**Freshman Seminar**

**IEOR 24: Introduction to Industrial Engineering and Operations Research**

Prof. Ken Goldberg

**Notes on Week 14: Prof. Goldberg, Wrap-Up and Reports Due**

-Interested in developing new types of media

BLOG PROBLEMS

1. Impossible to read all comments but all comments are valuable (participatory democracy)

2. Cyber polarization = everyone breaks off into own discussion groups so you only end up talking to people who agree with you

 🡪 Exaggerate opinions—get more polarized into extremes and further from a consensus

PROJECT: OPINION SPACE

-Working on it for the past year

 -Working with Department of State, 2 faculty, 10 graduate students and some undergraduates

-Jan. 20, 2010 going to nationally/internationally launch website

-Have 5 statements with sliders (between strongly disagree and agree) and 1 discussion question

 -Show to what degree you agree/disagree

 -Able to change sliders at any point

-Look at people’s opinions in a spatial way so it is easier to visualize

-All users (as dots) projected onto a plane by principle component analysis

 -Each user is a point in a “n-dimensional” cube depending on “n” number of questions answered

 -“N-dimensional” space projected down onto a plane

 -Modify matrix to project down maintaining as much of distribution as possible

 -Egan vectors—each has Egan value: tells you how much weight you should assign to the vector -Ones with heaviest values are used to decided projection

 - All axes are spread out differently

-Look at different points and able to rate different user’s statement on slider of agree or disagree

-Users will have curiosity to look at dots farther away from yours

-With many users: Each user will see top 100 rated comments and 100 random comments

 -Also will pull out key words in written response when looking at a user

-Able to see that psychologically all users are in same pool

-May agree with people far from you and disagree with people close to you: opinion is complicated

-Get 2 scores: author and reviewer score—encouraged to rate a comment

-Has a leaderboard for top authors and reviewers

-Able to see who has rated your response