Chapter 4
Towards Connected Governance:
Citizens' Use of Web 2.0 in Nigeria

Kemi Ogunsola

iD https://orcid.org/0000-0002-3924-5879
University of Ibadan, Nigeria

Temilade Precious Olojo
University of Ibadan, Nigeria

ABSTRACT

This contribution examines the factors (performance expectancy, effort expectancy, social influence, and trust) that influence continuance usage intention of Web 2.0 by citizens. A questionnaire was administered to 311 users of Federal Inland Revenue Service and Federal Road Safety Commission's Facebook and Twitter pages in Lagos and Ibadan in Nigeria. Descriptive analyses were used to answer three research questions, while linear regression was used to test seven research hypotheses stated in the study. Findings reveal that there is a significant joint influence of performance expectancy, effort expectancy, and social influence on citizens' continuance usage intention of Web 2.0. There is also a significant joint influence relating to trust in the internet and the government on citizens' continuance usage intention of Web 2.0. Among others, the study recommends that government agencies should engage citizens more in public decisions making processes through the use of Web 2.0-related applications.

INTRODUCTION

A huge amount of transformation has taken place towards the development of connected governments, in this twenty-first century, and this has positively affected nearly every sector of the society. Majority of these transformations have been attributed to the adoption of information and communication technologies (ICT) in which the Internet is a key component (Sarkar, 2012). ICT has brought about efficiency, effectiveness and openness into tasks that were previously usually manually done (Mergel, 2009). As

a result of the efficiency and effectiveness due to the latest technologies, most governments have chosen to adopt their use in governance and governmental processes which have brought about electronic government or e-government (Kolsaker & Lee-Kelley, 2008). E-government has been referred to as the interaction between governments and citizens through the application of electronic means (Alaa-Aldin, 2015). E-government has become a fast delivery mode of government services to citizens anytime, anywhere and on-demand (Ogunsola & Tiamiyu, 2017).

In the quest for getting closer to its citizens and interacting better with them, many countries such as United States of America, Sweden, Norway, UK, and Canada have moved from just e-government with basic functionality to a more connected form of governance, whereby they make use of series of Web 2.0 applications and tools for governance related processes (Chatfield & Alhujran, 2009). Web 2.0 can be said to be a new way of utilizing the World Wide Web as a platform in which individuals alone do not just create or publish the content and applications, but they all also collaborate in many diverse ways (Kaplan & Haenlein, 2010). Web 2.0 technologies refer to social networking services such as Facebook and MySpace, sharing platforms such as YouTube, Flickr, wikis, blogs, microblogs (Twitter), and mashups (Bertot, Jaeger, Munson and Glaisyer, 2010). When the governments make use of the Web 2.0 related applications and technologies in sharing information and interacting with citizens, it is then usually referred to as government 2.0.

Mergel (2012) referred to government 2.0 as the use of social networking platforms, content creation and sharing tools, blogs, and microblogging tools within government organizations and for interaction with citizens. Government 2.0 focuses on modifying the static and rigid structure of government services to a more dynamic and interactive one, thereby improving the quality of services provided by the government, resulting in a higher level of transparency and connectivity with the citizens (Rawan, 2013). Mergel (2013) further noted that government 2.0 provides a platform that allows citizens' input to be integrated into the decision-making processes, and increase transparency through the transfer of information. This is one of the uttermost reasons why many countries adopted these kinds of platforms for better governance (Alaa-Aldin & Al Athmay, 2015).

However, despite the emergence of this trend, identifying and attracting an audience for the use of Web 2.0 has proved to be a significant challenge, especially when identifying those critical factors that influence citizens' usage and adoption (Coskuncay, 2013). As such, several models exist concerning e-government technology adoption such as Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Unified Theory of Acceptance and Use of Technology (UTAUT) and so on.

In the present study, the UTAUT model was adopted to investigate the factors influencing citizens' continuance usage intention of Web 2.0. UTAUT posits that a user's intention to use a particular technology is affected mainly by the following factors (Alshafi, 2009):

- Performance expectancy
- Effort expectancy
- Social influence.

Performance expectancy is defined as the degree to which an individual believes that using a system or technology will improve their work performance. Effort expectancy is the level of ease related to using any system or technology to perform a task, while social influence is the degree to which an individual perceives how others (e.g. relatives, peers, and subordinate) believe that he or she should use the new

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