GOV 2.0

The Power of Collaborative Communities

Connecting Communities: Using Information to Drive Change
The Brookings Institution
October 18, 2007

by Anthony D. Williams
awilliams@newparadigm.com
The World’s Largest Coffeehouse

Weblogs Cumulative: March 2003 – March 2007

- Over 70 Million Weblogs Tracked.
- Blogosphere growth remains strong with over 120k blogs being created every day.

June 2005

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The Power of Collaborative Communities

Blogger.com beats CNN.com

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Flickr.com beats WebShots.com

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Wikipedia.org beats Britannica.com

vs.

Daily Reach (per million)

© 2007 Alexa
Myspace.com beat MTV.com
Web 2.0: Global Platform for Collaboration

**Usability**
Self-service, users create their own experiences

**Emergence**
Experimentation, collective intelligence, “public squares”

**Participation**
Co-creation, interaction, leverage passive participation

**Network Effect**
Value ~ $N^2$, symbiotic b-webs

**Self-Organization**
Encouragement and orchestration of structured user input and content
A Generation That Has Grown Up Interacting
The Age of Participation
An eBay for innovation

- How do you create a vibrant marketplace where you leverage other people's talents, ideas and assets quickly and move on?

- **P&G’s Larry Huston**: “Alliances and joint ventures don't open up the spirit of capitalism within the company. They're vestiges of the central planning approach when instead you need free market mechanisms.”
Peering: The Power of Collaborative Development

IBM

CONNECTING COMMUNITIES

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“The commercial roles of music companies will be more as facilitators for bringing music and the rights that support them into the marketplace, as opposed to being originators of the content itself.”

- Roger Faxon, chief executive of EMI Music Publishing
Wikinomics and the World

- Health Care
- Social Change
- Democracy
- Global Change
- Education
- Government
- Environment
First Ever Global Generation?

“Global”

“Net”

“Generation”
Globally:

- Extensive literature review
- Qualitative:
  - User submitted video project
- Quantitative:
  - Global survey research project
  - 7,692 interviews in 12 countries (United States, Canada, United Kingdom, France, Spain, Germany, Russia, Mexico, Brazil, China, Japan, India)
  - Oversamples of Gen X and Boomers in the U.S. and Canada
Sheer Demographic Muscle
Global N-Gen Population

Under 25 Population (thousands)

(N-Gen in India + China) = 9.5 x (N-Gen in U.S. and Canada)

Source: United Nations
The World: According to Land Area

Source: Worldmapper

Source: Worldmapper
A Unique Location in History That Shapes Its Identity
The N-Gen Wants the Internet

Which would you rather do?

- Live without television*
- Live without the Internet

<table>
<thead>
<tr>
<th>Country</th>
<th>Live without television* (%)</th>
<th>Live without the Internet (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Canada</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>UK</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Germany</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>France</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Spain</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Mexico</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>Brazil</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Russia</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>China</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Japan</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>India</td>
<td>71%</td>
<td>29%</td>
</tr>
</tbody>
</table>

* Significantly higher than for Xers/ Boomers

Source: 2007 New Paradigm Global Study (Q825)
The N-Gen Life Without Technology

Tech Deprivation Collage

4. Imagine that someone took away all of your personal technology and gadgets (computer, cell phone, MP3 player...everything) for a full month. Create a collage below (using drawings, photos, magazine clippings, online sources) to depict how you would feel...
Tech Deprivation Collage

4. Imagine that someone took away all of your personal technology and gadgets (computer, cell phone, MP3 player... everything) for a full month. Create a collage below (using drawings, photos, magazine clippings, online images) to depict how you would feel...
The N-Gen Mind

- Digital technologies impact brain function
  - Perception and cognitive abilities
  - Skill acquisition
  - Learning
  - Empathy, altruism and other fundamental human traits

- How does growing up digital influence social, interpersonal and consumer behavior?

- Implications for marketing and management
A Diverse Generation

% of U.S. Children By Race

- **1980**: 26% Non-White, 74% White (not Hispanic)
- **1990**: 31% Non-White, 69% White (not Hispanic)
- **2000**: 36% Non-White, 64% White (not Hispanic)
- **2010**: 41% Non-White, 59% White (not Hispanic)
- **2020**: 45% Non-White, 55% White (not Hispanic)

Source: U.S. Census Bureau
A Generation of Content Creators

% Regularly Add or Change Things Online

USA: 64%
Canada: 81%
Mexico: 41%
Brazil: 67%
U.K.: 75%
France: 64%
Germany: 71%
Spain: 78%
Russia: 64%
India: 95%
China: 94%
Japan: 69%

Source: 2007 New Paradigm Global Study (Q640)
Hi, there. My name is Ron Steen. I am selling 2% of my future earnings for a chance to go to college. I am offering up 2% of every dollar I make for the rest of my working life for a starting bid of $100,000. I am starting Cal State University of Fullerton on August 21st, 2006 and I want to pay for college and its expenses by myself. In exchange for money to go to college I will send you 2% of whatever my income is annually in the form of a check once a year. This also means if I win the lottery you will get 2%, any income is your income (but I don't play the lottery so don't count on that one) The papers will be drawn up by my lawyer and you are more than welcome to look them over.

I am a really good guy: I have been the host of a tv show for the city of Anaheim, I have a dynamic personality and I am team player who is willing to learn. I have no drug or alcohol problems and my car is completely paid off. I have the drive and desire to do well in life. I want to succeed, and I will. I am going to study communications and want to get into broadcasting and radio. After I complete my education I plan on making at least $5 million dollars in my lifetime. When I meet my goal you will make an annual check so your Future is secure. When I die
The Net Generation & Government 2.0

Net Generation

N-Gen as Citizens

N-Gen as Employees

N-Gen as Consumers
The Net Generation As Citizens
A single agency, ministry, or level of government assumes central control of political responsibility.

A multitude of actors participate in the creation and distribution of public value.

GOVERNMENT ➔ GOVERNANCE WEB

GOV 2.0
Transforming Government and Governance

CONNECTING COMMUNITIES

Gov ➔ NGO ➔ G-web ➔ Corp ➔ Citizens

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<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information seeking</strong></td>
<td>WebMD</td>
</tr>
<tr>
<td><strong>Blogs and discussion groups</strong></td>
<td>Doctissimo</td>
</tr>
<tr>
<td><strong>Q&amp;A websites</strong></td>
<td>Yahoo! Answers, Answerbag, Wondir, Windows Live QnA</td>
</tr>
<tr>
<td><strong>Wikis</strong></td>
<td>Wikihow, Wikipedia Medicine, CancerWiki, FluWiki</td>
</tr>
<tr>
<td><strong>Swarm intelligence</strong></td>
<td>Sermo, OrganizedWisdom, MDJunction, RateMDs</td>
</tr>
<tr>
<td><strong>Support communities</strong></td>
<td>CaringBridge, TheStatus, Carepages, DailyStrength</td>
</tr>
</tbody>
</table>
New Intermediaries – The Digital Conglomerates
New Models of National Intelligence
New Models of Global Problem Solving
Saving lives in a crisis

water waste high and rising morning of 8/30
Fighting crime in your community

**CHICAGO CRIME ORG** AV
4200 N

Browse by: Crime type · Street · Date · Police district · ZIP code · Ward · Location · Route · City map

**Crimes by district / District 3 (Grand Crossing)**

Beats: 0311 · 0312 · 0313 · 0314 · 0315 · 0316 · 0317 · 0318 · 0319 · 0320 · 0321 · 0322 · 0323 · 0324 · 0325 · 0326 · 0327 · 0328 · 0329 · 0330 · 0331 · 0332 · 0333 · 0334

**Official district Web site**

**Latest reported crimes**

- **JUNE 1** 11:40 p.m. Battery 2000 block E. Hayes Dr. Street
- **JUNE 1** 11:30 p.m. Battery 6300 block S. Martin Luther King Jr Dr. Street
- **JUNE 1** 11:24 p.m. Deceptive practice 7100 block S. Oglesby Ave. Street
- **JUNE 1** 11:23 p.m. Battery 7200 block S. East End Ave. Apartment
- **JUNE 1** 11:10 p.m. Weapons violation 1900 block E. 75th St. Street
- **JUNE 1** 10:54 p.m. Motor vehicle theft 6900 block S. Ridgeland Ave. Street
- **JUNE 1** 10:37 p.m. Criminal trespass 7100 block S. Blackstone Ave. Apartment
- **JUNE 1** 10 p.m. Criminal damage 7200 block S. Oglesby Ave. Street
- **JUNE 1** 9:45 p.m. Theft 700 block S. Cornell Ave. Apartment
Accessing services and resources
Solving environmental challenges

Haringey Interactive Heat Loss Map
Empowering neighborhood activists

Scorecard
THE POLLUTION INFORMATION SITE

Choose an Environmental Issue

- Toxic Chemical Releases
- Lead Hazards
- Superfund
- Smog and Particulates
- Hazardous Air Pollutants
- Clean Water Act
- Watershed Indicators
- Animal Waste

Investigate Pollution Topics

TOXICS
- Toxic Chemical Releases
- Lead Hazards
- Superfund

AIR
- Smog and Particulates
- Hazardous Air Pollutants

WATER
- Clean Water Act
- Watershed Indicators

AGRICULTURE
- Animal Waste

ENVIRONMENTAL JUSTICE
- Community Center
- En Español

HEALTH HAZARDS
- Chemical Profiles
- Health Effects
- Regulations

ZIP TO YOUR COMMUNITY

SEARCH SCORECARD
Using Information to Drive Change

Identifying issues and opportunities
“It’s the economy, stupid.”

- Can data do for economic renewal what it has done for transparency, services, issue identification and the environment?

- What data could yield important information related to investment decisions?
Economic renewal for urban communities:

- **Primary School**: 800 Students + 40 teachers/staff
- **Office complex**: 242 workers
- **Parking Lot**: 200 spaces
- **High School**: 1,500 Students + 88 teachers/staff
- **Office complex**: 122 workers
- **Parking Lot**: 200 spaces
- **Office complex**: 80 workers
- **Parking Lot**: 25 spaces
- **Primary School**: 500 Students + 25 teachers/staff
- **Office complex**: 122 workers
- **Parking Lot**: 25 spaces
- **Parking Lot**: 25 spaces
- **Office complex**: 45 workers
- **Parking Lot**: 200 spaces
- **Office complex**: 80 workers
- **Parking Lot**: 25 spaces
- **Office complex**: 80 workers
- **Parking Lot**: 25 spaces
- **High School**: 1,200 Students + 58 teachers/staff
- **Office complex**: 242 workers
- **Parking Lot**: 50 spaces
Wikinomics and Democracy

Habitat jam

An unprecedented online global conversation about what matters most to you

December 1-3, 2005
The private citizen today has come to feel rather like a deaf spectator in the back row, who ought to keep his mind on the mystery off there, but cannot manage to keep awake.

- Walter Lippmann

No government by experts in which the masses do not have the chance to inform the experts as to their needs can be anything but an oligarchy managed in the interests of the few.

- John Dewey
Rethinking Political Communications

CONNECTING COMMUNITIES

Join the Official Barack Obama MySpace Profile

I AM NOT ONLY VOTING FOR HILLARY, SHE’S MY FRIEND!

Hillary Clinton  Joe Biden  John Edwards  John McCain

Dennis Kucinich  Ron Paul  Mitt Romney  Barack Obama
The New Transparency

CAREER PROFILE (SINCE 1994)

Zach Wamp

1989-2006 Total Receipts: $6,844,756
1989-2006 Total Spent: $6,119,434
Debts: $0
Date of last report: December 31, 2006

Source of Funds:
(How to read this chart / methodology)

- Individual contributions: $5,941,273 (87%)
- PAC contributions: $642,857 (9%)
- Candidate self-financing: $4,540 (0%)
- Other: $238,632 (3%)

PAC Contribution Breakdown
(How to read this chart / methodology)

- Business: $575,079 (88.5%)
- Labor: $13,601 (2.1%)
- Ideological/Single Issue: $61,202 (9.4%)

Quality of Disclosure:
(How to read this chart / methodology)

- Full Disclosure: $4,908,661 (99.0%)
- Incomplete: $5,500 (0.1%)
- No Disclosure: $43,450 (0.9%)
Democratizing Access to Data

Visualizations: 2005 Earmark Totals ($) by Agency (Updated May 31, 2007)

Created by: Josh@Sunlight
Created on: Thursday June 07, 11:37 AM

Amount ($) Dots colored by Agency

- Department of Defense - Military
- Department of Transportation
- Department of Defense
- Department of Agriculture
- Department of Health and Human Services
- Corps of Engineers
- Department of Energy
- Department of Justice
- Department of Commerce
- Environmental Protection Agency
- Department of Education
- Department of Housing and Urban Development
- Department of the Interior
- National Aeronautics and Space Administration
- Department of Labor
- Department of State
- General Services Administration
- District of Columbia
- National Park Service
- Small Business Administration

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Digital age creates an infrastructure – and a demand – for a more genuine role for citizens in their own governance.

“Netizens” are a growing cohort with more access to diverse perspectives, better information and accustomed to tools for self-directed activities.

The issue for 21st century democracy: creating room and a role for citizens in governance.
The Engagement Toolkit is Growing

**Depth**

- moderated brainstorming
- workshops
- focus groups
- policy networks

**idea zone**

- policy portals
- targeted communications

**education zone**

- citizen juries
- commissions
- question periods
- town halls
- solicited feedback
- deliberative polling
- polling

**recommendation zone**

- elections
- referenda

**decision zone**

**Breadth**
If the first wave of democracy established elected and accountable institutions of governance, but with a weak public mandate and an inert citizenry ...

... the second wave will be characterized by strong representation and a new culture of public deliberation built on active citizenship
Leadership will come from all sectors

Fluid, inter-networked organizations that catalyze the resources of a broad range of participants will emerge as the dominant model for the global era

New forms of local and global democracy, power-sharing and accountability

The key challenge: building more responsive, resourceful, efficient and accountable forms of local, national, regional and global governance

The Web 2.0 is the enabling platform for innovation and collaboration