# Civic Sector ICT:
## 2.0 Integration & Innovation

US PRESIDENTIAL
2008
ELECTION

# Trend # 1  New Metrics of Success

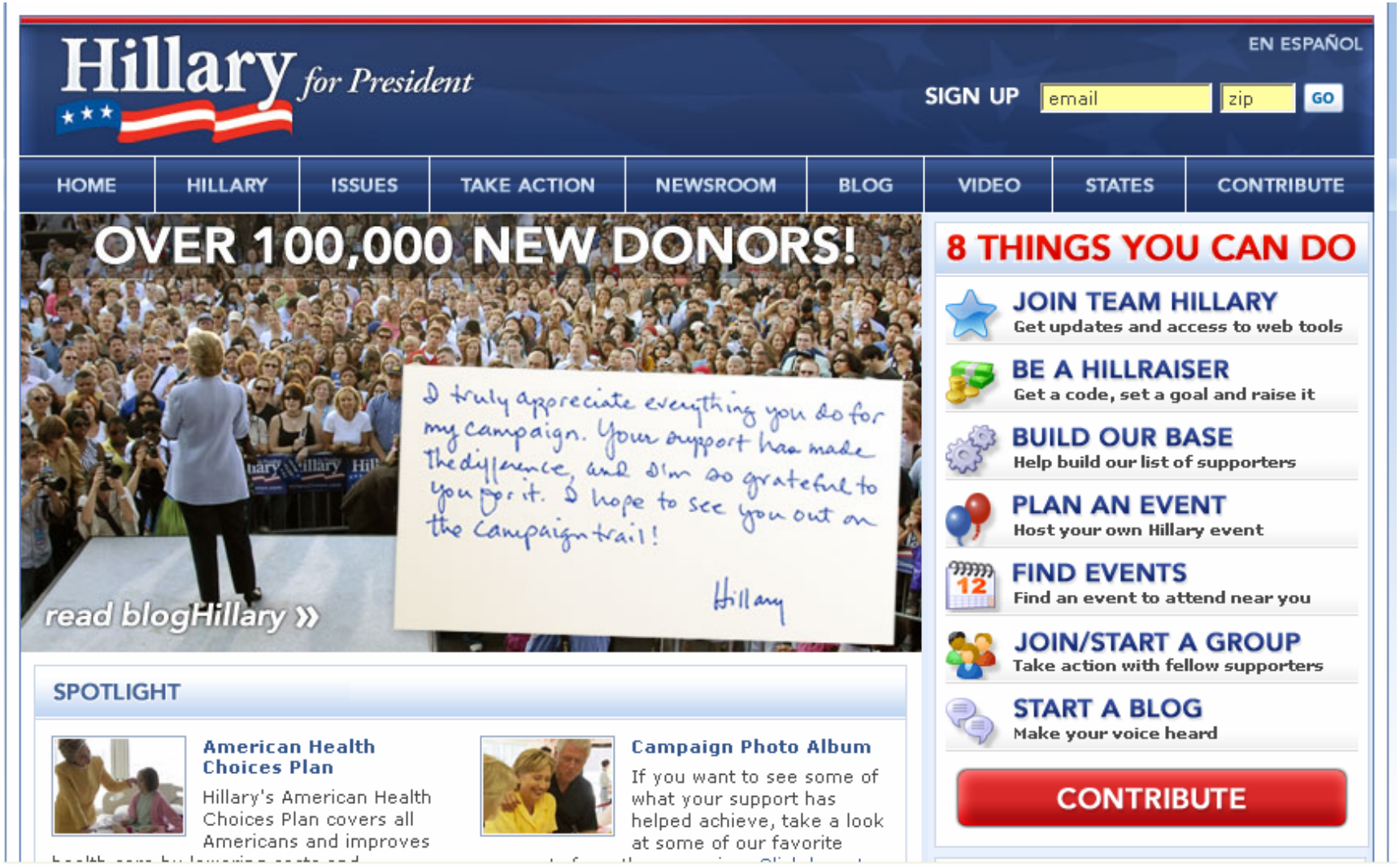
## Old

- Money
- Polls
- Endorsements
- Press

## New

- Website traffic
- Online volunteers
- E-mail sign up
- MySpace friends
- Search terms
- Technorati index

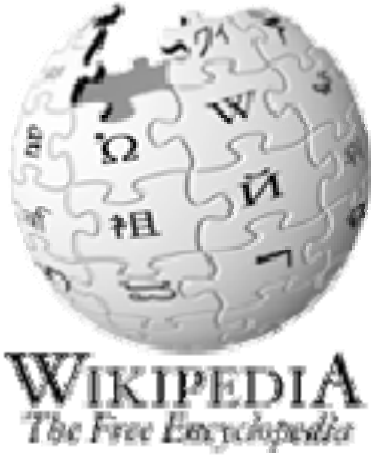
# #2 Information → Action

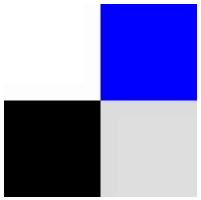


# #3 Rise of Personal Media or 'Voter Generated Content'

# # 4  Campaigns → To Commercial, Non-news Sites

## 2.0 Election



del.icio.us

# Prediction #1

Millions of people globally

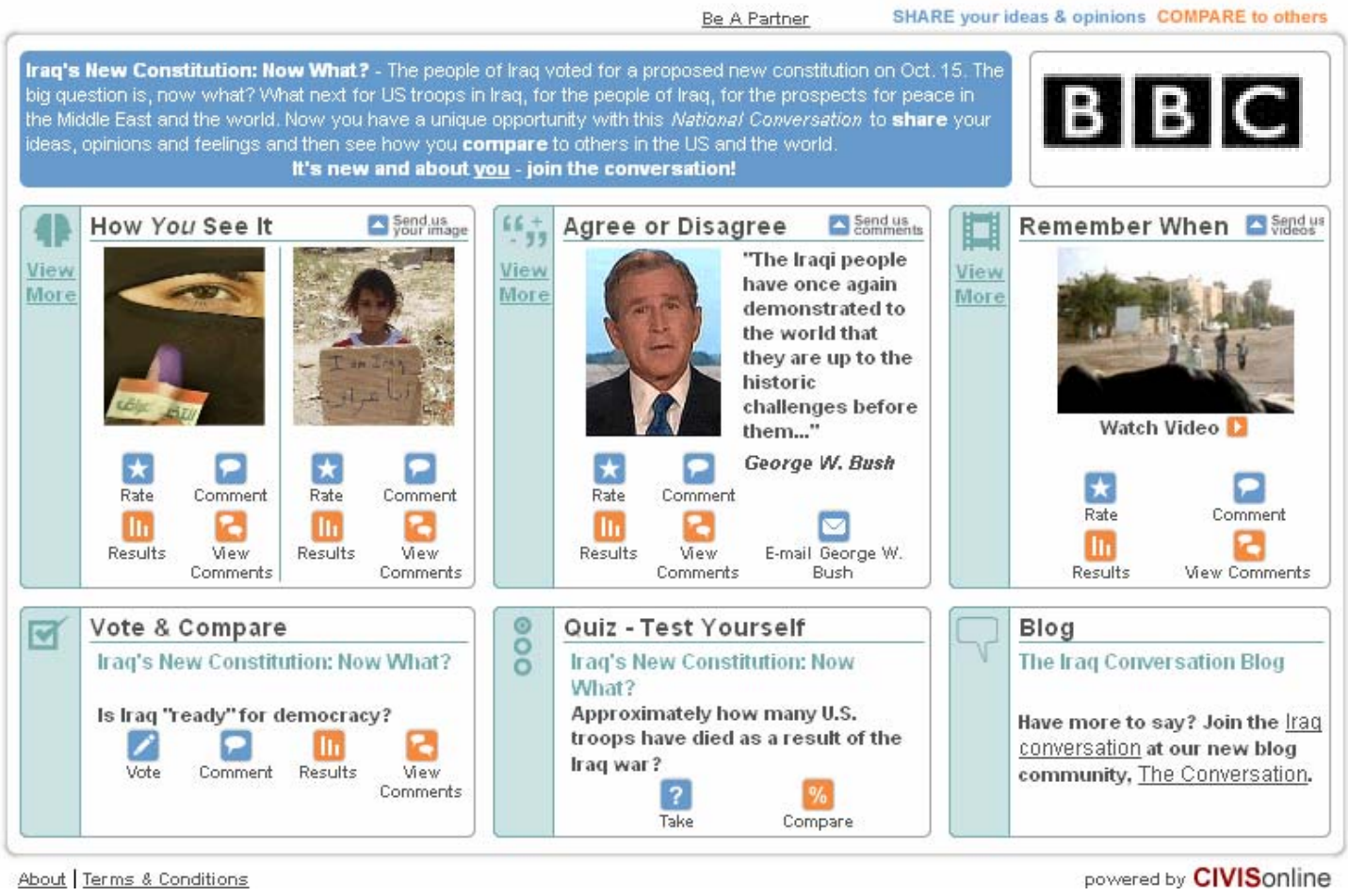
will ‘participate’ in the US election.

The Guardian

Operation: Clark County

Global Vote

# "Global Conversation"




## 32 Languages / 75 Media Partners / 180 Countries

# Prediction # 2

JFK of the ‘Net

# Prediction # 3

I'm probably wrong….

the change will be much bigger.