

41st World Continuous Auditing and Reporting Symposium

YouTube Reporting in European Municipalities

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1. **Problem and Previous Research**
2. **Conceptual Framework and RQs**
3. **Methodology**
4. **Findings**
5. **Implications**

Web 2.0 and Public Sector

- The **rapid evolution of ICTs** caused that entities look for the most effective ways of communication
- The increase in **technological readiness** of the population has caused a higher demand for the Open Government and E-government → **e-participation**
- **Communication via the Internet** is cost saving and allows for richer, more interactive displays than does traditional print media; it facilitates timely information disclosure
- **Consequences of the application of new communication technologies** in public administration: increased responsiveness and citizen participation, efficiency, accountability, trust, openness and transparency (Bonsón et al. 2012; Bertot et al. 2010)

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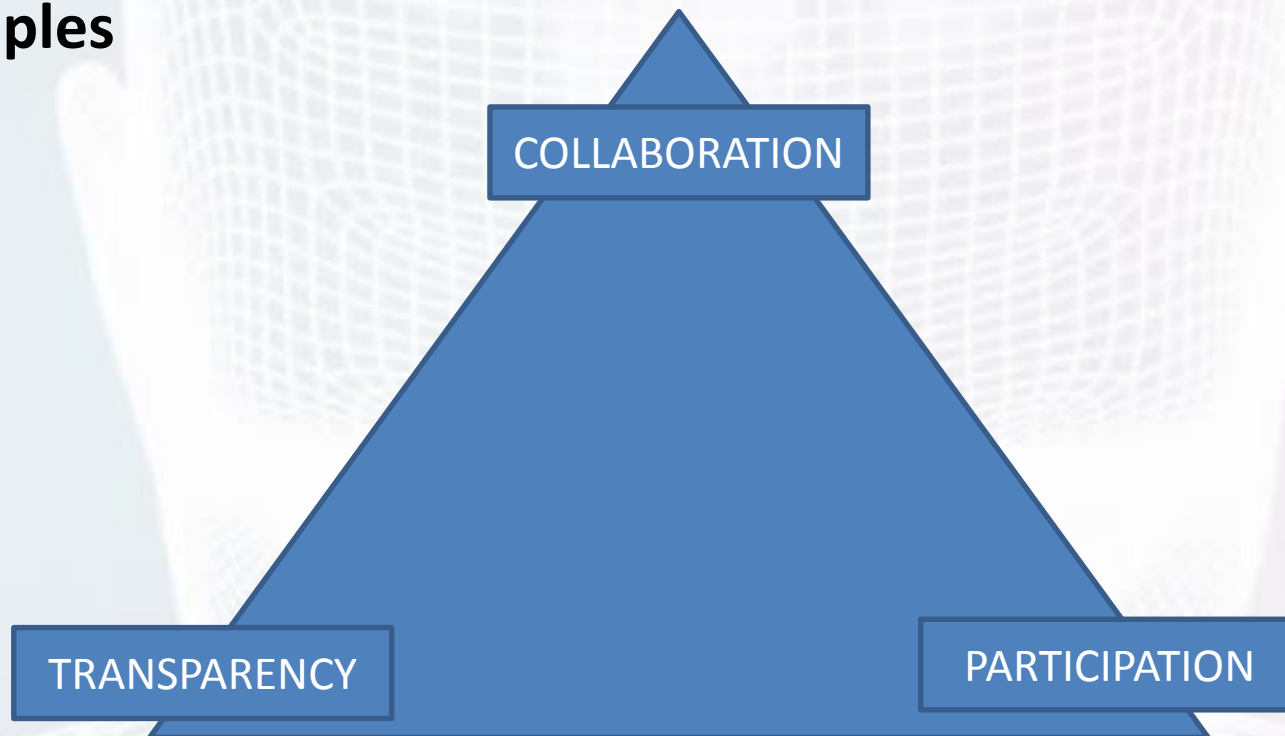
Web 2.0 and Public Sector

- **Reforms in communication strategies** of Public Administration authorities
- The Obama Administration – OPEN GOVERNMENT DIRECTIVE (2009) leveraged the power of information technology to transform the Federal Government in order to make it **more open** and **transparent**
- Consequently, many democratic countries have joined this movement which has led to **overall changes in governmental communication** and transparency globally
- In 2012, the Open Government Standards were developed in Europe as a part of the **digital agenda in a Europe 2020 initiative**
- Many **local governments** have started to use the Internet and social media (SM) to engage with citizens

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Web 2.0 and Public Sector

- Principles



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Web 2.0 and Public Sector

MUNICIPALITIES

- Pina and Torres (2001), municipalities play an important role in the society as they directly affect the everyday lives of citizens regarding administration and service delivery.

SOCIAL MEDIA

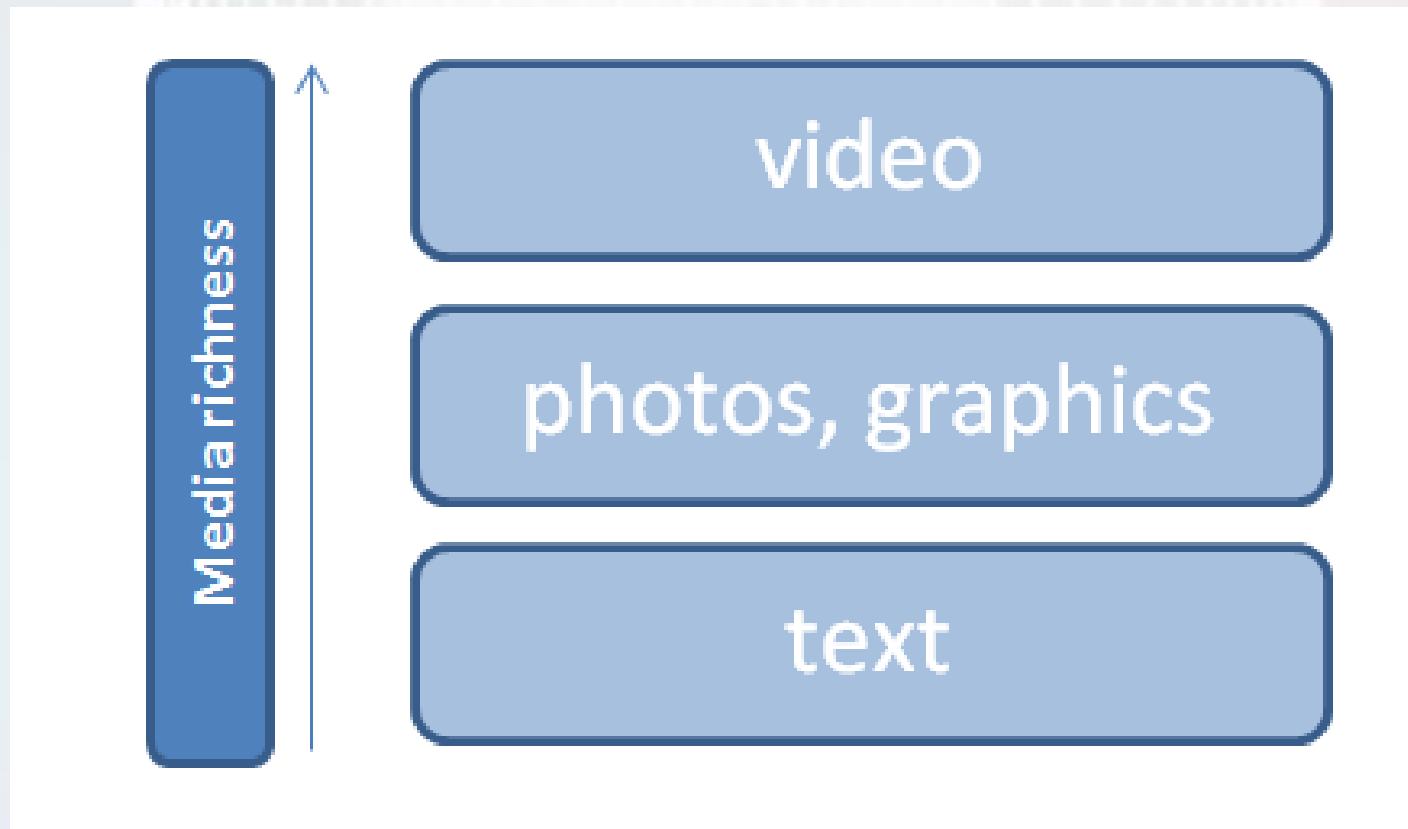
- SM is ranked third among the preferred communication tools by citizens, administration and politicians, after E-mails and municipalities' websites.

YOUTUBE

- YouTube (communication media vary in their degree of richness)

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Dissemination channels



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Disclosure via YouTube

- Visual communication is more **effective** (Cho et al. 2007)
- **YouTube** is an interesting platform for disclosure since it deals with social video
- From psychological point of view, video is a **powerful medium** because of its combination of sight, sound, motion, and emotion reaching our senses and psyche
- **Video can be more engaging** than other media types, making it an interesting tool to interact with the citizens

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Previous research

- a number of studies have been conducted on the **SM usage by governments** (Abdelsalam et al., 2013; Bonsón et al., 2014; Ellison & Hardey, 2014; Graham & Avery, 2013; Hofmann et al., 2013; Oliveira & Welch, 2013; Panagiotopoulos et al., 2014)
- just a few address the use of **YouTube on the municipality level** (Brainard & Edlins, 2015; Chatfield & Brajawidagda, 2013).
- Chatfield & Brajawidagda (2013) analysed government-generated YouTube videos in local governments in Jakarta claiming that the transformational political leadership and the **strategic use of YouTube** are the key factors **in advancing local government transparency** and facilitating **citizen engagement**.
- user-generated content of YouTube and other social media was found extremely useful for managing routine but also **crisis situations** such earthquakes and floods (Kavanaugh et al., 2010).

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Previous research

- Panagiotopoulos et al. (2013) argue that SM might represent a significant opportunity for **G2C interactions** and policy development improvements
- Bertot et al. (2010) stress that SM offers **opportunities** for accountability, transparency, crowd-sourcing solutions and real-time information disclosure
- A number of studies have analysed **the dialogic potential** of online communication (Kent et al., 2003; Rybalko & Seltzer, 2010; Bortree & Seltzer, 2009; Park & Reber, 2008; Seltzer & Mitrook, 2007)
- Although the main promise of SM is increased citizen participation, the majority of government communications are still **one-way** rather than two-way (dialogically) oriented (Haleva-Amir, 2011, Mossberger et al., 2013, Norris & Reddick, 2013).

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Conceptual Framework

Public Administration Style

- is defined by an administrative culture and institutional differences - factor for explaining the evolution of public sector reforms (Pina, Lourdes, Royo, 2007; Royo et al. 2014).
- Torres` s (2004) classification of Western Europe administration styles (Anglo-Saxon, Nordic, Germanic, Southern European)

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Conceptual Framework

Public Administration Style

Anglo-Saxon, Nordic countries:

- keen on efficiency, effectiveness and value for money, known for their public sector reforms, high transparency, citizen engagement

Germanic and Southern countries:

- rather bureaucratic and hierarchical

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Conceptual Framework

Municipality Characteristics

- the number of municipality inhabitants (Inhab_log)
- overall level of development of the local government website (E-gov_offer)
- the level of adoption of Web 2.0 and SM tools by the local government (E-gov_2.0)

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Research questions

RQ1: Are there any mutual relationships among YouTube metrics (video uploads, channel views and number of subscribers)?

RQ2: Is there any relationship between YouTube metrics and municipality characteristics?

RQ3: Is there any relationship between YouTube metrics and public administration style?

RQ4: Is there any relationship between public administration style and the prevalent content type?

RQ5: Is there any relationship between a specific video content type and the number of channel views?

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Methodology

Sample and Data

- the data of **75 Western European municipalities** across **15 countries** belonging to four different public administration styles (Anglo-Saxon, Nordic, Germanic, and Southern) were collected.
- We checked whether these local governments maintain an official YouTube channel, analysing **30 videos** from each channel and coded them into 16 content types (e.g., cultural activities, city promotion, etc.)
- **Public Administration Style**
- **Municipality Characteristics**
- **YouTube metrics**

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Methodology

Independent variables

- YouTube metrics
- YouTube metrics
- YouTube metrics
- public administration style
- content type

Dependent variables

- YouTube metrics
- municipality characteristics
- public administration style
- content type
- channel views (YouTube metric)

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Methodology

Adopted methods:

- Content analysis
- Descriptive statistics
- Contingency tables
- Pearson`s, Spearman`s coefficients

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Findings

- Only 39% **municipalities** (29) have an official YouTube channel

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Findings

	Factors	Video uploads	Channel Views	Subscribers
YouTube metrics	Video uploads	1.000 Pearson	0.708** Pearson	0.762** Pearson
	Channel Views	0.708** Pearson	1.000 Pearson	0.852** Pearson
	Subscribers	0.762** Pearson	0.852** Pearson	1.000 Pearson

**Significant at the 1% level. * Significant at the 5% level.

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Findings

	Factors	Video uploads	Channel Views	Subscribers
Municipality characteristics	Inhab_log	0.467* Pearson	0.699** Pearson	0.505** Pearson
	E-gov_offer	0.378 Pearson	0.411* Pearson	0.350 Pearson
	E-gov_2.0	0.428* Spearman	0.411* Spearman	0.389* Spearman

**Significant at the 1% level. * Significant at the 5% level.

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Findings

	Video Uploads		Subscribers		Channel Views	
	Mean	Std. deviation	Mean	Std. deviation	Mean	Std. deviation
Anglo-Saxon	117.667	93.07	158.667	11.59	82,290.000	21,526.49
Nordic	78.333	47.07	53.500	42.71	43,977.833	22,822.71
Germanic	192.250	110.67	609.750	514.15	711,793.000	979,270.23
Southern	911.188	1473.62	950.125	1151.68	606,385.813	828221.86
Total	557.621	1151.57	635.793	944.89	450,347.655	737513.01
Independent Samples Median Test	Sig. 0.036*		Sig. 0.007**		Sig. 0.040*	

**Significant at the 1% level.*Significant at the 5% level.

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Findings

Content Type	Anglo-Saxon	Nordic	Germanic	Southern
Public Works and Town Planning	27.8	4.2	3.3	10.3
Environment	2.2	6.1	11.7	2.9
Attention to the Citizen	0.0	1.2	0.0	1.5
Citizen Participation	1.1	0.6	4.2	1.5
Social Services	6.7	7.9	3.3	3.7
Citizen Protection and Security	1.1	1.8	4.2	2.0
Public Transport	0.0	3.0	0.8	1.7
Employment and training schemes	6.7	4.2	0.0	1.2
Health	2.2	2.4	0.0	2.0
Education	5.6	10.3	8.3	3.9
Cultural Activities and Sports	24.4	16.4	25.0	35.9
Housing	1.1	1.2	0.8	0.7
Governance issues	0.0	8.5	0.8	8.6
Financial reporting	0.0	6.1	0.0	0.7
Marketing promotion	8.9	18.8	25.8	8.6
Others	12.2	7.3	11.7	14.7
Total	100.0	100.0	100.0	100.0

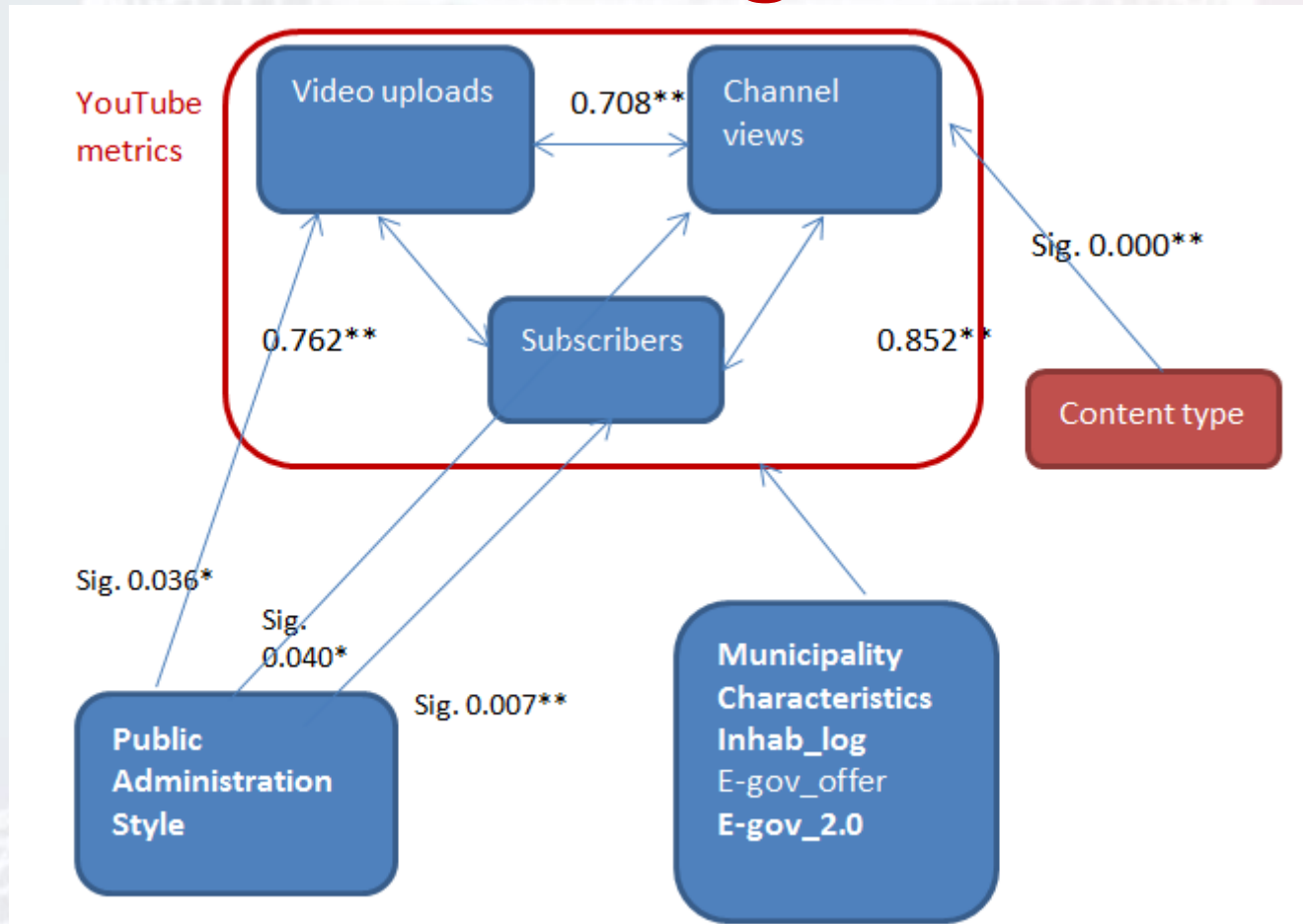
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Findings

Content Type	Mean – Video Views	Std. deviation
Public Works and Town Planning	826.654	3329.56
Environment	765.237	2840.39
Attention to the Citizen	234.375	256.14
Citizen Participation	425.308	555.02
Social Services	359.836	769.20
Citizen Protection and Security	2108.824	5250.89
Public Transport	629.923	1366.99
Employment and training schemes	780.667	1519.21
Health	108.214	83.67
Education	268.063	426.62
Cultural Activities and Sports	994.098	3302.35
Housing	268.286	586.88
Governance issues	144.300	145.98
Financial reporting	118.385	89.42
Marketing promotion	1189.714	2923.93
Others	431.165	1028.37
Total	752.078	2593.54
Independent Samples Kruskal-Wallis Test	Sig. 0.000	

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Findings



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Findings

Summary and Conclusions

- **ADOPTION**: only **39%** (29 out of 75) of municipalities embraced this social media platform to disseminate content and instigate a dialogue with the citizens.
- **MUNICIPALITY CHARACTERISTICS** matter: **YouTube metrics** are correlated with the **municipality's characteristics**
- **PUBLIC ADMINISTRATION STYLE** matters: the highest percentage of adoption and municipality uploads on YouTube by local governments was in the **Southern countries**. (In addition, considering the high numbers of subscribers in those countries, it might be a sign of citizens' acceptance of such a communication strategy.)
- **CONTENT TYPE** matters: a particular **content type** might be **more engaging** than others (videos about citizen protection and security, promotional content and videos about cultural activities and sports)

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Implications

Research contribution

- this is the first study providing a **general overview of YouTube usage by Western European local governments** by offering insights into the differences and correlations related to the **public administration style, municipality characteristics, and YouTube metrics**
- offers the overview of how the Western European municipalities use YouTube and what factors influence its usage and the responsiveness of citizens (new G2C approaches)

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Final considerations

- **SM** is an opportunity for public administrations to **interact directly** with citizens
- **Using SM** for G2C is becoming a **trend**

Over the last decade we have been witnessing an uptake of local governments using the Internet and SM to communicate and engage with citizens.

- **transparency, participation, collaboration**



**Thank you for your
attention**