






# The Widening Web




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## You...

## You...






## Today...

Looking at:


- Brief history of web
- Attributes of the 'new' web
- What is shaping this trends?
- New language
- Potential for our clients and organisations
- Risks
- Ways forward


## History

### Web 1.0

- Mid 90s
- 'Expert' model
- Distribution pipe





## History




### Web 1.5

- Late 90s
- More dynamic and interactive
- E-commerce, e-learning, discussion forums
- Still low consumer engagement







## Web 2.0 attributes



### Social


- Based on relationships and conversations

### Facebook

- Social networking website
- User-submitted profiles
- Maintain existing offline relationships

## Web 2.0 attributes




### Participatory

- Do-it-yourself
- Reader as content creator
- Reader has a VOICE

### Blogs


- Short for web logs
- Online diary
- 112 million blogs (Technorati – Dec 2007)

## Web 2.0 attributes



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### Blogs

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“Young people don’t want to rely on a God-like figure to tell them what’s important.”

Rupert Murdoch

## Web 2.0 attributes



### Terrible Palsy

- Blog written by Qld mother – worldwide readership



## Web 2.0 attributes

### Terrible Palsy

- Blog written by Qld mother – worldwide readership



"I could never say all of these words to you in a conversation. You wouldn't listen that long. I can tell you that quite often outside of this blog, I don't feel like I am listened to. Let alone understood."

## Web 2.0 attributes

### Power of group

- Collaboration for project development, sharing information and creating new knowledge



### Wikipedia

- Online encyclopaedia
- Viewed and modified by anyone

## Web 2.0 attributes



### Autism

[Autism](#) - Wikipedia, the free encyclopedia  
Autism is a brain development disorder that impairs social interaction and communication, and causes restricted and repetitive behavior, all starting before ...  
en.wikipedia.org/wiki/Autism - 200k - Cached - Similar pages

### Cerebral palsy

[Cerebral palsy](#) - Wikipedia, the free encyclopedia  
Cerebral palsy (CP) is an umbrella term encompassing a group of non-progressive, [1] non-sensory condition that cause physical disability in human ...  
en.wikipedia.org/wiki/Cerebral\_palsy - 100k - Cached - Similar pages

### Spina bifida

[Spina bifida](#) - Wikipedia, the free encyclopedia  
Spina bifida (Latin: "split spine") is a developmental birth defect involving the neural tube. Incomplete closure of the embryonic neural tube results in an ...  
en.wikipedia.org/wiki/Spina\_bifida - 75k - Cached - Similar pages

### Down syndrome

[Down syndrome](#) - Wikipedia, the free encyclopedia  
Down syndrome or trisomy 21 or **Down's Syndrome** in British English [1] and WHO ICD) is a chromosomal disorder caused by the presence of all or part of an ...  
en.wikipedia.org/wiki/Down\_syndrome - 155k - Cached - Similar pages

### Muscular dystrophy

[Muscular dystrophy](#) - Wikipedia, the free encyclopedia  
Muscular dystrophy refers to a group of genetic, hereditary muscle diseases that cause progressive muscle weakness. [1] [2] Muscular dystrophies are ...  
en.wikipedia.org/wiki/Muscular\_dystrophy - 75k - Cached - Similar pages

## Web 2.0 attributes

### Democratic

- Leaderless (or decentralised leadership) <sup>1</sup>
- Anyone can have their say...  
... and people are listening!
- Challenge for EBP



1. Brafman & Beckstrom, 2006

## Web 2.0 attributes

### Revolution Health

- New US health portal
- Directory of doctors, hospitals and medications
- Patient ratings!
- Many prefer personal recommendation



## Web 2.0 attributes

### Global

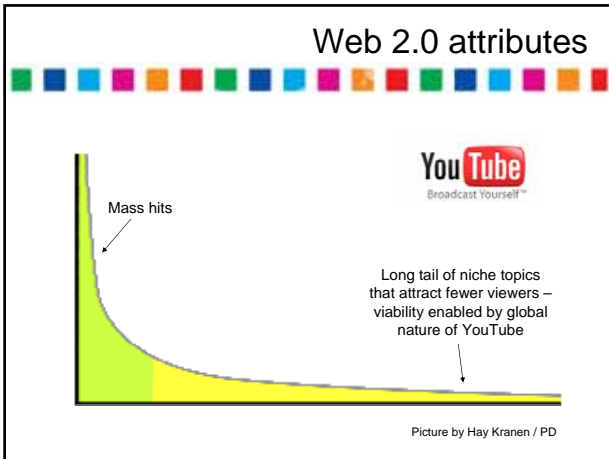
- No national boundaries, cultural differences, or judgment on ability



### YouTube



- Huge video sharing website
- Content contributors across the world – anyone with a video phone!



### Web 2.0 attributes

#### New versions of reality

- 3D virtual worlds
- Rich, immersive experience

#### Second Life

- Alter-ego called an Avatar
- Rich, immersive experience
- Experience life without a disability
- 'Wheelies' - first disability nightclub

"In the virtual world I am not disabled. I am the girl who is able to run and play like everyone else."

Janna

### Web 2.0 attributes

#### Individual and mobile

- Customer is king
- Web content will come to you
- Web now based on microcontent

#### RSS

- Pick and choose the content you want
- Collected by an aggregator to view when it suits you

- RSS Health News
- RSS Business News
- RSS Top Stories
- RSS Politics News
- RSS Rural News

### What is shaping this?

#### Need to connect

- Human nature to connect, to form relationships and networks

#### Computing & broadband takeup

- 64% Australian households have home Internet access
- Of those, 31% had dial-up and 68% broadband
- Cheap recycled computers & inexpensive ISPs

1. ABS 2006-2007

### What is shaping this?

#### Mobile technologies

- New mobile phones, 3G network

#### Online literacy

- 'Digital Migrants' & 'Digital Natives'

= 3<sup>rd</sup> Era of Globalisation



- Built around individuals and small groups - and enabled by the web <sup>1</sup>

1. Friedman 2005

### New language

Virtual Worlds **Folksonomies** Semantic Web  
 Augmented Reality Enhanced Visualisation **Podcasts**  
**Tagging** Crowdsourcing Social Computing  
 Group Scaffolding **Mashups** Instant Messaging  
 Wikis **RSS** Google Jockey Creative Commons  
**Social Bookmarking** Digital Storytelling **Blogs**  
**Tag Cloud** Microcontent **Twittering**

‘Freya’



Freya (Avatar)

‘Freya’




**ebay**  
 “Doesn’t matter if it’s raining, doesn’t cost you in taxi fares.”

‘Freya’

**MySpace and Facebook for music and friends**

“A lot of bands now have Facebook profiles, so you can join their group.”

‘Freya’




**Pole to Polar**




“I have a friend with bipolar. It gives me an insight that allows me to be more helpful to him.

She [the blogger] has a huge following. The numbers that hit her site are just amazing. I used to visit daily, but now it’s just a few times a week.

She just relates her experience – not textbook knowledge.

Sometimes she can be a bit ranty, but most of the time you just sit there saying ‘oh my gosh!’.”

‘Freya’







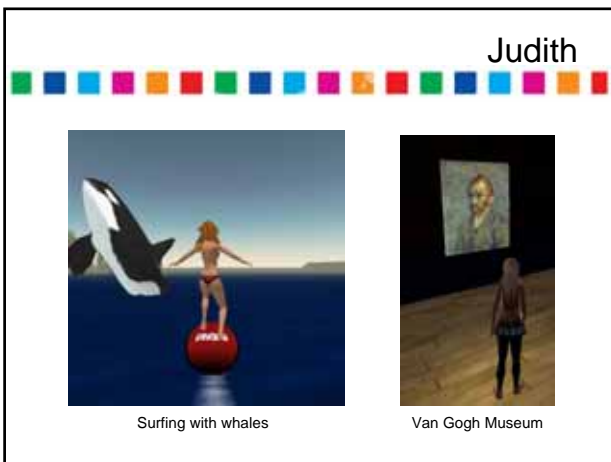
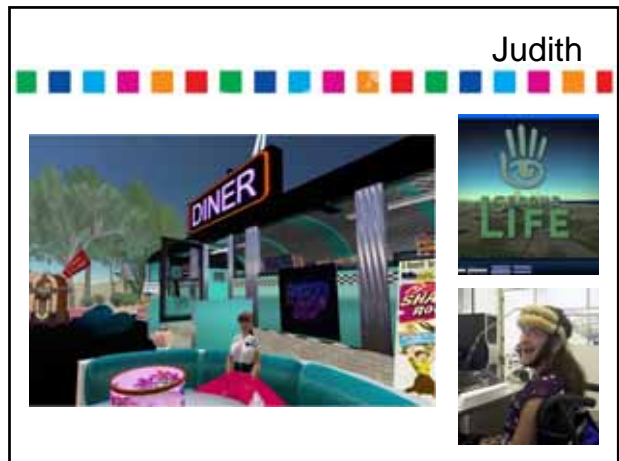
**Terrible Palsy**

“It’s a bit hard to read sometimes.

I find it really good, but mmm, I knew that my parents sometimes felt like that, but sometimes I think ‘gee – I won’t read that today’. But there’s not much you can do about how your parents’ feel. I can’t change their minds.”

Judith



Online experiences offer

- Freedom from barriers - social, environmental, physical, racial or economic
- A voice – to have their say and be heard
- Try an alternative life
- Social – be part of different communities
- Ability to dip in and out of their identity as a person with a disability

## How can we ride the wave?



## How can we ride the wave?



### Clients

- Blogs – Freefall, Web2Go, Hey Dad
- Virtual mentoring for teens
- Online groups
- Digital storytelling – art – video
- Wiki for capturing knowledge

## How can we ride the wave?

### Disability services

- Forums for clinical communities of practice
- Wiki for capturing knowledge
- RSS feeds for targeted content distribution
- Virtual Worlds for learning and 'therapeutic escapism'
- Open source assistive technology development (crowdsourcing)



## How can we ride the wave?



### TSC Fire Appeal



### Everyday Hero

## Web 2.0 risks

### Clients...

- Lack of online savvy
- Impact of 'virtual life'



### Providers...

- Need for commitment & governance
- Keeping up with technology change
- 'Open' nature of comments
- Mass amateurisation - v - EBP
- Web accessibility standards

## Way ahead

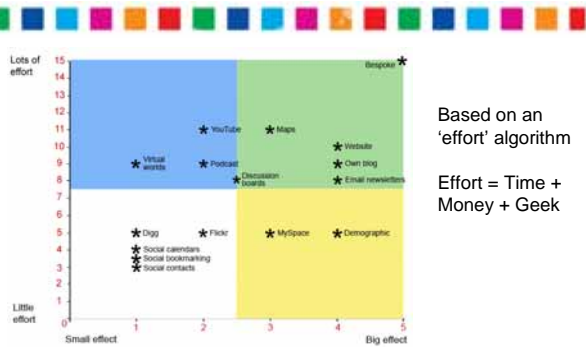
### Three factors for success in ICT projects

- Being ICT aware – know what is out there and how it could address your needs
- Being persistent through the time lag
- Being open to organisational change <sup>1</sup>



1. DCITA (2005) *Achieving value from ICT: Key management strategies*

## Model for assessing Web 2.0 tools



Priscilla Brice-Weller 2007 www.solidariti.com

## Planning

- Map initiatives to individual client goals or to strategic and business plans
- Look at What, Why, How?  
Lisa Harvey (2007) 'Clever Cookies - Innovation in the NGO sector', [www.makinglinks.org.au](http://www.makinglinks.org.au)
- Use open source or existing platforms (Gen Y is fickle – the mob will move on)
- Build in quick wins
- Smartest way is to network



## What we can learn from Web 2.0



- Consumers expect a greater voice
- They will increasingly expect tailored services that come to them
- Everything* is more social – information, learning, fundraising & community awareness raising
- Capitalize on the power of the group
- Think globally – take advantage of the long tail

## The Widening Web



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