# Towards a Model for Engaging Citizens via Gov2.0 to Meet Evolving Public Value

Mohammed Aladalah, Monash University, Melbourne, Australia

Yen Cheung, Monash University, Melbourne, Australia

Vincent CS Lee, Monash University, Melbourne, Australia

## ABSTRACT

The adoption of Gov2.0 is intended to be an efficient and effective way of reaching digital citizens where they are, thereby facilitating the dissemination of information and enabling citizen participation. Since citizens are actively using Web2.0 tools and applications in their social lives, it is assumed that Gov2.0 would provide a means to lend their voices to the decision-making process. However, Gov2.0 has not been successful in engaging citizens and has not lived up to expectations. Governments need to reassess their engagement models via Gov2.0 to achieve a desired level of public value. To engage effectively in the process of public value co-creation, a synergistic integration of citizens and governments must occur. The authors use the co-creation lenses to suggest that citizen participation and satisfaction can help to enhance public value. A validated research model and measures are proposed that link citizen-government synergistic integration to participation and satisfaction in order to achieve public value. The paper concludes with suggestions for future avenues of research.

## KEYWORDS

Co-Creation, Digital Citizen, Gov2.0, Participation, Public Value, Satisfaction

## INTRODUCTION

Web2.0 technologies have revolutionized the means of communication for government agencies, initiating the Gov2.0 concept (Bonsón et al., 2012). Gov2.0 denotes the government use of Web2.0 technologies (hereafter Gov2.0) (Bryer &Zavattaro, 2011) by government agencies (G2G) or by the private sector (G2B) or citizens (G2C) (Jaeger, 2003), and the boundaries between these classifications are increasingly blurred (Bryer &Zavattaro, 201; DiMaio, 2009). Gov 2.0 has socialized and commoditized government data, processes and services (DiMaio, 2009). Many benefits of Gov2.0 were expected, such as matching citizens' preferences with public services, greater utilisation of e-services by citizens, and better control of costs (Janssen & Estevez, 2013).

Motivated by a desire to reach citizens wherever they are, Gov2.0 has been an integral part of most e-governments' current and future plans (Larsson & Grönlund, 2014). For example, Kavanaugh et al. (2012) have studied the Blacksburg town government use of social media such as Twitter and Facebook, as an additional channel through which to communicate with citizens. Sandoval-Almazan et al. (2011) found that there has been an increase in Mexican local government use of Web2.0 tools and applications such as Facebook and Twitter from 2008 and 2011. Gov2.0 was seen as the vehicle to realise the Open Government Initiative core values of e-government: transparency, participation, and

collaboration (Linders & Wilson, 2011); however, this was not the case (Millard, 2010). Government agencies that seem to be active in engaging their citizens via Gov2.0 are often using Gov2.0 as another channel for the dissemination of information (Brainard & Derrick-Mills, 2011).

In this paper, we see Gov2.0 as a rich context of capabilities to study the synergistic integration of citizens and governments public value co-creation. Supported by the shift from "need to know" to "need to share" (Dawes et al., 2009), Gov2.0 has transformed the relationship between citizen and the government by offering a platform for public value co-creation. Whilst Gov 2.0 is widely available, its current utilization is largely one-way from the government to citizens (Hand & Ching, 2011). Therefore, there is a need for an integrated approach that allows citizens to co-create substantial and unique public value for each other. In spite of the burgeoning interest in Gov 2.0 and public value, our understanding of their relationship remains limited. Citizen participation can ensure that public value is created efficiently and effectively (Hand & Ching, 2011). Gov 2.0 can enhance citizens' capabilities for self-organizing and collaboration (Benkler & Nissenbaum, 2006). However, Gov 2.0 has failed to increase citizen participation and has not lived up to expectations (Millard, 2010; Osimo, 2010).

By Web2.0 technologies, we mean a set of technologies (e.g. RSS), applications (e.g. blogs) and concepts (e.g. collective intelligence) that include micro blogs (Twitter), social networking services (Facebook), multimedia sharing (YouTube), and mash-ups (Bertot et al., 2010). We define Gov 2.0 as "The use of social networking platforms, content creation and sharing tools, web logs, and microblogging tools within government organisations and their interactions with citizens" (Mergel, 2012, p. 34). By public value, we mean "a reflection of collectively expressed, politically mediated preferences consumed by citizens, created not only through outcomes but also through a process of achieving trust and commitment" (O'Flynn, 2007, p. 358). By public value co-creation we can understand "enabling citizen participation and satisfaction via Gov 2.0 and improve the ways in which public value can be met" (Aladalah et al., 2016, p.3000).

Embracing a synergistic integration perspective of Gov2.0, this paper accomplishes two main research objectives. First, we emphasize the role of the synergistic integration between citizens and governments as a means of co-creating public value. Second, we explain how the synergistic integration between citizens and governments in Gov2.0 is expected to increase citizen participation and satisfaction via Gov2.0 to realise public value using the proposed research model. Specifically, we endeavour to answer the following research question: How can citizen participation and satisfaction via Gov2.0 be leveraged to enhance public value co-creation?

The main purpose of the research is to highlight the importance of the synergistic integration via Gov2.0 as a useful platform for enabling public value co-creation and provide a framework for future research. Our proposed model complements e-government research by investigating the relationships of citizen participation and satisfaction in achieving public value. Therefore, this paper proposes that citizen participation and satisfaction via Gov2.0 could be an appropriate manifestation of public value co-creation. The paper is organized as follows. After defining the synergistic integration construct, we discuss the enlarged framework for studying public value co-creation. Next, the development of the proposed research model is discussed and analysed, including a review of relevant literature leading to the testable hypotheses. The research design section explains the measurement validation procedures employed. Finally, we discuss the theoretical and research implications of our study including its limitations. The paper concludes with suggestions for future research directions.

## SYNERGISTIC INTEGRATION

Synergistic integration concept emerged from organisational theories (Venkatesh & Bala, 2012) and has been commonly used in the domains of information systems (IS) (Grover, & Kohli, 2012), computer science (Nandhakumar & Aggarwal, 1987), management (Bobrek & Sokovic, 2006), and marketing (Naik &Raman 2003). Sarker et al. (2012) outline three ways in which co-creation occurs: exchange, addition, and synergistic integration. They argued that these modes of co-creation are not

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/towards-a-model-for-engaging-citizens-via-gov20-to-meet-evolving-public-value/190611

# Related Content

Ideological Construction of Environment and Its Relationship With Japanese Society, Culture, and Politics

Mika Markus Merviö (2018). *International Journal of Public and Private Perspectives on Healthcare, Culture, and the Environment (pp. 59-68).*

www.irma-international.org/article/ideological-construction-of-environment-and-its-relationship-with-japanese-society-culture-and-politics/196630

Changing Employment Trends, Childcare Patterns, and Work-Family Reconciliation in Taiwan

Pei-Yuen Tsai (2020). *Recent Social, Environmental, and Cultural Issues in East Asian Societies (pp. 199-212).*

www.irma-international.org/chapter/changing-employment-trends-childcare-patterns-and-work-family-reconciliation-in-taiwan/239675

The Neglect of Technology in Theories of Policy Change

Albert Meijerand Karl Löfgren (2015). *International Journal of Public Administration in the Digital Age (pp. 75-88).*

www.irma-international.org/article/the-neglect-of-technology-in-theories-of-policy-change/121525

Designing E-Government Legal Institutions: A State-Level Comparison in Mexico

Francois Duhameland Rodrigo Sandoval-Almazán (2021). *International Journal of Public Administration in the Digital Age (pp. 1-15).*

www.irma-international.org/article/designing-e-government-legal-institutions/274016

Collaborative and Educational Crowdsourcing of Spaceflight Software Using SPHERES Zero Robotics

Sreeja Nag, Jeffrey A. Hoffmanand Olivier L. de Weck (2019). *Crowdsourcing: Concepts, Methodologies, Tools, and Applications (pp. 726-751).*

www.irma-international.org/chapter/collaborative-and-educational-crowdsourcing-of-spaceflight-software-using-spheres-zero-robotics/226762