

Engaging Public Online: An exploratory study on the citizen participation via online in Korea

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Research Questions

- **How** exactly ICT (e-gov) improve citizen participation? Is there 'meaningful' public participation online in Korea?

Meaningful: Is there empirical evidence of effect on policy changes beyond political participation or service provision?

Small N case study

- Very early stage of research! 😊 [content analysis, case-survey & interviews]
- Seoul City's Oasis (oasis.seoul.go.kr)- [about 4 years of operation] & Similar ones in other cities'

OASIS (~2008. 12)

- Creative Seoul Promotion Headquarters, creative city administration by a new mayor in 2006
- 2.9 million Visits
- 20,000 ideas submitted
- 70 of them adopted as policy
- 52 of them implemented
- UN's Public Service Award 2009

Categories of ideas/proposals

-More

- Culture
- Welfare

-Less

- Environment
- Economy
- Citizen Lifestyle

Preliminary findings

- “meaningful/actual” participation in the decision making process
- 4 stages of participation in “decision making process”

4 stages of OASIS

- Ideas submitted
- Discussed online (individual citizens, OASIS groups) – [topics moved here by civil servants]
- Internal discussion and screening
- Final meetings (mayor, people in charge, citizen groups, individual citizens)

Success factors of OASIS

- Leadership from the top (mayor)
- Incentives:
 - Incentives for citizens: award, monetary reward
 - Incentives for civil servants: points for appraisal
- Catalyst group (Volunteering Citizen Groups=citizens of OASIS, 500 members)

Tracking the adopted policies

- Citizen participated policies: different in terms of duration, challenges in implementation? – ‘success rate?’
- Policy evaluation? (interviewees: more effective ones=revising existing policies and programs)