

Chapter 51

The Relationship between Trust and Citizens' Adoption of E-Government

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ABSTRACT

The rapid growth of e-government in the world has raised the question of how government can increase the citizen's adoption and usage of e-government services. Trusting an e-government Website is a crucial step towards the adoption of such paradigm. Building trust in e-government facilitates and encourages the interaction between government and their customers. This chapter explores the relationship between trust and adoption of e-government and its general concepts including e-government and trust in e-government. It also reviews several models of trust. Conclusions and further future studies are discussed at the end of this chapter.

INTRODUCTION

Trusting an e-government Website is a crucial step towards the adoption of such paradigm. It is important to build this cumulative trust in e-government to facilitate and encourage the interaction between government and their customers (citizens and business). E-government can be defined as the use of information and communication technology (ICT) and particularly the Internet to deliver information and services by the government to its customers (citizens and businesses). E-government gained popularity in the last few years and adoption in the last years (Papadopoulou, Nikolaidou & Mar-

takos, 2010). Such increase in adoption came as a result of the gains to government, citizens and businesses. But despite these gains, e-government didn't reach its full potential yet. Factors like trust are still overlooked.

E-government is an open domain that can be accessed by anybody in the world, which leads to a high level of uncertainty and risk in the services it delivers to citizens. Horst, Kuttschreuter, and Gutting (2007) argue that the risk of e-government services comes from the information sent and stored electronically. Such information can be easily copied, modified, destroyed, or accessed by others without citizen's approval. Alsaghier, Ford,

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Nguyen and Hexel (2009) argue that trust plays an important role in the adoption of e-commerce and specially e-government by improving confidence between citizens and government.

Many factors can influence trust of citizens in e-government such as: trust in technology, trust in government, perceived ease of use, perceived usefulness, risk perception, privacy concerns, security, information provided by governments, and demographics of citizens using e-government. Trust in e-government is an important factor in the adoption of e-government initiatives, lower trust in e-government leads to lower interaction with e-government portals and less satisfaction with e-government services.

The main objective of this chapter is to explore the trust as an important factor to build confidence and satisfaction between citizens and e-government. The chapter is divided into three sections. Following is a brief description of each section.

The following section reviews e-government in general; its definitions, stages, applications according to client served, key actors and the general area concepts. Second, a general view of trust is presented. It reviews its definitions; antecedents of trust; several models of trust are reviewed in addition to description of the components and factors of each model. Finally, the relationship between trust and adoption of e-government is discussed. Conclusions and further future work are stated at the end.

E-GOVERNMENT

When we talk about e-government it strike to our mind the interaction between government and their customers as citizens and business via computer and websites. E-government differs from traditional means of communication through the two-way and continues 24 hours and 7 days communication and transaction between government and its citizens and other partners (Qutaishat, 2013). E-government change the public sector

value, structure and culture, and change the ways of conduct businesses by using the information and communication technology in their agencies (Safeena and Kammain, 2013).

There are many definitions for the e-government is defined by many of people who write in the scope of e-government and these definitions different from one to one. Some definitions focus on service delivery while others focus on the technical and organizational aspects of e-government (Al-Mamari, Corbitt & Gekara, 2013).

Evans and Yen (2006) defined the e- government as “Simply speaking, E-Government means the communication between the government and its citizens via computers and a Web-enabled presence. The advantages in timeliness, responsiveness, and cost containment are outstanding”.

Bahtnagar (2007) defined e-government as “is about a process of reform in the way governments work, shares information and delivers services to external and internal clients. Specifically, e-government harnesses information technologies (such as wide area networks, the Internet and mobile computing) to transform relations with citizens, businesses and other arms of government. These technologies can serve a variety of ends: better delivery of government services to citizens; improved interactions with business and industry; citizen empowerment through access to information, or more efficient government management. The resulting benefits can be less corruption, increased transparency, greater convenience, revenue growth and/or cost reductions”.

Yildiz (2007) define e-government “as the relationships between governments, their customers (businesses, other governments, and citizens), and their suppliers (again, businesses, other governments, and citizens) by the use of electronic means”.

The literature of e-government classifies the focus of e-government into three main categories: citizens; businesses and the government (Al-Khouri, 2013). Hiller and Bélanger, 2001 categorized e-government efforts into three broad categories:

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