

It's the End of the World as we know it...

Innovation and its Impact on Public Administration and Society

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Shards of Glass...

Picking up the Pieces

- ◆ Talking at events like this one
- ◆ Debating with people in Guanajato
- ◆ Thinking about the future of Mexican E-Gov with Funcion Publica
- ◆ Talking with Austrian government officials
- ◆ Time off at Harvard this summer



The banner features the logo of the Secretaría de la Función Pública (SFP) on the left and the title 'prospectiva e-gob 2006-2012' on the right. The main text reads: 'Con el objetivo de visualizar los principales desafíos que enfrentara el Gobierno Electrónico en los próximos años y hacer una propuesta de acciones a tomar por la nueva administración te invitamos a participar en el proyecto'. Below this, it says 'Prospectiva Gobierno Electrónico 2006-2012'. A central graphic shows a hand pointing to a lightbulb, with the text 'Desafíos Gobierno Electrónico' and 'Comparte tus Ideas para el futuro del Gobierno Electrónico'. At the bottom, it says 'Participa enviando un correo a: e-gob06-12@funcionpublica.gob.mx' and includes the 'Conclerto' logo.

- ◆ Send Ideas to:
E-gob06-12@funcionpublica.gob.mx

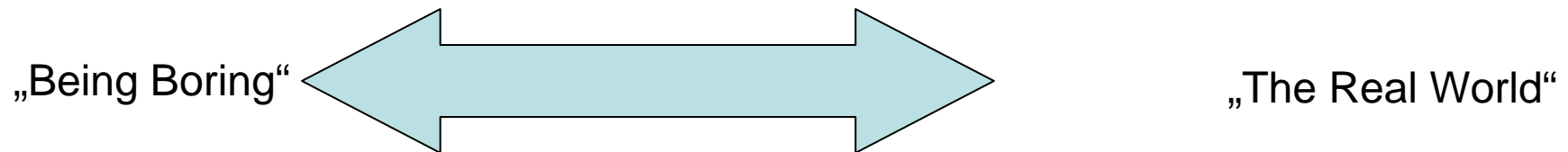
Observation

- ◆ Innovation is transforming our worlds.
- ◆ The state is changing radically.
- ◆ Globalization is transforming our economies.
- ◆ Our societies are also transforming.
- ◆ And... Our lifeworld experiences are changing radically.

How can we connect these puzzle-pieces?

- ◆ We need to bring into the foreground the assumptions our thinking is based on.
- ◆ To construct a framework that allows us to explain the transformation in public administration and society.
- ◆ We need to draw a map of the new world we are moving into.

Main Stream Assumption about thinking about politics and society

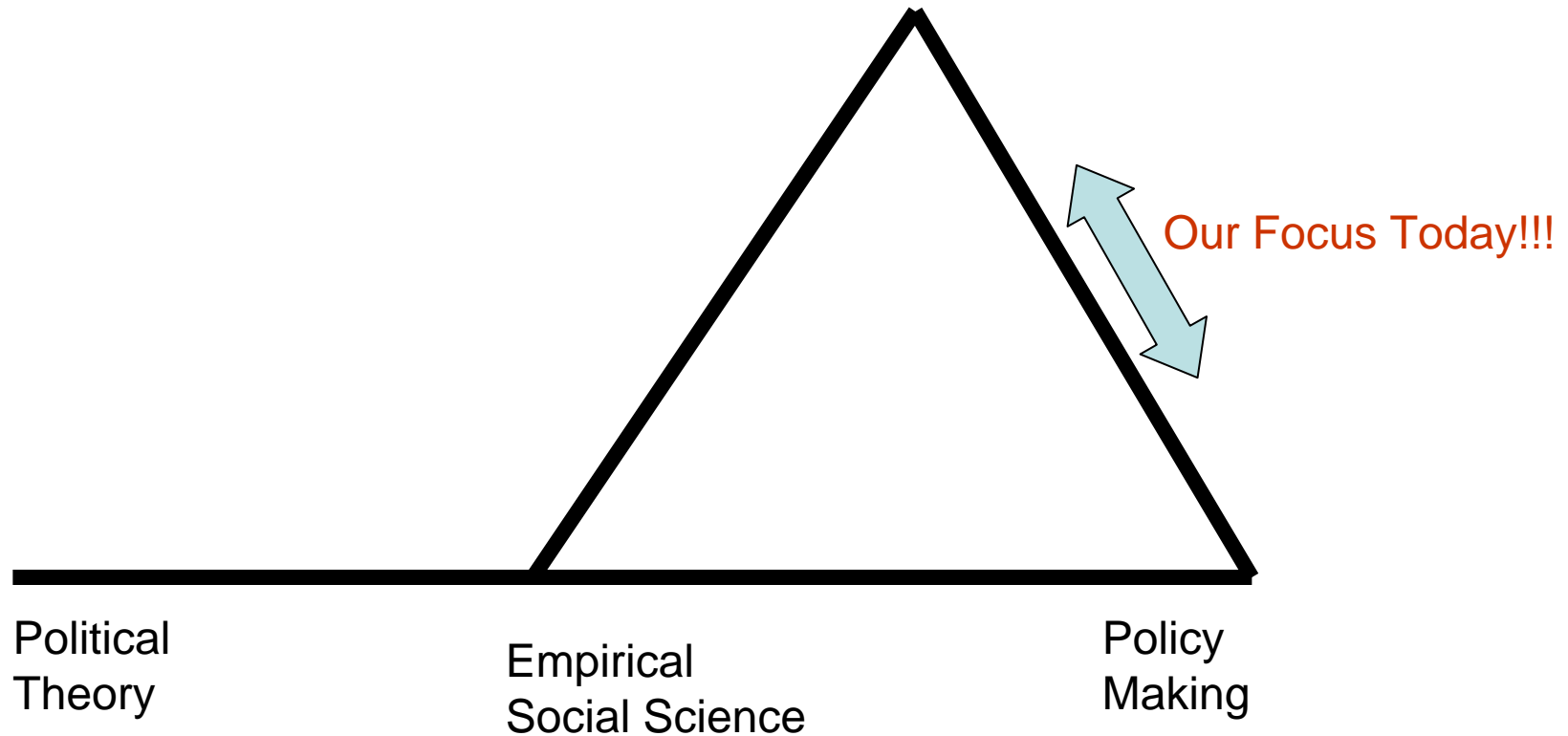


Political
Theory

Empirical
Social Science

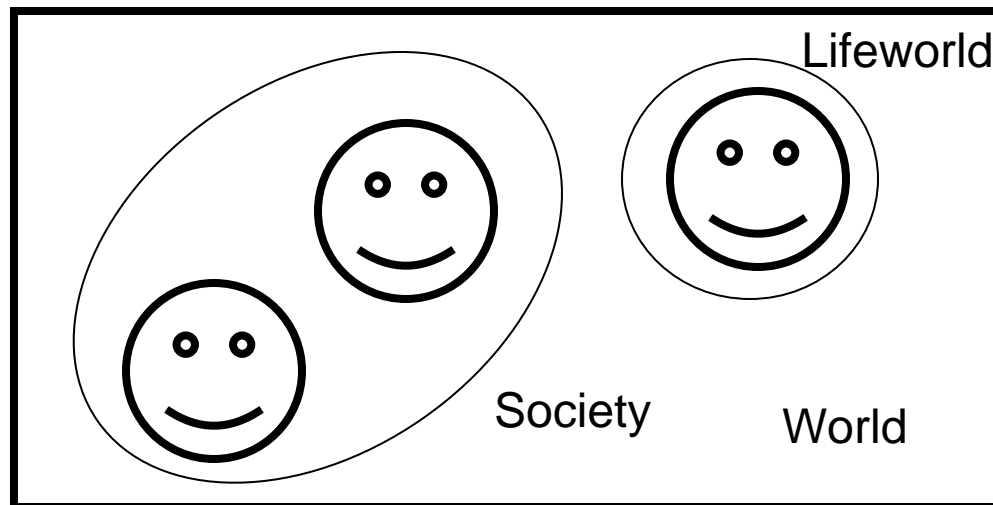
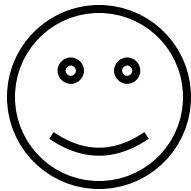
Policy
Making

Alternative Assumption

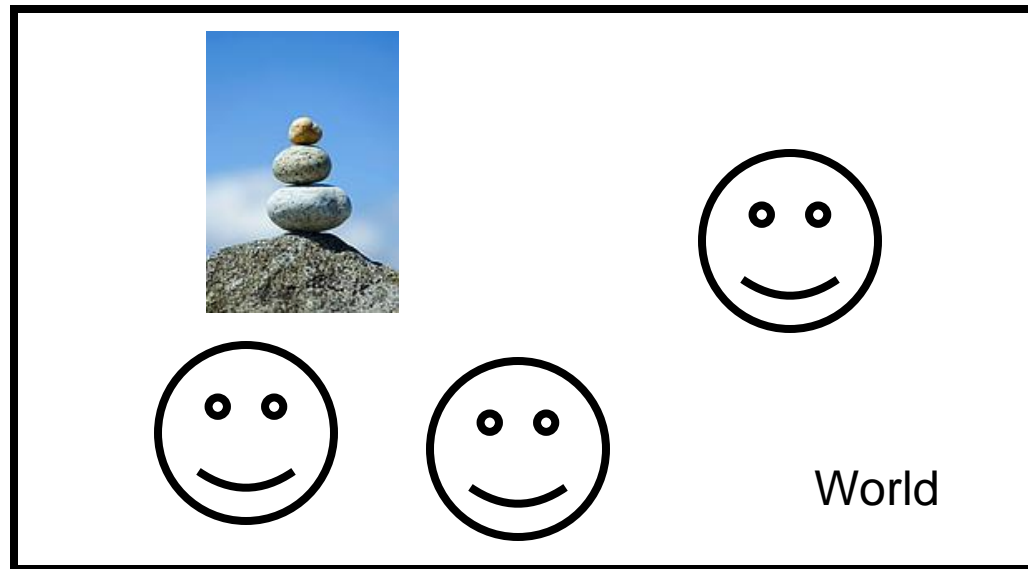
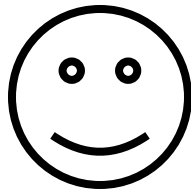


Our World

Academic Outside Observer

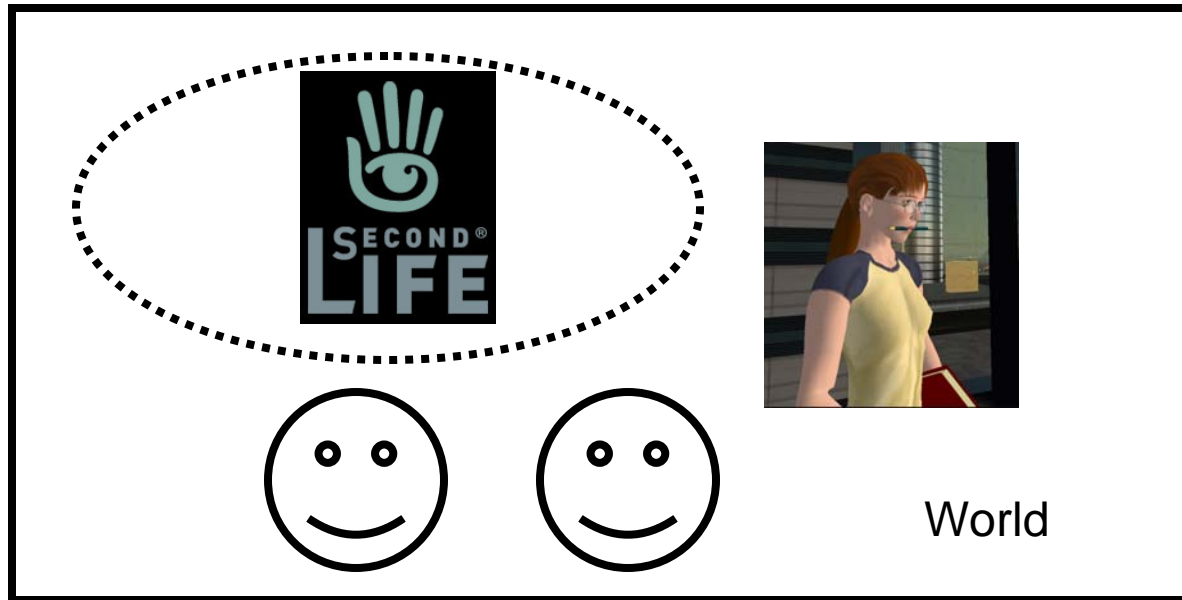


Objects (rocks or food)



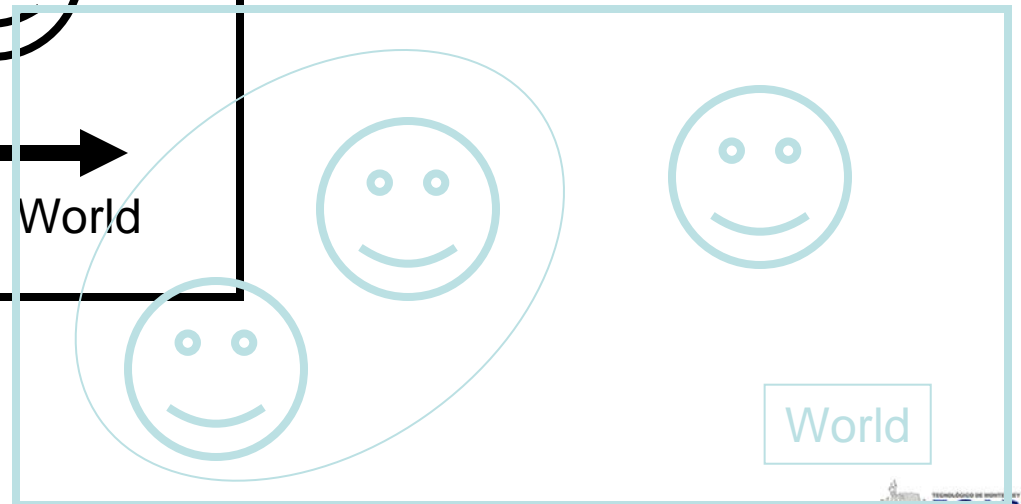
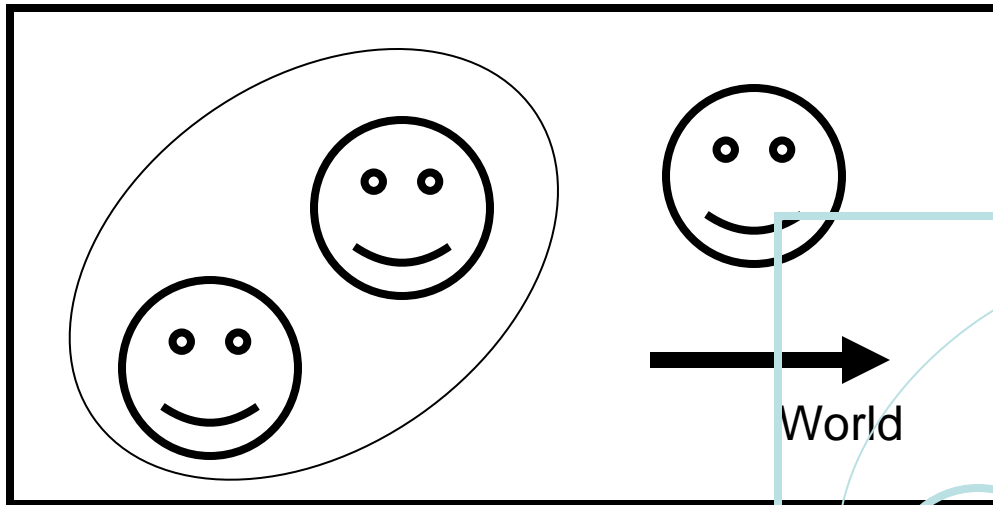
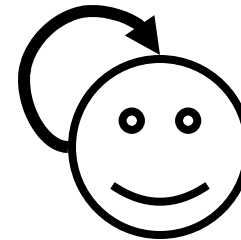
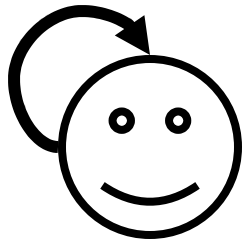
Change: Resources, Money

Concepts (like sovereignty, state, gender, Web 2.0, Secondlife, etc.)



Change: Ideas, Politics

How can we think about transformation?

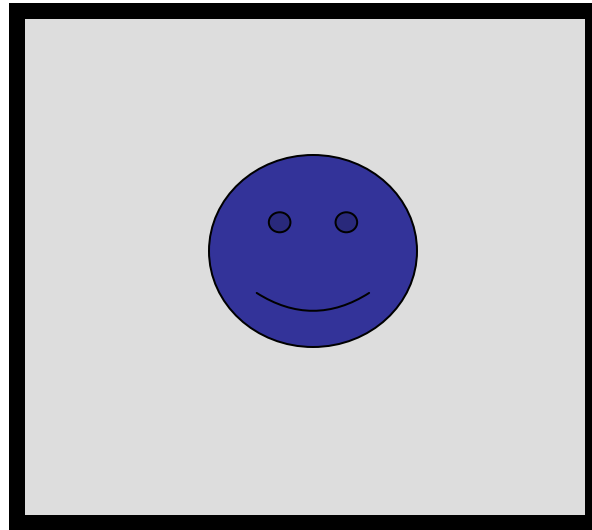


How can we access this type of change?



Do you Dream in Orange?

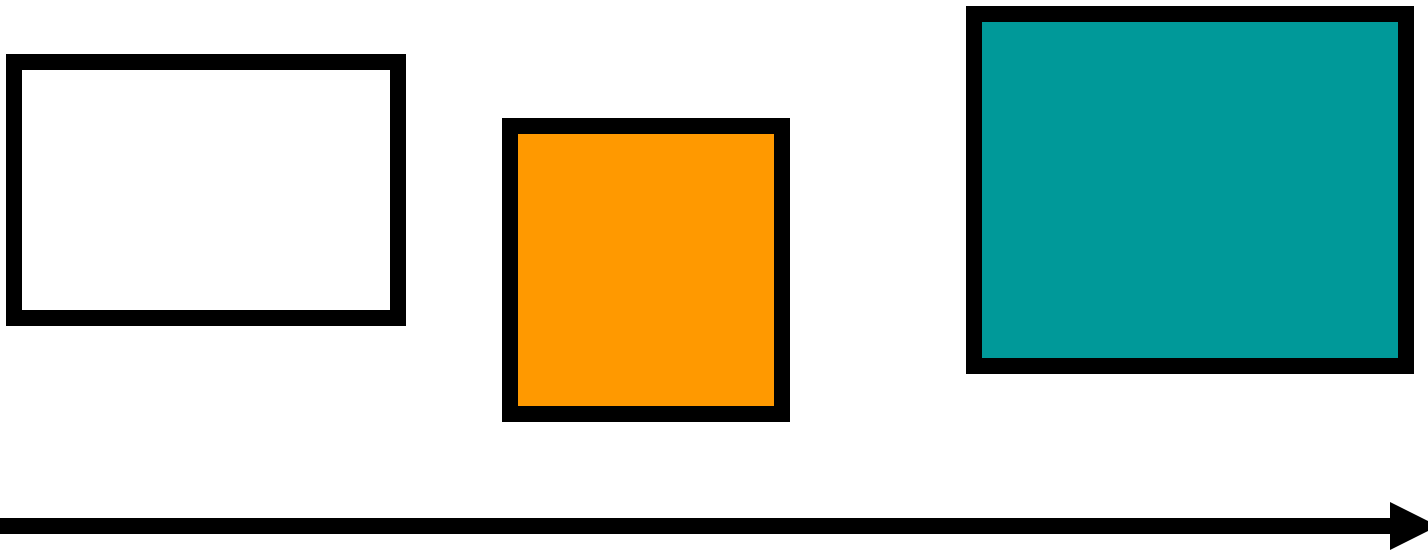
Foregrounding the Backgrounded



We need an approach of dealing with the non-conceptualized (intuitive).

How can we access that what is backgrounded?

How do backgrounds change through time?



Thinking Backgrounds in Metaphors

A metaphor is something regarded as representative or suggestive of something else. It is the use of a familiar image to illuminate an unfamiliar idea, experience, or process.



Example: Globalization as a Wave!



Derived Policy Recommendation: States better learn to surf!

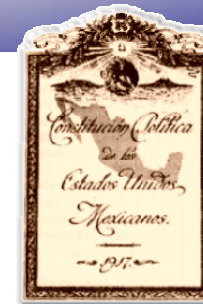
What aspects of metaphors should we focus on?

- ◆ The grammar of metaphors uncovers how imagery we use to explain and legitimize social life pre-structures the politics of social institutions.
- ◆ Metaphors that we use to explain and legitimize society and public administration change through time.

A Quick Tour Through History

Metaphors to understand our
worlds in different times

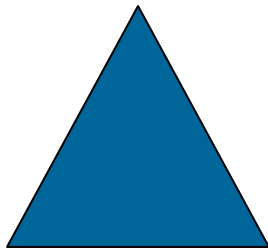
From Body to Contract: Transcendence to Immanence



God

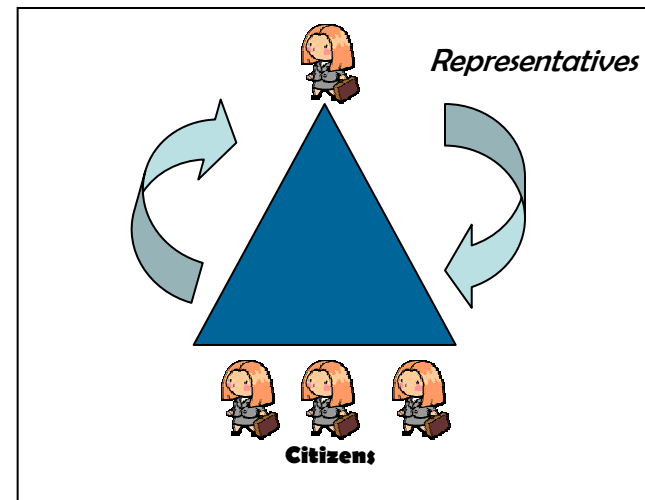


God's representative



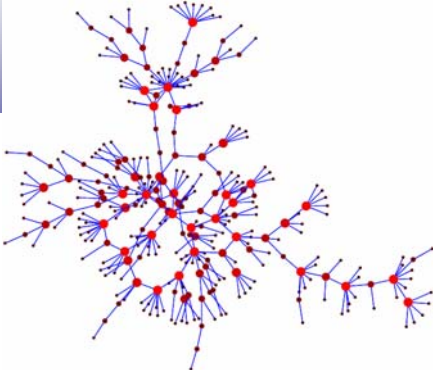
Transcendent legitimation

Transformation of the State

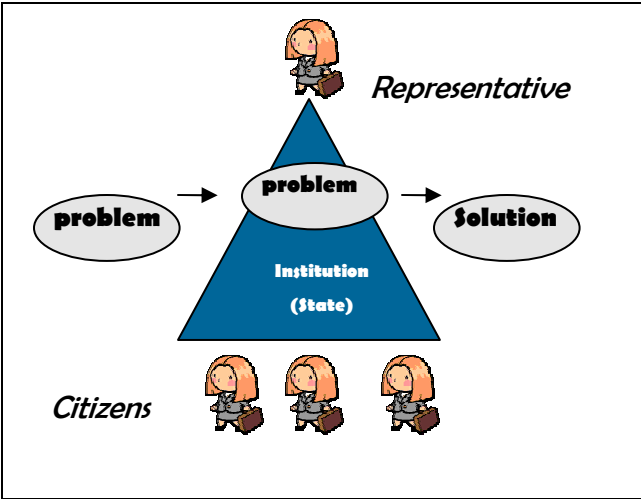


Immanent Institutional legitimation

From Contract to Network: Governance not Government

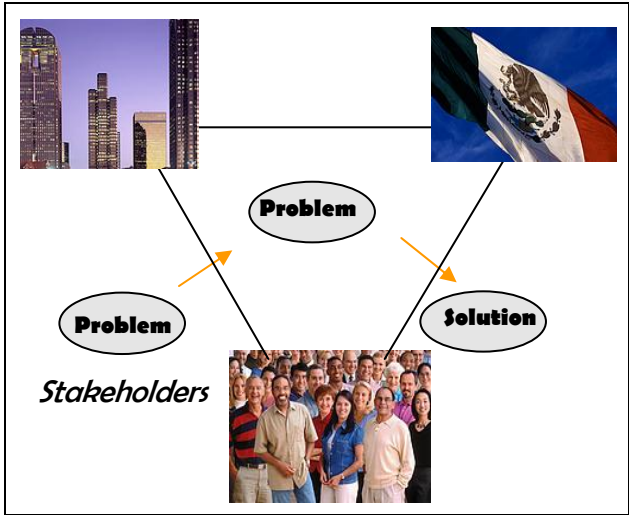


Government



Institutional legitimation

Governance



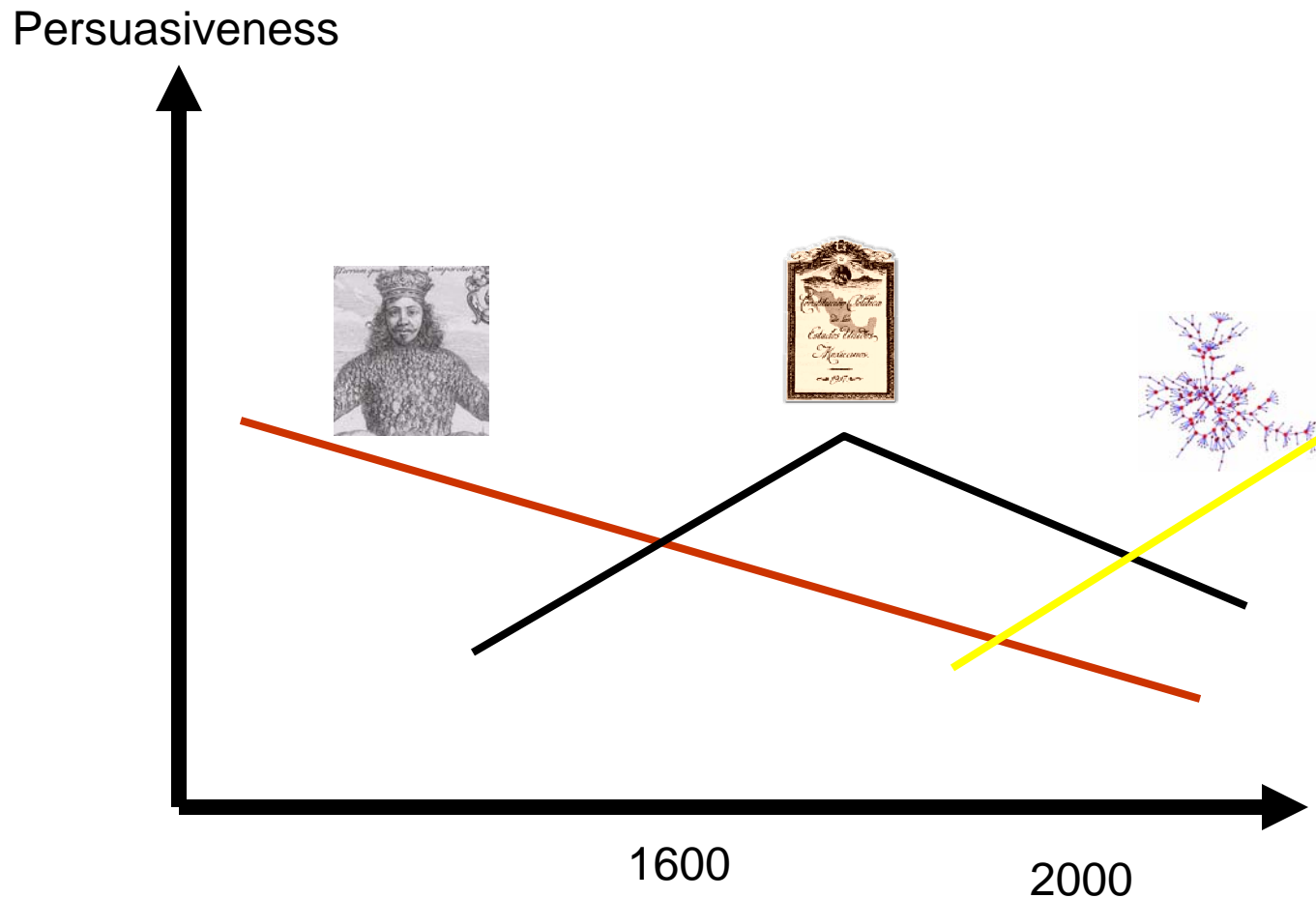
Outcome legitimation

Transformation of the State

How are they different?

	Transcendent (-1600)	Immanent- institutional (-2000)	Results-oriented (2000+)
Foundation	God	The State	The Result
Argument	God said so.	At some point in the past, we decided upon a common rule book/institution.	I see and accept the result.
Metaphor	Body	Contract	Network
It is good at:	stability	mobility	result
Nature:	One-with-nature	Controlling nature	de-naturalized, disembodied
Bias towards the collective or the individual	Collective	Individual	
Where is the power?	God's representative	government	Consensus of stakeholders
Last decider?	God	citizens	stakeholders

What persuades us changes through time... But stays with us



So what does Network Society look like? ...moving to the city

For examples look at any web 2.0
application like: Secondlife, di.licio.us,
Flickr, Xing, youtube, etc.

But also look at yourself!!!

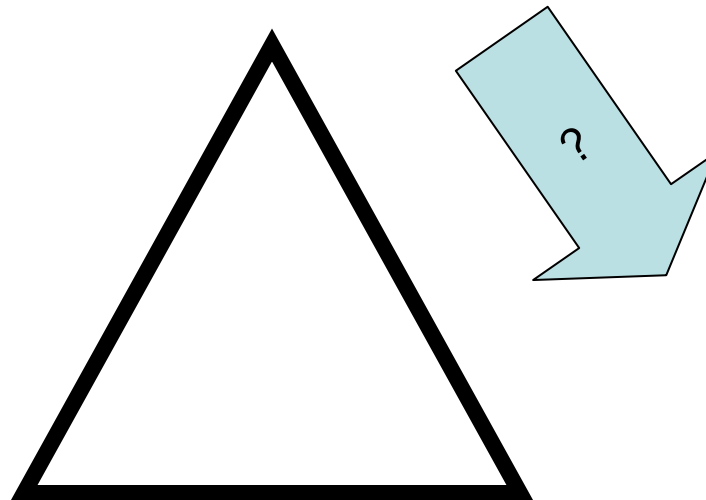


Principles of Network Society

1. **The Technology Principle:** *Network Society is mediated through technology.*
2. **The Path Dependency Principle:** *Path dependency makes it costly for us to exercise choice and leave any given network.*
3. **The Scale and Network Effects Principle:** *Network effects are the glue of network society.*
4. **The Choice Principle:** *Any network participant chooses to participate or to leave at any point in time.*
5. **The Consensus Principle:** *Decisions in choice-communities are made by consensus (not unanimity ...and forking allowed)*
6. **The Transparency Principle:** *Transparency takes the role of democracy as the standard against which any governance situation is evaluated.*
7. **The Outcome Legitimacy Principle:** *The legitimacy of a policy that aims to create public value is derived from the public value created (as defined by its stakeholders choice to stay-or-leave)*
8. **The Reflexive Governance Principle:** *The term governance assumes that the right of any participant in any decision-making situation needs to be reflected at all times (who participates in the consensus?).*

Deriving Policy Recommendations from Theory

Political Theory: Governance in Network Society

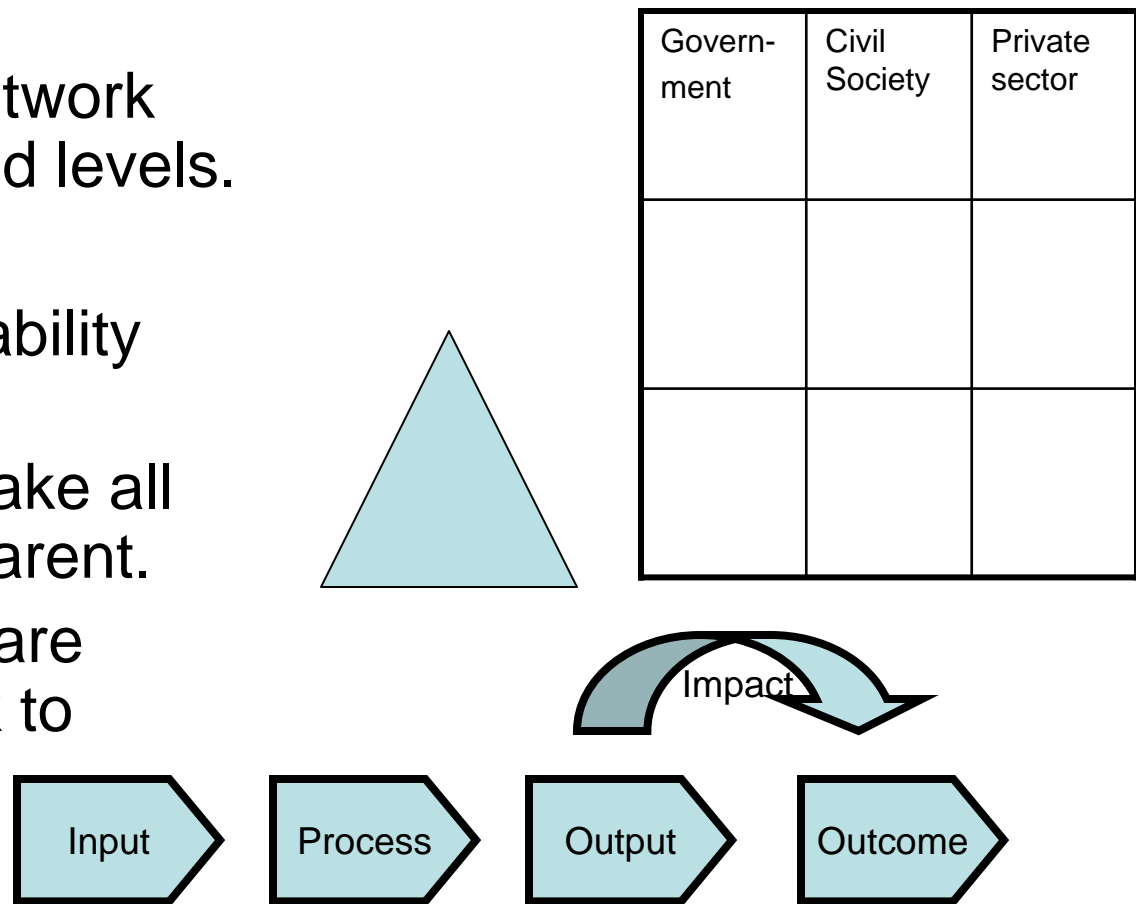


Empirical
Social Science

The Real World: Public Administration,
Society, Lifeworlds.

Network Policy Design Principles

- ◆ Think any policy from the result backwards.
- ◆ Map the policy network across sectors and levels.
- ◆ Build consensus.
- ◆ Develop accountability systems.
- ◆ Document and make all processes transparent.
- ◆ Reflect what you are doing? – Go back to square one.

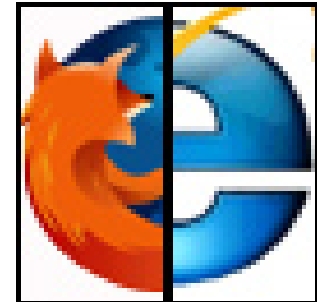


Some Substantive Policy Recommendations...

Can we Think of More?

- ◆ Focus on robust Software Ecosystem (open vs. proprietary code).
- ◆ Ensure balanced Intellectual Property Rights Regime.
- ◆ Introduce Network Technology in Basic Education. Get the kids online!!!!
- ◆ Take the Mexican Nation online.
- ◆ Implement Citizen Relationship Management on all levels of government.
- ◆ Develop public internet access projects (municipal wireless).

Lifeworld Recommendations



Ajax, Mashups, leapfrogging, social entrepreneurship, create
New worlds, open source your life,...

Conclusion

- ◆ The world is changing radically as we are moving from contract to network society.
- ◆ Network society does not displace contract society, however, it changes the power of legitimizing arguments.
- ◆ Understanding network society can help us design guiding principles for networked policy making.
- ◆ Understanding network society can help us design guiding principles for our networked lives.

Thank you!

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PS: Do think about our Master's in Public Administration and Public Policy