



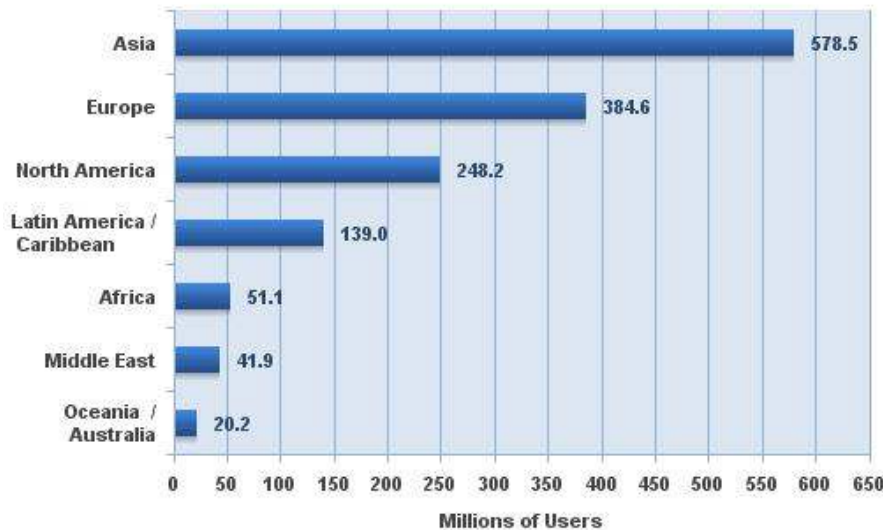
Government 2.0 - Really Breaking with Traditions?

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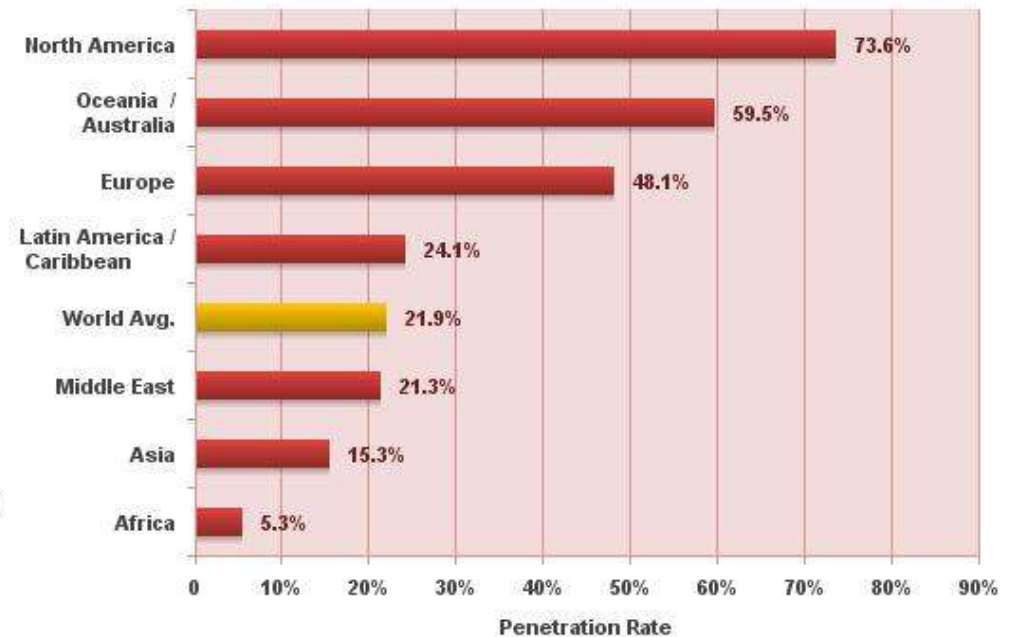
World Internet Statistics

**Internet Users in the World
by Geographic Regions**



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Estimated Internet users is 1,463,632,361 for Q2 2008

**World Internet Penetration Rates
by Geographic Regions**



Source: Internet World Stats - www.internetworldststs.com/stats.htm
 Penetration Rates are based on a world population of 6,676,120,288 for mid-year 2008 and 1,463,632,361 estimated Internet users.

**Estimated Internet Users:
1,463,632,361 (Q2, 2008)**



10 Most Visited Sites Globally

- **The main goals:**
 - Communication (7)
 - Participation (Web 2.0) (6)
 - Information (5)

- **13 hours** of video are uploaded on **YouTube** every **minute** (780 days every day)

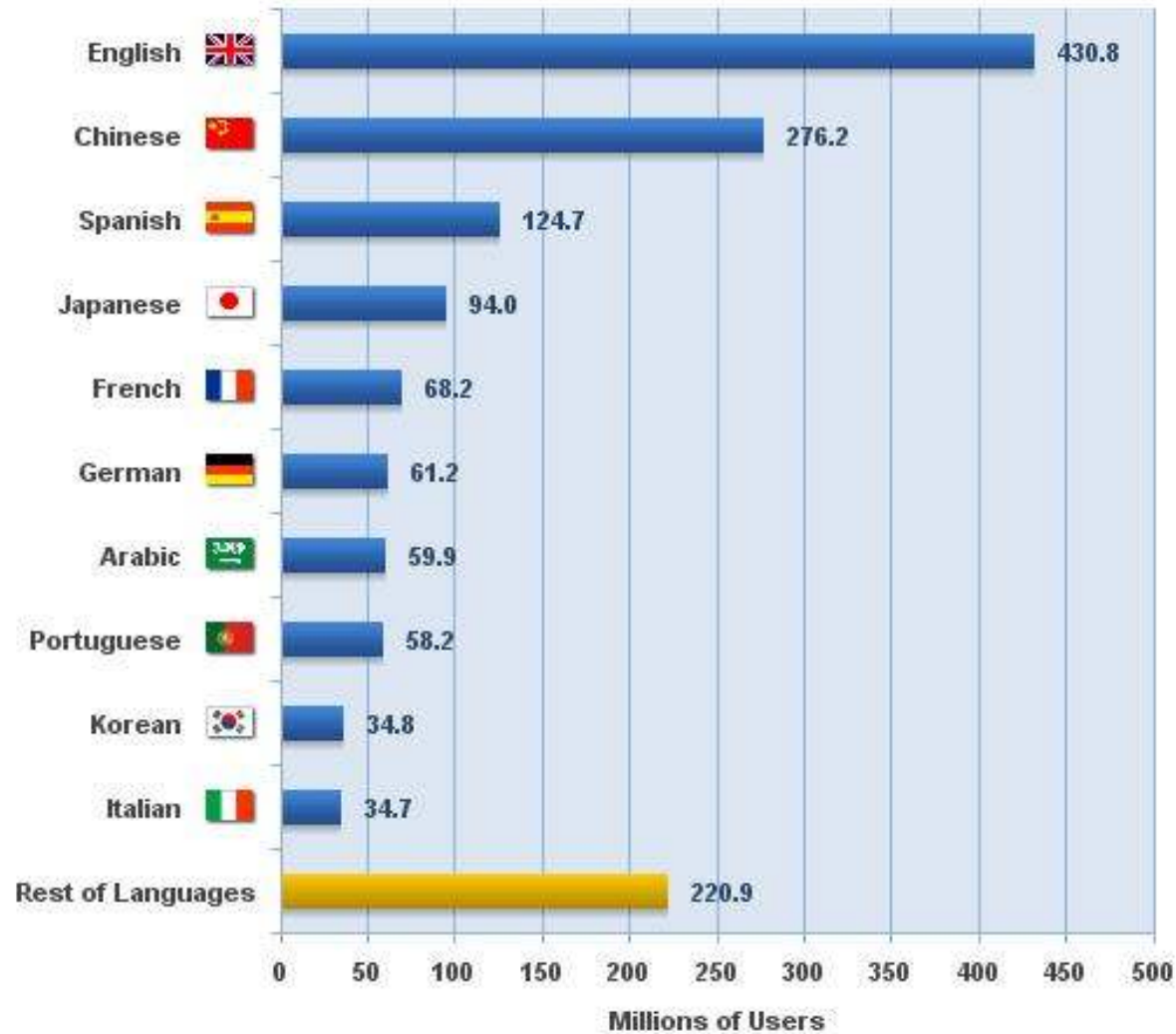
- **Second Life: 15,945,482** residents (Nov 15), **81,443 USD (1,95 mld Sk)** Total Transact. Count (October)

1	Yahoo.com	i,c
2	Google.com	i,c
3	YouTube	p
4	Windows Live	p,c
5	Facebook	p,c
6	MSN	i,c
7	Myspace	p,c
8	Wikipedia	p,i
9	Blogger.com	p
10	Yahoo.co.jp	i,c

Source: Alexa, www.alexa.com



Top 10 Languages in the Internet



Source: Internet World Stats - www.internetworldstats.com/stats7.htm



10 most visited Slovak sites

- **The main goals:**
 - Content / Information (8)
 - Communication / Exchange (8)
- **Online shopping:**
 - **4/5 of users in 2008**, 3/4 in 2007,
- **3 most favourite goods:**
 - clothes (34,5%)
 - books (29,7%)
 - electronics (28,2%)
- **favourite shopping sites:**
 martinus.sk, ebay.com, hej.sk,
 quelle.sk, aukcie.sk
- *Source: TNS, 2008*

1	Azet.sk	i,k
2	Google.sk	i
3	YouTube	i,e
4	Zoznam.sk	i,k
5	Google.com	i,k
6	Centrum.sk	i,k
7	Atlas.sk	i,k
8	Topky.sk	i
9	RapidShare	e
10	ICQ	k

Source: Alexa, www.alexacom



Government 2.0 – Service Delivery

- **EU 2007 benchmarking:** average sophistication maturity level = 76% (transactional)
- New level of services: **5th level = Personalisation**
 - indicates fully integrated electronic procedures, front and back office integration, and re-use of available data. Alternatives:
 - 1. Pro-active service delivery** = service delivery quality; e.g. warning about action, pre-filling data etc.
 - 2. Automatic service delivery** = no need for the user to request
 - EU average on 5th level: 36%
- Examples:
 - Finland – Tax Declaration, Spain – Child Allowances, Slovenia 80% of services




The Politics of 21st Century by Google

- **Find issues you care about**
 - <http://labs.google.com/gaudi> - Google Audio Indexing for Political Content (videos on YouTube, speech recognition, jump to relevant part of the video; available in English)
- **Be on the right place and see the results**
 - Google Maps/Earth (meet the candidates, voting results data, polling places data, visualise election data)



Map showing campaign event locations across the United States. Pins are placed in various states including Indiana, Illinois, Arizona, Colorado, Florida, Virginia, Nevada, and New Mexico. Each pin is accompanied by a text box providing details about the event.

- Barack Obama in Indianapolis, Ind. Tue Nov 4, 2008 12pm to 1pm
- Barack and Michelle Obama and Joe and Jill Biden in Chicago, Ill. Tue Nov 4, 2008 12pm to 1pm
- John McCain and Sarah Palin in Phoenix, Ariz. Tue Nov 4, 2008 12pm to 1pm
- John McCain in Albuquerque. Tue Nov 4, 2008 2pm to 3pm
- John McCain in Grand Junction Colo. Tue Nov 4, 2008 12am to 1am
- John McCain in Miami, Fla. Mon Nov 3, 2008 12:30pm to 1:30pm
- Barack Obama in Manassas Park, Va. Mon Nov 3, 2008 9pm to 10pm
- John McCain in Henderson, Nev. Mon Nov 3, 2008 7:45pm to 8:45pm
- John McCain in Roswell, NM Mon Nov 3, 2008 6pm to Mon Nov 3, 2008 7pm



ELECTION PRESIDENTIELLE 2007
Résultats du 2^{ème} tour - 6 mai 2007

France total

Inscrits	Exprimés	Blancs/Nuls	Abstention
44 472 363	35 774 019	1 569 450	16,03%

Nicolas Sarkozy (UMP)	Ségolène Royal (PS)
53,06% soit 18 983 408	46,94% soit 16 790 611

Recherche Google : [Web](#) - [Actualités](#) - [Vidéo](#) - [Images](#)

Source : Ministère de l'Intérieur
Résultats publiés le 7 mai 2007.



The Politics of 21st Century by Google

- **Connect with politicians**
 - www.youtube.com/10downingstreet,
 - www.youtube.com/eutube
 - www.youtube.com/londonmayor08,
 - www.youtube.com/unitednations
 - **Connect with voters**
 - Advertising on search keywords – McCain: every dollar spent on search advertising delivered 3-4 dollars in donations (Newsweek, 12.11.2007)
 - Speeches of Obama: more Americans reached through YouTube than CNN
 - Bobby Jindal, Gov of Louisiana used Google search ads to reach residents searching for info about healthcare, reform, education etc. = won the election
-



Are We Really Breaking with Traditions?

What should be the answer?



Roundtable – 18.11.2008 – 11:30-13:00

When is the eGovernment Strategy Successful?

Distinguished guests and panelists:

- **Dr. Frank Yu-Hsieh Sung**, Deputy Minister, Taiwan (R.O.C.)
- **Gwendolyn Carpenter**, Senior Policy Advisor, OECD
- **Pavol Tarina**, Government Plenipotentiary for IS, Slovakia
- **Pavel Bojňanský**, Director General, MoF, Slovakia
- **Branislav Šebo**, Sales Director, IBM Slovakia
- **Ján Kondáš**, Director, Corporate Communication, Slovak Telekom
- **Peter Weber**, CEO, Hewlett-Packard Slovakia



1. The World Changes... Where Are We Now?

Technology Development

- Communication infrastructure
- Web 2.0
- Multimedia
- Information availability

Human Development

- Social networking
- User generated content / Personal contribution
- Engagement / Participation



2. Expectations And Response

What Do People (Users) Want?

- What do citizens / business / industry expect from the Government?
 - Performance of the Government
 - Service delivery
 - Wanted / needed / preferred way of communication

What should be the response?

- Responsibility of politicians
- Performance of the Governments (national, local)
- Quality and attributes of services
- HR - Skills and knowledge
- Solution of the unproportional development of demand vs stagnation of offer / content



3. How To Be Successful?

IN:

- Setting the goals
- Taking decisions
- Implementing changes
- User take-up
- Keeping on the track

What Makes Leaders Different?