



MixedInk's collaborative writing tool empowers large groups of citizens to weave their ideas & language into a single comment, policy, rule or argument.

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Too Many Voices



Before, it was impossible to invite thousands of citizens to help draft policy.



Now, huge groups of people can participate in developing concise policy language – democratically & efficiently.



How MixedInk Works



An agency sets up project & time frame and invites public to participate



Citizens write original versions of the text and remix language & ideas to make new versions



People rate versions on a 5-star scale, bubbling the best ideas to the top



The highest-rated text can be incorporated into policy decisions

MixedInk Demo



<http://vimeo.com/2674991>

Case Study: Open Government Initiative



Date: June 22-July 6

Agency: White House Office of Science & Technology Policy

Text: Recommendations on making the government more transparent, collaborative, and participatory

Policy impact: Language & ideas to be incorporated into Open Government Directive

Open Government Directive, Phase Three: Drafting



President Obama issued a Memorandum on Transparency and Open Government in which he called for recommendations on making the government more transparent, participatory, and collaborative.

The White House Open Government Initiative is crafting these recommendations in an open fashion with your input. An initial Brainstorming phase in late May asked you to identify topics for the recommendations. The Discussion phase in early June explored those topics in greater depth.

Today, we ask you to work together through July 6th to draft recommendations that translate good ideas and lofty principles into specific actions that can be taken to achieve open government.

Here is what we are asking you to do:

1. Watch the video explaining how to use MixedInk.
2. Choose a topic.
3. Rate different versions to help choose the best set of recommendations for a given topic, now that the submission period has ended.

How to use MixedInk

Recommendations should be concise and address:

- Who? - Who is being directed to do what?
- What? - What is the recommendation designed to achieve?
- Why? - Why is it important?
- How? - How will success be measured?

Each topic can include several recommendations. These recommendations will inform the drafting of an "Open Government Directive" to Executive branch

Starting:	Jun 22, 9:00am
Write Until:	Jul 3, 11:59pm
Rate Until:	Jul 6, 11:59pm

Contributors:	375
Versions:	305
Ratings:	2256



Other Use Cases



Ask citizens to write:

- Arguments for & against a policy option under consideration (restart cash-for-clunkers)
- Draft policy language at the start of the rulemaking process (net neutrality)
- A collective comment on a rule already drafted internally (executive compensation)
- Key principles that should form the basis for new policies (passenger bill of rights)

Also, consider limiting participation to government employees or trusted experts.

Why MixedInk?



- ✓ Simple. Topic setup takes just 2 minutes.
- ✓ Scalable. Cloud computing handles any level of input.
- ✓ Efficient. Collect input from many individuals in a single, cohesive text.
- ✓ Democratic. Empowers community.
- ✓ Safe. Advanced moderation system prevents spam & abuse.
- ✓ Embeddable. Invite input within your site.
- ✓ GSA approved.

Real-time suggestions encourage people to borrow others' words & ideas.



Automated tracking of authorship gives credit where it's due.

Our country has stood united throughout time, and will continue to stand united, regardless of future events. The Founding Fathers aimed to be founders of the generation that created the framework for improvement, for idealism, for moving forward into a future that was uncharted but held the promise of more perfect things, of more perfect days, of more perfect people. I will do my best to carry on their message of unity, freedom, and democracy for all people. I am deeply impressed with gratitude for the confidence reposed in

Rikee Honu Nick Lafay3l AznKarebear Roys DHuffman Surferdad

The group rates to identify the most popular ideas & language – democratically!



Avoiding Spam & Abuse



- Community moderation
 - Report inappropriate content
 - Rate weaker submissions down
- Organizer moderation
 - Remove inappropriate content completely
 - Move off-topic content to a separate, public page
- Automatic controls
 - Curse word filter
 - Algorithm limits effect of abusive behavior
 - No direct links to submissions

Wikis & MixedInk



Use a Wiki for:

- Knowledge management
- Many linked pages
- Small teams
- Longer documents
- Uncontroversial subjects
- Compiling minor edits

Use MixedInk for:

- Many participants
- Short time frames
- Short texts
- Avoiding abuse
- Avoiding edit wars
- Capturing consensus democratically

Helpful Tips



- Pick an approachable, engaging topic.
- Aim for final texts of ~1000 words or less. Divide longer texts up into sections.
- Make clear how project will tie into policy.
- Interact with participants throughout the process.
- Seed the project with sample texts.
- Promote link prominently and repeatedly on your website, via press, email, FaceBook/MySpace, Twitter, etc.
- Partner with outside groups for outreach.

Ready to go?



Premium features & customization options are available. Contact us with any questions or to discuss your specific requirements.

Three Easy Steps

1. Sign MixedInk federal-friendly TOS agreement.
2. Register at MixedInk.com & set up a free topic.
3. Send the topic link to usgovernment@mixedink.com for the removal of ads and cookies.



Thank you!

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