STUDY BACKGROUND

Due to the technology development, not only the phenomenon of population aging and the awareness of environmental sustainability has emerged, but also the following personal and public health issues start to draw attention.

Many studies concern the benefits of utilizing open government health data (OGHD) in public services and discuss the unique attributes of those data, indicating that using OGHD is beneficial for advancing qualities of health-related mobile APPs. However, there are few papers concerning the current status of how and why mobile APP developers are using OGHD.

This study aims to investigate the motivations of the developers applying OGHD to mobile APPs and to make specific suggestions for the government to optimize open data policies and related services.

RESEARCH DESIGN

This study adopted a qualitative case study approach and invited two developers who had experiences of developing OGHD-based APPs as our interviewees. The APPs are as follows:

A forty-minute semi-structured interview via phone for each case was conducted for exploring motivations of the interviewees developing OGHD-based APPs, asking them the reasons they invented the OGHD-based APP and the roles OGHD played in the designing process. The problems they faced in the process were also recorded to address issues referring OGHD utilization for supporting further implications.

EXPLORING MOTIVATIONS OF MOBILE APPLICATION DEVELOPERS USING OPEN GOVERNMENT HEALTH DATA

A CASE STUDY IN TAIWAN

PRELIMINARY FINDINGS

1. Occupational Need

Neither the interviewees were urged by this factor; however, we observed that many OGHD-based APPs were developed by government agencies themselves, which means no matter in the case of the government agencies outsourcing the work to private companies or the case of government staffs developing the APPs on their own. Both the scenarios would relate to this kind of motivation. It is worth investigating in the further study.

2. Functionality Need

The particular content and metadata are crucial for building the major function of the OGHD-based APPs. Therefore, the need for the functionality of different APPs motivated the interviewees of utilizing specific OGHD.

3. Social & Financial Expectation

It shows that OGHD-based APP developers have different expectations toward the products, which can be seen as one of the motivations. In this study, one interviewee wished to help inabilities, and the other used OGHD because it’s free.

4. External Requirement

We also observed that specific datasets are occasionally required among government-industry collaboration projects or certain hackathons. Thus, this kind of condition may motivate developers to use OGHD, though it’s not our case.

5. Safety Need

This motivation elucidates the interviewees’ fundamental need from a psychological perspective (Maslow, 1943) for preventing his family from emergencies, and the other was for the developer himself being aware of air pollution.

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PRIMARIES IMPLICATIONS

In Taiwan, the awareness of population aging and environmental sustainability has emerged, personal and public health issues start to draw attention. With our findings, the government agencies can engage data practitioners’ participation in facilitating various mHealth products with OGHD to change people’s attitudes, behaviors, and improving life quality.

Improve the qualities of OGHD, such as complete metadata, usable formats, and consistent source location.

Promote the free use of OGHD or rewarded activities for practitioners with budget consideration.

Understand civic communities’ needs and their innovation workflow to release OGHD efficiently from a practical perspective.