



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

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45b AZ 04
University of Surrey

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The Open University

Engaging individuals and communities: Tools to capture and share our collective intelligence

With formal negotiations taking place in December at the United Nations Climate Change Conference in Copenhagen, the issues around climate change facing policymakers, scientists, governments and local communities are highly complex. For many this is a unique opportunity for a public debate that weaves together all the different opinions and perspectives of scientific and political arguments in order to propose, negotiate and implement an effective, sustainable and socially just agreement. The extraordinary emergence of the Internet and more specifically the latest generation of web technology (Web 2.0) is playing a key role in enabling such initiatives due to its ability to engage large, diverse and distributed groups of people from all over the world to participate, share and collaborate in new ways that were never before possible for humanity. New media has inspired the design and development of web-mediated interactive tools to capture, integrate and disseminate the different opinions and arguments of diverse and geographically dispersed communities on global challenges, in a distilled and structured manner. These tools enable individuals to rate or vote for positions, discuss the pros and cons of current positions, propose new or different options and collectively decide how best to act. In this talk I will discuss how web-mediated tools enable online collective deliberation and motivate collaborative decision-making, creating a process that is open, shareable, builds trust among communities, governments and individuals and achieves high social returns by significantly impacting society as a whole.

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