Preface

Management and Participation in the Public Sphere has brought together the most innovative and fresh contributions within the realm of public policy. By this effort we are illustrating the scope of constantly changing interplay of public and other spheres in modern societies. The dynamic nature of public sphere makes social analysis interesting and relevant. However, the idea of perceiving public sphere or public policy as distinct realm is very much connected with our understanding of civilization and organized society. The history and concept of public sphere goes back to the idea of organized society being ‘public affair’ in contrast of being only of private concern. Latin ‘RES PVBLICA’ stands for Roman legal and political concept of defining great many issues as matters of state and common concern. On the other hand ‘RES PRIVATA’ stood more narrowly for private concerns, and the Romans already adopted the habit of perceiving the ‘RES PRIVATA’ predominantly from the point of view of private economic interests occupying much of the space that was left vacant from public interests. The Roman understanding was very much shaped by the Republican ethos that defined the public mores and civic duties. The Roman republic and the subsequent empire (that remained republic in name only) effectively spread the idea of state-centric public sphere to the rest of Europe and in some ways the idea has found its way even to the rest of the world.

However, public affairs are not reserved to any narrow republican modes of government. In fact, the Greek older ideas and practical examples of democracy are at least as important for the rest of the world. The world history has shown great ingenuity in devising ways to manage and regulate affairs of public sphere. This book shows how this process continues and how in different cultures around the world the whole concept of public sphere is being constantly re-invented. In short, there is no monopoly for understanding ‘public sphere’ and what kind of methods can be used in its management. This book shows a great diversity in managing public sphere in very different societies, which share the same planet and under the global pressures and ever-greater interdependence share also many of the same problems.

The private or domestic spheres are sometimes somehow seen removed from the more important public life. However, the Roman concept of separate private sphere also served to protect the private property of the patricians and other well-to people. The Western history of thinking about ‘property’ is also directly linked to these developments, although the more enlightened among us have always remembered to point out that the most valuable possessions and properties are not something that can be easily measured.

Moreover, it is worth remembering that the very concept of ‘economy’ is based on the Greek understanding of combining the concepts of (family) home (οἰκός; oikos) and management (νέμειν, nemein, in ancient Greek standing more readily for ‘distribution’). However, the family/home is probably the most private thing for most of us and certainly this view of shared by most cultures of the world. Economy,
therefore, has very domestic origins and it would be a good idea to keep an open mind with the whole idea of public sphere. In the modern world much of public policy deals with economic policy, directly or indirectly, and any economic activity is bound to deeply influence public life and modern people certainly would usually start their naming of private affairs from something more intimate than their economic holdings and transactions – and lucky they are if they have truly private lives. The dominance of economic policy and straight-forward administrative management within the realm of public policy has often blinded people from the richness of human social life.

Chapter 1 by Iván Székely deals with the issue of archival paradigms and the future of archives in the digital age. Archives, besides libraries and museums, represent one of the three prominent types of institution dedicated to the preservation of the past. Obviously, other important techniques and genres of ensuring the survival of the past also exist, but what these three types of organizations have in common is that they have evolved into institutions (and in the era of their modern development, typically into public institutions), creating in the process their characteristic functions, branches of science, professions and even specific languages. Archives are among the key memory-preserving institutions and as such indispensable for any policies, regardless of the level. The question is really more about learning to make full use of them in the digital age than finding totally new approaches to archives. The chapter concludes with sharp observations about the future of archives and links the memory-saving institutions firmly to the future of public realm itself.

Chapter 2 by Outi Ratamäki analyzes the Elements, Orders, and Modes of Governance in the Development of Finnish Wolf Policy. This study introduces a policy area where different political, ideological and cultural conceptions meet. Principles for the conservation of wolves have been agreed upon internationally through, for example, European Union mechanisms. However, international agreements and goals are often in opposition with needs and opinions at the national and, especially, local level. Differing cultural and practical perceptions have not been taken into account in the formulation of internationalising policies. Results of such ‘top-down’ policies include lack of respect and commitment at the local level. Ultimately, the wolf loses in this game. The article examines how various governing elements, orders, and modes of wolf conservation and policy have developed in Finland from the 1960s to the early 2010s. The article shows how ecological concerns have been taken seriously in the design of the wolf policy while societal concerns have not gained similar interest or strategic planning. The author argues that the small size of the wolf population remained the core problem of wolf politics, and solving this particular problem continued to be the main concern for policy implementation. This resulted in the protection of the wolf, but institutional imagination in the policy reformulation or implementation did not grow any further. This meant that when an ecological challenge was socially constructed, many efforts were undertaken to develop the policy-making accordingly. But when social and cultural problems arose on account of this, equally strong efforts in developing policies to mitigate the problems did not result. No increasing research or new policy designs targeted at the societal problems can be witnessed in the research data, apart from some improvements in the compensation system. This deficiency was partly addressed by the regional LCCCs (Large Carnivore Consultative Committee), but they have not built a connection between official and unofficial or public and private elements of Finnish wolf policy.

Chapter 3 by Katherine Ognyanova introduces the new realities of Putin’s Russia and Media Control and Internet Censorship in the Russian Federation. This study certainly is most relevant to the whole world as the changing Russian policies have deeply influenced not only the lives of Russians but also the rest of the world. This chapter outlines the practices of state control over Internet content in Russia and highlights their grounding in the information culture and media environment of the country. Building on
existing data on freedom of the press and online censorship, the text explores the socio-cultural context of Kremlin’s considerable influence on the Web. To this end, three relevant spheres of power relations are explored. The first one involves censorship and self-censorship routines embedded in the Russian information tradition. The second pertains to the state-controlled mainstream media where news goes through a political filter and the framing of Internet’s role in the Russian social life is predominantly negative. The third domain concerns local legislative frameworks and their selective application. The analysis suggests that most of the tools used to control objectionable materials on the Russian Web are not Internet-specific. Rather, they can be seen as a natural extension of the censorship mechanisms used in traditional media.

Chapter 4 by Mary Griffiths in her study of Citizens, Policy Co-Production, Politics, and the Public Sphere introduces the evolving e-government and citizen-centric policies in Australia. Successive Australian governments have encouraged the Australian Public Service (APS) to supports citizen-centric policy formation. This produced, in 2011, two instances of differently designed successful public consultations: the Clean Energy Legislation Package, and the Digital Culture Public Sphere and Discussion Paper. With a new conservative government in place, the withdrawal of the proposed amendment to s18c of the Racial Discrimination Act (1975) on the grounds of national unity shows that public consultations remain high-risk/high gain for governments, citizens and the administration. Theoretically, the constructionist approach combines the literature on modes of e-government research, citizens as agents in policy, e-government success factors and participatory media, with evidence of institutional reform thinking, and the illustrations of practice and outcomes provided by the three case studies. Methodologically, the data is drawn from public domain materials.

Chapter 5 by Fadi Hirzalla and Shakuntala Banaji analyzes the Young People’s Civic Participation on the Internet: Appraising an Emerging Research Field. This chapter reviews the body of academic literature about young people’s online civic participation. It will first sketch how this literature has developed historically in the context of old and changing scholarly discussions about what civic participation and democratic citizenship more generally do or should envelop. The second section outlines how extant empirical studies on young people’s civic participation online may be subdivided into four strands of research, each focusing on different questions and relying on different methods. The closing section provides a number of directions for further research, mostly calling for innovative and more pressing context-specific and people-centered research approaches. The generational approach to democratic citizenship can greatly contribute to our understanding of the future of democracy itself.

Chapter 6 by Ullamaija Kivikuru delves into the spheres of African journalistic culture in her study: When the History Turns Stronger than the Rhetoric: Journalistic Culture Drives over Democracy in Africa. The 1990s brought radical changes to Sub-Saharan Africa. In the rhetoric, the ownership mode appeared as a crucial marker of freedom. However, neither the access to the media nor the media content has changed much. The media mode, inherited from previous phases of social history, seems to change slowly. Old modes reproduce themselves in new media titles disregarding ownership mode. In exceptional cases such as pre-election reporting, ownership mode might have a role: government papers give more open support to the bigheads of the existing leadership. In this chapter, empirical evidence is sought from Namibia and Tanzania. The empirical evidence is based on two sets of one-week samples (2007, 2010) of all four papers. In this material, a government paper and a private paper from one particular country resemble each other more than when ownership modes are compared. Bearers of the journalistic culture seem to be to a certain extent media professionals moving from one editorial office to another, but the more decisive factors are the ideals set for journalism. This study reinforces the notion that old
habits and practices die hard and in these African cases even fundamental changes in government have not always been enough to change journalistic culture. If this is the case, the government policies have a difficult time ahead.

Chapter 7 by Marianne LeGreco, Michelle Ferrier and Dawn Leonard introduces the topic of ‘Further Down the Virtual Vines: Managing Community-Based Work in Virtual Public Spaces’. This chapter focuses on the somewhat unexpected relationship between participatory research methods, virtual work, and community-based practices. More specifically, the chapter outlines different conceptual foundations and methodological approaches related to participatory and community-based research. Embedded within this review, we two key connections are addressed between participatory methods and virtual work. First, participatory and community-based methodologies provide a useful set of concepts and practices that can be applied in virtual contexts. Second, virtual work can facilitate participatory initiatives and achieve community-based goals. The chapter also offers two case studies to illustrate how community-based groups often rely on virtual work to move their local initiatives forward.

Chapter 8 by Bilge Yesil takes up the topic of ‘Before Smart Phones and Social Media: Exploring Camera Phones and User–Generated Images in the 2000s’. Using social media platforms to document excessive police force at times of social unrest has become common practice among protestors around the world, from Cairo, Egypt to Ferguson, USA. Smart phones and social media have become indispensable tools to demonstrators as they organize, communicate, express dissent, and document any police brutality aimed at them. This chapter discusses the function of mobile communication technology as a tool of sousveillance through an analysis of camera phones and the user-generated images in the mid-to-late 2000s. It argues that camera phones facilitated lateral surveillance and sousveillance practices, enabling ordinary individuals to watch social peers or those in power positions, albeit in non-systematic, non-continuous and spontaneous ways. This chapter provides a very up-to-date analysis of the changed environment of social protest in the face of rapidly changing social media and technology.

Chapter 9 by Veena Raman analyzes the issue of ‘Interrogating and Reimagining the Virtual Public Sphere in Developing Countries’. Revisiting the concept of a virtual public sphere, this chapter interrogates the concepts of good governance, digital divide, the role of culture in identifying what constitutes common good and examines how Jürgen Habermas’ conceptualization of the public sphere relates to non-Western contexts where asymmetries in access to basic resources, power to leverage networks, and levels of civic competencies are the norm. Through case studies from Bangalore City, India, where information and communication technologies are being used to empower ordinary citizens to participate in local governance in the face of deep digital divides, it is argued that there is a need to avoid essentialising and privileging online venues and interactions in our discussions of the virtual public sphere and study how people strategically combine preexisting civic and communication networks with the affordances of new media technologies to participate as citizens. The study provides a fresh approach to the issue of virtual public space and makes good use of ideas developed by Habermas by applying them in the context of Bangalore City and by doing so demonstrates the relevance and usefulness of this discourse within a different social and cultural context.

Chapter 10 by Aziz Douai delves into the issue of ‘Online Activism and the Arab Public Sphere: The Case of YouTube and Human Rights Campaigns’. YouTube has enabled new forms of political dissent in Arab societies. This article examines the development and rise of YouTube in the Arab world. In particular, it looks at how this video exchange site is invigorating the online public sphere’s vigorous demand for political reform and respect for human rights. Specifically, this investigation explores how social networking capabilities have made YouTube an effective asset in dissidents’ arsenal among Arab
activists. To examine the vibrancy of this fledgling online public sphere, the chapter scrutinizes how activists incorporated YouTube videos to shed light on human rights abuses, specifically police abuse, corruption, and brutality in two Arab countries, Egypt and Morocco. The chapter concludes with a discussion of the new campaigning modes that the Internet and YouTube have facilitated. This study shows that human rights abuses, police abuse, corruption and brutality all are still very much part of life in our times. However, new social networking capabilities such as those provided by YouTube have fundamentally changed the equation.

Chapter 11 by Milly Perry introduces the Israel’s Higher Education Innovation Policy: Was or dreamed a dream? In order for education systems to cope with social and economic changes and perform efficiently, innovation is essential. However, innovation in education (and particularly in Higher Education systems) has not been regarded as an important issue by policy makers, education stakeholders and leaders; it seems to be regarded as ‘nice-to-have’ rather than a necessity. Recently, innovation in education has started to gain attention. This includes systemic study of innovation, innovation strategy and implementation of innovation strategies by policy makers and leaders. Scientific outputs and research findings can be used as input in national-international policies only if researchers and policy-makers cooperate closely, ensure relevance of topics, and improve communication, dissemination, and implementation of research recommendations. This study builds a strong case for ‘innovation’ in policy studies and questions educational policies that fall short of innovativeness.

Chapter 12 by Seok-Jin Eom and Jane Fountain analyzes the topic of ‘Enhancing Information Services through Public-Private Partnerships: Information Technology Knowledge Transfer underlying Structures to Promote Civic Engagement’. What are e-government success factors for using public-private partnerships to enhance learning and capacity development? To answer this question, the authors developed a comparative case analysis of the development of the Business Reference Model (BRM), a national-level e-government initiative to promote shared information services, in the U.S. federal government and the Korean central government. The results indicate that private sector partners in both countries played various roles as “brokers” of information technology (IT) knowledge between government and the private sector by: raising awareness of the necessity of the BRM; providing best practices; developing pilot projects; and developing implementation strategies. However, the study finds that the two countries took entirely different approaches to working with non-governmental organizations in BRM development with implications for project success. This study provides ideas that will be important not only to any studies related to e-government in the United States and Korea but also to studies covering a wide range of Public-Private Partnerships.

Chapter 13 by Irene Samanta focuses on the ‘Materialistic values and impulsive behavior in the purchasing process between genders’. The research investigates the relationship between gender, materialistic values, and impulsive behavior with fashion clothing involvement. Furthermore this study investigates different decision-making styles and the influence of the marketing mix to the purchasing process. A survey was conducted with a sample of 295 consumers. Factor analysis using principle components with varimax rotation was used. Also, the Kruskall-Wallis test was conducted in order to reveal interactions and relationship between different variables. According to research findings young adults have developed materialistic values and therefore material goods are used as symbols by them. The reinforcement of a person’s self-image is probably a motivation that plays significant role in individuals purchasing decisions. Thus consumers are engaged in non-planned purchases, which are considered as impulsive. Moreover, men are those who are more involved with fashion clothing in order to bolster their self-image.
However women are those who appear to be more impulsive in their purchasing decisions. This chapter takes a fresh look on consumer behavior by focusing on such factors as gender, values and self-image.

Chapter 14 by Dalya Yafa Markovich takes up the issue of ‘Voicing the Subaltern in the Public Sphere: The case of Museum in a Suitcase’. The voice of the subaltern is barely ever heard in the traditional historical-ethnological museum. Aiming to break the constraints and limitations of the traditional museum sphere, Alemu Eshetie, an Israeli based artist of Ethiopian origin, has created a museum dedicated to the Ethiopian Jewish community that functions as a traveling “public sphere”. Through these strategies the Museum wishes to establish a “dialogical methodology” that will voice the ‘Ethiopian’ subaltern and thus foster his empowerment. By using ethnographic fieldwork that followed the activities held by the Museum in the 4th grade at a multiethnic and disadvantaged school in Israel, this chapter examined the ways in which students of Ethiopian origin chose to voice themselves in the public sphere created by the Museum, and the social and educational meanings attached to their voice. Hence findings suggest that the social construction of the subalterns’ personal voice within the public sphere can expose racial and social inferior position and thus work against the aims it means to achieve. The author show that by connecting public sphere to a “dialogical methodology” that will voice the ‘Ethiopian’ subaltern it is possible to show what public sphere actually is all about.

Chapter 15 by Vildan Mahmutoğlu focuses on the issue of ‘Constructing Multicultural Society on Web: Minorities on Information Society’. As a public sphere traditional media have some blockages for the disadvantaged groups to participate in the cultural and social life. New media help these groups for being visible in a majority and provides a base for multicultural societies. This article tries to find out the conditions of constructing the multicultural society through new media. For that purpose, a content analyse of the art and culture pages of the website and an interview have been realized with one of the founders of www.suryaniler.com. It is trying to find out that how new media helps to the minorities for the participation in the cultural life and being visible in a majority. The paper also examines how a webpage can promote the relation of people who have been spread all over the World.

Chapter 16 by Knut Fournier takes up the issue of TV license refusal and competition policy in Hong Kong: What is the scope of public participation? This chapter looks from the perspective of competition law and regulatory decision-making at an event that reshaped the debate over public participation in Hong Kong. By analyzing the public’s reaction to a regulatory decision in 2013 to deny a free-to-air TV license to HKTV, this chapter attempts to understand how the existing regulatory framework has shaped public discourse and government narrative. This chapter argues that the lack of publicity of debates around regulatory decisions triggers the creation of social movements, and that the Hong Kong government and regulators must learn from this episode in the light of the imminent enforcement of competition law in Hong Kong. Several judicial challenges to the regulatory decision-making process are analyzed, in the context of the competitive environment of Hong Kong. If the Hong Kong government and regulators in Hong Kong do not learn from the HKTV episode, and do not make efforts to explain and publicize their decisions and decision-making process, this may endanger the launch of competition law in Hong Kong. Hong Kong with its unique mode of governance is a very interesting case for any policy analysis and the issue of public participation in particular is a very contested policy area in present-day Hong Kong.