

This work describes the use by Czech NGOs of "Web 2.0", and attempts to identify relevant issues involved in its implementation. Many issues relating to Web 2.0 implementation (e.g. motivation, context, costs, impact) have been linked to various organisational theories. A model of implementation based solely upon these theories was initially devised, and subsequently modified to reflect the reality of the situation in NGOs, following the completion of research based upon phone interviews.

The most frequently used applications were found to be discussion forums and chatrooms. These were primarily implemented to overcome physical distance and engage with youth audiences. They were also usually intended to improve external communication, although they have been found often to miss this purpose and not fulfil original expectations – often due to poor quality of content, as opposed to problems of content control and security, as were often anticipated.

The impact of Web 2.0 has as yet been largely unfelt by Czech NGOs. Whilst organisations may feel it desirable to participate in all technological advances, poorly conceived or ad-hoc implementations have been shown to provide little or no benefit. However, well-planned approaches that ensure appropriate deployment for the right target audience can provide huge benefits with regard to improving PR, saving time and money in communication, and encouraging innovation.