



# **Use of ICTs and Mass Media in the Planning Processes: the Two Sides of the Same Coin**

Federica Leone

# Objectives

## Goals

1. Analysis of prof and cons in the use of ICTs and mass media within regional and urban planning processes.



*Do regional governments use these tools whether to promote participation and enhance transparency or to obtain a greater consensus among local municipalities and citizens?*



## Case study

Use of ICTs and mass media within the participatory processes within the elaboration and revision of Sardinian Regional Landscape Plan (RLP)

# Layout

## Framework

1. Methodology.
2. Literature review.
3. The case study of Sardinian Regional Landscape Plan.
4. Analysis of data.
5. Conclusions.

# Methodology

General Research questions

Selection case study (Sardinian RLP)

Collection of relevant data

← **Semi-structured interviews:**  
members of the academic field and officials  
of the regional government

← **Self-completion questionnaires:**  
officials of local governments, members of  
environmental organizations and  
associations, building firms and professionals

Analysis and interpretation  
of data

← **Semi-structured interviews:**  
thematic analysis

← **Self-completion questionnaires:**  
statistical analysis

Findings /Conclusions

# Literature review

## Antecedent

The use of ICTs and mass media is an undeniable opportunity for governments, changing the way to involve citizens

## Two important concepts

1. Web 2.0;
2. E-government.

## Potential benefits

1. Transparency;
2. Democratic participation;
3. Trust in government;
4. Accuracy of information;
5. Prevention of corruption
6. Cost reduction

## Problem

The real benefits are connected with forward-looking intentions and strategies



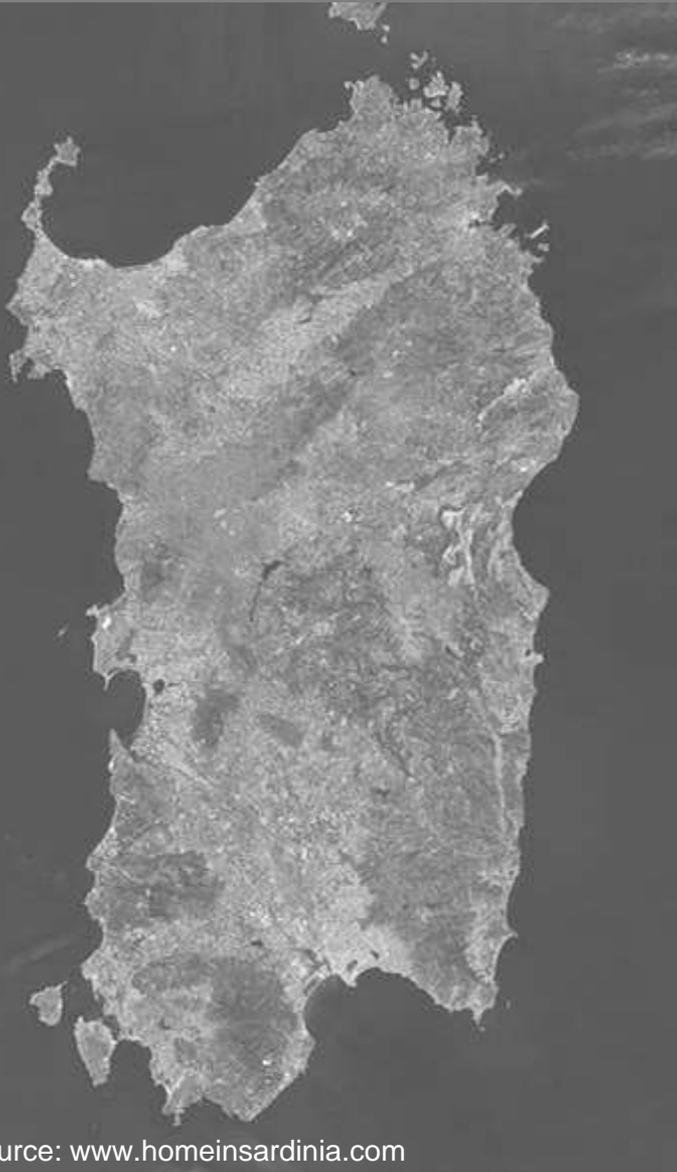
# The case study of Sardinian Regional Landscape Plan

## Elaboration phase

1. RLP website;
2. Sardinia Territory website;
3. Mass media.

## Revision phase

1. Sardinia Territory website;
2. Mass media;
3. Sardinia Geoblog.



Source: [www.homeinsardinia.com](http://www.homeinsardinia.com)

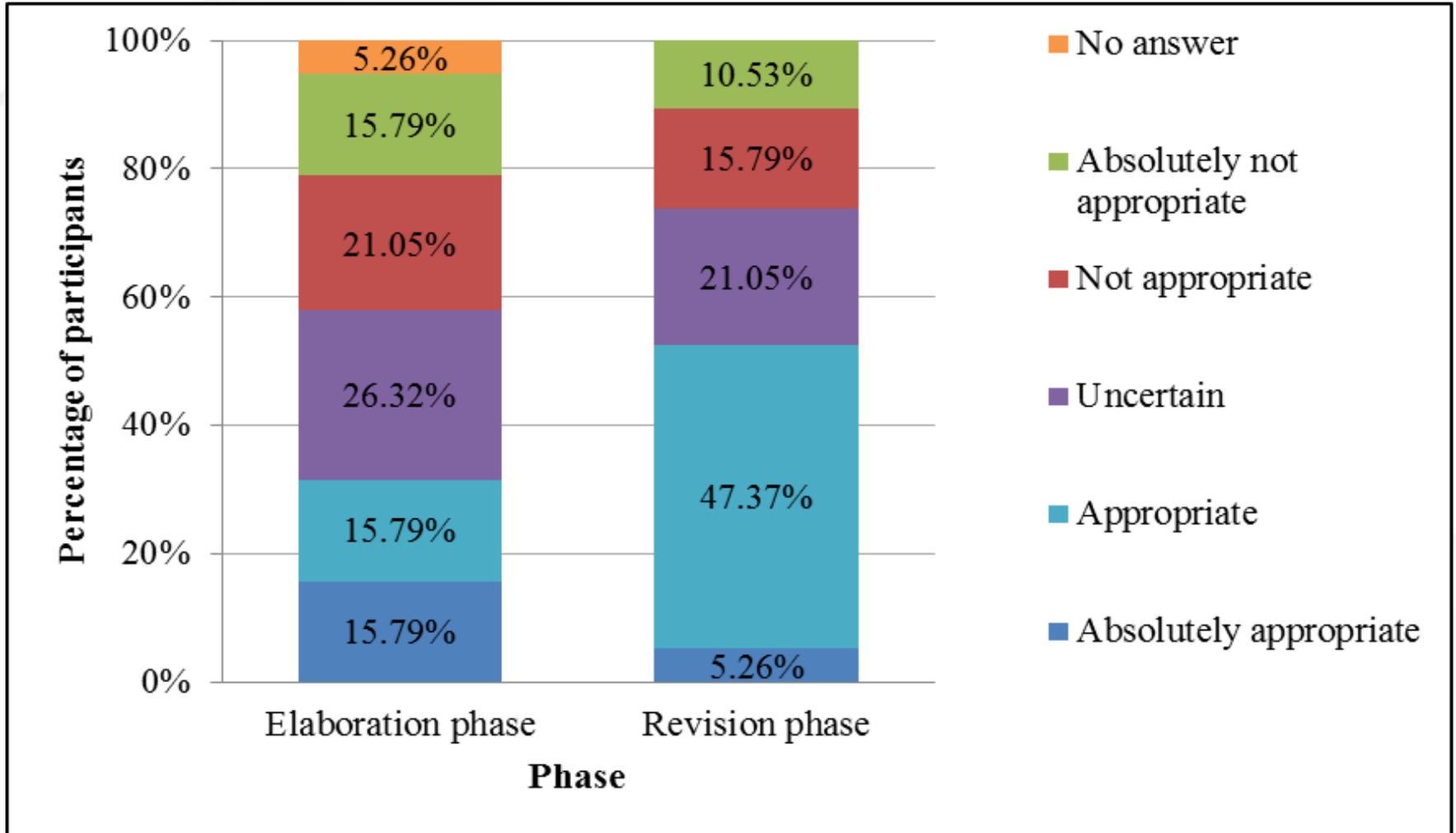
# Data analysis: Sardinia Territory (1)

## Interviews

1. It is useful to inform local communities on the plan's contents;
2. the information was unidirectional without allowing having feedbacks from participants;
3. the information was technically complex, not allowing a real understanding of the plan's contents.

# Data analysis: Sardinia Territory (2)

## Questionnaires



Level of agreement in relation to the appropriateness of the tool Sardinia Territory in the elaboration and revision phases

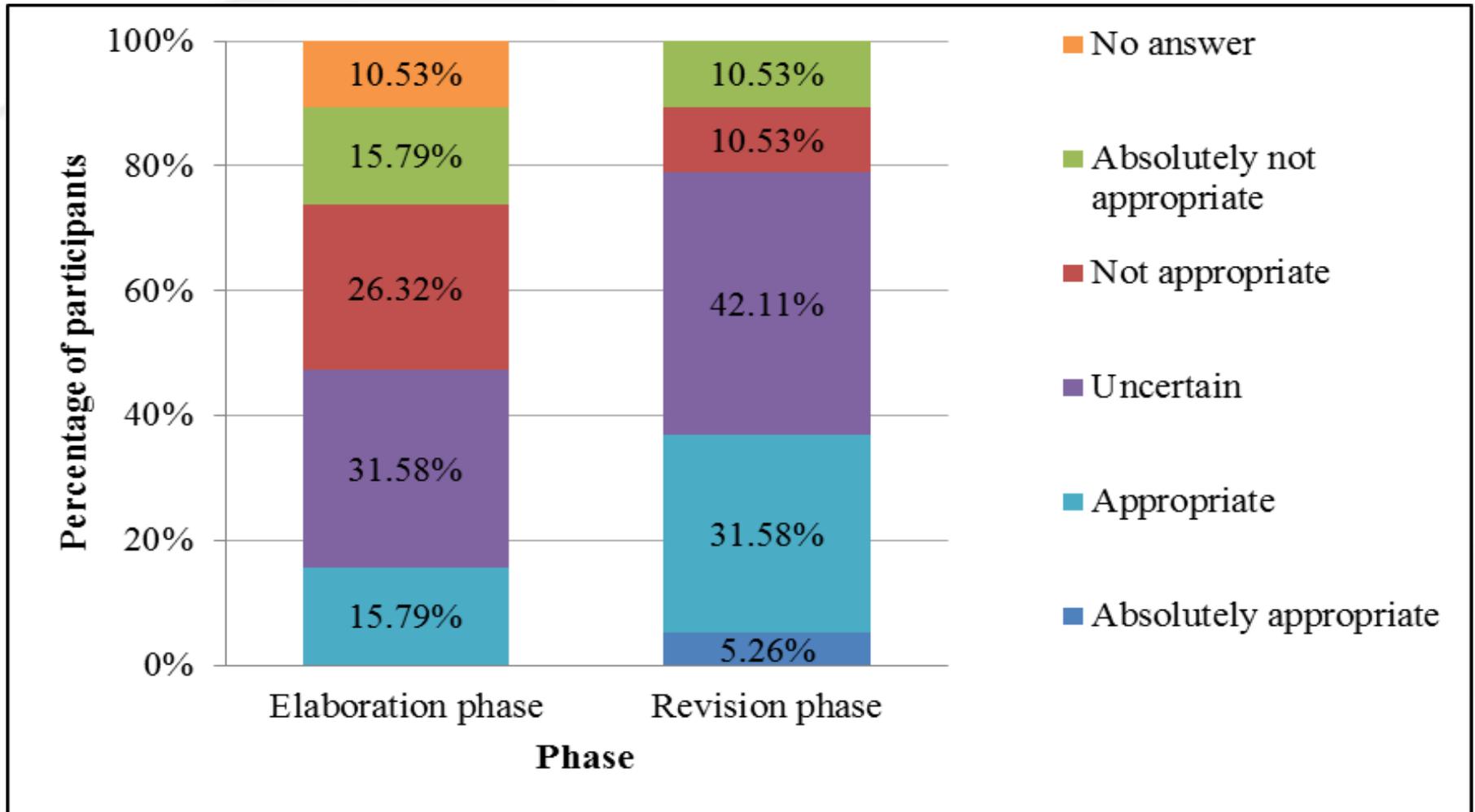
# Data analysis: mass media (1)

## Interviews

1. Mass media has sensitized public and political opinion about the importance of landscape protection in relation to the sustainable development;
2. mass media, such as regional television channels and newspapers, demonstrated the controversial relationship between the regional government and local municipalities.

# Data analysis: mass media (2)

## Questionnaires



Level of agreement in relation to the appropriateness of the mass media in the elaboration and revision phases

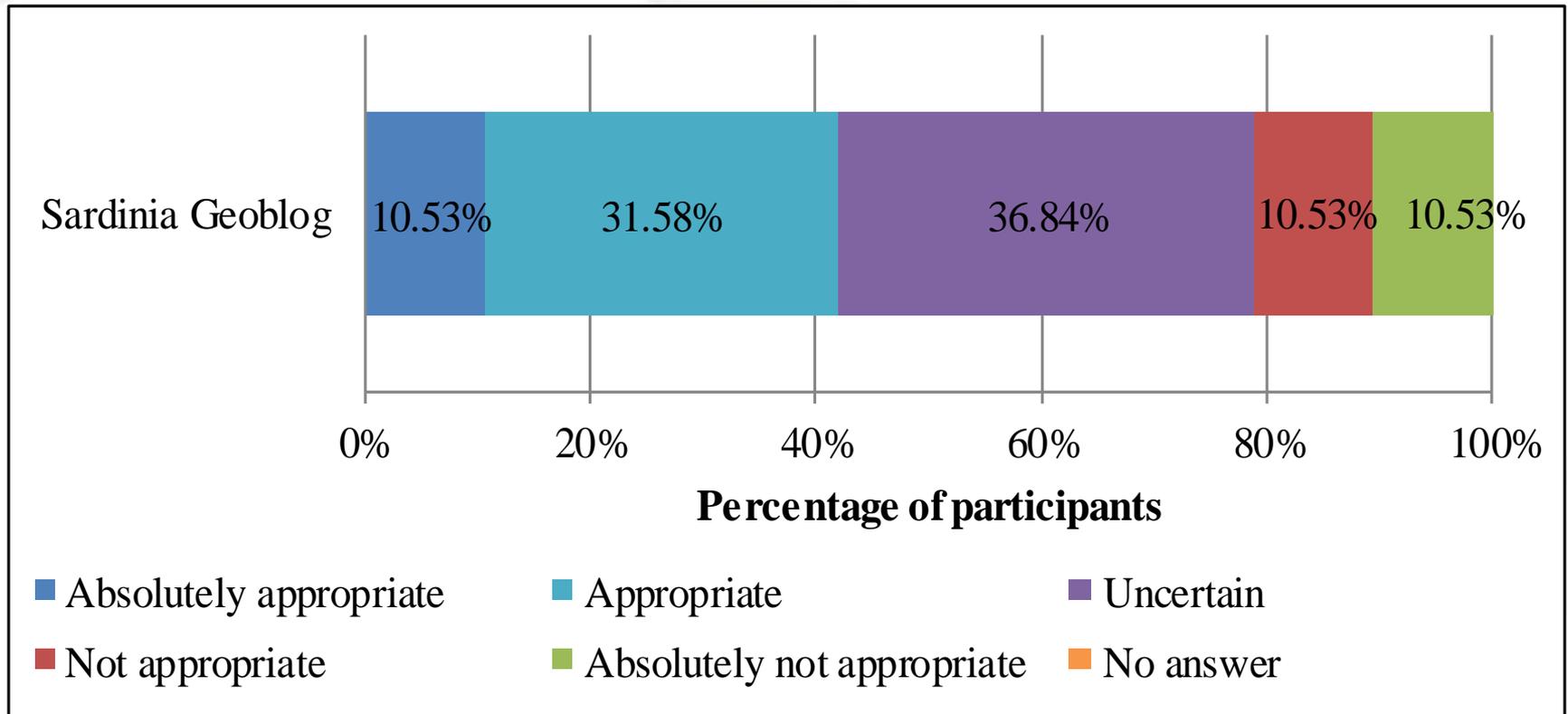
# Data analysis: Sardinia Geoblog (1)

## Interviews

1. Sardinia Geoblog was absolutely appropriate;
2. Sardinia Geoblog was not effective due to a probably distrust with respect to the regional government's actions and to time problems that did not allow to interact through this new tool.

# Data analysis: Sardinia Geoblog (2)

## Questionnaires



Level of agreement in relation to the appropriateness of the tool Sardinia Geoblog in the revision phase

# Conclusions

1. The appropriateness of their use is influenced by intentions and aims that inspire their utilization and they can be connected with political and management issues.
2. One of the main problem concerns the incapacity or not will of the regional government to conduct a real participatory process.
3. In the elaboration phase, the power relationships were imbalanced; meanwhile, in the revision phase political influences seem less important.
4. The lack of communication and coordination between regional and local governments is exacerbated in relation to the contrast between coastal and inland areas. In the case of inland areas, the lack of communication and coordination has entailed a “hole” in the planning system that should govern the territory.
5. “Learning from failing” represents an important lesson of the research work. Indeed, despite the undeniable failures that characterise the current use of ICTs and mass media within the planning processes, these tools remain significant elements that could give a decisive contribution to the effectiveness of planning decisions.