

Computing Project

(COMP08053)

Lecture 8

Web 2.0 and Project Management (Project Management 2.0)

Web 2.0

How many people regularly use the following applications/activities

Facebook

LinkedIn

Twitter

Blogging

Forums...etc

Web 2.0

Term Web 2.0 describes changing trends in use of the Internet technology and web design

Aimed at enhancing:

Collaboration

Creativity

Communications

Secure information sharing

Functionality

Web 2.0

Web 2.0 concepts have led to development and evolution of **web culture communities** and **hosted services** such as:

Social networking sites

Video sharing sites

Wikis

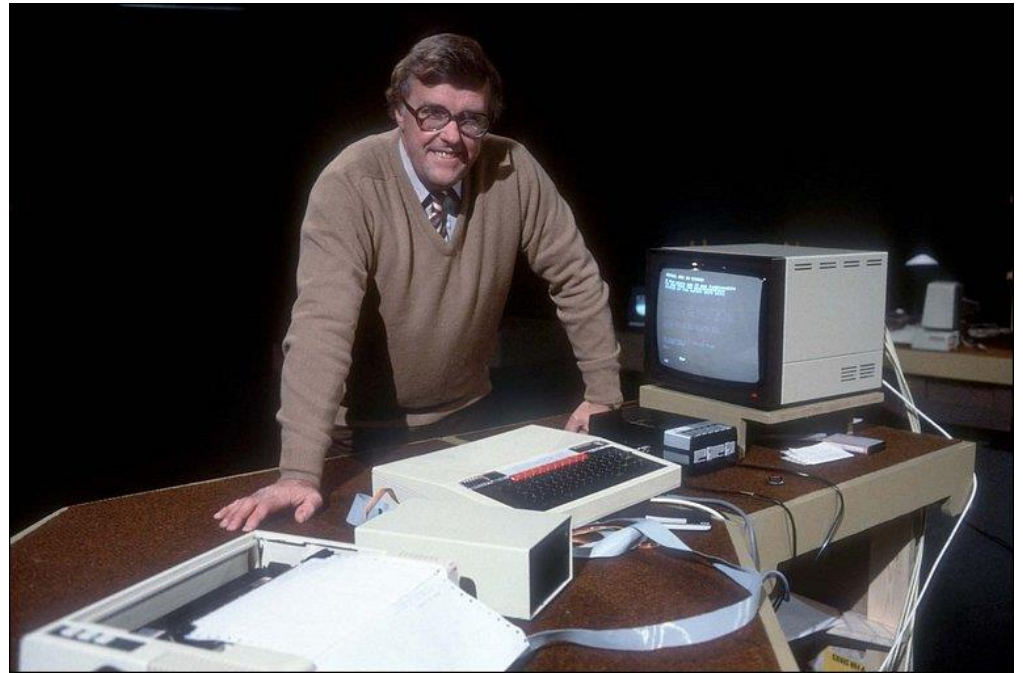
Blogs

Web 2.0

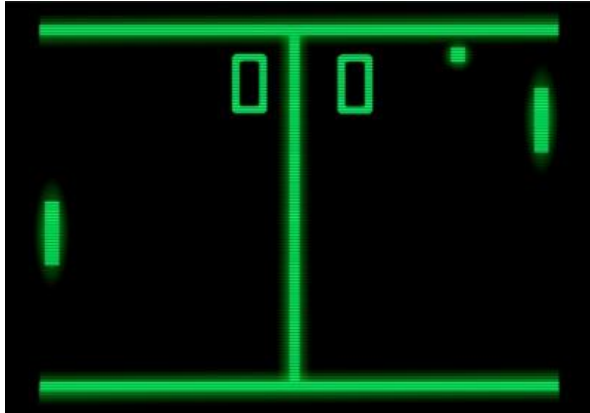
Web 2.0 now play a significant role in our everyday lives both at work and at play

This has led to the emergence of the **'iGeneration'**, as shown by the following applications and platforms...

Computers – early 1980s

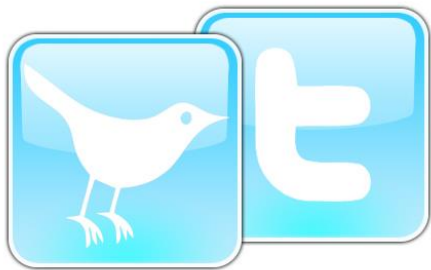


Computer Games – early 1980s



Mobile phones – 1980s





Web 2.0

The 'i' in 'iGeneration' is said to be about being:

interactive
involved
interested
included
inspired

Web 2.0 Components

Social Networking

A specific site that allows users to **learn about other users** and their skills, talents, knowledge or preferences

Some **companies** use this internally to help identify **experts**

Web 2.0 Components

Peer-to-Peer Networking (p2p)

Technique for **efficiently sharing files** over the Internet with a closed set of users

Unlike traditional methods of storing information at a single location – a p2p network distributes its **files across multiple locations** to reduce bottlenecks

Web 2.0 Components

Collective Intelligence

Any system that attempts to tap the **expertise of a group** rather than an individual to take decision

Web 2.0 Components

Mash-ups

Aggregations of content from different online sources to create a new service

Podcasts

Audio or video recordings in the form of a blog or other content

Often distributed through aggregator (e.g. iTunes)

Web 2.0 Components

Blogs

Online journals or diaries hosted on a website and often distributed to other sites or readers using RSS

RSS (really simple syndication)

Allows people to subscribe to **online distribution** of news, blogs, podcasts etc

Web 2.0 Components

Wikis

Such as Wikipedia are systems for **collaborative publishing**. Allow many authors to contribute to an online document or discussion

Web Services

Software systems that make it easier for **different systems to communicate** with one another automatically in order to pass information or conduct transactions

Project Management 2.0

Emergence of social media applications have changed way project management teams operate

Applications such as **wikis** and **blogs** now **moved into the enterprise**

Project teams now **work together in real-time** and **better communicate ideas and insight**

Project Management 2.0

Examples of social media that can be used in project management include:

Blogs

<http://www.youtube.com/watch?v=NN2I1pWXjXI>

Project Management 2.0

Wikis

<http://www.youtube.com/watch?v=-dnL00TdmLY>

Project Management 2.0

Advantage of PM 2.0 is its **simplicity**

Social media tools are designed for the masses – meaning **experience not required**

Wikis and **blogs** are good generic tools that can help to **share knowledge** much more effectively than emails

Also provides companies with a means of **empowering their staff** with a **collaborative planning solution**

Project Management 2.0

Blogs allow team members who otherwise would not have been aware of or invited to **participate in a discussion to contribute their expertise**

Companies such as **Microsoft, IBM, Google, Sun Microsystems** and **SAP** write project blogs on a regular basis

Project Management 2.0

Ways in which blogs can be used in Project management:

Progress Report Blogs:

- Way of communicating with project team
- Can follow progress
- Messages can be categorised (e.g. developers can take note of just technical updates and postings)

Project Management 2.0

Discussion Blogs:

- If **feedback or a consensus** is required then comments area can be used
- **Centralises discussions** with an audit trail, can see who said what and when

Project Management 2.0

Team Blogs:

- **Each team member** is given their own category allowing each to provide **progress reports and gather feedback on their tasks and requirements**
- **Rather than having lengthy progress meetings** you can minimise need by checking all the feeds

Project Management 2.0

File Store Repository:

- Upload files to **share** with the team
- Keep **all versions up-to-date**
- Could be used for project plans, specifications, software, timesheets etc

Project Management 2.0

Documentation Blogs:

- Files, notes, random chats, ad hoc emails can be spread over a large team
- This type of blog can **aggregate all this knowledge that is easy to search and provides a back up store**
- **Using categories and tags it can all be organised and retrieved by interested parties**

Project Management 2.0

Other companies using social networking include:

Nissan – who report that it makes it easier for employees to tap into the expertise they need

BBC – 4,000 wiki users and 400 people blogging

GE - ‘SupportCentral’ has over 100,000 users

Project Management 2.0

More traditional project management tools focus on **strict one-to-many work breakdown structure of tasks**

Often leads to **obsolete and useless project plans**

Whole process becomes very tricky and requires a lot of **up-front thinking, predictions and responsibility for project manager**

Project Management 2.0

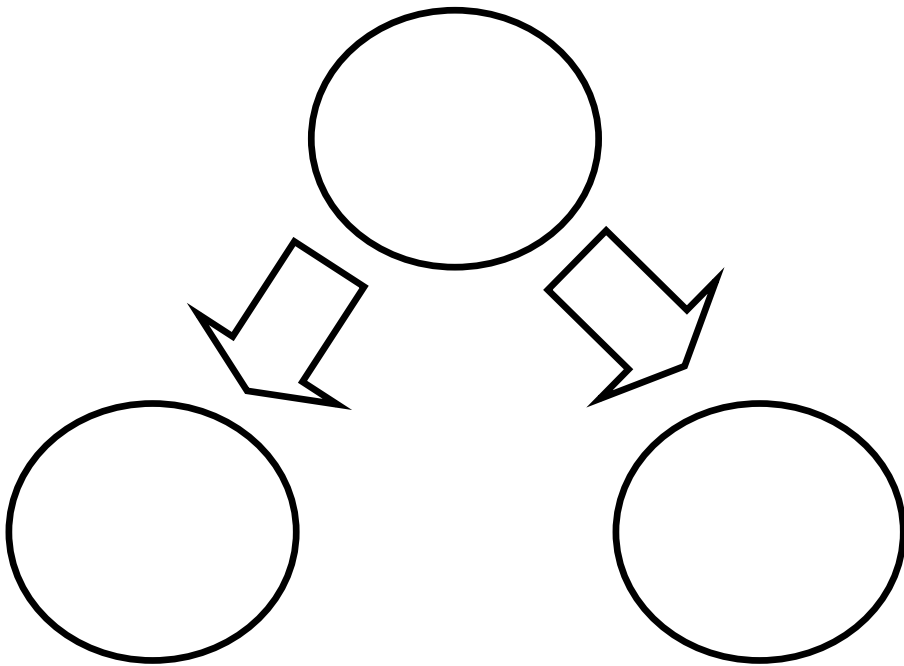
Collaboration planning tools such as **wikis** allow work breakdown structures to emerge from the **bottom-up**

Hierarchies are **many-to-many** in contrast to one-to-many hierarchies such as in Microsoft Project

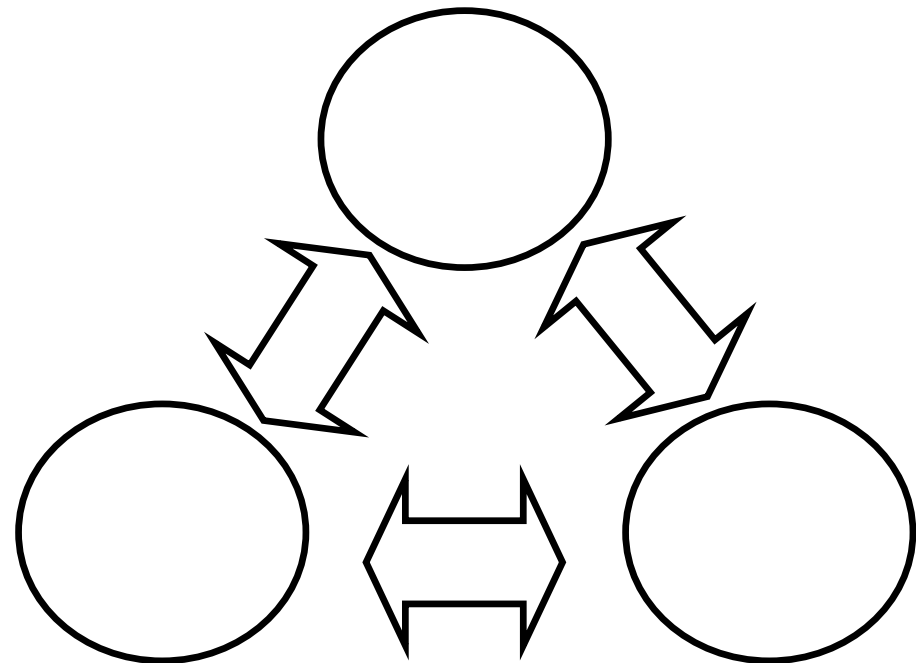
Resulting structures **can fit project participants much better** than one rigid work breakdown structure

Project Management 2.0

One-to-many Structure



Many-to-many Structure



Project Management 2.0

Agility helps bring iterative and incremental practices into project management

Project manager's job becomes more about coordination and guidance than routine manual updates

Whole team can react to changes much faster

Many-to-many hierarchies let corporate executives see each project and their whole organisation from different points of view

Traditional Project Management	Project Management 2.0
Centralisation of control	Decentralisation of control
Top-down planning	Bottom-up planning
Authoritarian environment	Collaborative environment
Implied structure	Emergent structures
Limited/restricted access to plan	Organised/unlimited access to plan

Traditional Project Management	Project Management 2.0
Local access to information	Global/live access to information
Limited communication within team	Unlimited communication within team
Separate projects	Holistic approach
Overly complex rules	Easy to use tools
Rigidity of tools	Flexibility of tools