

# Digital strategies and knowledge societies.

IATUL  
Auckland 21<sup>st</sup> May 2008  
Paul Reynolds  
mcgovern online

# LIAC

## Library and Information Advisory Commission

LIAC advises and reports to the Minister Responsible for the National Library of New Zealand, on:

- the role of library and information services, including Mātauranga Māori, in the cultural and economic life of New Zealand; and any other matters requested by the Minister.
- library and information issues in New Zealand, including Mātauranga Māori, and access to library and information services; and

# New Zealand Digital Strategy Advisory Group

The Advisory Group advise Digital Ministers on the overall direction of the Digital Strategy including, priorities for future action, areas for government attention, and how to engage stakeholders.

# National Library New Zealand

Adjunct Director Digital Library

# McGovern Online

**Director  
The GLAM Connection  
Institutional Change**

**mcgovernonline**

# The big picture

**WSIS – looking back**

**OECD looking forward**

**National Digital Strategies**

- **Canada**
- **Northern Ireland**
- **New Zealand**



## WSIS – declaration of principles

- **Article 1**  
**We, the representatives of the peoples of the world, assembled in Geneva from 10-12 December 2003 for the first phase of the World Summit on the Information Society, declare our common desire and commitment to build a people-centred, inclusive and development-oriented Information Society, where everyone can create, access, utilize and share information and knowledge,** enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life premised on the purposes and principles of the Charter of the United Nations and respecting fully and upholding the Universal Declaration of Human Rights.


### WSIS Action Lines

- **C1.** The role of public governance authorities and all stakeholders in the Information Society
- **C2.** Information and communication infrastructure
- **C3.** Access to information and knowledge
- **C4.** Capacity building
- **C5.** Building confidence and security in the use of ICTs
- **C6.** Enabling environment
- **C7.** ICT Applications:
  - E-government
  - E-business
  - E-learning
  - E-health
  - E-employment
  - E-environment
  - E-agriculture
  - E-science
- **C8.** Cultural diversity and identity, linguistic diversity and local content
- **C9.** Media
- **C10.** Ethical dimensions of the Information Society
- **C11.** International and regional cooperation

# OECD Future of Internet Economy



ORGANISATION  
FOR ECONOMIC  
CO-OPERATION  
AND DEVELOPMENT



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**OECD Ministerial Meeting on the Future of the Internet Economy**  
Seoul, Korea, 17-18 June 2008

**OECD Ministerial Meeting:  
The Future of the Internet  
Economy (Home)**

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***Shaping Policies for Creativity, Confidence and Convergence  
in the Digital World***

Please bookmark this page: [www.oecd.org/FutureInternet](http://www.oecd.org/FutureInternet)

**News**

**Ask the economists: Internet and development -- toward a Wider World Web?**  
A [live online question and answer session](#) took place on Thursday, 21 February 2008 on one of the themes of the Ministerial.

**About the meeting ([download a leaflet](#) / [watch the video](#))**


The Internet is increasingly critical to our economies and societies – with implications for all policy domains. Only now is the world beginning to grasp the Internet's potential as a powerful driver of innovation, sustainable economic growth and social well-being. It is timely for Ministers, CEOs and Internet experts to forge broad principles that will guide the next decade of the Internet economy.

Major changes in Internet use will affect how the Internet Economy develops: previously distinct networks that provide critical communication functions are now converging towards the Internet; our daily reliance on the Internet for commercial and social activity is increasing; and the integrity of the network is tested daily by severe and sophisticated attacks.

**Keep informed!**

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» **Information and Communication Policy Newsletter**

**Participate Online**

 17~18 June 2008  
Seoul, Korea

**Tell us what you think about the Internet's future**  
»



# Canada's Digital Content Strategy

- The vision proposed is:
- **Canada's digital information assets are created, managed and preserved to ensure that a significant Canadian digital presence and record is available to present and future generations, and that Canada's position in a global digital information economy is enhanced.**
- The Strategy puts forward three broad opportunities for achieving this vision:
  - **Strengthening content** so that, over time, Canada's information assets and accumulated knowledge will be in digital form.
  - **Ensuring preservation** so that Canadians will have ongoing access to their country's digital knowledge and information assets, and future generations will have evidence of our intellectual and creative accomplishments.
  - **Maximizing access and use** so that Canadians will have **optimal access** to Canadian digital information important to their learning, businesses and work, leisure activities, and cultural identity; and Canadian content will be showcased to the world.

# Canada – the outcomes

- *Toward strengthening digital content:*
  - mass digitization on a national scale
  - a conducive digital production environment
  - improved digital production practices
  - diversity in digital content production
- *Toward ensuring digital preservation:*
  - selection and capture of digital content for long-term retention
  - distributed digital preservation repository network
  - preservation-related research
- new workplace skills
- increased public awareness of digital preservation issues
- *Toward maximizing digital access:*
  - mechanisms for democratic, ubiquitous and equitable access
  - seamless access and global visibility
  - more open access to public sector information and data
  - effective communication and management of copyright
  - increased user research

# Northern Ireland

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Digital Content Strategy

The Creative Sector

Special People in Special Places?

## News

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### Invest NI launches digital content strategy

A framework for developing the high-potential digital content sector in Northern Ireland was today launched by Invest Northern Ireland.

The Northern Ireland Digital Content Strategy identifies the key issues facing the sector and proposes a co-ordinated approach to address these, by engaging industry, government, third level education, research institutes and other stakeholder groups.

It also sets targets for the creation of new digital content businesses and for increasing export levels in the sector over the next three years.

Speaking at the launch Stephen Kingon, Chairman of Invest NI, said: "The digital content industry worldwide is growing faster than traditional industries, with rates of 10 per cent growth per year forecast. This strategy has been developed by Invest NI to ensure that our local digital content industry will have the opportunity and the support it needs to succeed in global markets and become a major contributor to our economy.

"Digital content is becoming an increasingly important part of growing economies as they move away from the manufacture of physical items to a knowledge driven base. For some time the Department of Enterprise, Trade and Investment has taken the lead in encouraging the development of innovative content by the Northern Ireland creative sector, in order to take advantage of our 100 per cent broadband coverage.

"Increased competition from overseas will mean that our local industry will find it difficult to compete if it is not prepared with a clear and focused agenda. This strategy, developed by Invest Northern Ireland in consultation with the industry, will help develop what is a relatively young and emerging sector in Northern Ireland into one which is vibrant and successful internationally."

The strategy was informed by research undertaken by Invest NI which identified a number of areas for development within the sector including leadership, investment, skills and training, R&D and innovation, and internationalisation.

The areas that have the greatest growth potential have been identified as digital animation; mobile and web content; and e-learning and serious gaming.

10.01.2008

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# Digital Strategy

**Version 1**

**Connection**

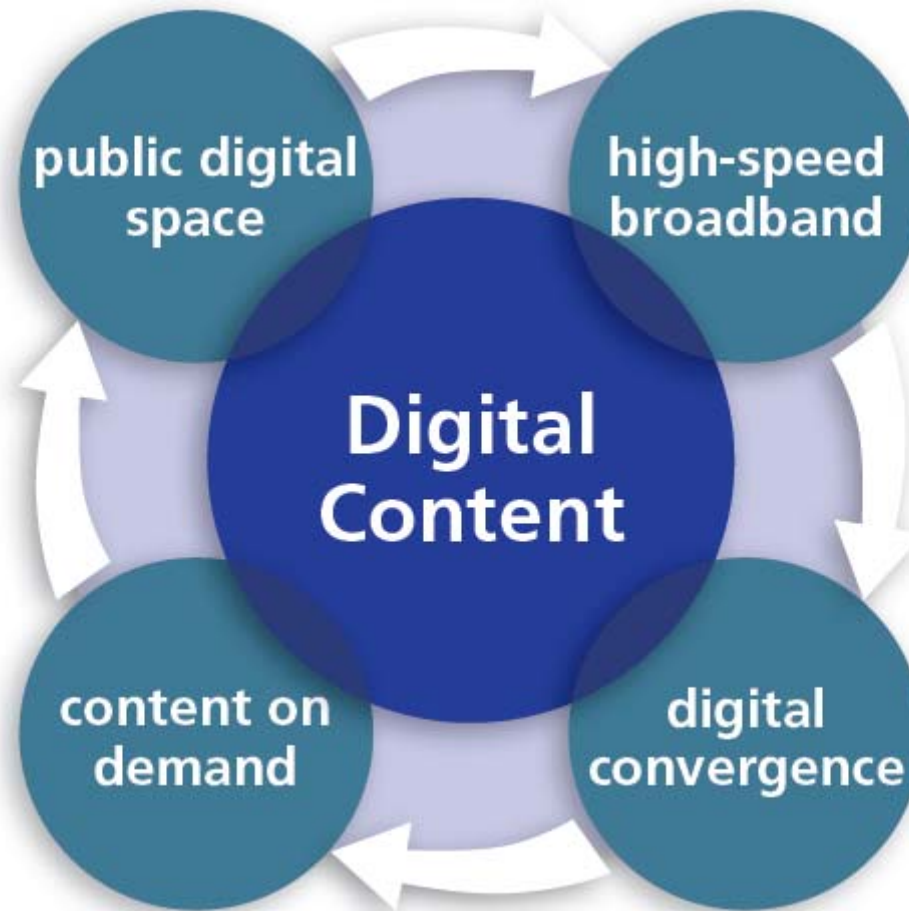
**Confidence**

**Content**

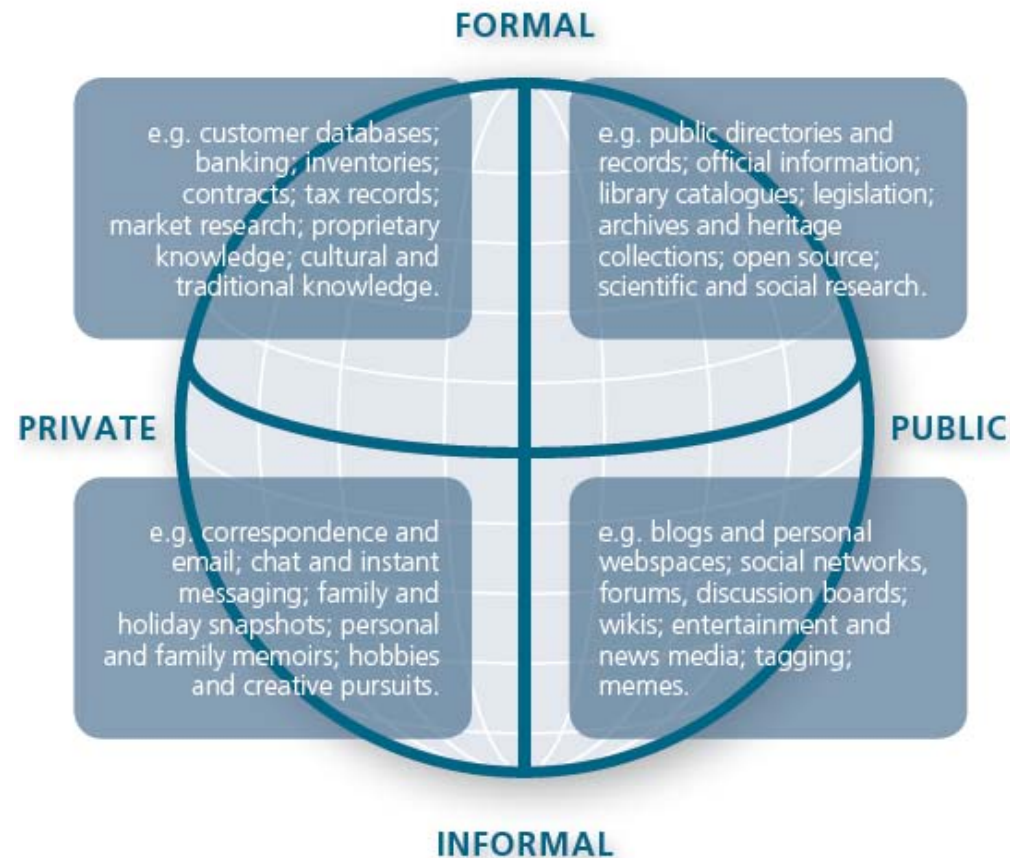
**[www.digital-strategy.govt.nz](http://www.digital-strategy.govt.nz)**

**mcgovernonline**

# New Zealand

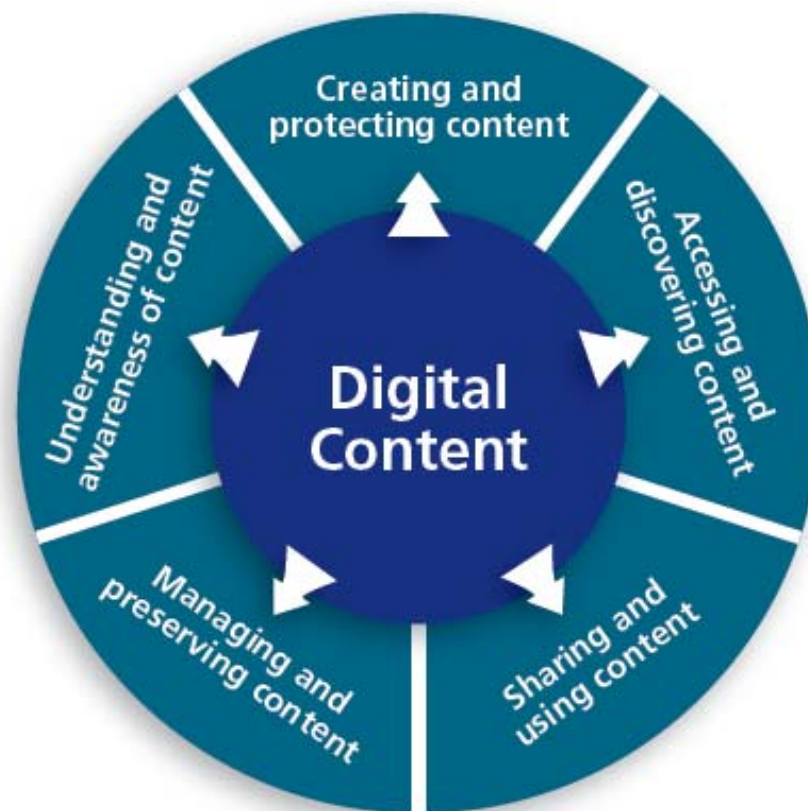


# The Digital Space



# The NZ Digital Content Strategy

## Five-Element Framework



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# The pattern ?

Economic cultural social transformation using digital as  
the on ramp to a prosperous future?

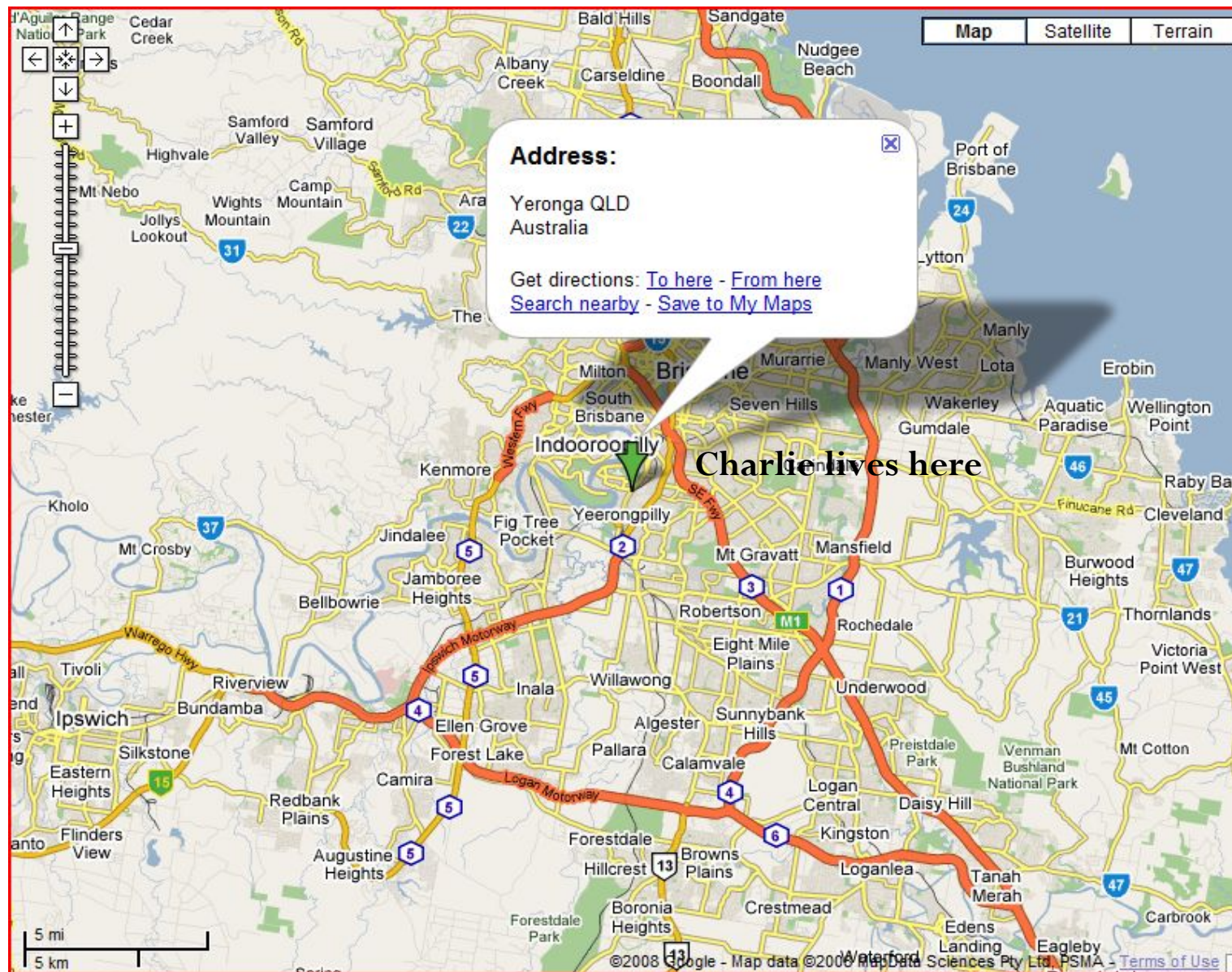
But what does this look like?

Can we put a face on the future

# The small picture

## Charlie – putting a face on the future

With thanks to the State Library Queensland and State Archives Queensland.



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# charlie

- **Charlie is 5. She lives with her Mum, and her Dad. Mum is a marketing manager. Dad is a sports writer. Charlie has a big brother, Pete. He's a pest.**
- The family lives in Yeronga, in Brisbane. They have two computers at home – one in the family area, one in her big brother's bedroom. Mum has a laptop. Charlie isn't allowed to touch it.
- They have three cell phones, two cars, a mortgage and a lot of attitude. They enjoy each other's company. They like arguing.
- They already use the internet for home banking, booking holidays, homework projects, downloading music, playing games and following the rugby.
- Mum also has a huge hobby collecting modern glass so uses eBay a lot.
- **This year Charlie started prep. She joined 383,274 other Queensland primary students all looking for their future.**

# charlie

- **In 2014 Charlie will be eleven.**  
She will have had her own phone for three years. Her laptop will hold copies of most of her schoolwork.
- If her homework is late her teacher will , a minimum text her.
- More likely she will get an automatic alert from the class intranet, and a note on how she can get some help
- Her local library will regularly send her updates on some of the topics she is researching for her next school project.
- She will spend hours chatting to her friends in the next version of Second Life. Some of these friends will be in Europe and America.
- Facebook and MySpace will have long gone. They may or may not be the aforementioned third generation Second Life
- Charlie's parents will use their GPS phones to check she is safe.
- Charlie will use hers to swap music with her friends.

# 2020 Charlie will be 19

- For a birthday present her parents will give her a brand new web device.
- It will combine phone, laptop, web server, GPS, DVD player. It cost \$300.
- It's the one which projects a screen and a keyboard onto the table in front of her.
- It only responds to her voice.
- It also projects movies on the nearest wall.
- It thinks it knows everything she does.
- It's wrong
- A week later she is heading to the University of Queensland to start her first year.
- She will already have done a couple of courses online and have her student profile loaded listing the courses she wants to do, the ebooks she needs to read and the research sources and international experts she has rights to access.
- She will also have met them online and been introduced to her fellow students.



# Charlie's Digital Life

- **Her digital profile**

This education profile will be just one part of a larger rich digital life, which will include her shopping habits, her banking details and a lot of her medical history.

- She can access all this on all the web devices that have proliferated around her neighbourhood, including web access points in libraries and other community touch points.

- Out in the wider world Charlie will be part of a Queensland which prides itself as being a rich inclusive knowledge society where enterprise and strong communities are commonplace.

- **Digital is Ordinary**

It will also be a society in which digital devices and platforms are integrated into almost every aspect of Charlie's and everyone else's life. Digital will be ordinary and everywhere.

- Charlie's new birthday present will be more powerful than the super computers currently on view in current top 100 list.
- Through her personal, home and community networks, Charlie will have access to potentially 10 petabytes of data storage, enough to hold the entire Library of Congress
- Like most other Australian cities, Brisbane will offer continuous and ubiquitous access to high-speed wireless data access at speeds we can't even see yet
- Fibre optic cables will continue to offer unlimited access to a hugely expanded internet which helps organise, plan and run every aspect of our lives.
- **And all of this will feel absolutely ordinary – especially to Charlie**

# Charlie's Inheritance

- But if everything is connected to everyone, what kind of content will Charlie expect to find and how will she find it?
- Will there be an internet? A bigger faster version of just now, or something different?
- It will be the same but different.
- Now means web sites or web services in search of audiences, who in turn search and hunt for sources and people who may or may not match their intentions or requirements.
- Now web sites are dumb and often blind - besotted with a ten year American kid called Google to get them across the road.



# 2020 : Context

- For Charlie, **context** will rule her internet life .
- She will expect sources to match her intention and those of her peers.
- She will expect trusted content from trusted digital repositories.
- Almost all her online life will be communal.
- She will look back on search engines as crude precursors of the rich semantic knowledge agents which she employs to match, sift and send the knowledge and information she needs for work, education and play.
- She will expect to be able to participate in online communities and co-create as a matter of course.
- And crucially, all of this will take place within a rich digital personal space which she will open up to friends, family, fellow students, teachers, mentors, and eventually co-workers as a matter of will.
- In summary, Charlie will expect to create, own and manage her own digital life.
- The best and the worst of the web will understand this and will have planned for her expectations.
- What will we have done to help create this world?

# Four Contextual nodes

## Cultural

- How will Charlie and her parents and her peers access the rich store of memory and heritage currently in care to our major heritage institutions and local community organisations?
- How will the intelligent context profiles manage, find, and deliver cultural memory into Charlie's contextual digital space?
- How will Charlie's family contribute to the new stories and memories, which will make up the history of Queensland for the next generation of Queensland, including Charlie's own children?
- How will these stories be preserved for future generations?

## Economic

- When Charlie leaves university, how will she and her colleagues and co-workers access and use the rich knowledge assets they need to plan, innovate, and create new kinds of products, value and services?
- How will Charlie stay connected to her home community if she is out working and living elsewhere in the world but wishes to maintain strong connections with family, friends and Queensland?
- What kinds of jobs will Charlie expect in an 'always on' digital world?

# Community

## Social

- How will Charlie and her family contribute to the ongoing health and wellbeing of community she lives in?
- How will Charlie and her family contribute to Queensland civic space in an 'always on' digital life?
- If Charlie wants to take part in the community life of Queensland how will she be able to integrate community organisation and events into her lifestyle ?

## Citizenship

- How will Charlie access state-wide and government services and bring these into the rich social and learning spaces she is so used to ?
- How will she **access and use** the information resources held in multiple government repositories?
- How will Charlie participate in elections and local and community democracy?
- How will Charlie access current and trend government information and related datasets which will help her, her family and colleagues, critique and contribute to current issues?

# How can we achieve this ?

listening for the future

creating the future

taking responsibility for the future !

# Five questions for the conference ?

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Who will ensure the safety/management of our personal digital ID ?

Who will ensure the integrity of the data that comes to us?

Who will ensure the integrity of the people we encounter?

Who will ensure device integration/integrity?

Who will manage our personal profiles/preferences?

# The multi stakeholder approach

**Community / civil society**  
**Government / policy and regulations**  
**Business / innovation**  
**Digital Strategy 2.0**  
**Collaboration**

# Putting the user at the centre

**Web 2.0 meets the Semantic Web  
Creating the Conversation**

**Shaping Charlie's digital home  
and Tama and Owen and Saskia and ....**