#ZombieTech
(or ICT4Z)

@jedmiller

OpenGovHub
Zombie Tech Killed My Job

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
“According to Arthur, Abuzz software will allow the Times to connect its high-demographic users to one another with a heightened level of communications.”

NYTimes.com wanted to integrate questions and answers between readers.

• Not enough readers wanted to be in conversation. (It was 1999.)
• The balance between social (talk vs. read) and transactional (ask and answer) was off. Users needed to make too big a change in behavior to see or get value.
• The culture change required for writers and web staff was too high. It wasn’t familiar to be asked to turn articles and features into useful Q&A material.
• Abuzz cost The Times $30 million to acquire. (It was 1999.)
Resource Center

A tool for knowledge-sharing and transparency advocacy, the Resource Center gives activists, civil society members, government officials, legislators, journalists and students access to hundreds of documents on the management of natural resource wealth.

Use the search box to access this interactive database of research, training and policy documents from resource-rich countries around the world.

**How Can Ugandans Benefit from an Oil Windfall? Policy Options to Manage Petroleum Revenues**

Uganda is on the path to becoming a significant oil producer in the next decade, with production potentially reaching over 200,000 barrels per day...

*Fast Sheet – 5 May 2014*

**Natural Resource Funds: Fund Profiles and Policy Briefs**

*Fast Sheet – 27 March 2014*

**Briefing Papers on Transparency and Governance for Guinean Lawmakers (in French)**

Parliamentary briefings on five core elements of responsible and transparent natural resource governance.

*Fast Sheet – 31 January 2013*
Revenue Watch (NRGI) Resource Center was conceived as an independent section of the website to gather RWI and outside knowledge materials, including collecting submissions from users and peers.

- No one assigned to full-time upkeep.
- Steady, but very low volume of new material from RWI.
- Extremely low volume of external submissions to “Submit a Resource” prompt.
- No outreach plan for ongoing collection of submissions.
Demtools: “a suite of open-source web applications designed to help civic groups organize, connect government with constituents, manage election data, and foster civic debate.”

howwegettonext: “highlighting innovation news from across the world, hoping to create a community around the inspirational people and ideas that are shaping our future.”

The Toolbox: “a single platform where citizen activists can be deeply engaged in...the most useful information and tools for social change as well as clear avenues for taking meaningful action.”
US Global Development Lab: “bringing together a diverse set of partners to discover, incubate and scale breakthrough innovations in areas like water, maternal and child health, food security and nutrition, energy, education and financial inclusion.”

Stand with Civil Society: “a groundbreaking initiative to establish Civil Society Innovation Centers in every sub-region to connect civil society organizations to each other, resources, tools, and knowledge.”

Abuzz software: “will allow the Times to connect its high-demographic users to one another with a heightened level of communications.”
Why?
Why?

- Interest in having “our own thing”
- Appeal of something “shiny”
- Donor expectations uninformed by grantee experience
- NGO expectations uninformed by staff or outside expert or vendor experience
- Everyone’s expectations uninformed by user experience
- Also because FADS ...
Psy.
“The world of online video has changed significantly since we launched the Hub and the increasing ubiquity of video sharing is having broad implications...this ubiquity is part of WITNESS’ dream come true: billions of people are equipped with cameras (often as part of their mobile phones) in their hands – what can they document and what will they change? Rapid development of platforms, applications and tools has created a world where ‘video for change’ is an increasingly familiar concept.”

—Yvette Alberdingk Thijm, The Hub, 2010
ZombieTech will ... eat your brain.
(i.e., People do dumb things.)
ZombieTech is ... hard to kill.
(Not a zombie. Who cares?)
ZombieTech is ... already dead. (i.e., Don’t do DOA tech projects. Design for use, not for launch.)
But people love zombies. (And will keep paying to see them.)
IN THE EVENT OF ZOMBIE ATTACK
3 STEPS TO SURVIVING INFESTATION
Run.

(i.e., Avoid potential zombie projects. Keep thinking. Keep moving. Move only during the day.)
Hide.

(Don’t literally hide. But develop smarter solutions quietly. Bring snacks.)
(i.e., Push back when you see a zombie project coming. Make strong arguments.)
Fight!

(And be creative.)