



# Unlocking Participation with Web 2.0 Technology

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by Andrew Milroy

# Why Web 2.0?

- Effective mechanism/platform for knowledge sharing and active collaboration across geographically dispersed areas.

# Web 2.0

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- “Six ways to make Web 2.0 work” Michael Chui, Andy Miller, and Roger P. Roberts (*The McKinsey Quarterly*) Feb. 09

# How to make Web 2.0 work

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- The transformation to a bottom-up culture needs help from the top

# How to make Web 2.0 work

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- The best uses come from users – but they require help to scale.

# How to make Web 2.0 work

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- What's in the workflow is what gets used.

# How to make Web 2.0 work

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- Appeal to the participants' egos and needs – not just their wallets.

# How to make Web 2.0 work

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- The right solution comes from the right participants.



# How to make Web 2.0 work

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- Balance the top-down and self-management of risk.

# Discussion

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