ 40	- 3	20	Credible evidence
			1	Hunch confirmed
			2	Times worked together

 **John Doe** Reputation + 241 - 41

Expert (confirmed)
Regional data analyst, Western Sahara area.
Independent Data Firm
Joined HunchWorks on Jan. 5, 2011

Skills
Data mining
Data tracking
Weather patterns

Credibility

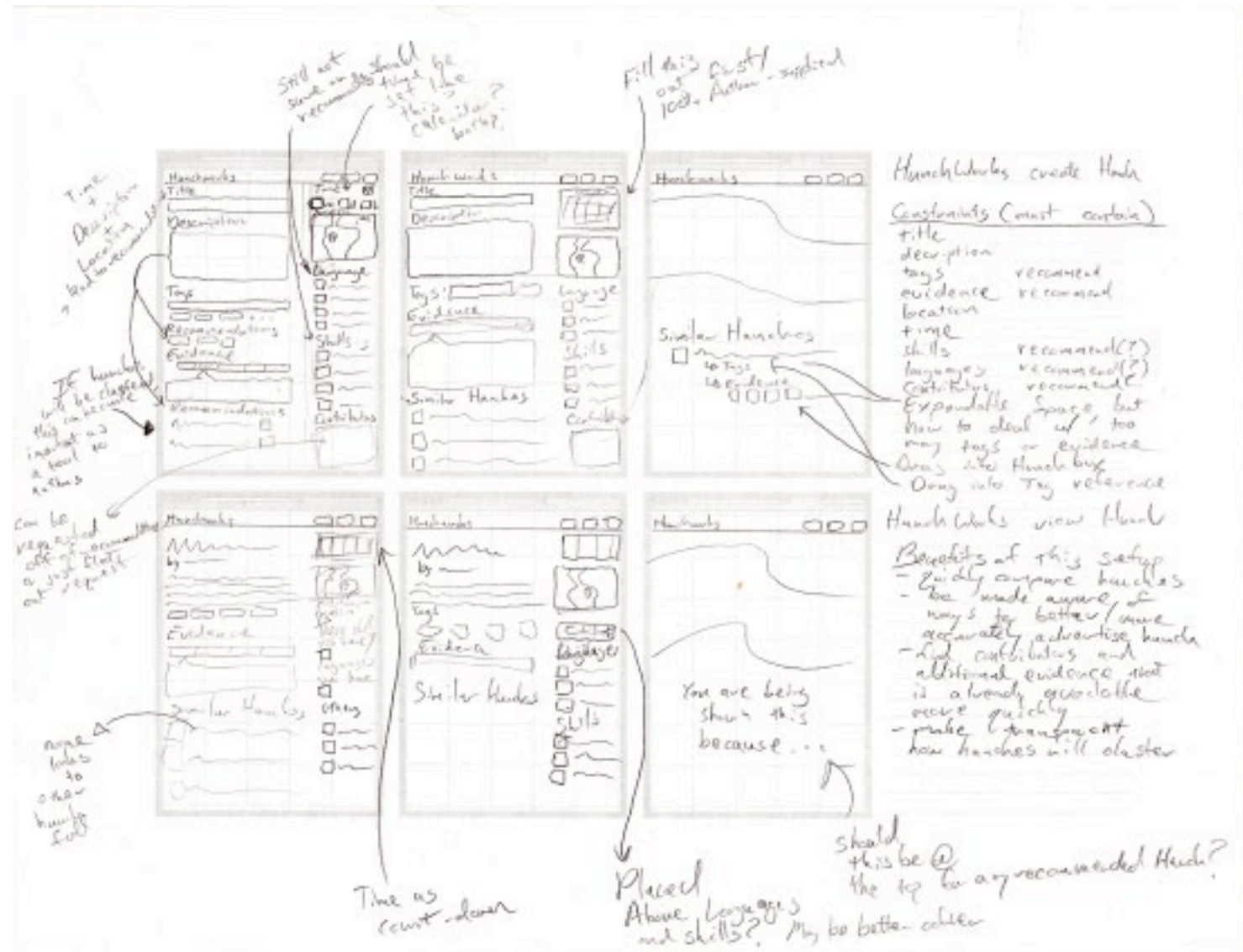


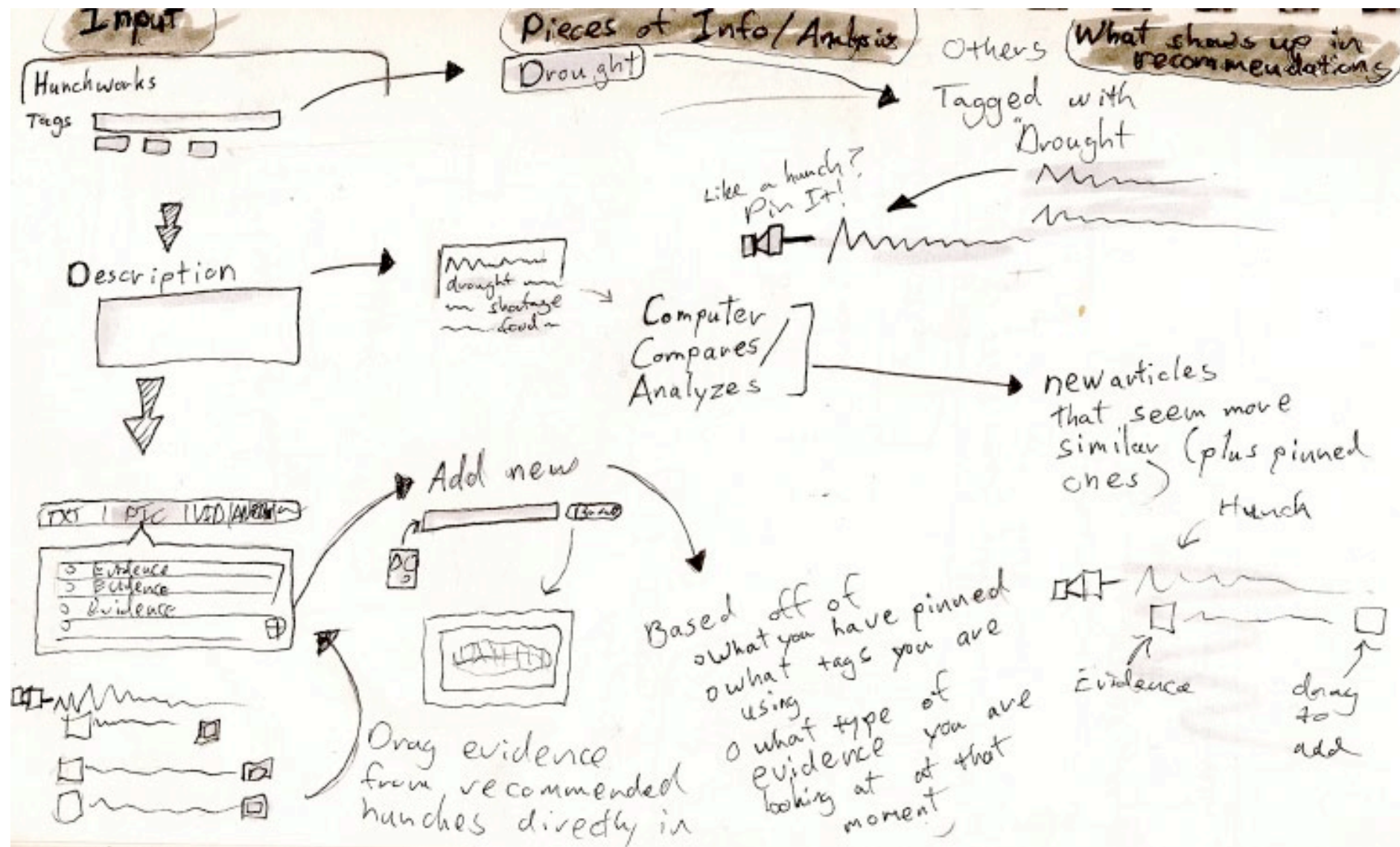
This could be contributions with positive reviews, marked as accepted, supporting the argument made, evidence shown to be accurate and/or truthful, etc.

Contributor credibility

These are some examples of what information can be provided at a glance to help people determine the credibility of contributors within HunchWorks.

Hunch information





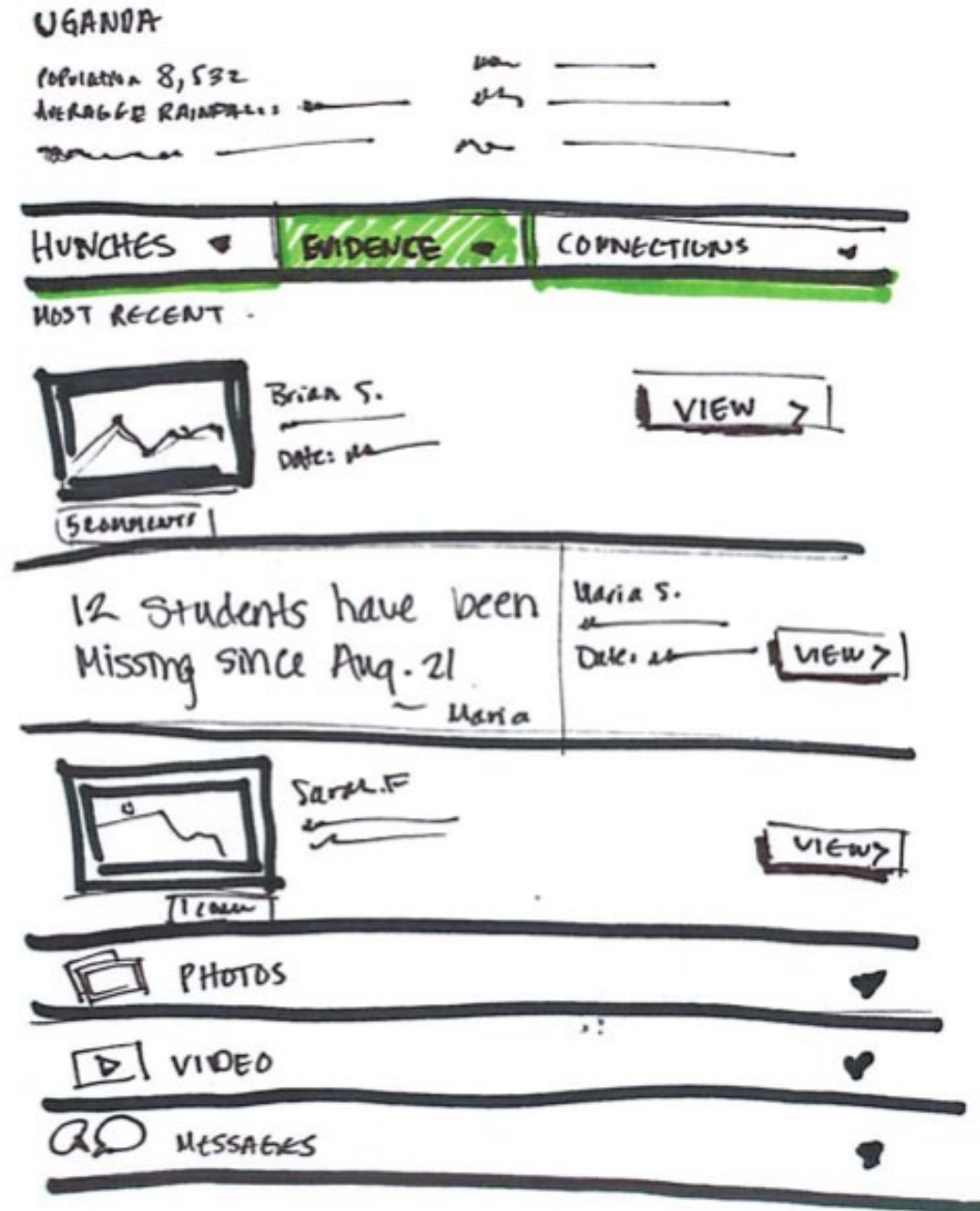
Hunch sketches

Most Recent vs. Most Relevant to the User

Should the most recent hunch bubble up to the top from the system? or is the system smart enough to show the most recent that is important to the user based on location, connections, and interests?

We should support both of these ways of viewing by showing the most recent activity in the system and the stuff we 'think' the person cares about.

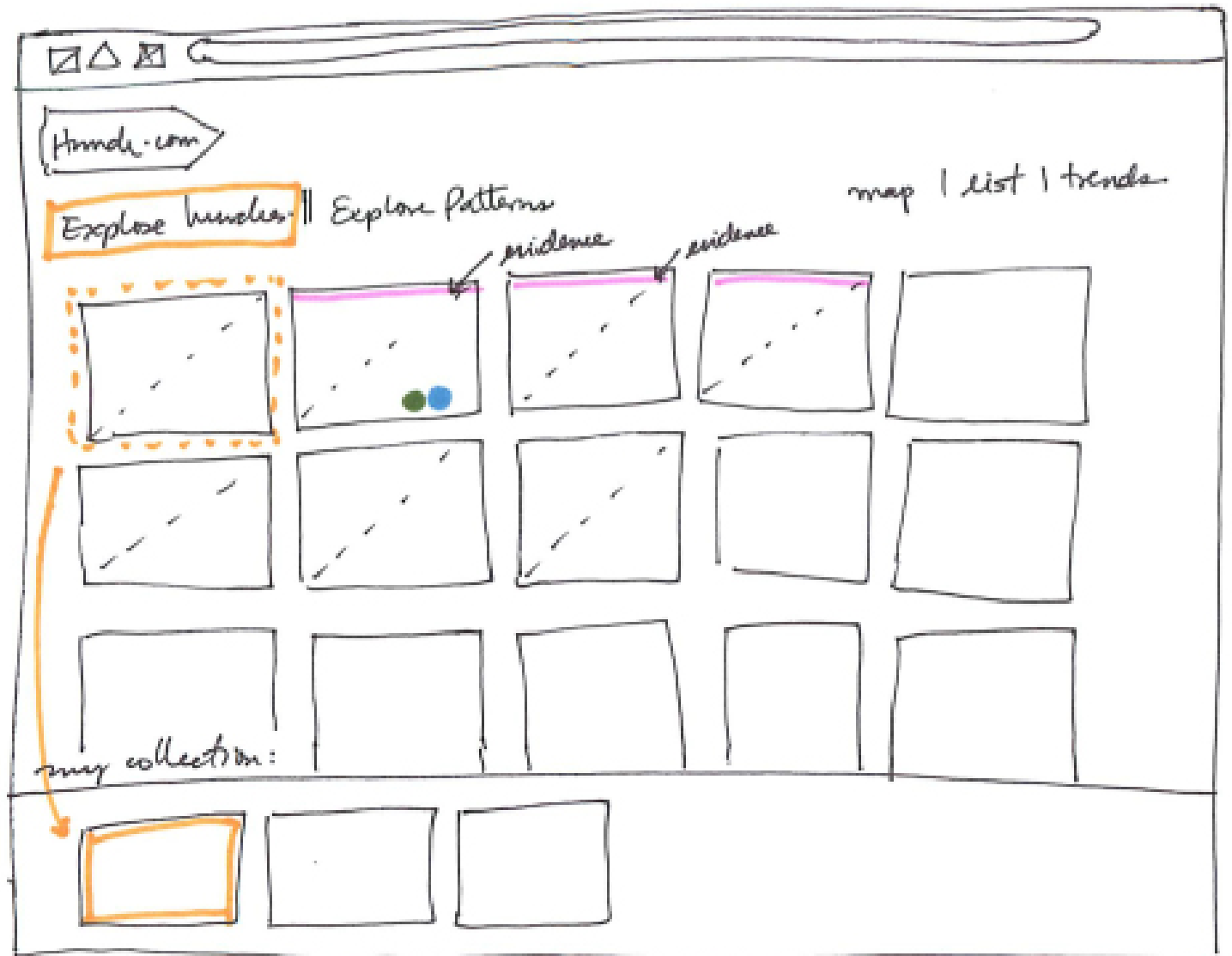
There should be a hierarchy to show the most recent first and then branch off into specific types of recent activity like Hunch, Evidence, and Connection type.



Hunch sketches

Pattern creator

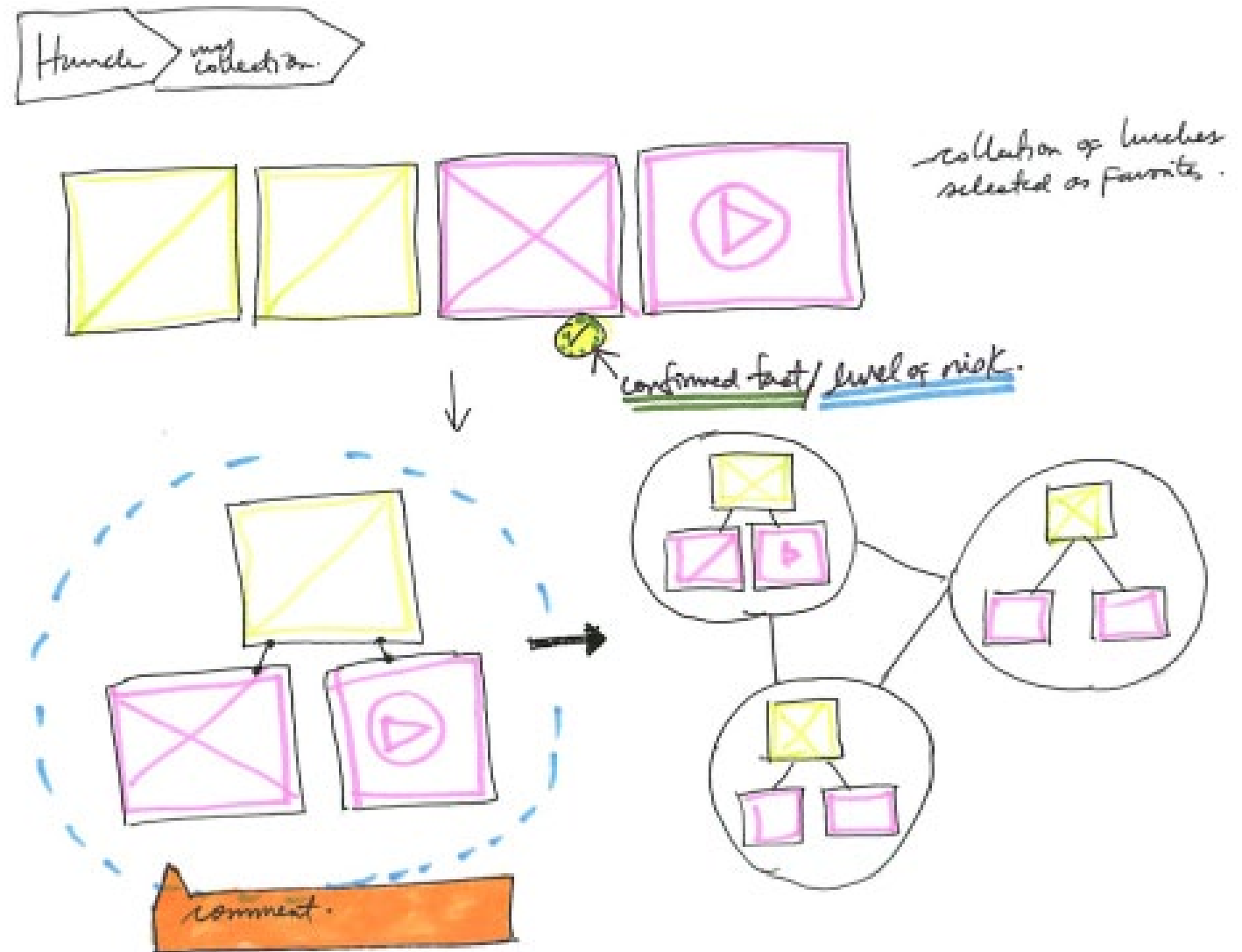
There may be a collection of hunches that point to a bigger crisis unfolding. Users could explore the hunches in the system and begin to create a collection of hunches they think may be related and pointing towards that larger issue.



Hunch sketches

Pattern creator (cont.)

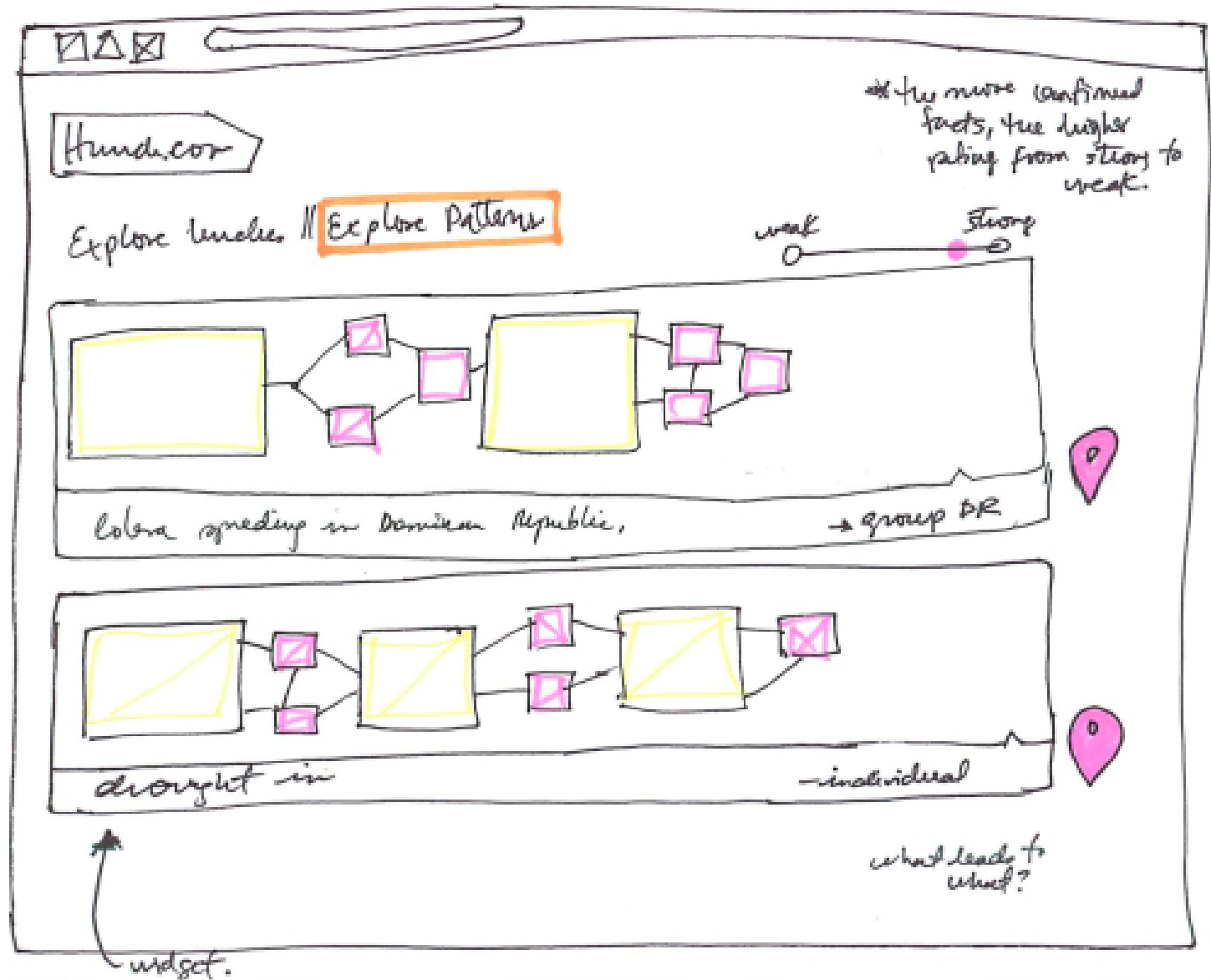
Users can then begin to clump hunches and evidence together into larger patterns.



Hunch evolution

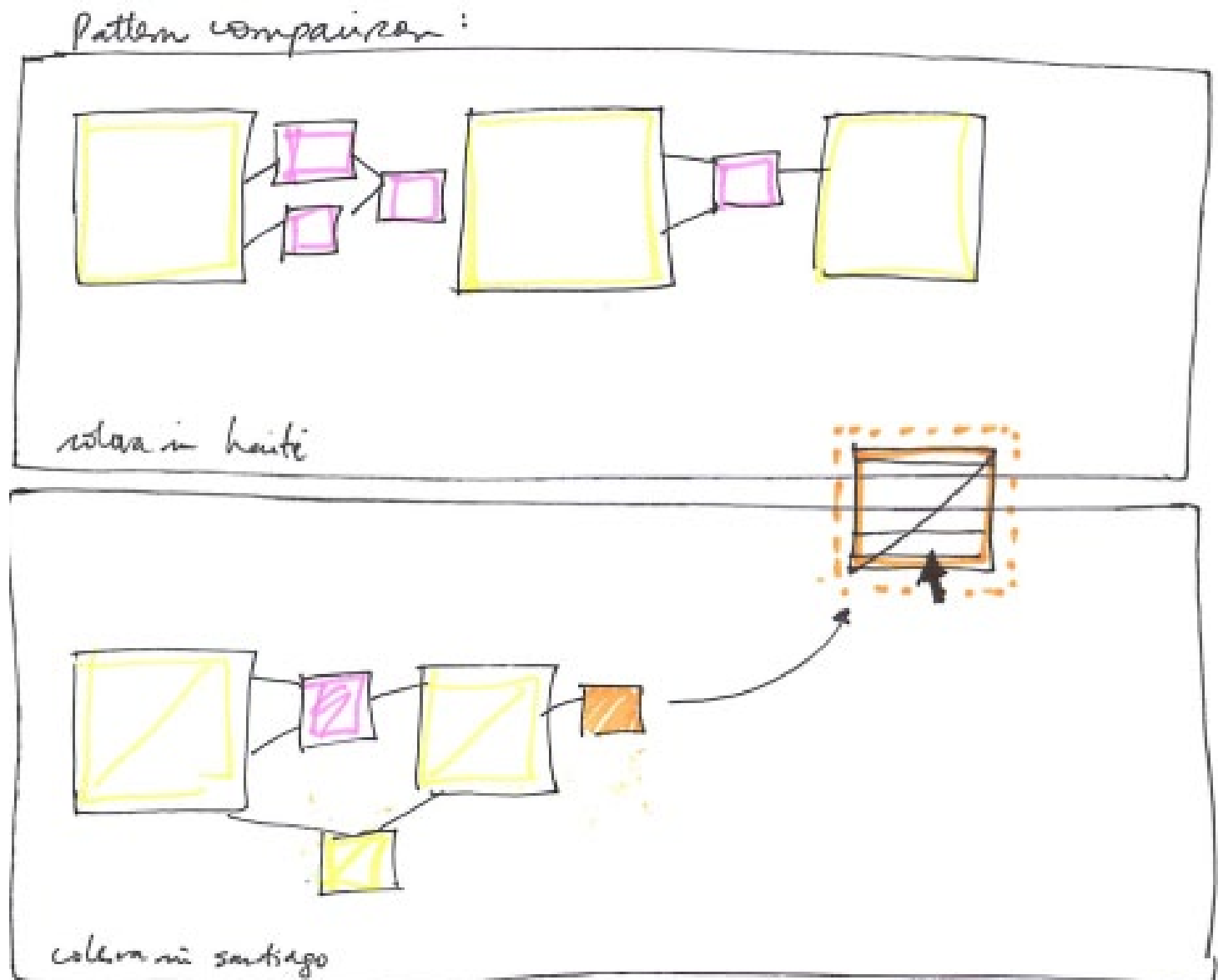
Pattern creator (cont.)

Those patterns can then be viewed in a manner that visually lays out the relationships of hunches and evidence to each other.



Pattern creator (cont.)

These patterns can be created and edited in a drag-and-drop system that allows simple and quick modification of its structure and organization.



Hunch sketches

Acting on hunches

The purpose of HunchWorks is to establish that a crisis is "true enough" to warrant a response. Once a Hunch reaches this point, it should become a rallying point for determining the proper course of action, and then mobilizing it.

HunchWorks is trying to gather evidence so that governments, organizations, non-profits, etc. can have enough information to identify problems and have a good enough reason to respond to emerging crises before they become problems

Hunches can be part of a larger event. A cholera outbreak can be a part of that event, in this case the earthquake in Haiti.


- What is action and how are the next steps identified and decided upon?


"OK, SO NOW WHAT?"

"CHOLERA is BECOMING a PROBLEM IN HAITI."

IN RESPONSE TO: HAITI EARTHQUAKE CRISIS

EVIDENCE:

 PHOTOS OF DIRTY WATER FROM RALPH.

 ARTICLE ON HOSPITAL INTERVIEWS FROM TINA, RED CROSS.

RECOMMENDED RESPONSE:

76% • PROVIDE CLEAN WATER
20% • IMPROVE SANITATION
2% • DO NOTHING

WE KNOW WHAT WE AGREE ON.
(INDISPUTABLE WORLD EVENTS)

SO WHAT'S THE BEST RESPONSE TO WHAT WE BELIEVE IS GOING TO HAPPEN?

HUNCH OVERVIEW

A drought in Uganda will cause a shortage in food.

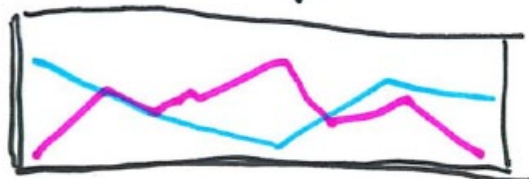
COMMENTS 163

VOTES 89

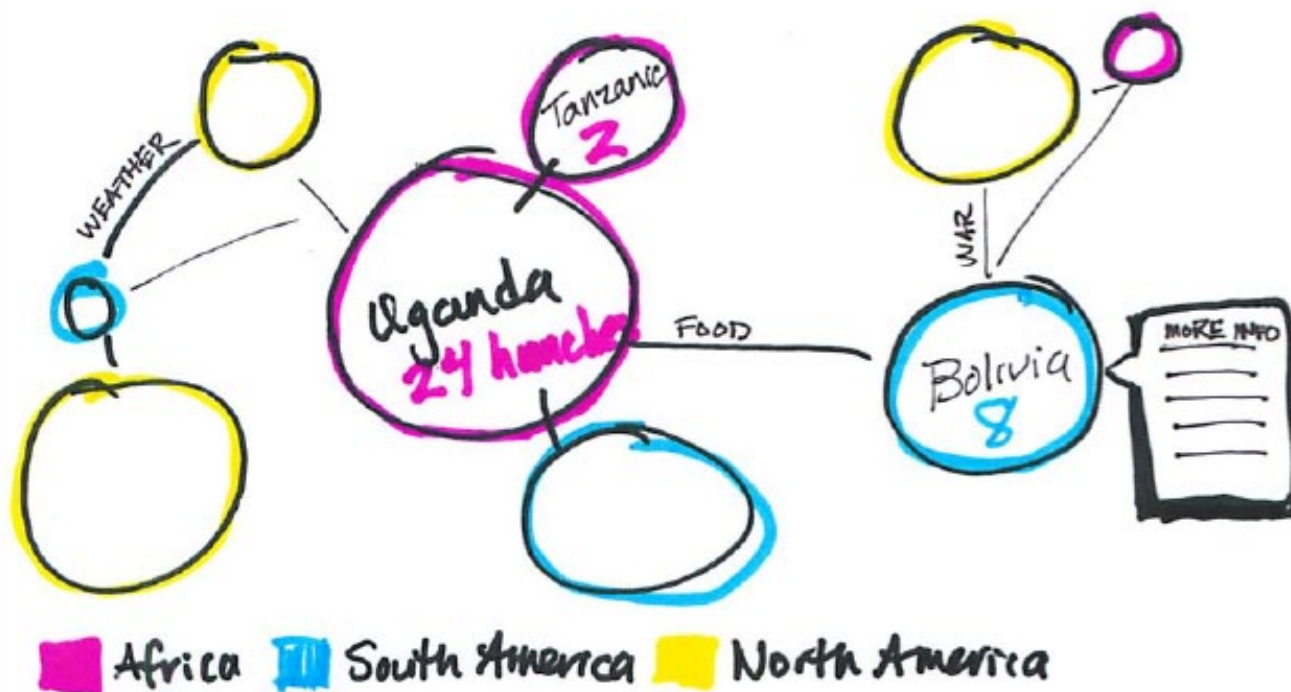
EVIDENCE

- 2 docs
- 3 photos
- 1 audio

CREDIBILITY



Geo Most Recent Author Urgency Highest Activity



Hunch sketches

Evidence

New evidence might build on previous evidence, leveraging their data, visualizing it, or combining separate pieces of evidence into a new whole. Illustrating and tracking relationships between pieces of evidence will be crucial.

People can post evidence to support or refute a hunch.

- Should people be able to “remix” that evidence?

Evidence will need to be able to be copied between hunches, in support of another piece of evidence or in support of an argument. If people can identify specific parts of a piece of evidence to focus on and point out information, problems, or considerations, that might help clarify arguments and build evidence credibility.

NESTED EVIDENCE

SHOWS THE EVOLUTION + “REMIXING”
OF EVIDENCE OVER TIME.



TINA POSTED:

UGANDA-RAINFALL-2010 vs 2011.XLS

RALPH COMMENTED:

GREAT, I'LL VISUALIZE THIS!



RALPH POSTED:

UGANDA-RAINFALL-VISUALIZATION-~~2010~~ PNG



STEVE COMMENTED:

THAT'S MISLEADING. IT USES A LOGARITHMIC
SCALE.



STEVE POSTED:

UGANDA-RAINFALL-UPDATED.PNG



Hunch sketches

Evidence Evolution

Evidence, remixes of that evidence, and conversations around a piece of evidence will continue to evolve after it has been posted. Further, a piece of evidence may be referenced in multiple Hunches. It is important that users be able to view the global evolution of a piece of evidence, as well as how it's changed with respect to a single Hunch.

What does the global evolution of a piece of hunch evidence look like?

Activity, comments, associations, connections, use, and reviews should be shown to help people evaluate how evidence has changed and been used/abused.

EVIDENCE EVOLUTION

SHOWS THE ~~THE~~ EVOLUTION OF EVIDENCE IN RESPECT TO A CURRENT HUNCH, + GLOBALLY.

GLOBAL	HUNCH
ULANDA - RANDALL. XLS	
<ul style="list-style-type: none">POSTED BY TINA 6 WEEKS AGOUPDATED BY TINA 5 WEEKS AGO "REFINED ANSWERS."ATTACHED TO "ULANDA FOOD CRISIS."ATTACHED TO "MID-AFRICA DROUGHT."ASSOCIATED WITH "AFRICA - RANDALL. XLS"	

GLOBAL	HUNCH
ULANDA - RANDALL. XLS	
<ul style="list-style-type: none">ATTACHED TO "ULANDA FOOD CRISIS."COMMENT BY RALPH: "I'LL VISUALIZE!"ASSOCIATED WITH "ULANDA - VISUALIZATION.PPT"COMMENT BY STEVE: "LOGARITHMIC!"ASSOCIATED WITH "ULANDA - REVERSE.DWG."	

Hunch sketches

"Evolved" Hunch Page

A map view shows the Hunch's region of influence, potentially showing nearby Hunches as well.

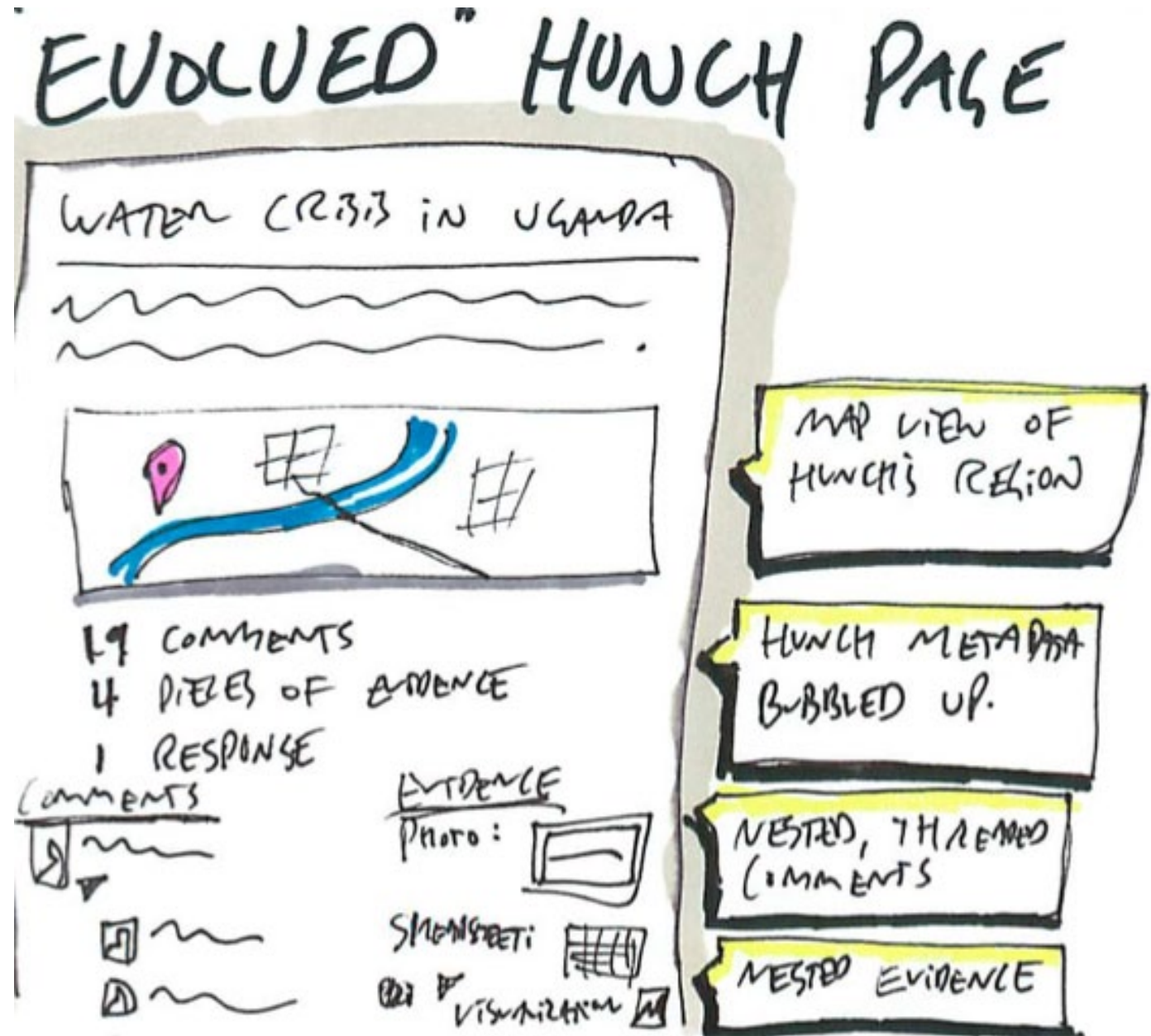
Critical metadata regarding activity around the hunch (number of comments, number of pieces of evidence, number of responses to the crisis) is bubbled to the top.

Nested comments allow users to participate in multiple conversations in a single thread, and organize these off-shoots in a manner that makes it easier for new visitors to get up-to-speed with the Hunch.

Nested evidence keeps track of how difference pieces of evidence, and conversations around evidence, influence one another as the Hunch evolves.

What information will best keep people informed when viewing the hunch. Comments, evidence, responses?

The purpose of the hunch is to cause action or responses, so feeding that back into the hunch is important.

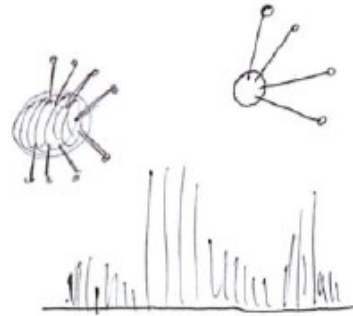


Hunch sketches

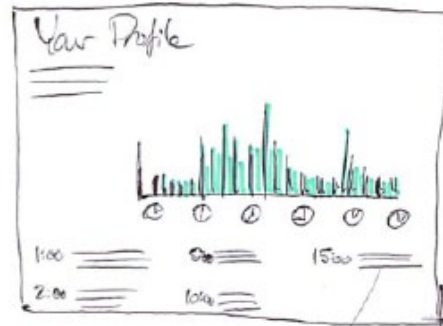
Visual newsfeeds

At-a-glance informational systems could provide a high-level understanding of pertinent information with less effort or intentionality.

instead of simple news feed
that says "corrections made"
is there a way to see it as well
as read it?



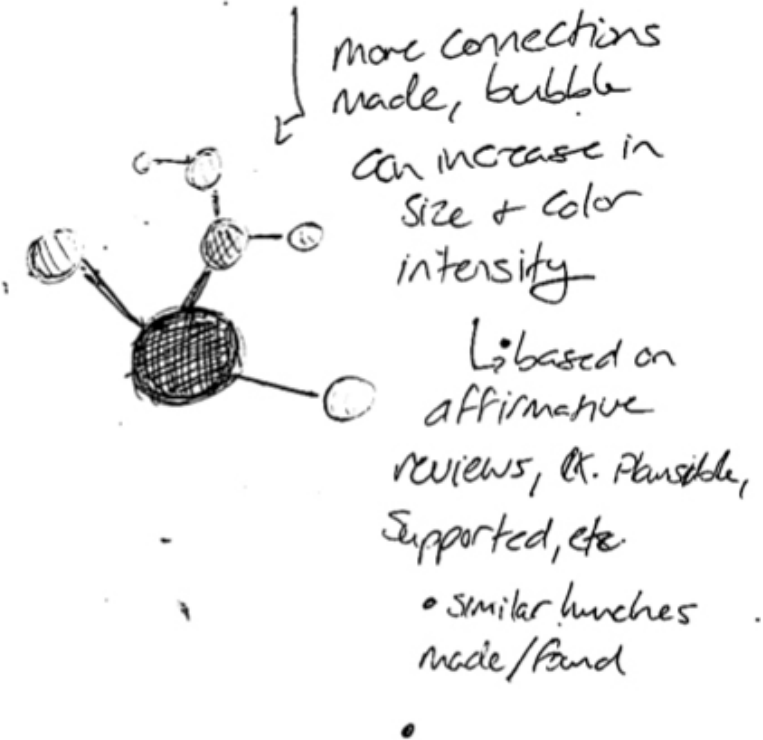
open profile - see hunch
activity plotted over
time.



Details recorded
at hourly
basis below

15:00 Paul Davis made a connection to hunch
Jane Scientist: "Evolution seems to converge to my ..."

What does hunch look like
Visual Ration of Intensity:



Hunch sketches

How do you promote taking action?

As hunches evolve, by necessity they will need to grow and change. This can be supported by adding in recommendations to the evolution process.

- Help determine when action can or should take place.
- Show what's happening with other hunches as your hunch changes.
- Allow you to share updates with other, similar hunches. Even if the two aren't connected.

Has anything happened yet?

Crops Failed. X

Report this as evidence →

You should notify:


- Crop concerns in Morocco → Last activity 1 week ago..
- Riverbeds in N. Mauritania → dry

Date: 06.19.2011

→ You have linked this hunch to 2 others. They've been notified that your hunch has changed.


Are you adding evidence to support this change?

✓ Yes ✗ No



! Natalia will be notified to review this evidence.

Related activity

Wildfires in your area 

Rain has refilled rivers in the north. (Updated last night.)

cause here Reply

Will check crops in 20 m: X

Did you see reports on rain? has it reached your fields?

! Natalia

• Insect infestation ended. You were following. Visit hunch →

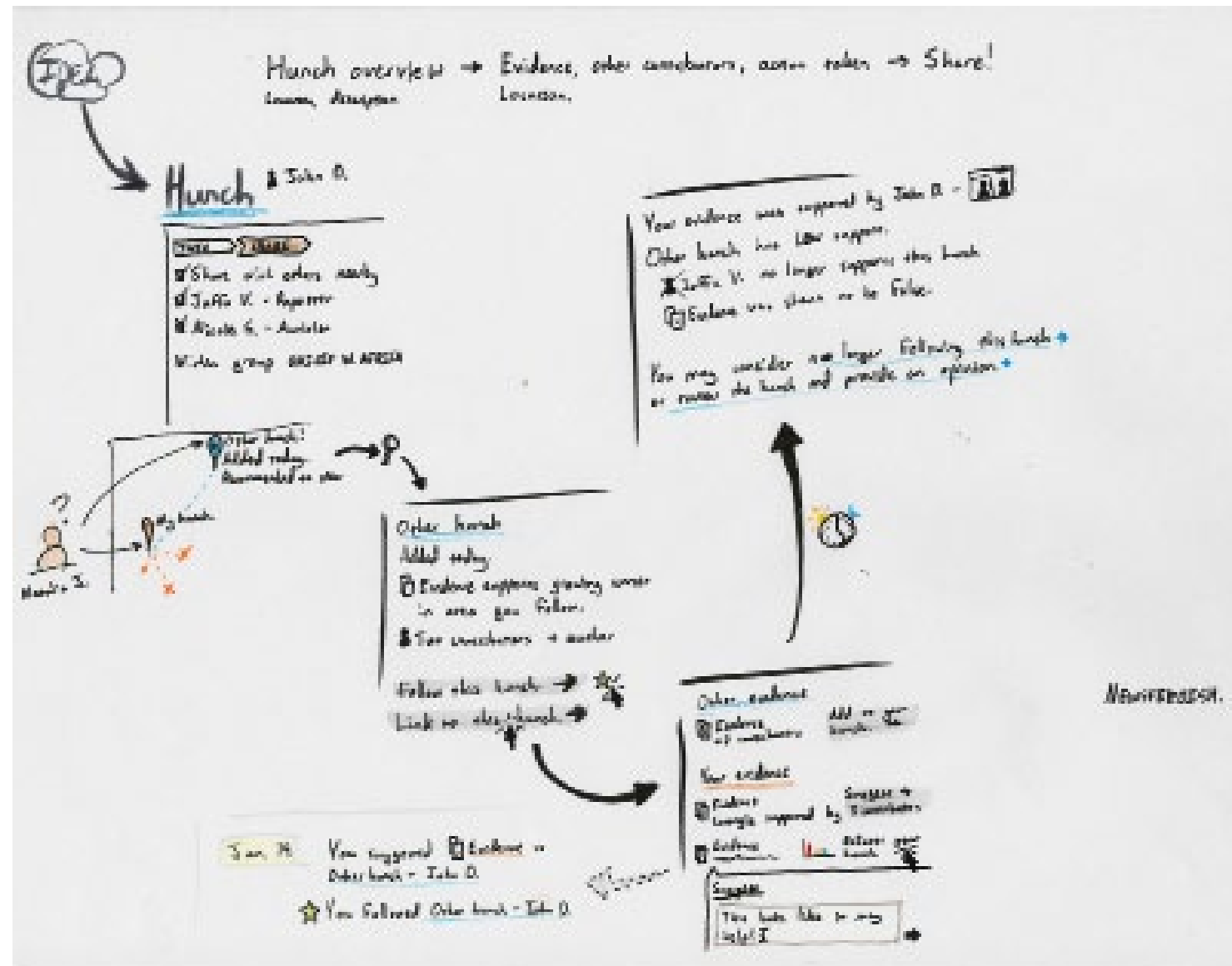
⚠ Crop concerns in Morocco

○ Rain missed us!! Warning from Djima.

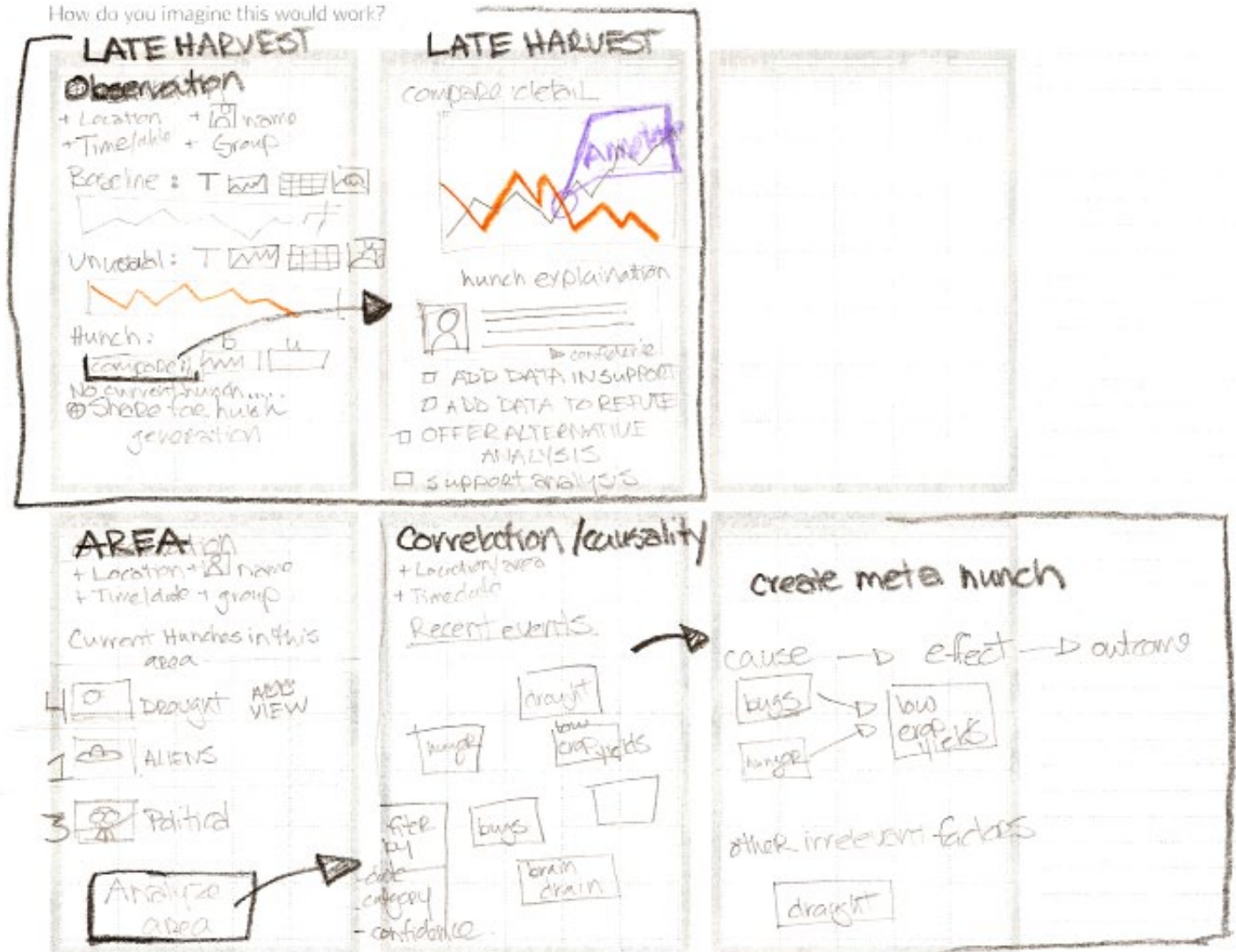
Hunch sketches

Recommendations

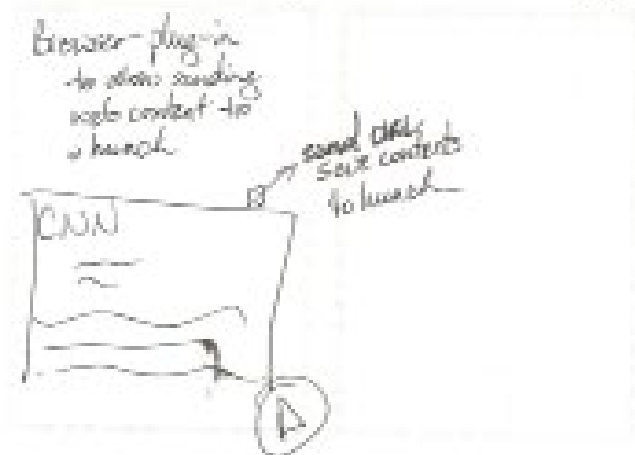
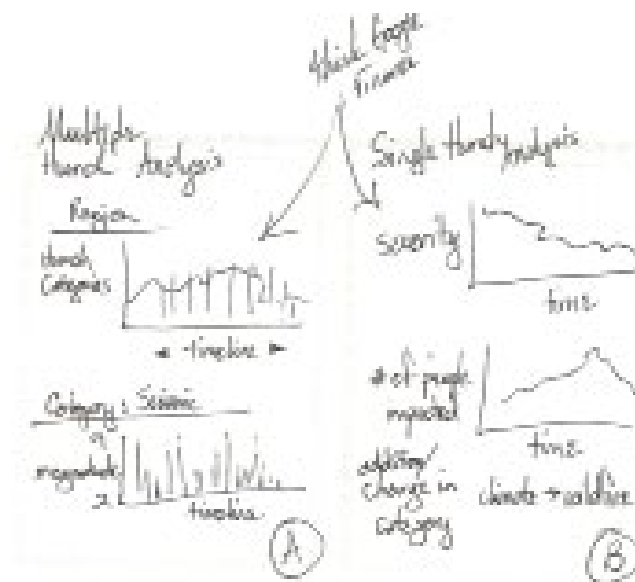
As hunches evolve, activity and content grow. This conversation needs to be shown and supported, with appropriate information shared with other people as appropriate.



How do you imagine this would work?



Hunch credibility



"Winning" Collaborators



(A) Visualizations around analyzing hunches could result in: new hunches or better resolution for hunches (this isn't for a single hunch, already)

(B) Single Hunch Analysis could show change over time, or change that has resulted through actions of collaborators

(C) Wall of Horses shows collaborators scored by some sort of algorithm (actions taken + successful actions + high credible hunches etc.) Sortable / Movable in order to help either find the best collaborators or the best apply to the hunch

Stephanie
© 2002

Hunch sketches

Viewing evidence

Evidence display system allowing users to see a large number of evidence submitted to HunchWorks at a single glance with access to the type of evidence, its description, confidence (voting score and volume) as well as who contributed the evidence.

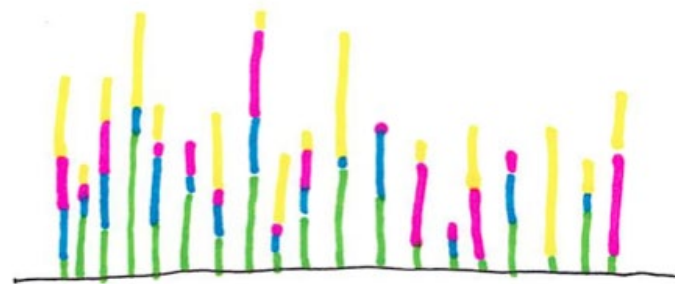
Evidence	Type	Confidence	Posted By
	Photo of Lake TAGS ---	8.9 44 VOTES	John
	News TAGS ---	7.5 20 VOTES	Nema
	Excel chart - Rainfall TAGS ---	7.1 11 VOTES	Patience
	Tweet TAGS ---	? 0 VOTES	Bill

Hunch sketches

Credibility model examples

Hunch credibility could be shown any number of ways, but first, an understanding of credibility from people who will be creating and supporting hunches needs to be modeled. There are a number of examples provided of how that could be shown, but the metrics used should depend on how HunchWorks is used so that it can best support the hunches within.

Activity



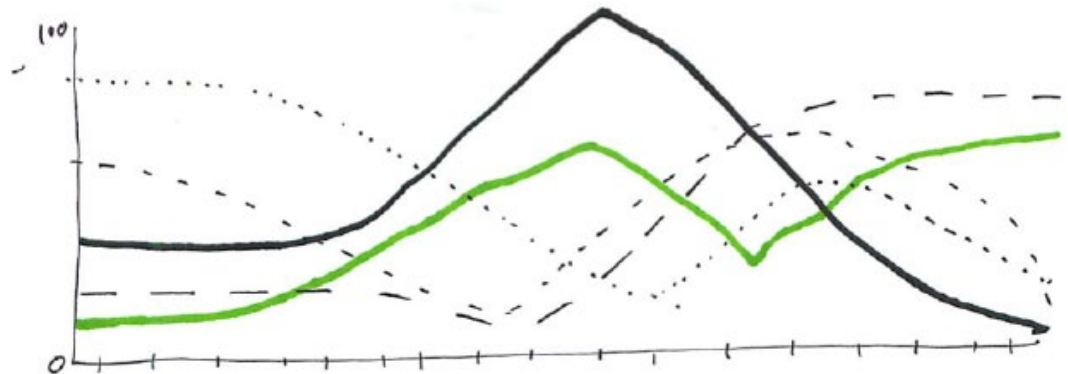
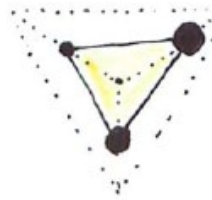
— Comments
 — Evidence
 — Votes
 — Shares

③

54% credible

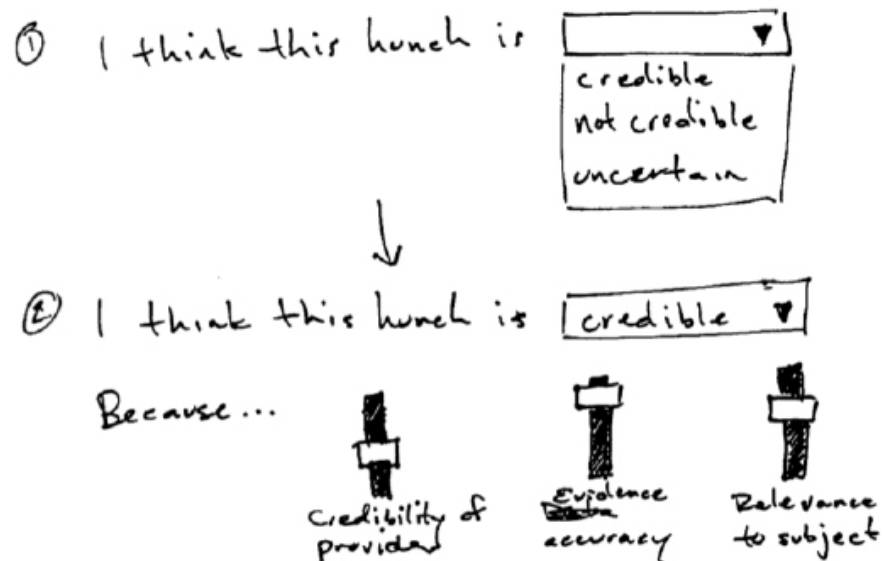
36% not credible


10% uncertain



— Volume
 — Credibility score
 More relevant evidence
 --- Further community discussion
 -.- Third party validation

Voting




① Hunch credibility:  76%

Pros:

- ☒ Credible source
- ☐ Ample evidence
- ☒ Verified evidence
- ☐ Peer reviewed
- ⊕ Add another pro

Cons:

- ☐ Unknown source
- ☒ Lacking evidence
- ☐ Unverified evidence
- ☐ No peer review
- ⊕ Add another con

① Hunch credibility:  21%

What would improve this hunch's credibility?

- ☐ More relevant evidence
- ☐ Third-party validation
- ☐ Further community discussion
- ⊕ Add reason

Hunch credibility: 65%

~~Source credibility~~

Credible source? 81% yes, 5% no

Ample evidence? 52% yes, 30% no

Evidence verified? 22% yes, 41% no

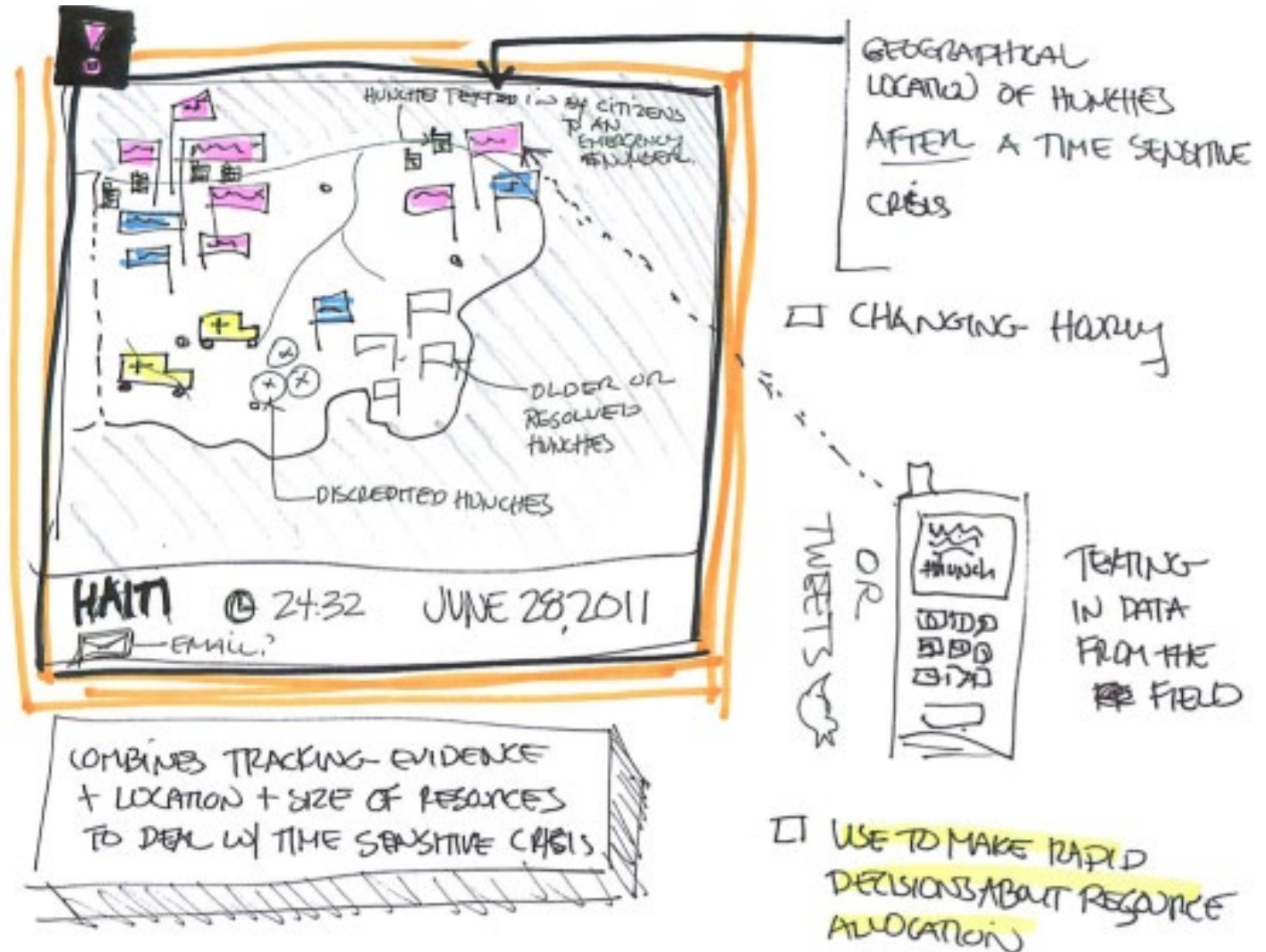
Peer reviewed? 9% yes 62% no

Hunch location

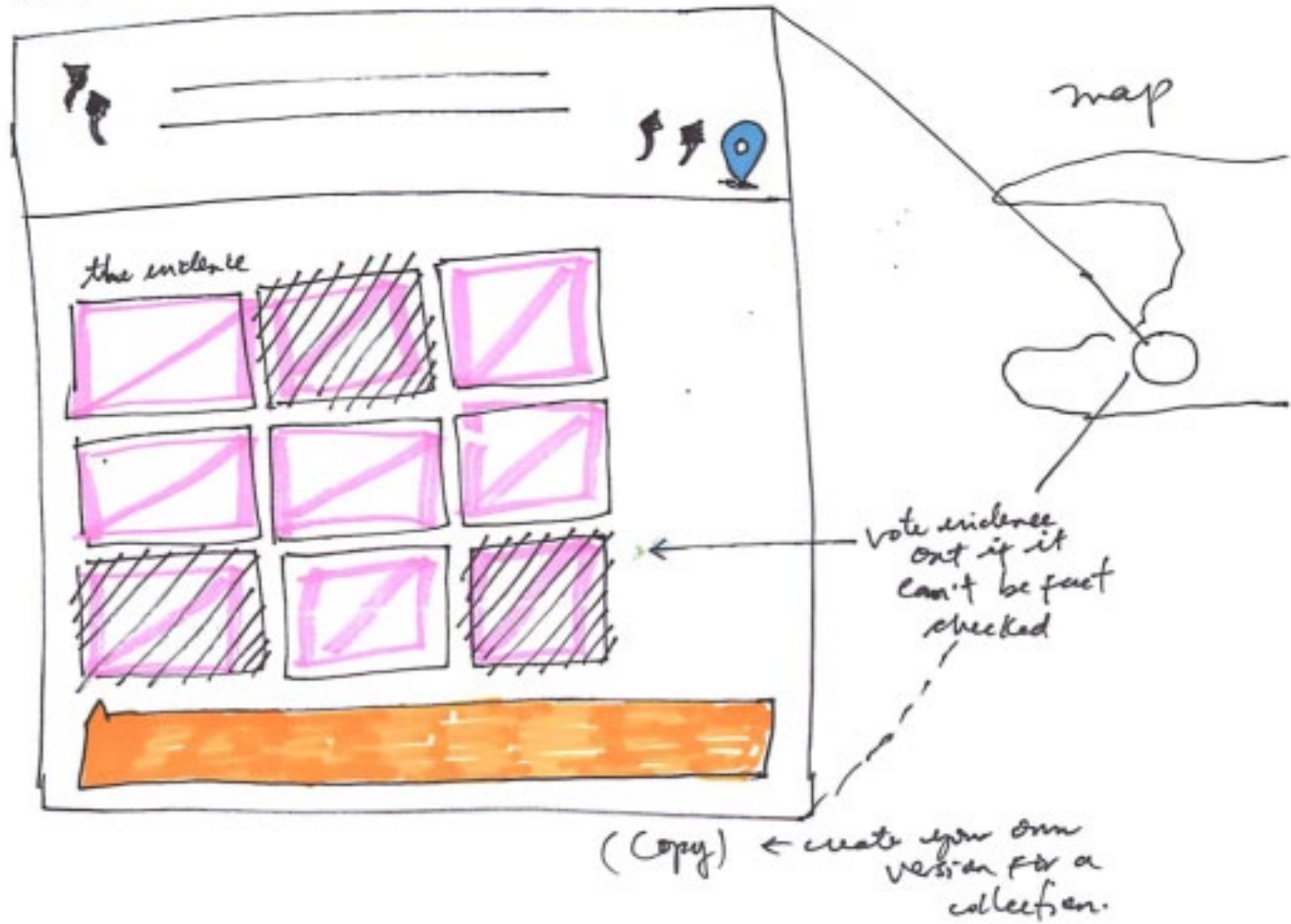
Overview

It would benefit hunches and users to have changing, growing location-based support which helps people track hunches, identify problem areas, and build mental models of potential solutions. Especially with large, location-based hunches, a support system like this invaluable.

Mapping out what's happening and the content contributed can people identify information relevant to their hunches, map trends, and better identify and trace complex hunches. Searching information nearby can help provide relevant information as well as identify hunches that could be merged.



a hunch



Hunch sketches

Mapping out hunch contents

Putting a map front-and-center with the geo-location of the hunch as well as its attached evidence.

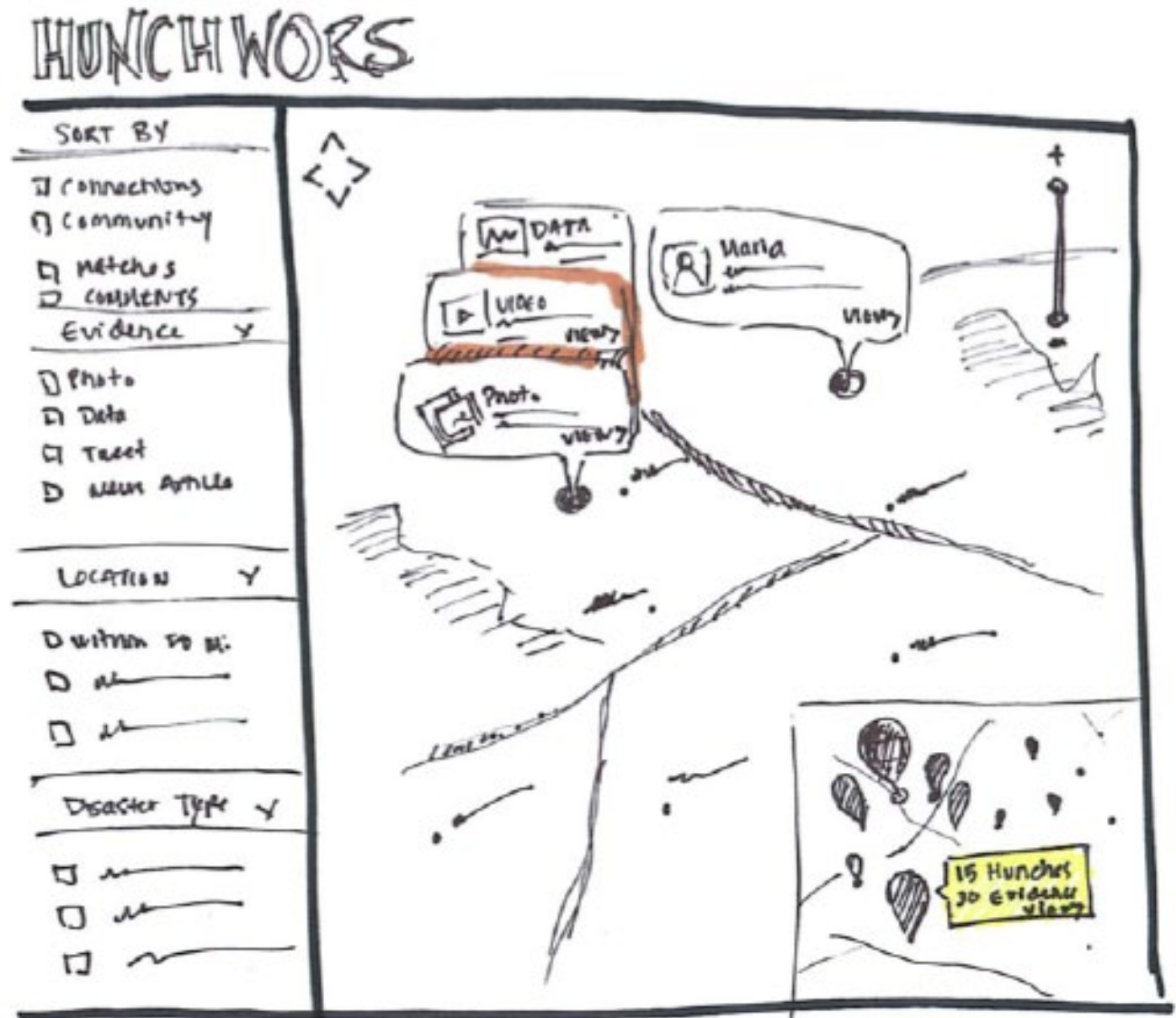


Hunch sketches

Support how people want to view

People will most likely want to view the activity on the site differently. Hunchworks should support a custom view based on a person's preferences.

Visually grouping these filters by preference and with icons can quickly ground a person on their areas of focus.

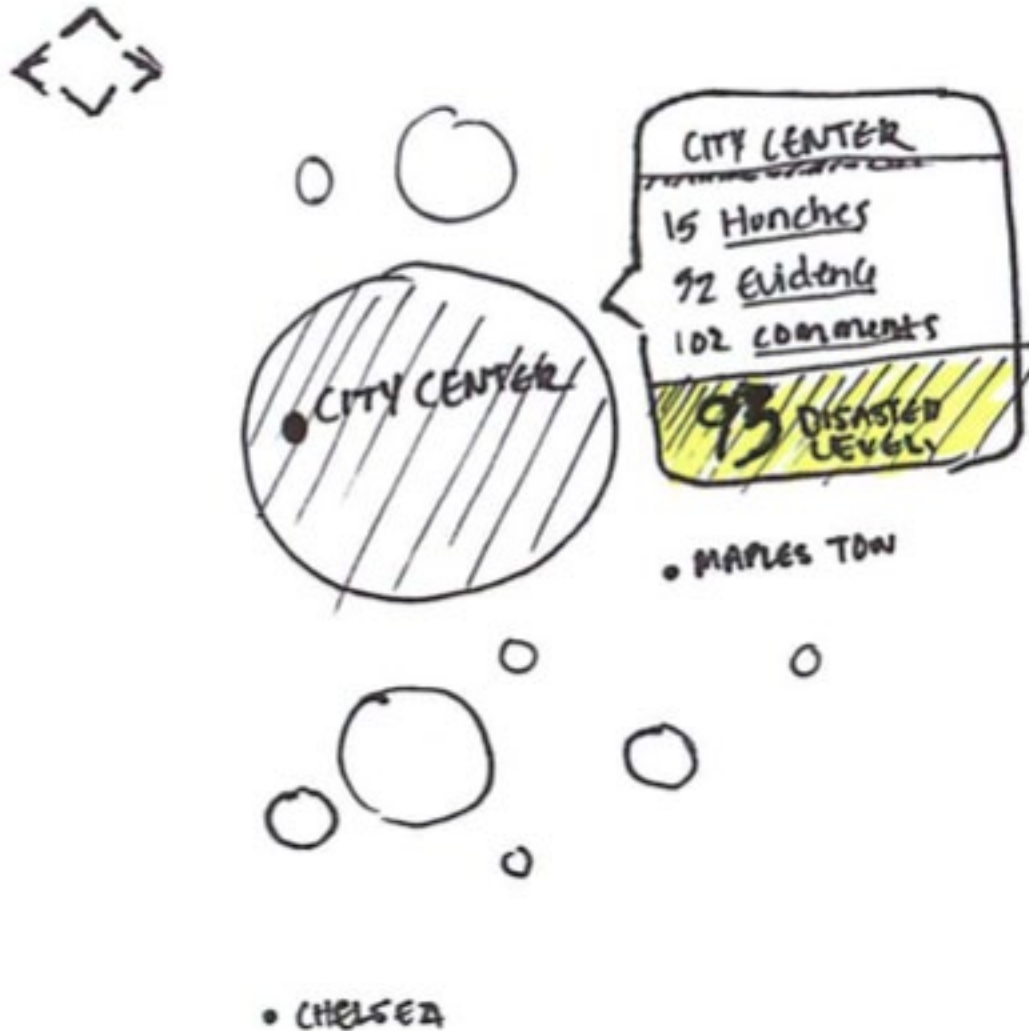


Hunch sketches


Dynamically show disaster strength

If we want people to respond quickly, disasters should map in size by disaster level strength. This will provide a quick visual on what might need immediate attention.


These areas should grow in real time and without refreshing the page. We want to encourage someone to react much sooner by seeing activity on the screen.





Hunch
Where is it?




These hunches could be similar...

Hunch 2 



Hunch 2 






Similar Hunch 1
Hunch 2
Hunch 3


Contributors reporting in region


- Evidence 1
- Evidence 2
- 
- 

Harvest is late...

See also...

Drought reported in Mauritania by 

Water shipments delayed 

Potential weevil problems 

How do you know?

It's been reported...

Recommendations

{ How do you show recommendations for a new hunch entered at a location?

Showing location-based matches for hunch entry based on:



- Contributor
- Location
- Tags
- Evidence
- Photo geotagging
- Map entry

Harvest is late. Map 17.12




Last year there were two reports of late harvests in the area.
(You added rainfall reports 2019 from GP database)

- Late harvest this year
- Think there may be drought

Other evidence

-  
- Rainfall reports 2004

Harvest is late in Mauritania

Why?   

Description here...

Tags: harvest, crops, rainfall, late

- Lower-than-average rainfall reported in Morocco
- Crop failures in Mauritania due to rainfall

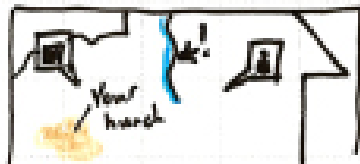
You also wanted help with insect experts?

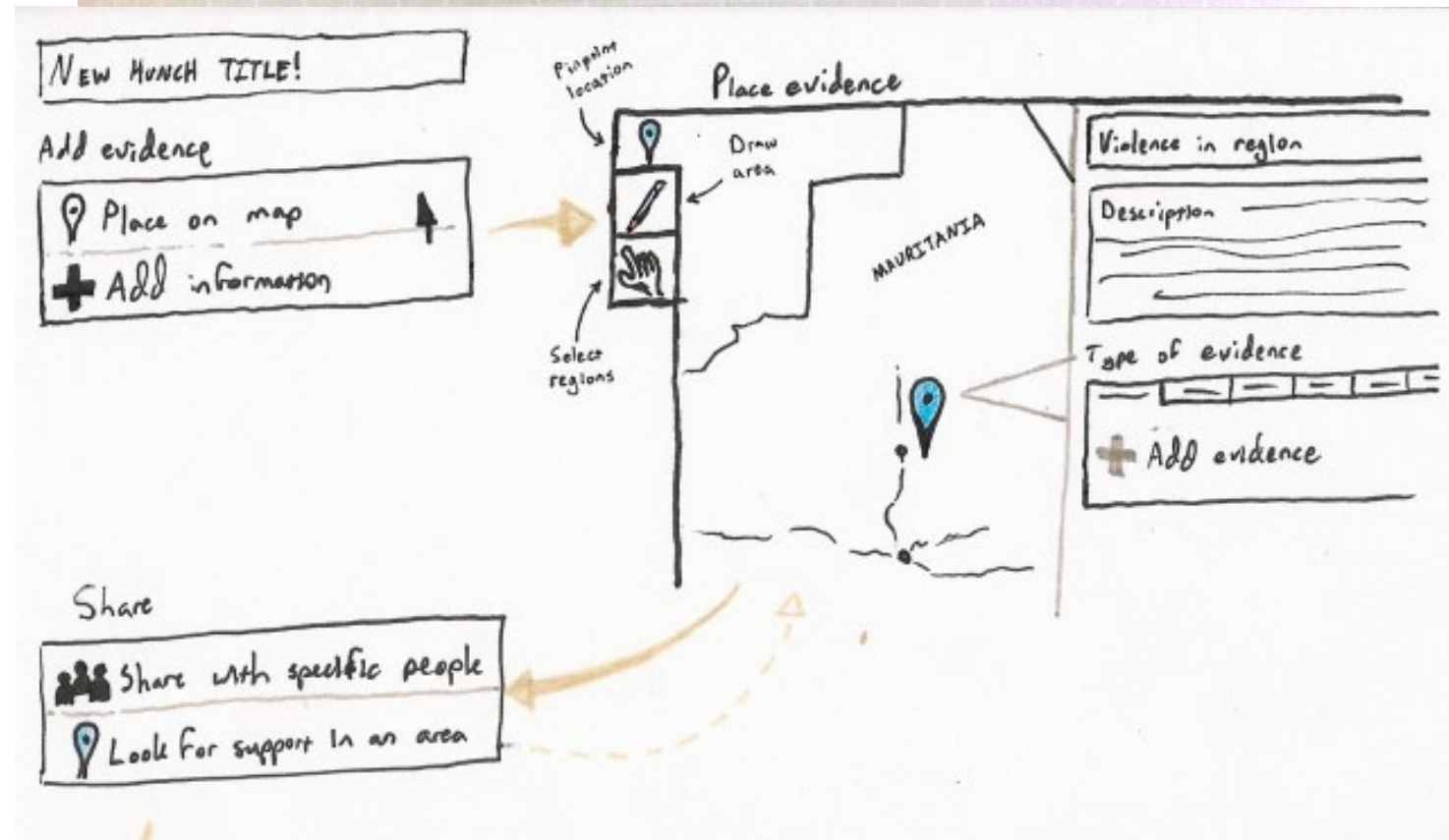
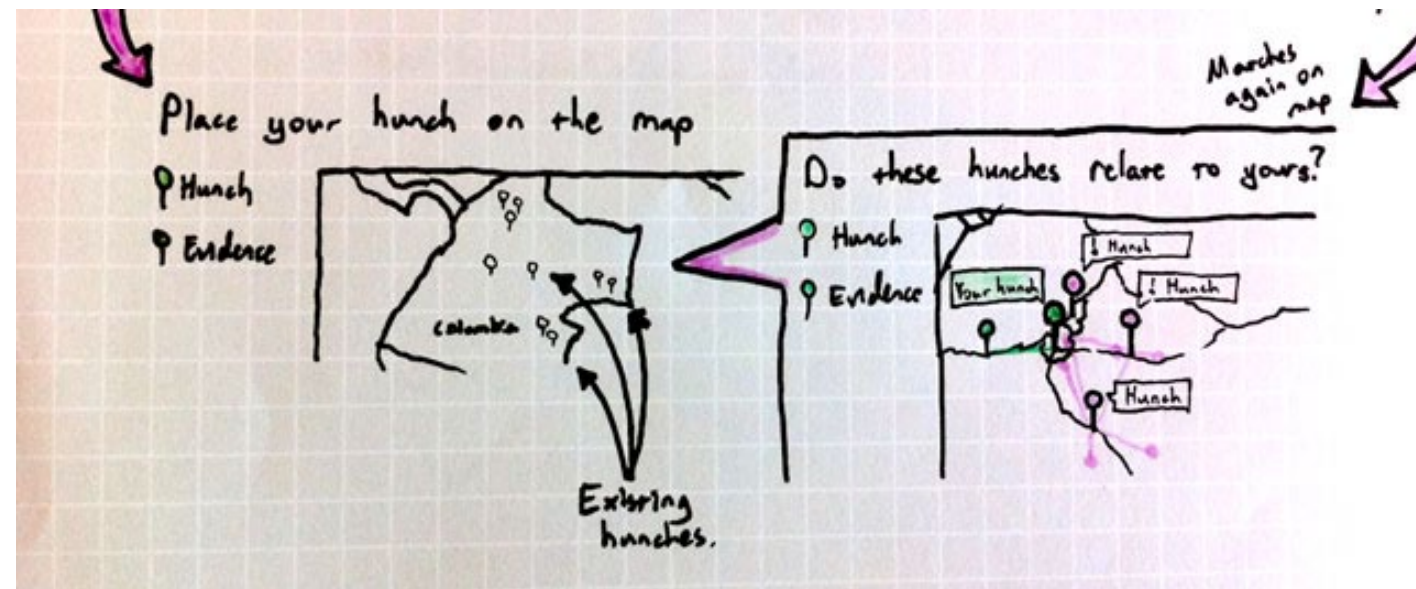
- Zane B. - Nairobi
- Natalia F. - Fez, Morocco

Late harvest reported
• Zane supporting this

You should also see that Zane is following

- Late harvest in Morocco!
- River beds dry north Mauritania





Related hunches

Related hunches

Various ideas on how hunches can be related to each other as well as mechanisms of interaction with hunches.

A few of the ideas on how hunches can be related include:

- Author
- Topic
- Tags
- Participants
- Location



Hunch sketches

