Web 2.0 in the State Enterprise

October 2007
What has changed in 10 years?
What has changed in 10 years?

1997
• Few users
• Static HTML
• Limited content
• <40 interactive services
• Homegrown search
• Limited participation
• Dialup users
• Still learning about users – many new and inexperienced in use of web

2007
• Monthly unique users > 35% of state population
• Over 1,000,000 pages
• 947 interactive services
• Database driven
• Pervasive government participation
• Rich Multimedia
• Ubiquitous Broadband
• Extensive analytics
• Encourages citizen participation
From Here to There

Static HTML
Content Centric
Documents
Limited image types

XML / AJAX
Application Centric
Highly Interactive
Rich Multimedia
Collaborative shared spaces
Tools and Traits of Web 2.0

- RSS
- AJAX
- Rich Multimedia
- XML
- Wikis
- SaaS
- Mashups
- Data

- Blogs
- Interactive GIS / Mapping
Tagging
Improved Search
RSS - Subscription
Interactive Mapping
Rich Multimedia
Personalization
eDemocracy
Strategic eGov Plan 2007

- Overview
- Baseline & Measurement
- Needs Assessment
- Collaboration Plan
- Technology Plan
“People keep asking what Web 3.0 is. I think maybe when you've got an overlay of scalable vector graphics - everything rippling and folding and looking misty - on Web 2.0 and access to a semantic Web integrated across a huge space of data, you'll have access to an unbelievable data resource.”

- Tim Berners Lee

“Web 1.0 was dial-up, 50K average bandwidth, Web 2.0 is an average 1 megabit of bandwidth and Web 3.0 will be 10 megabits of bandwidth all the time, which will be the full video Web, and that will feel like Web 3.0.”

- Reed Hastings (Netflix)
eGovernment 3.0

- Repurposing Webservices access to data by citizens and other computers
- The intelligent web
- Virtual worlds
- Context awareness
- SaaS

- Ubiquitous Access
- User Channel Alignment
- The Data Web – Government is a major source of trusted data
- Extensive SOA implementation
Proposed Web 3.0 Definition

...The convergence of several major complementary technology trends that are reaching new levels of maturity simultaneously including:

**Ubiquitous Connectivity**, broadband adoption, mobile Internet access and mobile devices

**Network computing**, software-as-a-service business models, Web services interoperability, distributed computing, grid computing and cloud computing

**Open technologies**, Open APIs and protocols, open data formats, open-source software platforms and open data (e.g. Creative Commons, Open Data License)

**Open identity**, **OpenID**, open reputation, roaming portable identity and personal data

**The intelligent web**, Semantic web technologies such as RDF, OWL, SWRL, SPARQL, Semantic application platforms, and statement-based datastores

**Distributed databases**, the "World Wide Database" (enabled by Semantic Web technologies)

**Intelligent applications**, natural language processing, machine learning, machine reasoning, autonomous agents.
My Personal Web 2.0 Journey
What about texting?

SEND TEXT MESSAGE

It’s easy
If your teenagers have cell phones, they likely receive text messages from all their friends, so why not send one to your child as a parent? It’s a great way to stay in touch, let them know you’re thinking about them, and remind them to avoid underage drinking.

Instructions
Just enter your child’s 10-digit phone number (for example, 156-620-2333) in the “To” line below. Enter your name in the “From” line. Select one of the predefined text messages below and send it.

Please note: Messages received at ParentEmpowered.org will still be charged or deducted on your child’s allotted minutes on his or her service plan agreement.

To:

From:
Mom and Dad

Message:
- JUST THINKING ABOUT YOU, YOU’RE A GREAT KID, LOTS OF LOVE.
- FACT: UNDERAGE DRINKING CAUSES BRAIN DAMAGE.
- FACT: WE ALL LOVE YOUR BRAIN AS IT IS.
- HEY, WHAT’S UP? GIVE ME A CALL WHEN YOU GET A MINUTE.
- JUST A REMINDER NOT TO DRINK, HAVE FUN, BUT DON’T DRINK.
- LOOK WHO’S TEXT MESSAGING JUST WANTED TO SAY Hi, I LOVE YOU.
- JUST A QUICK REMINDER TO MAKE GOOD DECISIONS TODAY, I LOVE YOU.
- Hi, WHERE ARE YOU? LET ME KNOW, THANKS.
- REMEMBER, I EXPECT YOU TO STAY AWAY FROM ALCOHOL.
- I LOVE YOU TOO MUCH TO SEE YOU GET HURT.
- JUST WANTED TO SAY I LOVE YOU AND THAT YOU’RE SPECIAL TO ME.
Politics 2.0