Government 2.0 - Really Breaking with Traditions?

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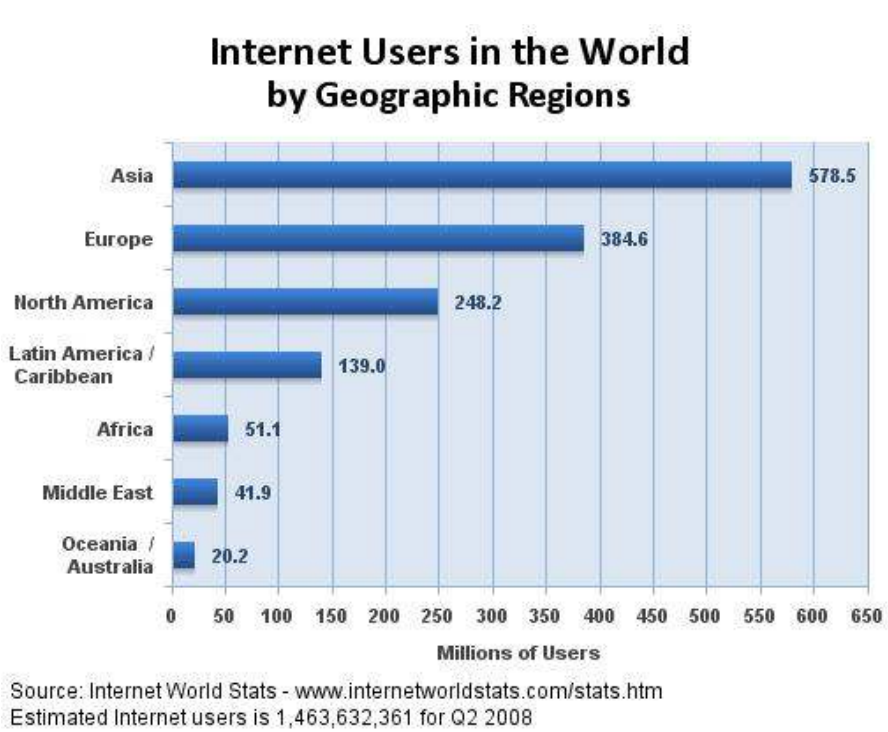
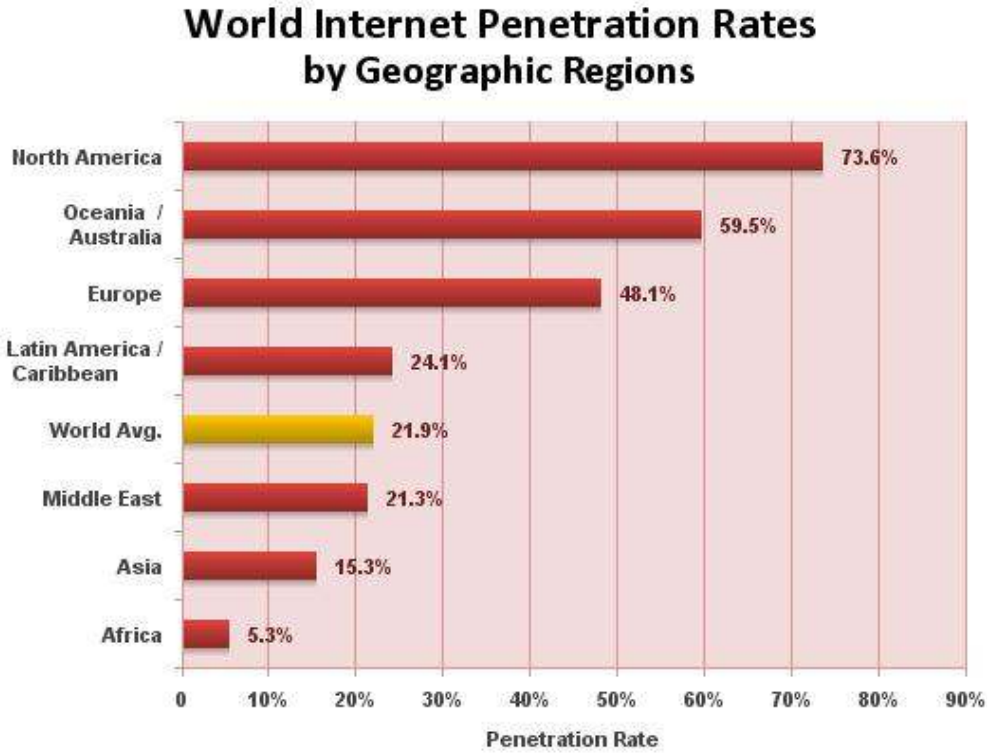
World Internet Statistics



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



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)

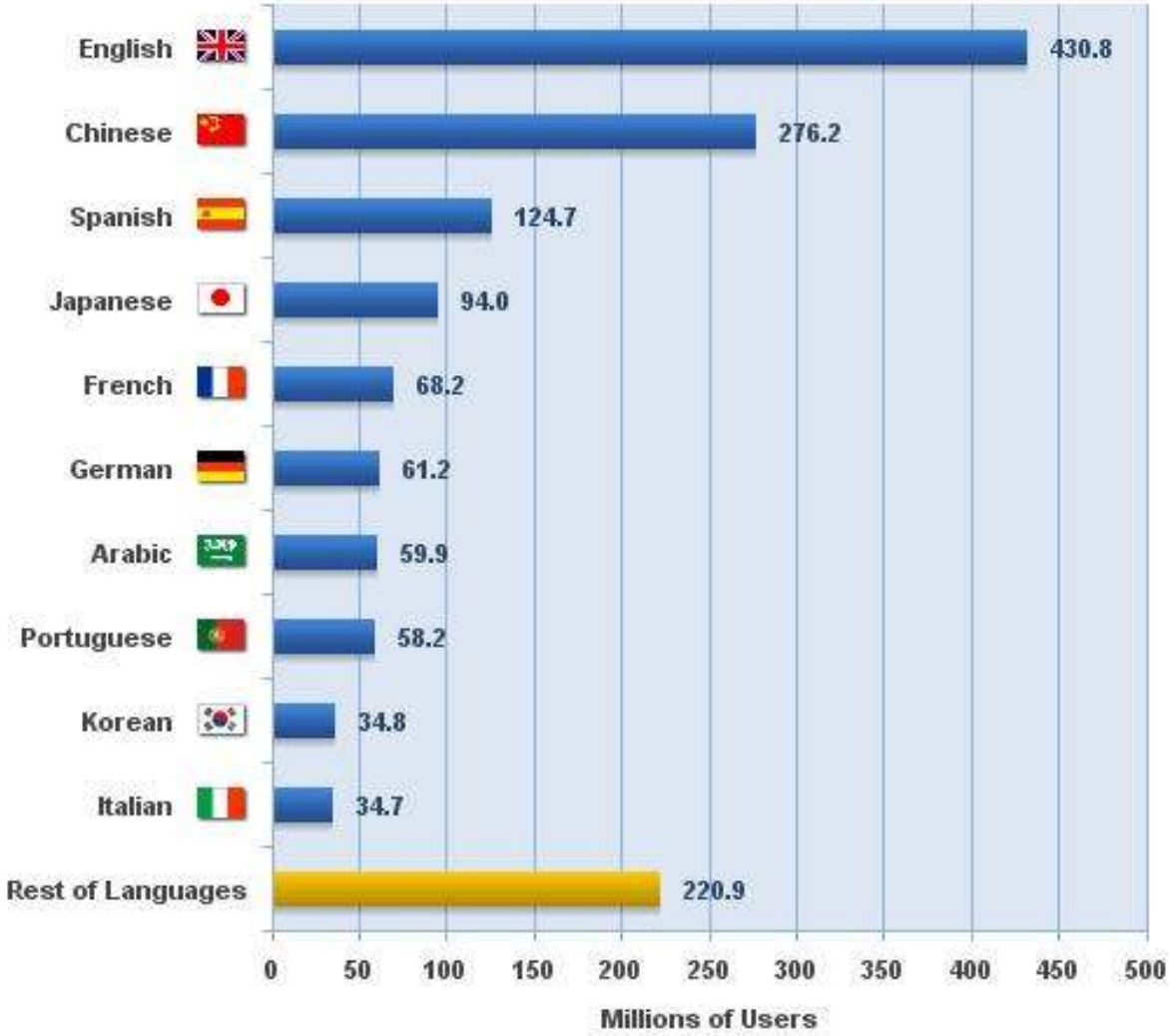
- **13 hours** of video are uploaded on **YouTube** every **minute** (780 days every day)

- **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

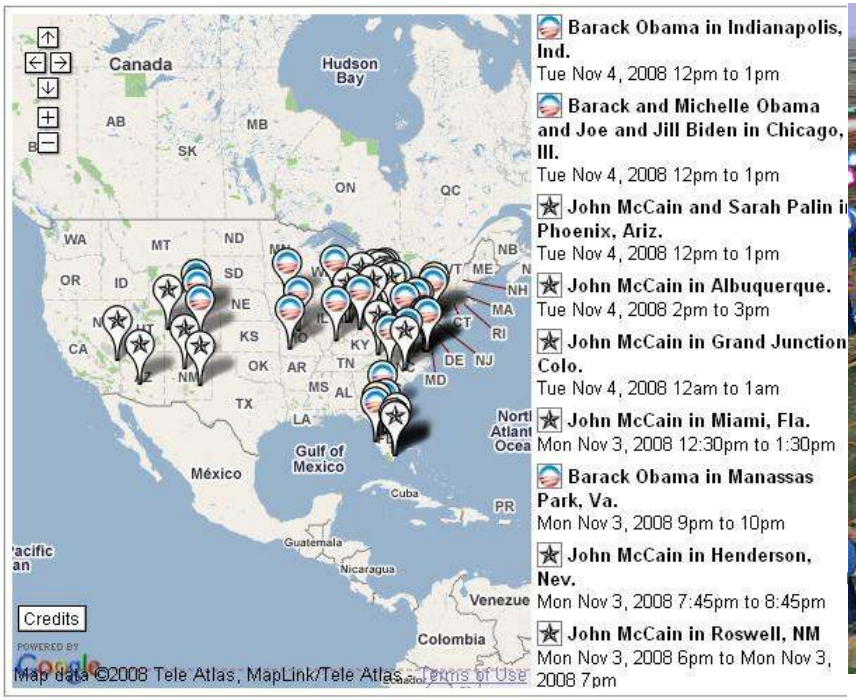
Source: Alexa, www.alexa.com

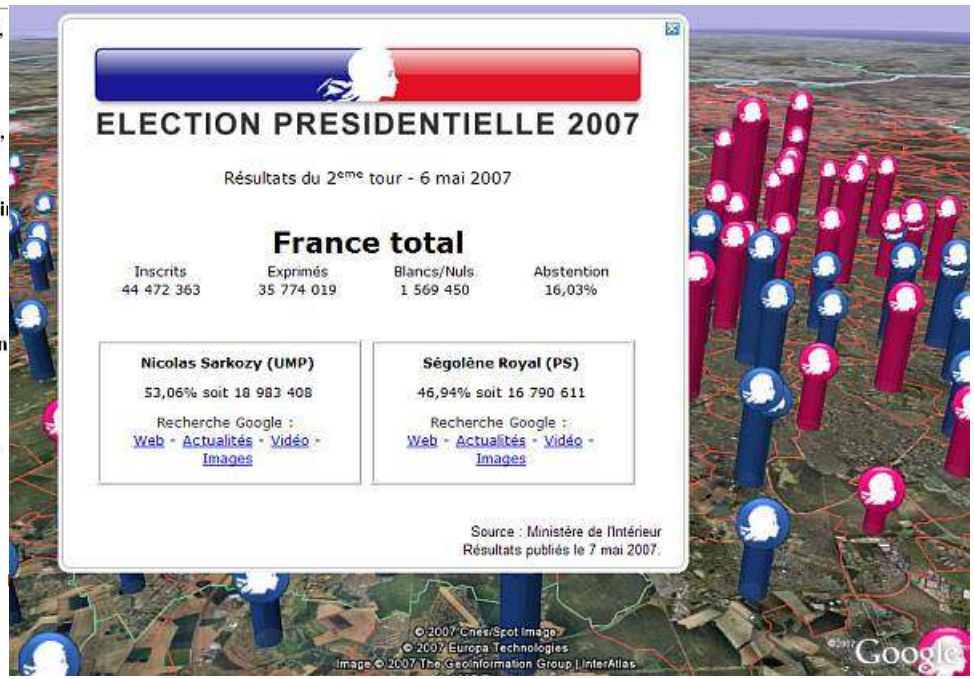
Government 2.0 – Service Delivery

- **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)





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?