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**Expectation of the Communication Mechanism and its Gap in
Public Administration: Approaches to Communication between
Local Government and Public**

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Abstract

Background: The gap in public administration is exacerbated by ineffective communication, limiting accessibility, and hindering underrepresented groups. Conventional methods like press releases and meetings may not always effectively involve the public. Innovative participatory communication techniques can improve governance quality, strengthen constituent ties, and increase openness. This study examines local government communication methods with the public, revealing expectations for transparency, openness, and participation, identifying communication gaps, and exploring effective strategies for public-government communication.

Methods: The study utilized a mixed-methods approach, involving 315 citizens, plus 6 staff, elected members, and local intellectuals in Ward No. 10 of Budhanilkantha municipality, using surveys and interviews.

Results: While digital technology usage is moderate to high, fulfillment of public expectations for local government communication mechanisms was negative, with over 60% rating them negatively and 77.4% believing they were political. A majority of respondents (76.2%) received information from local governments or ward offices through social media, followed by man-to-man communication (54.6%) and mass media (52.7%). Ineffective communication can hinder citizen participation and challenge older adults and uneducated individuals. Key elements of successful communication include accuracy, efficiency, resourcefulness, immediate news flow, and technology use. Public recommendations include online feedback platforms, local government employees, and community outreach programs.

Conclusion: The public expects open communication, digital tools, transparency, and freedom of politics. To foster trust and engage the public, frequent meetings, online discussions, local personnel recruiting, community outreach, trust development, and customized interaction are necessary.

Novelty: The study could provide insights into a new approach to public-local government communication, emphasizing transparency, community concerns, and collaboration.

Keywords: Communication, local government, public administration, social media

Introduction

Effective communication is crucial for fostering collaboration and knowledge exchange among stakeholders, particularly in local government, fostering dialogue, openness, and cooperation. The high level of citizen dependency on local government necessitates prompt responses from the local government (David, [2023](#)). However, public expectations and local government mechanisms often diverge. Heise ([1985](#)) says that by adopting an alternative approach that emphasizes empathy, participatory decision-making, and responsive engagement, governments can enhance public communication and bridge the confidence gap. The author offers a guide for policymakers and government officials to reconsider their communication methods and foster a more inclusive and trustworthy relationship with citizens. Similarly, Wukich and Mergel ([2015](#)) explained that Effective communication between local governments and citizens is crucial for shaping perceptions, fostering civic engagement, and promoting a sense

of community. The study explores the link between local government communication strategies and citizens' perceptions of Spanish cities, offering insights into improved communication practices and stronger relationships. It also highlights the transformative impact of social media on government communication in the digital era.

The rise of social media has significantly impacted local government public relations, altering officials' interactions with citizens and information dissemination (Graham, [2014](#)). Scholars have identified communication gaps in existing mechanisms, with social media platforms significantly impacting public sector communications. Governments and institutions are learning about social media's ability to interact, disseminate information, and promote openness. The content on the current practices, actions, and policies of public sector social media communication has both opportunities and limitations (Lovari & Valentini, [2020](#)). The authors emphasize the importance of understanding public perceptions of communication initiatives, as they significantly influence public compliance, faith in government policies, and community resilience. Scholars also emphasize the importance of clear, consistent, and transparent communication as a primary result. (Adhani et al., [2022](#)).

Traditional public communication methods like press releases, websites, and public meetings often fail to engage the public effectively. Residents desire more participatory, intuitive correspondence where their voices are heard and input is integrated into dynamic cycles. The authors acknowledge the gap between public expectations and current local government mechanisms and emphasize the importance of communication in public administration (Adhani et al., [2022](#)). By adopting a new communication method, local governments can enhance transparency, strengthen connections with constituents, and ultimately improve governance quality.

Researchers are exploring ways to improve public engagement in local government decision-making processes by addressing existing issues (Nabatchi, & Amsler, [2014](#)). They aim to identify effective strategies for promoting inclusive public participation and addressing the communication gap between the public and local government, which hinders collaboration, trust, and citizen engagement due to inadequate communication methods (Nabatchi, & Amsler, [2014](#)). The authors emphasize the importance of effective communication through two-way communication, accessibility, timeliness, and responsiveness. The gap in public administration is highlighted, characterized by a one-way flow of information, ineffective response, and limited accessibility. This hinders the inclusivity and support of underrepresented groups and prevents diverse viewpoints from being exchanged. A new approach focuses on improving communication by using various channels, overcoming interest boundaries, and fostering two-way communication to ensure inclusivity and informed direction.

The Ward 10 office of Budhanilkantha Municipality also felt that something was lacking in making their communication better with the public (Chairperson, Ward 10, Personal

Communication). Therefore, the main problem stated here is “How the public expectation on the communication mechanism in public administration of the local government could be addressed by the Ward office?” The research aimed to understand public expectations of the public administration in Ward No. 10 of Budhanilkantha Municipality, identify gaps in communication due to various factors, and explore potential strategies for effective communication between the public and local government.

Methods

Research Design

The study employed a mixed-methods approach, combining quantitative and qualitative data collection methods, in which one data set played a supporting secondary role in studies based primarily on other data types (Creswell et al., [2014](#)). The researchers utilized both quantitative and qualitative data collection methods simultaneously to gain a comprehensive perspective on various data types and study levels (Creswell, [2009](#)) because quantitative methods focus on numbers and variables, while qualitative methods delve into the issue's reality and triangulate information to enhance the validity of study findings.

Research Methods

Research methods were surveys, In-depth Interviews (IDIs), Key Informant Interviews (KIIs), and document reviews.

Sampling

The study included citizens of Ward No. 10 of Budhanilkantha municipality, staff administrators, local intellectuals, and elected members. A probability sampling method was used for the quantitative survey, while a non-probability sampling method was used for the qualitative study. The sample size for the survey was 315 citizens, while the sample size for the qualitative study was ‘six’ which was subject to data saturation in the field.

Research Tools

Researchers serve as the instruments themselves in qualitative research (Pezalla et al., [2012](#)), however, the mixed-methods study utilized a structured questionnaire for the survey and guidelines for key informants and in-depth interviews. The tools were designed to be user-friendly, inclusive, and appropriate in terms of language, precision, and dealing. Content validity was tested through a pre-test, and issues with language, clarity, and meaningfulness were identified and addressed later.

Researchers utilized interviews and follow-up interviews to assess the internal validity and reliability of its tools, with participants serving as the judges of the results, as they were the primary source of credibility in the qualitative research (Mertens, [2014](#)). The trustworthiness of qualitative tools was ensured through consultation with experts and the Ward Office Team,

maintaining credibility through triangulation methods and conformability (Bogdan & Biklen, 2007; Lincoln & Guba, 1985; Nowell et al., 2017; Sharp, 2003).

Data Collection Procedures

The principal researcher supervised the co-researchers in data collection and tool usage. A survey was conducted on Ward No. 10 residents of Budhanilkantha municipality involving face-to-face interviews from September to November 2023. Similarly, in-depth interviews and key informant interviews were also conducted to collect audio-recorded qualitative information soon after the survey. The interviews were informal and open-ended, and the collected information was edited and managed through a review workshop by the principal researcher and co-researchers.

Data Analysis Procedures

Researchers used SPSS software for quantitative data analysis, focusing on descriptive statistics like percentages and averages. Qualitative information was analyzed manually by centralizing and categorizing information from multiple sources for in-depth analysis. Transcribed data was coded thematically and presented through narration, participant cases, and researchers' insights.

Ethical Issues

The study prioritized ethical considerations, respecting participants' autonomy and equal respect for gender, ethnicity, language, religion, economic status, and ability. Researchers upheld ethical principles of respect for persons, beneficence, and justice to safeguard the life, health, dignity, integrity, self-determination, privacy, and confidentiality of human subjects (Adhikari et al., 2023; Yip et al., 2016). Researchers used various methods to inform respondents, stakeholders, and the community about the research's aims, obtaining verbal consent before administering tools. Participants' privacy was maintained in personal interviews and KIIs, with pseudo-names or codes provided and data confidentiality assured to the extent possible. It focused on public administration and its stakeholders, ensuring transparency and inclusivity in the research process.

Results

Methods of Public Information

The ward office distributed information to the public through various channels, including word of mouth, online portals, face-to-face interactions, social media, and newsletters, as shown in Table 1.

Table 1. The Methods for Obtaining Public Information from the Ward Office

		Responses		Percent of Cases
		N	Percent	
By what methods do you get the public information from the ward office?	From man-to-man	172	21.7%	54.6%
	Seeing the notice on the notice board	123	15.5%	39.0%
	Through letter	48	6.1%	15.2%
	Through mass media (radio, TV, magazines)	166	21.0%	52.7%
	Through Social Media	240	30.3%	76.2%
	Phone/sms	35	4.4%	11.1%
	Others	8	1.0%	2.5%
Total		792	100.0%	251.4%

The majority of the respondents (76.2 %) reported that they got the information they needed from the local government or the ward office through social media. Next 54.6 % of people also received it from man to man, and 52.7 % through mass media such as radio, television, and online media. This was followed by 39 % of people getting information through the notice board of the ward office. Less used methods were: through letters from the ward office, telephones, and others.

Participants in the IDIs and KIIs felt that the effectiveness of alternative communication in fostering stronger relationships between local governments and the public is crucial for effective governance. They asserted that the success of alternative communication approaches in promoting stronger relationships between local governments and the public could be measured through election, public talk, literacy expression, and obedience to rules and regulations.

Other indicators as expressed by the participants in IDIs and KIIs were surveys, public meetings, involvement in community events, online platforms, and focus group discussions. Alternative communication channels like social media, online forums, community newspapers, and mobile apps were also identified as the methods for effective public information and communication. Regular reviews of plans, policies, and programs could ensure the public has access to reliable information and engages in community programs.

Therefore, it was found that the ward office distributed information to the public through various channels, with social media being the most popular. Alternative communication methods, such as surveys, meetings, and online platforms, were crucial for fostering stronger relationships between local governments and the public, ensuring reliable information and engagement. Alternative communication approaches, such as elections, public talks, literacy, and rules obedience, have been found to strengthen relationships between local governments and the public.

Expectations of the Public with the Local Government’s Communications Mechanism

The local government's communication mechanism is expected to ensure effective and efficient communication, as citizens have diverse expectations. The survey revealed respondents' expectations towards the ward office's public communications mechanism as follows:

Table 2. The Expectations with the Communications Mechanism

		Responses		Percent of Cases
		N	Percent	
What was your main expectation with the local government's communications mechanism?	Be transparent	179	12.6%	56.8%
	Be tolerant towards the people	163	11.4%	51.7%
	Promote good governance	168	11.8%	53.3%
	Become responsible towards people	222	15.6%	70.5%
	Participate people in the communication process	168	11.8%	53.3%
	Be free from politics	155	10.9%	49.2%
	Use Digital technology	176	12.4%	55.9%
	Strategic use of public communication to prevent misinformation and misconception	187	13.1%	59.4%
	Others	6	0.4%	1.9%
Total		1424	100.0 %	452.1%

Local people expected the local government to be responsible towards the public (70.5 %) when setting the communication mechanisms in the ward. Strategically using public communication to prevent misinformation and misconception (59.4 %), using digital technology (55.9 %), being transparent (56.8 %), participating people in the communication process (53.3 %), promoting good governance (53.3 %), being tolerant towards the people (51.7 %), and being free from the politics (49.2 %) were the other leading expectations of the public towards the local government regarding the use of communications mechanism.

One of the community-resident intellectuals stated the expectation in KII as follows:

“The local people of Budhanilkantha want to have information about the daily activities of local government regarding administrative function, infrastructure development and the decisions directly related to their livelihood.”

Astonishingly, the public didn't care too much about how communications are conducted in their ward, according to participants in IDIs and KIIs. Instead, the public expected the government to provide basic services, maintain public infrastructure, enforce law and order, guarantee economic stability, and provide transparent and accountable government forecasting.

Thus, community members anticipated responsible government communication, strategic use of digital technologies, transparency, involvement, good governance, tolerance, and political freedom. However, the public's expectations were centered on fundamental services, infrastructure upkeep, law enforcement, economic stability, and transparent projections.

Level of Public Expectations Fulfilled with the Local Government's Communication Mechanism

The public's expectations regarding the local government's communication mechanism were not met, with most respondents rating these areas as low or very low. Concerns included transparency, tolerance, good governance, responsibility, public participation, freedom from politics, digital technology use, and strategic use of public communication to prevent misinformation.

Table 3. Public Expectations on the Local Government's Communication Mechanism

Criteria of public communication at the local level	Responses (in %)				
	Very little (not at all)	Less (to somewhat)	Moderate (normal)	High (much)	Very high (absolutely)
Transparency	33.7	40	17.8	5.1	3.5
Tolerance toward public	24.1	47	20.6	5.4	2.9
Promoting good governance	23.5	41.6	26.3	5.4	3.2
Responsible toward public	32.1	28.6	21	12.4	6
Participation of the public in the communication process	36.5	33.7	20.6	6.7	2.5
Free from politics	42.2	35.2	12.4	4.8	5.4
Use of digital technology	13	40	32.1	12.1	2.9
Strategic use of public communication in preventing misinformation and misconception	33	30.5	23.8	7.6	5.1

Out of 315 respondents, these levels were rated lower than high and very high levels. However, 47 % of respondents found the digital technology usage continuum more favorable, with 47% assessing it as moderate to very highly fulfilling their expectations. Over 60 % of the public's expectations fell on the negative end of the continuum. The majority of respondents (77.4 %) believed politics was present in the local government's communication channels.

However, the local government's communication mechanism was rated as relevant, accessible, effective, and convenient by participants in in-depth interviews, who suggested it could be improved by utilizing emerging communication technologies like Facebook and Instagram.

Participants also emphasized that communication should address the immediate and long-term needs and concerns of the community such as public service, safety health, and policy changes. Local intellectuals suggested that the local government should make it easy for residents to access information and services through online portals and social media for updates.

In this context, one of the employees of the Municipality explained as following:

“A communication gap between local government and the public has been observed, with local people not fully aware of the government's authorized communication system. This gap has led to misinterpretation of the government's work, as many people rely on the "Mr.-know-all" system, hurting the community.”

Similarly, a local intellectual also emphasized:

“The local government appeared to lack appropriate information to the public for instance dengue and eye flu they did not promptly share updates on testing location and safety guidelines, as a result, people were left in the dark searching for information on their own and they show their frustration, confusion, and abandonment.”

In addition, another participant in the KII stated that *“Transparency is the only medium to build trust between the government and the public. In the modern environment, transparency is required and it must communicate the facts, and reality among the public.”*

One of the participants further stated:

“Transparency in communication is crucial for building trust between the government and the public. Local governments should communicate information through the Internet and other platforms, allowing for positive and negative opinions. However, sharing information becomes singular, making it difficult to provide authentic information and mediate for citizens. The government should focus on community-wide concerns rather than individual problems. The limited reach of office disseminating messages can lead to difficulties in dissemination and clarity. Sometimes, the leaders self-spread information through word of mouth, resulting in both positive and negative responses. Currently, people have lower participation in government communication compared to the past.”

A local government representative emphasized the importance of communication and collaboration, both online and in person, to ensure all activities of the government are communicated to the public. This approach helped build trust and fostered a more efficient communication system within the community.

Consequently, the study highlighted the need for improved communication between local governments and the public, focusing on public service, safety, health, and policy changes. It emphasizes the importance of transparency, addressing community concerns, and ensuring easy access to information through online portals and social media. The study also highlights the need for collaboration and collaboration to foster trust and efficiency in communication.

Reasons for Not Meeting the Expectations

Effective communication between local government and the public is crucial for building trust and ensuring efficiency, but various barriers can hinder meeting public expectations.

Table 4. Barriers to Meeting Public Expectations in Local Government Communication

		Responses		Percent of Cases
		N	Percent	
What are the main barriers or reasons for not meeting the public's expectations regarding the local government's communication mechanism?	Lack of technical capacity of people's representatives	172	17.7%	54.6%
	Lack of technical capabilities of employees	160	16.5%	50.8%
	Lack of technology in ward offices	141	14.5%	44.8%
	Economic problem	110	11.3%	34.9%
	Lack of readiness of ward offices	214	22.1%	67.9%
	People's inability to put forth demands	157	16.2%	49.8%
	Others	16	1.6%	5.1%
Total		970	100.0%	307.9%

The public's expectations regarding the local government's communication mechanism were not met due to various factors, including a lack of readiness of the ward office (67.9 %), the technical capacity of public representatives in the ward office (54.6 %), and the technical capabilities of ward employees (50.8 %). Additionally, about half of the public questioned themselves in expressing their demands, highlighting the need for improved communication and technical capabilities in the ward office.

In this regard, a local-intellectual reflected as follows in the IDI,

“The expectation of local people regarding communication has not been fulfilled completely. The main reasons for this might be insufficient means and media to provide a message to people, poor access of people in the authorized message communication system of local government and lack of desire of people to have it.”

On the other hand, as per the local leaders and staff of the ward office, community people's focus on their tasks and businesses often hindered effective information flow. One of the local government elected representatives informed:

“In our community individual are primarily concerned and focused on their task and business. People engage in communication and collaboration only when they have work matters that are unrelated to them and are less concerned as a result the information flow for the residents is ineffective.”

Therefore, the public's expectations regarding the local government's communication mechanism had not been met due to factors such as lack of readiness, technical capacity of public representatives, and technical capabilities of employees. About half of the public questioned themselves for not expressing their demands, highlighting the need for improved

communication and technical capabilities. Local leaders and staff believed that focus on personal tasks and businesses hinders effective information flow, resulting in ineffective communication and collaboration for residents.

Characteristics of the Communications Mechanisms

The study surveyed community members on the local government's communication methods based on four criteria: relevance, accessibility, effectiveness, and ease of use, resulting in a composite table 5 as follows:

Table 5. Public Rating to the Communications from the Local Government

Characteristics of the communication from the local government	Responses (in %)				
	Very Low	Low	Moderate	High	Very High
Relevancy of the communications from the local government	3.8	31.9	41.9	19.5	2.9
Access to information and communications from the local government	14.6	34.0	33.7	14.9	2.9
Effectiveness of the communication media from the local government in improving the quality of life of the people	13.0	33.3	38.7	10.2	4.8
Ease of receiving information from the local government	13.0	39.7	41.6	5.1	0.6

The community people responded moderately or low to all four criteria. The community people rated the relevance of local government communications moderately, with 42 % rating it at the mid-range and about 20 % rating it high. Access to information and communication from the government, the effectiveness of communication media in improving quality of life, and the ease of receiving information were also rated low and/or moderate. None of the criteria exceeded 4.8 % of people rating them very high.

A local intellectual emphasized the importance of successful communication in public administration, stating key elements of successful communication as accuracy, efficiency, resourcefulness, immediate flow of news/information, and the use of new technology. These elements are crucial in today's complex and challenging era.

Another local intellectual believed that successful communication in public administration involves actively listening to the public, engaging in open discussions, and seeking feedback.

“The government should provide real-time updates, especially during emergencies, and encourage community engagement in decision-making processes. Digital tools such as social media, websites, and mobile apps can be used to share information and gather feedback.”

The existing communication channels between local government and the public face challenges, as news portals and Facebook pages are the primary information channels. Ineffective communication leads to decreased citizen participation. Additionally, communicating information about activities, notices, and policies through online portals, websites, and newspapers is challenging for various types of people in the locality, such as older adults and uneducated individuals who are not using social sites. These challenges highlight the need for improved communication strategies to effectively engage citizens and maintain public trust.

Making Public Communication Effective at the Local Government Level

The survey reveals that effective public communication at the local government level requires transparency and accountability, fostering active participation from residents who may feel hesitant or uncomfortable with communication methods.

Table 6. Effective Public Communication at the Local Government Level

		Responses		Percent of Cases
		N	Percent	
Ways of making public communication effective	More Public Meetings	140	20.4%	45.8%
	Online feedback platform and Application	107	15.6%	35.0%
	Additional Local Government Employees	108	15.7%	35.3%
	Community Outreach Programs	153	22.3%	50.0%
	All of the above	179	26.1%	58.5%
Total		687	100.0 %	224.5%

Table 6 presents public suggestions for effective public communication methods, including increased public meetings, online feedback platforms, local government employee addition, and community outreach programs, among others. More than 58 % of people believed in applying all the possible ways of public communication methods. Half of the people identified the importance of community outreach programs as a method of making public communication effective. Similarly, about 46 % of people demanded more public meetings for the same.

One of the staff added:

“It helps to create a sense of trust, involvement, and community engagement which are essential for the effective functioning of local government. Communication should be clear and easily understood by all the residents. The local government should convey the information in simple language and through different social media which are easily accessible to the public.”

Participants suggested that social media could be a significant improvement in enhancing effective and inclusive communication processes. They also suggested that focus correction of these challenges could be beneficial and effective in bridging the gap.

All the participants suggested the use of social media as follows:

“Social media and online platforms play a crucial role in facilitating communication between the government and the public. They enable the delivery of official messages, such as phone calls, which may not be received as well as letters. In today's fast-paced information-flowing world, social media is the fastest medium for sharing national and international information. It plays an essential, effective, and prompt role in facilitating communication between the government and the public.”

The local government can encourage active participation by residents who may feel hesitant or uncomfortable with communication in many ways. As said by one participant, they can increase residents' belief in the communication system, address misconceptions and wrong interpretations, and provide training, workshops, youth councils, focus group discussions, and personalized interactions. Another participant's view on this also revealed that public education campaigns, community outreach programs, and communication channels like mail, phone, mobile apps, and social media can also be implemented. The local intellectuals also suggested visiting residents' homes periodically to assess their condition.

Therefore, the survey revealed public suggestions for effective public communication methods, including more meetings, online feedback platforms, local government employees, and community outreach programs. Over 58 % believe in all methods, with half identifying outreach as crucial. On the next, employees felt that they could collaborate to create a more relevant, accessible, and transparent communication process by actively participating in discussions, and feedback sessions, and using communication channels to ensure information is easily understandable and accessible to all stakeholders.

Discussion

The majority of respondents (76.2%) received information from local governments or ward offices through social media, followed by man-to-man communication (54.6%) and mass media (52.7%). Less used methods include letters, telephones, and other methods. The effectiveness of alternative communication in fostering stronger relationships between local governments and the public is crucial for effective governance. A study explores the role of Kelompok Informasi Masyarakat (KIM) in Surabaya, a city where public communication has evolved from one-way to interactive, utilizing freedom of speech to facilitate active communication between the public and the government (Aji et al., [2018](#)). The research, based on interviews, observations, and documentation, reveals that KIM facilitates two-way information flow, addresses public complaints, and promotes effective public communication through various channels.

Wukich and Mergel ([2015](#)) explore how state-level emergency management agencies utilize social media to increase public participation and encourage behavioral changes to mitigate

household and community risks. The study examines Twitter messages during response and recovery phases, revealing that some agencies employed interactive strategies like one-to-one and many-to-many.

Effective communication in organizations involves setting performance benchmarks, identifying problem areas, taking action, and reassessing results to ensure effective communication (Richards, [2024](#)). Residents in Budhanilkantha municipality also expect transparency, accountability, and digital technology use from their local government. They also expect political freedom, tolerance, and competence. However, they prioritize basic services, infrastructure maintenance, law enforcement, economic stability, and clear forecasts over communication. The evolution of society and communication technologies is transforming citizen expectations, shifting from one-way information provision to continuous interaction and engagement (Luoma-aho et al., [2020](#)). The authors further explain that public sector organizations must understand and analyze expectations to identify gaps, address issues, and maintain ethical expectations management to maintain reputation and legitimacy.

The local government's communication mechanisms have not met public expectations due to concerns over transparency, tolerance, good governance, responsibility, public participation, freedom from politics, and digital technology use. Factors contributing to this include the readiness of the ward office and the technical capacity of leaders and employees. Community members rated the communication moderately or low, with 42 % rating it at the mid-range and 20 % as high. Access to information, the effectiveness of communication media in improving quality of life, and ease of receiving information were also low or moderate. Key elements of successful communication in public administration include accuracy, efficiency, resourcefulness, immediate news flow, and the use of new technology. The government should provide real-time updates, especially during emergencies, and encourage community engagement in decision-making processes using digital tools like social media, websites, and mobile apps.

Hyland-Wood et al. ([2021](#)) suggest ten recommendations for effective public health crisis communications during the COVID-19 pandemic. These include clear communication, credibility, empathy, openness, honesty, acknowledging uncertainty, considering health literacy, empowering people, appealing to social norms, considering diverse community needs, and being proactive in combating misinformation. These recommendations emphasize the importance of transparency and civic engagement in establishing trust and promoting effective communication.

Information and communication technologies are widely utilized in developed nations to modernize government operations, enhance governance, and improve public services, including access to state and municipal authorities' activities (Gavkalova et al., [2022](#)). However, Nepal faces challenges in fully utilizing ICTs due to a lack of policies and strategies that align with the sector's technological dynamism, hindering its full utilization of digital technologies (Bhattarai, [2021](#)).

This study found that 58.5 % of the public recommended various public communication methods, including online feedback platforms, local government employees, and community outreach programs. Half identified community outreach programs as crucial, and 46 % requested more public meetings for effective communication.

Effective communication is crucial for public administration's success, and a well-functioning administration with qualified personnel is necessary for meaningful public interactions. However, the adoption of technology in local governments faces significant challenges, including a lack of capacity, which includes the inability to balance resources and implement necessary strategies (David, [2023](#)). Modern information and communication technologies expand traditional methodologies, necessitating online and e-government technologies for new modes of interaction (Gavkalova et al., [2022](#)). The authors assert that established communication activities facilitate institutional adaptation to societal changes, thus enhancing the effectiveness of public administration operations.

Conclusion

It analyzes the current communication methods and procedures of local government with the public, their expectations, gaps in communication, perceived relevance, accessibility, effectiveness, and comfort. It is found that the public expects open and honest communication, digital tools, participation, transparency, excellent leadership, tolerance, and political freedom. However, they also expect basic services, law enforcement, infrastructure maintenance, economic stability, and open predictions. It also highlighted the need for better public-government communication, emphasizing policy changes, public services, safety, and health. It stressed the importance of transparency, responding to community concerns, and making information easily accessible on social media and web portals. Cooperation is crucial for promoting communication efficiency and trust.

The lack of preparedness, technical proficiency of public representatives, and staff skills led to the public's expectations not being fulfilled. Over half of the population asked themselves questions, highlighting the need for better technical and communication skills. Local officials and employees felt that citizens' attention was diverted from their jobs and companies, and certain groups, such as the elderly and the illiterate, found it difficult to access information through online portals, websites, and newspapers. It is suggested that better communication techniques are needed to include the public and maintain trust. The results indicated that more meetings, online commenting systems, recruitment of local government employees, and community outreach initiatives could be effective ways to communicate with the public. Local governments can enhance communication by building trust, resolving misunderstandings, and offering training, seminars, and individualized contacts.

Authors Contribution

BA conceptualized the study, prepared the report, and corresponded with publication procedures. BP and JK carried out fieldwork and assisted in the analysis of the data, whereas

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Conflicts of Interest

None.

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