

# Ubiquitous Participation Platform for Policy Making

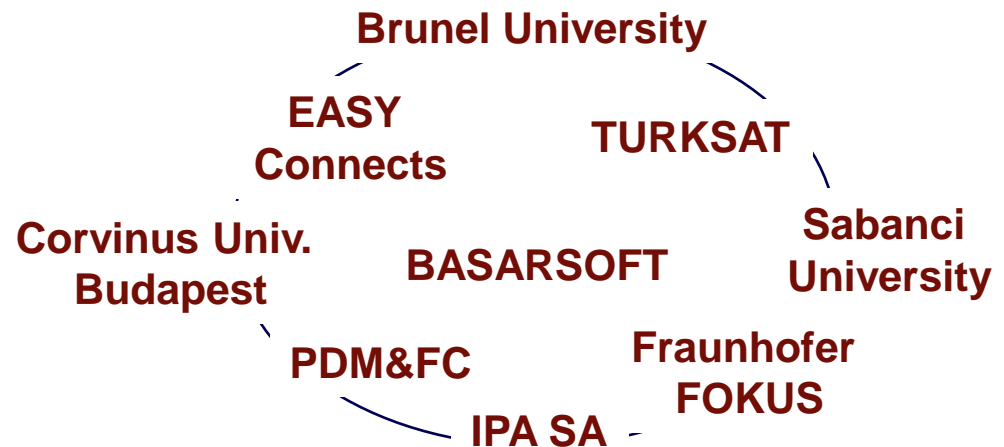
# UbiPOL

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## *Persuasive Computing for mParticipation – ICT application to eGovernance*

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Project number INFSO-ICT-248010

**UbiPOL**

# ***An Old Problem in Public Sector Governance***

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“...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!



WARNING: This gallery contains pictures some readers might find disturbing

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

# ***Elaboration Likelihood Model***

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- ❑ 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*

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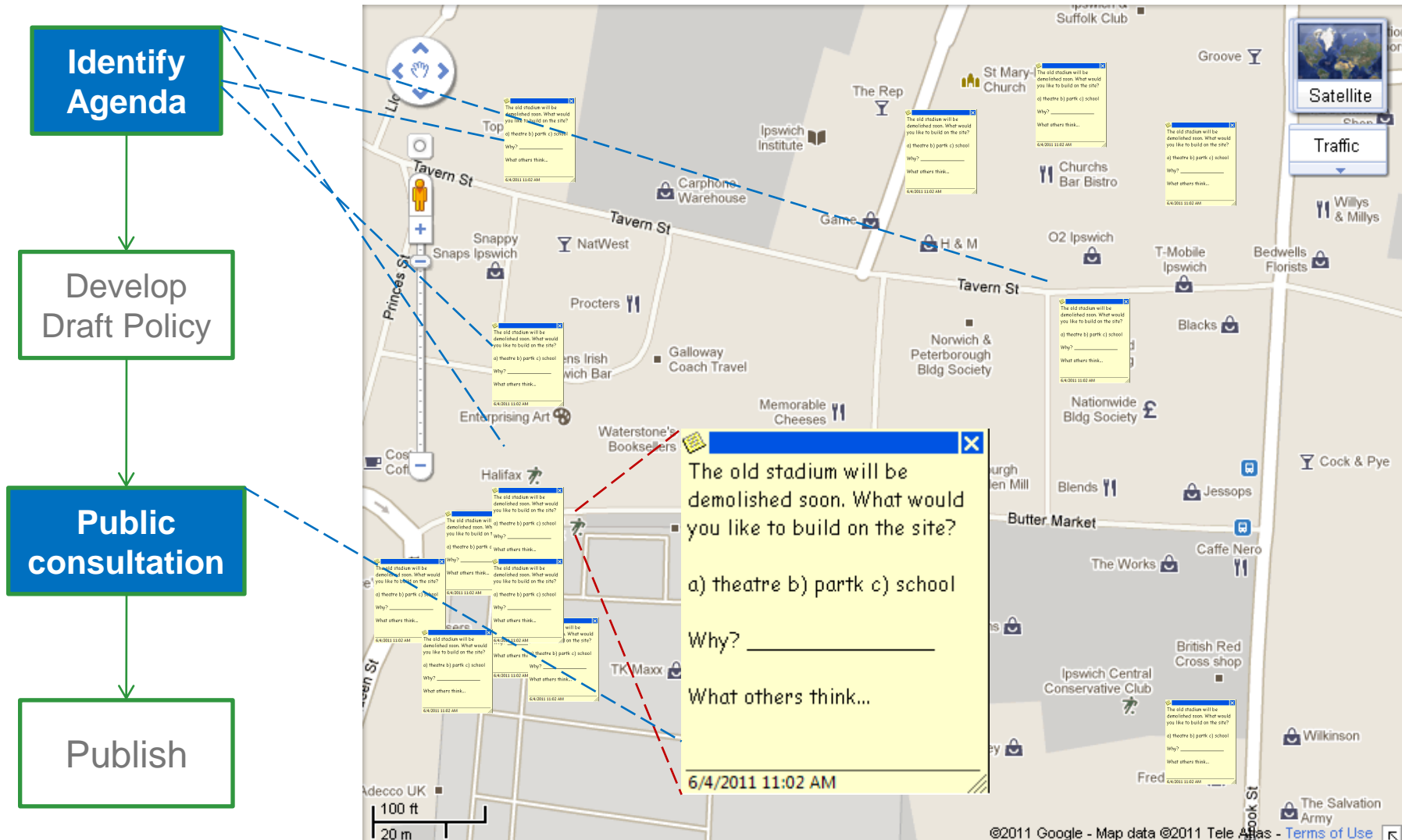
Citizens will more participate to issues

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

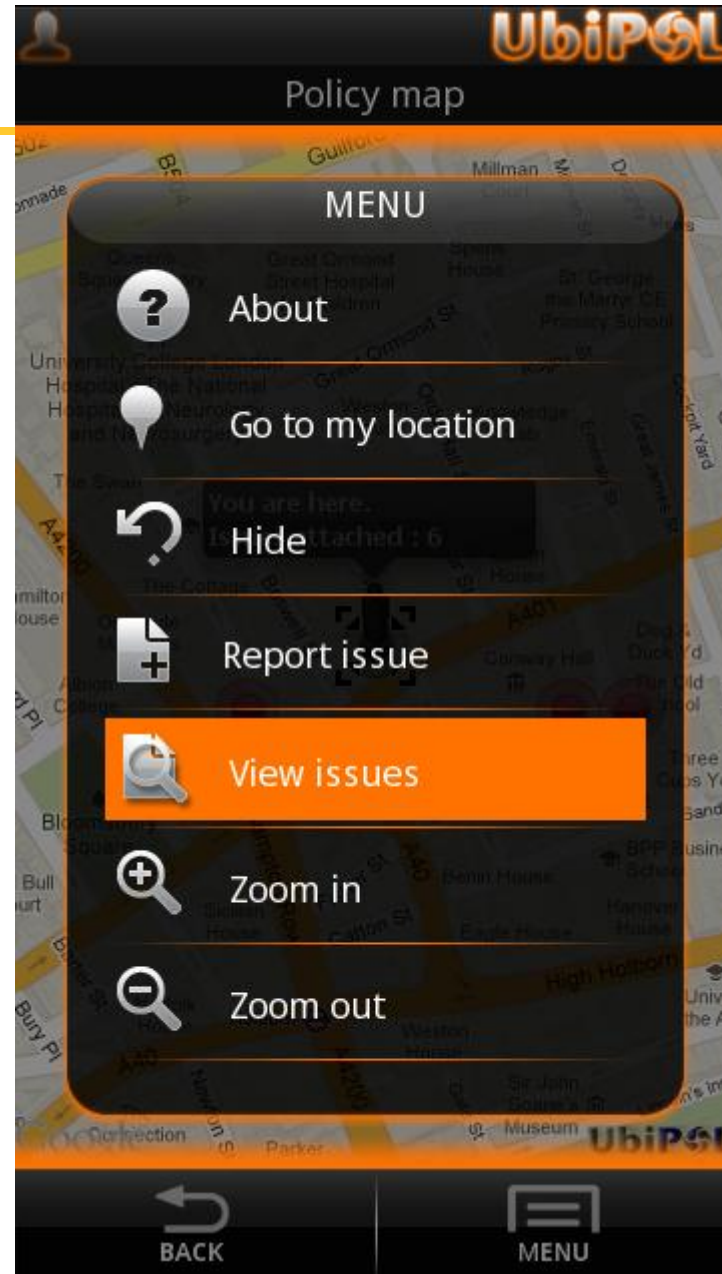
- \* with **authority power** (policy making process information are shared) – **peripheral route**

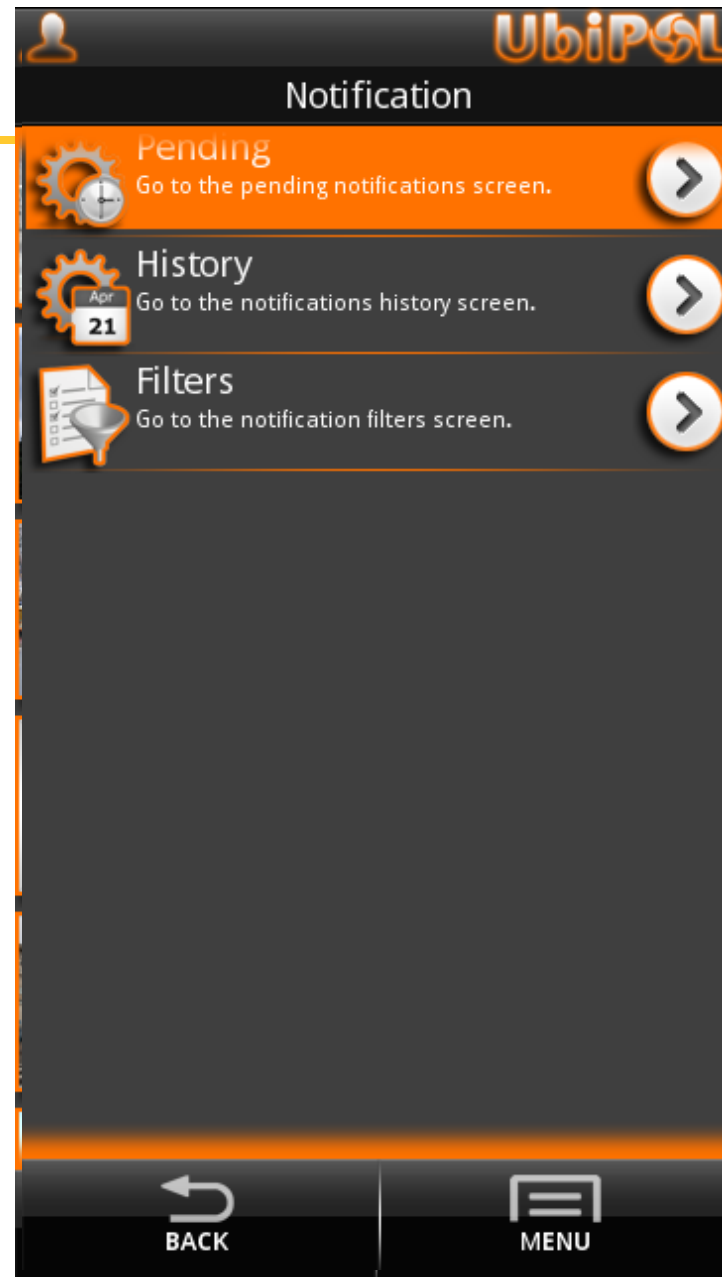
- \* with **large install base** (the number of participants to the issues) – **peripheral route**

# Opinion tag in UbiPOL














UBIPOL

Reported Issues

PM Workflow

Opinion Mining

Search




Jonh Appleseed

Administrator | seed

Logout

Reported Issues

Map View



UbiPOL Project number INFSO-ICT-248010

Add title and date here (in slide mask)

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# Policy makers view



**Jorge Nunes**

Administrator *jfn*

Issues

Workflow

Opinion Mining

Search

Policy Issues

Reported Issues

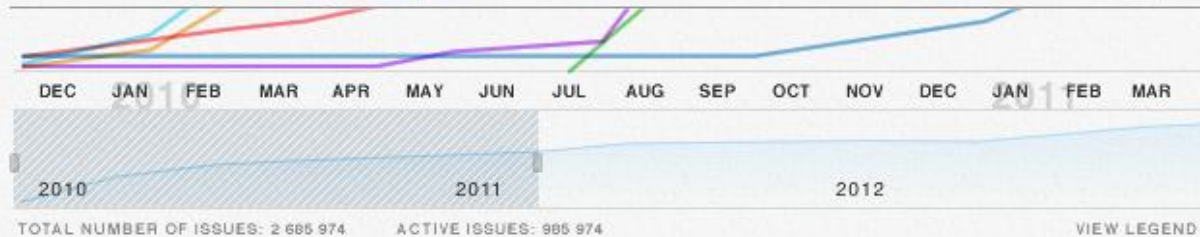
7 3

Logout

Issues Dashboard

[Issues Explorer](#)

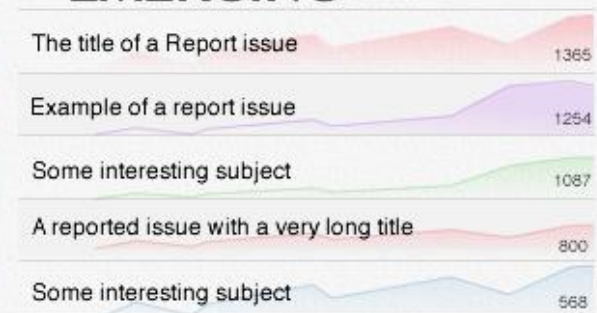
Dataset Filter



## TOP Issues



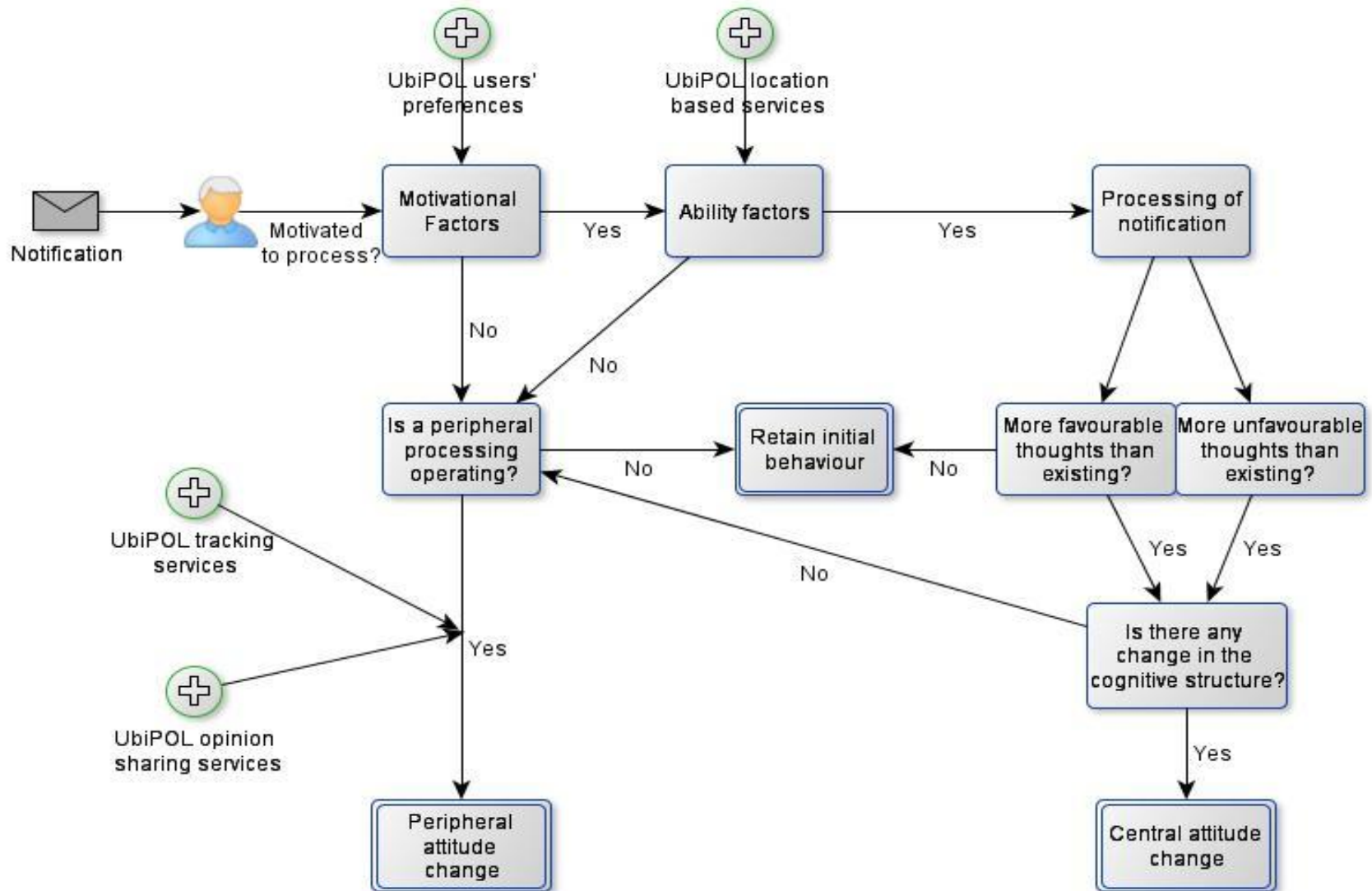
## EMERGING Issues



## 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
1126	564	5867	874	652

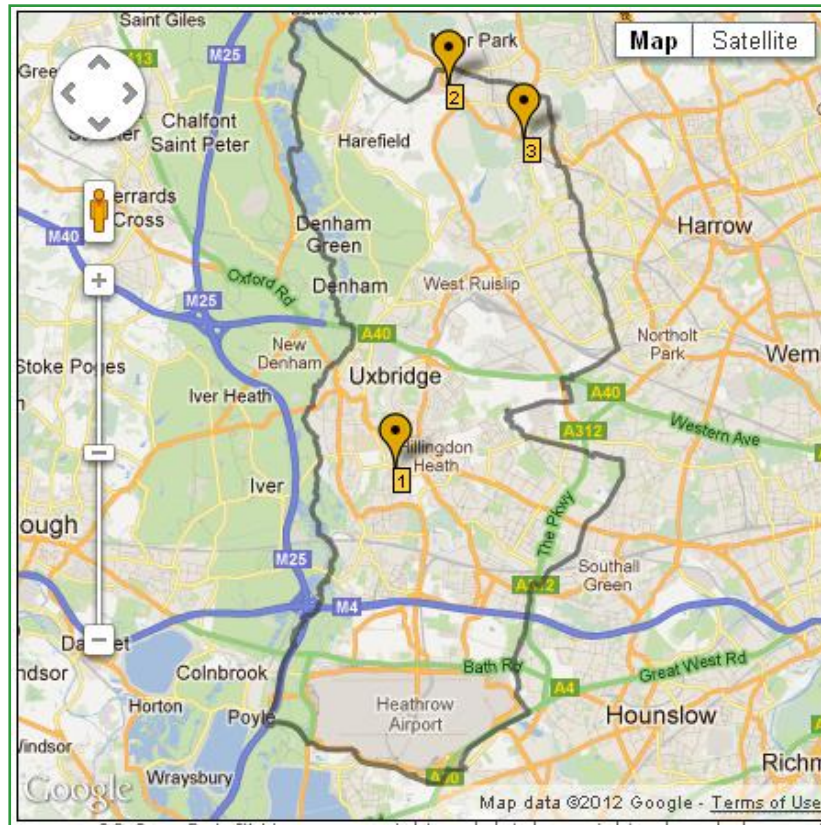
# Experiment approach



# Experimental setup

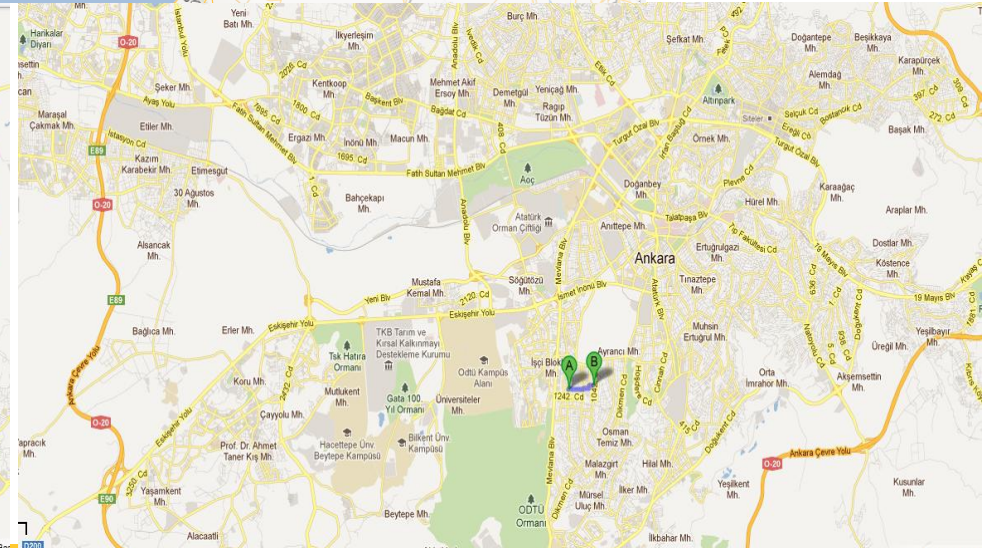
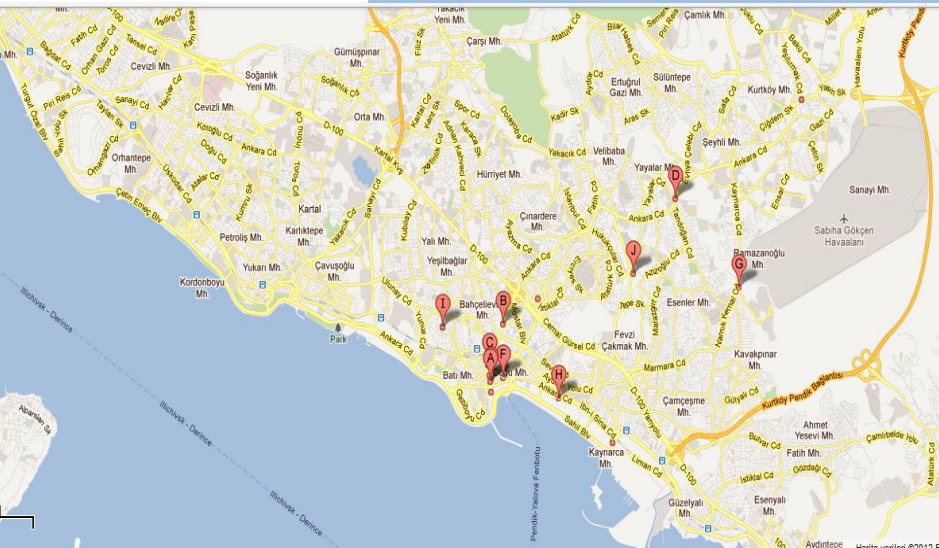
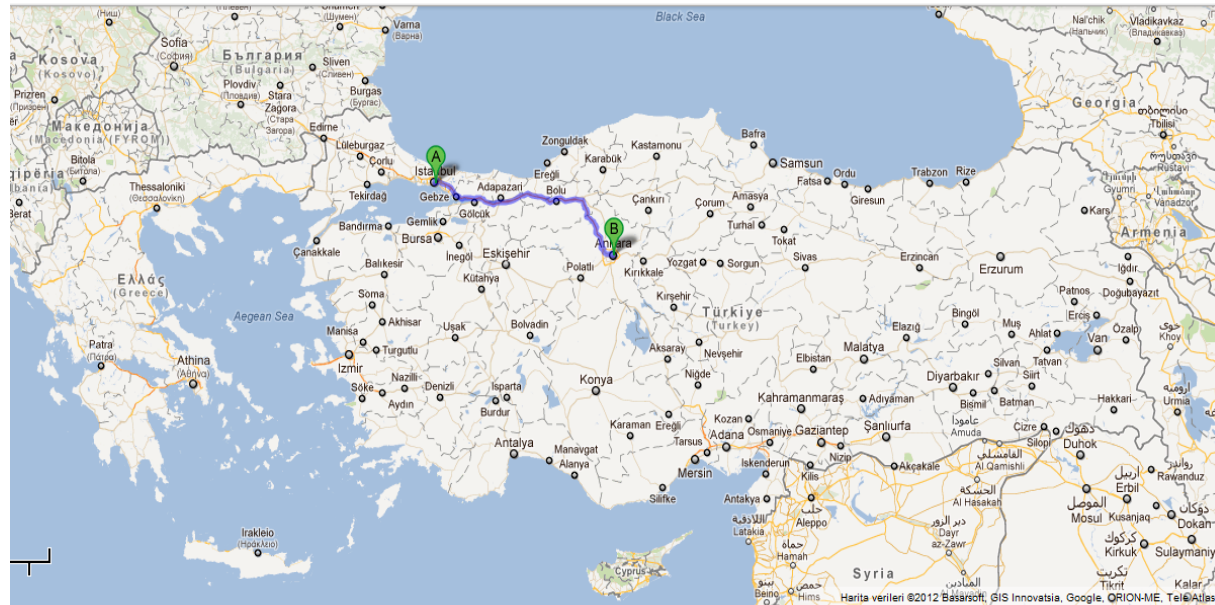
Experiment	Preference matching notification	Location-based notification	Opinion sharing services	Tracking services
Experiment 1: Testing Preference Matching	√	Disabled	Disabled	Disabled
Experiment 2: Testing Location Matching	√	√	Disabled	Disabled
Experiment 3: Testing Tracking services	Only one active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

# Brunel and Hillingdon





# Istanbul Pendik and Ankara





# Impact of UbiPOL

