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**WEB 2.0 AND A CHANGING WORLD**  
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Web 2.0 has changed the world. Individuals and organisations are now faced with a world where traditional hierarchies have been flattened, the role of the traditional gatekeepers of content is drastically reduced, and where we all now have access to publishing spaces that have a potentially global reach – blogs and micromessaging tools, podcasting sites, photo and video repositories, and the hugely successful social networking sites like Facebook.

Organisations need to adapt to the fact that web 2.0 citizens will enter places of work and learning highly connected to a network of peers that they rely on for entertainment, mutual learning, and collaboration. They may expect to be able to make use of these personal learning and social networks, and the technologies that make these networks possible, in their places of work or study. These web 2.0 citizens operate in a world that is open and mobile in a way that challenges how organisations typically do business.

This presentation will discuss the impact of these changes on society and education, and address the central question of how we behave as individuals, parents, and professionals in the face of this web 2.0 revolution.