Exploring Personalized Information Provision In eGovernment: The eGovCollab Project*

Rafail Promikyridis[1,†], Michail Polychronis[1,†], Efthimios Tambouris[1,*,†], Dimitrios Zeginis[1,†], Areti Karamanou[1,†], Evangelos Kalampokis[1,†], Konstantinos Tarabanis[1,†], Marius Johannessen[2,†], and Lasse Berntzen[2,†]

[1] University of Macedonia, Egnatia 156, 54636, Thessaloniki, Greece
[2] University of South-Eastern Norway, Lærerskoleveien 40, 3679 Notodden, Norway

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1. Introduction

The eGovCollab project involves the University of Macedonia (UOM) and the University of South-Eastern Norway (USN), with additional support from the Greek National Infrastructure for Research and Technology (GRNET). The project aims to strengthen the collaboration between the two universities by exchanging expertise in fields like e-government, AI, and project management, as well as by forming long term cooperation strategies. Furthermore, it promotes the exchange of best practices between Greece and Norway, supported by GRNET, to enhance the delivery of public service personalized information. A Memorandum of Understanding was signed formalizing this partnership, and practical policy recommendations were developed.

2. Implementation Approach

This section presents the approach we followed to complete each aim of the project.

Step 1. Literature review and meetings. In this step, we conducted a review of the available literature to identify research papers that focus on providing personalized information in eGovernment. Furthermore, we conducted a series of meetings and a workshop to identify and exchange best practices and ideas between the two participating countries. **Step 2. Proof of concept.** In this step, following the Design Thinking Process Guide [1], we developed and tested a proof-of-concept AI-enabled tool for public service personalized information provision [2]. **Step 3. Policy Recommendations.** In this step, based on the findings of the literature review, the meetings, the workshop, and the experience gained through the project, we derive a series of policy recommendations.

3. Policy Recommendations

In this section, we list one of the main outcomes of the project, i.e., the policy recommendations (Table 1).

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[1*] Corresponding author.
[†] These authors contributed equally.
r.promikyridis@uom.edu.gr (R. Promikyridis); iis20208@uom.edu.gr (M. Polychronis); tambouris@uom.gr (E. Tambouris); zeginis@uom.edu.gr (D. Zeginis); akarm@uom.edu.gr (A. Karamanou); ekal@uom.edu.gr (E. Kalampokis); kat@uom.edu.gr (K. Tarabanis); marius.johannessen@usn.no (M. Johannessen); lasse.berntzen@usn.no (L. Berntzen)
0000-0002-5552-2629 (R. Promikyridis); 0000-0001-8036-9788 (E. Tambouris); 0000-0002-5426-4031 (D. Zeginis); 0000-0003-2357-9169 (A. Karamanou); 0000-0003-4416-8764 (E. Kalampokis); 0000-0002-4663-2113 (K. Tarabanis); 0000-0001-6343-3207 (M. Johannessen); 0000-0002-8399-5474 (L. Berntzen)

Table 1
Policies (IVR: Interactive Voice Response systems; CPSV: Core Public Service Vocabulary)

	Problem	Policy	How it helps
1	Disorientation of citizens through vague and general information	Adopt a citizen-centric approach and provide personalized information using appropriate applications	It increases trust and effective interaction between citizens and services
2	Risks to privacy due to the use of personal data	Use anonymization and data generalization techniques	It protects citizens' privacy while maintaining the usability of the data
3	Digital exclusion of vulnerable groups	Provide educational material through alternative channels such as SMS and IVR	It ensures universal access and enhances social inclusion
4	Complexity and heterogeneity of data	Adopt standardized data models (e.g., CPSV) and use technologies, such as knowledge graphs	It enhances interoperability, enables personalized information and increase the accuracy of responses
5	Non-dynamic or inconsistent information flows	Develop proactive services using AI and machine learning	It increases citizen satisfaction by providing them with services they are entitled automatically
6	High cost of using AI models	Explore open-source solutions or hybrid models	It reduces costs and increases the sustainability of services
7	Difficulty in quality control of mass-produced content	Develop semi-automated quality control tools	It ensures consistency and accuracy without excessive cost
8	Lack of evaluation of personalized information systems	Implement usability and acceptance evaluation methods (e.g., SUS, TAM)	It provides evidence-based data for the continuous improvement of the systems

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Declaration on Generative AI

The authors have not employed any Generative AI tools.

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