
News and Briefs

Eleni-Revekka Staiou

Faculty of Communication and Media Studies,
Laboratory for New Technologies in Communication,
Education and the Mass Media,
University of Athens, Greece
Email: erstaiou@media.uoa.gr



OECD: Measuring government impact in a social media world

Since governments started to use social media to communicate with citizens, one of the most important question arising has been what is the impact governments can or should expect from social media and how this impact could be measured. In a recent OECD Insights Blog post by Arthur Mickoleit and Ryan Androsoff, Digital government policy analysts in the OECD Directorate for Public Governance and Territorial Development, a number of case studies in which governments successfully use social media, especially Twitter and Facebook, are presented, together with links to popular social media accounts of Governments worldwide, an OECD working paper on “Social Media Use by Governments” and the OECD Recommendation on Digital Government strategies. As the authors of this blog post note:

“A good impact assessment for social media in the public sector therefore needs to be built around its unique purpose-orientation. This is much more difficult to measure and it will involve a mix of quantitative data (e.g. reach of target audience) and qualitative data (e.g. case studies describing tangible impact). Social Media Use by Governments proposes a framework to start looking at social media measurement in gradual steps – from measuring presence, to popularity, to penetration, to perception, and finally, to purpose-orientation. The aim of this framework is to help governments develop truly relevant metrics and start treating social media activity by governments with the same public management rigour that is applied to other government activities.”

Sources:

- Measuring government impact in a social media world. Arthur Mickoleit & Ryan Androsoff, OECD Insights Blog, 18 February 2015
[<http://oecdinsights.org/2015/02/18/measuring-government-impact-in-a-social-media-world/>]

Italy: Italian Open Budgets portal showcases open data analytics

The Italian Open Bilanci (Open Budgets) web portal showcases the value of open data by providing financial statements from all Italian municipalities for the last 10 years, using data drawn directly from the municipal financial statements collected. Visitors can freely download and re-use all the raw data, and the portal itself provides additional functions, such as dynamic generation of charts and maps and the ability to make comparisons between municipalities. The portal team publishes weekly posts providing insights derived from the data available. The Open Bilanci portal is created and operated by Depp srl, whereas promotion activities are carried out by OpenPolis, through funding by the regional Open Data Lazio project and the European Regional Development Fund (ERDF).

Sources:

- Italian Open Budgets portal showcases open data analytics. Adrian Offerman, European Commission Joinup Portal, 16 February 2015
[<https://joinup.ec.europa.eu/community/opengov/news/italian-open-budgets-portal-showcases-open-data-analytics>]
- Open Bilanci web portal [<http://www.openbilanci.it>]

Open data in Government: How to bring about change

The Open Data Institute is an independent, non-profit, non-partisan, limited by Guarantee Company, founded by Sir Tim Berners-Lee and Professor Nigel Shadbolt, with a view to catalysing the evolution of open data culture to create economic, environmental and social value. As part of its mission, ODI is exploring how organisational change within government happens to support and sustain open data in the long term and has developed guidance for policy-makers who have been tasked with implementing their own open data initiatives. Open Data in Government: How to Bring about Change, an ODI white paper recently released, has been based on extensive interviews and examination of the literature surrounding organisational change management to provide 12 recommendations that can help governments sustain open data change and realise its impact. According to the ODI it is crucial to remember that

“The public sector is large, and open data is generally cross-departmental, coordinated by one central agency, with a high degree of IT involvement. This means that government transition to using and producing open data will not be an incremental, step-by-step process, but more multifaceted.”

Sources:

- Open Data in Government: How to Bring about Change. Ellen Broad, Fiona Smith, Dawn Duhaney and Liz Carolan, Open Data Institute White Paper ODI-WP-2015-001, 2015
[<http://theodi.org/open-data-in-government-how-to-bring-about-change>]

Book publication: Enacting Electronic Government Success – An Integrative Study of Government-wide Websites, Organizational Capabilities, and Institutions ()*

- J. Ramon Gil-Garcia. Springer US, 252 pages, publication date: 2012
[<http://www.springer.com/gp/book/9781461420149>]

As the book cover notes, many countries around the world are investing a great amount of resources in government IT initiatives. However, few of these projects achieve their stated goals and some of them are complete failures. Therefore, understanding e-government success has become very important and urgent in recent years. In order to develop relevant knowledge about this complex phenomenon, researchers and practitioners need to identify and assess what are the main conditions, variables or factors that have an impact on e-government success. However, before being able to evaluate these impacts, it is necessary to define what e-government success is and what some e-government success measures are. This book presents a review of both e-government success measures and e-government success factors. It also provides empirical evidence from quantitative analysis and two in-depth case studies. Although based on sound theory and rigorous empirical analysis, the book not only significantly contributes to academic knowledge but also includes some practical recommendations for government officials and public managers.

(*) A review for this book to appear in a forthcoming issue of IJEG.

Sources:

- Springer Integrated Series in Information Systems
[<http://www.springer.com/series/6157>]