

WEB 2.0 for Not-For-Profits Challenges and Opportunities

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Generations of Computing

- Mainframes
- Personal Computers (PCs)
- The World Wide Web (WWW)
- WEB 2.0
 - Dynamic, interactive, collaborative
- [WEB 2.0, U Tech Tips](#) (click here)

WEB 2.0

- Changing trends in the use of WWW
- [WEB 2.0 Wikipedia](#) (click here)
- Development and evolution of web-based communities ..
 - Social networking sites
 - Video sharing sites
 - Wikis
 - Blogs
 - Folksonomies

WIKIS

- WEB pages enabling any user to contribute or modify
- Example is Wikipedia
- Wiki – What I Know IS
- One tool is Wiki Engines
- Opportunities
 - Knowledge management
 - Intranets

BLOGS

- Ongoing conversation
- Blog – WEB log
- One tool is Blogger
- [*Genocide Intervention Network*](#) (click here)
- Photo and video repository for blog
(Tools are Flickr, YouTube)
- Microblog (Tool is Twitter)
- Opportunities
 - Focus, interest groups, community.

Video Sharing

- Photo and video repository (Flickr, YouTube)
- Can be used in blogs, wikis, social sites
- Opportunities
 - “A picture is worth a thousand words”
 - Shared resources

Social Networking Sites

- Social Network – Online community
- Includes email, instant messaging, other tools
 - Tools include MySpace, Facebook, LinkedIn, Classmates, Change.org, Second Life
- Opportunities
 - Communities of interest, subgroups

Folksonomies

- Organization of resources
- Folksonomy – Folks taxonomy
- Includes information (e.g. Wikipedia)
- Includes photos and videos (Flickr)
- Opportunities
 - New organizations of knowledge, resources

SUMMARY

- Identified with WEB 2.0 (Wikipedia)
 - Social networking (Change.org)
 - Video sharing (YouTube)
 - Wikis (Wiki Engines)
 - Blogs (Blogger)
 - Folksonomies (Flickr)
 - Video sharing
 - Wikis
 - Blogs

Opportunities

- Tools
 - For conversations, interest groups, information and visual sharing
- People
 - Change.org with 30,000 members in 3 months
 - [*Kiva with 7000 users on MySpace*](#) (click here)
 - [*Unicef United States*](#) (click here)
 - [*Tim O'Reilly on What is Web 2.0*](#) (click here)

Opportunities

- Philanthropy
 - Different tools for different demographics
 - Traditional appeals vs. social networking systems
 - Wikis, blogs, social software to create communities of interest
 - Approaches based on underlying values

Challenges

- Data collection (others as well as you)
- Targetted marketing
- Do-it-yourself
- Getting it right
- OPPORTUNITIES > Challenges
- [Web 2.0 thefirstpost.co.uk](#) (click here)