

# Contextualizing Technologies for Citizen Engagement: Seeking Records and Supporting Transparency



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# 1. I will:

- ❖ Define citizen engagement as an aspect of open government
- ❖ Present the combined frameworks of the IAP2 Spectrum and archival diplomatics
- ❖ Provide an overview of citizen engagement technologies in use in Canadian jurisdictions
- ❖ Discuss the identification of records emerging from citizen engagement initiatives and their relationship with transparency and trust



## 2. Study Context

- ❖ InterPARES Trust North American Team  
Study 08:  
Open Data, Open Government, Big Data:  
Implications for the Management of  
Records in an Online Environment
- ❖ Interviews took place from April to June  
2015:

Municipal: Toronto, Vancouver

Provincial: Alberta, British Columbia, Ontario

Federal: Treasury Board Secretariat





# 3. Defining Citizen Engagement

|                      |  |
|----------------------|--|
| Public Communication | The one-way delivery of information to the public without a dedicated mechanism for response |
| Public Consultation  | The one-way delivery of information from the public to government                            |
| Public Participation | A dynamic, two-way process of information exchange and opinion-formation                     |



Public Engagement (Rowe & Frewer, 2005)



# Example: BC Liquor Policy Review

- ❖ Intended to revise existing liquor regulation and policies
- ❖ Headed by John Yap, BC MLA
- ❖ Stakeholder meetings in person
- ❖ Online citizen engagement using social media, blogs and comments, and e-mail input
- ❖ Result was report containing 73 recommendations



# 4. The IAP2 Spectrum

| INCREASING IMPACT ON THE DECISION |  |  |   |  |  |
|-----------------------------------|--|--|---|--|--|
|                                   | INFORM   | CONSULT  | INVOLVE   | COLLABORATE  | EMPOWER  |
| PUBLIC PARTICIPATION GOAL         | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public feedback on analysis, alternatives and/or decisions.  | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.  | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.    | To place final decision making in the hands of the public. |
| PROMISE TO THE PUBLIC             | We will keep you informed.   | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals. | We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will implement what you decide.                         |

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# 5. Public-Facing Technologies

| <i>Technology</i>                     | <i>Example</i>  | <i>Example Jurisdiction</i> | <i>Example Initiative</i>     | <i>User Abilities</i>                | <i>Data Input</i>   | <i>IAP2 Elements in Context</i>    |
|---------------------------------------|---|-----------------------------|-------------------------------|--------------------------------------|---|------------------------------------|
| Blogs                                 | Comments on posts   | British Columbia            | Liquor Policy Review          | Comments                             | Unstructured text   | Inform-Consult                     |
| E-mail                                | Letters in response to an issue                           | British Columbia            | Liquor Policy Review          | Comments                             | Unstructured text   | Consult                            |
| Surveys and Polls                     | Series of directed questions requesting opinions on issue | British Columbia            | Digital Services Consultation | Comments, scale ratings, etc.        | Structured, semi-structured or unstructured text and numerical data | Consult                            |
| Popular social media platforms        | Twitter   | British Columbia            | Liquor Policy Review          | Comments                             | Unstructured text   | Inform-Consult                     |
| Collaborative documents               | GoogleDocs  | Ontario                     | Ontario Open Data Directive   | Editing, comments                    | Unstructured text   | Inform-Consult                     |
| Open data/open information catalogues | Open Data Catalogue                                       | Vancouver                   | General                       | Read only, feedback form             | Unstructured text   | Inform-Consult                     |
| Open data portals                     | Open Data Portal  | Alberta                     | General                       | Read, data analysis, feedback form   | Interactive tables, charts, visualizations and comments             | Inform-Consult-Involve             |
| Proprietary social platforms          | IdeaSpaceTO   | Toronto                     | General                       | Contribute "ideas," comments, voting | Unstructured text   | Inform-Consult-Involve-Collaborate |



# 6. Government-Facing Technologies

Can include:

- ❖ Text and data analytics software/systems
- ❖ Social media management
- ❖ Web publishing
- ❖ Other internal systems

“With categories in mind, we ... use software designed to sift through the public input we’ve received to draw all the relevant comments together. ... Once these categories are in place, our experts then begin to summarize the essence of the ideas we’re hearing from both the public, stakeholders and industry. From there they begin the analysis process to understand the impacts of the different ideas we’re hearing.”

- John Yap, “How we make sense of all your ideas and feedback” (BC Liquor Policy Review, 2013)

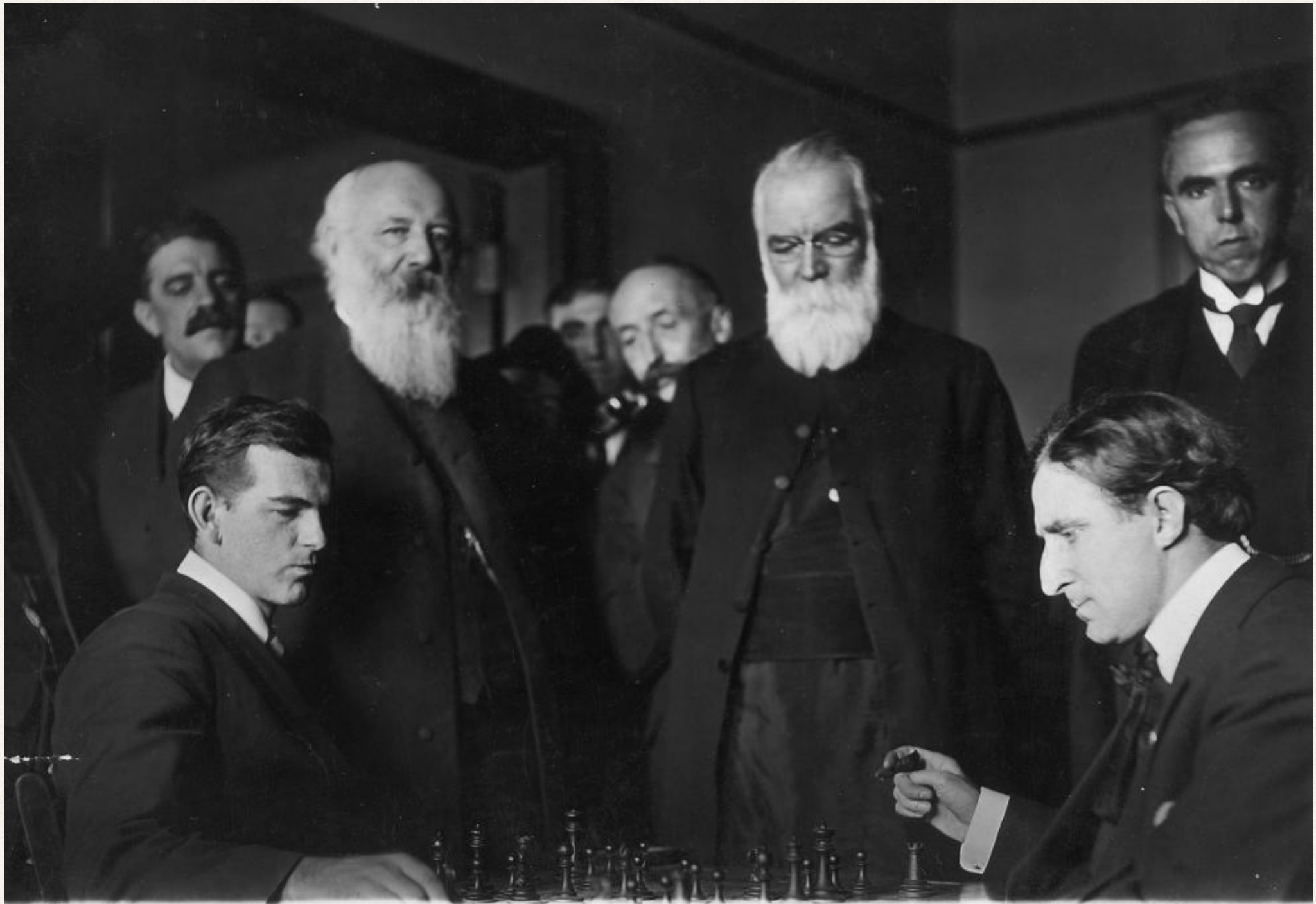


# 7. Seeking Records





# 8. Supporting Transparency



Cropped from "Chess players," c.1912-1916, City of Toronto Archives, fonds 1244, item 2241.



# 9. Questions?

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