

Web 2.0 for Collaborative Production

Ella Taylor-Smith and Peter Cruickshank

International Teledemocracy Centre (ITC)
Edinburgh Napier University

Digital Futures, Nottingham, 11th October 2010

Paper with references: <http://itc.napier.ac.uk/gov2/>

Web 2.0 for Collaborative Production

1. Terms (Web 2.0, Collaborative production, government services, eGovernment)
2. Where could these usefully overlap?
3. Big Society
4. Examples
5. Challenges

Web 2.0

- Online platforms in which user inputs and interaction *create* the sites' outputs, both in terms of content and value.

paraphrased from Tim O'Reilly

<http://oreilly.com/pub/a/web2/archive/what-is-web-20.html>

Web 2.0

1. Value created by *contributions and collaborations* of users
 - Users in “partnership” with sites’ “owners”
 - Users > Quality and sustainability (or not)
2. Web 2.0 sites are **platforms**
 - to facilitate collaboration.

Collaborative Production/ co-production

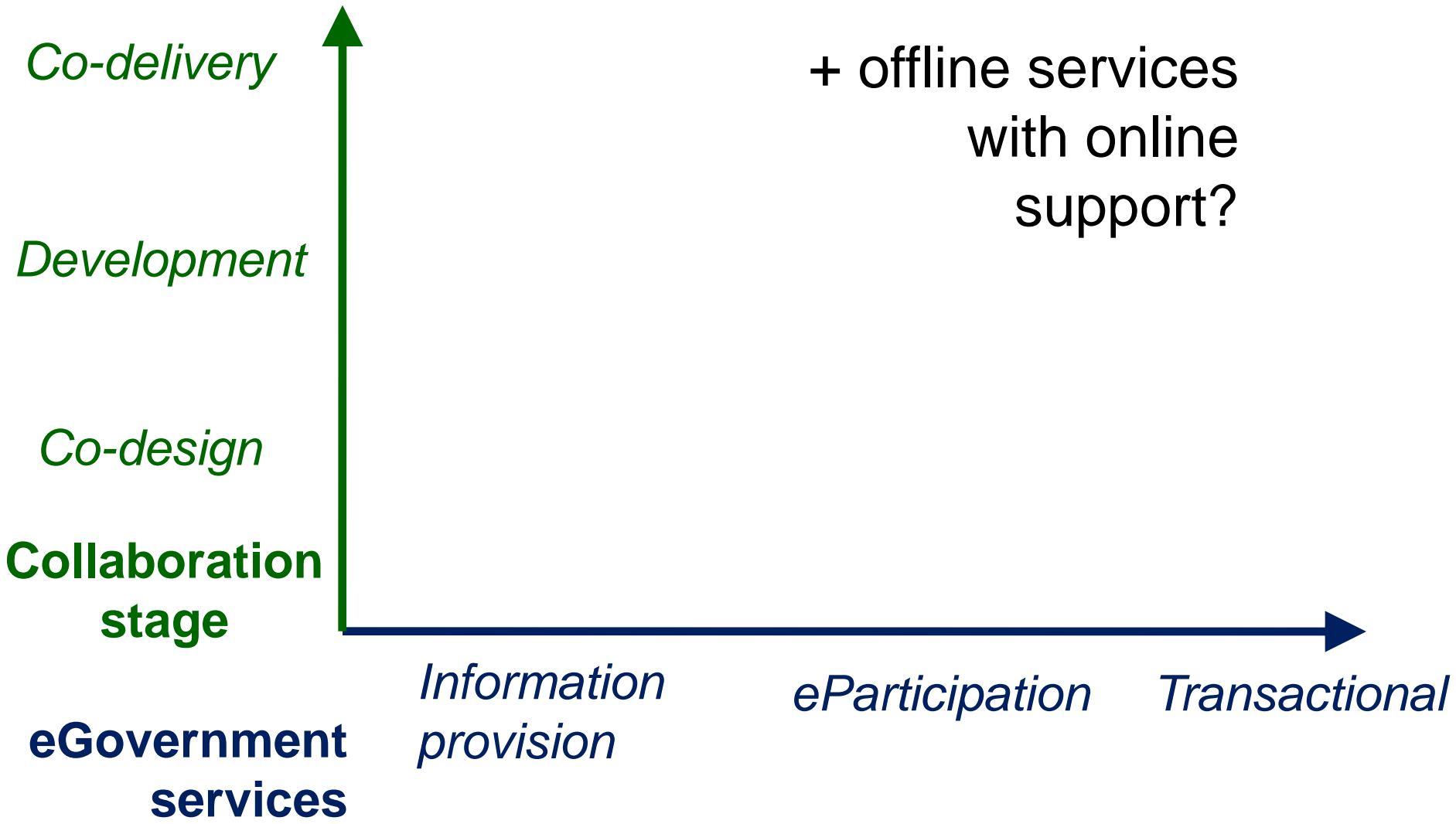
- Delivering public services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours.
- Where activities are co-produced in this way, both services and neighbourhoods become far more effective agents of change.

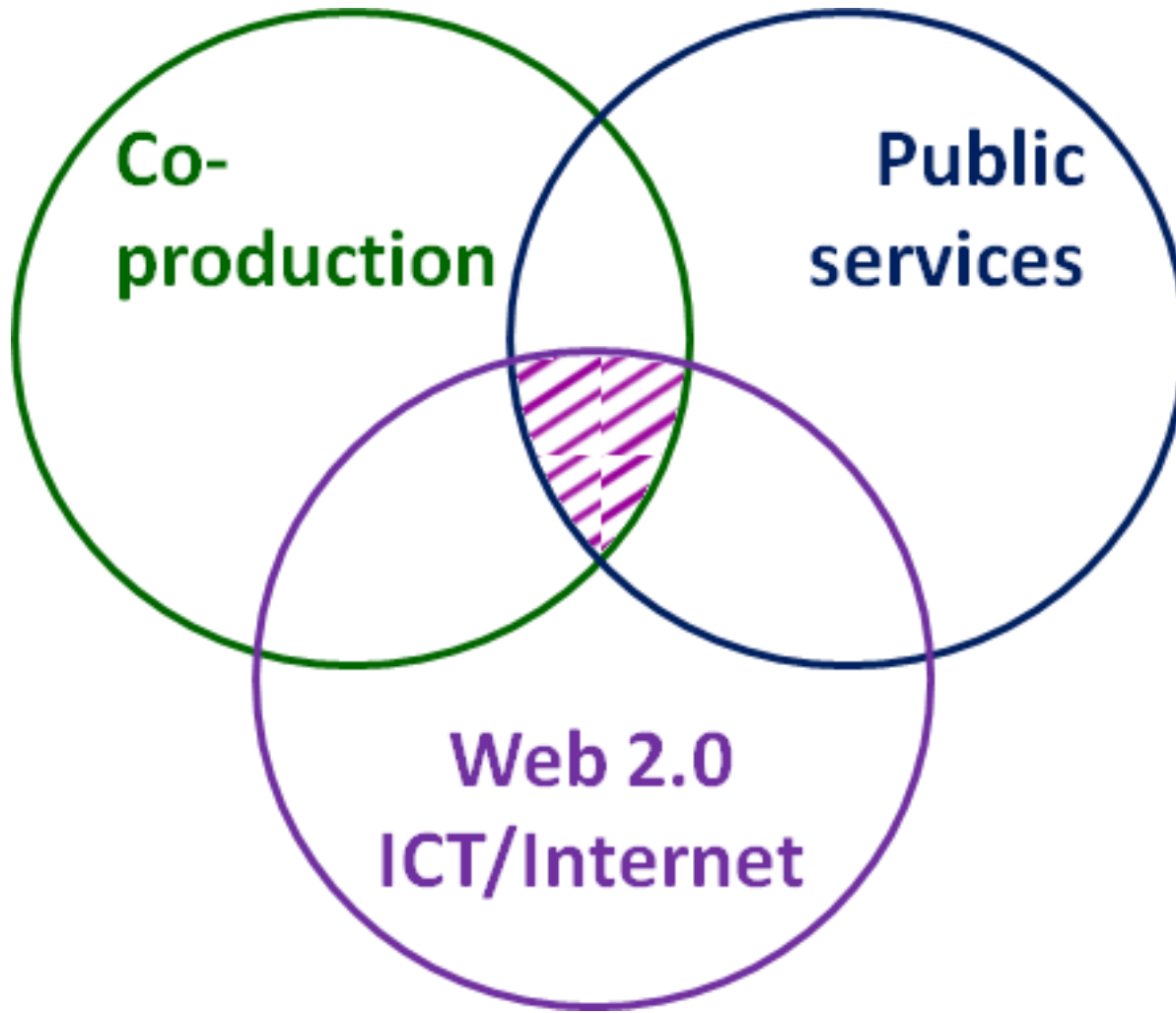
[http://www.nesta.org.uk/library/
documents/Co-production-report.pdf](http://www.nesta.org.uk/library/documents/Co-production-report.pdf)

Government services & eGovernment

Taking the widest possible view + etc

- Government transactions (tax, licensing, parking, fines)
- Information (rights, useful data, how to..., infrastructure, initiatives)
- Democracy (transparency, participation, voting)
- Health, social, education, environment (information, accessing services, feedback/involvement, eHealth)





Big Society

- Connect the civic institutions between the individual and the state –family, churches, charities, libraries, local schools and hospitals.
- In political terms, passing power to the lowest level possible: radical public service reform
From distant & centralised gov

➤ To User-centric organisations

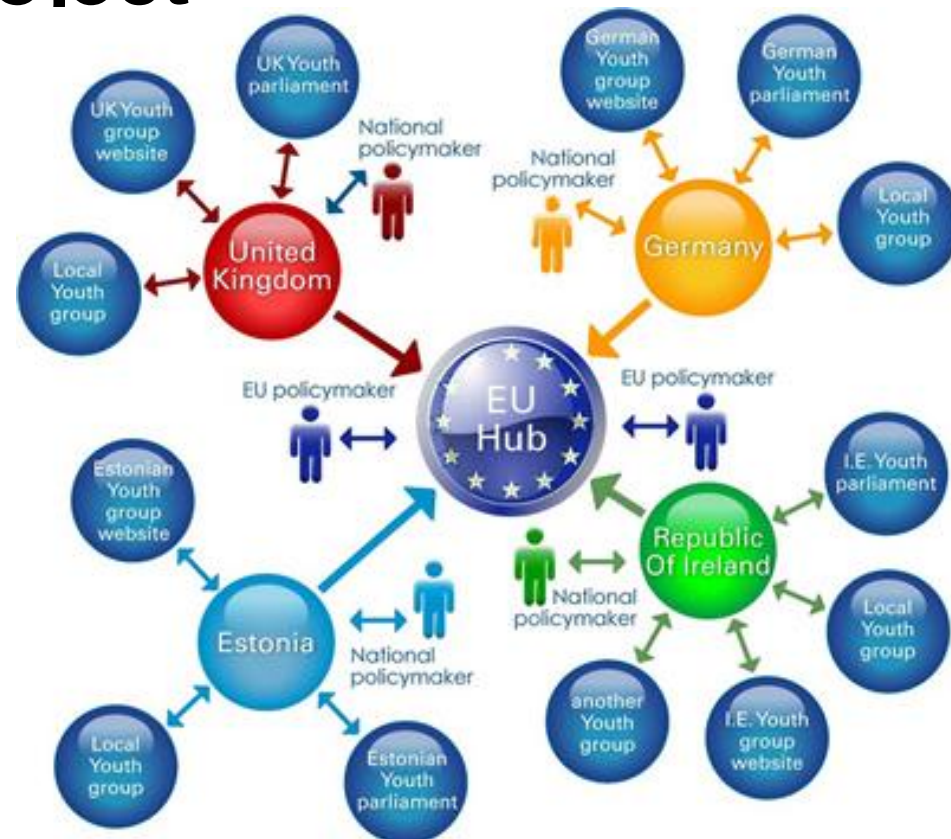
<http://www.guardian.co.uk/theguardian/2010/oct/08/big-society-i-wrote-speech> Ian Birrell

Big Society 2

- Small government < skint government
 - Less services provided by government
 - Others step in (U.S. model)

Example 1: HUWY project

- eParticipation, young people, distributed discussion
- Internet topics (e.g. cyberbullying, privacy, file-sharing)





HUWY

HUWY supports young people to influence policies related to the Internet



- Get Involved
- About HUWY
- Stories
- Topics
- Results
- News & Events
- Contact Us
- Register/Sign in

Recent HUWY Stories ...



What can a victim of a phishing scam do?

[More about this topic ...](#)



What could you do if someone creates a fake Facebook profile?

[More about this topic ...](#)



Your ISP is going to remove your site over allegations of copyright theft. What could you do?

[More about this topic ...](#)

<http://huwy.eu/>

About Huwy

HUWY aims to get young people talking about policies and laws which affect the internet and channel their ideas to governments and parliaments, national and EU.



Get Involved

Do you worry about things like Cyberbullying and phishing?



Would you like to tell politicians what you'd like to change about the Internet?

Join young people across Europe to let the politicians know what you think.

News & Events

Youth Group Results

EU and IGF...

25/09/2010

Nelle Kroes is Vice President o...

Young Scot Says Who Results Preview...

22/09/2010

As fa...

Data opinion call for evidence...

13/09/2010

The government is seeking views on how well people think the current law on data protection - inc...

Have your say at the IGF...

14/09/2010



"Says Who?"

Says You! Make Your Views Heard.

81 days remaining

HUWY - Cyberbullying

Currently open



Have you been affected by cyberbullying?

No Yes

Be the 4th person to comment 140

Add your comments... good or bad



anonymous? from...

About this Consultation



<http://www.youngscotsayswho.org/>

I think this is a really good way to get to know things why baby Lindsay m

I think this is a good way to learn things about cyber bullying so baby Lindsay

cyberbullying is no different to other bullying

than traditional bullying.

What's different about cyberbullying? Cyberbullying is different to other forms of bullying because:

- it can occur anytime, anywhere – the victim can even receive bullying messages or materials at home
- the audience to the bullying can be large and reached very quickly and easily if messages are passed around or things are posted online
- it can be unintentional – people may not think about the consequences of sending messages or images

We want your thoughts on cyberbullying and what can be done about it.

The Good Gym

Tower Hamlets library

+ local runners

+ web 2.0

➤ Books delivered, human contact & checks



Good Gym in Tower Hamlets

The Good Gym is currently operating only in Tower Hamlets, London. If you can't wait for it to get to your area then get in touch and we'll do our best to help you set it up.

 Search

click here to watch the bbc london news good gym feature



Relevant New Stuff

- BBC - BBC Radio 4 Programmes - Costing the Earth: The Revenge of the Stairs 2010/09/22
interesting fitness stuff in Tower Hamlets

Heavy Lifting; the good gym and the library

September 14th, 2010 11:00



The Good Gym has recently set up an arrangement with Tower Hamlets Libraries: We deliver books to older people who can't make it to the library- the library get the books ready for us and make it easy for us to set up accounts on behalf of the older people.

Having met us a couple of times and found out what we are all about, the library were the hosts for our second group run. They have a room at the back of the library that is being used for storage. It needed to be cleared out and there were roughly twenty heavy(ish) boxes that needed to be moved up the stairs- a job that would have taken one person about an hour.



<http://www.thegoodgym.org/>

Challenges

- eGovernment services mostly used by wealthier
 - Need for services to support disadvantaged
 - Exception > job centre plus
- Co-production success in f2f situations
 - Human contact, peer support etc
- Collaboration stronger face to face
 - Elinor Ostrom
- Cultural change for UK gov and people

3 Challenges for us: **discussion**

1. Web 2.0 > stronger social networks and inclusion?
 - Encourage involvement and collaboration?
2. Creating Web 2.0 sites which “catch on”
 - Chance, sustainability, fashion, wastage?
3. Matching Web 2.0 qualities to *society's/people's* needs

ITC Contact and websites

Ella Taylor-Smith e.taylor-smith@napier.ac.uk

Peter Cruickshank p.cruickshank@napier.ac.uk

<http://itc.napier.ac.uk>

ITC is part of the Centre for Social Informatics

<http://www.csi.soc.napier.ac.uk/>

➤ Director: Dr Hazel Hall

within the Institute for Informatics and Digital

Innovation <http://www.iidi.napier.ac.uk/>

ITC Focus of work (general)

- eDemocracy, eParticipation, eGovernment and eSociety
- eParticipation is *using technology (especially the Internet) to broaden and deepen political participation by helping citizens to connect with one another and with their elected representatives and governments.*
- Mainly applied research –piloting technologies and evaluating whether they are helpful or not

ITC History

- Established 1999
- Launches ePetitions system with BT and Scottish Parliament in 1999 (and hosts petition for Number 10 Downing Street)
- Research projects in Scotland, UK, EU & international
- Into > Centre for Social Informatics 2007
 - Director: Dr Hazel hall



ITC Partners

- Parliaments, Committees and MPs
- Governments and government departments
- Public Authorities
- NGOs, CSOs, Non-Profits and Voluntary Organisations
- Academic Institutions and Research Organisations
- Commercial Organisations
- Media