



Web 2.0

**E&S Loss Control
Executive Forum
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Overview

- **What is Web 2.0?**
- **How do People Work?**
- **Learning New Ways to Work**
- **Who uses Web 2.0?**
- **Productivity**
- **The Challenges**
- **Next Steps**



What is Web 2.0?

- **Web 1.0 One Writer, Many Readers**
 - Personal Website, Share with World
 - On Line Encyclopedia

- **Web 2.0 Many Writers, Many Readers**
 - Blogs, Wikis, Message Board
 - Wikipedia
 - Collaboration



How Do People Work?

- **1975 - Paper Generation**
 - Typewriters
 - Memos
 - Interoffice Mail
 - Meetings (scheduled a week in advance)
 - Libraries, Books, Literature Searches
 - Slow Cycle Time



How do People Work?

- **1990 – Email Generation**
 - PCs with Graphics
 - Word, Excel, PowerPoint
 - Email
 - Repositories of Electronic Documents
 - Keyword Search
 - Faster Cycle Time



How do People Work?

- **Today – Web 2.0 Generation**
 - Blackberry
 - Blogs, Wiki, Message Boards
 - Virtual Worlds
 - World Wide Access to Documents
 - Sophisticated Search
 - Very Rapid Cycle Time



Learning New Ways to Work

- **From Paper to Email Generation**

- I don't know how to type...
- I don't want to learn (Windows, Word...)
- Do you mean everyone needs a PC???
- Do you know how much that costs!
- The old way works fine!



Learning New Ways to Work

It took years!

Nobody wants to go back.



Learning New Ways to Work

- **From Email to Web 2.0 Generation**
 - Does everyone need a Blackberry???
 - Do you know how expensive that is!
 - I don't know how to move around in Virtual Worlds!
 - I don't want to Learn (Blogs, Wiki...)
 - The old way works fine!



Learning New Ways to Work

It will take years.

Nobody will want to go back.



Who Uses Web2.0?

The Young!

- **College Students**
 - **Don't Use Email**
 - **Meet in Virtual Worlds, not the Library**
 - **Use Instant Messaging**
(Phone Calls are Rude...)



Who Uses Web2.0?

When College Students graduate and get jobs, they want to use the same tools that they have always used...

The Insurance Industry still uses email...

Reminds me of 1975...



Productivity

- **Web 2.0 is used by individuals because it makes them more productive.**
- **Does Web 2.0 make Insurance Organizations More Productive?**
- **There are Opportunities and Pitfalls...**



Productivity Opportunities

- **Collaboration**
- **Teamwork has always been a goal**
- **How do you achieve Teamwork?**
 - **Team Building Training**
 - **Shared Experiences**
 - **Collocation**
 - **Organize by Teams instead of Silos**
 - ...



Productivity Opportunities

Blogs

- Write about your experiences
- Work-related
- Others can add their experiences
- Even People who don't know me...
- Informal and non-threatening



Productivity Opportunities

Message Board

- Start a topic that needs discussions
- Ask a question
- Large number of readers
- More polite than email...
- Can subscribe to ticklers...



Productivity Opportunities

Virtual Is Sometimes Better Than Physical

- **Amazon, NetFlixs, Banking, Travel Reservations, Paying Bills...**
- **Virtual Study Group vs. Library**
- **Virtual Project Meeting vs. Physical**



Productivity Opportunities

Wiki

- **Mimic Wikipedia**
- **Many Authors**
- **Total Corporate Knowledge**
- **Grow what is interesting and relevant**
- **Combine with Search Engines**



Productivity Opportunities

LinkedIn – Connect Different Groups

Instant Messaging – Very Fast Cycles

Internal News Feeds – Tailored Info

Virtual Worlds – Outside of the Building



The Challenges

Infrastructure

- **Tools Need to be selected/purchased**
- **Don't always integrate with traditional systems. (ex. Active Directory)**
- **Some are Compute Intensive (ex. Streaming Video)**



The Challenges

Security

- Web 2.0, like the internet, is a very open environment
- Companies need authentication, authorization, permissions,...
- Each Company will find different ways to balance freedom and security



The Challenges

Regulation

- Does Web 2.0 need the same retention policies as email and documents?
- Do Blogs and message boards need to be moderated?
- How do you separate opinion from official info? (I saw it on the wiki...)



The Challenges

Learning Curve

- I don't know how to...
- I don't want to learn...
- The old ways work fine...

- But note that a generation has taught themselves...



The Challenges

Critical Mass

- Its hard when some but not all use the technology (email in 1975)
- Surprisingly few writers compared to readers
- Transition period when you need to support the old and the new



Next Steps

Start Small and Cheap

- **Experiment**
- **Use Freeware**
- **Be prepared to throw away**



Next Steps

Start with that which is most likely to succeed

- **Sympathetic Groups**
- **Hot topics**



Next Steps

Once you achieve “critical mass” then worry about an enterprise solution.



Using Web 2.0 for Loss Control

- **GoodNanoGuide** – “collaboration platform designed to enhance the ability of experts to exchange ideas on how best to handle nanomaterials in an occupational setting.
- **NIOSH 2.0** – Science Blog; Facebook & MySpace; Twitter; RSS feed



Using Web 2.0 for Loss Control

- Professional societies on Linked In – ASSE, NFPA, SHRM
- Safety-related videos on YouTube - NIST Fire tests
- The Pump Handle Blog – Jordan Barab pre-OSHA



But Beware...

- Rules of Web 1.0 apply to Web 2.0
 - Just because its on the Internet doesn't make it true
 - Just because a lot of people repeat it doesn't make it true
 - Just because it looks/sounds professional doesn't mean that it is



Be Skeptical

- **Validate information**
- **Verify sources**
- **If it doesn't sound right, its probably not!**



The End!

**Thank
You!**

