Expression of Non-governmental Organizations’ E-participation

Kristina Jakutytė-Ancienė
Department of Information and Communication
Faculty of Communication, Vilnius University
Sauletekio Ave. 9, LT-10222 Vilnius, Lithuania;
e-mail: kristina.jakutyte@kf.stud.vu.lt

The public sphere uniting the Lithuanian institutions that supervise information dissemination in the public usually attracts private and commercial interest; therefore, with an increasing demand of civil society to participate in decision-making and implementation processes, it is necessary to define the factors that determine social involvement (participation) and e-participation. Non-governmental organizations are most active institutions implementing civil activities. In Lithuania, e-participation is usually considered as the provision of public services and e-commerce. In this article, e-participation is discussed as a communication framework enhancing participatory democracy and citizenship. According to this communicative aspect, e-participation is also analyzed as an integral part of the public sphere and as a dimension of information dissemination. The research analyses the expressions of non-governmental organizations’ e-participation, which have never been studied in Lithuania. The research is focused on the following scientific problem: may the e-participation used for the implementation of third sector activities and the public sphere used for the consideration and announcement of urgent issues encourage active citizenship, establishment of participatory democracy and ensure public e-participation?

Key words: e-participation, public sphere, non-governmental organizations, postmodernism, critical theory, modern public sphere

This article reveals new expressions of communicative activities – connections between e-participation and public sphere, which incorporate implementation of non-governmental organizations’ (NGOs) activities. E-participation is presented as communicative expression which names e-participation as a method for NGOs to consolidate participatory democracy and citizenship. The peculiarity of a cohesion between the scientific topic of e-participation and the practical activities of e-participation allows to formulate a more exhaustive scientific argument of the theme and the specification of the scientific problem.

The practical relevance of the theme is based on the analysis of NGOs’ activities in the Lithuanian public sphere, incorporating society into the processes of social involvement and e-participation. The scientific relevance of the theme is based on different theoretical approaches (postmodernism, critical theory, social constructivism), and the research of scientific literature on these theories’ exponents defines the determinants of e-participation (trust, risk, devotion). On the ground of analysis of the expressions of NGOs’ e-participation, there is formulated a more circumstantial conception of e-participation as a
communicative process. The spread of successful cases of NGOs’ e-participation in the public sphere may encourage a greater public involvement in e-participation.

The main idea of this scientific theoretical research is to reveal interrelations among three different levels (e-participation, public sphere, non-governmental organizations) that involve the expression of NGOs’ e-participation. According to this theoretical approach, a NGO can become a mediator between civil society and government (decision-makers) including using e-participation. In order to validate this NGO role, it is necessary to define the aspects of e-participation in each theoretical approach (postmodernism, critical theory, social constructivism) and to show e-participation as a communicative sphere.

The goal of the research was to define the expressions of NGOs’ e-participation, including debating and publishing important issues in the public sphere.

1. Determinants of e-participation, civic engagement and citizenship

The concept participation means a process when individuals or groups interact in a chosen way, exchange information, have influence on taking particular decisions. The most important meaning of participation is involved citizens (Neverauskas, Tijūnaitienė, 2007). E-participation can be characterized as new forms of citizens’ participation in political and social activities through information and communication technologies (Medaglia, 2011).

Participation in collective endeavors might be driven by the private passions of individuals who are physically and/or socially unknown to one another, but who can find a common cause and engage in a common action online. When participation can occur online, it will generally be “less costly” and thus should spur flash-style mobilizations in which large numbers of people participate (Earl, Kimport, 2011). In this way of citizens’ creating a common action online, which in this article means changing (accepting, rejecting, disputing, etc.) information, consultation, deliberation, discussions, e-participation can be assumed as a communicative sphere/organization.

Participation is closely related to citizenship and civic engagement. Nowadays, citizenship might be defined as the internationalization of governance and the networks through which people might press claims, and forging new solidarities and forms of connection between once more disparate local groups (Leach et al., 2005).

“Digital” citizenship is the ability to participate in society online (Mossberger et al., 2008). According to the mentioned definitions of e-participation (participation) and citizenship (“digital” citizenship), there is observed a common aspect of these related conceptions, which is civic engagement. In online civic engagement – with the right Internet-enabled technologies – people can collaborate quite effectively, with a real common purpose and effort (Earl, Kimport, 2011).

The main determinants of e-participation expressions and the extent of citizenship, which also display civic engagement (groups, NGOs, etc.) to participate in decision-making process or consideration of important issues, are trust, risk and devotion.

Many casual decisions are based on trust which can be of various forms and different levels. But trust is not always a
result of deliberately made decisions. Trust is usually a common attitude of mind, which is based on these decisions. The origin of trust may be found in a connection between trust and the development of an individual (Giddens, 2000). In modern conditions, trust exists as a common understanding, and it means that human activity – including technologies – is socially created (not given by nature). Trust also exists as a wide sphere of individuals’ transformative action, also influenced by modern social institutions (their dynamic character) (Giddens, 1990) (Scheme No. 1).

Computer-mediated communication masks the nonverbal communication on face-to-face encounters, which otherwise enhance trust (Putnam, 2000). In the context of e-participation, trust can be characterized as e-enabling and e-engaging. E-enabling means supporting those who would not typically access the Internet and take advantage of the large amount of available information. The concentration of this context is how technology can be used to reach a wider audience by providing a range of technologies to cater for the diverse technical and communicative skills of citizens. E-engaging means consulting a wider audience to enable deeper contributions and support deliberative debate on policy and social issues (Macintosh, 2004). This conception of trust motivates e-participation as a communicative “tool”, too – it is an access for individuals to trust/join NGOs and support NGOs’ aims/activities (according to this article) to strengthen civic engagement and citizenship in deliberation of important issues or participation in decision-making processes (Scheme No. 1).

Trust and risk in the context of e-participation as a communicative sphere/organization are distinctly grouped together. Depending on the setting and the institutions involved, public policy and social issues may be defined in terms of risk and regulations or, more broadly, in terms of the trajectories of modernist, technology-led development (Leach et al., 2005). The concept of risk is very important in the context of how (or in which way) simple actors and technical specialists organize the social world. When confronted with risky circumstances, people look for help in understanding how they came about, how the system that created them really works – not just how officials say it works – and thus
whom or what they should worry about (Fischer, 2005). Consideration of the risk is important when thinking how big is the mistake on the proposed projects’ results. In many cases, the evaluation of risk is actually connected with a lot of incalculable factors (Giddens, 1990). Development of electronic communication makes a stronger connection between the formation of an individual and social systems (reference to social constructivism) (Scheme No. 1).

Potential participants evaluate the risk of punishment and then decide that they either cannot or do not want to bear the “costs” that punishment will bring (here, costs might be pecuniary like lost wages, or non-pecuniary such as stress from police surveillance) (Earl, Kimport, 2011). Civic engagement of a wider audience to decision making processes or deliberation of important issues can be seen through the public risk, which is understood through a distinctive form of rationality, one that is shaped by the circumstances under which the risk is identified and publicized, the standing or place of the social values of the community as a whole (Fischer, 2005).

For example, e-voting is not confirmed in Lithuania yet, because many specialists (politicians, researchers, IT specialists, etc.) agree that e-voting is not safe (and doesn’t give safety for voting), not secret (cannot ensure secret voting), does not encourage public activity, gives a possibility to buy voices, to steal identification, and e-voting does not encourage citizenship.

Trust and risk include many various factors of the organization/creation of individuals’ actions (Scheme No. 1) and actions online; however, any of these factors replaced would mean the same in trust or risk – a particular decision to join/use e-participation or not. According to citizenship and civic engagement as individuals’ objective/activity to participate online and to announce their own attitude to a particular issue, e-participation succeeds as a communicative organization.

The mentioned conceptions of trust and risk are linked to devotion – the main aspect of civic engagement (Scheme No. 1). In this case, devotion is a broad conception which accentuates a mutual discourse among all social groups, so it involves trust and risk as socially created features. As mentioned above, trust and risk in this case are understood as factors of e-participation, citizenship and civic engagement, which include the development and formation of an individual, activity and decisions (or any other element of Scheme No. 1).

The relation among trust, risk and devotion generally develops from an interrelation among discourse, social roles and cultural behaviour, which comprises e-participation, public sphere and NGOs.

2. E-participation in postmodern theoretical approach

The conception of e-participation as a modern technology and communicative organization is based on postmodern theory. In the plane of postmodern conception, e-participation may be called an “institution” of modern knowing/knowledge. Lyotard (1993) and Welsch (2004) relate postmodern contemporary knowledge with the age of technology. According to it, e-participation is a result of postmodern and technological development.

The collaboration model of two conceptual approaches/accesses (post-modernity and technologies), named by Welsch
(2004), gives a possibility to analyse e-participation as a) a modern/global technology and b) a global communication structure.

In the age of information technologies, every interested person can participate in the decision-making process, but institutions (governments, political parties, etc.) which lost public confidence induce citizens’ de-motivation. If it is possible to participate in the decision-making process, various public groups can increase the attractiveness of institutions (institutions as public groups and institutions as technologies) using e-participation. Increasing flows of information, development of information technologies have induced central and local government institutions to implement e-government projects, provide public information, public services to citizens and businesses on the Internet at all structural levels (Limba, 2009).

Technological development is pluralist and multiple (Welsch, 2004), it is a process of offering opinions and strategies by various public groups’ using e-participation. Social networking instruments/tools used by citizens, induce other concerned citizens to share ideas and develop the communication dealing with common issues. This information and the abundance of knowledge, which help closely respond to electoral, have to affect politicians and other decision makers (United Nations E-Government Survey, 2010). The use of e-participation improves the quality of communication between society and government, modernizes governance, and successfully pursues state reforms (Kiškis, Kraujelytė, 2005). Most successful e-participation projects are constantly running and consistent (Delakorda S., Delakorda M., 2010).

Public involvement into the decision-making process using e-participation is called employment of technologies in postmodern spirit. This expression demands several conditions. First, institutional – free citizens’ access to interactive instruments and information; second – psychological, group-minded (for example, NGOs members’ involvement into decision-making process) (Welsch, 2004).

Postmodern theory is relevant to democratic conception because democracy is based on the assumption that in society there exist different, equally legitimate but sometimes incompatible, goals. Participatory democracy is projected for conflict situations (communicative games, communication, and information); it guarantees the privilege of difference and multiples, which establishes a real substantiality of democracy (Welsch, 2004).

E-participation, asserted during communicative games, directly involves citizens into decision-making processes and introduces citizens’ opinions as an endeavour to “win the game” – to be listened to and informed (Lyotard, 1993).

Each individual can control messages, taking a position of the addressee, addresser and reporter. Such mobility in communicative games is tolerated to a certain extent. This limit points the difference between institution and discussion. Expressions acceptable for an institution are additionally limited, they work as a filter which restricts the discourse and breaks the possible communication networks’ connections. Limits give priority to some expressions, which shade all discourse of an institution – there are things that can be said, and ways to say them (Lyotard, 1993). Lyotard (1993) points out that limits settle when there is
no fight for breaking them, so society’s (groups’) e-participation can prevent those limits to appear. A conjunction between institution and discourse is possible according to a new form of communicative aspect – e-participation (as a communicative organization). E-participation can facilitate the dialogue between government and citizens, NGOs and society when there are consistent changes and a sequence of actions/events in the democratic process.

The main aspects of the conception of e-participation in postmodern theory are pluralism (the core of democracy), talking/discourse (games), and removing the limits.

3. Modern public sphere

The contemporary public sphere is a “public range” of freedom (Villa, 1992). This range creates artificial equality among individuals because naturally their personal skills are not equal. Public range, understood as a discourse sphere, is defined as harmonious, non-hierarchical and mutual (Scheme No. 2). It supposes multiples (“postmodern” public sphere) and gives an opportunity for political activity based on mutual acknowledgement and respect for differences; this sphere is free from constraint (Villa, 1992).

Fraser (1995) names the public sphere as a valuable conceptual source in the plane of contemporary critical theory. This public sphere in modern societies can be approached as “theatre” in which society’s civil and political participation takes place during communication/discourse. This public sphere involves consideration of important issues and can be described as an institutionalized arena of discourse notions.

The public sphere includes creation and circulation of discourses, and discourses can be critical towards the state. The public sphere is a place of discourse relations, a theatre for debates and discussions; the idea of such a public sphere is necessary for political theory of modern democracy. In the field of modern public sphere, the structure of discourse of social problems and social identities can be analysed; it arranges discourse processes in the context of their social institutions. The postmodern public sphere senses postmodern multiples relating specific spaces (state, political, civic, etc.) into a common field in which citizens dispute not with each other, but with decision-makers or other government representatives (Fraser, 1995).

The postmodern conception of the public sphere is defined in three aspects (Fraser, 1995) (Scheme No. 2):

1. Participatory social equality emphasizes not only a comparison/unification, but also elimination of systematic social differences.
2. In inequality, the postmodern variety of arguing society is valuable for the general modern public sphere, which is oriented to consideration.
3. Involvement of interests and issues into the public sphere changes the elimination of differences.
The critical dimension of contemporary politics is based on the conception of the postmodern public sphere in the ways that mark particular questions or interests as “private” and restrict the problem-solving field. Private issues can be detailed in modern societies, but publicity is not always explained as a simple or unambiguous instrument for the release of institutions (governmental and civic) (Fraser, 1995).

Members of subordinated groups are worried about the possible public political benefit versus the risk of privacy loss. Publicity as a political activity cannot be approached as a revelation in public of what earlier was private (Fraser, 1995). When a particular action is broadly analysed and argued, institutions rarely agree to advertise the on-line projects that involve society to participate, because they are afraid of the potential participation of citizens and the possible upsurge of problems (Delakorda S., Delakorda M., 2010).

The critical dimension of the “modern” public sphere is manifested in several ways: publicity, discourse, and power. Sometime the process of making proceedings public was intended to subject persons or affairs to public reason and to make political decisions subject to appeal before the court of public opinion. However, rather often, today the process of making public simply serves the arcane policies of special interests; in the form of “publicity” it wins public prestige for people or affairs, thus making them worthy of acclamation in a climate of non-public opinion (Habermas et al., 1974). E-participation enables the transformative platform of the public sphere, which intersects with the social communication process in the expression, synthesis and unification of opinions. The use of e-participation can be considered as transformative, because every individual may feel to be a publisher or a broadcaster. It changes power relations in various aspects, because citizens get more ways to speak. Even separate voices can be heard, and in this way the public sphere may become richer and many-sided.

The public sphere conception posits a reflexive, impartial, reasoned exchange of validity claims where only the force of a better argument “wins out” (Dahlberg, 2005). The discursive form of the conception maximizes inclusion and equality, thus minimizing domination and exclusion; this conception demands a certain behaviour from the participants. These demands can be called the operation of a positive, disciplinary power. The concept of the public sphere enforces a normalizing, disciplinary mechanism, a positive disciplining power constituting subjects as “rational” communicators (Dahlberg, 2005). People often resist power and/or an attempt to improve their world on their terms as well as in their own constrained ways (Earl, Kimport, 2011). In the context of civic and political power, NGOs and public society can/could participate in the decision-making process, which is most effective in the public sphere where the focus is put on ideas and their validity, especially on the common understanding. In the context of the modern public sphere, the possibility of consideration means the participation of society (groups, NGOs, etc.) as social institutions in the decision-making process. When people create social network groups for their issues, they create a stronger civic engagement and exert a stronger influence on the politics of government. This civic
engagement joins in/to higher transparency and clarity standards in governments. The importance of e-participation, independently of place and time, is displayed in various aspects such as e-information, e-consultation, e-decision-making (United Nations E-Government Survey, 2010).

The “modern” public sphere is a sphere of discourse not among citizens, but between government and citizens. NGOs using e-participation in the context of the public sphere can publicize particular issues and information about social and political problems; this modern public sphere, in association with e-participation, can incorporate society into the decision-making process and evolve a dialogue between citizens and decision-makers.

4. Role of the third sector

Non-governmental organizations are independent organizations which work by governmental structures and seek to shape political decisions and deal social issues (Giddens, 2005).

NGOs’ responsibility is to elaborate various issues and connect them into the ordinary practice of society’s life. NGOs should inform citizens why a particular question should be relevant to them and how citizens’ participation can improve a particular situation (Delakorda S., Delakorda M., 2010). This NGOs’ activity can be called institutionalization. Berger and Luckman (1991) call mutual regular actions institutionalization. Institutions control human behaviour by estimating particular conditions that direct an individual to particular directions. Institutionalization is present in every social situation, and the construction of the settled practice predetermines the division of labour (Scheme No. 3).

The institutionalization of behaviour is connected with the construction of role typology. Institutions consolidate personal experience using roles; the role is the main aspect of any society. Individuals participate in the social world by using roles, and the same world becomes subjectively real when it gets elements of cultural behaviour (Berger, Luckmann, 1991). The role of NGOs manifests itself in forming citizens’ decision to join NGOs’ work and participate in decision-making processes in order to strengthen public society and participatory democracy (Scheme No. 3).

This theoretically based NGOs’ function, based on institutionalization, can be associated with the theory of social constructivism. Berger and Luckmann (1991) call the principle of social constructivism reality and social knowledge. Reality is a feature related to expressions, which can be knowable as independent of individual’s will, whereas knowledge is an undoubtful fact whose expressions are real and have specific references.

According to the principle of social constructivism and Scheme No. 3, NGOs (“Role”) can induce (“Institutionalization”) public discussions (“Individual/Human behavior”) and in this way construct a suitable public behaviour (reality) – participation in the decision-making process using the public sphere. The advisory function of NGOs’ representatives in government dealing with particular issues validates the importance of social involve-
An important condition to vouch the functioning and stability of democracy is citizens’ participation (knowledge) in governance processes. Active participation of ordinary citizens (knowledge) in the democratic governance process may influence the nomination of particular individuals who participate in this process and control citizens’ activities (Imbrasaitė, 2002).

The everyday life knowledge of individuals is based on direct connections. Some connections are conditioned by sudden interests and others by the common situation in society (Phillips, 1995). In summary, NGOs’ function is to involve into their work more people to implement the common goals. NGOs’ aim is to establish a dialogue with government and to become a powerful impulse for spreading participatory democracy and active public society. The purposive work of NGOs and the advantage of the public sphere are the main conditions for a successful involvement and e-participation of society.

Risse (2007) points out sociological institutionalization (Berger and Luckman emphasize institutionalization) and accentuates cultural processes – the rise of (world) standard institutions together with substantial national elements/effects of the state and these institutions’ inner plane (environment). Participants (including collective characters, e.g., national governments, companies or interest groups) are strongly influenced by social institutions in which they participate (Scheme No. 4).

Social constructivism as a theory of social action and communication derives these combinations from attention to communicative practices which allow the further understanding of how a discourse/discursive forms particular processes and how individuals try to assimilate the meaning of these processes (Risse, 2007). The discussion-based and deliberative behaviour is focused on the common reasoned agreement; it is a strategic interaction oriented to the goal (Risse, 2007) (Scheme No. 4).

The discourse-based construction of communicative and social action processes leads to deliberative governance, which can be approached as a strategy of society which seeks to strengthen participatory democracy. By activating the NGOs’ work sector by using e-participation as a communicative organization and inducing NGOs’ communication with government, participatory democracy and public society can be strengthened. Citizens’ concentration into NGOs, active participation in NGOs’ work, a solid web of intense NGOs are an essential condition for the further development of participatory democracy.

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1 Phillips (1995) points out that human beings are born with a particular cognitive and epistemological inventory and possibilities; but most of human knowledge, criteria and methods are constructed. Human knowledge is constructed, and it does not matter whether it is considered as part of public knowledge or single knowing individuals or cognitive structures. The principle of social constructivism (in the 20th century) is based on the idea that knowledge is projected by people in free, self-sufficient or minimally forced processes using natural or studying efforts.
Public participation can be introduced as a set of procedures designed to consult, involve and inform the public to allow those affected by a decision to contribute to this decision. Information and communication technologies have made it possible to enhance the traditional participation procedures by electronic means, introducing in this way the concept of e-participation (Kalampokis, Hausenblas, Tarabanis, 2011). According to this approach, social data in e-participation refer to data created and voluntarily shared by citizens through social media platforms. This sort of data can be characterized as subjective because it communicates personal opinions, thoughts and preferences (Kalampokis et al., 2011).

An effective way to concentrate the public for e-participation can be projects created by NGOs, which should include consultations, the possibility of civic engagement and spread of information about social and political problems directly related to the general public. NGOs as e-participation actors using e-participation activities (e.g., e-activism, consultation, e-petitioning)\(^2\) can implement the mentioned projects and exploit the public sphere to realize the majority of citizens’ expectations.

According to the theory of social constructivism and some volume components of this theory (institutionalization, roles, human behavior), the main responsibilities of NGOs to increase social involvement and participation are to detail the issues of concern, to inform society, to form citizens’ contemplation / thinking, to construct their behavior.

The role of the third sector in consolidating civic engagement in the context of e-participation experience is based on:
- dissemination of information about ongoing projects;
- publicity of social and political problems (consultations, involvement, information, creation / establishment of strategies);
- permanently active and consistent projects of e-participation (e-agitation, e-campaign, e-petition, etc.).

NGOs are the foundation of a strong civil society which seeks to serve society’s and public groups’ interests. Therefore, NGOs should stimulate public involvement into decision-making processes and public e-participation. E-participation could also strengthen the role of NGOs (they would become the foundation of civic engagement, too) by the emergence of a mutual/all-rounded connection and communication between society and government. In this situation, more people would get to know about NGOs’ activities in general.

Conclusions

The objective of e-participation is to reach a wider audience and to enable a broader civic participation and citizenship (Macintosh, 2004; Medaglia, 2011; Earl, Kimport, 2011). The technical and communicative skills of citizens can be improved using e-participation through the spread of information and consultation in the public sphere. E-participation complements public participation and creates a mutual support: society (groups) together with NGOs can create more accessible and un-

derstandable information and encourage e-participation.

E-participation as a technology and communicative organization/sphere influences citizenship, public involvement and participation.

Three different levels – e-participation, public sphere and NGOs – encompass expressions of NGOs’ e-participation. This interrelation is parallel to the “e-participation influence” mentioned above and indicates the dimension of civic engagement, participation, citizenship and participatory democracy.

E-participation as a communicative activity promotes the technological and discourse conception; the modern public sphere, according to critical theory, appears in the interaction among the publicity of important issues, discourse and power. Social formation of individuals and the rise and change of NGOs’ role are significant in the context of participatory democracy.

The modern public sphere provides a connection between civic and policy power through information and civic involvement into decision-making processes by mutual communicative action – e-participation. The main aspects of civic engagement in the context of coherence between e-participation and the public sphere are as follows: discussion includes public figures (outsiders), the same agreement/arrangement, more diverse public sphere, power relations (civic engagement – power disruption).

NGOs seek to strengthen participatory democracy and public society in the context of dialogue with decision-makers. According to this aim, NGOs discursively construct the advisory authority and through this practice motivate e-participation as communicative organization. The new NGO’s aspirations to perform the basic e-participation initiatives turn them into a mediator between government and society.

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