GOV2.0

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

NEWPARADIGM The Business Innovation Company

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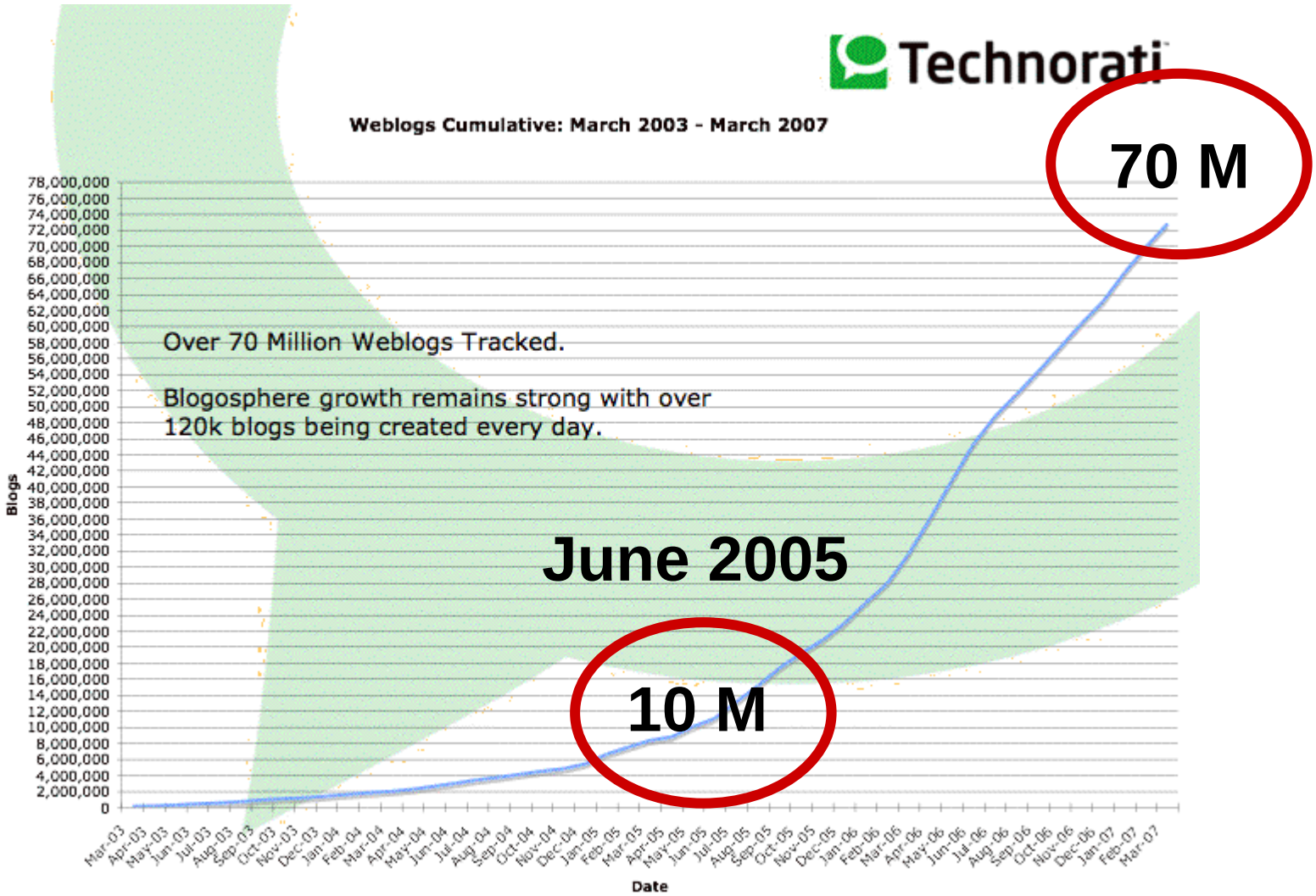
The World's Largest Coffeehouse

CONNECTING COMMUNITIES



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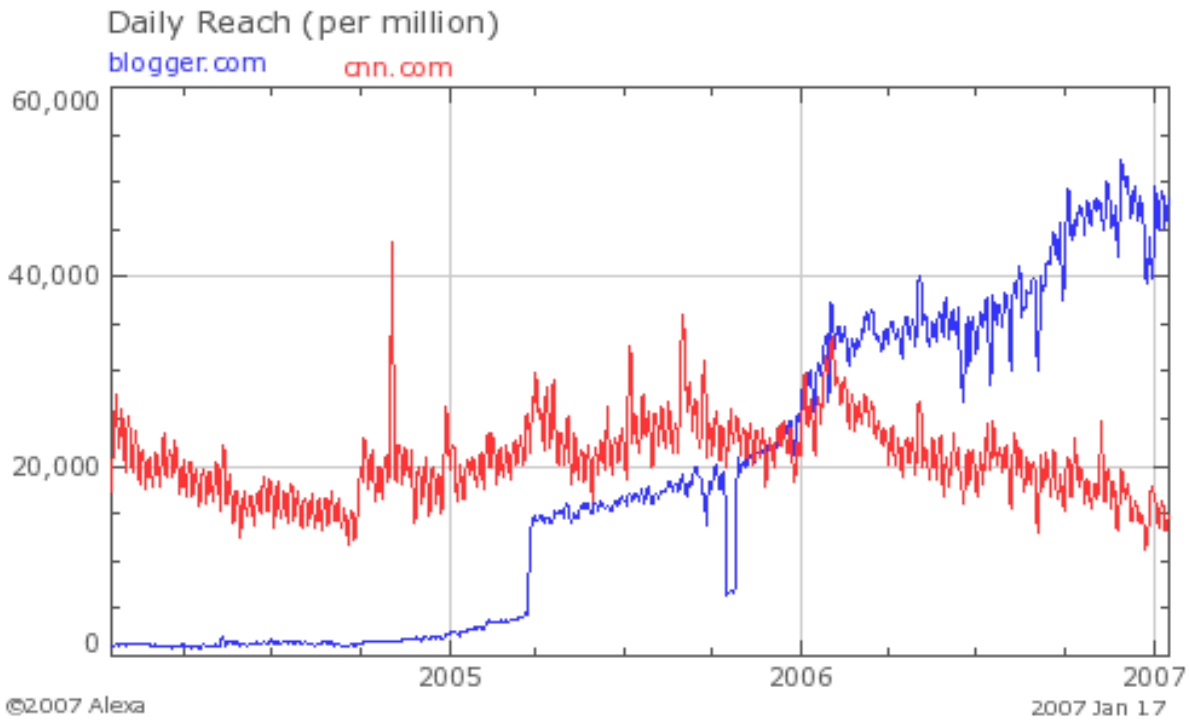
Blogger.com beats CNN.com

vs.



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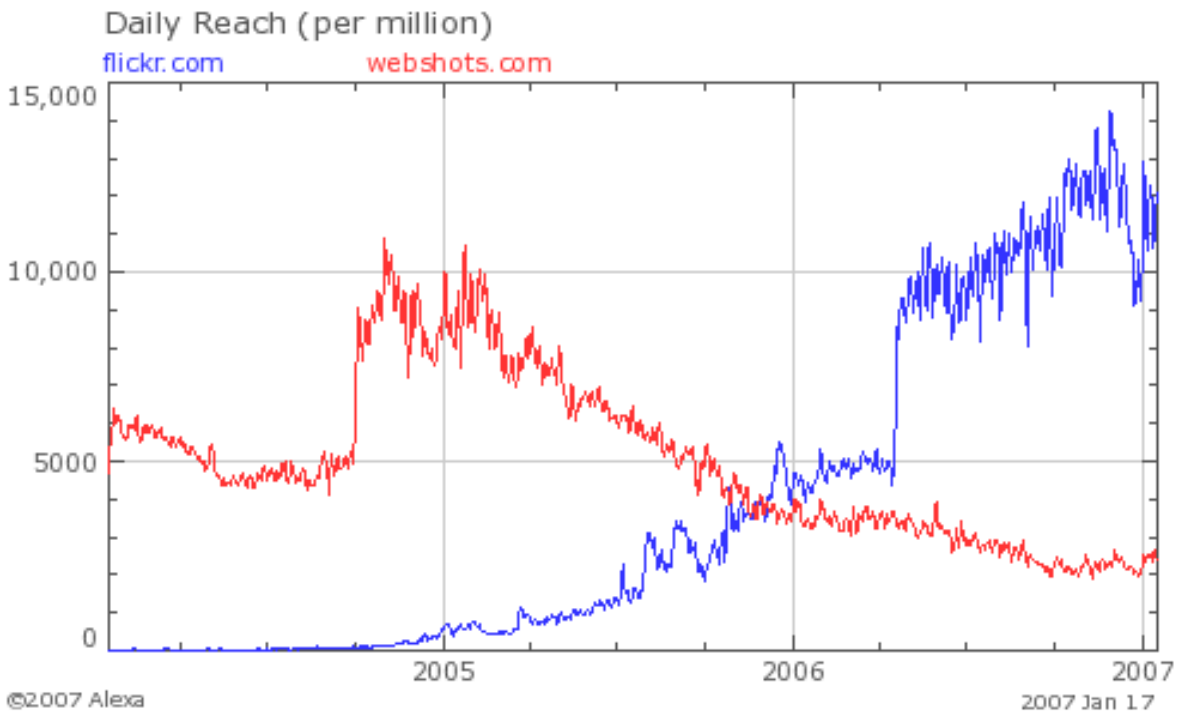
Flickr.com beats WebShots.com

flickr BETA vs. WEBSHOTS



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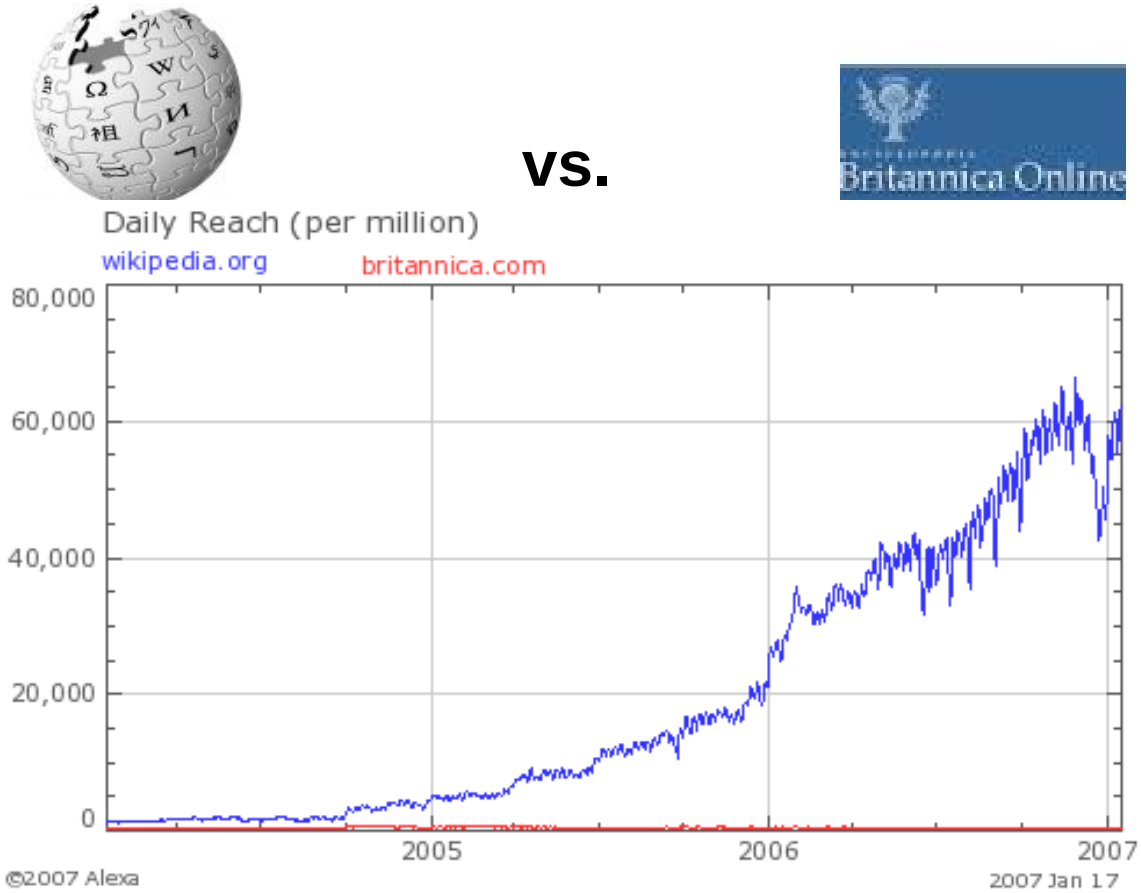
Wikipedia.org beats Britannica.com

vs.



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The Power of Collaborative Communities

Myspace.com beat MTV.com

myspace.com a place for friends

vs.

MTV MUSIC TELEVISION

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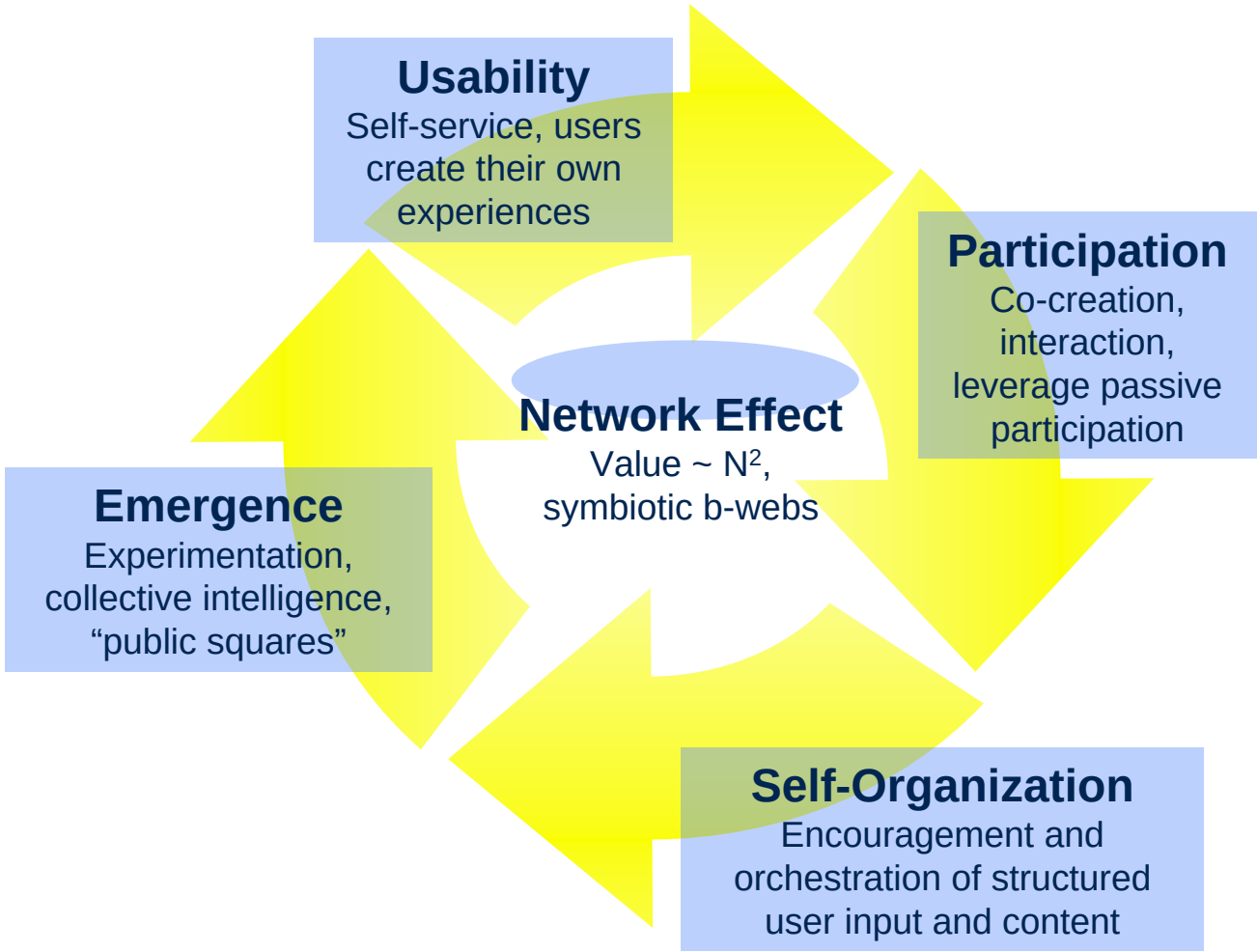
Web 2.0: Global Platform for Collaboration

CONNECTING COMMUNITIES



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A Generation That Has Grown Up Interacting

CONNECTING COMMUNITIES

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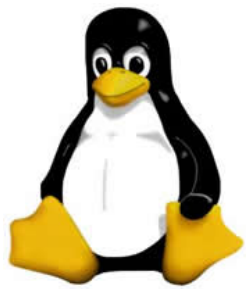
The Age of Participation



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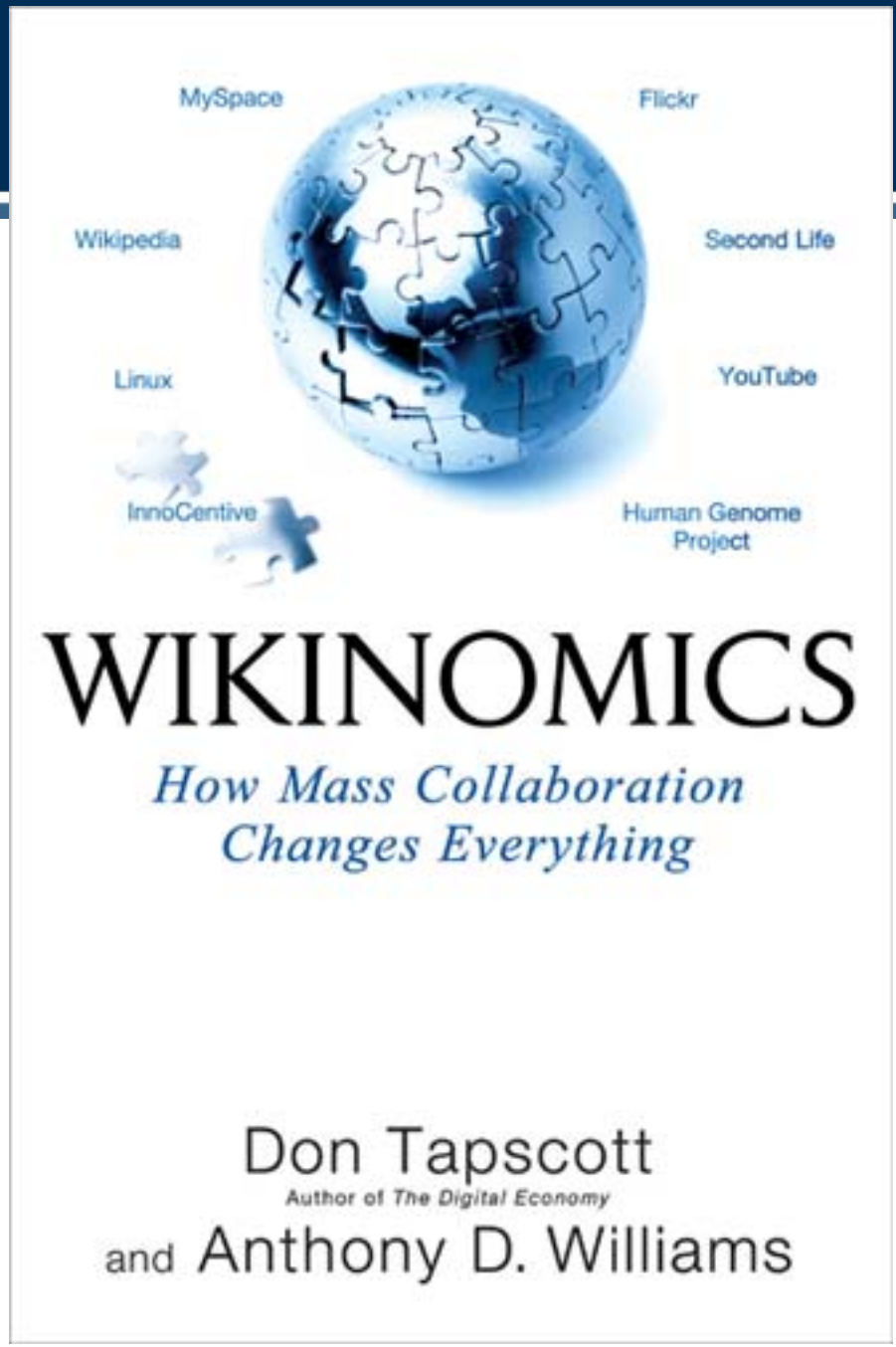

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Openness: Connecting to External Researchers

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."

P&G

connect + develop

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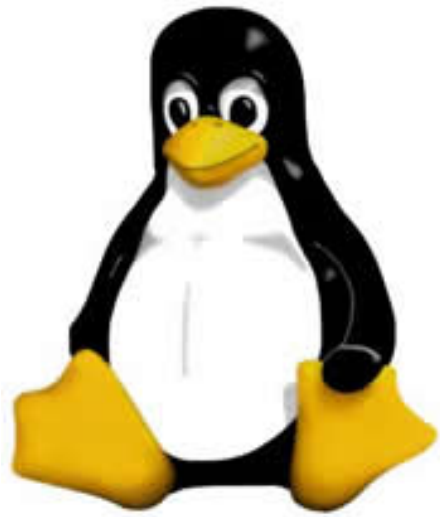
Peering: The Power of Collaborative Development

IBM



LINUX

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Sharing: Opening Up Intellectual Property

- "The commercial roles of music companies will be more as facilitators for bringing music and the rights that support them in to the market place, as opposed to being originators of the content itself."
  - Roger Faxon, chief executive of EMI Music Publishing

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Wikinomics and the World

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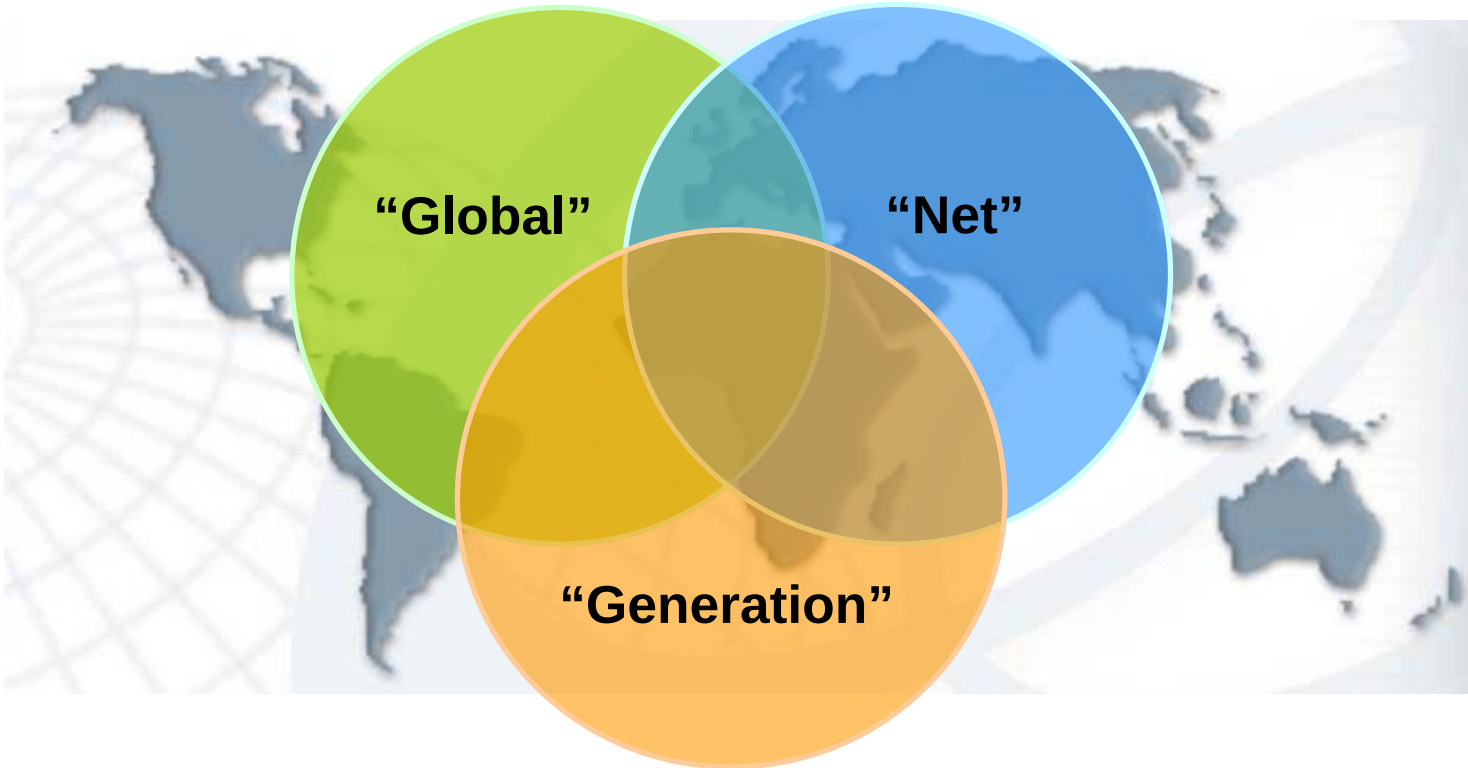
First Ever Global Generation?



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Global Net Generation Research

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

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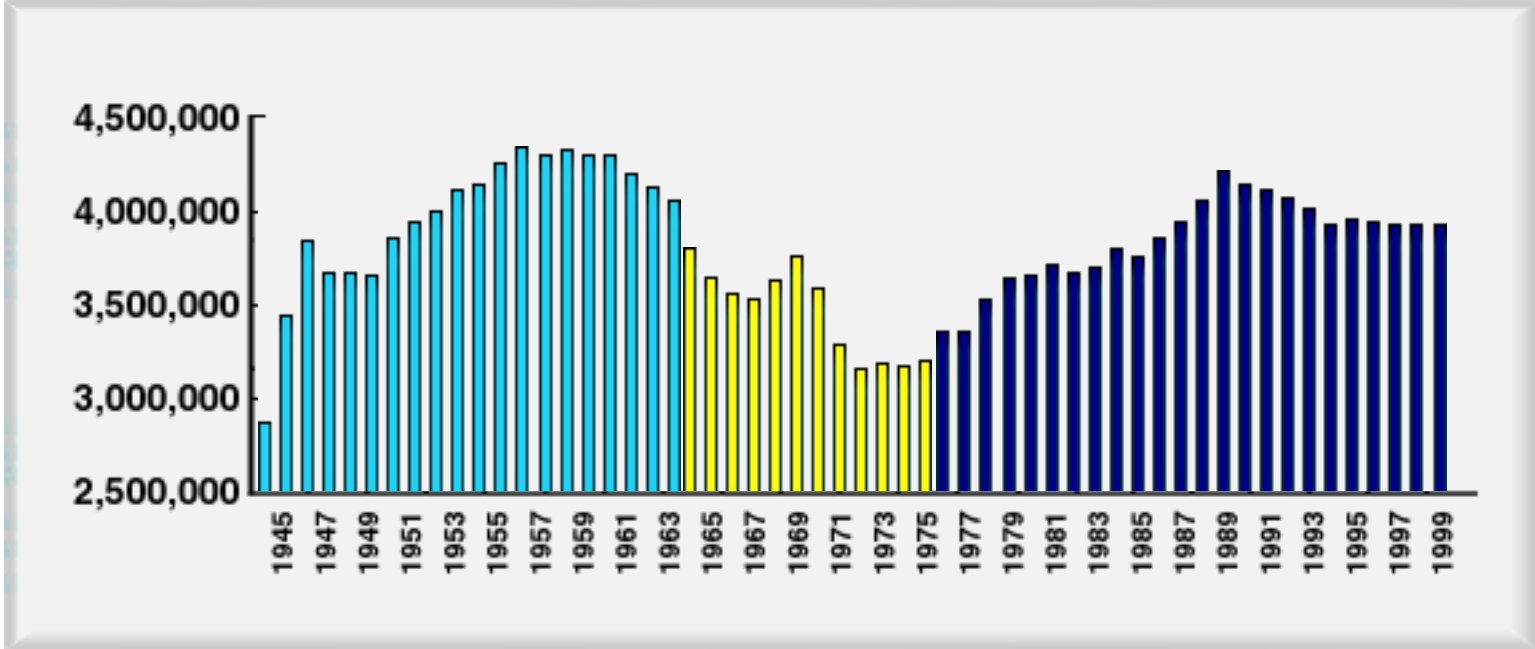
Sheer Demographic Muscle



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Global N-Gen Population

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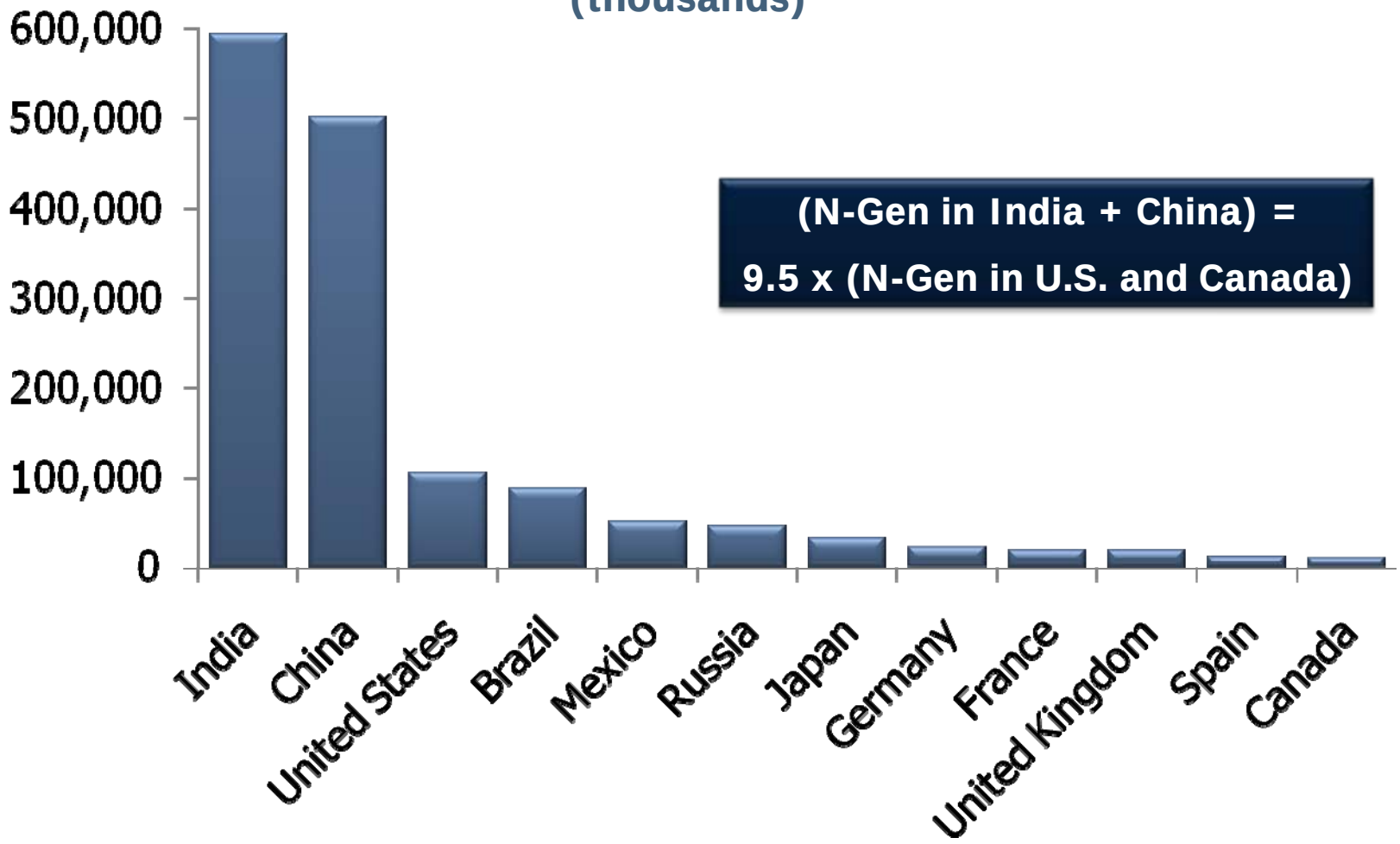

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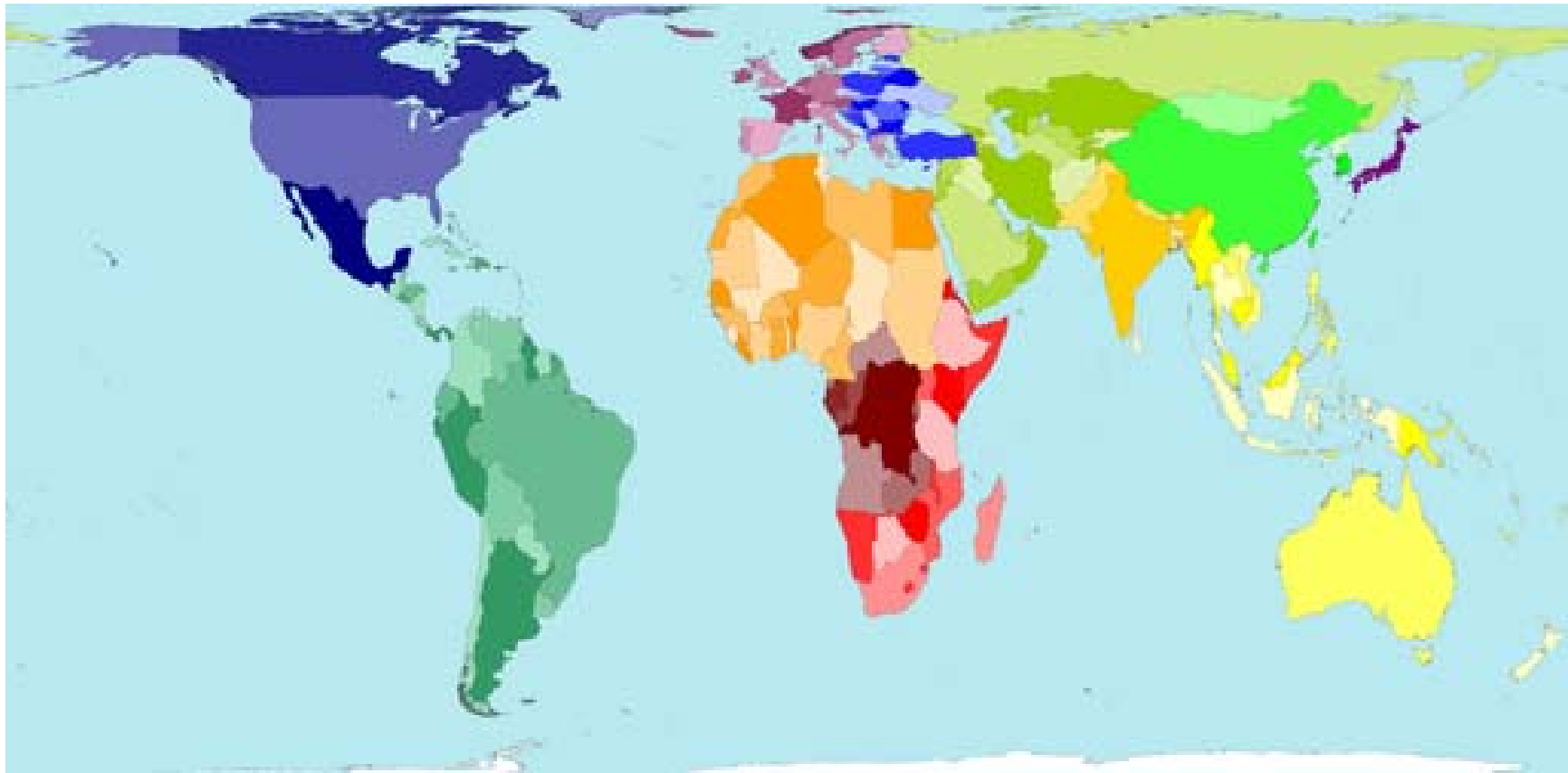
Source: United Nations

The World: According to Land Area

CONNECTING COMMUNITIES



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Source: Worldmapper

The World: Number of Children Under 15 (2004)

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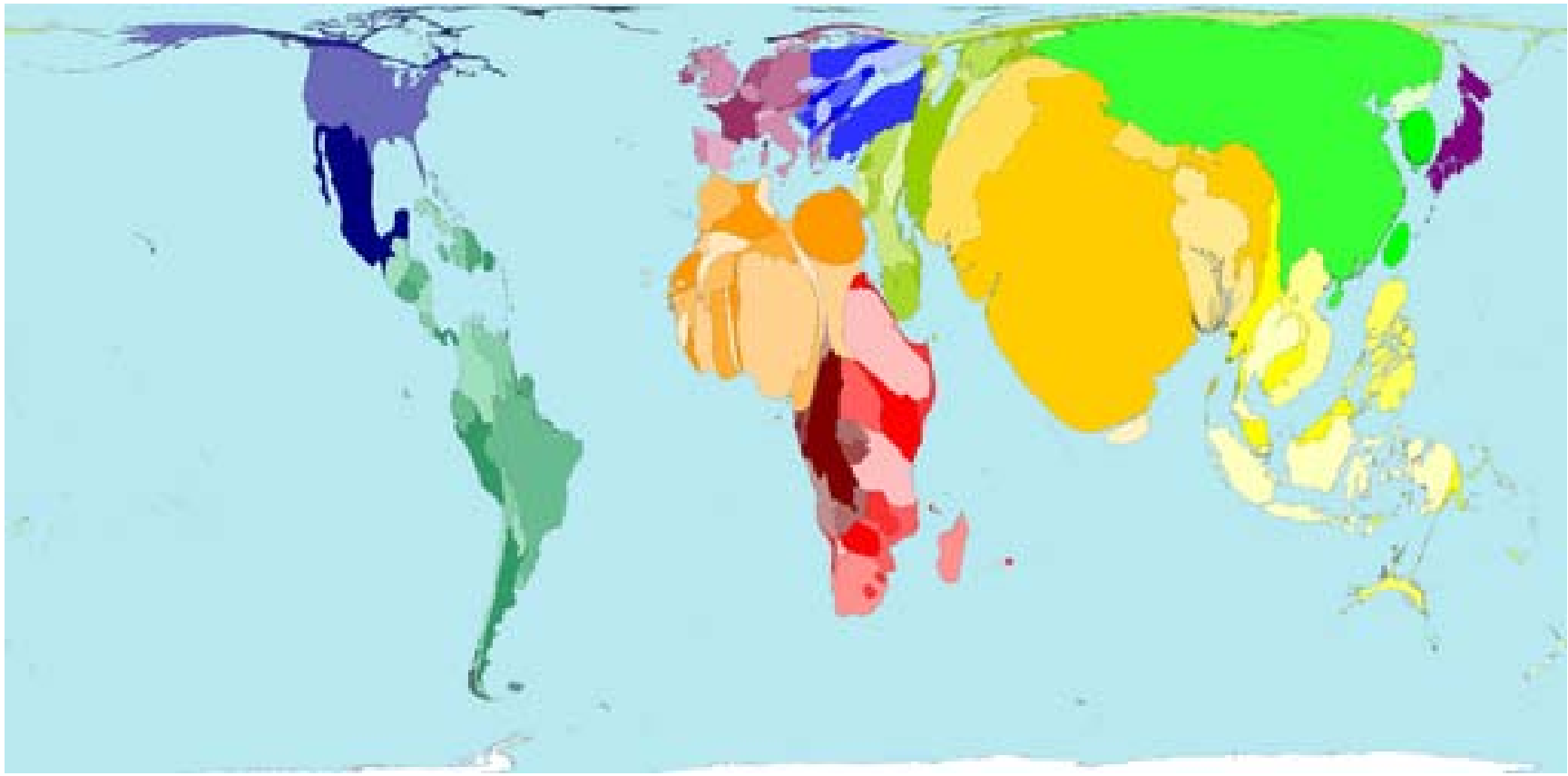

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Source: Worldmapper

A Unique Location in History That Shapes Its Identity

CONNECTING COMMUNITIES

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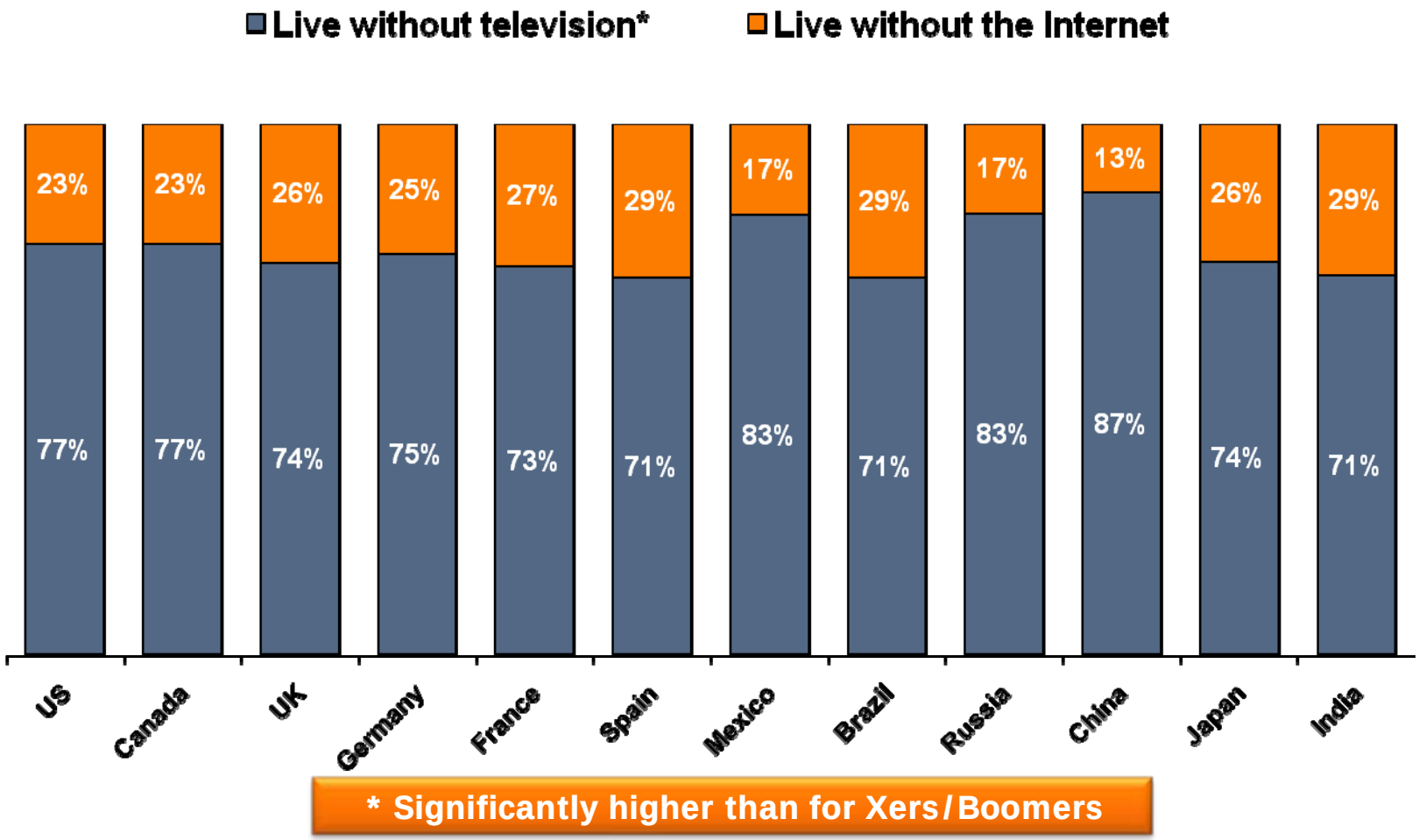
The N-Gen Wants the Internet

CONNECTING COMMUNITIES

Which would you rather do?



*** Significantly higher than for Xers/Boomers**

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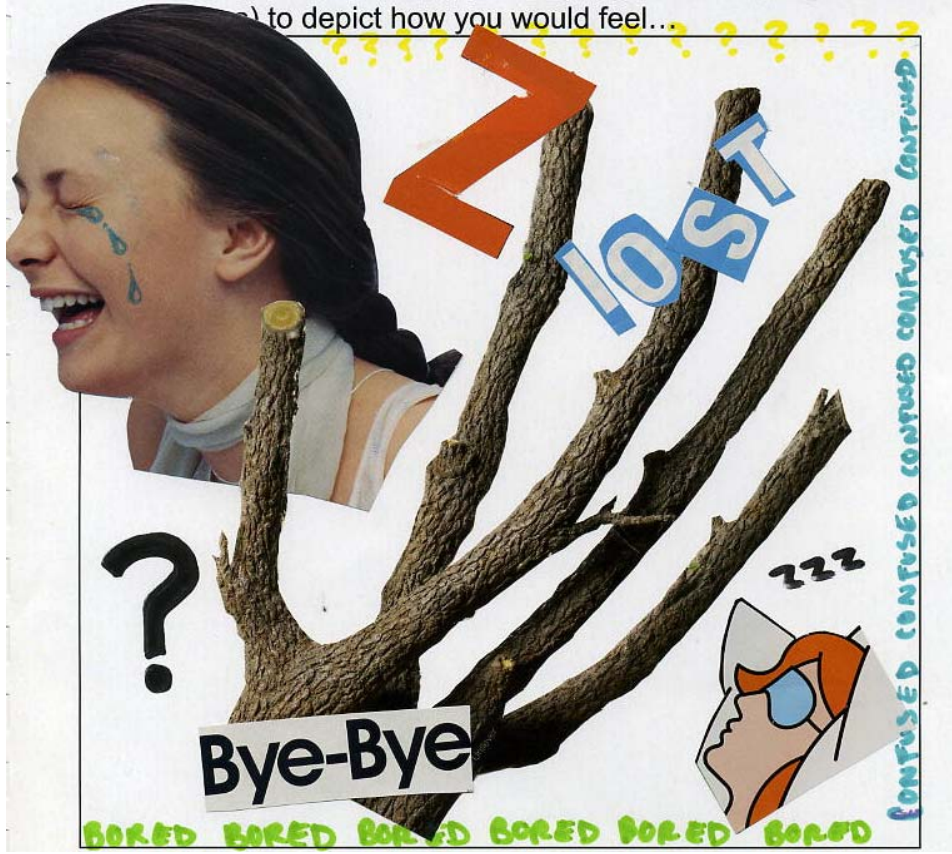
Source: 2007 New Paradigm Global Study (Q825)

The N-Gen Life Without Technology

Tech Depravation 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) to depict how you would feel…



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The N-Gen Life Without Technology

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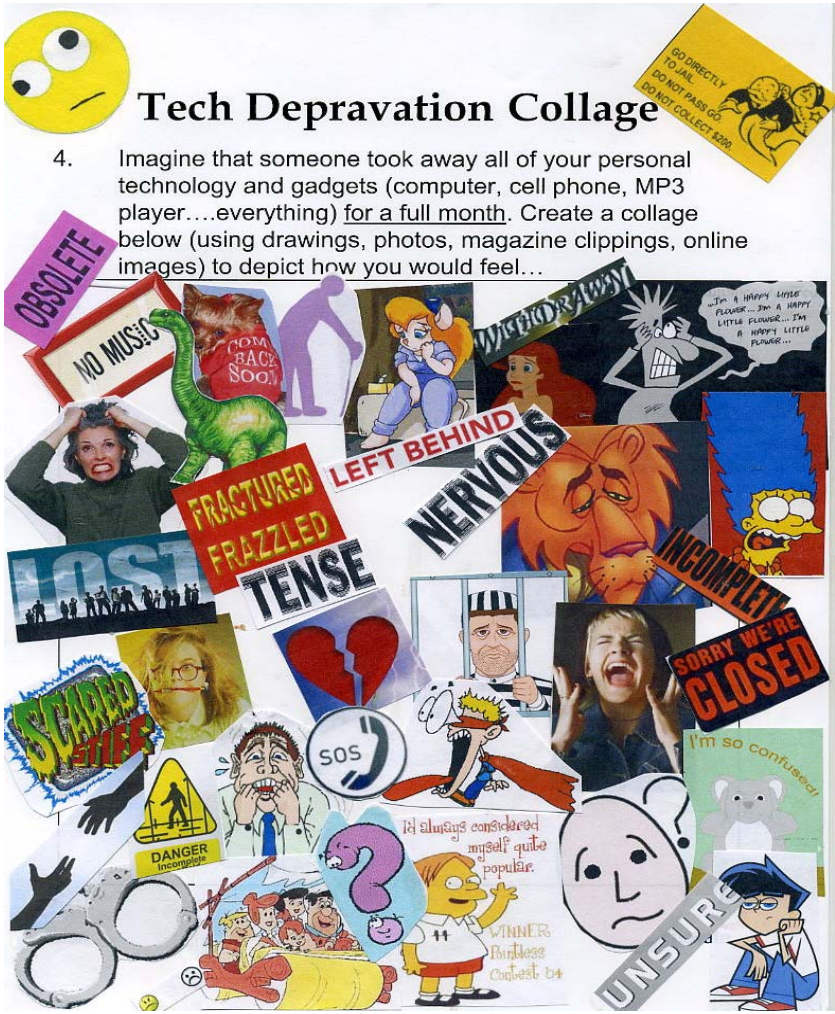

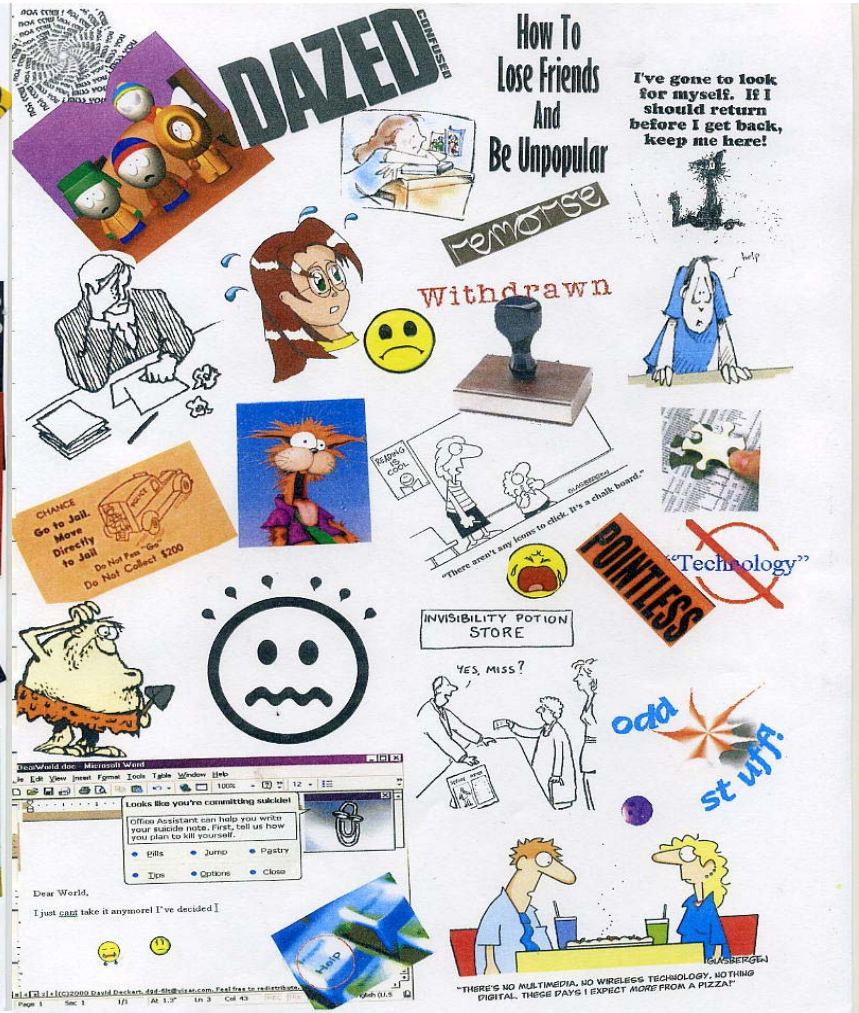

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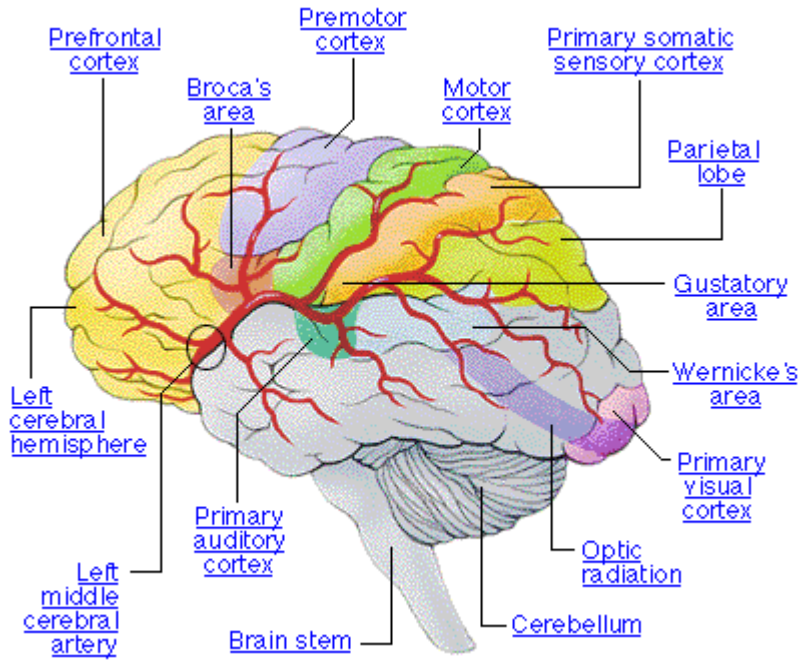
The N-Gen Mind

- 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



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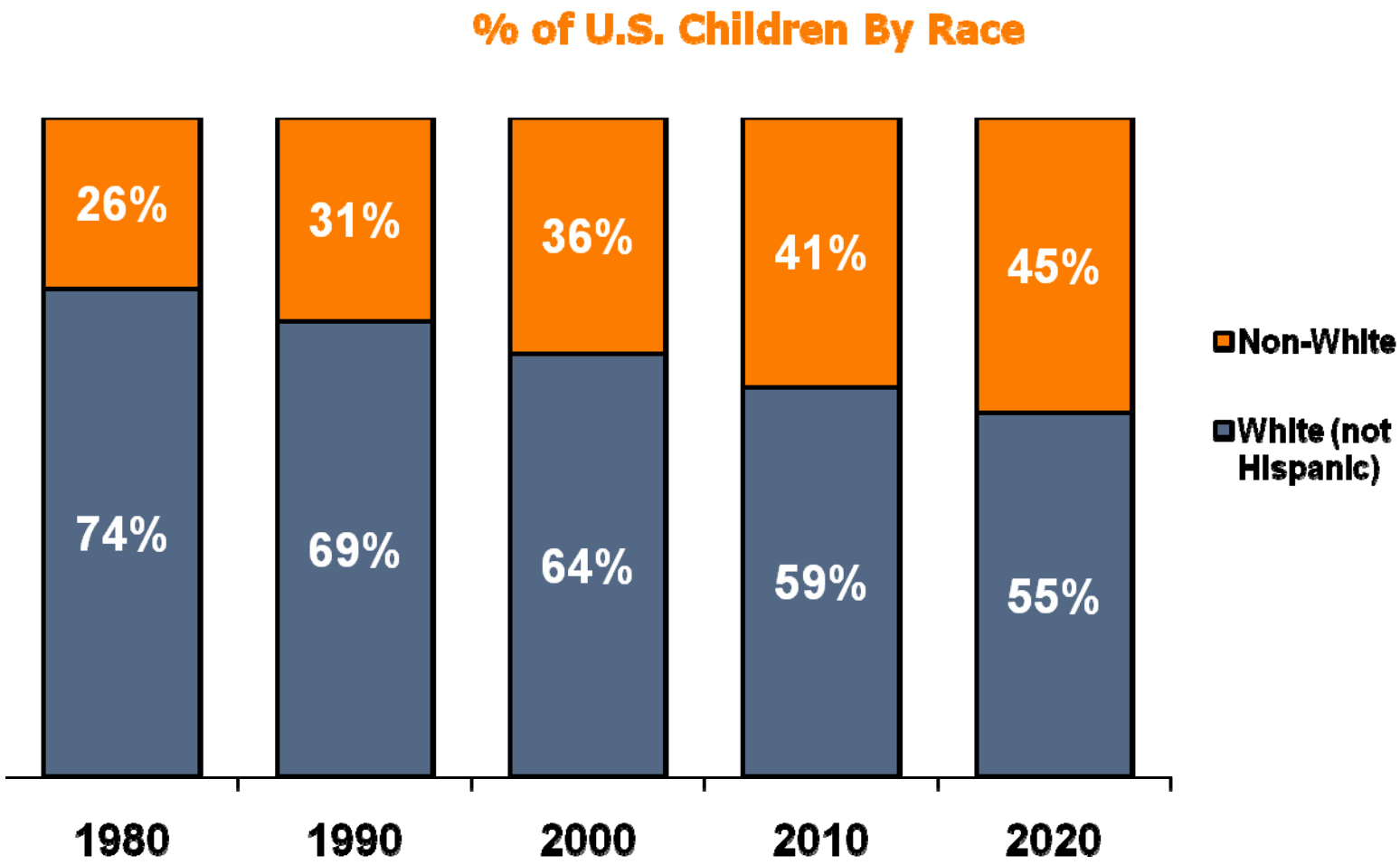
A Diverse Generation



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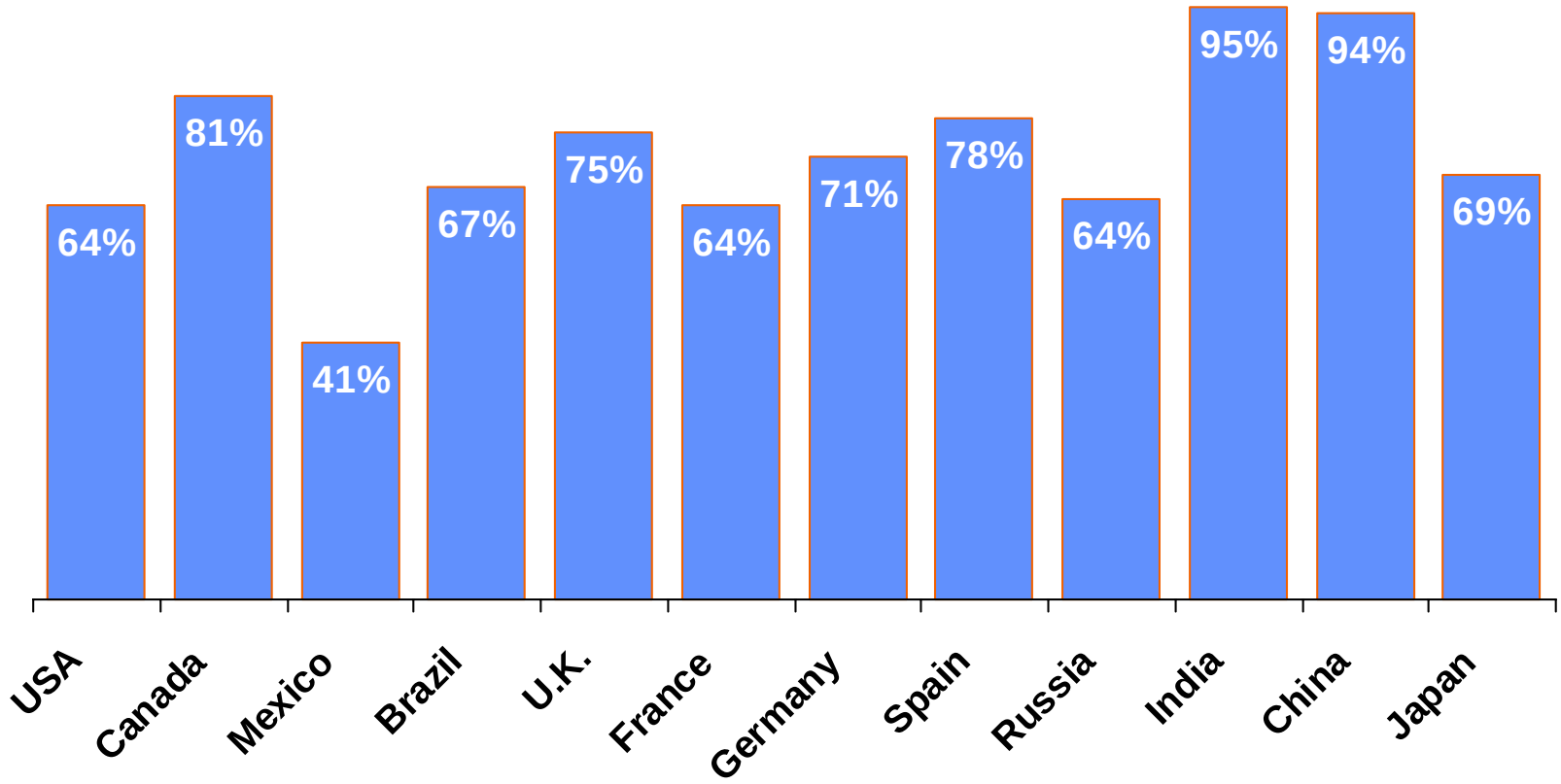
Source: U.S. Census Bureau

A Generation of Content Creators

CONNECTING COMMUNITIES

% Regularly Add or Change Things Online



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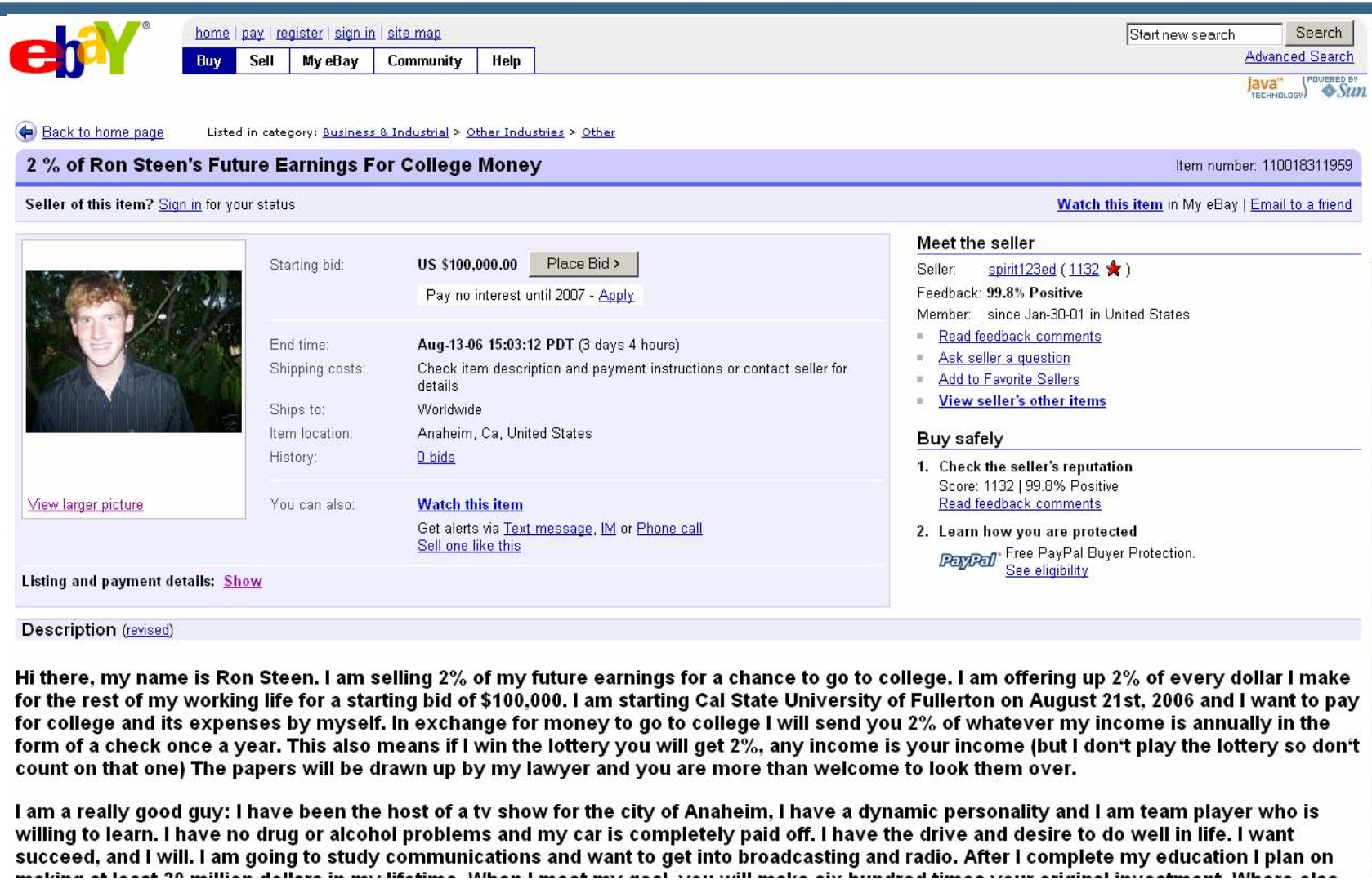
Source: 2007 New Paradigm Global Study (Q640)

The N-Gen are Creative Online

CONNECTING COMMUNITIES



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2 % of Ron Steen's Future Earnings For College Money Item number: 110018311959

Seller of this item? Sign in for your status **Watch this item** in My eBay | Email to a friend

View larger picture

Starting bid: **US $100,000.00** Place Bid >

Pay no interest until 2007 - Apply

End time: **Aug-13-06 15:03:12 PDT** (3 days 4 hours)

Shipping costs: Check item description and payment instructions or contact seller for details

Ships to: Worldwide

Item location: Anaheim, Ca, United States

History: 0 bids

You can also: **Watch this item**

Get alerts via Text message, IM or Phone call

Sell one like this

Listing and payment details: Show

Meet the seller

Seller: spirit123ed (1132)

Feedback: **99.8% Positive**

Member: since Jan-30-01 in United States

- Read feedback comments
- Ask seller a question
- Add to Favorite Sellers
- **View seller's other items**

Buy safely

1. **Check the seller's reputation**
   Score: 1132 | 99.8% Positive
   Read feedback comments
2. **Learn how you are protected**
   PayPal Free PayPal Buyer Protection.
   See eligibility

Description (revised)

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 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

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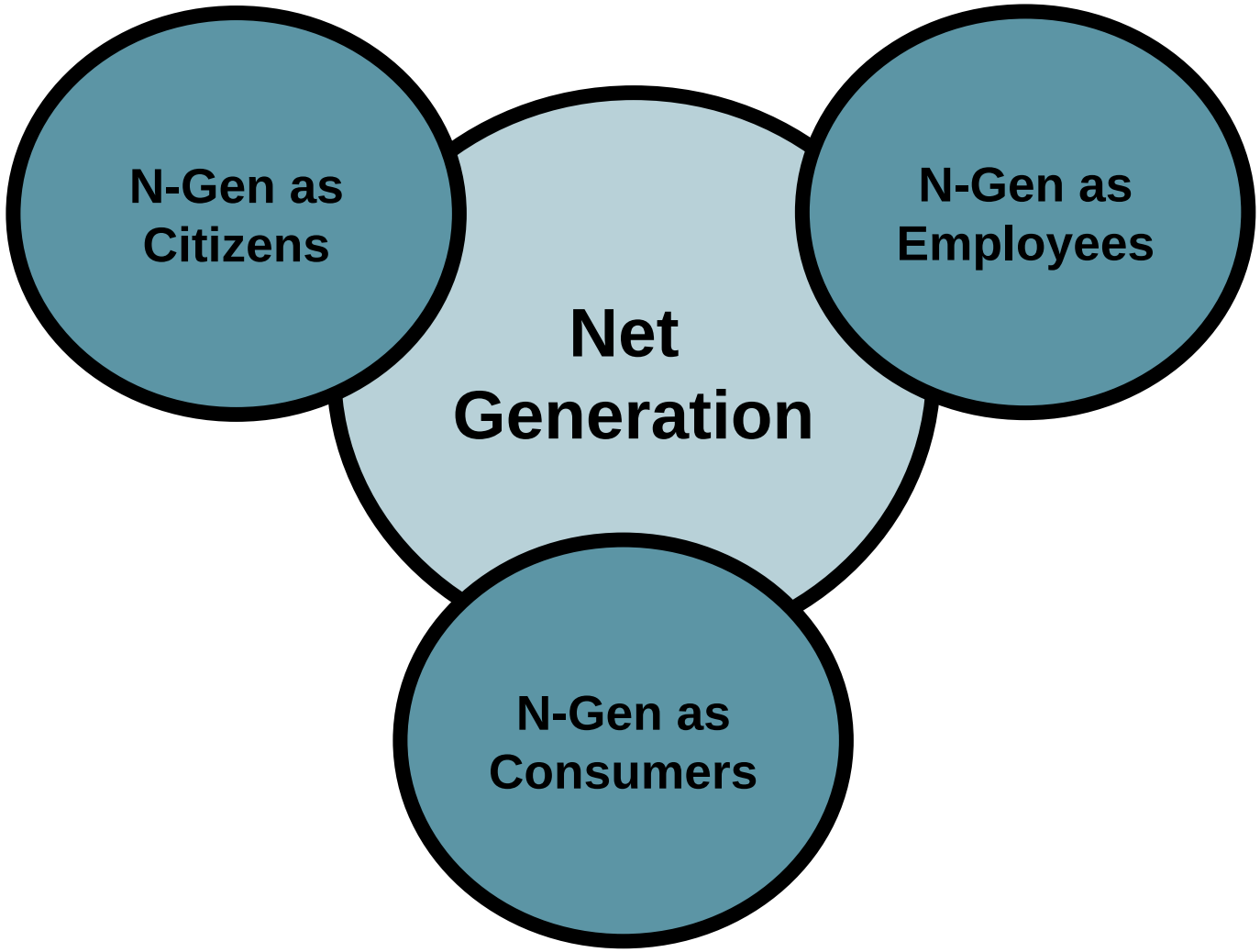
The Net Generation & Government 2.0



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The Net Generation As Citizens

MOBILIZE.ORG
mobilizing america's youth

United States Student Association
EDUCATION IS A RIGHT

Choice USA
Leadership for a Pro-Choice Future

CENTER *for*
COMMUNITY CHANGE

ROCK THE VOTE

CAMPUS CLIMATE CHALLENGE

{CAMPUS★PROGRESS}

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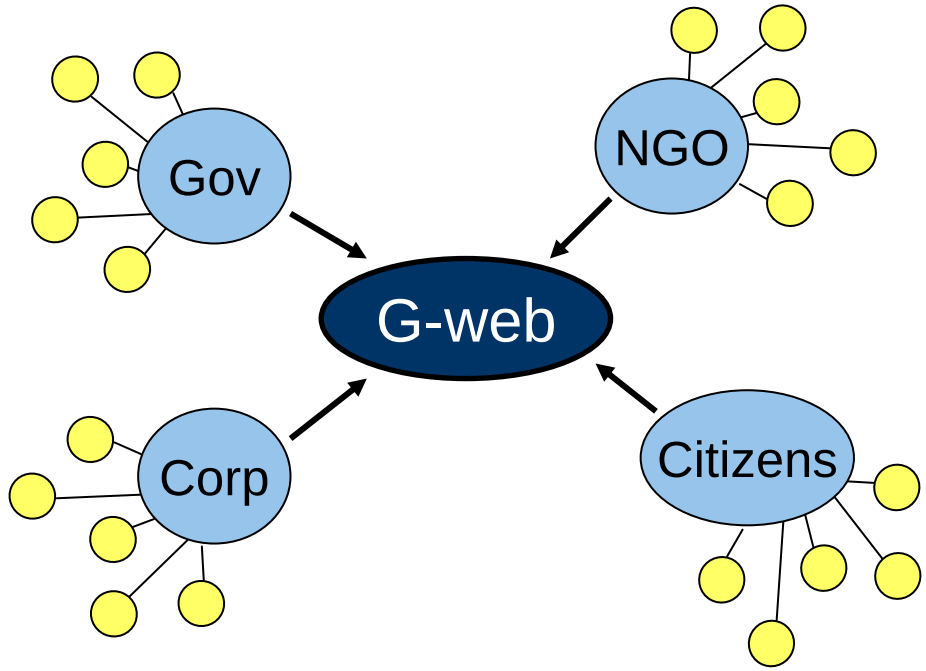
CONNECTING COMMUNITIES

GOVERNMENT

A single agency, ministry, or level of government assumes central control of political responsibility

GOVERNANCE WEB

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



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Accelerating Service Transformation

CONNECTING COMMUNITIES

Knowledge

Community

Information seeking	WebMD
Blogs and discussion groups	Doctissimo
Q&A websites	Yahoo! Answers, Answerbag, Wondir, Windows Live QnA
Wikis	Wikihow, Wikipedia Medicine, CancerWiki, FluWiki
Swarm intelligence	Sermo, OrganizedWisdom, MDJunction, RateMDs
Support communities	CaringBridge, TheStatus, Carepages, DailyStrength

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New Intermediaries – The Digital Conglomerates

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Web Images Video News Maps more »

Search Government Sites | Search the Web

Advanced Search
Preferences
Language Tools

Welcome to Google U.S. Government Search. Sign in to personalize this page.

Weather

Washington, DC
79°F
Clear
Wind: S at 10 mph
Humidity: 52%

Today	Sat	Sun
84° | 66°	89° | 69°	88° | 67°

White House News

- President Signs into Law HR 988
- Nominations Sent to the Senate
- President Bush Nominates Dr. James Holsinger Jr. as Surgeon General

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- Pumping Politics - Forbes
- Bill on increasing minimum wages in American Samoa and CNMI ... - Radio New Zealand International

American Forces Information Service

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- 07/27/2006: US, Romanian Presidents Discuss Terror War, Security Issues
- 07/27/2006: Supply Officer Enjoys Helping People

Government Executive

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- Congress sends wartime funding bill to Bush
- FEMA gives lawmakers list of nearly 4,000 sole-source contracts

Washington Post

- Rep. Brady Assumes Capitol Command
- A Slow Go at Homeland Security

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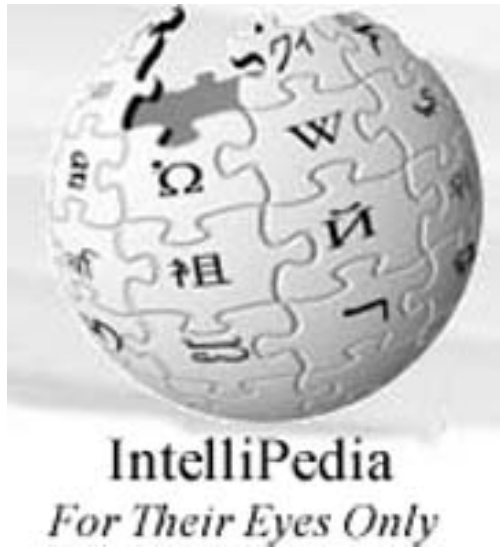
New Models of National Intelligence



IntelliPedia

For Their Eyes Only

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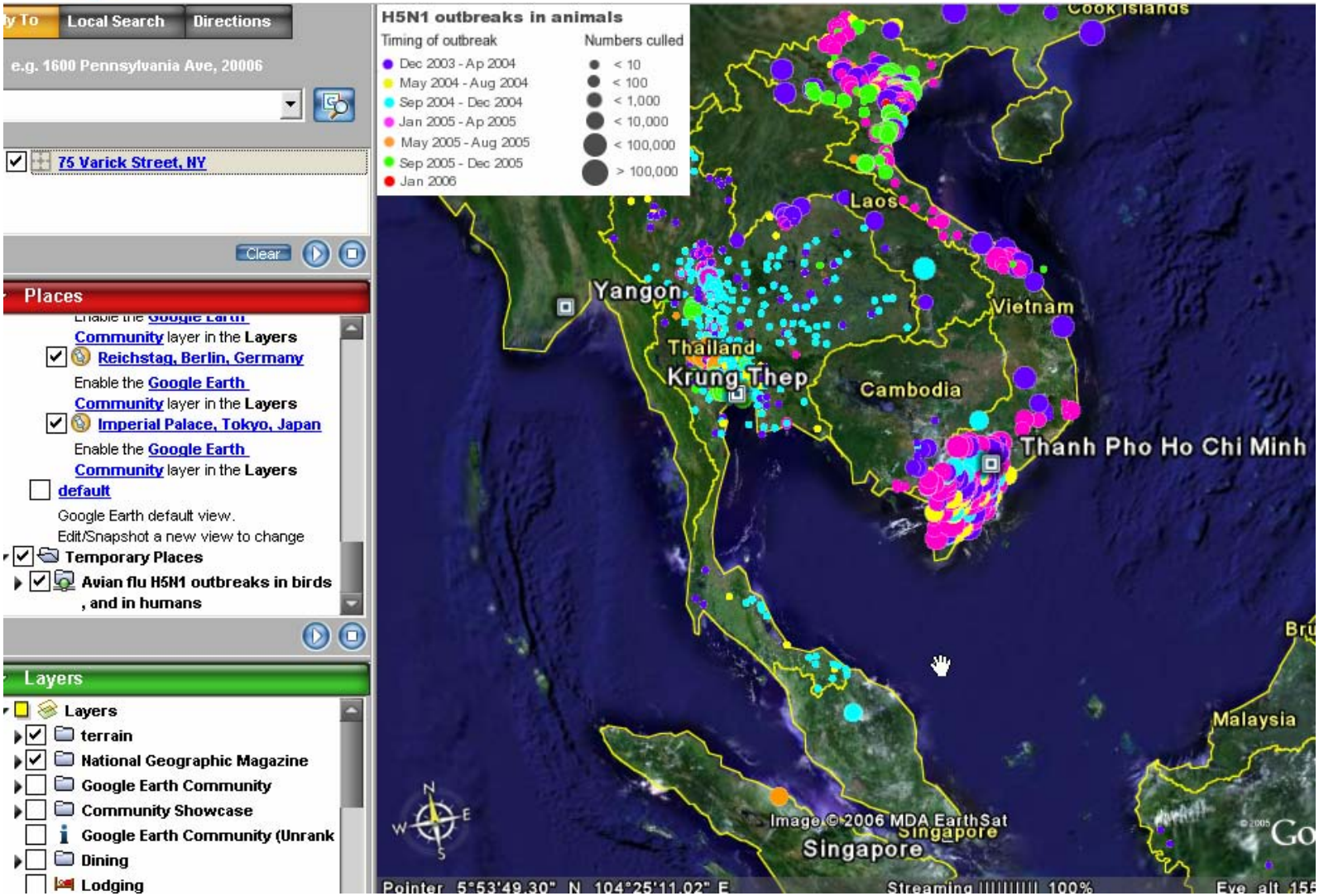
New Models of Global Problem Solving

CONNECTING COMMUNITIES



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Saving lives in a crisis

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Fighting crime in your community

E CHICAGOCRIME.ORG AV 4200 N

A **freely browsable** database of crimes reported in Chicago.

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

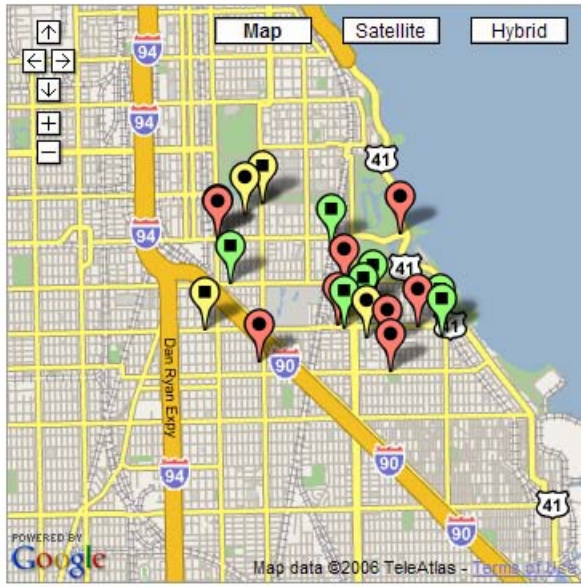
Crimes by district / District 3 (Grand Crossing)

Beats: 0311 · 0312 · 0313 · 0314 · 0321 · 0322 · 0323 · 0324 · 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. Dr 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	7000 block S. Cornell Ave. Apartment



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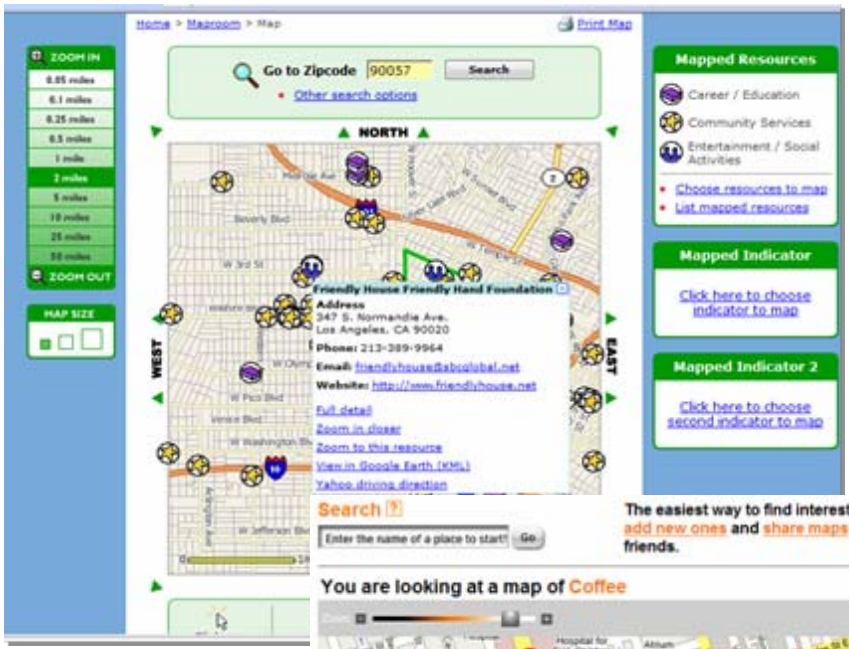
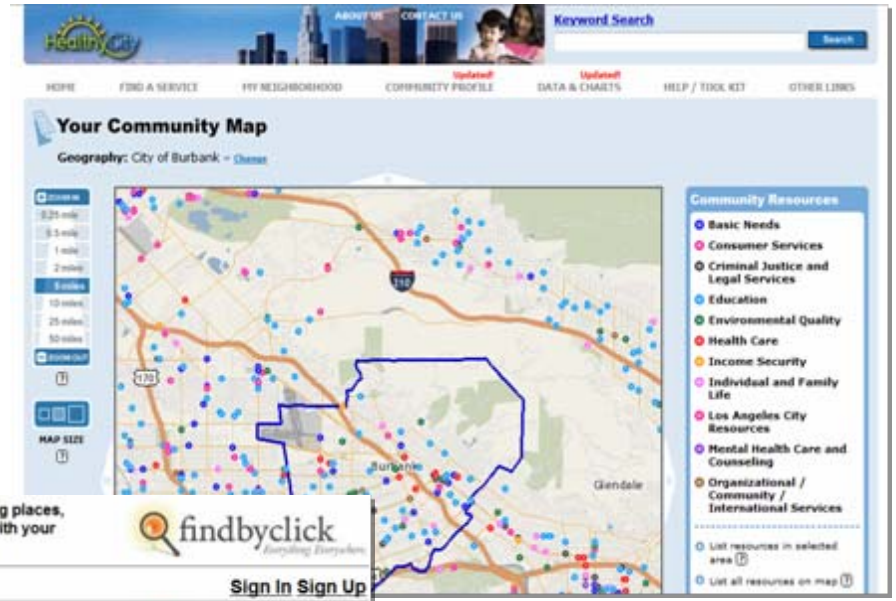
Using Information to Drive Change

Accessing services and resources





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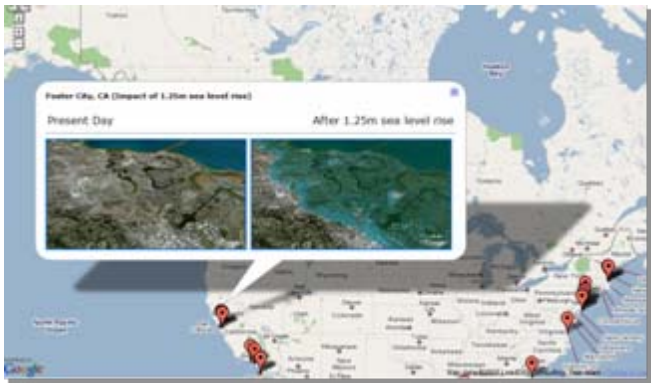
Solving environmental challenges



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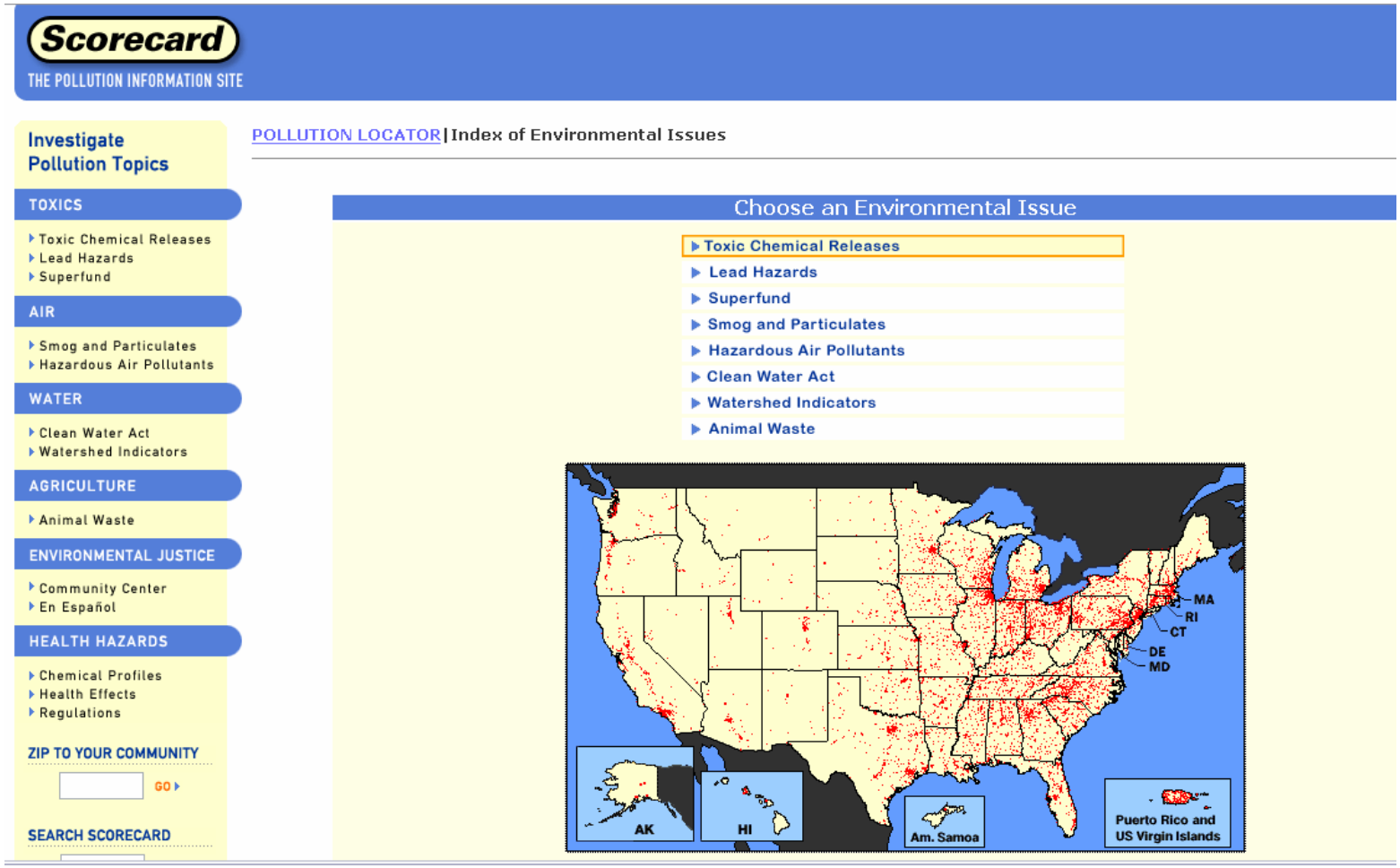
Using Information to Drive Change

- Empowering neighborhood activists



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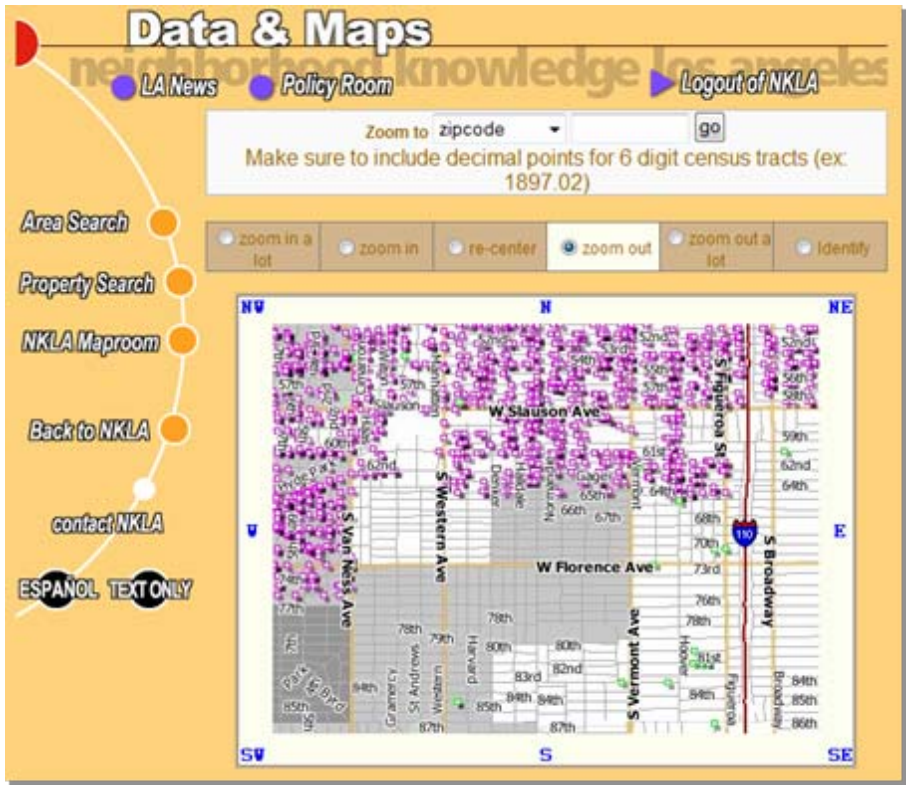
Using Information to Drive Change

Identifying issues and opportunities



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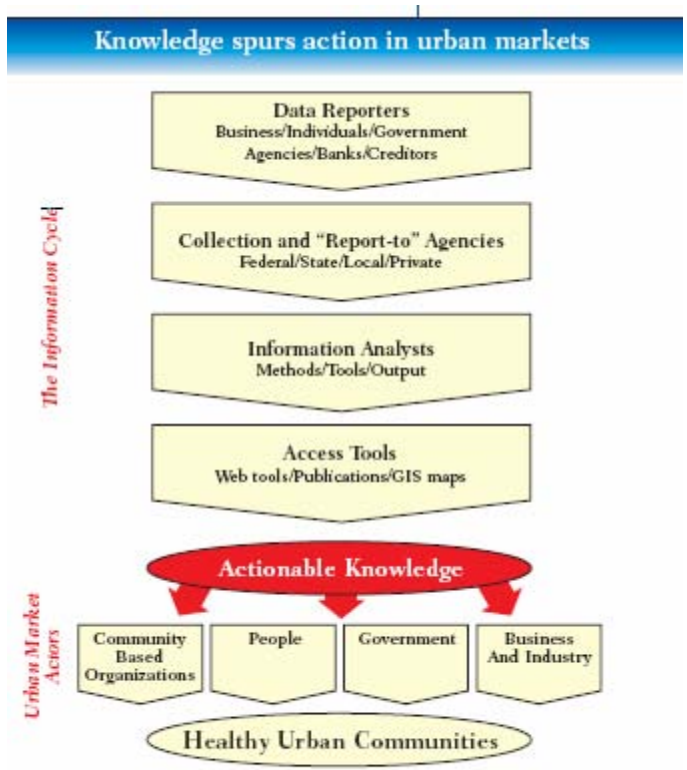
Using Information to Drive Change

"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?



Healthy urban communities have a robust investment climate, a vibrant labor market and provide their residents with strong connections to the economic mainstream.

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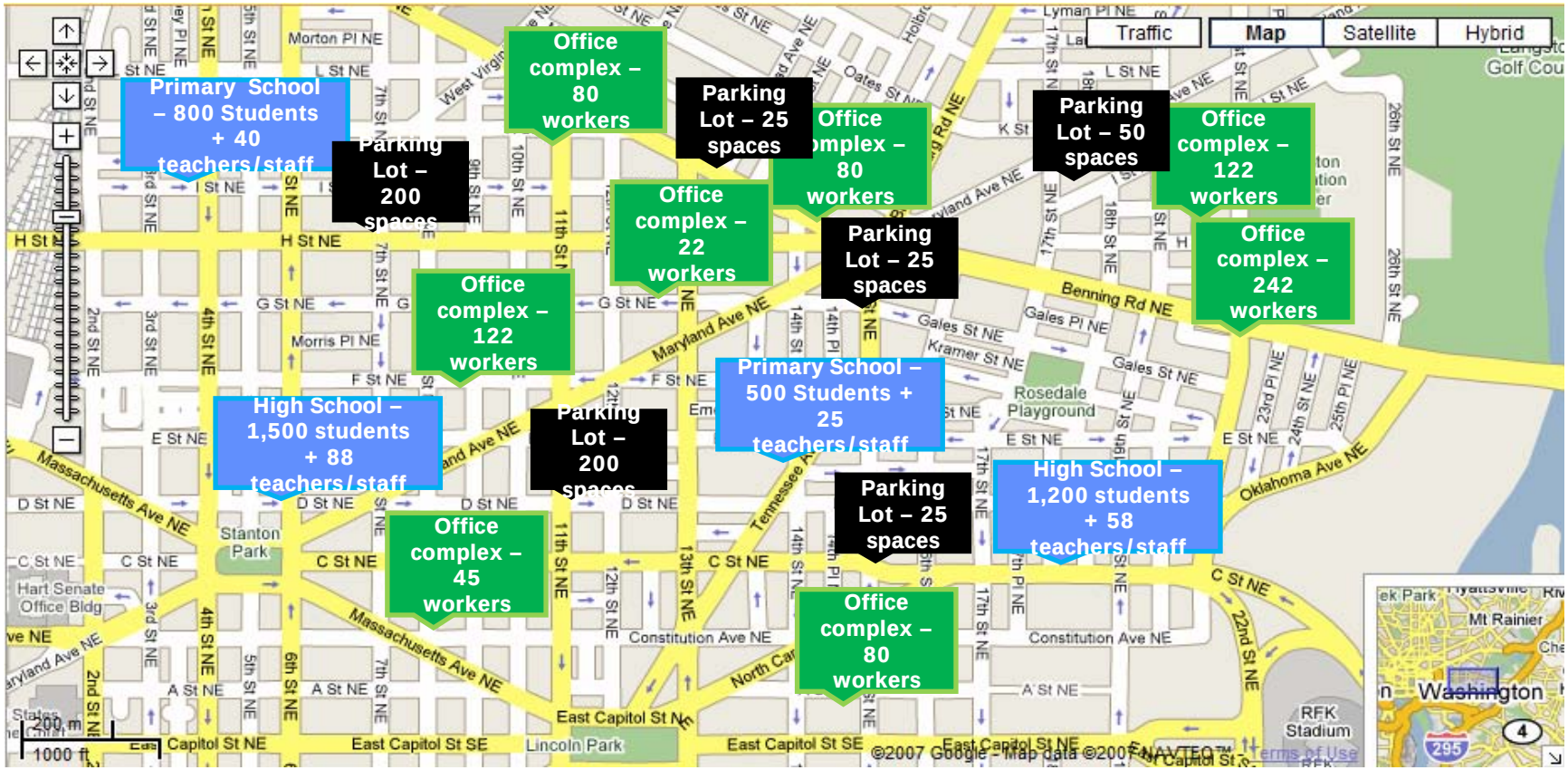
Economic renewal for urban communities:



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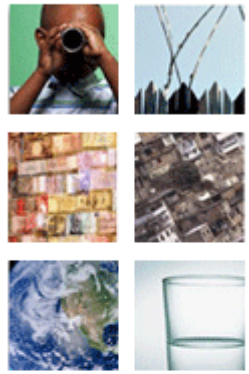
Wikinomics and Democracy

Habitat jam

Habitat jam



An unprecedented online global conversation about what matters most to you

December 1-3, 2005

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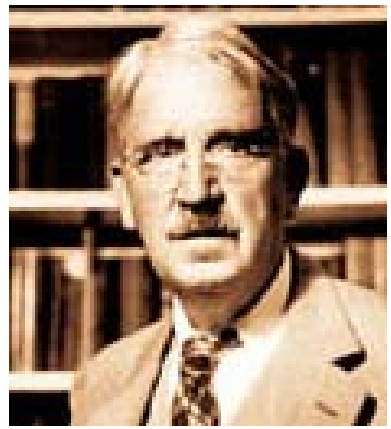
Early 20th Century Views on Democracy

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



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Rethinking Political Communications

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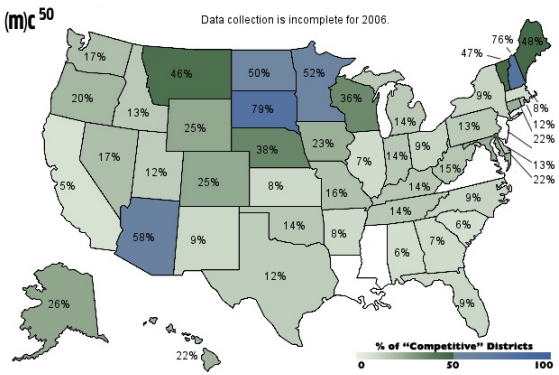
The New Transparency

THE INSTITUTE ON MONEY IN STATE POLITICS — follow the money



opensecrets.org

Center for Responsive Politics

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%)

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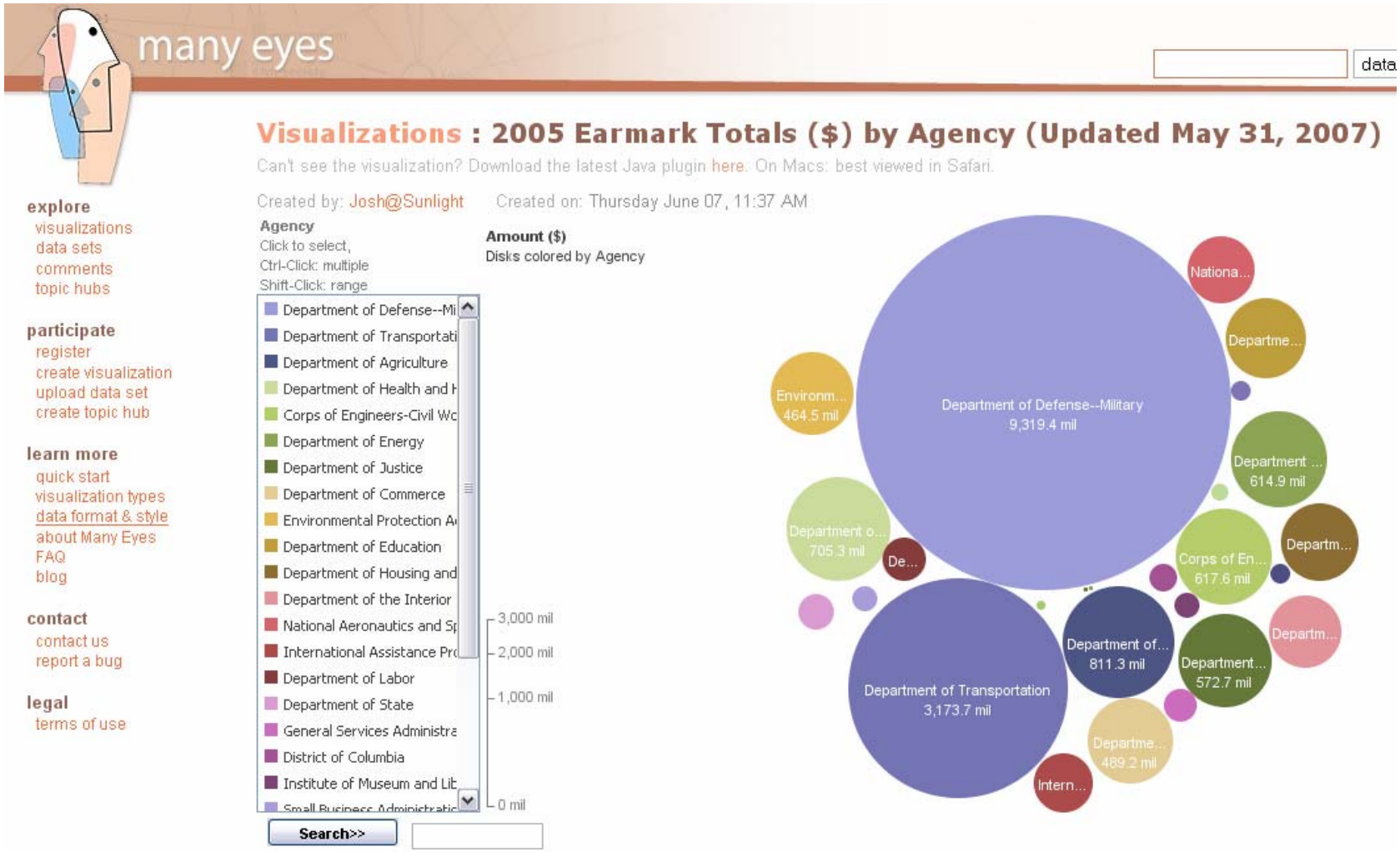
Democratizing Access to Data



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New Models of Engagement

CONNECTING COMMUNITIES

- 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

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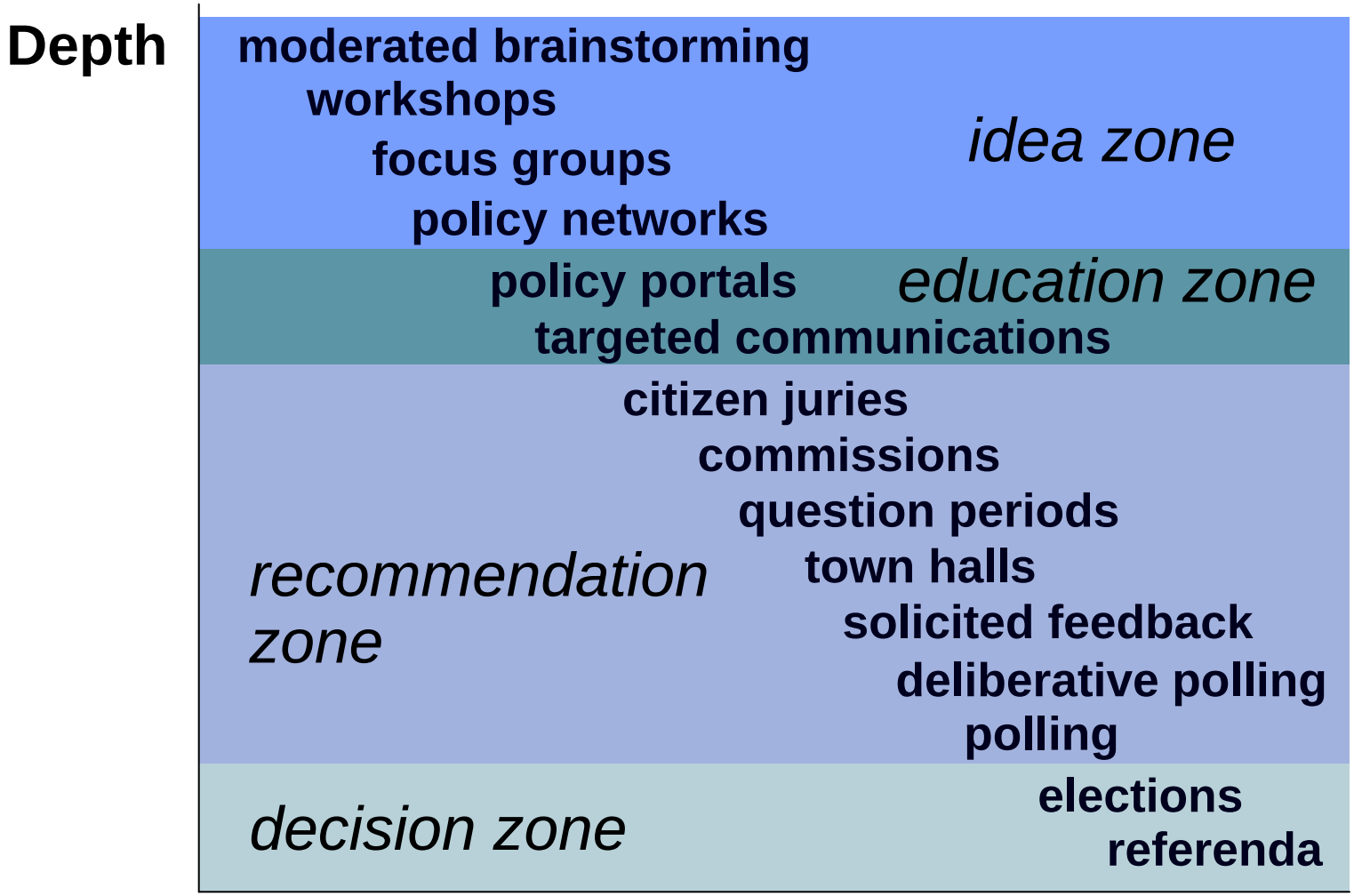
The Engagement Toolkit is Growing

CONNECTING COMMUNITIES



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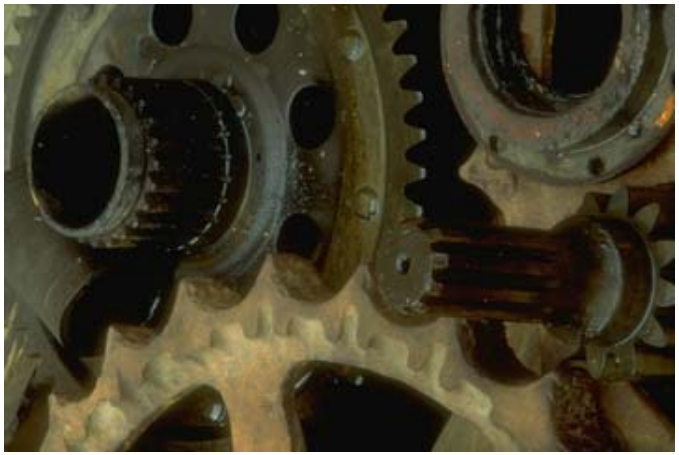
Democracy in the Age of Participation



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

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Connecting Communities: A Leadership Agenda

CONNECTING COMMUNITIES

- 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

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