



## 1. Goal of the Course:

This course provides an overview of contemporary practices for managing the information assets of public sector organizations. The course highlights the challenges of managing the information assets of government organizations in a network economy, practical applications for building the information capabilities of organizations, and understanding the information infrastructure. The special focuses of this course are current topics such as Web 2.0, social media and interactive applications in public sector organizations. Students will examine through active learning exercises how management, technology and organizational components work together to create information systems in order to understand the behavioral aspects of IT usage in government. The course is mainly focused on management aspects and makes therefore no assumptions about the student's prior experience with computer hardware, software, and telecommunications.

## 2. Learning Objectives:

The primary learning objective of this course is for you to arrive at informed responses to each of the above listed topics in Information Management. This will be done through discussions of the assigned readings and how they relate to your experience within previous individual organizational settings. Moreover, by discussing a wide range of problems that IT managers have encounter in different types of organizations will increase your awareness of different possible solutions.

## 3. Grading Method: The final grade will consist of the following different elements:

**20% course assignments:** You are expected to complete two assignments, which are due on February 24<sup>th</sup> and March 31<sup>st</sup> at 4:00 p.m. You will receive the assignment instructions a week before the assignments are due and you will present your results in class. Please bring a paper copy to PARCC (Eggers Hall 400) by 4:00 p.m. on the due date. Writing assistance is available at the S.U. Writing Center (<http://wrt.syr.edu/>).

**40% case analyses and active participation in class:** You are expected to actively prepare all readings for the class discussions, email me in advance in case you were not able to prepare for class. Email me questions you have regarding the readings, so that we can address those issues in class.

We will develop a “Google Wave” as a discussion platform for this course. Be creative and upload your questions, suggestions for discussions, news, etc. to the “Wave” (instructions will be discussed in class).

**40% final exam:** The final exam consists of a Web 2.0 application plan of a real life case. The application plan has to be presented in class and a written analysis is due on May 6<sup>th</sup> 2010 at noon. Please bring a paper copy to PARCC (Eggers Hall 400). Detailed instructions will be discussed in class.

#### 4. Grading scheme based on the MPA handbook

A	93% - 100% of all possible points	Superior range
A-	90% - 92%	
B+	87% - 89%	Good range
B	82% - 86%	
B-	80% - 81%	Below expectations
C+	76% - 79%	
C-	65% - 75%	
F	0%	failure
I	0%	incomplete

#### 5. Late assignment policy

The deadlines for assignment submissions are non-negotiable. I don't accept late submission.

#### 6. Academic freedom policy

You are expected to respect the right of your peers to express their views on topics relevant to the course as others respect that right as well. If you feel the need to discuss topics beyond the scope of the class, please talk directly to me and I will try to accommodate your needs after class or incorporate additional material in following lectures.

#### 7. Missing classes – general participation

Treat our class meetings as if they were professional appointments. Please arrive on time and be prepared to discuss the readings. Email me in case you will have a severe conflict or a family emergency. Participation in each class meeting is mandatory. You are allowed to miss two class meetings, but won't receive a grade in case you miss more than two class sessions – no exceptions.

#### 8. Plagiarism

Plagiarism, i.e., the presentation as one's own work the words, ideas, and opinions of someone else, is a serious concern in any academic setting. This University, like all academic institutions in the United States, assumes that the written work of a student is literally the student's own, and that any original idea or research contributions taken from the published works of others will be properly acknowledged. When any material is taken directly from a published source, it must be appropriately cited. If a statement is used verbatim, it must be enclosed in quotation marks, as well as otherwise acknowledged. Syracuse University, through its various colleges and departments, will readily refer students to writing and style manuals that are universally recognized as acceptable by scholars and that very adequately demonstrate how students should handle the issue of proper citation of material. Examples of such works include the student manual distributed by the English Department of Syracuse University, A Manual for

Writers by K. Turabian, and the Publication Manual of the American Psychological Association. Students must understand that, like cheating on examinations, plagiarism is a serious instance of academic dishonesty. In this University, it will be dealt with as such.

## 9. Required course materials

Our main reading material for the class is outlined on the detailed course calendar and available for download on Blackboard. Come prepared to class and be ready to give a short overview of the main topics and questions presented in the readings. However, the objective in this class is not to repeat what is written in the books, but to understand the general underlying concepts and connect them with your experiences.

Bring material you find in newspapers, blogs or tell the class about your own experience. We will upload your own contributions to the course website or make them available by email to everyone.

- The cases assigned to each course section have to be purchased at: <http://hbp.hbr.org/store/index.html>
- I recommend following Government 2.0 related blogs, such as:
  - GovernmentTechnology: <http://www.govtech.com/gt>
  - FederalComputerWeek: <http://www.fcw.com>
  - Clay Shirky's Blog: <http://www.herecomeseverybody.org/>
  - Jonathan Zittrain's Blog: <http://futureoftheinternet.org/>

## 10. Government 2.0: The Interactive Web in the Public Sector

### Course outline – Spring semester 2010

Week	Date	Topics	
1.	01/21/10	Course overview, syllabus review, course requirements Introduction to Government 2.0	<i>Underlying mechanisms</i>
2.	01/28/10	America 2.0: “It’s no longer the campaign”	
3.	02/04/10	Cloud computing & open source	
4.	02/11/10	“Distributed Democracy” Guest speaker: Ben Berkowitz, SeeClickFix.com	<i>Web 2.0 applications in the public sector</i>
5.	02/18/10	Peer production & crowdsourcing	
	02/24/10	<i>Assignment 1 due at 4:00 p.m.</i>	
6.	02/25/10	Prediction markets	
7.	03/04/10	“Second Life in the Public Sector” Guest speaker: Bill Greeves, MuniGov2.0	
8.	03/11/10	“Intraorganizational wikis in the public sector” Guest speaker: tbc	
9.	03/18/10	<i>Spring break</i>	
10.	03/25/10	<i>No class – conference travel: Independent work on final project exposé</i>	
	03/31/10	<i>Assignment 2 &amp; final paper proposal due at 4:00 p.m.</i>	
11.	04/01/10	“GovLoop: Social Networking Service for Government” Guest speaker: Steve Ressler, Founder GovLoop	
12.	04/08/10	“GovTwit: Twitter in the Public Sector” Guest speaker: Steve Lunceford, GovTwit	
13.	04/15/10	Cyberwar	
14.	04/22/10	Final student presentations	<i>Student presentations</i>
15.	04/29/10	Final student presentations	
16.	05/06/10	Final paper due at noon	

## 11. Reading list and weekly topics

Spring 2010

### Course calendar and required readings

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Session: 1

Date: 01/21/10

Subject: **Introduction:**

- Government 2.0: Information paradigm in the public sector
  - Course schedule, readings, expectations
  - Google Wave introduction
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#### **Suggested readings:**

- Carr, N. G. (2008): Is Google Making us Stupid?, in: The Atlantic Monthly, July/August 2008.
  - Thomson, C. (2008): Brave New World of Digital Intimacy, in: The New York Times, 09/07/2008.
  - David C. Wyld (2007): "The Blogging Revolution: Government in the Age of Web 2.0", [http://www.businessofgovernment.org/publications/grant\\_reports/details/index.asp?GID=291](http://www.businessofgovernment.org/publications/grant_reports/details/index.asp?GID=291)
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Session: 2

Date: 01/28/10

Subject: **"It's no longer the campaign"**

- Social media use in grassroots organizations
  - ... and beyond
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#### **Required readings:**

- Peter Wallsten (2009): Retooling Obama's campaign machine for the long haul, in: LA Times, January 14, 2009, <http://articles.latimes.com/2009/jan/14/nation/na-obama-army14>
- Andy Barr (2008): 2008 turnout shatters all records, in: Politico, <http://www.politico.com/news/stories/1108/15306.html>, November 5, 2008
- Jennifer Senior (2009): The Message Is the Message: Barack Obama's ubiquitous appearances as professor-in-chief, preacher-in-chief, father-in-chief, may turn out to be the most salient feature of his presidency, in: New York Magazine, August 2, 2009, <http://nymag.com/news/politics/58199/>

**CASE:** Mikolaj Jan Piskorski, Laura Winig (2009): Barack Obama: Organizing for America 2.0, HBS case study, Product number: 709493-PDF-ENG

**Tool presentation:** Blogs & RSS feeds (Set up a blog, post videos, pictures and text, sign up for RSS feeds, RSS readers)

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Session: 3  
Date: 02/04/10  
Subject: **Cloud computing & Open source in the public sector**

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**Required readings:**

- Weinberger, S. (2007): If You Love Your Information, Set It Free, Harvard Business Review, June 2007, Vol. 85 Issue 6, p20-21,.
- Hamel, Michael P., and Charles M. Schweik. 2009. Open source collaboration: Two cases in the U.S. public sector. First Monday 14, no. 1 (January 5, 2009), <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2313/2065>.
- Chen and Perry (February 2003): IT Outsourcing for Public Managers, Washington D.C.: IBM Endowment for the Business of Government.

**CASE:** Willy Shih (2008): Quanta Computer and the One Laptop Per Child Initiative, HBS case # 608102-PDF-ENG

**Tool presentation:** Mobile apps incl. GPS (“Foursquare”)

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Session: 4  
Date: 02/11/10  
Subject: **“Distributed Democracy”**  
Guest speaker: Ben Berkowitz, SeeClickFix.com

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**Required readings:**

- Stephen F. King and Paul Brown (2007): Fix My Street or Else: Using the Internet to Voice Local Public Service Concerns, CEGOV2007, December 10-13, 2007, Macao

**Instructions:**

- Please familiarize yourself with the SeeClickFix.com website.
- Please prepare at least 5 questions for our guest speaker.

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Session: 5  
Date: 02/18/10  
Subject: **Peer-production and crowdsourcing**

- Wisdom of the crowds
- Task granularity

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**Required readings:**

- McDermott, R. (1999): Why Information Technology inspired but cannot deliver knowledge management, in: California Management Review, 41:4, pp. 103-117.
- O’Reilly: The architecture of Participation, available online: [http://www.oreilynet.com/pub/a/oreilly/tim/articles/architecture\\_of\\_participation.html](http://www.oreilynet.com/pub/a/oreilly/tim/articles/architecture_of_participation.html)

## CASE

- Wikipedia (A): <http://courseware.hbs.edu/public/cases/wikipedia/> (free)

### Tool presentation:

- Google search
- Wiki: Editing wiki pages, history, users, etc.
- Social sharing: YouTube, Flickr/Pikasa

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Date: **02/24/10**  
Subject: **Assignment 1 - Due on 02/24/2010, 4:00pm**

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Session: **6**  
Date: **02/25/10**  
Subject: **Prediction Markets**  
Online and corporate prediction markets

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### Required readings:

- Familiarize yourself with online prediction markets.
- Cohen (2008): Google's Lunchtime Betting Game, in: NYT, January 7, 2008:  
<http://www.nytimes.com/2008/01/07/technology/07link.html?ex=1357362000&en=1463e04f4f11c7b9&ei=5124&partner=permalink&expprod=permalink>

**CASE:** Cohles/Lakhani/McAfee (2007): Prediction Markets at Google, HBS # 9-607-088.

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Session: **7**  
Date: **03/04/10**  
Subject: **"Virtual Worlds in the Public Sector"**  
Guest speaker Bill Greeves, Co-founder MuniGov2.0

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### Required readings:

- Bruce Damer (2008): Meeting in the Ether: A brief history of virtual worlds as a medium for user-created events, in: Journal of Virtual Worlds Research, Vol.1. No. 1, "Virtual Worlds Research: Past, Present & Future" July 2008.

### Instructions:

- Familiarize yourself with MuniGov2.0: <https://sites.google.com/site/munigov20/>.
- Download Second Life desktop application, create and dress your avatar and familiarize yourself with islands on Second Life. Bring your favorite destinations to class.
- Please prepare at least 5 questions for our guest speaker.

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Session: 8  
Date: 03/11/10  
Subject: **Intraorganizational wikis in the public sector**  
Guest speaker: tbc

- Collaboration
- Social sharing

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**Required readings:**

- McAfee, A. (2005): Will Web services really transform collaboration?, in: MIT Sloan Management Review, pp.78-84.
- Bronk, C. (2007, Aug) "May a Thousand Wikis Bloom: The Politics of Ubiquitous Web Publishing in the U.S. Federal Bureaucracy", Paper presented at the annual meeting of the APSA, Chicago. Online Retrieved 2008-05-20 from [http://www.allacademic.com//meta/p\\_mla\\_apa\\_research\\_citation/2/1/1/7/2/pages211728/p211728-1.php](http://www.allacademic.com//meta/p_mla_apa_research_citation/2/1/1/7/2/pages211728/p211728-1.php)
- Tapscott, D./Williams (2008): Wikinomics, Ch. 9, pp. 239-267, Portfolio Hardcover.

**CASE:** Sjoman, A., McAfee, A. (2006): Wiki use for collaboration at Dresdner Kleinwort Wasserstein, HBS case #606074.

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Session: 9  
Date: 03/18/10  
Subject: **Spring Break – No Class**

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Session: 10  
Date: 03/25/10  
Subject: **No class meeting: Individual work on your paper proposal & assignment 2.**

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**Your task:**

- 1- page proposal of your final project. Further instructions will be discussed before spring break.
- Work on assignment 2.

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Date: 03/31/10  
Subject: **Assignment 2 - Due on 03/31/2010, 4:00pm**

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Session: 11  
Date: 04/01/10  
Subject: **GovLoop: Social networking platform for government employees**  
Guest speaker: Steve Ressler, GovLoop.com

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**Required readings:**

- Cross/Liedka/Weiss (2005): A practical guide to Social networks, HBR, pp. 1-9.
- boyd, d. m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1), article 11.  
<http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html> (online)

**Instructions:**

- Please familiarize yourself with the GovLoop website, become a member, set up your profile, search for and connect with Maxwell alumni. Look for similar international examples. What are the differences? Please prepare at least 5 questions for our guest speaker.
- Be prepared to present your paper proposals.

**Tool presentation:** Facebook (Groups, privacy settings, news feed, tagging, etc.)

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Session: 12  
Date: 04/08/10  
Subject: "GovTwit: Twitter & microblogging in the public sector"  
Guest speaker: Steve Lunceford, GovTwit

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**Required readings:**

- Shirky, C. (2002): Weblogs and the mass Amateurization of Publishing,  
[http://shirky.com/writings/weblogs\\_publishing.html](http://shirky.com/writings/weblogs_publishing.html), Published October 3, 2002 on the "Networks, Economics, and Culture" mailing list.
- Huberman, Bernardo A., Romero, Daniel M. and Wu, Fang, Social Networks that Matter: Twitter Under the Microscope (December 5, 2008).

**Instructions:**

- Please familiarize yourself with GovTwit and Twitter.com. Set up a Twitter account and start following influential Government 2.0 Twitter users.
- Please prepare at least 5 questions for our guest speaker.
- In addition: Please bring a laptop to class! We need to set up your avatar on Second Life.

**Tool presentation:** Twitter (Find people/organizations to follow, private accounts, lists, retweet, URL shortener, Twitter desktop applications, etc.)

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Session: 13  
Date: 04/15/10  
Subject: Cyberwar  
Distributed Denial of Service attacks (DDoS)  
Online censorship vs. transparency and openness

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**Required readings:**

- Shirky, C. (2008): Forethought Security: Next online Cons, in: HBR: Reprint F0806D.
- Davis, J. (2008): Secret Geek A-Team Hacks Back, Defends Worldwide Web, WIRED MAGAZINE: 16.12.
- David Drummond, SVP, Corporate Development and Chief Legal Officer (2010): A new approach to China, Google Public Policy Blog:  
[http://googlepublicpolicy.blogspot.com/2010/01/new-approach-to-china.html?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+GooglePublicPolicyBlog+%28Google+Public+Policy+Blog%29&utm\\_content=Google+Reader](http://googlepublicpolicy.blogspot.com/2010/01/new-approach-to-china.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+GooglePublicPolicyBlog+%28Google+Public+Policy+Blog%29&utm_content=Google+Reader), accessed Tuesday, January 12, 2010 at 6:53 PM ET

**CASE:** Mueller, P. (2008): Security 2.0: The Estonian-Russian Cyber war of 2007, Erfurt School of Public Policy (free).

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Session: 14  
Date: 04/22/10  
Subject: Final student presentations

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Session: 15  
Date: 04/29/10  
Subject: Final student presentations

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Session: 16  
Date: 05/06/10  
Subject: Final paper due at noon

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