



What if Web 2.0 Really Does Change Everything?

<http://www.ukoln.ac.uk/web-focus/events/conferences/ucisa-cisg-2009/>

What if Web 2.0 Really Does Change Everything?

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My Previous UCISA Talks

UCISA 2004 Management Conference ➡

- Plenary talk on "What Can Internet Technologies Offer?" when I introduced a set of technologies now known as Web 2.0

UCISA 2006 Management Conference ➡

- Plenary talk on "IT Services: Help or Hindrance?" when I argued that IT Services needed to engage with Web 2.0 otherwise they might find themselves marginalised

UCISA 2008 Management Conference ➡

- Pre-recorded video contribution to talk on "Digital Natives Run by Digital Immigrants: IT Services are Dead, Long Live IT Services 2.0!" when I argued that IT Services need to reinvent themselves



Today's Talk ...

Development of views over time:

- IT Services needed to **understand** Web 2.0 and not dismiss it as a 'trendy marketing term' [2004]
- IT Services needed to **engage** with Web 2.0 services (IT Services as visitors) [2006]
- IT Services needed to **embrace** Web 2.0 services (IT Services as residents) [2008]

I now feel that:

- Institutions need to **embrace** Web 2.0 & rethink their roles (HEIs as residents)

Technologies

Engaging with technologies

Departmental cultural change

Institutional cultural change

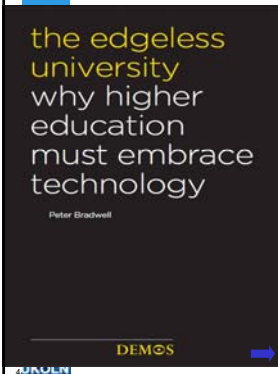






What if Web 2.0 Really Does Change Everything?

Beyond IT and the Techies (1)



- Need to consider implications of the **"The Edgeless University"** report:
- "The forces now confronting higher education have been called 'a perfect storm'. They are serious challenges. [HEIs] can no longer depend on ever-increasing allocation of funds"
 - "This seminar feels a bit like sitting with a group of record industry executives in 1999"
- Conclusions:
- Universities need to respond by reaching out – they are becoming 'edgeless'
 - A renewed commitment to openness
 - Experimentation and investment
 - New tools to support teaching

Beyond IT and the Techies(2)



- A need to consider:
- Implications of the **"Higher Education in a Web 2.0 World"** report →
 - What 'network as a platform' / Cloud computing means to IT Service departments and the institution
 - How Universities should respond
 - How IT Service departments can make use of the Social Web

Overhaul of Universities



- As public funding becomes more scarce, universities will be encouraged to focus on what they do best
- There will be a consumer revolution for students with each course labelled with key facts
- ... universities have enjoyed a "benign financial climate" in recent years ... this high level of public funding cannot continue

Or will Conservative plans be more relevant to the sector?





What if Web 2.0 Really Does Change Everything?



UCISA CISG Culture?

Control Data
 Procedures Quality
 Manage Security
 Policies Law Prince 2
Institution Copyright
 Departmental Data protection
 Slow-moving

Note it would be useful to ask you & your users for their thoughts on MIS departments – and how this may differ from academic support, developers, JISC, ...

What You're Not?

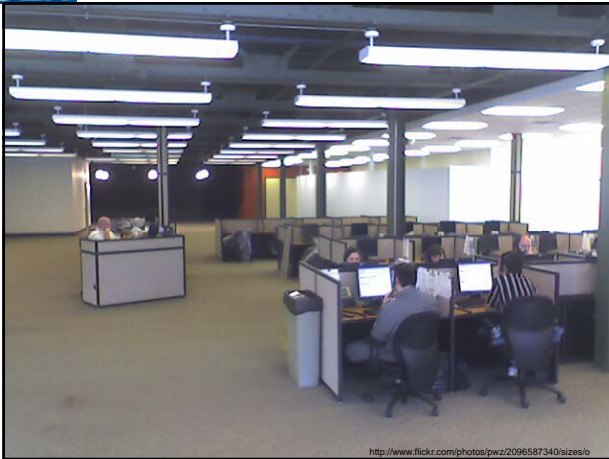
Innovative Risk-taking
 Flexible Agile Development
 User-focussed
 Individual Egotistical

And please don't be 'always beta' and innovative with payroll systems & pensions!





What if Web 2.0 Really Does Change Everything?





Don't really work together...

- Not co-located (**Web** sits with Marketing)
- Protective MIS - take 'custodians of data' role v. seriously
- Do **Web** Teams naturally think "how can we extend our project to create business efficiencies"?
- Do MIS teams think about the end user or concentrate on business process?

Talk on "Why can't I use your data? **Can web services and CIS work together in harmony when it comes to the web?**" by Alison Wildish & John Howell, UCISA CISG 2008 →
Note focus on cultural differences within the institution





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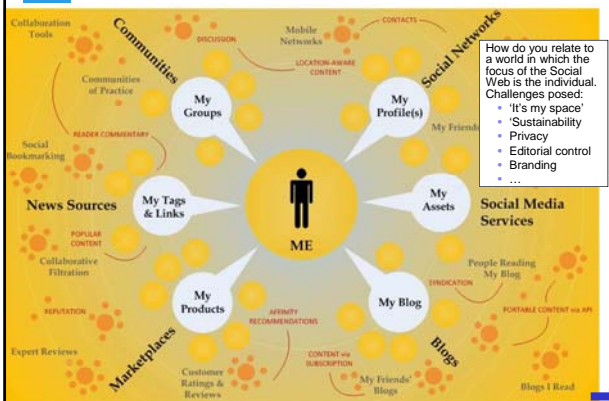






What if Web 2.0 Really Does Change Everything?

It's About The Individual!



Web 2.0

A non-technical perspective on Web 2.0

It's not just about the technological aspects, it's about rethinking ownership and use of services and content

Characteristics Of Web 2.0

- Network as platform
- Benefits of scale
 - Always beta
 - Clean URIs
- Remix and mash-ups
 - Syndication (RSS)
- Architecture of participation
 - Blogs & wikis
 - Social networking
 - Social tagging
- Trust and openness

Web2MemeMap, Tim O'Reilly, 2005

If Web 2.0 Changes Everything

The role of universities in a Web 2.0 world?

- "... if Web 2.0 changes everything, I see no reason why that doesn't apply as much to professional bodies and universities as it does to high street bookshops" Andy Powell, Eduserv
- "There is a little doubt in my mind that Web 2.0 will eventually change everything in respect of university education ... what makes the current situation different is the emergence of communication & collaboration tools that easily & transparently transcend the organisation. The Web 2.0 university will be one therefore that consumes, collaborates and communicates - some are better placed to build such a model, others not." David Harrison, Cardiff University





What if Web 2.0 Really Does Change Everything?

What Might Web 2.0 Change?

This is not your father's recession – and Web 2.0 isn't your father's new IT development. ➡
But if Web 2.0 changes everything, what are the driving forces?

- Network as a platform
- Reluctance to spend / invest
- Social dimension to learning & research
- Out-sourced digital identity
- New modes of learning / research
- Reluctance to travel
- Always beta
- Culture of openness

The 1 – 9 – 90 Challenge

Participation Inequality: Encouraging More Users to Contribute

In most online communities, 90% of users are lurkers who never contribute, 9% of users contribute a little, and 1% of users account for almost all the action. (Jakob Nielsen, Oct 2006) ➡

Potential Benefits:

- Globalisation
- Cross-fertilisation
- Unexpected benefits
- Maximising impact

Potential Dangers:

- Globalisation
- Mono-culture
- Unexpected dangers
- Loss of impact

Remember that Social Web services improve as the numbers of users increase

A Question

"How Can Institutions Develop Innovative and Affordable Tools to Engage Increasingly Sophisticated Audiences" (JISC Digitisation Conf 2007)

Some thoughts:

- In some areas they shouldn't attempt to compete with market place successes (e.g. Google)
- If some cases institutions may be indifferent to the service provider (e.g. Microsoft or Google Docs)

There are real needs to:

- Answer the question "Why develop?"
- Be realistic if development work is funded
- Be user-focussed (and this isn't necessarily easy)
- Be prepared to write off investment if users don't want what we've developed





What if Web 2.0 Really Does Change Everything?

Unmanaged External Services



My UK Web Focus blog, hosted on Wordpress.com

Unmanaged External Services



IT Service director blogs on 3rd party service!

And allows unmoderated 3rd party content to be published

Use of Cloud Services

Policies For This Blog

- The contents of the blog will primarily address issues related to the Web, including Web standards, innovative Web developments and best practices in providing Web services.
 - The blog will also provide a test bed for experiments and for testing new services and provide access to discussions about the experiment.
 - The blog will provide an opportunity for me to "think out loud", i.e. describe speculative ideas, thoughts which may occur to me, etc. which may be of interest to others or for which I would welcome feedback.
 - The blog will seek to both disseminate information and encourage discussion and debate.
 - The target audience includes Web authors, developers, designers and policy maker and the wider digital library and Web research community, in particular those in the UK higher and further education communities and cultural heritage sectors, together with key players in the international community.
 - The writing style, grammar and design of links will seek to make the blog readable.
 - Minor changes to blog postings and comments may be made to fix errors.
 - Comments which are ~~off-topic~~ irrelevant will be deleted.
 - Unmoderated Comments, postings and comments may be published.
- A copy of the contents of the blog will be made available to UKOLN (my 1028 organisation) if I leave UKOLN, note that this may not include the full content if there are complications concerning their party content (e.g. guest blog posts, embedded objects, etc.).
- Since the blog reflects personal views I reserve the rights to continue publishing it under a different UKOLN or other branding.

Use of services in the cloud:

- We are committed professionals
- We want to support innovation
- We can demonstrate best practices

Quality Assurance For This Blog

The following quality assurance processes will be deployed:

- A spell-checker will be used prior to publishing a post.
- Periodic link-checks will be carried out to ensure that links from the blog are functional.
- Feedback on posts will be encouraged.
- Occasional evaluations of the blog will be carried out.





What if Web 2.0 Really Does Change Everything?

Towards A Model

Are You Being Served ... ?

In the third blog post written by IMMW 2009 plenary speakers David Harrison and Joe Nichols ask "Are You Being Served ... ?".

23
07
2009

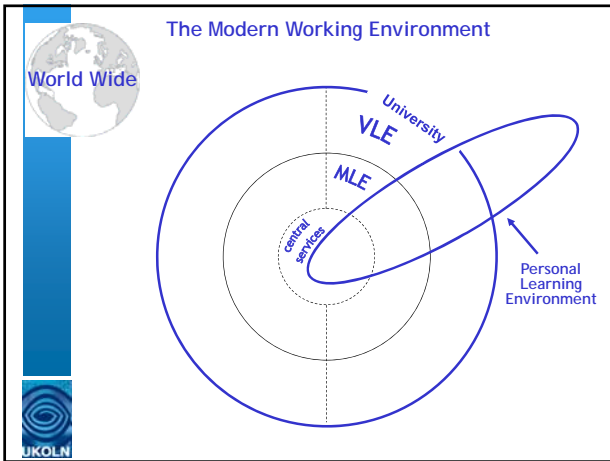
No this is not a post about a cat it's an introduction to some thinking that Joe Nichols and I have been articulating over the past couple of years which has culminated in the presentation that Joe will be leading you through on Wednesday morning.

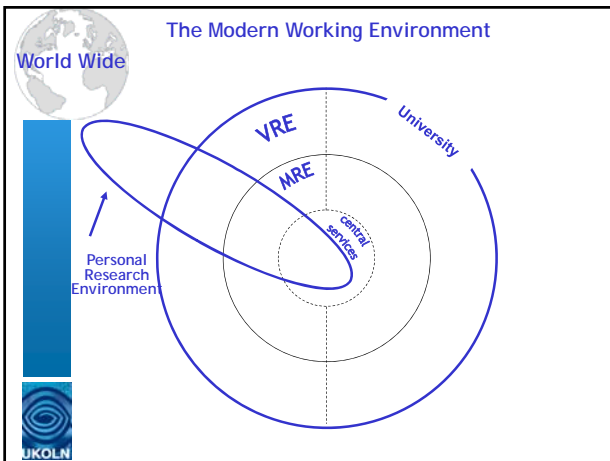
It all started with a blog post which I wrote back in 2007 entitled Information Services 2.0, the debate then was about whether disruptive technologies would sound the death-knell of the central IT services departments. There are a few links on this re-posting of the original that might be of interest - a certain Brian Kelly was the ring-master of this debate ... what changes I hear you say I argued then, as I do still strongly now that you can't use the term 'disruptive technologies' in the enterprise. If you want to effect cultural change and business process improvement through use of Web 2.0 technologies, a point I returned to again quite recently in a post entitled Emergent Enterprise (and disruptive technologies). So that's the background, where's this thinking taking us?

In our presentation we will show how central services, not just IT Services but any service function within a University or indeed within any enterprise, need to re-evaluate what their role and function is, or should be, in a world where the pace of change is far quicker outside the enterprise than it ever can hope to be inside the enterprise. What is the role of the central services function? Is it to provide corporate services - or are these now commodities that can be consumed from the cloud? Is it to provide a packaged solution to the desktop - or are the users now ahead of the service in knowing what their requirements are? Does the role of the central IT service just collapse down into one of being the guardian of the corporate information store - or is there an alternative, extremely challenging but yet potentially exciting new world out there?



David Harrison & Joe Nichols have been developing a model for how services within a University need to re-evaluate their role and function

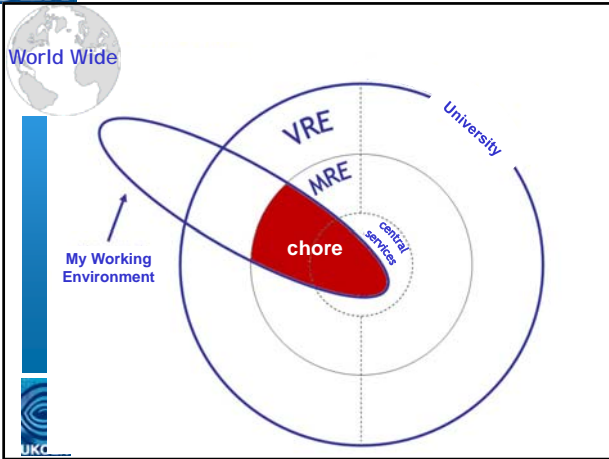


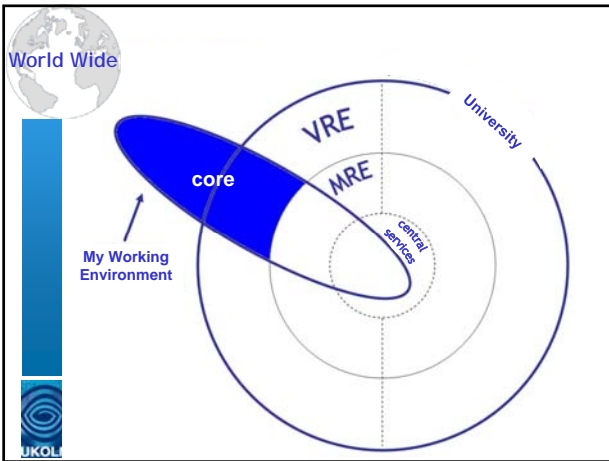


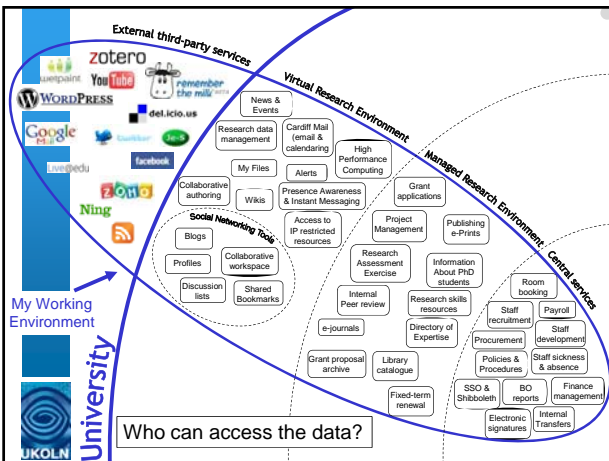




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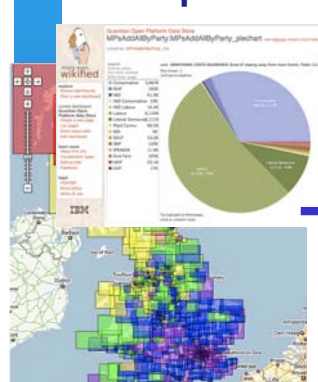


What if Web 2.0 Really Does Change Everything?





Examples



Visualisation of MPs expenses claims:

- Data 'provided' by Daily Telegraph
- Exposed on Guardian Platform
- Digitised by 'the crowd'
- Processed by Web 2.0 services: Yahoo Pipes, Google Spreadsheets, ..
- Developed by Tony Hirst, OU

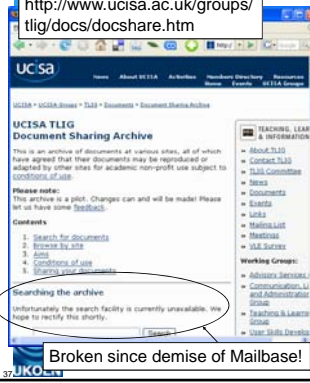
Shouldn't publicly-funded data be shared by default?



What if Web 2.0 Really Does Change Everything?

We've Shared (In The Past)

<http://www.ucisa.ac.uk/groups/tlig/docs/docshare.htm>



UCISA document sharing archives established in late 1980s

Now much easier to share:

- Documentation
- Training resources
- Screencasts
- ...

Suggestion made to enhance at UCISA 2009 - but page recently deleted (interesting when a challenge?)

If You Don't ...

Open Library Training Materials and Custom Search Engines

Chatting to a fellow Working Fellow this morning about the best way of searching historical newspaper content (my work, given the local context, was to use Factoria or Lemniscata (or as it is called Lensis Library now)), it struck me that it might be handy to be able to search across all the UKHEE Library websites for tutorials and generic training materials.

So how might we do this? One easy way I know of creating a site (or page) limited search engine is via a Google Custom Search Engine.



If you don't take responsibility others may ...

If You Don't ...

Google custom search Create a Custom Search Engine

1. Set up your search engine 2. To it out

Basic information

Give your search engine a name and provide a brief description.

Search engine name: UKHEE Library website search

Search engine description: `site:ukheelibrary.org`

Search engine language: English

Indexing options: Only sites I select. The entire web, but emphasize sites I select.

Specify a list of websites to search. You'll be able to edit this list and add more sites later.

Sites to search:

- www.oxon.ac.uk/library/
- www.oxon.ac.uk/
- www.oxon.ac.uk/oxon/
- www.oxon.ac.uk/oxon/oxon/
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If you don't take responsibility others may ...

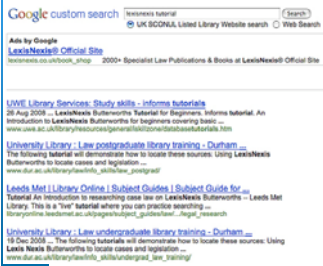
- Links to Library Web site produced by Owen Stephens
- Google Custom Search Engine created across these links by Tony Hirst





What if Web 2.0 Really Does Change Everything?

If You Don't ...



If you don't take responsibility others may ...

- Links to Library Web site produced by Owen Stephens
- Google Custom Search Engine created across these links by Tony Hirst
- Voila!

- Researcher happy; search service available to others
- Links unlikely to be maintained

Reusing Data in JISC World



JISC-funded IE MOSAIC competition:

- Based on library circulation data from Huddersfield University Library
- Data anonymised & APIs published

Competition provided:

- New insights into how data could be used

The future is bright ... but

But

Developments in my thinking:

- Externally-hosted Web 2.0 services (Google Mail, Flickr, Slideshare, etc.) posed as a threat to encourage IT Services to change ...
- I now feel they can be used to deliver services in our institutions ... and so do increasing numbers of institutions

Don't be daft :

- The services aren't sustainable – they may go bankrupt tomorrow
- What about the levels of service, legal issues, data protection, copyright, accessibility, ...

These are all legitimate issues to raise





What if Web 2.0 Really Does Change Everything?

Apply Risks Equally

But let's apply the risk assessment to the alternatives:

- What have the UMIST, AHDS, WebCT and Highwaycode.gov.uk Web sites in common?

Apply Risks Equally

But let's apply the risk assessment to the alternatives:

- What have the UMIST, AHDS, WebCT and Highwaycode.gov.uk Web sites in common?
- They have all been taken over or been merged with other organisations (or will be shortly) and services may have been scrapped or terms & conditions changed

There are risks that public sector organisations, JISC-funded services, licensed software vendors, etc. may not be sustainable, may change T&C, etc. Web 2.0 is nothing new.

Risk Management

JISC infoNet Risk Management infoKit: ➔

"In education, as in any other environment, you can't decide not to take risks: that simply isn't an option in today's world. All of us take risks and it's a question of which risks we take"

Examples of people who are likely to be adverse stakeholders:

- People who fear loss of their jobs
- People who will require re-training
- People who may be moved to a different department / team
- People .. required to commit resources to the project
- People who fear loss of control over a function or resources
- People who will have to do their job in a different way
- People who will have to carry out new or additional functions
- People who will have to use a new technology





What if Web 2.0 Really Does Change Everything?

Risk Assessment & Copyright

$$R = A \times B \times C \times D$$

where

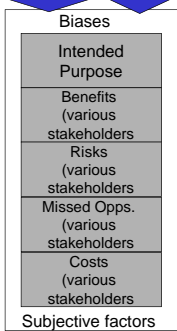
- R is the financial risk;
- A is the chances that what has been done is infringement;
- B is the chances that the copyright owner becomes aware of such infringement;
- C is the chances that having become aware, the owner sues;
- D is the financial cost (damages, legal fees, opportunity costs in defending the action, plus loss of reputation) for such a legal action.



Empowering Users and Institutions: A Risks and Opportunities Framework for Exploiting the Social Web, Kelly & Oppenheim, Cultural Heritage Online, Dec 2009

Towards a Framework

- Critical friends
- Application to existing services
- Application to in-house development
- ...



- Sharing experiences
- Learning from successes & failures
- Tackling biases
- ...

"Time To Stop Doing and Start Thinking: A Framework For Exploiting Web 2.0 Services", Museums & the Web 2009 conference



Conclusions

Web Tech Guy and Angry Staff Person

diminish our stature as a trusted institution

- * traditional notions of trust and reputation have changed
- * Lee Baine, "both must be excellent"
- * "Battlebrands" example (we're not)

Web Tech Guy and Angry Staff Person

And there are legal issues at stake. What will we do if somebody puts something that's

- * I used to worry about this too... until I saw that Web MD and the pharmaceutical industry got over it
- * again, the public is aware of who is saying what (C. Shirky example)
- * legal implications, need to pay attention

Web Tech Guy and Angry Staff Person

If we put this stuff up on FlickrFaceSpace.com God only knows what people are going to do with it

- * wonderful, unexpected things
- * whose content is it anyway? (civic mission, public funding)
- * there have been few problems

Acknowledgments to Michael Edson for the Web Tech Guy and Angry Staff Person

The future is exciting - but we will need to engage in managing our use of the Web 2.0 environment

