

Meeting of the Content and Technology Committee

May 4, 2010

Attendees: Rick Yoder, P2RIC; Scott Butner, PNNL; Gary Hunt, ENRC; Laura Barnes, GLRPPR; Jonathan Stumpf, PPRC; Andy Bray, NEWMOA; Madeline Sten, P2Rx.

The purpose of this session was to comment on a pecha-kucha presentation developed by P2RIC on the Web 2.0 value proposition and implications for P2Rx. The audience for the pecha-kucha is the P2 Coordinators and for the P2Rx directors. The conversation frames issues surrounding Web 2.0 as they apply to P2Rx.

The group acknowledged that Web 2.0 will change the way P2Rx operates. The fiscal reality is that more work will be done on the web because it is less expensive than face-to-face meetings. Different users gravitate to different technologies. Webinars and YouTube are popular. Obstacles to adoptions are a reluctance to learn one more technology and the rapid rise and fall of technologies. An additional impediment is that Web 2.0 focuses on improving reach but does not deliver an immediate result in pounds and gallons. NEWMOA was recently required to provide linkages rather than pounds and gallons and asked to document changes in awareness and behavior. Like much informational work that P2Rx deals with, Web 2.0 is about planting seeds and waiting for a long term result. P2 has long term goals with short term reporting—a challenging proposal. “Reach” is a metric that Web 2.0 can deliver on. Reach translates long term into greater adoption of P2 practices.

The group agreed that failure to adopt Web 2.0 would result in declining access to our audiences. P2 will become irrelevant if it fails to grow its community. The key to success in the future is to develop trust communities. There is an abundance of information. Access to trusted sources of information allow users to narrow their searches to high quality content available in the context they need. Please refer to the attached article by Saffo: “It’s the context, stupid.”

Another challenge is the move to mobile devices which threaten to make desk top computers less relevant and useful.

Twitter can be used to expand reach, but there are concerns about the sources and untrustworthiness of the URLs. Furthermore, twitter may be restricted for some users. The group noted that EPA has blogging and wiki bans, but sometimes uses outside parties to use the new technologies.

Another issue is the stability of applications. Some have a short lifespan. How do you choose the winners? The good news is many have been inexpensive to try out requiring little long term investment either in terms of funding or time.

Key themes for P2Rx relative to Web 2.0 are reach, trust communities, contextualizing content and aggregation of information.

Next steps: Meeting participants will send P2RIC suggestions on the draft presentation, Rick will send another draft out late in the week.