

Global Development Commons

Building the Global Development Commons website and Community:

From transactions to interactions

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EXECUTIVE SUMMARY

This plan (“GDC Community Plan”) deals with the Internet strategy of the Global Development Commons Project with respect to online community building. Popular Web 2.0 tools are investigated alongside their application to GDC’s needs, with a strong emphasis on social networking, content generation and partnerships. The objectives of the GDC Community Plan include outlining the Internet trends important to GDC’s potential community and recommending the appropriate strategy and tools for adoption, including a correct project placement and the inclusion of community leaders to identity generation.

This plan is not a finished document, since it counts just on the insights of the author in her work inside the GDC consultancy team. Thus, the author will also identify critical dependencies for the GDC online community building strategy that will receive support from USAID and its subcontractors involved with the GDC construction. This plan also intends to comply with Section 508 accessibility guidelines under USAID guidelines.

The application of Web 2.0 technologies has radically changed the way that online communities evolve and interact. Rich Internet applications such as web-based email, instant messaging, Content Production and Distribution Platforms (CPDPs) such as blogs, wikis, and media-sharing platforms, and Social Networking Platforms (SNPs) have met with wide adoption from web users. SNPs such as Facebook, LinkedIn and Ning have become extremely popular recently, and create an interactive space in which users can connect to each other and share information (e.g. personal details), media (e.g. photos) and other types of content and tools (e.g. viral software applications).

Every major Web 2.0 tool mentioned in this GDC Community Plan fulfills a particular collaboration niche that could be adopted by community members. GDC’s community includes USAID, its subcontractors, partners and beneficiaries and other groups working to achieve social progress globally. They are generally busy professionals with different levels of Internet literacy and access, and would benefit in various ways from an interconnected online community.

The success of the project will depend in large part on identifying the key members of the community that are likely to derive early benefits from the GDC and serving their needs with an appropriate mixture of content, tools, and relevant projects. Certain tools are probably already being used to facilitate some individual projects, but there is still major scope for improvements, linking and cross-community building. Thus a more advanced, multi-platform shift is required to support creation and enhance group interactions.

In order to capitalize on the benefits of social networking but also retain member privacy and allow for GDC customization, the Ning SNP is a good option. It could become a platform hub of the GDC community, allowing members to share information, blogs and media content privately or in groups. Ning is free to users (supported by Google Ads) and is the foundation of over 250,000 social networks – including a hub for educational social networks at <http://education.ning.com> that might serve as a model for the GDC. We might expect users of the GDC primary networks to in turn create their own new

networks that serve more specific needs inside a broader “hub” of development maintained and inspired directly by the GDC.

Taking into consideration USAID regulations, the Ning SNP could be also easily substituted by a formal hub website to be developed by a contractor as the door for the GDC world (The GDC Website). The GDC Website should increase its marketing visibility, working as a focal point on information about the GDC, its mission, buckets and horizontal projects, but also works as the entrance for the community flow.

The strategy encompasses a series of actions and the tools related such as:

- (a) Direct communication with members can be developed by engaging them through Facebook (for group messages), [Twitter](#) or the open source [identi.ca](#) (for microblog updates), an Wiki Agenda on [Socialtext](#) (for events), [LinkedIn](#) (for professional grouping), [Google groups](#) (for threads group discussions and experts presentations on vertical and horizontal topics).
- (b) Events networking and instant communication is also possible through the use of SNPs such as [Crowdvine](#), [Twitter](#), [identi.ca](#), [Skype](#) (for instant messaging), and others.
- (c) Content generation through GDC Website imbibed blogs features and links, [Blogpulse](#) and [Technorati](#) (for connection with Live Web – blogosphere), [Socialtext](#) (as the wiki platform), [del.icio.us](#) (social bookmarking) and [Google Reader](#) (for RSS web feeds and content syndication) associated with [Yahoo Pipes](#) (for better content mashups and filtering) and [You Tube](#) for audiovisual distribution. A [Socialtext](#) wiki could also be used for community-based knowledge, toolkits, and best practice building. Finally, through mashup, using applications such as [Yahoo Pipes](#), strategies and contests will call on the community to input and share data and combine it with GIS data and applications in order to attend specific basket needs, generating new applications and knowledge.
- (d) Online discussion through chat or forum rooms imbibed in the GDC Website are also necessary for threads group discussions and experts presentations on vertical and horizontal topics.
- (e) Rating system enables the community the ability to provide feedback on the featured web content, e.g. activities, tools, blogs, etc. It is important to note that some voting systems are proprietary and therefore more difficult to use, while others may not comply with section 508..

However, this strategy cannot be tool-driven, since communities are made of people. It is best to think of these tools as serving the integration of existing community members, the recruitment of new community members, intercommunication among the community outside the traditional “controls” of centralized management, and the creation, provision, and remix of community-relevant content. Strategies to identify the interests and needs

that incentivize initial community participation are essential and will be also explored in this GDC Community Plan.

This strategy includes identification of stakeholders, a research of existing projects, goals and interests through direct research, and interviews via phone and web-based questionnaires. This constant communication with the target community will also assist in the identification of key community-leaders and task distribution on a partnership and/or volunteer basis. This critical phase will guide decision-making on the types of activities to engage in, the approach (offline/online, hosted/independent) and the constant follow-up on technology implementation success inside the GDC ecosystem. Finally, metrics that articulate dimensions of value (loyalty, affinity, time engaged, etc) are also suggested in order to evaluate community-building efforts.

In the future, GDC members will be connected to each other across multiple platforms and utilities, creating a rich, rewarding interaction experience, increasing the possibilities of partnerships and projects cross-community. Correct implementation is critical to achieving sustained user adoption in a new system. The adoption of interoperable standards and a policy that tackle the “commons” concept is crucial to generate in the target community a sense of “belonging” to a effort that aim a bigger and common goal: development.

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1. Introduction

1.1. Subject of GDC Community Plan

This GDC Community Plan deals with the Global Development Commons strategy regarding its online community building. The GDC Community Plan focuses on the possibilities opened by popular Web 2.0 technologies, dealing with four main areas: people, tools, policy and project placement.

1.2. Background

During the GDC vision workshop and follow up conversations, DAI approached the author with the objective to develop and implement the GDC online community with special interest in Web 2.0 technologies and also policies to foster the “commons” idea inside GDC. This GDC Community Plan represents a proposal developed by its author, Carolina A. A. Rossini, to the USAID/DAI GDC core team.

1.3. Objectives of the GDC Community Plan

The objectives of this GDC Community Plan are therefore to:

- Inform the construction of the GDC community;
 - Outline the principles of online community building inside a “commons” concept;
 - Outline the major online trends;
- Make recommendations for the GDC project:
 - Define and prioritize tangible next steps for the GDC for building community and content
 - Define and prioritize technologies and applications, distributed by action lines;
 - Define and prioritize community-needs;
 - Define and prioritize themes and cross-themes to catalyze community interest;
- Identify critical dependencies for the GDC online community building strategy.

1.4. Scope and limitations of the GDC Community Plan

It must be noted that this project is not intended as academic research, but instead a set of strategies and steps that reflects the insights of the author with respect to the challenges

faced by GDC in relation to community building through the effective use of Web 2.0 applications. It is more like a cookbook than a thesis. This GDC Community Plan is also an ongoing project that will evolve based on the accomplishment of each of its phases, the feedback of USAID/DAI and the feedback of the community that will be engaged.

1.5. Structure of this GDC Community Plan

This GDC Community Plan begins with a map of the concepts necessary to achieve a common language among the participants of the core and consultant teams - a glossary of sorts.

It goes on to outline the principles of online community building inside a “commons” concept and to outline the major online trends.

The plan utilizes research of the USAID site and partners to define and prioritize community-needs inside the baskets defined by the GDC: Investment, Education, Energy, Health, Disaster Management, ICT for development and Innovation and Partnerships for development, to start. In relation to partnerships and community, the plan will follow a three-step strategy:

- 1) discover and connect the members of the community that are already on the web and using tools;
- 2) use relevant projects such as the GIS mapping to attract offline members of the community to the web to use tools;
- 3) identify and convert offline content into online content under appropriate legal conditions.

Finally, the plan defines and prioritizes possible themes and cross-themes that might catalyze the community interest, a key factor to incite community discussion and content-generation engagement.

2. Achieving the commons: The tools for the game

The rise of Web 2.0 has radically changed the way that online communities evolve and interact. During the 1990s, online community interaction was generally limited to Usenet groups, chat rooms and online forums. The emergence of rich Internet applications over the last few years has opened up a plethora of technical possibilities, empowered individuals and changed the way that users interact with the Web. It has marked the change **from transactions to interactions**.

People have become familiar with these new technologies of online interaction, and often expect them from current Web services. In particular, social technologies and services have been heavily adopted – perhaps because at the fundamental level they make it easier for people to connect with each other not taking into consideration barriers of time, classes or countries. The various types of technologies and value-added services that have become popular in recent years will from this point on be referred to as “tools”. The reason for this is that they have become practically ubiquitous over the Web, and the question now posed to those building online communities is usually “Are you making use of this?” and not “Is this possible?”.

Tools can be divided into various types of platforms (“macro tools”) as well as features that fit into platforms (“micro tools”). Today, the average young Web user (and increasing numbers of older users) makes use of these tools on a daily basis, especially when interacting with others. It is therefore highly advisable that any groups wishing to develop online interaction systems observe and utilize these trends.

However, it is important to recognize that many stakeholders are not part of the group of technology first-adopters. Many people who have “used the internet” will not necessarily have “been in cyberspace” or “felt part of an online community” – for reasons varying from generational gaps to economic hardships. Thus, the adoption of a strategy that includes Web 2.0 tools has to take into consideration the diversity of stakeholders and address it with respect and user-friendly techniques.

What's in Web 2.0

Blogs (short for Web logs) are online journals or diaries hosted on a Web site and often distributed to other sites or readers using RSS (see below).

Collective intelligence refers to any system that attempts to tap the expertise of a group rather than an individual to make decisions. Technologies that contribute to collective intelligence include collaborative publishing and common databases for sharing knowledge.

Mash-ups are aggregations of content from different online sources to create a new service. An example would be a program that pulls apartment listings from one site and displays them on a Google map to show where the apartments are located.

Peer-to-peer networking (sometimes called P2P) is a technique for efficiently sharing files (music, videos, or text) either over the Internet or within a closed set of users. Unlike the traditional method of storing a file on one machine—which can become a bottleneck if many people try to access it at once—P2P distributes files across many machines, often those of the users themselves. Some systems retrieve files by gathering and assembling pieces of them from many machines.

Podcasts are audio or video recordings—a multimedia form of a blog or other content. They are often distributed through an aggregator, such as iTunes.

RSS (Really Simple Syndication) allows people to subscribe to online distributions of news, blogs, podcasts, or other information.

Social networking refers to systems that allow members of a specific site to learn about other members' skills, talents, knowledge, or preferences. Commercial examples include Facebook and MySpace. Some companies use these systems internally to help identify experts.

Web services are software systems that make it easier for different systems to communicate with one another automatically in order to pass information or conduct transactions. For example, a retailer and supplier might use Web services to communicate over the Internet and automatically update each other's inventory systems.

Wikis, such as Wikipedia, are systems for collaborative publishing. They allow many authors to contribute to an online document or discussion.

Source: How business are using Web 2.0: A McKinsey Global Survey (2007)

2.1. Email and Instant Messaging

Email and instant messaging have been around since the beginning of the commercial Internet. Web 2.0 technologies and the concepts behind it have expanded its uses, allowing a creative combination of services and close and open strategies of communication that contemplates the necessity of real-time communication (chat) and non real-time communication (email). Also the integration of emails into the social networks platforms, such as Facebook, allows the communication inside “cause” communities for cause-specific mobilization.



This Web 2.0 integration has also expanded to include the use of emails and chat for microblog feeds. This possibility leverage the individual that now, from any point of access to the web, such as a computer or a mobile phone, can produce and share knowledge and network instantaneously.

2.2. Blogging

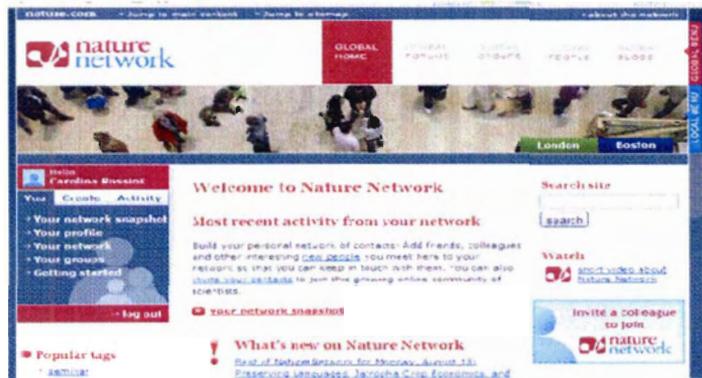
Blogs are platforms for content publishing, in this sense they are viewed as simply online journals. Their massive spread was perpetuated by the rise of free services (with advertising-driven business models) such as Blogger, Wordpress and TypePad. However, different from traditional journals, blogs allow commenting and archives sharing, such as photos. Blogs manage to work as effective mediums for communication amongst groups of people with interest in a common topic; I follow five blogs related to intellectual property, for example, to maintain a current status on academic research.

However, blogs are not a perfect platform for collective knowledge construction. They are inherently individual for the most part, or at most, reflect a small group of editors. Blogs are able to give voice for authors and allow readers to comment the news. Thus, blogs have to be thought as a tool for unilateral content sharing or as the door to start a discussion thread and directs the discussion to platforms that allows community participation and discussion such as forums or wikis. They are the voices of the individuals.

Blogs are also a perfect tool to open space for a more constant and linear participation of the Community natural leaders. Thus, key strategies to Content generation and Community identity building are:

- Identify already existing Blogs related to the issues that a Community will be formed around;
- Identify the blogs they link to (Blog Roll);
- Invite them to the Community common space and
- Invite emerging Community leaders to contribute to Blogs created inside that Community;
- Link them to your Community space through RSS feeds.

The Nature Network, a community for scientists, is a great example of building a pool of community writers, and uses many features of SNPs below explored in this plan. However, the Nature Network also illustrates the risks of building a bespoke platform, as it lacks many features of the dominant free platforms such as blog feeds, Technorati integration, and other desirable functions.



Most active groups

- Molecular Biology**
Open to all
120 members
• Global
 - San Diego**
Open to all
52 members
• Global
 - Brain Physiology, Cognition and Consciousness**
Open to all
240 members
• Global
- [more groups](#)

What's new on Nature Network

Read of Nature Network for Monday, August 16.
Research announced, Jakarta, Cina, Indonesia, and

Blogs Most commented on Most recent

- On real informed yet influential**
benabubassa
Digg'd 100 times on 10/08/08
On my way to Diggify
myself by referring the Ministry to the more
reputable
- In which I am assailed by miserable**
anarchy
When I returned
to the last year I wasn't just changing fields
of research I was encountering a whole new
way of doing science
- Publishers News**
michu2008
I've been doing
most of my work in the past or what I
refer to as 'The Sea' so that is how my
link

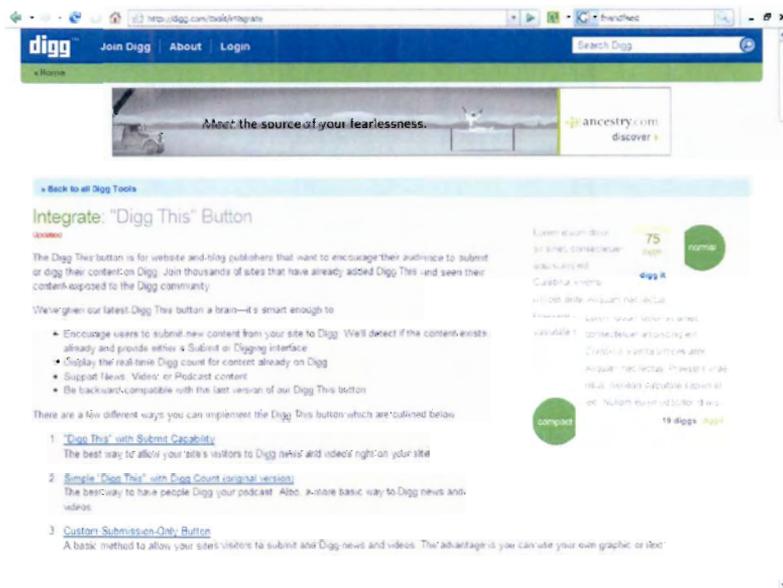
[more blogs](#)

Recently active people

Most active forums

- The quest for a definition of the term 'consciousness'**
• Brain Physiology, Cognition and Consciousness
 - Regional and minority languages**
• Nature Opinion
 - Knowing the "field specific Best of the best research groups"**
• Nature India
- [more forums](#)

Also, open the possibility to the community to evaluate your content to a vote system, through submitting a blog content to systems such as “Digg This”, is an efficient manner to understand how relevant X urgent is the content a blog is generating.



2.3 Microblogging

Microblogging is most known as a tool for sending personal updates to friends - "I am eating dinner at Boulevard" - but holds great promise for other, more important uses. For example, one can imagine using a web service like Twitter to help organize social meetings, or other demonstrations, but also to send disaster alerts under disaster management strategies. An example is the use of Twitter to send alerts of arrest in China during the Olympics. Microblogging systems might also be a great way to spread awareness of new content in a commons to a community that primarily uses mobile platforms to communicate and access internet resources.

Through Twitter, people can write a very short "tweets" (140 characters) that are syndicated to other users, the "Followers". This tool can also be used by institutions and communities to quick communication for channel shifting; where the actors who have more time and interest are able to read the entire content. In this sense Twitter can be used as a project placement for external outreach. A good example is the use of twitter by the Harvard Business Online. Used in this manner, Twitter can also be considered an information overload manager.

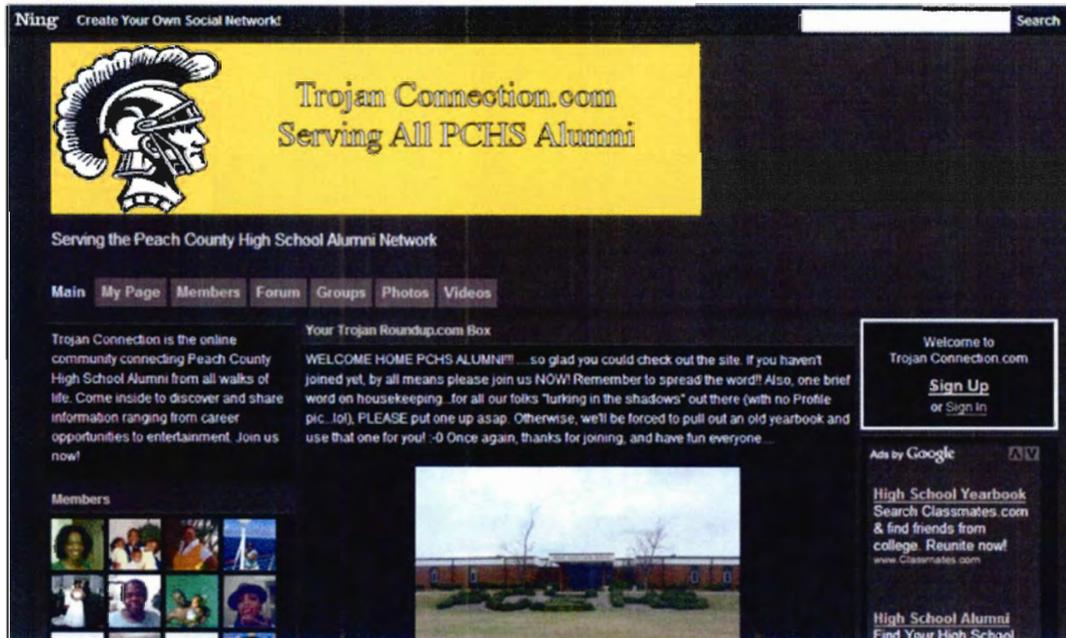


Another microblogging tool that expanded to integrate SNPs tools is Friendfeed, that incorporates under one's page all content services around the Internet this person uses, producing mini feeds and hyperlink to the original content.

2.4. Social Networking Platforms (SNPs)

SNPs allow users to connect to each other and to communities of interest, and share public or private messages, photos, videos and other content. SNP users tend to cluster themselves around groups or applications of similar interest; thus, even within a broad-based SNP such as Facebook, users form sub-groups around politics, clothing, schools, and more.

A increasing in popularity web server that allows people to create their own personalized social networking is Ning. However, as a free service for its users, Ning business model is advertising-driven, mainly through a partnership with Google.



2.5 Wikis

Wikis are most known as platforms for collaborative authoring of web pages and content fixation and sharing along the Wikipedia model. Their user-friendly edition platforms ease content production, knowledge management and fixation of tacit knowledge.

Also, a more detailed look in some wikis construes the conclusion that wikis have also evolved to asynchronous social networking tools, where stories, cases and profiles are constantly updated and leaders and experts can be identified through the tracks of the collaborative knowledge production. The lack of real time communication is bridged through the use of emailing lists, online video conferences, among other tools.

http://oerwiki.iiep-unesco.org/index.php?title=Main_Page

UNESCO OER Log in / create account

article discussion view source history

Main Page

About the community · Join the community · Contact us

Welcome to the wiki of the UNESCO OER Community



This site was originally created by the UNESCO International Institute for Educational Planning (IIEP) as a place where members of the UNESCO OER Community can work together on questions, issues and documents. Over time we can build

this site together

Useful pages	Community resources for local awareness raising
<ul style="list-style-type: none"> Introduction to the Open Educational Resources community Forums and discussion topics <ul style="list-style-type: none"> UNESCO OER Toolkit OER: Findings from an OECD study Free and Open Source Software (FOSS) solutions for OER Exploring the idea of a "DIY" OER development resource Developing a research agenda for OER Open Educational Resources useful links Open Educational Resources glossary Guide to using and contributing to this wiki 	<ul style="list-style-type: none"> OER: the Way Forward The fruit of the community's collective reflection following two years of intensive debate, this report presents the results of an extensive international consultation to identify an agenda for advancing the OER movement. Initially released in English, the report is being translated collaboratively by community members. Thirteen language versions are currently in preparation. OER stories Proposed by community members as a resource for awareness raising, these stories relate members' experiences of creating and using OER. Sixteen stories are currently in development - and we always welcome new contributions! OER presentations A space for community members to add links to slide presentations that they have given about OER and/or the community that may be adapted and used by others. Community flyer (PDF) Designed to raise awareness about the community itself, this flyer can be downloaded, printed and distributed at conferences, workshops and other events.

Latest news from the community

- MERLOT Africa Network (MAN) to host international expert panel on elearning deployment in Africa, Minneapolis, Minnesota, USA, 6-10 August 2008
- Call for papers issued for OER issues of *eLearning Papers*
- Participate in new community discussion on the UNESCO OER Toolkit, 16-27 June 2008
- 30 May 2008: UNESCO OER Community receives the 2008 M&N&L & Leadership Award

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- Permanent link

3. Community building strategy

Critical dependency: Seek USAID's counsel and formal sign off on basic policy strategy. Website builder needs: (a) to provide access to GDC.net html for insertion of RDFa functionality for content classification; (b) inserts on page of the GDC.net blog and wiki, and other community spaces of a CC-by license and (c) create specific section on the GDC.net for the policy.

a.) Community

3.1.a. ACTION 1: Define and prioritize tangible next steps for the GDC for building community and content

3.1.a.1.) *Identified but disperse Community*

- (1) Identify: USAID community: USAID already has a community that can be brought into the commons such as people inside USAID funded organizations and projects. They have to be brought into this at the launch of the project in order to achieve GDC success.

a. USAID Champions – GDC Core

b. Internal Listserv – USAID

Critical dependency: obtain contact list with email, phone, and contact names, tagged by project space.

- (2) Interview: Some of the identified people will be **interviewed by phone and/or email, for a better understanding of their needs and interests, and also their potential role within the community.** The goal is to show these actors that through this community, by investing time and resources, they have a great deal to gain by participating. The crucial step is to **identify common expressed needs for an already identified but disperse community.**

- a. 6 strategic interviews – Identified by GDC core, Interviews by Consultant
- b. Questions related to how they would engage on the .net site, what tools they would use – Consultant to draft, GDC Core to review

Critical dependency: Consultant can, as the expert, develop the interview questions.

Critical dependency: Internal GDC team has done a great deal of this research already. Consultant should please speak with her to get the results as we don't want to recreate her efforts.

- (3) Build Wiki: Leading communities will be identified and invited to contribute to the first community-content-generation and fixation of tacit knowledge in the **GDC community wiki. Through the wiki technology the community**

can help to define and give clarity to commonly misunderstood term within the tech-development nexus.

- a. One option is to feature the case studies in the wikis
- b. The second option is to hyperlink (cross link) to a blog given that people start blogs in order to brand their ideas, and is therefore more likely to take the time to post under their brand.
- c. If we move forward with the GDC branding logo we could explore what it would take to get bloggers to put a GDC brand on their blog.
 - i. Discuss with Carolina and others if any of these options can utilize push and/or pull technologies, feeds.

Critical dependency: GDC Vision will identify 10 top committed people to each topic to help contribute to the wiki.

Critical dependency: Website Designer needs to embed a wiki platform into the GDC.net with as consistent a style/layout as possible. Sections: Content, Best practices, Case development

- (4) Build Blogs and Diaries: The first step will be to **identify possible content generators and leaders within the community**. GDC team will be responsible for identifying leaders to generate content for the blog, and establish reciprocal links with the sites providing the original content. Anyone will be able to join the commons with the **option of starting their own blog related to the Commons and commons-like projects**.
- a. Community members will be able to write about projects in which technology and knowledge sharing were fundamental for their project (which should relate to development)

Blog Roll will be developed from a Technorati search and inputs from DAI Core Team. Once the initial roll is built we can begin to automate and crowdsource its growth. Initial construction is not a time consuming task if the key words are focused. Blog suggested by interviewees and wiki contributors will be considered/incorporated as well.

Critical dependency: Vision team will identify 10 committed people to each bucket to be bloggers and identify other online blogs for cross promotion.

Critical dependency: Website Designer needs to (1) incorporate RSS feeds and (2) a tag cloud to push content from the blogroll and (3) incorporate in the site design a blog facility for third parties that want to have a blog embedded in the GDC.net (these blogs need to be classified or by bucket or all gathered in one section of the site).

- (5) Interview/Questionnaire: Post **short online questionnaire** to identify changing interests and needs, and to receive feedback related to the GDC.net and how users are engaging.

- a. We won't have enough time for preliminary interviews so instead we will just do a questionnaire to be posted online for Phase III.

Critical dependency: USAID to review the questionnaire developed by Consultant.

3.1.a.2.) Non-identified and disperse Community

A broader community must be called to participate. This community may be identified within the development and the commons arenas of discussion.

- (1) Search: The first step is to identify the “community digerati” – people that already uses web 2.0 tools to talk about development. There are lots of ways to find these people, but the obvious is:
 - a. Run a Technorati search, outreach and invite to join the commons within GDC.net; with a list of key words and phrases related to development, a set of Technorati searches will reveal the top-ranked blogs related to development.
 - i. The GDC can then reach out to these blogs, which represent the existing online community, to get input and feedback on the GDC projects. This process will both provide credit to those who led the way online for development and increase the legitimacy of the GDC effort (as opposed to coming online and “taking” the leadership away from the existing community).
 - ii. These community members will not be asked to abandon their existing blogs and sites, but instead be linked into the GDC site as key members of the commons. The GDC site in this context serves as the hub of an existing community.

Critical dependency: receive from GDC Vision a list of search terms, news sites, etc.

- b. Blogroll selective quotation and posting into the main blog of the GDC.net.
 - i. A team member should be assigned to regularly surf the content coming out of this online community, with the task of identifying relevant posts and promoting/elevating these posts.
 - ii. Quoting and linking is a key method for new blogs to gain traction – there is a reciprocal quality to blogging, and this practice ensures a better chance that the bloggers linked and quoted will in turn link to and quote from original postings made to the GDC blog. This is all part of connecting the GDC online offerings into the existing online offerings in a culturally relevant methodology.

Critical dependency: identify a team contact to serve as the initial blogger searcher, and other team members to serve as content discovery and filtering group.

- c. It is well established that a successful method to recruit members is to give them online publicity. Thus, we can establish an online interview series in which we ask a set of questions to these leaders and then publish them on the blog, archive them on the wiki, and collect into regular files to send out on email and the SNP systems we establish. Experts can also be invited to discussion threads through the GDC mailing list, allowing interaction within the community.

Critical dependency: receive from GDC, Vision Team, and USAID a list of key thought leaders with contact information and suggested starting themes for interviews.

- (2) The second step is to identify the “offline literati” – people who are relevant to the GDC who use the Internet (transactions) but are not part of the cyberspace (interactions). This group will be target as sources for interviews; contact list; recruitment into the commons as a leader with the objective of content generation and also can take the message of the GDC to their offline environments.

Critical dependency: receive from GDC, Vision Team, and USAID a contact list with email, phone, and contact names, tagged by project space.

- (3) Finally, build an “Impact factor analysis” base on top authors and their co-authors, the people who cite them and the people they cite to identify thought leaders and opinion leaders to be invited to the GDC. The second objective is to build a background library of content to be hosted inside the GDC using [Good Reads](#).

b.) Content Generation

The steps above are intended to identify the community, but as we noted earlier, a commons is content, community and contracts enabled by technology. Thus the same processes that identify community will identify content.

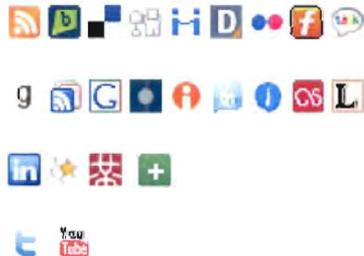
Moving forward at the same time as this effort to generate content is a call to collaborate, sent to the GDC community in order to develop, format and post of a web catalog of relevant content. By doing this, gaps can be identified in content for creation and for funding prioritization.

- a. We hope to automate most content and crawl what already exists online. The rest of the GDC team will help you identify according to this plan, we will pass you a document with identified content.

b. The users will drive the rest of content once the web design is clear. If community participation is poor, team members will contribute themselves or seek content contribution through their contacts.

1) It is probably best for the GDC to start with a defined subset of these tools. We should began with a social network platform built around **Ning** that incorporate additional elements such as: email list via **Google Groups (it should be noted that we may not be able to show people's email)**; a **SocialText** wiki; and a **GDC.net** blog and service to build **Diaries based on the same GDC blog technology (ideally Ning, because it allows us to start right away), and allowing RSS feeds** and other services such as:

a) We should experiment **with twitter and mashup**, but let the community guide us as their real utility. In any case, a **GDC Twitter, under responsibility of one of the editors of GDC.net** account as one of the GDC communication channel.



Critical Dependency: Website team needs to incorporate these tools under the layout chosen by USAID/DAI for the GDC.net to allow the start of content production and community building.

3.2.b. ACTION 2. Define and prioritize technologies and applications, distributed by action lines;

3.2.b.1.) The strategy of community building above described encompasses a series of actions and the tools related such as:

- 1) Direct communication with members can be developed by engaging them through Facebook (for group messages), Twitter or the open source identi.ca (for microblog updates), an Wiki Agenda on Socialtext (for events), LinkedIn (for professional grouping), Google groups (for threads group discussions and experts presentations on vertical and horizontal topics).
- 2) Events networking and instant communication is also possible through the use of SNPs such as Crowdvine, Twitter, identi.ca, Skype (for instant messaging) and others.

Critical Dependency/Red Flag: Tools that will be difficult to implement are Twitter, Identi.ca, skype. These tools might be acceptable for updates, events publicized by the Global Development Commons team but not for instant communication. Also, You Tube may not fit with 508 regulations.

In order to ensure that users understand how to engage these tools there will be a portion of the site (likely under the tools portion of the site) that features explanations of Web 2.0 tools. This may consist of brief written descriptions and a few screen shots, or a pedagogical tool like “In Plain English” (Social Media, Social Networking, Twitter, RSS, Blogs, Web Search, Podcasting). The original idea for the tools section of the site to be a “stop and shop” has changed but may be reconsidered in later phases.

- 3) Content generation through GDC Website imbibed blogs features and links, [Blogpulse](#) and [Technorati](#) (for connection with Live Web – blogsphere), [Socialtext](#) (as the wiki platform), [Delicious](#) (social bookmarking) and [Google Reader](#) (for RSS web feeds and content syndication) associated with [Yahoo Pipes](#) (for better content mashups and filtering) and [You Tube](#) and flicker for audiovisual distribution. A [Socialtext](#) wiki could also be used for community-based knowledge, toolkits, and best practice building. Finally, through mashup, using applications such as [Yahoo Pipes](#), strategies and contests will call on the community to input and share data and combine it with GIS data and applications in order to attend specific basket needs, generating new applications and knowledge.
- 4) Online discussion through chat or forum rooms imbibed in the GDC Website are also necessary for threads group discussions and experts presentations on vertical and horizontal topics.

3.2.c. ACTION 3. Define and prioritize community-needs.

ACTION 1 will also provide, as seen, a series of inputs for identifying and systematizing community-needs. This systematization may include web surveys with the community in order to understand the urgency. This process will be conducted informally with LOE to be determined in Phase III.

3.2.d. ACTION 4. Define and prioritize themes and cross-themes to catalyze community interest.

This is the analysis portion. From the interviews and web surveys, an informal report synthesizing key results and recommendations will be quickly drafted and sent to the GDC team one week before a team meeting where reactions can be distilled and priorities

set. Again, this is an informal process with the results possibly being used in our final recommendation paper. Consultant will be the lead in collecting and interpreting the findings (again, informally, as comments). If this information can be collected through an automated process this would be ideal.

3.2.e. ACTION 5: Impact assessment

Implement tools to GDC.net impact assessment. This action will use inputs from the actions defined above, but also will use web-based tools such as to measure the impact and interest of the GDC.net site. We would like to use Google Analytics.

Consultant needs confirmation on the understanding that, for reports: not interested in formal reporting. Will instead use regular email channels and propose baseline metrics to evaluate as we go along.

Note: Google analytics or Alexa.com requires users to install toolbar for good tracking

Critical dependency:

- **Traffic: Website Designer needs to embed this in the site to measure all its pages and which page is have traffic or not. This will impact later changes in the site structure.**
- **Content: Website Designer needs to check what can work better in the platform they will adopt.**
- **Polls: Website Designer just needs to make the platform open for future poll insertion**