

A Shipping Forecast for ATOD 2.0

Anne Welsh



Photo by Nick in exsilio, <http://www.flickr.com/photos/pelegrino/2792682681/>

This is not a press gang



Copyright expired caricature (1789) http://commons.wikimedia.org/wiki/File:Caricature-1780-press_gang.jpg

This is not a religion



<http://www.geekculture.com/joyoftech/joyarchives/1014.html>



This is not a revolution

“Web 1.0 was all about connecting people. It was an interactive space, and I think Web 2.0 is of course a piece of jargon, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. But that was what the Web was supposed to be all along.”

~ developerWorks Interviews: Tim Berners-Lee Originator of the Web and director of the World Wide Web Consortium talks about where we've come, and about the challenges and opportunities ahead recorded 7-28-2006,

<http://www.ibm.com/developerworks/podcast/dwi/cm-into82206.txt>

What's new about 2.0?



This is perhaps a little strong,

but ...

Picture credit: Ben Sheldon, <http://www.flickr.com/photos/bensheldon/212159782/>

2.0 tools are:

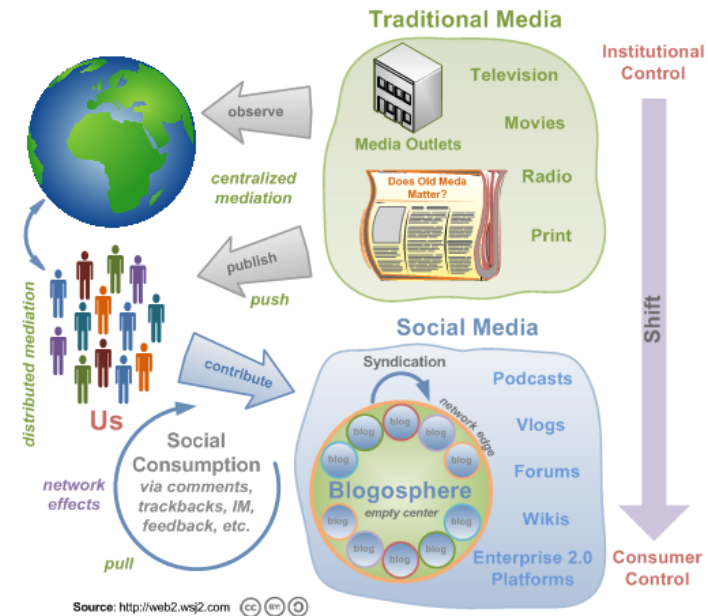
- easy to do it yourself
- interactive / social



Horn Book:

<http://www.hbook.com/resources/librarians/default.asp>

The Emergence and Rise of Mass Social Media



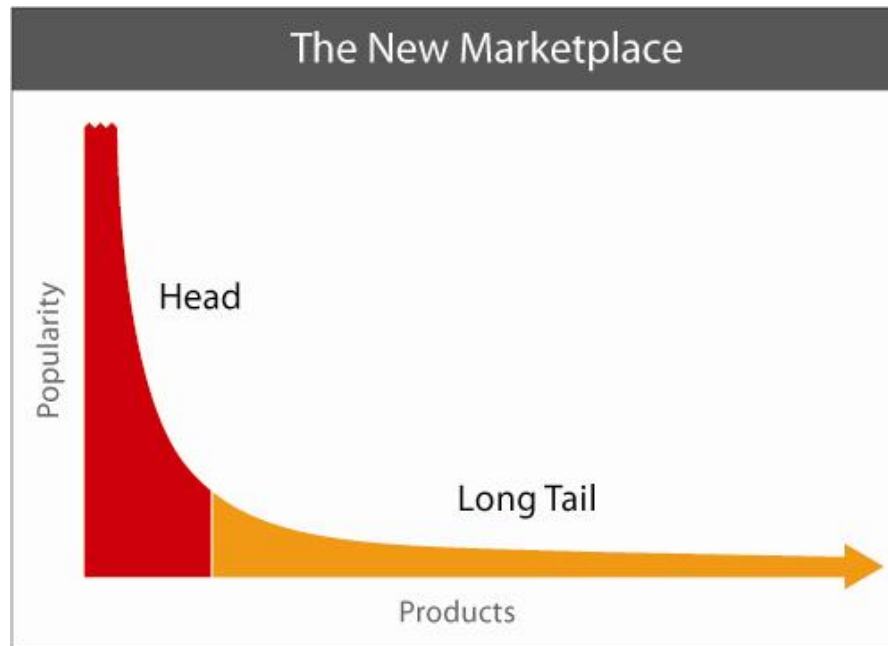
Source: <http://web2.wsq2.com> (cc) (by) (nd)

Dion Hinchcliffe,

http://web2.socialcomputingmagazine.com/social_media_goes_mainstream.htm

2.0 tools help us:

- tap into our niche market
- save time



Graph: Chris Anderson, *The Long Tail*,
<http://www.longtail.com/about.html>



‘Do Once And Share’

Time-Saving 2.0

5. Re-use, repurpose & redirect

DrugScope

HOME ABOUT US OUR WORK RESOURCES NEWS & EVENTS

Resources home
Databases
DrugSearch
DrugSearch index
Drugs quiz
FAQs
D-World
Languages

RESOURCES > DrugSearch > Drug Sea

Methamphetamine
Crystal meth, 'yaba' (ya-ba, ya ba), z crank, shabu, glass, crazy medicine

What is Methamphetamine?
Methamphetamine (crystal meth) is a cen

OUR WORK > Press office > Press releases > Crystal meth now Class A, but DrugScope warns that more needs to be done to prepare the UK

Crystal meth now Class A, but DrugScope warns that more needs to be done to prepare the UK
18 January 2007

Drug information charity DrugScope supports today's reclassification of crystal methamphetamine (1) (crystal meth) to Class A as a sensible precautionary move. There is as yet no evidence that it is on the verge of a crystal meth epidemic, but the charity has called for additional resources and training for frontline drug and healthcare workers.

Reading lists
Information tools for researchers and others

Reading lists:
Please be aware that these lists represent a small selection of the material available in our library. They should not be used as a basis for a particular research project or request a library.

Lists for research
Methamphetamine
Sex workers

DrugScope
Informing policy, reducing risk

About Methamphetamine
Posted by: annewelsh | 10th Jan, 2007

Today, 51 2006 No. 3331 The Misuse of Drugs Act 1971 (Amendment) Order 2006, came into force, reclassifying methamphetamine from Class B to Class A.

This followed the advice of the Advisory Council on the Misuse of Drugs, based on "indications that the use of methylamphetamine is now starting to become more widespread; and [that] the police have become aware of the existence of a small number of illicit laboratories synthesising the substance." (ACHD Advice to the Home Secretary, 5 June 2006). The Council also noted "considerable media

BROWSE
Monthly Archives
Search
LINKS
Alcohol Information Update
Alcohol Policy UK

~ Anne Welsh. Finding the time. NCVO Publishers Forum, 2008

Why 2.0?



2.0 for All?

DON'T do it because it's 2.0

DON'T do it because everyone else is 2.0

Do it because it meets your business needs for efficiency and time

2.0 For All?

- DON'T do it because it's 2.0
- DON'T do it because everyone else is 2.0
- Do it because it meets your business needs
 - Meet customer expectations
 - Improve existing services
 - Get the job done quicker / more easily

~ Anne Welsh. We've got the technology, now how do we find the time? Online Conference, 2007

<http://www.slideshare.net/AnneWelsh/how-do-we-find-the-time>

~ Anne Welsh. Finding the time. NCVO Publishers Forum, 2008

<http://www.slideshare.net/AnneWelsh/finding-the-time-for-web-20>

Just keep swimming?



“In setting out to swim in the 2.0 tide, we do need to ask ourselves the fundamental question: *What problem is this piece of work designed to solve?* However well-presented it may be, our users will scorn any 2.0 library application that does not either make their lives easier or reduce the time they spend finding the information they need”

~ Tony McSean. Whether Web 2.0 works is not the only thing that matters. *JEAHIL* 5 (2), 2009.

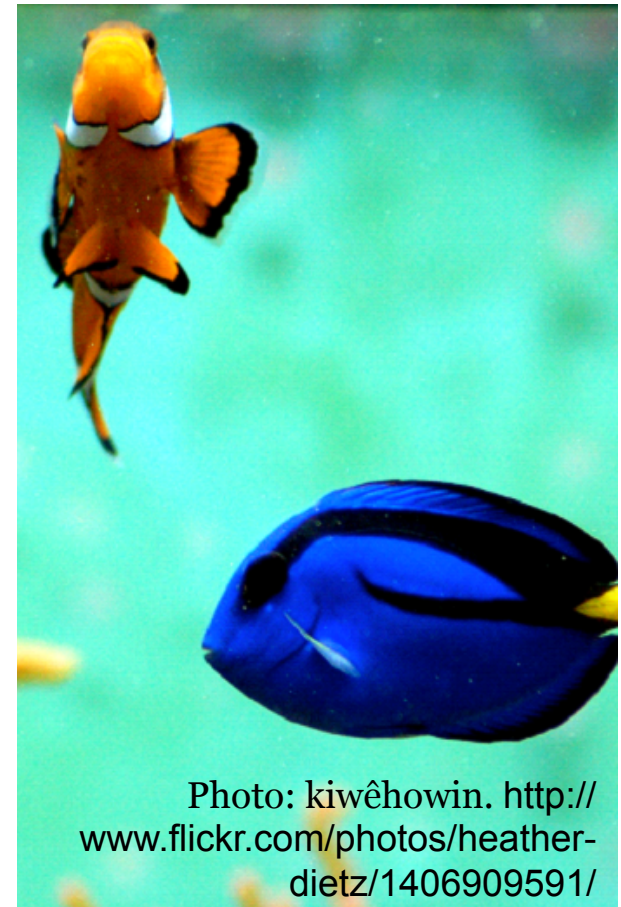


Photo: kiwêhowin. <http://www.flickr.com/photos/heather-dietz/1406909591/>

Impact

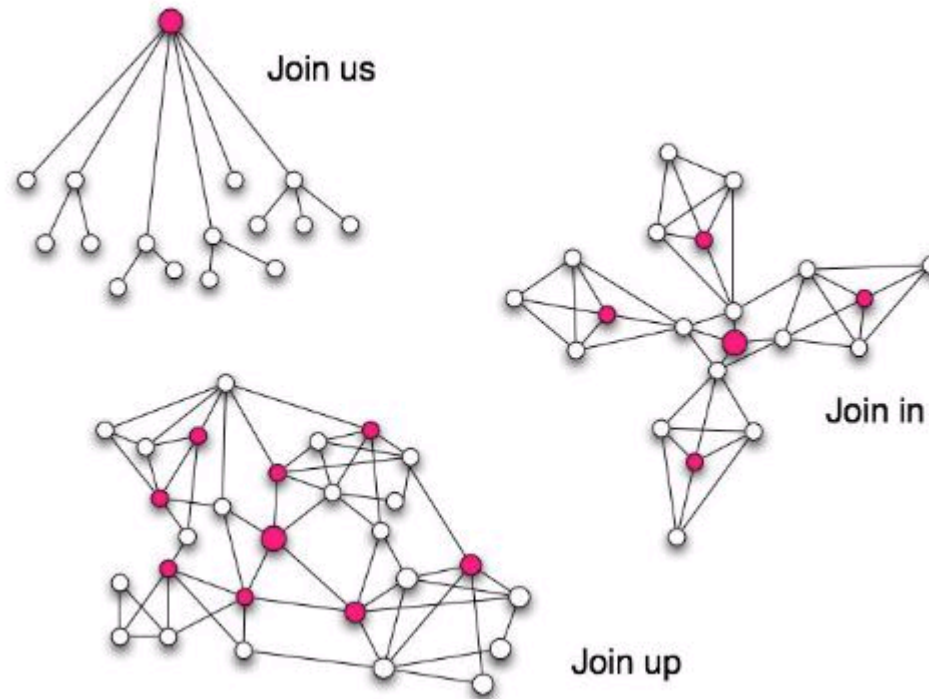


New technology :

1. ... generates, aggregates and stores data
2. ... allows a personalised experience
3. ... helps to network people
4. ... can support new open and collaborative cultures
5. ... mechanises processes
6. ... improves access to information

~
Megan Griffith and Karl Wilding. *How ICT is shaping the future design and delivery of public services*. ICT Foresight, 2008: 11.

Membership models



~ [David Wilcox. Network structures. Socialmedia wikispace](#)

Conversational model



● FROM DISSEMINATION TO DIALOGUE

New communication models

The birth of online communities signalled the beginning of a shift in the communications sphere from one-to-many 'broadcast models' (eg television, radio, newspapers) to many-to-many 'conversational models' and the creation of new communication networks. This shift, sometimes described as the 'democratisation of media', offered opportunities to both individuals and VCOs to get their voices heard more easily. However, new expectations of a two-way conversation have placed pressure on organisations to not only disseminate information but also to engage in dialogue..

~
Megan Griffith. *How online communities can make the net work for the VCS*. NCVO Third Sector Foresight, 2007: 19.

Tagging & UGC

Driver 1

***A wealth of
information
and choice***


In 2007, the Performance Hub identified increased access to information as a major driver for change in the Third Sector. In 2008, they highlighted the need for new ways to manage information, focusing on tagging and User-Generated Content.

(cf <http://www.3s4.org.uk/drivers/new-ways-of-organising-online-information>)

Image: http://www.ncvo-vol.org.uk/uploadedFiles/NCVO/Publications/Publications_Catalogue/Quality/FutureFocus3.pdf

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UNODC Everywhere

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Multimedia

-  Stamping out slavery - Part 1
-  Stamping out slavery - Part 2
-  Interview with Her Royal Highness Princess Bajrakitiyabha of Thailand

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[UNODC Events](#)

[Slideshow](#) 

 **Women's World Awards 2009**
[Thumbnails](#) [Detail](#) [Map](#) [Comments](#)



The UNODC launched the Blue Heart Campaign against human trafficking at the Women's World Awards in Vienna in March 2009. UNODC Executive Director Antonio Maria Costa attended the event to personally launch the Blue Heart Campaign and spoke about the cause, as well as drawing public attention to the Global Report on Trafficking in Persons that was published in February 2009.

These photos are a selection from the official opening, the press conference and the evening gala of the Women's World Awards.

96 photos | 175 views

Items are from between 04 Mar 2009 & 06 Mar 2009.

Find: [Next](#) [Previous](#) [Highlight all](#) ☐ Match case



<http://www.flickr.com/photos/unodc>

UNODC on facebook



UNODC Everywhere



Multimedia

- Stamping out slavery - Part 1
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UNODC - United Nations Office on Drugs and Crime  Become a Fan

Wall Info Photos Boxes YouTube

Detailed Info

Website: <http://www.unodc.org>
<http://www.twitter.com/unodc>
<http://www.flickr.com/unodc>

Company Overview: The United Nations Office on Drugs and Crime (UNODC) is a global leader in the fight against illicit drugs and international crime. Established in 1997 through a merger between the United Nations Drug Control Programme and the Centre for International Crime Prevention, UNODC operates in all regions of the world through an extensive network of field offices. UNODC relies on voluntary contributions, mainly from governments, for 90 per cent of its budget.

Products: UNODC is mandated to assist Member... (read more)

Follow Us on Twitter
<http://www.twitter.com/unodc>

Fans

6 of 821 fans See All



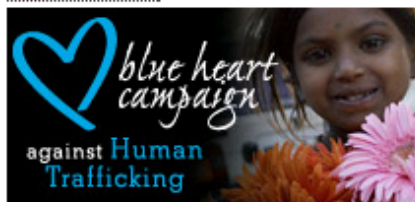
<http://www.facebook.com/pages/UNODC-United-Nations-Office-on-Drugs-and-Crime/43559937330>

UNODC on YouTube

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This is a screenshot of the UNODC YouTube channel page. The page has a blue header with the YouTube logo, 'English' language selection, and links for 'Videos | Channels | Community | Upload'. Below the header is the UNODC logo and a navigation bar with links: 'Channel | Videos | Favourites | Playlists | Groups | Friends | Subscribers | Subscriptions'. The main content area is titled 'Videos (15)' and shows a grid of 15 video thumbnails. Each thumbnail includes a video player preview, title, duration, upload date, view count, and star rating. The videos include 'UNODC Evo Morales CND 2009', 'Work Abroad', 'Emma Thompson', 'Your No Counts - Decision', 'Cleaning Woman', 'Way of AIDS', 'UNLIFT Unaware', 'UNODC Corruption in the Judiciary', 'Better Future', 'UNODC Interview with HRH Princess...', 'Telephone', 'Cost of Corruption', 'UNODC Executive Director Antonio...', 'Interviews with Eduardo Medina M...', and 'Interviews with Alan Campbell an...'. On the right side of the video grid, there is a search bar and the text 'Subscribe to UNODC's videos'. At the bottom of the page, there is a search bar with the text 'Find: all along' and navigation links: 'Next', 'Previous', 'Highlight all', and 'Match case'. A link 'Report background graphic.' is also visible.

<http://www.youtube.com/unodchq>

UNODC on twitter

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Multimedia

- Stamping out slavery - Part 1
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- Interview with Her Royal Highness Princess Bajrakitiyabha of Thailand

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This is a screenshot of the UNODC Twitter profile page as it appeared in 2009. The header includes the UNODC logo and name, the website URL 'www.unodc.org', and the Twitter logo. Navigation links for Home, Profile, Find People, Settings, Help, and Sign out are visible. The profile information shows the name 'unodc', location 'The Whole World', website 'http://www.unodc.org', and bio 'United Nations Office on Drugs and Crime'. It also displays 484 following and 456 followers. The tweet feed contains several updates, including a story about Malaysia's largest synthetic drugs bust, a news item about drugs hollowing out Afghan lives, a retweet about a world free of drugs, a guide for recovering funds looted by dictators, and a new resource for legislation against money-laundering. The footer includes a search bar and navigation controls like 'Previous', 'Highlight all', and 'Match case'.

<http://twitter.com/unodc>

E-government



Delivery models and activities of e-Government

The primary delivery models of e-Government can be divided into:

- Government-to-Citizen or Government-to-Customer (G2C)
- Government-to-Business (G2B)
- Government-to-Government (G2G)
- Government-to-Employees (G2E)

Within each of these interaction domains, four kinds of activities take place:

- pushing information over the Internet, e.g. regulatory services, general holidays, public hearing schedules, issue briefs, notifications, etc.
- two-way communications between the agency and the citizen, a business, or another government agency. In this model, users can engage in dialogue with agencies and post problems, comments, or requests to the agency.
- conducting transactions, e.g. lodging tax returns, applying for services and grants.
- governance, e.g. online polling, voting, and campaigning.

UN e-Government Readiness Index

The United Nations conduct an annual e-Government survey which includes a section titled *e-Government Readiness*. It is a comparative ranking of the countries of the world according to two primary indicators: i) the state of e-government readiness; and ii) the extent of e-participation. Constructing a model for the measurement of digitized services, the Survey assesses the 191 member states of the UN according to a quantitative composite index of e-government readiness based on website assessment; telecommunication infrastructure and human resource endowment.

The following is the list of the top 50 countries according to the UN's 2008 e-Government Readiness Index.

Rank	Country	Index
1	 Sweden	0.9157
2	 Denmark	0.9134
3	 Norway	0.8921
4	 United States	0.8644
5	 Netherlands	0.8631
6	 South Korea	0.8317
7	 Canada	0.8172
8	 Australia	0.8108
9	 France	0.8038
10	 United Kingdom	0.7872

<http://www.unpan.org/Library/MajorPublications/UNEGovernmentSurvey/PublicEGovernanceSurveyintheNews/tabid/651/mctl/ArticleView/ModuleID/1555/articleId/18835/EGovernment.aspx?ListType=Aggregated>

3rd Sector roles?

WhitehallPages.net

Civil Service news & jobs
monitoring, updated in real time

May 07, 2009 - 03:27 AM

[PublicTechnology.net](#) [PublicTenders.net](#) [IHSenders.net](#) [PublicPolitics.net](#) [PublicPages.net](#) [WhitehallPages.net](#) [Ed](#)

Education news: [Latest headlines](#) | [DfES](#) | [TES](#) | [Guardian](#) | [Search Ofsted reports](#) | [Search education establishments](#)

Whitehall news

Department news
Cabinet Office
DCLG
DCA
DCMS
DCSF
DEFRA
DfID
DBER
Transport
DWP
Health
FCO
HM Treasury

Welsh Assembly

Northern Ireland

NI Assembly

European Union

EU Commission

Directory

Tenders

Central government

(DH) New programme revolutionises DH/Third Sector working

Print article Email article to a friend This was published: 20 Apr 2009 - 03:04 pm

Third sector leaders join Health Minister to launch New Programme

The Department of Health has joined forces with 11 specialist organisations including Age Concern, the Men's Health Forum and the Race Equality Foundation in a bid to transform the way it works with third sector organisations, Care Services Minister Phil Hope announced today.

The £5.5 million 'Third Sector Strategic Partner programme' will support third sector organisations to build on their skills and knowledge to improve health and social care services and act as advocates, as well as ensuring input from the sector in developing health and social care policy...

The 'Strategic Partners', will strengthen links between the Department of Health and the third sector.

Each organisation will receive a share of £5.5 million of funding over the next three years. The programme will initially focus the work of strategic partners on:

- * Improving the third sector's understanding of commissioning processes.
- * The role for the sector in the personalisation agenda.
- * Increasing understanding of health inequalities across the sector.
- * Raising awareness of how emergencies such as a pandemic flu outbreak may affect the sector.
- * Equality issues - including work to improve assessments of how policies affect minority groups.
- * Improving the way the sector works at a regional level.

<http://www.whitehallpages.net/modules.php?op=modload&name=News&file=article&sid=188995>

Drug sector uptake?

The collage features several overlapping web pages and social media content:

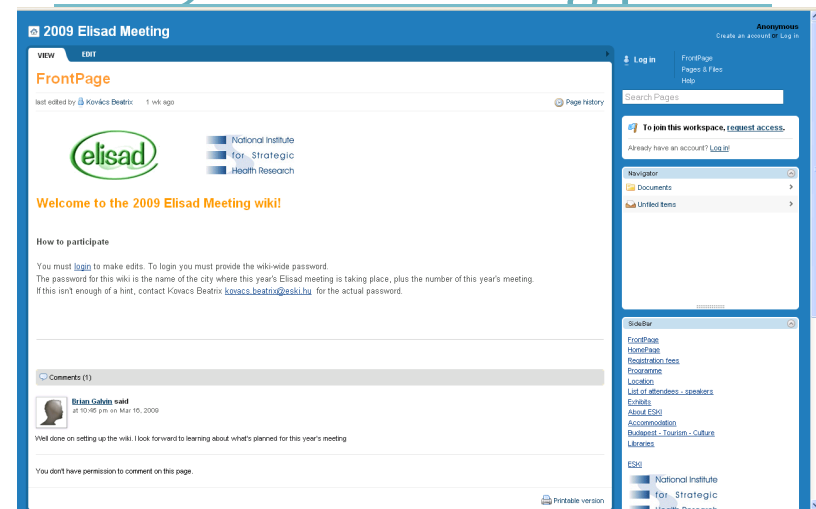
- DrugData Update:** A website with a large orange flower image and text about drug-related news and reports.
- DRUG EDUCATION NEWS:** A website with a header "Sara McGrail" and a sub-header "Both Sides of the Coin". It includes a sidebar with "Drug Policy Specialist Consultancy" and a main content area with a "Blog" link.
- DrugScope Blog Directory:** A central page titled "Blog Directory" that lists various drug-related blogs and their authors, including "Addiction and Recovery News", "Alcohol and Drugs History Society", "alcohol-drugs.co.uk - the blog", "Alcohol Information Update", "Alcohol Policy UK", "Alcoholics Anonymous Reviews", "DARE Generation Diary", "DrugData Update", "Drug Education News", "DrugLink Blog", "The Network", "Pushing Back", "Sara McGrail Blog", "Solvent and Volatile Substance Abuse", "Transform Drug Policy Foundation", and "Turning Point Blog".
- Transform Drug Policy Foundation:** A website with a header "TRANSFORM DRUG POLICY FOUNDATION" and a sub-header "A LEADING CENTRE OF EXPERTISE ON DRUG POLICY AND LAW REFORM". It includes a search bar and a "Subscribe/Register" button.
- JOIN TOGETHER:** A social media post from the "JOIN TOGETHER" group, featuring a photo of a group of people and text about drug-related issues.
- Twitter:** A social media post from the "JOIN TOGETHER" group, featuring a photo of a group of people and text about drug-related issues.
- ARM (Association of Reformers in Medicine):** A website with a header "ARM" and a sub-header "Association of Reformers in Medicine". It includes a search bar and a "Subscribe/Register" button.

Innovations

- IHRA used a blog to monitor the March 2009 meeting of the CND: <http://www.cndblog.org/>



- Elisad has created wikis for its meetings for the last three years, currently <http://2009elisadmeeting.pbwo>



Possibilities?

- Tags for tweets & blog posts?

- I look like the only one here this year!

Realtime results for **ukeig2009**0.06 seconds

[hazeln](#) [@valawebb](#) Thanks for highlighting my ppt <http://tinyurl.com/cy35uc> (expand) Will elaborate slides 28-34 for keynote @ [#ukeig2009](#) 17th June.
about 9 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[ukeig2009](#) RT [@AnneWelsh](#): just updated [#ukeig2009](#) site - <http://www.ukelig.org.uk/conf2009/index.html>
4 days ago from [EasyTweets](#) · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): just updated [#ukeig2009](#) site - <http://www.ukelig.org.uk/conf2009/index.html>
5 days ago from web · [Reply](#) · [View Tweet](#)

[conftag](#) [@ukeig2009](#) [#ukeig2009](#) UK einformation Group: Innovation in e-information. 16-17 June 2009, Manchester, UK <http://bit.ly/19kMFm> (expand)
5 days ago from [bit.ly](#) · [Reply](#) · [View Tweet](#)

[ukeig2009](#) UkeIG Conference: Places still available and still great value! Book now at www.ukelig.org.uk or by emailing conference@ukeig.org.uk
7 days ago from web · [Reply](#) · [View Tweet](#)

[hazeln](#): 2/2 will discuss with ECM pals when back in Edinburgh, & elaborate formally at [#ukeig2009](#)
8 days ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[katie_fraser](#) [@ukeig2009](#) I'd be interested in student rates for the conference (DM me??) although even train fares would be a challenge right now!
8 days ago from [Splitweet](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

[ukeig2009](#) [@katie_fraser](#) Many thanks for your comments on the conf prize - there is a reduced student rate available - do get in touch for more info.
9 days ago from web · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

Realtime results for **salis2009**0.03 seconds

[AnneWelsh](#): [#salis2009](#) conference dinner - lobster in Pier 21
about 4 hours ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): [#SALIS2009](#) temperance history (Greg Marquis), heading back for American Indians and American adolescents (Robert Denniston)
about 12 hours ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): [#SALIS2009](#) Canadian National Treatment Strategy based on UK one, with tiered approach (Carolyn Davison)
about 12 hours ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): [#salis2009](#) off to a flying start - evening reception v. good. lovely people.
1 day ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): just caught a sneak preview of the print copy programmes for [#SALIS2009](#)
1 day ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): Canadians v polite. have given [#SALIS2009](#) its own welcome page on tourist info site - <http://www.destinationhalifax.com/SALIS2009>
3 days ago from web · [Reply](#) · [View Tweet](#)

[AnneWelsh](#): survived flight, checked into hotel in downtown Halifax for [#SALIS2009](#)
4 days ago from web · [Reply](#) · [View Tweet](#)

Page 1

Feed for this query

Twitter these results

Show tweets written in:
Any Language

Translate to English

Trending topics:
[#onasire](#)
[Kobe](#)
[Allison](#)
[American Idol](#)
[Star Trek](#)
[KFC](#)
[Scrubs](#)
[Houston](#)
[Adam](#)
[#ttdyday](#)

Nifty queries:
[cool filter links](#)
["is down"](#)
[movie .\)](#)
["happy hour" near SF](#)
[#haiku](#)
["listening to"](#)
[love OR hate](#)
[flight .\(](#)

Possibilities?



- Linkedin and facebook pages?
 - Just a place where you can find other members
- Custom search engines?
 - Updating the ones I created at DS?
- A '23 Things' course for ATOD specialists?
 - <http://plcmcl2-about.blogspot.com/>
- A blog carnival?
 - <http://blogcarnival.com/bc/faq.html>
- Over to the other presenters, then over to you!

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<http://annewelsh.wordpress.com/2009/05/07/salis-paper/>