Title

Kyu Han Koh
kohkh@colorado.edu
Feb 5th, 2008

Abstract

In this progress report, I address the mechanism to build an output filter for Google 3D warehouse with detail information. I suggest that Google 3D warehouse would be transformed into 3D architecture company. It would have multiple divisions as real architecture companies do. Social contributors, who upload their design to 3D warehouse, would be promoted based on their contributions as architects are promoted by a promotion committee. However, its promotion committee would consist of end users instead of company directors.

Therefore, 3D warehouse is still open design system, but it fortifies its output filter with this sophisticated mechanism. This modified output filter mechanism will increase the social creativity and upgrade current output filter to increase the trustworthy of output filter.

Context

Mimic input filter mechanisms in professionally dominated cultures to build output filters in democratic design cultures

Due to the characteristics of open design system, it is not easy to build strong output filters as strong input filters in professionally dominated cultures.

However, if we could mimic the mechanisms being used in professionally dominated cultures, we could strengthen output filters in democratic design cultures. Professionally dominated cultures and democratic design cultures seem to be totally independent and different from each other, but it could work in intercourse.

I apply the system of architecture companies to Google 3D warehouse.

Transition from 3D warehouse to 3D architecture company

3D warehouse, as I understand it so far, is a warehouse literally. Users upload their designs to the web, and it stacks like hay in the warehouse even though we could say it is organized by user name, tagging, and rating. It is hard to say that the products in that warehouse are well classified and distributed.

However, it is possible to transform this warehouse into an architecture company. We could fit the framework of this warehouse into the framework of an architecture company with simple changes.

First of all, we need to build or define divisions for uploaded designs. We might have a division for castle design, and there might be several subdivisions such as an Asian castle team, a European castle team, or an American castle team. Additionally, we could have sub-team in subdivision (i.e. Japanese castle team or Korean castle team in Asian castle team). The division could be classified by Google, so when users upload their design to 3D warehouse, they would be asked to choose the classification.

Second, we need architects as an architecture company. We do not need to worry about this notion because we already have numerous employees who are willing to work for free. All end users using Google 3D warehouse or sketchup are already employees for this virtual architecture company. Every user who visited to Google earth or 3D warehouse is a potential architect for this virtual architecture company.

Third, we need to build a structure of this organization. We construct a hierarchical system of employees from intern to head architect. However, we do not have any president or chairperson title because it is still open system, and we do not need those titles.

Fourth, this organization is built in the virtual reality. One employee can belong to several different divisions at the same time. Also, it means that a head architect in landscape division could be an intern in ship design division.

Fifth, we have a promotion committee to decide who will be promoted. Unlike promotion committees in the real world, this promotion committee would consist of end users. The rank of each employee will start from intern, and they would be promoted based on credits they received for the designs they uploaded to 3D warehouse. I believe that this approach would increase the social creativity and trustworthy of output filter. People concern about the rank even if it does not mean anything in the real world, that's why people are so eager to raise their levels in on-line games. Also, this rank would stand for participants' specialties in certain domains. It

means that Osaka castle design of a head architect in Japanese castle team would be more trustable than one of an intern in same Japanese castle team or other divisions.

To sum up, I brought new notions to current output filter mechanism being utilized in 3D warehouse. Division concept would take a role of tagging partially to support better organized interface, but tagging will remain for detail search. Rating rates not only a design uploaded to 3D warehouse but each individual end users participating in 3D warehouse. This new rating mechanism would bring increased trustworthy of output filter and more vivid participation of end users.

Research Questions

To support and build this kind of system, I believe that we have to answer following questions before we step further.

> ➢ How to distribute the divisions?
> ➢ How many and how detailed divisions we need?
> ➢ How much credits designers need to be promoted?
> ➢ How many ranks we need for this system?

Research Plan

- Find research papers in sociology or social psychology to support my assertion
- Study the tendency of end users to upload their design to 3D warehouse

Expected Results
- Provides well organized user interface
- Provides improved output filter mechanism

Deliverables

Monthly progress reports