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WHO IS USING OPEN DATA ON COHESION POLICY, HOW AND WHY?

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The Unit, as stated in the decree of the Prime Minister on 15 December 2014, reports directly to the Head of the Department for Cohesion Policies of the Prime Minister, established by art. 10 of the Law n. 125 on 30 October 2013, (published in the Gazzetta Ufficiale n. 255 on 30 October 2013).

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Who is using open data on cohesion policy, how and why?

Abstract

The growing supply of open data by public administrations raises the question of the strategic model to pursue while achieving the aims identified by the Open Government paradigm. Recent researches on open data highlight the importance of publication types and data formats characteristics. Inversely, this work addresses the demand side and the elements likely to stimulate the generation of value through the use and reuse of data.

Based on the analytical framework developed by Jetzek, Avital and Bjorn-Andersen, this study puts forward a metric for assessing the release strategy of open data based on the dimensions of transparency, participation and efficiency/innovation as mechanisms to generate value.

The theoretical framework is our reference for a quantitative and qualitative analysis on the case of OpenCoesione.gov.it (OC), one of the most relevant projects in the field of open data and transparency of the PA in Italy. The study aims at identifying directions to improve value generation capacity by OC, based on a more detailed understanding of demand side.

In order to define the scope of such demand side, as well as the OC users' characteristics and groups, an analysis on the OpenCoesione portal traffic flow was run. As a result, OC creates value primarily through the mechanism of transparency, only partly through the participation and collaboration, and less through efficiency and innovation mechanisms. An online survey, submitted to the OC users' groups identified through the analysis of the portal accesses, aims at testing the influence of individual and collective factors on these results. The results show that the motives and capabilities of users, unlike the perceptions about the opportunities of the data released, are the factors that significantly influence the type of data usage and the generative mechanisms of value activated. Finally, some possible actions to strengthen the OC data release strategy are presented.

Chi utilizza i dati aperti della politica di coesione, come e perché

Sommario

La crescente offerta di dati in formato aperto resi disponibili da pubbliche amministrazioni, pone la questione del modello strategico da perseguire nel raggiungimento degli obiettivi e dal paradigma dell'Open Government. La recente ricerca sugli open data ha evidenziato l'importanza delle modalità di pubblicazione e delle caratteristiche dei formati dei dati. Il presente lavoro affronta invece il lato della domanda e gli elementi che incentivano la generazione di valore attraverso l'uso e il riuso dei dati.

Partendo dal quadro elaborato da Jetzek, Avital e Bjorn-Andersen, questo studio avanza una proposta di metrica per la valutazione della strategia di rilascio dei dati aperti basata sulle dimensioni della trasparenza, partecipazione e efficienza/innovazione come meccanismi di generazione di valore. Il quadro teorico è utilizzato come riferimento per un'analisi di tipo quantitativa e qualitativa del caso di OpenCoesione.gov.it (OC), uno dei progetti più rilevanti in tema di dati aperti e di trasparenza della PA in Italia. Lo studio è finalizzato alla individuazione di indicazioni per il miglioramento della capacità di generazione del valore prodotto da OC, basate su una comprensione più dettagliata della domanda di dati.

Una rilevazione sui flussi di traffico del portale di OpenCoesione ha permesso di definire i contorni di tale domanda, le tipologie di utenza e la composizione dei bacini di provenienza. OC crea valore soprattutto attraverso il meccanismo della trasparenza, solo parzialmente attraverso la partecipazione e collaborazione e meno attraverso i meccanismi dell'efficienza e dell'innovazione. Una survey online, a cui sono stati invitati gli utenti appartenenti ai bacini individuati attraverso l'analisi degli accessi al portale, ha permesso di testare quanto influiscano i fattori individuali e collettivi della domanda informativa su questi risultati. L'analisi evidenzia che le motivazioni e le capacità degli utenti, diversamente dalla percezione sulle opportunità che i dati presentano, sono i fattori che influenzano significativamente il tipo di utilizzo dei dati e i meccanismi generativi del valore attivati. Sono infine suggerite alcune possibili azioni per il rafforzamento della strategia di rilascio di OC.

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