

Web 2.0 and building community

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web 2.0

Interactive
and
socially driven.



Custom web 2.0 applications – why?

- Gather intelligence
- Outsource research
- Engage the community
- Develop bodies of knowledge



Gathering intelligence

online edit and notification project

DEPARTMENT OF SUSTAINABILITY AND ENVIRONMENT

Online Notification & Editing Demonstration Site

Welcome [Demo Demo](#) [Logout](#)

Map Layers Coordinate Search VicMap Book Search Address Search Map Toolbox Help

Observations [View All](#)

ID	Status	Category	Description	Creation Date	Creator	Status	View
700	Approved	Vicmap Data	Amanda Court ...	27-MAR-2007	anicholsona	Status	View
699	Approved	Vicmap Data	The section ...	26-MAR-2007	anicholsona	Status	View
698	Approved	Vicmap Data	The section ...	26-MAR-2007	anicholsona	Status	View
697	Approved	Vicmap Data	The section ...	26-MAR-2007	anicholsona	Status	View
696	Approved	Vicmap Data	The section ...	23-MAR-2007	anicholsona	Status	View
695	Approved	Vicmap Data	The section ...	23-MAR-2007	anicholsona	Status	View
694	New	---	test	22-MAR-2007	cfa	Status	View
693	Approved	Vicmap Data	This street ...	22-MAR-2007	maannon	Status	View
692	Under Review	Vicmap Data	north-south ...	22-MAR-2007	choward	Status	View
691	Under Review	Vicmap Data	Spelling of ...	22-MAR-2007	choward	Status	View

1 2 3 4 5 6 7 8 9 10 ...

[Refresh List](#)

Map

“Click and drag or use arrow keys to pan on the map. Double click will re-centre the map to that point.”

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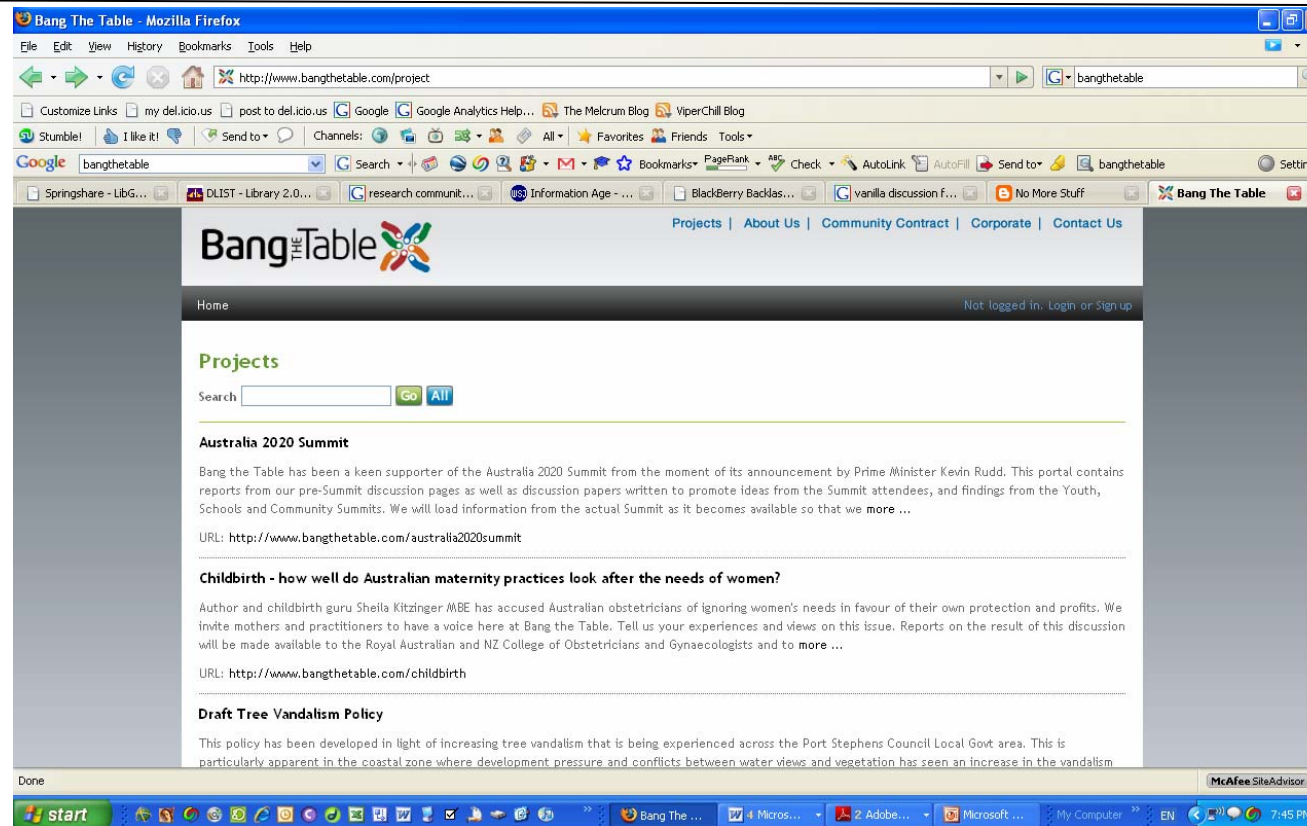
Outsourcing research

peer to patent project

The screenshot shows a Mozilla Firefox browser window displaying the Peer to Patent website. The browser's address bar shows the URL <http://www.peertopatent.org/>. The website header includes the logo "PEER TO PATENT" and navigation links for "Sign Up", "Login", and "Contact Us". Below the header, there are tabs for "COMMUNITY PATENT REVIEW", "MY PROFILE", "TUTORIALS", and "ABOUT P-TO-P". The main content area features a "WELCOME TO PEER TO PATENT" section with a video player showing a man speaking. Below the video, there are sections for "PEER TO PATENT VIDEOS" and "PEER TO PATENT ACTIVITY". The browser's taskbar at the bottom shows various open applications and the system clock indicating 7:34 PM.

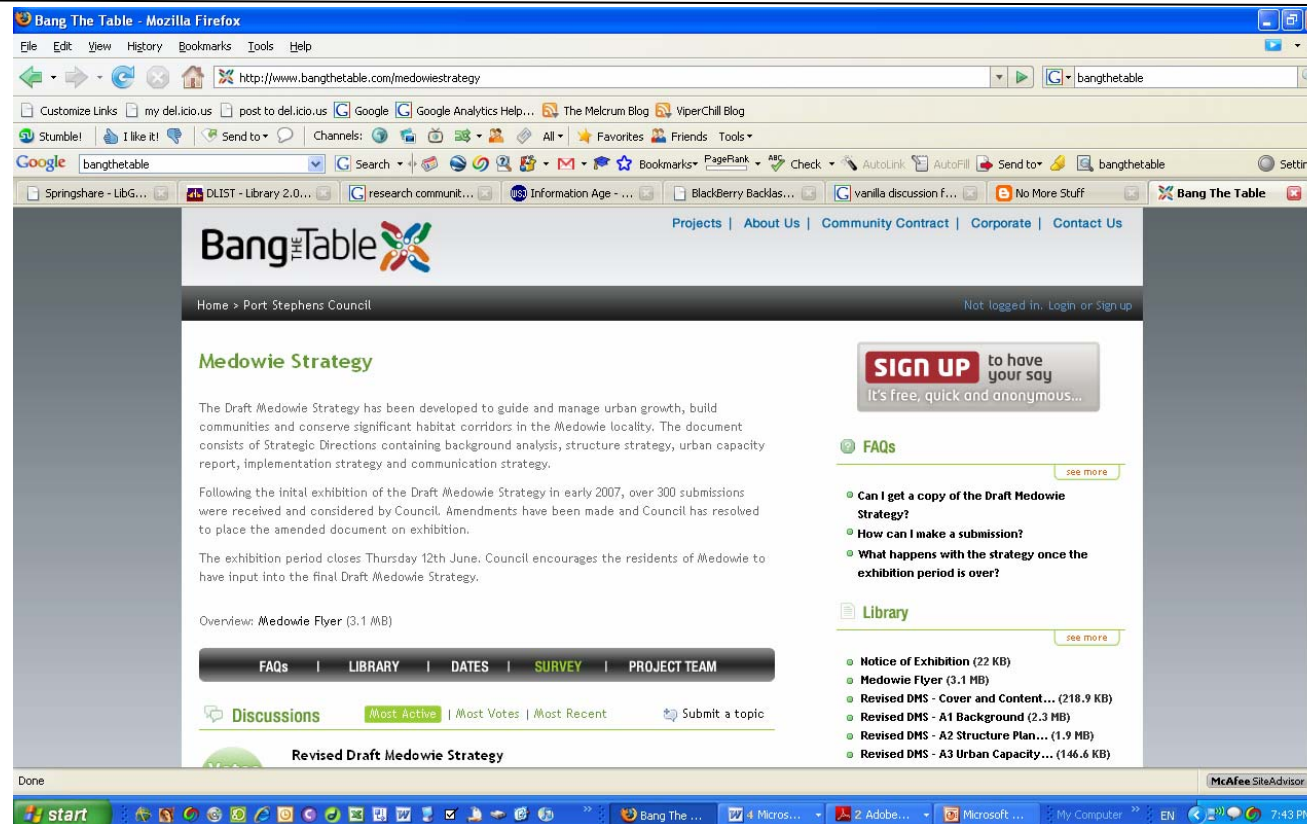
Community engagement

bang the table



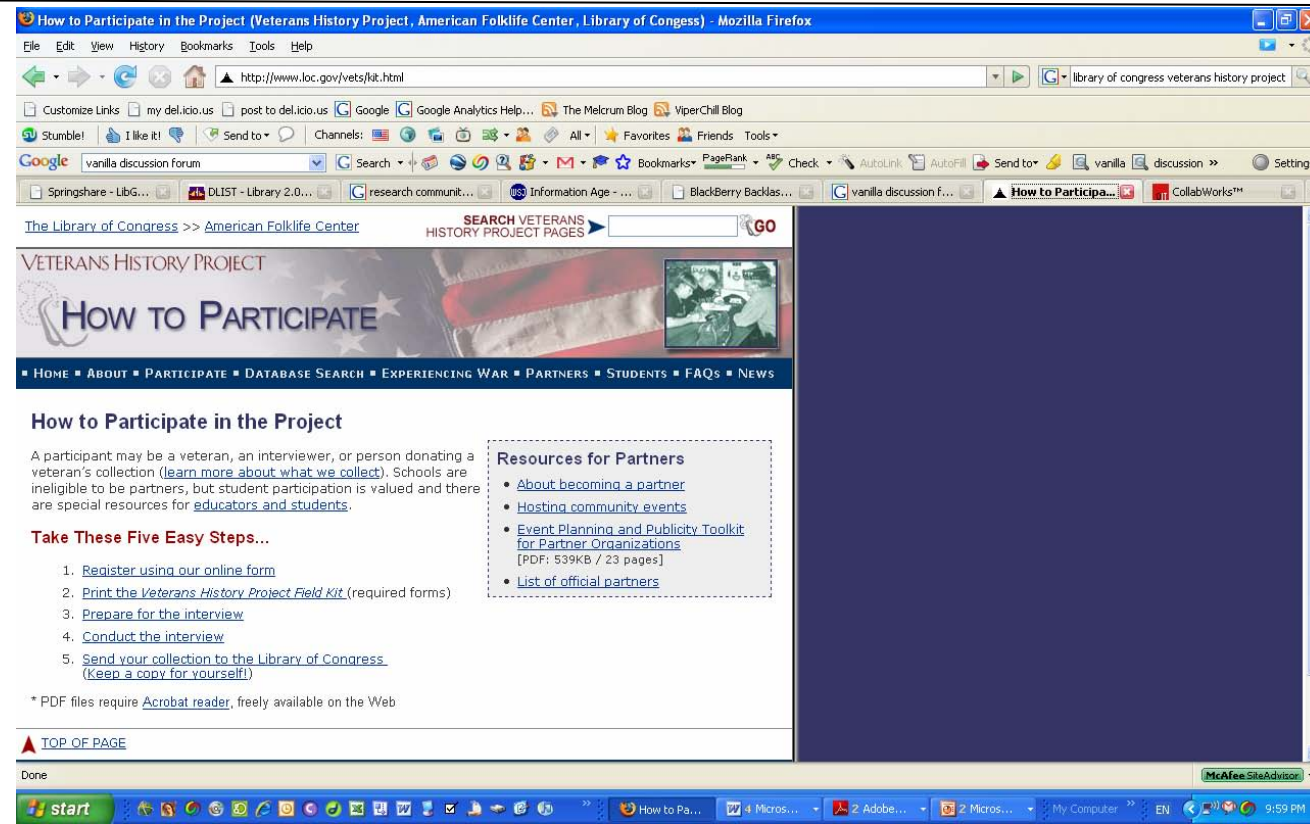
Community engagement

bang the table



Develop a body of knowledge

Library of Congress: Veteran's History Project



Building online community

- Keep your objective in mind
- Don't focus on the technology
focus on the communication



Basic tenets

- identify
 - your community of interest
 - what you would like to achieve
 - and when
- keep it simple
- give them your support

