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The crisis of faith that Italian institutions and politics are currently witnessing inevitably has a bearing on the issue of traditional communications and online initiatives. It is extremely difficult to attract people's attention using internet and - at least in our experience – administrations are more likely to succeed in involving citizens if they use traditional means and not just the web.

In any case there is a wall of diffidence and indifference (attitudes such as “why should I waste my time when politicians do what they like anyway...”) that must be breached, and it is for this reason too that participation seems to be more successful when politicians and citizens meet and/or clash on neutral ground, or ground that, at least, appears to be neutral.

In some respects, this is the case with communities who come together in social network sites and more specifically in relation to the Depp association, in initiatives such as “Openpolis” and “Voisietequi”. In this sense, it seems that web 2.0 may be more successful than the 1.0 version, as an approach based on transparency and tools and relations that put institutions and citizens on the same footing are likely to be more attractive than top-down appeals to participate launched by administrations from a distance that is perceived as being far too distant.

References

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