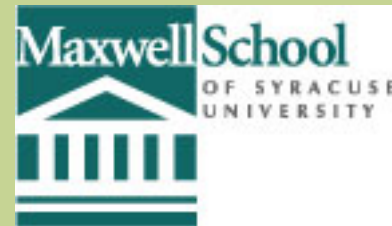




Using Wikis in Government

A Guide for Public Managers



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IBM Center for The Business of Government
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Using Technology Series



Using Wikis in Government: A Guide for Public Managers



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<http://www.businessofgovernment.org/report/using-wikis-government-guide-public-managers>



MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Transparency and Open Government

My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

Government should be transparent. Transparency promotes accountability and provides information for citizens about what their Government is doing. Information maintained by the Federal Government is a national asset. My Administration will take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use. Executive departments and agencies should harness new technologies to put information about their operations and decisions online and readily available to the public. Executive departments and agencies should also solicit public feedback to identify information of greatest use to the public.

Government should be participatory. Public engagement enhances the Government's effectiveness and improves the quality of its decisions. Knowledge is widely dispersed in society, and public officials benefit from having access to that dispersed knowledge. Executive departments and agencies should offer Americans increased opportunities to participate in policymaking and to provide their Government with the benefits of their collective expertise and information. Executive departments and agencies should also solicit public input on how we can increase and improve opportunities for public participation in Government.

Government should be collaborative. Collaboration actively engages Americans in the work of their Government. Executive departments and agencies should use innovative tools, methods, and systems to cooperate among themselves, across all levels of Government, and with nonprofit organizations, businesses, and individuals in the private sector. Executive departments and agencies should solicit public feedback to assess and improve their level of collaboration and to identify new opportunities for cooperation.

I direct the Chief Technology Officer, in coordination with the Director of the Office of Management and Budget (OMB) and the Administrator of General Services, to coordinate the development by appropriate executive departments and agencies, within 120 days, of recommendations for an Open Government Directive, to be issued by the Director of OMB, that instructs executive departments and agencies to take specific actions implementing the principles set forth in this memorandum. The independent agencies should comply with the Open Government Directive.

This memorandum is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by a party against the United States, its departments, agencies, or entities, its officers, employees, or agents, or any other person.

This memorandum shall be published in the *Federal Register*.

BARACK OBAMA



What are Wiki technologies?



- Websites:

- Users **collaboratively** co-create, edit, discuss & share content
- **Easy**, fast editing capability
- **Hyperlinks** to original definition/content
- **WYSIWYG** principle
- “**Discussion**” tab for disputes & explanations

The screenshot shows the Wikipedia article for "Social media". At the top, there's a navigation bar with "Article" and "Discussion" tabs. Below that, the article title "Social media" is displayed, followed by a sub-header "From Wikipedia, the free encyclopedia". A notice indicates that the article may require copy editing for grammar, style, cohesion, tone, or spelling. The main text discusses the term "Social Media" and its relationship to Web 2.0 and user-generated content. A table of contents is visible, listing sections like "Shaping", "Purpose", "Managing Social Media", and "Building 'social authority' and vanity". On the right side, there are numerous social media share buttons for platforms like Facebook, Twitter, LinkedIn, and YouTube. The left sidebar contains the Wikipedia logo and various navigation links.

- Most prominent example: Wikipedia

Wiki software



MEDIAWIKI



wetpaint™



Socialtext

wikia®



PBWORKS

Google Docs



wikispaces

wikis for everyone

... and many more

OGI – ExpertNet Wiki



guest · Join · Help · Sign In · wikispaces

Open Government Initiative
TRANSPARENCY · PARTICIPATION · COLLABORATION

OPEN GOV

★ Getting Started PAGE DISCUSSION (36) HISTORY NOTIFY ME PROTECTED

Background Information

- Getting Started: How to Participate
- Original Draft

Discussion Forum

- ExpertNet: Background and Principles
- Step 1: Defining a Topic and Posing Questions
- Step 2: Distributing Questions to Professional Networks
- Step 3: Facilitating Structured Responses
- Step 4: Synthesizing Public Input and Returning Feedback

Editable Wiki

- ExpertNet: Background and Principles

Redirected from the home page

Background Information

The United States General Services Administration (GSA) and the White House Open Government Initiative are soliciting your feedback on a concept for next generation citizen consultation, namely a government-wide software tool and process to elicit expert public participation (working title "ExpertNet"). ExpertNet could:

1. Enable government officials to circulate notice of opportunities to participate in public consultations to members of the public with expertise on a topic.
2. Provide those volunteer experts with a mechanism to provide useful, relevant, and manageable feedback back to government officials.

The proposed concept is intended to be complementary to two of the ways the Federal government currently obtains expertise to inform decision-making, namely by convening Federal Advisory Committees and announcing public comment opportunities in the Federal Register.

We are looking for you to provide:

1. Any refinements or suggestions you have to improve the process as described;
2. Any issues (legal, policy, technical) raised by the features described;
3. Any tools that you know of that perform the process described in that step;
4. Any organizations (public or private) that have a similar platform in place.

To be clear, there is currently no funding identified for building this platform. When possible, respondents should be sure that feedback addresses opportunities including multi-sector partnerships for implementing solutions at little to no cost.

<http://expertnet.wikispaces.com/>

Apps.gov - Wikis



GSA Apps.Gov
A Service Provided by GSA

Welcome Register | Log In
0 Items in Cart \$0.00
Contact Us | Cloud FAQs | Vendor FAQs

Home Business Apps Productivity Apps Cloud IT Services Social Media Apps Info.Apps.Gov

HOME » [Social Media Apps](#)

SEARCH FOR IN All Categories

Wikis

Wiki software is often used to create collaborative websites, to power community websites, and for note taking.

 **Wikispaces**
Price: Free
WikiSpaces focuses on building content, talking with other members, and growing your community.
ENROLL »

 **MixedInk**
Price: Free
MixedInk is a democratic, collaborative writing tool that lets groups of all shapes and sizes weave their ideas and opinions
ENROLL »

https://www.apps.gov/cloud/cloud/category_home.do?&c=SA

Wiki uses in government



Type	Goal	Case study	Sector	Contact
Wikis for intra- organizational use	Intra-organizational knowledge sharing	Diplopedia	Department of State	Tiffany Smith
		DOD TechIPedia	Department of Defense	Noel Dickover
Wikis for inter- organizational Use	Inter-organizational knowledge sharing	Intellipedia	Multiple intelligence agencies	Chris Rasmussen
		GCPedia	All levels of Canadian government	Nick Charney
Wikis for public engagement	Include stakeholders across government	BetterBuy Wiki	GSA	Mary Davie
	Brings experts together	EPA Watershed Wiki	Serving local watershed conversations	Stuart Lehman
	Citizen-government interaction	Future of Melbourne Wiki (Australia)	Local government	David Mayes
		WikiPlanning		
	Manor (TX) City Wiki		Dustin Haisler	

Challenges for the use of wikis



- Legal requirements
- Ensure privacy and security of content
- Digital literacy
- Integrity of information
- Encourage participation

The screenshot shows the APPS.gov NOW website. At the top left is the logo with a gear icon. To the right is a login section for returning users with fields for 'Your Email' and 'Password', a 'Remember Me' checkbox, and a 'LOG IN' button. Below the logo is a navigation bar with links for 'Home', 'Explore Tools', 'Reports', 'Contact Us', 'Help Center', and 'Sign Up Now!'. The main content area is titled 'What's a wiki?' and provides a definition of a wiki. It then introduces two wiki tools: MediaWiki and TWiki. MediaWiki is described as a web-based software application for creating and sharing information, with a 'Get a Mediawiki' button. TWiki is described as a collaboration platform for knowledge or document management, with a 'Get a TWiki' button. Finally, there is a section titled 'Where can I learn more?' with several links to PDF guides and online forums for both MediaWiki and TWiki.

Returning User? [Forgot Password?](#)
Your Email:
Password:
 Remember Me **LOG IN**

[Home](#) [Explore Tools](#) [Reports](#) [Contact Us](#) [Help Center](#) [Sign Up Now!](#)

What's a wiki?

A wiki is a type of collaborative workspace that encourages users to contribute to or modify content. By using a simple web interface, a community can collaborate on developing a document or Web page, no matter where they're located. Wiki examples include community websites, content management and event management, etc. APPS.gov NOW offers two Wiki tools ♦ MediaWiki and TWiki. [Learn more about Wikis](#) or [watch a video](#).

What is MediaWiki?

MediaWiki is a web-based software application, which allows you to create and share information or documents easily with a group of people. The powerful software is feature-rich, allowing the easy creation and editing of any number of interlinked web pages. It is used to run Wikipedia, Wiktionary and Wikinews and it is written in PHP programming language. [Learn more about MediaWiki features.](#)

Get a Mediawiki

What is TWiki?

TWiki is typically used to run a collaboration platform, knowledge or document management system, or team portal. TWiki is used at the workplace as a corporate wiki to coordinate team activities, track projects, implement workflows and as an intranet Wiki. It is written in Perl-based programming language. [Learn more about TWiki features.](#)

Get a TWiki

Where can I learn more?

[Getting started with MediaWiki\(PDF\)](#)
[MediaWiki Administrator guide \(PDF\)](#)
[MediaWiki Help on the Online Forum](#)
[Getting started with TWiki \(PDF\)](#)
[TWiki Administrator guide \(PDF\)](#)
[TWiki Help on the Online Forum](#)

Best practices for Public Managers



- Allow enough lead time
- Understand your audience(s)
- Acceptable content and behavior on your Wiki
- Resolve dispute about content
- Formal ways of collaboration trump informal ways
- Let people pick there are of expertise
- Knowledge moves with people



Best practices for Wiki Administrators



- Start with a seeding phase
- Don't write about transitory matters
- Keep information alive
- Training, training, training
- Set clear community rules & enforce online professionalism & netiquette
- Accountability is more important than anonymity



Source: http://en.wikipedia.org/wiki/File:Internet_dog.jpg

Thank you!



Social media in the public sector

Social Networks – Social Software – Social Computing

Home Social Media Policies Teaching Ines Mergel

OCT 10

Crowdsourced Ideas Make Participating in Government Cool Again (PA Times October 2011)

Posted on October 10, 2011 by Ines Mergel

The PA Times, published by the American Society of Public Administration, has just issued a special edition called "From Bureaucratic to Cool: A Call for Public Service". My article on "[Crowdsourced Ideas Make Participating in Government Cool Again](#)" describes how government agencies on all levels are turning to Open Innovation platforms to collect the wisdom of the crowds either from their employees or from the public in general. They are closing an important gap that social media platforms so far were not able to address: open innovation platforms are proving a mechanism for targeted knowledge sourcing and knowledge incubation. Innovative ideas and knowledge are not hidden among thousands of comments on Facebook or retweets on Twitter. One of the most prominent examples is [Challenge.gov](#) run by GSA – that has just celebrated its first anniversary.

Here is the full reference:

Mergel, I. (2011): [Crowdsourced Ideas Make Participating in Government Cool Again](#), in: PA Times, American Society for Public Administration, Vol. 34, No. 4, October 2011, p. 4 & 6, Special Issue: From Bureaucratic to Cool: A Call for Public Service.

Here is the original text that was cross-posted as an editorial on [Crowdsourcing.org](#):

Challenges as game changers for collaborative knowledge incubation in the public sector

Harnessing the knowledge citizens and government employees are willing to share on social media applications in the public sector is one of the most difficult things to do in the era of Government 2.0. Every day thousands of citizens are commenting on government Facebook posts and blog entries or reshare information published on Twitter. Rarely has government the opportunity to harvest innovative ideas and knowledge that is published through these channels. The main reason for many agencies to set up an organizational account is still "to be where the people are". Recently Open

facebook

Name:
Ines Mergel

Twitter Updates

Reading NYT: When your phone humors you -- unfortunately Siri doesn't understand my German accent: <http://t.co/tvoPvnWB> 2 hours ago

Open Innovation Community blog posts my open innovation in government article: <http://t.co/wWfwb4pz> - thank

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- Twitter: [@inesmergel](https://twitter.com/inesmergel)

Blog: <http://inesmergel.wordpress.com>

Building Partnerships for Social Change
Établir des partenariats pour un
changement social

●●●● SOCIAL INNOVATION SUMMIT ●●●●●●●●●●
SOMMET DE L'INNOVATION SOCIALE

The Social Innovation Wiki



in partnership with



Table of Contents

1. Social Innovation Strategy
2. The Need to Collaborate
3. Wiki Catalyst: Social Innovation Summit
4. Wiki: Why, What, How?
5. Attracting the “Crowds”
6. Outcomes
7. Lessons Learned

Social Innovation Strategy

- Ontario's Social Innovation strategy recognized the need for:
 - Inter-ministerial partnerships (MRI/MEDI, MCYS, MCI)
 - An open process to harness ideas from outside our discipline
 - Collaboration to formulate solutions that can make an impact



MaRS Centre, Toronto, May 16, 2011

The Need to Collaborate

Pressures to Deliver:

- Limited resources
- Short timeline
- Political



MRI Partnered with SiG@MaRS:

- Social innovation leaders
- Wide network
- Social media savvy
- Nimble and flexible

Wiki Catalyst: Social Innovation Summit ⁵



MaRS Centre, Toronto, May 16, 2011

- Attended by 200 business, government, academic and community leaders
- Began a dialogue on social innovation with diverse groups

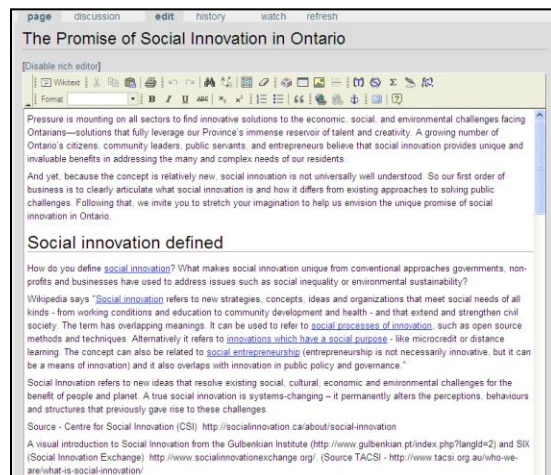
- Attracted media, and considerable “real time” activity on Twitter
- Focused table discussion prompted by 4 questions formed initial content for the Wiki

Wiki: Why, What, How?



- **Why:** To open the policy process to new ideas from outside of government

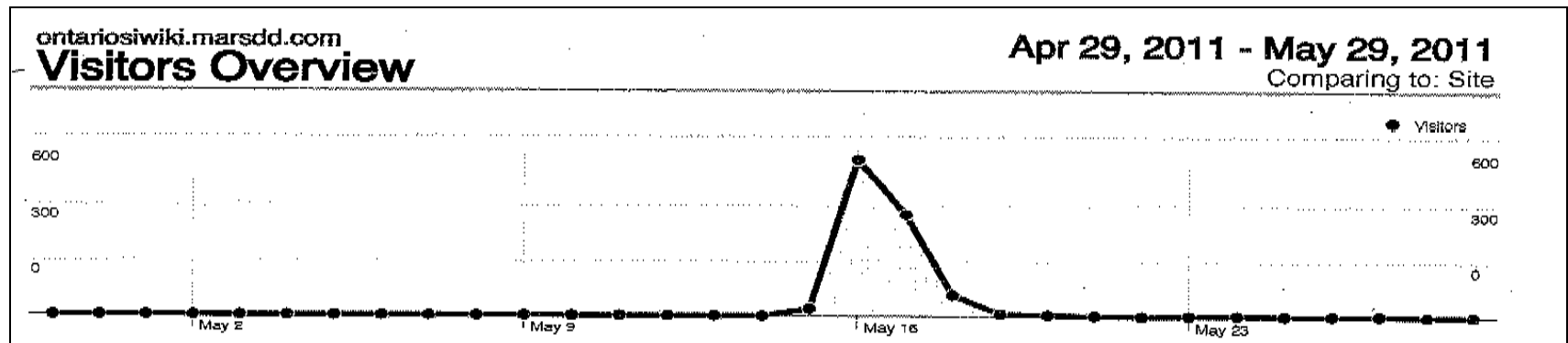
- **What:** Develop a draft policy paper
 - Analysis of social innovation in Ontario
 - Barriers and Challenges
 - Case studies
 - Proposals for action



- **How:** Assembled a team of experts for the Wiki – technical and content

Attracting the “Crowds”

- Leveraged a wide network
 - 3 ministries and respective stakeholders
 - MaRS and SiG@MaRS
 - Summit attendees
- Extensive use of social media
 - Twitter
 - Blogs
 - Online chat



Outcomes

- **Summit**: Organized within 6 weeks. Convened 200 business, government, academic & community leaders and provided initial content for the Wiki.
- **Wiki Development**: Initial setup took 3 weeks
(including procurement, creation of the website, managing content and producing the first draft of the policy paper).
- **Wiki Management**: SiG@MaRS managed the wiki and content.
(SiG@MaRS assembled a team of experts).
- **Wiki Activity May 16 to August 26, 2011**: 61,700 views, 317 registered users, and 87 users who have added/edited content.
- **Online Chat on July 8, 2011**: In 1 hour, 150 individuals contributed 268 comments
(five comments per minute).
- **Social Innovation Draft Policy Paper**: First draft delivered within 3 weeks of Summit. Second draft delivered 1 week after online chat.

Lessons Learned

1. Wiki and crowdsourcing are useful policy development tools

- o Engages many people in the process (experts, practitioners, community members across sectors)
- o Contributes to issue identification, environmental scan, and knowledge mobilization and dissemination (best practices, successes, failures, etc.)

2. Visits and contributions closely tied to initiatives or events to attract visitors and respondents

- o Summit
- o Call for input to policy paper through twitter, email blasts, blogs, online chats, etc
- o Contributions dropped off significantly between staged online events.

3. Important to have engaged collaborators to moderate and manage the social media activity and content

- o SiG@MaRS, team of experts, engaged volunteers

4. Importance of collaborative partnerships

- o SiG@MaRS, MRI/MEDI MCYS, MCI

Thank You!

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