

# WEB 2.0 Landscape – Access as a Driver of Innovation

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# Web 2.0

- Rich interactive web beyond passive hypertext of Web 1.0
- Social networking and messaging – Facebook
- User generated – YouTube
- Peer production – Wikipedia
- Distributed Knowledge – Google Search Engine
- Serendipity of action - Mashups
- An ability to communicate across the world to large numbers of people cheaply - network

# What does it mean for government?

- *Power of Information Report* (UK Cabinet Office 2007)
- *Participative Web* (OECD 2007)
- Politicians and government officers looking at how Web 2.0 technologies – Second Life, MySpace and YouTube – can be used in better governing the country

# To do what?

- Better informed policy and decision making – citizen (user-) generated solutions
- Citizens sharing or adding to the knowledge of government – [fixmystreet.com](http://fixmystreet.com)
- Consultation by government
- Participation more broadly in social and political activities

# Along with a changing knowledge production process

- Research policy across the world is now looking at how we can collaborate better to produce smarter solutions
- Sharing of knowledge is a key factor – so we do not reinvent the wheel
- Access to knowledge is a driver – it fosters the formal and informal exchange of ideas which promotes new ways of doing things – new solutions, products and services - to solve issues of health, climate, education etc

# What role for government?

- Government holds lots of information – that could sponsor knowledge production and innovation – and ultimately new solutions and new industries
- What are the barriers to releasing information – that is otherwise eligible for public release – pricing? Copyright licensing?
- How can we create a framework that promotes innovation and productivity through access?

# Some thoughts on default rules

- **Price at zero** – Productivity Commission, *Cost Recovery by Government Agencies* (2001), 27 - let all the “eyeballs” look at it upfront and try and maximise downstream multipliers – locking the gate too early may choke innovation
- **Open Content License** – to allow for maximum reuse on clear terms
- OSDM, ABS and OESR (QLD), are some way down this path as are many other agencies?

# Today

- What can we learn from what is going on in the EU, UK, NZ and Canada
- At the Commonwealth level
- At the state level
- Recent developments with the OECD
- The potential for a clearer national framework

# References

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# Data Access in Canada: CivicAccess.ca *Tracey P. Lauriault, Hugh McGuire*

- There is a global movement to liberate government-"owned" data sets, such as census data, environmental data, and data generated by government-funded research projects. This open data movement aims to make these datasets available, at no cost, to citizens, citizen groups, non-governmental-organizations (NGOs) and businesses. The arguments are many: such data spurs economic activity, helps citizens make better decisions, and helps us understand better who we are and where we are going as a country.
- Currently, access to government data is hampered by four main factors: i) the high cost of available data sets; ii) arbitrary decisions about availability of data sets to the public; iii) restrictive licenses; and iv) inaccessible data formats.

# Data Access in Canada: CivicAccess.ca *Tracey P. Lauriault, Hugh McGuire*

- The long-term vision is a country in which citizens, specialists, professionals, academics, community groups and even businesses can work together, developing innovative information access and visualization tools, better decision-making models, and more tools responsive to the needs of the citizens. Liberating data will spur grassroots research on important social, economic, political and technical areas, currently hampered by lack of access to and high cost of civic data. Further, we want to link the debate about data to questions of government transparency and accountability, which pivot on access to accurate, reliable, and timely data.

- **Why Free Civic Data?**

In a wider, less technical sense, "data" are what we use to make decisions, so they are a public good. We use data sets to make decisions about how we as individuals should act, and how we as a society ought to do things. All the rules that govern our societies, from agricultural practices to cooking, to our law systems and social interactions, are the result of our interpretation of the interaction between different data sets over time.

Our ability to collect, analyze and interpret these data, and to make decisions based on them, is what gives humans our particular ability to solve societal problems such as food shortages, disease infestations, and resource depletion.

# People Working in this area ...

- Dr Peter Crossman, Tim Barker, Neale Hooper, Jenny Bopp and John Cook at OESR, Qld Treasury
- Dr Anne Fitzgerald at QUT and NRW
- Steve Matheson and Wayne Richards at ABS
- Liz Marchant and Martin Begg at AGIMO
- David Hanna and Peter Handsaker - Victoria
- Ben Searle and Peter Holland at OSDM/GA
- Steve Jacoby and Neil Lawson at NRW
- Strong support from Dr Terry Cutler, Professor Mary O’Kane and Peter Woodgate
- And many others dedicated to a better access regime