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PA 757: Digital Government
Syllabus Fall 2017

Required Course Materials

- Eggers, William D. 2016. *Delivering on Digital: The Innovators and Technologies that are Transforming Government*. RosettaBooks. **ASIN:** B01GSEAIHQ

Course Objectives

1. Introduce students to service delivery, citizen engagement, content and managerial aspects of e-government today. This includes not just traditional e-government, but also social media, open government / data and m-government (mobile).
2. Ensure students understand policy issues surrounding e-government, such as digital inclusion, records management, online privacy and freedom of expression.
3. Practice elements of online discussion and engagement strategies through leading and engaging in forum discussions.
4. Enhance and improve online team project management and delivery practices through final team project delivering an overall e-government strategy for a selected agency

Student Learning Outcomes

Upon completion of this course, each student should be able to:

1. Describe the elements of a successful e-government site and overall digital government strategy, along with strategies for ensuring its success.
2. Provide strategies for ensuring successful online government service delivery of selected government services, social media and civic engagement, and open data strategies.
3. Knowledgeably discuss the policy and managerial issues important in e-government today, along with possible solutions.
4. Describe strategies for ensuring the success of online team / group work, along with online tools that could be used.

Course Outline

Remember—all of the readings listed below are for 3 WEEK modules—in other words, you have 3 weeks to read them. AND—you are not attending classes. The reading takes the place of classes.

Module 1 : E-Government Today: E-Government / M-Government / Open Data (3 weeks 8/23-8/29; 8/30-9/5; 9/6-9/12)

- **DUE Wednesday, August 30:** Reading Leaders need to post their summaries and discussion questions seven (7) days into this first module, since it is the first—on August 30!

Readings:

General E-Government Readings

1. Eggers (textbook): Chapters 1: Digital Mindset and 7: Digital Mindset
2. Feeney, Mary and Brown, Adrian. 2017. Are Small Cities Online? Content, Ranking, and Variation of U.S. Municipal Websites. *Government Information Quarterly* 34 (2017)62-74.
3. Fietkiewicz, Kaja L.; Mainka, Agnes; and Stock, Wolfgang G. 2017. eGovernment in Cities of the Knowledge Society. An Empirical Investigation of Smart Cities' Governmental Websites. *Government Information Quarterly* 34 (2017): pp. 75-83.
4. Norris, D. F. and C. G. Reddick (2013). "Local E-Government in the United States: Transformation or Incremental Change?" *Public Administration Review* 73(1): 165-175.
5. Reddick, Christopher and Frank, Howard. 2007. The Perceived Impacts of E-Government on US Cities: A Survey of Florida and Texas City Managers. *Government Information Quarterly* 24 (2007): pp. 576-594.

Readings on M-Government (Mobile)

6. Center for Technology in Government. 2011. Government in a Mobile World. Available at <http://www.cta.albany.edu/Dublications/issuebriefs/mobile.pdf>.
7. Roy, J. (2014) *Mobility and Government: Opportunities and Challenges for Service Delivery and Information Management*. Toronto: Institute for Citizen-Centred Service.

Readings on Open Government

8. Chatfield, Akemi T. and Reddick, Christopher G. 2017. A Longitudinal Cross-Sector Analysis of Open Data Portal Service Capability: The Case of Australian Local Governments. *Government Information Quarterly* xxx (Article in Press)
9. Thorsby, Jeffrey; Wolslegel, Kristen; Stowers, Genie; and Tumbuan, Ellie. 2016. Understanding the Features and Content of Open Data Portals in American Cities. *Government Information Quarterly*, xx. Available online at <http://dx.doi.Org/10.1016/j.giq.2016.07.001>

Module 2: Online Civic Engagement / Social Media / Civic Tech (3 weeks 9/13-9/19, 9/20-9/26; 9/27-10/3)

- **DUE Monday September 18th**: Questions and Summary for reading on which you are team leader! See Assignment Instructions!

Readings:

General E-Participation

1. Leighninger, Matt. 2013. *Using Online Tools to Engage—and be engaged by—The Public*. IBM Center for the Business of Government.
2. Lukensmeyer, Carolyn J.; Goldman, Joe and Stern, David. 2011. *Assessing Public Participation in an Open Government Era: A Review of Federal Agency Plans*. IBM Center for the Business of Government.
3. Lukensmeyer, Caroline and Torres, Lars Hasselblad. 2006. *Public Deliberation: A Managers Guide to Citizen Engagement*. IBM Center for the Business of Government.
4. Karlsson, Fredrik; Holgersson, Jesper; Söderström, Eva; and Hedström, Karin. 2012. Exploring User Participation Approaches in Public E-Service Development. *Government Information Quarterly* 29 (2012): pp. 158-168.

Social Media and Participation

5. Bonsón, E., et al. (2015). Citizens' engagement on local governments' Facebook sites. An empirical analysis: The impact of different media and content types in Western Europe. *Government Information Quarterly* 32(1): 52-62.
6. Campbell, D. A., et al. (2014). Looking for Friends, Fans, and Followers? Social Media Use in Public and Nonprofit Human Services. *Public Administration Review* 74(5): 655-663.
7. Konsti-Laakso, Suvi. 2017. Stolen Snow Shovels and Good Ideas: The Search For and Generation of Local Knowledge in the Social Media Community. *Government Information Quarterly* 34 (2017): pp. 134-139.
8. Mossberger, Karen; Wu, Yonghong; and Crawford, Jared. 2013. Connecting Citizens and Local Governments? Social Media and Interactivity in Major U.S. Cities. *Government Information Quarterly* 30 (2013) pp. 351-358.
9. PewResearch Center. 2014. *Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters*.
10. Vicente, M. R. and A. Novo (2014). "An empirical analysis of e-participation. The role of social networks and e-government over citizens' online engagement." *Government Information Quarterly* 31 (3): 379-387.

Readings on Online Forums (a)

11. Lopez, Claudia and Farzan, Rosta. 2015. Lend Me Sugar, I am your Neighbor! A Content Analysis of Online Forums for Local Communities. Proceedings of the 7th International Conference on Communities and Technologies June 2015.
12. Warren, A. M., et al. 2014. Social media effects on fostering online civic engagement and building citizen trust and trust in institutions *Government Information Quarterly* 31 (2): 291-301.

Module 3: Online Public Service Delivery (3 weeks, 10/4-10/10, 10/11-10/17, 10/18-10/24)

- **DUE Monday, October 2nd: Agency Websites Critique**
- **DUE Monday, October 9th:** Questions and Summary for reading on which you are team leader! See Assignment Instructions!

Readings:

General E-Service Delivery

1. Eggers (textbook) Chapter 3: Delivery and 5: Hacking the Silos
2. Brabham, Darren C. 2013. *Using Crowdsourcing in Government*. IBM Center for the Business of Government.
3. Gagliardi, Dimitri; Schina, Laura; Sacrinella, Marco L.; Mangialardi, Giovanna; Niglia, Francesco; and Corallo, Angelo. 2017. Information and Communication Technologies and Public Participation: Interactive Maps and Value Added for Citizens. *Government Information Quarterly* 34 (2017): pp. 153-166.
4. Holgersson, Jesper and Karlsson, Fredrik. 2014. Public E-Service Development: Understanding Citizens' Conditions for Participation *Government Information Quarterly* 31 (3): July 2014, pp. 396-410.
5. Kernaghan, K. (2013) Changing channels: Managing channel integration and migration in public organizations. *Canadian Public Administration* 56 (1) 121-141.
6. Kohlborn, Thomas. 2014. Quality Assessment of Service Bundles for Governmental One-Stop Portals: A Literature Review. *Government Information Quarterly* 31 (2): April 2014, pp. 221-228.
7. Molnar, Tamas. 2015. Improving Usability of e-Government for the Elderly. *Electronic Journal of E-Government* 13 (2) 2015: pp. 122-135.
8. Reddick, Christopher G. and Turner, Michael. 2012. Channel Choice and Public Service Delivery in Canada: Comparing E-Government to Traditional Service Delivery. *Government Information Quarterly* 29 (2012): pp. 1-11.

Implementing Social Media Strategies

9. Kagarise, Warren, and Zavarrato, Staci M. 2017. Social Media: How One City Opens the Evidence Black Box. *Public Administration Review* 77 (4): pp. 486-488.
10. Mergel, Ines. 2017. Building Holistic Evidence for Social Media Impact. *Public Administration Review* 77 (4): pp. 489-495.
11. Mergel, I. and S. I. Bretschneider (2013). A Three-Stage Adoption Process for Social Media Use in Government. *Public Administration Review* 73 (3): 390-400.
12. Mergel, Ines. 2012. *Working the Network: A Managers Guide for Using Twitter in Government*. IBM Center for the Business of Government
13. Mergel, Ines. 2011. *Using Wikis in Government: A Guide for Public Managers*. IBM Center for the Business of Government.
14. Oxley, Alan. 2011. *A Best Practices Guide for Mitigating Risk in the Use of Social Media*. IBM Center for the Business of Government.

Module 4: Online Policy Imperatives (3 weeks, 10/25 - 10/31,11/1-11/7,11 /8-11 /14)

- **DUE Monday, October 30th:** Questions and Summary for reading on which you are team leader! See Assignment Instructions!
- **DUE Thursday, November 2nd Paper on E-Government Topic**

Readings:

Digital Divide and Inclusion

1. Ebbers, Wolfgang E.; Jansen, Marloes G.M.; and van Deursen, Alexander J.A.M. 2016. Impact of the Digital Divide on E-Government: Expanding from Channel Choice to Channel Usage. *Government Information Quarterly* 33 (2016): pp. 685-692.
2. Tsetsi, Eroi and Rains, Stephen A. 2017. Smartphone Internet Access and Use: Extending the Digital Divide and Usage Gap. *Mobile Media and Communication*. 2017: pp. 1-17.
3. Verdegem, P. (2011) Social Media for Digital and Social Inclusion: Challenges for Information Society 2.0 Research & Policies. *tripleC* 9(1): 28-38.

Cyber Security

4. Leuprecht, Christian; Skillicorn, David B.; and Tait, Victoria E. 2016. Beyond the Castle Model of Cyber-Risk and Cyber-Security. *Government Information Quarterly* 33 (2016): pp. 250-257.
5. Deloitte-NASCIO 2016 Cyber Security Study. 2016. Accessed from <https://www.nascio.org/Portals/0/Publications/Documents/2016/2016-Deloitte-NASCIO-Cybersecurity-Study.pdf>.
6. ICMA. 2016. Cybersecurity 2016 Survey. Accessed from https://discover.icma.org/sites/default/files/309075_2016%20cybersecurity%20survey_summary%20report_final.pdf
7. ICMA. 2015. Local Government Cyber Security: Getting Started, a Non-Technical Guide. Accessed from https://discover.icma.org/sites/default/files/307666_Local%20Government%20Guide%20to%20Cybersecurity.pdf

Privacy

8. NASCIO. 2014. *Who are You? I Really Wanna Know: E-Authentication and its Privacy Implications*.
9. Wu, Yuehua. 2014. Protecting Personal Data in E-Government: A Cross-Country Study. *Government Information Quarterly* 31(1) January 2014: pp. 150-159.

**Module 5: Management Strategies for E-Government (4 weeks 11/15-11/21,
Thanksgiving 11/28-12/12)**

- **DUE Monday, November 20th**: Questions and Summary for reading on which you are team leader! See Assignment Instructions!
- **DUE Monday December 11** : Group Project-- Agency Internet Strategy Development

Readings:

General

1. Eggers (textbook) Chapters 2: Hiring and Training, 4: Procurement & 6: Dark Side of Hacking

Financing and Procurement

2. NASCIO. 2014. Rethinking the Dynamics of the RFP Process for Improved IT Procurement. February 2014
3. NASCIO. 2013. Procurement: Avoiding Risky Business.

Content, Usability and Access

4. Mahler, Julianne, and Regan, Priscilla. 2007. Crafting the Message: Controlling Content on Agency Web Sites. *Government Information Quarterly* 24 (2007): pp. 505-521.
5. Texas Department of Information Resources for Texas Online Authority. 2003. *Cost-Benefit Study of Online Services*.
6. Venkatesh, V., et al. (2014). 'A usability evaluation of the Obamacare website.'" *Government Information Quarterly* 31(4): 669-680.
7. Wentz, B., et al. (2014). Danger, danger! Evaluating the accessibility of Web-based emergency alert sign-ups in the northeastern United States. *Government Information Quarterly* 31(3): 488-497.

Digital Public Records

8. Franks, Patricia C. 2010. *How Federal Agencies Can Effectively Manage Records Created Using Social Media Tools* IBM Center for the Business of Government.
9. Laserfiche. 2008. *Understanding Digital Records Management*. Long Beach, CA: Laserfiche.

Assignments

- 25%. Online Participation (including discussion, Module assignments and leading discussion / writing and posting reading summaries (questions and summaries due the **fifth day of each module**).
- 20%. Agency Websites Critique (Due **October 2nd**)
- 25%. Paper on E-Government Topic (10-15 pages) (Due By **November 6nd**)
- 30%. Group Project-- Agency Internet Strategy Development (Due **December 11th**)

Full instructions available online in our iLearn space!!!!

1. *Online participation.* Each student must actively participate each week by reading the online “lectures”, completing the ongoing activities and any Module assignments, and participating in online discussions. Each student will also be assigned a series of readings that they must explore in depth, summarize (and post that summary for other students), and for which they must post discussion questions in the online discussion forum areas.
2. *Agency Websites Critique.* Each student will choose 4 agency websites to critique (either because they are similar or because they are different). In this 6-8 page paper, summarize each of the 4 websites according to the criteria that you create. List and fully discuss the strengths and weaknesses of each site then discuss possible opportunities for the site that the agency is not fully utilizing.
3. *E-Government Paper.* The paper should be between 10 and 15 pages on the e-government topic of the student’s choice (which should be cleared with the instructor before beginning). The APA citation style of in-text citations should be utilized.
4. *Group Project—Agency Internet Strategy Development and Presentation.* A group of three students will develop an in-depth strategy for an agency of their choice. They should research the agency and its mission and programs through interviews and online research and then find a way to utilize the online tools they select in a website. The strategy should be fully developed, with a sitemap, proposed web portal design (navigation system) and usability strategies.

Course Policies

1. Online courses require discipline. Each module should be completed by end date. Deadlines are definite and will be followed.
2. For best participation, set aside a time each week or several days to work on the course. Check email each day and course discussions at least once every one or two days per week.
3. University regulations specify that 2-3 hours of work be spent out of class for every hour in class.
4. All assignments must be turned in on time (no later than 10 pm on due date). Points will be deducted for any and all exceptions. Students are responsible for ensuring that an assignment has been submitted directly to the instructor.

AS OF August 1, 2017
THIS INFORMATION IS SUBJECT TO CHANGE
College of Health & Social Sciences

Fall 2017

From: Dean Alvin Alvarez and Associate Dean John Elia

CHSS Policy

Syllabi are to incorporate the Academic Senate Policy regarding finals week, the deadlines or withdrawals, late adds, CR/NC option and information related to course registration and Disability Programs and Resource Center. A sample listing of the required College policies are shown below:

Welcome to the College of Health & Social Sciences.

This section is to inform you of the College and University policies that may affect you. Knowledge of these deadlines (viewed at <http://registrar.sfsu.edu/>) and policies will help you to navigate the bureaucracy of the University while helping you succeed and graduate in a timely manner. Policies can be intimidating sometimes, but they ensure an equitable, consistent and reliable process for each student. Please review this information and refer to <http://chss.sfsu.edu/content/petitions-information> for more detail on these policies. Approval of a petition from the instructor and/or Department Chair does not constitute automatic approval from the Associate Dean so please continue attending class until a decision is made. If you have any questions about how these policies specifically apply to your situation, please contact the Associate Dean's Office at assocdean@sfsu.edu or in HSS 239.

When is the deadline to drop a class?

The last day to drop a class without a W grade is September 13, 2017 by 11:59 PM.

What if I wish to withdraw from a course after the drop deadline?

Withdrawal from a course is allowed from September 14, 2017 until November 17, 2017 only if you have **serious and compelling reasons with current, relevant supporting documentation**. The following are examples of **non-serious and non-compelling reasons** and would be denied:

- Changing major
- Poor academic performance in class
- Course no longer needed
- Missing pre-requisite(s)
- Instructor forgot to drop
- More time needed for other classes

Unexpected changes in work schedule or serious accident, protracted illness, or family emergencies may be considered serious and compelling if appropriate supporting documentation is attached. The petition must be submitted within a reasonable timeframe (e.g., within 2 weeks of an illness or change in work hours) and must include your unofficial transcripts. From November 18, 2017 until December 12, 2017, you may not withdraw from a class or the University, except only in the case of a **documented** serious illness or verified accident.

Withdrawals cannot be initiated electronically and must be submitted using a paper application. A maximum of 18 units can be withdrawn, and a course can only be repeated once with a failing grade.

How do I take a course for Credit or No Credit (CR/NC) Grade?

Please check the course description in the Bulletin to determine if the class can be taken CR/NC. If it is permitted, then you may change your grading option via your SF State Gateway until October 18, 2017 by 11:59 PM. The Associate Dean will not approve requests for changes if you miss this deadline.

What if I want to add a class after registration closes?

The period to add classes via permission numbers is August 23, 2017 through September 13, 2017 until 11:59 PM. It is your responsibility to obtain a late permission number from your instructor and add the class. Faculty cannot add you into a class. Starting September 14, 2017, a Waiver of College Regulations form must be submitted. This will only be approved if there was an administrative error.

How do I know if any changes in my registration went through?

Always check your registration on your SF State Gateway after making any changes and before deadlines to ensure you are registered properly for your classes. It is always your responsibility to ensure your schedule is correct, even if the instructor indicates they will drop you. All deadlines will be strictly adhered to by the instructor, the Department Chair, and the CHSS Associate Dean.

When are finals?

According to Academic Senate policy F76-12 a time period is set aside at the end of each semester for a formal examination period. All classes are expected to meet during the final examination period whether an examination is given or not. The final examination schedule is:

http://www.sfsu.edu/~acadres/final_exams/finalf17.htm

What resources are available to me on campus?

Disability Programs and Resource Center: Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center (DPRC) is available to facilitate the reasonable accommodations process. The DPRC, located in SSB 110, can be reached by telephone at 415-338-2472 (voice/TTY) or by e-mail at dprc@sfsu.edu.

Student Disclosures of Sexual Violence: SF State fosters a campus free of sexual violence including sexual harassment, domestic violence, dating violence, stalking, and/or any form of sex or gender discrimination. If you disclose a personal experience as an SF State student, the course instructor is required to notify the Dean of Students. To disclose any such violence confidentially, contact:

The SAFE Place - (415) 338-2208; http://www.sfsu.edu/~safe_plc/

Counseling and Psychological Services Center - (415) 338-2208; <http://psyservs.sfsu.edu/>

For more information on your rights and available resources: <http://titleix.sfsu.edu>

CHSS Student Resource Center (HSS 254): Provides academic advising and support to all students with a CHSS major. For more information and to book advising appointment: <http://chss.sfsu.edu/src> or call (415) 405-3740.

Undergraduate Advising Center (ADM 212): Provides academic advising and support to all students. For more information: <https://advising.sfsu.edu/>.