Perspective of Citizens on Transparent Communication

Introduction

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Introduction

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UNIVERSITY
OF TWENTE.

Introduction

Bachelor’s Assignment at the Municipality of Enschede

Introduction

Redesigning communication of data policy in Smart City projects to be more transparent

(Work in progress)

Privacyverklaring

De gemeente Enschede verwerkt persoonsgegevens zodat zij haar wettelijke en publieke taken kan uitvoeren. De Privacyverklaring is van toepassing op de persoonsgegevens die de gemeente Enschede verwerkt in het kader van de uitvoering van haar taken met u als burger.

Op deze pagina

Bescherming van uw persoonsgegevens
Gebruik van persoonsgegevens door de gemeente
Plichten en verantwoordelijkheden van de gemeente
Bewaartermijn
Verstrekking aan andere organisaties
Uw rechten
Inzagerecht
Gegevensbescherming in het domein werk, zorg en jeugdhulp
Gebruik van het platform

Introduction

Supervisors: Angela Rijnhart, Dr.ir. Değer Özkaramanlı

ENSCHEDE

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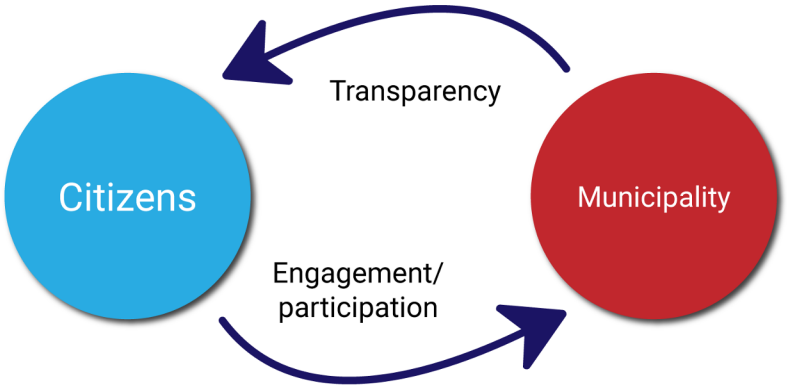
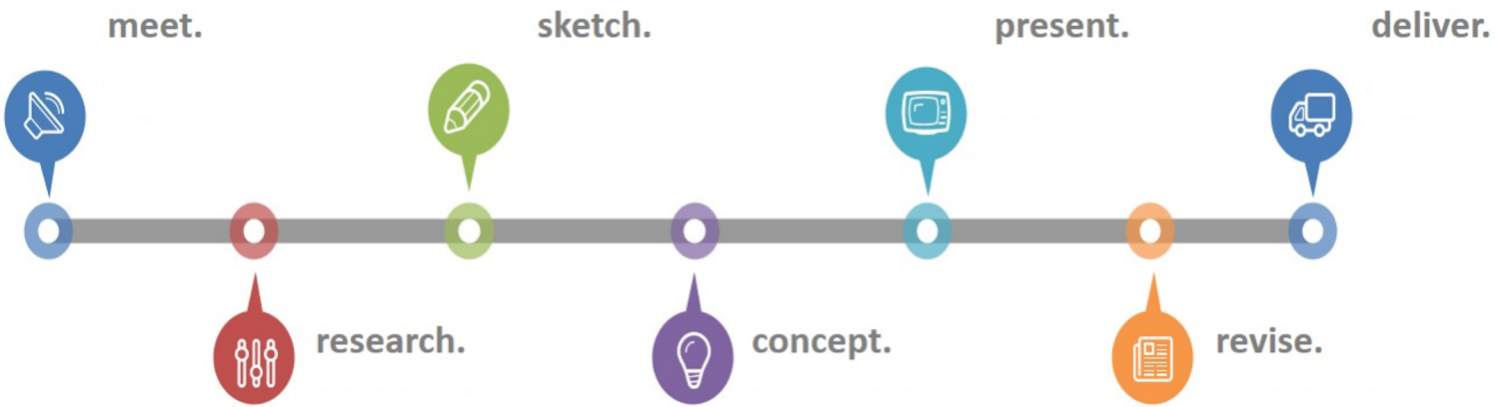
Research Question

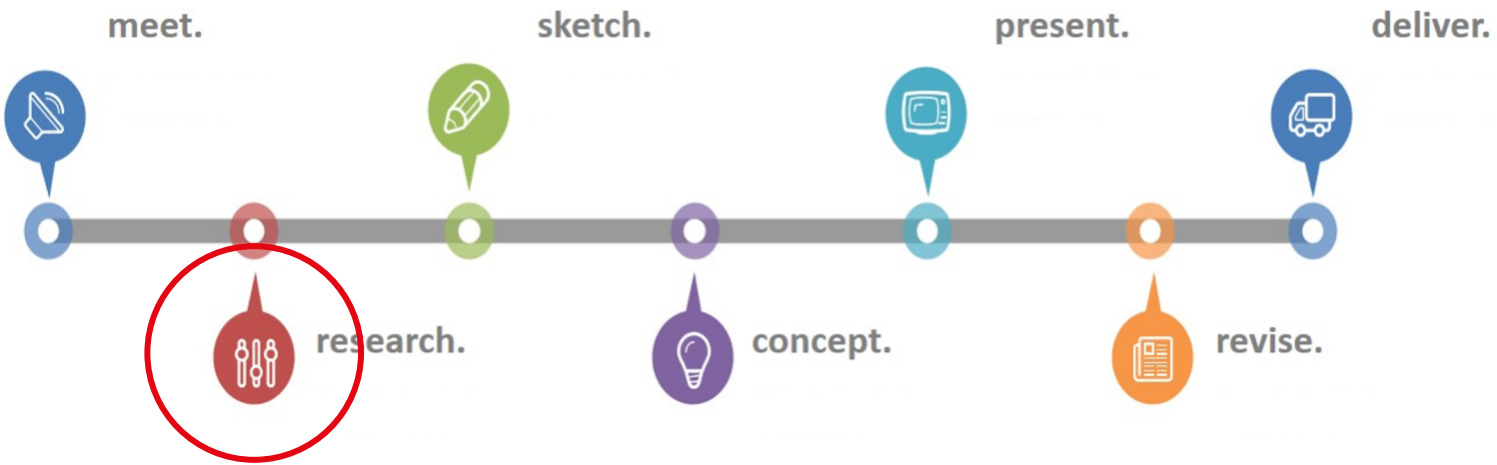
“How can the communication of information about data policy in Smart City projects be redesigned to be more transparent for citizens?”



Design Process

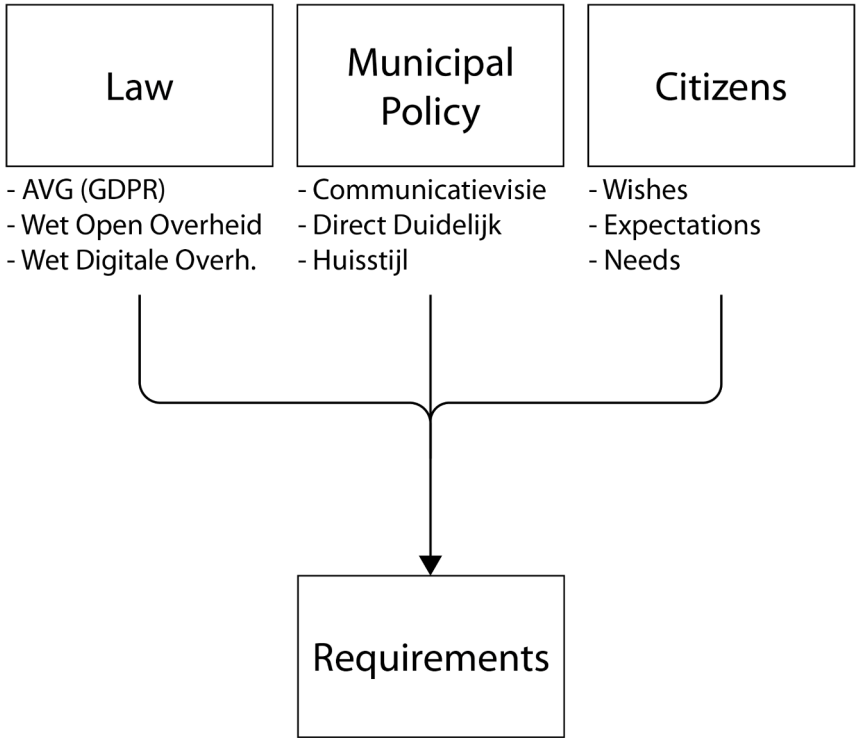


Design Process



Research

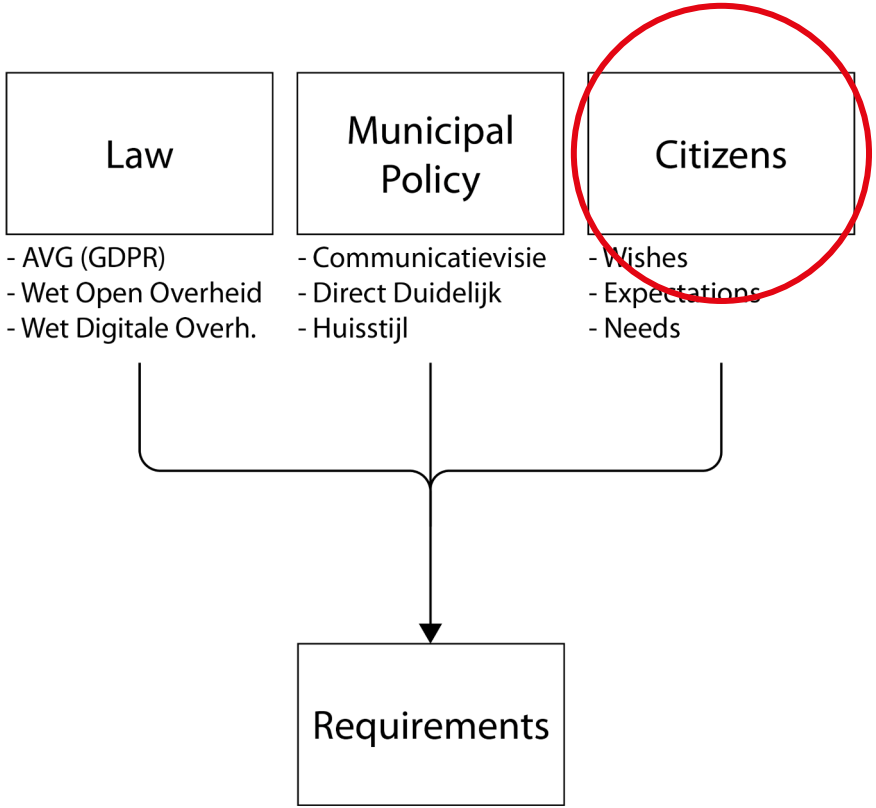
Collecting requirements from the stakeholders



Research

Collecting requirements from the stakeholders

Focus of this talk on citizens



Citizens Perspective

15 semi-structured interviews with 16 individuals from different backgrounds (~ 1 hour)

- Elders
- Students
- Data specialists
- Citizen with immigration background
- Citizen with social security
- Entrepreneurs
- Working class citizen

Citizens Perspective

4 questions that that needed to be answered:

1. **What knowledge do citizens have already** about data collection and Smart City projects?

1. **Which information do citizens still need** of Smart City projects?

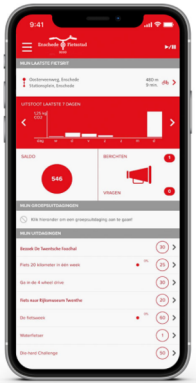
1. **How do they want to receive** that information?

1. **How do they want to engage** with that information?

Citizens Perspective

Interviews structured in 3 parts:

- Questions about data in general
- 6 different examples of Smart City projects in Enschede
- Questions about communication and engagement in general



Insights from the interviews

Which information do citizens have already about data collection and Smart City projects?

Insights from the interviews

Which information do citizens have already about data collection and Smart City projects?

- Mixed knowledge
- Background

When an example was shown

- Filling in missing information with own experience
- Not always correct

Insights from the interviews

Which information do citizens still need of Smart City projects?

Insights from the interviews

Which information do citizens still need of Smart City projects?

Based on

- which information was mentioned first by the participant
- which information changed an opinion on a topic

Insights from the interviews

Which information do citizens still need of Smart City projects?

- WHO, WHAT, WHY
  - Trust in the collector
  - Which kind of data is collected of them
  - Why it is collected of them

Based on this the participant forms an opinion about the data collection

Connection between them

Insights from the interviews

Which information do citizens still need of Smart City projects?

- WHO, WHAT, WHY

- WHEN, WHERE
  - Indication of when it is collected
  - Indication of where it is collected

Location and timing of data collection have influence on the opinion of the participant on the collection

Insights from the interviews

Which information do citizens still need of Smart City projects?

- WHO, WHAT, WHY
- WHEN, WHERE

- HOW:
  - Stored how long
  - Who has access/has no access
    - General distrust to commercial parties and combining data
  - How is it collected
  - How is it used to achieve the goal

Insights from the interviews

Which information do citizens still need of Smart City projects?

- WHO, WHAT, WHY
- WHEN, WHERE
- HOW:

- Everything else
  - Laws
  - Policies
  - The underlying technology
  - Etc.

Insights from the interviews

How do they want to receive that information?

Insights from the interviews

How do they want to receive that information?

- Differs per Smart city project and medium of data collection
  - Relevant/On location
  - Minimal effort in getting to the information
  - Minimal effort in understanding the information

Insights from the interviews

How do they want to receive that information?

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- When newly introduced an active approach from the collector to give the information beforehand

Insights from the interviews

How do they want to engage with that information?

Insights from the interviews

How do they want to engage with that information?

- Dependent on agreeing with the collection or not
    - Minimal amount of effort

Influence on transparent communication

Actively inform citizens

A citizen should be notified of data collection

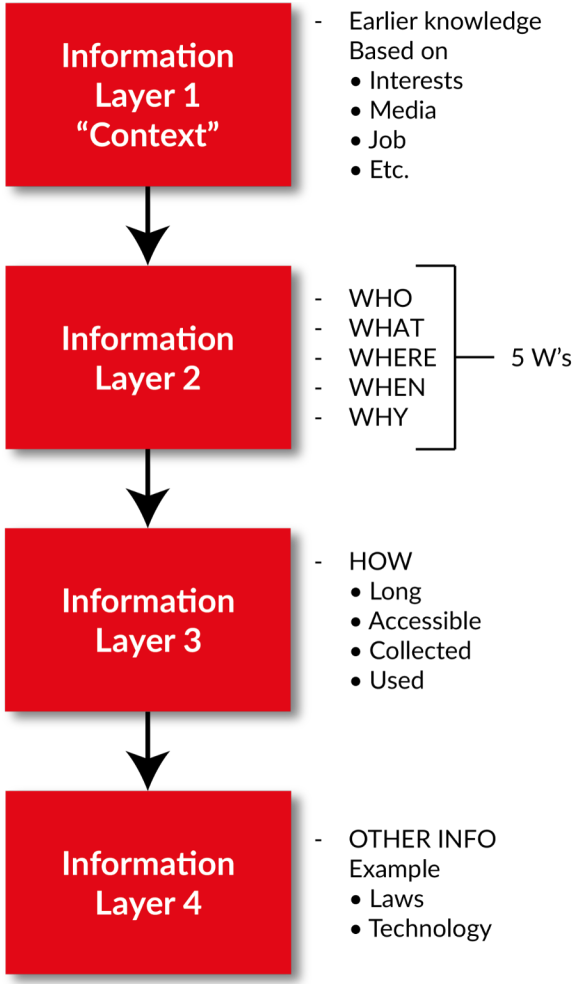
Who, what, where, when and why

The How’s of the data are readily available.

All relevant information is accessible

Minimal amount of effort

Layers of info

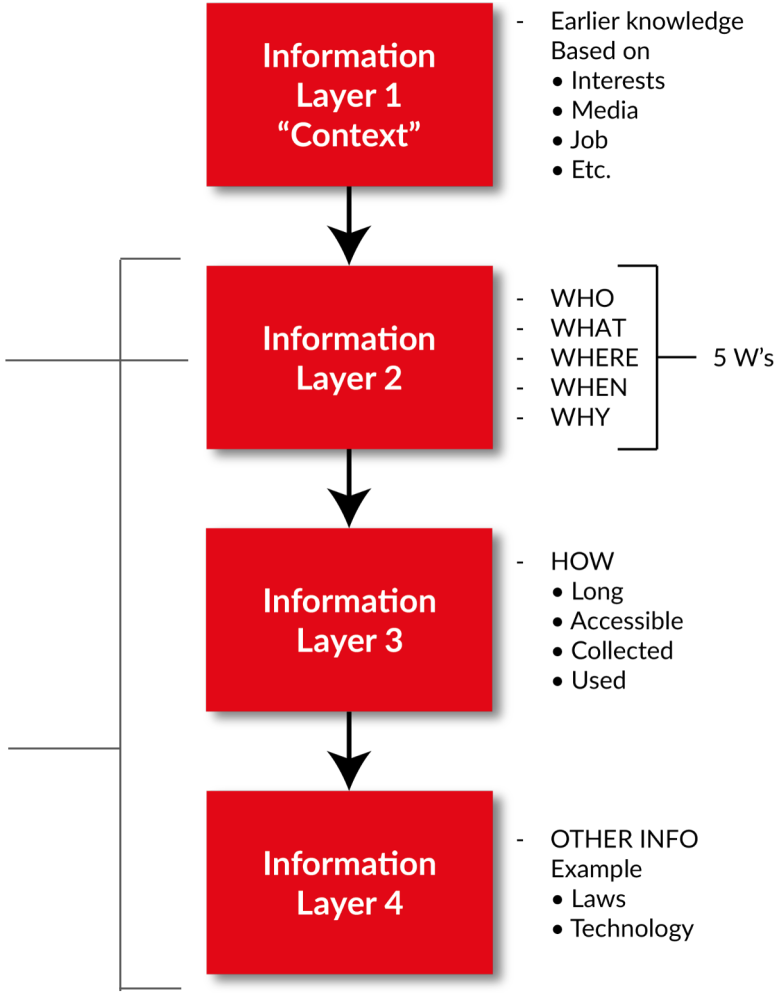


Design (WIP)

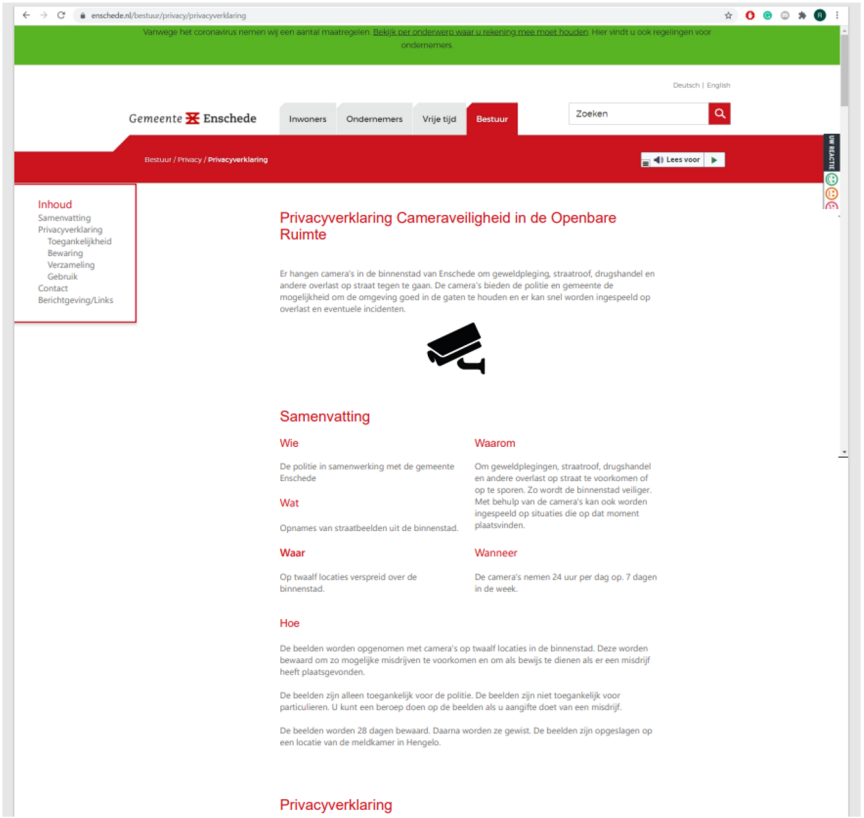
Common Visual language
- Contrast with traffic signs
- Cohesive style for all sensors

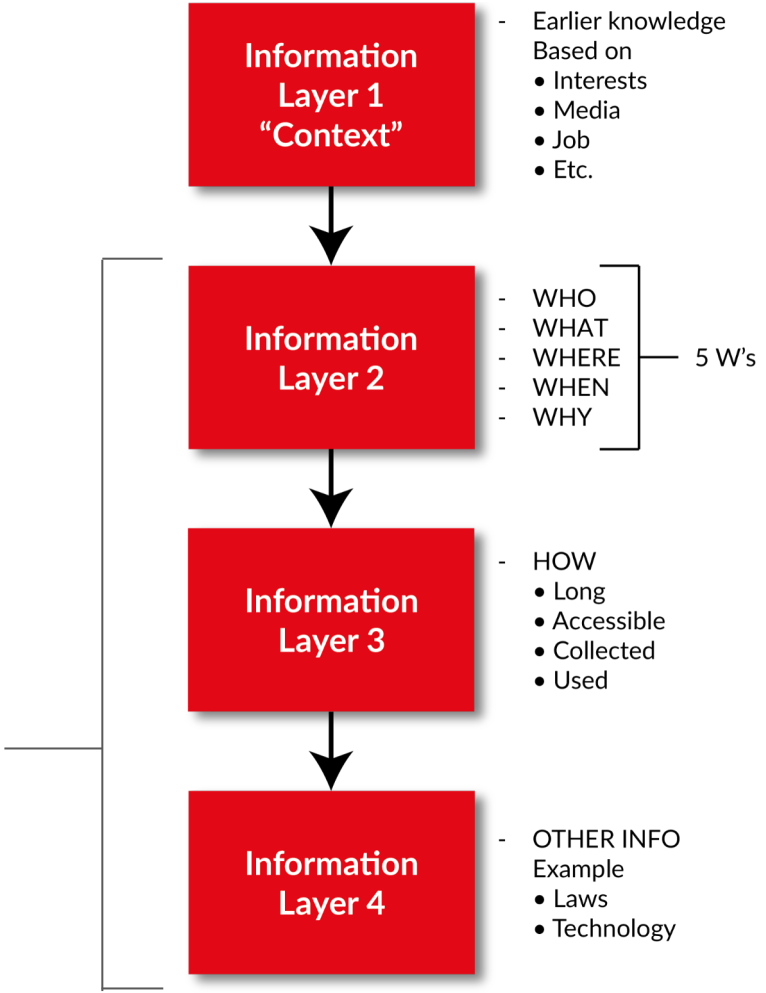
Signage

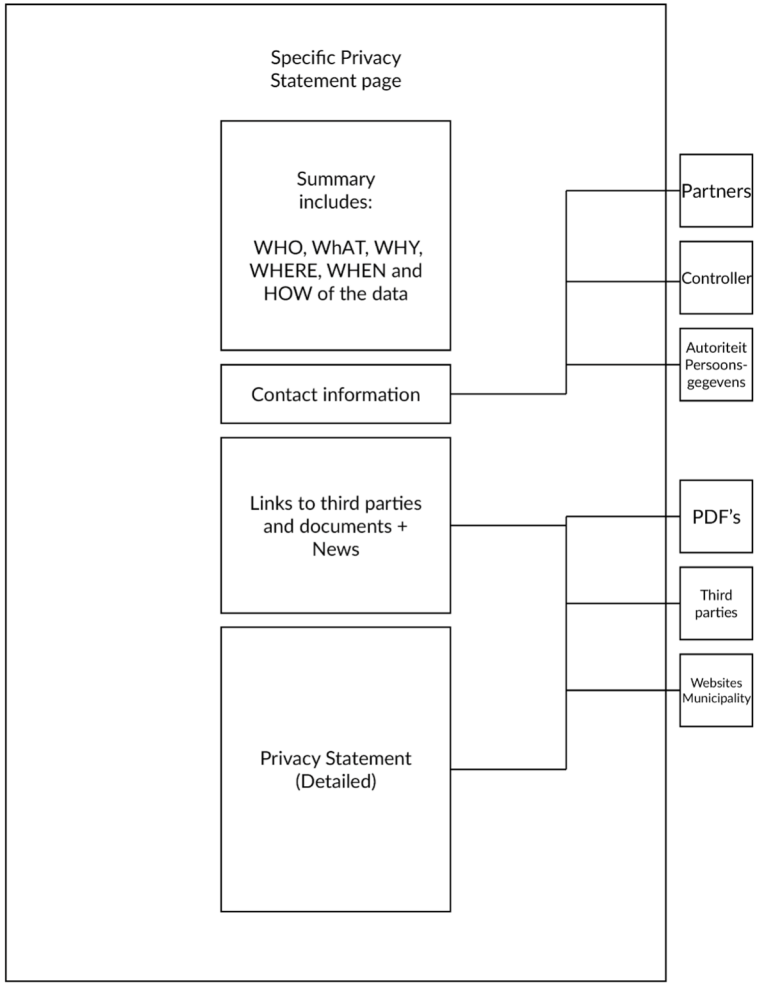
Privacy Statement

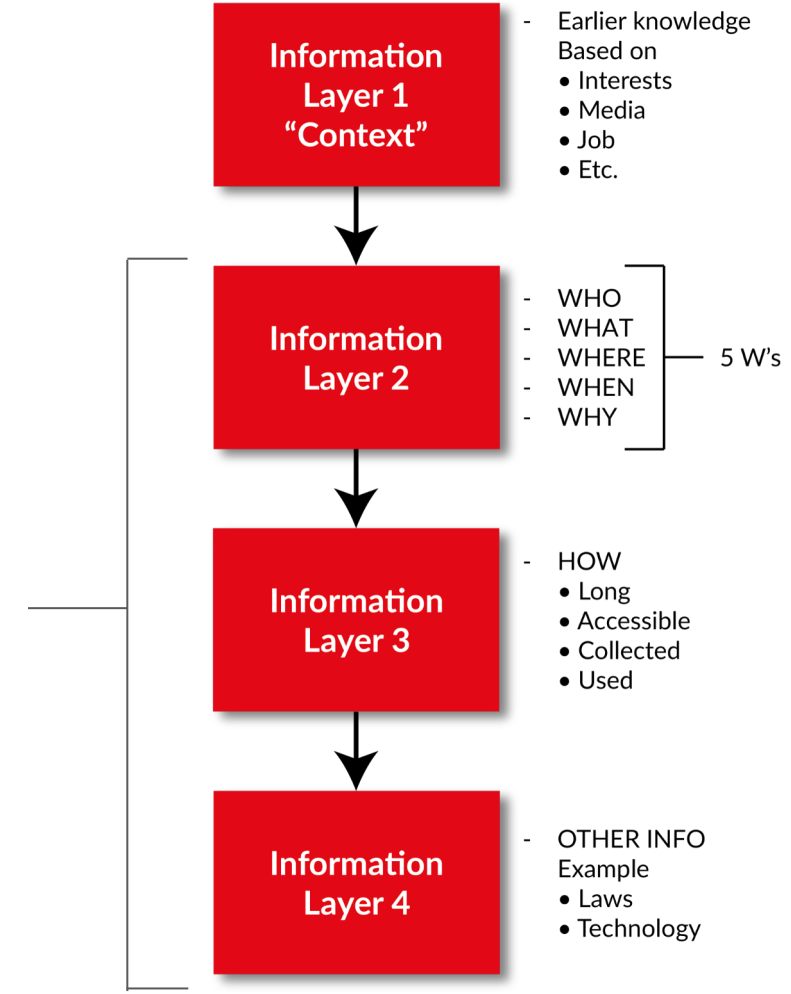


Design - Privacy Statement






Specific Privacy Statement page
Summary includes:
WHO, WhAT, WHY, WHERE, WHEN and HOW of the data
Contact information
Links to third parties and documents + News
Privacy Statement (Detailed)
Partners
Controller
Autoriteit Persoons-gegevens
PDF's
Third parties
Websites Municipality


Information Layer 1 "Context"
- Earlier knowledge Based on
• Interests
• Media
• Job
• Etc.
Information Layer 2
- WHO
- WHAT
- WHERE
- WHEN
- WHY
5 W's
Information Layer 3
- HOW
• Long
• Accessible
• Collected
• Used
Information Layer 4
- OTHER INFO Example
• Laws
• Technology

Design - Signage

Where, When

Why

Who

What

Accessibility

Cameraveiligheid

Voor meer informatie zie:www.enschede.nl/cameratoezicht

Meer informatie...

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  - Etc.

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Discussion