

Web 2.0 – Governing With a New Set of Tools

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What is Web 2.0?

Very difficult to define because no one really knows

What it means to CA –
Public interaction
Public empowerment

What is it to you?

Web 2.0? Or is it Technology 2.0?

Wii !!!!!

- YouTube
- http://www.youtube.com/watch?v=Pzp8S_7ySpM&NR=1
- Articles
- <http://www.csmonitor.com/2007/1127/p01s05-ussc.html>
- <http://gizmodo.com/gadgets/home-entertainment/wii-turns-elderly-into-addicts-238986.php>

Wikis and blogs and Youtube Oh My!

Why are we having this discussion?

- New and exciting technology
- Sectors of the public expect it
- Don't want to be left behind
- Other reasons?

But Why?

- Is it activity or accomplishment?
- Activity – everyone else is....
- Accomplishment – we need to do this to meet our mission/vision because.....

UC Berkeley

- Vision "...share its intellectual treasures with the public..."
- Problem: Physical location limited access
- Solution: Courses on Google Video
- http://www.berkeley.edu/news/media/releases/2006/09/26_google.shtml

California DMV

Vision:

"...Driving change, customer focused, solution oriented, innovative"

Problem: Primary customer base for driving test can't read and comprehend well

Solution: Training videos and access to information on Youtube & Myspace

<http://www.youtube.com/californiadmv>

<http://www.myspace.com/californiadmv>

<http://www.nytimes.com/2007/11/22/us/22dmv.html>

<http://www.dmv.ca.gov/pubs/newsrel/newsrel07/2007-28.htm>

Other Fun (and Free) Things

- GovIT Wiki
 - http://www.govitwiki.com/wiki/Main_Page
e
- Custom Search Engine (Google)
- <http://www.ca.gov/>
 - Spanish: <http://www.ca.gov/Espanol.html>
 - Consumers: <http://www.consumer-sc.ca.gov/>
- Templates & Tools
 - <http://www.webtools.ca.gov/>

Considerations

- Are you OK with losing some control?
- What control are you losing and why?
- How does that impact, change current policy?
- What are the security risks?

Moral of the story

- Be as deliberate as with any other deployment
 - Mission
 - Vision
 - Business Needs
- Consider policy & security issues
- Know this is not a perfect world
- Don't hesitate just because it is an unknown

Reports

- **Web 2.0 reports**
- Report: Government Should Use YouTube, Second Life and Other Web 2.0 Sites
<<http://www.govtech.com/gt/241670>>
- <http://www.govtech.com/gt/241670>
Report Public Sector Blogging (This is the IBM report)
<http://www.govtech.com/gt/125815>

Thank you

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