

what is 2.0?

and what does it mean for government?



Shift

by
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web 2.0 is NOT...

a thing

a technology

a group of people

web 2.0 IS...

an era

a time

historical Period

like the industrial revolution

or the renaissance

or the age of
enlightenment

how do I know this?

because I'm a member of
the revolution

There are certain key
indicators:

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- ☑ **A shift in power structures:** from top down rule to grassroots influence
- ☑ **A large number of those in power who are detractors:** old media, traditionalists, politicians, big business...

MY WORLD IS CHANGING



AND I DON'T LIKE IT

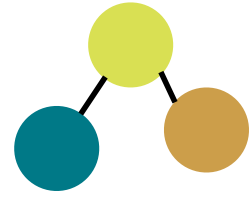
It's a shame that it is called
WEB 2.0, because it's
bigger than the web

the technology enables
everything, but you don't
have to use the technology
in order to be part of it

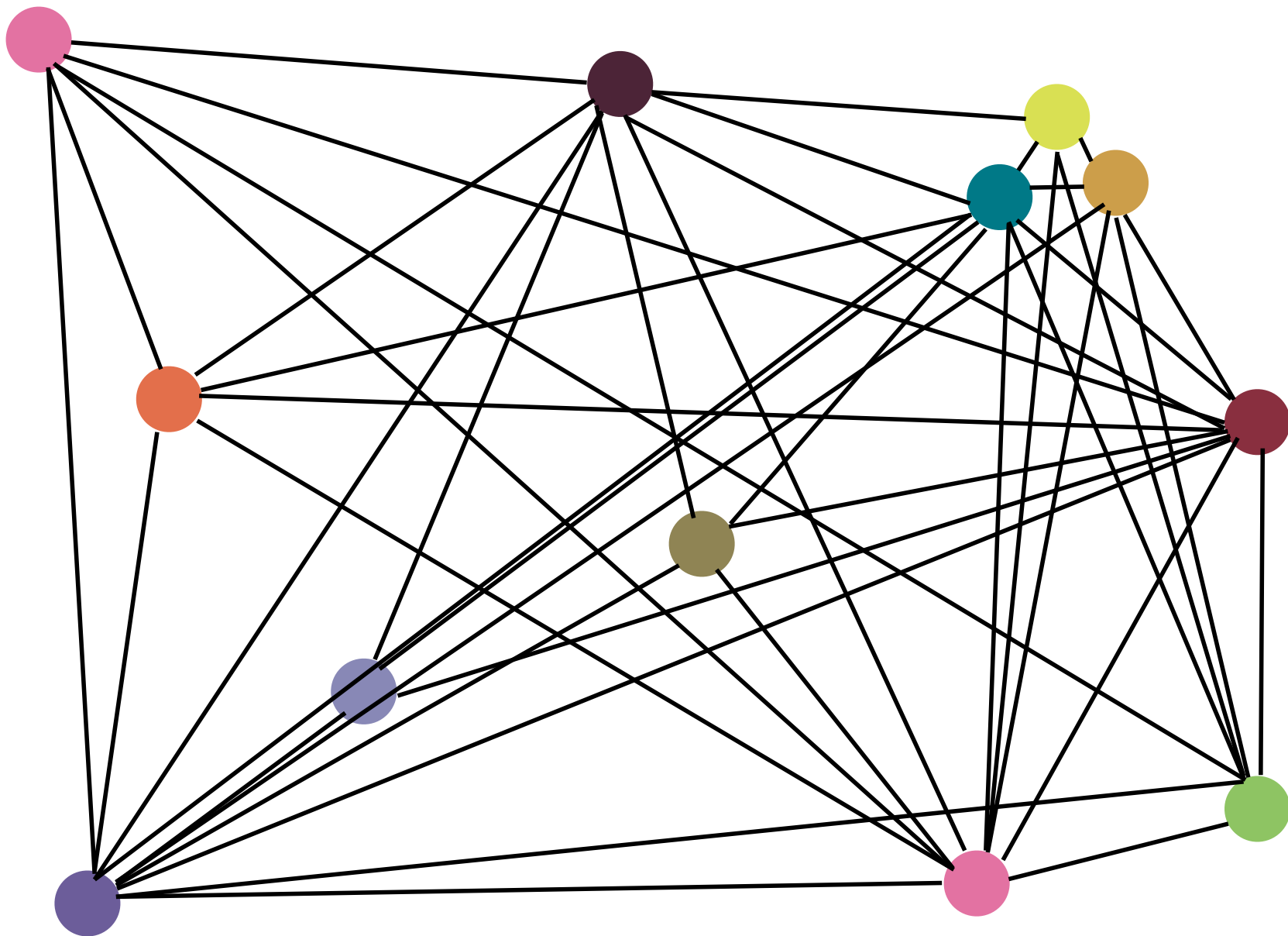
for instance

the power structure?

Grassroots networks
before the internet:



Grassroots networks
AFTER the internet:



that's why they call it "the
web"

but, without *the value shift*,
the internet would be just
another medium

so then, what are those
values?

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collaboration: the wisdom of crowds

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- ☑ **community**: Less emphasis on the individual, Individuality becomes...
- ☑ **independence**: a D.I.Y. attitude. Everyone has agency.
- ☑ **authenticity**: a disdain for 'branding' and perfect messages without substance.

and a couple of other
growing memes...

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- ☑ **local:** ironically, when everything is at one's fingertips, local becomes important
- ☑ **boutique:** Big brands beware, people are celebrating the unique and small.
- ☑ **humanness:** the more mistakes you make, the more others relate.

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- ☑ **diversity**: this is not a melting pot. We don't require consensus, just compassion.
- ☑ **agility**: Planning is passé. Small, iterative changes, involving all stake holders is the norm.
- ☑ **sustainability**: we have to clean up our act.

what does this mean for
government?

government services needs
to be the platform to help
enable this change.

platform?

here are a few ideas:

1. **give people access to their data**

online. Health, education, titles, taxes, etc. Any way I interact with the government, I want to go back and access.

[satisfies: openness, independence]

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2. **blog. twitter. create public google docs.**

Encourage the involvement of your citizens in discussions you are having regarding their future. Collaborate with the public.

[satisfies: openness, authenticity, collaboration, community]

3. READ blogs. twitter. feedback at the edges. Be part of the community you are serving and understand inherently what your citizens desire. Interact where necessary.

[satisfies: community, compassion, diversity, humanness]

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4. stop overplanning. Smaller, lighter incremental steps. Implement, test, adjust, implement, test, adjust...etc.

[satisfies: agility, collaboration, openness]

5. encourage small business. Less emphasis on growth for the sake of growth and more emphasis on community. more opportunities for small business, means more options for the local, Community, boutique and collaboration.

remember:

it's not about the
technology

or

the people using it

it is the emergence of a
new era

a shift in ideals

enabled by the technology

and the most important
thing to keep in mind is...

we don't know the broader
impact of this revolution
yet

- end -

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