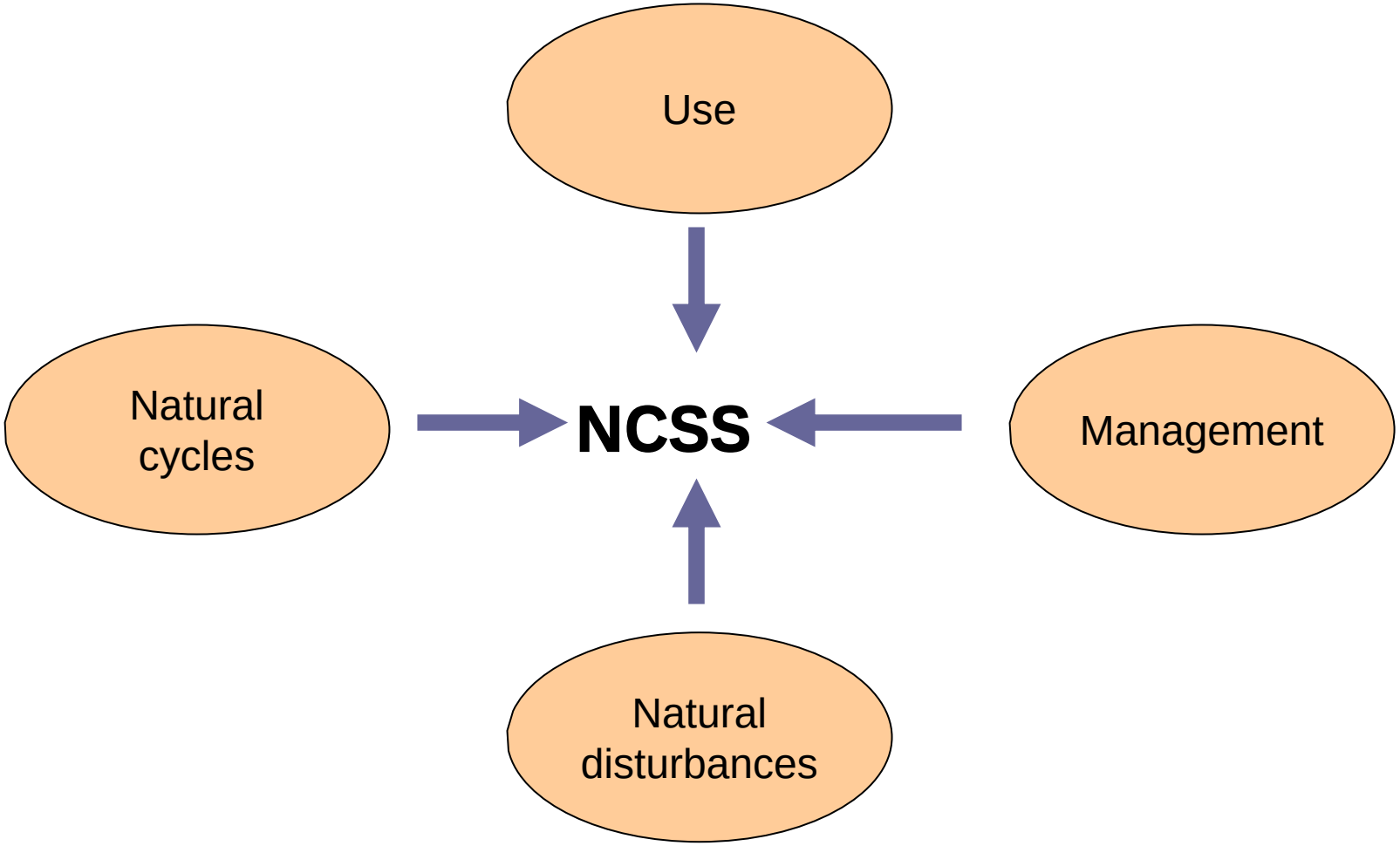
Future of Soil Survey –
Driving forces with Internet (WEB 2.0); Research and Collaboration with Public and Users of Soil Survey

Maxine Levin, USDA-NRCS Soil Survey Division

Climate Change, Soil Change, Customer Paradigm Change--again



HOLIDAY
ITALIAN SAUSAGE

Blogs, eBay, Wikipedia, or del.icio.us

WEB 2.0 IN ACTION

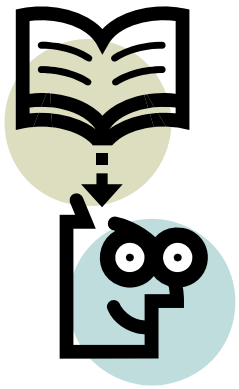
"the market as a conversation"

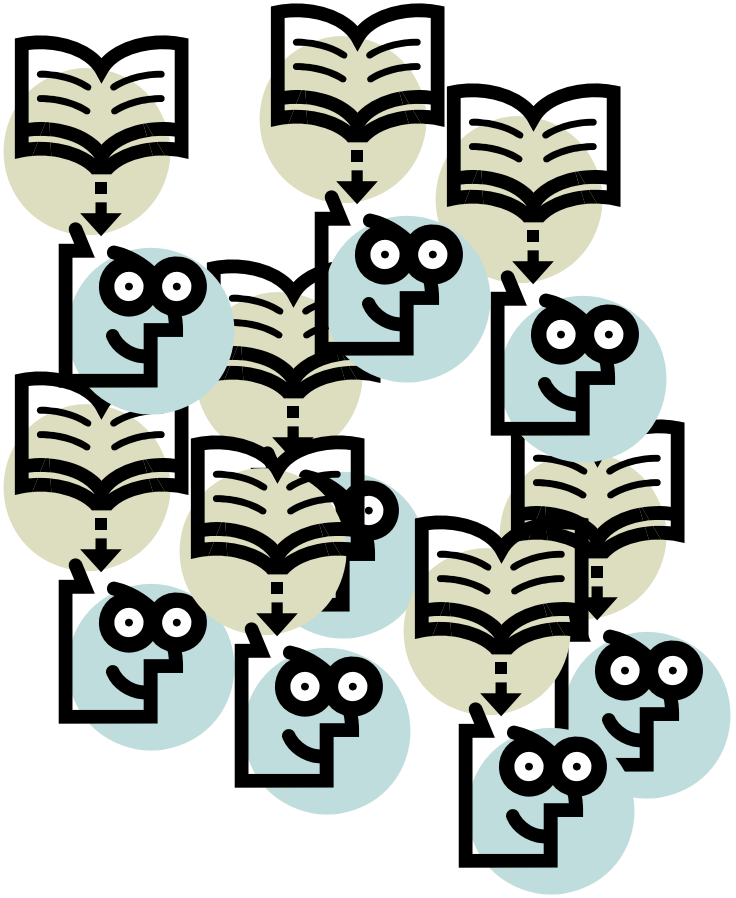
Wiki Wiki bus at Honolulu International Airport

Folksonomy
Soil’s own language

Guy D. Smith lead the effort to create a new classification system culminating in the adoption of Soil Taxonomy as the official soil classification of the U.S. National Cooperative Soil Survey. Soil Taxonomy: A Basic System of Soil Classification for Making and Interpreting Soil Surveys was published in 1975.

Crowd Sourcing





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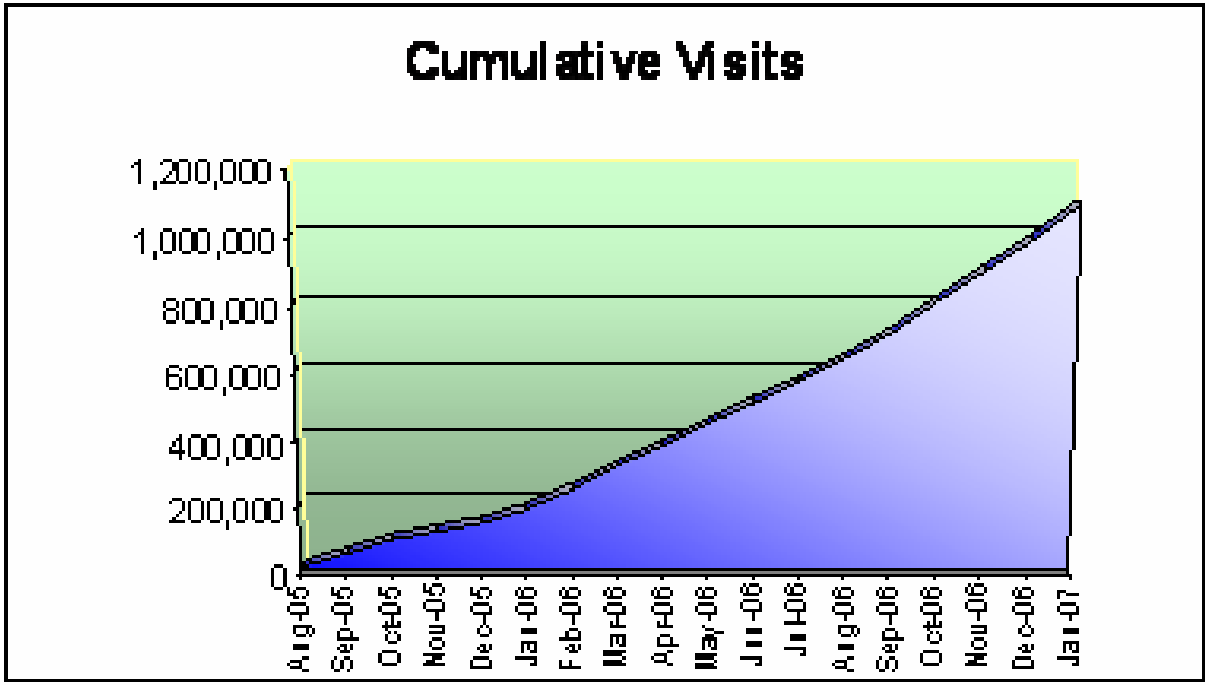
One versus ***The MOB***

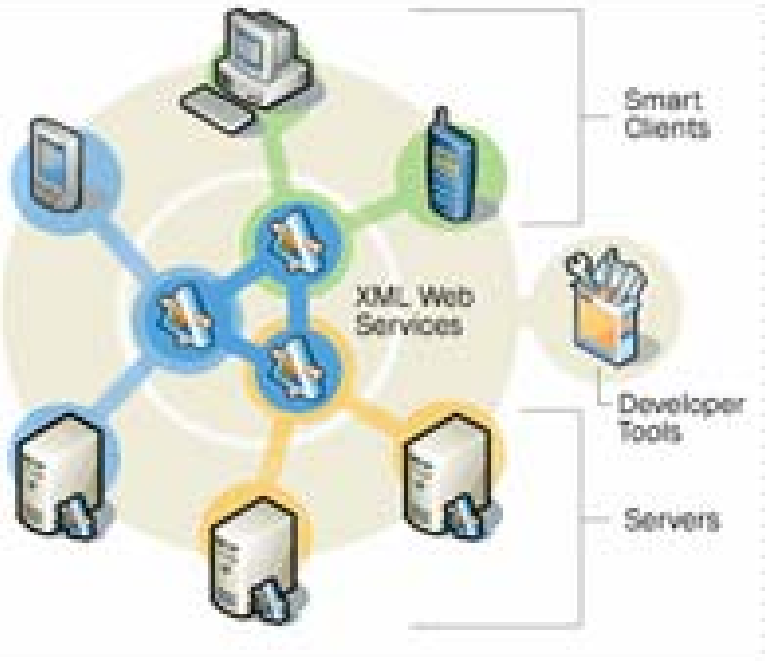
What are the Effects of WEB 2.0 already?

Web Soil Survey Usage



Soil Survey Future Directions

- **Web Services** – Software / tools that can be discovered and invoked across a network



www.fao.org/gi/gil/

e-Agriculture Week: September 22-28, 2007 Rome Italy.

Web2forDev Conference

Thanks for your time!

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