

INTRODUCTION TO WIKI SURVEYS

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In this talk we will introduce *wiki surveys*, a new form of social data collection that attempts to combine the quantifiability of traditional surveys with the openness of interviews. Drawing on principles underlying successful information aggregation and collective intelligence projects (e.g., Wikipedia), we propose three general criteria that wiki surveys should satisfy: they should be greedy, collaborative, and adaptive. We then present results from www.allourideas.org, a free and open-source website we created that enables groups all over the world to deploy wiki surveys. To date, about 1,500 wiki surveys have been created, and they have collected over 60,000 ideas and 2.5 million votes. We describe the methodological challenges involved in collecting and analyzing this type of data and present a case study of a wiki survey created by the New York City Mayor's Office.

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