

Title	オープンデータを活用した地域コミュニティにおけるサービス価値共創 - 横浜市の事例研究 -
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Citation	
Issue Date	2016-09
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/13728
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Use of Open Data for Service Value Co-creation in the Local Communities.

– A Case Study of Yokohama City –

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September 2016

Keywords: Knowledge Management, Service Dominant Logic, Value co-creation,
Service field‘Ba’

“Open Data” means an efficient utilization of public data which is owned by local governments, such as geographic spatial information, information for disaster prevention, and statistical information. By promoting “Open Data”, it is expected that citizens, private companies and local governments are involved in “Open Government”. Concerning on “Open Data”, many of case studies have been reported in many countries such as EU countries and the US, which anticipate its effectiveness and potential. In Japan, “Electronic Government Open Data Strategy” was established in 2012 in order to create a new business model and to solve the social issues through collaboration with the public and local governments and the contents of Open Data has been consolidated and disclosed it to citizens as the advanced countries do. However, so far we can see only few examples of collaboration between citizens and local governments, such as Chiba City, Yokohama City, Sabae City, and Kanazawa City. Thus, utilization of Open Data is limited.

One of reasons is that there is no effective model for “Open Data” utilization to create values for citizens and local governments. In this research, the value co-creation model for “Open Data” is proposed through case studies of successful examples in Yokohama city. Service science approach was applied for the collaboration in “Open Data” utilization, and the major research question was set up as “How does use of Open Data Services is emergenced?”. Then, I analyzed three cases in Yokohama city based on the concept of Service Dominant Logic, Knowledge Creation, and service value creation methodologies such as service ‘Ba’.

By analyzing the three successful cases of “Open Data”, it is realized how important the Service Field “Ba” is as a common denominator in the utilization. In the Service Field “Ba”, there are two “Ba”. One is Information “Ba” and another one is Dialogue “Ba”. “Open Data” is used for formation of “Ba” where value co-creation between citizens is done by using “Open Data”. The Service Field “Ba” is created by transforming open data to information which is systemized data on specific topics for citizens. This Service Field “Ba” is provided to citizens and private companies via the platform, and then new knowledge creation is arisen by co-creation.