

Communicating Performance Information to Citizens: The Effect of Cognitive Biases



2021

31 May (Mon)



4pm-5:30pm ^{HKT}



Zoom Webinar



English



Target Audience

Government Officials
NGO Staff
Researchers
Students

For over a quarter of a century government departments in Hong Kong have communicated performance information to stakeholders, notably through Performance Pledges. International evidence shows that the ways in which citizens, in particular, interpret the performance information they are provided with is strongly effected by cognitive biases. In this seminar we will draw on international experiences and our recent research findings in Hong Kong to illustrate how citizens differently make performance judgements when performance information is provided in different ways. These ways are: 1) historically over time, or socially between organisations, 2) whether the information is negative or positive, and 3) if the information is hard statistical data or softer episodic information. We illustrate how different combinations of these types of data influence citizens' interpretation of government performance in the areas of secondary education and environmental protection.



Register

Please register by scanning the QR code or using the link. Zoom details will be provided by email before the seminar.



<https://bit.ly/341MmDQ>



Bert George

Professor
Department of Public Governance and Management
Ghent University

Bert is an expert on strategic management, behavioural public administration and performance management. Bert has recently completed a number of European studies on benchmarking Covid-19 performance data and performance information use by politicians and will discuss lessons from these studies.



Alfred Tat-Kei Ho

Professor and Head
Department of Public Policy
City University of Hong Kong

Alfred is an expert on performance management and budgeting, public engagement, and e-government. He will present his research on strategies of public communication and engagement and their potential impacts on citizen satisfaction.



Richard M. Walker

Chair Professor and Dean
Department of Public Policy
City University of Hong Kong

Richard has worked on extensively on performance management and performance information use. Richard has recently completed a number of studies in Hong Kong that examine the types of performance data citizens prefer, how expectations influence citizen satisfaction and the effects of cognitive biases on ways in which citizens interpret performance information.



Jiasheng Zhang

Postdoc
Department of Public Policy
City University of Hong Kong

Jiasheng has been working on projects related to citizen trust in government, cognitive biases, and citizen satisfaction. Jiasheng will present the main findings of a research in Hong Kong on how cognitive biases shape citizens' interpretation of performance information.

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