

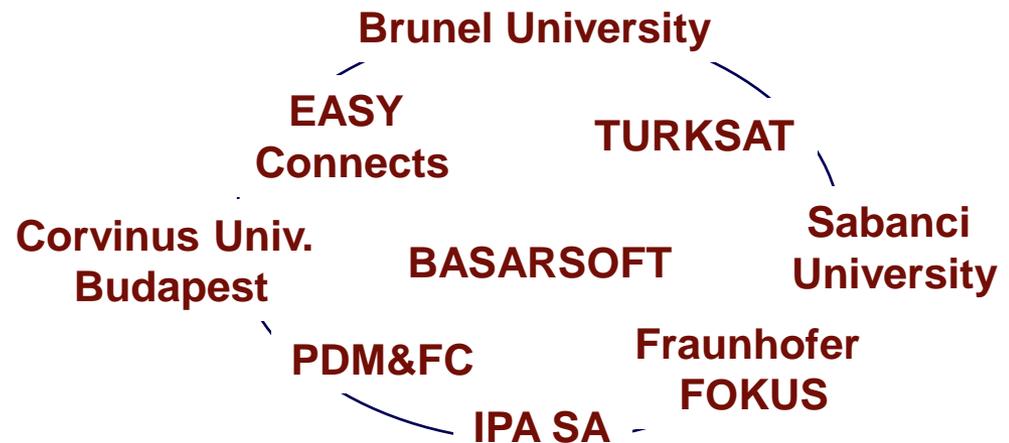
Ubiquitous Participation Platform for Policy Making

UbiPOL

Persuasive Computing for mParticipation – ICT application to eGovernance

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UbiPOL

An Old Problem in Public Sector Governance

“...Public consultation is a legal obligation for policy making in public sector but obviously we are short of ideas to gather a certain amount of citizen opinion apart from setting up a web page.

In particular, the participation of young generation is a major issue we are actively addressing at the moment...” – **A policy maker** –

However, young generations sometimes actively participate to policy making processes

(though they often fails to find a better way) when ...

Protest over higher university tuition fees

They are aware of the issue
and

the issue affects their life!



Friday morning brought a clean-up operation, as Prime Minister David Cameron condemned the previous day's violence and vandalism.

Elaboration Likelihood Model

- ❑ Central Route of Influence
 - ❑ Argument quality
- ❑ Peripheral Route of Influence
 - ❑ Attractiveness or credibility of the source
 - ❑ Source similar to the audience
 - ❑ Social influence
- ❑ Motivation: Personal relevance, fear of being wrong
- ❑ Ability: Availability of cognitive resources (time, distractions), relevant knowledge

UbiPOL propositions

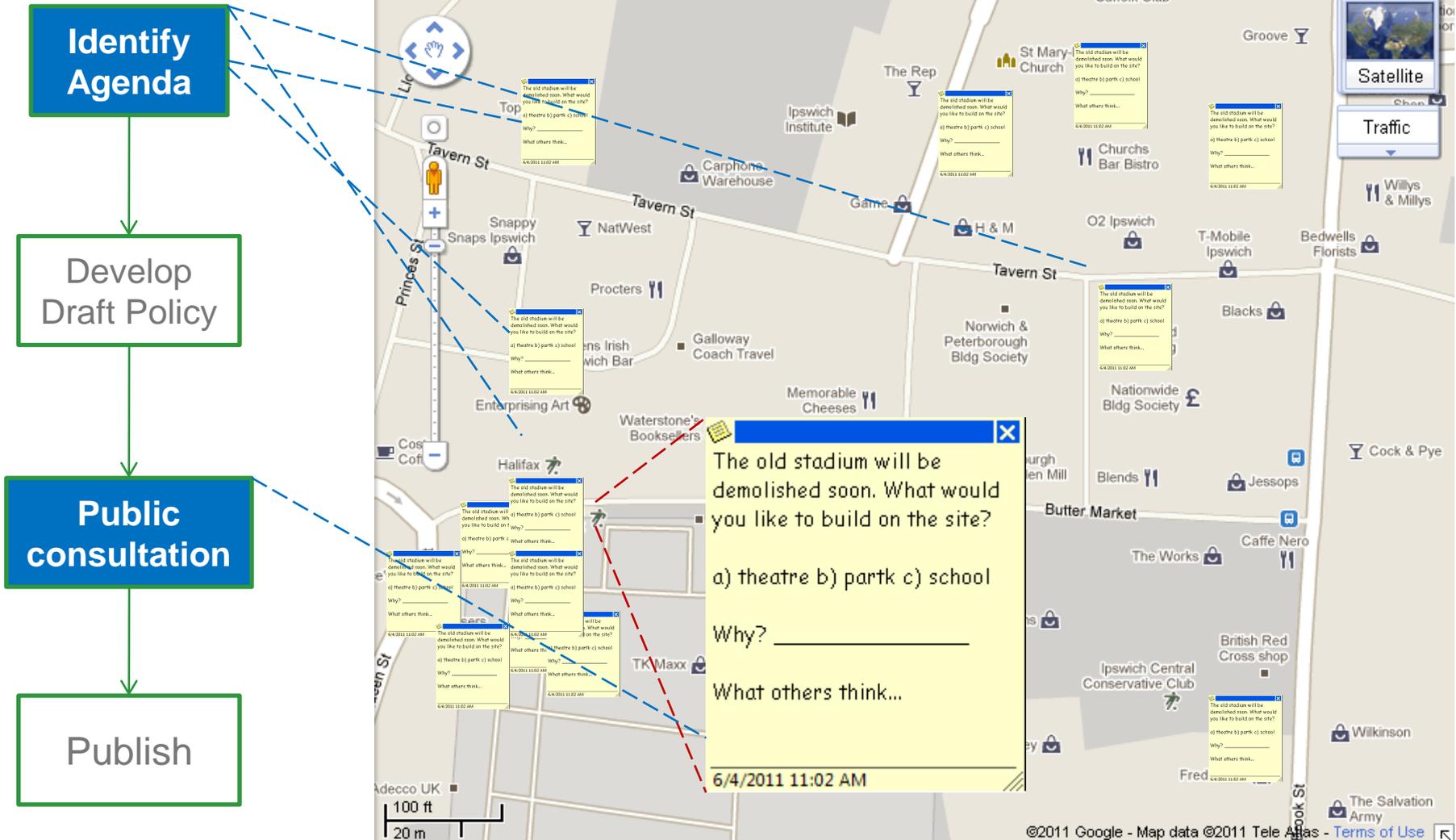
Citizens will more participate to issues

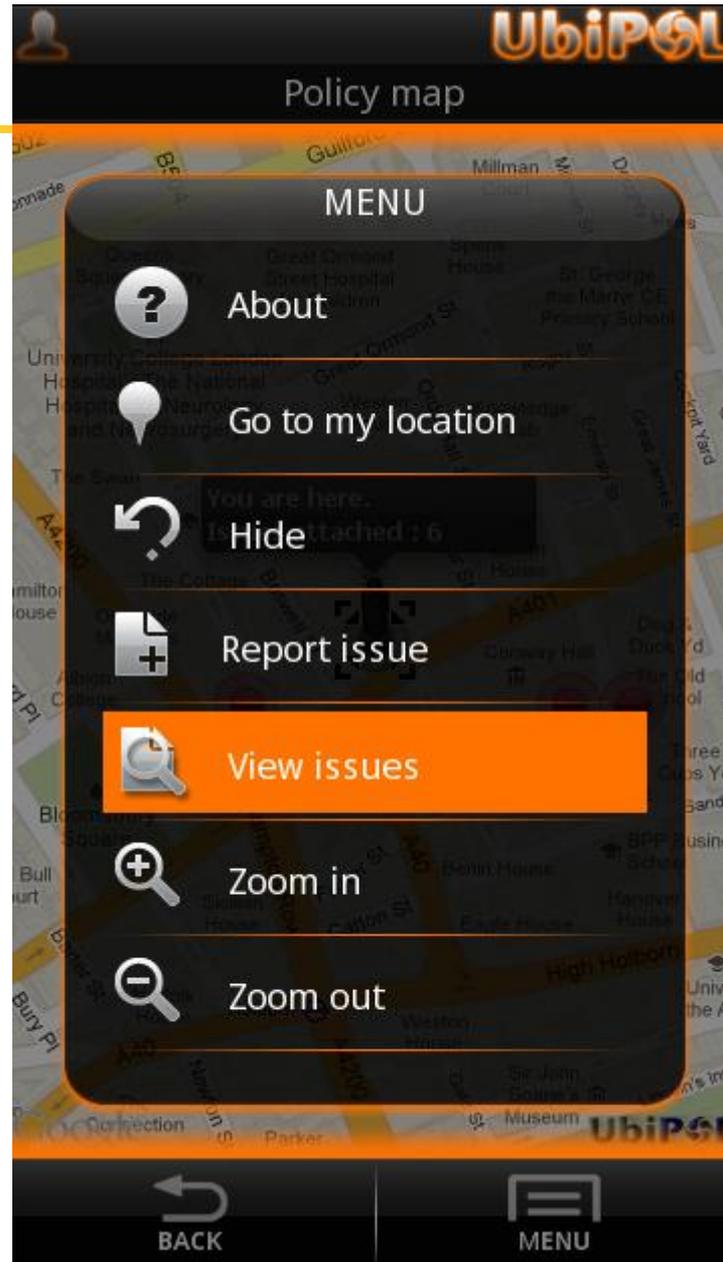
* **relevant** (location based + preference matching) – **central route**

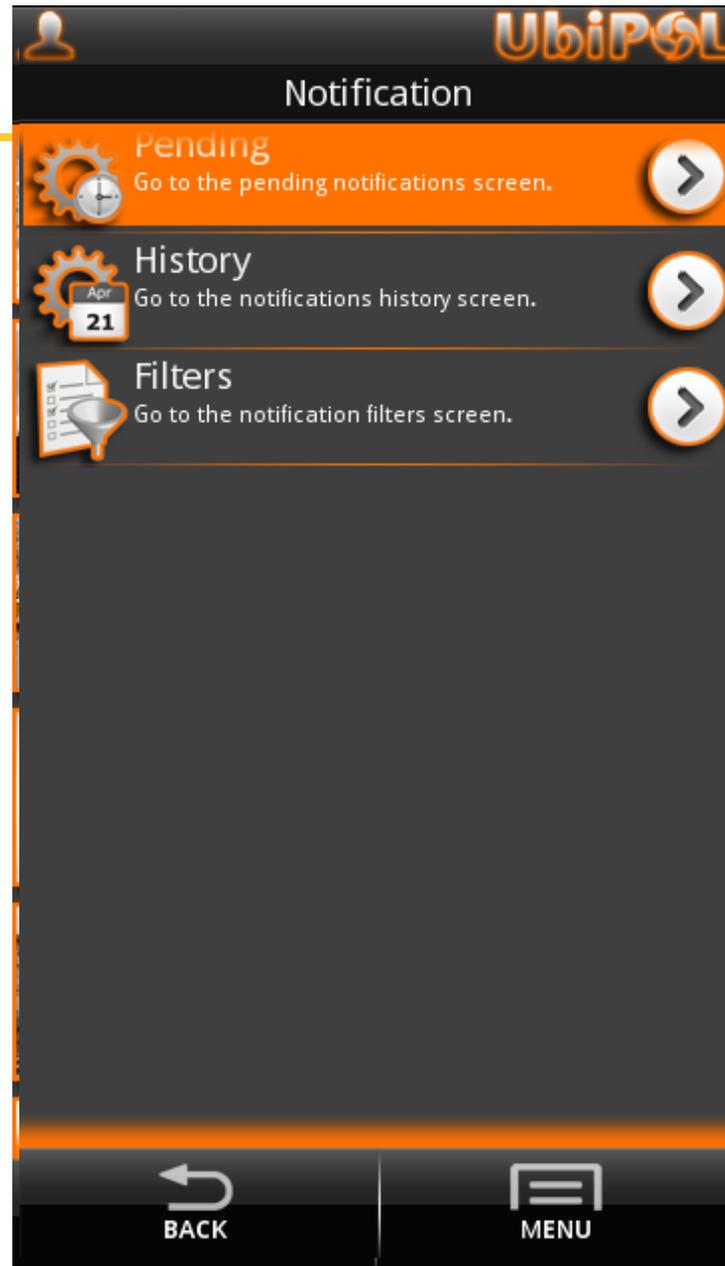
* with **authority power** (policy making process information are shared) – **peripheral route**

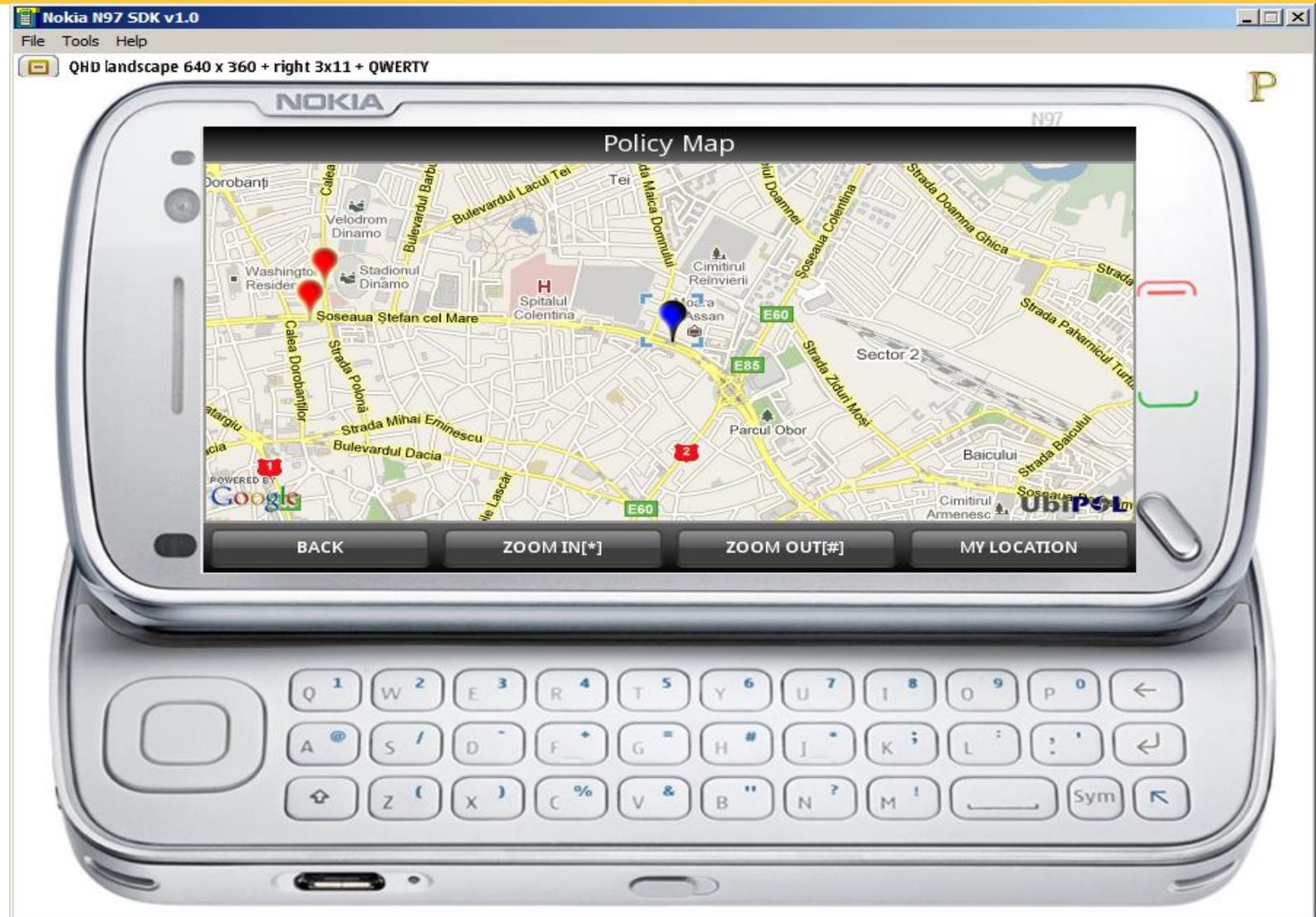
* with **large install base** (the number of participants to the issues) – **peripheral route**

Opinion tag in UbiPOL









UBIPOL

<https://www.ubipol.eu/trac/ubipol/export/HEAD/trunk/demos/PDMFC/PmbeStudy/doc/GuiDesign/Screenshots-html/loc>

UbiPOL

- Reported Issues
- PM Workflow
- Opinion Mining
- Search

Jonh Appleseed
Administrator jseed

Logout

Reported Issues Map View

Map Sat Ter

Filter List Select Fields Edit Mode

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Policy makers view



Jorge Nunes

Administrator *jfn*

Issues

Workflow

Opinion Mining

Search

Policy Issues

Reported Issues

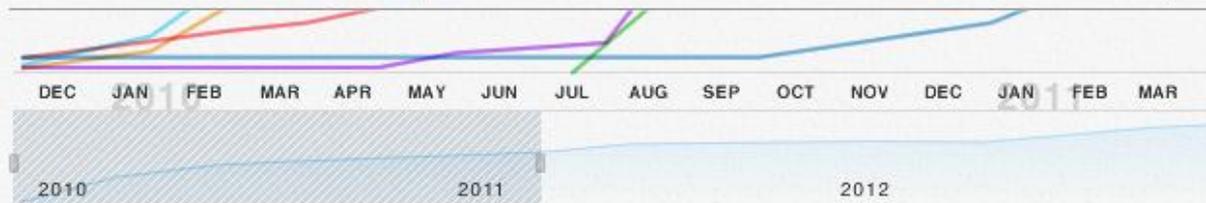
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Logout

Issues Dashboard

[Issues Explorer](#)

Dataset Filter

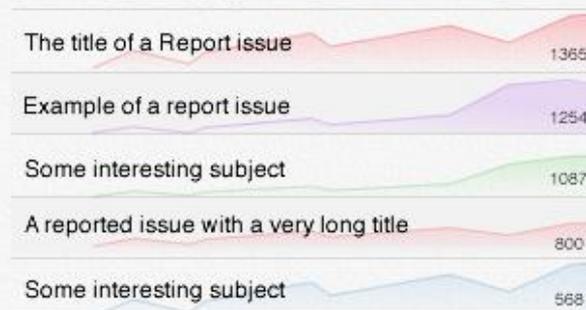


TOTAL NUMBER OF ISSUES: 2 685 974

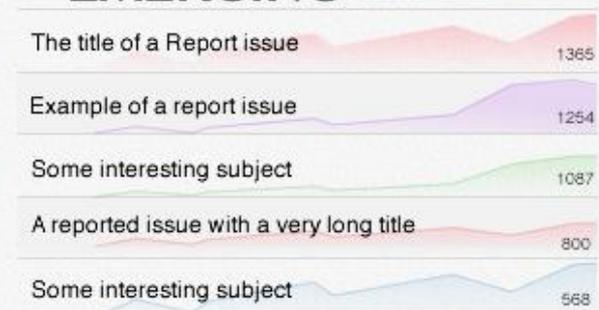
ACTIVE ISSUES: 985 974

[VIEW LEGEND](#)

TOP Issues



EMERGING Issues



EMERGING TOPICS

Example of a topic CATEGORY ONE CATEGORY TWO CATEGORY THREE	And another Topic CATEGORY ONE CATEGORY TWO CATEGORY THREE	And yet another Topic CATEGORY ONE CATEGORY TWO	Very attractive Topic CATEGORY ONE CATEGORY TWO CATEGORY THREE	Short Topic CATEGORY ONE CATEGORY TWO CATEGORY THREE
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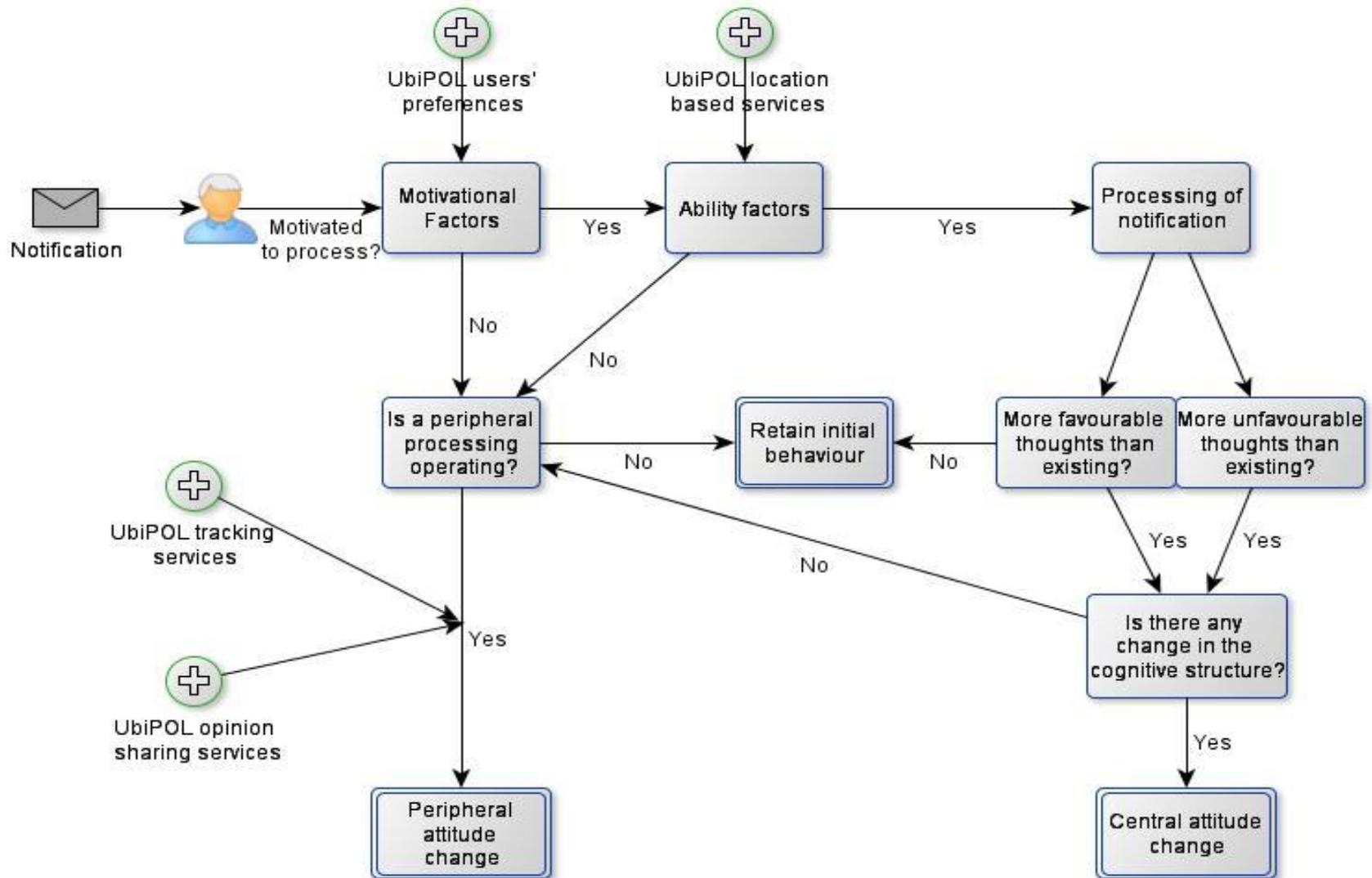
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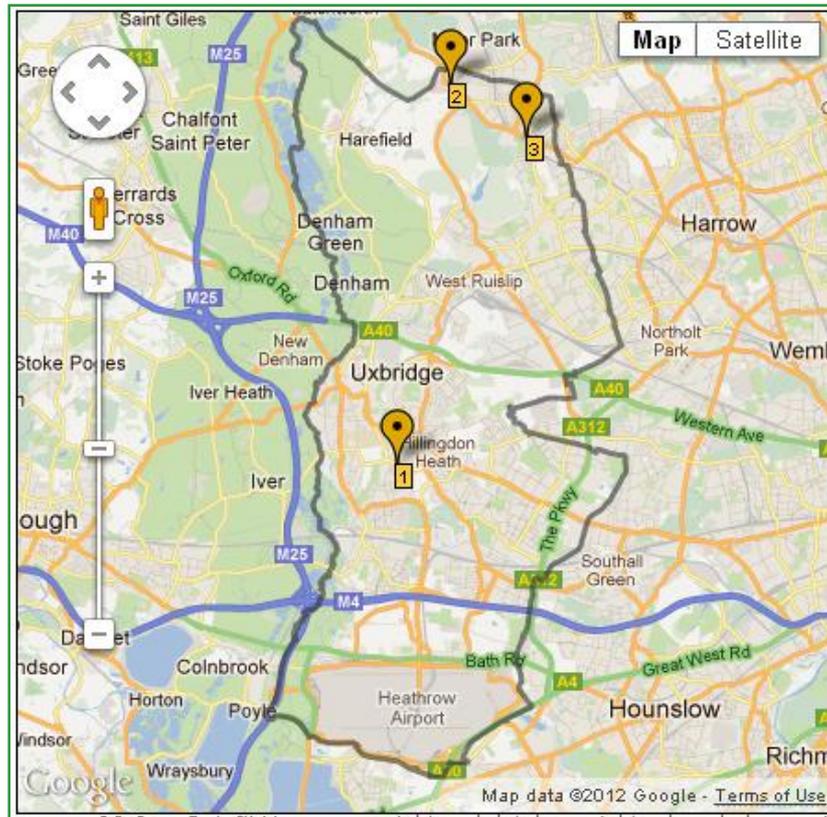
Experiment approach



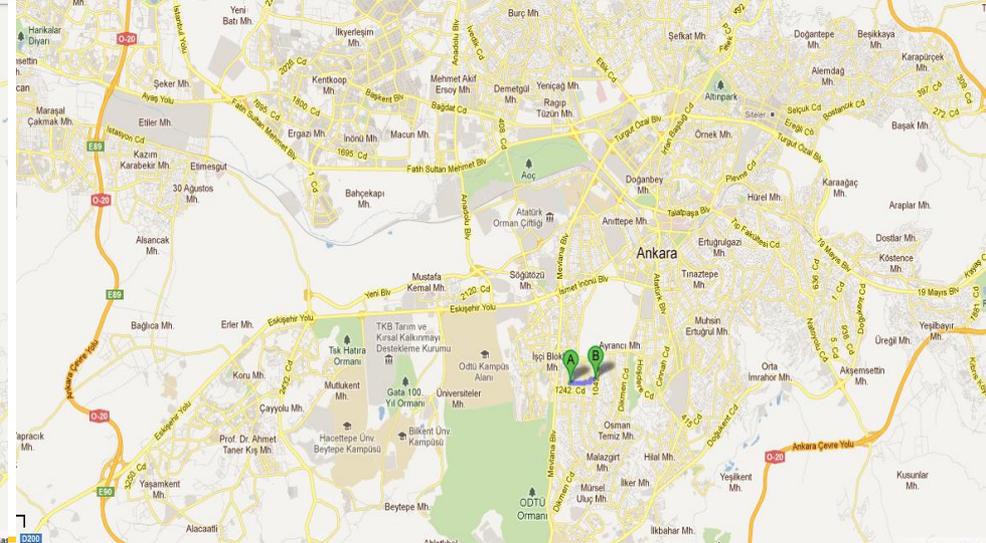
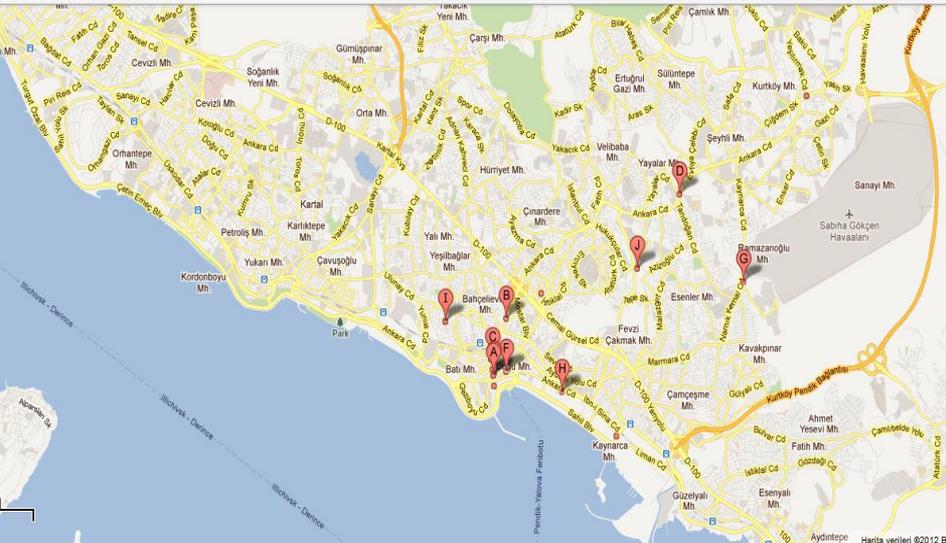
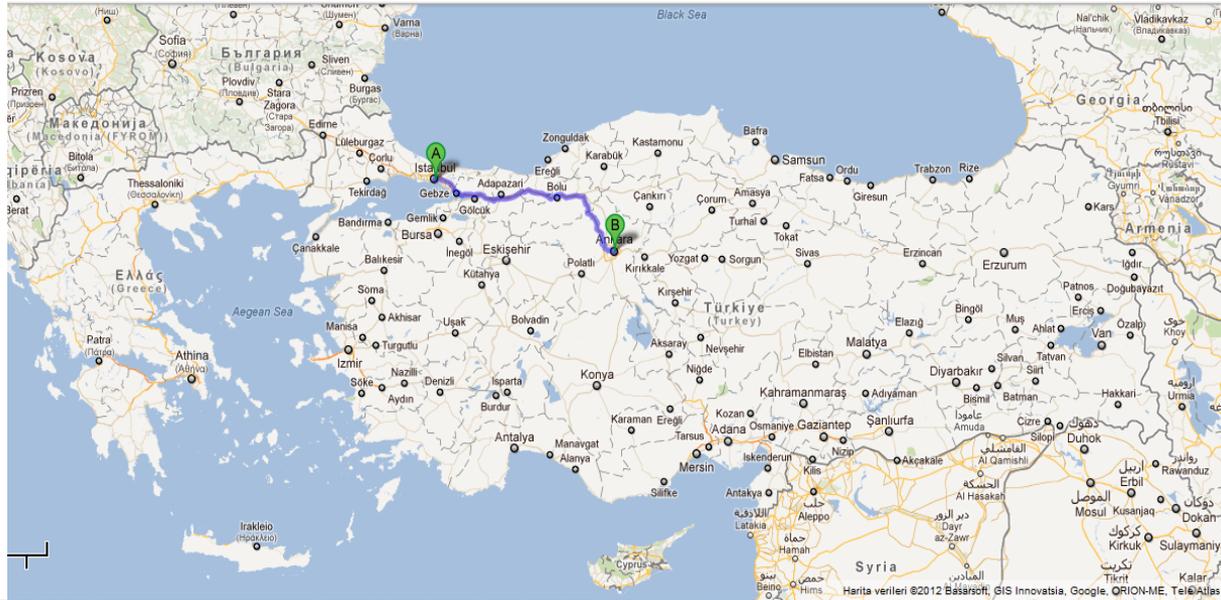
Experimental setup

Experiment	Preference matching notification	Location-based notification	Opinion sharing services	Tracking services
Experiment 1: Testing Preference Matching	√	Disabled	Disabled	Disabled
Experiment 2: Testing Location Matching	√	√	Disabled	Disabled
Experiment 3: Testing Tracking services	Only one active		Disabled	√
Experiment 4: Testing Opinion sharing services	Only one active		√	Disabled

Brunel and Hillingdon



Istanbul Pendik and Ankara



Impact of UbiPOL

