

eGovernment, user satisfaction and impact measurements in Norway

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N O V A

Norwegian Social Research

Use of ICTs compared to other European countries

- Use of electronic services in Norway:
 - Among the countries with the widest usage of ICTs in the world.
 - Of those who use Internet regularly 88 per cent had used a e-Government service in 2005 (eNorway 2009:30).
- Compared to other European countries
 - Norway 6th, 4th and 9th in growth in e-services for the citizens (CapGemini research 2004, 2006, 2007)



Some recent objectives

- Very much inspired by the EU advances in this area since 2000
- Quicker and smarter services
 - Save time for business
 - Save time for the public services
- More informed and active citizens
 - control information about themselves
 - more informed about political decision making,
 - take more active part in public hearings and deliberation of public policy
- More customized services ('tailor made')
 - improve contact between citizens and the public services
- Various governments have repeatedly emphasized that public sector web sites should comply with the WAI standards
 - but has been less clear on how one could achieve this compliance in practice.



Some milestones

- By end 2009 all new interactive services for the citizens should be available through "MyPage"
- 25 per cent of the public procurements should be electronic
- All electronic services for business should be available via the business portal "Altinn"
- By 2009 eighty per cent of all public sector web pages must satisfy the "quality criteria" developed by the public agency responsible for coordinating Norwegian ICT policy
- All *new* ICT systems in public sector should be based on 'open standards'



Organisation of the new services

- Many of the policy objectives depend on coordination and collaboration among various national and local public agencies
- Existing measurements are fairly limited and fragmented,
- Depend much on public auditing of the policy achievements, unclear how systematic the auditing is



Norway.no – gateway to the public sector in Norway



- Run by the Agency for Public Management and eGovernment
- Portal for public sector information and services
- Also a help desk service.
 - advice people which authority they should contact with questions about public services, rights and regulations
- Offers newsletters from the ministries via "RSS" web formats



”My page” – Citizens’ customized web page for public services



- Register services
 - show you what information various public agencies have on you in their registers
 - view details of your expected pension, view information about any loan or grant you might have with the Norwegian State Educational Loan Fund, view your status as a job seeker, find information about property you own
- Transaction services
 - carry out an actual service linked to an agency or local authority, and thus change the information they have on you or submit an application.
 - change your name and address in the National Population Registry , apply for a tax card , notify a change of address, change your doctor , order a health insurance card
- Limited use?
 - mostly state services, services from some municipalities



”Altinn” – business portal for public reporting



- Cooperation among the Norwegian Tax Administration, Statistics Norway, and the Brønnøysund Register Centre
- Launched in December 2003
 - More than 120 forms and services from 20 Norwegian government agencies are currently available
 - More than 23 million forms have been submitted through the system.
- Administrated by the Brønnøysund Register Centre
 - responsible for a number of national control and registration schemes for business and industry.
 - aims to prevent superfluous collection and registration of information.
- From 2005 phone service for end users



Altinn – impact measurement

- In 2007 more than 400.000 enterprises used the web site
- Alleged time saving in Norwegian business
 - (total effect of *all* coordination and simplification measures in the national public administration):
 - 2008: - 238 man years on public reporting (out of which -40 due to Altinn)
 - 2007: - 137 man years on public reporting (mostly related to Altinn)
 - 2006: - 98 man years on public reporting
 - 2005: - 580 man years on public reporting

<http://www.brreg.no/registrene/oppgave/belastningsstatistikk.html>



Altinn – phone surveys annually since 2005



- Account for both the use and non-usage of the portal
- Third party: Perduco on commission from the administrator of the service
- Survey is based on a representative sample of randomly selected business managers
- Selected from the Lindorf database which includes all Norwegian businesses
 - Minimum 100 respondents in each county
 - Minimum 100 respondents from businesses with 100 employees or more
 - Maximum 300 respondents from businesses with two employees or less
 - N = 2000



Altinn – phone surveys annually since 2005 (cont)



- Nine questions:
 - Have you heard about Altinn?
 - Have your enterprise reported and submitted public forms on Altinn?
 - Satisfaction with and assessment of usability
 - Knowledge of different functionalities
 - Experience with the user service
 - What are important services?
 - Identify need for change of services
 - Reasons for not using Altinn



Testing of public sector web services since 2001 – user satisfaction measurement

- Responsible party: Agency for Public Management and eGovernment (since 2008)
 - under the Ministry of Government Reform and Administration
- Annual expert testing
 - manually – 1 hour per web page/ site
 - Max 700 pages/ sites
 - In 2008: 245 national authority sites and 448 local authority sites,
 - increasingly also private business sites.
 - Not a full time occupation for the public agency (about 25 employees in the unit)
- Indirect measurement of user satisfaction
 - Do not ask end users themselves but use indicators that are supposed to ensure a reasonable user interface



Public sector web services (2) – user satisfaction index 2008

- Scores on 36 indicators
 - 100 pages scored 80% or better in 2008 compared to 44 pages in 2007.
- Accessibility:
 - Largely based on WAI WCAG 1.1, 2.1, 5.1., 12.1, 13.5, 6.3, 2.2, 13.6, 5.3, 11.1 and 11.2
 - Does (not) have alt-text?
 - Published in several formats? (Html, pdf, odf, doc)
- Usability:
 - information should be presented in a way that makes it easy to find and use the information at the web site
 - Is the web site easy to download? (size of front page)
 - Do the articles have dates?
 - Does the web site have a search function?
 - Other languages than Norwegian?



Public sector web services (3) – user satisfaction index 2008

- Usefulness:
 - public sector web sites should have a content that makes it easier for the citizens to find their way in public sector
 - The web sites should provide basic information about rights, obligations and opportunities and have interactive services
 - The services should stimulate and facilitate feedback from end users and encourage dialogue the services and the end users.
 - RSS/Newsletters, chat, text messages
 - Contact information
 - Informative definition of core activities
 - Provide access to minutes from meetings, protocols, incoming and outgoing mail
 - Electronic hearings, discussion forums, electronic submission of forms, functionality for ordering services



Public sector web services (4) – user satisfaction index

- Comparability of results
 - Changed indicators and calculation of scores in 2004, 2007 and 2008
- Reasons for choice of indicators
 - "not too demanding"
 - So far based on persuasion ('name and shame')



Persuasion vs legal obligations

- Best practice since 2001
- Norwegian Ministry of Government Administration and Reform
 - coordination of the use of information technology and
 - measures to make government more efficient and service-oriented.
 - But 'sector responsibility'
- Autonomy of local authorities
- Many of the objectives rely on collaboration among various public agencies and between local and national authorities



Discrimination and Accessibility Act 2009

- **§ 9 Obligation regarding general accommodation (universal design)**
- Public undertakings shall make active and targeted efforts to promote universal design within the undertaking. The same applies to private undertakings that offer goods and services to the general public.
- By universal design is meant design or accommodation of the main solution as regards the physical conditions so that the normal function of the undertaking can be used by as many people as possible.
- Public undertakings and private undertakings that offer goods and services to the general public are obliged to ensure that universal design is applied to the normal functions of the undertaking provided this does not entail an undue burden for the undertaking.



§ 11 Duty to universal design of ICTs

- Information and communication technology (ICT) refers to technology and systems of technology used to express, create, change, exchange, store, duplicate and publish information, or in other ways make information usable.
- *New* ICT solutions that underpin the ordinary functions of the enterprise, and are main solutions with a user interface intended for the use of or made available for the general public,
 - shall be subject to universal design from 1 July 2011 but not earlier than twelve months after there are standards or guidelines available on the content of the requirement.
 - For existing ICT the requirement applies from 1 January 2021.



Third party and non-governmental monitoring of public e-services

- Media LT
 - <http://medialt.no/en-US/english/12.aspx>
- Norwegian Association of the Blind and Partially Sighted
- Statistics Norway:
http://www.ssb.no/english/subjects/10/03/ikt_en/
- Various research projects
- Not a tradition (so far) for monitoring, checks and balances by independent agencies (different from e.g. the US)
 - But the National Audit Office has expanded extensively the last decade



References

- The Government
 - Government action plan "eNorway 2009":
http://www.regjeringen.no/upload/FAD/Vedlegg/IKT-politikk/eNorway_2009.pdf
 - Government Report 17. 2006-2007 to the Parliament: *An Information Society for All* (Summary in English)
- The Norwegian Association of Local and Regional Authorities :
 - "e-Municipality 2012 – local digital agenda" (action programme, in Norwegian)
- Statistics Norway:
http://www.ssb.no/english/subjects/10/03/ikt_en/



References (cont)

- The Delta Center, Norwegian Directorate of Health
 - Guidelines to accessibility to the Internet (in Norwegian)
 - “Who needs universal design? Universal design in public sector “ (2008)
 - http://www.helsedirektoratet.no/vp/multimedia/archive/00086/Who_needs_universal__86089a.pdf
 - Accessible meetings, courses and conferences “ (2003)
 - Evaluation of accessibility to 12 popular web sites:
 - http://www.helsedirektoratet.no/vp/multimedia/archive/00105/Nettstedstest__1048_105969a.pdf

