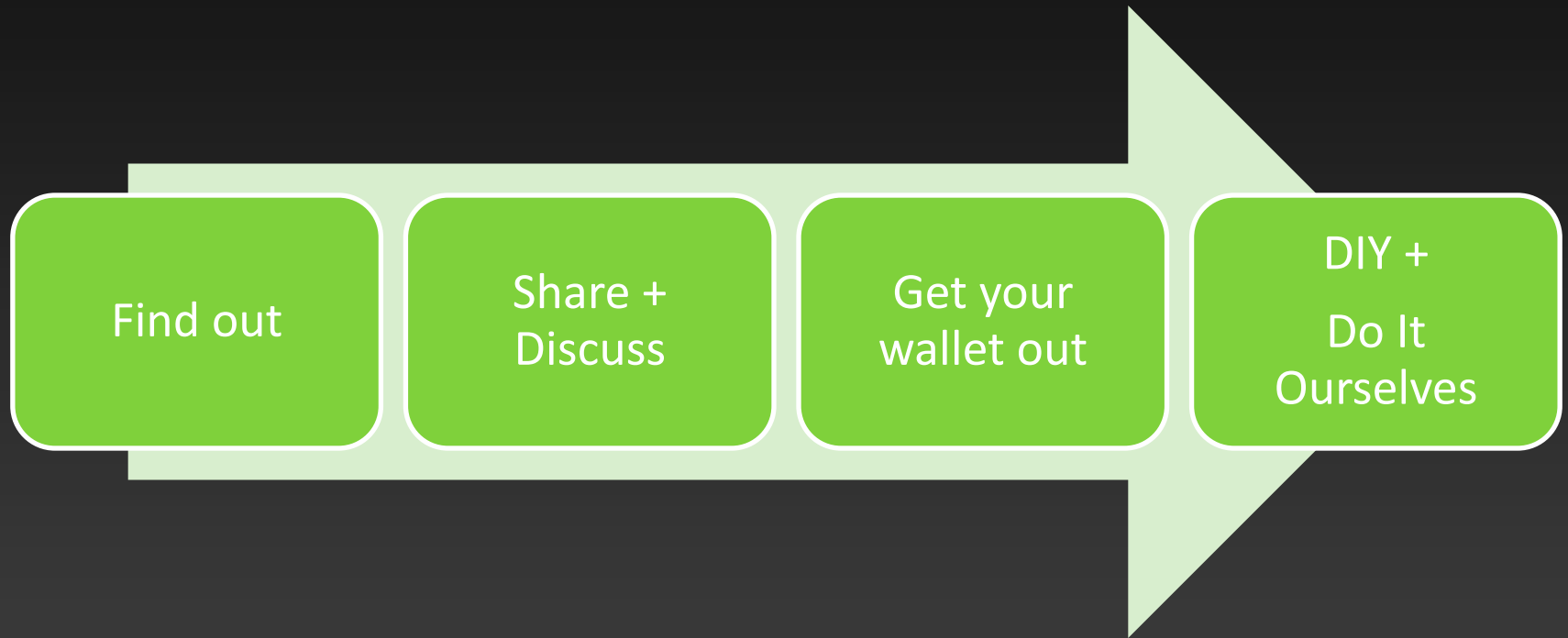


# Collaborating in cyberspace for social progress in meatspace

A 5 min intro to the zeitgeist and the  
future of *Good 2.0*

# Where are we at?



Media	√√	√√	“lol”	√√√
Commerce	√√	√	√√√	√√
Social work	√	Weak	√	Really weak

# 1. Find out

So far:

- static websites, blogs, wikipedia, mailings lists, webzines

The issue:

- Traditional charity: no transparency + dialogue
- Search:
- No reviews

The future:

- Semantic info; microformats (esp. for hyperlocal charity) → Aggregators
- Socialactions.com : Really Simple Social Actions (RSSA) feeds
- More corporate blogging
- “Which? for charities” – professional reviewers (e.g. GiveWell and IntelligentGiving)

## 2. Share + discuss

So far:

- Buttons, badges, widgets, personal blogs (MakePovertyHistory)
- Generalist social networks / “myspace for charities” (e.g. Care2, Change.org)

The issue:

- Nowhere for user-submitted news, appeals etc
- No user reviews

The future:

- “Digg for Charity” user-curated aggregation
- Aggregation, filtering & mashups; contextual recommendation (*a la* Last.fm)
- Specialist social networks (needs ‘white label’ SN tools)

# 3. Get your wallet out

So far:

- Online appeals, viral fundraising (blog widgets)
- Micro-charity (Facebook Causes), micro-finance (Kiva)

The problem:

- Information / transparency
- No marketplaces
- Too few fundraising channels

The future:

- More end-to-end (invisible/nonexistent middleman)
- Wahblo (“iTunes for charity”)
- Embedded giving (checkout donations)

# <Microfinance>

- Like microcharity, but you're an investor: you get your money back
- Choose the recipient of your loan
- Kiva.org so successful that it has too many lenders, not enough projects!

# 4. Do It Yourself / Ourselves

The present:

- Collaborative activism, eDemocracy (MySociety) – petitions etc

The problem:

- Difficulty coordinating programs
- DIY social work is hard without experts
- Too time-intensive
- Scale extremes are poorly served: weak hyperlocal and global efforts

The future:

- MySociety beyond eDemocracy
- Tools to allow civilians to create + run social programmes collaboratively
- “Sourceforge for social work”: Zazengo
- Crowd-funded outsourcing

Imagine...

# The People's Nobel Peace Prize

funded and judged by millions of *us*

This is Open Source Prize Philanthropy