

How Do the Swiss Perceive Electronic Voting? Social Insights from a Qualitative Field Survey

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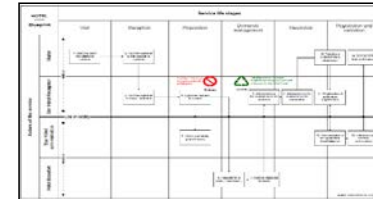
E-voting and Service Design



1. Fieldwork



4. Production



2. Blueprint



3. Staging

3

*Designing the «citizen-journey» as opposed to the
«customer journey»*

A photograph of a park path. A person in a dark jacket and pants is walking away from the camera on a dirt path. To the right is a paved walkway with a low concrete curb. In the background, there are trees, a bench, and a street with buildings. The scene is brightly lit, suggesting a sunny day.

User experience

Design

The value of a service

- « A service acquires value once the client perceives the benefits of it. »

Catenazzo and Fragnière, La gestion des services, Economica, Paris, 2008.

- Today most of these salient attributes are perceived during the service experience itself, when the process of service co-creation occurs between the client and the service provider.

Main material of services: knowledge

- Explicit
 - Codified and codifiable
 - Ex : Process, projects requirements, parameters, description of proposed services
- Tacit
 - Experience
 - Know-how: *Savoir-faire*
 - Expertise

Outline

- **Context**
- **Research purpose**
- **Literature review**
- **Methodology**
- **Synthesis**
- **Theory building**
- **Conclusion and further research**

Context

- Electronic voting is enjoying growing interest within the scientific community.
- However, the focus is on systems (algorithms, mathematical cryptographic models, user experience, reliability, traceability, security, etc.).
- Importance to place electronic voting in a broader field of investigation that generally concerns the digitalization of society.

Research purpose

- The purpose of this exploratory research on e-voting is not to address aspects that have already been well-studied by scientists, but rather to understand, through a qualitative research, bottlenecks and sociological obstacles.
- We observe in particular that the vote in Switzerland has an almost sacred dimension and that the trust that surrounds the voting “ritual” is of supreme importance.

Literature review I

- **Work processes digitalization**

Any process that benefits from the use of electronic technology by electoral authorities for the conduct of elections (Budurushi et al., 2018).

Conversion of analogue information into digital form: so processed, stored and transmitted through circuits, equipment and networks digital (Gray J. et al., 2015).

An emerging transformation process, in progress (Hagberg et al., 2016).

A digital age where digital technologies are used in almost every aspect of life. They play a key role in shaping and regulating societies, communities, organizations and individuals (Liyanage J.P. et al., 2012)

Literature review II

- **E-voting**

We note that the production of scientific articles on this subject over the past decade is very abundant with pioneering scientific works already published at the beginning of the new millennium (Mahrer and Krimmer, 2005; Gidson et al., 2016)

A recent article provides a comprehensive literature review on all technical and usability aspects (Wang K et al., 2017).

Research on e-voting also incorporates the "Blockchain" to address supposed vulnerabilities inherent in most existing systems (Tarasov et al., 2018).

Literature review III

- **E-voting**

One country, Estonia, is a precursor. Developed strongly from the point of view of digitalization in all sectors of society (Alvarez et al., 2009)

The Council of Europe has also issued a specific recommendation on this subject. The Recommendation "Rec(2004)11". The OSCE, has sent experts to Switzerland to observe the various test phases.

Switzerland can thus be considered as a kind of laboratory for the process of digitizing votes

(Germann M. et al., 2014, 2017)

Literature review IV

- **Human Factor in e-voting**

A survey conducted in Australia that shows that there is a correlation between perceived ease of use and perceived utility of e-voting technologies to determine their acceptance and use (Zada P. et al., 2016).

A Malaysian study on a campus shows that when students use e-voting to express themselves on university activities, there is a need to have confidence in the electronic system to ensure a real commitment to voting (Suki N., 2017)

Methodology

- Based on 25 semi-directed interviews (in German, French and Italian)
- Data collection period: from January to September 2019
- Data analysis from May to September 2019
- Theory building from October to December 2019

Synthesis I: e-voting perception

- **Different Attitudes Towards e-Voting**
- **Pros and cons of e-voting in general**
- **Opportunity or risk for democracy**

Synthesis II: e-voting security

- **Trust in relation to security aspects**
- **Information needed for transparency**
- **Influence on voting participation, voting results and voting decision**

Theory building

What is more important: my e-banking transaction or my e-voting cast?

- Contingent valuation methods and non-use value in ecological economics (Kotchen and Reilling, 2000)
- Double-entry accounting system (Pacioli, 1494) as visualisation tool for restorative justice (Eglash, 1977)

Conclusion and further research

Through this research project on electronic voting, which focuses on the human factor dimension, this study will help to develop relevant and practical managerial precepts to better implement these digitized operations processes in the future.

As the data collection was just completed when writing the paper, a more in-depth analysis iteration of database must still be completed to improve the relevancy of our conclusion.

In a further research, we intend to conduct a quantitative survey based on the qualitative findings presented in this paper.

THANK YOU FOR YOUR ATTENTION