Web 2.0

- Gathering a group of people and getting them to act using tools (services) for sharing and cooperating on a global scale. Shirky (2008)

- Internet is ideally designed for many-to-many communication, which represents a form of networked interaction that is significantly different from the form of one-to-many communication used by centralized hierarchies. Castells (2001)
Technological innovations are happening – as more people come online, communication structures are changing.

**Shifting Wealth - The internet’s new billion**

**Figure 0.1. Share of the global economy in purchasing power parity terms**

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-member economies (%)</th>
<th>OECD member countries (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>2010</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>2030</td>
<td>57%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Note: These data apply Maddison’s long-term growth projections to his historical PPP-based estimates for 29 OECD member countries and 129 non-member economies.

Source: Authors’ calculations based on Maddison (2007) and Maddison (2010).

http://dx.doi.org/10.1787/888932287957
“Today, nearly 90 per cent of the world’s population is covered by a network. and even people in rural and remote areas now have the means to access the global information society”.
Digital divide

World Internet Penetration Rates by Geographic Regions - 2010

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,845,609,960 and 1,966,514,816 estimated Internet users on June 30, 2010.
Copyright © 2010, Miniwatts Marketing Group
The Internet in Brazil

Internet users per 100 population and population of Brazil (1990 - 2010)

Source: MDG data
Why are people accessing?

Activism:
- Iran
- Tunisia

Keeping in touch with friends

New customers:
- 17% of Britain’s small businesses are on Twitter

Social Gaming

Research

Accessing government services
The world now spends over 110 billion minutes on social networks and blog sites. This equates to **22 percent of all time online** or one in every four and half minutes.
Facebook friendships
## Facebook

<table>
<thead>
<tr>
<th>Users</th>
<th>Community</th>
<th>Global reach</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 500 million people</td>
<td>900 million objects that people interact with</td>
<td>More than 70 translations available</td>
<td>More than 200 million users accessing via mobile devices</td>
</tr>
<tr>
<td>50% of users log in every day</td>
<td>Average user is connected to 80 community pages</td>
<td>70% of users are outside the US</td>
<td>Mobile users are twice as active</td>
</tr>
<tr>
<td>Average user has 130 “friends”</td>
<td>Over 700 billion minutes per month spent socialising on Facebook</td>
<td>Over 300,000 users helped to translate the site</td>
<td>Over 200 mobile operators in 60 countries working to deploy and promote Facebook products</td>
</tr>
</tbody>
</table>

Source: Facebook statistics accessed 13 January 2011
Twitter

Tweets per Day

Source: Twitter, 2010
“People with more social connections report higher life-evaluations [...] .

The benefits of social connections extend to people’s health and to the probability of finding a job, as well as to several characteristics of the neighborhood where people live (e.g. the prevalence of crime and the performance of local schools).” (Stiglitz et al, 2009)
Challenges: Literacy

97% of the Tanzanian population have access to mobile networks…

…but the literacy rate in Tanzania is only 69%.

This means that over 30% of the population is excluded from Web 2.0 due to literacy alone.
Challenges: Copyright

High risks related to user-generated content

Need to balance freedom of expression and the posting of illegal or unauthorised copyrighted content
Challenges: Security

At the Seoul Ministerial Meeting on the Future of the Internet Economy in 2008, Ministers called for:

“increased cross-border co-operation of governments and enforcement authorities in the areas of improving cyber-security, combating spam, and protecting privacy, consumers and minors”.
Challenges: Quality

Unverified nature of information and data (Ushahidi), poorly referenced online material…

…but some high incentives for accuracy (i.e. blogs)

Creation of codes of conduct, technological solutions…
Opportunities for social cohesion

1. Building networks of relationships, **trust and identity** between societal groups

2. Fighting discrimination, exclusion and excessive inequalities

3. Enabling upward mobility
Building Networks

Information Collection, Visualization, & Interactive Mapping

Ushahidi builds tools for democratizing information, increasing transparency and lowering the barriers for individuals to share their stories.

Learn More

Crisis monitoring builds tools for democratising information. Everyone is involved in crisis solving.

Ushahidi.com
“Effective and operational e-government will facilitate better and efficient delivery of information and services to the citizens, promote productivity among public servants, encourage participation of citizens in government and empower all Kenyans”

Emilio Mwai Kibaki
The President of Kenya
Tanzania’s eGov initiatives include:

- an integrated tax management system (ITAX) allowing the electronic collection of tax revenues throughout the country
- Tanzania’s judiciary is also going digital, allowing citizens access to court proceedings by mobile phones

Rwanda, a government-to-citizens model of e-government delivery includes applications delivering a secure, web-based email service and provision of online electronic forms for obtaining government documents
Fighting Exclusion

Digital Strategy – Case of Chile

- Governments can create the conditions for success by being *early adopters* of technology.
- Social networks can help to address citizens’ needs.
- Government programs to train people to use ICTs and Web 2.0
- Improvement of Educational Quality Program: network of schools.
- Positive economic results: substantial improvement of relations between government agencies and the public with programs.
International Agreements

International standards are necessary to align government policy.

- MDGs – Target 8.F of Goal 8 “In cooperation with the private sector, make available the benefits of new technologies, especially information and communications”


- *Shaping Policies for the Internet Economy* OECD 2008 – policies should aim to reduce barriers and costs and provide necessary training
Fighting Exclusion

Bringing the debate on issues that matter to the people
Enabling upward mobility

Women, children

• acknowledgment of diversity within a society by supporting bottom up initiatives.
• despite women being a key resource in today’s knowledge-based economies – they often face a number of barriers
• build women’s capacity and involve them in the early design and deployment stages of new technologies
• education: support more e-learning to reach the most excluded communities, help bridging the literacy gap, and engage all citizens by consulting with them
loans that change lives

Kiva connects people through lending to alleviate poverty.

Learn how Kiva works >>
Conclusions

- Web 2.0 as an enabler or for government services, education, employment and other programs which harness participation in support of social cohesion
- National digital strategies should include being early adopters of new technologies
- Use social networks to overcome challenges. Strike the balance between security and open internet.