

End of AY 2016 Report for SIP - Group1

Project Title

Game for Social Good

Team

GSDM ID	Name	School	Department	Year (e.g. D1)	Leader/ member
14101	Takashi Nicholas MAEDA	Graduate School of Engineering	Department of Systems Innovation	D1	Leader
13105	Gyo UCHIDA	Graduate School of Economics	Division of Economics	D2	Leader
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Objective: Explain what social/global issues that this project tried to address and why the issue is important.

Our objective has been to address cooperation problems that we often face when solving various social issues. Instead of addressing any specific social issue area, we shed light on what hinders people from cooperating, which is a structural problem we commonly face in whatever social issues we try to solve. In particular, we focused on the problems of (1) information asymmetry and (2) collective goods. The former refers to the problem of mismatch between the demand and the supply of help. We see it as a problem that there is little platform to share information between people who are in need or people who notice the problem, and people who have the ideas to solve the issues, or people who are potentially capable of taking action. For example, while some people in the area may be aware of the garbage on certain streets, this will not be solved if the information is not conveyed to a local youth group who were looking for volunteering opportunities. In fact, although we often encounter various social issues in daily lives, it is easy to let the notion or the idea pass away from your mind. Our objective is to let those notions be expressed to the public with small cost, and to match it with someone with the idea or who are willing to help. The latter, collective goods, refers to the problem in which there is not enough incentive for an ordinary citizen to commit oneself to achieve collective goods on a daily basis. We aim to overcome this problem by letting people's action visible and draw incentives for the people to contribute to the acquisition of collective social goods.

Method: Explain through what kind of approaches you tried to achieve the objective.

*About the list and details of the interview, add the appendix.

We tried to achieve the aforementioned objectives through an online app. It provides a SNS-type of platform, in which the users can post social issues, share their ideas for the reported issues, and even organize people to collectively solve the issues. While there exists similar apps for specific issue areas, such as food banks, our novelty lies in allowing a wide range of issues, while limiting the objective to social issues (which differentiates it from "Yahoo! Answers"). This brings together people who are interested in various issue areas. It also lets ordinary people report various issues that they encounter in their daily lives, which they would have otherwise ignored. An important feature of this app is to have all these activities (reporting, sharing ideas, taking actions) visible to other users and let them review each other's activity. While people, however goodwill they have, do not have enough incentives to engage in solving collective issues, encouragements from the peers could constitute a sense of reward that incentivize people to make contribution. People are more likely to take actions if he/she finds out that there were a lot of people who

also thought the issues he/she reported was important. In particular, the core idea of this project has been to utilize the idea of gamification in overcoming the difficulty of achieving collective goods. Gamification, by incorporating the incentive structure of games, helps keep people motivated to check the app regularly and habitually get involved.

Outcome: Explain what kind of results you obtained from this project and discuss how it addressed your focal social/global issues.

While this is a two-year project, we have achieved the following in our first year of the project. First, certain members obtained skills in creating apps and games. Secondly, we have created several versions of the app. We now have the beta version of the app that could be used for information sharing and peer reviews. Our next step is to develop this app further for implementation, so that it would be in actual use by the public and bring people to cooperate in solving social issues.

Budget: List the budget this project implemented. *About the details, add the appendix.

Purposes	Expense
Books	5832 JPY
Rental server	4074 JPY
Apple developer program	12744 JPY
Others	
Total	22650 JPY

Appendix

*Figures of the app we have developed

