Chapter 3
Model of Digital Convergence of ICT Adoption within the Framework of Network Governance Policy

ABSTRACT
This chapter considers the literature relevant to a study of the impact of digital convergence upon governance that impinges the overall manifestation of ICTs in the public sector today. In addressing the issue, the discussion is made within the conceptual evolution and the changing paradigm of ICT and convergence, policy networks, and the related issues, locating them at the centre of network governance literature. The central theme of this chapter is to highlight the proliferation of ICT agenda, in particular reference to digital convergence and eventually how the mode of ICT governance is affected by three important factors: first, policy network; second, new legal or regulatory environment; and third, institutional reforms. Thus, to put things into perspective and as an indication of the genuine contribution of the study of knowledge in the field, these three important domains of analysis in line with the research questions are considered to be most relevant.

INTRODUCTION
The first section reviews the theoretical background of digital convergence, network governance and its relationships to the context underlying the practice of policy network. Section two clarifies digital convergence and its interfaces with industry or private self-regulation. Section three provides systematic explanations of interactions and outcomes of policy processes by which, that institutional convergence has affected the state and society relations and new mode of governance. Following this, the discussion tries to strengthen the framework on these three dimensions, analysing them in the context of policy network to link the analytical, empirical and normative consideration of network governance. The review, using an interdisciplinary analytical framework, will provide a comprehensive understanding of how a range of
scholarly debates from contending backgrounds perceive and interpret the same issues.

For the purpose of establishing the perspective in this chapter, our evaluation of framework is based on two crucial questions stated as follows:

- In what ways and to what extent does digital convergence promote new forms of governance?
- What are the ideal conditions needed to suit digital convergence with a system of network governance?

Following discussion of these two broad issues, the analysis will then consider the notion of a new self-regulatory regime which is already in existence in Malaysia as the most appropriate model towards an ideal form of ICT governance policy.

POLICY NETWORKS AND NEW MODE OF GOVERNANCE

How exactly do technological innovations, in particular digital convergence, enhance the governance process? In order to respond to this question, it is worth examining the various categorical domains of technology itself. Digital convergence can be generally classified as the synchronisation of “voice, data, text, and images, and transmitted in vastly greater volume and at far higher speed” (Humphreys, et al., 1992, pp.3-4). The means of delivering public interest content must be defined in regulatory terms which do not unduly restrict the competitive communications environment operating on a global scale (Jacobs, 2000). In other words, this simply means that through the sophistication of new technology, users will have access to a wide ranging information, entertainment, communications, and transaction services in a single interface point. Policy network is one of the most important features in determining whether a new mode of governance can be successfully achieved by a nation-state, or by supranational bodies. In this section, various elements concerning policy network and its implications for the search for a new mode governance are highlighted from a variety of academic perspectives.

The Perspective of Policy Networks

It is contended by an increasing number of scholars in media policy that the concept of network governance has emerged in recent decades (Tianafillou, 2004, p.489). These include, for instance, Castells (1996) who points to the grand narratives of network society, Anthony (1990) who gives an account of reflexive modernity, and Rhodes (1998) who provides specific accounts of the formation and functioning of networks of public agencies, private organisations and diverse groups and citizens. The very influential work of Scharpf et al. (1978) used the networks concept to map relationship patterns between organisations and to assess the influence of these patterns for policy processes. Citizens are regarded as “principals” exercising their power by voting their representatives or “agents” (Pavan & Lemme, 2011). In many cases, these are quite complex as they do not only originate from public actors (Kooiman, 1993; Kickert et al., 1997), but also link to private, as well as non-profit elements. Sorenson (2003, p,693) observed that scores of social scientists (e.g. Bogason, 2000; Heinrich & Lynn, 2000; Jessop, 1998; Kickert et al., 1997; Kooiman, 1993, 2000; Mayntz, 1999; Pierre, 2001; Pierre & Peters, 2000; Rhodes, 1997; Scharpf, 1994; Stoker, 1998) imply that the “political systems slowly and gradually change from hierarchically organised, unitary systems of government that govern by means of law, rule and order, to more horizontally organised and relatively fragmented systems of governance that govern through the regulation of self-regulating networks.” It is worth noting, however, that the ultimate target of a network model or approach should not be to control others, but to establish a good policy
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