

EPRI Conference 15th-16th March 2006

Assessing the effectiveness of
eDemocracy applications

3/17/2006

Richard Allan, Cisco Systems

1

Themes

- The technology context
- The people context
- What is democratic success?
- What can we use to measure this?
- Specifics of eDemocracy

3/17/2006

Richard Allan, Cisco Systems

2

Technology

- 5th Century BC – ceramic pieces
- 15th Century – printing
- 19th Century – telegraphy and telephony
- 20th Century – radio
- 1950's – television
- 1990's – public internet
- Late 90's – mobile and wireless

3/17/2006

Richard Allan, Cisco Systems

3

People

- Individuals - elected representatives
- Individuals – citizens
- Organisations – Parliaments, councils
- Organisations – government
- Organisations – political parties
- Organisations - NGOs

3/17/2006

Richard Allan, Cisco Systems

4

Democratic Success

- Stability – peaceful transitions of power, economic strength etc.
- Public support – electorate satisfied with system
- Participation – voting, joining parties, contacting representatives etc.

3/17/2006

Richard Allan, Cisco Systems

5

Measuring Success

- Stability – general political and economic indices
- Public support – opinion polls, in depth surveys, focus groups
- Participation – voter turnout, party membership numbers, representative workload

3/17/2006

Richard Allan, Cisco Systems

6

eDemocracy Issues

- Internet = remote, cheap, non-geographic, interactive
- Quantity vs quality – e.g. electronic voting turnout vs security
- Costs – low cost of entry, challenges party structures
- Scalability – internet global, politics local?
- Power shift – co-production feedback

3/17/2006

Richard Allan, Cisco Systems

7

eDemocracy Examples

- www.Moveon.org - money
- www.Flocktogether.org.uk - organise
- www.Makeitpolicy.org.uk - policy
- www.Labour.org.uk - members
- www.Writetothem.com - contact
- www.Boris-johnson.com - representative
- www.e-democracy.org/brighton-hove/ - talk
- www.portlandmaps.com - publish
- www.vm.ee/estonia/pea_172/kat_340/7025.html - vote

3/17/2006

Richard Allan, Cisco Systems

8

Who should evaluate success?

- Parliament
- Government
- Citizens
- NGOs
- Academics
- Political parties

3/17/2006

Richard Allan, Cisco Systems

9

Examples of evaluation

- Madrid - <http://www3.unileon.es/dp/aco/area/jordi/treballs/evot/l libreang.pdf>
- Hamburg - http://www.tu-hamburg.de/tbg/Deutsch/Mitarbeiterinnen/Steffen/paper/dexa_03.pdf
- UK - www.e-democracy.gov.uk
- Online forums - <http://edc.unige.ch/publications/e-workingpapers/onlineforums.pdf>
- Various papers – <http://www.springerlink.com>

3/17/2006

Richard Allan, Cisco Systems

10

Questions and Follow Up

- Questions?
- Presentation via EPRI
- Email to ricallan@cisco.com