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accenture

Web 2.0: Threat or Menace?

Ed Gottsman

Accenture Technology Labs

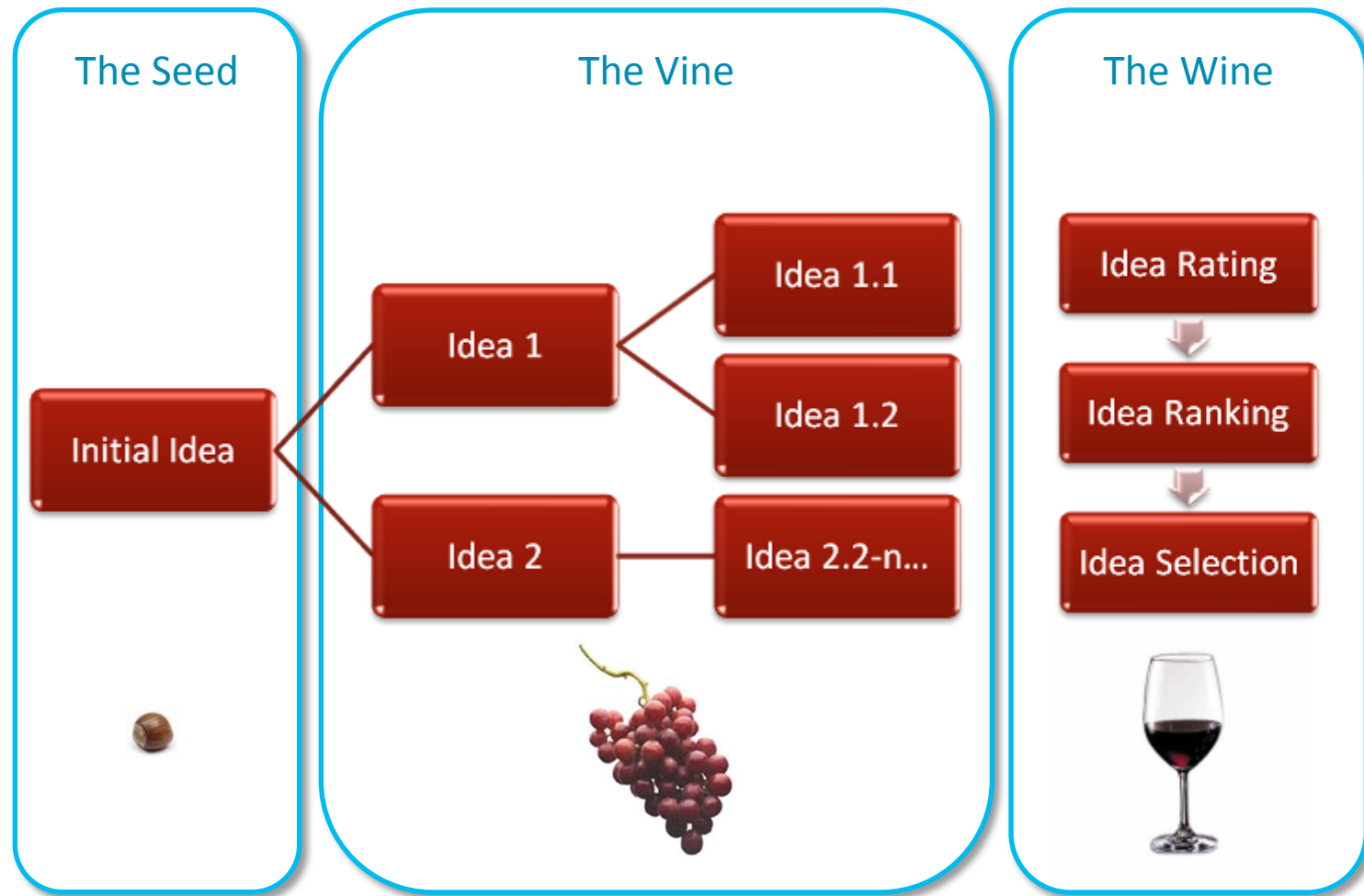
Web 2.0 is Fundamentally About Collaboration

- **Innovation and the Grapevine**
- **Social Networking**
- **Inferring Social Networks**
- **Google Docs**
- **Wikis**
- **Blogs**
- **Twitter**
- **Crowd-Sourcing**

Innovation Grapevine



Innovation Grapevine: Idea Flow



Innovation Grapevine: Take 1

- **140 participants at a major bank**
- **Email-based**
- **>50 distinct ideas**
- **Strategic changes**

The Innovation Grapevine (Take 1) *Won't Scale*

- **Imagine 10,000 participants**
- **Email breaks down**
- **People are missed**
- **Ideas are lost**
- **And who's going to rate them all?**

The Innovation Grapevine (Take 2): Value Proposition

- **Allows organizations to leverage their workforce *en masse* to:**
 - Generate a large number of diverse new ideas
 - Evaluate and prioritize those ideas
 - Surface a short list of actionable ideas
- **Increase idea quality**
- **Reduce idea cost**
- **Engage employees**
- **Now in production!**

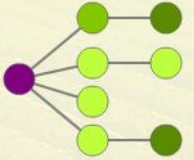
Innovation Grapevine: Beta

Benefits of the Future Web in Public Service

Search:

Grapes Wine

Rotate SEED NOT VIEWED VIEWED RATED CONTRIBUTED SELECTED



How can the "future web" (Web 2.0, 3.0...) help deliver benefit to our Public Service clients and the citizens they serve?

What are the opportunities the "future web" presents for Governments, Agencies or Citizens around the world:

- How could services be delivered differently....
- How could new services be developed....
- How could citizens interact differently....
- How could.....

By: james.w.slessor

1 Attachment(s)

Add a Tag

Contribute Your Idea!

Some Facebook Measurements

- **>50 million active users**
- **200,000 new users each day**
- **15 billion page views per month**
- **More photos than flickr**
- **More invitations than evite**

What Facebook Wants

- **Name**
- **eMail**
- **Birthday**
- **Hometown**
- **Country**
- **Political Views**
- **Religious Views**
- **Relationships (M, F, “Interested in:”)**
- **Education**
- **Etc.**

Advertising

- **Yes, and it's targeted**
- **Even unto *network* targeting**

Now an Application Platform

- **'000s**
- **Mostly games, utilities and “Just for Fun”**
- **Explosion of BASIC programs in the 1970s**
- **StumbleUpon, del.icio.us**
- **Google Search, News, Translate, Calendar**
- **Ads**
- **VC money is coming in**
- **What would “serious” apps look like?**

“Social networking is just a bunch of spectacularly shallow connections between people who don’t really know each other and never will. It won’t amount to anything.”

-- Ed Gottsman, 2005

Ties

- **Strong ties = kin, friends**

- Large knowledge/experience overlap
- Excellent communication



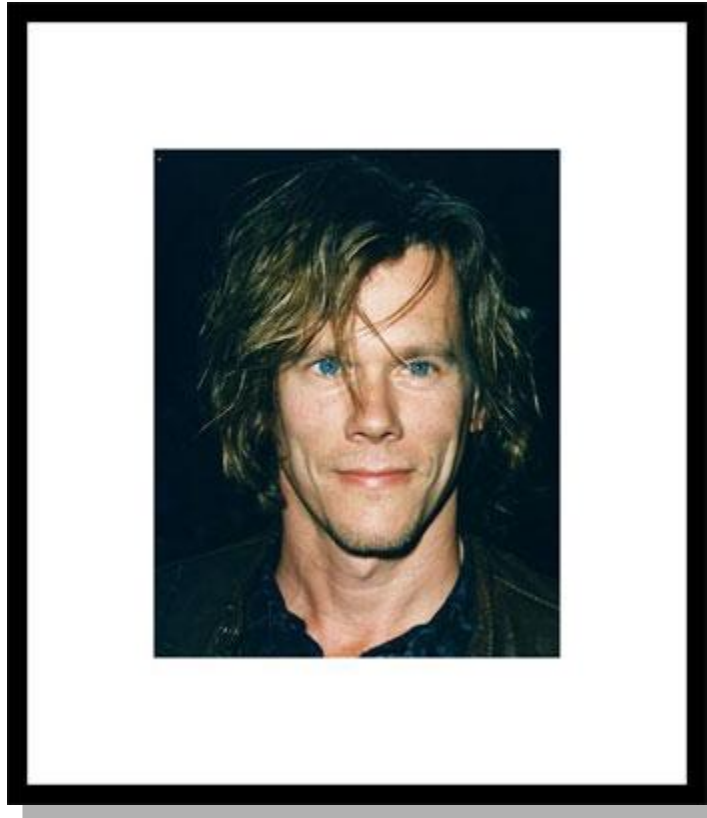
- **Weak ties = distant acquaintances**

- Little is shared and communication is awkward but...
- Higher likelihood of new knowledge/solutions
- Better customer prospects and...
- Better job prospects

- **They're young, but their rolodex is bigger than yours**

- **And they're maintaining it!**

KEVIN: Six Degrees of Kevin Bacon



KEVIN Elicits Various Intermediate Names

Intermediaries & Targets

- **A target is found (somehow)**
- **Reaching out directly may work**
- **But a trusted intermediary improves the odds...**
- **...if you can find one**

Connecting: The Desperate Attempt

Dear Janice,

¿Que pasa?! You don't know me but I think you should drop everything and help me pursue my opportunity!
What you need to do is...

Sincerely,

John Smith

Connecting: The Intermediary

Dear Janice,

I hope things are well with you. I'd like to introduce John Smith, who has an exciting opportunity that I hope you can help him pursue...

Sincerely,

Simon Jones

The Challenge

- **What if you had Facebook...and nobody came?**

Finding Intermediaries

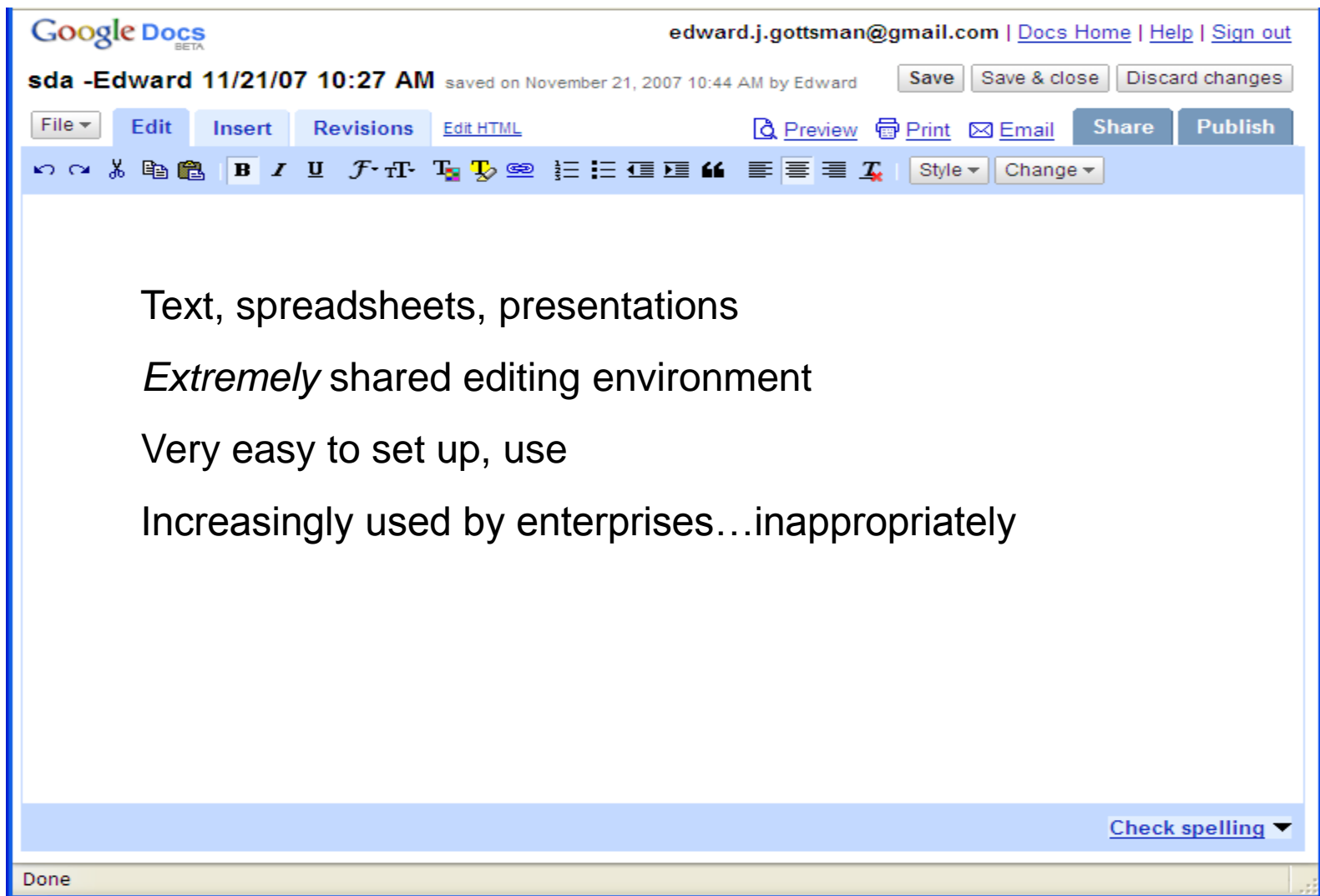
- **Telephone traffic**
- **Email traffic**
- **HR data**
- **Intranet data**
- **Client accounts**

Considerations

- **Sam → Pat → Kim → Kelly → Adrian**
- **How connected is the network?**
- **In particular, are there enough high-precision links?**
- **What about privacy?**

Google Docs

Docs



Wikis

Wikis

- **Shared composition and editing environments**
- **Check-out, check-in**
- **Roll back, roll forward**
- **Parallel discussion areas**
- **“How’s it going?”**

Wikipedia (Of Course)

- **1.9 million articles**
- **vs. 65,000 for the Britannica**
- **Accuracy: possibly good**
- **As many as 40 people per article**
- **“Edit wars”**
- **5% of visitors contribute**
- **However: There are only 17,000 *regular* contributors**
- **That’s 0.005% of Internet users**



Accenture Delivery Architectures

- **Architecture documentation**
- **50 people**
- **9 months**
- **1,500 pages**
- **Committer structure**
- **Day jobs**

A Few Tentative Lessons

- **The perils of politeness**
- **“Wikipedia envy” (0.005%)**
- **Incentives**
- **Credit assignment**
- **Proliferation**
- **Living process vs. final product**

Blogs

Blogs

- **Chronologically-ordered online journals**
- **Posts + replies**
- **A continuing, persistent conversation (when it works)**
- **A channel qualitatively different from email**



WAL★MART



Blogs and Customer Service

- **25,000 sites are dedicated to customer service**
- **One new customer service blog is created each day**
- **Get out in front: host blog(s) for your company**

A Few Tentative Lessons

- **An individual blog is a *lot* of work**
- **Multi-author blogs are better**
- **Group blogs are better still**
- **Generating visitor traffic is hard**
- **Who uses RSS? Anybody?**
- **Knowledge management benefits (unlike e-mail)**

Twitter



Twitter

- **Micro-blogging**
- **Transient thoughts**
- **Subscribing to a Twitter Stream**
- **Available on your phone (send and receive)**
- **Marketing**
- **Maintaining relationships on the cheep(!)**
- **The hive mind**

Crowd-Sourcing

Crowd-Sourcing



**EXTRA
TASTY**



INNOCENTIVE

threadless

IDEASTORM
WHERE YOUR IDEAS REIGN



Questions