4. MVOTING

4.1. POLICY GOAL, PERFORMANCE AND OUTCOMES

4.1.1. POLICY GOAL

Before the implementation of mVoting Policy, public officers of the SMG had no choice but to conduct surveys, offline, and at town hall meetings, to assess the sentiments of the citizens. However, those traditional ways of listening to residents' comments are too costly and require too much time and human resources.
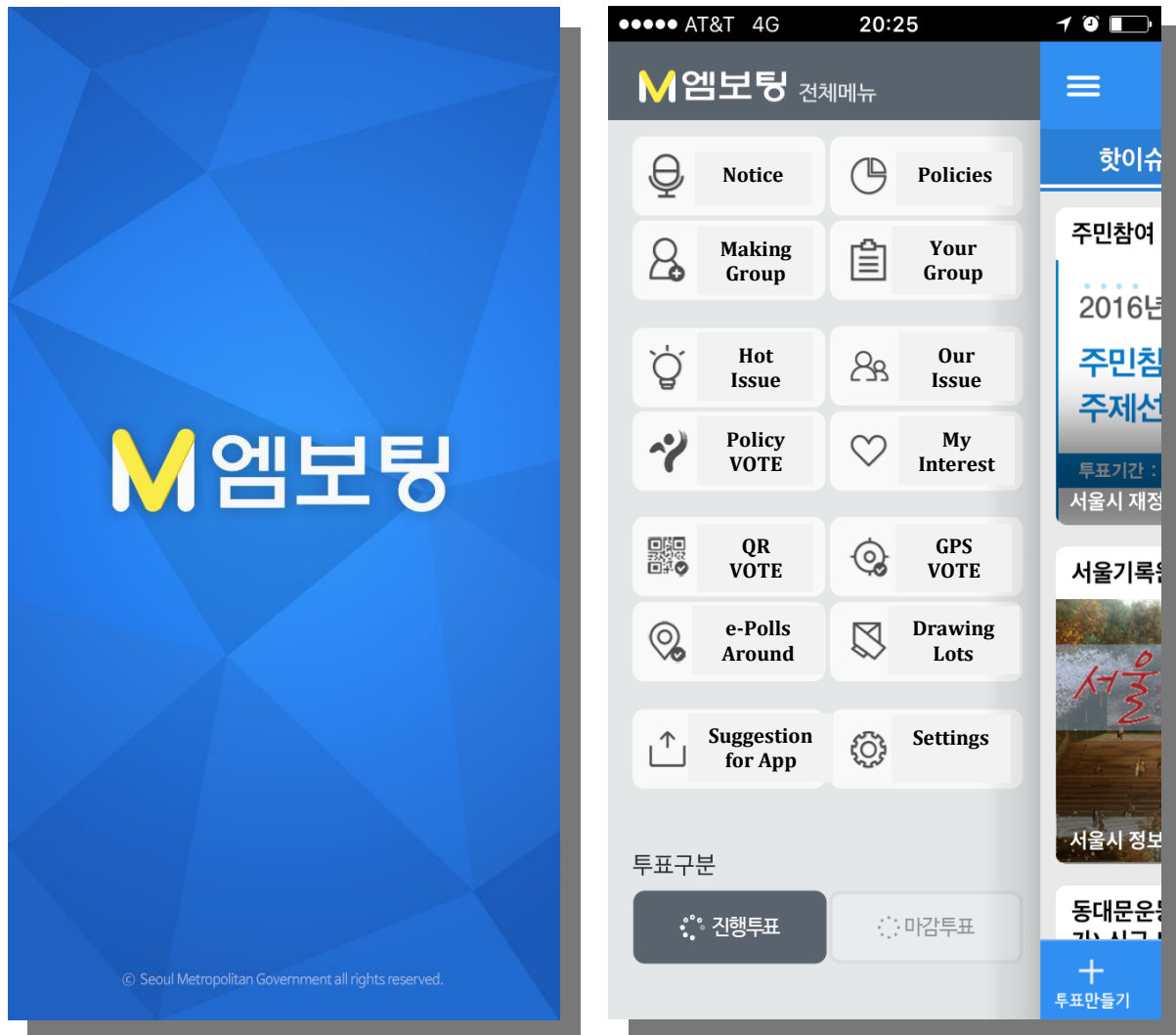

Figure 2-17. mVoting App Menu

In order to solve this endemic problem of modern democracy, the SMG has tried to involve citizens in the policy decision-making process. With this objective, the SMG introduced the mobile app voting policy based on the 44 million Smartphone users (88% of entire population) in Korea. "mVoting" is a compound word which combined Mobile and Voting together. The policy goals of the mVoting are as follows:

1. Sharing the Policy Decision-making Process with Citizens

Transparent Disclosure of Information and facilitating citizen Participation and Engagement on Specific Policy Issues

2. Promoting Citizens' Participation on Policy Determination

Seoul Citizens as Policy "Prosumers"

Improving Public Performance through Public-Private collaboration

3. Increasing the Public Policy Quality of SMG

An Interactive Policy Communication Process (G2C and C2G)

Resident-centered Policy Debate and Determination

In addition, this participatory policy allows citizens to vote not only on policy issues, but also on any ordinary city life issues. It is very user friendly, and the App can be reached both on a smartphone and a personal computer.

Figure 2-17. illustrates the main page and the menu of the mVoting mobile App. To differentiate it from the general governments' mobile app, the mVoting App provides an intuitive interface based on voting-related policy contents.

The main objectives of the mVoting App are to reduce the cost of citizen participation and draw citizens into the SMG's Policy Formation Process by expanding and providing more convenient channels. Traditional opinion collection methods, such as face-to-face discussions, letters, telephones and faxes, are still the main modes for assessing the sentiments of the citizens.

However, mVoting can be integrated with traditional modes to provide multichannel service delivery. In addition, mVoting is able to satisfy citizens' expectations during government's policy formation process and enhance public sector quality improvement by providing promptness, responsiveness and citizen participation within limited resources.
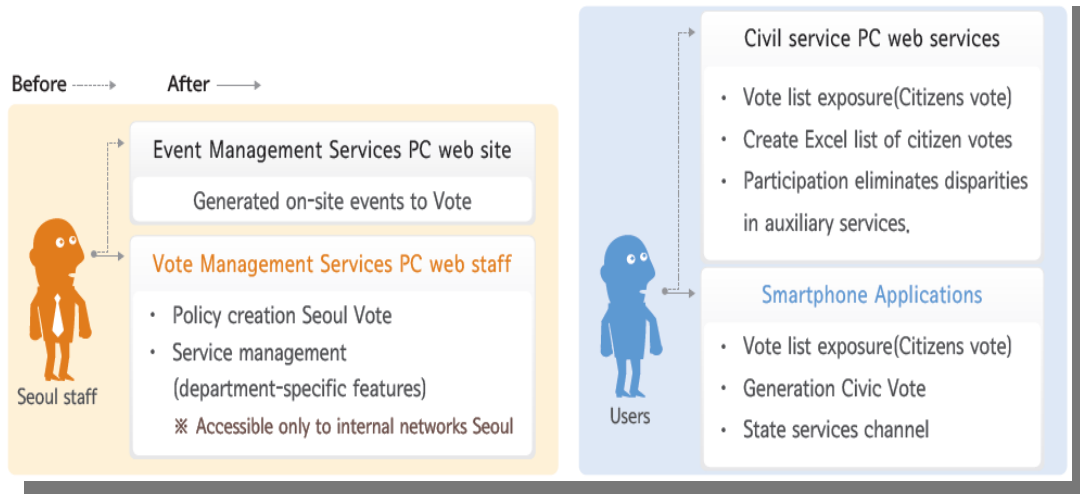
Figure 2-18. mVoting: Before and After of the Policy Introduction
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government.
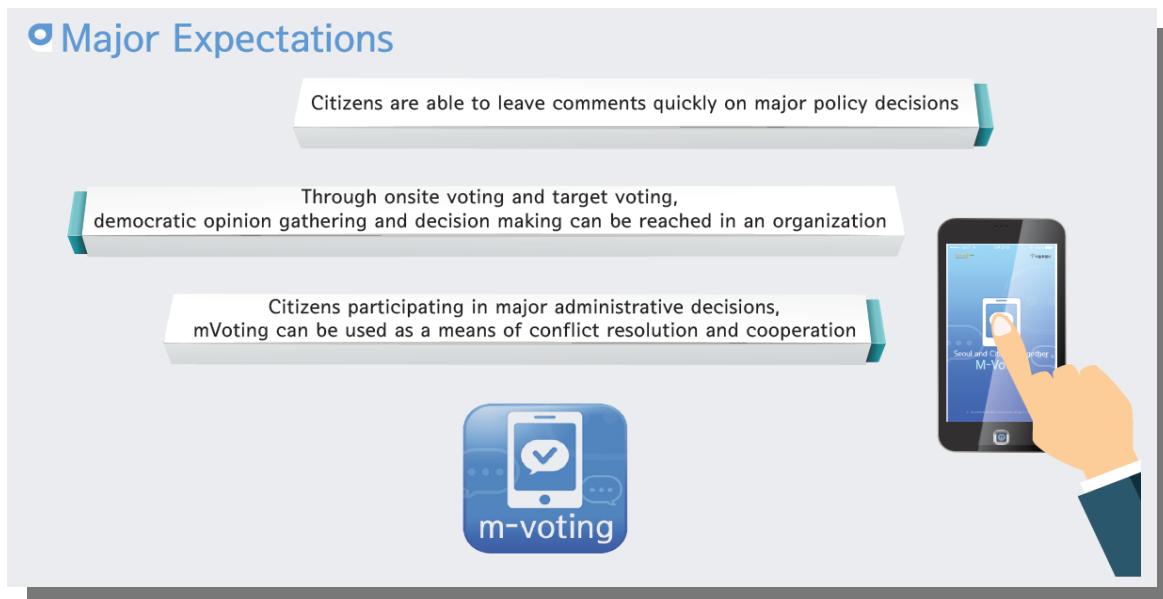
4.1.2. PERFORMANCE AND OUTCOME

Figure 2-19. mVoting: Policy Performance and Expectation
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

The most important features of this policy are trying to gather opinions about specific policies through two-way communication between government and citizens (C2G and G2C). The Policy characteristics of the mVoting are as follows:

1. A New Type of Communication Platform: High Use and Download Rate (as of June 2016)

App downloads: 280,000 downloads

Vote participants: 1,100,000 participants

2. An Actual Space for Policy Discourses

Vote Proposals: 4,404 cases

→ 3,889 proposals from the citizen (88.3%), 515 proposals from the officials (11.7%)

Reflected to the Policy Process: 181 cases are accepted as Seoul's Policy

3. Improving the Quality of Two-way Communication between Citizens and Government

Citizen-driven Communication Platform

Active Use in Policy Formation and Implementation Process (Policy Agenda – Policy Decision Making – Policy Implementation – Policy Evaluation)

Reduced Cost for e-Vote: Temporal, Economic and Electronic costs can be reduced

4.2. POLICY DETAILS

Through the mVoting App and Web page, citizens of Seoul can ask about and participate directly not only in policy votes, but also in votes related to all types of real life issues. Images and the GPS tag can be attached to questions or voting items, which allow others to understand the detailed situation more specifically.

User-targeted voting is possible thorough the mobile web as well; thus, regional and private-centered groups and citizens can proceed to examine citizens' opinions more conveniently within a specified time. In other words, when the SMG needs to find out people's perceptions and opinions in a short time, it can obtain real data through mVoting without expensive surveys.
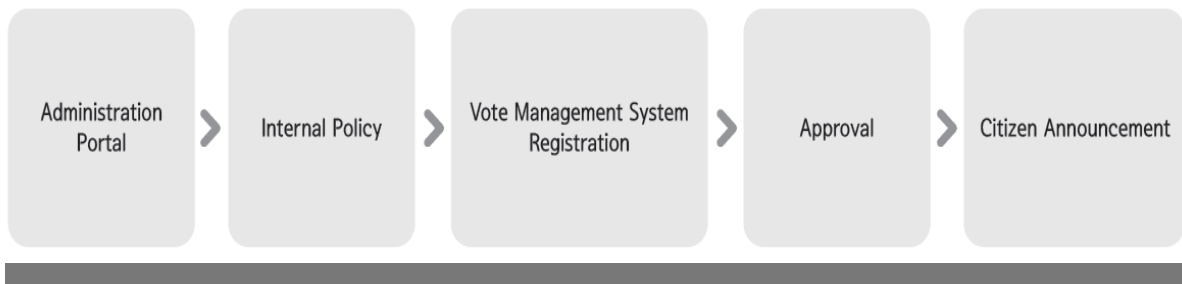
Figure 2-20. mVoting: Open Vote Process
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

4.2.1. MAIN FUNCTIONS

Open Vote for Everyone (G2C)

Regardless of which department in SMG is involved, the SMG officers can request a vote when Seoul citizens' opinions are required. Thus, SMG officers would be able to understand what the citizens' preferences are and how they differ depending on the modes (e.g., emergency message channel vs. traditional notice, web site notice, and social media posts) and opinions from citizen.

Targeted Vote in Specific Context (G2C)

Based on the existing Seoul database, mVoting offers the SMG officers the option of opening a targeted vote to specific citizens depending on age, municipality, job, and gender. Specifically, targeted votes enable the SMG to generate specific policies and to store the data on the specified.

Making a Poll by Citizens (C2G)
Just as Seoul officers can use the voting function of mVoting to ask citizens' opinions, Seoul citizens can also suggest a voting poll on specific policy and other issues of interest.

Location Based Vote with GPS, register and QR (G2C)

In many cases, policies are related to a location's unique context such, as traffic signs and city hall events. In order to inform those kinds of policy problems, mVoting can provide a GPS-based vote (e.g. to citizen who are within a radius of 2 miles).
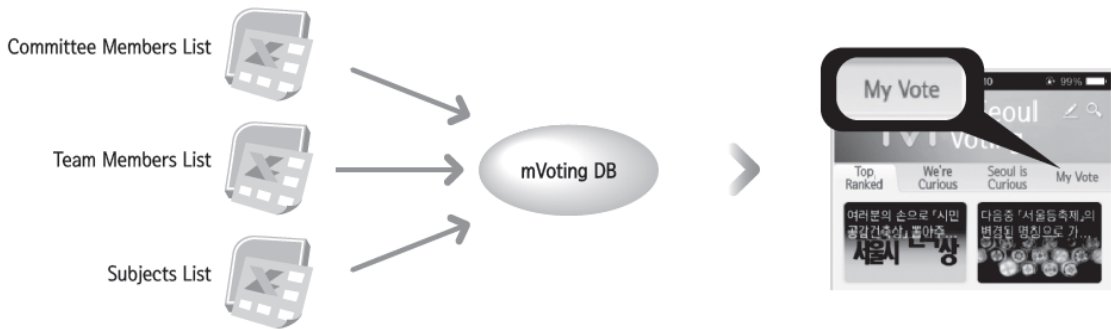
Figure 2-21. mVoting: Targeted Vote Process
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

4.2.2. COMPOSITION AND DETAILS

Figure 2-22. shows the mVoting Application as of Aug. 2016. The "Only One-Touch" function provides citizens with recent issues of the SMG and Seoul citizens. In addition, rather than the one-sided informative function of traditional communication, citizens can express their opinions directly without having to go through a "hassle."

mVoting Mobile App Composition

Figure 2-22. mVoting: App Composition and Details

mVoting Vote Examples

Type	Contents of policy vote	# of participants
G2C	Vote on designating of non-smoking area in the Han River park	1,048
	Vote on the restriction of vehicle driving when the level of air pollution rises extremely	1,085
	Vote on utilization plan of Nodeul Island	2,368
	Asking opinions to citizen about RandD supporting policy for solving the urban problems	4,371
C2C	Asking opinions to citizens about the policy of riding public transportation for free over the age of 65	1,466
	Asking opinions to the citizen about standing seats of Red-bus between the Seoul city and Kyungki-do (Safety first? or not)?	2,185
	Asking opinions to citizen about the problems of public buses	1,281

Table 2-2. mVoting: Vote Process and Specified Functions
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

mVoting Targeted Voting Category

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Voting Target	Voting Category	Subject
All	Targeting all who have the app installed	Seoul City & Citizens
Specific (targeted) Citizens	Separate registers	
	Database extraction (gender, age, area, Social Media)	Seoul
	Emloyee phone numbers database connection (internal vote)	
	Administrative district (Gu and Dong) *fixed concept	
	Current locations (GPS-based) * variable concept	
	Policy field vote (register / GPS / QR)	
	Private group vote (phone number unknow) To register for private vote, specific room number and password are required in the 'Poll / Vote Search' area.	Citizens

Table 2-3. mVoting: Vote Process and Specified Functions
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government