Openness, Sharing, Communication and Collaboration: New Paradigm for Government Administration in the SNS Era - Arrival of the Korean Gov.3.0 Initiative

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1. Historical Facts of Government Administration (GA) Paradigm Change

1. GA paradigm was ICT-dependent.


4. New GA paradigm was materialized in new e-Government.
2. Life Cycle of GA Paradigm

New ICT

New e-Government

GA Paradigm

New Government Paradigm

New Requirements on Government Administration by Government (G), Business (B), and Citizens (C)
3. History of GA Paradigm Change in Korea

1. Mainframe Computer Era in the 1970s

(1) Characteristics of ICT

- Grosch's Law Dominated;
  - "A computer's performance is proportional to square of the computer size"
  - \( P = f(S^2) \), where \( P \) is performance and \( S \) is size of a computer.
  - "The larger, the better"

- Very large computer center provided services through large number of remote dummy terminals via leased lines.
- STAR network;

\[
\text{Mainframe Computer} \rightarrow T1 \rightarrow T2 \rightarrow T3 \rightarrow T4 \rightarrow T5 \rightarrow T6
\]
(2) Characteristics of GA Paradigm of the 1970s

- Org. structure: Hierarchical organization with highly centralized-decision process.

- Communication Structure: Vertical Communication, and Collaboration through Top Decision Maker

- ICT accelerates the management paradigm of industrial society.

- No G2G, No G2B, No G4C.
Era of 'intelligent' PC in the late 1980s and 1990s

(1) Characteristics of ICT

- Local intelligent PC terminals processed local works.
- Distributed Network appeared.
  - Communications among different HW and SW in remote locations were possible.
  - Horizontal direct access among users was possible.

(2) Characteristics of GA Paradigm

- Delegation of Works to Lower Org. and Remote Field Offices began. Delegation was only limited to repetitive or routine works.
- Need of Horizontally Networked-Org. appeared.
2 Era of 'intelligent' PC in the late 1980s and 1990s

(2) Characteristics of GA Paradigm (continued)

- Demand of G2G across different ministries occurred:
  - Communication and Information Sharing among government organizations of similar functions.

- Conflict between Traditional Hierarchical-Centralized Org. paradigm and Horizontally-Decentralized Org. paradigm occurred.
  - Aging period was needed for the GA paradigm to be grounded.
  - For conflict resolution, 'Civilian-centered Government Reform Committee' was installed.

- New e-Government started in “The Five National Computer Networks” Initiative reflecting new GA paradigm needs.
  - G2G within the same National Computer Network. (No Openness of data to public)

- 'Economy and Efficiency' dominated the GA paradigm.
3. History of GA Paradigm Change in Korea (continued)

Internet Era in the 2000s

(1) Characteristics of ICT

- Internet began to be widely used in both public and private sector.
- M2M direct connection was possible.
- Direct access between G and C was possible. (C --> G, B --> G)

(2) Characteristics of GA Paradigm

- Reflecting on the new demand of GA paradigm, government began 'The Eleven e-Government Projects' and the Korean e-Government was successfully installed in 2002.

- G4C and G2B were included in the e-Government.
  - Need of Communication between G and B, communication between G and C was strongly raised by B and C.

- 'One Stop Service' based on sharing and collaboration across different gov. org. was launched.

- E-government began to be recognized as the main tool of government reform.

- "Citizens' Participation" was added to the GA paradigm.
4. What Now and Next?

Current New ICT to affect on new GA paradigm

- SNS
- SMS
- Cloud Computing
- Super Computing
- Big Data Processing
- Mobile Smart Phone Service
- IoT, IoE
- Sensor Technology
- Digital conversion of diverse media.
5. Implications of Current New ICT

Information Flood and Big Data:

- SNS (Social Network Service) changes nature of network connection, from 'Data to Data Connection' to 'Person to Person Connection'.
- SMS (Short Message Service) changes citizens’ behavior of information processing.
- Citizens prefers:
  - Scanning to Reading.
  - Emotional Information to Logical Information.
  - Multi-media to Text media.
  - Citizens' attention more on Shorter Message rather than Long Message.
- IoT, SMS, and SNS generate vast amount of diverse data.
  ---> Information Flood.
- Cloud Computing, Super Computing, and other data processing SW provides technical solution for the information flood.
  ---> Era of 'Big Data' begins.
Implication to Society: 'Clonism Society'

- 'Person to Person’ Connection of SNS produces Clonism as the new System Philosophy.
  - Traditional System Philosophy: Methodological Individualism and Holism.

Clonism Society:

- "One person's happiness or pains become all other individuals' happiness or pains" (Ahn, 2009)
- Politically, few individual citizen's demand is as important as majority people's demand.
Government cannot collect all individuals' demands on government services. Individual citizen's demands are diverse and dynamic --> Hard to recognize and to collect them.

Government is flooded with data.

Government problems are closely inter-related among government's organizations.

Communication and Collaboration among different government's organizations are much needed, but are very difficult.

No buffer to Critical Regional Events:
- Globalization is like 'One Large Oil Ship without Compartments'.
- Timing is critical in policy making.
More and Easy Access of Information to Citizens means
   ---> More Conflicts Among Citizens.
   ---> Dilemma situation to policy makers.
   ---> Delayed or No policy making in governance.
   ---> Ever widening Gap between reality and laws(policies).

Politically, in the Clonism Society, 'noisy few' is important as majority.
   ---> Majority Rule of the Traditional Represented Democracy does not work smoothly.
   ---> Representative Democracy is in crisis.

'Governance Failure'.
7. New GA Paradigm to Solve the Problems

- Change of Relationship Between Government and Private Sector:
  from G4C and G4B to C4G and B4G.

- Strong Collaboration between G and B, and G and C.
  - C and B becomes 'Partners' as well as Customers.

- 'Customized Individual' Government Service.
  - 'Virtual Individual Government' should be built for individual demand on government service.

- 'Smart' government of 'group intelligence'.
  - timely decision capability.
  - no repetition of the same policy errors.
  - adequate Early Warning System.

- Civilian-centered governance:
  Partnership is added to the GA paradigm.
8. Arrival of The Korean Gov. 3.0 Initiative

Recognizing of the needs of the new GA paradigm, President Park Declared the Vision of Gov.3.0 (June, 2013)

Vision of the Gov. 3.0:

1. Active Opening of Government's Information and Policy
   (정보개방 공유)

- Government should open data to public.
  - The National Assembly passed the new 'Open Data Law'.

- Government should induce active use of government data by private sector to create jobs, and to enhance the transparency of policy making.
  - Government produces and maintains the public databases, and open them to private sector (B and C).
  - Citizens use the databases to solve their problems or to receive government services.
Vision of the Gov. 3.0 (continued):

2. Capable Smart Government (유능한 정부)
- Government should be 'smart' government in which government should see, think, and solve problems wisely from citizens' perspective in advance.
  - Government should not repeat the same mistakes.
- Government should break walls between government org. and should collaborate for solving problems.
  - Government Ministries should share data and information horizontally.

3. Government as Customized-Individual Service Provider (맞춤형 서비스)
- Government should actively find individual's demand on government service, and should provide individually customized service, especially for minority groups.

4. Contents of the new GA paradigm should be included in the next generation of the Korean e-Government.
The new GA paradigm of "Openness, Sharing, Communication, and Collaboration" born in the current ICT is properly reflected in 'the Korea Gov. 3.0 Initiative'.

The new GA paradigm should be realized in the next generation of e-Government.
- The Next Generation E-government should accommodate all elements of the new Paradigm of Government Administration.

"Prosumer (Producer + Consumer)" approach is essential in the new e-Government build-up.
- Partnership between Government and Private Sector will be realized.
- ICT education for government officials and citizens are important for successful implant of the new GA paradigm.

The new GA paradigm, however, may not be successful without new 'good political governance' of policy making, especially in the National Assembly.
- New ways for direct participation of citizens in important policy making should be considered.

In conclusion, in this Clonism Society of SNS, e-Government is the key to realize the new GA paradigm of "Openness, Sharing, Communication, and Collaboration".
THANK YOU!