

Some strands of social networking, user-generated content, Web 2.0 etc

Category	Application	Upside	Downside	Political fallout	Possible contacts
Social networking	MySpace, Bebo, Facebook, Flickr, Twitter Friends Reunited Peer-to-peer downloads	Cooperation, crossing divides, HR uses, politicians' engagement	Cyber-bullying, grooming, pornography, racism, libel Copyright infringement	Regulation of content, child protection, fraud, Copyright law, DRc, IPR	John Carr: MySpace, Michael Birch: Rachel O'Connell, Bebo
User generated content	YouTube Personal Websites & blogs, Politicians' blogs, WebCameron etc	Encourages creativity, Reduces isolation More accessible politicians	Infringes copyright, political scandal Single-issue politics	Public sector advertising Copyright law More e-democracy	Guido Fawkes
User generated knowledge	Wikipedia	Easy, free knowledge, vast scope	Un-edited, unmoderated. unreliable	Could change education infrastructure?	
E-democracy, Citizens answer back	TheyWorkForYou.com, publicWhip.com Pledgebank patientopinion.com ratemyteacher.com Downing Street Petitions	Keeps tabs on politicians, and helps PAs! Initiates community action Gauges support for policy	So crude as to be positively harmful, Vexatious grumbles Can scupper Gov policies, as in Road Charging	Changes behaviour of MPs. How to make NHS – and other Departments - take action? Modifies government policy	My Society Dr. Paul Hodgkin: patientopinion My Society
Citizen Journalism	Online readers' comments Journalists' Blogs Mobile photos by public Citizen papers (S. Korea)	Corrects journalists' errors, more power to the reader. Encourages dialogue Immediate coverage Wider news coverage	Reduces standards of writing Encourages nutters Offends taste (Saddam) Unreadable	Changes laws governing the Press, and its infrastructure and ownership.	Geogina Henry: Guardian Tom Loosemore: BBC Ed Parsons: ex-OS, now Google
Role-playing games	Second Life	Commercial and public sector opportunities Citizenship education Tool for training	Commercial exploitation, new opportunities for fraud	Changes to company law to regulate SL companies French presidential elections	

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