



## eLearning 2.0 – Applications and Implications W202 ASTD TechKnowledge 2008

### Objective:

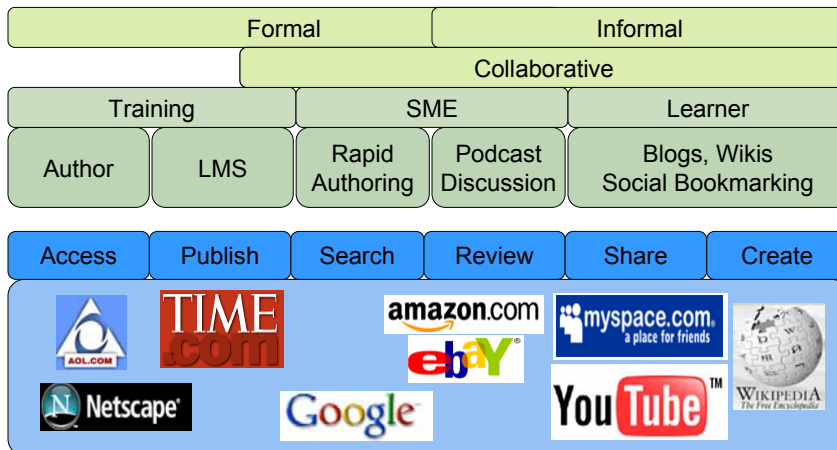
**Understand how eLearning 2.0 impacts learning initiatives  
Assist decisions use of 2.0 offerings for your organization**



Tony Karrer, Ph.D.  
CEO, TechEmpower, Inc.  
[akarrer@techempower.com](mailto:akarrer@techempower.com)  
<http://eLearningTech.blogspot.com>

### eLearning 1.0

### eLearning 2.0



Web 1.0

Web 2.0



## Adoption

- **Use these tools personally?**
- **Adopted in workgroups or work?**
  
- **General Adoption Pattern**
  - Personal =>
  - Workgroup =>
  - Organization
- **Emergent?**



3

## Survey Results

- **Most likely ways your organization might or does use Blogs, Wikis, Social Bookmarking, Social Networking, or Collaboration Tools?**
  
- **Most likely audiences for these tools?**



4

## IBM

- ***The Wall Street Journal - June 18 2007 - social networking at IBM***
  - 26,000 registered blogs.
  - 20,000 wikis with more than 100,000 users.
  - No anonymous users.
  - DogEar – Social Bookmarking
  - BluePages - employee-controlled profiles of 400,000 employees
  - Daily online newsletter called w3. Ranking, tagging, top stories
  - Tags link back to the tagger's BluePages profile
  - IBM owns more than 50 islands in Second Life. Orientations, classes, and meetings are often held in Second Life.



5

## Obstacles / Challenges / Barriers / Risks



6

## Content Quality / Regulated Content

- **Moderation**
- **Safe Harbor Statements**
- **Limit Authoring**
- **Version Control**
- **Limit Visibility**



7

## Participation?

- **90-9-1 Rule (or the 1% Rule)**
  - 90% lurkers
  - 9% small contribution
  - 1% majority of total contribution
- **What do you really need?**
- **Proven Patterns (next slide)**
- **Community cohesion, focus and interest**



8

## Wiki Patterns

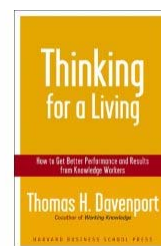
- <http://www.wikipatterns.com>
- **Starting Point**
- **Barn Raising**
- **Honey Pots**
  - Support Issues
  - FAQ
  - Agenda
  - People Pages
- **Scaffold / No Blank Pages**
- **Timeframe / Goal**



9

## Value?

- **Thomas Davenport ... “blogs have detracted from productivity, not increased it.” – from his book**
- **Thomas Davenport ... “I’ve been on LinkedIn for several years. I never initiate a connection. I can safely say that I have gotten nothing out of the site ...” – on his blog**



10

## Others Barriers

- **Time**
- **Tools**
- **Convincing Management**
  - Business case (future ROI) is hard to prove
  - “meetings run more smoothly and are more productive”, “quality of product specifications and documentation is improving”



11

## Corporate Blogging Guidelines

- [Feedster Corporate Blogging Policy](#)
- [Thomas Nelson Blogging Guidelines](#)
- [Plaxo Public Internet Communication Policy](#)
- [Hill & Knowlton Blogging policies and guidelines](#)
- [Yahoo Employee Blog Guidelines \(pdf\)](#)
- [Blogging@IBM](#)



12

## Blog Tools

- [Apache - Roller](#) - Open source
- [BEA - Pages](#)
- [Jive Software - Clearspace](#)
- [Microsoft - SharePoint](#)
- [Six Apart - Moveable Type](#)
- [Traction Software - TeamPage](#)
- [WordPress](#)



13

## Wiki Tools

- [Atlassian Confluence](#)
- [BEA Pages](#)
- [Jive Software - Clearspace](#)
- [Media Wiki](#) – Open Source
- [Microsoft - SharePoint](#)
- [Mindtouch - Deki Wiki](#) – Open Source
- [Socialtext](#)
- [Traction Software - TeamPage](#)
- [Twiki](#) – Open Source



14

## Social Bookmarking Systems

- [BEA Pathways](#)
- [Cogenz](#)
- [Connectbeam](#)
- [IBM Lotus Connections](#) - Dogear
- [Scuttle](#) – Open Source



15

## Social Network Systems

- [Awareness Networks](#)
- [CollectiveX](#)
- [Communispace](#)
- [HiveLive](#)
- [IBM Lotus Connections](#)
- [iCohere](#)
- [KickApps](#)
- [Lithium](#)
- [Microsoft SharePoint](#)
- [Ning](#)
- [Ramius CommunityZero](#)
- [Select Minds](#)
- [Sparta Social Networks](#)
- [Prospero](#)
- [Telligent Community Server](#)
- [Tomoye](#)
- [Wetpaint](#)



16



## **eLearning 2.0 – Applications and Implications W202 ASTD TechKnowledge 2008**

### **Objective:**

**Understand how eLearning 2.0 impacts learning initiatives  
Assist decisions use of 2.0 offerings for your organization**



Tony Karrer, Ph.D.  
CEO, TechEmpower, Inc.  
[akarrer@techempower.com](mailto:akarrer@techempower.com)  
<http://eLearningTech.blogspot.com>