How to do better government

Traditional media
High reach Low engagement

Social media
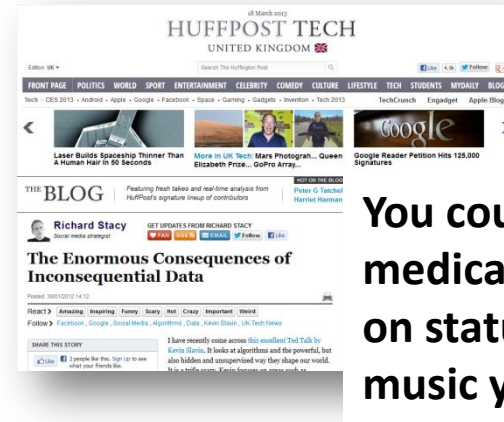**Low reach High engagement**

You are not going to get large numbers of people to become more 'engaged' with government, but you can get very small numbers of people to help you 'do' government better

Benefits come from listening (and responding), not from 'messaging'

How to govern the social digital world

The algorithm is the most powerful tool for social change ever invented (since the sword)

HUFFPOST TECH
UNITED KINGDOM

Richard Stacy
The Enormous Consequences of Inconsequential Data

You could be refused medical insurance based on status updates about music you listen to

Algorithms take the current principles of data protection and privacy and eat them for lunch

Governments have no policy response

Zero level of public awareness or consent

http://richardstacy.com