

Impact indicators: State of the art survey

*3rd eGovMoNet workshop
2009-03-27, Veszprém (Hungary)*

From listening yesterday ...

- Rony: Clarify concepts referred to in template, such as *impact*, ...
- Peter: Codagnone & Undheim foresee a trend to assess *impact* and *governance*. What do these terms mean?
- Gino: get rid of semantic differences!

The plan for today

- What is impact?
- How is impact measured?
 - measurement methodologies
 - examples from existing approaches
- Knowledge café discussion
- reach a common understanding of what we mean by impact
- collect potential indicators

What is impact?

(source: <http://wordnet.princeton.edu>)

- impact, wallop (a forceful consequence; a strong effect)
 - direct hypernym: consequence, effect, outcome, result, event, issue, upshot (a phenomenon that follows and is caused by some previous phenomenon)
- impingement, encroachment, impact (influencing strongly)
 - direct hypernym: influence (causing something without any direct or apparent effort)

Impact & eGovernment

- **Impact of**

- eGovernment policys
- eGovernment projects
- eGovernment services

- **Impact on** economy, society, administration

- **Impact appears as** change / increase of

- efficiency
- democracy
- effectiveness

What is impact?

(source: eGovernment measurement for policy makers, Millard)

- The overall goals of a policy and are expressed in terms of its **ultimate impacts**. These will not normally be expressed as eGovernment objectives, but rather as societal objectives to which successful eGovernment development should contribute, such as

What is impact?

(source: eGovernment measurement for policy makers, Millard)

- economic productivity
- economic growth
- jobs
- competitiveness
- local and regional development
- environmental improvement and sustainable development
- inclusion
- democracy, participation and citizenship
- quality of life / happiness
- increased justice and security
- universal human rights and peace

Academic View

eGovernment measurements

- Focus of studies has evolved from readiness to impact.

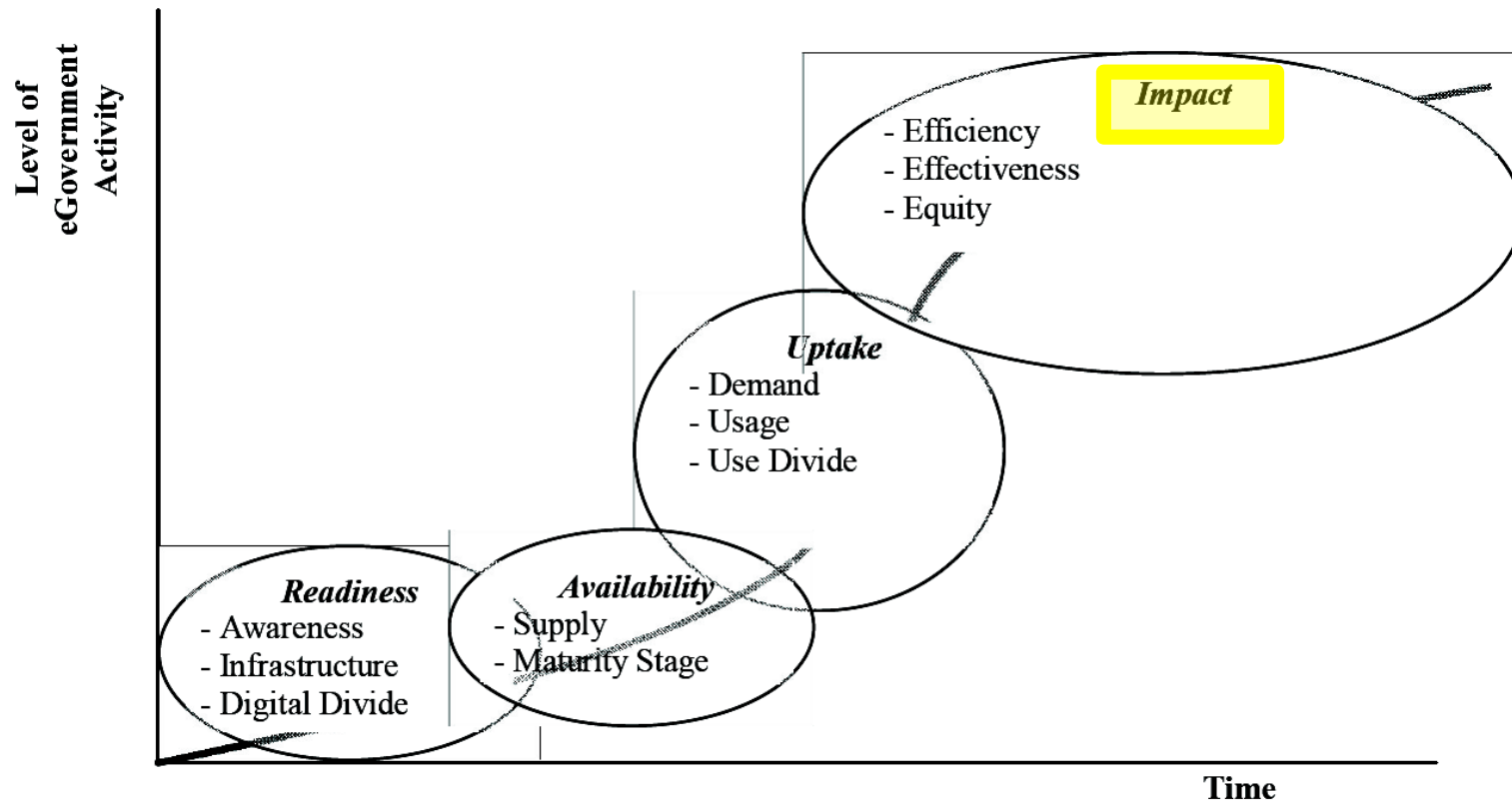


Figure 2: Changing eGovernment Issues Over Time

- (source: Heeks, Benchmarking eGovernment, 2006)

Impact benchmarking

Heeks (2006)

- Measures of impact:
 - Citizen benefits
 - Financial benefit
 - Back office changes
- Related indicators:
 - Time saved
 - Financial savings perceived by officials
 - Nature of changes to government processes
 - Changes in process time

Impact benchmarking

Heeks (2006)

- Selfassessment has distinct drawbacks.
- Other data gathering methods:
 - Web metrics/crawlers to assess some outputs/impacts
 - Output and impact measurements require some form of survey.
- **Recommendation 22:** Make Greater Use Of Survey Methods To Assess eGovernment Outputs And Impacts.

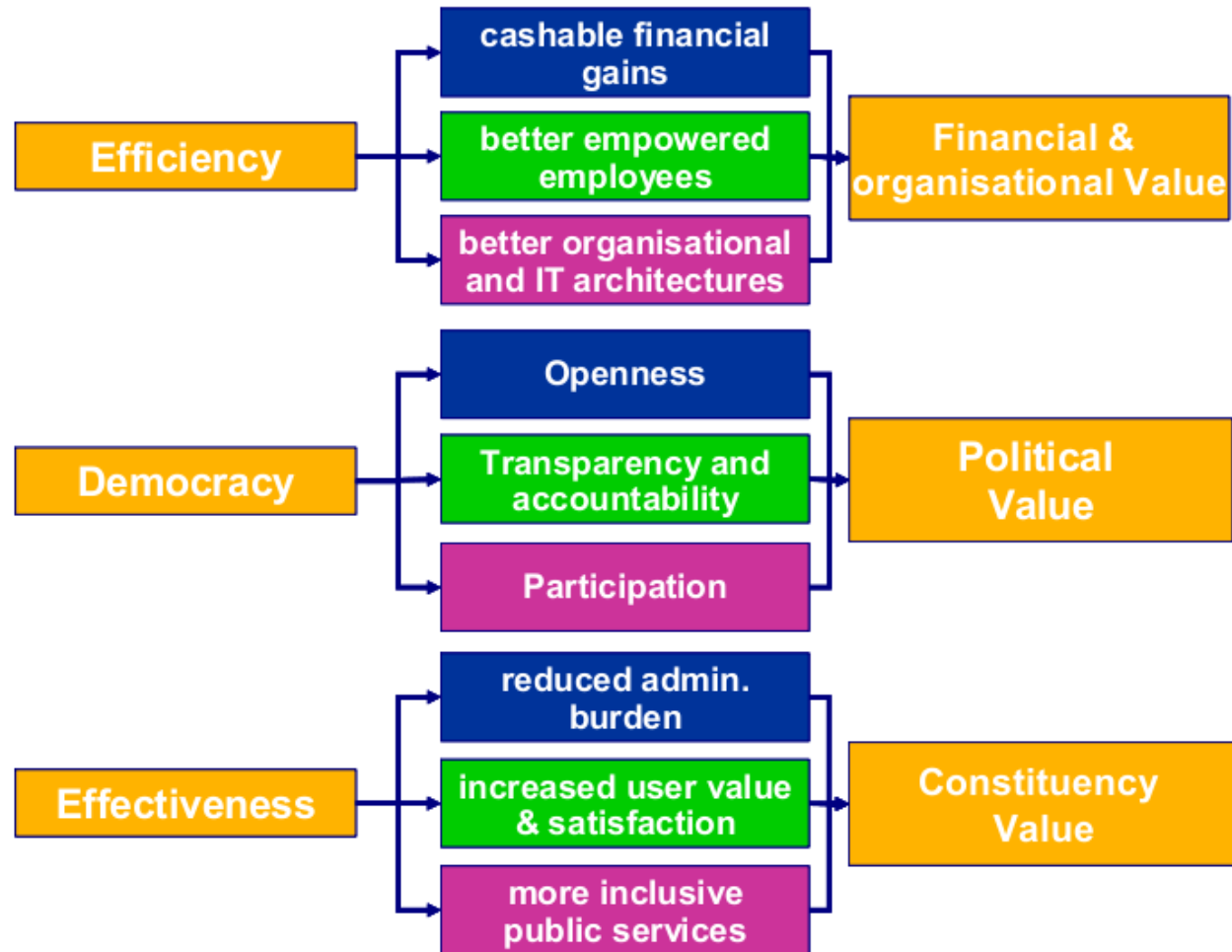
Measuring eGovernment Impact

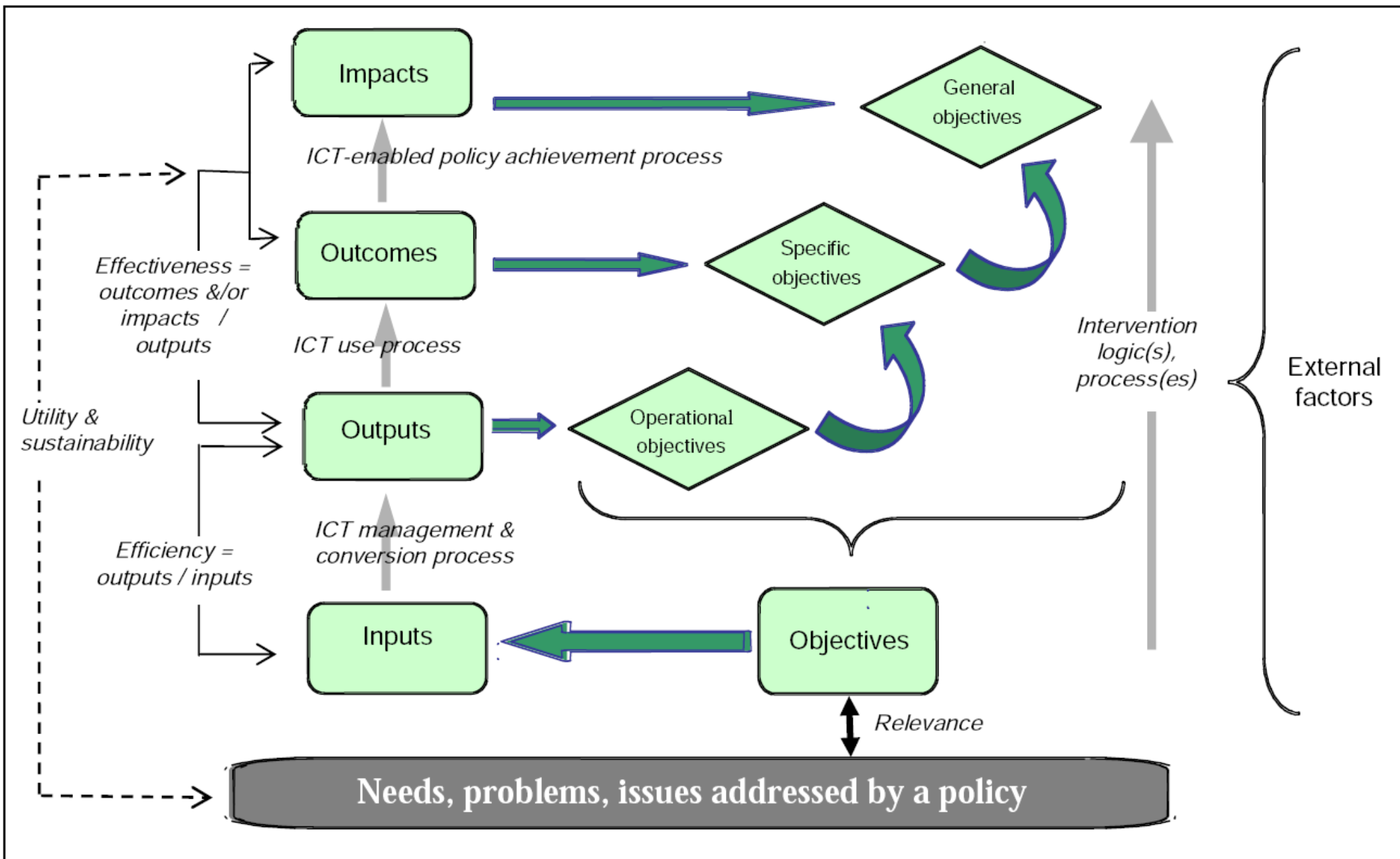
Peters et al. (2004)

- eGovernment measurement need to
 - take into account back-office situation (to assess efficiency and effectiveness)
 - establish relationship between resources and results
 - include situation at different levels (local, regional, national)
- potential problems
 - conflicts between efficiency and legal privacy requirements

eGEP Measurement Framework

Analytical Model





Practical View

Deloitte and Indigov

- Level: All levels
- Tool for user satisfaction
- Approach:
 - Holistic and detailed
- Impact (both for citizens and business):
 - saving time, more flexible, simplification, saving money, better control, more transparency, better quality.

United Nations Department of Economic and Social Affairs

- Level: National (UN member states)
- Duration: Since 2002
- eGovernment Readiness
- Quantitative assessment.
- Web Measure Index: Emerging, Enhanced, Interactive, Transactional, Connected.

Accenture (1)

- Level: National Government
- Different focus each year
- 2008 (Creating and sharing responsibility for better outcomes)
 - Qualitative approach. Real life experiences.
 - Investigate elements for people satisfaction and governments availability to achieve desired outcome.
 - government strategies,
 - in-depth secondary research in the 21 countries.

Accenture (2)

- 2007 (Delivering on the promise)
 - Scoring based on three weighted components
 - Service Maturity
 - To what level has the government developed an online presence
 - Customer Service Maturity
 - To what extent government agencies manages interaction. (Publish, Interact and Transact).
 - Citizen web site
 - Data from citizen survey.

Overheid.nl

- Level: All government agencies
- Evaluation categories:
 - standards,
 - transparency,
 - services,
 - personalised services,
 - citizen involvement and participation and
 - accessibility.

eGovernment Practice group of the World Bank 2007

- Impact Assessment Study of eGovernment in India
- Level: From Country to municipality
- Corruption reduction
- Impact on citizens (Cost, Service Quality and Governance)
- Impact on agencies
- Impact on society

Impacts of Internet use on Public Administration

- Impacts of Internet use on Public Administration: A Case Study of the Brazilian Tax Administration (2005)
- Level: National (Tax only)
- Type: Self assessment
- Number of tax returns online over total number of tax returns
- Cost both from tax payer and Tax Administration

Knowledge Café

Rules (1)

- 6 Groups of approximately 5 persons.
- Elect a table representative. (This person is stuck at the table.)
- 3 questions.
- 20 minutes of dicussion for each question.
- After each question, all but the table representative change table.
- 20 minutes wrap up at the end.

Rules (2)

- Write notes on the tablecloths.
- Use your time for discussions and conversations.

Keep in mind:

- **eGovMoNet goal:** "Harmonisation of methodologies".
- **Benchlearning:** What can the participants learn from each other?

First Question (20 Minutes)

- Provide a (short) unified definition of impact and find practical examples of impact.

Second Question (20 Minutes)

- What are the core indicators for the examples found in questions 1?
- How can we measure these?
- Note: Only use examples from your current table (not previous group).

Third Question (20 Minutes)

- How can we get the data for the indicators from question 2.
- Are there existing sources?
- Can the measurements be done automatically?
- Is it feasible?

Wrap-up (20 minutes)

- Very short summary (2/3 minutes) by table representatives.
- Collection of the notes / tablecloths .