

***Social Media and the
next generation of e-
services: 7 social media
use cases for public
agencies***

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Global markets trends

New four major interrelated trends in global markets over the last decade have brought the concept of e-government to the forefront of politics and top government officials.

Innovation

The current era is associated with widespread and successive waves of technology-driven innovation in information and communication technology..

Information society

The world have been experienced a transition from an industrial economy to an information economy. Information society create, distribute and manipulate information as the most significant economic and cultural activity.

Democracy

A significant facet of modernization is the recognition of the importance of the interaction between government and citizen in decision making.

Globalization

Changing conditions of competition have forced organization to adopt an increasingly global strategy.

Technology-driven innovation



Mobility gains prominence

Exponential adoption of Smartphone and Tablets is reshaping the way the Internet is consumed, and creating a new blend of digital and physical experiences.



Social Media collaboration

The increasing adoption of Social Media, at a personal and company level, is shifting people's social behavior to the online, digital world.



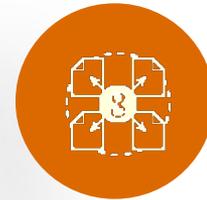
On demand computing

Service Oriented architectures are blending with Cloud delivery models, for a new way to consume IT at a personal and company level.



Big data computing

An increasing gap between the volume, variety and velocity at which information is produced and the ability to analyze it is giving rise to a new analytic approach.



Internet of things

Small Integrated Circuits are everywhere, adding intelligence and connectivity to almost everything.

Public services must leverage Technology trends to advance sustainable development for all people across the world while including them in the process.

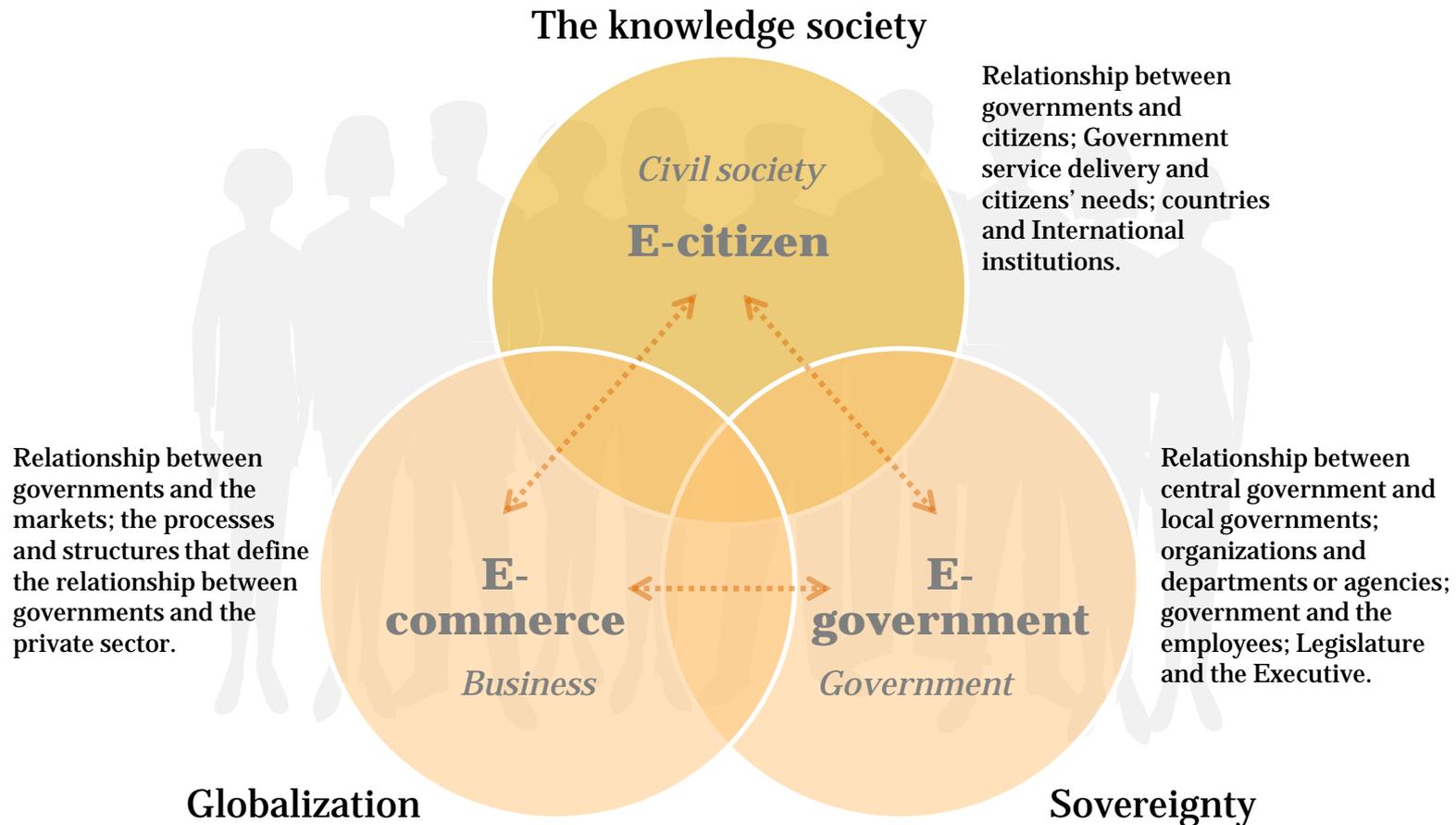
E-government commitment

"E-government is the continuous optimization of service delivery, constituency participation and governance by transforming internal and external relationships through technology, the Internet and new media."

Source: Gartner, 2010

E-government advocates envision a future in which governments citizen have **24 hour, 7 days a week interactive access** to all important government bureaus; where **on line transaction** with government can be conducted from the comfort of home; where government officials make **all purchases on line**; where there are **one stop portals** for businesses seeking to deal with regulatory requirements, students seeking assistance, and ordinary citizen seeking tourist information.

A Triangle Relationship Model among Government, Business and Citizens



Adapted from: *Chief Executive Group on Information Management and Technology*

The four stages of e-government

1

Emerging presence

- *The country establishes a Web presence through select government web sites with static information. Not possible at this stage neither to interact on-line nor conduct transactions for government services.*
- *Government Web sites provides public limited and basic information.*

2

Interactive presence

- *Increasing number of interactions and services with a broad number of public agencies.*
- *Government provides greater public policy and governance sources of current and archived information, such as publications, legislations, newsletters, links and downloadable databases.*

3

Transactional presence

- *A wide variety of government transaction can be conducted on-line .*
- *Options for paying taxes, licenses, fines, fees, bills, and applying for ID cards, birth certificates/ passports, license renewals and other similar C2G interactions by allowing citizens to submit these online 24-7.*

4

Connected presence

- *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.*
- *Interactive features such as the web comment form, and innovative online consultation mechanisms (public policy, law making, and democratic participatory decision making).*

Extent of service delivery

Complexity of implementation and technology



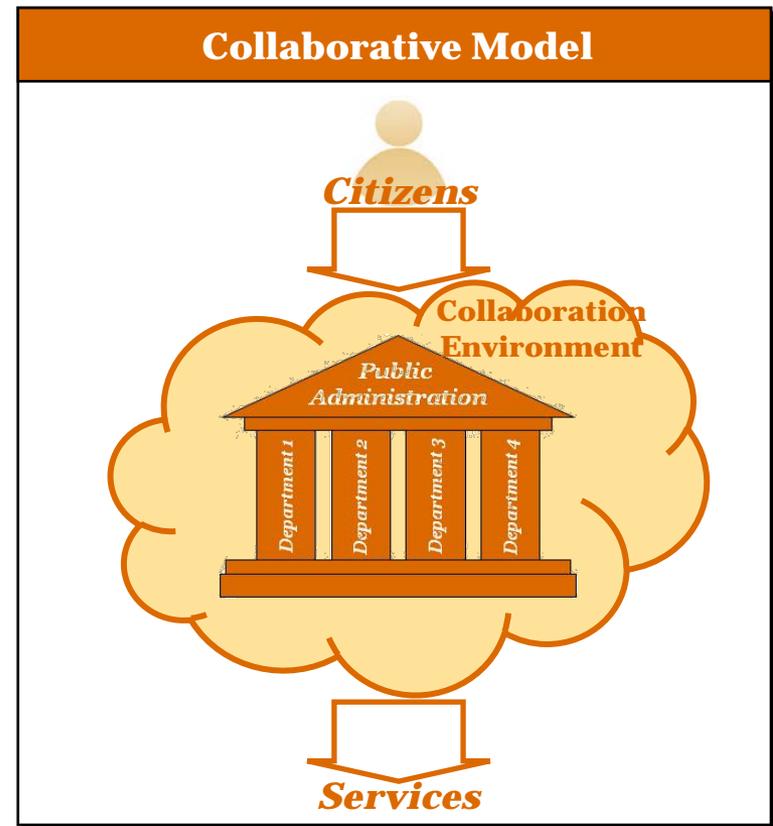
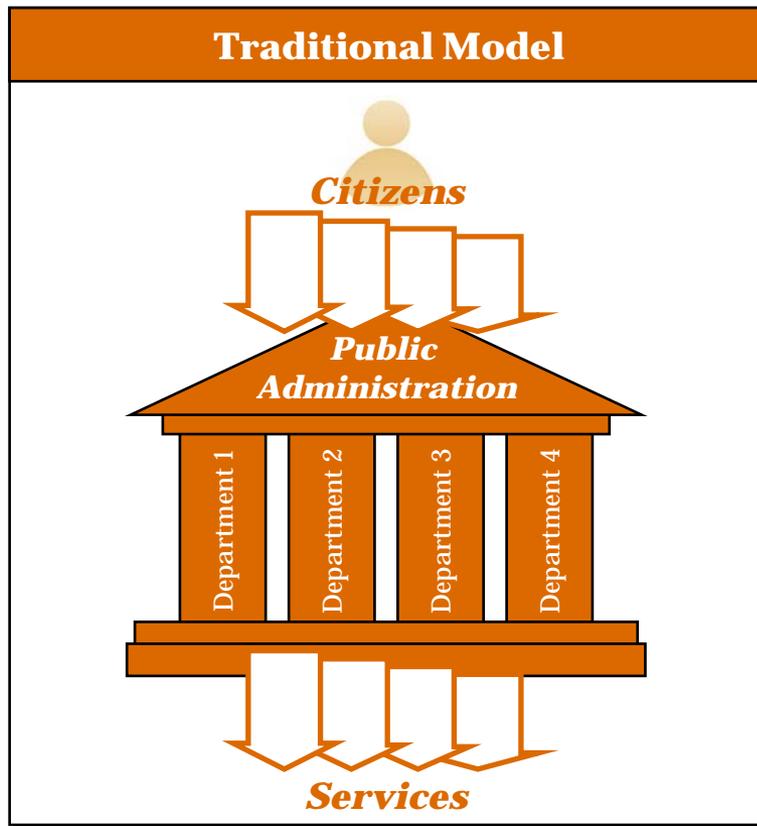
Government gets social

“We learned in the campaign about the power of technology to really communicate with people and to give them a chance to participate”

Barack Obama

Public sector collaborative innovation (1/2)

Often the traditional government conservation approach of top-down, agency-led planning and decision-making fail to deliver its promise, and significant information barriers still exist in whole public sector. Furthermore, the link between information and decisions is weak and often valuations prevail on data driven decision making. Different approaches are required to extract the value out of people expertise and information assets.



Public sector collaborative innovation (2/2)



Crowd sourcing and public administration (1/2)

In today's climate, innovation isn't an option, it's a vital requirement, but many innovation programs are cancelled within 18 months, failing to deliver ROI. Employees and citizens are resources with very substantial competitive advantages attached to them, if only administrations were able to find a way to utilize them.

Crowd-sourcing

End to end design and deployment of a solution provided by external networks including Consumers, Prosumers and Experts.

- **Recruit external minds to the innovation process**
- **Find experts inside and outside**
- **Integrated with Idea Management**

• ***Reduce Innovation Cost*** by leveraging existing resources for innovation, who often do not need an economic reward.

• ***Improve Innovation ROI*** by improved idea selection and implementation processes, also using collaboration, information markets and advanced analytics.

• ***Improve Talent Attraction*** by creating, nurturing and analyzing an external community of experts.

Crowd sourcing and public administration (2/2)

The Big tree challenge

It was a £1 million challenge prize, sponsored by British NESTA (National Endowment for Sciences, Technology and the Arts), designed to stimulate and support community-led responses to climate change.

***CO2 emissions
reduced by
between 10-46%***

Online open call

***355 Community
answers***

Idea selection

10 developments

Goals reached

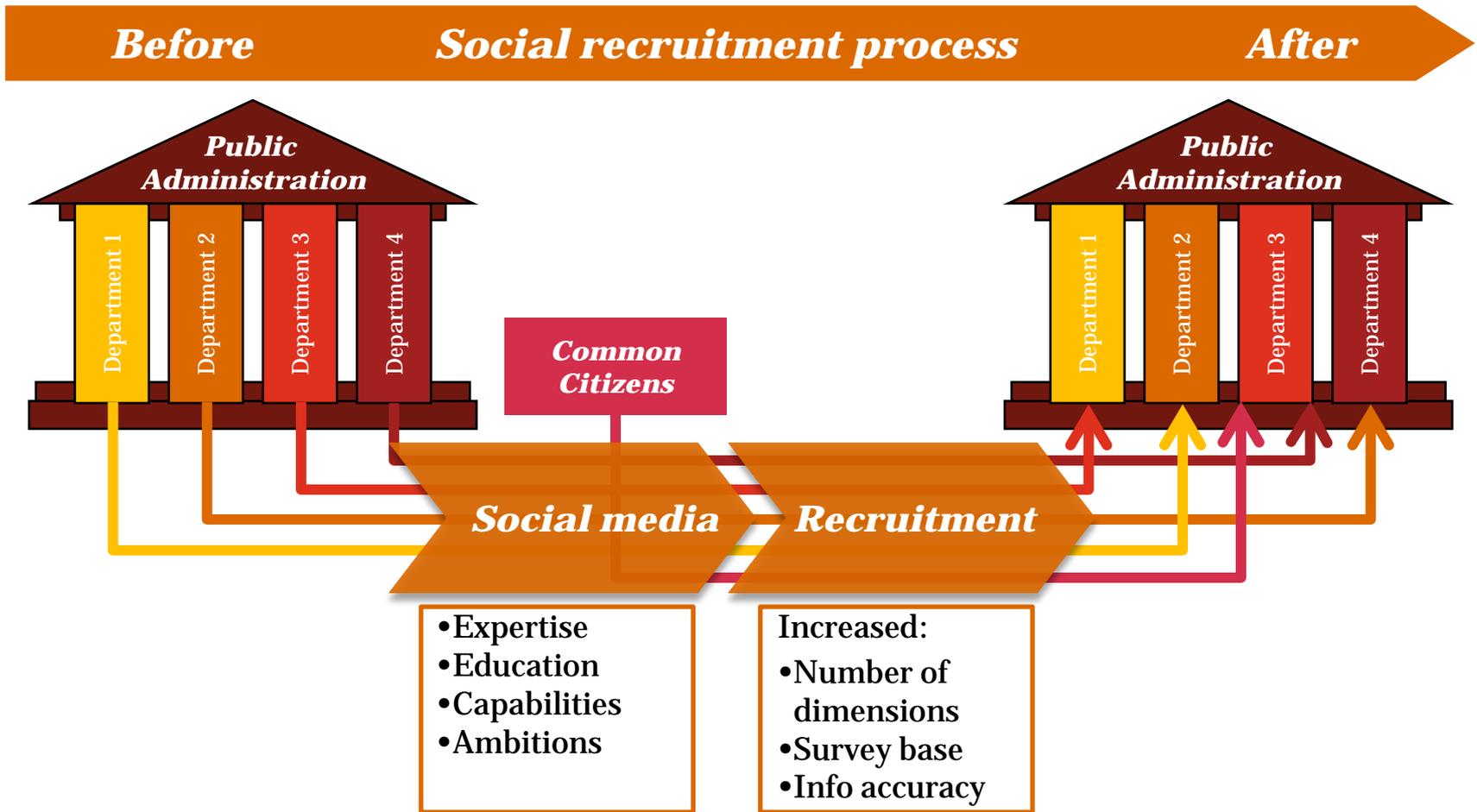
No outsourcing risks

**Innovation assets
quality**

Controlled costs

**Cultural restrictions
overcome**

Improving talent scouting through social media (1/2)



Improving talent scouting through social media (2/2)

German recruit program

2012 recruitment program in Germany used social technologies to reach out candidates for analysts roles

- **More accurate channel reaching the target** than other digital channels.

- **Increased participation** with an increment of survey base of 20 percent.

- **Costs saving** with lowered cost per contact by 27 percent.

- **Yielded high-quality**, job offers was 36 percent higher for those who connected to institutions via social networks

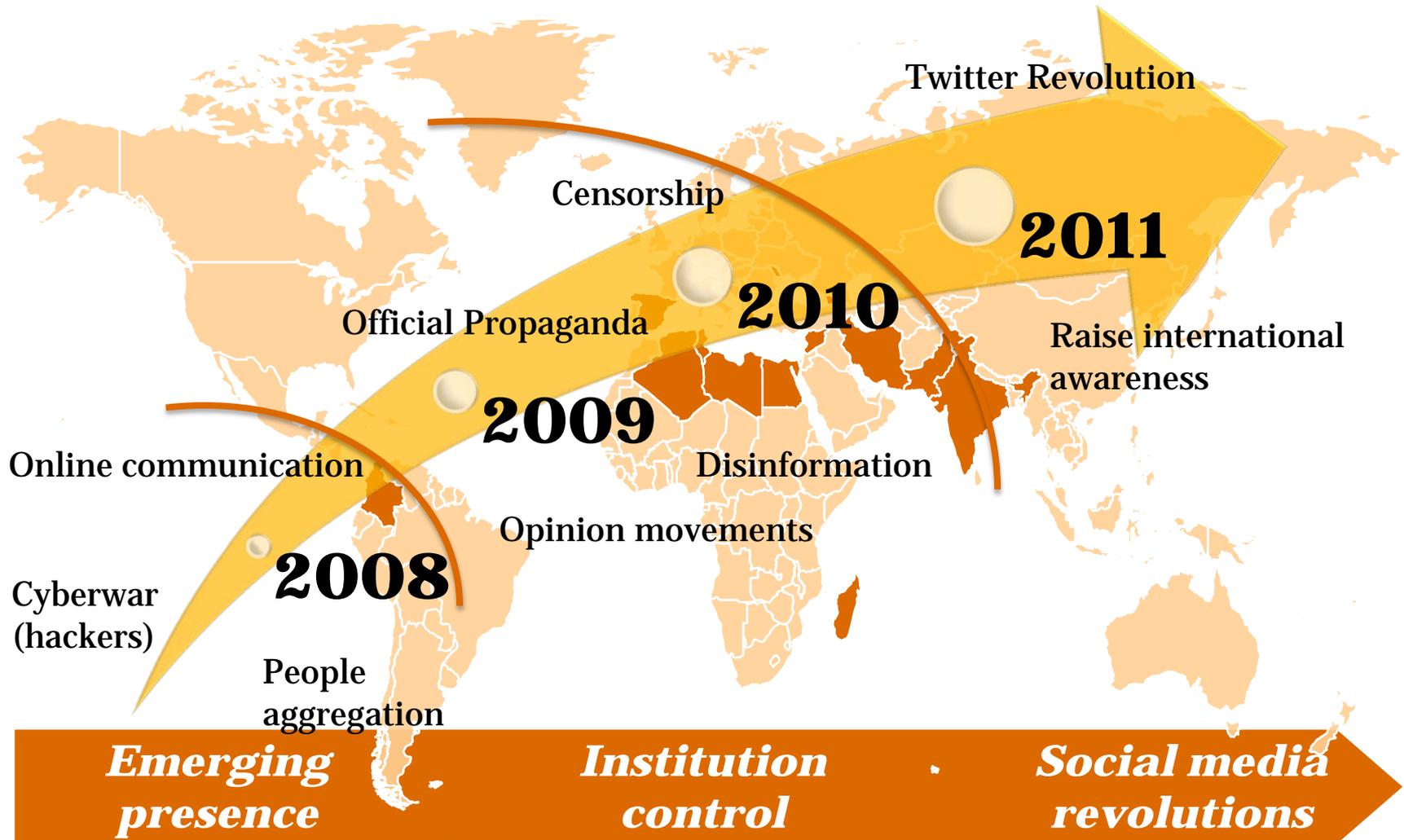
- **Accelerate access to internal/external knowledge** by leveraging existing resources.

- **Personnel satisfaction**, according to roles and ambitions.

Social media to predict social unrests (1/3)

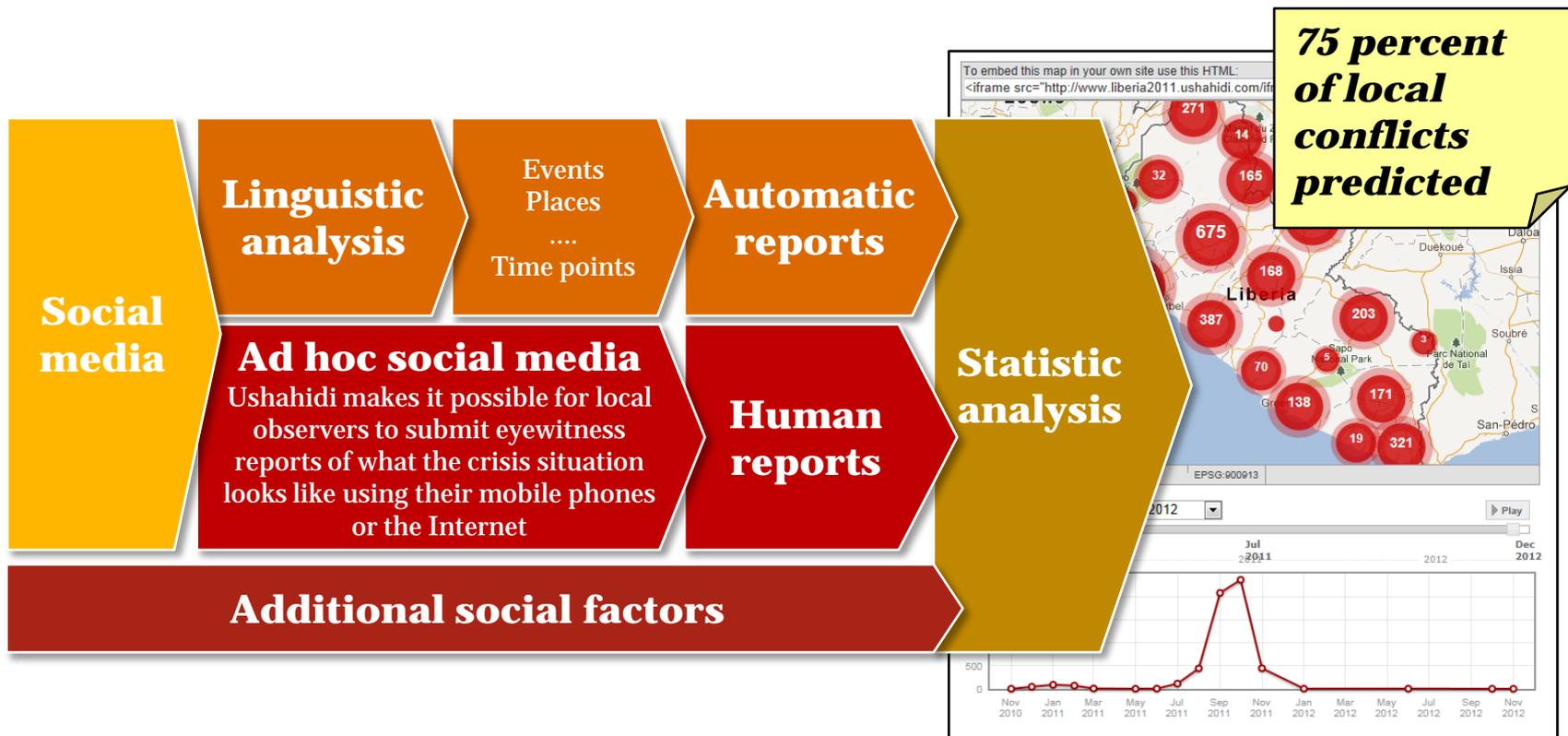
2008	Colombia	Facebook group against FARC turned into "One Million Voices Against FARC" international event
	Georgia	Cyberwar targeting state-run information website. Citizen journalism via Twitter and Flickr
	Egypt	Facebook pro-democracy group attracted 40,000 members who had a political dissent protest
	India	Attacks in Mumbai unfolded online in real time via Twitter
	Gaza	Israel set up an official Twitter stream. Youtube and a blog were used to shape world opinion
	Spain	The indignants movement protests are a series of demonstrations in Spain whose origin can be traced to social networks
2009	Pakistan	A huge virtual social network of activists was enlisted to get the nation's Chief Justice reinstated
	Madagascar	Rumors circulated on Twitter that the President was seeking refuge inside the U.S. Embassy in Antananarivo. U.S. tweeted to dispel the rumors
	Moldova	A tremendous rush of firsthand accounts of the protests via Twitter and other mobile enabled services
2010	Greece	Demonstrations in Athens were organized entirely using social networking sites, which earned it the nickname "May of Facebook"
	Iran	Protests have been nicknamed the "Twitter Revolution" because of the protesters' reliance on Twitter
2011	Various	Arab Spring protests have shared the effective use of social media to organize, communicate, and raise awareness in the face of state attempts at repression and Internet censorship

Social media to predict social unrests (2/3)



Social media to predict social unrests (3/3)

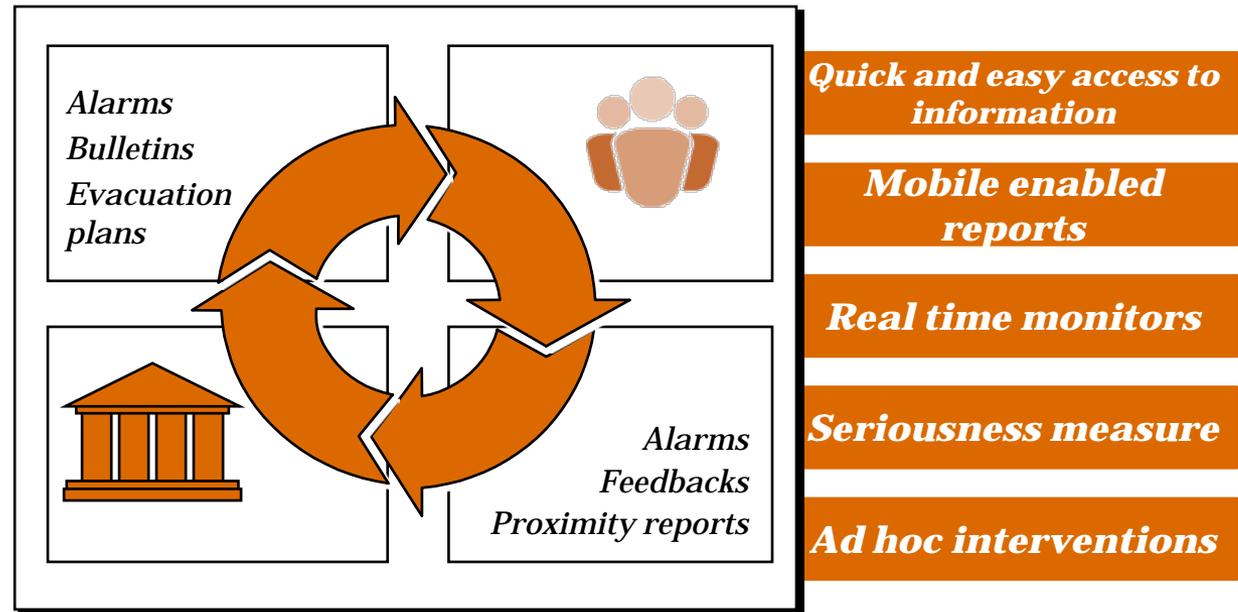
In 2009 Yale University researchers build a model that predicted up to 75 percent of all 2011 Liberian conflicts. The model relied on fewer than ten risk factors similar to the kind of sentiment data detectable from social media postings.



Social media to manage emergency situations (1/2)



One of the most important and undervalued service provided by institution is emergencies management. Social media enable a quick two-way information channel between citizens and institutions. Via social media institutions can alarm and even inform citizens about evacuation plans. To the other side, citizens can report a specific situation.



Social media to manage emergency situations (2/2)

In 2011, to keep the public informed and monitor the situation digitally, the City of New York leveraged a range of social media tools online. The results demonstrated the potential of these technologies to assist emergency preparedness and response efforts.

Measures

Publication of evacuation map on Facebook

New Yorkers were encouraged to follow updates on @nymayoroffice

Shape-files online to crowdsourcing analysis

Chelsea Orcutt @chelseaucutt
Very impressed w/ how @MikeBloomberg & @NYCMayorsOffice are handling #HurricaneIrene, esp on social media. Appreciate the frequent updates. 9:00 PM - 27 Aug 11

Seamus Campbell @SeamusCampbell
"@NYCMayorsOffice Could you release the evacuation finder source code so others can embed the widget & reduce traffic on nyc.gov?"
9:50 AM - 26 Aug 11

Doubled followers

400,000 tweets

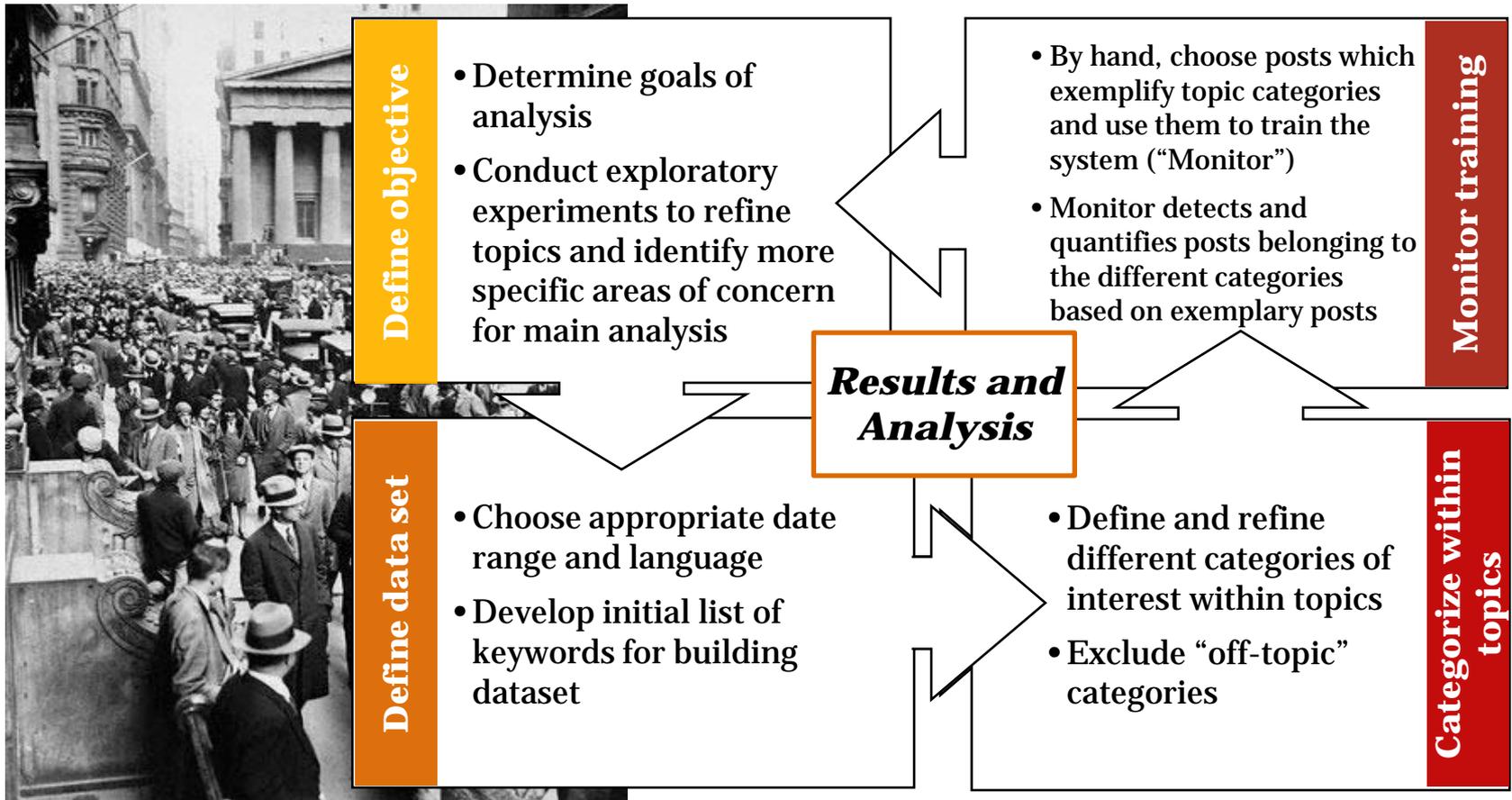
2 million impressions

Several media build their version of the maps, helping 1500% of Newyorkers

Results

Social media to predict market trends (1/2)

The availability of real time data holds tremendous promise for helping us detect the early signs of market stress and trends.

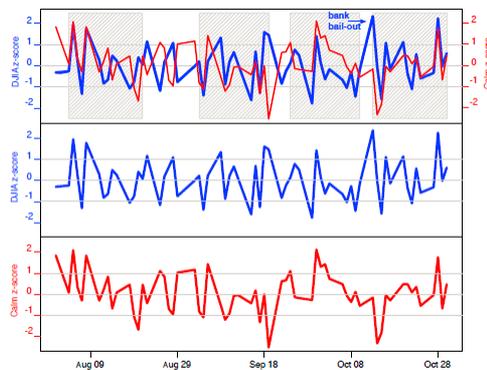


Social media to predict market trends (2/2)



Academic Model

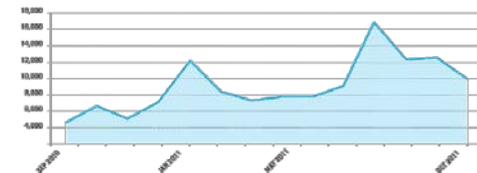
A 2011 paper published in the Journal of Computational Science demonstrated the benefits of social media data to model Dow Jones Industrial Average. The researchers used Twitter contents as fundamental of the model.



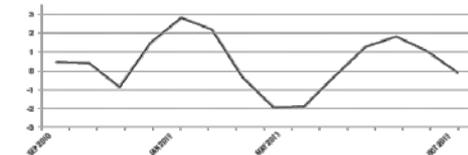
UN Model

Global Pulse was created by the UN Secretary-General in 2009 to explore opportunities for using real-time data to gain a more accurate understanding of population wellbeing, especially related to the impacts of global crises.


Tweets about the price of
rice
(per month)



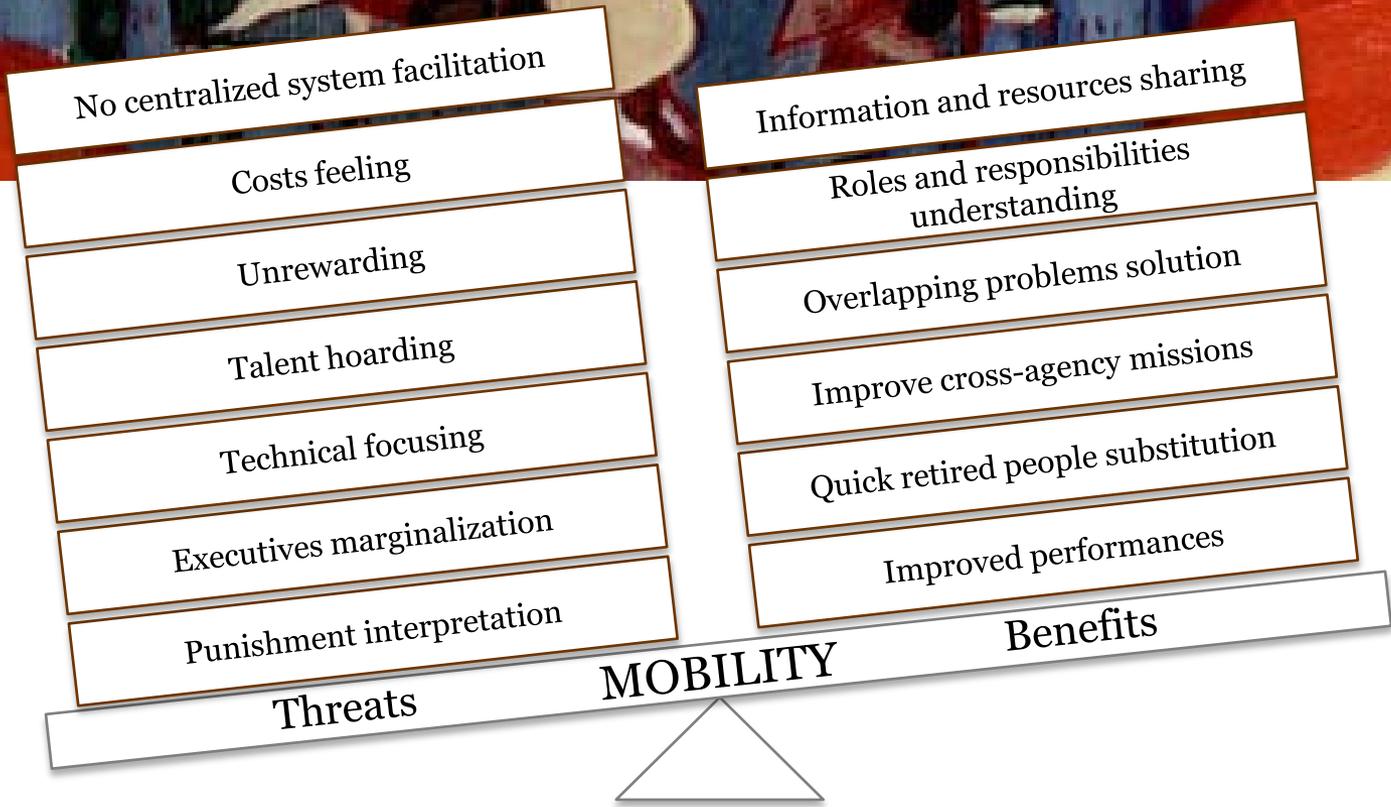

Food Price Inflation



Adding social data improved accuracy of prediction models up to \approx 85 percent (from \approx 45 percent of traditional models)

Social media to enable resources mobility (1/2)

One of the most important themes of today government debate is leaders and executive mobility. Social technologies enable many of mobilization benefits and fade its threats.





Thinking for the future