



# **NATURE OF GRAVITY IN OPINION SPACE**

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# Opinion Space

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## View Full Propositions

### 1. Companies should be requ...

Strongly Disagree Strongly Agree

### 2. The Federal government s...

Strongly Disagree Strongly Agree

### 3. Obama's selection of Wash...

Strongly Disagree Strongly Agree

### 4. The US economy is headed...

Strongly Disagree Strongly Agree

### 5. The U.S. should support Is...

Strongly Disagree Strongly Agree

Enter a comment (optional):

this is cool

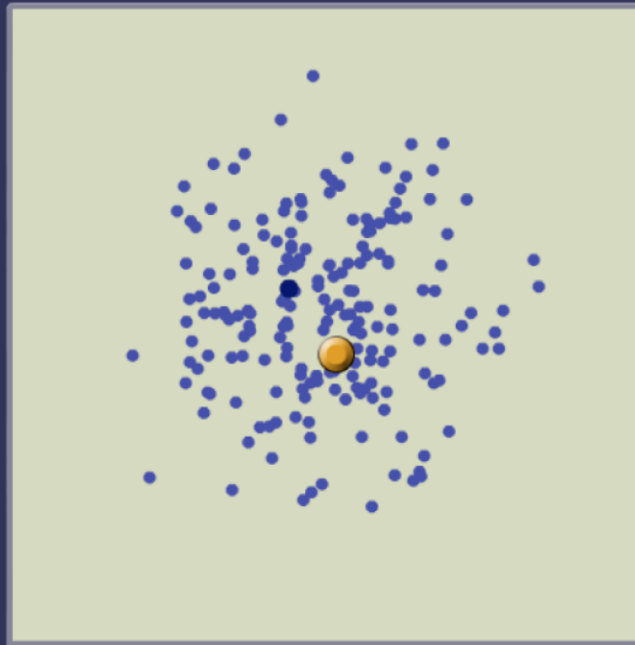
Save

This is user user\_152's extremely intelligent comment! Birds fly in the air, the dogs walk on land. Did you know that?

Strongly Disagree Strongly Agree

Save

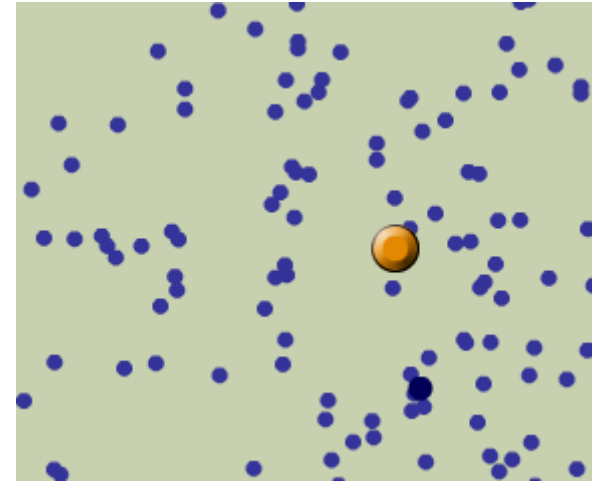
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# PROBLEM

- Measuring and analyzing the nature of **gravity** within Opinion Space
- **Gravity**: the force exerted by one or many users' opinions on other users' opinions
- In solving this problem, we will gain a better understanding of the nature of gravity on user's opinions.



# APPROACH

- Gather statistical data after releasing Opinion Space
  - When do people decide to alter their opinion on something?
  - Do people tend to move themselves closer or farther from groups?
  - Which comments spur people to change their opinions?
  - Are there people more influential than others?
- Perform a survey on Opinion Space users



## THEMES ADDRESSED

- Social Identity
- Persuasive Technology

## ASSESSMENT

- We get a clear picture of the effects of gravity on Opinion Space users.
- Can aid in the design of future versions of Opinion Space.

