IACA 2009 Annual Conference
Government 2.0 Panel – Promoting Collaboration, Transparency, and Efficiency: Primer
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Contents

Introduction

This document has been prepared as a resource guide on a developing trend called Government 2.0. Although Government 2.0 has yet to be concretely defined, the term commonly refers to government use of new information technologies that are changing how people and agencies interact. These materials and the related panel discussion are to act as a primer. The information contained in this document should provide an information baseline that will lead to more detailed information on Government 2.0 and the related topic of Web 2.0.

In order to add value to the following information, a website has been created to host and continue to develop this information. The website can be found at http://iacaweb2experiment.wikispaces.com/. This website is a wiki that can be viewed, changed, and edited by anyone. Thus, the wiki can provide useful information on an ongoing basis as Government 2.0 develops and evolves. The Government 2.0 project team encourages all IACA members and all other interested parties to visit the wiki and participate in the development of this resource guide.

This primer will be available for download from the iaca.org website shortly before and after the conference.

Web 2.0/Government 2.0 Introduction

This section is intended to provide useful information about the internet technologies commonly referred to as "Web 2.0".

What is "Web 2.0"?

In general, the term Web 2.0 is used to describe the second generation of the World Wide Web (Web). Web 2.0 is both an advance in Web technology and a transformation in how people utilize the Web. The previous generation of the Web was mainly made up of static web pages that provided information that users consumed. Web 2.0 involves a more dynamic and participatory Web. Users are critical to the creation and production of information rather than mere consumers of published data. Key tools of the Web 2.0 world are social networking, social bookmarking, blogging, micro-blogging, wikis and other forms of peer-to-peer collaboration (these terms are briefly defined in the glossary).

The following are additional Web 2.0 informational resources:

- What is Web 2.0? by Tim O'Reilly
- Web 2.0 Definition by Paul Graham
- Google search: define: web 2.0

How does Web 2.0 apply to government?

Web 2.0 for government, often referred to as Government 2.0, is important because various Web 2.0 tools can help a government agency serve the public more effectively, efficiently, and inclusively. Many in the Web 2.0 world say that the current trend is a move towards the democratization of the Web due to greater participation and involvement on the part of users. Government agencies can tap into this democratization to further increase opportunities to harness the knowledge and experience of constituents to improve operations and to make agencies more responsive to constituent needs. These tools enable government agencies to reach outside of their walls and into the knowledge of other professionals and experts. For instance:

- Social networking sites, such as Facebook, can be used to connect with constituents to share information, solicit ideas for improvement, and build a community of engaged users.
- Micro-blogs, like Twitter, can be used to impart information to constituents and as a customer relations management tool to increase active conversations with constituents.
- A wiki page can be used to harness the knowledge and wisdom of constituents to participate in the development and sharing of information with government agencies and with other constituents.

Web 2.0 has also been used by organizations to increase productivity and communication, foster creativity, and manage knowledge. Government agencies can use these same technologies to improve their internal operations as well. For instance:

- A wiki site can be used by agency employees to share information, manage projects, and develop better policies, procedures, practices, and content.
- A micro-blog can be used to communicate brief points of information or to provide status updates to managers and colleagues about what an employee is working on.
- A social network site can allow employees to better connect with members of their work unit and identify colleagues with unique knowledge and expertise.

The opportunities Web 2.0 technologies offer to government agencies are extensive, but only if they are utilized. Adopting the use of these technologies is critical because constituents are dramatically increasing their adoption of these tools and are demanding services utilizing these forms of communication. (See the Web 2.0 Statistics section below for a sampling of numbers). A common question considered by businesses before adopting Web 2.0 is "Why should I use these technologies?" The answer is simple: because your customers are using them and customers talk to each other about their experiences with your company. The answer for government agencies is the same; your constituents are using these technologies and talking to each other about their experiences with your agency.

Although this answer may invoke fear of the unknown, the reality is that there is nothing to fear. The adoption of Web 2.0/Government 2.0 is an opportunity for government agencies, managers, and employees to achieve their goals and improve service and efficiency. The only failure comes from not trying.

Glossary of Useful Terms

API stands for Application Programming Interface.

Blog (short for Weblog) is a type of website that provides news, commentary, or information created by a specific user focusing on specific issues or a particular point of view. Many blogs are simply an online journal documenting the author's thought, experiences and opinions. Blogs typically are made up of combinations of text, images, links to other websites, and other metadata. See also weblog

Micro-blog is a type of weblog that allows users to write brief messages for publication to the public or a private group. Micro-blogs limit the number of characters (typically 140) users may enter. See also micro-blog.

Vblog is a type of weblog that uses video instead of text for communication of content. See also vblog.

Cloud Computing is a form of computing that utilizes the internet as the primary platform for computing rather than a desktop or local server network. Cloud computing services include Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). See also Cloud Computing.

Crowdsourcing is a term, originated by Jeff Howe of Wired magazine, used to describe a distributed problem solving and production model in which a task normally undertaken by a small group is presented to a large undefined and open group to be solved.

Facebook is an example of a social networking platform.

Mashup is a term used to describe a hybrid web application that combines data and functionality from two or more sources. An example is HousingMaps.com which combines data from Craigslist and the mapping application Google Maps.

Metadata is "data about data".   A piece of metadata is information that is used to describe or classify other pieces of information. See also metadata.

Podcast is a digital audio broadcast that can be downloaded to a portable media player, like an iPod, or a personal computer. Podcasts can also be distributed to user via subscription using web feeds, like RSS. See also podcast.

RSS stands for Really Simple Syndication. RSS is a standardized tool used to publish web content automatically and frequently.

Social bookmarking is a web based tool just like the bookmarking functions that are used in a traditional web browser.   Social bookmarking allows a user to save, manage, organize, and search links to web resources from a website. Social bookmarking also allows users to tag bookmarks with terms that allow for easier access in the future. See also Social bookmarking.

Social Networking is a web based service that allows users to interact by posting information on personal profile pages. See also Social networking.

Tag is a type of metadata used to identify and classify information using keywords or terms. Tags allow a user to more quickly identify and find information by browsing or searching. Tags can be applied to social bookmarks, photos, website links, videos files, audio files, blog entries, and almost any other type of information that can be found of the internet.

> Hashtag is a method of tagging used on Twitter to identify terms. A hashtag is made up of a hash symbol (#) and the applicable term (i.e. #iaca).

Tweet is a message posted on a Twitter account.

Twitter is an example of a micro-blogging platform.

Widget (Gadget, or Badge) is a term used to describe a web application that can be placed on a website that adds content to the website the widget is embedded on. An example of a widget is an application that allows posts on Twitter to appear on a website.

Wiki is a web page or collection of web pages that allows a user with access to a page or pages to contribute and modify content using a simple mark-up language or a simple editing interface.

> WYSIWYG is an acronym for What You See Is What You Get. WYSIWYG editors are used for many blog sites, wikis and other posting mediums that allow the user to compose text and insert media in its final form (similar to using a word processor such as MS Word) without using programming languages.

Web 2.0/Government 2.0 Bibliography

The following is a list of various Web 2.0/Government 2.0 resources:

Government 2.0 starting points

- Govloop – Govloop is a social network for government employees at the federal, state, and local levels. This social network is a great place to find information, connect with other government people, and contribute to the development of Government 2.0. Examples of the information that can be found on Govloop are the Web 2.0/Government 2.0 List of Resources and the Web 2.0 References, which helped in developing this bibliography.
- Government 2.0 club – This organization, founded by Dr. Mark Drapeau, is a collaborative effort to explore the government's use of Web 2.0.
- Govzine – is Digg for government news or a social news aggregate for news about the government on the web.
- The Center for Digital Government – The center is a research and advisory institute that produces useful information on Government 2.0 topics.

Books

- Don Tapscott & Anthony D. Williams, *Wikinomics: How Mass Collaboration Changes Everything* (2d ed. 2008)
- James Suorwiecki, *The Wisdom of Crowds*, (2004).
- Jeff Howe, *Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business* (2008).
- Clay Shirky, *Here Comes Everybody: The Power of Organizing Without Organizations* (2008).
- Charlene Li & Josh Bernoff, *Groundswell: Winning in a World Transformed by Social Technologies* (2008).
- Chris Anderson, *The Long Tail: Why the Future of Business is Selling Less of More* (2006).

- Christopher Locke, Rick Levine, Doc Searls, & David Weinberger, *The Cluetrain Manifesto: The End of Business as Usual* (2d ed. 2001).
- Robert Scoble & Shel Israel, *Naked Conversations: How Blogs are Changing the Was Businesses Talk with Customers* (2006).
- William D Eggers, *Government 2.0: Using Technology to Improve Education, Cut Red Tape, Reduce Gridlock, and Enhance Democracy* (2007).
- Darrell M. West, *Digital Government: Technology and Public Sector Performance* (2005).
- Jane E. Fountain, *Building the Virtual State: Information Technology and Institutional Change* (2001).
- Thomas W. Malone, *The Future of Work: How the New Order of Business Will Shape Your Organization, Your Management Style and Your Life* (2004).
- Don Tapscott, *Growing Up Digital: The Rise of the Net Generation* (1998).

Whitepapers, reports, studies, and other material on the Web

- Don Tapscott, Anthony D. Williams, & Dan Herman, *Government 2.0: Transforming Government and Governance for the Twenty-First Century* (November 2007).
- Bev Godwin, Shelia Campbell, Jeffrey Levy, & Joyce Bounds, *Social Media and the Federal Government: Perceived and Real Barriers and Potential Solutions* (December 2008).
- Federal Web Managers Council, *Example of Agencies Using Online Content and Technology to Achieve Mission and Goals* (November 2008).
- Mark Drapeau & Linton Wells, *Social Software and National Security: An Initial Net Assessment* (April 2009).
- Eric Karjaluoto, *A Primer in Social Media* (March 2008).
- Michael Idinopulos, *Six Steps to Successful Enterprise Collaboration Implementation* (2008).
- Michael Chui, Andy Miller, & Roger P. Roberts, *Six Ways to Make Web 2.0 Work* (February 2009).
- David C Wyld, *The Blogging Revolution: Government in the Age of Web 2.0* (2007).
- Ai-Mei Chang & P.K. Kannan, *Leveraging Web 2.0 in Government* (2008).
- Celeste Merryman, *Finding from the NASAsphere Pilot* (2008).

Interviews

- Tim O'Reilly on Talk of the Nation Science Friday on December 19, 2009.
- Evan Williams, co-founder of Twitter, interview on Charlie Rose on February 27, 2009.
- Chris Anderson, author of The Long Tail and Editor-in-Chief at Wired Magazine, presentation at the 2009 FOSE Expo.
- Vivek Kundra, Federal Chief Information Officer, keynote address at the 2009 FOSE Expo.
- Nate Silver, Founder & President of fivethirtyeight.com, interview at SXSW Interactive 2009.

- [Beyond Aggregation – Finding the Web's Best Content](#) panel discussion at SXSW Interactive 2009, featuring Micah Baldwin.
- [Making Whuffie: Raising Social Capital in Online Communities](#) presentation by Tara Hunt at SXSW Interactive 2009.
- [Design for the Wisdom of Crowds](#) presentation by Derek Powazek at SXSW Interactive 2009.

Blogs to follow

Web 2.0 Related News Sites

- [ReadWriteWeb](#) is a Web Technology blog that covers trends, reviews new tools and provides insight on the Web 2.0 world.
- [Mashable!](#) is a blog that covers developments in the social media world.
- [Webware](#) is a CNET blog that covers Web 2.0 application developments.

Government 2.0 Related News Sites

- [Government 2.0 Club](#) is the blog of the Government 2.0 club.
- [Gov Gab](#) is the official blog of the Office of Citizen Services and Communication.
- [Young Government Leaders](#) is the blog of the Young Government Leaders organization.

Web 2.0 Insights, Commentary, & Opinion

- [Cheeky Fresh](#) the blog of Dr. Mark Drapeau.
- [LearnToDuck](#) the blog of Micah Baldwin.
- [Generation Shift](#) the blog of Andrew Krzmarzick, a writer and speaker on government and the multigenerational workforces.
- [Adriel Hampton](#) the blog of Adriel Hampton who is a Government 2.0 and Social Media advocate.
- [Govloop Blog](#) the blog of Govloop founder Steve Ressler
- [Wikinomics Blog](#) a blog that focus of development in the Web 2.0, including Government 2.0, world. Contributors to the blog include the authors of Wikinomics, [Don Tapscott](#) & [Anthony D. Williams](#).
- [O'Reilly Radar](#) the innovation watch blog of O'Reilly Media, a research firm that tracks and predicts web trends. O'Reilly Media founder [Tim O'Reilly](#) contributes to this blog.
- [Altimeter](#) the blog of Charlene Li, co-author of Groundswell and analyst of Web 2.0 technologies.
- [Web Strategy by Jeremiah Owyang](#) the blog of Jeremiah Owyang web strategist and analyst at Forrester Research.
- [Go Big Always](#) the blog of Sam Lawrence, social media advocate.
- [<daniela barbosa chitchatting about information delivery>](#) The blog of Daniela Barbosa, a social media advocate.
- [chrisborgan](#) the blog of Chris Borgan, a social media and social networking guru.

- Viral Garden the blog of Mack Collier a social media consultant, trainer, and speaker.
- Beth's Blog the blog of Beth Kanter, an advocate for how nonprofits can use social media.
- Scalable Intimacy the blog of Michael Troiano, an ad man who writes about branding and social media.
- Social Consulting the blog of Justine Franks who is a Web 2.0/collaboration strategist.

Web 2.0 Statistics

The following is a sampling of web 2.0 statistics:

- Facebook recently added its 200 millionth user, which would make Facebook the fifth largest country in terms of population in the world;
- As of March 2008, the active user population on Twitter was approximately 1 million users;
- In 2008, Twitter had a 752% growth rate in monthly unique visitors;
- In March 2009, Twitter's yearly unique visit growth rate increased to 1,202%;
- Facebook posted a month-to-month unique visitor growth rate of 23.4% in March 2009;
- As of February 2009, there are 87% more online social media users than in 2003, who are now devoting 883% more time to those sites;
- In February 2009, for the first time social networking usage exceeded Web-based e-mail usage; and
- Finally, 54% of Facebook users are 25 years of age or older and the fastest growing demographic is women over 55.
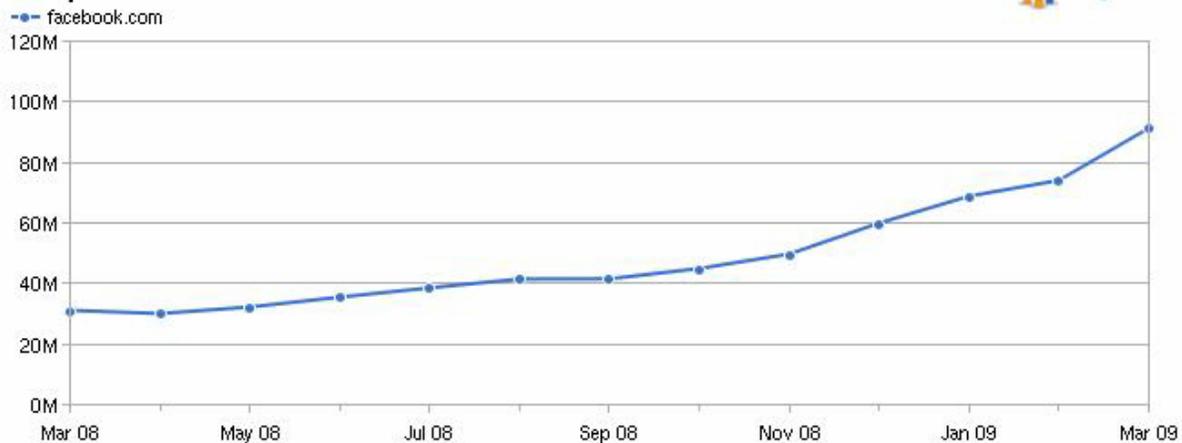
Unique Visits Growth Charts:

Unique Visitors to Twitter from March 2008 until March 2009
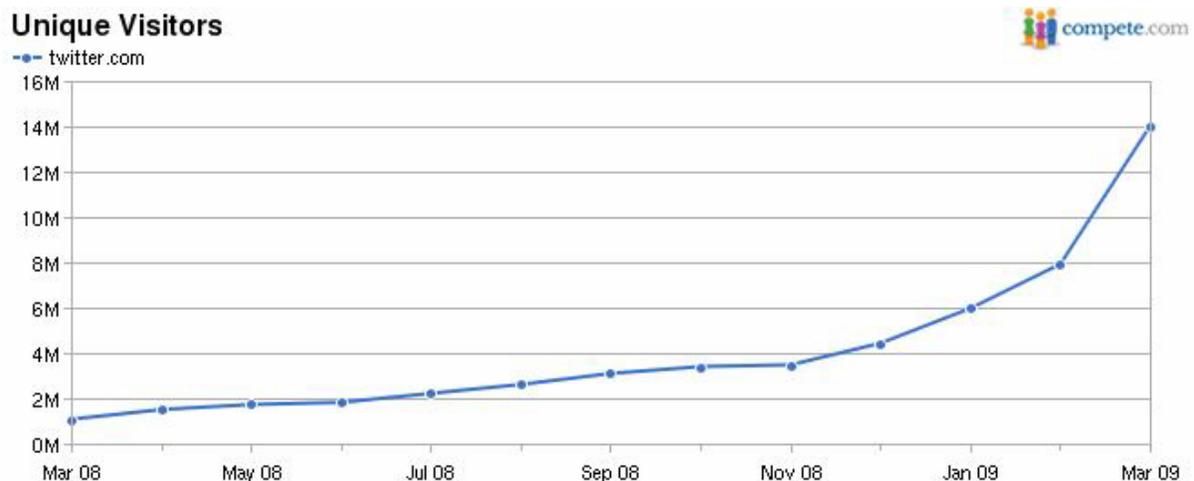
Unique Visitors to Facebook from March 2008 until March 2009

Unique Visitors — facebook.com (compete.com)

Web 2.0/Government 2.0 examples

The following is a small sampling of how companies and government agencies are using Web 2.0 tools:

Wikis

- Wikipedia – The user generated encyclopedia that exemplifies the use of wikis for sharing information and collaborating. See also The Hive from the Atlantic.
- Intellipedia – A wiki used by the United States Intelligence Community to share information and collaborate on national security matters. See also Wikipedia for Spies from Time.
- MAX Federal Community – A wiki used by the Office of Management and Budget to collect, share information, and collaborate on budget issues amongst OMB and Federal agencies.
- GCPEDIA – A wiki used by the Canada Government for knowledge and information sharing.

Social Networks

- Govloop – A social network developed by Steve Ressler for government employees at the federal, state, and local level.
- NASAsphere – A social network pilot used by NASA.
- Beehive – A social network pilot used by IBM. See also Big Blue Embraces Social Media from Business Week.

Twitter

- @CDCemergency – the CDC's emergency twitter feed, which was used to communicate information about the swine flu. See also Pandemics in the Age of Twitter from USA Today.
- @whitehouse – the Twitter feed for the White House. See also Obama and Twitter: White House Social Networking from Time.
- California Secretary of State – the CA SOS has five Twitter feeds featuring information on different subjects. See also States turn to Web 2.0 tools for upcoming elections from CNET.
- @LakelandPD – the Twitter feed for the Lakeland, Florida Police Department. See also Police Departments Keeping Public Information on Twitter from CNN.
- GovTwit Directory – a directory of government agencies using Twitter.

Gov 2.0 Panelist Bios

Mr. Mark Drapeau

Dr. Mark Drapeau is a biological scientist, government consultant, and prolific writer. He currently holds the position of Associate Research Fellow at the Center for Technology and National Security Policy at the National Defense University in Washington, D.C.

While studying ecology, evolution, and animal behavior, Drapeau earned a B.S. and Ph.D. from the University of Rochester and the University of California - Irvine, respectively. He then conducted postdoctoral neuroscience and genomics research at New York University, and was a member of the International Honeybee Genome Sequencing Consortium. After that, Drapeau became a research fellow in life sciences at a think tank based inside the Department of Defense, where his projects have involved eclectic work on infectious disease, biotechnology, and biological metaphors and their applications to national security.

One of Drapeau's recent projects called Social Software & Security has resulted in numerous publications, interviews, and invitations for lectures and panel discussions. In a related initiative, he recently co-founded Government 2.0 Club, an international umbrella for organizing events at the intersection of social technologies and the government.

Drapeau's multifarious writing has appeared in publications ranging from popular blogs like PBS MediaShift, TechPresident and Mashable, to prestigious peer-reviewed scientific journals like Nature, Genetics, and Genome Research, influential military publications such as Defense and Technology Papers and Defense Horizons, and internationally-read newspapers such as the Washington Times and the New York Times. He is currently a regular columnist for Federal Computer Week (emerging technology and government) and True/Slant (mixture of opinion and satire).

Dr. Drapeau has been the recipient of numerous national awards and honors, including a National Institutes of Health (NIH) Ruth L. Kirschstein National Research Service Award (2004) and an American Association for the Advancement of Science (AAAS) Science and Technology Policy Fellowship in National Defense and Global Security (2006).

Micah Baldwin

Micah is VP and Chief Evangelist for Lijit Networks, a Boulder, CO startup, provides publishers a robust trusted search and stats tool. Lijit is the sixth startup Micah has been involved with, (having sold his last startup, Current Wisdom, in the beginning of 2007). Micah is well versed with online social media, using it strategically since 1995, and more recently starting the #followfriday meme on Twitter. A frequent speaker, you can read more about Micah's philosophy of success through failure at his blog, Learn To Duck.

Hillary Hartley

Hillary Hartley is one of the foremost authorities on government's use of emerging technologies. In her role as Director of Integrated Marketing for NIC, Hillary shares her design and Web 2.0 expertise with 21 states and hundreds of local governments.

Prior to NIC, Hillary operated an independent web consultancy and led the team that created MyPollingPlace.com during the 2004 election.

A frequent speaker at a wide range of technology-related events, Hillary is a blogger, San Franciscan, photographer, and Citizen Space coworker.