

Chapter 3

The Conceptualization of a Research Model for the Measurement of e-Government 2.0 Readiness in the Developing Countries

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EXECUTIVE SUMMARY

This chapter explores the potential of Web 2.0 utilization in developing countries through the concept of e-government. Successful implementation of the Web 2.0 concept has to combine both technological and human factors. Thus, this chapter proposes a conceptual model that will measure e-government 2.0 readiness. The conceptual model is based on a combination of the Technology Acceptance Model, Theory of Planned Behavior, and indexes from the United Nation's database. South Sudan is used at the end as a brief case study of the potential of e-Government 2.0. Future research should validate the empirical model. Meanwhile, the implications of the model are presented.

DOI: 10.4018/978-1-4666-2515-0.ch003

WEB 2.0 AND E-DEMOCRACY

Web 2.0 is commonly used by virtual communities to maintain their status and to implement the will of their members. Web 2.0 as a concept and a term originates from Tim O'Reilly (2003) who characterized the Web as a platform for software applications that focuses on the interaction between Internet users. Since then, Web 2.0 still continues to develop itself and adopts the state of the art technologies so as to take advantage and to meet the needs of the broadband world. Web 2.0 is not only a hardware and software conceptual model but it is based on the use of technology social purposes with associated advantages that meets the common needs of communities.

Teamwork (Rothwell, 2012) and democracy (Coleman & Shane, 2011) are the main pillars of Web 2.0. Teamwork refers to the work performed by a team or a community towards a common goal where each member of the team contributes in the working process. For instance, if a Facebook group exists that gathers electronic signatures to save the whales in Japan then each member of the group can be trying to persuade people outside of the community to sign an electronic form. In this case, teamwork operates in the Web 2.0 community in order to reach the common goal, which is the preservation of the life of the whales. Democracy is the second element of the Web 2.0 and it is implemented in various ways. The word democracy itself is of Greek origin and describes the unity of "demos" (people) and "kratos" (power). In other words, it is a philosophy that strongly supports the "power to the people" message where people vote equally for the future and take decisions upon common issues.

The electronic utilization of democracy is popular under the name of e-democracy (Insua, 2010) and it is present at the electronic community through various forms such as e-participation and e-voting. Governmental authorities all over the world consider e-democracy as one of the most important tools for national progress. Especially in the continents of Europe and USA, e-democracy seems to influence the local culture and people tend to show relatively less discrimination towards minorities and disabled people.

BACKGROUND OF E-GOVERNMENT 2.0

E-democracy is a concept that it is used further in governmental and political activities, especially in the implementation of e-government. E-government is defined as the use of information and communications technology to improve the governance (Gordon, 2002). The use of information technology improves the effectiveness and

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