

Technology and Public Administration

Spring 2008
20:834:521-01

School of Public Affairs and Administration (SPAA)

Rutgers University - Newark

Class Date/Time: Thursdays/5:30pm - 8:10pm
Class Location: Hill Hall Rm 126
Class Website: <https://blackboard.newark.rutgers.edu>

Instructor: Younhee Kim, Ph.D.
Office: Hill Hall Rm 828
Email: yhkim@andromeda.rutgers.edu
Tel: 973-353-5093 Ext. 35
Office Hours: By Appointment

COURSE DESCRIPTION

The course is an introduction to current information technology (IT) and eGovernment policies as well as its managerial issues in the public sector. Information technology has increasingly integrated into public and non-profit settings for improving their services and performance through providing innovative ways of opportunities. Understanding the roles and impacts of IT in government is critical to develop sustainable and balanced IT and eGovernment management with existing managerial settings.

This course will focus on strategic IT management, implementation of IT and eGovernment initiatives, IT-related organizational behavior and changes, e-democracy, e-business, security and privacy issues, digital divide, e-performance, and information systems. In addition, this course will cover the best practices of IT projects and e-government, possibilities and challenges of utilizing technology in the public sector.

COURSE OBJECTIVES

The student should be able to:

- understand the underpinnings and the concepts of IT and eGovernment.
- understand IT and eGovernment management dedicated for an effective information flow within public organizations.
- identify IT-related organization changes and the consequences of IT and eGovernment implementation.
- analyze IT and eGovernment projects and its performance.
- evaluate the possibilities and challenges of technology applications in the public and non-profit sectors.
- design a public/nonprofit sector website, following best strategies of eGovernment principals.

COURSE REQUIREMENTS

Attendance/Participation

Active class discussion is particularly important for this graduate course. Students are encouraged to share your professional experience and opinions on each class topic. Students are expected to read the

assigned readings prior to attending each class. Class attendance is also required critically. If you expect to be absent, please let me know in advance.

Students are expected to access the course Blackboard for downloading all course-related documents and resources.

In-class Lab Exercise

Students are expected to conduct in-class exercises on basics of developing a website, using a GIS program, searching web databases, and experimenting new technologies.

Article Reviews

Five article reviews are required (2-3 pages, single spaced & 12 font). Students are expected to submit one of article reviews on bi-weekly basis.

A review should include a short abstract of the article(s) in the first place, but it is not just a summarized article(s). Rather it should reflect your opinion on the readings by identifying key research issues and findings. A review can discuss about one particular article or all articles collectively in each week.

Government Web Portal Assessment Project

Students will evaluate a government website interface at a state or a local level. The website will be measured by usability, accessibility, privacy/security, service, transparencies, and other web design principles. This project paper will be 5-6 pages at minimum (single spaced & 12 font), and due by Class 6.

A website assessment paper should indicate: an introduction of an organization; short descriptions of criteria with detail assessment items; an evaluating system; analysis of a website; and evaluation and suggestions.

Website Development Project/Presentation

Students will develop a fictitious public (or non-profit) organization website, incorporating key dimensions of eGovernment which are discussed during classes. A student's website is expected to include an organization's history, missions, functions, services, staffs, contact information, and any other features that you will develop on weekly basis.

A student's website will be published in a world-wide website, utilizing a Rutgers web server (<ftp://pegasus.rutgers.edu>). Website presentations will be given during Class 9 & 10.

Final Research Paper/Presentation

A final research paper should be related to a topic of public technology (or ICTs) or eGovernment in the field of public administration. The research paper will be 10-12 pages (double spaced & 12 font), and due by the end of the semester. A presentation for the research paper will be given in Class 14. Students are expected to submit a proposed topic (one or two paragraphs) by Class 8.

A research paper should be structured as follows:

- Introduction (including the purpose of the paper and two or three research questions)
- Literature review
- Analysis/Findings
- Policy and Practical Implications
- Conclusion
- References

TEXTBOOKS

Required Textbook

Garson, G. David. (2006). *Public Information Technology and E-Governance: Managing the Virtual State*. Sudbury, MA: Jones and Bartlett.

Required Articles

Numerous articles will be assigned in each class. Be sure to download the following class's readings before the next class from the course Blackboard. These articles are password protected ().

Additional References

Additional readings will be distributed on coursework.

GRADING

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|--|------------|
| ▪ Class Attendance/Participation | 20% |
| ▪ In-class Lab Exercise | 5% |
| ▪ Five Article Reviews | 20% |
| ▪ Government Web Portal Assessment Project | 10% |
| ▪ Website Development Project/Presentation | 20% |
| ▪ Final Research Paper/Presentation | 25% |

ACADEMIC INTEGRITY STATEMENT

Academic integrity requires that "all academic work be wholly the product of an identified individual or individuals." Academic misconduct includes: cheating, fabrication, facilitating academic dishonesty, denying others access to information or material, and plagiarism. Students are expected to conduct complete honesty in the completion of tests, assignments, and any other course works.

Further details on academic integrity are in *Policy on Academic Integrity for Undergraduate and Graduate Students* (<http://ctaar.rutgers.edu/integrity/policy.html#Integrity>).

SCHEDULES OF CLASSES

Class 1 – Course Overview: Information Technology and the Public Sector **January 23**

Internet, Websites and the Public Sector

Website Development Project

Homepage Template: [index.html](#)

Web Serve: <ftp://pegasus.rutgers.edu>

Student Website: <http://www.pegasus.rutgers.edu/~your NetID>

Class 2 – Development of IT and eGovernment: Definitions and Dimensions **January 31**

Required Readings

Melitski, J. (2004). E-government and information technology in the public sector. In Holzer, M and Lee, S. H. (Eds.), *Public Productivity Handbook* (2nd Ed.), pp. 649-672. NY: Marcel Dekker.

Layne, K., and Lee, J. (2001). Developing full functional e-government: A four stage model. *Government Information Quarterly*, 18:122-136.

Moon, M. J. (2002). The evolution of e-government among municipalities: Rhetoric or Reality? *Public Administration Review*, 62(4), 424-433.

Recommended References

Fletcher, P.D. (2002). The Government Paperwork Elimination Act: Operating Instructions for an Electronic Government. *International Journal of Public Administration*, 25(5), 723-736.

Fairfax County. (2006) *2006 Information Technology Plan*. Fairfax, VA: Department of Information technology, Fairfax County.

Class 3 – The Vision of eGovernance and a Brief History of IT **February 7**

Required Readings

Garson, G. David. (2006). Chapters 1 & 2.

Leiner, B. M. *et al.* (Accessed 2005). *A Brief History of the Internet*. The Internet Society (ISOC).

Scavo, C. (2003). World Wide Web Site Design and Use in Public Management. In Garson, G. D., *Public Information Technology: Policy and Management Issues*. Hershey, PA: Idea Group Publishings.

Recommended References

Horrigan, J. B. (2004). *How Americans get in touch with government: Internet users benefit from the efficiency of e-government, but multiple channels are still needed for citizens to reach agencies and solve problems*. Washington, DC: Pew Internet & American Life Project.

Federal Government E-government Initiative. (2004). *Powering America's Future with Technology*. Whitehouse.gov.

Class 4 – E-Bureaucracy: Reinvention and Efficiency

February 14

Required Readings

Garson, G. David. (2006). Chapter 15

Fountain, J. E. (2001). *Building the virtual state: Information technology and institutional change*. Washington D.C.: Brookings Institution Press. Ch. 4.

Heeks, R. (Ed.). (1999). *Reinventing government in the information age: International practice in IT-enabled public sector reform*. London: Routledge.

Recommended References

Yang, K. (2003). Neoinstitutionalism and E-Government: Beyond Jane Fountain. *Social Science Computer Review*, 21(4), 432-442.

PII. (August 2001). *Building Blocks for Successful Intergovernmental Programs*. Partnership for Intergovernmental Innovation.

Federal Government (2005). *Federal Government to Federal Employees*. FirstGov –The U.S. Government’s Official Web Portal & Federal Government to Governments.

Intergovernmental Solutions (2005). *I-Gov Best Practices and Innovations*. U.S. General Services Administration.

Class 5 – E-Service: Innovation and Business Model

February 20

Required Readings

Garson, G. David. (2006). Chapter 9.

Stowers, G. (2001). *Commerce Comes to Government on the Desktop: E-Commerce Applications in the Public Sector*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Recommended References

Gansler, J. S., Lucyshyn, W., and Ross, K. M. (2003). *Digitally Integrating the Government Supply Chain: E-Procurement, E-Finance, and E-Logistics*. E-Government Series. Arlington, VA: PricewaterhouseCoopers, Endowment for the Business of Government.

eBusiness Center (2001). State Planning and Management Initiatives Category: Recognition Award Summary – California.

Class 6 – E-Democracy: Citizen Participation

February 28

Web Portal Assessment Paper Due

Required Readings

Garson, G. David. (2006). Chapter 3.

Caldow, J. (2004). *e-Democracy: Putting Down Global Roots*. IBM Institute for Electronic Government.

Kakabadse, A., Kakabadse, N. K., and Kouzmin, A. (2003). Reinventing the democratic governance project through information technology: a growing agenda for debate. *Public Administration Review*, 63(1), 44-60.

West, Darrell M. (2004). E-Government and the Transformation of Service Delivery and Citizen Attitudes. *Public Administration Review*, 64(1), 15-27.

Recommended References

Westen, Tracy. (2000). E-Democracy: Ready or Not, Here It Comes. *National Civic Review*, 89(3), 217-227.

Holzer, M., Melitski, J., Rho, S., and Schwester, R. (2005) *Restoring trust in government: The potential of digital citizen participation*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Done, R. S. (2002). *Internet Voting: Bringing Elections to the Desktop*. IBM Endowment for the Business of Government.

Class 7 – Open Government: Security and Privacy **March 6**

Required Readings

Garson, G. David. (2006). Chapters 5, 6 & 7.

Blanton, T. S. (2003). *National Security and Open Government in the United States: Beyond the Balancing Test in National Security and Open Government: Striking the right balance*. Syracuse, NY: Campbell Public Affairs Institute, Maxwell School of Citizenship and Public Affairs.

Curtin, D. (2003). *Digital Government in the European Union: Freedom of Information Trumped by "internal Security,"* edited by Alasdair Roberts. Syracuse, NY: Campbell Public Affairs Institute, Maxwell School of Citizenship and Public Affairs.

Recommended References

Holzer, M., and Kang, H. (2004). Building a Transparent Bureaucracy in the city of Seoul: A holistic View of Seoul Metropolitan Government. In Holzer, M. and Kim, B. (Eds.), *Building good governance: Reforms in Seoul*. Newark, NJ: National Center for Public Productivity.

Horwood, J. M., Hopkins, P. J., and Stein, A. N. (2001). Municipal Web Site Liability Under the First Amendment. *Municipal Lawyer*. International Municipal Lawyers Association.

Hiller, J., and Belanger, F. (2001). *Privacy strategies for electronic government*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Class 8 – Regulation **March 13**

Final Research Proposal (1-2 paragraphs) Due

Required Readings

Garson, G. David. (2006). Chapter 8.

Center for Technology in Government (1999). *What Rules Govern the Use of Information?* Retrieved from http://www.ctg.albany.edu/publications/reports/what_rules_govern/what_rules_govern.pdf

Class 9 – Partnerships, Outsourcing, Contracting, and Privatization

March 27

Website Presentation

Required Readings

Garson, G. David. (2006). Chapter 10.

Chen, Y., and Perry, J. (2003). Outsourcing for e-government: Managing for success. *Public Performance & Management Review*, 26(4), 404-421.

Field, T. (June 2002). You Can't Outsource City Hall. *Chief Information Officers Magazine*.

Recommended References

Office of the President (December 2004). *Expanding E-government: Partnering for a Results-Oriented Government*. Washington, DC: Office of Management and Budget.

Class 10 – Information Equality and the Digital Divide

April 3

Website Presentation

Required Readings

Garson, G. David. (2006). Chapter 4.

Van Dijk, Jan., and Hacker, Kenneth. (2003). The Digital Divide as a Complex and Dynamic Phenomenon. *The Information Society*, 19, 315-326.

Norris, P. (2001). *Digital divide: Civic engagement, information poverty, and the internet worldwide*. Cambridge: Cambridge University Press.

Samuel, A. (2002). *From Digital Divide to Digital Democracy: Strategies from the Community Networking Movement and Beyond*. Paper Presented at the Prospects for Electronic Democracy Conference, Pittsburgh, PA.

Recommended References

Looker, E.D. and Thiessen, V. (2003). Beyond the Digital Divide in Canadian Schools: From Access to Competency in the Use of Information Technology. *Social Science Computer Review*, 21(4), 475-490.

Muhlberger, P. (2002). *Access, skill, and motivation in online political discussion: The democratic digital divide*. Paper Presented at the Prospects for Electronic Democracy Conference, Carnegie Mellon University, Pittsburgh, PA.

U.S. Department of Commerce. (1999). *Falling through the net: Defining the digital divide*. p.127.

Class 11 – Technology and eGovernment Performance

April 10

Required Readings

Stowers, G. (2004). *Measuring the Performance of E-Government*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Kaylor, Charles., Deshazo, Randy., and Eck, David Van. (2001). Gauging e-government: A report on implementing services among American cities. *Government Information Quarterly*, 18(4), 293-307.

Rocheleau, Bruce A. (2006). Examples of Governmental Evaluation Measures. In *Public Management Information Systems*, pp. 294-302. Hershey, PA: Idea Group Publishing.

Ho, A. T. (2002). Reinventing local governments and the e-government initiative. *Public Administration Review*, 62(4), 434-444.

Recommended References

West, D. (2004). E-government and the transformation of service delivery and citizen attitudes. *Public Administration Review*. 64(1), 15-27.

Holzer, M., and Kim, S. (2004). *Digital governance in municipalities worldwide: An assessment of municipal web sites throughout the world*. National Center for Public Productivity. Ch. 6 & 7, pp. 57-68, 90.

Center for Digital Government (2005). *Hello: The First Word in Reinvigorating the Relationship between Citizens and their Government*. An Introduction to Citizen Service Technologies & 3-1-1.

Class 12 – Implementation and Evaluation of Technology Strategies

April 17

Required Readings

Garson, G. David. (2006). Chapters 13 & 14.

Class 13 – Information Systems and Emerging Technologies

April 24

Required Readings

Garson, G. David. (2006). Chapter 11.

Moon, M. J. (2004) *From E-Government to M-Government? Emerging Practices in the Use of Mobile Technology by State Governments*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Kannan, P.K., and Chang, A. M. (2002). *Preparing for Wireless and Mobile Technologies in Government*. E-Government Series. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government.

Recommended References

Carr, T. R. (2003) Geographic Information systems in the Public Sector. In Garson, G. D. *Public Information Technology: Policy and Management Issues*. Hershey, PA: Idea Group Publishing.

City Scan Case Study. (2002). *Citizen-Driven Government Performance*. Newark, NJ: National Center for Public Productivity.

Geographic Information System (GIS):

- Johnston County (http://www.johnstonnc.com/mainpage.cfm?category_level_id=420&CFID=2112079&CFTOKEN=60704505)
- Twin Cities Metropolitan Area of Minnesota (<http://www.datafinder.org/>)
- Los Angeles (<http://lacity.org/lacity197.htm>)

Class 14 – Future of Technology and eGovernment

May 1

Final Research Paper Presentation

Final Paper Due: May 12th at 3:00 pm