Introducing Social Media at ILRI

Peter Ballantyne
International Livestock Research Institute
9 December 2009
Knowledge is power, not sharing is power.
Take part in an EIU survey:
How do you work?

Science & Technology

Scientific publishing

User-generated science
Sep 18th 2008
From The Economist print edition

Web 2.0 tools are beginning to change the shape of scientific debate

Illustration by Peter Schrank
184 million bloggers

73% of active online users have read a blog

45% have started their own blog

57% have joined a social network

55% have uploaded photos

83% have watched video clips

39% subscribe to an RSS feed

Source: Universal McCann ‘Wave 3’ March 2008
Social Media

- An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio. (http://www.wikipedia.org)

- Social media “summarises the importance of interaction, the consumer and the community. The term emphasises the idea that as a collective it can have as much impact as any traditional media platform.” [www.universalmccann.com]

- “People having conversations online”
Web 2.0 the ‘social’ web
From ‘places to visit’ to ‘spaces to interact’

- User-generated content
  - ‘anyone can be an author, publisher, or broadcaster’

- User ‘re-mixed’ content
  - ‘anyone can run a web site’

- Tools enabling inter-connections and interactions
  - ‘anyone can be a communicator’
Some social tools

- **Blogs**: originally personal ‘diary’ sites of individuals
- **Wikis**: co-edited and updated web spaces
- **Social bookmarking**: web bookmarks indexed (tagged) across the internet (instead of in local browsers).
- **RSS Feeds**: applications that produce automatic updates when a particular content service is updated.
- **Social networking sites**: ‘meeting spaces’ for individuals and organizations to build relationships
- **Multi-media sharing sites**: Spaces to publish and share images, photos, audio, video, etc.
- **Mapping tools**: Different content embedded in maps
- **Mash-ups**: different content combined to produce something new
New Paradigm
<table>
<thead>
<tr>
<th>COMMUNICATIONS MEDIA</th>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space defined by Media Owner</td>
<td>Space defined by Consumer</td>
</tr>
<tr>
<td>Brand in control</td>
<td>Consumer in control</td>
</tr>
<tr>
<td>One way / Delivering a message</td>
<td>Two way / part of a conversation</td>
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<tr>
<td>Repeating the message</td>
<td>Adapting the message/ beta</td>
</tr>
<tr>
<td>Focused on the brand</td>
<td>Focused on the consumer</td>
</tr>
<tr>
<td>Entertaining</td>
<td>Influencing, involving</td>
</tr>
<tr>
<td>Company created content</td>
<td>User created content / Co-creation</td>
</tr>
</tbody>
</table>

Source: WHAT’S NEXT IN MEDIA - http://neilperkin.typepad.com
Brice Royer (Vancouver, BC) wrote on November 6, 2008 at 1:58am

www.technologyreview.com/web/21222

Technology Review
September/October 2008
How Obama Really Did It
The social-networking strategy that took an obscure senator to the doors of the White House.

By David Talbot

Joe Trippi, Howard Dean's 2004 presidential campaign manager and
Internet impresario, describes Super Tuesday II—the March 4 primaries
in Texas, Ohio, Vermont, and Rhode Island—as the moment Barack Obama
used social technology to decisive effect. The day's largest hoard of
deflegates would be contested in Texas, where a strong showing would
require exceptional discipline and voter-education efforts. In Texas,
Democrats vote first at the polls and then, if they choose, again at
their party's convention. Obama's Texas campaign's Internet
strategy was designed to help people hold their own at both votes.
Our online tools make local organizing easy

Join My.BarackObama, our online community with over a million members. Get access to the tools you need to effectively organize for Barack Obama and build this movement for change.

Create Your Account

Your First Name: 
Your Last Name: 
Zip Code: 

Submit
User generated content
Customer Reviews

The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It

18 Reviews

Average Customer Review ★★★★★ (18 customer reviews)

Share your thoughts with other customers

Create your own review

The most helpful favorable review

77 of 78 people found the following review helpful:
★★★★★ finally, a compelling, nuanced, evidence-based treatise on how to help the very poorest
Collier has two recommendations for helping the poor: "narrow the target and broaden the instruments."
Narrowing the target means focusing not on the five billion people in the "developing world," for four billion of	hose people live in countries that are already growing, many of them very quickly. One billion of the world's
people (70% of whom are in Africa) are in...

Read the full review >

Published 4 months ago by Super Dave

The most helpful critical review

11 of 28 people found the following review helpful:
★★★★ Leaving out IMF/CIA/CEO/WTO and military harm.
I was glad that Collier addressed issues like "capital flight," and how damaging it can be. I think the Tobin
Tax on currency trade across borders would be helpful. Also, simply allowing countries to protect themselves from
the disruption of unregulated private investments will keep local economies strong. While many people may be
"poor" in the sense that they don't...

Read the full review >

Published 1 month ago by Preston C. Enright
Jacaranda Hotel

Hotel photos
Map this hotel
Hotel amenities

Waiyaki Way | PO Box 14287, Nairobi, Kenya

Check Rates and Availability

Check-in: 12/11/2009
Check-out: 12/13/2009
Adults: 1

CHECK RATES!

Reviews you can trust

64% Recommend

By trip type
All (32)
Business (6)
Couples (17)
Family (3)
Friends getaway (1)
Solo travel (0)

1-10 of 32

Sort by [Date ▼] [Rating]

Typical City Hotel

“Typical City Hotel”
Nov 1, 2009 - dorsetjane

Call now to book: +44 (0)20 7136 6537 from Hotels.com

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Nairobi Safari Club

$143*

Click here for best prices for Nairobi

Jacaranda Hotel: Lowest price guaranteed! Hotels.com Book one of 100,000 hotels with the world's most popular hotels website
Blogs
Lost in genebank database hell

by LUIGI on AUGUST 29, 2008
in GENE BANKS, INFORMATION, VEGETABLES, WILD RELATIVES

Navigating around germplasm databases can be a frustrating experience. A posting on CropWild Relatives Group alerted me to a Science Daily piece on tomato genomics which mentioned the wild relative Lycopersicon pennellii (or Solanum pennellii, but I’m not going there, at least not today). But how many accessions of this species are conserved ex situ? And where is it found in the wild?

Ok, so SINGER first, as that’s been much on my mind — and on this blog — of late. SINGER shows 61 accessions of L. pennellii, all from the AVRDC collection. Most of them are from Peru, although 7 accessions have USA, Mexico, Poland (?) or “unknown” as source country. None of these accessions seem to have geo-references, so no nice map from SINGER this time. Pity. But SINGER does give very neat summaries for your query results.¹

GRIN returns 51 accessions. I can’t find any easy way of working out the duplication between these and the AVRDC material, but I imagine it is significant. Again, most of the accessions are from Peru, but it’s kind of difficult to get summary information across all accessions in GRIN at the moment.

¹ Trying to add geo-references automatically to accessions in SINGER is also a possibility, and I hope to write a script to do this soon.
Why build digital repositories?

One great way to make your research outputs available, accessible and applicable is to maximize visibility on the Internet with digital repositories.

Why place your research outputs in a repository?

Organization. It captures research outputs in a structured manner that's easily retrievable.

Visibility. Each output is recorded in some detail so that searches can be made against it much like a library catalog. This ‘metadata’ as it is called can further be ‘mined’ or ‘harvested’ by external services to provide greater visibility. Your research stands a greater chance of being found, used and re-used.

Move with the times. Preservation of data, information and knowledge now goes beyond print archives. Turning your print research outputs into digital content makes it accessible to a wider audience. Documents stored electronically do not suffer from physical wear and tear.

However, there is more to building repositories than merely cataloging and storing research outputs. Creating a repository that is well-managed and sustainable requires some groundwork.

What is needed?

Meena Arivananthan

knowledge sharing and new communication media

Latest 5 posts by Meena Arivananthan

- Information marketplace sets the tone in Hyderabad
  - December 8th, 2009
- Using ICTs to their advantage: Agricultural R&D community branches out
  - December 7th, 2009
- Get the foundation right: Institutional Readiness
  - November 26th, 2009
- Want your research outputs to fly?
  - November 17th, 2009
- Social Media: The Next Revolution (#11 Social Media Tools Series)
  - July 29th, 2009

The ICT-KM Program

The ICT-KM Program of the CGIAR promotes and supports the use of information and communications technology (ICT) and knowledge management (KM) to improve the effectiveness of the CGIAR System's work on behalf of the global food security community.
**Putting livestock food on the climate-change table**

Posted by ILRIcomm under Agriculture, Climate Adaptation, Environment, ILRI, Livestock, DA, Research

1 Comment

It's time for climate negotiators to put meat on the bones of the next climate agreement

By Carlos Seré, Director General, ILRI

Worldwide our climate is changing, and livestock, which are vital to food security and livelihoods, are struggling to keep up with the changes in climate...
Livestock Markets Digest

TUESDAY, DECEMBER 01, 2009

ILRI research report: Improving smallholder farmers’ marketed supply and market access for dairy products in Arsi Zone, Ethiopia

ILRI’s Market Opportunities theme has this month (December 2009) released a report of a comprehensive study of dairy supply and demand, and the role of collective action in enhancing market access.
SLP news: Tradeoffs between uses of crop residues a focus for SLP policy discussions http://tinyurl.com/ydgk6qa #ILRI #cgiar
6:07 PM Dec 1st from twitterfeed

features: Feeding livestock, sustaining soils: Crop-livestock tradeoffs focus of SLP discussions http://bit.ly/6QnCvY #ILRI #cgiar
12:47 AM Dec 1st from twitterfeed

clippings: Deadly cattle plague, once the bane of farmers, on its deathbed: Sometime soon, rinderpest ... http://bit.ly/8goX1v #ILRI #cgiar
12:44 AM Dec 1st from twitterfeed

research output: Feeding livestock, feeding the soil: Crop residue tradeoffs in crop-livestock systems http://uri4.eu/rGjm
4:36 PM Nov 30th from RSS2Twitter

clippings: Animal health: Building on local knowledge: Raising livestock in remote, environmentally ha... http://bit.ly/5Gx9va #ILRI #cgiar
1:58 PM Nov 30th from twitterfeed

livestock markets: ILRI research report: Constraints in the market chains for export of Sudanese sheep and sheep meat http://uri4.eu/r29M
5:43 AM Nov 30th from RSS2Twitter

clippings: Group works to expand supply of cattle vaccine in Africa: Each year a million cows in Afric... http://bit.ly/8PCA9O #ILRI #cgiar
9:57 PM Nov 29th from twitterfeed
Videos, photos, slides
Fact finding mission on the impact of biofuels on the right to food in Brazil, from 3 to 10 April 2008. The mission was organized by Fian International and the faith based development agencies EED, Bread for the World, Misereor, HEKS and ICCO & Kerkinactie.
South-South dairy exchange

Milk farmers in Asia and Africa
A South-South Symposium to Improve Safety and Distribution in the Dairy Sector, 1 – 4 December 2009, Nairobi, Kenya
Fodder Adoption and Innovation Projects (FAP and FIP)

Ranjitha Puskur and Alan Duncan
International Livestock Research Institute
December 2009
Embedding and re-use ...
Improving the performance of crop-livestock systems

Posted by rachemms under Animal Feeding, Crop Residues, Crop-Livestock, Feeds, Fodder, Forages, ILRI, Research, SLP

Last week, the CGGR Systems-level Livestock Programme (SLP) held its annual planning meeting in Addis Ababa.

In this short video, John McDermott, ILRI Deputy Director General for Research introduces the SLP. He argues that its focus on the intensification of crop-livestock systems is critical: More than a billion people in developing countries are involved in these smallholder systems.

The SLP brings together CGGR centres, and, he mentions, “one of the key things we’ve been struggling with is how to improve the performance of these [crop-livestock] systems” — so people can get more income and more benefits from them; also so the systems can be more sustainable.

Reflecting on the just-completed SLP meeting in Addis Ababa, he highlights one of the major issues under discussion: how the crop biomass from these systems can be used more effectively — as food, as animal feed, and as fuel. Furthermore, how the crop residues can be fed back into the soil.

“You can turn our attention more to this trade off between whether you actually feed these residues to animals or whether some of them should stay with the soil.”

Watch the video:
Milk - the perfect food

A South-South Symposium to Improve Safety and Distribution in the Dairy Sector
1 – 4 December 2009, Nairobi, Kenya

In both India and East Africa some 80-90% of milk is handled by the informal, un-organized dairy sector. We usually associate milk with cattle, but domesticated...
December 3, 2009

Fodder adoption and innovation projects at ILRI

Posted by Bruno Gerard under Innovation Systems | Tags: DFID, Ethiopia, IFAD, ILRI, India |
Leave a Comment

During the CGIAR Systemwide Livestock Programme Livestock Policy Group Meeting on 4 December 2009, ILRI’s Ranjitha Pushkar and Alan Duncan shared some experiences from their work on fodder innovation.

Alan focused on the IFAD-funded Fodder Adoption Project based at ILRI, outlining the approach followed in the project — trying to strike a balance between the technological and institutional angles. View his video.

Ranjitha shared some major lessons come out of the DFID-funded Fodder Innovation Project. Similar to the Fodder Adoption Project, it looks at fodder scarcity and how to address it, but from the perspectives of capacities, policies and institutions. View her video.

See their presentations:

Fodder Adoption and Innovation Projects (FAP and FIP)

Ranjitha Pushkar and Alan Duncan
International Livestock Research Institute
December 2009
Better lives through livestock
Animal agriculture to reduce poverty, hunger and environmental degradation in developing countries

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
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<tr>
<td>Mon, 30</td>
<td>CAADP Africa Forum: The Bottom of the Pyramid: Agricultural Development for the Vulnerable (AGORA-HINARI-OARE) Regional training-of-trainer workshop for Kenya</td>
</tr>
</tbody>
</table>
| Tue, 2 | Opportunities for transforming the informal sector in emerging dairy markets: A South-S
| Wed, 3 | Annual Livestock Programme Group (LPG) |
| Thu, 4 | 15th Conference of the Parties to the UNFCCC and Fifth Meeting of the Parties to the Kyoto Protocol (COP15 and COP/MOP 5) |
| Fri, 5 | UN Climate Change Conference |
| Sat, 6 | How to get the n |
| Sun, 7 | Agriculture and Rural |
| Mon, 8 | Agriculture and Rural |
| Tue, 9 | Forest Day 3, coincides |
| Wed, 10 | 15th Conference of the Parties to the UNFCCC and Fifth Meeting of the Parties to the Kyoto Protocol (COP15) |
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| Sun, 21 | ILRI Kenya closed |
| Mon, 22 | ILRI Closed |
| Tue, 23 | |
| Wed, 24 | |
| Thu, 25 | |
| Fri, 26 | |
| Sat, 27 | |
The week ahead

During the week of 7 - 13 December 2009, the following activities ...Read more...

Archives...

Friday Morning Coffee

Nairobi, 20th November ...Listen now!

ILRI News

ILRI 2.0: Update on ILRI web communications
Wednesday, 25 November 2009

Early in October you may have noticed some changes to the ILRI web site – the front page mainly, but also a few other...Read more...

Sorghum, Samosa’s and Milk : Au revoir Uwe!
Tuesday, 24 November 2009

Last week was an exciting one for ILRI staff in Addis, as we hosted the 32nd meeting of the Board of Trustees, a Board...Read more...

Bringing to birth, livestock through a test tube
Wednesday, 21 October 2009

ILRI's attempts to bring livestock to birth through a test tube...Read more...

Latest pics

South-South dairy exchange

Bulletin board

Forum on animal feed use in East Africa
How to get the most milk out of your cow? Join a forum ...Read more...

CGIAR Business Meeting 2009
The CGIAR 2009 Business Meeting will take place next week on December 7th ...Read more...

Update on pandemic H1N1 WHO Africa Region
As of November 30, 2009, 09H00 GMT, 29 countries from WHO Africa Region ...Read more...

Members Update on CGIAR Reform ExCo 17 held in Rome, Italy, from November 3-4, 2009, was the final ...Read more...

Top stories

Innovation network platforms to overcome fodder scarcity

Improving the performance of crop-livestock systems

More...

Subscribe

News Clips

Innovation systems help put technologies into farmer context

Livestock hold key to Copenhagen

The future of animal agriculture

More...

Staff news

Anteneh Girma has joined Innovation in Livestock Systems as Research...Read more...

A baby girl, joined the ILRI family on December 1, 2009. She was born...Read more...
Wikis
Welcome to AidEffectiveness.org!

For guidance on how to contribute to this site, click Help (on the left under index) or type Help in the search box.

This website is intended as a resource for practitioners working on aid coordination and aid effectiveness issues. AidEffectiveness.org is one outcome from a Paris to Practice workshop of Practitioners hosted by UNDP in Bangalore in June 2006, and attended by 16 countries in Asia and the Pacific, Government representatives, UNDP Country Offices, ADB, DFID, OCHA, the OECD DAC, and the ODI in London. It is an informal space that does not represent the views of any institution, and its objectives are to:

- provide access to up-to-date lessons learned and policy documents;
- enable practitioners to add freely to the existing resources and to exchange views informally using the dialogue pages;
- develop a repository of information that can be “harvested” and drawn upon for UNDP’s Corporate Toolkit on Aid Management - and which can also be drawn upon by any other organisation for its own purposes. For more information on UNDP and aid management please visit www.Devaid.org
A sharing space for ILRI comms folks

What you can find:

- backup and login info on all the different social tools we use (keep these safe).
- how we use Yammer, SlideShare.
- info about all our websites (please update when you add one).
- info on the tags and concepts we use across ILRI, and how to use them.
- and anything else we want to add ...

Welcome to Your New Wiki!

Getting Started

- Click on the edit button above to put your own content on this page.
- To invite new members, click on Manage Wiki and Invite People.
- To change your wiki's colors or theme, click on Manage Wiki and Look and Feel
- To set who can view and edit your wiki, click on Manage Wiki and Permissions.

Need Help?

- Click on the help link above to learn more about how to use your wiki.
Outside Addis

For those of you with a few extra days or staying over a long weekend, here are some links for travel agents that can organize interesting tours and links to some lodges and places worth to visit!

After you come back, tell us about it and write a brief paragraph about what you liked or dislike most. Give us your suggestions!

Travel agents

http://www.ethiopianguardians.com/ has some great ideas for short tours from Addis, for those who have an extra day or two in Ethiopia and want to see something of the country and culture

http://www.travelthiopia.com

http://www.community-tourism-ethiopia.com

www.redjackal.net gives a good summary of main historical sites and scenic routes to visit in Ethiopia

Places to visit

Adventures on horse back

www.egus-ethiopia.com gives you daily or up to 5 day tours around Addis (to Debre Libanos, Werci lake, Adadi rock hewn church or Iisa pilgrimage). A unique experience! (0811102609, 0811102618; yvesstranger@yahoo.com)

Debrazeit

http://www.kuntruresortspa.com/

Langanoo
Social networking
Nature Network: connecting scientists

What can you do on Nature Network?

Connect
Keep in touch with colleagues. Make new contacts.

Discuss
Talk about research and scientific issues.

Explore
Read the blogs. Browse the forums and profiles.

Get Started

New to Nature Network?
Sign up today!

Search site

Popular tags

Take a short video tour of Nature Network.
Groups

Create new group

All Groups (13)  My Groups

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<tr>
<th>Groups</th>
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<th>Members</th>
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<td>ILRI ICRAG ICT</td>
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<tr>
<td>CCXchange 2.0 User Group</td>
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<td>33</td>
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</table>

ILRI Comms: ILRI people doing communications, information management, graphics, publishing, knowledge sharing, web things, ICT stuff, and public awareness.

ILRI ICRAG ICT: The group of ICT professionals providing ICT services to ILRI and ICRAF.

CCXchange 2.0 User Group: This is the group of end users and early adopters of Google Apps and other CCXchange 2.0 tools. We share our experience with CCXchange 2.0 tools and together will help...
Social bookmarking
IAALD's Bookmarks

See more bookmarks in Popular, Recent, or look up a URL.

Type a tag

08 DEC 06
The talking book of Literacy Bridge
2009/1 - FARA Secretariat
EDIT|DELETE
aginfo farmers ict mobile en fara

Brasil: Embrapa transforma jovens ribeirinhos em comunicadores científicos
2009/12 - AgInfo News from IAALD
EDIT|DELETE
aginfo brazil pt latin_america es extension

Innovation platforms and networks
2009/12 - AgInfo News from IAALD
EDIT|DELETE
aginfo en innovation value_chains knowledge_sharing research cgiar ilri icrisat

07 DEC 09
Peer Assist: What is local knowledge and how can we tap into it?
2009/12 - Gauri's musings
EDIT|DELETE
aginfo agrihub local_content knowledge_sharing en km4dev

06 DEC 09
Encuesta sobre el uso de tecnologías y semántica aplicadas al acceso abierto en el campo de las ciencias de la agricultura
2009/12 - AgInfo News from IAALD
EDIT|DELETE
aginfo open_access ciard research es

Enquête sur l'utilisation de la technologie et de la sémantique pour le libre accès à l'information dans le domaine de l'agriculture
- http://delicious.com
- www.citeulike.com
- www.connotea.org
RSS Feeds
Subscribe to R4D

R4D offers you a number of simple ways to stay on top of new research in your field. You can sign up for our monthly e-newsletter for a general picture of what is new on the site. Alternatively, you can choose one of our themed or country-specific e-alerts below, which sends you an email each time there is a new addition on the topic of your choice.

If you prefer RSS feeds, R4D has not only a 'Latest from R4D' feed but also themed feeds on the most popular topics and countries. In addition you can create your own project or document feed, tailored to the key words, countries, or DFID programmes that you are most interested in.

Themed Alerts and Feeds

To subscribe to a feed, click on 'Subscribe'. What is an RSS feed?

To subscribe to an email alert, enter your email address in the textbox provided and click the 'Subscribe' button:

- subscribe to R4D feed on: Research News or e-mail alerts: Subscribe
- subscribe to R4D feed on: Case Studies or e-mail alerts: Subscribe
- subscribe to R4D feed on: Latest From R4D or e-mail alerts: Subscribe
- Follow feed on Twitter

Key Themes

To subscribe to a feed, click on 'Subscribe'. What is an RSS feed?

To subscribe to an email alert, enter your email address in the textbox provided and click the 'Subscribe' button:

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- subscribe to R4D feed on: Capacity Building or e-mail alerts: Subscribe
- subscribe to R4D feed on: Climate Change or e-mail alerts: Subscribe
- subscribe to R4D feed on: Conflict or e-mail alerts: Subscribe
- subscribe to R4D feed on: Disasters or e-mail alerts: Subscribe
- subscribe to R4D feed on: Afghanistan or e-mail alerts: Subscribe
- subscribe to R4D feed on: Albania or e-mail alerts: Subscribe
- subscribe to R4D feed on: Angola or e-mail alerts: Subscribe
- subscribe to R4D feed on: Armenia or e-mail alerts: Subscribe
- subscribe to R4D feed on: Bangladesh or e-mail alerts: Subscribe

RSS Hints and Tips

- News or RSS feeds are an easy way to keep up to date with additions to R4D.
- Instead of you browsing through R4D for new information on your chosen subjects, the feed will alert you about any new information relating to the chosen subject.
- The reader will display item information and a direct link to the appropriate page.
- To use RSS feeds you need a 'feed reader' which reads and displays all feeds that you subscribe...
<table>
<thead>
<tr>
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<td>Cows, Cars and Carbon</td>
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<td>ILRI Clippings</td>
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<tr>
<td>ILRI publications from Mahider</td>
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</table>

37 days so far
400K hits
6700 clickthroughs

On average, per day:
415 subscriptions
12805 hits
101 views
217 clickthroughs
ILRI 2.0?
Implications?

- Increasingly, citizens (and ‘experts’) communicate and share among themselves. How do we join them?
- Our ‘content’ needs to be open and be able to ‘flow’ and be re-used across platforms, across orgs, across communities …
- We must go to where the people are
  - Use their tools, engage on their terms
  - Learn to ‘let go’, give up control
- Follow the principle: Capture once, re-use often
You are what you share

“the spread of the web invites us to look at the future from a different vantage point, to see that what we share is at least as important as what we own…”

In the economy of things you are identified by what you own: your land, house, car. In the economy of ideas that the web is creating, you are what you share …”

Knowledge is not power. Sharing is power.