

# 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



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# 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?



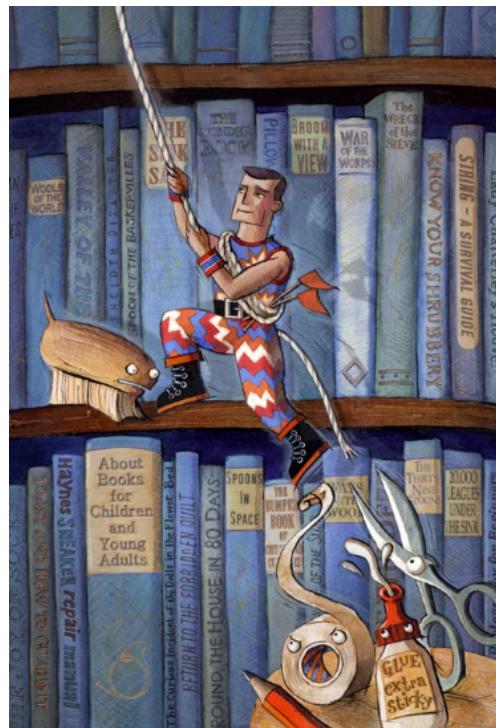
**This is perhaps a little strong,  
but ...**

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



## 2.0 tools are:

- easy to do it yourself

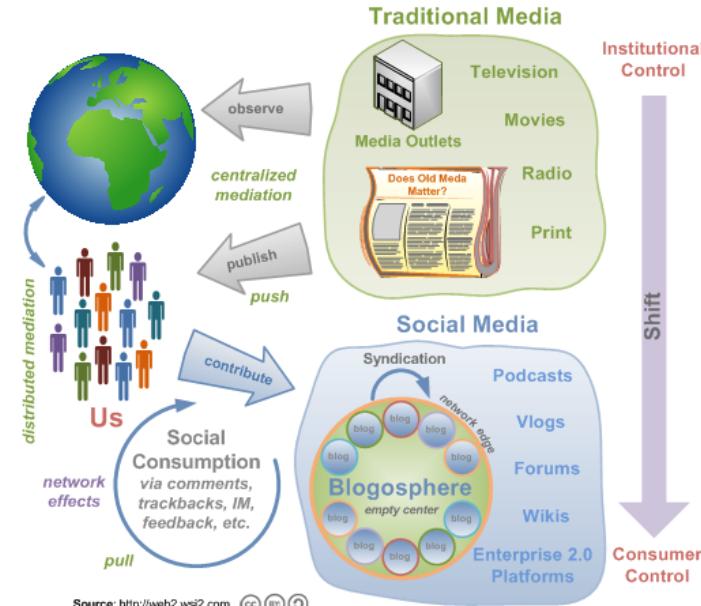


Horn Book:

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

- interactive / social

### The Emergence and Rise of Mass Social Media



Dion Hinchcliffe,

[http://web2.socialcomputingmagazine.com/social\\_media\\_goes\\_mainstream.htm](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



The image shows a screenshot of a website for 'DrugScope' with a large orange banner at the top. The banner features a large orange poppy flower and the text 'DrugScope Informing policy, reducing risk'. Below the banner, there is a news article about crystal meth being reclassified. The website has a navigation bar with links like 'HOME', 'ABOUT US', 'OUR WORK', 'RESOURCES', and 'NEWS & EVENTS'. There are also sections for 'DrugSearch' and 'FAQs'. The news article is titled 'Crystal meth now Class A, but DrugScope warns that more needs to be done to prepare the UK' and is dated 18 January 2007. The article discusses the reclassification of crystal meth from Class B to Class A and the charity's concerns about preparedness.

~ 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.

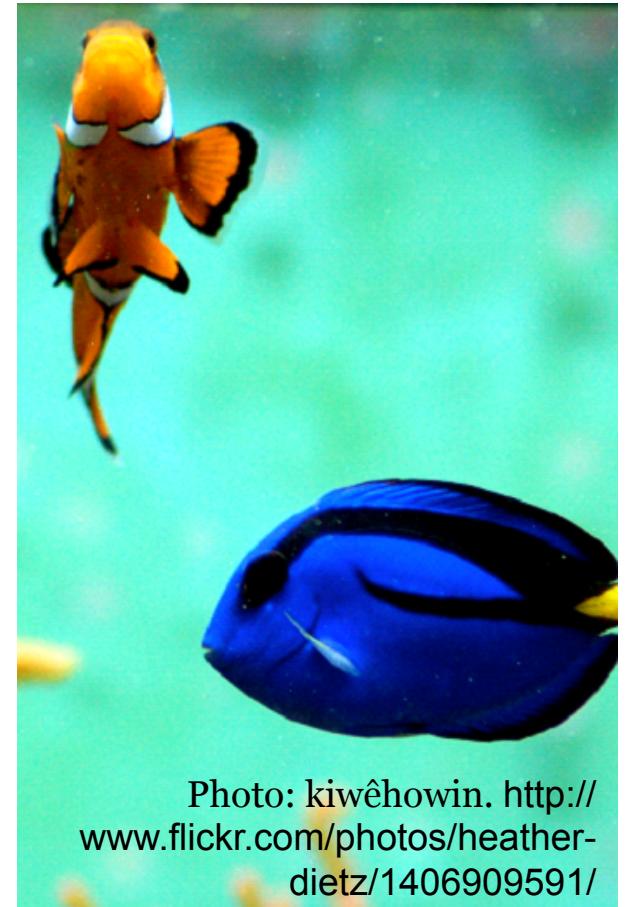


Photo: kiwêhowin. <http://www.flickr.com/photos/heather-dietz/1406909591/>

# Impact

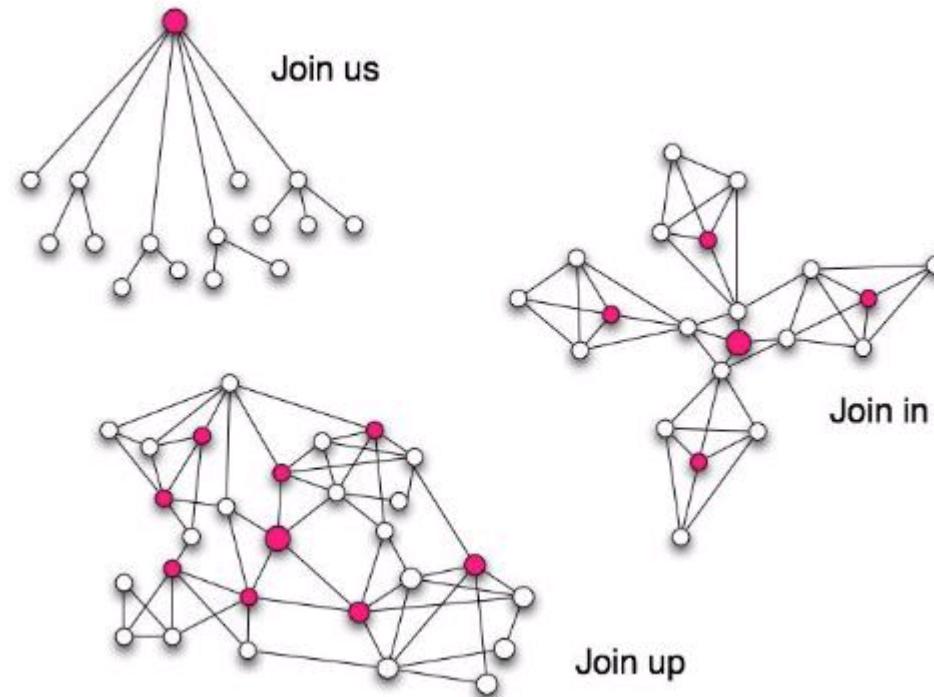


New technology :

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**

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### 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](http://www.ncvo-vol.org.uk/uploadedFiles/NCVO/Publications/Publications_Catalogue/Quality/FutureFocus3.pdf)



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- [Interview with Her Royal Highness Princess Bajrakitiyabha of Thailand](#)

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Search unofficeondrugsandcrime:  [Search](#) ▾

[unofficeondrugsandcrime](#) > [Collections](#) > [Blue Heart Campaign](#)

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Slideshow ▾

 **Women's World Awards 2009**

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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.



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

# UNODC on facebook



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**UNODC - United Nations Office on Drugs and Crime** [Become a Fan](#)

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**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.

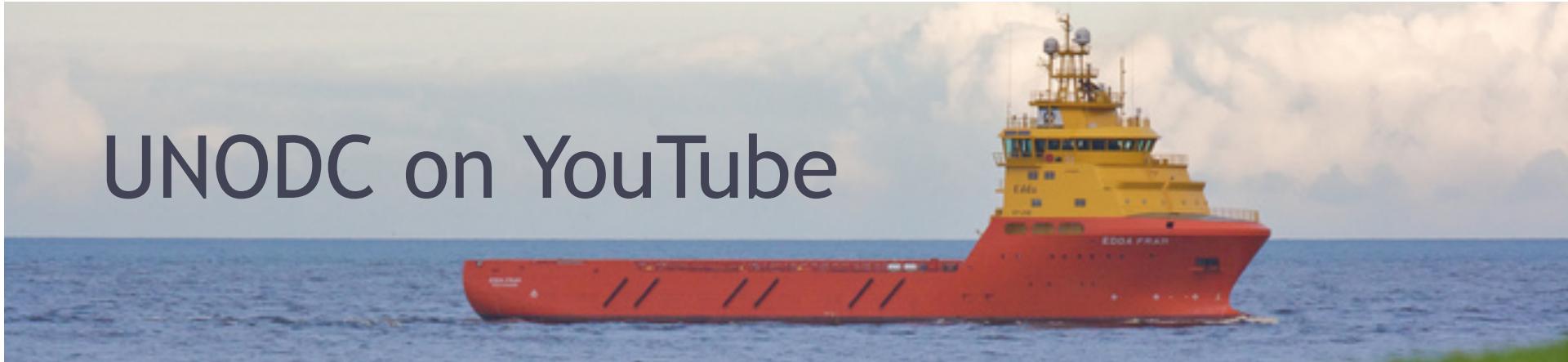
UNODC is mandated to assist Member... [\(read more\)](#)

Products: 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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The screenshot shows the UNODC YouTube channel page. The channel header includes the UNODC logo and a 'Videos (15)' link. The main content area displays 15 video thumbnails arranged in a grid. Each video entry includes the title, upload date, view count, and rating. The videos cover various topics including drug control, human trafficking, and international cooperation.

Title	Upload Date	Views	Rating
UNODC Evo Morales CND 2009	1 month ago	1,126	★★★★★
Work Abroad	5 months ago	595	★★★★★
Emma Thompson	6 months ago	384	★★★★★
Your No Counts - Decision	5 months ago	332	★★★★★
Cleaning Woman	5 months ago	230	no rating
Way of AIDS	5 months ago	224	no rating
UN.GIFT Unaware	5 months ago	195	no rating
UNODC Corruption in the Judiciary	5 months ago	156	★★★★★
Better Future	5 months ago	154	★★★★★
UNODC Interview with HRH Princess...	1 week ago	147	no rating
Telephone	5 months ago	126	no rating
Cost of Corruption	5 months ago	114	no rating
UNODC Executive Director Antonio...	1 month ago	61	no rating
Interviews with Eduardo Medina M...	1 month ago	43	★★★★★
Interviews with Alan Campbell an...	1 month ago	29	no rating

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

# UNODC on twitter



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Home Profile Find People Settings Help Sign out

**Name** unodc  
**Location** The Whole World  
**Web** <http://www.unodc.org>  
**Bio** United Nations Office on Drugs and Crime

484 456  
following followers

**Updates** 136

**Favorites**

**Actions**  
block unodc

**Following**  
Seth Daire

[RSS feed of unodc's updates](#)

**Timeline**

New UNODC Story: Malaysia reports its largest-ever synthetic drugs bust: 6 May 2009 - Malaysia h.. <http://tinyurl.com/dej3om>  
about 8 hours ago from twitterfeed

UNODC in the news: Drugs Hollow Out Afghan Lives in Cultural Center <http://tinyurl.com/cmm7ma>  
about 13 hours ago from twitterfeed

RT @antoniomcosta "a world of free drugs" or "a world free of drugs"? What a silly debate: let's rather prevent & cure addiction  
about 15 hours ago from web

New UNODC Story: World Bank and UNODC release guide to help countries recover funds looted by dl.. <http://tinyurl.com/dnjzw6>  
6:53 AM May 5th from twitterfeed

World Bank and UNODC release guide to help countries recover funds looted by dictators - <http://bit.ly/eTp0A>  
6:23 AM May 5th from web

New UNODC Story: UNODC launches new resource for legislation against money-laundering 5 May 20.. <http://tinyurl.com/cgnjbu>  
4:37 AM May 5th from twitterfeed

New UNODC Story: UNODC supports the Government of...

Find: all along Next Previous Highlight all 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>

# 3<sup>rd</sup> Sector roles?



## WhitehallPages.net

Civil Service news & jobs  
monitoring, updated in real time

May 07, 2009 - 03:27 AM

[PublicTechnology.net](#) [PublicTenders.net](#) [IHStenders.net](#) [PublicPolitics.net](#) [PublicPages.net](#) [WhitehallPages.net](#) [Education news](#)  
Education news: [Latest headlines](#) | [DfES](#) | [TES](#) | [Guardian](#) | [Search Ofsted reports](#) | [Search education establishments](#)

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  - [DCA](#)
  - [DCMS](#)
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  - [DEFRA](#)
  - [DfID](#)
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  - [Transport](#)
  - [DWP](#)
  - [Health](#)
  - [FCO](#)
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### (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?



# 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](http://2009elisadmeeting.pbworks.com)

The screenshot shows a blog interface with a large image of a conference hall. The title 'CNDblog' is prominently displayed. Below the image, text reads: 'Live monitoring the 52nd session of the UN Commission on Narcotic Drugs 14-20 March 2009'. The date 'FRIDAY, 20 MARCH 2009' is at the bottom. A sidebar on the right contains text about the CND and its objectives, and a footer at the bottom right.

The screenshot shows a wiki page titled '2009 Elisad Meeting'. The page content includes a welcome message, participation instructions, and a comment section. A sidebar on the right lists various meeting details and links. The 'elisad' logo is visible on the page.

# Possibilities?



- Tags for tweets & blog posts?
- I look like the only one here this year!

ukeig2009

Search

## Realtime results for ukeig2009

0.06 seconds

[hazeln](#): @alawebbg 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.ukeig.org.uk/conf2009/index.html>  
4 days ago from EasyTweets · [Reply](#) · [View Tweet](#)

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

[#conntag](#): @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.ukeig.org.uk](http://www.ukeig.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 Spltweet · [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](#)

salis2009

Search Advanced Search

## 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](#)

Feed for this query  
Twitter these results

Show tweets written in:  
Any Language

Translate to English

### Trending topics:

#onairlive  
Kobe  
Allison  
American Idol  
Star Trek  
KFC  
Scrubs  
Houston  
Adam  
#ttypday

### Nifty queries:

conf filter.links  
"is down"  
movie :)  
"happy hour" near SF  
#haiku  
"listening to"  
love OR hate  
flight (

Page 1

# 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/>