



**Saint-Petersburg State University
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**Evaluation of Regional Government
Portals on the Basis
of Public Value Concept:
Case Study from
Russian Federation**

December 12, 2007

Introduction

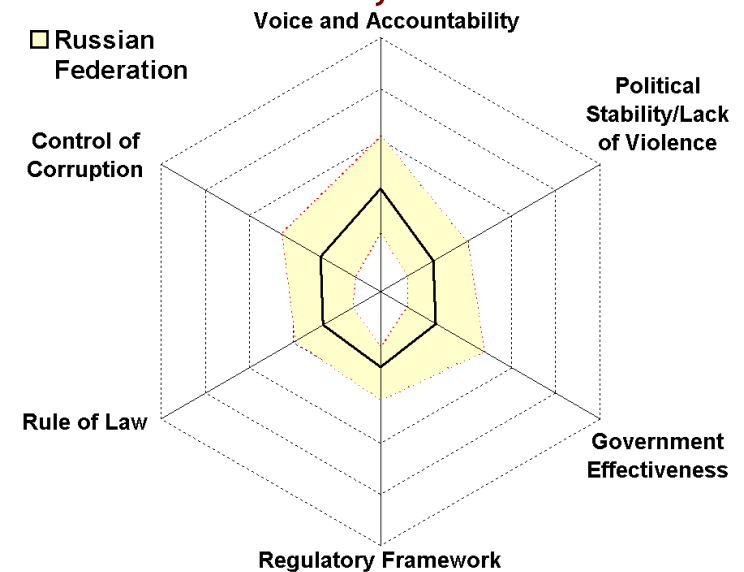
- Research Center for Public Administration Studies activity, e-government studies
- Research areas:
 - Methodological developments
 - Evaluation of web-sites performance and usability
 - Public e-services: demand side and supply side studies and investigations
- Cooperation with St.Petersburg government, non-governmental organizations, international partnerships and projects

Introduction

- *Law ratings of Russia as far as the governance quality is concerned*
- *Administration reform concept and the new version of “E-Russia” federal target program*
- *Russia's advancement in e-government development*
- *There are no well developed criteria systems for monitoring and assessment of e-government and its impact on governance quality*

Governance quality problems in Russia

- Low estimations on GRICS (World Bank);
- In Transparency International rating: 90th place;
- On Kurtzman Group Opacity Index: 40th place among 48 biggest countries;
- More than 70% of population don't satisfied with public services quality



Administrative reform and e-Government in Russian Federation

«Concept of Administrative reform in Russia 2006 – 2008». Goals:

- *Improvement of availability and quality of public services*
- *Increase in government efficiency*
- *Development of government – civil society interactions*

August 2007 – “Concept of e-Government development in Russian Federation till 2010 year”

Investigation of regional government portals

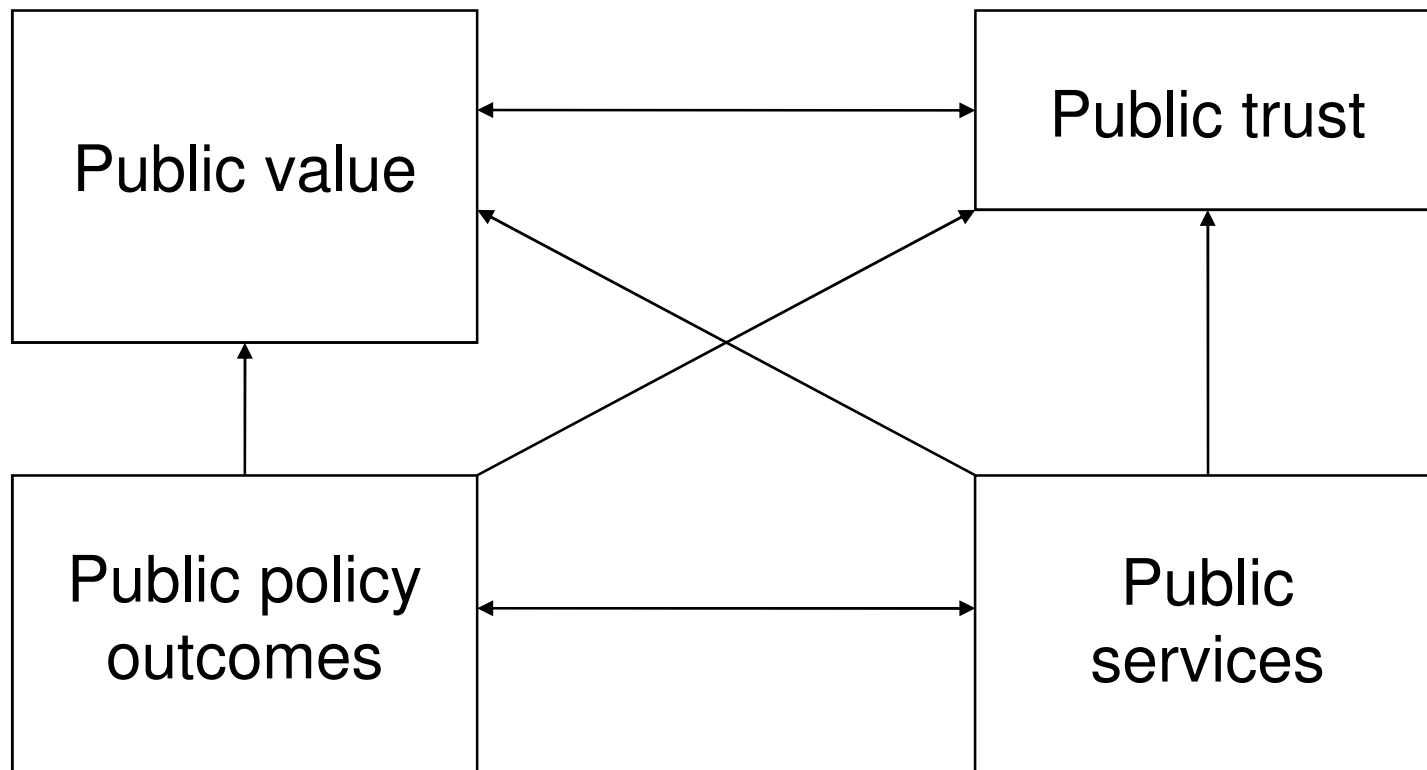
- *Highly developed information and communication infrastructure,*
- *Wide range of public services, provided on the regional level,*
- *A new stage of the 2006-2008 administrative reform involves regional government to a larger extent*
- *Portals assessment is particularly interesting as far the external interactions and governance quality are concerned*

Public Value Concept

- *The key points of the concept were developed by Mark Moor, Barry Bozeman, Peter Jackson, Martin Cole, Greg Parston. (the mid 90ies)*
- *The concept is incorporated into public administration practice:*
 - *As a base for administrative reform analysis developing guidelines for improving government quality public services quality standards (G. Kelly, J. Mulgan, S. Muers «Creating public value. The analytical framework to public sector reform», 2002)*
 - *For development of public services quality standards (see for example «Best value in public service. Guidance to accountable officers», Smarter Scotland, Scottish executive, 2006; «Creating value: findings from public service innovation focus groups», NZIER, 2004)*
 - *As a base for assessment of different tools of governance quality improvement (such as e-government: Cresswell A., Burke B., Pardo T. «Advancing return on investment analysis for government IT. A public value framework», 2006, Kearns I. «Public value and e-Government», 2004).*

Public value and its elements

Public value – can be generally interpreted as the value created by government activity,
governance quality – as the level at which government meets the society's demand.



Empirical study

The main objective:

To develop and to test the evaluation system, based on public value concept, designed for analysis and assessment of government portals

Analyzed elements of e-government:

- External interactions and interface
- Public e-services supply

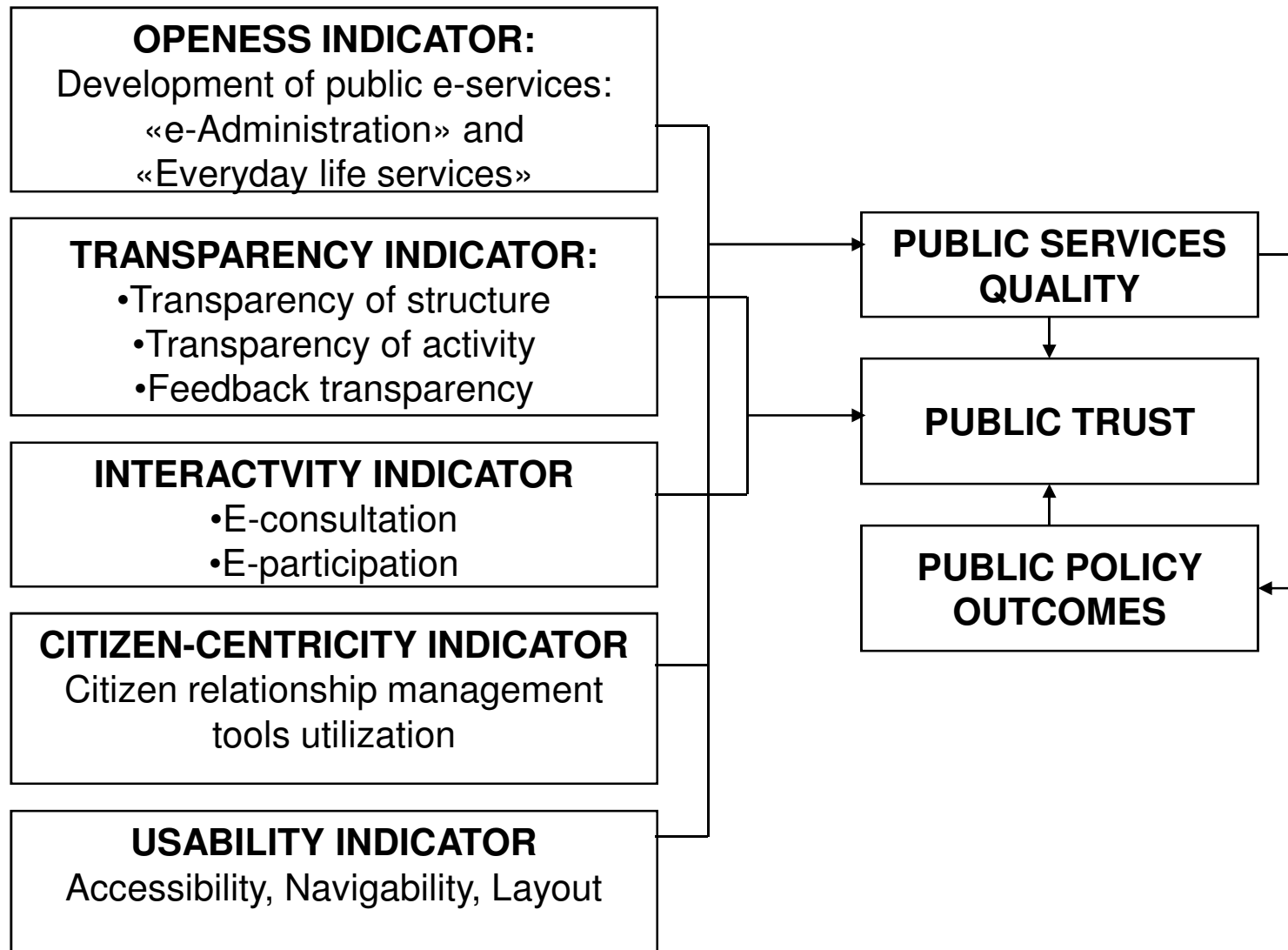
Sample - 11 regions of Russian Federation:

- Saint Petersburg (SPb)
- Karelia Republic (KR)
- Khanty-Mansiisky autonomous okrug (HMAO)
- Tatarstan Republic (TR)
- Chuvashiya Republic (ChR)
- Tomskaya oblast (TO)
- Murmanskaya oblast (MO)
- Belgorodskaya oblast (BO)
- Tyumenskaya oblast (TuO)
- Samarskaya oblast (SO)
- Rostovskaya oblast (RO)

Criteria for selection:

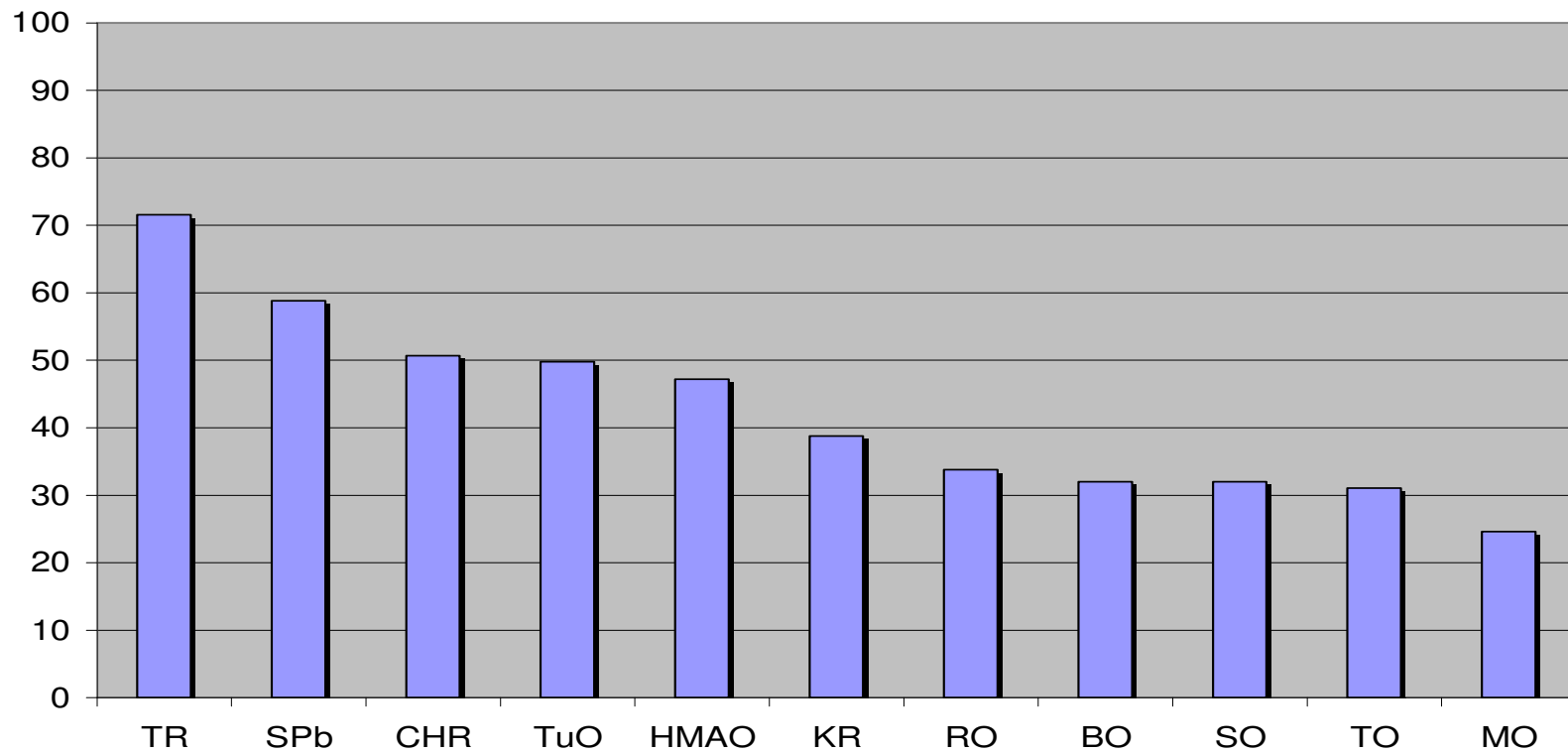
- high rates of Readiness for Information Society Index
- high rates of governance quality

Indicators for government portals assessment



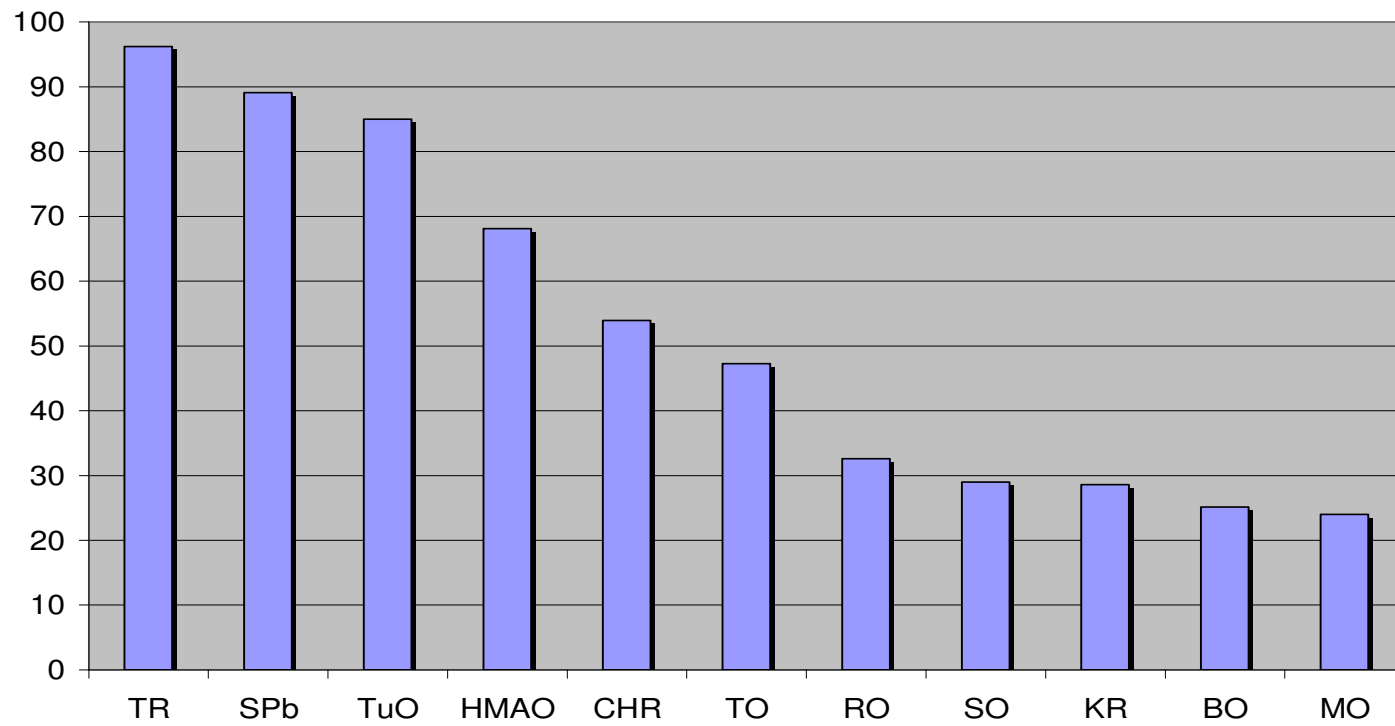
Research results

Estimation of regional government portal potential in terms of public value improvement



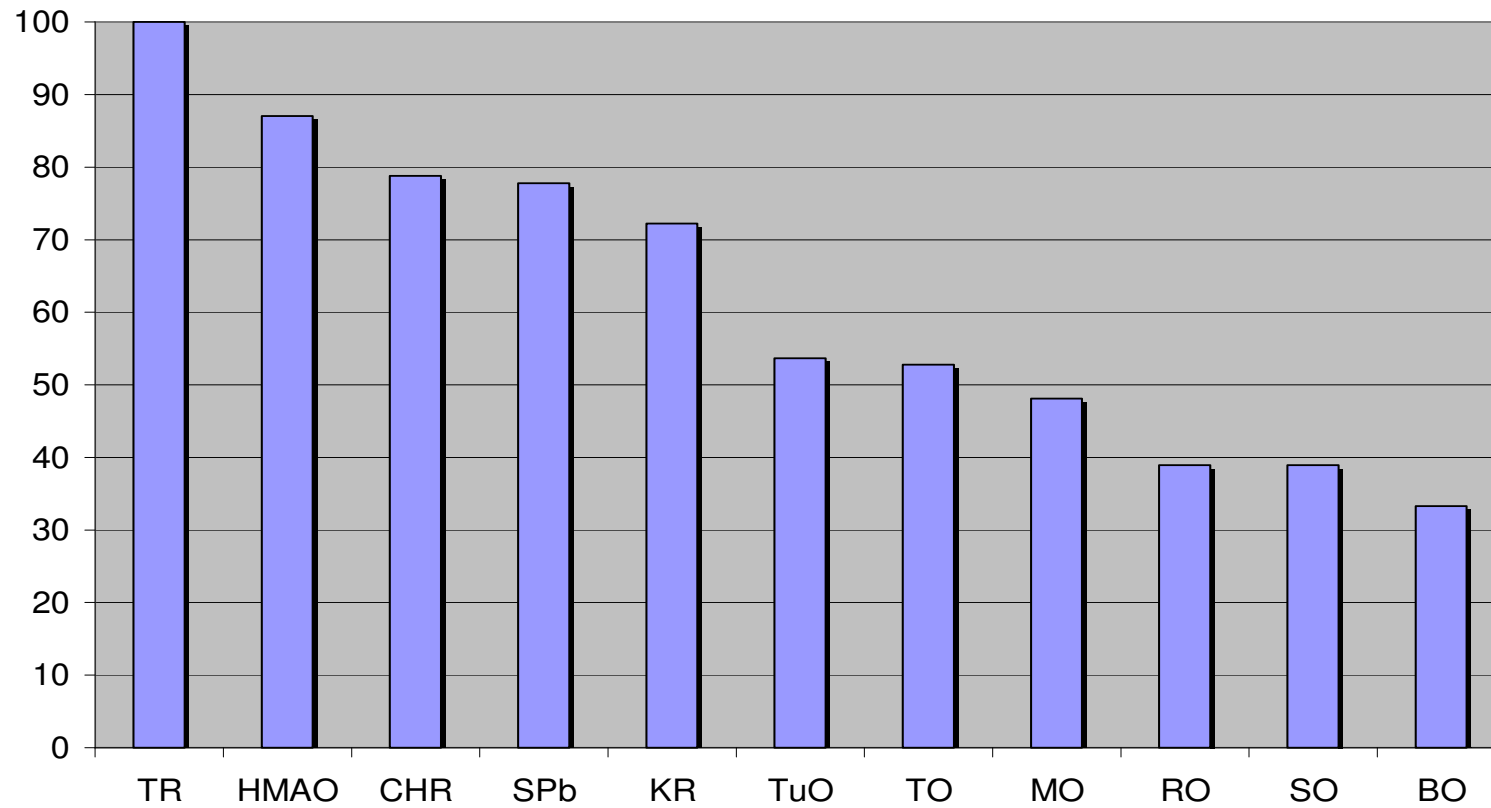
Research results

Estimation of openness indicator



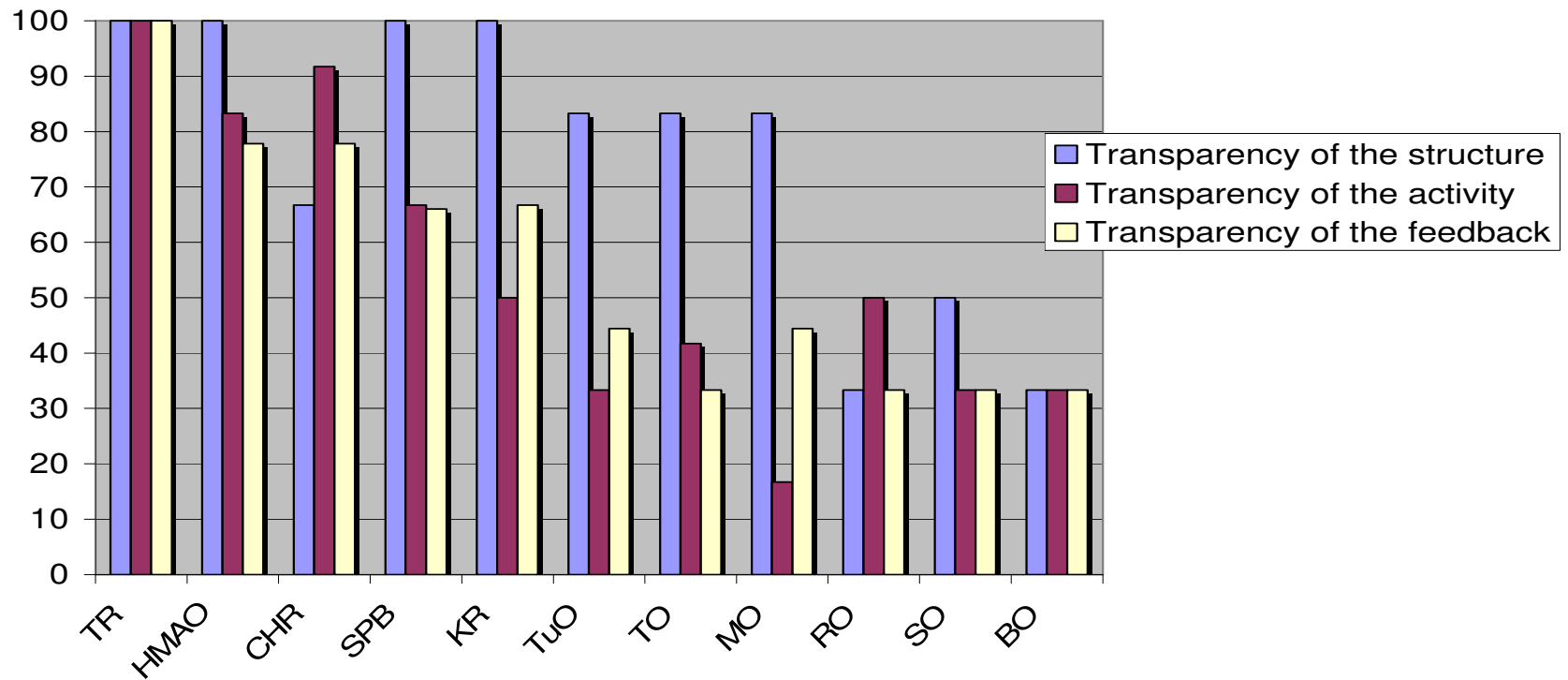
Research results

Estimation of transparency indicator



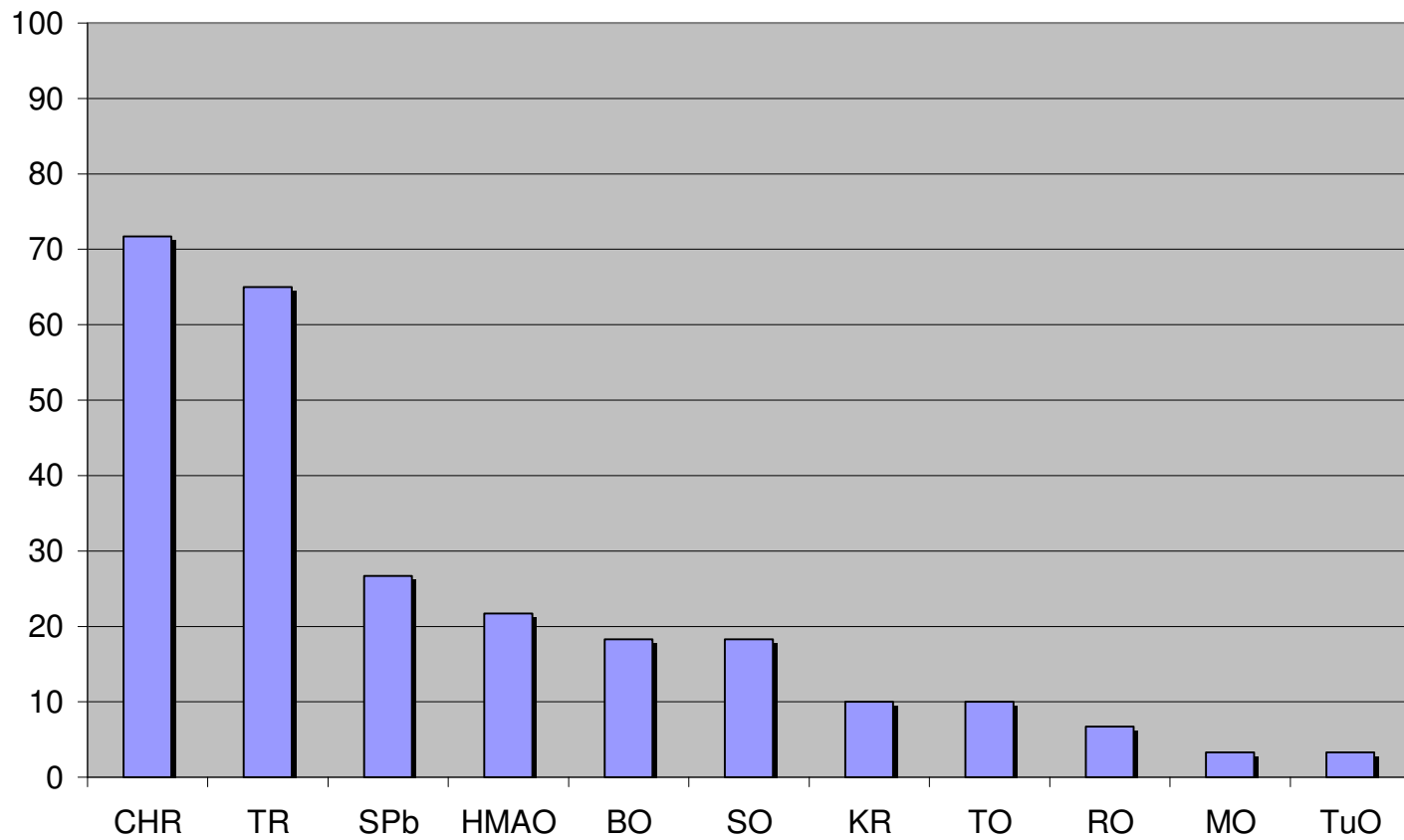
Research results

Estimation of transparency criteria



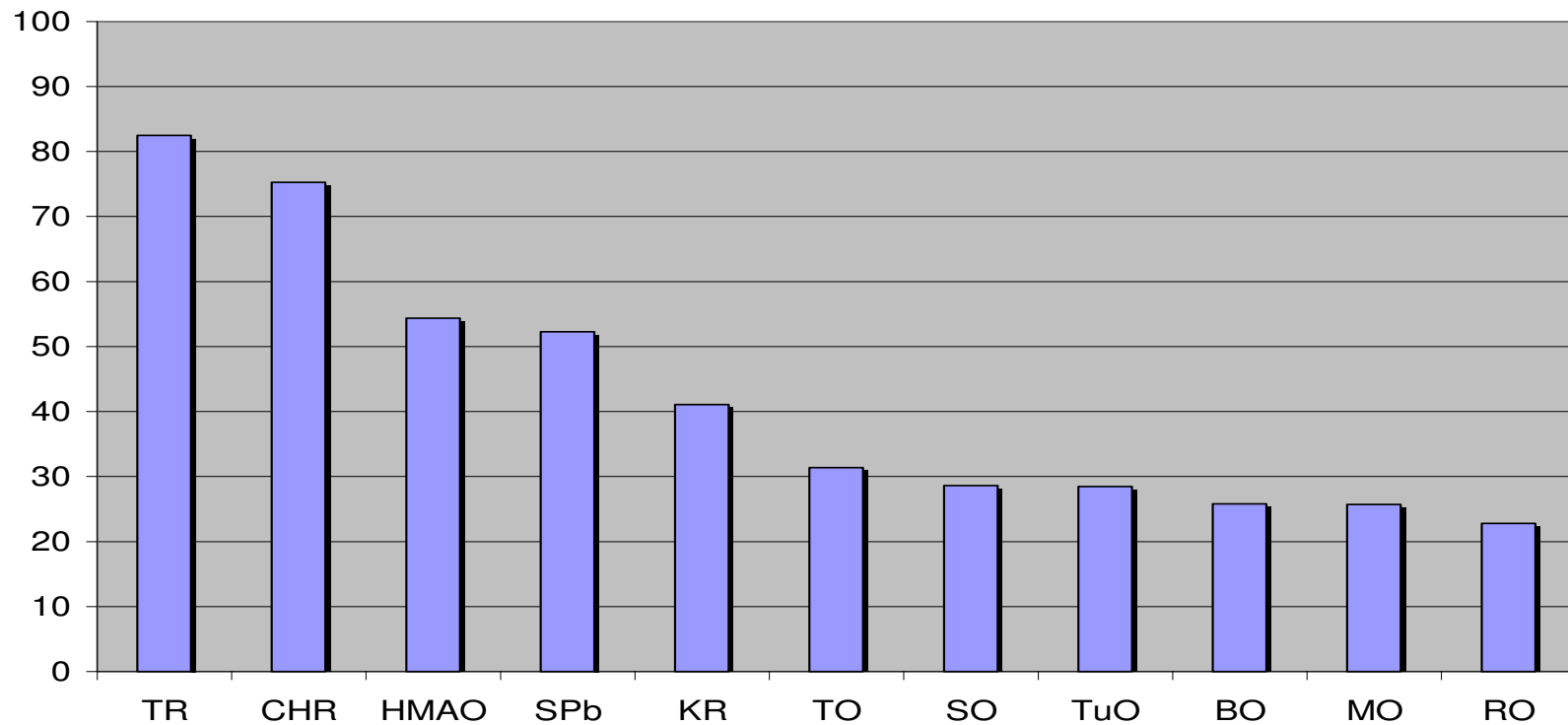
Research results

Estimation of interactivity indicator



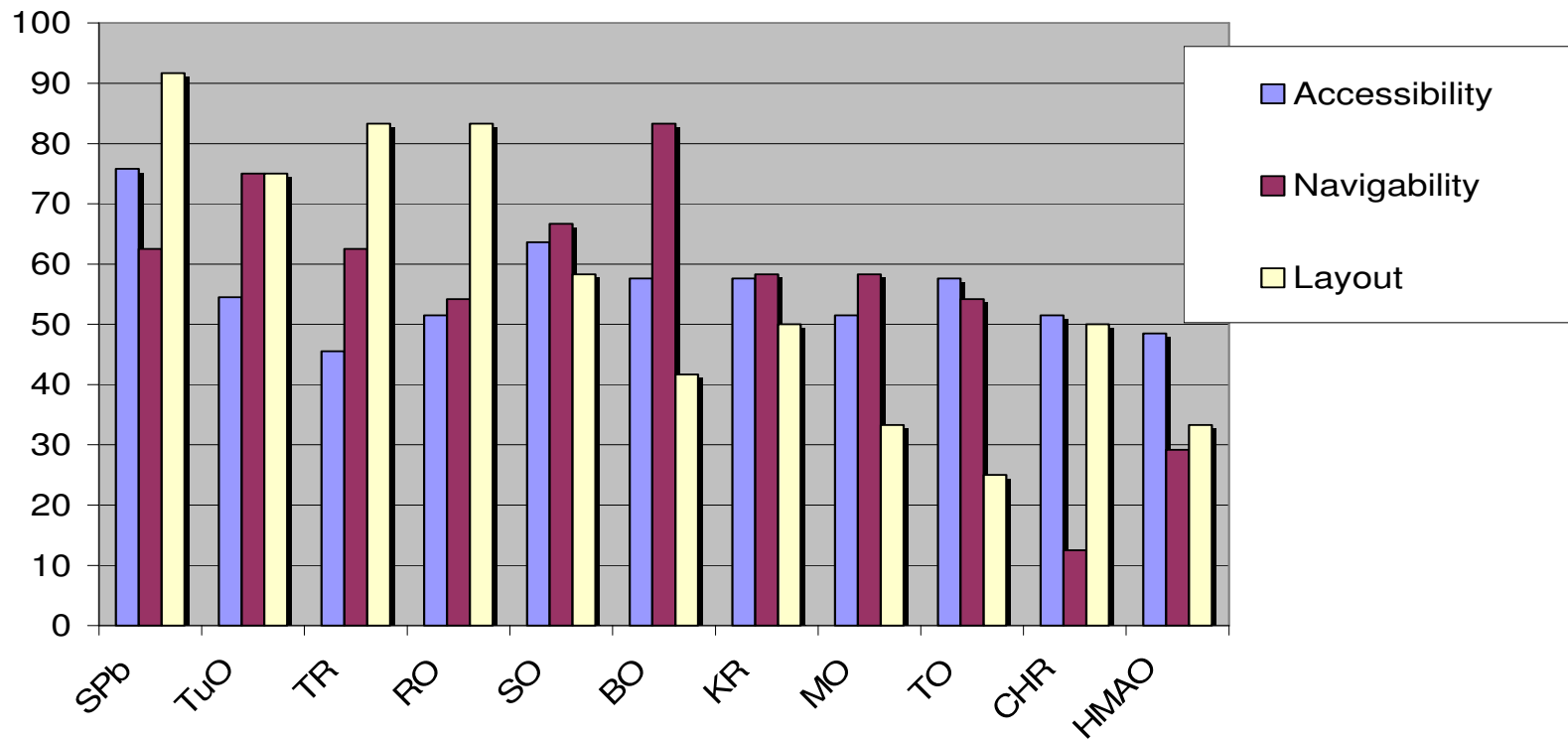
Research results

Estimation of regional government portal potential in terms of public trust improvement



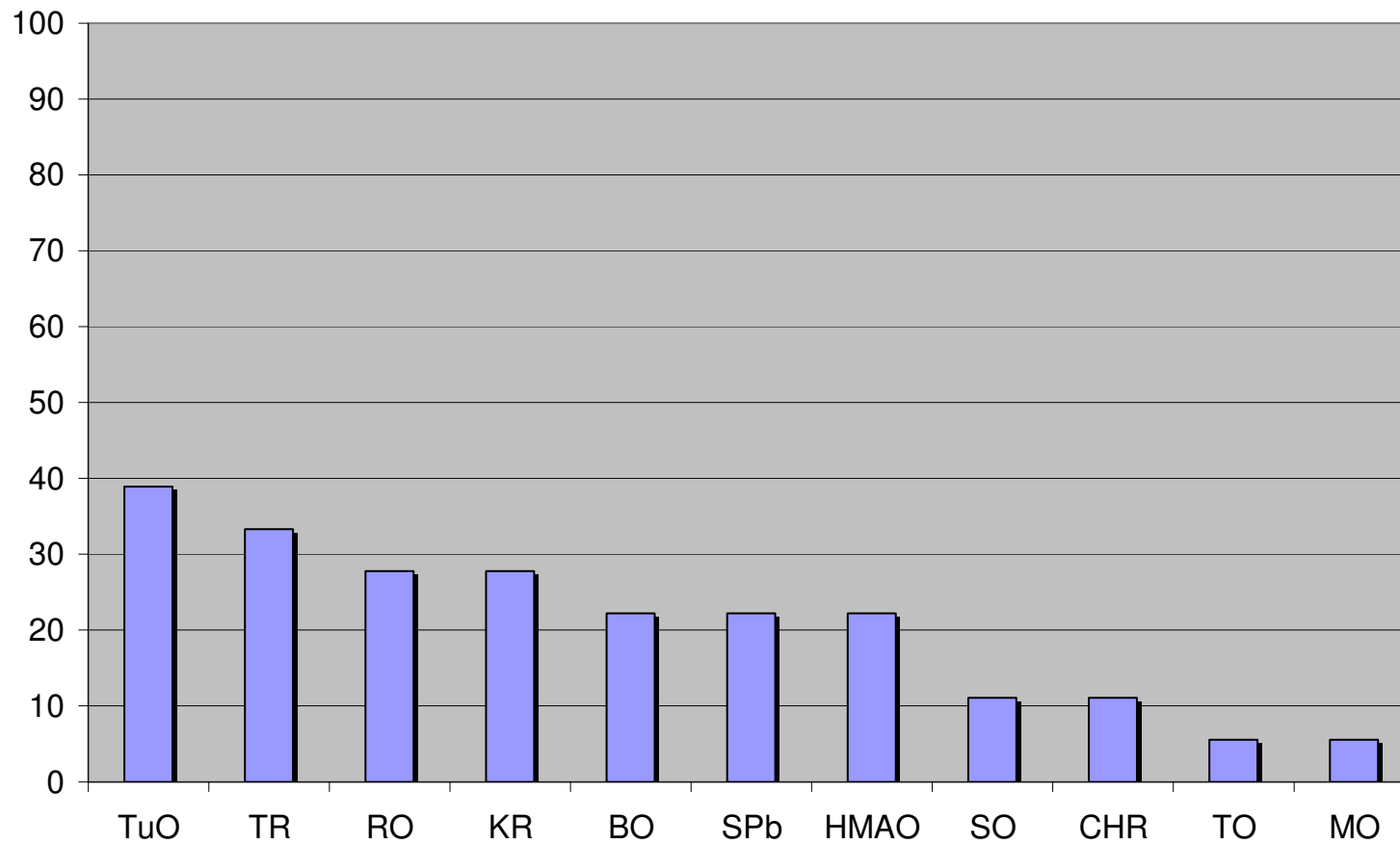
Research results

Estimation of usability criteria



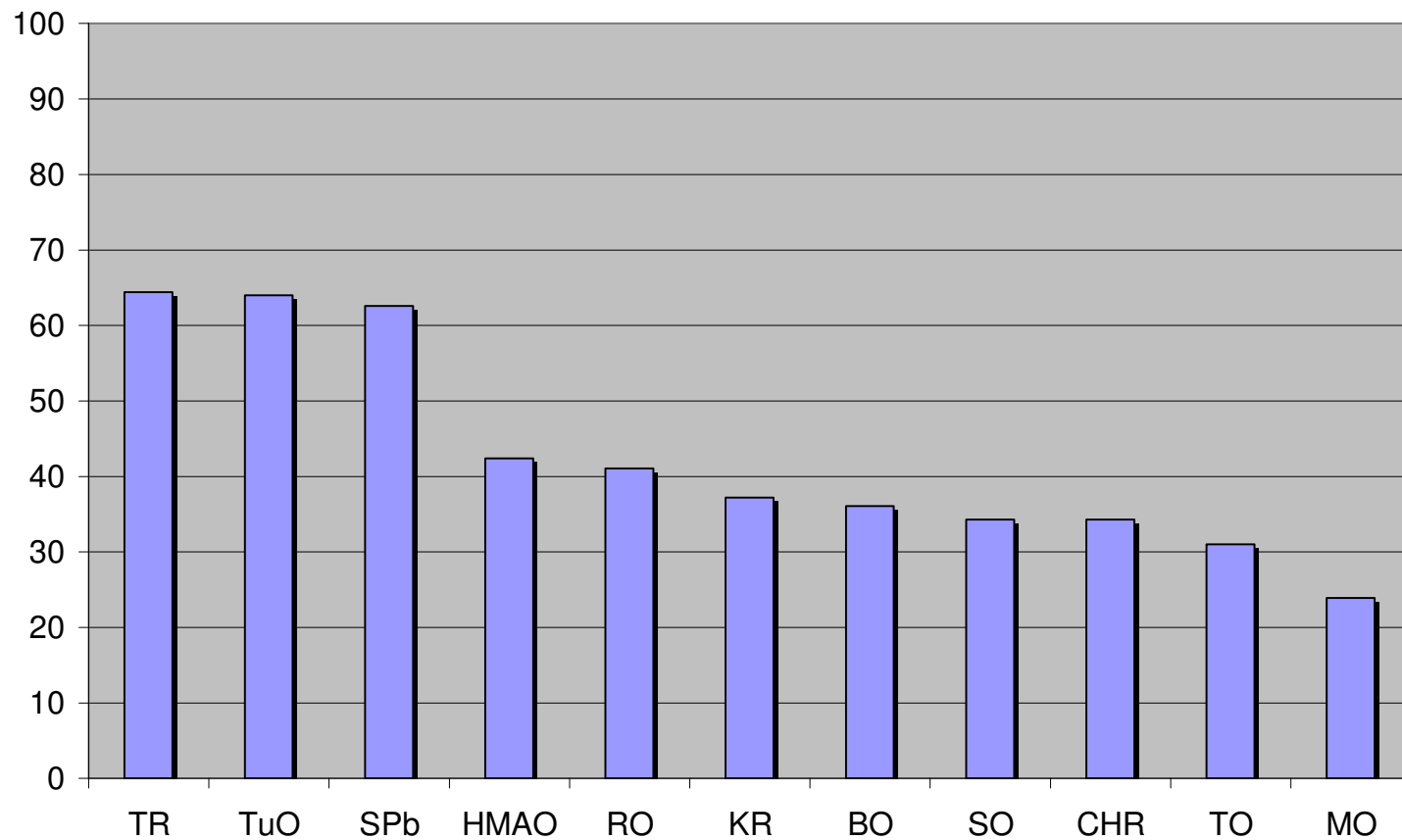
Research results

Estimation of citizen-centricity indicator



Research results

Estimation of regional government portal potential in terms of public services improvement



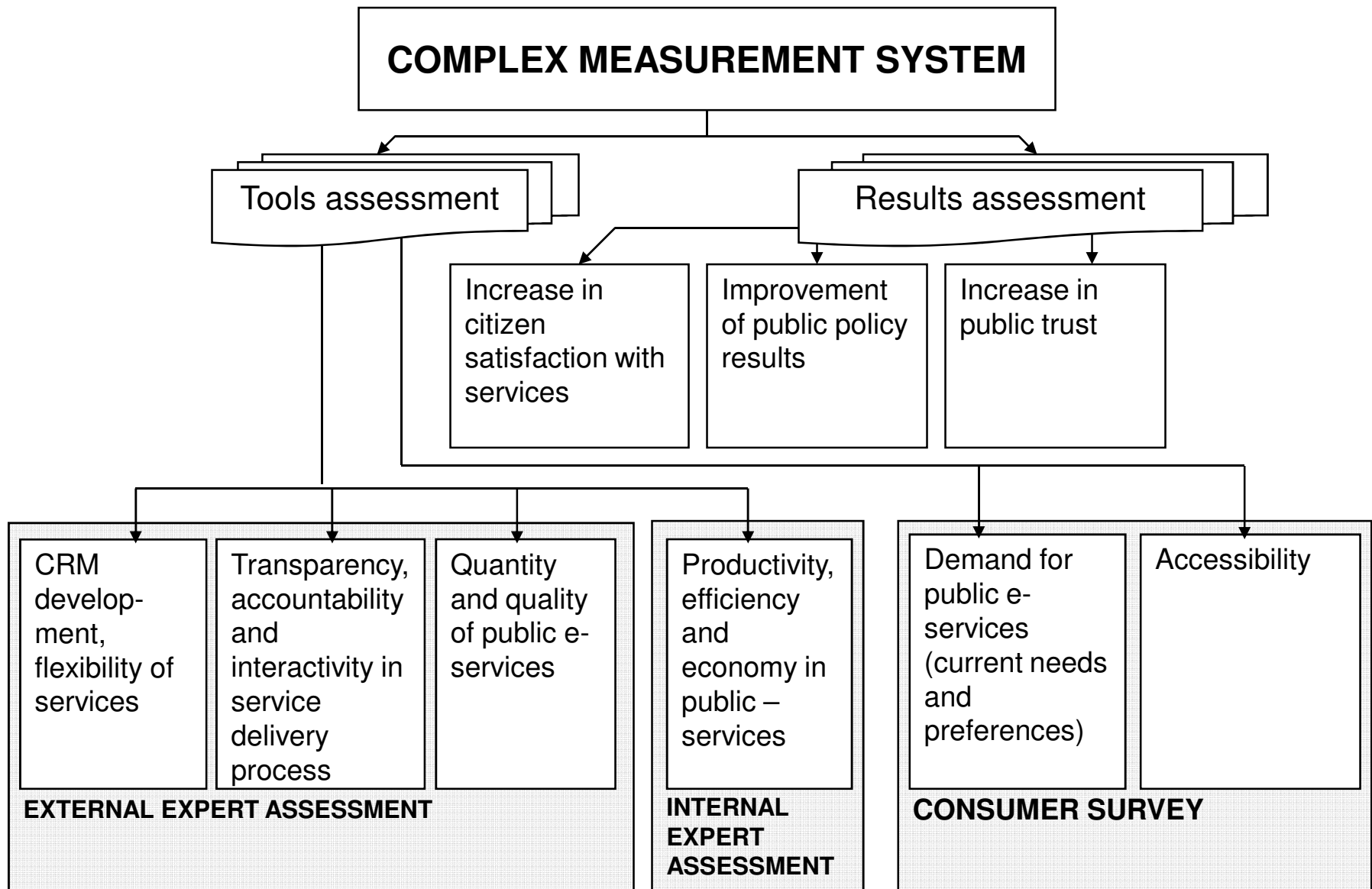
Research results

- A larger part of researched portals are in the second or third stage of e-government development. Further portals development should focus on public e-services quality and interactivity improvements.
- “Every-day life” public e-services considered to be subsiding: information poorly updated which results in it’s low value for users.
- “Every-day life” public e-services in such functional areas as social security and public health are poorly developed despite their value.
- As to the transparency indicator the transparency of structure is comparatively high, but the transparency of feedback is too low, which devalues the portals.

Research results

- Feedback provided through e-consultation and e-decision-making is the worst developed characteristic of the portals.
- CRM methods development which can personalize the services is still very poor. For instance authorization of the accesses in some cases reduces the e-services value, which occurs due to confusing organization.
- The larger part of portals does not support the solution of user's problems (tasks), which results in poor portals potential in terms of public value improvement.
- On the whole we can assume the correlation between the portals' public value potential and values, shared by regional governments. In other words development of public institutions and government-citizens interaction traditions *целом* are realized through portals regardless the resource potential of the regions (Chuvashiya Republic, Tatarstan Republic).

Implementation of developed methodology in the frame of complex measurement system for portals assesnt





Thank you for your attention!

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