

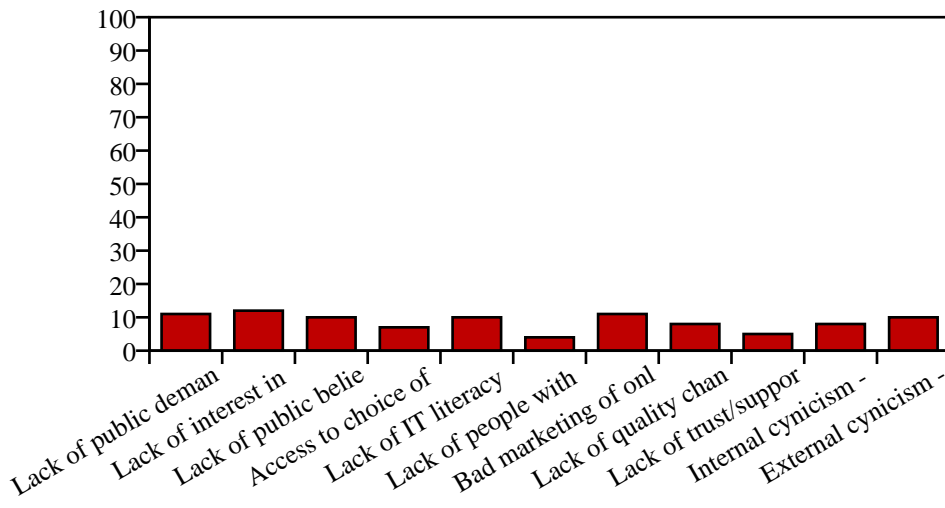
# ICELE Strategic Research Survey

## Overview

From **2006/10/17** to **2007/10/17**, Delib ran a consultation entitled '*ICELE Strategic Research Survey*'. This report covers the online element of the consultation process, which was run from [http://www.citizenspace.com/local/consult/icele\\_strategic](http://www.citizenspace.com/local/consult/icele_strategic)

## Topic 1: Barriers and knowledge

**Q1:** Which of these do you think are still relevant? (tick any that apply)

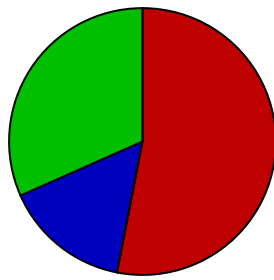


Option	Value	Percentage
Lack of public demand for eParticipation	20	11%
Lack of interest in democracy and local issues	21	12%
Lack of public belief that eParticipation can facilitate change	19	10%
Access to choice of different tools within local authorities	13	7%
Lack of IT literacy within communities	18	10%
Lack of people with access to computers	8	4%
Bad marketing of online calls-to-action (e.g. online consultations, surveys and votes etc)	20	11%
Lack of quality channels to inform local people (no email lists, people don't read papers)	14	8%
Lack of trust/support from councillors/senior officers	9	5%
Internal cynicism - officer/councillors don't believe it can work	15	8%
External cynicism - residents don't believe it can work	18	10%
Total	175	

**Q2:** How could we improve the way we share e-tools and e-learning?

*There are 42 responses to this question. Please see Appendix A for the text of these responses.*

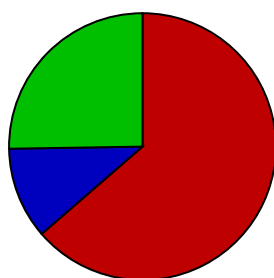
**Q3:** Do you feel e-democracy tools are directly transferable to other nations?



■ **Yes: 52%**  
■ **No: 15%**  
■ **Don't know: 31%**

Option	Value	Percentage
Yes	23	52%
No	7	15%
Don't know	14	31%
Total	44	

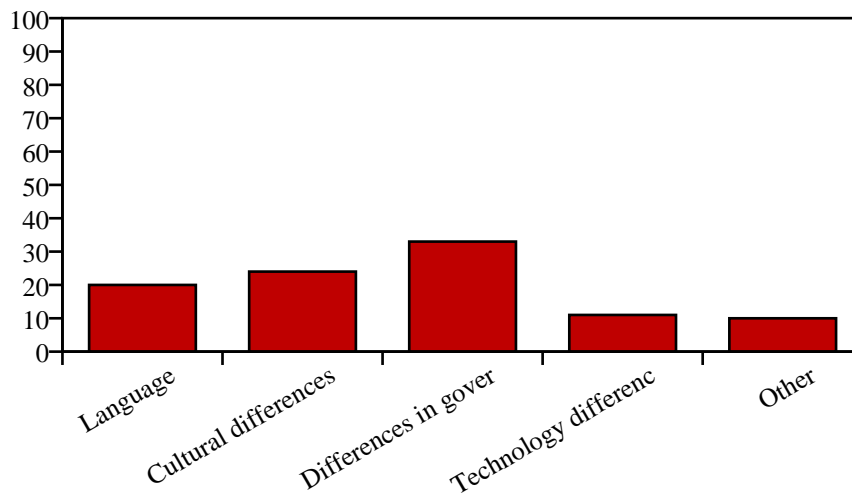
**Q4:** Do you feel we can share more learning from international projects?



■ **Yes: 63%**  
■ **No: 11%**  
■ **Don't know: 25%**

Option	Value	Percentage
Yes	28	63%
No	5	11%
Don't know	11	25%
Total	44	

**Q5:** What do you feel the barriers are to sharing learning and tools internationally? (Tick any that apply)

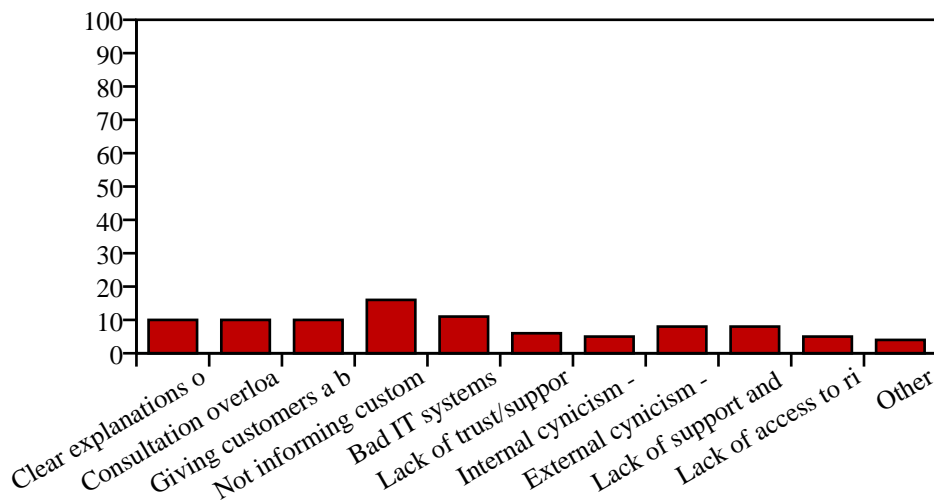


Option	Value	Percentage
Language	18	20%
Cultural differences	22	24%
Differences in governance structures	30	33%
Technology differences	10	11%
Other	9	10%
Total	89	

**Q6:** If other, please state below.

*There are 42 responses to this question. Please see Appendix A for the text of these responses.*

**Q7:** What do you feel the barriers are to successfully marketing online tools, consultations, etc locally? (Tick any that apply)



Option	Value	Percentage
Clear explanations of consultations (plain English)	19	10%
Consultation overload (people being asked for too many views too frequently)	20	10%
Giving customers a bad first-time experience:	20	10%
Not informing customers about how their views have helped	30	16%
Bad IT systems	21	11%
Lack of trust/support from councillors/senior officers	13	6%
Internal cynicism - officer/councillors don't believe it can work	11	5%
External cynicism - residents don't believe it can work	16	8%
Lack of support and training	16	8%
Lack of access to right technology	11	5%
Other	9	4%
<b>Total</b>	<b>186</b>	

**Q8:** If other, please state below.

*There are 42 responses to this question. Please see Appendix A for the text of these responses.*

**Q9:** In your view, what's the greatest achievement that e-democracy could facilitate?

*There are 42 responses to this question. Please see Appendix A for the text of these responses.*

**Topic 2: Tools and concepts**

**Q1:** If you use any of the following tools in relation to e-democracy in your organisation, please rate their usefulness

Kiosks		
Rating	Value	Percentage
Do not use this tool	33	78%
Very useful	1	2%
Useful	4	9%
Neither useful nor not useful	2	4%
Not useful	0	0%
Not at all useful	2	4%

Blogs		
Rating	Value	Percentage
Do not use this tool	38	90%
Very useful	1	2%
Useful	1	2%
Neither useful nor not useful	2	4%
Not useful	0	0%
Not at all useful	0	0%

Online consultations		
Rating	Value	Percentage
Do not use this tool	26	61%
Very useful	7	16%
Useful	7	16%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	1	2%

Online petitions		
Rating	Value	Percentage
Do not use this tool	36	85%
Very useful	2	4%
Useful	3	7%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	0	0%

e-Panels		
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Rating	Value	Percentage
Do not use this tool	32	76%
Very useful	3	7%
Useful	4	9%
Neither useful nor not useful	2	4%
Not useful	1	2%
Not at all useful	0	0%

e-Surveys		
Rating	Value	Percentage
Do not use this tool	27	64%
Very useful	5	11%
Useful	8	19%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	1	2%

Web casting		
Rating	Value	Percentage
Do not use this tool	35	83%
Very useful	4	9%
Useful	3	7%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

Pod casting		
Rating	Value	Percentage
Do not use this tool	40	95%
Very useful	0	0%
Useful	0	0%
Neither useful nor not useful	1	2%
Not useful	1	2%
Not at all useful	0	0%

Email newsletters/alerts		
Rating	Value	Percentage
Do not use this tool	28	66%
Very useful	4	9%

Useful	7	16%
Neither useful nor not useful	3	7%
Not useful	0	0%
Not at all useful	0	0%

Photo/video sites		
Rating	Value	Percentage
Do not use this tool	32	82%
Very useful	3	7%
Useful	3	7%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	0	0%

SMS consulting/alerts		
Rating	Value	Percentage
Do not use this tool	35	89%
Very useful	1	2%
Useful	0	0%
Neither useful nor not useful	2	5%
Not useful	1	2%
Not at all useful	0	0%

Community led issues forum		
Rating	Value	Percentage
Do not use this tool	34	87%
Very useful	2	5%
Useful	3	7%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

Online councillor surgeries		
Rating	Value	Percentage
Do not use this tool	38	97%
Very useful	0	0%
Useful	0	0%
Neither useful nor not useful	0	0%
Not useful	1	2%

Not at all useful	0	0%
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Pledges		
Rating	Value	Percentage
Do not use this tool	39	100%
Very useful	0	0%
Useful	0	0%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

BBC Action Network		
Rating	Value	Percentage
Do not use this tool	36	92%
Very useful	0	0%
Useful	1	2%
Neither useful nor not useful	1	2%
Not useful	1	2%
Not at all useful	0	0%

**Q2:** If you use any of the following tools in relation to e-democracy as a local resident, please rate their usefulness

Kiosks		
Rating	Value	Percentage
Do not use this tool	36	85%
Very useful	4	9%
Useful	2	4%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

Blogs		
Rating	Value	Percentage
Do not use this tool	38	90%
Very useful	2	4%
Useful	1	2%
Neither useful nor not useful	1	2%
Not useful	0	0%

Not at all useful	0	0%
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Online consultations		
Rating	Value	Percentage
Do not use this tool	35	83%
Very useful	2	4%
Useful	4	9%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	0	0%

Online petitions		
Rating	Value	Percentage
Do not use this tool	38	90%
Very useful	3	7%
Useful	1	2%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

e-Panels		
Rating	Value	Percentage
Do not use this tool	37	88%
Very useful	3	7%
Useful	1	2%
Neither useful nor not useful	0	0%
Not useful	1	2%
Not at all useful	0	0%

e-Surveys		
Rating	Value	Percentage
Do not use this tool	35	83%
Very useful	2	4%
Useful	3	7%
Neither useful nor not useful	2	4%
Not useful	0	0%
Not at all useful	0	0%

Web casting		
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Rating	Value	Percentage
Do not use this tool	38	90%
Very useful	2	4%
Useful	2	4%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

Pod casting		
Rating	Value	Percentage
Do not use this tool	38	90%
Very useful	3	7%
Useful	0	0%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	0	0%

Email newsletters/alerts		
Rating	Value	Percentage
Do not use this tool	34	80%
Very useful	5	11%
Useful	3	7%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

Photo/video sites		
Rating	Value	Percentage
Do not use this tool	34	87%
Very useful	3	7%
Useful	2	5%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

SMS consulting/alerts		
Rating	Value	Percentage
Do not use this tool	36	92%
Very useful	1	2%

Useful	0	0%
Neither useful nor not useful	1	2%
Not useful	0	0%
Not at all useful	1	2%

Community led issues forum		
Rating	Value	Percentage
Do not use this tool	32	82%
Very useful	3	7%
Useful	3	7%
Neither useful nor not useful	0	0%
Not useful	1	2%
Not at all useful	0	0%

Online councillor surgeries		
Rating	Value	Percentage
Do not use this tool	37	94%
Very useful	1	2%
Useful	0	0%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	1	2%

Pledges		
Rating	Value	Percentage
Do not use this tool	39	100%
Very useful	0	0%
Useful	0	0%
Neither useful nor not useful	0	0%
Not useful	0	0%
Not at all useful	0	0%

BBC Action Network		
Rating	Value	Percentage
Do not use this tool	37	94%
Very useful	1	2%
Useful	1	2%
Neither useful nor not useful	0	0%
Not useful	0	0%

Not at all useful	0	0%
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**Q3:** What do you see as the difference between e-consultation and e-participation?

*There are 37 responses to this question. Please see Appendix A for the text of these responses.*

## Appendix A

### *How could we improve the way we share e-tools and e-learning?*

1. yedurgikru
2. It's difficult to use the tick boxes above. When Strathclyde Region had a referendum on water privatisation - (using Royal Mail) there was a 95% turnout - bigger than any other election. If that poll was run today using text messaging - the results would be just as high or even higher. People act when they care passionately about something.
3. You have to get feedback on issues that really matter to people - and you have to give them instant results. The net is a very demanding medium - people expect magic and you have to give it to them. PS: I clicked the link and no other responses loaded.
4. More standardised approach. Statutory requirements
5. ewewqed
6. CDSC
7. E-tools form only one part of the engagement solution and should not be used in isolation. But, they can provide an excellent facility to engage targeted groups if used appropriately. Different audiences need to be targeted according to their needs (e.g. young people and text messaging?), and the issues being discussed need to be relevant and of interest to them if you expect any kind of engagement from the public. An incentive or prize always helps in my experience too!
8. Offer more joined up use of etools; public sector demonstrate how it has listened to the views of the public and responded accordingly.
9. \* Share e-tools when people are motivated by an issue and genuinely interested enough to participate, comfortable in expressing their views, and trustful that their views will be listened to, acted upon and will make a difference. The tools alone will not make a difference but address aforementioned elements and people might be more inclined to share the tools more readily.
10. Build a user-friendly, intuitively obvious shared platform for signalling new tools. A virtual 'one stop shop'.
11. Make it easier and more obvious for people to participate
12. We all need to stop thinking about e-democracy as a separate topic from democracy - it's a tool, and so needs to be owned by people responsible for democracy, not by a special breed of e-Gov people.
13. Education of older people to use e-systems and target younger people so they are aware and fully conversant with e-technology.
14. It needs to be understood that e-consultation tools by themselves do not overcome the fundamental problems that authorities face in consulting stakeholders and getting them to participate: lack of interest, lack of co-ordination, lack of ability to take action, getting a representative response, etc. Equally, the cost per response will continue to be a problem for organisations who are not part of the e-democracy project or who lack a central consultation budget. Providers of e-consultation gloss over the difficulties of getting people to take part or supporting tools like these.
15. better lay out of surveys - including this one - in particular the next page is badly laid out and I don't want to answer it because it will be onerous!"

16. E-consultation tools lack real value when there are very cheap on-line survey tools that can be sourced without making long-term financial commitment, and in fact offer better quality surveys- SNAP and surveymonekey in particular. People need to understand that purchasing e-consultation tools does not overcome the fundamental problems that authorities face in consulting stakeholders: lack of interest, lack of co-ordination, lack of ability to take action, getting a representative response, etc. Cost per response will continue to be a problem for organisations who are not part of the e-democracy project or who lack a central consultation budget. Providers of e-consultation gloss over the difficulties of getting people to take part or supporting tools like these.

17. yedurgikru

18. using the media to highlight what can be done

***If other, please state below.***

1. haven't got the time
2. The tools need to be exciting.
3. Resource differences (particularly in relation to the developing world)
4. jnjio
5. WF
6. Artificial silos which divide local from national, one country experience from another's. This is all too new to discount a successful e-participation experience on whatever scale it has occurred.
7. We are twinned with a German town and when I asked them about consultation and market research they were blank - they just do it - they don't ask they don't consult they just deliver what they need to deliver and if it's wrong then the administration gets voted out. Similarly in Belgium.

***If other, please state below.***

1. Too many bees in government
2. Finding good channels to make people aware of the consultation - eg with local newspaper readership down
3. Lack of resources
4. WFF
5. Lack of community interest
6. not enough staff time to set the systems up
7. Marketing beyond e-methods
8. Links that don't work -
9. local government procurement procedures and attitude to risk

***In your view, what's the greatest achievement that e-democracy could facilitate?***

1. iyn`0y
2. Nowadays, people are so quick to say they are not political - as if being political was a dirty word. If people don't get involved and steer clear of politics and political issues - we won't have a democracy. So for me, the greatest achievement would be if it empowers people and reignites some enthusiasm

for and belief in the political process.

3. Inclusion - convincing people that each of us matters.
4. Renewed public trust that government is there to serve them
6. jpojojoj
7. WEFQF
8. getting the young interested in e-democracy.
9. Better engagement from traditionally 'hard to reach' groups, especially people with full time jobs (can be a convenient way for them to engage) and young people.
10. by helping to build a continuum of deliberative participation to widen and deepen democratic processes and influence social, cultural, political and economic planning and decision-making at all levels from local to global.
11. A more informed, aware citizenry that knows how to engage as and when it wants to. Not that it has to. But on its own terms and when the issues are of importance to them.
12. As many things as possible being completed electronically
13. increased social capital
14. People in the community kept informed of important local issues and are able to contact the correct person to deal with queries and ongoing problems.
15. Making it easier for those who want to participate to have their views recorded and taken into account. Giving a more up to date image for local government in particular to the younger generation who will be the next set of Council tax payers!
16. More people having more say about what matters to them.
17. An increase in the number of people registering to vote and the number of people who vote in elections
18. getting people involved, getting public authorities to respond to this involvement
19. iyn`0y
20. increased engagement of the local community with the council

***What do you see as the difference between e-consultation and e-participation?***

1. Consultation is informing a decision, whereas participation and engagement involves people throughout decision making processes, continuous dialogue thus devolving decision making.
2. I would say that in consultation - you answer the questions that are put. If you are participating - you would be involved in drawing up the questions - ie setting the agenda.
3. It parallels representative and participatory democracy
4. Consultation is managed by the "powers that be", participation gives more scope for citizens to shape the agenda.
5. Participation is giving stakeholders/ users ownership in decision making, rather than just asking them
6. 3F33F
7. degree of control over what happens
8. E-participation allows the user (or resident) to have more power over what is being said and the issues being discussed - it's more of an ongoing dialogue than an adhoc piece of consultation such as a survey. That said, the two words

get thrown into the same barrel quite frequently and I would suggest mean very similar things. I think we can spend too much time trying to define all these different words, when at the end of the day they all sound like local government jargon to Joe Bloggs in the street!

**9.** for consultation the community must be aware of the issues! Participation - a need or want to empower oneself to improve the environment

**10.** e-consultation is primarily a technology supported two way relationship between governed and governing body about issues that have been pre-determined by government. It is supported by access to particular information that also has been chosen and disseminated by government. e-Participation means the use of ICT and a range of different techniques for enabling and strengthening citizen participation in democratic decision-making processes. It may be used to increase transparency, support direct participation of citizens and/or improve the quality of decision-making by opening up new spaces of information and interaction

**11.** Consultation is like asking me to choose a meal from a menu. Participation is letting me into the kitchen when I'm hungry.

**12.** Consultation is being asked about your opinion; participation is about your views/decisions being acted upon

**13.** e-consultation is sharing information between parties, e-participation is getting involved in a community scheme or project and having a direct input to achieving a set goal.

**14.** E-participation implies that the "participant" will make an on-going contribution to something and will actively take part in whatever the project entails. I see consultation as being much more one-sided where the views of people are sought but without any commitment to it actually affecting the decision or outcome.

**15.** participation is where local people help make decisions and so eparticipation is nonsense - you cant get people fundamentally involved in deliring serivces through the internet!..... can you?

**16.** None. I think we should stop worrying about terms like participation, engagement, consultation and research. the most improtnat thing is that those we are consulting/enagaging or whatever understand why we are doing it and what we want to use the information for.

**17.** `rfp78rpr7

**18.** consultation is asking for views on services, participation is allowing access to services via the web.