Florida Digital Government Summit

Tallahassee Civic Center

Alfredo Sanchez - Florida 2.0 Initiative

Tallahassee, Florida

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Public Records and Web 2.0

Web 1.0

The Web
Static web pages where content is published by its owner ("web master") and visitors can only view it.

Web 2.0

The Social Web
Dynamic web pages where content is contributed by social participation on online communities, generating collective intelligence by exchanging tacit knowledge through the use of social web applications.

Web 3.0

The Semantic Web
Representing meanings, connecting knowledge, and putting them to work in ways that make our experience of internet more relevant, useful, and enjoyable.

Connects Information

Connects People

Connects Knowledge
Web Trends

Public Records and Web 2.0

The World Wide Web
Web 1.0
1990 - 2000

The Desktop
PC Era
1980 - 1990

Files & Folders
Databases
Directories
Keyword search

The Social Web
Web 2.0
2000 - 2010

Tagging

The Semantic Web
Web 3.0
2010 - 2020

Semantic Search
Natural language search

The Intelligent Web
Web 4.0
2020 - 2030

Reasoning

Amount of data
Productivity of Search

Source: Nova Spivack (http://www.mindingtheplanet.net)
## Web 1.0 to Web 2.0

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<th>Web 1.0</th>
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Source: IBM Center for the Business of Government
Web 2.0 is a revolutionary view of the Internet and the social and business uses of advanced technologies rather than the technical aspects of those technologies.

The core concept of Web 2.0 is: Use Internet as a platform and leverage network effect to harness the collective intelligence in a cost-effective manner (by such means as viral loops, crowdsourcing, and the long tail).
The term social software is normally applied to a range of web-enabled software programs. The programs usually allow users to interact, share, and meet other users.
Public Records and Web 2.0

Features of Web 2.0

The social web includes:

- Better technology use
- Content consumption and remixing
- Rich Internet Apps (RIA)
- Tagging and folksonomy
- Widgets and mashups
- Digital identity
- Trusted Relationships
- Tacit knowledge
- Social capital
Social app popularity

Public Records and Web 2.0

Wikipedia
Blogger
Twitter
LinkedIn
Facebook
MySpace
Friendster
Flickr
Mashable
Bebo
Six Apart
Hi5
Ning
TechCrunch
TypePad
Jaiku
Digg
Del.icio.us
Technorati
Reddit
YouTube
Alexa Ranking

Alexa Ranking (03/31/09)
Many options available

Some options are maturing but there are no clear standards yet

Main concerns are:

- Identity Management
- Authentication & access control
- Syndicate user activity
- Information portability
- App interoperability
Collaborative Government

- Bottom-up innovation
- “Millenials” participation
- Policy development and refinement
- Paperless work and database reuse
- Citizen self-managed identity
- Improved customer service

- Mobility
- Real-time feedback
- Greater transparency and accountability
- Trusted relationships & governance
- Tacit knowledge & human capital
- Just-in-time learning

Source: Deloitte’s Public Leadership Institute and the National Academy of Public Administration
Gov 2.0 Application Areas

✓ Intra-agency (breaking the Intranet portal paradigm)

✓ Agency to agency (tacit knowledge exchange)

✓ Agency to constituency (collaborative e-services, fostering creativity and economic development)

✓ Legislators to constituency (collaborative rulemaking and refinement)
Gov 2.0 barriers for adoption

✓ Current technology
✓ Technology vs. communications strategy
✓ No linked data – database silos
✓ Security
✓ Perceived regulatory restrictions (Federal, State – Sunshine Law)
✓ Employee access to tools
✓ Demographics (Millenials increasing presence)
✓ Cultural barriers and Web 2.0 literacy
✓ Obsolete requirements for rulemaking (Administrative Procedure Act of 1946)
✓ Procurement and open source confusion
Gov 2.0 Use Cases

Public Records and Web 2.0

✓ Political Campaign, New York City Beyond Voting
✓ More transparent, participatory, and collaborative Government, Governing with Web 2.0, Addressing the youth and New Media Czar Blog
✓ Texas, Georgia and North Carolina broadband stimulus
✓ Department of Commerce YouTube Channel
✓ DoD Live, Airforce Live blogging
✓ Google teaming up with California, Arizona, Utah and Virginia State Governments
✓ Open Congress, the Open Senate project and legislators’ blogs
✓ United States Intelligence Community’s Intellipedia
✓ TSA Airport security
✓ EPA’s Puget Sound Wiki Information Challenge, ARRA for public comment
✓ FBI widgets, USA.gov gadget gallery
✓ NOAA Virtual Island on Second Life
✓ GovLoop, Government 2.0 Club