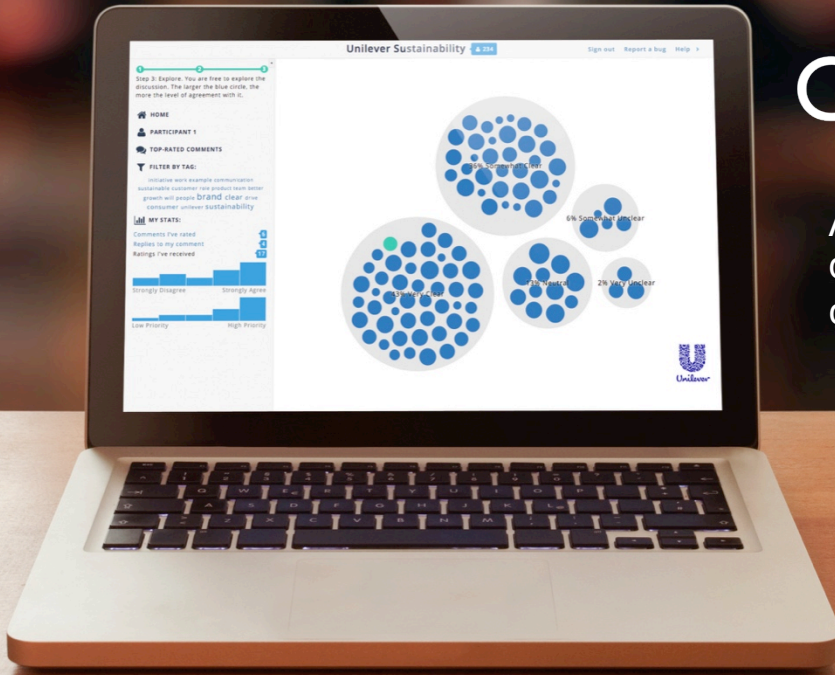# Crowdoscope

An interactive survey and discussion tool for real-time collective intelligence.

Crowdoscope is a tool for obtaining the collective intelligence of small or large groups of people. It is a self-organising visual environment that can support an unlimited amount of participants. In Crowdoscope, groups can interact in a system carefully designed to optimise their input and extract insight. In this way, Crowdoscope helps communities navigate discussions more easily, facilitates collaboration and enhances participant involvement.
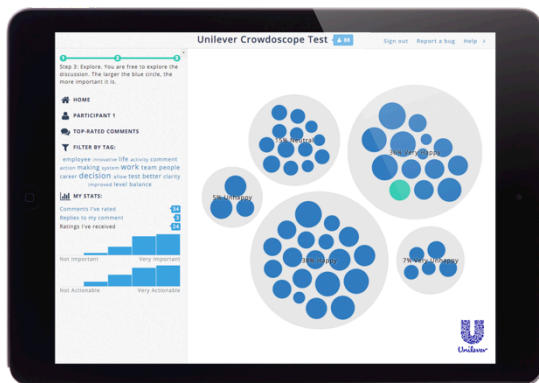
USES AND APPLICATIONS

Surveys: Easily gather quantitative and qualitative data from your audience.

Discussion Forums: Get collective intelligence through real-time analysis of written responses.

Predicting the Future: Increase the accuracy of predictions by crowdsourcing validated insights.

Understanding Diversity: Enhance knowledge and understanding of diverse perspectives.

FEATURES

Real-Time Insight: On-the-spot insights and analysis of conversations as they happen.

Self-Service: Simple to set up and manage for small or large groups of participants.

Automated Analysis: Outputs are automatically generated to identify the best comments.
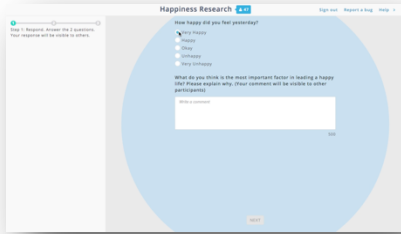
Comprehensive Support: Support, guidance and training are provided for administrators.

Crowdoscope

STEP 1: RESPOND
Complete the survey

STEP 2: RATE
Evaluate the comments

STEP 3: EXPLORE
Delve into the discussion

ENGAGING USER INTERFACE

Traditional discussion forums that present comments in lists are difficult to navigate and cannot ensure that all posts receive equal attention. In Crowdoscope, conversations are represented as interactive visualisations. This not only provides an engaging experience for participants, it also ensures that comments are equally distributed for evaluation.

OPEN AND TRANSPARENT

As a social technology, Crowdoscope provides a powerful feedback mechanism that gives people the opportunity to interact in an open forum. Rather than responses disappearing into a black hole, participants have the ability to be heard, receive individual feedback and see what comments and themes are resonating with the community.

GROUP
Participants are grouped according to the poll question. The label shows the % of participants who have selected that option.

NUMBER OF PARTICIPANTS
This is the number of people who have made a comment. When there are too many participants to show, Crowdoscope will select a sample of participants to display – ensuring all comments receive equal attention.

Unilever Crowdoscope Test 👤 70   Sign out   Report a bug   Help ›

Step 3: Explore. You are free to explore the discussion. The larger the blue circle, the more important it is.

🏠 HOME

👤 PARTICIPANT 1

💬 TOP-RATED COMMENTS

🏷 FILTER BY TAG:
allow people life level work training action develop innovative test balance comment decision career better team making system clarity employee

📊 MY STATS:
Comments I've rated — 34
Replies to my comment — 3
Ratings I've received — 23

Not Important   Very Important

Not Actionable   Very Actionable

PROGRESS
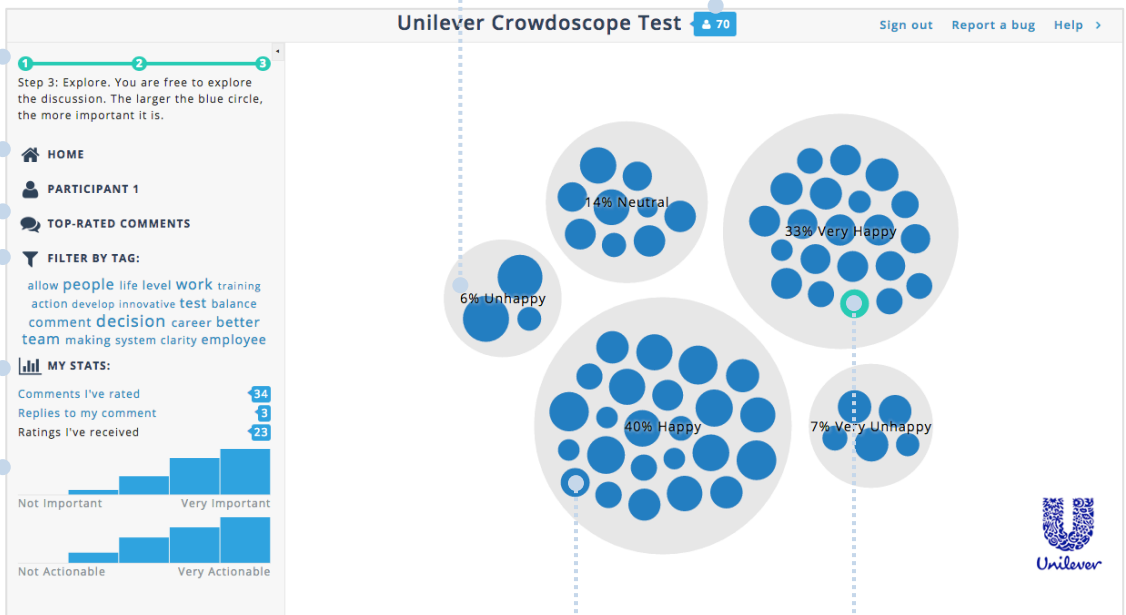Work through the steps: Respond, Rate & Explore.

HOME
Displays unrated comments.

TOP-RATED COMMENTS
Shows the top comments.

FILTER BY TAG
The bigger the word, the higher the frequency of occurrence. Click any word to see relevant comments.

MY STATS
Keep track of discussions you're involved with and read the replies you've received.

RATINGS RECEIVED
See how people are rating your comment.

14% Neutral
33% Very Happy
6% Unhappy
40% Happy
7% Very Unhappy

PARTICIPANT
Each participant is represented by a circle. Each circle contains that participant's response to the open-ended question and any subsequent replies. The size of the circle reflects how it is being rated by other participants.

YOU
This is your comment.

Unilever

PROBLEMS WITH EXISTING RESEARCH TOOLS

HOW CROWDOSCOPE SOLVES THE PROBLEM

Traditional surveys are out-dated and boring for participants.

Crowdoscope is engaging for participants because it is visual, open and transparent. Participants have the ability to be heard in an open forum.

Face-to-face qualitative research is expensive and time consuming.

Crowdoscope is self-organising and requires no facilitation so it is quicker and cheaper than traditional qualitative research. The output is more focused, easily analysed and digestible.

People's expectations have changed about how they provide feedback.

Crowdoscope adopts a more social approach reflecting what is happening in the real world where social media is a powerful feedback mechanism.

Results are slow to obtain and are not in real time.

Crowdoscope provides insights instantaneously in real time.

Feedback can disappear into black hole and not all voices are heard.

Crowdoscope ensures that all responses receive equal attention with highly-rated comments and themes visible to all participants.

Online qualitative tools that use list-based discussion forums are difficult to navigate and become unmanageable as participant numbers grow.

Crowdoscope uses data visualisations to make discussions easy to navigate and prevents information overload. This allows conversations to scale to unlimited numbers of participants.

Traditional surveys cannot provide social collective intelligence.

Crowdoscope uses participants' evaluations of others input to aggregate data and provide maximum social collective intelligence.

Written data is complex, time consuming and costly to analyse.

Crowdoscope devolves responsibility for analysing written data to participants in how they read, rate and respond to other participant's comments. In this way, the system crowdsources insight to provide instant analysis of the written data.

Crowdoscope