



2010 E-Government Survey

DPADM/UNDESA Presentation Government of Brunei Darussalam

Richard Kerby
Senior Inter-Regional Adviser
E-Government and Knowledge Management
[*kerby@un.org*](mailto:kerby@un.org)





2010 E-Government Survey

- 1. Rationale of 2010 Survey**
- 2. What is new in 2010 Survey**
- 3. Findings**
- 4. Methodology**
- 5. Rankings**
- 6. UNDESA Tools**
- 7. Way Forward**



Rational of 2010 Survey

The financial has had a global affect and has shaken confidence and trust in government and public service in general. The 2010 Survey analyzes how governments are using ICT to provide information, services and solutions to their citizens.

The 2010 Survey is a comparative assessment of 192 United Nations Member States' response to the demands of citizens for excellent services and products through Information and Communication Technologies.



What is New

The 2010 questionnaire looked closely at the impact of e-participation on citizen engagement.

It also gave greater importance to integrated services that facilitated citizens' ability to access information and products.

The questions were more granular and specific in detailing the type of e-services and e-participation that countries provided their citizens.

New questions were introduced and deleted to strengthen the survey

Government - Citizen Relationship in e-Government

Citizens Desires

- Mobility
- Trust in Government
- Inclusiveness
- Usable data
- E-participation
- Secure Networks
- Single Sign-on
- Social Networking
- Citizen-centered Content
- Voice in determining government policies

Government Responsibility

- Accessibility
- Increase Broadband PC and Mobile Infrastructure
- Greater use of Web 2.0 and Social Networking
- Integrated services
- Business Reengineering and streamline workflow processes
- Secure Network
- Enhanced PC and Mobile
- Content
- Authentication of user

**Effective
Policies,
Strategies
Application
and
solutions**

**↑
Outputs**



Findings

Many Middle Income countries have revamped their national and ministry sites into tightly integrated portals that provides citizens with a window to government e-services.

Middle Income countries have surpassed many developed countries in their e-government readiness index, especially in the web measure index.

Developed countries still maintain a significant edge in the infrastructure and human capital indexes.

Integrated e-services is still a major issue for most countries.

The gap that existed in 2008 in terms of the web measurement index has been greatly reduced.



Findings

E-participation and the **empowerment of citizens** is still at the development stage in most countries. Although many governments have included polls and feedback forms on their portals or web sites, few governments have sponsored **discussion forums, blogs or had information on social networking sites.**

Citizens have become more Internet savvy and are demanding more e-products from their governments, governments are still trying to catch up to this demand.



Methodology

Among the objectives of e-government, four are of paramount importance:

- Efficient government management of information to the citizen;**
- Better service delivery to citizens;**
- Improved access and outreach of information; and**
- Empowerment of the people through participatory decision making.**



Methodology

- E-government survey is a composite index comprising the **Online Service**, the **Telecommunication Infrastructure** and the **Human Capital Indices**.
- The e-government Development indices are useful for government officials, policy makers, researchers, and the representatives of civil society and the private sector to gain a deeper understanding of the **comparative benchmarking** of the relative position of a country in utilizing e-government for the citizen vis a vis the rest of the world economies.



Methodology

A total of 192 Member States were assessed in the 2010 Survey. The web measure survey assessments are based on a questionnaire, which looked for the presence/absence of specific characteristics and functionalities of the national and ministerial web sites.

The primary site was the **national portal** or the official government home page of the Member States.

In keeping with the conceptual framework of sustainable human development, the following **selected ministries** were reviewed:

- Ministry of Finance
- Ministry of Education
- Ministry of Health
- Ministry of Labor or Manpower
- Ministry of Social Services or Welfare



Methodology

Telecommunications Infrastructure Index

The telecommunications infrastructure index 2010 is a composite index of **five primary indices** relating to a country's telecommunications infrastructure development as they relate to the delivery of e-government services. These are:

- Internet Users /100 persons
- PCs /100 persons
- Main Telephone Lines /100 persons
- Mobile Telephones /100 persons
- Broadband /100 persons

Each index represents **20% weight** of the overall telecommunications infrastructure index.



Infrastructure Index Data

Country	Internet Users	Mobile	Fixed Lines	PCs	Broadband
Brunei	48.82	90.66	19.91	8.92	2.91

ITU data as of August 2009



Methodology

Human Capital Index

The human capital index is a composite of the **adult literacy rate** and the combined primary, secondary, and tertiary **gross enrolment ratio**, with two thirds weight given to the adult literacy rate. The gross enrolment ratio was drawn primarily from the United Nations Educational, Scientific and Cultural Organization (UNESCO). This was complemented with data from the 2009 UNDP Human Development Report.

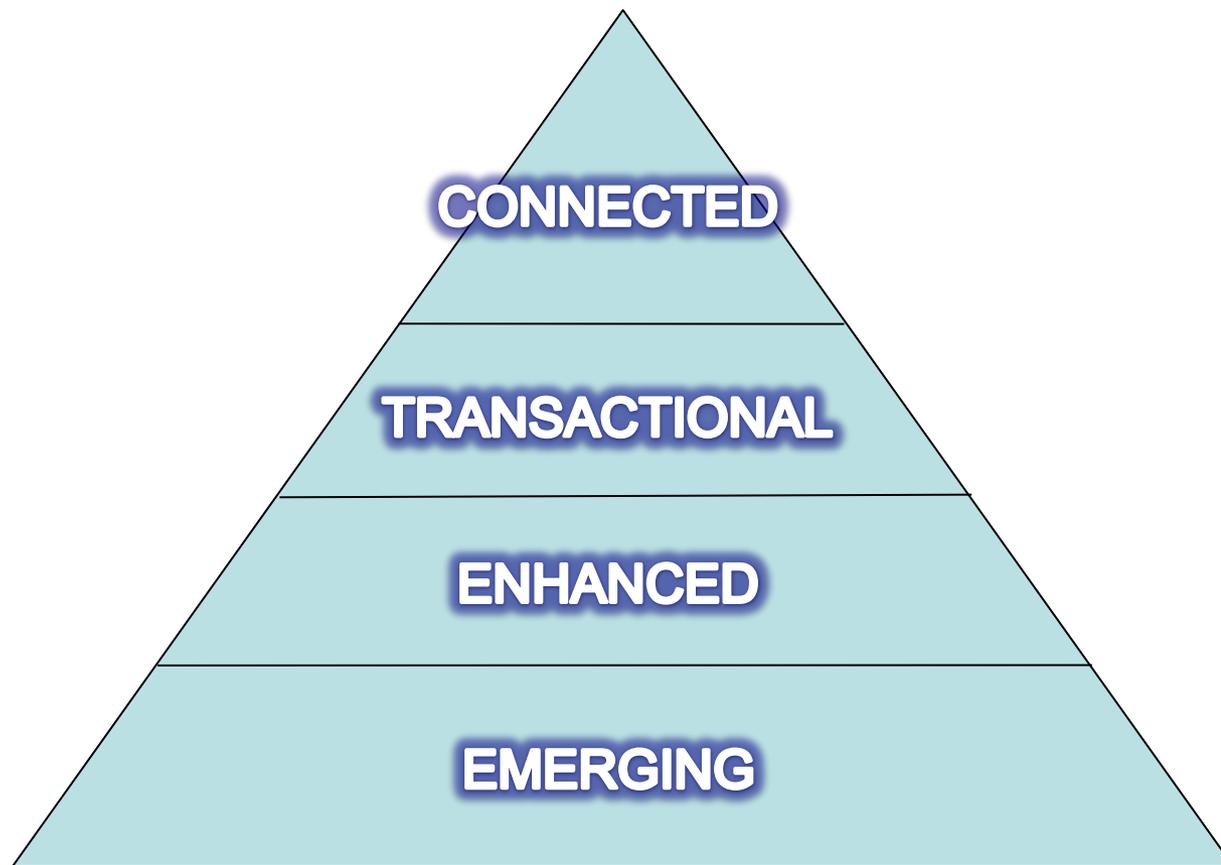


Human Capital Index Data

Country	Adult Literacy	Gross Enrolment
Brunei	94.9%	77.73%



E-Government Phases





Web Measure Index

The **Web Measure Index** is based upon a four-stage model.

For countries that have established an online presence, the model defines stages of e-readiness according to a scale of progressively sophisticated citizen services:

1. Emerging Presence
2. Enhanced Presence
3. Transactional Presence
4. Networked Presence



Web Presence

Emerging presence. Stage I - e-government presents information which is limited and basic. The e-government online presence comprises a web page and/or an official website; links to ministries/departments of education, health, social welfare, labor and finance may/may not exist.



The government provides greater public policy and governance sources of current and archived information, such as policies, laws and regulation, reports, newsletters, and downloadable databases. The user can search for a document and there is a help feature and a site map provided.



Emerging and Enhanced Presences

Information dissemination/outreach

Existence of a national website and ministerial websites including: education, finance, health, labor and/or social services

Existence of a Head of State website

Existence of an e-government section

Sources of archived information (laws, policy documents, priorities, etc.)

News and/or updates on government policies

Access to back office applications

Chief Information Officer (CIO), or similar officer with a leadership role, to manage national cross-agency e-government programs/projects

Information concerning government officials responsible for the provision of specific online services/queries

Personal account/profile of citizens, with the objective of enhancing dialogue between government and citizens

Information for citizens on the usage of the website



Web Presence

Enhanced presence - Stage II - the online services of the government enter the interactive mode with services to enhance convenience of the consumer such as downloadable forms for tax payment application for license renewal.



Interactive Presence

Access/Usability
Search feature
Downloadable/printable forms
"Contact us" feature
Audio and video features
Multiple languages availability
Use of wireless technology to send messages to mobile phones or devices
Existence of a one-stop-shop national portal
E-mail sign-up option, either as a formal list-serv or simply for news items
Existence of features to enable access for people with disabilities



Web Presence

Transactional presence - Stage III - allows two-way interactions between the citizen and his/her government. It includes options for paying taxes; applying for ID cards, birth certificates/passports, license renewals and other similar C2G interactions by allowing him/her to submit these online 24/7.



Transactional Presence

Service Delivery Capability
One-stop-shop for online services
Security (secure link) feature available/indicated
Online forms
Electronic signature feature
Job opportunities
Online transactions Online payment by credit, debit, or other card methods
E-mail alerts for e-participation
Really Simple Syndication (RSS) use for e-participation
Set turnaround time for government to respond to submitted forms/e-mails



Web Presence

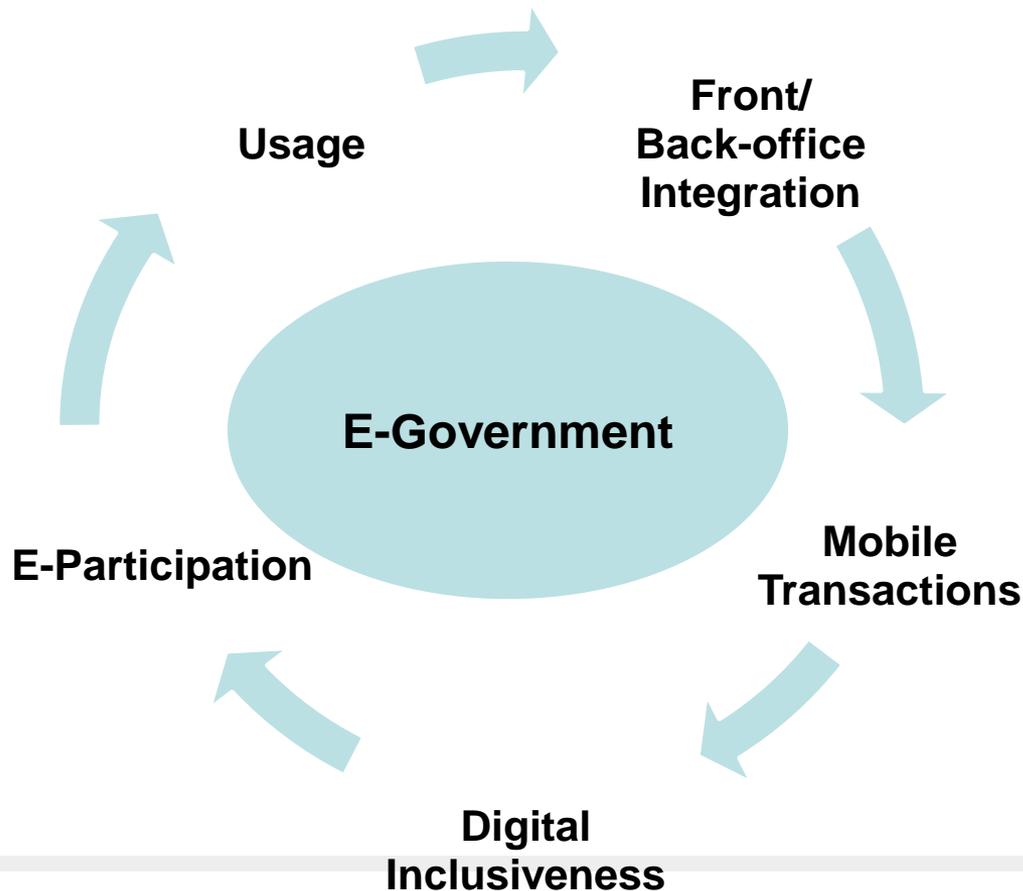
Networked presence - Stage IV - represents the most sophisticated level in the online e-government initiatives. It can be characterized by an integration of G2G, G2C and C2G (and reverse) interactions. The government encourages participatory deliberative decision making and is willing and able to involve the society in a two-way open dialogue.



Networked Presence

Citizen participation/interconnectedness
E-participation policy or mission statement
Calendar listings of upcoming e-participation activities
Archived information about e-participation activities
E-participation tools to obtain public opinion (polls, surveys, bulletin boards, chat room, blogs, web casting, and discussion forums, etc.)
Citizen feedback on the national strategy, policies and e-services
Provision for publishing the results of citizen feedback
Archive on responses by government to citizen's questions, queries and inputs

E-Government Indicators





USAGE

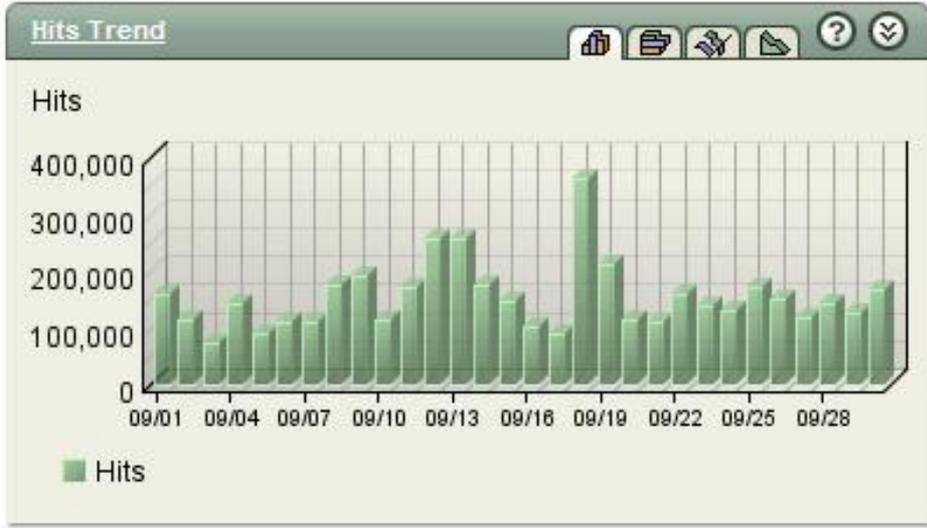
- **WebTrends Analytics** is a Web analytics tool which collects and presents information about user behavior on web sites. It collects data from Web server log files augmented with information from client-side scripts, presents results through a graphic user interface, and can present a large variety of data and analyses on many different kinds of web sites. The report presentation interface is highly configurable, allowing the administrator to select specific information to present. It has a large number of configuration parameters, and requires the administrator to understand HTTP and other Web technologies in detail. WebTrends Analytics can require considerable resources and governance for web sites with high traffic.



USAGE

Visit Summary	
Visits	353,649
Average per Day	11,788
Average Visit Duration	00:15:03
Median Visit Duration	00:01:15
International Visits	66.18%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	33.82%

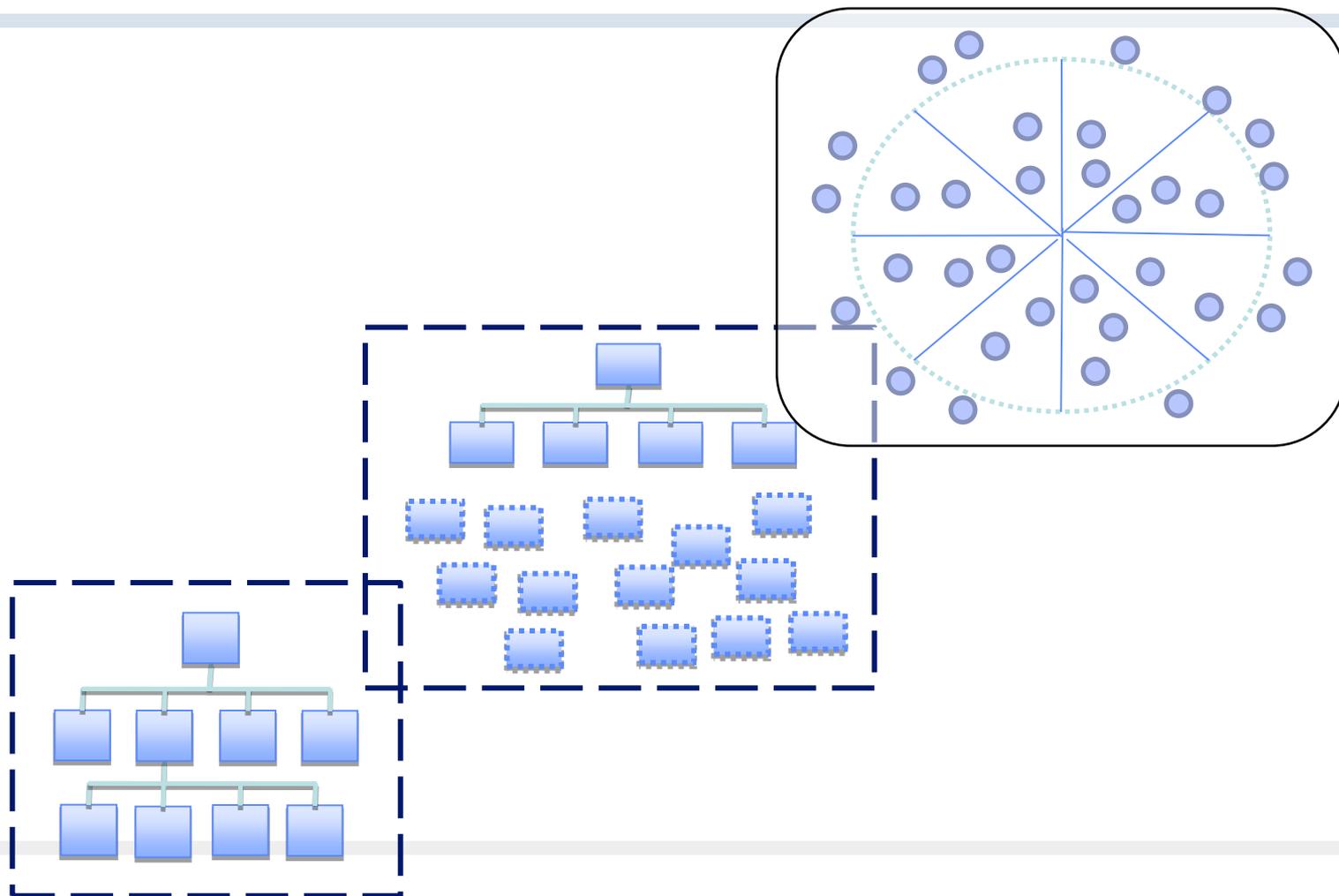
Visitor Summary	
Visitors	214,933
Visitors Who Visited Once	184,304
Visitors Who Visited More Than Once	30,629
Average Visits per Visitor	1.65



Page View Summary	
Page Views	3,742,372
Average per Day	124,745
Average Page Views per Visit	10.58

Hit Summary	
Successful Hits for Entire Site	4,579,624
Average Hits per Day	152,654
Home Page Hits	-

E-Government – Information Structure





KM Technologies - Connectivity



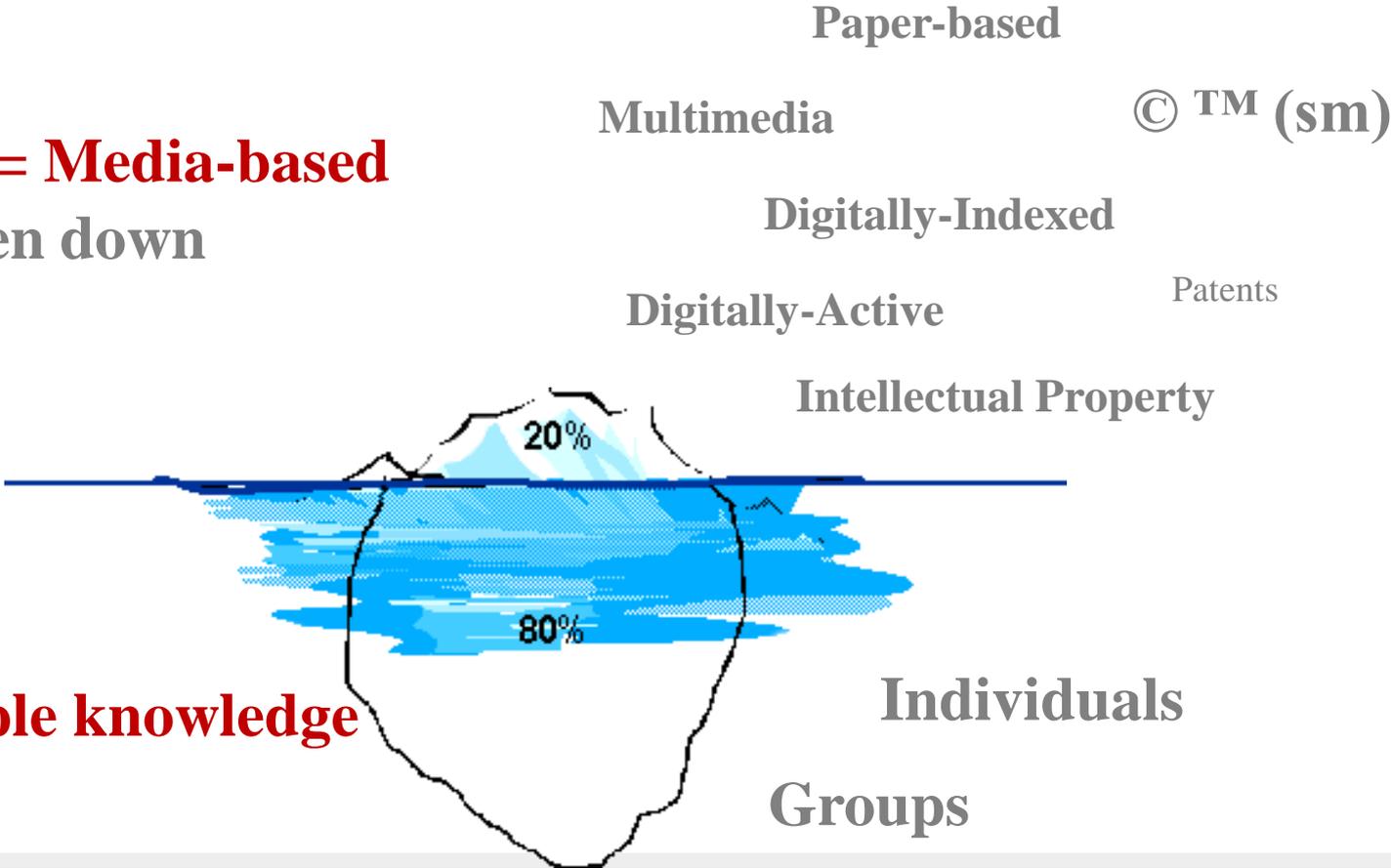
**Multi-channel
delivery of
services**



Knowledge Assets (KA)

Explicit = Media-based
Written down

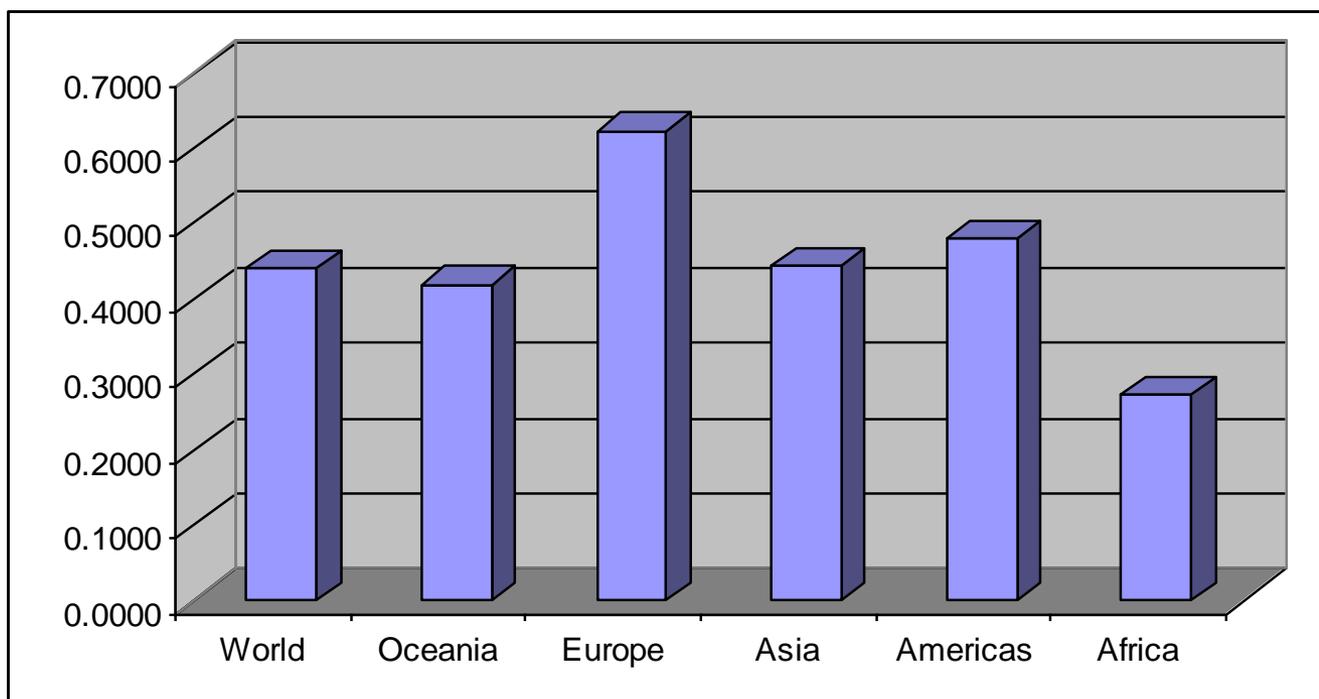
Tacit = People knowledge





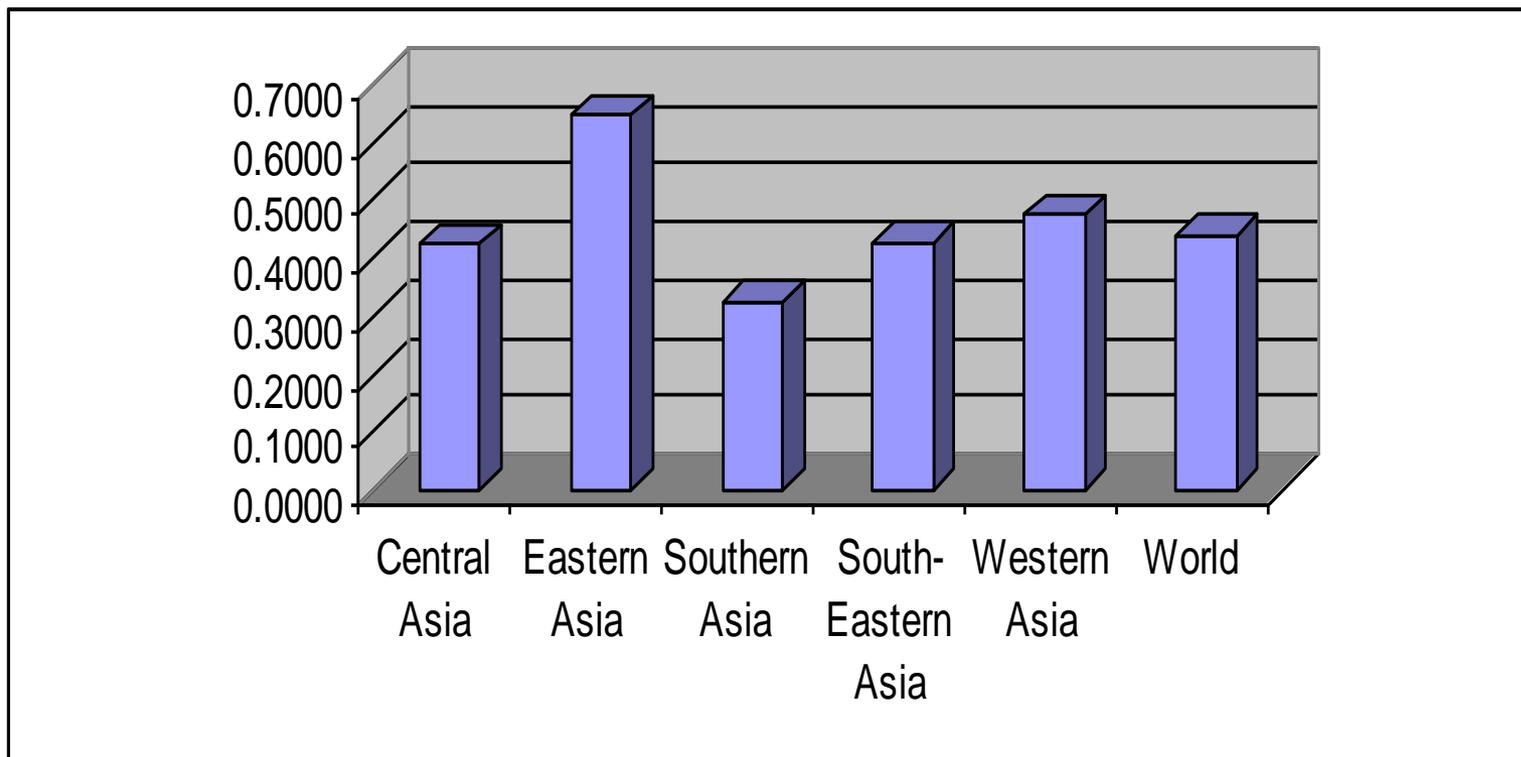
World Rankings

Regional Average of e-Government Survey



Regional Rankings - Asia

Regional Average of e-Government Survey





Regional Rankings – South-Eastern Asia

Country	2010 Index	2008 Index	2010 Ranking	2008 Ranking
Singapore	0.7476	0.7009	11	23
Malaysia	0.6101	0.6063	32	34
Brunei Darussalam	0.4796	0.4667	68	87
Thailand	0.4653	0.5031	76	64
Philippines	0.4637	0.5001	78	66
Viet Nam	0.4454	0.4558	90	91
Indonesia	0.4026	0.4107	109	106
Cambodia	0.2878	0.2989	140	139
Myanmar	0.2818	0.2922	141	144
Lao People's Democratic Republic	0.2637	0.2383	151	156
Timor-Leste	0.2273	0.2462	162	155
Region	0.4250	0.4290		
World	0.4406	0.4514		



Brunei Darussalam's Global Rankings

E-government development index

E-government development index	2010	World average	2008	World average
	0.4796	68 th	0.4667	87 th

2010 E-government Development Index	Online service index		Telecommunication	
	Index value	Ranking	Index Value	Ranking
	0.2825	88 th	0.2703	65 th
	Human capital index		E-participation index	
	Index value	Ranking	Index Value	Ranking
	0.8918	67 th	0.1714	68 th



Brunei Darussalam's 2010 Ranking

3

South-Eastern Asia

15

Asia

68

Global

29

Middle Income
Countries

88

Online Service
Index



Brunei's Ranking – Portal and Ministries

2010 website survey outcome

Website	Points for emerging information services	Points for enhanced information services	Points for transaction services	Points for connected approach	Total
Maximum points	13	61	44	20	138
National Portal	13	16	1	7	37

For 2011, focus on these....

Website	Points for emerging information services	Points for enhanced information services	Points for transaction services	Points for connected approach	Total
Maximum points	11	11	25	6	53
Health	6	5	0	1	12
Education	8	5	0	1	14
Social welfare	6	4	1	2	13
Labour	3	2	0	0	5
Finance	4	3	1	0	8



E-Participation Index

The **E-Participation Index** assesses the quality, usefulness and relevancy of the information and services and the willingness of countries to engage citizens in public policy making through the use of the e-government programs.

The E-participation Index is segmented into three sectors: E-information, E-consultation, and E-decision-making.



UNDESA e-Government Tools

1. Online e-government Certificate Courses
2. METER
3. Online compendium of innovative practices
4. UN e-Government Survey – Trends and Analysis
5. Advisory Services
6. Integrated expertise in Public Administration
7. Partner with universities to provide e-government short courses (3 – 5 days)

AVAILABLE AT :
www.unpan.org



E-participation Tools

1. Discussion Forums
2. Customer Satisfaction Surveys
3. Opinion Polls
4. Blogs
5. Social Networking Sites (Facebook)

**IMPORTANT FOR 2011
ASSESSMENT**

Next assessment will begin in August 2011



E-participation Feedback

- 1. Govt. commits to incorporating results of e-participation in decision making via statements**
- 2. User can request to see data held on him/her and correct data**
- 3. Citizens can initiate their own proposals and govt. will consider them in decision-making**
- 4. Citizens can communicate views/opinions on public policy, legislation, judiciary system, and decisions**
- 5. Electronic Identity Management/ Authentication Feature**



E-participation Feedback

- 6. Web forum via Social Networking**
- 7. Acknowledgment of forms/emails submitted**
- 8. Officials respond on the website to opinions**
- 9. Officials moderate e-deliberations**
- 10. Results of Govt. Surveys of Citizens Available**



Challenges Identified

- **Increase the number of e-services**
- **Infrastructure improvements, especially Broadband**
- **Introduction of knowledge management strategy government-wide**
- **Increase Internet penetration**
- **Lack of Discussion Forum and Blogs**
- **Increase e-participation**
- **Greater coordination between ministries, reduce silo-approach**
- **Building Trust and Security on e-service**
- **Re-engineering of business processes**



Way Forward and Action Plan

- **IT Action plan within each Ministry should be aligned to the National e-Strategy**
- **Improve co-operation between Ministries and Government offices**
- **Improve IT capacity building through Trainings and Workshops**
- **IT Champions, e.g. CIO (Chief Information Officer), identified from Senior Management**
- **Development and Marketing of e-services to citizens**
- **Greater use of Survey, Questionnaires and Polls to obtain citizen's feedback**
- **Develop policy statements encouraging citizen participation**
- **Focus on re-engineering and change management to streamline e-services and e-solutions**
- **Improve on IT infrastructure specifically broadband and wireless Internet access**



Thank You

kerby@un.org