Opinion Space: Using Dimensionality Reduction to Visualize Public Opinion and Crowdsource Insights

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"Opinion is the medium between ignorance and knowledge." -- Plato

I'll describe "Opinion Space," a new social media technology designed to help communities generate and exchange ideas about important issues and policies. A version of Opinion Space is now being used by the U.S. State Department, where it has attracted thousands of participants from around the world to organize, visualize, and analyze constructive suggestions on foreign policy. Opinion Space uses dimensionality reduction techniques to display the emerging diversity of viewpoints and collaborative scoring metrics to help the community highlight comments that are most insightful. I'll also describe our experiences working with the US State Dept, results so far, and next steps including integrating text analysis using Canonical

Correlation Analysis (CCA). Please give it a try at:
http://opinion.berkeley.edu

Ken Goldberg is an artist and Professor of IEOR and EECS in the College of Engineering and the School of Information. He is an IEEE Fellow and co-Founder of the Berkeley Center for New Media (BCNM). He has published over 150 research papers, edited four books, and served two terms as Vice President of Technical Activities for the IEEE Robotics and Automation Society. His award-winning artwork has been exhibited worldwide at venues such as Ars Electronica, ZKM, Pompidou Center, ICC, Kwangju Biennale, Artists Space, The Kitchen, and the Whitney Museum.

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