Chapter XV
Information Quality Satisfaction of Communication Portals: A Study of Central Cyber Government Office (CCGO) of the Hong Kong Government

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ABSTRACT

Information quality is critical for a communication portal because there are a myriad of information types, including textual, audio, video, and other complex information types, which an organization has to manage. In this study, we examine whether information generated from an in-house developed communication portal of the Hong Kong government would have higher quality than those sister portals developed by individual government departments using commercial packages. We conducted a survey-based study to understand how users evaluate the information quality of these communication portals. This portal case is interesting because (1) the Hong Kong government has invested millions of U.S. dollars in its implementation and (2) the number of potential users is huge (over 140,000).

INTRODUCTION

To keep governments operating smoothly, swift but careful fine-tuning of public policies and strategies are required. This situation creates a demand for establishing a seamless information flow among government agencies. To facilitate such information exchange, there is a global trend for governments to take advantage of information and Internet technologies for providing their services online. This can improve both efficiency and service quality of business processes within governments. Therefore, in previous years, various governments have heavily invested in information
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technology infrastructures and software applications. Taking Hong Kong as an example, this far Eastern metropolitan has invested over $100M per year in e-government projects since 2000. For the period between April 1999 and March 2006, Hong Kong has invested $1,094.4M (Ho, 2007). This huge investment helps Hong Kong to advance to one of the top countries/cities in the maturity of e-government development (Accenture, 2004; Melitski, Holzer, Kim, Kim, & Rho, 2005).

Among these $1,094.4M invested by the Hong Kong Government, 16% was invested in projects related to the development of IT infrastructure and software applications, which aimed to support **government-to-government (G2G) and government-to-employee (G2E)** transactions (Ho, 2007). In this chapter, we shall study the information quality satisfaction of one of the key G2G and G2E applications of Hong Kong, that is, the central cyber government office (CCGO).

**COMMUNICATION PORTAL IN HONG KONG GOVERNMENT: CENTRAL CYBER GOVERNMENT OFFICE (CCGO)**

In 2000, the Hong Kong Government launched its Intranet communication portal, the CCGO, for its employees (HKG, 2007). This portal is designed for handling G2G and G2E transactions. Figure 1 shows the IT infrastructure of the Hong Kong government and Table 1 reports the description the information and applications provided in the main screen of CCGO.

CCGO is an **Intranet communication portal**, which acts as a hub for linking up services provided to internal customers by different government agencies. Its function is similar to GovHK (http://www.gov.hk), the e-government one-stop portal for members of the public. Users can access CCGO via their network terminals, which are connected to the government Intranet. CCGO provides five major services to government officers. First, it serves as an intragovernment information-sharing center. Government officers can obtain the latest version of internal regulations and guidelines issued through CCGO. Second, it provides an instant access to the latest service-wide information, such as circular memoranda and notices. Third, it provides a video-on-demand function for broadcasting important government events, such as press conferences. Forth, it acts as a training portal for government officers who can participate in those self-learning programs organized by the government in-house training agency. Last but not least, CCGO also serves as an intergovernment business center for dissemi-