Co-creating public services: From participatory design to participatory open data

Juliane Jarke, PhD
Institute for Information Management (ifib)
Centre for Media, Communication & Information Research (ZeMKI)
at University of Bremen
MobileAge (2016-2019)

Objectives:

• Support and improve senior citizens access to public services through the participatory development of mobile technologies and use of open data

• Develop methods for the effective involvement of older people in the creation of new public services

„Co-creation“ approach > Participatory and inclusive research- and innovation practice
Open government data

• ‘Open data is data that can be freely used, re-used and redistributed by anyone’ (Open Data Handbook, 2012)

• Based on
  – Freedom of Information Act (FoIA)
  – Transparency Act (TA)
Open government data

- Public data has significant potential for re-use in new products and services. Overall economic gains from opening up this resource could amount to €40 billion a year in the EU;
- **Addressing societal challenges** – having more data openly available will help us discover new and innovative solutions;
- **Achieving efficiency gains** through sharing data inside and between public administrations;
- **Fostering participation** of citizens in political and social life and increasing transparency of government.

Digital Agenda for Europe
Civic technology & participatory open data

- may involve anybody ‘who is willing to collaborate with others to create, build, and invent open source solutions using publicly released data, code and technology to solve challenges’ relevant to their neighbourhoods, cities or states.
- aim to engage citizens (also with non-technical backgrounds) in practices relating to different levels of open data use such as the requesting, digesting, contributing, modelling, and contesting of open data (Schrock, 2016).

http://hackforchange.org/page/about
Problem... 1st generation civic apps

- There is a bias towards young and technology savvy citizens.
- Topics are mostly pre-defined and supply driven (mostly data provided by authorities)
- Scope relates often to infrastructure projects (focus on mobility, transport, map-based-reporting)
- Citizens act as data collectors/sensors

e.g. Lee et al. 2015
Why is this a problem?

• Older adults are not active participants in the design of open data technologies
• Reproduction of particular social imaginaries of older adults and demographic ageing
  – „old age dogged by ill health, incapacity and neediness“
  • focus on deficits and limitations
  – „fit, healthy and productive later life“
  • focus on resources, but also emphasis on „staying young“

Higgs & Gilleard 2015
Challenge for civic app co-creation

- How can non-technical citizens be active participants of open data co-creation activities?
- What methods may be employed?
- What issues may emerge? What are challenges?
- What is the role of researchers, and other stakeholders?
Focus „ageing in place“: Socio-spatial dimension of social inclusion

1) **sense of attachment and social connection**: knowing a neighbourhood,

2) **sense of security and familiarity**: knowing where to find relevant information and resources and

3) **sense of identity**, linked to independence and autonomy: knowing where organisations and places are located, which services are provided, and how to access them

(Wiles et al, 2012).
Data practices

• Data do not just exist but rather data are ‘generated’
• ‘Data need to be imagined as data to exist and function as such, and the imagination of data entails an interpretive base” (Gitelman and Jackson 2013, p.3).
  – Process perspective: Data help to frame a phenomenon by demarcating boundaries in space and time.
  – Interpretations of data as representation of e.g. “age-friendly environments” elicit particular social imaginaries of ageing, and are as such deeply normative and political.
Sociomaterial data practices

• Intra-action (Barad 2007)
  – ... ‘to work in thinking about the ways in which particular entanglements matter to the production of subjects and objects’ (p.232)
  – ... subjects and objects do not pre-exist their ‘intra-action’ as independent entities but are produced through performing associations

• Sociomaterial (re)configurations (Suchman 2012)
  – ... draws attention to the ‘imaginaries’ and ‘materialities’ that technologies ‘join together’ (p.48).
... some questions

• What do data tell us about the social imaginaries of ageing and social inclusion?
• How does the intra-action with data changes the ways in which participants and researchers understand „ageing in place“?
Bremen Osterholz
Establishing participants as experts of their neighbourhood and ageing in place through Cultural Probes

(Gaver et al. 1999, Boehner et al. 2012)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 693319
Socio-spatial dimension of inclusion (returned maps)

Understand social inclusion and ageing with respect to primary networks and space.
Understanding what differences and similarities matter...
Developing personas and defining information needs & resources
Defining object categories and attributes
Co-Designing
Map Co-Design

- Enhanced contrasts
- Big font-sizes
- House numbers are shown
- Public transport as orientation-marks
Data co-creation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319

www.mobile-age.eu
Evaluating process & outcome
Willkommen beim Stadtteilführer für ältere Menschen in Osterholz

Auf den folgenden Seiten können Sie sich schnell und unkompliziert über den Stadtteil Osterholz informieren. Sie erhalten umfangreiche Hintergründe zu folgenden Themen:

Helfen Sie uns bei der Evaluation! Hier können Sie den Stadtteilführer mit einem kurzen Online-Fragebogen bewerten.

Schöne Plätze
Natur und Architektur in Osterholz.

Kultur

Sport

Treffs

Beratung

Telefonnummern und Links
Wichtige Telefonnummern und Links für ältere Menschen in Osterholz.

Stimmen zu Osterholz

Das Projekt "Mobil im Alter"
Dieses Projekt wird von der EU unterstützt.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 693319

www.mobile-age.eu
Willkommen beim Stadtteilführer für ältere Menschen in Osterholz

Auf den folgenden Seiten können Sie sich schnell und unkompliziert über den Stadtteil Osterholz informieren. Sie erhalten umfangreiche Hinweise zu folgenden Themen:

- Schöne Plätze
- Natur und Architektur in Osterholz
- Treffs
- Telefonnummern und Links

- Kultur
- Liste und Karte

- Beratung
- Liste und Karte

- Sport
- Liste und Karte

Das Projekt "Mobil im Alter" wird von der EU unterstützt.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 693319

www.mobile-age.eu
Schöne Plätze

Angebote


Schlagwörter

Geschichte, Spazierengehen, Park

Toiletten: Sowohl am Nord- wie am Südeingang, sowie in dem Cafe ("Osterhozer Kaffeestübchen")
Beleuchtung: Nur vorne
Hinweise zur Barrierefreiheit: Die Hauptwege sind gut begehbar/befahrbar, viele Gräberfelder nicht.
Grillen erlaubt: Nein
Sport: Keine Geräte
Sitzmöglichkeit: Ja
Bewirtung: Osterhozer Kaffeestübchen, Steinmetzenweg 4, 28309 Bremen, geöffnet Mo-Fr und So von 10.00 bis 16.00 Uhr, Samstags Ruhetag, Tel. 43 500 88

Träger: Umweltbetrieb Bremen
Ansprechpartner:
Telefon: 0421 361 3184
E-Mail:
Homepage: Umweltbetrieb Bremen
Öffnungszeiten:
Schlusszeiten:
16.01. - 28./29.02. um 18.00 Uhr
01.03. - 31.03. um 19.00 Uhr (nach Umstellung zur Sommerzeit 19.30 Uhr)
28.03. - 15.04. um 20.00 Uhr
16.04. - 15.09. um 20.30 Uhr
16.09. - 30.09. um 20.00 Uhr
01.10. - 31.10. um 19.30 Uhr (nach Umstellung zur Winterzeit 18.30 Uhr)
01.11. - 31.12. um 18.00 Uhr
25.11. - 31.01. um 16.30 Uhr
Diese Schlusszeiten gelten nur für den Haupteingang an der Osterhozer Heerstraße.
Digital neighbourhood guide: Data and urban digital media

As „experience marker“... can be used to record urban experiences, memories, stories and share them with others“

As „territory device“

„...an appliance or system that can influence the experience of an urban area“

„...changing the experience of that location“

de Waal 2014

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 693319
Digital neighbourhood guide: Data and urban digital media (cont.)

- „Local knowledge that is built up this way is not only a source of practical information: it is also a shared world of experience that plays a role in binding a public together“ (de Waal 2014)
- Focus changes from visualising objects on a map to visualising participants’ place-making practices
- Reflective practice about
  - process of ageing rather than status of being old
  - fulfilling later life in relation to ageing with and in place
  - role of technology (enabling, assistive)
- Valuing experience, different types of embodied, encultured, situated knowledge
Participatory open data

- Through data co-creation citizens may contest (or reinforce) particular social imaginaries of ageing (in place) & old age
- Reflective practice to position oneself to (spatial) data and re-configure subjectivities
- Enable agency through interpreting particular data regimes and contesting them
Thank you.