



TECHNOLOGY SERVICES PRESENTS:

Social Media Day

Web 2.0 Social Media technologies, including Blogs, Wikis, and Podcasts, can be effective tools for sharing your research and ideas with the widest audience. Learn how Web 2.0 can enhance your ability to advance science and technology.

[Click here for Program](#)

DECEMBER 11, 2008

10:00 A.M. - 4:00 P.M.

Open Notebook Science

A New Approach for Sharing Scientific Data Online Using Social Media

[Jean-Claude Bradley](#), Associate Professor of Chemistry (Drexel University)

10:00 a.m. to 11:00 a.m. Red Auditorium

Dr. Bradley coined the term Open Notebook Science to describe his innovative approach to research. Like open source software, in which code is made available to anyone to modify and repurpose, Open Notebook Science offers the same for scientific research. Raw experimental data, along with a researcher's interpretation, is published in real time to public blogs, wikis and other web tools in a format that anyone can easily re-analyze, re-interpret and re-purpose. Dr. Bradley leads the UsefulChem project, which uses the Open Notebook Science approach in its research of novel anti-malarial agents.



Web 2.0 in Government: Panel Discussion

Best Practices in Adapting Social Media for Use in Government

11:00 a.m. to 12:00 p.m. Red Auditorium

Panel: Emma Kolstad Antunes (NASA Goddard), Don Burke (CIA), Scott Horvath and David Hebert (US Geological Survey), Gail Porter and Leon Gerskovic (NIST/PBA), Doug Ward (NIST/USMS) . Moderator: Clare Allocca, USMS Office Chief (NIST).

[Intellipedia](#): Implementing Social Software in a Need-To-Know Culture

Improve Information Sharing By Moving Information Out of Traditional Channels

[Don Burke](#), Directorate of Science and Technology (CIA)

1:00 p.m. to 2:00 p.m. Red Auditorium

Mr. Burke gives us a look at Intellipedia, the wiki created for federal intelligence agencies. Mr. Burke is a leading proponent of the Enterprise 2.0 ethos within the Intelligence Community and is currently the "Intellipedia Doyen", which is a role he has held since the spring of 2006. In this role he is partnered with other early adopters in an effort to demonstrate the value of social software tools, educate the Community on how to use these tools, and advocate for improvements to the environment with the goal of improving our ability to capture our knowledge and expertise.

