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>> Hello welcome everyone. We have a great panel of presenters. You see and studying Wikis.
>> She teaches graduate level classes. Her research focus on the adoption of Web 20. She reported -- completed a report for the IBM -- that paper is a case study used across federal and local government. It is free for everyone to download. I want to welcome Amber and Allison.
>> She has used we teas -- Wikis extensively. Allison is from the Morris -- a nonprofit from Canada. She is familiar to build partnerships and to collaborate. I want to welcome everybody. We will get started. Thank you.
>> Thank you for joining us. My name is Ines Mergel. I received a grant from IBM, to write up some of the results of my research project. You can download the report, it is successful right now. It includes the results, from 10 different agencies. From different -- or different purposes.
>> In this memo from Obama, we should harness new technology. I wanted to see what they are -- new technology. I want to give you a brief introduction on the new technologies. We all know there is wiki PDF -- it allows its users to co-create contact. With a double-click, and and the add button -- basically modify. The other interesting on wiki, there is always a article section. That people can click gone for the final product. There is a second tab next to the article tab which is called a discussion tab, people actively discuss. If there are disputes of definition -- and those disputes and discussions can go on to the discussion panel. And it will appear on the front page. It is a easy way to add content. To make pages Purdy. -- pretty. That type of content, is supposed to be unique. We are looking at does social media page, you do not want to find Web .20 again.
>> We teas -- Wiki is what you see is what you get. You can -- it was close to include everyone. The goal for wiki is to create a democratic culture, so that everyone has the same rights. The culture has evolved into something -- is still democratic -- but there are people who feel that they are the content owner. At -- the government has a different view. I will get into that in one moment.
>> People can destroy your page, -- people rarely change major parts. Usually, assuming that content it is adding to the content. People are investing a lot of time to type it up the content. It is a so correcting culture. There was a study in nature where they looked at the self correcting nature. Wiki corrected within four minutes. It is a way for everybody to participate. There are different software tools available. I want to show you an example.
>> It is a available and is free. There are other tools out there. Social text, media wiki and many more. There are -- Google docs out there. It is comparable to Microsoft office. There is a way to co-create content online. GSA has developed a type of service, there is a bunch of service providers. You can go to apps.go -- gov.
>> I look at different tools, different applications
>> Department of Defense is using it for an internal uses. There are different agencies being allowed to to share and co-create on wiki. Intelligent agencies and the intelligent community. The Canadian government has something that is open -- there is wiki for public engagement. It is posted by an agency -- there are e-mail addresses. Although we teas I am resenting here -- you have to sign up with a e-mail address. I looked at EPA watershed we teas. -- Wiki. They actively allow citizens to contribute to the conversation. How the marketplace should look like.
>> There are several challenges. This is not as easy as Facebook. It is more challenging especially in the government content. There are legal requirements. GSA has major that it is in compliance with government practices. There is security for your content. You do need to contact your legal -- not everyone is familiar with we teas -- Wikis. GSA has make sure they are all in compliance. And how to provide the information. Using this for public engagement. You have a transcript somewhere else. Uploading is available, but it does not mean people will calm and use it. People rarely vandalize -- public we teas -- Wikis are easier. People actively will set a time limit, and will say this is the only time you can contribute. They encourage participation.
>> There are two different audiences. And you need to strategize and manage. The strategic idea you have to have from the beginning, you have to think about your agency, team -- try wiki first with your own team first. Then expand it to your

department. It is important to understand the dynamics of your audience. So they contribute. Make sure it is on topic so people have things to contribute.
>> Come up with ways -- to resolve disputes. It has to be a neutral set party. Why you have taken down content. People tell me when I interviewed them, when I pick up the phone and directly speak with them. It is --
>> It is to keep motivation. One best practice story, is to allow people to pick their own expertise area. If they feel they have something to contribute, they are more likely to come back to that page and provide updates.
>> You need to look up who is contributing. One agency for example, they started with a seating days. -- phase.
>> They knew it was not the final product, and that they had other people that needed to contribute. They needed to fix mistakes or add what ever was needed. They need to say when it was updated. This is the newest information.
>> Sets a clear professionalism. Again if something comes up, and it is not clear -- you are not allowing it to the edit. Send an e-mail stating what you have done.
>> There is accountability. Everyone has to login. With the government there was that correct e-mail address and full names. So that administrators knew who contributed. This is not a playground for their Townhall complaints. Remember, the web never forgets.
>> I want to thank you for listening. I do have a blog. You can also e-mail me. I will be happy to answer any of your questions.
>> We do not have any questions, I want to remind everyone to type their questions in that chat box. Now I want to introduce Alison Hewitt, and Amber.
>> Hello.
>> Thank you for this opportunity. We are excited to share our opportunity. To draft a policy paper for wiki.
>> My name is Allison Hewitt, I work at a program called social innervation. It is a nonprofit -- not to be confused with the candymaker. We try to commercialize research. Information technology, life social integration.
>> We provide services under the heading advice and accelerate.
>> Thank you Allison. My name is and Vermont -- Ann Vermont.
>> We had a provincial election in October, two weeks ago -- the government raised -- announced a new cabinet. Now we are know as Ministry of economic.
>> We can start talking about the presentation, what we are going to cover.
>> We are going to go over social innovation strategy, where it came from and the need to collaborate. How the social innovation Summit was the catalyst. We will touch on why, what, and how.
>> Attack -- attracting the crowds. Will focused on outcomes and lessons learned.
>> This is a shot of our representatives. This partnership was wonderful. It is a challenge. Essentially it was a open process. To harness from outside collaborations. To formulate solutions to make a impact.
>> An informal level, what the government of Ontario did, basically what they did, they worked closely and brought in colleagues from the Ministry of children services. To bring out social innervation strategies. What this does, their art many taskforces. One from the Ministry of citizenship. It responds to the social finance, and task force. And the nonprofit report. It is the glue -- if you will for strategies. Each of these reports, government needs to evaluate -- it also recognizes the need to work to collaborate and to recognize that some of the problems we face today cannot be dealt with one ministry alone. We have to find ways to work collaboratively. Maybe apply a social innervation approach. Instead of in all government approach. It could be a lead -- children's services, social services -- poverty is not regulated to that one ministry. It also deals with health, education, labor issues, citizenship and economic issues. Porosity was important that the social innovation had that collaborative approach to it.
>> The need to collaborate. We had to collaborate -- with Allison and her team at Mars. I started in this position at the end of March, and I was informed that I had sweet to organize a summit. This project, social integration privacy -- policy, not just for one up for three. It was to create a website, and to build discussions that was started at the summit. We also wanted to go outside the Ontario public service. We wanted to reach out to communities across Ontario. One thing we realize, we could not work within our IT structure. And within that budget that was given. There was a short timeline -- luckily Alison and her team at Mars were available.
>> This is a great example -- collaboration. It is not only across the government,

would also the nonprofit sector. When we look at the timeline, we thought -- we work in the field of innervation. We built on existing relationship, and working with key stakeholders in the community. And then I became good friends, we were working into the early hours of the morning.

>> What did we do. Mars is a great space. You can see all be spokes that attended the summit. Attendance was critical. We worked very hard to achieve a balanced act. A quarter of the audience was is in this, business sector, 25 percent from government, and 15 from academia. It was a collective effort. It changed every day on who was that key players. There were 200 people in total. We thought it was critical to make sure that if we had a live twitter that we had an audience participating.

>> We wanted to get it populated to show that at the someone that there was rich content. We worked with a guy by the name of Anthony Williams who co-authored a wiki -- he got the administer -- Minister excited about this. We were thrilled that Anthony came on and worked with us. We were -- wanted to engage the youth in this process. They took notes and sent it in real time to Anthony, so he could do a presentation and a report back. This was a key way to answer the for questions. For the wiki or the summit.

>> I want to go over the for questions that form the discussion at the summit. What barriers and challenges need to be addressed. What actions can government nonprofit and business can take Ontario as a business leader. If it is nonprofit, to advance social innovation, what would you put in it. The discussion at each of the table -- tables, was loaded real time on wiki. It did become the catalyst for discussion and the thinking and the content that populated the wiki. Why wiki? First, our minister was interested in using social media. He himself is a active tweeter. He does blog -- he had a regular log. -- blog.

>> Wiki is engaging individuals who could not attend the summit. It was to use crowd sourcing -- technique.

>> At Mars, we've had experience using social technology for social change. It was a week long series of it ends, -- we have not actually run a wiki for policy before. We had to build on each others' skills to do this. One lesson we discovered, using an outside partner not only allowed us to do this in a tight timeline, there was a buffer of fact. If things were wrong, we realized it was innovation. We could celebrate the success.

>> This chart -- see at the bottom of the slide. It confirms that social media is hot and current. That is a lesson we learned. What we found that participation drops of significantly within days if not hours. As you can see just before may 16 -- there is a balance. We real -- repopulated the wiki. Most of the activity took place, then it dropped off. That was a issue for us, because our minister was still -- wanted engagement on the wiki. What was recommended that we post questions to the site to stimulate participation. We found that it was not working. As a result, it was a communication effort to drive to the site. Communication people worked with bare people -- and to leverage the attendee list. We work closely with Allison and her team, who came up with a brilliant idea. That is to organize an online chat. You will not actually see it -- because the chart and some the 29th. We had a lot more activity -- again it did fall off.

>> We have a lot of staff at marsh that is interested in social media. I did participate in a twitter. We had 150 people participate over the cars -- course of one hour. There was a dialogue of six questions going on. This is not the format for you if you are linear. Often times there is a link. It was not all in order. It was a flurry of activity, personally I loved it. Other folks, were not quite as impressed with the format.

>> Speaking to the outcomes. We met all project outcomes on time and on budget. But with a lot of sweat equity invested. There were late nights and early mornings going back and forth. The summit took place as Allison mention, there was positive feedback. Though wiki was organized in record time.

>> One reasons we were able to get a jumpstart on procuring the technical support -- I actually repurposed an RFP that was used years ago to create Ontario's first ever wiki. It was more of a pilot. It was under the radar. We were able to turn that around to an RFP that was issued. They were able to turn the response. Within 40 hours. We did not have a lot of time to make it happen. We were able to leverage our experience and resources that we had to me are tight deadline.

>> If you look at some of the numbers -- we did ask people to register. 87

registered who focused on adding or editing content. We found a young and nimble --
they helped us get the wiki app -- up and running.
>> Lessons learned. What a wiki is, how to work an event -- it was good practice.
From a policy perspective, crowd sourcing helps with identification, knowledge
mobilization. That was with our experience. Reaching out to audiences outside of
government. Also within government, we have in-house wiki which is valuable.
>> Be an important thing to keep in mind, social media has many benefits. You can't
just say a wiki -- and we have put our -- in our work. Ontario, like many other
jurisdictions has many divides areas many do not have the confidence or skills.
There are some individuals that cannot afford computers or Internet access. The
other lesson, it is a very good concert it ever -- to drive traffic to the site. It
becomes a issue -- with tools in cyberspace. They are everywhere. We need to work to
get the audience. The content on the wiki should be thought of as raw data. It needs
to be massaged. This was a tricky task, that Allison and her team did very well.
Developing a good policy paper.
>> We could not have done it without Allison -- there is no way we could have built
a wiki -- there are a lot of checks and balances with making a wiki. We did have to
build it outside the firewall. The key issue for us, was branding. One hint we
needed to make sure that the branding satisfied the ministers, but there are very
clear rules around making sure that it was not branding a government Ontario site.
We did have to build this around or outside the firewall. We have been very
successful, on how we talk about this wiki. We did this in partnership with Mars.
And it is targeted to an external audience.
>> We build the summit -- the tagline was building social change. We think we walk
the talk with this exercise. It was a great amount of work -- it was just crazy. We
are going into an election. It was the importance of being open, flexible. I think
that is it for us. This is our content information.
>> I want to say that we did have to bring the wiki down in September. It is
currently not a. -- Up. We went into a. -- period For elections. They do not want
the government having to say they are engaging -- it is not available right now. If
there is interest, that did come out of wiki is a draft policy paper. If you are
interested in seeing the final product, please e-mail us and we will send you the
draft.
>> Thank you. We do have questions. If you do have questions going had and type them
in the chat box. We'll try to get to as many as we can today. The first question, is
for Allison and an, if the bearer to -- a barrier to individuals?
>> We won it to be accessible -- we wanted the experts to start to populate the
content. We had experts to identify what the categories should be. We wanted to be
open to everyone. So everybody can talk about their social intervention. Talk about
their specific local community.
>> That is one of the reasons why we put emphasis on promoting it. To encourage
individuals to use the wiki and play with the wiki. It is important for people to
develop a sense of comfort around new technology. To encourage them to play, and we
certainly try to do that like on live chat. With the twitter -- and other social
media it tools. There is a lot of effort to try to get people on their.
>> The volume of people on the wiki -- I know Canada is smaller population than the
US, but it does not sound like a whole lot. Was the quality more important than the
quantity?
>> We had more people register.
>> We had 61,000 views. We had 62,000 people take a look. 317 registered. With most
wiki's you have to register to add or edit. In the end we had 87 users that actually
went in there. It speaks to confidence around technology. It speaks to confidence
around that topic itself. One challenge for us was to communicate what social
innovation is.
>> We also had 150 oh on the twitter. We did not count those as contributors. There
were 60,000+ views -- it showed interest. They were poking around.
>> Speaking of the twitter, do you have some advice to people in organizations that
have not tried it but are interested in using it.
>> If there are questions that are going to be consider -- send them out -- you do
not know until the last minute who is going to sign up. We also manage the
expectations up front, by saying this is going to be fast and furious. If this is
not a comfortable format for you, send at a e-mail to this liaison person. For those
that love online fast and furious approach it is terrific.

>> This is for any speaker. Do you find that degree of participation on social issues are motivated issues and are more likely to interact?
>> It seems to me that if you are passionate about it you will interact. Such as social crisis -- you will get on there and contribute.
>> They were using the wiki for water issues. They were interested in water quality. It was a very important issues. If you are in Ontario there are natural resources -- again if you are passionate about those issues it will allow you to interact.
>> If we had a wiki on Wall Street right now, everyone would have an opinion. When it comes to government, especially internal participation for employees -- I would say, what I have seen in all of those cases they are willing to contribute if they are passionate about the topic or they are experts on the topic. There are questions, the content, and you need the experts who can say something about the topic. They feel they wanted to say something, and to be engaged. With the wiki planning project -- I know it is the future for Melbourne. They use it only for a specific time. There are just a few weeks when you can chime in on your opinion. If you do that within the four weeks, people will actually pick up the content. To go back to the earlier question, it is not necessarily about the volume that you want to shoot for, but to use says as they tool to be accountable. It is unfortunate that the Canadian government decided to take the wiki down. You have a participation tool, collaboration with different audiences -- everyone can go back and read what was written.
>> Thank you, that was perfect. Speaking of the amount of her dissertation, do you feel that wiki's that are ongoing have a higher your participation rate?
>> It was a one-time snapshot, all of them said that it is tough to get people to participate. You do have to get over that first hump. The wiki itself -- it falls in with Allison and and -- Anne said. You definitely have to, with incentives for people to participate. If you are use -- start with your team, or at people play around with it. Make it a playground. Then make it part of the way you collaborate with each other.
>> For Allison and Anne what strategies did she do in ploy -- employee for the draft.
>> We edited, summarized -- we try to sort it out. It would be up to -- as a result as a partnership, there is a group that was put together for the policy paper. Again, it was put on hold because of the election.
>>To speak to the [Captioner on stand by waiting for event to begin. If there has been a change, please contact Caption Colorado at 800-590-4197 or cc@captionedtext.com Thank you] -- transparency part -- final one was on the wiki. Anyone who participated in the process, they can check it out. There is a opportunity to comment on the paper itself. Before it was shut down.
>> Thank you. Just a few more questions then we will wrap up.
>> Once the wiki is closed, how did you keep the community working together?
>> We have not had an opportunity. We did have an election, there have been changes. There is a new minister. I am in a different ministry. We are wait and see mode. We are turning to the social innovation strategy -- it is a roadmap. We do complete everything for phase 2. And what came out of the whole wiki process -- how do we move forward. Right now, we are in a holding pattern. We are still going through a transition as a result of the October elections.
>> If you were able to capture the age range question Mark -- ?
>> I don't think we did. The sum up was all over the place. We were strategic and -- engaging the youth peer --. With that chat, I believe that it was a little overwhelming with the older folks. The use seem to be with that you. -- the youth.
>> The most active users were people that were close to retirement. With the all of the new tools -- such as the town hall. People who do have the time to go to public meeting, are not the ones who have to pick up kids at home, prepared dinner -- they have time to go to the meetings. They can chime in anytime they want. The tool is easy -- click God the edit -- on the edit button. You can take the time to craft your response. It is a easy way to contribute.
>> Thank you. I want to thank all of our speakers today. It was record or,
>> I want to remind you of conning courses -- on the 16th we have a meeting on tumblers and how to connect. Plain language, this was a plain language act that was from 2010. To be written in plain language. Will focus on healthcare. I want to remind you, that registration is open for the 2012 conference in May. If you want to, you can take a look at the early bird special for employees -- government

employees. Anybody that -- it is a wonderful conference I want to thank everybody
for attending the presentation today. I would like to thank Innes, Allison and Anne.

>> [Event concluded]