

Cyber Threats and Security

Web2.0 archive

Chapter 1 : Approaches and opportunities on increasing participation 2010-02-16 22:52:01

The following are approaches and opportunities on increasing participation.

- We should grant Staff time-off for hosting participation events

- JAM Session with food and fun Events,

- Contest,

- Polls

- Provide Tutorial, Pilots on wiki and blog for practice (explore and getting their feet wet),

- We should have policies and procedures to encourage staff participation without asking their managers for approval. Participation to collaborate on and share information should be written in the staff PARS. Second there should be awards given on a quarterly basis through the offices to acknowledge successes. For this should be two national exemplary awards given to:
 - managers - uses innovative approaches and technologies to facilitate collaboration, participation and/or transparency.

 - staff or team - on using process and tools to collaborate, participate, and add transparency and meets open government mandates

Chapter 2 : Innovative methods to increase participation, obtain ideas and increase collaboration. 20

^ Ways to Encouragement and Enticement to Change Behavior with Management encouragement

- JAM Session with food and fun Events,
- Contest,
- Polls
- RSS feed to inform new information or comment on their watch or interest page,
- Tutorial, Pilot wiki and blog for practice,
- Personnel Action Incentives

* Add communicative and collaborative duties to employees PARS

* Reward with Awards similar to Suzanne E. Olive Award for Exemplary Leadership in National EEO - Non-Managerial for diversity. We should add another award for individual collaborator facilitator and Monthly Office award to individuals for best collaborator

As I mention earlier that coaching, training, explaining, and leading by example would be appropriate and beneficial activities. But what about measuring? It's a technical no-brainer to measure how much each individual has contributed and to generate some kind of absolute or relative metric.

- Encourage friendly competition. Lots of people are fiercely proud of their PageRanks, TopCoder ratings, number of Wikipedia edits, etc. and work to keep them high only to preserve bragging rights.

- Make people strive to improve their scores. I know I've been inordinately proud of my Technorati ranking, even though it has no direct bearing on my professional success. The desire to maintain it has definitely driven me to keep blogging regularly.

Chapter 3 : Promote cooperation with other agencies, the public, non-profit organizations and private

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First, if your Agency is a leader in Web 2.0 applications, you could promote cooperation with other federal agencies and other organizations to provide best practices, policies, procedures and a framework for open collaboration internally and with the public.Â If other organizations work within our framework we could (in theory) loosely coupled with their application, such as wiki to interlink with their knowledge base that would enrich the collaboration between organizations to discover and access information. Horizontal business processes such as financial management, HR and procurement are subject to increased sharing across agencies and even jurisdictions. This means that government organizations no longer own or control them. Instead they are becoming clients to other organizations leading and ripe on increased adoption of social media. In addition, government IT infrastructure is subject to consolidation efforts and will be progressively commoditized and challenged by cloud-computing solutions.

Second, The "Federal Open Community" should be develop on the virtual cloud of next-gen open social toolsÂ that could share internal blogs, gadgets/widgets, social networks, wiki,Â with common login, profile and contact info with Federal open social tools: anyÂ OpenSocial, Open Ajax API partners portal would be considered part of the "Federal Open Community Social Cloud".Â Once the infrastructure has been developed, information sharing, collaboration and joint projects and efforts may be better facilitated to build a one true One Government, thus meeting the presidentâ??s priority.

Chapter 4 : Key Agency behaviors must change for their staff to be more transparent. 2010-02-16 22

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- The Culture of the Management needs to become coaches or inspirer to nourish, participate with and reward their staff. All must given time to first participate, practice and experience by collaborating with tools, such as blogs and wikis internally to further transparency publicly.

- The Agency should be required to fund their "virtual" office space with remote access as part of their critical infrastructure, in the same way they fund their "bricks and mortar" office space.

- The Agency should be required to appoint editor-in-chief and content gardener and Web 2.0 Evangelist for every web application they maintain, as do the top commercial websites. This person should be given appropriate funding and authority to develop and enforce web policies and publishing standards, including ensuring that prime real estate on government websites is dedicated to helping people find the information they need.

- The Agency should develop standard job descriptions and core training requirements so agencies can hire and retain highly qualified experts in web content, content gardener, and new media not just IT specialists.

- Reward Employees such as 1. Honor Awards similar to Suzanne E. Olive Award for Exemplary Leadership in National EEO - Non-Managerial for diversity. 2. Office awards for individual collaborator, facilitator and /or Monthly Office award to individuals for best collaborators or practioners for enabling transparency

Chapter 5 : Your Office could conduct work more openly and publish data online including ways to im

The Agency should use their website including blogs to publish a summary of common customer comments and explain the actions they are taking in response to the feedback. Effort should be made to respond according to responders suggestion or comments. Doing so will create better transparency and accountability.

The Agency should use social media, not just to create transparency, but also to help our Offices, various projects and Staff accomplish their core tasks and meet their information needs. For example, the agency could post instructional videos on Blogs to explain how to apply for stimulus grants. To do this, the government must ensure that Staff as well as Citizen who need access to social media tools have them, and that these new ways of delivering content (i.e. stimulus grants) are available to all, including people with disabilities and multi-lingual needs.

The Agency has developed government-wide guidelines for disseminating content in universally accessible formats (data formats, news feeds, mobile, video, podcasts, etc.), and on non-government sites . To remain relevant, government needs to take our content to where people already are on the Web with communication plan to market and promote the available tools, guidance, and information, rather than just expecting people will come to government websites. Having guidelines will ensure that weâ??re part of the larger online community acting together

Chapter 6 : Government 2.0 16 Dares 2010-01-31 21:42:56

Happy New Year, I came up and want to share with you 16 dares for engaging to Gov 2.0 with Web 2.0 Technologies

- Social media is not just about the technology, but what the technology enables others to collaborate.
- Social media is driven by people, not by your Office. Stop trying to deploy by one team or office, and instead think of a way to bring together people from across your organization to engage collaboration. Develop and nourish your community of practice.
- The risks of social media are greatly outweighed by the risks of NOT engaged in social media.
- Your Government agency/organization/team/branch/division/office may not be unique. You do not work in a place that just can't just use social media because your work is not right for public consumption. You do not work in an environment where social media will never work. If you work with people then Gov 2.0 can take root. Your challenges, while unique to you, are not unique to the government. Learn from others and adapt and adopt and tried.
- You will work with skeptics or 'can't be done here' and other people who want to see social media fail because the transparency and authenticity will threaten their perceived control and expose their weaknesses. But, be confident. Know what you know and don't back down. You will be challenged by skeptics and others who do not care and/or understand social media. Do not let them discourage you.
- Younger employees are not necessarily any more knowledgeable about social media than older employees. Stop assuming that they are. They are more exposed to Web 2.0, not necessarily a practitioner.
- Be humble. You don't know everything so stop trying to pretend that you do. It's ok to be wrong. Mistakes can and will be made (a lot). Stop trying to create safeguards to eliminate the possibility of mistakes and instead concentrate on how to deal with them when they are made.
- You will work with people who want to get involved with social media for all the wrong reasons. They will see it as an opportunity to advance their own their careers, to make more money, or to show off. These people will be more dangerous to your efforts than the biggest skeptic.

- Before going out and hiring any social media consultants, assume that there is already someone within your organization who is actively using social media and who is very passionate about it. Find them, use them, engage them. These are the people who will make or break your foray into social media.

- Information security is a very real and valid concern. Necessary evil, Learn to use it with you advantage and live with it. It will protect you.

- Policies are not written in stone. With justification, passion, and knowledge, policies and rules can and should be changed or waived. Sometimes it's as easy as asking, but other times will require a knockdown, drag-out fight. Both are important.

- There are true social media champions throughout the government. Find them. Talk to them. Learn from them. Work with and corroborate with them not top them.

- Today's employees will probably spend five minutes during the workday talking to their friends on Facebook or watching the latest YouTube video and be intouch. Today's employees will also probably spend an hour at 10:00 at night answering emails or responding to a work-related blog post. It all balance out, because we care about our work and a professional. Trust and assume that your employees are good people who want to do the right thing and who take pride in their work.

- Transparency, participatory, collaborative these terms do not refer only to the end state; they refer to the process used to get there as well. It's ok to have debates, arguments, and disagreements about the best way to go about achieving Government 2.0. Diverse perspectives, opinions, and beliefs strengthen, and should be embraced and talked about openly and build consensus and starve skeptics.

- It's not enough to just allow negative feedback on your blog or website, you also have to do, respond or something about it. Don't just listen to what the public has to say, respond because you are concern, If not don't start.

- Use Web 2.0 technologies as tools for communication, sharing, participation, transparency, and collaboration. Today's technologies that is driving social media will change, but the principles of will not. You can either jump on the Government 2.0 or get hit by it. Which one will you be?

Chapter 7 : Ten Points on Gov2.0 2009-10-16 20:43:43

Government 2.0, as defined on Wikipedia is neologism for attempts to apply the social networking and integration advantages of Web 2.0 to the practice of government. William (Bill) Eggers claims to have coined the term in his 2005 book, *Government 2.0: Using Technology to Improve Education, Cut Red Tape, Reduce Gridlock, and Enhance Democracy*. [1] Government 2.0 is an attempt to provide more effective processes for government service delivery to individuals and businesses. Integration of tools such as wikis, development of government-specific social networking sites and the use of blogs, RSS feeds and Google Maps are all helping governments provide information to people in a manner that is more immediately useful to the people concerned. [2]

A number of efforts have been made to expose data gathered by government sources in ways that make it available for mashups.

Web 2.0 technologies provide opportunities for various Agencies to share, disseminate and collect information from both internal and external customers in new and exciting ways. Technologies such as wikis, blogs and social networking sites all provide unique ways of collaborating electronically. Web 2.0 technologies are especially useful when additional two-way communication or real-time collaboration would be beneficial to the task.

Like any information technology initiative, the business uses, goals and expected benefits should be first established to help guide the selection and use of specific technologies. The inclusion of applicable information technology policies early in requirements gathering process is critical. Also of consideration are the Federal employee requirements to provide content, moderate, and maintain these constructs and the ability of the individual Federal organizations to digest the volume of input received.

1.0 Defines Web 2.0 as,

a term describing changing trends in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.

Wikipedia goes on to say "These concepts have led to the development and evolution of web-based communities and hosted services, including social-networking sites, video sharing sites, wikis, blogs, and folksonomies.

2.0 What does this mean?

Web 2.0 makes the Internet more interactive. Web sites are no longer merely one-way portals and business transactions but instead can provide an interactive environment for sharing, dialogue and collaboration among a diverse group of people.

3.0 What do I need to do?

Look for opportunities to utilize new technologies and capabilities in a smart and professional manner. Remember that Web 2.0 technologies are subject to same principles and guidance as other internet and communications technologies that an agency may already use to share, disseminate or collect information. An example is that since the site is at an government site the submitted contents by government employee must comply with Accessibility Requirements as dictated in

Section 508.

Federal employees must remember that any time they make a statement on public Web2.0 media with any identifying information attached, they are in effect making a public statement under the guise of their position. Even if the employee does not intend to make a binding or public statement, by including identifying information in the post (such as name, position, or even agency affiliation) the communication may be interpreted in this manner by other end users. Federal employees must ensure that they do not communicate anything that they would not state publicly in a non-virtual context.

4.0 What does this mean?

Care needs to be given to all communications made in an increasingly connected world.

5.0 What do I need to do?

Remember that you are a Federal employee no matter what identifying information you provide. Do not take any actions or make any statements that you would not do openly at work.

6.0 Management of Information Exchange

One of the major enticements of using Web 2.0 technology is the ability to exchange informal ideas among multiple parties with transparency. Agencies should decide up front their policies for collecting and processing incoming information. Some Web 2.0 collaborative tools (blogs, for example) may allow agencies to moderate contributions before they are posted to the public. Agencies should clearly state how their tools are moderated and what users are allowed, and not allowed, to contribute. Other forms of communications (such as virtual worlds) may not provide any viable method of pre-screening contributions. Agencies should be aware of their inability to moderate certain forms of Web 2.0 communications and clearly post disclaimers if necessary.

7.0 Information Quality

The Public places a high degree of trust in .gov content and considers it an authoritative source. Under the Information Quality Act and associated guidelines, agencies are required to maximize the quality, objectivity, utility, and integrity of information and services provided to the public. With regard to Web 2.0 information dissemination products, Agencies must reasonably ensure suitable information and service quality consistent with the level of importance of the information. Reasonable steps include: 1) clearly identifying the limitations inherent in the information dissemination product (e.g., possibility of errors, degree of reliability, and validity) so users are fully aware of the quality and integrity of the information or service, 2) taking reasonable steps to remove the limitations inherent in the information, and 3) reconsidering delivery of the information or services. In short, agency management must ensure that the agency position is reflected in all communications rather than one person's opinion. Resource: Information Quality Act, Pub. L. No. 106-554

6.0 Information Collection

Agencies are required, when practicable, to use electronic forms and filing to conduct official business with the public, and Web 2.0 technologies can be used in many cases to meet this need. Federal public websites must ensure that information collected from the public minimizes burden and maximizes public utility. The Paperwork Reduction Act (PRA) covers the collection of data from the public. The PRA requires OMB approval of all surveys given to ten (10) or more participants. This includes any sort of survey where identical questions are given to ten or more

participants, regardless of the format. The exception to the survey rule is an anonymous submission form where users can provide open ended comments or suggestions without any sort of Government guidance on the content.

Resources: Government Paperwork Elimination Act and Paperwork Reduction Act

7.0 Intellectual Property

The use and management of Web 2.0 technologies raises several questions about the legal concepts of copyright, fair use, and intellectual property ownership. Agencies must be diligent to ensure that they consider existing intellectual property and copyright laws when implementing Web 2.0 technologies. While the Federal government typically provides public data which is not considered copyrightable intellectual property, Web 2.0 technologies that allow public contribution of content may potentially create challenges regarding the protection of intellectual property contributed by visitors. The ease of copying and propagating data from many sources on the internet makes it very easy to unintentionally breach copyright laws. Most commercial media sharing websites warn of the illegal use of copyrighted materials and trademarks. This strategy may or may not prove sufficient to protect the interests of government agencies, depending on specific circumstances. Agencies must establish policies and post clear disclaimers detailing the copyrights that non-government contributors to their sites may retain. Government content on any site is generally public domain and therefore can not become the intellectual property of an individual or be protected by a site provider. Care must be taken to not create the appearance of a copyright on a government created work, unless specifically permitted by statute. Resources: Copyright.gov, U.S. Trademark Law

8.0 Agency Websites Linking to External Services

Many Web 2.0 services are hosted outside government websites. These services include popular media sharing services such as YouTube. If users are connected to these sites from Government websites using hyperlinks, agencies are required to establish and enforce explicit agency-wide linking policies that set out management controls for linking beyond the agency to outside services and websites. Typically the user is notified they are leaving the Government website. Resource: OMB Memo M-05-04

9.0 Usability of Data

Many Web 2.0 technologies allow users to take data from one website and combine it with data from another, commonly referred to as "Mashups." Agency public websites are required, to the extent practicable and necessary to achieve intended purposes, to provide all data in an open, industry standard format that permits users to aggregate, disaggregate, or otherwise manipulate and analyze the data to meet their needs. Agencies need to ensure that these open industry standard formats are followed to maximize the utility of their data. Resource: OMB Memo M-05-04

10.0 Accessibility to Persons Who Have Disabilities

Section 508 of the Rehabilitation Act of 1973, (as amended), requires that electronic and information technologies purchased, maintained, or used by the Federal Government meet certain accessibility standards. These standards are designed to make online information and services fully available to the 54 million Americans who have disabilities, many of whom cannot possibly access information that does not comply with the Section 508 standards. Agencies are already required by the Federal Acquisition Regulations to modify acquisition planning procedures to ensure that the 508 Standards are properly considered, and to include the standards in requirements documents.

OMB reminds agencies to disseminate information to the public on a timely and equitable basis, specifically mentioning meeting the Section 508 requirements in OMB Memorandum M-06-02. Agencies employing non-Federal Web 2.0 services are required to ensure that persons with disabilities have either accessible access to those services or equivalent access to the information disseminated on those services. Resources: Section 508 of the Rehabilitation Act ,OMB Memo M-06-02

Chapter 8 : One Wiki @ EPA 2009-10-16 19:10:54

Environmental Protection Agency's Environmental Wiki - One wiki for EPA

Purpose

Environmental Wiki would support the Agency's knowledge management strategy and enterprise architecture by providing a tool for knowledge acquisition and access for all EPA staff in an easy-to-operate and convenient online encyclopedia of agency and environmental knowledge.

Two Concepts of Proposal

1. Environmental Wiki would be an enterprise wiki designed for EPA employees to collaborate on this one knowledge base and shared the wealth of information among Agency employees. Parts of this wiki could eventually be moved to a public space for national information consumption.
2. EPA is harnessing Web 2.0 technologies tools to adapt to individual office and regional business requirements to meet open-collaboration needs with government transparency, audience engagement, response, and information sharing and access. These mission-oriented applications/technologies interact, share, respond, and collaborate among two or more parties. One of these ever-increasing tools is the wiki, with more than 75 deployed wiki applications within EPA and a growth rate of 8% per month. This growth also increases our overall infrastructure hosting cost, support needs, and presents a management and standardization dilemma.

Impact

How can we apply a wiki tool to our daily EPA business practices effectively, keep it manageable and affordable, and use it with our infrastructure and architecture? The solution is to establish an Agency-wide wiki, called Environmental Wiki. This "One Wiki Concept" has many benefits:

Benefits and Improvement

- Lower cost in infrastructure, wiki deployment, and wiki application management,
- Unified management on implementation, communication, and wiki implementation,
- Collaboration on, communicate and discover agency information among offices
- Establishment of EPA University for new employees to learn about EPA businesses,
- Agency knowledge acquisition from staff knowledge and expertise,
- Standard approach of knowledge search, access, and presentation
- Integration with other enterprise applications
- Cost savings from application improvements and integration with added values

Applying Web 2.0 technology, such as a wiki, may affect the Agency and may change its business methods, its procedures, and even its culture and practices. A wiki tends to flatten the vertical workflow/process hierarchy, which may prove to be challenging given that traditional government organizations are hierarchal. However, the final benefits outweigh the cultural impact. We need a versatile, unified, and easy-to-use framework, extending to social networking practices within EPA. When a portion of the Environmental Wiki becomes publicly accessible, the public will be better served and informed and will have a tool to respond or interact with EPA, which will

promote trust and transparency to its audiences and stakeholders.

Deployment

The Environmental Wiki would become a collaborative Web space, such as Community of Practice forum, for the various program offices, partnered governmental entities, and trusted environmental organizations to access and contribute their knowledge on particular subject matter, collaborate, and integrate their staff expertise works onto a single "blackboard," with a series of dimensional sub-blackboards of wikis to accommodate the various different programmatic needs, congressional mandates, and judicial decrees.

As a starting point, we may use EPA OEI's taxonomy and glossary as seedlings; ask each of the program offices to include their programmatic regulations, knowledge, subject matter, and deliverables; and work with other government agencies to learn and deploy the Environmental Wiki. It is important to have a standard governance body to establish, modify, and maintain policies and guidelines for the Environmental Wiki.

Hopefully, Environmental Wiki will become a "living knowledge base" for EPA staff to access and will become a future reference for all federal government agencies to use on environmental subjects. Environmental Wiki may be a gateway for environmental information access for all and may reap the benefits of collaborative works/effort, components, shared experience, a social network for contribution, and knowledge management. Eventually, Environmental Wiki may become the source and clearing house of environmental information similar to Wikipedia.

Steps

1. Partner with various program offices, partnered governmental entities, and trusted environmental organizations.
2. Establish an Environmental Wiki project team with initial funding.
3. Establish a governance body for Environmental Wiki to establish policy and guidelines.
4. Prepare plans and strategy for Environmental Wiki development.
5. Develop Wiki Pilot with supporting blog, Web sites, and portlets.
6. Encourage all Agency offices to build and collaborate on OEI's taxonomy and glossaries of terms to seed the Environmental Wiki.