



mahalo project



Mahalo project: a lightweight solution for connecting data creators and users with pay-back and pay-forward incentives

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<https://dias.ex.nii.ac.jp/mahalo/>

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Goal of the Project

Create “Network of Gratitude” based on pay-back and pay-forward incentives.

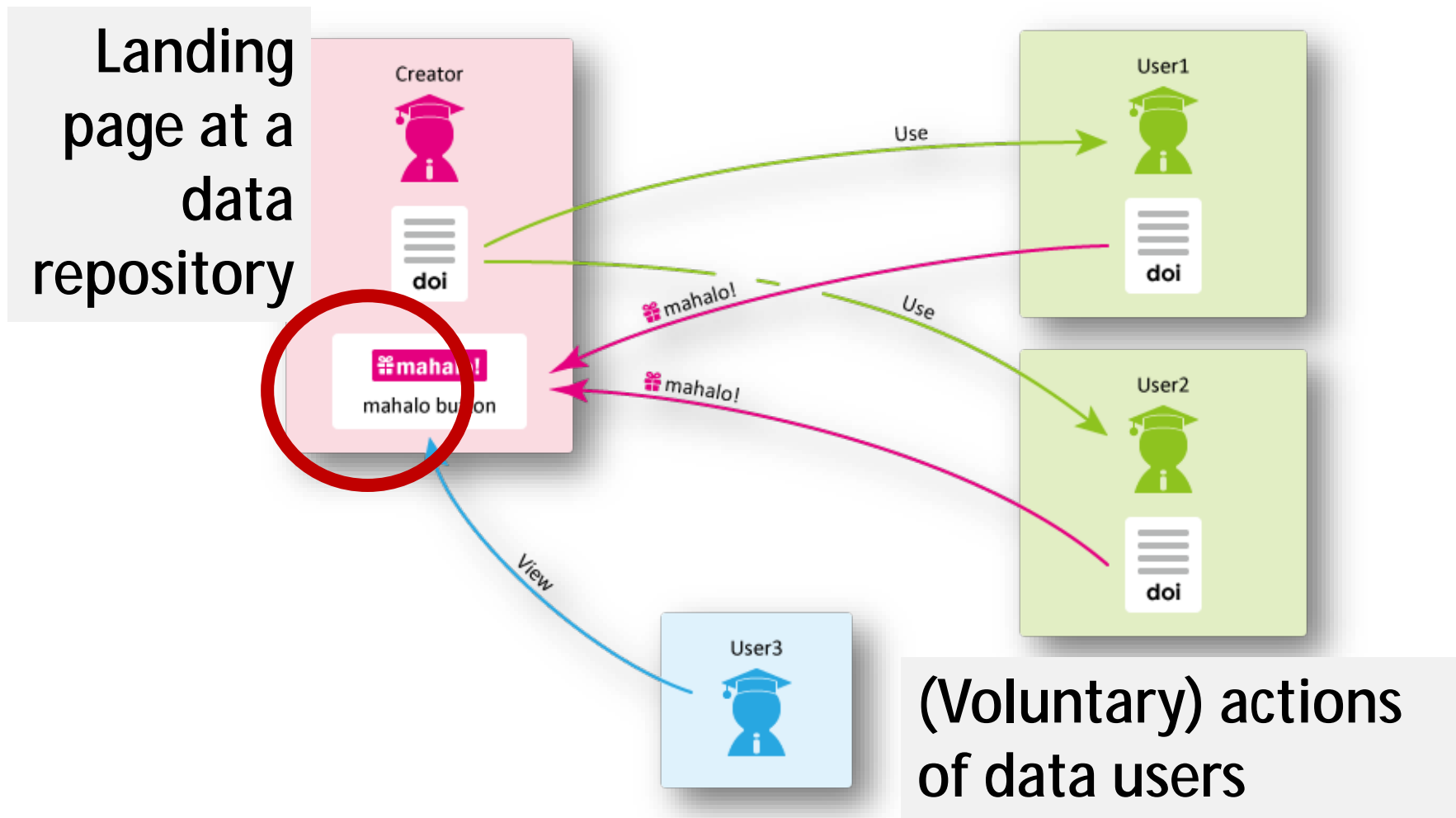
What is mahalo?: A Hawaiian word for ‘thank you,’ but it has a broader meaning such as admiration, praise, esteem, regards and respects (Mary Kawena Pukui et al., Hawaiian Dictionary, 1986).

Problem and Solution

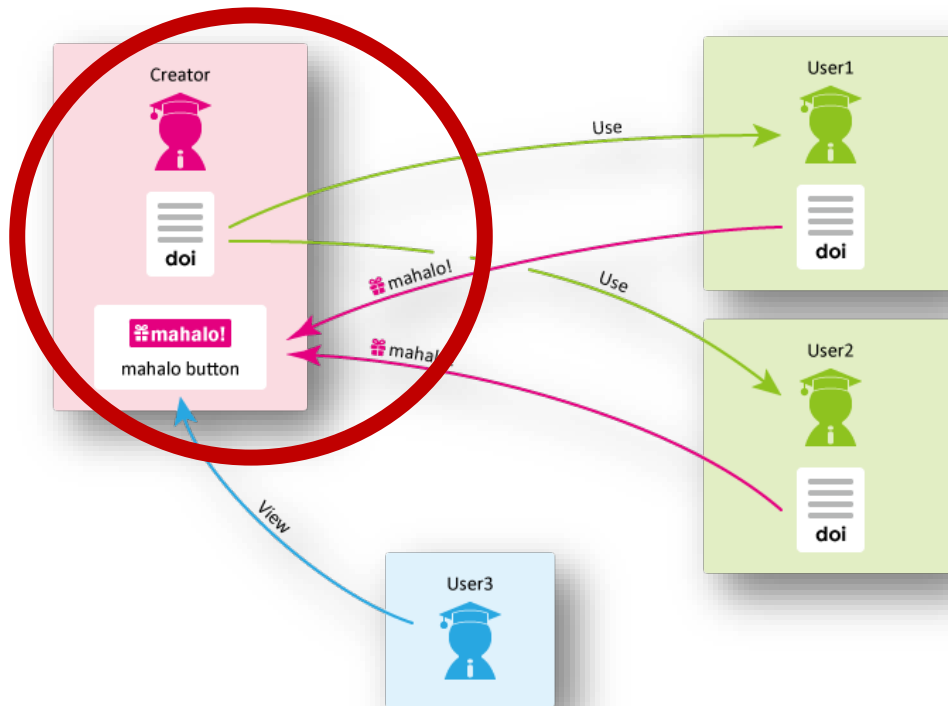
- **Problem:** Data creators should be rewarded by credit, such as data citation, but the current reward system is **heavyweight**.
- **Solution:** A **lightweight** system called '**Mahalo Button**' for data users to express gratitude directly to data creators.



Network of Gratitude

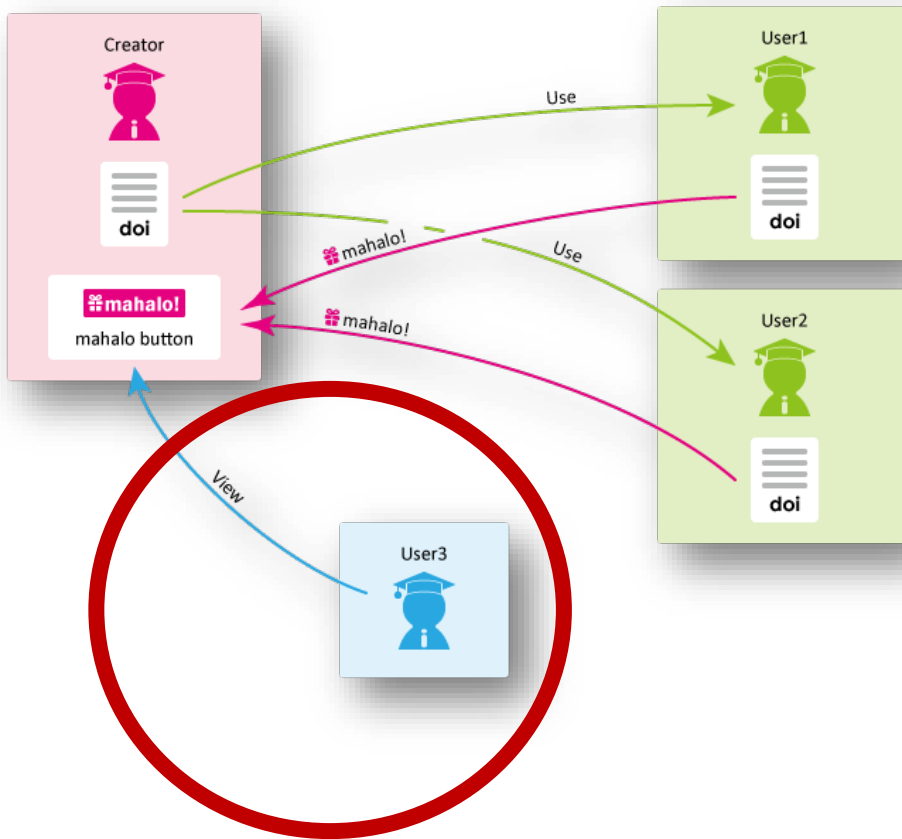


Pay-back Incentive = 恩返し



- Data users can express gratitude by as simple as a button push.
- This is a popular action on today's Internet (e.g. Like button).

Pay-forward Incentive = 恩送り



- Data creators' landing page becomes **a hub of information**.
- Data users can contribute to future generations by **sharing methods and results about the same data**.

Digital Object Identifier (DOI)

- **DOI as a gift:** 'Mahalo!' is for data users to give DOI as a gift for data creators, and create a new connection at the button.
- **Why DOI?:** DOI is less vulnerable to spam (at least now), and it is more sustainable than URI for long-term accessibility.
- **Impact Metrics:** The number of DOI returned from data users can be used as one metric for **data citation**.

Minimum Viable Product (MVP)

<https://dias.ex.nii.ac.jp/mahalo/>

Done

1. JavaScript to put a button on your **landing page**.
2. A button to **add and show DOIs** registered to a landing page.
3. **Login** using Google Firebase.

To Do

1. Signup for **registering a new site ID** of your landing page.
2. **Code generator** to customize your Mahalo Button.
3. User **dashboard** to manage spam entries.

Challenges

- **Voluntary actions**: the growth of **Network of Gratitude** depends on data users.
- **Cold-start problem**: more participants, more useful data, but it's like **chicken-and-egg**.
- **War on spam**: the usage of DOI cannot solve all the **spam-related problems**.
- **Awareness**: **trusted data repositories** are the key to raise awareness of "Mahalo Button."



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