CeDEM17
International Conference for
E-Democracy and Open Government 2017
Danube University Krems
17.05.2017 - 19.05.2017
KEYNOTES, TRACKS AND WORKSHOPS
CeDEM17

The international Conference for e-Democracy and Open Government brings together e-democracy, e-participation and open government specialists working in academia, politics, government and business to critically analyse the innovations, issues, ideas and challenges in the networked societies of the digital age.

Conference Chairs
Noella Edelmann
Peter Parycek

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CeDEM17
Keynotes, Tracks and Workshops

1. Dr. Friedrich Faulhammer, Dr. Peter Parycek — Opening Speeches
2. Prof. Dr. Ines Mergel — Digital Transformation: The case of government start-ups (Keynote)
4. Keren Flavell — Reinvigorating the Role of Media to Educate and Engage Citizens (Keynote)
5. Dave Karpf — The Promises and Pitfalls of Digital Listening: Analytic Activism in 2017 and Beyond (Keynote)
6. Panel Discussion — Fake News and its effect on the Mediascape
7. Track — E-Democracy and E-Participation
8. Workshop — Research Priorities in Public Innovation Management
9. Track — Social Media, Public Administration and Citizen Engagement
10. Track — Communities, Participation and Civic Engagement
11. Workshop
Friedrich Faulhammer, Rector of Danube University Krems, in the opening speech points out that CeDEM since launched there are number of success stories, among others, the conference engaged people from different background, and multidisciplinary nature of the conference topics, as well as promoting principle of sharing and open access policy of the conference proceedings - downloaded freely, and opportunity of the doctoral students to present and get constructive feedback from experts in the PhD colloquium section. Additionally, he pointed out the PhD colloquium is the most successfully this year with 9 students - will present their research projects.

Friedrich Faulhammer remarked that fake news spreading through social media networking sites lead to wrong opinions, and nowadays life is affected by the fake news from private life, government to business.

Peter Parycek, the conference chair, on his part offer an overview of the statistics of the CeDEM in terms of submission of papers (79), authors submissions (145) from (27) countries submissions, acceptance rate for research papers (51%) and reviewers (198) and registered attendees (91).

In opening remarks he said from next year “CeDEM18” conference will merge with “EGOV-EPART 2018” conference, as a result the conference will be held 3 - 6 September 2018, Danube University Krems, and submission deadline for conference papers will be 17 March 2018. In this case, he call for the new ideas and issues for the next conference cycle.
Further Reading

Professor Dr. Ines Mergel

*Department of Politics and Public Administration at the University of Konstanz, DE*

**Keynote: Digital Transformation in the Public Sector**

Professor Dr. Ines Mergel is full Professor of Public Administration in the Department of Politics and Public Administration at the University of Konstanz, Germany. Previously, she served as Associate Professor with tenure at the Department of Public Administration and International Affairs at Syracuse University’s Maxwell School of Citizenship and Public Affairs, Syracuse, NY, USA. Before joining the faculty at the Maxwell School, Professor Mergel taught at Harvard’s Extension School in the Management Master Program and stayed as a doctoral student and postdoctoral fellow at Harvard’s Kennedy School of Government.

Professor Mergel’s research focuses on public management topics, specifically the managerial and technological processes in the implementation and institutionalization of innovative public management practices. Current projects include digital transformation, open innovation, big data, and the use of inhouse social networking technologies in the public sector.

Professor Mergel is Associate Editor of the journal Government Information Quarterly, serves on the editorial boards of Public Administration Review, Information Polity, Public Performance & Management Review, and the board of directors of the Public Management Research Association. In 2016, Professor Mergel was appointed as a Senior Fellow at the German Research Institute for Public Administration.
Ines Mergel, full professor of public administration at the University of Konstanz), decided to talk about digital transformation in the public sector and explained, you can see huge gaps between how fast technology is developing and the government being far behind this development. This can of course not be stated in a general way, though there are much more advanced countries in Europe, f.i. Denmark and Estonia. Her research in the context of Northern America showed, it might be unclear how digitization fits to internal processes.

**Risks of pressure to digitize**

Pressure to digitize processes can even lead to the conversion of false analogue forms to digital ones. Additionally, from a citizens' perspective, if from the beginning you don’t know how the process connected to the request you file is structured, it may reduce trust in institutions.

**Insights into US-case**

Within this project, the question was how the government unit can achieve digital transformation. The overall research goal is to create an international comparative study on government start-up organizations including – besides the US-case – especially cases from UK, Australia and Italy.

The Project in the US-context revealed f.i. most of the budget was used on the maintenance of legacy IT. In contrast to this, just a small part of the budget was used for development. In the US-case, there are centralized teams directly supporting national priorities as well as decentralized teams involved in innovation in IT acquisition, as well as agency-level teams.

**Digital Transformation: more than a project**

One of the major findings is that for the achievement of digital transformation, a project-level approach does not suffice. The organizations concerned should think about what should be the result, what citizens really need – in contrast to thinking just about the next step. It is not an IT-project. In order to change for digital transformation, efforts have to be made to be willing to rethink and then change processes of government.

**Flexible HR policies, cultural hurdles, agile leadership**

Under a flexible HR policy, people can be involved for some months or some years, which is advantageous for the maintenance of a start-up mentality. Cultural hurdles of the public sector like “We have never done like this” show governments being rather risk averse. To allow to take more risk, an agile leadership could allow more experimenting.

**Area of tension: public sector and Innovation**

Finally, the “Innovation paradox in the public sector” was introduced, mentioning that according to the collected empirical data, from the perspective of the private sector, innovation cannot happen in the public sector itself, but needs the private sector to happen.
Todd O’Boyle
Next Century Cities, US


Todd O’Boyle serves as Deputy Director of Next Century Cities, where he is overseeing the launch of the new Next Generation Engagement Awards to promote innovative citizen engagement and digital inclusion strategies in gigabit cities. He also works to shape strategy and organizational direction and policy priorities.

Prior to joining Next Century Cities, former Federal Communications Commission Chairman Michael Copps picked Todd to launch his Media and Democracy Reform Initiative at Common Cause, a non-partisan good government organization. In that capacity, Todd directed public interest communications policy campaigns, including successful efforts to guarantee the Open Internet (network neutrality); protect and promote competition; and stop Comcast’s bid to acquire rival Time Warner Cable. Regularly quoted in the national, local, and specialized media, as Program Director, he also managed legislative and regulatory outreach, grassroots engagement, and development relations.

Todd has experience in the academic and political worlds, having taught communications policy and worked in grassroots campaigns for nearly a decade. He has a Ph.D. in Public Policy from the University of Delaware.

Todd O’Boyle from Next Century Cities, a non-profit association of local governments, focuses amongst others on the digital rights discussion. Today, he will shed light on local level innovation from an NGO perspective.

What is meant by “Engaged dejection”?

The fact, that citizenry is more engaged than ever online, but at the same time, public trust remains rather low, is referred to as the paradox of engaged dejection.

Competition for innovations in citizen engagement

A competition targeted to award prizes for innovative digital citizen engagement. 19 submissions followed the call for innovative out-of-the-box thinking on electronic citizen engagement, including novel approaches on communication as f.i. visualizations (“InVision Raleigh”). In this case, collaborative urban planning was aimed at. Members of the public could on the one hand give feedback on proposals, and on the other hand make different suggestions. Another example was developed in Austin, Texas.

There, a digital ambassador was implemented for low-income residents to be better connected with public transit. Low-income residents were offered a training of how to access e-government services in general and they were introduced to finding different options of public transit. Due to sponsoring, in line with “Smart Work, Learn, Play”, the digital ambassador will be extended. To give another example, Louisville, Kentucky, pursued the objective of the development of a cross-cutting curriculum to also include those who never go online.

What are the lessons learned?

There is a major opportunity for foundations and philanthropies to support local governments and to broadcast promising ideas. The Benton Next Generation Engagement Awards formed a new model for rewarding innovative digital civic engagement, which potentially enables the citizens to have a greater say. Through corporate sponsorship, helpful innovation can be funded.

After the keynote, it was discussed that the interaction with other community members can have a more engaging effect than just the supply of technology can have.
Keren Flavell
TownHall App Pty Ltd, US
Keynote: Reinvigorating the Role of Media to Educate and Engage Citizens

Keren is an award-winning web producer, author, speaker and strategist. She is internationally recognized as a global thought leader and digital innovator with more than 20 years of experience in the tech industry focusing on community, content and connection via advanced digital platforms. Her company Treet.tv pioneered connection between the virtual / in-world experience with live streaming and content distribution to hundreds of thousands of viewers — virtual and real-worlds alike. Keren has spoken on virtual worlds and social entrepreneurship at SXSW, AIMIA Conference, IAP2, Adelaide Futureproof and is a frequent blogger and talk show host Byte Into It — a technology talk show out of Melbourne, Australia. Keren works between Ho Chi Minh City, San Francisco and Melbourne as a producer, consultant and serial entrepreneur and when in the right time zone, she really knows how to throw an amazing party.
Keren Flacells keynote “Reinvigorating the Role of Media and Educate and Engage Citizens” pointed out how to engage people to participate and get engaged on Social Media. One of her question was how revenue versus output could be balanced. One example she gave was to add reason-functionality to engagement processes. She presented applications and tools (e.g. Town Hall App) to support governments in better engaging with their citizens.

In her view the most important factors of tools can be summed up as: Culture - Capacity - Context. For this reason she showed for example which effect simplification on social media had and how this was reflected in increased use and engagement on the internet.

After her keynote the audience asked to discuss questions about security and manipulation, as well as about education about ICT-based tools.
Dave Karpf

*George Washington University School of Media & Public Affairs, US*

**Keynote: The Promises and Pitfalls of Digital Listening: Analytic Activism in 2017 and Beyond**

Dave Karpf is associate professor and director of graduate studies at the George Washington University School of Media & Public Affairs. His primary research focus is on how the internet is changing civil society organizations and large-scale movements for political change. He is the author of *The MoveOn Effect: The Unexpected Transformation of American Political Advocacy* (Oxford University Press, 2012) and *Analytic Activism: Digital Listening and the New Political Strategy* (Oxford University Press, 2016). He also writes about technology, politics, and strategy for a wide range of outlets.
Dave Karpf’s “The promises and Pitfalls of Digital Listening: Analytic Activism in 2017” pointed out in his keynote that digital politics include new forms of “speech”, but also new forms of “listening”. He further pointed about “listening on data”, which is used to analyse the influence on media. This digital listening described by David Karpf shows the need of a new political strategy: Analytical Activism!

In his view digital politics need to use digital tools for monitoring and inventing media and content strategies. He presented also parts of his book, where he explores the inner workings of organizations like Change.org and Upworthy.com. What are the trends that were discovered and summarized in literature? The main trends were: first the focus on clicktivism and second on the celebration of viral social media movements.

He also criticized the “siren song” of the populist demagogues, for example, that governance, politics and social problems are simple.
Panel

Dave Karpf George Washington University, School of Media & Public Affairs, US
Todd O’Boyle (Next Century Cities, US)
Jacque Manabat (Senior Journalist at ABS-CBN News, The Philippines)
Astik Sinha (Head of Policy, Office of Mr Anurag Thakur, MP & President BJP’s Youth Wing, India)

Chair: Peter Parycek (Danube University Krems)
Panel Discussion on „Fake News and its effect on the Mediascape“

The session on “fake news” was organized by Konrad Adenauer Stiftung to discuss issues on fake news (“propaganda”) and its effects on the mediascape in the age of internet.

David Karpf presented examples of fake news or what he also call “government propaganda” by citing the case of North Korea - the media reporting how strong their leader and country is unshakable. Also pointing issues of fake news regarding Barack Obama birth certificate and the use of conspiracy theory. He also pointed out how stories from mainstream media and Facebook site get easily circulated by clicking on the link shared by news fakers. He highlighted controversy on Facebook and Google, especially with regard to “trending stories / topics” - the topics that can be in suspect, and most often fake news tend to favour various companies, and individual politicians.

Karpf cited some reasons for fake news, among other things, economy and incentives - the number of the people, who will click the shared link of fake news - implied financial reward (just by clicking the website). As a result, nowadays traditional media houses are interested, and competing in coining the headlines that captures the attention and will be clicked by more readers - because technology change how media make money through online services.

On his part, Astik Sinha cited the case of the demonetization in India - the decision made by the Prime Minister as an attempt to reduce bribery and the black economy. But immediately after successfully launching new notes in the market - emerged rumours the new notes Rs 500 and Rs 2000 have GPS tracking chips. This false news were shared in the mainstream media and online media platform, and even discussed in the mainstream media newsroom the rumours that the new notes allow every note to be tracked. In this regard, the Reserve Bank of India scotched fake news that the new notes have tracker chip.

He admitted that the number of population in India is also correlated with the high number of fake news because of the cheap technological devices, and the growing mistrust in the mainstream media get people to look for alternative news sources. The online activities in India make more data accessible to citizen on one hand, but on the other hand, led threats to security and identity of online users. So, how to manage fake news and fake trending topics? According to Astik, argued fake news is here to stay - because there are so many tools to spread the news.

Todd O’Boyle argued because of the rapid growing of fake news platforms there is a need of using and developing fact checking applications - Facebook fact checking. Because of fake news sites and online propaganda, nowadays people are more entertained than being informed. Also, there is a challenge of identifying intentional against unintentional false news, as well as propaganda and areal news.

Jacque Manabat points out fake news is a challenge to the credibility of the mainstream media, especially when audiences doubt everything reported in the media. Presented the example of Philipinos reported that spend most of their time in the social media networking sites, particularly Facebook platform. In Philippines Facebook is free, but not free without registration process - in this situation of free Facebook, there are also high chances of manipulating stories and even duplicating identity in the Facebook platform. Takes on her own case, a Facebook user duplicated her identity and used to post stories and adding friends in the network. She pointed the motivation for duplicating fake identity in the social media is driven by revenue by clicking the pages, and ideological or advocacies in the Philippines. She is of the opinion that fake news is mostly used to silence the media, and to question the credibility of the media. She offered a solution to this challenging environment of fake news by educating the public, data journalism and verification process to identify the source (origin) of the content.
E-Democracy and E-Participation

The track on e-democracy and e-participation captures discussion and presentations on direct parliamentarianism, participatory budgeting, and internet activism, as well as crowdsourcing monitoring of elections.

Deodatus Patrick Shayo
22.05.2017

Chair: Mauri Kaipainen

Direct Parliamentarianism: An Analysis of the Political Values Embedded in Rousseau, the “Operating System” of the Five Star Movement, by Marco Deseriis.

Marco explained that Rousseau is an operating system application that used to hybridize the model of direct democracy. He noted that, in order to observe and analyze Rousseau - one must be a member of the platform, in other words, Rousseau is not an open-source software. Presentation by Marco argued Rousseau is likely the largest online participation and decision-making platform - the Italian Five Star Movement. The paper and presentation by Marco presents analysis of Rousseau operating system application in form of the technological affordances, and political implications of its implementation, and use. He argued that Rousseau platform extends to the online services some features of liberal democracy, especially the parliament.

Internet and Civic Activism: New Opportunities of Action, by Alexander Sokolov

The presentation by Alexander offer new opportunities of action of the internet activism in Russia. The presenter argued that the widespread of digital technology in Russia is used not only by ordinary people, but also by the political actors. The presentation demonstrates the number of internet users increases and its usage too, especially usage of the Internet from mobile devices.

The presentation uses surveys data of experts from 21 regions of Russia conducted in 2014 and 14 regions in 2015. Alexander presented the distribution of sample survey of experts on the study in 2014 and 2015, and classification of civic activity in internet. The presentation identifies factors which stimulate the creation of coalition of NGOs and Civil Society activists such as limited resources of NGOs, ideological proximity of coalition members, as well as the need to avoid duplication and fill gaps in available services.

The presenter offer new forms of citizen participation in Russia - namely for crowdfunding campaigns, crowdsourcing monitoring of elections "For Fair Elections” through the use of web cameras and other digital devices, signing online petition.

Crowdmonitoring of Elections through ICT: The Case of Uchaguzi Wetu 2015 Crowdsourcing Platform in Tanzania, by Deodatus Patrick Shayo and Norbert Kersting

The presentation analyses the emerging crowdsourcing monitoring of elections in emerging democracies. Specifically, analyses citizen-generated voices during pre-election activities on voter education and mobilization programme of women, youth (first-time voters) and people with disabilities’ participation in the electoral processes in the 2015 Tanzania general elections. Crowdsourced citizen generated observation reports serve as alternative source of data to cross-check the validity of long established observers reports. The presentation show that through Magpi application deployed to generate observation data - citizen reports found voter education were conducted in some rural, urban and metropolitan constituencies, in contrast to the international observation reports.

The presentation concluded that technology usage and crowdsourced trained citizen observers for pre-election incidents enhances production of observation reports that were analyzed to establish and cross-checking the validity of the established observers reports.
Research Priorities in Public Innovation Management

The aim of the workshop organized by Lisa Schmidthuber and Julia Schmitt was to identify most important innovation-related research topics to address in the next five years to advance public management scholarship and practice.

Deodatus Patrick Shayo
22.05.2017

The workshop session organized by Lisa Schmidthuber and Julia Schmitt invited participants to discuss the most important innovation-related research topics in the public management in delivering services, to offer reasons why the topics are particularly important, what innovation research is needed to address the proposed topics, as well as what are the theoretical frameworks, research methods, types of collaboration - that have the most promise for addressing the topics, and strengths and weaknesses of the field of public innovation management research.

The research priorities areas are reform theory, data analytics, IT architecture and governance, policy and politics, change (people, processes and culture), fields of application, and cooperation and collaboration in service delivery systems.

Some of the research topics proposed by the participants include: institutionalizing crowdsourcing, big data driven innovation in public services, privacy management standards, how can we experiment policies, limits of open data theory, new business models of public service delivery, and cultural resistance to change in the public sector management.
Social Media, Public Administration and Citizen Engagement

This track discussed presentations on the use of Facebook by political parties in Turkey in a non-election period, and the spillover effects on informational media use and political activities.

Chair: Reinhard Riedl

Measuring the Engagement Level of Political Parties with Public on Facebook: The Case of Turkey by Mehmet Zahid Sobaci and Ibrahim Hatipoglu.

Presentation by Mehmet shows actors like political parties in Turkey are engaging in using social networks, namely Facebook as a tool of communication, organization and mobilization of citizens in a non-election period. Most of the literature focuses much on the election period, and little is known with regard to the use of social media in a non-election period by political parties.

The presentation using metrics set for engagement - analyses the engagement level and engagement type of the political parties with public on Facebook platform. The analysis of Facebook pages for political parties used Netvizz application. They have identified official Facebook accounts of the political parties by contacting the respective parties in order to indicate their official Facebook page. It was interesting to note that in their analysis could not locate unofficial Facebook page for the political parties. About 13 political parties Facebook accounts were analysed in terms of reaction, share, comment and engagement. Findings show engagement level of the political parties with public on Facebook is low. And there are difference between minor and major political parties to the engagement levels with public.

The Main and Spillover Effects of Online Deliberation: Changes in Opinions, informational media use and political activities, by Weiyu Zhang and Carol Soon

Carol presentation focuses on spillover effects of online deliberation, using surveys data that interviewed 510 Singaporean citizen participants who used an online deliberation platform for three weeks.

She presented that online deliberation entails citizen discussion, supported by online technologies (blogs, YouTube, discussion forums, social networking sites, and instant messaging application), for the purpose of collective decisions such as policy-making. The presentation measures opinion change, informational media use and political activities. And the analysis found that main effects of online deliberation on opinion changes depend on the issues of discussion. Also, spillover of political participation is confined in the online space and influence on offline political engagement remains minimum. In conclusion, she argued that what matters more in shifting opinions are the characteristics of such issues such as as level of controversy than the online platform itself.
Communities, Participation and Civic Engagement

Chair: Bettina Rinnerbauer

Digital Activism and the Civic Subject Position: A Study of the Ons Geld (Our Money) Citizen Initiative in the Netherlands, by Delia Dumitrica and Eline Achterberg

Presentation by Delia and Eline addressed the question how digital activism calling upon us to understand our own roles as citizens, types of actions we are invited to perform, and whether or not digital activism is constructing the notion of civic engagement. The presentation uses the case study of “Our Money” as citizen initiative in the Netherlands launched January 2015, and by March 2016 policy research into money production was launched.

The presentation took a case study approach, and deployed various methodological procedures such as in-depth interviews (founder and volunteers), functionality review (websites and social networks - Facebook and Twitter - of the foundation and of the citizen initiative), and qualitative content analysis of discussion forum. Data were presented in terms of the forum topics and comments, function of topics, Facebook posts by month. In their presentation they have concluded that citizens initiative helps them to understand their role, and social media empower everyone to become active. Also, the use of technologies by Ons Geld (Our Money) citizen initiative has positioned citizens as supporters, fans, or followers, asking them for low-cost, and low-involvement actions.
This track discussed presentations on the use of Facebook by political parties in Turkey in a non-election period, and the spillover effects on informational media use and political activities.

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Chair: Reinhard Riedl

E-Participation in the Urban Planning Process: Challenges to be Supported by Information and Communication Technologies, by Mijail Naranjo and Guiying Du.

The organizers of this workshop used lego blocks to create individual and collective action awareness and participation in the urban planning process, especially remarkable how the use of technological tools can be used to address critical and complexity in participation, and planning process. The workshop session enlighten participants the transfer of traditional model of participation modern means of participation through digital technologies, and even the combination of online and offline participation.

The workshop organizers adopted United Nations (2014) definition of e-participation as "...the process of engaging citizens through ICTs in policy and decision-making in order to make public administration participatory, inclusive, collaborative and deliberative for intrinsic and instrumental ends". This definition reflects the activities of the workshop session, and the practical examples of e-participation presented by the organizers, among others, the case of participative budget in Lisbon 2008-2015, and participative budget in Cascais.

During workshop session Lego blocks was used to represent urban planning problem in a community, first at the individual level and then in groups. About four groups were formed, and each group required to discuss and decide their problem they want to represent in the lego blocks, and write down priorities by keywords.
Best Paper Award