



Web 2.0 Trends and Technologies: Example of a NRCan-ESS project Blog. Linda Richard – October 2006



www.nrcan.gc.ca



Natural Resources
Canada

Ressources naturelles
Canada

Canada



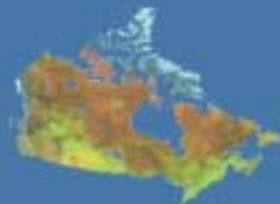
- Meaningless marketing buzzword?
- New conventional wisdom?



Common
components

Source: O'reilly

Defining Web 2.0 by examples



Web 1.0

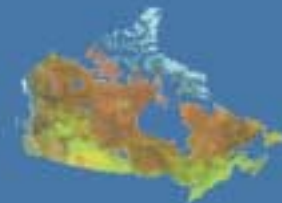
- Britannica online
- Personal web sites
- Screen scraping
- Publishing



Web 2.0

- Wikipedia
- Blogger
- Web Services
- Participation

Etc...



Web 2.0 does not have a hard boundary but rather a gravitational core.



Source: O'reilly

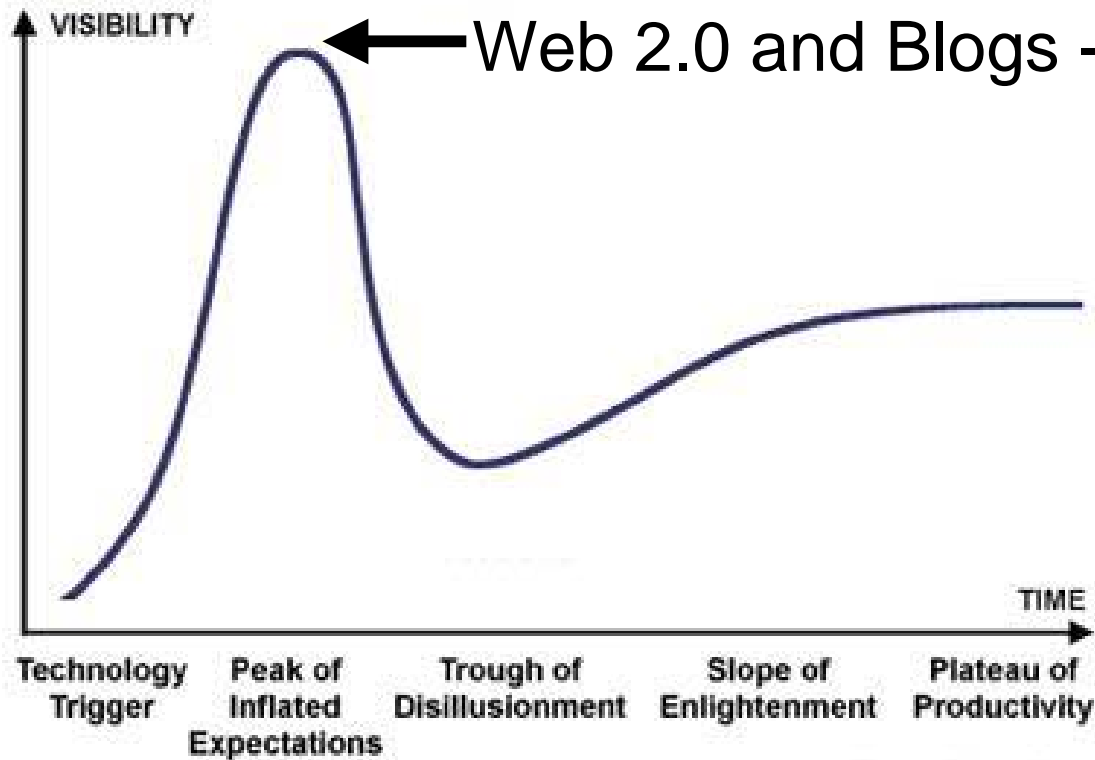
- User controls own data.
- Architecture of participation
- Harnesses collective intelligence.

Etc...

Web 2.0 – Emerging Technology

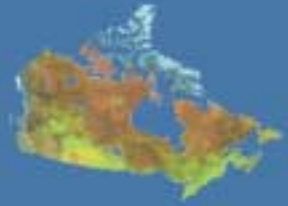


Hype Cycle of Emerging Technology



Source: Gartner Group

Functional/User Requirements



Natural Resources Canada

Earth Sciences Sector

Geological Survey of Canada



[Natural Resources Canada](#) > [Earth Sciences Sector](#) > Geological Survey of Canada



- Working group spread across country.
- Project is complex and consists of many activities.

Functional/User Requirements



Natural Resources Canada

Earth Sciences Sector

Geological Survey of Canada

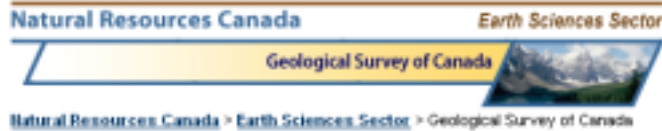
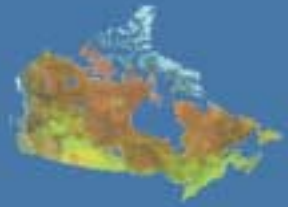


[Natural Resources Canada](#) > [Earth Sciences Sector](#) > Geological Survey of Canada

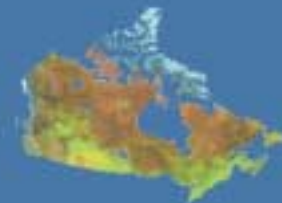


- Varied background of project participants: IT, IM, scientific.
- Requires a user friendly solution.

Functional/User Requirements



- Clear need for organized, easy, on demand access to project information.
- Need to be able to foster discussion between project participants.



- Email solution : may lead to staff wasting a lot of time consulting their inbox. Does not allow good organization of information.
- Web Site : May be more costly, i.e. need for dedicated staff to manage. Does not foster discussion.

Project Blog



Project Blog

Grouping by activity

Blog Thread

The screenshot shows a web browser window titled "Scientific Lab Network" with the URL "http://labnet.ec.gc.ca/". The page content includes:

- Project #22**: A header section with a "Click here to log in" and "Click here to start a new thread" link.
- Science LabNetwork**: A section titled "Attached is the proposed science language for the QMS_QQC system. Please review and post comments." with a date of "10/22/2006 10:11".
- QMS Requirements, Version 3.1**: A section titled "Attached is the latest version of the requirements for the sample management system (SMS). This document includes a description of the system, details on the concept of the study, how locations and samples are created and managed, detailed mock screens, etc... It's important that all lab group representatives take the time to consult this document. In particular, please have a look at the sample screens for rock and unconsolidated materials to make sure that the minimum required information has been captured." with a date of "10/22/2006 10:11".
- Key components of the requirements are also available online.** The following document explains how to access and use the online site.
- How to prepare the results and QA/QC documentation**: A section with a date of "10/22/2006 10:11".
- Welcome**: A section titled "Welcome to Project #22 blog site." with a date of "10/22/2006 10:11".

The left sidebar contains a navigation menu with categories such as "Scientific Lab Network", "Analytical Chemistry Research Lab", "Environmental Geochemistry and Technologies", "Historical Geochemistry and Geochemical Data", "Microbiology and Physical Properties Lab", "Organic Geochemistry and Petrology", "Petrology", "Collection", "QMS Development", "How To Use This Site", and "Send Feedback To Lab Staff".

The right sidebar includes a "Search" box, a "Calendar" for September 2006, "Last Updates" (Labeled Labeled QMS Requirements), "Last Reference", "Archives" (listing dates from Oct 2005 to Feb 2006), "Links", and "Staff".

Based on free Pivot technology/Basé sur la technologie sans frais de Pivot





Blog Thread

SMS Requirements Version 1.1

Attached is the latest version of the requirements for the sample management system (SMS). This document includes a description of the system, details on the concept of the study, how locations and samples are created and managed, detailed mock screens, etc... It's important that all lab group representatives take the time to consult this document. In particular, please have a look at the sample screens for rock and unconsolidated materials to make sure that the minimum required information has been captured.



Key components of the requirements are also available online. The following document explains how to access and use this online site



00:02:06 10:27 | Daily use comment

- Multiple attachments.
- Attachments and comments all linked to each thread.
- Access to attachments requires software on users computer.

Thread Comments



Listing of all comments

We may also need to consider allowing the user to choose the original language of production of the sample.

Comments...

[Dilshar] (Guest) - 28 11 05 - 09:44

We need to go through screen by screen and pick out all the pick lists that needs CLF. I need to modify the database structure for this.

pteeag (Guest) - 28 11 05 - 12:08

Click the title to return to the discussion area after posting your comment.

Name:

Email:

Remember personal info?
 Yes
 No

Comment:

[Emoticons / Textile](#)

[Register your username / Log in](#)

Notify: Yes, send me email when someone replies.

Small print: All html tags except
 and <a> will be removed from your comment. You can make links by just typing the url or mail-address.

RSS on reply

Click [here](#) to login and/or
 Click [here](#) if you want to

[SMS webservices](#)

Current webservices fro

[High Level Domain M](#)

Attached is a high level



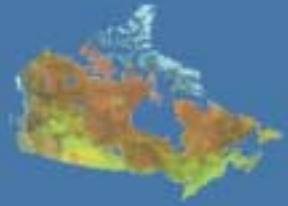
[CLF and the SMS](#)

Following our discussions here are the items that we have agreed upon when it comes to CLF issues:

28 11 05 09:01 | [six comments, already](#)



Searching the Blog



Search expression

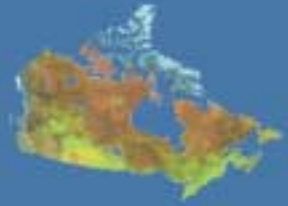
Search Results

Matches for 'sms':

- [CLF and the SMS](#)
- [Geochron Delivery](#)
- [Oracle stored procedures and fuctions for SMS](#)
- [SMS database structure](#)
- [Welcome](#)

Result lists threads

Blog Information Lifecycle



Calendar

« October 2006						
S	M	T	W	T	F	S
<u>1</u>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Archives

[01 Oct - 31 Oct 2005](#)

[01 Dec - 31 Dec 2005](#)

[01 Feb - 28 Feb 2006](#)

- Archiving of content while project is active.
- Project Blog can not be used to archive information that must be maintained beyond the project.

Other examples of GOC Blogs



- Individual Blog managed by a specific staff member.
- Used to communicate events, progress.
- One way communication.

Not really a Blog

Other examples of GOC Blogs



ebiz.enable - What can a Blog do for my Business? - Microsoft Internet Explorer

Address: <http://strategis.gc.ca/epic/inbnet/lines-ef.mif/en/ee00857e.html>

Industry Canada / Industrie Canada

français | Contact Us | Help | Search | Canada 5
Home | Site Map | What's New | About Us | Registrat

strategis.gc.ca

- Where to Start
- What e-Business Can Do
 - Competitive Intelligence
 - Marketing and Sales
 - e-Payments and Selling Online
 - VoIP
 - Blogs, RSS and Podcasting
 - Customer Relationship Management
 - Human Resources
 - Production and Distribution
 - Management
- What Others are Doing
- Assessing Your Business

ebiz.enable

About • Search
Feedback • e-Business Now
Map •

What can a Blog do for my Business?

Now that you know what a blog is, you may be wondering how blogging could benefit your business. The answer is simple. There are currently 14 million blogs with 80 000 more being added every day, and 30 percent of all 50 million Internet users are blog readers.¹ In short, a lot of people are reading and writing blogs, making them an easy way to reach your customer base and ensure real time communication. Blogs also have the power to create customer loyalty, increase visits to your Web site and provide a forum for useful customer feedback and dialog. To further explore the advantages that blogging can bring to your business, visit one of the links below. Or you can [Start Blogging Now](#).

- [Blog Business: How to Use Blogs and RSS to Market Your Business](#)
- bCentral: [Blogging for Business](#)
- Business Week: [Blogs Will Change Your Business](#)
- Entrepreneur.com: [Create a Blog to Boost Your Business](#)

Blogger: Create your Blog Now - 1811 - Microsoft Internet Explorer

Address: <http://www.blogger.com/>

Blogger

Already have an account? Sign in

Sign in to Blogger | Sign in to the Blogger website

Explore blogs

SEARCH BLOGS

REPOST: [Business, Technology and Relations - Canada](#)
POSTED AT 11:54 AM

BLICK OF WORDS
BY: KIRITZAR

PARSER BLOGS
SEE MORE...

What's a blog? [TAKE A QUICK TOUR](#)

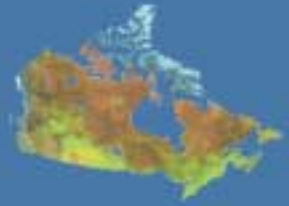
Publish thoughts
 Get feedback
 Post photo
 Go mobile

Create a blog in 3 easy steps:

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

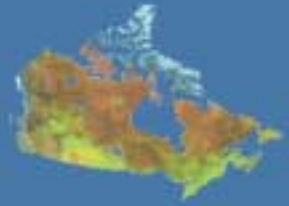
- Commercial blogs.

Challenges Facing Blogs



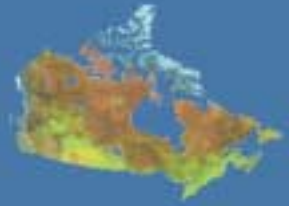
- Cost of start up, i.e. effort of finding a suitable Blog technology.
- Yes, the Blog can be free, but you get what you pay for.
- Free solutions generally require more setup time.
- Must be setup on secure servers to protect information.

Challenges Facing Blogs



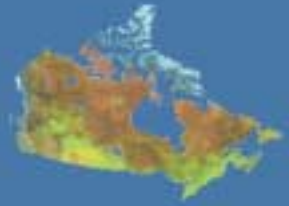
- User manages content.
- Advantage: cost savings, rapid availability of information.
- Disadvantage: user needs clear guidelines as to what is appropriate to post on a Blog.

Challenges Facing Blogs



- User manages content and in principal owns the content (copyright).
- Not an issue for internal staff use. Information belongs to the organization.
- For external Blogs, this may be an issue for the GOC.

Challenges Facing Blogs



- Bilingualism of Blogs can be an issue.
- Internal blogs post in language of production.
- What about freedom of information access issues?
- Do we have an obligation to maintain this information.