

CO-PRODUCTION AND NUDGING: THE ENABLING ROLE OF ICT

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Behavioural Public Policy

Co-production and nudging
have been largely investigated
in isolation ...

... not the role of ICT for
effective citizen engagement

*RQ: What role does ICT play in enabling the public
action tools of co-production and nudging?*

BACKGROUND: why did we choose this topic

Certificazio
COVI

EU Di
COVID C



AIM

To propose a conceptualization to show how, taken together, nudging and co-production can co-exist and mutually support each other also thanks to the pervasiveness and influence of Internet and social media.



Service-based lens e.g. C. Grönroos,
Service management and marketing,
4 ed. Chichester: Wiley, 2015

The surge of co-production and nudging (and ICTs)

Co-creation: collaboration in creation of value through shared inventiveness, design and other discretionary behaviours.

Co-production: participation within parameters defined by the focal organisation.

Nudging: nudges are private or public initiatives that steer people in particular directions but also allow them to go their own way.

Internet > many-to-many interactivity > ubiquitous co-production

Digital nudging > subtle design, info & interaction to guide user behaviour in digital environments

DEFINITIONS

e.g. rejection of responsibility, failing accountability,...
opaqueness, manipulative >> overriding consent

(AND CRITICISM)

CHARACTERISTICS

Public services


Co-production

Nudging

Goals	Taylor made; consensus; medium-long term	Hamonizing & channelling individual behaviour; personal benefits; short term
Theory	Consumers & producers; participation & deliberation	Fast vs slow thinking; cognitive short cuts
Citizen role	Contributing own knowledge and skills	Changing habits
PSO role	Gathering inputs from citizens	Source of stimuli for the service recipients



Institutional relevance because tools structure action, they are *patterns* of interaction



Acting on awareness and active participation with respect to objectives of common well-being (*Think strategy*)*;

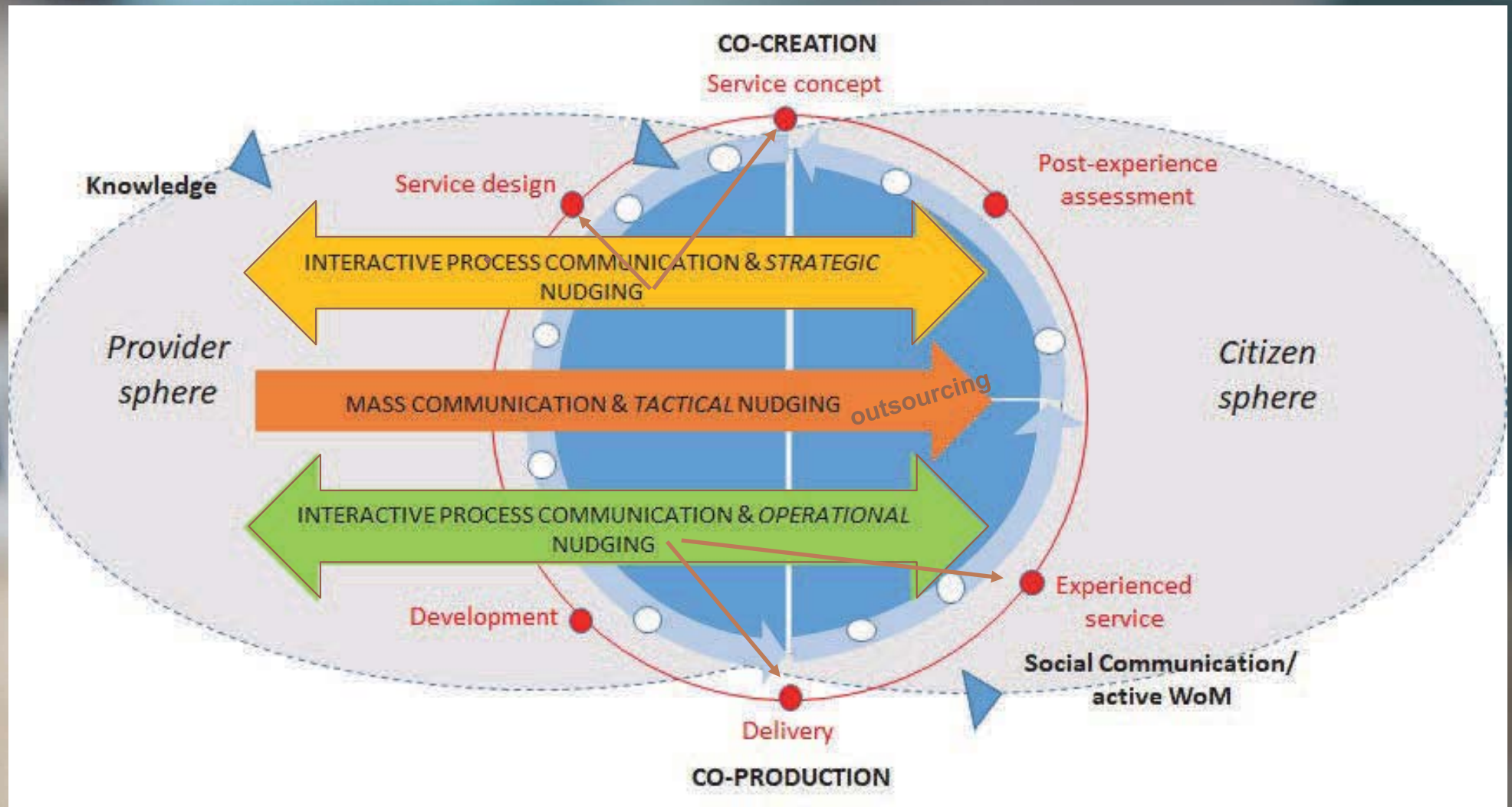
Trying to involve citizens with emotional incentives to obtain effects that overcome any barriers and inertia (*Nudge strategy*)*.

LEVERAGING DIFFERENCES

Two strategies

* P. John, G. Smith and G. Stoker, "Nudge nudge, think think: Two strategies for changing civic behaviour," *The Political Quarterly*, vol. 80, no. 3, pp. 361-370, 2009

THE PROPOSED MODEL



IMPLICATIONS

Planning and implementation

PSOs must integrate:

- multiple organizational functions,
- IS,
- service operations,
- human resources,
- external partners, ...

Technical, Information management, Communication, Collaboration, Creativity, Critical thinking, Problem solving, Ethical awareness, Cultural awareness, Flexibility, Self-direction, Lifelong learning*

*Prezioso, G., Ceci, F., & Za, S. (2021). Is This What You Want? Looking for the Appropriate Digital Skills Set. In *Digital Transformation and Human Behavior* (pp. 69-86). Springer, Cham.



Co-production and nudges and 'traditional' tools of gov < mix
ICTs are generators of *actionable information* for PSOs << RQ

The two policy tools can complement & refine the public service offering. Mix depending on policy context.

Emergent forms of citizen engagement >> complexity of behavioural public policy in the digital era.

Distinction between: interactive process communication and strategic nudging; mass communication and tactical nudging; interactive process communication and operational nudging.

The framework helps: (i) to map the links between the contextual implications of blending co-production and nudging, (ii) to blend the tools synergetically within the life cycle of the relationship between the public service provider and the citizen.

Reading experience, a possible bias. Addressing a small n. of complex issues concerning citizens engagement

FINAL REMARKS ON OUR EXPLORATORY STUDY

← Contributions

← Limitations



THANKS!
AND NOW: COMMENTS,
QUESTIONS,
COMPLAINTS?

“We adopt a phenomenological perspective and state that value creation is the customer’s creation of value-in-use during usage, where value is socially constructed through experiences. Interaction is a dialogical process.”*

VALUE CREATION SPHERES

PROVIDER SPHERE

Production
(potential value)

JOINT

Value creation in
interaction (real
value)

CUSTOMER SPHERE

Independent value
creation (real value)

A «NUDGE»
FOR OUR
MODEL

*Grönroos, C. & Voima, P. (2013). Critical service logic: making sense of value creation and co-creation. *Journal of the Academy of marketing science*, 41(2), 133-150. Fig. 3, p. 141 (only partially reproduced here)