

National Citizen Feedback Dashboard

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Organisation: Ministry for National Development Planning

Country: Indonesia

Level of government: Central government

Sector: General public services

Type: Data, Digital, Methods

Launched in: 2015

Overall development time: 1 year(s)

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Description

The National Citizen Feedback Dashboard visualises citizens' feedback and enables public officials to prioritise trending issues based on enhanced data analysis. The tool combines data from LAPOR!, the national citizen feedback mechanism, with the passive feedback contained within the public discourse on social media. The tool applies volume, category, keyword, location and co-topic analysis to the combined dataset, resulting in a dashboard visualisation of trends in the feedback from citizens and an early warning alert system drawing attention to surges in complaints on a particular theme or within a certain geographic area. The tool is based within the Centre for Data and Information of the Ministry for National Development Planning of the Government of Indonesia.

Many countries have some form of citizen feedback channel, digital or otherwise, but very few have automated the analysis of the feedback they receive from citizens. In parallel with dealing with complaints on a case-by-case basis, which was the previous practice in Indonesia, the tool uses advanced data analytics resulting in a dashboard visualisation of trends in the feedback from citizens and an early warning alert system drawing attention to surges in complaints on a particular theme or within a certain geographic area. The tool is also unique in its combination of active and passive citizen feedback datasets, received through LAPOR! and Twitter respectively.

The tool's modular design allows for easy integration of additional data sources and features, such as SMS-based citizen feedback datasets.

Why the innovation was developed

- Alongside dealing with complaints on a case-by-case basis, the Ministry for National Development Planning uses data analytics to understand aggregate trends in the feedback so that it can prioritise issues of importance to citizens and use these insights to inform public policy.
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Objectives

Improve effectiveness, Improve efficiency, Improve service quality

Main beneficiaries

Government bodies, Government staff

Existing similar practices

Seoul Smart Complaint Center

In other countries' public administrations

Seoul City

As the 'Seoul Smart Complaint Center' app maps the location of a complaint, the data thus collected will serve as a valuable corpus of basic statistical information that can be used to inform future municipal policy decisions. Frequent complaints in different regions will also be collated and used to inform local government operations.

<http://english.seoul.go.kr/seoul-city-complaints-now-'smart-reported'>

Results

Results not available yet

- The system has the potential to connect better 'upstream' policy-making with 'downstream' programme delivery, and thus, to enable the public administration to be more responsive to the evolving needs of society. As the tool is only in early stage implementation, it is not yet possible to validate these potentials with rigorous evidence.

Development

Design

A prototype of the tool was created in 2015 by the Nusa Tenggara Barat provincial government and Pulse Lab Jakarta to analyse citizen feedback data from the province, as well as to connect 'upstream' policy-making with 'downstream' programme delivery. Based on the learning from this prototype, the Office of the President, the Ministry for National Development Planning and Pulse Lab Jakarta developed the National Citizen Feedback Dashboard. Design time: 6 month(s)

Testing

- As is common with many technology projects, the team used an agile development methodology, which includes iterative development 'sprints' and user testing. An initial prototype was developed with the Nusa Tenggara Barat provincial government, under the Australia-Indonesia Partnership for Decentralisation, which analysed data from the Province's SMS feedback system, geo-tagged tweets from the area, and LAPOR! complaints originating from the Province. This prototype was tested and was found to prove the concept. Based on the prototype, the Partners developed the National Citizen Feedback Dashboard with LAPOR and Twitter data from across Indonesia. The prototype National Citizen Feedback Dashboard was user tested with officials from both the Office of the President and the Ministry for National Development Planning, before two slightly different versions of the Dashboard were fully integrated into the information systems of the respective institutions.

Testing time: 6 month(s)

Challenges and solutions

- Text analysis and issue classification posed a challenge for the development team when dealing with an unstructured dataset like twitter. The partners used the ten national priorities, as articulated by President Joko Widodo, to classify terms and developed taxonomies of words, including the slang used on social media, connected to each of these priorities in order to structure the Twitter dataset. The partners also experienced challenges concerning the identification of which ministries and agencies should followup on a particular complaint, and the mix between automation and manual tasking that this implied. This particular challenge was overcome by thorough user testing with public officials, namely a process of trial and error.
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Partnerships

The Office of the President The Ministry for Development Planning The Nusa Tenggara Barat provincial government DataSift (Twitter data) Crimson Hexagon UN Global Pulse (Pulse Lab Jakarta)

Other Public Sector, Private sector

The Office of the President, the Ministry for Development Planning and the Nusa Tenggara Barat Provincial Government were intimately involved in the development of the different iterations of the dashboard, including the identification and definition of needs, the classification of issues, the tasking of different government bodies for followup actions, the appropriate balance of automation and user input, and the most appropriate nature of the data visualisations. DataSift and Crimson Hexagon were involved as 'data philanthropists,' in that the entire twitter dataset was made available to the initiative, enabling the tool to generate insights from the passive complaints shared by citizens on twitter. It should be noted that the dashboard analyses publicly available tweets, and visualises them in aggregate and does not store or display information about individual users. UN Global Pulse (Pulse Lab Jakarta) provided the data science and system development expertise.

Lessons Learned

Lessons Learned

- The quantity of data now available on citizens' sentiments is impressive, but at the same time it can be overwhelming for public officials. It is important to help officials to process citizens' feedback at low cost and at scale, but structuring the feedback in a way that maintains the context of the message is hard. Thus, both trends and examples within the trends are important for public officials to better interpret the information. Ideally, the dashboard could be made available to the public so that citizens can help interpret the information contained within.
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Conditions for success

- Access to an array of datasets was central to the depth of insights available on the National Citizen Feedback Dashboard and to the success of the initiative. Political leadership was necessary for the integration and uptake of the tool within the public administration. Web development and data science skills were necessary throughout implementation. As well as resilience within the team, when early iterations of the prototype did not work as intended.

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