

Matrix of Web 2.0 Technology and Government

Technology	Simple Definition	Examples	Opportunity/Potential in Government
Blogs	Journal or diary with social collaboration (comments)	33 federal agencies have public blogs , USA.gov government blog library , Webcontent.gov advice, GovGab.gov	Govt info to new audiences. Puts human face on govt using informal tone. Opens public conversations. Surface issues & solve them.
Wikis	Collaborative authoring & editing	GSA Collab Environment , Core.gov, MAX, NASA , US Courts , Intellipedia, PTO, Diplopedia, PeaceCorps, Utah Politicopia	Workgroup or public collaboration for project management, knowledge sharing, public input. Contributions to 3 rd party sites e.g. Wikipedia
Video Sharing (and Multimedia)	Videos, images, & audio libraries (YouTube, AOLVideo, YahooVideo, tubemogul, heyspread...)	USA.gov Multimedia library , NOAA & NASA YouTube , Coast Guard , CA & VA YouTube Channels , Americorps contest , Tobacco Free Florida contest	Public outreach, education, training, other communication for “connected” and on-line audiences. How To videos & audios to improve service and achieve mission.
Photo-Sharing	Photo libraries	USA.gov fed/state photo libraries , LoC & USGS galleries w Flickr API, EPA contest	Cost savings potential. New audiences. Awareness.
Podcasting	Multimedia content syndicated out for use on iPod TM, Mp3 players & computers	White House , NASA , USA.gov federal podcast library , Webcontent.gov , Peacecorps, Census daily podcasts	More ways to get message out. Build trust with conversational voice. Use for updates, live govt deliberations, emergencies, how-to messages
Virtual Worlds	Simulations of environments & people (Webkinz, Club Penguin, Neopets, Stardoll, Whyville, Second Life, Active Worlds, Kaneva, ProtoSphere, Entropia Universe, uWorld)	NASA, NOAA, CDC in SL & Whyville, VA, Natl Guard, Energy , DoD, National Defense Univ Federal Consortium for Virtual Worlds , Real Life Govt in 2nd Life Google group	Public outreach & other communication for kids and niche Internet audiences. Virtual Town Halls, Education, Training. Ability to bring people together worldwide for meetings, lectures, etc.
Social Networking Sites	Connecting people globally	EPA Facebook group , NASA Colab , USAgov Facebook page, MySpace, LinkedIn	Intranet use to cross internal stovepipes. Cross government coordination. Public communities. Viral impact. Knowledge mgmt. Recruitment. Event announcements.
Syndicated Web Feeds	Automated notifications of frequently updated content (think RSS)	USA.gov Federal RSS Library, NOAAWatch	Do more with RSS, XML/Web feeds. Expand reach. Pull content together across government. Authoritative source. Reduce duplication.
Mashups	Combine content from multiple sources for an integrated experience	USA Search , USGS, NASA, EPA, Virtual Earth , Google Earth , Google maps	Lots of potential. Improved govt reach, service, usefulness, and functionality. Integrate external data. Get licenses, stay vendor neutral. Make content available to others who create mashups
Widgets, Gadgets, Pipes	Small applications & code in Web pages or for desktop use	FBI widgets , Veterans Affairs, Census Population Clock & NASA Planet Discoveries Desktop widgets	Increase awareness, use, and usefulness of .gov sites, information, and service. Bring content to the user’s home page (iGoogle, netvibes, etc)
Social Bookmark & News (Sharing, Tagging) Sites	Ways of sharing content with others	USA.gov , NASA , Govt blogs , Digg , Delicious Technorati .AddThis	Increase the popularity and use of .gov pages, information, and services. Viral marketing.
Micro-blogging. Presence Networks.	Form of blogging which allows brief (Instant Message size) text updates.	Twitter, Jaiku, Cromple, Pownce, NASA Edge, USA.gov, GovGab, Univ of Mich	Seek input. Broadcast msgs: emergencies, news, announcements. Real time reportg. Recruitg.

*Note: it is understood that government policy, procedures, standards, and guidance are needed for many of these technologies.