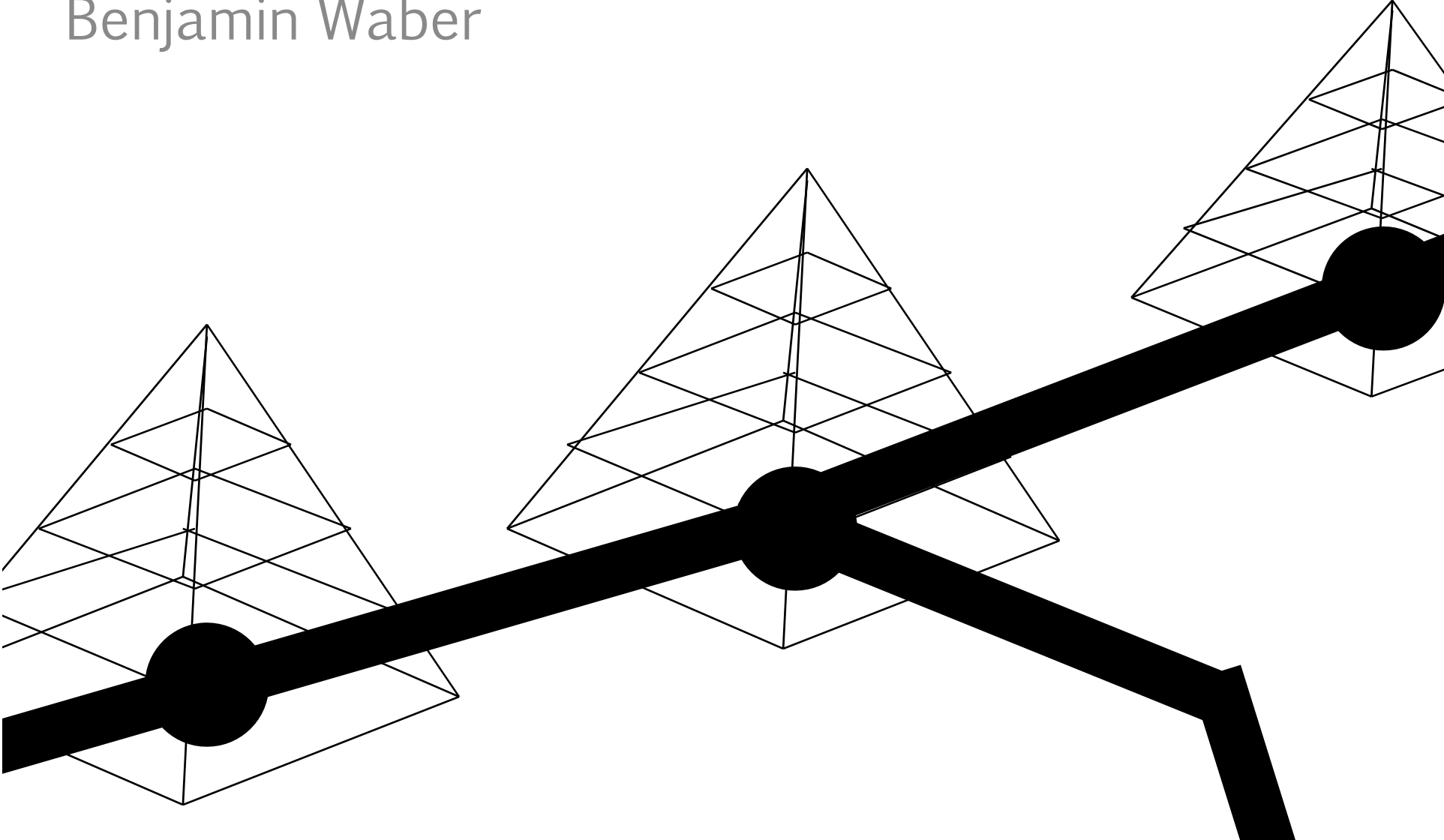


Social in PiNk

Benjamin Waber



humans are social



governments and
organizations manage our
behavior... but inefficiently

distributed democracy

natural decision groups

new guilds

societal connections

guided public space

distributed democracy

ideas proposed and decided on
using distributed computing

natural decision groups
+ new guilds

ethereal groups that naturally
emerge

organization around interests
rather than companies

societal connections
+ guided public space

policies implemented through the
people

architecture changes
people gain a sixth sense of social connections