

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.

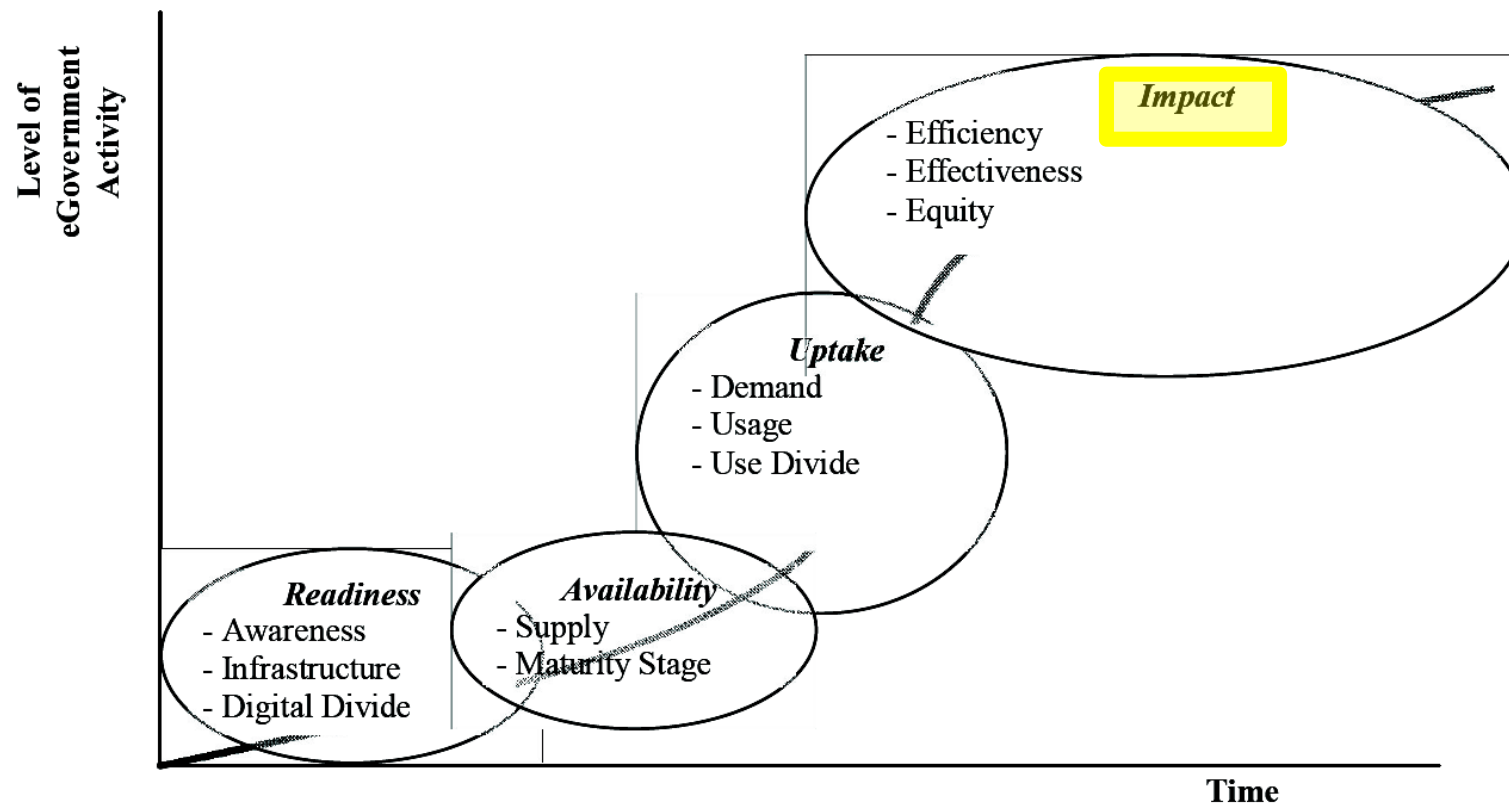


Figure 2: Changing eGovernment Issues Over Time

(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.

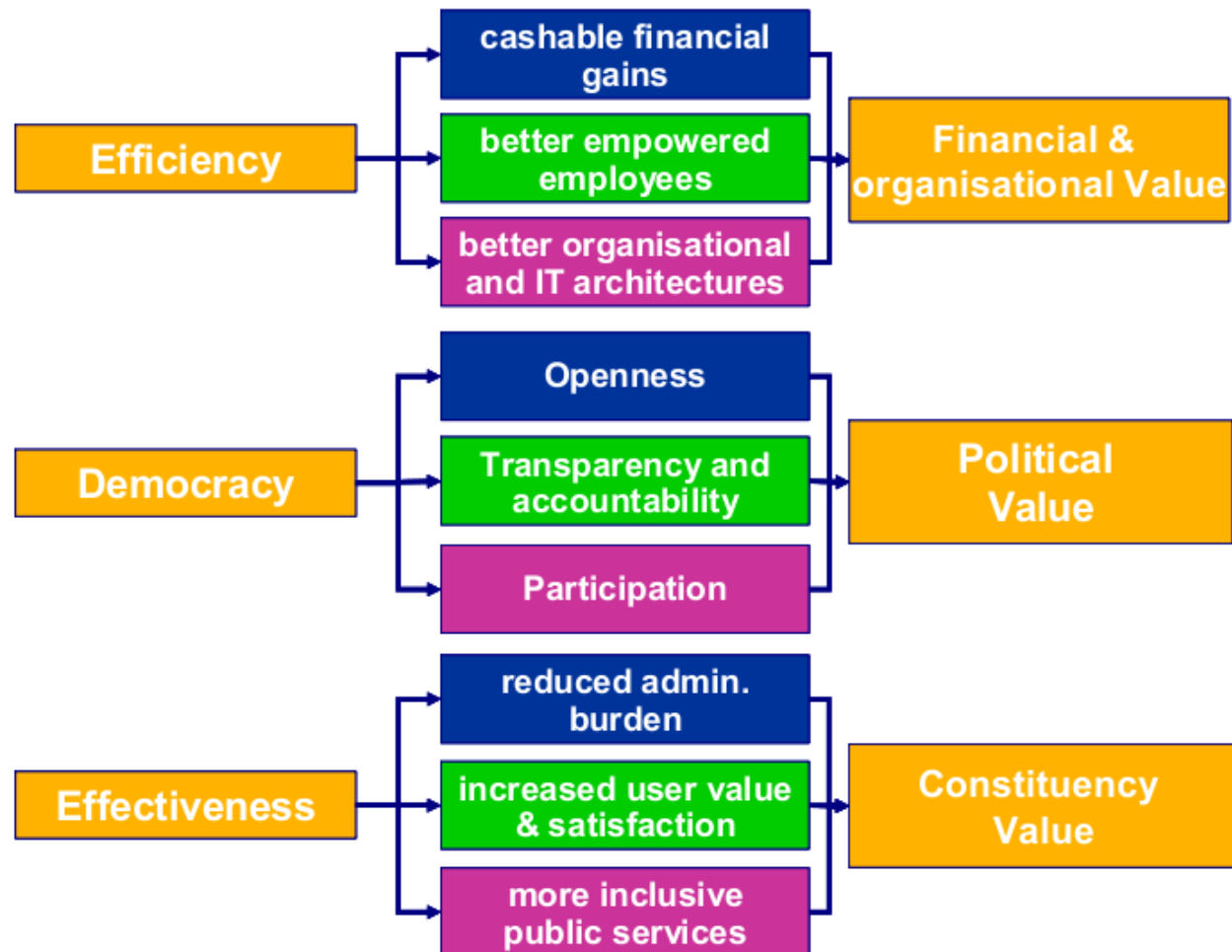
Measuring eGovernment Impact

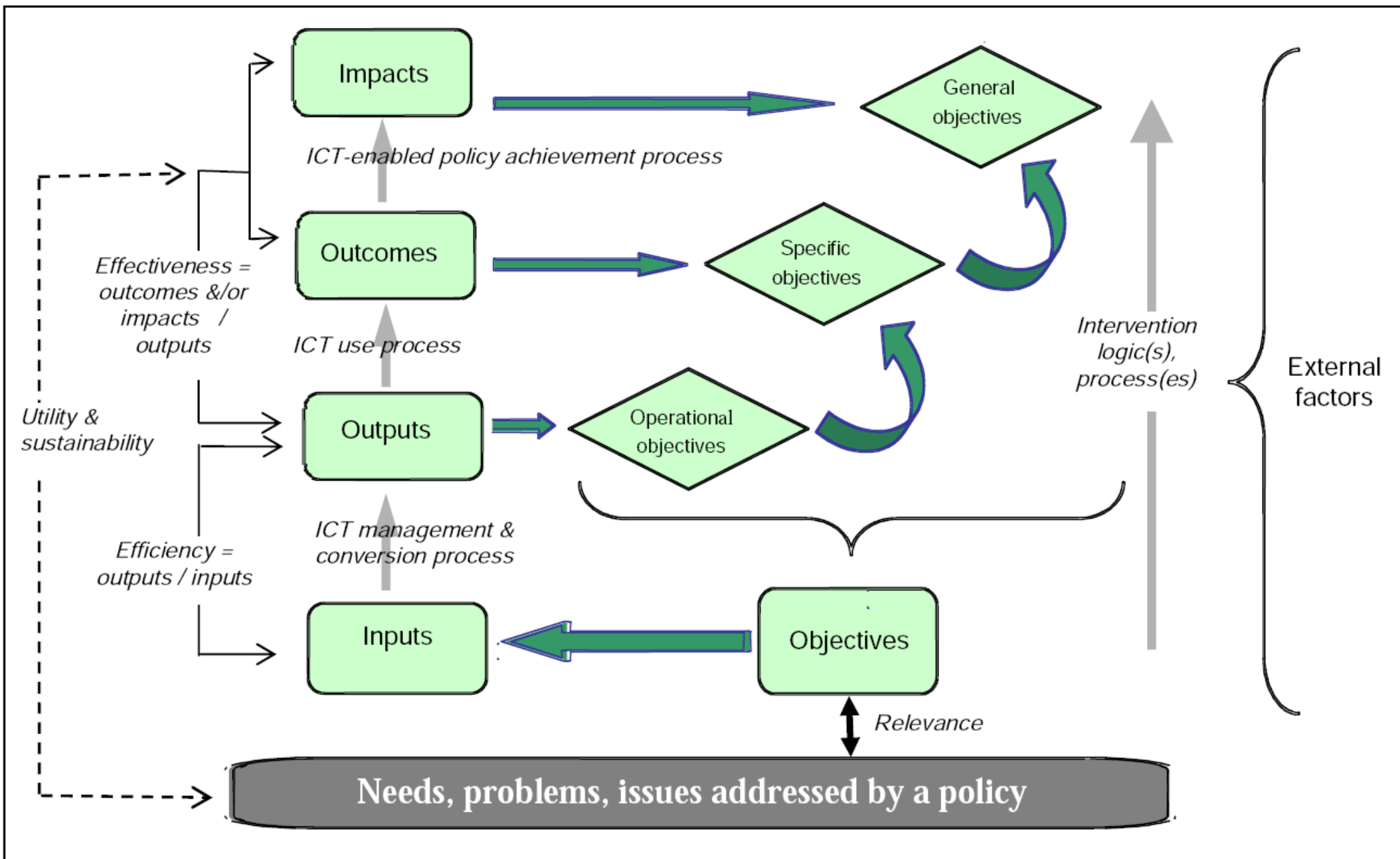
Peters et al. (2004)

- 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 .