



**Bachelor of Arts: Honours in Strategic Brand Communication
Degree**

Research Report

*An exploration into the consumption of e-Government services and
information by digital citizens in Cape Town*

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I hereby declare that the Research Report submitted for the Bachelor of Arts: Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Abstract

The aim of this explorative research study was to gain more insights into the perception that the usage of e-government service and information could be improved upon. There will always be a need for ongoing improvements in the e-government services and information environment, given the potential value proposition it affords for service delivery to citizens.

This research study aimed to identify user-based insights from digital citizens in Cape Town about their consumption of e-government services and information. The basis for this research was qualitative. The goal was to investigate insights such as, familiarity with basic details, settings and concerns, a picture of the current situation and generate new ideas. The data collection method utilised for this study comprised of an online survey and face-to-face interviews.

It was found that digital citizens in Cape Town were eager to consume e-government services and information, if the holistic service delivery environment conditions associated with it, was optimal. It also emerged that more could be done by government to create awareness of these online offerings.

The meaningful findings emerging from this study can assist government with improving its e-government service offerings, implying enhanced service delivery to citizens and potential reductions in perceived 'red tape'.

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An exploration into the consumption of e-Government services and information by digital citizens in Cape Town

Introduction

The provision of government services and information to the public via digital platforms allows the South African Government to deliver services to citizens when and where they need them. Through electronic government (e-government) the use of information and communication technologies, and more specifically online solutions, enables the Government to enhance access to and delivery of government information and services to citizens, business partners, employees, and government entities. According to Layne (2001), “in countries where e-government have reached a high level of maturity it has improved relationships between government and the public by making interaction with citizens smoother, easier, and more efficient”.

It has been perceived that the usage of e-government service and information could be improved upon. There is also a clear need for ongoing improvements in the e-government services and information environment, given the potential value proposition it affords for service delivery to citizens.

The research presented herein, considered the elements of “design” and feedback from “human agents” from the perspective of final consumers. With this the researcher gained a better theoretical understanding, as well as insights from the research population about factors that influence the consumption of e-government information and services by digital citizens in Cape Town.

In this paper, applicable models and paradigms as well as a proposed research methodology and design used in support of such an exploration, will be discussed along with relevant findings. This will also include framing existing literature as part of a literature review where concepts such as e-government service delivery, citizen

satisfaction levels of e-government services and user expectations of e-government, will be presented. The final component of this paper proposes recommendations to government based on interpretation of research findings.

Chapter 1: Background

1.1 Rationale

It has been perceived that the usage of e-government service and information could be improved upon. This qualitative study was used to explore perspectives from digital citizens in Cape Town to better understand their experiences consuming e-government services and information. This research is intended to assist local, provincial and national government with designing better e-government service offerings, enhancing service delivery to citizens and potentially reducing 'red tape'.

1.2 Problem Statement

According to Singh and Travica (2018) "mistakes can be committed in design and/or management of e-government systems; when they are, consequences are expensive, impacting large numbers of citizens, embarrassing public administrators and politicians". This also has implications for the perceptions of Government as a trustworthy brand.

The literature consulted and general sentiment indicate that the usage of e-government information and service offerings by digital citizens could be improved upon. This is in terms of access, user experience and the nature of the digital offerings themselves.

1.3 Purpose Statement

This research study aims to identify user-based insights from digital citizens in Cape Town about their consumption of e-government, to better inform the offerings by government, particularly as it relates to responding to user-centric perspectives.

1.4 Research Questions

1.4.1 Primary Research Question

How do digital citizens in Cape Town feel about the quality of their experiences using e-government information and services?

1.4.2 Secondary Research Questions

What are the usage experiences of e-government information and services by digital citizens in Cape Town?

What are the sentiments on how the Government could improve the consumption experience of e-services and information offerings by digital citizens (where deemed required)?

1.4.3 Research Objectives

The objectives of the study, in addressing the research questions, as previously stated was:

- To gain better understanding based on perspectives from digital citizens in Cape Town about the factors influencing their consumption of e-government information and services.
- To explore the usage behaviour of e-government information and services by digital citizens in Cape Town.
- To uncover sentiments about how the Government could improve the consumption experience of e-services and information offerings by digital citizens (where deemed required).

1.5 Conceptualisation

As previously stated in the introduction, through electronic government (e-government) the use of information and communication technologies, and more specifically online solutions, enables the Government to enhance access to, and delivery of government information and services to citizens, business partners, employees, and government entities. According to Layne (2001), “in countries where e-government have reached a high level of maturity it has improved relationships between government and the public by making interaction with citizens smoother, easier, and more efficient”.

Singh and Travica (2018) however argue that “in South Africa after more than two decades of deploying various e-government information systems, these systems still pose significant challenges. Poor design, malfunctioning systems, inadequate change, and operational management are some of the key challenges hampering e-government systems”. Moodley (2005) similarly states that “complex social processes, technological complexities, and independent human agents have not been seriously factored into South African e-Government systems”, while Singh and Travica (2018) confirm that these challenges are still in existence, given that poor design represents a user experienced conclusion.

It has been perceived that the usage of e-government service and information could be improved upon. There is also a clear need for ongoing improvements in the e-government services and information environment, given the potential value proposition it affords for service delivery to citizens. Valuable in framing a research study on this are the concepts of **digital citizenship**, **e-Government**, **Digital/electronic (e) administration**, **citizen engagement** and **user(client)-centricity**, which will briefly be explained below.

The Australian Curriculum (2020) defines digital citizenship as the acceptance and upholding of the norms of appropriate, responsible behaviour with regard to the use of

digital technologies. This involves using digital technologies effectively and not misusing them to disadvantage others. Digital citizenship includes appropriate online etiquette, literacy in how digital technologies work and how to use them, an understanding of ethics and related law, knowing how to stay safe online, and advice on related health and safety issues such as predators and the permanence of data.

The UN E-government Knowledgebase (2020) defines E-Government as “the use of ICTs to more effectively and efficiently deliver government services to citizens and businesses. It is the application of ICT in government operations, achieving public ends by digital means”.

Wikipedia defines e-Administration, as any of several mechanisms which convert what in a traditional office are paper processes into electronic processes, with the goal being to create a paperless office. This is an ICT tool, with the goal being to improve productivity and performance.

Macbeth (2020) defines citizen engagement as a form of interaction between citizens and their governments. She provides that it can happen at “any stage of the development or implementation of government policy and the delivery of public services or be triggered by events in local areas”. It can lead to a range of outcomes, including more effective services and more responsive and accountable states.

Investopedia (2020) defines client-centricity, also known as customer-centric, as an approach to doing business that focuses on creating a positive experience for the customer by maximizing service and/or product offerings and building relationships.

Chapter 2: Literature review

In seeking improved understanding of the research problem regarding the sentiment that the usage of e-government services and platforms could be improved upon, an applicable theoretical model, namely AIDA Model, will be presented below. This section will also present theoretical considerations from multiple authors on issues of service delivery, citizen satisfaction levels and user expectations of e-government.

2.1 Theoretical Model: AIDA model

The AIDA model is an advertising theory that describes what happens when a consumer engages with a form of marketing communication (Rawal, 2013). AIDA is an acronym that stands for the following: Attention, Interest, Desire and Action (Rawal, 2013). The AIDA model usually used for advertisement but practically can be used for another context. Since its introduction by Lewis in 1900 and generally attributed in the marketing and advertising literature by Strong (1925), the concept of AIDA's hierarchy of effects model has been used by many researchers, both academicians and practitioners.

The development of information technology has radically changed the way of how people communicate and socialize. There has also been a paradigm shift from product-oriented marketing to consumer-oriented marketing (people-oriented marketing). Therefore, the variables in the hierarchy of effects of the AIDA model could be argued to require ongoing updating in order to respond to modern developments observed by consumer audiences and how they are consuming the marketing communications in this current day and age.

For this research, the researcher will use Attention, Interest and Desire as independent variables to determine the Action of the customer (i.e. digital citizens in Cape Town) which becomes the dependent variable in understanding of the consumption of e-

government services and information. In this case the researcher would apply the AIDA model to the online e-government services and information platforms in this research.

Pradipta and Purwanto (2013) provides that in website design (i.e. an online information platform) there are independent variables which can be equated to the AIDA model and are:

- Attention refers to visual appeal
- Interest refers to ease of use and interactivity
- Desire refers to trustworthiness and convenience
- And the last is dependent variable which is Action that refers to the consumption decision

These independent variables will be sought for by the researcher as part of this exploration, the assumption being that where these variables do influence the dependant variable (i.e. digital consumers in Cape Town) that they may potentially provide solutions for addressing the need for improved consumption e-government services and information as outlined in the research problem.

2.2 Literature review themes

2.2.1 e-Government service delivery

Mishra and Geleta (2020) boldly states that “simply adding “e” as a prefix to government does not change the way the government functions”. This is based on his premise that it must go beyond computer connectivity, and demanding a paradigm change in the attitude of the government as an organisation, officials, and citizens. This as he points out that the platform itself, has become an essential tool for the public

sector to deliver effective services for citizens, in that that it “acts as a mover and shaker for citizens’ participation at all levels thus ensuring good governance”.

The author further provides that advanced countries like the United States, the United Kingdom, Canada, and Australia have already achieved a remarkable success in their drives for e-government and improved service delivery, while in developing countries the results are not “eye-catching”.

As a developing country this definitely has implications for South Africa as well, and represents a limitation which must be addressed given the prospect of e-government being “an innovative way in which application of technologies ensures satisfaction through service delivery and in return government gets the support of the people”, Mishra and Geleta (2020). This implies that there is indeed a beneficial relationship for both government and citizens and improvements in this relationship therefore would bode well for digital citizens in Cape Town and the government spheres offering their services to them.

Cape Town represents a local municipality, and as such Mawela, Ochara and Twinomurinzi (2017) argue that “local government is at the forefront of understanding citizen’s needs and is the ‘delivery arm’ of government”. They further provide the opinion that it is the obligation of municipalities to ensure that there is an improvement in services for underdeveloped communities in order to promote equitable provision of services to all citizens. Service delivery challenges highlighted by the authors include slow response rates to citizens requests, lack of customer service orientation from public sector staff, limited and inconvenient hours offered by government institutions and long distances to reach government offices. These are challenges that digital service environments should be capable of addressing.

Mawela, Ochara and Twinomurinzi (2017) of the South Africa context that “various researchers have raised concerns at the success rate of e-Government initiatives,

which the majority have been cited as not delivering on the expectations of stakeholders”.

Of the additions and changes to the e-government eco-system, Vivier, Wentzel and Sanchez (2015) state that with the advent of information technologies, new opportunities for communication are also emerging which range from municipal websites to mobile applications and social media platforms like Facebook and Twitter. As such they indicate the “citizens and government have both increasingly started to use these tools to communicate and interact with one another”.

Singh and Thakur (2012) provide that there exists a complex set of dynamics with citizens and how they use e-government services citing reports that citizen contact with government is relatively rare. Singh and Thakur (2012) in their research further found that in Europe, e-Government citizens use government services on an average of 3.1 times a year compared with non-e-government citizens who only tend to use government services 1.5 times a year, further stating that in Africa there appears to be no reliable statistics on the frequency of usage of e-government systems by citizens and consideration of later research indicates that there are no changes to this assertion.

2.2.2 Citizen satisfaction levels of e-government services

Mishra and Geleta (2020) clearly states the core objective of government is to display good governance and he provides that “the ultimate aim of good governance is obviously citizens’ satisfaction which needs a Midas touch by quality service delivery”. He further states that many research projects were conducted to explain the impact of e-government on service delivery in terms of service quality and consequently citizens’ satisfaction such as:

- Chatfield and AlAnazi (2013) who made a study about citizens’ loyalty and citizens’ satisfaction with e-government service delivery

- Brady and Cronin (2001, 2002), DeLone and McLean (2003) referenced service quality as a factor which could decide citizens' satisfaction.
- In an online longitudinal survey on 518 eTax service users in Hong Kong, Hu, Brown, Thong, Chan, and Tam (2009) examined the determinants of e-service quality. It was established by the research that both service characteristics and technological characteristics as requirements of service quality.
- The SERVQUAL model given by Parasuraman, Zeithaml, and Berry (1988) has also been successfully used to measure service quality in the field of e-governance services.
- Using Information system success model and SERVQUAL model, Fan and Yang (2015) provided the e-Government Services Quality Model.

Mishra and Geleta (2020) however provide that the SERVQUAL model is the most often used approach for measuring service quality and compares citizen expectations before a service is delivered and their perceptions of the actual service delivered. The SERVQUAL instrument has been the predominant method used to measure citizen satisfaction.

Based on the theory discussed thus far it is evident that the quality of e-services have in the past largely been measured by criteria like user friendly accessibility, time and cost effectiveness, privacy of data, etc, though studies have not directly interrogated the views and expectations of users of the system justifying further exploration into which elements of e-government are valued from a service delivery perspective.

One of the key considerations in understanding consumption of e-government services and information is that consumers need to have their needs met when they do consume. These services need to therefore address expectations which digital citizens may have in terms of making use of such platforms.

Evident from the theory referenced is that the level of citizen satisfaction associated with e-government services is largely based on measures of expectation verses

delivery. However, as earlier discussion in this report argued the human factor implies diversity of motivations, different people access e-government services with differing expectations, and from different points of departure. Locational demographics alone will imply a different set of expectations of delivery expectation, similarly digital “savvy” users would also have different user expectation from digital “non-savvy” users.

Most critically however the research does not provide a measurement of non-transactional service encounters, such as where there are information requests and the quality aspect relate to quality of information.

There is therefore a critical gap which can potentially be addressed with this research, which relates specifically to user experience variables of the platform with regards to aspects like look and feel and level of engagement, especially when searching for information. Satisfaction of consumption of available government information is often reflected through preference polls, as viewed online in experiential usage of such sites.

2.2.3 User expectations of e-government

Singh and Thakur (2012) provides that the objective of e-government is to improve service delivery to citizen and in so doing improve the efficiency of the government’s activities. The authors further provide that over the recent years that there has been growing pressure from citizens towards government to deliver services in a more efficient and accessible manner. Based on this there has been a clear need identified for customer-orientation as a way in which governments have attempted to improve the quality of services offered to business and citizens. They credit this to a relatively low rate of awareness and successful use of computer applications or artefacts in the support of government services to the public.

What this describes is a need for boosted efficiencies, in that citizens expect fast and effective transactions when using e-government services and information. They

especially are looking for an experience that is optimal to using “physical” locations of transaction which confirms the assertion of Mishra and Geleta (2020) that online platforms cannot simply take a citizen facing service as is and place it online. This is further evidenced by an example raised by Singh and Travica (2017), where touch-screen kiosks were installed in remote rural communities in the North-West Province. According to the authors while the e-kiosks were initially well received, they lacked current or local content and interactive capability. The outcome of this was that users soon stopped making use of them resulting in the devices being removed in the same year.

Vivier, Wentzel and Sanchez (2015) indicate that in interviewees undertaken citizen’s described communication between local municipalities and communities as “haphazard and reactive, with information exchange reduced to a one-way conversation”. This is especially relevant given discussion of theory thus far and the assertion that local government represents the “coal face” of service delivery. They also stated that limited citizen understanding of government operations or the implications of government proposals and decisions, as well as of their own rights and responsibilities were identified as factors affecting capacities and willingness to engage.

Vivier, Wentzel and Sanchez (2015) further point to a clear need regarding strengthening engagement stating that “ICTs and other communication platforms hold great potential to address the concerns raised around existing participation mechanisms”. They also propose that a first step should be to include ICT tools to improve efficiency within existing communication platforms or as part of new engagement methodologies.

Evident from the synthesised research is that many of research papers in the area of e-government is largely dedicated to online services dedicated to transactions. Information accessing is relegated to a communications channel and does not come

across as an available core offering as part of e-government, this is evidenced by there being no measure being associated with it based on satisfaction.

2.3 Conclusion

Evident from the review of the available literature there remains a clear need for ongoing improvements in the e-government services and information environment, given the potential value proposition it affords for service delivery to citizens.

As such there are several salient considerations outlined which guided the researcher in seeking improved understanding of the sentiment that the usage of e-government services and platforms could be improved upon, with digital citizens in Cape Town as the population.

Finally, key considerations in understanding consumption of e-government services and information, based on the literature review is that consumers need to have their needs met when they do consume e-government services and information. E-government services need to therefore address expectations which digital citizens may have in terms of making use of such platforms. The research cited does not provide a measurement of non-transactional service encounters, such as where there are information requests and the quality aspects relate to quality of information.

As such e-government research and indicators are largely dedicated to online services with a transaction focus. Information acquisition is relegated to a communications channel and does not come across as an available core offering as part of e-government, this is evidenced by there being no measure being associated with it based on holistic satisfaction.

Further research into both these areas, as is presented in this research paper, is therefore warranted and would serve spheres of government well in the potential development of fully integrated user-orientated online platforms.

Chapter 3: Research Design and Methodology

3.1 Research Paradigm

Abdel-Fattah and Galal-Edeen (2009) provides that e-government systems, by their nature, have a wide variety of users, multiple stakeholders, different syntheses and applications. He further provides that on the other hand, human intellect, culture, social organization should be considered and cannot be separated from the evaluation. He like many other authors stresses that importantly for e-government systems to achieve its goals and to ensure active participation of individuals.

According to Thanh, Thi and Thanh (2015) the term paradigm is understood differently by various scholars, they further provide that authors such as MacNaughton, Rolfe & Siraj-Blatchford (2001) explain that a research paradigm comprises three elements: a belief about the nature of knowledge, a methodology and criteria for validity, whereas, Neuman (2000) & Cresswell (2003) refer to the paradigm as: epistemology or ontology, or even research methodology. In different understandings, Mackenzie & Knipe (2006) classify variable theoretical paradigms as positivist (post-positivist), constructivist, interpretivist, transformative, emancipatory, critical, pragmatism and deconstructivist, postpositivist or interpretivist.

According to Sönmez (2013) the interpretivist paradigm provides that events are to be understood through the mental processes of interpretation that is influenced by interaction with social contexts. Those active in the research process socially construct knowledge by experiencing the real life or natural settings. Sönmez (2013) further provides that there are multiple realities. Reality can be explored, and constructed through human interactions, and meaningful actions. Many social realities exist due to varying human experience, including people's knowledge, views, interpretations and experiences. These concepts are especially relevant given the interactive or engaging nature required in accessing and consuming e-government services and information. As such the interpretivist paradigm adapts a relativist ontology in which a single

phenomenon may have multiple interpretations rather than a truth that can be determined by a process of measurement. With this paradigm a researcher would be expected to gain a deeper understanding of the consumption of e-Government services and information by digital citizens in Cape Town and the complexity in this unique context, instead of trying to generalise the base of understanding for the whole population.

As such researches such as Willis (2007) assert that “interpretivists tend to favour qualitative methods such as case studies and ethnography”. As explained by Willis, qualitative approaches often give rich reports that are necessary for interpretivists to fully understand contexts. Consistent with Willis’s ideas, Thomas (2003) maintains that qualitative methods are usually supported by interpretivists, because the interpretive paradigm “portrays a world in which reality is socially constructed, complex, and ever changing”. Creswell (2009) also states that “qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem”.

According to Chowdhury (2014) the interpretivist paradigm is rooted in the fact that methods used in understanding knowledge related to human and social sciences cannot be the same, as its usage in physical sciences because human interpret their world and then act based on such interpretation while the world does not.

Abdel-Fattah and Galal-Edeen (2009) provides that any interpretivist approach to the evaluation of e-government systems need to be based on several important characteristics including:

- The ability for a deep understanding and modelling complex problems.
- The ability to incorporate multiple views of the problem.
- The ability to identifying and quantifying intangible benefits.
- The ability to interpret the subjective such as feelings, attitudes and perceptions.

As this research study explored the interactions between digital citizens in Cape Town and online government services and information, the assumptions listed were used in framing the approach, as there is indeed a deeper understanding required in order to frame this complex problem, given individual preferences in their e-government consumption behaviour.

Multiple views are required, as they reflect individual experiences and perceptions of challenges which affect their consumption of e-government services and information. Understanding the intangible benefits would result in an expression of the value attached to utilisation of the service and feelings attitudes and perceptions are the deeper insights which may be provided in developing solutions in expanding utilisation of e-government services and information by digital citizens in Cape Town.

Abdel-Fattah and Galal-Edeen (2009) further lists assumptions, which were used by the researcher, given its exploratory nature, in support of an interpretivist paradigm.

These assumptions include:

- That reality should be the product of stakeholder consciousnesses, which means that the reality will be constructed for each participant's interpretation of what is occurring.
- As e-government systems are not presumed fully accomplished yet, the evaluator will have to rely on the participants' constructions for the information acquisition, which means that dynamic interaction between researcher and participants will be required.
- E-government platforms and environments are created from human interaction, given that human usage is important for their existence, participant interactions with the environment will provide the researcher with the knowledge needed to interpret and therefore create and improve on.
- The process in which stakeholder claims concerns are expressed and challenged by other stakeholders, which means allowing stakeholders to participate in the research, and interpreting their claims and concerns into

meanings then responding to those meanings. This is followed by including other participants which may have divergent claims or concerns until a range of stakeholders have had an opportunity to express their own constructs and respond to those of others.

Given the human context to be considered and the need for understanding the social and natural contexts of their consumption of e-government services and information, the researcher utilized the interpretivist paradigm. This paradigm was most applicable, as the research related to understanding the world as it is, from the subjective experiences of individuals, in this case digital citizen's in Cape Town.

This research was constructed based on understanding their interpretations about the identified research problem regarding sentiments that the usage of such services and platforms, could be improved upon. This included seeking reasons for how they felt about the quality of their experiences in utilising e-government information and services, their usage experiences and their sentiments on how the Government could improve consumption of such public offerings.

3.2 Research Approach

The researcher utilised a qualitative research approach. According to DeFranzo (2011) a qualitative research approach is used to gain an understanding of underlying reasons, opinions, and motivations. Mahajan (2018) provides that qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter.

3.3 Research Design

The basis for this research was exploratory. Its goal was to produce possible insights such as, familiarity with basic details, settings and concerns, a well-grounded picture

of the situation being developed and the generation of new ideas and assumptions. Mahajan (2018) of qualitative research further states, that it is a type of social science research that collects and works with non-numerical data that seeks to interpret meaning from these data that help us to understand social life through the study of targeted populations or places.

Further he writes of qualitative research that “it is the observations and interpretations of people’s perception of different events, and it takes the snapshot of the people’s perception in a natural setting”. It investigates local knowledge and understanding of a given program, people’s experiences, meanings and relationships, and social processes and contextual factors that marginalize a group of people. It is less structured in description, because it formulates and builds new theories and focuses on words rather than numbers, this type of research observes the world in its natural setting, interpreting situations to understand the meanings that people make from day to day life.

3.4 Population

Asiamah, Mensah, and Oteng-Abayie (2017) provides that credibility is of essence to every research study. Thus “if a study is not credible, the futility of efforts expended by the researcher, donor(s) and other stakeholders in executing it is evident”, (Asiamah, Mensah, and Oteng-Abayie, 2017). They further provide that additionally, data integrity drives the credibility of findings, while stating that the primary source of data therefore, the population can influence research credibility based on the researcher’s understanding, definition and choice of it.

3.4.1 Target Population

Asiamah, Mensah, and Oteng-Abayie (2017) defines the target population as the refinement of the general population. He explains that it is executed by taking all

individuals (i.e., from the general population) whose involvement in the study violates the research goal, assumption or context. The part of the general population left after its refinement is termed target population, which is defined as the group of individuals or participants with the specific attributes of interest and relevance. The target population is more refined as compared to the general population based on containing no attribute that controverts a research assumption, context or goal.

The target population for this research were thus, residents of Cape Town who have digital access to online environments.

3.4.2 Accessible population

According to Asiamah, Mensah, and Oteng-Abayie (2017) the accessible population is reached after taking out all individuals of the target population who will or may not participate or who cannot be accessed at the study period. It is the final group of participants from which data is collected by surveying either all its members or a sample drawn from it.

The accessible population for the purposes of this study were residents of Cape Town who have digital access to online environments and consume e-government services and information.

3.5 Sampling

Convenience sampling was deployed in undertaking the proposed research. Explorable (2020) provides that convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. Subjects were selected on the basis that they are easiest to recruit for the study. The researcher did not consider selecting subjects that are

representative of the entire population. Explorable (2020) further provides that in research, it would be ideal to test the entire population, but in most cases, the population is just too large that it is impossible to include every individual. For example, the United Nations estimates of current metro area population of Cape Town in 2020 is 4,618,000 (Macrotrends, 2020), that number is essentially too large.

It is for this reason that the researcher relied on the convenience sampling as it is fast, inexpensive, easier and the subjects are readily available. Researchers also use convenience sampling not just because it is easy to use, but because it also has other research advantages.

In pilot studies, or exploratory studies such as this research, convenience sampling is used as it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample. This sampling technique is also useful in documenting that a quality of a substance or phenomenon occurs within a given sample. Such studies are also very useful for detecting relationships among different phenomena. For the purposes of this study a sample of 50 of the accessible population was strived for, however given limitations (mentioned later), 28 participants eventually formed the sample of this study.

3.6 Data Collection Method

3.6.1 Survey

Jamshed (2014) provides that demonstration of the trustworthiness of data collection is one aspect that supports a researcher's ultimate argument concerning the trustworthiness of a study. Selection of the most appropriate method of data collection is essential for ensuring the credibility of content analysis. Credibility deals with the focus of the research and refers to the confidence in how well the data addresses the intended focus.

Thus, researchers need to apply a lot of thought into how to collect the most suitable data for content analysis. The strategy to ensure trustworthiness of content analysis starts by choosing the best data collection method to answer the research questions of interest. In most studies where content analysis is used, the collected data are unstructured, and gathered by methods such as interviews, observations, diaries, other written documents, or a combination of different methods.

The data collection method utilised for this explorative study comprised of a survey via online questionnaire and interviews (refer Annexure A for questionnaire).

For conducting this research questionnaires took the form of a Google Forms online survey. A survey link was shared to a population of +/- 200 of the accessible population represented by residents of Cape Town who have digital access to online environments and consume e-government services and information, over a period of 5 days. The link was shared via e-mail and WhatsApp groups. The questionnaire was short, with 14 questions and final responses were generated as chart and tables by Google. As such online questionnaires were completed by 25 respondents. An example of the questionnaire is included within this report as Annexure A, and survey results are presented as Annexure E, though these are presented in Chapter 4.

The survey questionnaires provided the researcher with an opportunity to gather qualitative data in an accessible, inexpensive manner and in covering a large geographical area, such as Cape Town. It also provided additional benefits in that it allowed the researcher to collect substantial amounts of data over a short period.

3.6.2 Interviews

Jamshed (2014) writes of qualitative interviews, that they are a framework in which the practices and standards be not only recorded, but also achieved, challenged and reinforced. According to him given that no research interview lacks structure most of

the qualitative research interviews are either semi-structured, lightly structured or in-depth. Unstructured interviews are generally suggested in conducting long-term field work and allow respondents to let them express in their own ways and pace, with minimal hold on respondents' responses.

For this research study the researcher employed the use of the unstructured interview, known as the focused interview. Jamshed (2014) defines this approach as one where "the interviewer is well aware of the respondent and in times of deviating away from the main issue the interviewer generally refocuses the respondent towards key subject". For these focussed interviews the questionnaire included as Annexure A will be used to guide interview participants, combined with probing techniques for richer insights from participants.

For this research, 3 face-to-face interviews were conducted with representatives of the accessible population (residents of Cape Town who have digital access to online environments and consume e-government services and information). Interview participants were identified based on a list of potential participants known to the researcher selected based on their willingness to be interviewed, their availability and upon consideration of their social distancing acceptance levels. An example of a questionnaire to be probed with such interviews, is included within this proposal as Annexure A, while feedback is captured in Annexure D.

3.7 Limitations

Theofanidis and Fountouki (2018) write that as much as researchers may carefully plan and design their study, it is inevitable they will face some limitations which are not always identified at the beginning, before conducting the research. Some potential limitations applicable to the proposed method for this study will be discussed below in relation to those identified by the author.

Theofanidis and Fountouki (2018) writes that with regards to data collection, when an on-line tool is to be used, an inherent shortcoming is that the questionnaire needs to be shorter than a 'paper and pencil' one. A long-self-administered questionnaire also risks 'participant fatigue' and consequent higher drop-out rate. This limits the study as some of the potential (polarised) participants' views would not be represented in the results. An inherent limitation on a self-administered survey, is that the researcher cannot control the course of the investigation and clarify any questions from respondents. Another built-in limitation of a self-administered questionnaire is missing data due to respondent withdrawals or failure to fill in the whole survey, but since this is nowadays usually done as postal or more likely an online survey, the researcher cannot prevent this from happening. Theofanidis and Fountouki (2018) further provide that in using self-reporting questionnaires in order to identify relationships between variables, the researcher relies on the honesty of the participants and may experience challenges where respondents are willing to disclose the truth or not.

Additional limitations relevant to this research included a smaller sample size than anticipated as a result of the researcher not being able to access the original sample accessible population of 50 respondents sought.

Limitations also arose in relation to inadequate data collection and analysis potentially through failure of participants to access online survey (e.g. power failures, given Eskom load shedding), and hygiene and safety concerns, given social distancing protocols to be observed where potential interviews were to be conducted, as a result of Covid-19 global pandemic precautions.

3.8 Ethical Considerations

According to Orb, Eisenhauer and Wynaden (2001), "the difficulties inherent in qualitative research can be alleviated by awareness and use of well-established ethical principles, specifically autonomy, beneficence, and justice". These factors also ensure that the element of trustworthiness is inherent in a research study.

Regarding the principle of autonomy Orb, Eisenhauer and Wynaden (2001) it is considered that respect for people is the recognition of participant rights, including the right to be informed about the study, the right to freely decide whether to participate in a study, and the right to withdraw at any time without penalty. In a qualitative research study this principle is honoured by informed consent, which means making a reasonable balance between over-informing and under-informing. It also means that participants exercise their rights as autonomous persons to voluntarily accept or refuse to participate in the study. Consent has been referred to as a negotiation of trust, and it requires continuous renegotiation.

A second ethical principle closely linked with research is beneficence—doing good for others and preventing harm (Orb, Eisenhauer and Wynaden, 2001). Critical to this is that when researchers are maintaining the principle of beneficence, overseeing the potential consequences of revealing participants' identities is a moral obligation. Thus, according to the writers "protection of participants' identities also applies to publications. Participants should be told how results will be published. Quotations or other data from the participants, even though anonymous, could reveal their identity. Ideally, participants would approve the use of quotations used in publications".

The principle of justice refers to equal share and fairness. One of the crucial and distinctive features of this principle is avoiding exploitation and abuse of participants, (Orb, Eisenhauer and Wynaden 2001). The researcher's understanding and application of the principle of justice in qualitative research studies is demonstrated by recognising vulnerability of the participants and their contributions to the study. Vital is that the contributions of that participant are acknowledged. Another way of implementing the principle of justice is listening to the voices of the minority and disadvantaged groups as well as protecting those who are most vulnerable, such as children, prisoners, the mentally ill, and the elderly.

Taking cognisance of the ethical considerations set out above, mechanisms in ensuring the trustworthiness of the qualitative research findings relating to both participants and the researcher were followed for this study, as set out below.

3.3.1 Participants

- Informed consent was obtained from both survey and interview participants (interview participant consent forms provided as Annexure C).
- Confidentiality was maintained thorough anonymity of participant responses (this is evident in results presentations)
- Ethical clearance was received from Vega School in order to undertake this study (refer annexure B)
- Participants were to withdraw from this explorative study at any time, though none elected to do so.
- In ensuring the justice principle based on a convenience sampling approach, vulnerable groups were not selected as part of study, and requests for participation were sent to social groups where the status of participants were generally known to the researcher e.g. Researcher's High School class WhatsApp group.

3.3.2 Researcher

- Responsible collection and analysis of data; as well as protection of personal information.
- Minimising bias.
- Manners.
- Thematic analysis as opposed to individual expression (as evidenced in the presentation of findings within this report.
- Transparency.

The researcher in maintaining trustworthiness was guided by the institutional policies of Vega School applicable when undertaking research and by the expertise of his research supervisor.

3.9 Data Analysis Method

According to Saldanha (2016) coding is the transitional process between data collection and more extensive data analysis. He further provides that in qualitative data analysis, a code is a researcher-generated construct that symbolizes or “translates” data and thus attributes interpreted meaning to each individual datum for later purposes of pattern detection, categorization, assertion or proposition development, theory building, and other analytic processes.

“Coding enables you to organize and group similarly coded data into categories or “families” because they share some characteristic – the beginning of a pattern”, Saldanha (2016). Classification reasoning plus tacit and intuitive senses is used to determine which data “look alike” and “feel alike” when grouping them together.

As such manual, line-by-line coding techniques were applied by the researcher for narrative analysis which revised the primary qualitative data and for categorizing the verbal and behavioural data, classifying, summarizing and tabulating the data.

Findings and meanings were related back to previous literature and theoretical frameworks. The researcher used an inductive process to put data from questionnaire and interview responses into categories, as evidenced in Chapter 4 below. This implies that categories were shaped from the data. From these categories, the researcher identified common themes and trends that emerged aiding the researcher’s understanding and interpretation of the phenomenon being studied (Maree, 2016).

Chapter 4: Findings and interpretation

4.1 Presentation of Online Survey Findings

In seeking insights from the accessible population as stated the questions above were used in order to critically establish two important considerations guiding the research, firstly that they were indeed residents of Cape Town and secondly made use of e-government services and information.

Have you resided in Cape Town for more than one (1) year?
25 responses

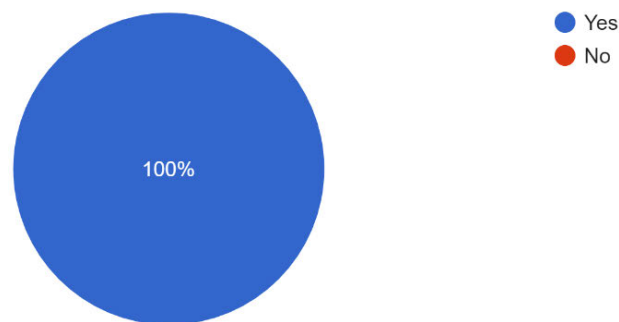


Figure 1: Evidence of Cape Town Residence

Based on figure 1 above, it is evident that all participants were based in the Cape Town area in the last year, and therefore could form part of the study. The question assumes that within the one-year period some form of government service would have been accessed by the population.

Do you access e-Government services or information websites online?
25 responses

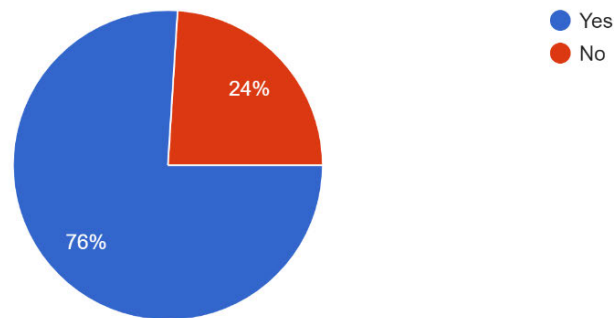


Figure 2: Evidence of consumption of e-government and information services

Furthermore Figure 2 above provides that 19 participants indicated that they made use of the e-government and information services while 6 participants indicated that they did not.

Have you been employed by the public service administration (i.e. local, provincial or national government) within the last year?
25 responses

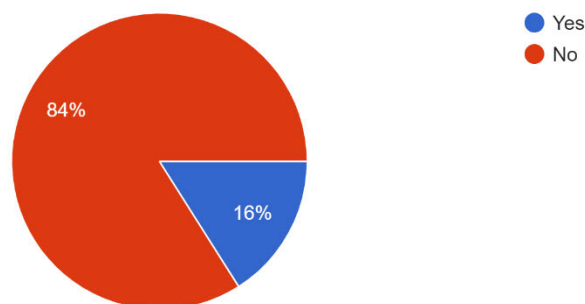


Figure 3: Employment in the Public Service

A further question was added which could be utilised in interpreting results, where the assumption is that government officials may make more frequent usage of e-government services and information. 21 participants were not employed by government in the last year while 4 were. Thus, the findings largely reflect the

experience of non-government employed individuals, essentially removing potential bias.

When asked the question of why participants opted to use e-Government services or information websites online, there were 22 responses recorded. The responses were line coded in relation to themes presented in table 1 below.

Table 1: Motivations for utilising e-government and information services	
Theme	Response
Ease and convenience	• Convenience and speed • Convenience • The convenience of not having to travel to a municipal office and wait in line to be served. Saves time and money. • Save me time • It's easier and less time consuming. • Convenient for water meter reading updates • Beats standing in long que's • Easier • Convenience • It seems the easiest, to avoid standing in queues • It is quicker to use online services than to visit the government institutions
Challenges with physical environment guided them to online for solution	• To ques at municipal building is a nightmare and more often then not they cannot assist you that day. Calling is a mission as I end up wasting 30 minutes at least then they simply hang up the call • Government call centers are not helpful.
Trust	• its safer • Faster accurate information at your finger tips
Credible information source	• Vacancies • To apply to schools • To get information, such as contact numbers, office hours, to save time, enquiries
Uncertainty of offering	• Wasn't aware of them
Nonusers	• I dont • I don't • I don't

How often do you utilize government services offered online?
25 responses

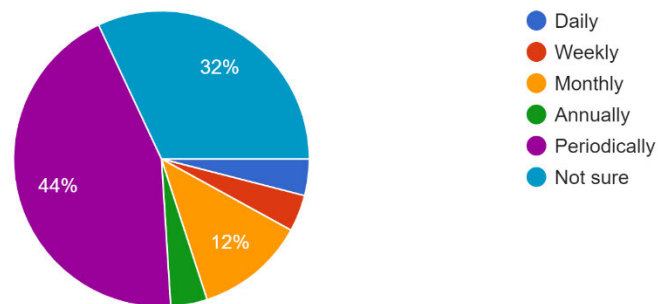


Figure 4: Frequency of use of e-government services

As indicated in Figure 4, above most respondents indicated that they periodically made use of e-government services. Though a significant portion of respondents (32%) indicated that they made daily use of e-government services.

How often do you access government information websites?
25 responses

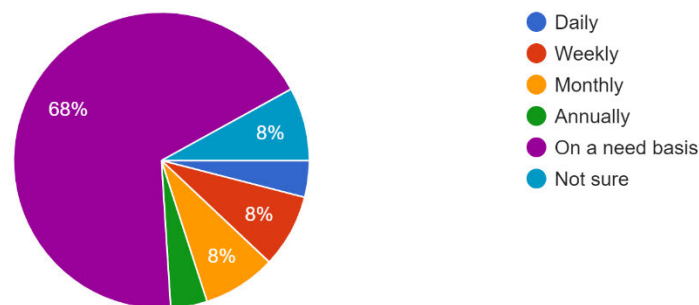


Figure 5: Frequency of use of government information

Figure 5 above indicates that most respondents made use of government information services on a need basis, this pointing to only searching for such information as a reaction to an immediate aspiration or service delivery challenge.

When respondents were asked which technical device/s they used to access e-Government services and information, 25 responses were received. To note many of the respondents indicated that they made use of multiple devices. The responses were line coded in relation to themes presented in the table 2 below.

Table 2: Preference of digital devices in accessing e-government and information services		
Theme	Response	Comment
Mobile computer	• Laptop • Laptops • Laptops • Laptop • Laptop • Laptop • Laptop • Laptop • Laptop • Laptop	Mobile computers are the second preferred option used in accessing e-government services and information
Cellular Device	• Phone • Phone • Mobile • Mobile phone • Phone • Android phone • Phone • Cellphone • Phone • Android device • Android • Phone • Cellphone • Cell phone • Smart phone • cell phone • smart cell phone	Cellular devices are clearly the preferred device used in accessing e-government services and information
Workstation PC	• Computer • personal computer • PC • Computer • Computer • my PC	
Tablet	• Tablet	
	• None	

Which spheres of government, online services and information sites do you make use of?
25 responses

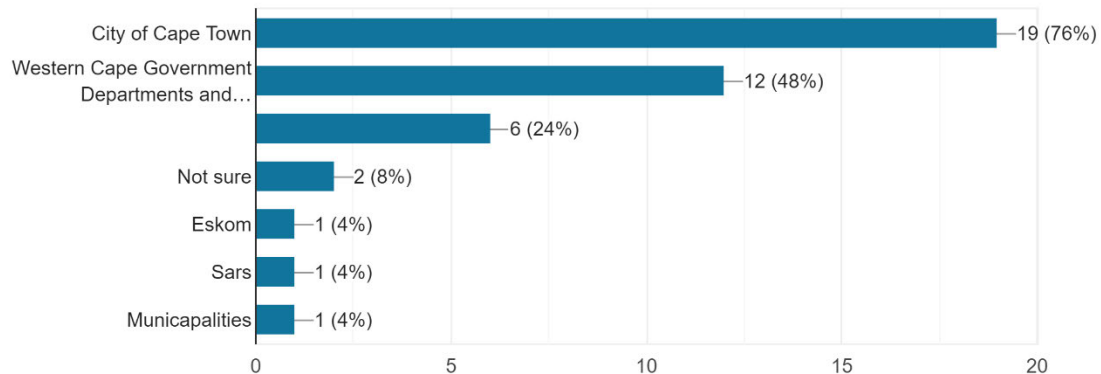


Figure 6: Extent of e-government usage per government sphere

Figure 6 above represents the 25 responses from participants related to which spheres of government online services and information they made use of. Most popular was the City of Cape Town, which represents local government. However, further analysis in the interpretation section of this research provides for some interesting insights challenging this.

When respondents were asked which e-government services they access most frequently, responses were received from all 25 respondents. The responses were line coded in relation to themes presented in the table 3 below.

Table 3: Most frequently accessed e-government services		
Theme	Response	Comment
Municipal e-government services	• City of Cape Town • City of Cape Town e-services portal • Local municipality • Municipality • City of Cape Town e-services • Municipal accounts • City of Cape Town • Eservices • Municipality services • Municipalities	Municipal online services are the most accessed e-government services by respondents.
National e-government services	• SARS, CIPC • E-filing • DBE resources • Sars • e-filing on an annual basis • Dept of labour	National Government online services are the second most accessed e-government services by respondents.
Information services	• Governmental health • Social media • Vacancies • Jobs	These responses are too generic and cannot be linked to a specific sphere of government.
Provincial e-government services	• WCED e-portal • WCG e- recruitment • Western cape • WCDE	
	• not sure • None • None	

When respondents were asked whether in their opinion, their general experiences of e-government services online met their service delivery expectations, 25 responses were received. The responses were line coded in relation to themes presented in the table 4 below.

Table 4: e-government service delivery expectations	
Theme	Response
Satisfied (expectations met)	• Yes • Good • Adequately re: cost saving although the UI and UX is terrible • Satisfactory. More services can be made available on line or via an app. • I am quite satisfied with the online services that I have used thus far • Its ok. Website can be better laid out • Needs are met • Satisfactory • It's ok • Yes • Mostly • Good • Fair. • e-filing is the most efficient.
Not satisfied (expectation not met)	• Poor • No • Queries are not answered quickly, not always user friendly • Delayed • Experience isn't that great. • Poorly, When you can access it the info not always correct. Call the school mentioned to verify info on site • Not very good at all, poor service delivery. Always timing out, or not working. • CoCT not so user friendly • Services are incomplete. Cannot complete the entire transaction online
	• N/a • I don't have any

When respondents were asked to list phrases they used most in initiating searches for government information online, 25 responses were received. The responses were line coded in relation to themes presented in the table 5 below and included themes such as specific (by institution), by service, for information and complaint resolution.

Table 5: Search input initiating e-government interactions	
Theme	Response
Specific (i.e. by institution)	• SARS, cipc • If it's a department I use geotagging through "closest to me" wording. • City of Cape Town, • Western Cape • Municipality • Eservices • Cape tOWN • City of cape town
By service	• Rates /Electricity • Vehicle licensing • planning documents • Lesson planning Resources • Electricity • Car licence renewals • Registering for UIF;UIF payouts • How to pay a fine • It depends which service I am searching for
For information	• Western Cape Gov jobs, , wced vacancies, • Vacancies • Loadshedding, waste services • Contact information, Regulations and Laws (for example air quality and emissions)
Complaint resolution	• Please reply or answer my questions please • Electric faults cape town Water faults cape town Faulty Street lights gordons bay • Slow response • Outages
	• N/A • NA • N/a • Not applicable

How would you rate the return of information which you are searching for?

25 responses

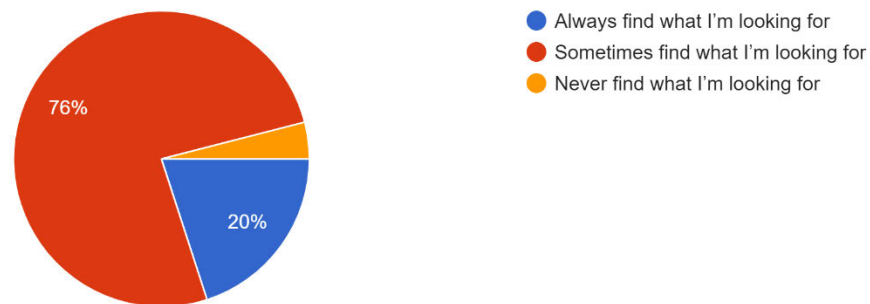


Figure 7: Rate of return of information searches

When respondents were asked to elaborate on their responses represented by Figure 7 above, 25 responses were received and coded and presented as Table 6 below. To note when participants elaborated it was evident that respondents were generally less satisfied with e-government information compared to e-government services.

Table 6: e-government information expectations	
Theme	Response
Satisfied (Met expectations)	• I search for rates profile and get it • Always find what I am looking for on search engine • No issues • On a regular note • I find what I look for
Not satisfied (Failed to meet expectations)	• Certain websites have limited functionality and still requires you to call / go into a branch. • To reset passwords etc should also be seamless • Government doesn't seem to value their google 1 page so you have to look through multiple links before you find what you're looking for • navigation on websites not always user friendly • There is no 1 active online to liaise with u immediately • So u dont know if ur queries just gets piled • Sometimes some of the information is not loaded at the time I am looking for it • I find it easier to ask in the neighbourhood watch group for numbers and solutions. • The sites can be confusing • Need to do a number of searches before finding what you need • Too much unnecessary information comes up at hits, there should be a filter or process to refine search criteria • Sometimes requires a further click instead of direct link to the search information • The link to which it leads will not always give me the site/answer I am looking for • don't always trust the information • Not always the site im specifically looking for. • Terms I search for are never found or totally not what I wanted • The sites are always difficult to navigate through • I don't always find relevant information. When you call, you're taken from pillar to post • Multiple searches required using different phrases to find information. Information not kept current • I never ask the government for anything
Recommendation	• Car licence renewals - to renew it online or at the Post Office like in other provinces would make life easier
	• N/ A • Na

When asked which social media pages respondents followed for government, 25 responses were received, and these were grouped according the relevant sphere of government. Table 7 below shows that many responses were not applicable to government administration and referred to the political arm of government. This will be further explored in interpretations section.

Table 7: Government social media interactions	
Theme	Response
Not government	- Parliament RSA - Auditor general - Political party pages - The president (Twitter) - Just the President
National government	- SARS, CIPC - National government
None	- None - None - none - none
Provincial Government	- western cape gov - Western cape gov - twitter dept of health - twitter - Western Cape Government
Local Government	- Facebook pages of and City of Cape Town - Municipal Facebook pages
	- Facebook - FB

In displaying answers from the 25 respondents to the question related to what improvements they would recommend to government in aiding them with their overall experience in utilizing their e-government services and information platforms, the information is presented in word cloud format below (Figure 8). Here themes emerge as larger sized texts, given the volume of their occurrence in responses.



Figure 8: Recommendations for improving e-government and information services

Evident from the word cloud above is that consumers are demanding better online information and information that is both current and available (i.e. strategically placed).

4.2 Presentation of interview findings

As indicated in the Chapter 3, face-to-face interviews were also undertaken with 3 participants. Originally 5 were planned however social distancing protocols urged potential participants to err on the side of caution. This of course was allowed per the ethical considerations of study and the fact that trustworthiness was largely based on willingness to participate. Not much presentation will be required as the responses from the interview subject are on par with those of online survey respondents. Thus, a quick overview will be presented below, and interview responses are available under Annexure D, along with their signed consent forms provided as Annexure C.

4.2.1 Insights from interviews

All three respondents indicated that they were based in Cape Town in the last year and made use of e-government services and information. None of the interview participants worked for government in the last year.

All participants cited convenience as the reason for electing to make use of e-government services and information with the phrase, “I can't imagine having to stand in a queue at for example a city department”, summing up the main reason for this.

E-government services were accessed by all on a periodic basis. Some of the reasons given for this is that it was based on timeframes for when the service was required with one participant indicating that this was largely in relation to tax filing season and another indicating that a new potential business venture had required access to the CPIC.

When participants were asked to link their most frequently used services to the respective government sphere, all honestly expressed their inability to clearly indicate where these fitted.

Overall interview participants were generally satisfied with the limited role that e-government services and information played in their lives. They all generally elect to use the service to respond to immediate needs and reflect on the fact that for them minimum conception is preferred, as they viewed the interactions as time consuming including following social media.

Basic information sought related largely to updates on load shedding (similar to online survey participants), and the use of SARS e-filing when tax season hits. The recommendations provided from the interviews (Annexure D) will be added to the interpretation below.

4.3 Anticipated Findings

The following two findings were originally anticipated at conception stage of this study. Firstly, that many digital citizens in Cape Town are unaware of the availability of such e-government services and information platforms and secondly do not have access to infrastructure readily (e.g. home PCs) in order to interact.

4.4 Interpretation of research findings

Findings from the online survey and interviews are discussed below. These findings were interpreted based on their linkages to elements of the review of literature and theory, in finding reasons for general sentiments indicating that the usage of e-government information and service offerings by digital citizens could be improved upon. These interpretations will be based on the categories and themes identified in line by line coding techniques by the researcher and linked to the theory in Chapter 2 and addressing the research questions.

4.4.1 e-Government service delivery

Evident from research findings are that participants were not aware of the full spectrum of e-government services and information offered by government. The public administration represents a huge organisation and it appears as though digital citizens in Cape Town are less aware of the full menu of services it offers, either in terms of physical brick and mortar structures and what is available in an online environment.

This is evident on a quick overview of the research findings there are a number of individuals who indicated that they made use of SARS e-filing services, however there were more mentions of the service than linkages to the question of which government spheres services are made use of, with only one person spelling out SARS (even though SARS is a national agency) while some being captured in the national response and other responses possibly included in the not sure section.

Also, general overview of the findings reveals that it is generally a challenge with service delivery most frequently initiates an online interaction with government. Such as queues being too long, or a complaint of some kind not being addressed at physical offices and having consumers go online in order to remedy.

The research findings point to a specific bouquet of e-government services and information being utilised by digital citizens in the Western Cape. Largely, respondents appear to be most familiar with the services and information related to City of Cape Town. This is related to the services most typical of home ownership such as rates, electricity and water. Evident from this is that people will gravitate to services which have direct bearing on their daily lives and will only access e-government services and information when a factor of that daily life is affected. This is also evident from the findings that most of the participants use e-government services and information on a need basis.

Similarly, survey responses indicated that this was also evident for small business owners as the Companies and Intellectual Property Commission (CIPC) and Department of Labour were also cited as e-government services consumed. This implies that respondents were also using the basic online business administrative e-government services for ensuring business registration and information update. Interestingly, there is no indication that other potential business support avenues such as the Department of Trade and Industry (DTI) or Small Enterprise Development Agency (SEDA) have been made use of.

Based on responses to the question about what initiates searches, there is evidence that most interactions with e-government services are initiated through some form of failure in relation to service delivery. For example, the most popular “search words” indicated references to City of Cape Town services, and these are largely cited as being in relation to load shedding. Thus, citizens are using online platforms in order to ascertain more information on how they can mitigate the risk of a government failure in services for them to be able to better prepare in possibly being less affected.

4.4.2 Citizen satisfaction levels of e-government services

From participant responses it is evident that they perceive e-government services and information as an extension of “brick and mortar” government structures. This is evident given that many of the participants have referenced past negative experiences (e.g. queues and delays) as reasons for gravitating towards the e-government platforms available. They also indicate that they are not satisfied with this position and that online offerings should be complete. This is discussed more below.

4.4.3 User expectations of e-government

Evident from the findings and in agreement with the theoretical research, it is evident that respondents are searching for a seamless government online experience characterised by their feedback pointing towards “convenience and ease” and by their sharp dislikes when dealing with transactions that start in an online environment and still must be completed in physical environments. Respondents are demanding “complete” online transactions and more specifically allude to a need for ongoing feedback for matters which they have initiated in the online space. Higher levels of feedback appear to be expected from e-government service administrators than from offline administered services. This may point to respondents expecting the same level of satisfaction that they experience in other online transactions such as internet banking.

Respondents are demanding services that “just work” in online environment and make their lives easier. These are alluded to multiple times in the recommendations section of the survey. There are more e-government services which respondents would like removed from physical environment interacting and made available on online platforms. This indicates a preference for online government interactions, and this bodes well for government. A good example of this is the request for the ability to renew vehicle licenses online, a task made daunting with the recent lockdown situation.

Most of the respondents are using cellular devices in order to consumer e-government and information services. This again points to an expectation of convenience given that they are utilising a device readily available for them. As such with this use the same is expected from government in relation to readily available content which can be accessed while “on the go”.

Respondents also listed Parliament RSA, Political party pages, the President as government social media which they are subscribed to. These are political associations who govern but are removed from government. This significant finding as it again points to misunderstanding of the institutions, it would be interesting to

see how these misunderstandings are influencing the decision to make use of e-government services in a deeper level of study.

4.4.4 AIDA Model Interpretation

For interpreting recommendation from research participants, the researcher will use Attention, Interest and Desire as independent variables to determine the Action of the customer (i.e. digital citizens in Cape Town) which becomes the dependent variable in understanding of the consumption of e-government services and information. This is demonstrated in Table 8 below, where responses were line-coded and respondent recommendations paired to the variables accordingly.

Table 8: Interpretation of findings aligned to AIDA model		
Dependant Variable	Independent Variable	Responses from participants
Attention	Visual Appeal	• All Info must be readily available, you shouldn't have to call in for additional info, site must be easy to navigate, • Make everything simple and user-friendly • Search functions must work more smoothly • Better layout • More ease of use • Keep pages and contact persons updated
Interest	Use and interactivity	• Invest adequately in SEO according to frequency of search terms • Concise copy on websites: gov websites are so copy heavy it's off putting to the extent that I'd rather phone a help desk. • Have an option to call users back should they encounter an issue • all/most services should be available online and must avoid having to go into a branch / call • Better cataloguing of information, and the ability to filter or refine a search
Desire	Trustworthiness and Convenience	• Improved turnaround times • Access to speaking to some, click to call if needed • To be able to renew your car licences online, to be able to view your invoices online of your rates and water as well as electricity, valuation of house, information about what repairs or improvements are happening in your area, complaints about loud neighbours • Better service • An app that has simplified info • Cell phone application • Ensure that all information is current • Have an option to call users back should they encounter an issue • Keeping sites up to date with current information • Having wizards or chat bots available to guide us through the process of finding information

Based on the table above it is evident that factors such as visual appeal, use and interactivity, trustworthiness and convenience are significant to the respondents and influence their consumption of e-government services and information. This is evident based on the multiple recommendations which were provided.

It can therefore be assumed that in addressing these issues there would be a stronger motivation for respondents to take Action, in consuming more e-government services and information offerings. Government essentially needs to make more services available online that people are demanding to consume but do so in an intuitive way. The AIDA model theory expressed in Chapter 2 therefore holds significant relevance and can be used in further investigation of the quality of e-government services and information and how greater consumption (Action) can be realised.

Chapter 5: Recommendations

5.1. Anticipated research contributions

At the conceptualisation stage of this research it was anticipated that it would contribute significantly in assisting government with improving its e-government service offerings, implying enhanced service delivery to citizens and a potential reduction in 'red tape', regarding time and costs associated with unclear or incorrect citizen transactions with government. As such the following serve as potential recommendations for doing so based on the interpretation of findings by the researcher.

5.2. Recommendations based on interpretation of findings

The following section of this research report will consider recommendations based on the interpretation of the research findings as stated, in addressing sentiments indicating that the usage of e-government information and service offerings by digital citizens could be improved upon.

5.2.1. Promotion of improved understanding of public service administration structures

The public service administration is a huge organisation, spanning across several spheres which within house several departments and directorates. Evident is that citizens struggle with obtaining a bird's eye view of what types of e-government and information services are available to them outside of those which they have a history of transacting with.

In addressing this, government could direct more targeted communications at raising awareness of government spheres and specific areas of competency and mandates through structured communication campaigns directed at digital citizens.

5.2.2. Improved awareness of available e-government services and information platforms

Interpretation of the findings points to a clear indication that respondents are gravitating to online transactions, especially with local municipalities (i.e. City of Cape Town). Secondly, respondents are aware of the SARS e-filing system, but the service is largely used in order to avoid instances of having to manually file. There are several e-government and information services which are not mentioned such as leisure elements e.g. tourism or accommodation agencies and limited mention of health and wellbeing elements from respondents. Based on the researcher's area of expertise there are quite a number of services which have not been referenced by respondents.

As such more awareness initiatives need to be undertaken with respect to Government communication on its online offerings to citizens. Perhaps from the perspective that there are offerings which support all areas of the lives of citizens including their health and wellbeing. This would be an excellent way of introducing the various government brands to consumers, with a clear message of "we care".

5.2.3. Address challenges of accessing government services

Based on interpretation of results, many of the respondents indicated that they had faced challenges when interacting with "physical" based government services. Memory of these challenges have tainted their perceptions of government services in general and have made them move online for solutions. Further frustrations also arise when they have similar experiences in the online environment.

It is therefore essential that government considers a holistic service delivery approach for both environments, perhaps through improved customer journey mapping, service delivery standards and improved mechanisms in the management of complaints.

5.2.4. Offering more relevant e-government services online and more complete transactions

Respondents indicate immense frustration when using online e-government services and are still required to have parts of the transaction in the offline environment. Government needs to consider offering “complete” transactions (i.e. from A-Z) in online environments and this can be achieved through improved customer journey mapping and service delivery standards.

5.2.5 More intuitive consumer orientated interfaces

In the research respondents generally indicated satisfaction when using the SARS e-filing platform. Thus, further investigation is proposed into perceived success cases of the platform. Lessons can be taken from its design and user interface as a case study for improving other e-government and information online platforms and developing more intuitive consumer orientated interfaces.

This is also particularly relevant given that most respondents are using cellular technology to consume e-government services and information. Respondents have proposed, and the researcher agrees, that government adapt interfaces and platforms to accommodate those they are more familiar with, such as Apps dedicated to the various services with eased and trusted safe functionality. These can also be strengthened through an enhanced focus on engagement dedicated to two-way dialogue as opposed to a rigid transaction only environment.

Conclusion and further research

In conclusion the following research study was used to explore the perception that the usage of e-government service and information could be improved upon, given the potential value proposition it affords for service delivery to citizens.

Given the human context considered and the need for understanding the social and natural contexts of their consumption of e-government services and information, the researcher utilized the interpretivist paradigm. This paradigm was most applicable as the proposed research related to understanding the world as it is, from the subjective experiences of individuals which implied a qualitative degree of enquiry.

As such the research objectives of the study, relevant to the research questions, which related to gaining a better understanding based on perspectives from digital citizens in Cape Town about factors influencing their consumption of e-government information and services and exploring their usage behaviour, were addressed by the findings of this study. Similarly, the objective of uncovering sentiments about how the Government could improve the consumption experience of e-services and information offerings by digital citizens were highlighted in the both the interpretation report and recommendations by the researcher.

The researcher utilized Attention, Interest and Desire as independent variables to determine the Action of the customer (i.e. digital citizens in Cape Town) which became the dependent variable in understanding of the consumption of e-Government services and information. In this research the AIDA model was applied to the online e-government services and information platforms where Attention referred to visual appeal, Interest referred to ease of use and interactivity, Desire referred to trustworthiness and convenience and the last dependent variable Action, referred to the consumption decision.

Evident from the review of the available literature there remains a clear need for ongoing improvements in the e-government services and information environment, given the potential value proposition it affords for service delivery to citizens. This was also confirmed based on insights from participants of this study.

Key considerations in understanding consumption of e-government services and information is that consumers need to have their needs met when they consume these services. E-government services need to therefore address expectations which digital citizens may have in terms of making use of such platforms. This research confirmed the theory however and went a step further in translating specific aspects of consumption with the presentation and interpretation of findings.

In accordance with the interpretivism paradigm and qualitative methods, convenience sampling was deployed in undertaking the proposed research. For this research, surveys were completed by 25 representatives of the accessible population being residents of Cape Town who have digital access to online environments and consume e-government services and information. Also, for this research 3 face-to-face interviews with the accessible population represented by residents of Cape Town who have digital access to online environments and consume e-government services and information, were held.

All ethical considerations as identified in this document were maintained while undertaking this exploratory research deploying both online survey and face-to-face interview techniques and in the presentation of the information, assuring trustworthiness is adhered too.

Two core findings emerged as a result of the study. Firstly, it was found that digital citizens in Cape Town were eager to consume e-government services and information, if the holistic service delivery environment associated with it, was optimal. Secondly, it also emerged that more could be done by government in creating awareness of

these online offerings and improved understanding of the nature of the public administration.

Lastly, this research did not represent a comprehensive study but intended to serve as an explorative study, in that it would seek to provide some reasons for the identified research problem, through analysis of feedback from representatives of the population. As such the results from the study, were sufficient for the researcher to identify some preliminary areas of recommendations for government in improving consumption of their e-government and information services to digital citizens.

The research may be duplicated in other locational areas and it is anticipated that similar feedback will be received from participants of another geographic area. However, those responses may be based on services which are not readily available within the current study area (Cape Town) and conversely may be more available in the study area.

Evident is that this research independent of where it is undertaken, will contribute in assisting government with improving its e-government service offerings, implying enhanced service delivery to citizens and a potential reduction in 'red tape', regarding time and costs associated with unclear or incorrect citizen transactions with government.

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Annexure A: Survey Instrument

Questionnaire

The following surveying instrument will be utilised in order to undertake a Google Forms survey as well as forming the basis for interviews (which could be expanded on) with identified participants, in order to gain improved insights into the consumption of e-Government services and information by digital citizens in Cape Town. (Vega declaration added).

1. Have you been employed by the public service i.e. local, provincial or national government within the last year?

- Yes
- No

2. Have you resided in Cape Town for more than one year?

- Yes
- No

3. Do you access **e-Government services or information websites online?**

- Yes
- No

4. Why do you opt to use e-Government services or information websites online?

5. How often do you utilise **government services** offered online?

- Daily
- Weekly
- Monthly
- Annually
- Periodically
- Not sure

6. How often do you access **government information** websites?

- Daily
- Weekly
- Monthly
- Annually
- On a need basis
- Not sure

7. Which technical device/s do you use to access e-Government services and information?

8. Which **spheres of government**, online services and information sites do you make use of?

- City of Cape Town

- Western Cape Government Departments and agencies
- National Government Departments and agencies
- Other: _____
- Not sure

9. Which **e-government services** do you access most frequently?

10. How in your opinion, do your general experiences of **e-government services** online meet your service delivery expectations?

11. Please list **phrases** you use most in initiating your searches for government information online?

12. How would you rate the **return of information** which you are searching for?

- Always find what I'm looking for

- Sometimes find what I'm looking for
- Never find what I'm looking for

Please elaborate on your selected answer:

13. Which social media pages do you follow for **government**?

14. What **improvements** would you recommend to government in aiding you with your overall experience of utilising their e-government services and information platforms?

Annexure B: Ethical Clearance Letter



18 August 2020

Student name: Joe-Mark Arnold



Campus: CAPE TOWN

Re: Approval of BA Honours in Strategic Brand Communications- Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

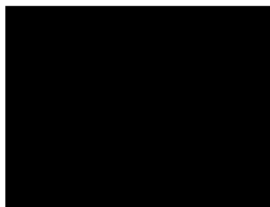
Supervisor:



D. Bernhardt



Campus Postgraduate Coordinator (CPC): Carol Affleck



Annexure C: Survey Participation Consent Forms

Explanatory information sheet and consent form for participants To whom it may concern, My name is Joe-Mark Arnold and I am a student at Vega School. I am currently conducting research under the supervision of Donna Bernhard, exploring the consumption of e-Government services and information by digital citizens in Cape Town. I hope that this research will enhance our understanding of the phenomena and assist government with improving its e-government service offerings, implying enhanced service delivery to citizens and a potential reduction in 'red tape', regarding time and costs associated with unclear or incorrect citizen transactions with government. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study? I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study? Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study? - Your inclusion in this study is completely voluntary; - If you do not wish to participate in this study, you have every right not to do so; - Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected? I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide? Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts: Honours in Strategic Brand Communication Degree. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study? Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed. My contact details are as follows: Joe-Mark Arnold [Redacted] The contact details of my supervisor are as follows: Donna Bernhard [Redacted] [Redacted]

Participant signature:



Explanatory Information sheet and consent form for participants

To whom it may concern,

My name is Joe-Mark Arnold and I am a student at Vega School. I am currently conducting research under the supervision of Donna Bernhardt, exploring the consumption of e-Government services and information by digital citizens in Cape Town. I hope that this research will enhance our understanding of the phenomena and assist government with improving its e-government service offerings, implying enhanced service delivery to citizens and a potential reduction in 'red tape', regarding time and costs associated with unclear or incorrect citizen transactions with government.

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What will I be doing if I participate in your study?

I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve).

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts: Honours in Strategic Brand Communication Degree. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Joe-Mark Arnold

[Redacted contact details]

The contact details of my supervisor are as follows:

Donna Bernhardt

[Redacted contact details]

Participant signature:

[Redacted signature]

Explanatory information sheet and consent form for participants

To whom it may concern,

My name is Joe-Mark Arnold and I am a student at Vega School. I am currently conducting research under the supervision of Donna Bernhardt, exploring the consumption of e-Government services and information by digital citizens in Cape Town. I hope that this research will enhance our understanding of the phenomena and assist government with improving its e-government service offerings, implying enhanced service delivery to citizens and a potential reduction in 'red tape', regarding time and costs associated with unclear or incorrect citizen transactions with government.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve).

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts: Honours in Strategic Brand Communication Degree. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

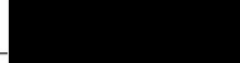
My contact details are as follows:

Joe-Mark Arnold



The contact details of my supervisor are as follows:

Donna Bernhardt



Participant signature:



Annexure D: Transcribed Interviews

Questionnaire feedback: Participant 1

1. Have you been employed by the public service i.e. local, provincial or national government within the last year?

No (I have applied for so many jobs but nothing yet)

2. Have you resided in Cape Town for more than one year?

Yes

3. Do you access **e-Government services or information websites** online?

Yes

4. Why do you opt to use e-Government services or information websites online?

Because I can't imagine having to stand in a queue at for example a City department. Have you seen those queues? I do not have the time available to be able to do something as basic as filing my taxes and if I have to stand in a queue for hours on end. I would never complete the process! That's why e-filing is probably the best thing government ever did. Also, when getting information on load-shedding I can simply check on the city's website, this makes my life a lot easier. I have also taken to looking at online government sites to get more information on the current situation of Covid-19, to know what's going on.

5. How often do you utilise **government services** offered online?

Periodically

6. How often do you access **government information** websites?

On a need basis

7. Which technical device/s do you use to access e-Government services and information?

Mostly cellphone, if checking for load shedding schedule. I use my laptop for “big people” things like e-filing.

8. Which **spheres of government**, online services and information sites do you make use of?

Mostly I check in with the city of Cape Town and with the presidency to see what's happening in the country, and I think SARS is national?

9. Which **e-government services** do you access most frequently?

I think I mostly make use of the City (of Cape Town) side for things like job searches and applying, and then of course e-filing.

10. How in your opinion, do your general experiences of **e-government services** online meet your service delivery expectations?

I think since I only use it for specific things the feedback is good. I generally get the right load shedding schedules from City of Cape Town and I have had no issues with SARS e-filing. I am not going to lie; these are the only sites or E-services that I make use of largely because I'm not so clued up of what is actually available within the e-government space.

11. Please list **phrases** you use most in initiating your searches for government information online?

I search for City's load shedding schedule I also search for Covid related safety information on National Health, and generally I search for content based on getting further details on news stories.

12. How would you rate the **return of information** which you are searching for?

I sometimes find what I'm looking for.

Please elaborate on your selected answer:

I sometimes find what I'm looking for because often the information is probably there, but I give up on my search because I don't have the time to be able to go deeper into the available website. I wish the information was more easily accessible.

13. Which social media pages do you follow for **government**?

I don't follow any government social media because I'm afraid that the information they would give via notifications would not be relevant to me and I do not have the time to go through all that information.

14. What **improvements** would you recommend to government in aiding you with your overall experience of utilising their e-government services and information platforms?

For me I think of needs to be easier to use and I think the services that are available need to be better communicated, I told you, me, I rely on 2 of the services which are the City's site for load shedding schedules and for SARS e-filing and even then I have to assist my mother every year with doing her e-filing because she finds the process so complicated. So, I do feel that the services are not there for everybody especially given that everybody is not as good at dealing with Web interfaces. Sometimes I wish there were more pictures that would be able to help somebody like my mom. Otherwise I am OK with the information and government services I use.

Questionnaire feedback: Participant 2

1. Have you been employed by the public service i.e. local, provincial or national government within the last year?

No

2. Have you resided in Cape Town for more than one year?

Yes

3. Do you access **e-Government services or information websites online**?

Yes

4. Why do you opt to use e-Government services or information websites online?

I use online government e-services and information because I don't have the time to stand around in queues. I'm avoiding doing that when banking, so I think it's only fair that I get the same from the Government.

5. How often do you utilise **government services** offered online?

Periodically

6. How often do you access **government information** websites?

On a need basis, when I need to know something or do something specific

7. Which technical device/s do you use to access e-Government services and information?

I just Google on my cell phone, I do everything from my cell phone actually. It is a smartphone after all! (Laughs).

8. Which **spheres of government**, online services and information sites do you make use of?

I recently started looking into starting my own business, so I used CIPC. I'm not going to lie. I know they are government but I'm not sure what part of government they fall under.

9. Which **e-government services** do you access most frequently?

Department of education. I am a teacher, so I often have to check which resources are loaded in order to work on lesson plans.

10. How in your opinion, do your general experiences of **e-government services** online meet your service delivery expectations?

My expectations are really not high. As long as the information is up, I will dig around to find it.

11. Please list **phrases** you use most in initiating your searches for government information online?

Loadshedding (home area). Where can I lodge my complaints on noisy neighbours?

12. How would you rate the **return of information** which you are searching for?

I sometimes find what I'm looking for.

Please elaborate on your selected answer:

Like I said earlier, I get the information if I dig around enough for it.

13. Which social media pages to you follow for **government**?

None

14. What **improvements** would you recommend to government in aiding you with your overall experience of utilising their e-government services and information platforms?

It would be nice to know what's actually available, it's like you need to figure so much out for yourself.

Questionnaire feedback: Participant 3

1. Have you been employed by the public service i.e. local, provincial or national government within the last year?

No (I wish)

2. Have you resided in Cape Town for more than one year?

Yes

3. Do you access **e-Government services or information websites** online?

Yes

4. Why do you opt to use e-Government services or information websites online?

I don't really have a choice. It's either that or I have to go wait for hours at some face brick building or get lost at the Civic Centre in Cape Town.

5. How often do you utilise **government services** offered online?

Only when I have to. (Periodically)

6. How often do you access **government information** websites?

When I really have to. (On a need basis)

7. Which technical device/s do you use to access e-Government services and information?

Always my cell phone. I'm not going to spend my little available time on government sites at my PC when I could be gaming.

8. Which **spheres of government**, online services and information sites do you make use of?

I pay my City accounts online, then I also check for the load shedding (laughs). Sometimes I go see what Winde (Alan Winde, Western Cape Premier) and Cyril (Cyril Ramaphosa, the President) are up to.

9. Which **e-government services** do you access most frequently?

Paying my city accounts and I play the lottery. Is that also government?

10. How in your opinion, do your general experiences of **e-government services** online meet your service delivery expectations?

I have zero expectations of government except that they keep the streets clean, the lights on and the water running and that they bill me correctly.

11. Please list **phrases** you use most in initiating your searches for government information online?

Where's the nearest traffic department. Vehicle license extensions. I don't know why they don't also just put that up somewhere already. It took me an hour with this Covid story to get my new disc.

12. How would you rate the **return of information** which you are searching for?

It gives me what I need to know, not what I want to know (laughs).

13. Which social media pages to you follow for **government**?

I'm not on any social media, that's for youngsters.

14. What **improvements** would you recommend to government in aiding you with your overall experience of utilising their e-government services and information platforms?

Like I said, government must do what it does best and make sure that us citizens are safe and provide us the necessary information to do so. But really if I could get my way vehicle licensing would be online. Also, they can really make their websites look better, and why can't I just use the services with something that looks like my banking App?

Annexure E: Online Survey Findings (exported from Google Forms)

Timestamp	Have you resided in Cape Town for more than one (1) year?	Do you access e-Government services or information websites online?	Have you been employed by the public service administration (i.e. local, provincial or national government) within the last year?	Why do you opt to use e-Government services or information websites online?	How often do you utilize government services offered online?	How often do you access government information websites?	Which technical device/s do you use to access e-Government services and information?	Which spheres of government, online services and information sites do you make use of?	Which e-government services do you access most frequently?	How in your opinion, do your general experiences of e-government services online meet your service delivery expectations?	Please list phrases you use most in initiating your searches for government information online?	How would you rate the return of information which you are searching for?	Please elaborate on your selected answer for the above question:	Which social media pages do you follow for government?	What improvements would you recommend to government in aiding you with your overall experience of utilizing their e-government services and information platforms?
8/20/2020 12:12:36	Yes	Yes	No	Convenience and speed	Daily	Daily	Laptops, mobile	City of Cape Town, Western Cape Government Departments and agencies, National Government Departments and agencies	SARS, CIPC	Good	SARS, cipc	Sometimes find what I'm looking for	Certain websites have limited functionality and still requires you to call / go into a branch. To reset passwords etc should also be seamless	Auditor general, SARS, CIPC, western cape gov	All Info must be readily available, you shouldn't have to call in for additional info, site must be easy to navigate, all/most services should be available online and must avoid having to go into a branch / call
8/20/2020 12:29:57	Yes	Yes	No	Convenience	Periodically	On a need basis	Mobile phone	City of Cape Town, Eskom	E-filing	Adequately re: cost saving although the UI and UX is terrible	If it's a department I use geotagging through "closest to me" wording.	Sometimes find what I'm looking for	Government doesn't seem to value their google 1 page so you have to look through multiple links before you find what you're looking for	Western cape gov - twitter dept of health - twitter	Invest adequately in SEO according to frequency of search terms. Concise copy on websites: gov websites are so copy heavy it's off putting to the extent that I'd rather phone a help desk.

8/20/2020 12:38:41	Yes	Yes	Yes	The convenience of not having to travel to a municipal office and wait in line to be served. Saves time and money.	Periodically	Weekly	Phone and personal computer	City of Cape Town, Western Cape Government Departments and agencies	City of Cape Town e-services portal	Satisfactory. More services can be made available on line or via an app.	City of Cape Town, Western Cape Gov jobs, Vehicle licensing, wced vacancies, planning documents	Sometimes find what I'm looking for	Always find what I am looking for on search engine but navigation on websites not always user friendly.	None	Multiple platforms accessible to all such as City's whatsapp group. Maybe a news channel or app for info sharing, something like News 24 but for gov and free to citizens.
8/20/2020 12:39:40	Yes	Yes	No	Save me time	Periodically	Weekly	Android phone	City of Cape Town, Western Cape Government Departments and agencies	Governmental health	Poor	Please reply or answer my questions please	Sometimes find what I'm looking for	There is no 1 active online to liaise with immediately. So u dont know if ur queries just gets piled.	Political party pages	If I query give something have a machine tell me I'm number 10 or 15 in line and make someone return my call.
8/20/2020 12:46:17	Yes	Yes	Yes	It's easier and less time consuming.	Weekly	On a need basis	My phone and laptop	Western Cape Government Departments and agencies, National Government Departments and agencies	WCED e-portal. DBE resources WCG e-recruitment	I am quite satisfied with the online services that I have used thus far	Vacancies Lesson planning Resources	Sometimes find what I'm looking for	Sometimes some of the information is not loaded at the time I am looking for it	None	Ensure that all information is current
8/20/2020 12:58:39	Yes	Yes	Yes	To queue at municipal building is a nightmare and more often than not they cannot assist you that day. Calling is a mission as I end up	Monthly	On a need basis	Cellphone PC Tablet	City of Cape Town, Western Cape Government Departments and agencies	Local municipality	Its ok. Website can be better laid out	Electric faults cape town Water faults cape town Faulty Street lights gordons bay	Sometimes find what I'm looking for	I find it easier to ask in the neighbourhood watch group for numbers and solutions.	None	Better layout More ease of use

				wasting 30 minutes at least then they simply hang up the call											
8/20/2020 13:00:29	Yes	Yes	No	its safer	Periodically	On a need basis	Computer	City of Cape Town	not sure	no	Cape tOWN	Sometimes find what I'm looking for	The sites can be confusing	none	Access to speaking to some, click to call if needed
8/20/2020 13:17:00	Yes	Yes	No	Convenient for water meter reading updates	Monthly	On a need basis	Phone or computer	City of Cape Town	Municipality	Needs are met	Loadshedding, waste services	Sometimes find what I'm looking for	Need to do a number of searches before finding what you need	None	Better search facilities broken down per municipality or suburb
8/20/2020 13:19:39	Yes	No	No		Not sure	On a need basis	Laptop	City of Cape Town	City of Cape Town	Yes	Rates /Electricity	Always find what I'm looking for	I search for rates profile and get it	None	I'm happy with my min exposure
8/20/2020 13:20:53	Yes	Yes	No		Periodically	On a need basis	Computer , Android device	City of Cape Town, National Government Departments and agencies	City of Cape Town e-services	Satisfactorily	Contact information , Regulations and Laws (for example air quality and emissions)	Sometimes find what I'm looking for	Too much unnecessary information comes up at hits, there should be a filter or process to refine search criteria	Facebook pages of Western Cape Government and City of Cape Town	Better cataloging of information, and the ability to filter or refine a search
8/20/2020 13:24:10	Yes	Yes	No	Vacancies	Periodically	On a need basis	Phone	City of Cape Town, Western Cape Government Departments and agencies	Western cape	It's ok	Slow response	Always find what I'm looking for	No issues	None	None

8/20/2020 13:31:45	Yes	No	No	I dont	Not sure	On a need basis	Android	City of Cape Town, Western Cape Government Departments and agencies	Social media	Delayed	Electricity	Sometimes find what I'm looking for	On a regular note	Facebook	Turn around time
8/20/2020 13:32:48	Yes	Yes	Yes	Government call centers are not helpful.	Not sure	On a need basis	Phone , laptop	Western Cape Government Departments and agencies, National Government Departments and agencies	Vacancies	Experience isn't that great.	N/A	Sometimes find what I'm looking for	N/ A	Parliament RSA	Information isn't correctly packaged
8/20/2020 13:37:33	Yes	Yes	No	Faster accurate information at your finger tips	Not sure	Monthly	Computer	City of Cape Town	Municipal accounts	Yes	City of cape town	Sometimes find what I'm looking for	Sometimes requires a further click instead of direct link to the search information	None	Cellphone application
8/20/2020 13:39:17	Yes	Yes	No	Beats standing in long que's	Periodically	On a need basis	Laptop and cellphone	City of Cape Town, Sars	Sars	Queries are not answered quickly, not always user friendly	It depends which service I am searching for	Sometimes find what I'm looking for	The link to which it leads will not always give me the site/answer I am looking for	None	Have an option to call users back should they encounter an issue... As most times when faced with a query/issue/question the user has to call in and spend forever on the line - sometimes even in vein-waiting for assistance.

8/20/2020 13:40:04	Yes	Yes	No	To apply to schools	Annually	Annually	Laptop and Cell phone	Western Cape Government Departments and agencies	WCDE	Poorly, When you can access it the info not always correct. Call the school mentioned to verify info on site	Western Cape	Always find what I'm looking for	I find what I look for but don't always trust the information	None	Accuracy of info provided
8/20/2020 13:55:34	Yes	Yes	No	Easier	Periodically	On a need basis	Phone	City of Cape Town, Western Cape Government Departments and agencies, National Government Departments and agencies	City of Cape Town	Mostly	Municipality	Sometimes find what I'm looking for	Not always the site im specifically looking for.	National government	Keep pages and contact persons updated
8/20/2020 13:58:49	Yes	No	No		Not sure	On a need basis	Laptop	City of Cape Town	City of Cape Town	Yes	Rates /Electricity	Always find what I'm looking for	I search for rates profile and get it	None	I'm happy with my min exposure
8/20/2020 14:13:05	Yes	Yes	No	Convenience	Monthly	Monthly	Phone	City of Cape Town	Eservices	Good	Eservices	Always find what I'm looking for	Na	FB	Na
8/21/2020 14:54:24	Yes	Yes	No	It seems the easiest, to avoid standing in queues	Periodically	Not sure	Smart phone/ laptop	City of Cape Town, Western Cape Government Departments and agencies	Jobs	Not very good at all, poor service delivery. Always timing out, or not working.	NA	Sometimes find what I'm looking for	Terms I search for are never found or totally not what I wanted	The presidency (Twitter)	Make everything simple and user-friendly. Search functions must work more smoothly
8/21/2020 14:56:00	Yes	No	No	I don't	Not sure	Not sure	Possibly my PC	Not sure	None	N/a	N/a	Never find what I'm looking for	I nearly ask the government for anything	None	Better service in physical branches then maybe I'll care to use online

8/21/2020 14:58:51	Yes	No	No	Wasn't aware of them	Not sure	On a need basis	None	City of Cape Town	None	I don't have any	How to pay a fine	Sometimes find what I'm looking for	The sites are always difficult to navigate through	Just the President	An app that has simplified info
8/21/2020 17:10:21	Yes	No	No	I don't	Not sure	On a need basis	Laptop	Not sure	Municipality services	Fair.	Not applicable	Sometimes find what I'm looking for	I don't always find relevant information. When you call, you're taken from pillar to post	None	Better service.
8/21/2020 18:20:45	Yes	Yes	No	To get information, such as contact numbers, office hours, to save time, enquiries	Periodically	On a need basis	cell phone or laptop	City of Cape Town	efiling on an annual basis,	efiling is the most efficient, CoCT not so user friendly	Car licence renewals	Sometimes find what I'm looking for	Car licence renewals - to renew it online or at the Post Office like in other provinces would make life easier	none	to be able to renew your car licences online, to be able to view your invoices online of your rates and water as well as electricity, valuation of house, information about what repairs or improvements are happening in your area, complains about load load neighbours,
8/23/2020 16:25:51	Yes	Yes	No	It is quicker to use online services than to visit the government institutions	Periodically	On a need basis	Laptop and smart cell phone	Western Cape Government Departments and agencies, National Government Departments and agencies, Municipalities	Dept of labour Municipalities	Services are incomplete. Cannot complete the entire transaction online	Registering for UIF; UIF payouts Outages	Sometimes find what I'm looking for	Multiple searches required using different phrases to find information. Information not kept current	Municipal Facebook pages	Keeping sites up to date with current information Having wizards or chat bots available to guide us through the process of finding information

Annexure F: Concept Document Template

TITLE: An exploration into the consumption of e-government information and services by digital citizens in Cape Town

Research Purpose/ Objective	Primary Research Question	Research Rationale	Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
O1: Better understanding based on perspectives from digital citizens in Cape Town about the factors influencing their consumption of e-government information and services. O2: explore the usage behaviour of e-government information and services by digital citizens in Cape Town. O3: uncover sentiments about how the Government could improve the consumption experience	How do digital citizens in Cape Town feel about the quality of their experiences using e-government information and services?	This research is intended to assist local, provincial and national government with designing better e-government service offerings, enhancing service delivery to citizens and potentially reducing red tape.	Rawal Vivier Wentzel and Sanchez Singh and Thakur Mishra and Geleta Mawela, Ochara and Twinomurizi	Theme 1: e-Government service delivery Theme 2: Citizen satisfaction levels of e-government services Theme 3: User expectations of e-Government	Paradigm: Interpretivist–objective interpretations of ontological subjective human perceptions and opinions about reality, based on the implementation of epistemological analysis of personal interviews of experiences within an environment.	Primary: Qualitative Research	Online Survey Face-to-face interviews	Informed consent, Confidentiality, Ethical clearance, Minimising bias, Thematic analysis, Manners, Respondents free to withdraw, Transparency	That many digital citizens in Cape Town are unaware of the availability of such e-Government services and information platforms. Citizens do not have access to infrastructure readily (e.g. Home PC) in order to do so.	See bibliography
						Population				
						Target population: residents of Cape Town who have digital access to online environments. Accessible population: residents of Cape Town who have digital access to online environments and consume e-government services and information.				
Research Problem	Secondary Questions	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
It has been perceived that the usage of e-Government information and service offerings by government could be improved upon.	Usage experiences of e-Government information and services by digital citizens in Cape Town. Sentiments on how Government could improve the consumption experience.	Digital citizens(hip), e-Government, Digital/electronic (e) administration, citizen engagement and user(client)-centricity	AIDA Model			28 respondents 25 online survey respondents 3 face-to-face interviews	Manual line by line coding and thematic topic or pattern matching	Small sample size	Valuable information for Government in order to: - improve on user experience of e-Government services and information. - enhance service delivery to citizens. - reduce red tape regarding time and costs associated with unclear or incorrect interactions with government services	

