Web 2.0 and Government

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eGovernment

Content

- Relevance of Web 2.0

- Where are we now?

- Web 2.0: What can it do for Government

- Examples

- Conclusion

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Relevance of Web 2.0 for Africa

Top 10 Sites visited from Mobile Phones

1) **Facebook**
2) Google
3) **Wikipedia**
4) Yahoo
5) Opera
6) Zamob
7) GMail
8) Gamejump
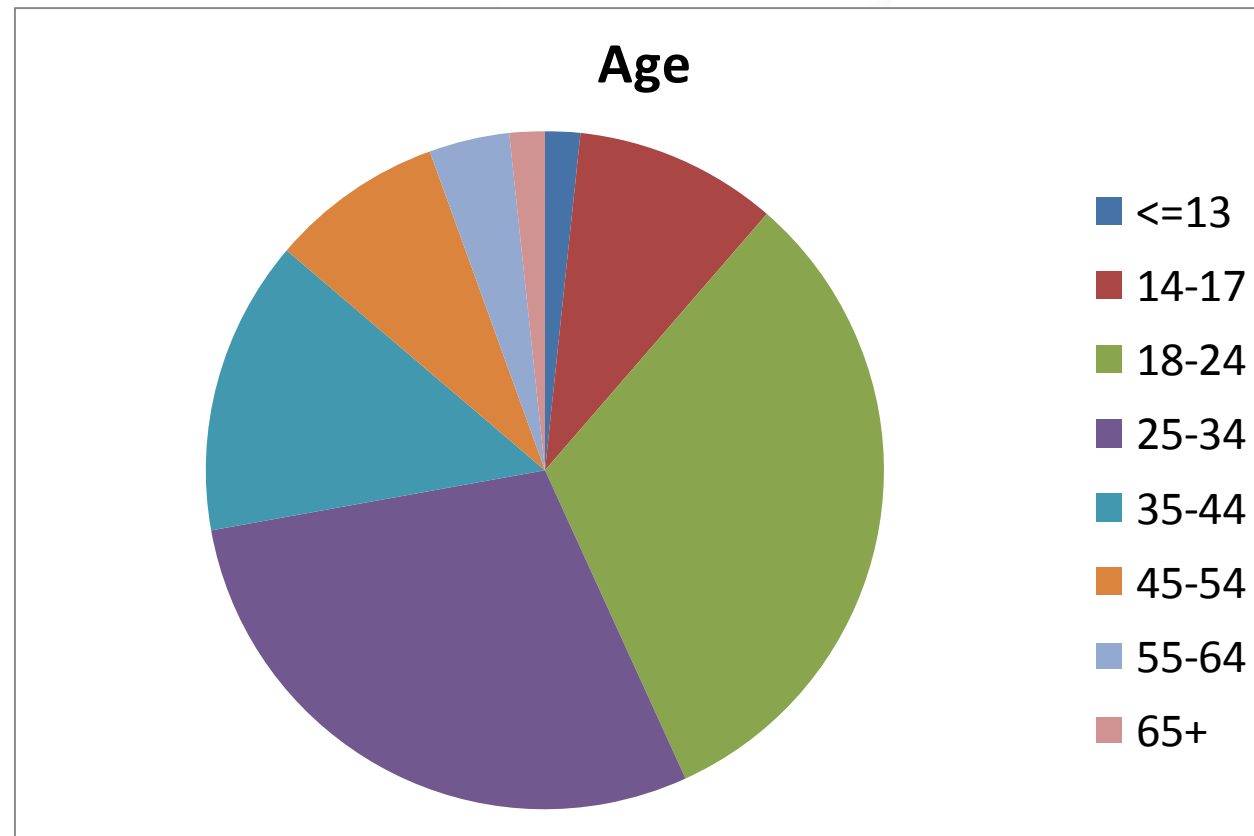9) Waptrick
10) **Peperonity**

(Courtesy of Opera Mini)

Top 20 Sites visited by South Africans

1) Google SA
2) **Facebook**
3) Google
4) **YouTube**
5) Yahoo
6) **Wikipedia**
7) **Twitter**
8) **Blogger**
9) News24
10) Gumtree
11) Standard Bank
12) Live
13) Wordpress
14) ABSA
15) Microsoft
16) **Linkedin**
17) IOL
18) Amazon
19) **Flickr**
20) MyBroadband

(Courtesy of Alexa.com)

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Facebook Users

2,677,840 South African Users

Age

Legend:
- <=13
- 14-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

South African Users does

- Social Networking

- Read News

- Banking

Where are we now?

- Government service delivery protests (29 in 6 mths Jan–June 2009)

<u>Why?</u>

- Lack of / Poor service delivery
- Lack of / Inadequate housing
- Evictions
- High levels of unemployment
- **Lack of communication with communities**
- **Lack of leadership in the municipality**
- Corruption / Maladministration
- Nepotism
- Financial mismanagement

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Source: "A REPORT ON THE CURRENT 'SERVICE DELIVERY PROTESTS' IN SOUTH AFRICA.", Aug, 2009

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President's Coordinating Council charts new path for human settlements

18 May 2010

The President's Cordinating Council (PCC) held a special meeting today (18 May 2010) to address the challenge of developing sustainable human settlements.

The PCC is a statutory body chaired by the President that brings together representatives from all three spheres of government. It is a consultative forum for the President to raise matters of national interest with provincial governments and organised local government, and to consult provincial governments and organised local government on the implementation of national policy and legislation.

It aims to coordinate the provision of services across spheres, and to detect and correct failures in service delivery.

This special meeting was attended by President Zuma, Deputy President Kgalema Motlanthe and the Ministers of Cooperative Governance and Traditional Affairs, Human Settlements, Finance, Public Works, Economic Development, Public Service and Administration, Land Affairs and Rural Development, and the two Ministers in the Presidency. It was also attended by the Premiers of all nine provinces, the MECs responsible for housing and human settlements, and representatives of the South African Local Government Association (SALGA).

President Zuma convened the special PCC meeting because the provision of housing within sustainable, integrated settlements is a critical pillar of the country's growth and development strategy.

It is estimated that the current housing backlog is 2.1 million housing units, affecting 12 million people. There are approximately 2 700 informal settlements in the country.

"Through a progressive human settlements programme, we will be able to reverse the legacy of the Group Areas Act, the Influx Control Act and a host of other apartheid legislation which dehumanised our people," President Zuma said.

The objective of establishing sustainable human settlements and an improved quality of household life is one of the twelve outcomes identified by government.

Key outputs, by which progress will be measured, include the upgrading of 400,000 accommodation units within informal settlements, and improving access to basic services like water, electricity and sanitation.

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The Web and Government

- "The **Web** is transformative simply because it allows anyone to be a publisher. This changes the power relationships in the public sphere in profound ways."

- "A **Government** is a complex entity, consisting of many institutions that grow and develop over time."

What is Web 2.0

- User-Generated Content

- Users want to:
    - Create and Co-Create Content
    - Edit Content
    - Rate Content
    - Comment on Content
    - Discuss Content
    - Tag and Organise Content
    - Mash Content with other Content
    - Personalise and Share Content

Web 2.0 Makes Possible

- Participation
  - Opinions can be expressed, synthesised and coalesced in new ways
  - New routes to power, crowd sourcing both finance and campaign teams
  - Afford Citizens new ways to have their say: Marginalised or extreme voices can now be heard
  - Shape, direct or change public policy
  - Communication to elected officials
  - Push towards transparent and democratic accountability

Possible loss of control for increase in public trust

Web 2.0 Makes Possible

- Engagement
  - ➢ Possibility of anyone as public servant to become communicator and a representative of government
  - ➢ Increase government to citizen interaction about public policy
  - ➢ Enabling Citizen choice and Improving Public Services
  - ➢ Providing advice and support to citizens to achieve public policy outcomes
  - ➢ Changing behaviours and establishing new social norms

More approachable, more credible, and more likely to be listened to and valued

Web 2.0 Benefits

- Open Communication

- Transparency

- Participation

- Collaboration

- Trust

*Operations • Service delivery • **Engagement***

Web 2.0 Challenges

- Representation Boundaries

- Relationships

- Ownership and Use of 3rd Party Services

- Inclusive Access to Information

- Authoritative Sources

- Archiving Challenges

Things to do

- Clear and Simple rules for Public Servants

- Training, support and cultural change

- Support Open Debates and Discussions

- Provide the Institutional Resources
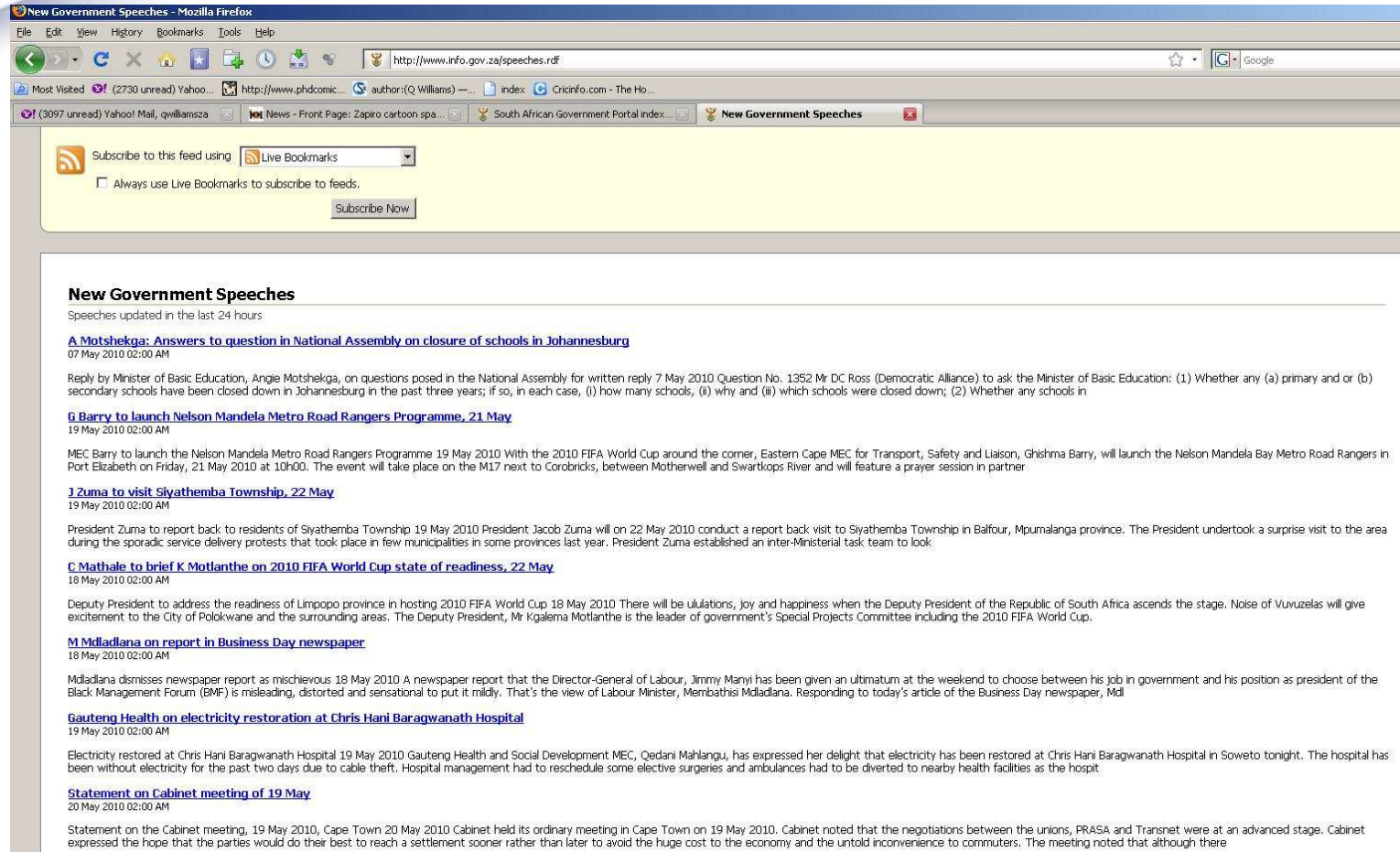
Web 2.0 Tools

- RSS Feeds

- Blogs

- Micro-blogging

- Wikis

- Video & Photo Sharing, Podcasting

- Social Networking Sites

- Social Bookmarking Sites

- Mashups

- Widgets

- Virtual Worlds

- Social Media Releases

- Social News Rooms

Example: Benefits of RSS

- Expand reach of government information and service

- Authoritative source develops content, used many places

- Allow users to choose to consume content where they want to

- Reduce duplication

- Can aggregate similar content across government

Example: RSS Feeds

Example: Benefits of Blogging

- Put a Human Face to Government

- Open up a conversation

- Surface issues and solve them

Blogging for Different Purposes

Access to Top Officials

Get Input for Hot Issues

Blogging for Different Purposes

Interesting Info –

Spread the Word

Multimedia Sharing: Video, Photos, Audio

- Government has lots of multimedia

- Underutilised and not coordinated

- Not reaching some users

- Not meeting expectations

Multimedia Sharing: Benefits

- Compelling Content: Effective way to convey message

- New Audiences and Public Outreach

- Education and Training

- Awareness

- Builds trust with Conversational Voice

- Cross Government Coordination

- Join Public Communities

- Event Invitations / Announcements

- It's Social … Viral

Multimedia Sharing: Examples

Multimedia Sharing: Examples

USA.gov on Facebook

Other Examples

- Twitter: Keep the public interest

- Mashups: Share relevant Government Information

- **Widgets and Apps: Huge Opportunity for on the spot delivery**

Conclusion

- Government can be Useful, Interesting and Cool

- Increases Government Relevance, Popularity and Trust

- **Requires careful planning, policy and implementation**

- Use the lessons learned from those who did it before and make it **relevant for Africa**

Thank You

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