

Say As You Go

Our perception of the world has changed in the last two decades as a result of information and communication revolution. While the physical infrastructure of the past is firmly in place valuing exclusivity, authority, confidentiality, loyalty, and less over-all participation of a hierarchical society, today we live in a network society that its invisible infrastructure promotes informality, opt-in decision making, crowd wisdom, transparency, and more overall participation. Such transformation created platforms like Facebook, Wikipedia, Twitter, AirBnB, Uber, where the public freely exercises its newly adapted values. With all its benefits, these new forms of public expressions introduce new challenges for those who are trying to make sense of an ever changing dynamic of public views in real time because the current platforms are designed for discussions and debates, not quantifying the engagement. Say As You Go quantifies public engagement and their views in real time. It benefits many;

- the TV/radio hosts in the media who are struggling to understand their real time audience engagement in numbers.
- smart/future cities and local authorities suffering from low level of public engagement, yet under statutory obligation to include their citizens' views into all kinds of decision makings

Say As You Go is an Edinburgh based company that provide an award winning technology for quantifying live public views. It is the first and only platform that provides analytics and data visualisation on public engagement in real time. It is free to all, available on mobile.

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