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<http://www.thebetterhood.com>

How can a neighborhood help families weather the recession? Support from a tight-knit community can be a tremendous relief in times of economic stress, but sadly interaction between neighbors has been steadily decreasing. Often we know and interact with our next-door neighbors, but what about the family five houses down the street?

As the unemployment rate soars and housing prices crash, chances are that many families in your community simply cannot afford the same goods and services that were a part of their everyday life just a year ago. For example, if your lawnmower breaks down and there just isn't room in the checkbook for a new

one, Betterhood can match you with a neighbor with a lawnmower available to borrow. For parents, finding a babysitter or play-date from the neighborhood on short notice doesn't have to be a daunting task. In a medical emergency, finding a neighborhood doctor quickly can be a lifesaver, and Betterhood can bring your situation to their attention with a few simple clicks.

The Betterhood project was designed to address the lack of social interaction in neighborhoods and to raise collective efficacy. It uses the affordances of today's smart-phones to foster community relationships based on mutually beneficial opportunities. In short, Betterhood was developed to act as an interactive version of a community events newsletter that is instantaneous and user friendly. It is a geosocial network, fusing the best of technology with community to help develop a stronger, healthier neighborhood.

A map of your neighborhood that displays local events as icons

The event screen provides details and interaction with selected events

The 'I Have' list helps match you with other users in your community

