



# **Government IT Professionals Online Survey Results FINAL REPORT**

**September 2010**

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# Research Objectives & Methodology

## Research Objectives

HP would like to understand of the use of social media and other communication and collaboration technologies (referred to herein as “Gov 2.0”) by government IT professionals.

## Custom Online Survey

- Fielded to U.S. government IT professionals of the local, state or federal level
- Field dates: September 7 – September 8, 2010
- 103 completed surveys
- 19 questions total
- 10 min maximum length

# Demographics

## Age

Under 20 yrs: 1%  
20 - 24 yrs: 13%  
25 - 34 yrs: 47%  
35 - 44 yrs: 20%  
45 - 54 yrs: 14%  
55+ yrs: 6%

## Type of Agency

Federal: 23%  
State: 43%  
Local: 34%

## Gender

Male: 65%  
Female: 35%

## Role

Contractor: 24%  
Full-time Employee: 76%

## Size of Agency

1-20 employees: 7%  
21-50 employees: 6%  
51-100 employees: 17%  
101-250 employees: 20%  
251-500 employees: 13%  
501-1,000 employees: 10%  
1,000+ employees: 28%



# Summary of Findings

# Summary of Key Findings

## Use and Understanding of Gov 2.0:

- Most respondents feel they understand what Gov 2.0 entails.
- Respondents described Gov 2.0 as a movement towards collaboration, transparency and technological innovation.
- The most commonly used Gov 2.0 tools are social networks, blogs and video and multi-media sharing.

## Thoughts about Gov 2.0:

- **Main barriers of adoption:** Respondents feel that the main barriers to the adoption of Gov 2.0 are security concerns, lack of budget and technical expertise/ability.
- **Main benefits of a Gov 2.0 initiative:** Respondents report that the main benefits of a Gov 2.0 initiative are improved services to the public, citizen participation in government, and collaboration between agencies.
- **Encouragement of Gov 2.0:** Respondents feel the best ways to encourage Gov 2.0 at their agency is through management and an increase of the technology budget.

# Summary of Key Findings (Continued)

## Gov 2.0 in Action:

- When asking about personal implementation of Gov 2.0 initiatives, we found that many respondents participate in Gov 2.0 through social media sharing and social networks. In addition, many respondents are supporting Gov 2.0 by adopting and improving various technologies in their agency.
- A majority of respondents anticipate implementing an ongoing Gov 2.0 strategy within the next year.

## Gov 2.0 in the Agency:

- Most respondents learn of Gov 2.0 resources and programs available to government agencies through Web 2.0 companies. Only 6% of respondents reported that there were no resources available.

# Summary of Key Findings (Continued)

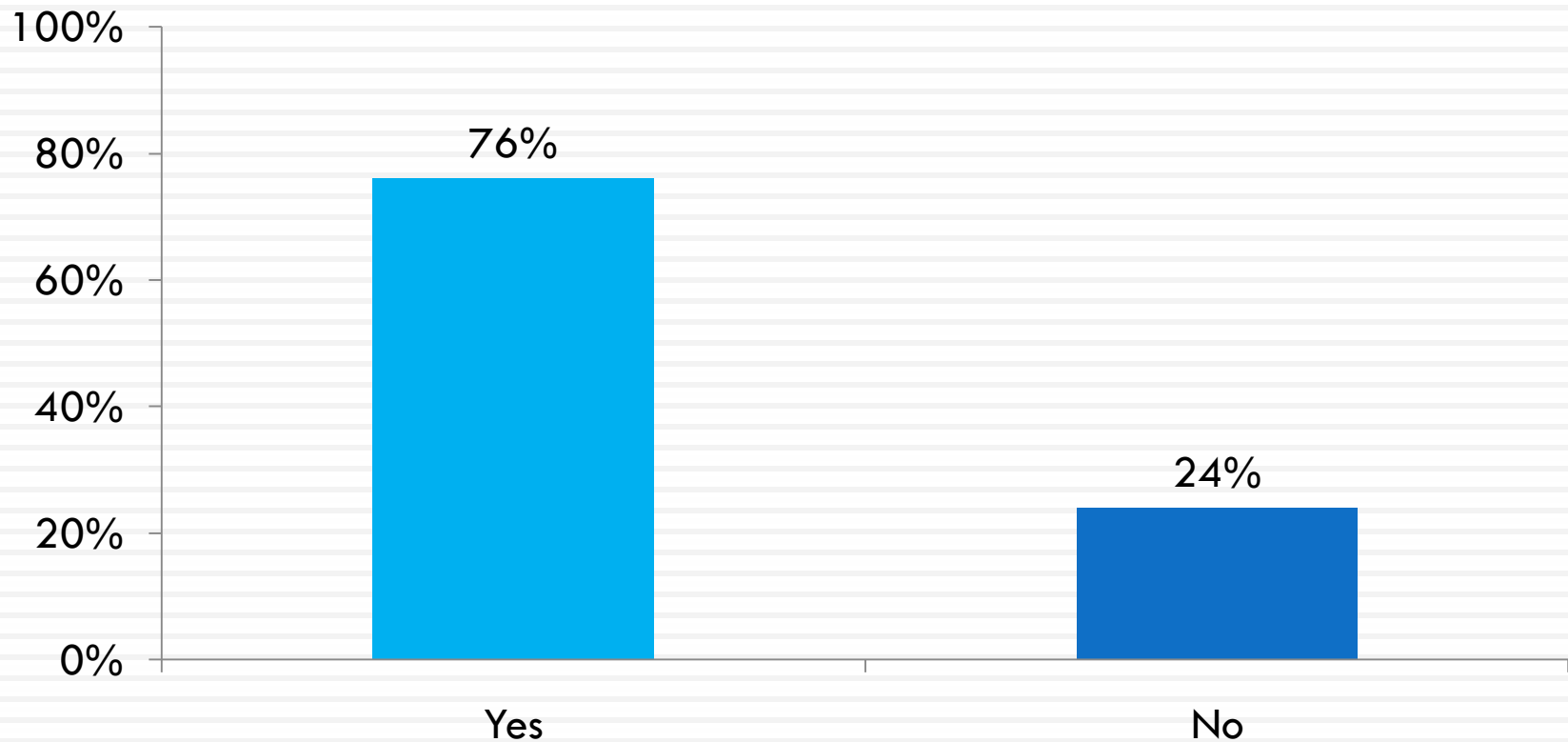
## Attitudes and Opinions of Gov 2.0 in the Agency:

- Nearly 2/3 of respondents agree that Gov 2.0 will improve their agency, while only about half of respondents agree that their agency has embraced Gov 2.0.
- A little over half of all respondents feel that their agency understands what Gov 2.0 is, and that their agency puts more effort into implementing Gov 2.0 than other agencies do.



# Most respondents feel they understand what Gov 2.0 entails

Do you feel you understand what Gov 2.0 entails?



# Gov 2.0: A movement towards collaboration

## A movement towards collaboration, increased communication and wider participation.

*“Gov 2.0 is an attempt to revolutionize government and the way the government does business. It promotes **inter-** and **intra-agency communication** at the most basic levels, promotes brainstorming and experimentation to achieve results. It allows for complete transparency, **collaboration, participation,** and innovation by incorporating technology unlike anything before it. “*

*“It is a helpful and quick way to **get in touch** with the government and **connect** employees and programs.”*

*“Gives users the choice to **interact** or **collaborate** in a social media dialogue as well as being in a virtual **community.**”*

# Gov 2.0: A movement towards transparency

## A movement towards transparency of the government.

*“With the proliferation of issues and a scarcity of resources to address them all, leaders inside and outside government are turning to the principles of participation, collaboration, **transparency**, and efficiency to address the challenges facing our country and the world.”*

*“The **open government** revolution.”*

# Gov 2.0: A movement towards technological innovation

## A technological innovation and IT summit.

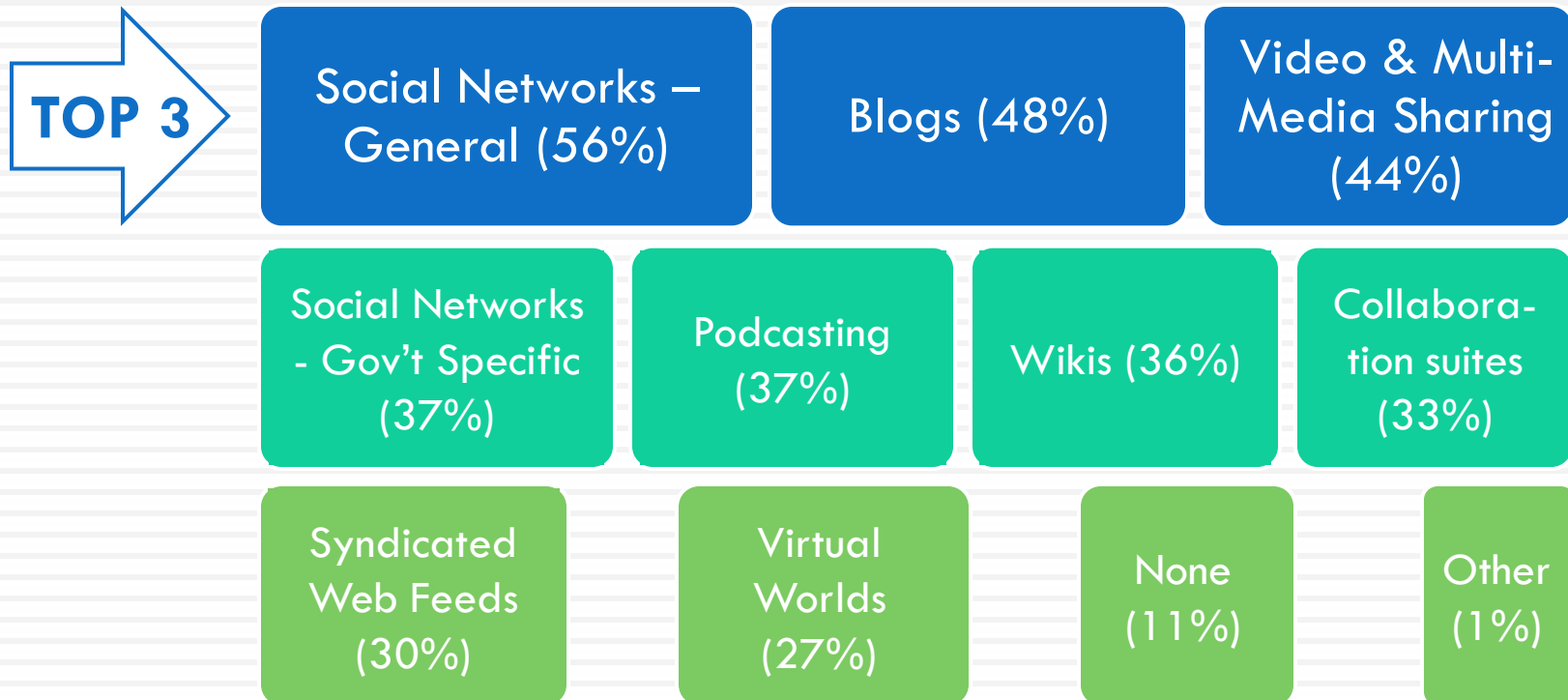
*“The emergence of **IT innovation** and the Web as a platform for fostering efficiencies within government and citizen participation.”*

*“I believe it is for entrepreneurs to come up with **technology** that will help government work better and become more efficient.”*

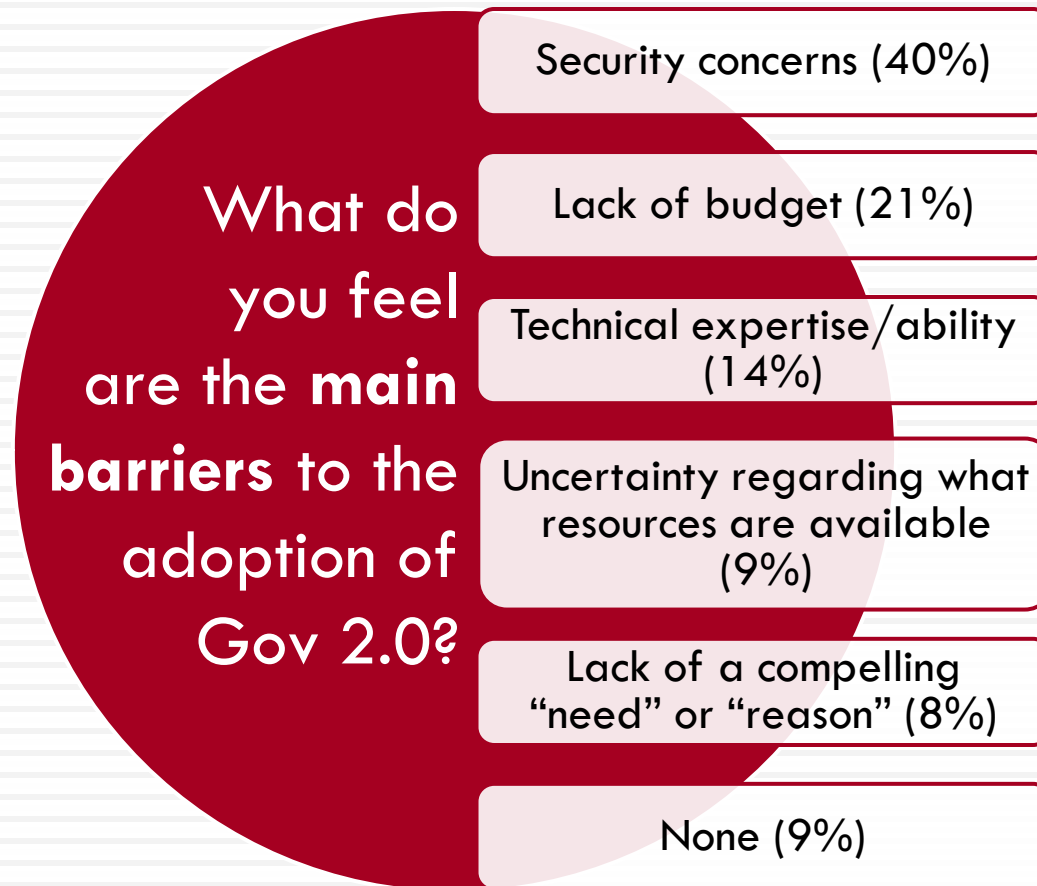
*“Next new thing in internet **tech.**”*

*“Gov 2.0 Summit brings together innovators from government and the private sector to highlight **technology** and ideas that can be applied to the nation’s great challenges.”*

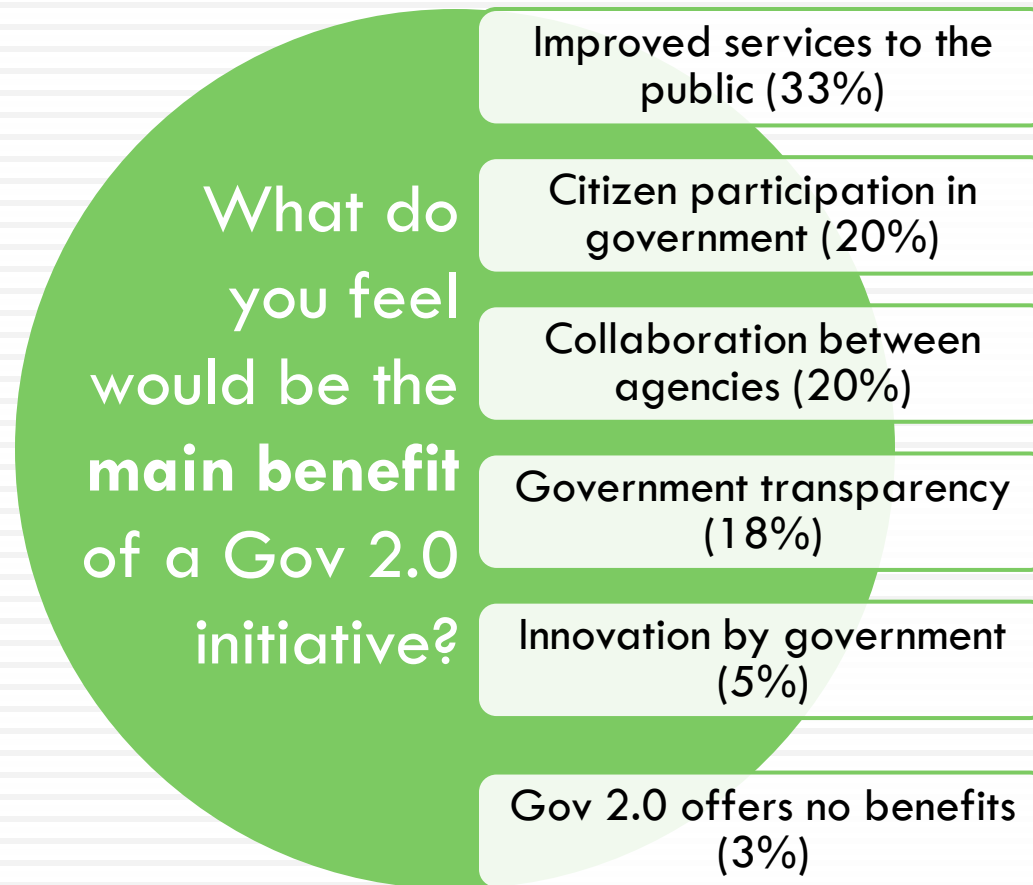
# The most commonly used Gov 2.0 tools are social networks, blogs and video and multi-media sharing



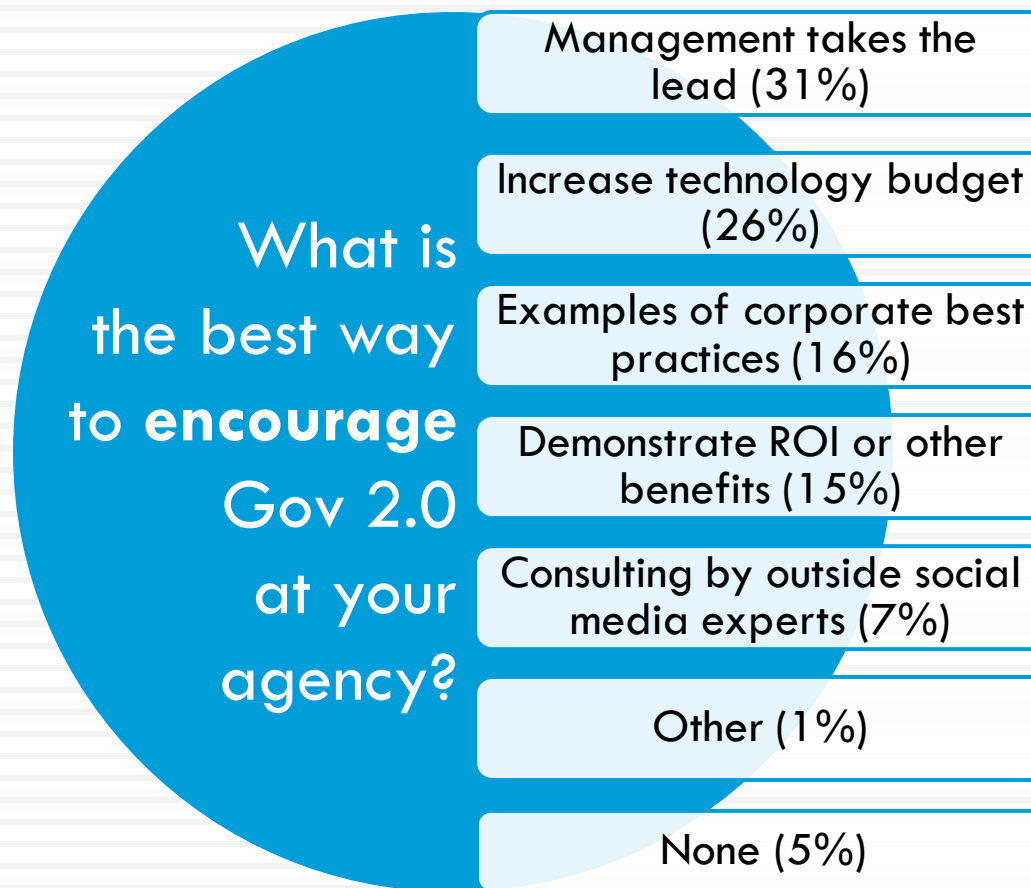
# Concern about security is the top main barrier to the adoption of Gov 2.0, followed by lack of budget



# Improved services to the public is named as the top main benefit of a Gov 2.0 initiative



# Encourage Gov 2.0 through management and budget allocation





# Gov 2.0 initiatives: Social media

**Social networks, blogs and multi-media are used to share, recruit and inform.**

*“Several agencies have requested **Facebook** and **Twitter** pages to allow for the **sharing** of accomplishments and current activities to be presented in near-real time to interested parties.”*

*“Our **blog**.”*

*“Planning to expand the **social media** aspect: working on making all our employees a **part of the network**.”*

*“Using **social media** to **recruit** new employees.”*

*“Our public relations department uses **YouTube** for **posting videos** of important events.”*

# Gov 2.0 initiatives: Technology improvements

**A huge variety of technology improvements involving hardware, software and training have been initiated to support Gov 2.0.**

*“Software defined radio (SDR), which implements all aspects of signal processing but the analog-to-digital conversion in software, is perhaps the most general cognitive radio example.”*

*“Data base improvement.”*

*“Set up the **web** systems.”*

*“Social **computer** in the united states army.”*

*“More **computers**.”*

*“Installing it on systems in place and **training** the teams that use them.”*

# Gov 2.0 initiatives: Other common responses

Gov 2.0 Initiative	Open-End Responses
Budgeting	<p><i>"We did successful <b>budgeting</b>."</i></p> <p><i>"Working to increase the <b>budget</b>."</i></p> <p><i>"<b>Budget</b> increases."</i></p>
Community Involvement	<p><i>"<b>Communities</b> - Easily <b>collaborate</b> with peers, other departments and agencies regardless of time &amp; distance."</i></p> <p><i>"Working <b>relations</b> -- getting along - getting things done."</i></p>
Audio & Multi-media Sharing	<p><i>"Training <b>videos</b>."</i></p> <p><i>"<b>Audiology</b> Education."</i></p> <p><i>"<b>Podcasting</b> instructional material."</i></p>
Improving Online Presence	<p><i>"Expanding <b>online presence</b>, making info on site easier to find."</i></p> <p><i>"Uploading a database of initiatives and accomplishments on the <b>local web page</b>."</i></p>

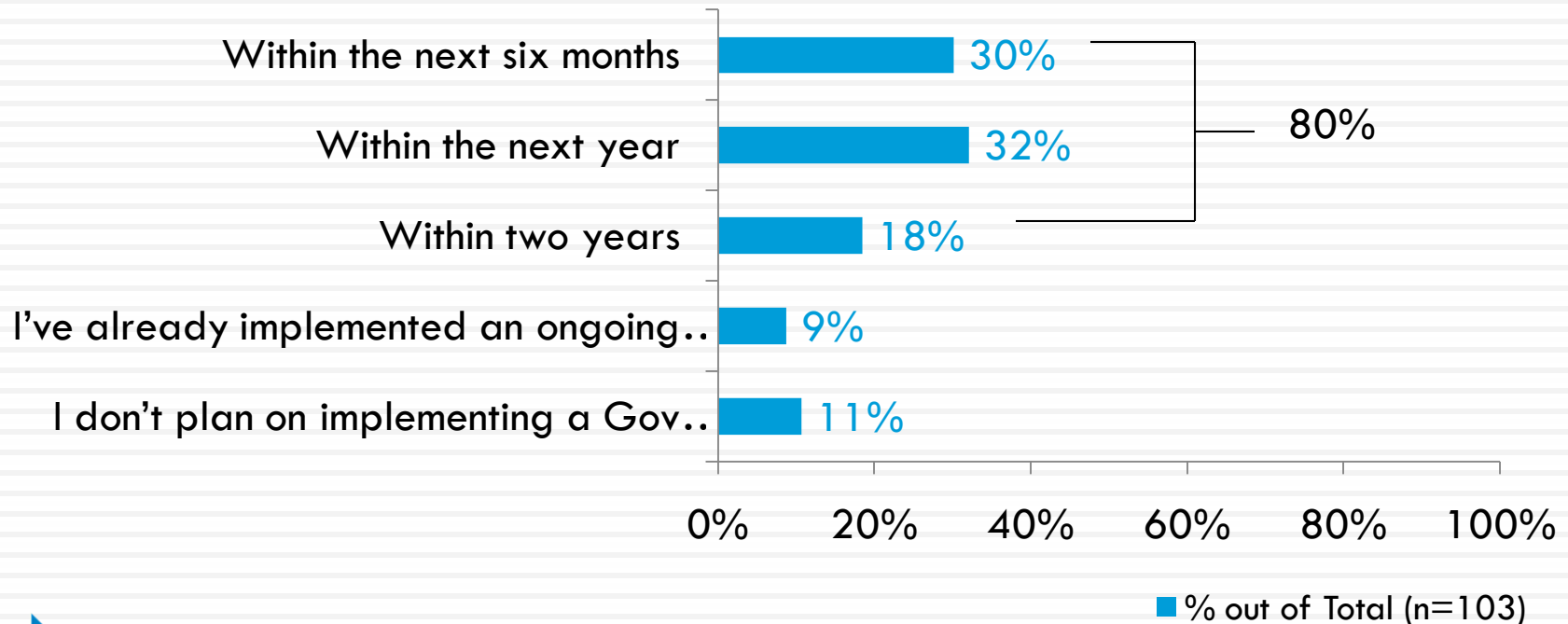


Base: All Respondents (n=103)

Q10. Please describe one current Gov 2.0 initiative you have completed, are in the process of doing, or are planning.

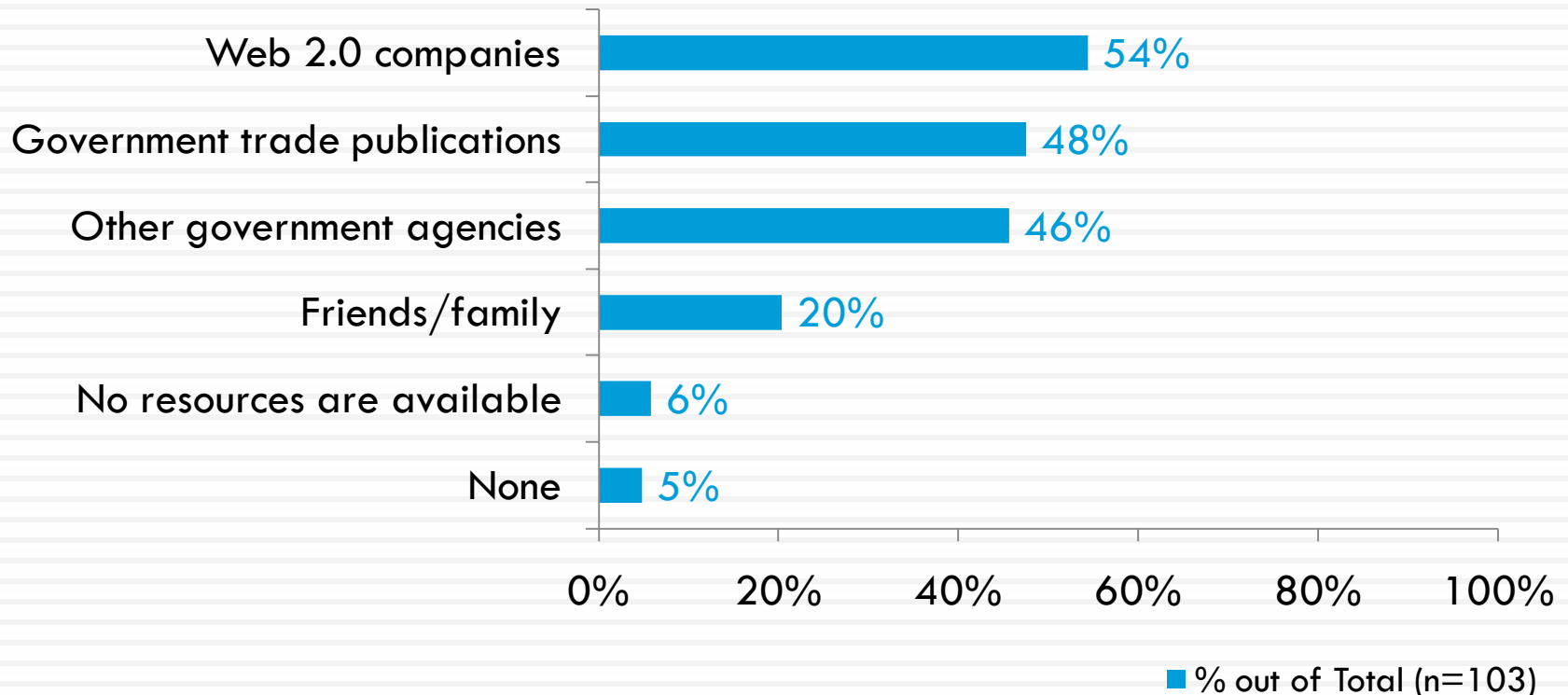
# Timing for implementing a Gov 2.0 strategy

**A majority of respondents anticipate implementing an ongoing Gov 2.0 strategy within the next year, and 80% of respondents anticipate implementing an ongoing Gov 2.0 strategy within the next two years.**

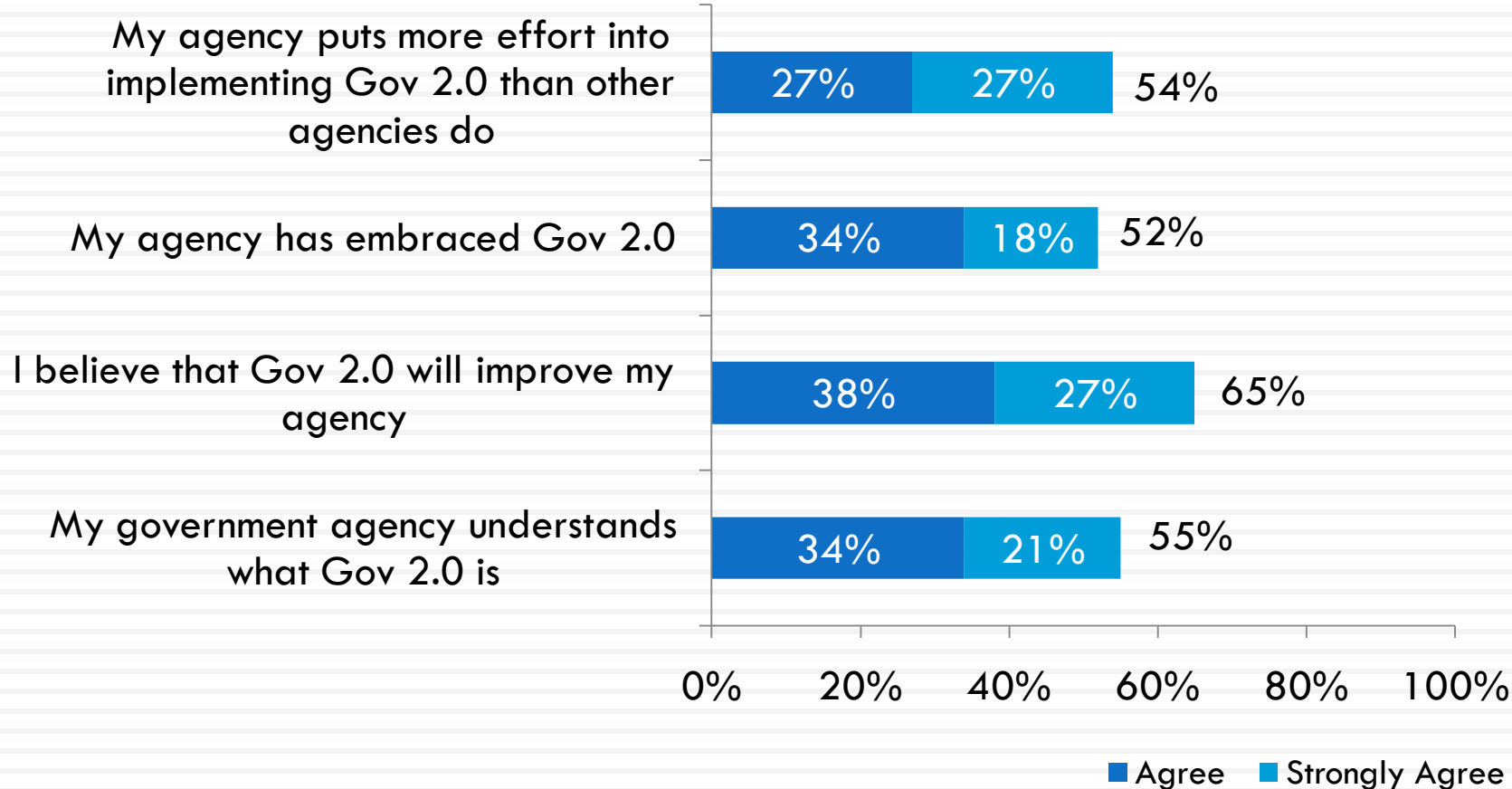


# Web 2.0 companies, gov't trade publications and other gov't agencies are all important resources

From which of the following sources do you learn of Gov 2.0 resources and programs available to gov't agencies?



# Agencies and Gov 2.0



Base: All Respondents (n=103)

Q13. Using a scale of one-to-five, where 5 means “strongly agree” and 1 means “strongly disagree,” how would you indicate your level of agreement with the following statements?