

THE TRANSPARENCY OF NAGA, ANTIPOLLO, AND TAGUM'S OFFICIAL GOVERNMENT WEBSITES AND FACEBOOK PAGES: A CONTENT ANALYSIS

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Abstract

Since there is a prominent disconnection between the local government's ability to encourage transparency in the information, there is a need to recalibrate the official social media platforms and websites. This research employed a quantitative content analysis on the selected component cities based on the 2021 Cities and Municipalities Competitive Index (CMCI). The data was gathered through a validated Modified Transparency Measurement Tool that was processed through the mean scores in the Level of Transparency and the Rate of Transparency. It was revealed that the Information Display on the Official Facebook page and the Provision of Services on the Website of the City Government of Naga, Antipollo, and Tagum exhibited transparency in the six (6) indicators. In terms of Information Display on the Official Website, only the City Government of Naga and Tagum displayed Transparency while Antipollo achieved an Inadequate level. Overall, the three component cities' Information Display of the Official Facebook page and the Provision of Services of the Official Website exhibited a Transparent rate. Meanwhile, in terms of the Information Display on the Official Website, only Naga City and Tagum City manifested a Transparent rating while Antipollo City yielded a Translucent rate. This study concluded that there is a need to improve the quality of the online information disseminated by the Local Government Units.

Keywords: E-Governance, Transparency, Good Governance, Online Information Display, Provision of Services.

Introduction

The rise of new technology brought significant changes to society. Modernization of governance dealt with the societal transition from agrarian to industrialized. Nevertheless, the sole reason for the change in societies is not the technological advances but rather the different responses to technology (Ogburn, 1947 [33]; Hillyer, 2020; & Roser and Ritchie, 2022). Nowadays, technology is used as a parameter in transparent governance in various countries such as the Philippines. The use of Information Communication Technology (ICT) in various parts of the world assists in improving governance by enhancing the role of the government in public administration and the delivery of services to its constituents, as well as the participation of the people in exercising democracy in the Philippines (Siar, 2005 [38]). E-Government is actualized when the government and its resources are available online, which paves the way for two-way communication to interact with the citizens. E-Governance is present when the government's online resources are directed toward improving service delivery and good governance. The improvement is particularly observed when citizens can access timely information on the location of vaccination sites, requirements, possible side effects, vaccine

details and government contact information. The accessibility of online information will positively influence people to be inoculated and reduce their hesitancy (Hafidz et al., 2018 [17]). Several scholars of political science and public administration, such as Anttiroiko, 2009 [5]; Beierle, 2010 [9]; Box, 1997 [11]; Farrell, 2000 [14]; Osborne, 2006 [35]; Peters, 2010 [36]; Terry, 1998 [39], have responded by claiming that the era of citizen governance has arrived in the 21st century which brought the prospect of a new governance paradigm that is more inclusive of stakeholders as well as citizens, and that may provide more community-focused public services.

Attaining good governance through E-Governance has been the subject of various research due to the growing interest in fighting government corruption (OECD, 2007). Transparency became a tool for limiting government corruption by reporting timely and valid information to the public (Linders, 2012; Rose et al., 2015; Schnell, 2018; Johnston, 2014). It is the right of the people to gain access to government information regarding its funding, program, and policies (Hood, 2006). Several studies across Asia pointed out that states utilize E-Governance to limit corruption in their respective countries. E-Governance can reduce corruption in

Bangladesh by taking away 9% of their per capita income. By integrating ICT into the government system, the productivity rate increased by 77%, access to information by 63%, and efficient document sharing by 60% (Iqbal, 2010). Additionally, E-Governance also serves to curb corruption by eliminating the middleman. In Malaysia, the implementation of E-Governance was not limited to government policies and ICT infrastructures. It focused on different sectors like agriculture by establishing a portal for online dissemination of information accessible to the community of farmers (COMNET-IT, 2002). The study of Mistry & Jalal (2012) also supported the benefits of E-Governance when their study explained how E-Governance significantly lessens the interaction between government officials and citizens, therefore reducing the corruption rate and government malpractice in the country. The advantage of E-Governance in developing African countries also extends to combat corruption. Oye (2013) justified that services provided by E-Governance slowly eliminate the danger of corruption because its nature is to improve rule enforcement, lessen the discretion of officials, and, lastly, emphasize information transparency. Moreover, its implementation in other countries is centered on good governance and leads to significant improvements in government services that cater to the needs of the people.

Transparency is achieved when the information displayed on the government's social media and website is timely, relevant, and significant as the public needs. By making online information available to the public, especially the government budget and policies, the enthusiasm of the citizens to hold public officials accountable for their performance is significantly increased (Kosack & Fung, 2014). Based on the study of Olaño (2014) [34], determining transparency includes the type of information according to its completeness, objectives, announcements, and trustworthiness. In the case of the largest municipality in Spain, Albaladejo & Jimenez (2018) established that transparency negatively correlates with corruption. Moreover, the study determined that openness can counter corruption by reducing office discretion. It is undeniable that institutionalizing instruments of good governance, like transparency, is highly significant in reducing corruption practices and improving the government system. Existing works of literature determined the implementation of E-Governance and its positive effect on the government. However, there is an observable gap between the online information released by the government and its capacity to promote transparency. To address this need, this study will focus on determining the transparency in the selected component cities' implementation of E-

Governance by conducting a content analysis of online information at the local government level. The purpose of the study is to provide a mechanism for determining transparency on the government's Official Facebook pages and Websites.

The mere presence of social media, however, does not guarantee the implementation of E-Governance. Transparency, effectiveness, and public participation must be emphasized for an effective E-Governance. Therefore, it is essential that the current electronic services offered by the government manifest the elements of good governance. Not only will this promote public participation and improve the delivery of government services, but this will also allow the local governments to gain people's trust in effective and transparent governance. Naga City has gained recognition for its excellence in public administration, attaining the highest rank as the most competitive component city nationwide in the 4th Regional Competitiveness Summit in 2016 and the Cities and Municipalities Competitiveness Index (CMCI) 2021 rankings (NEDA, 2016). CMCI's scores are based on the four (4) pillars: economic dynamism, government efficiency, infrastructure, and resiliency found in local government units' operations. In addition to this, ranking as the 2nd most competitive component city in the 2021 index is the City of Antipolo. The Department of Industry (DTI) awarded Rizal Province as the most excellent city in 2020 for the 5th time (CMCI, 2021). While Tagum City gained the 3rd spot and gathered the Top 4 Most Competitive LGUs in the Infrastructure pillar in 2021 (Tci, 2021; CMCI, 2021). The three component cities mentioned above will be the subjects of the study based on the top 3 rankings of CMCI.

Despite their outstanding scores on the CMCI, the transparency rate in the implementation of the selected component cities' E-Governance is not included in the four pillars and is yet to be determined. Existing studies do not sufficiently examine the manifestations of transparency on the respective Facebook pages and Official Websites of the Local Government Units (Olaño, 2014 [34]).

Conceptual Framework

The presence of online information posted was determined through content analysis. The Facebook page's evaluation focused only on the information displayed because the said social media cannot cater to the services offered on the Official Websites. Implementing E-Governance through social media, especially Facebook, mainly emphasizes disseminating information to citizens to improve service delivery (Kacem et al., 2016 [21]). The government's provision of services involves and requires citizens' detailed personal data to verify

service delivery (G2C communication). Although Facebook continuously improves its Data Privacy Policy, Debatin et al. (2019) [13] determined that Facebook is still continuously subjected to privacy

flaws that are susceptible to data mining, breaches, and phishing for malicious purposes because of the existence of third parties.

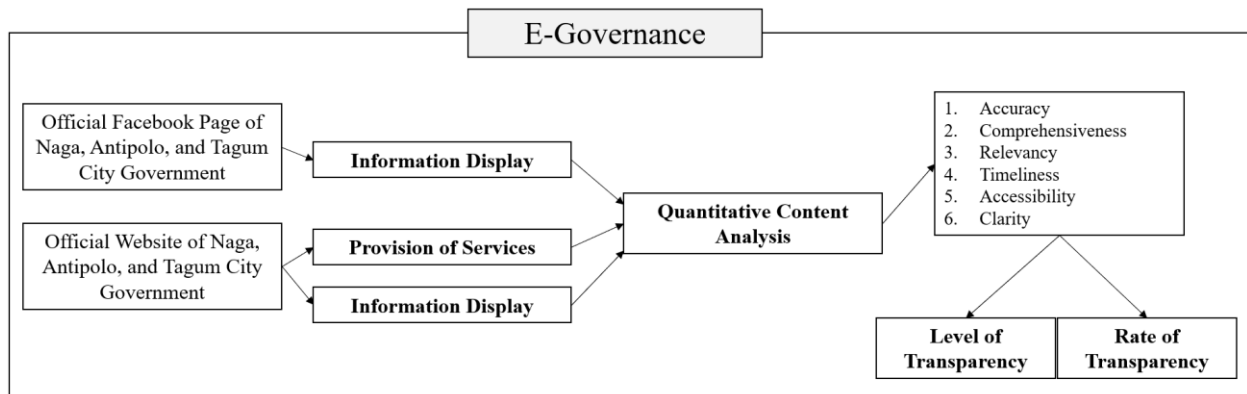


Figure 1: Conceptual Framework

On the other hand, information display and provision of the services on the Official Websites of the selected component cities were evaluated. The official E-Government websites are expected to adhere to the Data Privacy Act of 2012, which recognizes and respects personal information confidentiality and possesses cybersecurity measures. Moreover, E-Government websites are handled by the government, making every transaction and service delivery safe from any third parties.

Based on the online information posted, the researchers conducted a quantitative analysis derived from the Transparency Measurement Tool of Bandsuch et al. (2008) [8], which determined the level and rate of transparency posted by the selected Local Government Units. The provision of services and information display were measured through the six (6) transparency indicators. A corresponding quantitative score was given to each online information per indicator which determined the level of transparency. The scores obtained were totaled to determine the overall transparency rate of the Official Websites and Facebook Pages of the Naga, Antipolo, and Tagum City Governments. The study's independent variable is the Official Websites and Facebook Pages of the selected component cities, evaluated through quantitative content analysis. The dependent variable is the level and rate of transparency, determined through the Modified Transparency Measurement Tool (MTMT) based on the average of scores obtained in the different categories of online information and the six transparency indicators. As a component of E-Governance, determining the manifestations of transparency in the online information disseminated by the government is essential to monitor its implementation and promote good governance by

ensuring the quality of the information received by the citizens.

blended learning that utilizes virtual technology. By determining the levels of academic achievements and importance of both face to face classes and blended learning, a better learning modality can be recommended to improve the learners' academic achievement.

Statement of the Problem

Existing studies provide no sufficient examination of the manifestations of transparency on the respective Facebook pages and Official Websites of the Local Government Units (Olaño, 2014 [34]). In order to address the gap in the knowledge of E-Governance, the researchers, using the Modified Transparency Measurement Tool (MTMT), measured the transparency of online information in the Cities of Naga, Antipolo, and Tagum. The MTMT is composed of the six (6) indicators of transparency: accuracy, comprehensiveness, relevance, timeliness, accessibility, and clarity, which assess how transparency is manifested through information display and provision of services on the Official Facebook pages and websites of the selected component cities. The Transparency Measurement Tool (TMT) by Bandsuch et al. (2008) [8] was primarily utilized for corporate governance. Hence the researchers recalibrated the tool in the context of public administration, specifically in E-Governance. Furthermore, the recalibration was justified by a volley of related literature and studies and validated by the field expert. This assessment is focused on how transparency is manifested through information display and provision of services on the Official Facebook pages and Websites of the selected component cities.

This study aimed to grasp the selected component cities' government transparency performance under E-Governance to achieve good governance toward its citizens, making the quantitative approach for this study necessary to further examine its implementation. Specifically, this study seeks to answer the following question "What is the transparency rate of the Official Websites and Facebook pages of the City Government of Naga, Antipolo, and Tagum?"

1. What are the distinct features that are present on the Official Websites and Facebook pages of the selected component cities?
2. What is the Level of Transparency of the selected component cities in terms of Accuracy, Comprehensiveness, Relevance, Timeliness, Accessibility, and Clarity?
 - 2.1. Facebook Information Display
 - 2.2. Official Websites Information Display
 - 2.3. Official Websites Provision Of Services
3. What is the rate of transparency in the Facebook pages of the selected component cities' information display?
4. What is the rate of transparency of the Official websites of the selected component cities in terms of:
 - 4.1. Information Display
 - 4.2. Provision of Services

Scope and Delimitations

The study focused on the transparency of Facebook pages and the Official Websites of the City Government of Naga in Camarines Sur, Antipolo City in Rizal, and Tagum City in Davao Del Norte. In compliance with the nature of the study as content analysis, the processes were facilitated and accomplished only by the researchers using an expert-validated research instrument. Using content analysis, as used by Bandsuch et al. (2008) [8], to seek whether the government website and Facebook manifest transparency, particularly in the provision of services and information display. Before the main study was conducted, a pilot study was conducted on the selected component cities in the Philippines to ensure the reliability and validity of the research instruments. Consequently, the researchers utilized the MTMT in determining whether the Official Facebook pages and Websites of the City Governments of Naga, Antipolo, and Tagum possessed the following criteria mentioned by Bandsuch et al. (2008) [8]. However, it must be noted that the researchers did not compare the results obtained from the three (3) component cities.

The data gathering was conducted from August 17-19, 2022, evaluating the online information required and specified in the Modified Transparency

Measurement Tool (MTMT), allowing efficient data collection on the Official Facebook pages and Websites from January to August 2022 of the selected component cities. Online information uploaded and updated the day after data collection is not included in the study.

Methodology

● Research Design

This study employed a quantitative case study type of design and a triangulation technique intended to analyze the contents and determine the transparency of the Official Websites and Facebook pages of the City Governments of Naga, Antipolo, and Tagum. The triangulation technique combined different data sources from the selected component cities to prevent relying on a single data source (Lu, 2013; Thurmond, 2004). The quantitative design also aids in discovering phenomena using numbers, tables, charts, and graphs making the presented data measurable (Crowe et al., 2011). Additionally, content analysis is utilized as the study focused on determining the transparency of the E-Governance implementation, requiring an in-depth observation by analyzing and evaluating the online information display and provision of services on the selected online platforms.

● Subjects of the Study

The subjects of the study are the Official Websites and Facebook pages of the Naga, Antipolo, and Tagum City governments. The study's selection/inclusion criteria are based on the Top 3 ranking of the Most Competitive Component Cities from the Cities and Municipalities Competitiveness Index of 2021. The component city must have an official website and Facebook page to be included in the study. The researchers analyzed the specific features and significant information in the online content which is the sole focus of the study. The other online accounts of the selected component cities outside their official website and verified Facebook page were excluded from the study, such as the page of the Mayor, government agencies, and other departments under the supervision of the city. Additionally, other social media platforms like Twitter, Instagram, etc., were not included in the study. Other government units and component cities outside the ranking were also excluded from the study. The data collected from the subjects of the study can potentially serve as a framework for other Local Government Units to assess their respective online platforms and increase the transparency of the government.

● Instrument/s of the Study

The Modified Transparency Measurement Tool (MTMT) derived from Bandsuch et al. (2008) [8] was used as the research instrument to achieve the study's objectives and thoroughly analyze the degree

of transparency manifested by the selected component cities in their Official Websites and Facebook pages. The MTMT determined the rate and level of transparency of the online information categorized into two sections: information display and provision of services. Information display is composed of static and basic information, while the provision of services refers to the electronic services

offered by the government. The listed online information found in the tool is from the eLGU project of DICT and the E-Governance model of UN-ASPA. Each online information will be evaluated using the six (6) transparency indicators: accuracy, comprehensiveness, timeliness, relevance, accessibility, and clarity of online information

Table 1: Categories of Online Information

<i>Code</i>	<i>Online Information</i>	<i>Code</i>	<i>Online Information</i>
A.1 - B.1	Presence of mission, vision, objectives, organizational structure and historical background	C.1	Financial Statement
A.2 - B.2	Information about the city officials and their contact details	C.2	Public Procurement Documents
A.3 - B.3	Awards and recognitions received by the city and officials	C.3	Real Property Tax System
A.4 - B.4	Information regarding the activities, projects, and programs of the city	C.4	Health-related service links
A.5 - B.5	Presence of government policies, resolutions, and ordinances	C.5	E-Payment Services
A.6 - B.6	Presence of relevant local news and government announcements	C.6	E-Registration Forms
A.7 - B.7	Financial and budget statements	C.7	Business Permit System
A.8 - B.8	Bidding documents	C.8	Licensing System
A.9 - B.9	Available job opportunities	C.9	FAQs and Feedback forms.
A.10 - B.10	Presence of multimedia information	C.10	Local Civil Registry

Table 2: The Modified Transparency Measurement Tool

The Modified Transparency Measurement Tool							
Information Display and Provision of Services - Official Facebook Pages & Websites							
	Accuracy	Comprehensive ness	Relevance	Timeliness	Accessibility	Clarity	Total Points (Rate of Transparency)
A.1 / B.1 / C.1							
A.2 / B.2 / C.2							
A.3 / B.3 / C.3							
A.4 / B.4 / C.4							
A.5 / B.5 / C.5							
A.6 / B.6 / C.6							
A.7 / B.7 / C.7							
A.8 / B.8 / C.8							
A.9 / B.9 / C.9							
A.10 / B.10 / C.10							
Total Points (Level of Transparency)							
Interpretation							

note/s: 1 - unacceptable (not observed at all), 2 - Inadequate (rarely observed), 3 - Minimum (sometimes observed), 4 - Good (often observed), and 5 - Outstanding (always observed).

• Data Collection and Analysis

This study constructed the procedure using the drafted Modified Transparency Measurement Tool derived from the study of Bandsuch et al. (2008) [8]. The procedures started with (1) content analysis on the distinct features present on the selected component cities' Official Websites and Facebook pages, followed by (2) assessment of the Naga, Antipolo, and Tagum City Governments Official Websites and Facebook pages based on the transparency indicators: accuracy,

comprehensiveness, relevance, timeliness, accessibility, and clarity using MTMT, and (3) assessment of the total scores based on all the transparency indicators using Microsoft Excel (MS Excel). With this, the next procedures were (4) determining the transparency level per transparency indicator through the aforementioned software and (5) determining whether the Official Website and Facebook pages are opaque, translucent, or transparent by utilizing the LOOKUP function of MS Excel.

Table 3: Rate and Level of Transparency

Rate of Transparency		1Level of Transparency	
Rate	Interpretation	Level	Interpretation
6 - 10	Opaque	0.00 - 1.49	Unacceptable
11 - 20	Translucent	1.50 - 2.49	Inadequate
21 - 30	Transparent	2.50 - 3.49	Minimum
		3.50 - 4.49	Good
		4.50 - 5.00	Outstanding

Results and Discussion

This section presents the distinct features, level, and rate of transparency after evaluating the Official Facebook Page and Website of the selected component cities using the Modified Transparency Measurement Tool.

Distinct Features on the Official Facebook Page and Websites of Naga, Antipolo, and Tagum City Government

The content analysis revealed that the City Government of Naga on its Official Facebook Page manifested distinct features, namely the *Ad Library*, *Link to the official Twitter*, *Instagram*, and *Youtube*, a *Brief bio of the City*, *Ask Naga City Government*, a *Rating of the page which includes Reviews and Feedback*, *Festival schedule/Special Non- Working day*, *Live Streaming of Regular Sessions*, *Website Update posts*, and the *date of creation*. Consequently, Naga City's Official Website contains distinct features such as *Permit to Climb*, *Covid Vaccination Registration*, *Emergency Hotlines*, *Local Languages for News*, and *Weather Updates*. The City Government of Antipolo, on its Official Facebook Page, has distinct features, namely the *Maintenance Activities*, *Health Tips* through "*KonsulTayo*", *Bible verses*, *24-hour Public Weather Forecast*, *vaccination advisories*, *local*

businesses, and the *date of creation*. Meanwhile, Antipolo City's Website has only one distinct feature, namely the *Gender and Development (GAD) Corner*. Lastly, the City Government of Tagum, on its Official Facebook Page, have distinctive features, namely the *Live streaming of Regular Sessions*, *Infrastructure Projects*, *Public Service Advisory*, *#WeAreTagum*, and *Localized News Report*. Additionally, their Official Website manifested distinct features, namely the *Transparency Seal*, *Full Disclosure Policy Portal v.2 (DILG)*, *Investment Tab*, *Core Values*, and *Quick Facts*.

The City Governments of Naga, Antipolo, and Tagum provided distinct features on their Official Facebook pages and Websites. These features were not part of the transparency measurement, but it is worth noting as the study's nature is content analysis. The study of Alonzo (2019) [6] and Wang et al. (2014) [41], as cited by Abu Shanab et al. (2019), emphasized the importance of Facebook features in the encouragement of sharing and exchanging the information that users need. Consequently, Verkijika & De Wet (2018) [40] also stated that distinct online features are pivotal in E-Governance because it helps the citizens for engagement and collects information about government services.

Table 4: Level of Transparency of Facebook Pages' Information Display

Level of Transparency - Facebook Page - Information Display						
	Naga		Antipolo		Tagum	
	Score	Interpretation	Score	Interpretation	Score	Interpretation
Accuracy	5	Outstanding	3.8	Good	4.4	Good
Comprehensiveness	4.5	Outstanding	3.5	Good	4.4	Good
Relevance	5	Outstanding	4.6	Good	4.5	Outstanding
Timeliness	5	Outstanding	3.6	Good	4.6	Outstanding
Accessibility	5	Outstanding	3.6	Good	4.5	Outstanding
Clarity	5	Outstanding	3.9	Good	4.5	Outstanding

After the content analysis of the Official Facebook Pages' Information Display using the MTMT, the study determined that Naga City achieved the most outstanding interpretation among the three, with six (6) indicators; followed by Tagum City with four (4) outstanding and two (2) good interpretation; and lastly, Antipolo City having six (6) good interpretation in terms of Transparency Level. Achieving outstanding and good levels indicates

that high-quality information, manifesting the six transparency indicators, is often or always observed on the selected component cities' Official Facebook pages. Consequently, the increasing number of active social media users in the Philippines emphasizes the importance of transparency promotion on the Official Facebook Pages of the government to inform the citizens about the programs and policies implemented in their locality.

Table 5: Level of Transparency of Official Websites' Information Display

Level of Transparency - Official Websites (Information Display)						
	Naga		Antipolo		Tagum	
	Score	Interpretation	Score	Interpretation	Score	Interpretation
Accuracy	4.9	Outstanding	2.3	Inadequate	4.4	Good
Comprehensiveness	4.9	Outstanding	2.3	Inadequate	4.3	Good
Relevance	5	Outstanding	2.3	Inadequate	4.5	Outstanding
Timeliness	5	Outstanding	2.3	Inadequate	4.3	Good
Accessibility	4.9	Outstanding	2.3	Inadequate	4.4	Good
Clarity	5	Outstanding	2.3	Inadequate	4.6	Outstanding

Table 5 represents the gathered data from the Modified Transparency Measurement Tool which determined the Level of Transparency based on the six transparency indicators. In the Level of Transparency manifested in the Official Websites' Information Display, Naga City accomplished six (6) outstanding scores, followed by Tagum City, which earned two (2) outstanding and four (4) good scores, and finally, Antipolo City which attained inadequate scores in six (6) levels. Achieving an inadequate level of transparency signifies that

manifestation of the six transparency indicators in the Official Website of the Antipolo City Government is rarely observed. Hence, the Antipolo City Government needs to recalibrate the quality of information disseminated and implement minor revisions. Consequently, the quality of online information on the government's websites represents an effective option for the government to achieve transparency in providing relevant services and amplifying access to information. Therefore, this makes the citizens involved in the

administration's actions (Kacem et al., 2016 [21] & Khanna et al., 2021 [23]). The quality of the information found on the Official Websites of the

government significantly reflects their performance for better public administration.

Table 6: Level of Transparency of Official Websites' Provision of Service

Level of Transparency - Official Websites (Provision of Service)						
	Naga		Antipolo		Tagum	
	Score	Interpretation	Score	Interpretation	Score	Interpretation
Accuracy	5	Outstanding	4	Good	5	Outstanding
Comprehensiveness	5	Outstanding	4	Good	5	Outstanding
Relevance	5	Outstanding	4	Good	5	Outstanding
Timeliness	5	Outstanding	4	Good	5	Outstanding
Accessibility	5	Outstanding	3.9	Good	5	Outstanding
Clarity	5	Outstanding	4	Good	5	Outstanding

In terms of the Provision of Services' Transparency Level, the City Government of Naga and Tagum got the highest level of transparency both having outstanding scores in six (6) indicators, while the City Government of Antipolo yielded a good level of transparency in all the indicators. The manifestation of Outstanding and Good Levels represents that the six transparency indicators are often - mostly observed. Additionally, high-quality online information is present about government

services and essential documents. Website evaluation is necessary to maintain the quality of a website from time to time. Furthermore, the electronic government, in the form of a website, played an essential role in citizen policy strategy (Hariguna et al., 2021 [18]). Transparent information dissemination in online government platforms is highly significant in helping citizens access public information and services.

Table 7: Rate of Transparency

Rate of Transparency						
	Naga		Antipolo		Tagum	
	Score	Interpretation	Score	Interpretation	Score	Interpretation
Facebook (Information Display)	29.3	Transparent	22.5	Transparent	26.9	Transparent
Official Website (Information Display)	29.7	Transparent	13.8	Translucent	26.5	Transparent
Official Website (Provision of Services)	30	Transparent	23.9	Transparent	30	Transparent

The Official Facebook Page (Information Display) and Official Website (Provision of Services) of the three (3) component cities manifested a Transparent rating, signifying that the government disseminates high-quality information. The online information released is consistent, comprehensive, and in compliance with the standards of transparency indicators. In terms of the Official Website's Information Display, Naga and Tagum City

manifested a Transparent rating, while Antipolo City achieved a Translucent rating. The Official Website of Antipolo City discloses inconsistent quality of information, which lacked essential details about the government's basic information. Hence, the online platform requires minor improvements to increase transparency and promote good governance.

In an attempt to achieve good governance and service improvement, the role of transparency has been increasingly significant in promoting public participation and citizens' trust (Mabillard, 2021 [26]). Facebook, as one of the mainstream social media platforms in the Philippines, citizens rely on information posted from the Official Facebook pages of the local government. Moreover, studies suggest that high levels of transparency may positively affect the citizen's perception of the government (Metallo et al., 2020 [31]) while ensuring that the information acquired by the citizens is precise and conforming to the community standard (Gorwa & Ash, 2020 [15]). Consequently, transparent information dissemination on official government websites is highly beneficial in promoting accountability and accessibility of online services since instructions and descriptions are available to the public. Hence, it further emphasizes the role of transparency in digital services, which enhances the relationship of trust between the government and citizens. Additionally, transparency promotes good governance by making the citizens aware of the government's activities and utilization of public resources.

Conclusion

Based on the study's findings, the researchers conclude the following:

1. The City Governments of Naga, Antipolo, and Tagum provided distinct features on their Official Facebook pages and Websites. Therefore, the study rejects the null hypothesis in favor of the alternative hypothesis.
2. The Official Facebook Pages of Naga and Tagum city manifested an Outstanding level of transparency, indicating that the selected component cities disseminate high-quality information. However, Antipolo City achieved a good level which requires minor improvements to promote transparency in achieving good governance, including yielding high-quality information based on the six indicators.
3. The results indicate that in terms of Information Display on the Official Websites, the City Government of Naga manifested an outstanding level of transparency in the six indicators. At the same time, Tagum City achieved two (2) outstanding and four (4) Good assessments, which indicates that the government must implement minor improvements. Lastly, Antipolo City Government manifested an inadequate transparency level which signifies that a thorough recalibration of their Official Website is necessary. The enhancement will significantly benefit their constituents by providing necessary information regarding projects, transactions, and policies, leading to

increased government accountability by the public and improved governance.

4. The study determined that Naga and Tagum City Governments manifested an outstanding level of transparency in the six (6) transparency indicators in the Official Website's Provision of Services. Consequently, Antipolo City Government presented a Good transparency level in all the indicators, which necessitates minor adjustments to enhance transparency.
5. In the Rate of Transparency, the three component cities manifested a general transparent rating on their Official Facebook Pages' Information Display and Provision of Services (found on their website). The results signify that the selected component cities' implementation of E-Governance complies with the transparency indicators to encourage public involvement and foster citizen trust.
6. In the Information Display of the Official Websites, Naga and Tagum City achieved an overall transparent rate, and Antipolo City had a translucent rate – therefore, it needs significant improvements in providing consistent quality information to meet high-quality standards.

Recommendation

To further bridge the gap of knowledge that the researchers were not able to tackle, the following are recommended for future researchers:

1. A study that focuses on determining transparency after improvements have been made in the Official Facebook Pages and Websites of the selected component cities or other government units. Future studies in this area can determine the effectiveness of the transparency measurement tool in improving information quality.
2. For the reason that some other dimensions and elements affect transparency, the researchers recommend that other significant factors be considered, identified, and incorporated into the modified transparency measure tool to expand the scope of transparency further.
3. With the increasing online presence of government agencies and authorities, future studies that will determine the transparency of Official Facebook pages of government officials and other online platforms can contribute in assessing the overall transparency of a government unit.
4. Future researchers can explore the perception of the citizens or government employees to identify whether the targeted audience can determine the manifestations of transparency.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

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