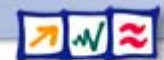# Breaking Barriers to eGovernment

Segmenting citizens: group based approaches to eGovernment

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www.egovbarriers.org

The Breaking Barriers project

- To investigate the barriers to expanding effective eGovernment services and suggest possible initiatives at a European level to overcome these obstacles

- **Led by the OII, funded by EC, 4 project partners: Gov 3, Universities of Murcia, Namur and Tilburg**

- **Methods:** Synthesis of previous eGovernment studies, case study research & engagement with expert community, surveys:
    - Breaking Barriers Online Survey - non probability web based survey, conducted 2006. 996 respondents
    - Eurostat data - Household and Community Survey 2005
    - OxIS - Nationwide representative survey of Britons aged 14 and older, February 2005. 2185 respondents – new survey 2007

Information Society and Media
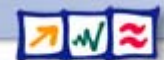
Eurostat: Internet users interacting with public authorities

%
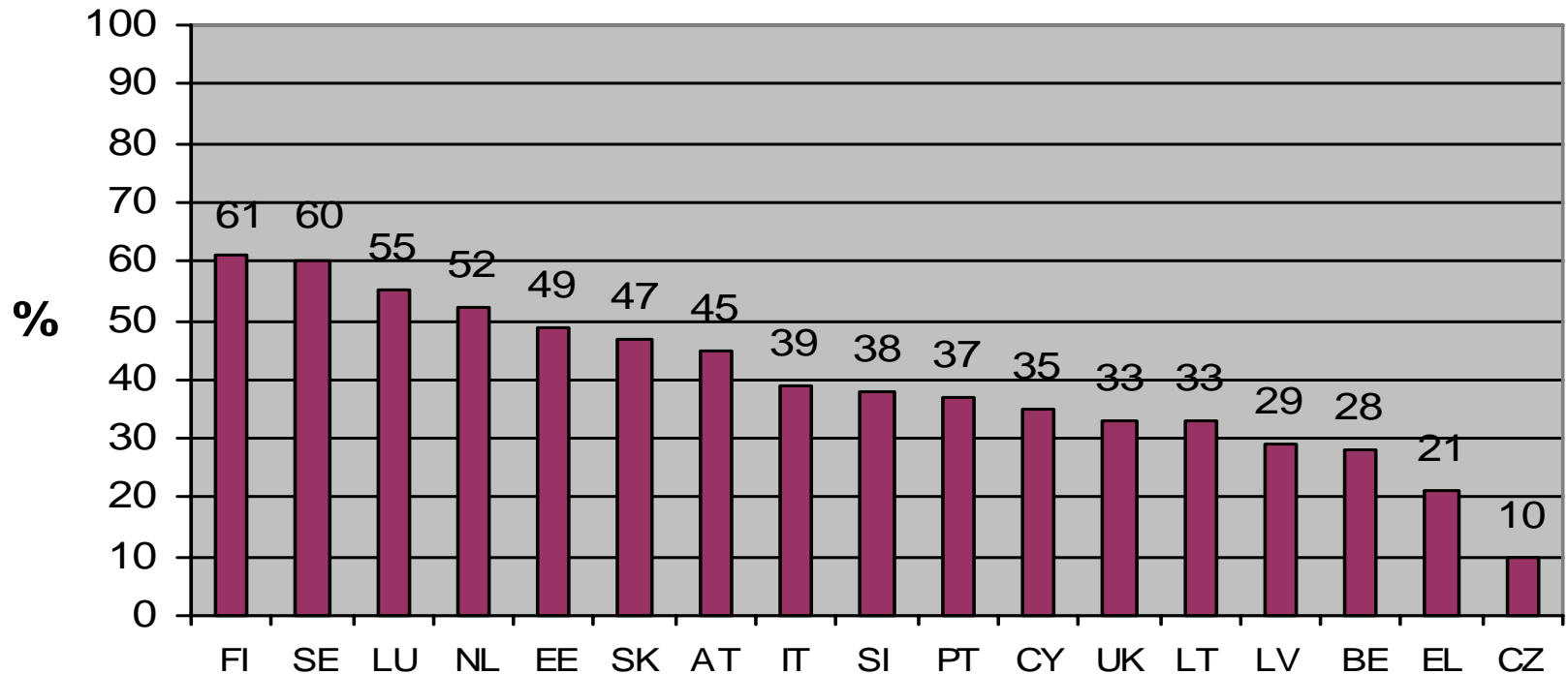
Internet users who used the internet in the last 3 months to obtain information from public authority sites

FI	SE	LU	NL	EE	SK	AT	IT	SI	PT	CY	UK	LT	LV	BE	EL	CZ
61	60	55	52	49	47	45	39	38	37	35	33	33	29	28	21	10

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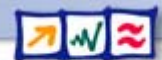
The seven barriers

- Leadership failures
- Financial inhibitors
- Digital divides and choices
- Poor co-ordination
- Workplace and organizational inflexibility
- Lack of trust
- Poor technical design

Solutions to e-gov barriers: The need for segmentation

- E-commerce allows firms to 'know their customers and treat them differently'

- E-government lags behind e-commerce in this respect

- But internet allows great potential for group-targeting of citizens (Hood and Margetts, *The Tools of Government in the Digital Age*, 2007)

- And solutions to e-government barriers may rest on identifying the 'segments'

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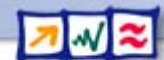
Digital Divide in UK
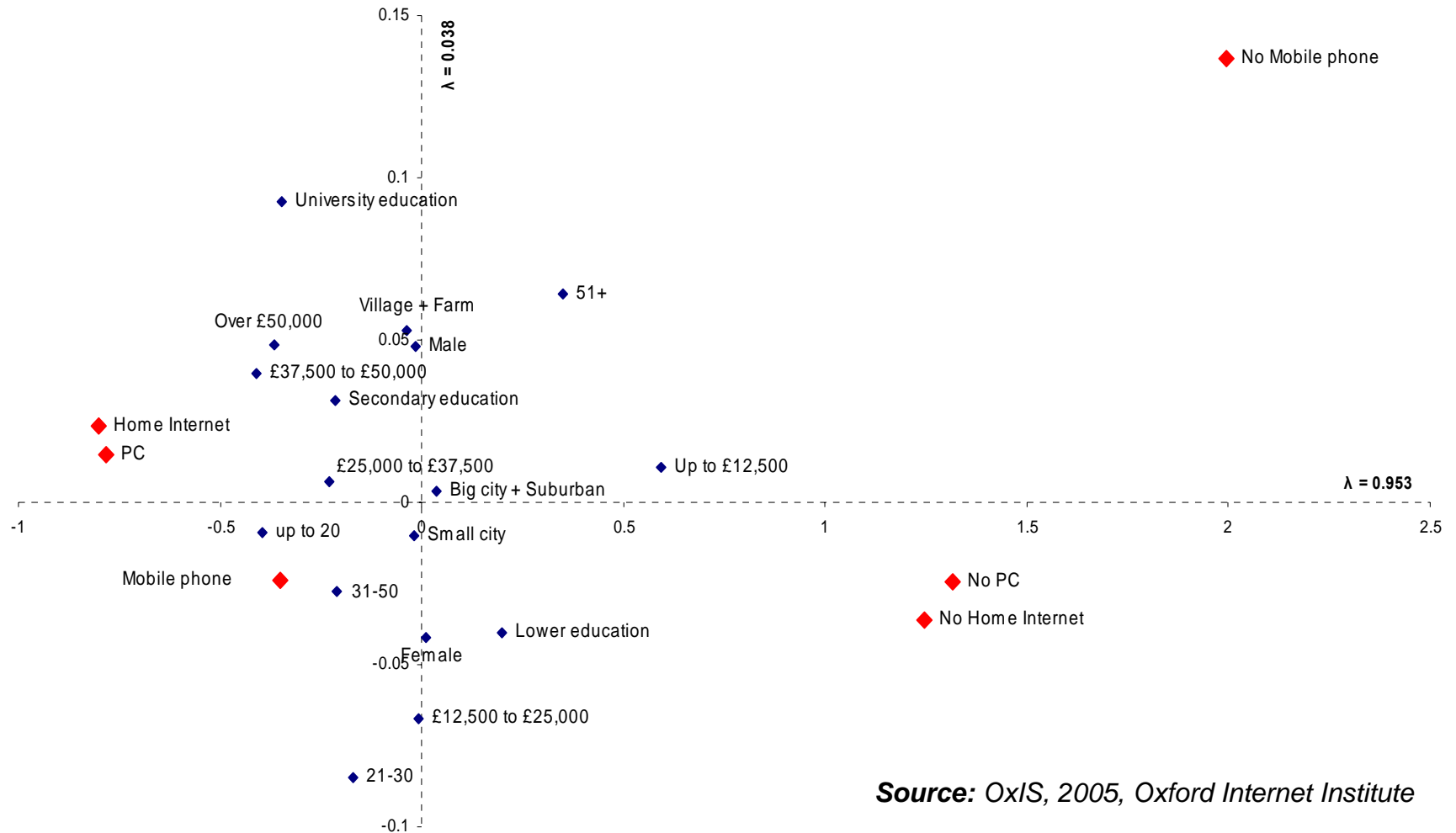
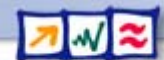Source: OxIS, 2005, Oxford Internet Institute

OxIS (2005): Where would you go first to find information on........?

% of internet users
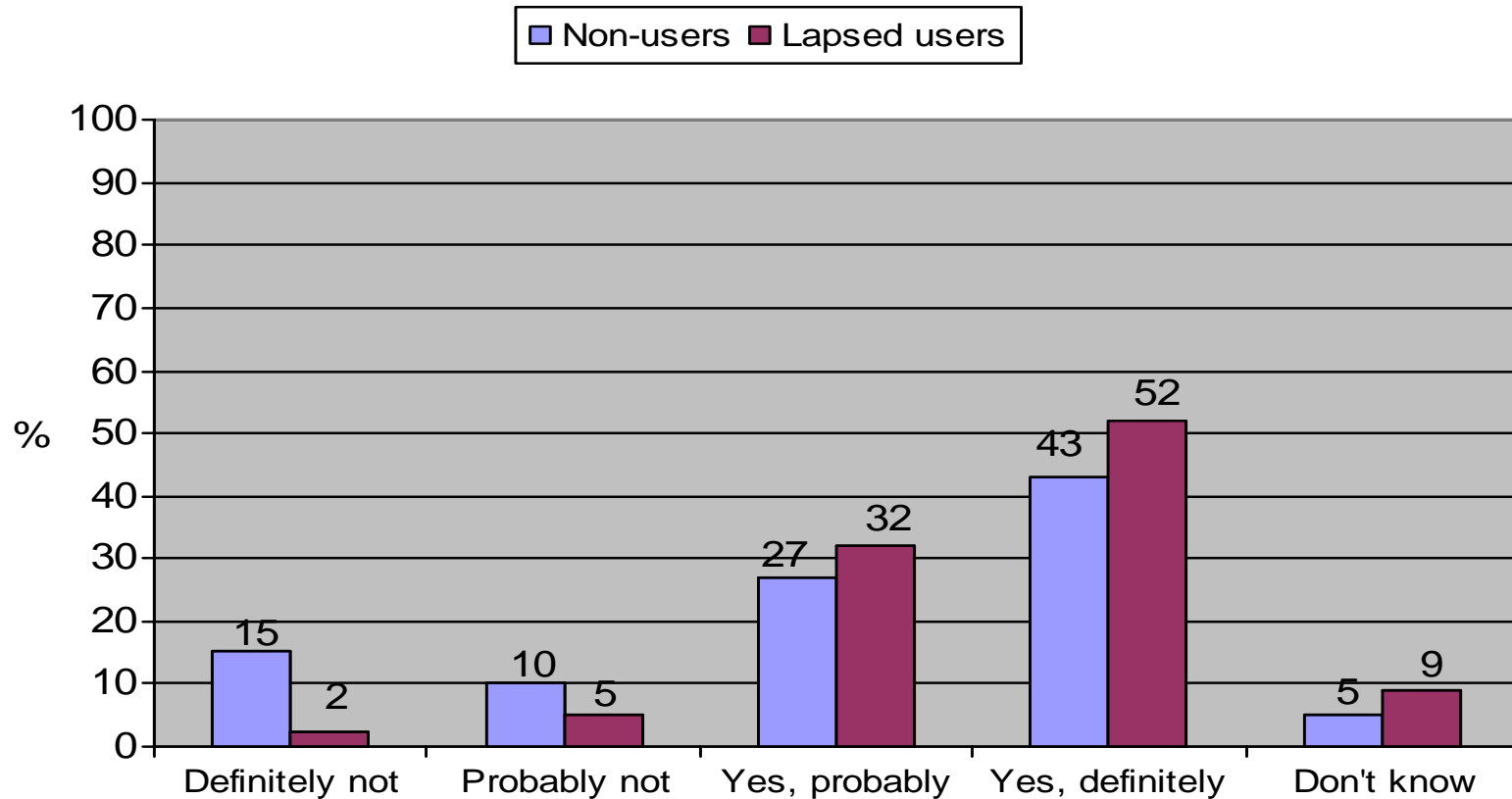
who would go to Internet first

	%
Plan a journey of book a holiday	70
Find the name of your MP	52
Find information on your taxes	38

Source: Oxford Internet Survey, 2005

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OxIS (2005): If you needed to use the Internet to send an email or something, do you know someone who could do this for you?

Legend: ■ Non-users ■ Lapsed users

	Definitely not	Probably not	Yes, probably	Yes, definitely	Don't know
Non-users	15	10	27	43	5
Lapsed users	2	5	32	52	9

Source: Oxford Internet Survey (OxIS) 2005; N=709 (Non-users); N=167 (Lapsed users)

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Digital divides in eGovernment use (UK)

Potential users of e-government (89%)

Internet first port of call for information– expect to use e-government (25%)

Internet users (60%)

Internet users – open to using e-government (35%)

Non-users (40%)

Could find proxy user for Internet and e-government (29%)

Adamant non-users of Internet and e-government (11%)
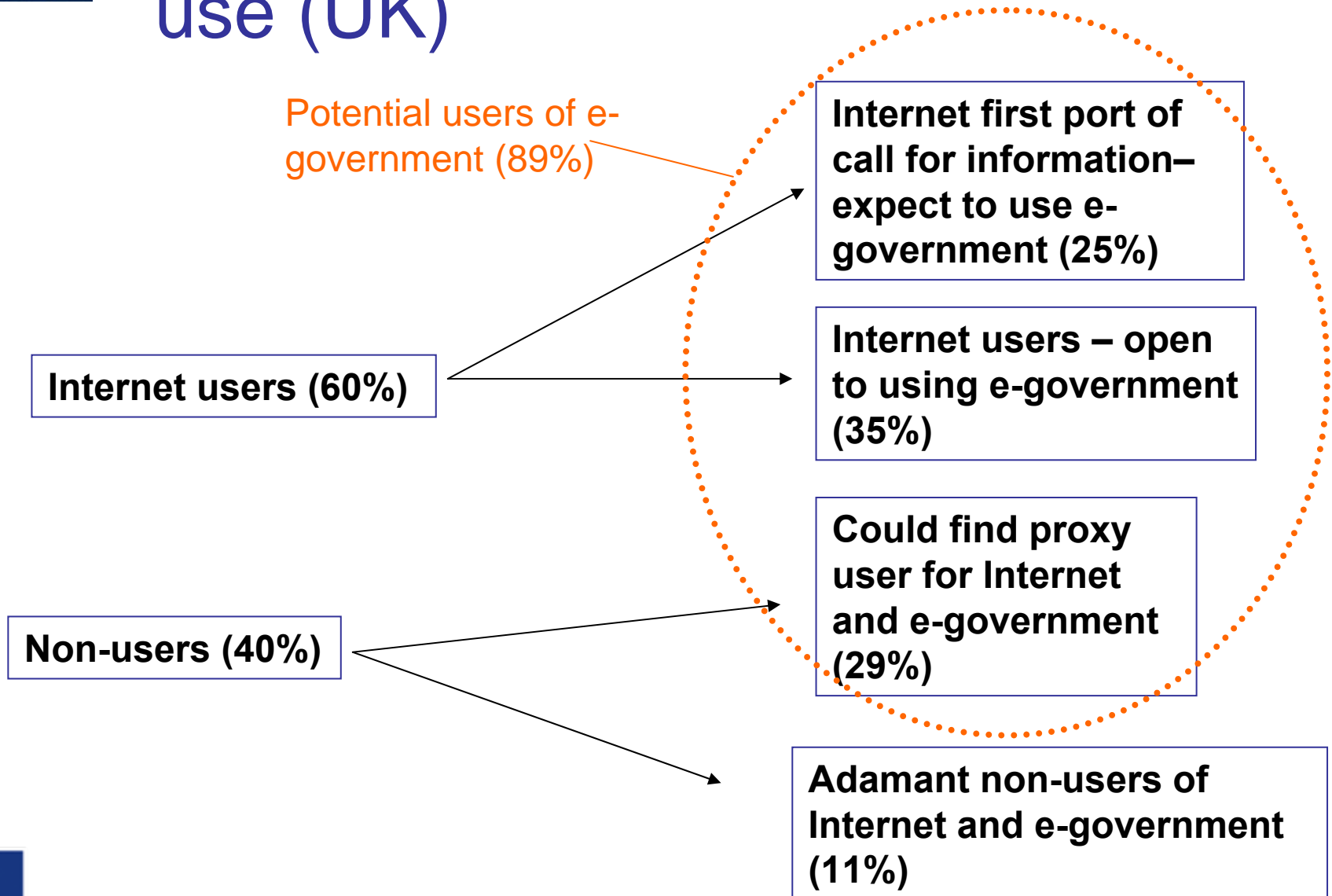
Targeting digital and non-digital groups for eGovernment (UK)

e-government users (25%)

Segment users using usage stats to re-design sites eg. Transport for London

Internet users – not e-government (35%)

Identify digital choices (e.g. social networking, music, commerce) – identify incentives - use those sites as channels for e-government (eg. paid advertising)

Non-users with proxy (29%)

Identify groups of intermediaries (eg. Carers, Advice Bureaux, Friends and Family) and target those groups

Adamant non-users of Internet (11%)

Identify other channels (eg. Mobile phone) – can use internet to reach those channels

Conclusion

- Solutions to e-government will involve successful segmentation of citizens

- http://www.egovbarriers.org
- Next workshop: **Open University of Catalonia,** Barcelona, 8th March 2007