

WP7 M3

Meeting summary





WP7 Topics discussed

- Incentive structures for Use Cases
- Rewards need to be explicit and achievable (i.e. not too hard)
- Methods for categorising landscape elements
- Use of Ability and Effort to categorise Users
- Similarity of (effort, ability, interest) Users enables friends recommendations
- Need to develop strategies for driving annotations up (bootstrapping, incentives, viral awareness)
- Need for early-stage prototyping (crude Flash implementation vs. Paper designs)



WP7 Implementation issues

- Flash interface and tools need to provide data in usable form (text output)
- Although source data is all visual, it is referenced as strings
- Annotation method for landscapes needs to be tailored to age range (complexity of concepts may be an issue)
- Users can provide some low level Personally Identifiable Information (age range, gender but only by inference – ‘pick the avatar which most looks like you’ or similar)
- May be requirement to annotate landscapes by layer (not from user perspective, from combination of layer elements and cumulative annotations)



WP7 Next steps

- Develop prototype interface for Moon Zoo
- Develop prototype interface for Landscape annotation
- Define social benefit to annotation (friend finder)
- Place these in the Tiny Planets Zoo site and allow access to partners
- Enable access to TPL server so that Semantic tools can be installed when appropriate
- Discuss with Oxford Astrophysics the possibility of getting user data from various stages of Galaxy Zoo project to assess behaviour