

Case Study:

The Netroots Platform

A Pilot Project

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The Netroots Platform

From Concept to Reality

July 9-19

- Online progressives propose idea
- Launch at Netroots Nation
- Promoted by conference, bloggers, platform committee

The logo for Netroots Nation, featuring the text "NETROOTS" in blue above "NATION" in blue, with a red star between the two words.

NETROOTS
★ NATION

The logo for MyDD Direct Democracy, featuring the text "MyDD" in yellow above "DIRECT DEMOCRACY" in white, all on a dark blue background.

MyDD
DIRECT DEMOCRACY



The Netroots Platform

Building a Platform Together *July 19-Aug 9*

- Thousands visit site
- 165 people contribute
- Platform submitted to DNC/Obama Campaign





The Netroots Platform

Community's Voice is Heard *Aug 10-25*

- Call with platform director
- Excerpt included in Dem platform
- National media coverage

The logo for WIRED, with the word "WIRED" in white, uppercase, sans-serif font on a red background.

The logo for abc NEWS, with the word "abc" in white, lowercase, sans-serif font inside a blue circle, followed by "NEWS" in white, uppercase, sans-serif font on a dark blue background.



Challenges of Crowdsourcing

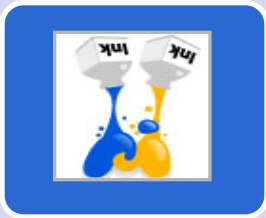
Challenge	Our Solution
Huge input volume	Provide democratic filtering tools
Mass collaboration	Enable remixing of words & ideas
Abuse	Empower community to self-police
Transparency & trust	Reveal every decision
Community control	Measure views quantitatively, stick with results



How MixedInk Works



Step 1: Set up text and invite participants.



Step 2: Write & Remix versions of the text.



Step 3: Rate so the best versions bubble up.



Step 4: Get Heard by using the top rated text to communicate the group's opinion.



Why not a Wiki?

“...a new online collaborative document authoring tool that **combines the idea of a wiki with a social networking rating system like Digg.**”

WIRED



Why not a Wiki?

Challenge	Wikis	MixedInk
Many concurrent editors	clogged	unlimited contributors
Expression of opinion	edit wars, hijacking	ratings capture entire group's opinion
Spam & abuse	major threat	structure reduces incentives & risks



[Netroots Platform Site Demo]



The Future of Crowdsourcing...

Advertorial **Blog Post**

Interview Questions Legislation

Letter to the Editor Mission Statement

Movie Review **News Article** Newsletter

Op-Ed Open Letter **Petition**

Policy Platform Press Release Product Design

Radio Ad Speech TV Plot

Thank you!

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