Abstract

Idea (described in the perspective of the user)

Often people out of all fields have to compare different choices. Choices like where can I go eat this evening with my friends. Which new notebook should I buy. Or even which university should I choose for my MsC.

Some people decide by gut feeling. But often people like to compare the different important factors of the decision side by side in a list. For the choice of a restaurant the factors would be by example: what food is served, what are the opening times, what is the price level? To do this today, people create a list on paper or probably in a spread sheet application.

We would like to propose a system where people get an easy application at their hand to do this task even easier and faster than doing this on paper. We hope that the easy and free possibility to create fast compare tables would be incentive enough to use the system. Further would the use of the system by motivated intrinsically. This will help to increase the quality itself a lot.

Implementation

We will focus only on decisions of objects represented in the internet as websites. This will help in the implementation of the system, but could later be extended for every imaginable object.

The user creates a new "comparison" on our website. After this the user can browse the net for the different objects he likes to compare. In some way he is able to annotated this objects with the properties of the objects. He could be assisted by already prepared classes of attributes. If there already properties attributed he has the possibility to re-use them.

At the end the system compiles automatically the list of choices and the user can get different views of his data.

Crowdsourcing (perspective of the crowdsourcer)

In the background all the data will be collected (in agreement with the users). The data can be re-used directly to have already properties ready for new comparisons. But one main idea is to collected the data with semantic embedding as RDF triples. Basically we would create a Wikipedia for everyday things (this is exactly everything Wikipedia don't want - information with a short- to middle-span live). You can imagine yourself what for this data could be used for afterwards. We think of semantic data extraction, search machine optimization, meta data for review websites, even meta data about meta data would be possible to synthesize out of the properties chosen for different objects.