

## Tackling the Value-Action-Gap: Improving Civic Participation Using a Holistic Behavioral Model Approach

**Authors :** Long Pham, Julia Blanke

**Abstract :** An increasingly popular way of establishing citizen engagement within communities is through 'city apps'. Currently, most of these mobile applications seem to be extensions of the existing communication media, sometimes merely replicating the information available on the classical city web sites, and therefore provide minimal additional impact on citizen behavior and engagement. In order to overcome this challenge, we propose to use a holistic behavioral model to generate dynamic and contextualized app content based on optimizing well defined city-related performance goals constrained by the proposed behavioral model. In this paper, we will show how the data collected by the CorkCitiEngage project in the Irish city of Cork can be utilized to calibrate aspects of the proposed model enabling the design of a personalized citizen engagement app aiming at positively influencing people's behavior towards more active participation in their communities. We will focus on the important aspect of intentions to act, which is essential for understanding the reasons behind the common value-action-gap being responsible for the mismatch between good intentions and actual observable behavior, and will discuss how customized app design can be based on a rigorous model of behavior optimized towards maximizing well defined city-related performance goals.

**Keywords :** city apps, holistic behaviour model, intention to act, value-action-gap, citizen engagement

**Conference Title :** ICDPCP 2017 : International Conference on Democracy, Political and Civic Participation

**Conference Location :** London, United Kingdom

**Conference Dates :** January 19-20, 2017