Adoption strategies of e-government services

Marije Louwsma, 8 May 2014, Geneva
Introduction

- Adoption of e-government among:
  - Citizens
  - Governments
- Factors influencing citizen adoption, among others:
  - Perceived ease of use
  - Compatibility
  - Trustworthiness
- E-government service:
  - with spatial data
  - interaction between government and citizens
Three cases

1. Webapplication for yearly agricultural census
2. Webportal for land consolidation
3. Website reallocation barometer
   (www.verkavelenvoorgroei.nl)
Case 1: online agricultural census

- Introduced in 2006
- Aim: reduce number of errors (saves time and money)
- Frequency census:
  - once a year (compulsory)
- Users of application:
  - farmers
- Population:
  - approximately 80,000 farmers
- Users submit geo-information to government:
  - draw parcels or upload GPS coordinates
Case 1: agricultural census

Strategy:
- First years inform farmers about online census
- Next years significant promotion for online submission
- Incentives over time:
  - All people get analogue invitation for online submission
  - Online submitted? Next year no analogue forms
  - Analogue forms only after request
  - Digital invitation for online submission
- Support: helpdesk, FAQ, meetings, ‘courses’
Case 2: Webportal for land consolidation

- Introduced in 2013
- Applied on project basis
- Aim: smoother processes and reduce duration of project
- Frequency:
  - Permanently available during project (4 – 5 years)
- Users application:
  - Title holders in land consolidation projects (farmers, citizens, organisations, governments)
- Population:
  - Depends on project area
  - Ranges from around 400 to 2000
Case 2: Webportal for land consolidation

- **Two-way communication:**

  ![Diagram showing the two-way communication process]

- **Projects:**

<table>
<thead>
<tr>
<th>Project</th>
<th>Done</th>
<th>After summer</th>
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</thead>
<tbody>
<tr>
<td>Olst-Wesepe</td>
<td>Publication of reallocation plan</td>
<td></td>
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<tr>
<td>Sarsven de Banen</td>
<td>Publication of reallocation plan</td>
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<td>Schoonebeek</td>
<td>Wishes</td>
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<td>Lonnekerland</td>
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<td>Blokzijl-Vollenhove</td>
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<td>Land lease contracts</td>
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<td>Staphorst</td>
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<tr>
<td>Scheerwolde</td>
<td>-</td>
<td>Publication reallocation plan</td>
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</tbody>
</table>
Case 2: Webportal for land consolidation

Strategy:
- Differences per project
- General strategy is to actively stimulate use of webportal, and give support to those who can not or do not want to use the online portal
- Legislation: prohibited to use Internet only
- Support: helpdesk, FAQ, instruction videos, information meetings, face to face support
Case 3: Reallotment barometer

- Introduced in September 2013
- **www.verkavelenvoorgroei.nl**
- Aim: informative
- Frequency:
  - Permanently available
- Users of website:
  - Farmers, land owners.... and anyone else
- Strategy:
  - Launched with meeting
  - Every now and then exposure
Case 3: Reallotment barometer

- Sessies

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Adoption strategies

- **Persuasive:**
  - stimulate actively the use of e-government
  - incentives for electronic communication
  - discourage analogue methods

- **Sandwich:**
  - stimulate actively the use of e-government
  - maintain existing means of communication

- **Conservative:**
  - no specific incentives for electronic communication
  - keep using existing means of communication
Conclusions

<table>
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<th>Case</th>
<th>Adopted strategy</th>
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<tr>
<td>Case 1 Agricultural census</td>
<td>Persuasive</td>
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<td>Case 2 Land consolidation</td>
<td>Sandwich</td>
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<tr>
<td>Case 3 Reallotment barometer</td>
<td>Conservative</td>
</tr>
</tbody>
</table>

- Adoption strategy depends on aim and context of e-government service
- Progressive adoption strategy successful with suitable incentives
- Progressive adoption strategy not always applicable, because of constraints:
  - Legislation
  - Attitude
  - Policies
Thank you for your attention

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