

The Three Ages of Cyberadvocacy: Prospects for the Future of Advocacy in Cyberspace

John McNutt

University of South Carolina

George Appenzeller

System Wide Solutions

**"Communication & Democracy: Technology & Citizen
Engagement Colloquium", August 4-6, 2004, Fredericton,
New Brunswick**

Overview

- The Practice
- The Ages
- The Forces
- The Future

The Three Ages

- Nascent Age
- The Flowering Age
- The Institutional Age

Nascent Age

- Simple Technology
- Not Everything was networked
- Local and Regional Scope
- Little change in tactics
- Little change in organization

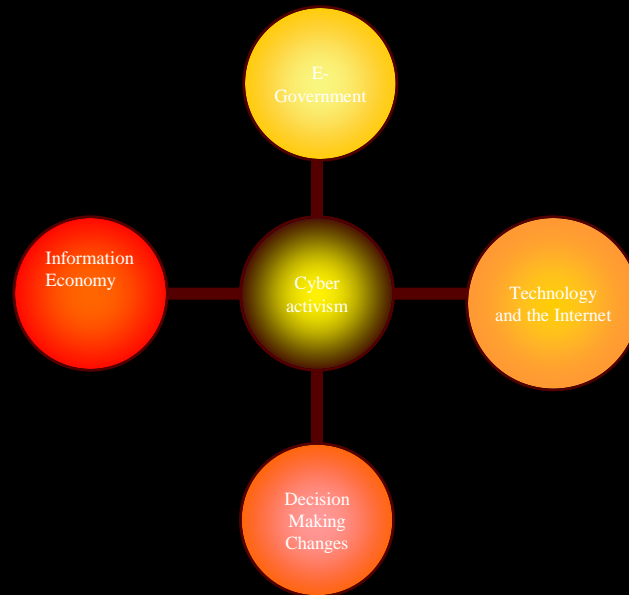
Flowering Age

- More Sophisticated Technology
- Mostly Networked
- National with beginnings of global scope
- Change in Tactics and Strategy
- Change in Organizations

Institutional Age

- New Technologies
- Significant Change in Strategies and Tactics
- Global Scope
- Virtual Organizations

Forces



E-Government

- Services
- Decision-Making
- Digital Divide

Technology

- Sophistication and ease of use
- Networking
- Pervasive and Ubiquitous Computing

Decision-Making

- Devolution
- Globalization
- Privatization
- Changes in Interest Groups

Information Economy

- Changes in the Nature of Production
- Role of the Economy
- Role of the State

Future

- Positive View
- Negative View
- Virtual Commons

