

IN PUBLIC ADMINISTRATION WE TRUST: INTEGRATING TRUST CONCERNS INTO THE CITIZEN

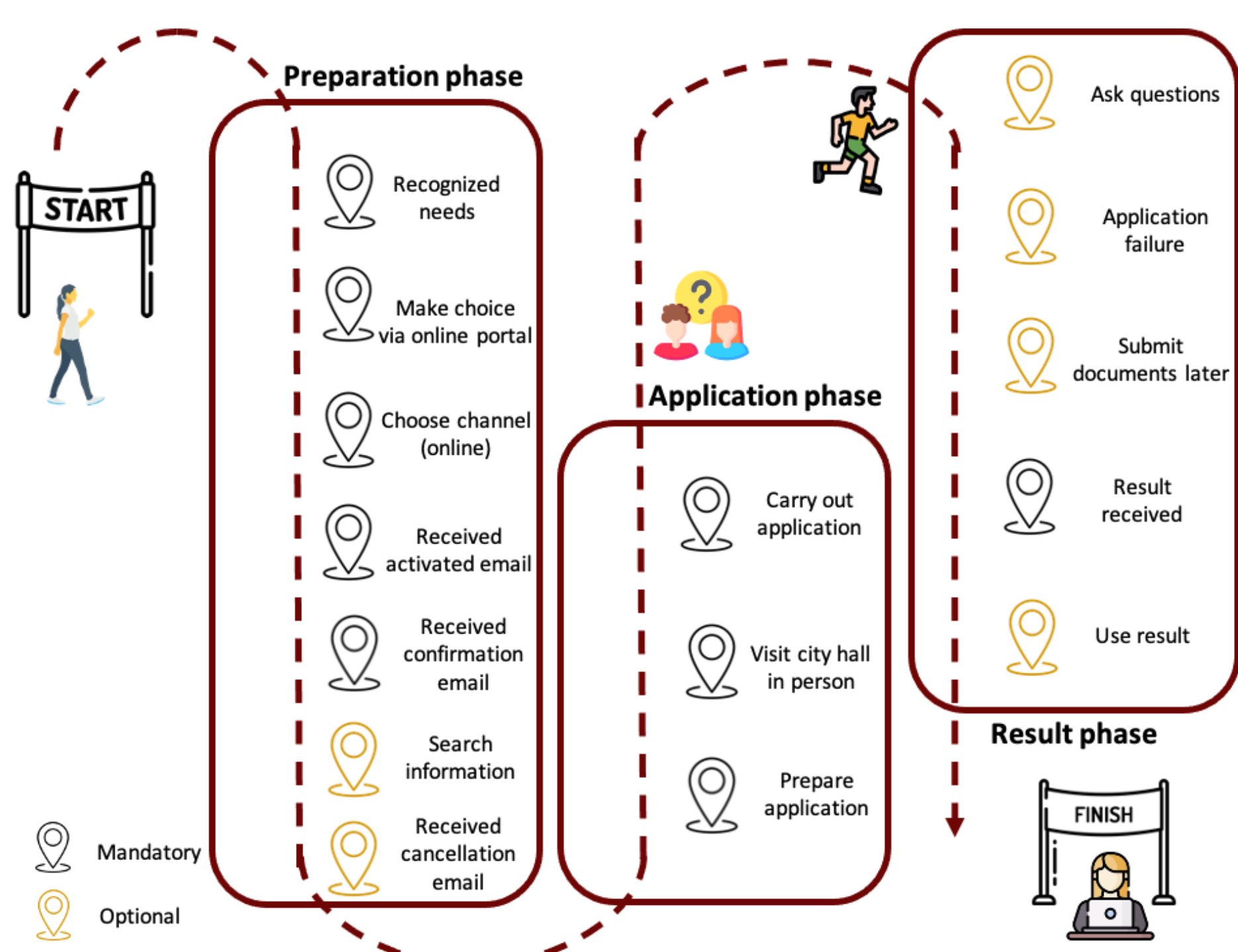
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1 Introduction

- EU Digital Decade: All **key public services** are available online.
- In Germany: **80%** of public services delivered at a **local level** [1] → difficult to standardize nationwide.
- Increasing **student mobility** by EU study programs. Interview groups: German, EU and non-EU students
- **Res-Goal**: Adapt an existing citizen journey tool and integrate citizens' trust concerns as focal points.

2 Trust & Citizen Journey

- **Trust** → valuable role in e-government [2]. Trust influencing factors identified (see section 3) to analyze the interviews.
- **Citizen journey** → helps researchers and practitioners to design service processes and investigate citizen experiences [3].
- We utilized it to analyze interviewees' trust concerns in two transactional services:



3 Findings

- **Steps of citizen journey**: were confirmed by interviewees.
- **Perceived goodwill and values**: interviewees made positive experiences, but some individual outliers were mentioned.
- **Perceived competency**: generally high, but the digital competency was described as much lower.
- **Perceived data security and protection**: increased need for data protection with digitalized public services but not a sufficient reason to not use them.
- **Information**: needs were generally fulfilled, only occasional deficits.
- **Communication**: very individual but online channels are preferred; language can be a barrier on both sides of the interaction.

4 Discussion & Conclusion

- Similar results between national and international students but considering background is valuable.
- Citizen journey is an effective tool for process analysis.
- Trust into the administration - consisting of factors such as the competency, integrity, and goodwill - but also straightforward information and communication make the interviewees more comfortable to interact with the administrations and use their services.

References

[1] Grunow, D.: Die öffentliche Verwaltung in der modernen Gesellschaft. In: Verwaltung in Nordrhein-Westfalen, pp. 11-47. Aschendorff Verlag. (2003); [2] Alsaghier, H. et al.: Conceptualising Citizen's Trust in e-Government: Application of Q Methodology. Electronic Journal of e-Government 7(4), 295-310 (2009); [3] Scholta, H. et al.: Walking a Mile in Their Shoes - A Citizen Journey to Explore Public Service Delivery from the Citizen Perspective. In: International Conference on Electronic Government (EGOV2020), pp. 164-178. Springer (2020)