

MOOD

Massive open online deliberation platform

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Introduction



Social Media Voices in the UK's EU Referendum

#Brexit or #Bremain: What does the Internet say about the future of the UK and the European Union?

THE GIST: *The EU referendum on 23 June 2016 will decide whether the United Kingdom should leave or remain in the European Union. Since the gap between remain and leave has narrowed, researchers have analysed the online discussions*

#TTIP Most Discussed Topic in Lithuania

by ERIC SCHWARTZMAN on APRIL 22, 2015



The proposed Transatlantic Trade and Investment Partnership (TTIP) is one of the most popular topics of conversation on social media in Lithuania, according to a recent study I conducted to inform the digital communications strategy of the US Embassy to Vilnius for Ambassador [Deborah A. McCarthy](#).

Our findings also suggest that recent [data](#) from Pew Research — which showed 71 percent of Lithuanians support a free trade agreement between the EU and the U.S. — has spilled over into a vibrant discussion on social media about the potential economic benefits of TTIP to Lithuanians.

E-deliberation platforms

- E-deliberation platforms aim to structure (online) debates, by providing:
 - Logic that supports reasoning;
 - Voting procedures;
 - Reputation mechanisms.
- Users and policy makers can use wisdom of the crowd for decision making or information seeking [2]

[2] Jeroen van den Hoven and Virginia Dignum, 'Moods: Massive open online deliberation'. draft

Shortcomings

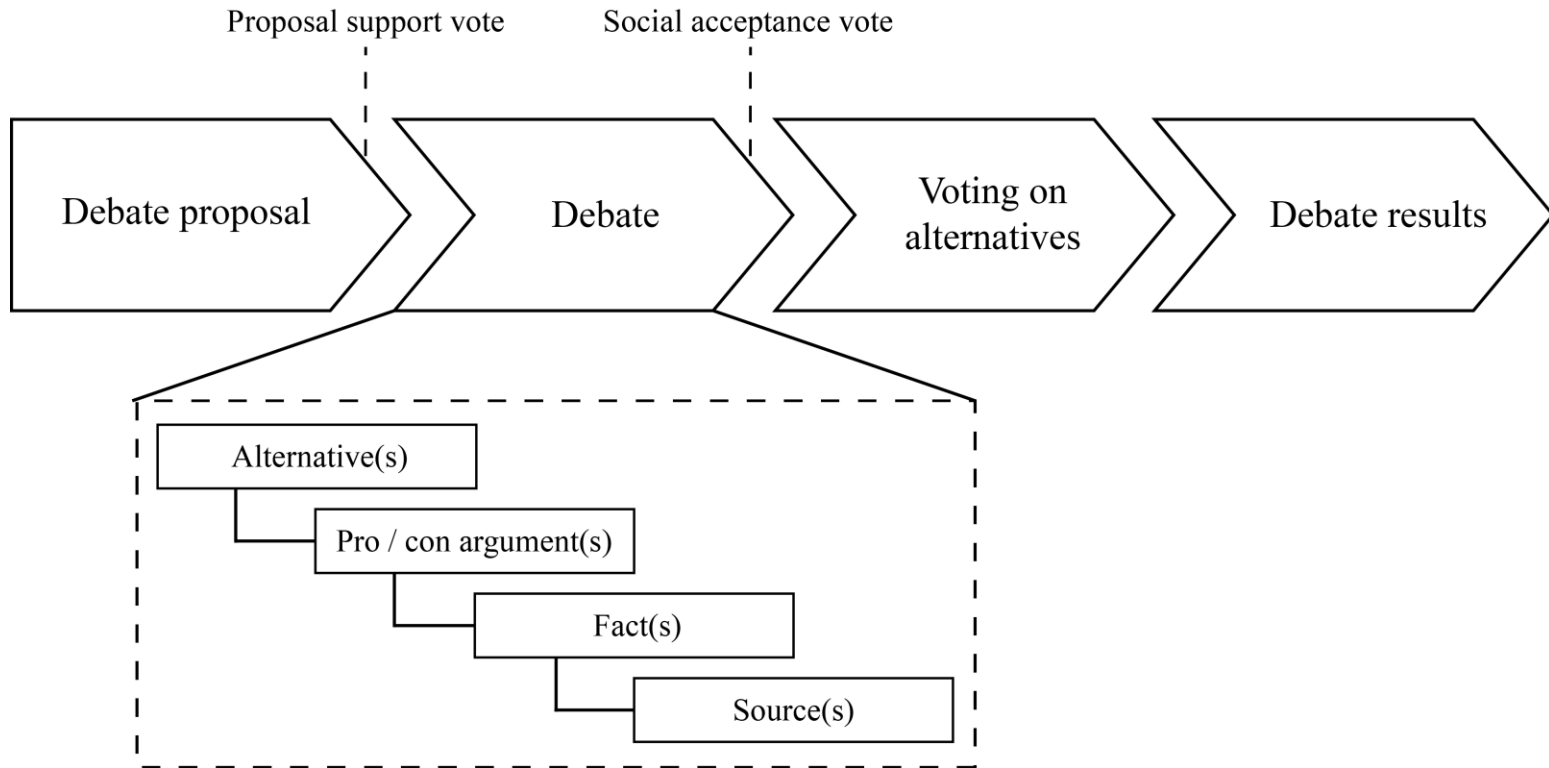
- Overall, platforms are quite complete
 - LiquidFeedback structured deliberation process
 - Debate Hub very clear way of structuring the reasoning in the debate itself
- Drawbacks
 - Wisdom of the crowd potentially leads to accepted but unacceptable decisions, so:
 - No mechanism that supports social acceptance and moral acceptability [2]
 - No differentiation fact and values
 - No validation of facts

[2] Jeroen van den Hoven and Virginia Dignum, 'Moods: Massive open online deliberation'. draft

Our solution

- Combined best of both platforms:
 - Structured debates
 - Structured deliberation process
- Added ethical component that shows difference between:
 - Social acceptance
 - Moral acceptability
- Added mechanism where users can report unreliable sources or facts

Deliberation process



Stage 2 – Debates

Current debates

Healthy food in University

How should the University promote healthy food?

Alternatives

Add a new alternative

No fast food in the University canteen

Added by
Jan Timmermans

Support

extend alternative

No fast food should be sold in the University canteen, because it leads to obesity.

Pro arguments

Fast food sold in canteens will lead to more obesity amongst students.

extend argument

Fact(s)

Research found that students with fast-food restaurants near (within one half mile of) their schools consumed fewer servings of fruits and vegetables.

Report fact

Source(s)

• <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2661452/>
Add source

Con arguments

Banning will not help in reducing obesity.

extend argument

Fact(s)

Eating fastfood is not the only cause for obesity. An inactive lifestyle is the main cause for this.

Report fact

Source(s)

• <http://www.nhlbi.nih.gov/health/health-topics/topics/obe/causes>
Add source

Methodology

- **Facts**
 - Differentiate facts from values
 - Evaluation facts by wisdom of the crowd (Wikipedia method)[4]
- **Social acceptance**
 - Accept or refuse an alternative
 - Preferential (majority/ minority) voting by Condorcet method [1, 5]
- **Moral acceptability**
 - Modified Moral Foundation Questionnaire [3]
 - Harm, fairness, authority principles

[1] David C Parkes and Lirong Xia, 'A complexity-of-strategic-behavior comparison between schulze's rule and ranked pairs', in Proceedings of the 26th AAAI Conference on Artificial Intelligence

[3] Jesse Graham, Brian A Nosek, Jonathan Haidt, Ravi Iyer, Spassena Koleva, and Peter H Ditto, 'Mapping the moral domain.', *Journal of personality and social psychology*, 101(2), 366, (2011).

[4] Wikipedia n.d. Wikipedia:editorial oversight and control. https://en.wikipedia.org/wiki/Wikipedia:Editorial_oversight_and_control. Retrieved at: 26-05-2016.

[5] Wikipedia n.d. Schulze method. https://en.wikipedia.org/wiki/schulze_method. Retrieved at: 26-05-2016.

Stage 3 – Social acceptance

Please rank the alternatives below according to your preference
Drag to change the order

Ranking 1

No fast food in the University canteen

Ranking 2

Sell fast food in the University canteen

Ranking 3

Fast food should not be sold in the University canteen on two days of the week.

Store vote

Stage 3 - Moral acceptability

Please answer the questions below for the following alternative

Sell fast food in the University canteen

Fast food should be sold in the University canteen.

Do you think that as a result of the alternative above...

Question 1

Someone suffers emotionally?

Strongly disagree Disagree Neutral Agree Strongly agree

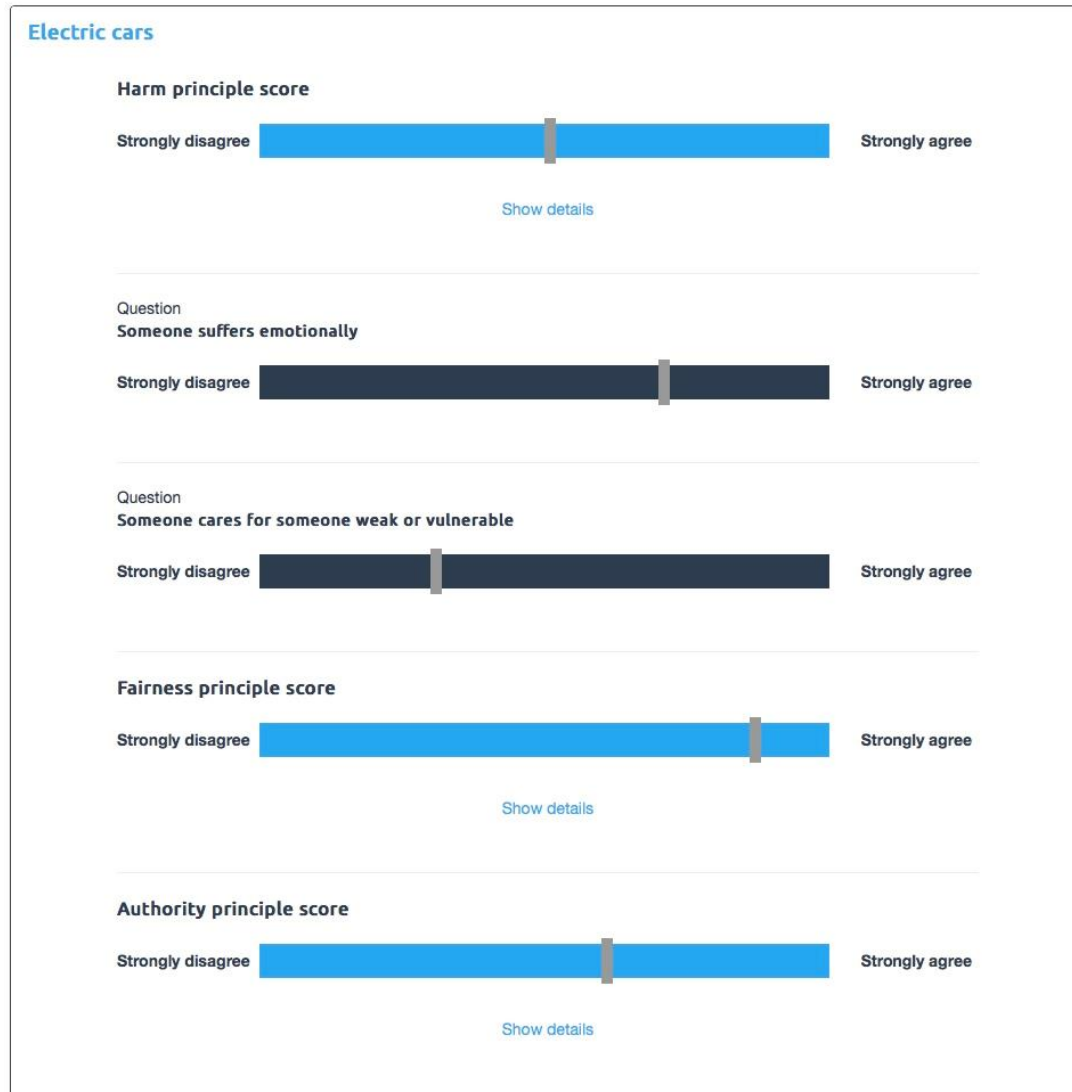
Question 2

Someone cares for someone weak or vulnerable?

Strongly disagree Disagree Neutral Agree Strongly agree

Stage 4 - Results

Moral acceptability survey results per alternative



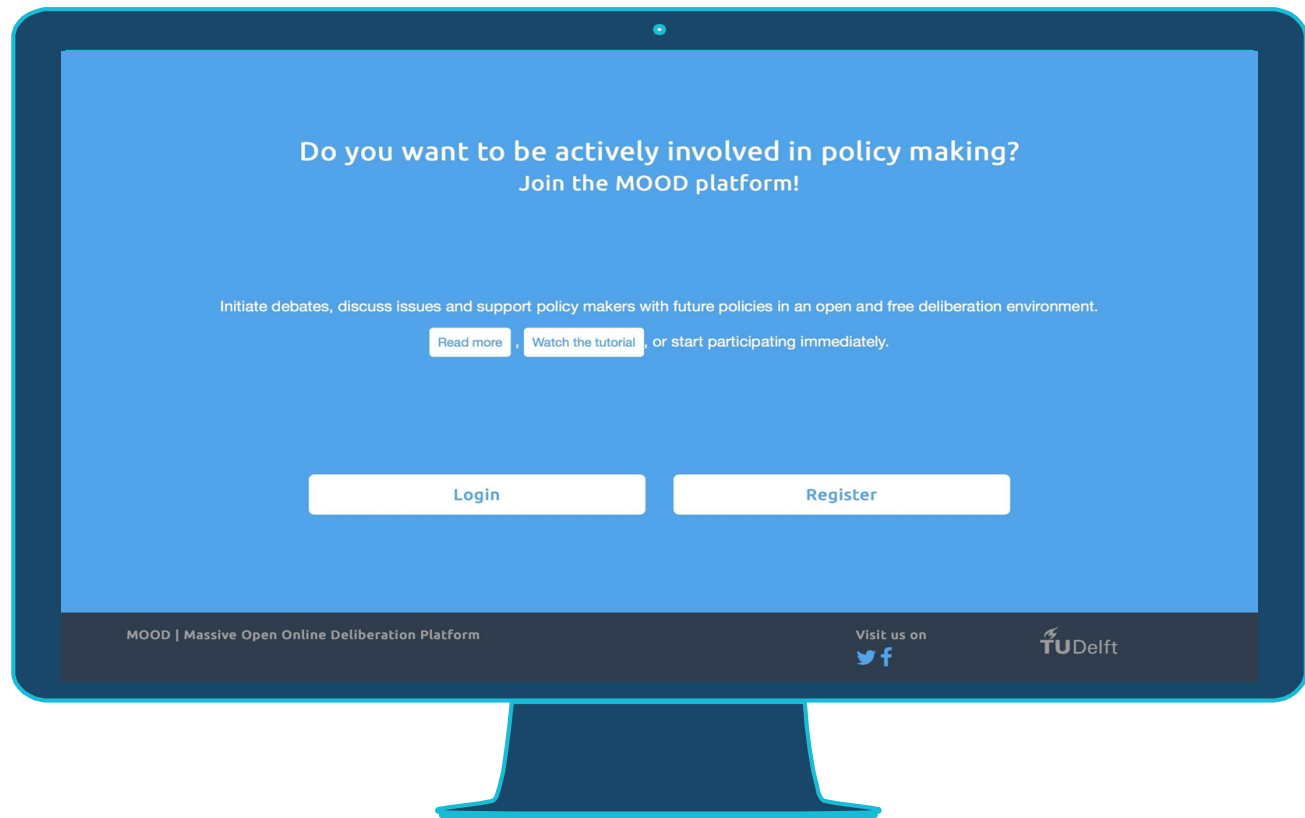
Limitations

- No expert/ random panel for fact validation;
- No reputation score based on level of knowledge;
- MFQ survey modified and not validated;
- Privacy - transparency trade-off.

Link to AI

- Sentiment analysis on content provided by the users to sense the atmosphere of the debate.
- Machine learning techniques, for example validate facts by means of crowd-sourcing applications.

Want to try it yourself?



Visit our platform at:

<https://mood.tbm.tudelft.nl/>

References

- [1] David C Parkes and Lirong Xia, 'A complexity-of-strategic-behavior comparison between schulze's rule and ranked pairs', in Proceedings of the 26th AAAI Conference on Artificial Intelligence
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- [3] Jesse Graham, Brian A Nosek, Jonathan Haidt, Ravi Iyer, Spassena Koleva, and Peter H Ditto, 'Mapping the moral domain.', Journal of personality and social psychology, 101(2), 366, (2011).
- [4] Wikipedia n.d. Wikipedia:editorial oversight and control. [https://en.wikipedia.org/wiki/Wikipedia:Editorial oversight and control](https://en.wikipedia.org/wiki/Wikipedia:Editorial_oversight_and_control). Retrieved at: 26-05-2016.
- [5] Wikipedia n.d. Schulze method. [https://en.wikipedia.org/wiki/schulze method](https://en.wikipedia.org/wiki/schulze_method). Retrieved at: 26-05-2016.

Questions?

