Government 3.0
There and Back Again

NATOA Annual Convention
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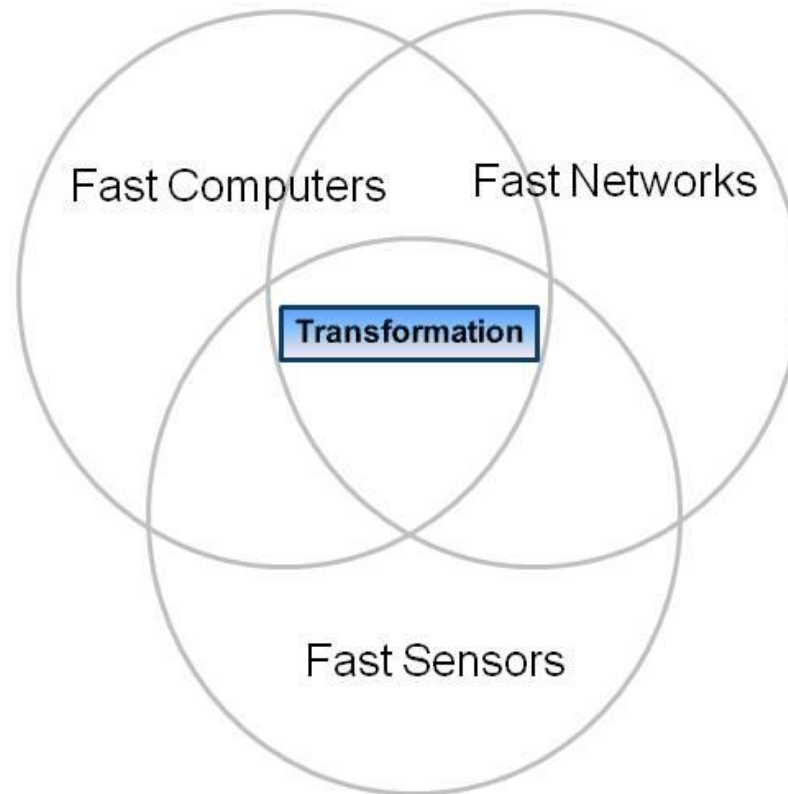**dmintz@ourownlittlecorner.com**
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GOVERNMENT 3.0 IS *NOT (*2.0 + 1)

- If 1.0 was the static web and 2.0 was the dynamic, interactive web, then 3.0 is supposed to be the self-defining, proactive web
    - Return the information I wanted, not what I asked for
    - Or even better, return it before I ask for it
- The Semantic Web
    - Haven't you always wanted to use the sentence:
        - "I am conducting a philological investigation of the ontological foundation of the semantic web" in a casual conversation at a cocktail party?
        - Now you can

The Big Hurdle on the Road to the Semantic Web

- Tagging – how to assign meaning to web content that any two entities, human or automated will agree upon

- If we stopped adding content right now, the Internet is really big
  - Over 100 million websites
  - Eric Schmidt, Google CEO, recently estimated over 5 million terabytes of data, even Google had indexed less than 0.004%

- A non-trivial task to go back and assign meaning to all of that after the fact
  - And even that assumes the Semantic Websters agree as to whether manual tagging or automated tagging is the best approach
  - AND THAT assumes they agree upon how to represent (the ontology) of what meaning is contained in the web (the semantics)

SO WHAT DO I THINK IS THE NEXT BIG THING?

IT IS HAPPENING ALREADY

- It starts with the addition of fast sensors to the fast computers and fast networks that are now in place in much, though not all, of the country
  - Sensors become participants in the network, not just passive receptors of instructions or senders of data
  - It becomes possible to perform real-time simulations in real-time with real-time data
- And thus virtual environments and 'real' environments being to comingle – the implications are enormous and hard to predict

BTW, BACK AT THE 2.0 RANCH

- The Myth of Digital Democracy
  - Political information provisioning on the Internet tends to be MORE centralized and the sources LESS diverse
  - It is back-end activities that are most enhanced, things like contacting already convinced supporters and getting them to do something, NOT front-end activities, such as changing opinions
- People who use GPS devices sometimes literally drive into fields
- Organizational culture is still an issue; risk-adverse cultures do not suddenly become risk-friendly when 2.0 technologies are added
- You do remember when privacy actually existed, don't you?
- Food for thought: what if the intent of the way the US Government is organized is NOT to be efficient …

MUSINGS, SOME OF WHICH ARE RECOMMENDATIONS

- Same old, same old; where old = last 2-3 years
- Do not assume you, or anyone, really knows how this will play out
- Experiment in small ways, fail quickly and often
- Remember that 2.0 technologies will impact intra-organizational transactions and communications, inter-organizational transactions and communications, and can change all relationships from one-way (or two-way) to co-producer relationships
- One of the biggest hurdles will be the willingness to expose interim data
- Ptolemaic versus Copernican business and technical architectures
- Don't underestimate the power and value of virtual environments for training, interaction, and data interpretation

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