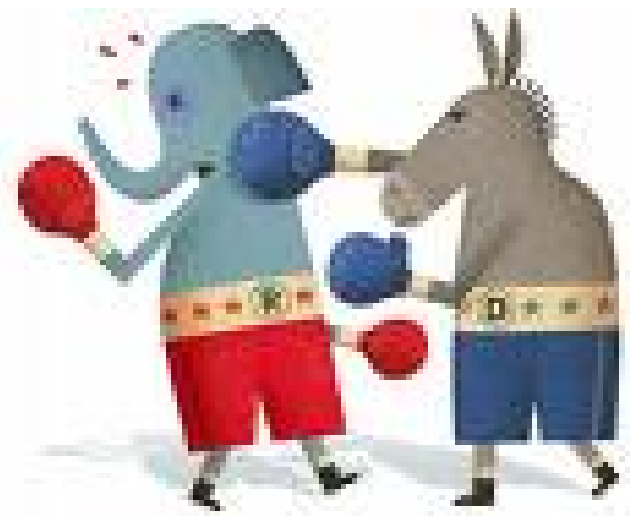


# Civic Sector ICT: 2.0 Integration & Innovation





# 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

The screenshot shows the Hillary for President website. At the top left is the logo "Hillary for President" with a stylized American flag. To the right is a "SIGN UP" form with fields for "email" and "zip" and a "GO" button. Below the logo is a navigation menu with links: HOME, HILLARY, ISSUES, TAKE ACTION, NEWSROOM, BLOG, VIDEO, STATES, and CONTRIBUTE. The main content area features a large image of a crowd with the text "OVER 100,000 NEW DONORS!". In the foreground of the crowd is a handwritten note that reads: "I truly appreciate everything you do for my campaign. Your support has made the difference, and I'm so grateful to you for it. I hope to see you out on the Campaign trail!" signed "Hillary". Below the crowd image is a link "read blogHillary »". To the right of the main image is a sidebar titled "8 THINGS YOU CAN DO" with the following items: "JOIN TEAM HILLARY" (Get updates and access to web tools), "BE A HILLRAISER" (Get a code, set a goal and raise it), "BUILD OUR BASE" (Help build our list of supporters), "PLAN AN EVENT" (Host your own Hillary event), "FIND EVENTS" (Find an event to attend near you), "JOIN/START A GROUP" (Take action with fellow supporters), and "START A BLOG" (Make your voice heard). At the bottom of the sidebar is a large red "CONTRIBUTE" button. Below the main image is a "SPOTLIGHT" section with two items: "American Health Choices Plan" (Hillary's American Health Choices Plan covers all Americans and improves health care by lowering costs and...) and "Campaign Photo Album" (If you want to see some of what your support has helped achieve, take a look at some of our favorite...).

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



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

## 2.0 Election



**WIKIPEDIA**  
*The Free Encyclopedia*



# Prediction #1

Millions of people globally  
will 'participate' in the US election.



*The***Guardian**

Operation: Clark County

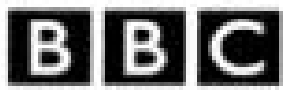


Global Vote

# "Global Conversation"


Be A Partner      SHARE your ideas & opinions      COMPARE to others

**Iraq's New Constitution: Now What?** - The people of Iraq voted for a proposed new constitution on Oct. 15. The big question is, now what? What next for US troops in Iraq, for the people of Iraq, for the prospects for peace in the Middle East and the world. Now you have a unique opportunity with this *National Conversation* to **share** your ideas, opinions and feelings and then see how you **compare** to others in the US and the world.  
**It's new and about you - join the conversation!**



**How You See It** Send us your image


**View More**



Rate Comment Rate Comment  
Results View Comments Results View Comments

**Agree or Disagree** Send us comments

**View More**




"The Iraqi people have once again demonstrated to the world that they are up to the historic challenges before them..."  
*George W. Bush*

Rate Comment Rate Comment  
Results View Comments E-mail George W. Bush

**Remember When** Send us videos

**View More**



Watch Video

Rate Comment  
Results View Comments

**Vote & Compare**

**Iraq's New Constitution: Now What?**

Is Iraq "ready" for democracy?

Vote Comment Results View Comments

**Quiz - Test Yourself**

**Iraq's New Constitution: Now What?**

Approximately how many U.S. troops have died as a result of the Iraq war?

Take Compare

**Blog**

**The Iraq Conversation Blog**

Have more to say? Join the [Iraq conversation](#) at our new [blog community](#), [The Conversation](#).

[About](#) | [Terms & Conditions](#)

powered by **CIVISonline**

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.