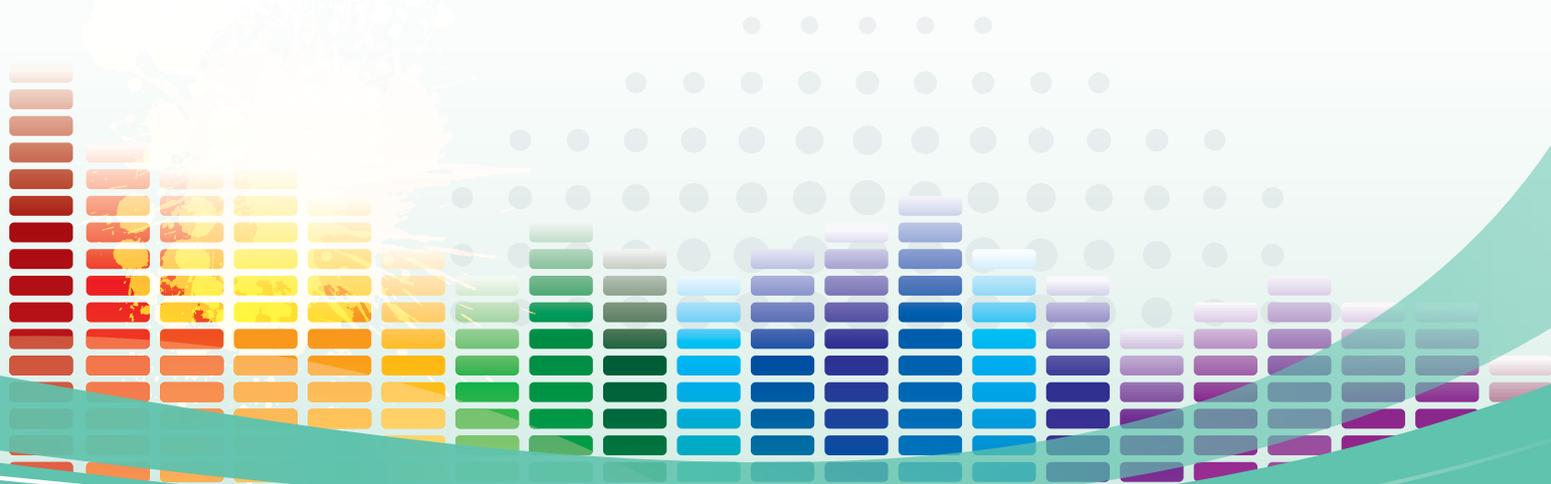




The Primer Series on ICTD for Youth

Primer 5: Exploring Social Media's Role in Development



UNITED NATIONS
APCiCT - ESCAP

Primer Series on ICTD for Youth

Primer 5: Exploring Social Media's Role in Development

*A learning resource on ICT for development
for institutions of higher education*

Lead Author:

Emmanuel C. Lallana, PhD

Chief Executive, ideacorp

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Contact:

United Nations Asian and Pacific Training Centre for Information
and Communication Technology for Development (UN-APCICT/ESCAP)
5th Floor G-Tower, 175 Art Center Daero
Yeonsu-gu, Incheon (22004)
Republic of Korea

Telephone: +82 32 458 6650
Fax: +82 32 458 6691
E-mail: info@unapcict.org
<http://www.unapcict.org>

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PRIMER 5

Learning Objectives

The Primer aims to:

- Introduce the definitions, characteristics and various type of social media;
- Explore how social media is being used for development; and
- Discusses the safe and productive use of social media.

Learning Outcomes

After reading this Primer, students will

- be equipped with a good understanding of the different types of social media;
- know how social media is used in society, as well as social development, economic growth, political development and participation, and sustainable development;
- have a better understanding of the drawbacks in using social media; and,
- also know about the safe and productive use of Social Media.

How To Use This Primer

This primer introduces basic concepts and use of social media for development.

The primer is divided into eleven chapters. Each section begins with a set of learning objectives against which readers can assess their own progress. Each chapter of the primer contains multiple choice questions to help readers check that they have understood the discussions. There are also practical exercises to promote an interactive learning process among students and faculty, and encourage readers to think reflectively on the issues presented. Case studies and Guides to Best Practices are also provided throughout the primer. These are intended for discussion and analysis, particularly in terms of the extent to which the key concepts and principles presented in the primer work in real-world projects and programs.

The primer does not only target students who plans to use social media in development. The intention is that all learners become aware of the potential of social media, and fully leverage this awareness even if they are not working specifically in development issues and/or projects.

The faculty can use this primer as materials for teaching. The faculty can also use this primer as materials to incorporate social media and development in university curricula. They are also invited to supplement the content of the primer with case studies, assignments and questions that they think will be more effective and meaningful to the students. All primers are released under the Creative Commons Attribution 3.0 License, which means that we encourage you to copy, distribute and adapt the primer provided you attribute the United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT).

Educators may wish to use the template provided below for case study development. Faculties are encouraged to improve on the template or rework it as per their own needs.

Suggested Template for Case Studies on Social Media for Development (2,000 words maximum)

Case Study Title	
Stakeholders:	
Location:	community/city/district/province and country
Date and Period:	Project start date and duration
Overview	A summary of the case study
Description	<ul style="list-style-type: none">• Why was this project developed?• What are the objectives of the project?• What is the project context? (policy environment, economic and social conditions, etc.)• What are the strengths (e.g. resources and capacities available) and weaknesses (e.g. vulnerable conditions) of the project?• What are the external opportunities and threats that affect the project?• What is the expected results of the project?

	<ul style="list-style-type: none"> • What are the achievements and impacts? • What are the methodologies and tools used in the project? • How was social media applied in the project?
Project management	<ul style="list-style-type: none"> • How was the project managed? By whom? • What were the good practices, lessons learned and recommendations for future actions?
Questions and Reflections:	<ul style="list-style-type: none"> • Questions that ask readers to reflect on the extent to which the case study applies to their situation and what they will do similarly or differently
Source and References:	<p>Useful references for further information</p> <ul style="list-style-type: none"> • Reports and publications related to the case study • Images or videos related to the case study Website • Contact information (email, phone, address)

Educators are encouraged to explore the subject matter with their students, draw on their own discipline, and identify linkages to the disaster risk management processes including disaster mitigation, disaster preparedness, response and relief, as well as recovery and reconstruction.

Finally, educators and students alike are encouraged to enrol in the APCICT Virtual Academy (<http://e-learning.unapcict.org>) and interact with others who have started their journeys to a green and sustainable future.

Introduction

Objective:

To provide an overview of how social media is being used and how it is changing everyday life.

Social media is an ingredient, not an entree.

- Jay Baer

It is said that social media is the defining element of the so-called “net generation” — those who grew up with Information and Communications Technology (ICT). The importance of social media to the young is evident in a 2014 report which noted that 86% of internet users who are between 18-29 years old use social networking sites.¹ But it is not only the youth who use social media. The same 2014 report showed that 72% of internet users who are between 30-49 years and 50% of internet users who are between 50-64 years old are using social sites. In fact, the older generation is the fastest growing segment of social networking sites. In 2014, Facebook reported that membership from the 25 to 34 age group grew 32.6% while membership in 35 to 54-year-old group expanded by 41.4%.²

Social media is not only spreading across generations but also diffusing across nations. In 2015, 2.078 billion people (29% of the globe’s population) have active social media accounts.³ 50% of North America’s population, 48% of South America’s, 47% of West Europe’s and 45% of East Asia’s population have active social media accounts.⁴ Singapore, Hong Kong, Argentina, UK and US are the top 5 countries with the highest percentage of their population who actively use social media.⁵ Social media users in Argentina and Philippines (at 4.3 hours), Mexico (at 3.9 hours), Brazil and Thailand (at 3.8 hours) spend the most number of hours per day on social media.⁶

Notably not only is “there is no significant gender gap in Internet usage”⁷, “women use social media more than men”.⁸ For instance, women spent an average of nearly two hours (30 percent) more than men on social networking sites in North American and Europe.⁹ While in Latin America (with the highest average hours on social networks), women spent an average of 8.2 hours on social networks (while men average only 6.9 hours).¹⁰ Yet, women not leading in social media use everywhere. In China, only 43% of women are social media

1 “Top 5 Infographics of the Week: Social Media Demographics”, Survey Analytics Blog May 2, 2014 <http://blog.surveyanalytics.com/2014/05/top-5-infographics-of-week-social-media.html>

2 Ryan W. Neal “Facebook Gets Older: Demographic Report Shows 3 Million Teens Left Social Networks in 3 Years” International Business Times, Jan 16, 2014 <http://www.ibtimes.com/facebook-gets-older-demographic-report-shows-3-million-teens-left-social-network-3-years-1543092>

3 *Global Digital Snapshot* Jan 2015, slide 6 <http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-2015>

4 *Ibid.*, slide 26

5 *Ibid.*, slide 27

6 *Ibid.*, slide 29

7 How Women are Shaping the Internet <http://www.techinasia.com/how-women-are-shaping-the-internet/>

8 <http://mashable.com/2012/03/09/social-media-demographics/>

9 Women Spend More Time Social Networking than Men Worldwide (Dec 22, 2011) <http://www.comscore.com/2011/12/women-spend-more-time-social-networking-than-men-worldwide/>

10 *ibid.*

users compared to 57% who are male.¹¹

Social media is also shaping our everyday lives.

In 2009, an observer noted that social media is changing our lives in at least five ways:

1. Where We Get Our News;
2. How We Start and Do Business;
3. How We Meet and Stay in Touch with People;
4. What We Reveal; and,
5. What We Can Influence.¹²

Already, in the US, “keeping up with the news is an activity that occurs throughout the day and across different formats, devices, and technologies”.¹³ While 88% of Americans still get their news directly from a news agency, 44% of them also get news from social media. Newspapers and other news producers are increasingly worried that readers are increasingly consuming news articles through social media and not newspapers and magazines (or their online versions).¹⁴

There are many other instances of how social media is changing how we live.

Social media has changed how we “hook up”. Facebook, according to Allison McCann, “has changed dating norms and behaviors[...]”.¹⁵ Once only for the desperate, 41 million of the estimated 54 million single people in the US have used online dating sites by 2013.¹⁶ An Australian news commentator has also observed that because of social media, “it has never been cheaper or more efficient to look for sexual company”.¹⁷

Social media also change how we express dissatisfaction. In 2014, Californians used social media “to shame” neighbors and businesses who are seen wasting water while that state was experiencing extreme drought.¹⁸ There is a Facebook page and an Instagram site devoted to shaming airline passengers who engage in rude and crude behavior.¹⁹

Social media is also being used to save dying languages. An example is the YouTube channel of Enduring Voices Project which strives to preserve endangered languages by documenting them.²⁰ Social media is also enabling villagers using endangered languages to reach a global audience. A YouTube video in the Aka language of a hiphop duo from a town in northeast India has been seen by more than 9,000 viewers worldwide. This is more than ten times the number of Aka speakers.²¹ Social media also helps revitalize dying languages

11 Social Media in China – Statistics and Trends (Infographics) <http://www.go-globe.com/blog/social-media-china/>

12 Soren Gordhamer 5 Ways Social Media is Changing Our Daily Lives Mashable October 16, 2009 <http://mashable.com/2009/10/16/social-media-changing-lives/>

13 “How Americans get their news” American Press Institute.org March 17, 2014 <http://www.americanpressinstitute.org/publications/reports/survey-research/how-americans-get-news/>

14 Ravi Somaiya “How Facebook Is Changing the Way Its Users Consume Journalism” The New York Times 26 Oct 2014 http://www.nytimes.com/2014/10/27/business/media/how-facebook-is-changing-the-way-its-users-consume-journalism.html?_r=0

15 How Facebook Ruined Dating (And Breaking Up Too) <http://www.buzzfeed.com/atmccann/how-facebook-ruined-dating-and-breaking-up-too>

16 “Online Dating Statistics” Statistic Brain <http://www.statisticbrain.com/online-dating-statistics/>

17 Paul Sheehan “Sex on social media delivering unwanted packages” Sydney Morning Herald August 14, 2014. <http://www.smh.com.au/comment/sex-on-social-media-delivering-unwanted-packages-20140813-103mio.html#ixzz3EmvRsnf>

18 Katie Valentine “Californians Are Taking To Twitter To Shame Neighbors Who Waste Water” ClimateProgress July 30, 2014 <http://thinkprogress.org/climate/2014/07/30/3465637/california-drought-shaming/>

19 Social media campaign shames some of the rudest and crudes airline passengers Fox News Sept 18, 2014 <http://www.foxnews.com/travel/2014/09/17/badly-behaved-passengers-beware-might-get-shamed/>

20 <http://travel.nationalgeographic.com/travel/enduring-voices>

21 <http://www.bbc.com/future/story/20120531-can-we-save-our-dying-languages>

by enabling their online use. Facebook is available in over 70 languages which include Cherokee, Quechua, Azerbaijani, Javanese, Macedonian, Galician and Sinhala.²² But is social media also a tool in development?

The answer depends in part on what we mean by the term. While development is a widely shared goal, it has a wide variety of meaning.

Primer 1 of this series, explores that various definitions and uses of development.

For this primer, we will follow the definition of Nobel laureate Amartya Sen, of development: “advancing the richness of human life”.²³ This definition provided the basis for the broadly adopted view of development as:

[...] a process of enlarging people’s choices and enhancing human capabilities (the range of things people can be and do) and freedoms, enabling them to: live a long and healthy life, have access to knowledge and a decent standard of living, and participate in the life of their community and decisions affecting their lives. (underscoring in the original).²⁴

According to the UNDP, the issues and themes currently considered most central to human development include:

- Social progress – greater access to knowledge, better nutrition and health services.
- Economics – the importance of economic growth as a means to reduce inequality and improve levels of human development.
- Efficiency – in terms of resource use and availability. Human development is pro-growth and productivity as long as such growth directly benefits the poor, women and other marginalized groups.
- Equity – in terms of economic growth and other human development parameters.
- Participation and freedom – particularly empowerment, democratic governance, gender equality, civil and political rights, and cultural liberty, particularly for marginalized groups defined by urban-rural, sex, age, religion, ethnicity, physical/mental parameters, etc.
- Sustainability – for future generations in ecological, economic and social terms.
- Human security – security in daily life against such chronic threats as hunger and abrupt disruptions including joblessness, famine, conflict, etc.²⁵

The question we will explore in the following pages is: Can social media help societies organize and enhance human energies and productive resources to meet challenges and opportunities?

We begin with defining social media.

²² Lydia Emmanouilidou “For Rare Languages, Social Media Provide New Hope” NPR Blogs July 26, 2014 <http://www.npr.org/blogs/alltechconsidered/2014/07/26/333732206/for-rare-languages-social-media-provide-new-hope>

²³ Amartya Sen: A more Human Theory of Development Asia Society, UNDP “Origins of the Human Development Approach” <http://hdr.undp.org/en/humandev/origins/>

²⁴ Ibid.

²⁵ Ibid.

Chapter 1

What is Social Media?

Objective:

- Discuss the common characteristics of social media
- Describe the various types of social media
- Explore the idea of social media as a tool

Memory has always been social. Now we're using search engines and computers to augment our memories, too.

- Clive Thompson

There are at least 34 definitions of Social Media — ranging from: “Social media are primarily Internet-based tools for sharing and discussing information among human beings” to “It is a thing of opposites; compelling and annoying, time wasting and time efficient, useful and useless.”²⁶

Some definitions focus on the technology that underlie it: “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.”²⁷ Why is Web 2.0 deemed important enough to be part of this definition? Because it is the platform that made social media possible. Unlike the original Web, Web 2.0 is “a platform where content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion.”²⁸

Characteristics

One way of defining social media is to discuss on its “essential” elements. For Anthony Mayfield, these elements are:

- Participation – Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
- Openness – Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.
- Conversation – Whereas traditional media is about “broadcast” (content transmitted or distributed to an audience), social media is better seen as a two-way conversation.
- Community – Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favorite TV show.
- Connectedness – Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.²⁹

²⁶ What is social media? Here are 34 definitions <http://econsultancy.com/kr/blog/3527-what-is-social-media-here-are-34-definitions>

²⁷ Andreas Kaplan and Michael Haenlein “Users of the world, unite! The challenges and opportunities of Social Media” *Business Horizons* (2010), p. 61 in <http://openmediart.com/log/pics/sdarticle.pdf>

²⁸ Ibid.

²⁹ Antony Wayfield *What is Social Media?* http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_

Social media is a form of “many-to-many communications”. This means that when people use it:

- They can input and receive information to and from the Internet;
- They will be able to connect and communicate dynamically within a flexibly formed scope;
- There will be no artificial boundary between information and communication tools; and
- The definition of “many” goes well beyond people to include entities such as organizations, products, processes, events, concepts and so on.³⁰

We can also understand social media better by comparing with other media. Unlike other media, social media have the following characteristics:

- 1. Internet-based.** Most social media is a web-site based application on the internet.
- 2. Mobility and Ubiquity.** Many social media offer mobile-compatible platforms, so that the sites can easily get accessed by users that possess only a mobile phone.
- 3. Focus on Users.** Users can create content by themselves, if they have a basic writing skills and understanding of social media tools. They can also disseminate their own contents, express their opinions, or report what has actually happened, without influence by authorities.
- 4. Multi-way Group Communications.** With (the) scalable N-to-N communication pattern (not one-way, not 1-to-1, not 1-to-N communication) people in multiple places, even across borders, can access and contribute to the contents.
- 5. Large-scale and Flexible Interactive Participation.** Interactive participation is encouraged on a massive scale. Social media sites are usually accessed on an occasional participation basis, but simultaneous participation is possible on some specific forms.
- 6. Co-creation.** Though the interactive participation, people can bring, share, learn, and distribute ideas and thoughts, sometimes even remotely tapping global expertise.
- 7. Low Cost.** As long as users have Internet access and Internet-accessible devices, signing up for and using social media is mostly free. In addition, from the contents production viewpoint, it is far less costly, since contents are usually generated by people.³¹

Social Media Types

Another way of looking at social media is identifying its various types or categories.

There are more than one way to categorize the various social media apps that exist. One way is by classifying them into seven types:³²

- Social network sites or social networking sites,
- Blogs,
- Wikis,
- Podcasts,
- Forums,
- Content communities, and
- Microblogging.

ebook.pdf

30 “Many to Many” <http://www.organicdesign.co.nz/Many-to-many>

31 Masatake Yamamichi “Mobile-enabled Social Media in Social Development” July 25, 2011 pp 6-7 http://siteresources.worldbank.org/INFORMATIONANDCOMMUNICATIONANDTECHNOLOGIES/Resources/Mobile_Enabled_Social_Media.pdf

32 Antony Mayfield *What Is Social Media* http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_ebook.pdf

Social Network Sites or Social Networking Sites (SNS) are “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”.³³ SNS allows us to “digitally represent our connections with other users—meaning that we can use these sites to model our network of social relationships by requesting and accepting “friends” or “contacts”.³⁴ SNS is not only for social butterflies. Among the benefits of SNS are: increasing social capital; discovering information about others to help develop common ground; and, assisting in coordinating and mobilizing social action.³⁵

Facebook is the world’s leading SNS. Facebook’s main attraction may well be that it has made a “return to neighborly communications” in a globalizing society possible. In June 2014, it has 1,280 million active users.³⁶ In early 2015, Asia has 426 million active Facebook users.³⁷

In China (where Facebook is blocked), Qzone is the biggest SNS in 2014 with 645 million users.³⁸



CASE STUDY 1 Social Networking in China³⁹

(In 2015) China ... has about 630 million Internet users, who typically spend 25 hours a week connected to the Internet, either on their laptop or their phone, according to China’s top Internet regulator Lu Wei, at the China Internet conference. During these 25 hours, the Chinese netizens would watch a lot of multimedia content and are very active on social networks. It is the country with the most social networks and the most social media users recorded. The number of interaction and daily users could be considered out of the chart for some countries. Although they are often competing, many of these networks meet a particular demand that allows a large part of them to coexist. There is, therefore, a much more fragmented market than in the West with unrivaled dominance of Facebook.

But there is more to SNS than Facebook and Qzone. There are SNS for academics/researchers/scholars.⁴⁰ ResearchGate, an SNS for scientists, has 4.5 million members. While Academia, edu has 11 million users.

33 Danah M. Boyd and Nicole Ellison “Social Network Sites: Definition, History and Scholarship” <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

34 Nicole B. Ellison, Cliff Lampe, and Charles Steinfield “Social Network Sites and Society: Current Trends and Future Possibilities” interactions (Jan-Feb 2009) p. 6 <http://operi.us/pdftribute/pdfs/EllisonLampeSteinfeld2009.pdf>

35 Ibid.

36 Leading social networks worldwide as of June 2014, ranked by number of active users (in millions) statista: The Statistics Portal <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

37 Shea Bennet “Social Media Usage in the Asia Pacific: Statistics & Trends” SocialTimes 30 January 2015 <http://www.adweek.com/socialtimes/social-media-asia-pacific-stats/614053>

38 <http://www.chinainternetwatch.com/8229/tencent-q2-2014/>

39 Olivier Verot “Top 5 Social Media Networks in China for 2015” <http://maximizessocialbusiness.com/top-5-social-media-networks-china-2015-17447/nba>

40 Richard Van Noorder “Scientists Finally Catch On to Social Media” Scientific American Aug 18, 2014 <http://www.scientificamerican.com/article/scientists-finally-catch-on-to-social-media/> data on ResearchGate and Academia.edu is from this article

Wikipedia's list of social networking sites includes:⁴¹

- BIGADDA – an Indian SNS;
- Care2 – an SNS on green living and social activism;
- Cyworld – a popular South Korean SNS;
- English, baby! – an SNS for students and teachers of English as a second language;
- GovLoop – an SNS for people in and around government;
- italki.com – a language learning social network;
- LinkedIn – a business and professional networking site;
- NGO Post – a Non-Profit news sharing and networking, mainly in India;
- Ravelry – an SNS on knitting and crochet;
- Vamfirefreaks.com – an SNS on Gothic and industrial subculture; and
- Zoo.gr – a Greek Web Meeting point.

Blogs are sites “containing the writer’s or group of writer’s own experiences, observations, opinions, etc., and often having images and links to other Web sites”.⁴² A blog is a tool to amplify an individual’s voice. It gives users an opportunity to publish his/her own view for the world to read and provide feedback.

In its early days, blogs were seen as a threat to newspapers. Today, they are seen as complementing each other. A media observer noted that “news sites are becoming bloggier, with more assiduous editorial standards, while big blog sites are becoming newsier”.⁴³

The blogging scene has also evolved from the individual blogger publishing his/her views on dedicated sites to blogger being part of big sites.



GUIDE TO GOOD PRACTICE - 1 I Blog Therefore I Am⁴⁴

A blog is nothing more than a website – a website you control.

Which means your blog can be anything you want it to be. It can be an online diary of whatever pops into your head, like 16-year old Kelly’s blog. Or a one-track-mind-chronicle of whatever you like, like 15-year-old Gloson’s blog. Or just about anything else you can imagine...

Your blog might be the proverbial tree falling in the forest – the one no one hears. Or it might be the next Rookie Magazine. In a way, it doesn’t matter. Because when you blog, you write. When you write, you think. When you write what you think, your thoughts become clearer and more focused.

In other words, blogging is all about communicating. When you blog, you practice communicating. When you become skilled at communicating, the world is yours.

41 http://en.wikipedia.org/wiki/List_of_social_networking_websites

42 <http://dictionary.reference.com/browse/blog>

43 Felix Salmon “How blogs have changed journalism” March 16, 2011 in <http://blogs.reuters.com/felix-salmon/2011/03/16/how-blogs-have-changed-journalism/>

44 Blogging is Killer. Why teens should blog (after they read this) <http://www.60secondrecap.com/why-teens-should-blog/>

Blogs can be on any topic – as is seen in Technorati’s final list of top blogs:⁴⁵

- The Huffington Post – A news website, content aggregator and blog which receives over one million comments each month.
- BuzzFeed – provides “the most shareable” breaking news, original reporting, entertainment, and video across the social web to its global audience of more than 150M.
- The Verge – A site that “covers the intersection of technology, science, art, and culture”.
- Mashable – covers the top social media news on topics like Facebook, YouTube, Gmail, Twitter, Amazon, and Pinterest.
- Business insider – a US business and technology news website.

A Wiki “is a piece of server software that allows users to freely create and edit Web page content using any Web browser”.⁴⁶

The most popular wiki is Wikipedia, “a collaboratively edited, multilingual, free Internet encyclopedia”.⁴⁷ Wikipedia has over 24 million articles, (over 4.1 million in the English edition of Wikipedia alone). Even more impressive is that Wikipedia articles are written collaboratively by volunteers around the world!

Organizations use wikis as a tool for collaboration and for knowledge management.⁴⁸

Wikis are also useful in education because they “offer a powerful yet flexible collaborative communication tool for developing content-specific Web sites”.⁴⁹ Furthermore, from “an instructional technology perspective, wikis allow faculty and students to engage in collaborative activities that might not be possible in a classroom”.⁵⁰



GUIDE TO GOOD PRACTICE - 2 Wikis for Students⁵¹

Wikis have been especially popular with students, and a number of specialized wikis have been developed specifically with students’ needs in mind, including NoteMesh, stud.icio.us, and PBwiki. Wikis are a great way to keep, organize, and instantly access class notes and other school-related information. Wikis offer students:

- **Legibility:** No more squinting over class notes taken while half-asleep, bored stiff, or hung over!
- **Durability:** Wikis can be developed over the entire 4 (or 5, or 6, or...) years of a student’s education, allowing him or her to access notes taken years earlier if necessary.

45 Here’s Technorati’s Final List Of Top Blogs Before It Disappeared SEOCIAL 16 June 2012 <http://www.seocial.com/technorati-blog-directory-deleted-may-29/>. Some of the short descriptions of the blogs are from wikipedia

46 <http://wiki.org/wiki.cgi?WhatsWiki>

47 <http://en.wikipedia.org/wiki/Wikipedia>

48 Mark Choate “Types of Wiki” <http://choate.info/2007/05/01/Typesofwiki/>

49 “7 things you should know about... Wikis” EDUCAUSE Learning Initiative July 2005 <https://net.educause.edu/ir/library/pdf/eli7004.pdf>

50 Ibid.

51 Advice for Students: Use a Wiki for Better Note-Taking <http://www.lifehack.org/articles/technology/advice-for-students-use-a-wiki-for-better-note-taking.html>

- **Searching:** Wikis can be searched, in the page and across the entire collection of pages, allowing immediate access to their contents.
- **Links:** Students can link to other pages within their wikis as well as to other sites on the Web, bringing new bodies of information together in one place.
- **Collaboration:** Several people can collaborate on the same wiki, allowing you to benefit from the strengths of your classmates.
- **Affordability:** Wikis are still closely tied to the open-source movement, so many wiki programs and services are free.

Podcast is “a type of digital media consisting of an episodic series of audio radio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device”.⁵² Podcasting gives an individual the ability to set up his own radio station. It is considered by some as a “disruptive technology” since it “allow [sic] for new and different ways of doing familiar tasks, and in the process, may threaten traditional industries”.⁵³

Podcasts have educational uses as well.⁵⁴ According to the State of Western Australia’s Department of Education:

Creating a podcast allows students to share learning experiences. It provides them with a world-wide audience that makes learning meaningful and assessment authentic. Teachers can use the technology to provide additional and revision material to students to download and review at a time that suits them. The flexibility that such time-shifting offers makes podcasting a valuable educational tool.⁵⁵

Podcasts are also great tools for “lifelong learning” – “all learning activity undertaken throughout life, with the aim of improving knowledge, skills and competence, within a personal, civic, social and/or employment-related perspective”.⁵⁶



CASE STUDY 2 Podcast and Language Learning⁵⁷

In an age of global-minded commerce, foreign language skills are becoming crucial for young professionals.

Any self-studying language speaker has experienced the stiltedness of language recordings. While listening skills are primary to one’s language

⁵² <http://en.wikipedia.org/wiki/Podcast>

⁵³ Robert Godwin-Jones “Emerging Technologies: Skype and Podcasting: Disruptive Technologies for Language Learning (paginated PDF version) *Language Learning & Technology* 9:3 (September 2005) , pp. 9-12 <http://lt.msu.edu/vol9num3/emerging/default.html>

⁵⁴ <http://blog.simplek12.com/education/5-classroom-uses-for-podcasts-plus-real-life-examples/>

⁵⁵ <http://www.det.wa.edu.au/education/cmisis/eval/curriculum/ict/podcasts/>

⁵⁶ What is Lifelong Learning?: The view from the European Commission http://www.dcalni.gov.uk/lifelong_learning_2.pdf

⁵⁷ “Learn a foreign language for free: top five resources” *The Telegraph* <http://www.telegraph.co.uk/education/educationadvice/9880843/Learn-a-foreign-language-for-free-top-five-resources.html>

ability, it can be difficult for learners to access natural-sounding recordings in the target language.

Podcasts are excellent, accessible learning tools, and a great way to squeeze a bit of study into a morning commute.

Beginners can seek out podcasts directed specifically at language learners, such as Coffee Break Spanish, or the hugely popular Talk to Me in Korean. More advanced listeners can download podcasts conducted entirely in their target language, and choose a podcast tailored to their hobbies, whether that's sports or science. France Inter's La Marche de l'Histoire is a great resource for history lovers, for instance.

Forums are “online discussion sites where people can hold conversations in the form of posted messages.”⁵⁸ A forum has a “hierarchical or tree-like in structure: a forum can contain a number of subforums, each of which may have several topics.”⁵⁹ Forums may not be sexy (because they are text-based) but they have considerable reach. According to a survey of American social media users, “more Americans (who are) 12 and older read message boards each week (62%) than read blogs (54%).”⁶⁰ The same survey reveals that nearly two-thirds of those surveyed read online message boards each week.

As to be expected, there is a wide variety of topics being discussed in forums. The Top Ten Reviews reports that technology focused sites are the most popular forum sites.⁶¹ Other popular forums are “game sites and home/hobby sites that cover topics like gardening and photography”.⁶² Among the top forums listed by Top Ten Reviews are:⁶³

Gentoo Discussion Forums. This forum site is dedicated to Gentoo Linux, a unique and adaptable version of Linux. This discussion forum has nearly 4 million posts from over 100K members on numerous topics in many languages. This message board site utilizes phpBB technology.

Adobe Forums. These forums are hosted by Adobe and are intended for peer-to-peer discussions relating to Adobe products. This forum site is pretty active with over 100,000 posts about Dreamweaver and over 3000 categories for Adobe Acrobat.

WoW Forum Community. This forum site hosts message boards related to the game World of WarCraft. It has boards on a variety of topics from discussions on classes to technical support. This forum site supports its own markup language.

Chronicle Forums. The Chronicle Forums is for college and university professors. It has nearly 100,000 posts in almost 9,000 topics related to job seeking and nearly 60,000 posts on over 3,000 topics associated with teaching experiences. It is powered by SMF 1.1.1, a product of Simple Machines LLC.

58 http://en.wikipedia.org/wiki/Internet_forum

59 Ibid.

60 <http://www.socialmediaexplorer.com/social-media-research-2/forums-outperform-blogs-in-social-media-use/>

61 Pamela S. Stevens “Popular Forums” Top Ten Reviews <http://forum-services-review.toptenreviews.com/popular-forums.html>

62 Ibid.

63 Ibid.

Delphi Forums. This site hosts numerous paid and free forums on a variety of topics. It is extremely simplistic yet popular. It also includes chat rooms. One of their most popular forums, called The Isle of Whack has over 500,000 posts in the Off Topic section and nearly 300,000 in the Real Question section to total nearly 2 million in all.

Content Communities are “defined by a group of people coalescing online around an object of interest held in common. The object can be just about anything e.g., photos, videos, links, topic or issue and is often organized and developed in a way either includes social network elements or makes them central to the content”.⁶⁴

YouTube and Flickr are the most popular content communities. YouTube has become the world’s video-sharing site. 70% of its traffic comes from outside the United States and it is localized in 39 countries and across 54 languages.⁶⁵ Below are some staggering facts about YouTube:

- 60 hours of video are uploaded every minute on YouTube, or one hour of video is uploaded every second;
- Over 4 billion videos are viewed a day;
- Over 3 billion hours of video are watched each month;
- More videos are uploaded on YouTube in one month than all the videos of the three major US networks have created in 60 years.

Flickr is an image hosting site that is home to over 7 billion images.⁶⁶ Users upload photos, index them with tags, post them to thematic groups, and put comments to them. While only a photo’s owner can post to a group, any user can tag and comment on other user photos. It has been argued that the “main originality of Flickr is the way it facilitates conversation between amateurs of photography, who doesn’t know each other in real life and who both play and gain reputation with photography”.⁶⁷

Microblogging is “as an internet-based service in which (1) users have a public profile in which they broadcast short public messages or updates whether they are directed to specific user(s) or not, (2) messages become publicly aggregated together across users, and (3) users can decide whose messages they wish to receive, but not necessarily who can receive their messages; this is in distinction to most social networks where following each other is bi-directional (i.e. mutual)”.⁶⁸

Twitter is the leading microblogging platform in 2014 with 271 million monthly active users, sending 500 million Tweets per day.⁶⁹ 77% of Twitter’s active users are outside the US and it supports 35+ languages. The top three cities in terms of tweets are Jakarta, Tokyo and London.⁷⁰ It has been observed that:

Twitter is changing. Once a platform for quick and innocuous updates about people’s day to day lives, it’s become a resource for revolution, charity, politics and emergency relief. It’s gone from a pithy distraction used by attention deficit adolescents to a practically mandatory

64 <http://technologyinprevention.wikispaces.com/Content+Communities>

65 <http://www.jeffbullas.com/2012/05/23/35-mind-numbing-youtube-facts-figures-and-statistics-infographic/#rZ0h465xBbfjZSf.99>

66 <http://blog.flickr.net/en/2012/04/25/say-hello-to-the-new-flickr-uploadr/>

67 Christophe Prieur, Dominique Cardon, Jean-Samuel Beuscart, Nicolas Pissard, and Pascal Pons. “The Strength of Weak cooperation: A Case Study on Flickr” downloaded from <http://arxiv.org/pdf/0802.2317.pdf>

68 Dhiraj Murthy “Towards a Sociological Understanding of Social Media: Theorizing Twitter” *Sociology* 46(6) p. 1061 downloaded from

69 <https://about.twitter.com/company>

70 <http://techcrunch.com/2012/07/30/analyst-twitter-passed-500m-users-in-june-2012-140m-of-them-in-us-jakarta-biggest-tweeting-city/>

space of worldwide interaction and connection – a great leveler of people.⁷¹

Sina Weibo, was described in early 2011 as “a red-hot microblogging service[...] (whose) features now far surpass those of Twitter, including threaded comments, pictures, videos, IM, and LBS”.⁷² By 2013 it has more than 500 million users”.⁷³ The BBC reported that: (Sina) Weibo’s ability to connect people has been used by campaigns to help street children, boycott polluting companies, even to ban the use of sharks’ fins in soup. [...] It has also given ordinary people new opportunities for self-expression; not only can 140 characters in Chinese express more than in a western language, but Weibo has pioneered the inclusion of video and photographic images”.⁷⁴

Another Chinese microblogging site – Tencent Weibo has 507 million users.⁷⁵ Three years after its (2011) launch, WeChat (Weixin in China) has 438.2 million active users, with 100 million of those outside of China.⁷⁶

In Korea, KakaoTalk is the dominant microblogging service.⁷⁷ The case below describes how Koreans use this social media platform.



CASE STUDY 3 KakaoTalk in Everyday Life⁷⁸

KakaoTalk, an instant messenger app for smartphones, emerged from nowhere to become a near ubiquitous part of Koreans’ daily lives.

Released in March 2010, as Korea’s first mobile instant messenger, KakaoTalk became an instant hit thanks to its free download onto smartphones. After quickly overtaking Google Talk and WhatsApp, the first mobile messenger in the world, KakaoTalk parlayed its platform to become Korea’s No. 1 social networking service and provider of wildly popular games.

In December 2012, KakaoTalk had 70 million registered user worldwide, including more than 90 percent of Korea’s smartphone owners.

From early morning to well into the night Koreans incessantly pound out messages on their mobile phones. The number of messages sent on KakaoTalk amounts to 4.2 billion per day, which is equivalent to 156 messages per person per day (where the daily average number of users is presumed at 27 million). As of early-November 2012, the average time spent on KakaoTalk per day reached 3,182 seconds, or 53 minutes, dwarfing the 531 seconds (8 minutes, 51 seconds) recorded by Viber, a famous free calling and messaging app and 422 (7 minutes, 2 seconds) by WhatsApp.

71 Lindsey Weedston “Top 10 Best Uses of Twitter in 2012” social media today <http://socialmediatoday.com/lindsey-weedston/1113606/top-10-best-uses-twitter-2012>

72 Kai Lukoff “China’s Top 15 Social Networks” TechRice 03/08/2011 <http://techrice.com/2011/03/08/chinas-top-15-social-networks/>

73 <http://www.go-globe.com/blog/social-media-china/>

74 Duncan Hewitt “Weibo brings change to China” BBC New Magazine 31 July 2012 <http://www.bbc.co.uk/news/magazine-18887804>

75 <http://www.go-globe.com/blog/social-media-china/>

76 <http://expandedramblings.com/index.php/wechat-statistics/#.VDUWfCmSx-s>

77 <http://www.mobileworldlive.com/kakaotalk-hits-110m-users-40-overseas>

78 KakaoTalk Mobile App Case Study www.korea-marketing.com/kakaotalk-mobile-app-case-study/

Others consider “social network game” as a form of social media. According to Wikipedia, a “social network game” is a type of online game that is played through social networks, and typically features multiplayer and asynchronous game play mechanics”.⁷⁹ Others talk of “Social games” which is characterized by the following features:⁸⁰

- Turn-based – A social game is not social unless you are playing with another person. As such, social games enable users to take turns.
- Awareness of others’ actions in games – When you can see in your news feed that your friend just bit another one of your friends to turn them into a vampire, there is, suddenly, social context, making you more likely to interact with the game.
- Casual gaming – Social gaming is not really for so-called “hardcore gamers”. As it is currently referred to, social gaming is for the average user and not for someone who plans on playing 24 hours a day. Then again, that may be an unexpected side effect.
- Multiplayer – You can’t be social without there being other people so whether it’s two or two hundred users, the game has to be multiplayer for it to be social.
- Based on Social Platforms – In the context of social gaming, social platforms provide users with an identity and also can provide the backbone for simple forms of communication (such as notifications, etc).

Farmville is perhaps the most popular (or well known) social game.

It is hard to neatly delineate what is included and what is not included in social media. The margins are blurry. While this may matter for academics and researchers, this is acceptable for our purposes. What is important is that we have a good (even broad) understanding of what social media is so we can exploit its unique features for our purposes.

Social Media as a Tool

Now that we have distinguished the various social media types, let us discuss the key points to remember about social media before we explore its role in society.

First, social media is shaping our world. As we have seen, news consuming habits are being transformed. More and more, we get news throughout the day (and sometimes as they happen). It is no longer something that we consume at night when we watch evening news on TV or when we read the newspaper in the morning. School related activities are also changing. We get updates and instructions from teachers through social media. Group work is now something that we can do without face-to-face meetings. Nurturing relationships can also be achieved through social media. Selfies – taking photos of oneself to be shared through social media – have[...] “changed aspects of social interaction, body language, self-awareness, privacy, and humor, altering temporality, irony, and public behavior.”⁸¹

Second, like other technologies, social media is an enabling and constraining tool. It enables new kinds of activities but we can only do these within social media’s own terms. For instance, teachers can use Twitter to create hashtags for lessons that students can follow. But teachers have to tweet using a maximum of 140 characters at a time. Facebook enables new modes of sharing and collaboration that is not constrained by geography but users have to learn to create, use, and maintain a Facebook page including understanding Facebook’s privacy policies and settings.

⁷⁹ http://en.wikipedia.org/wiki/Social_network_game

⁸⁰ “What Exactly are Social Games?” http://socialtimes.com/social-games_b690

⁸¹ Jerry Saltz “Art at Arm’s Length: A History of the Selfie” [Vulture http://www.vulture.com/2014/01/history-of-the-selfie.html](http://www.vulture.com/2014/01/history-of-the-selfie.html)

Users can also use technology in ways that its designers/owners never imagined. For instance, the front facing camera on a smart phone was meant to enable video calls and/or Multimedia Messaging Service. However, users prefer to use it for selfies.

Third, social media does not operate in a vacuum. Like other new technologies, social media “conventionally operates so as to enrich and empower those with the resources (and the capabilities) to manage and direct those processes in their own interests both on corporate and individual levels”.⁸² This does not mean that only the rich, powerful males who live in urban areas get to enjoy social media. What this means is that we need to have conscious efforts (including government programs) to ensure that more people, particularly the poor and the marginalized, also enjoy the benefits of social media.

Finally, social media “marks a fundamental shift from technology driven innovation towards user and society driven innovation”.⁸³ Social media is a platform for creation. As noted by Hannah Taylor, “Social media has changed the Internet from a largely static space concerned with the transmission or broadcasting of information to one where users can generate their own content[...]”.⁸⁴ What makes it attractions and what keeps users attracts and makes users stay are the content they and their friends created.



GUIDE TO GOOD PRACTICE - 3 Seven Secrets of Social Media⁸⁵

- 1) It's all about the ability of people to scale their influence independently.
- 2) Technology matters in social media, but not as much as understanding what people are looking for: to influence others and to be influenced by them.
- 3) Social media is not about the law of the jungle but the law of the campfire: values matter and having people who are willing to enforce values matter.
- 4) Social media gets its value from its ability to create millions of influential and highly scalable content, far more than provided by conventional media.
- 5) Social media has a production model, but its goal is not mass production from a handful of huge factories, but mass contextualization in millions of small factories to create and aggregate content again and again in constantly renewable and useful contents.
- 6) Social media enables individuals to create content in contexts that put them in direct contact with other people who value their insights and in doing so give them many options as to how to translate that value into ways to survive than thrive.
- 7) Social media's influence may be broad or narrow, long or short, but its value almost always benefits more from people who want to be ahead of other people than from those who are trying to catch up with others.

⁸² Michael Gurstein *“What is Community Informatics (and Why Does It Matter?)”* (Milan: Polimetrica, 2007) p. 14

⁸³ Pieter Verdegem “Social Media for Digital and Social Inclusion: Challenges for Information Society 2.0 Research & Policies tripleC 9(1): 28-38, 2011 <http://triplec.at/index.php/tripleC/article/viewFile/225/214>

⁸⁴ Hannah Taylor “Social Media for Social Change: Using the Internet to Tackle Intolerance” (London?) Institute for Strategic Dialogue, 2012) p. 3. downloaded from http://www.strategicdialogue.org/Social_Media_Social_Change.pdf

⁸⁵ John Blossom *Content Nation: Surviving and Thriving as Social Media Changes Our Work, Our Lives, and Our Future* (Indianapolis, IN: Wiley, 2009) pp. 29-56



TEST YOURSELF

1. Give at least 3 of the essential characteristics of social media
2. Identify 4 types of social media

CLASS EXERCISE

Determining Social Media Use	Male		Female	
	Count	% of class	Count	% of class
How many use the following:				
• Facebook				
• Twitter				
• Instagram				
How often do you check, update your Facebook page				
• Once a week?				
• 2 to 3 times a week?				
• Everyday?				
• 2x a day?				
• 3x a day?				
• More than 3x a day				
How many post/upload pictures (in FB or Instagram)? How often do you post/upload pictures?				
• Once a week?				
• 2 to 3 times a week?				
• Everyday?				
• 2x a day?				
• 3x a day?				
• More than 3x a day?				

Chapter 2

Social Media and Society

Objective:

- To discuss social media as a solution to an existing issues/problems
- To see the role of social media in creating “intentional communities of common concerns and convictions”.

Our social tools are not an improvement to modern society, they are a challenge to it.

- Clay Shirky

“Facebook” the newspaper USA Today observed, “taught us that the Internet could be used to share our lives in a way and with a scope that was novel”.⁸⁶

There were early fears that social media will lead to more isolated individuals. Instead, social media has catalyzed “close, supportive, civically engaged relationships”.⁸⁷ A 2014 study concludes that social media is “primarily a tool for staying connected than for self-promotion”.⁸⁸

Facebook is wildly popular because it facilitates the creation of “social networks” – a tightly knit group that serves as an individual’s support system and safety net. Think “relatives”, “gang”, “alumni associations”, “church-mates”. Of course, Facebook did not invent the social network. Social networks “have been around since the beginning of time[...]”.⁸⁹ Facebook did not even invent computer-based networks – these have been around for decades before Facebook. What Facebook did is to make it easier to connect and sustain a relationship with family members, close friends, neighbors, former classmates and others. Facebook reduced the need for face-to-face interaction to create/sustain social networks.

Social Solution

Social Media, according to Mikolaj Jan Piskorski, is a solution to “unmet social needs or social failures”.⁹⁰ These are “interactions that do not occur, but would make two people better off if they did”.⁹¹ Social failure happens when we are unable to meet new people. It also occurs when we are not able to “share private information or social support within the context of existing relationships[...]”.⁹² Social failure is similar to the economic concept “market failure” in that they are both “transactions that do not occur, but would make people better off if they

⁸⁶ “How Facebook changed our lives” <http://www.usatoday.com/story/tech/2014/02/02/facebook-turns-10-cultural-impact/5063979/>

⁸⁷ Linda Ogbevoen 3Qs: The social impact of social networks October 24, 2012 <http://www.northeastern.edu/news/2012/10/3qs-the-social-impact-of-social-networks/>

⁸⁸ “New social media study investigates relationships among Facebook use, narcissism and empathy” July 3, 2014 <http://www.sciencedaily.com/releases/2014/07/140703102510.htm>

⁸⁹ Lee Rainie and Barry Wellman Networked: The New Social Operating System (Cambridge, MA: MIT Press, 2012) p. 21

⁹⁰ Mikolaj Jan Piskorski A Social Strategy: How We Profit for Social Media (Princeton and Oxford: Princeton University Press, 2014) p. 2

⁹¹ Ibid., p. 9

⁹² Ibid., p. 2

did”.⁹³

For Anthropology Professor Daniel Miller, Facebook helps those who struggle with relationships like stay at home mothers, senior citizens and those with physical disabilities.⁹⁴

Facebook provides stay at home mothers with a vital link to the outside world. This is probably the main reason why “Mothers with children at home are more likely to use social media than any other average person”.⁹⁵

Doug Shadel, of the AARP (American Association of Retired Persons), believes that Facebook and Skype are “a great way for [retirees] to keep track of the lives of people who are important to them”.⁹⁶

Social Media also helps those who are physically challenged. Twitter is being used by those physical disabilities “as their stage to create newfound identities, unconstrained by their bodies’ limitations”.⁹⁷



CASE STUDY 4 Connecting to the World⁹⁸

One of the more dramatic uses of Twitter by those with limited mobility involves University of Wisconsin-Madison biomedical engineering doctoral student, Adam Wilson, who has designed a powerful communication system. His technological feat allows people with ALS, brain-stem stroke or high spinal cord injuries to chat on Twitter. Wilson’s computer interface allows people with mobility restrictions to select letters that flash on the computer screen with their thoughts. Brain waves are detected by his system using an electrode-wired cap. Still in its infancy, this technology is planned to enter clinical trial soon. While it is a slow-going process, as most users can select ten characters a minute, it offers a means to freely converse with the outside world without anyone knowing that the sender is disabled.

Yearning for a wider social playground, Glenda Watson Hyatt, a.k.a. The Left Thumb Blogger (@GlendaWH) and author of the popular DoltMyselfBlog, joined Twitter’s ranks. “Working from home can be lonely and isolating at times, but Twitter provides me with much needed water cooler chatter, so I no longer feel like I’m working in a vacuum,” says Hyatt. Given her steady blogging stream and active life, it is hard to describe Hyatt’s cerebral palsy as a physical challenge rather than a speed bump. Using only her left thumb, Hyatt can keep up with the pace of Twitter’s 140-character conversations, while its direct messaging features have become her preference over email.

93 Ibid., p. 15

94 Daniel Miller *Tales from Facebook* (Cambridge, UK: Polity Press, 2011) , pp. 165-180

95 Avi Savar “Study: Stay-at-home moms dominate social media” <http://c2c.bigfuel.com/momentum/trends-momentum/study-stay-at-home-moms-dominate-social-media>

96 Vanessa Ho, “Facebook Keeps Families in Touch” AARP Bulletin, January 1, 2012 <http://www.aarp.org/technology/social-media/info-01-2012/facebook-keeps-families-in-touch-wa.html>

97 Carmen Gozales “Twitter: Remaking the Persona of the Physically Challenged” [twitip http://www.twitip.com/twitter-remaking-the-persona-of-the-physically-challenged/](http://www.twitip.com/twitter-remaking-the-persona-of-the-physically-challenged/)

98 <http://www.twitip.com/twitter-remaking-the-persona-of-the-physically-challenged/>

She has observed Twitter benefiting others with physical challenges too, e.g. serving as a listening tool by people with hearing impairment to monitor the Twitterstream at a recent Successful Outstanding Bloggers Conference, to gain a better sense of what presenters were talking about. “It’s not quite the same as real-time captioning, but it’s a helluva lot cheaper!” she says.

Another virtue of Social Media is that enable efficient social bonding despite geography. For instance, Facebook allow migrant workers to sustain a relationship with family and friends they left behind thereby relieving the effect of their living in different countries.

This ability to sustain relationships across oceans is not a trivial matter. According to the International Migration Organization, there are 105 million persons working in a country other than their country of birth.⁹⁹ Most of them work overseas because of lack of economic opportunities at home or to seek better opportunities abroad. Others leave because of violence or lack of freedoms. Regardless of motivation, they all have to contend with loneliness of being separated from the families and friends. A report on Sri Lankan migrants observed:

Among the plethora of issues surrounding labour migration, are those that impact on the psychological health and wellbeing and the social integrity of individual migrant workers and their families. The psychosocial effects on well being are of particular importance given its potentially debilitating impact on the rapidly expanding community of migrant workers in Sri Lanka and thus on Sri Lankan society in general.¹⁰⁰

Today, overseas workers are able to keep in touch with their families and friends through social media. This helps alleviate the emotional pain of separation. A study of married Overseas Filipino Workers in Saudi Arabia showed that social media use has “deepen the quality of the respondents’ marital relationship – establishing the factors of communication, trust and mutual respect”.¹⁰¹ Social media has also allowed those in the diaspora to keep in touch with developments in their homeland.



CASE STUDY 5 Stirring up feelings about home¹⁰²

I lived a huge chunk of my life abroad, but it’s only been in the past couple of years that I’ve felt a more compelling need to keep myself involved in the issues at home. This is the time when social media has become a truly important platform that pushes enhanced personal communications to the scale of influencing world events (remember the Arab Spring and Obama’s 2008 presidential win).

99 <http://www.iom.int/cms/en/sites/iom/home/what-we-do/labour-migration.html>

100 Prof. S. T. Hettige, Evangeline S. Ekanayake, Ramani Jayasundere, Anula Rathnayake, Pushparani Figurado “UNDERSTANDING Psychosocial Issues Faced By Migrant Workers And Their Families” August 2012, p. 2 downloaded from www.swiss-cooperation.admin.ch/srilanka

101 Francis Alexes S. Noces “Social Media and Marital Relationships Among Overseas Filipino Workers in the Kingdom of Saudi Arabia” <http://wvsu.edu.ph/ircgs/social-media-and-marital-relationships-among-overseas-filipino-workers-in-the-kingdom-of-saudi-arabia/>

102 Eric Oandasan <http://www.rappler.com/move-ph/balikbayan/38023-singapore-social-media-home>

From optimistic (or pessimistic) economic news to juicy public figure scandals (corruption, sex...the whole shebang), I'm hooked to the daily goings-on that the Internet sphere feeds to me on my screen.

And the combined feelings I get of fascination, pride, annoyance, and occasional spurts of outrage, combines into a bittersweet longing for home.

...

Sure, like a lot of hard-working OFWs (Overseas Filipino Workers), we could be too busy to do anything. But I'm sure a lot of us aren't too busy to care about what's happening back in the Philippines.

Because the news back home we get from the Internet, more specifically from social media, good or bad, really keeps us in tune with the country. And for some, such as myself, gives us a sense of empowerment that maybe there's something I can do to truly help.

But for the life of me, I really don't know right now. ...

For now there's Facebook... to keep me amused, engaged, and yearning for home every now and then.

Intentional Communities

Another affordance of social media is that it helps build “intentional communities of common concerns and convictions”.¹⁰³ Intentional communities are those that we choose join. This is in contrast with unintentional communities – those where we become members by virtue of birth or residence. Family and ethnicity are the usual basis of unintentional communities.

Facebook facilitates the formation of intentional communities because it easily allows individuals to create “Groups” (a shared group for you and some of your friends, like your film night buddies, sports team, siblings or book club.) with privacy settings of “Open” (Anyone can see the group, who's in it and what members post), “Closed” (Anyone can see the group and who's in it. Only members see posts) or “Secret” (Only members see the group, who's in it and what members post.) By overcoming the limitations of time and space, social media is giving individuals more options on which communities to join.

Communities of practice – a group of professionals with similar interests – have also benefited from social media. They've become less reliant on face to face meetings to strengthen the bond among members.

¹⁰³ D.E. Wittkower “A Reply for facebook Critics” in D.E. Wittkower (ed) Facebook and Philosophy (Chicago and La Salle IL: Open Court, 2010) p. xxv



CASE STUDY 6 Modern Communities of Practice¹⁰⁴

Modern communities of practice (CoP) built on a foundation of technology and social media are emerging on a global scale. Considering the speed at which technology evolves, best practices also continue to evolve for building, maintaining and measuring the effectiveness of these modern communities

...

While communities once interacted entirely face-to-face, modern communities interact both in person and online, though some purely virtual communities do exist. Typical in-person interaction includes activities such as meetings, seminars, workshops and conferences. Virtual interaction leverages various internet-based tools to simulate similar interactions: social networks to link members to each other and interest groups; social media to share content and materials; listservs to facilitate conversation and exchange; and websites to create their “home” on the Web and provide an opportunity for others to learn about them. While face-to-face interactions provide a depth not easily recreated online, virtual ones provide greater access for those unable to attend in-person events. Successful modern communities find a way to integrate both approaches

We see social media helping build organizations, providing local information, and developing bonds of civic life and conviviality.¹⁰⁵ *Keep Britain Tidy and Your Square Mile* are only two UK organizations using social media for building communities.



CASE STUDY 7 Social Media in Community Building¹⁰⁶

One national organisation that has used social media to encourage community action is Keep Britain Tidy. The organisation’s partnerships support director Fran Hayes (explained) how it uses existing social networks such as Twitter and Facebook to help change people’s habits nationally and organise local litter pickups.

Keep Britain Tidy now has almost 9,000 followers on Twitter and 2,000 on Facebook. The organisation has encouraged its Twitter followers to take photos of litter in their areas and share them as a Twitpic. It has also launched a closed Ning forum where people can turn conversation and debates into action.

104 Somal Ghoshal and James BonTempo Modern Communities of Practice: Recommendations for Building, Maintaining and Measuring Impact Health Communication Capacity Collaborative Jan 2014 http://www.thehealthcompass.org/sites/default/files/strengthening_tools/COP-february.pdf

105 Scott London “Civic Networks: Building Community on the Net” <http://www.scottlondon.com/articles/civicnetworks.html>

106 Rosie Niven “The role of social media in community building and development” Guardian Professional 8 Dec 2011 <http://www.theguardian.com/voluntary-sector-network/community-action-blog/2011/dec/08/facebook-social-media-community-development>

Hayes said that the organisation considers that social media provides a safe environment for “mobilising people who are upset about litter”. He said that the momentum provided by litter picks could snowball and benefit the community further by encouraging locals to collaborate on future projects.

Paul Twivy, of Your Square Mile, an organisation that is building communities both on and offline in 16 UK locations, has worked with some heavy users of Facebook who have failed to realise its potential for community action. “It hadn’t occurred to them that they could set up a Google or Facebook Group for their street”, he noted.

But it is not just social media that can be used to mobilise communities, online blogs and forums can have a similar effect.



TEST YOURSELF

1. Identify at least two groups who benefit from social media. Explain how these two group benefit from social media.
2. Are intentional communities the same as communities of practice? Explain in 3-5 sentences.

Chapter 3

Social Media and Social Progress

Objective:

- To explore the role of Social Media in the following:
 - Rural Development;
 - Education; and
 - Public Health.

Social media spark a revelation that we, the people, have a voice, and through the democratization of content and ideas we can once again unite around common passions, inspire movements, and ignite change”.

- Brian Solis, Author of Engage

Social progress is equated with “greater access to knowledge, better nutrition and health services”.¹⁰⁷ In this chapter, we will explore how social media is used to promote rural development, education and public health.

Rural Development

The International Labor Organization believes that the “world-wide goals of sustainable growth, jobs, poverty reduction and equitable development cannot be achieved unless directly tackled at the rural level”.¹⁰⁸

While it may seem counter-intuitive to some, Information and Communications Technology (ICT) has been recognized as playing a “catalytic” role in developing rural areas. ICT is vital in:¹⁰⁹

- Decision-making processes,
- Gauging market outlook,
- Empowering rural communities,
- Targeting marginalized groups, and
- Creating employment.

Social media also has a role in rural development.

In the United States, social media is being promoted as a tool for “Advocacy” or agriculture

¹⁰⁷ “The Human Development Concept” <https://www.google.com.ph/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0CC4QFjAC&url=http%3A%2F%2Fhrsbstaff.ednet.ns.ca%2Fmoronesj%2Fhuman.dev.concept.summaries%2FThe%2520Human%2520Development%2520concept.doc&ei=pLT-VOLbBs2F8gWRsoDQBQ&usg=AFQjCNGPLf6PT1tE6o2OjjrQ3IHKSX3Q&bvm=bv.87611401,d.dGc>

¹⁰⁸ <http://www.ilo.org/global/topics/economic-and-social-development/rural-development/lang--en/index.htm>

¹⁰⁹ Hilda Munyua Information and Communication Technologies for rural development and food security:Lessons from field experiences in developing countries in <http://www.fao.org/sd/cddirect/cdre0055b.htm>

advocacy.¹¹⁰ The following are cited by the Animal Agriculture Alliance as successful examples of “advocacy”:¹¹¹

- Farming and I Grow It – a YouTube video which showcases the younger generation’s ingenuity and creativity through a positive depiction of farm life;
- Agriculture Proud Farm Blog – an example of how one rancher can have a large impact on the public’s perception of agricultural practices;
- Keeping It Real: Through the Lens of a Farm Girl – an FB page that showcases farm values through pictures and words.

Aside from given them a voice, social media is also “providing invaluable networking opportunities for continuous two-way communication” to farmers and rural businesses.¹¹² For instance, E-Agriculture – a global Community of Practice with over 12,000 members from 170 countries and territories – uses social media to ensure that its members “stay updated with the latest information, highlight their work through video, exchange information and resources, and expand their global network of colleagues by connecting with others in the field of ICTs for agricultural and rural development”.¹¹³

Agricultural researchers in developing countries also believe that social media and other digital communications platforms are important tools to disseminate their findings.¹¹⁴ Facebook is the preferred social media for Nigerian agriculturists for networking and learning the latest skills and knowledge in their profession.¹¹⁵ In Ghana and Kenya, agriculture researchers use social media “in identifying research opportunities and finding potential collaborators for research projects” but not as much in disseminating research results.¹¹⁶

India, provides interesting cases on the use of social media in agriculture. The first case is Agropedia – an online agricultural knowledge repository, which is described below.



CASE STUDY 8 Agropedia¹¹⁷

Agropedia is a unique Web 3.0 platform in the agricultural domain, as it is semantically organized and enabled so as to assist one in getting exactly what information or service she or he is looking for. It is the first of its kind in the world with the capability of searching semantically enabled information. Agropedia seeks to address lacunae in Indian agriculture knowledge and applications, specifically the lack of content, organized information, and the

¹¹⁰ <http://animalagalliance.org/images/upload/Social%20Media%20Manual.pdf>

¹¹¹ Ibid.

¹¹² Agriculture and Social Media <http://msucare.com/pubs/infosheets/is1946.pdf>

¹¹³ <http://www.e-agriculture.org/e-agriculture-social-media>

¹¹⁴ “Agricultural research communication ‘needs more support’” <http://www.scidev.net/en/science-communication/news/agricultural-research-communication-needs-more-support--1.html> results are based on responses from 1,500 researchers, the majority working in Africa, Asia and Latin America

¹¹⁵ Abiola Aboosed Sokoya, Fehintola Nike Onifade, and Adefunke Olanike Alabi, “Establishing Connections and Networking: The Role of Social Media in Agricultural Research in Nigeria” paper presented to IFLA 2012 <http://conference.ifa.org/past-wlic/2012/205-sokoya-en.pdf>

¹¹⁶ “Social media and researchers in agriculture in Ghana and Kenya”, Chisenga’s Trails 13 August 2013 <http://justinchisenga.blogspot.com/2013/08/social-media-and-researchers-in.html>

¹¹⁷ “The One Stop Hub For The Indian Agriculture Sector” Social Story Dec 2012 <http://social.yourstory.com/2012/12/agropedia-the-one-stop-hub-for-the-indian-agriculture-sector/>

extension of services, which are serious challenges. Along with the certified content in the library section (gyan dhara), it also allows space for interaction, knowledge co-creation (jana gyan) and social networking (chat, blog, forum, Wiki) making the site dynamic and the learning participatory, integrating traditional wisdom with modern knowledge and social interactions. So, for any type of agricultural content you will find a special dedicated spot on Agropedia, be it our Package of Practices (text/voice), Dos and Don'ts, Crop Calendar, Library, Newsroom, Events, Agrowiki, Agroblog, Agroforum, Agrochat or Images. Any user who registers to the site is encouraged to either add, rate or comment on any content in all major Indian languages. All this is what makes Agropedia different from other sites.

Agrowiki was developed by using the concept of "Wiki", popularized by Wikipedia i.e. socially co-creating content. Everyone is able to search and create content regarding agriculture, and share it with his or her peers. Here one can also visualize and upload images in addition to text.

Agroblog is a section in Agropedia where one can record his or her agriculture-based experiences and stories. Blogs are generally a portion of a web site on which an individual records their opinions, information, etc., on daily basis and hence the name "AgroBlog" was devised to represent agricultural based opinions and experiences.

Agroforum is a crop based Question & Answer forum of Agropedia. Any registered user can write his query in Agroforum and our agri-experts will answer those queries. It is open to anyone, and users can participate in the forum anonymously.

The second case is the FarmerBook project of Digital Green – a digitally enabled peer-to-peer knowledge sharing to increase agricultural productivity,



CASE STUDY 9 Digital Green¹¹⁸

Digital Green... operates as an independent NGO. Its core work is the production of short videos on agricultural techniques, which are made by and for farmers themselves and are highly localised in their content and language or dialect. To date, it has produced more than 2,500 short films and reached around 150,000 farmers.

.... In 2012, it went a step further by launching Farmerbook, a social networking platform for farmers and the facilitators who show the videos in each village and lead discussions among small groups of 12-15 farmers. These facilitators were already gathering lots of data and feedback from the farmers about the videos they were watching and the techniques they were adopting. With Farmerbook, all that information is being turned into personal

¹¹⁸ New versus old media: how best to get information to smallholder farmers <http://www.guardian.co.uk/global-development-professionals-network/2013/feb/07/smallholder-farmers-radio-mobile-social-networking>

farmer profiles and plotted on a map, available to view on the Farmerbook web page.

Mediators print and share these profiles at the meetings, creating a local social networking system within the group and beyond, to include the whole village.

“There are usually six to eight groups per village”, says Rikin Gandhi, chief executive of Digital Green. “So there might be 100 people in the village. That may seem small, but in reality they often operate at caste or familial levels, and might not have a relationship with others. Using Farmerbook, and printing off the village pages, facilitators can connect these individuals and groups so they can reflect on why some farmers do one thing or another.”

Previous research had already found that the Digital Green model of disseminating agricultural knowledge through group video viewing was at least five times more likely to encourage farmers to adopt the new practices compared to existing extension systems. The organisation is now working on a controlled study specifically on the impact of Farmerbook, evaluating the change in practices brought about by the social networking platform compared to the existing video model.

For now, Farmerbook is still an online/offline hybrid form of social networking, with mainly just the facilitators themselves actually online. But as mobile technology continues to expand, Digital Green is anticipating the farmers themselves being online and taking the networking into their own hands.

“We’re now working on making a mobile, accessible version of Farmerbook”, says Gandhi. “Things are moving fast, and I think in 3-5 years even the most interior communities will have data connectivity and be able to use the platform”.

Another interesting initiative of Digital Green a social game called Wonder Village. In this game, accessible through Facebook, “(p)layers are placed in a resource-constrained setting and pursue quests like setting up small farms of paddy and maize and supplying raw materials to farmers’ markets”.¹¹⁹

The use of social media in rural development could be more widespread. Unfortunately, the “lack of workplace incentives” prevents more researchers from using social media in their work.¹²⁰ Other challenges for agricultural scientists include unreliable Internet connectivity and lack of skills to make effective use of social media.¹²¹

Education

Initially, educators saw social media as a threat. This is changing. It is predicted that by 2018, “80% or more of schools, colleges and universities will be using social media [...] as an actual cog in the learning process of students”.¹²²

Already, the New York City Department of Education recognizes that “social media

119 <http://www.digitalgreen.org/wondervillagegame>

120 “Agricultural research communication ‘needs more support”

121 “Social media and researchers in agriculture in Ghana and Kenya”

122 Phil Teragus “How can Social Media be used in Education” March 11, 2013 <http://www.socialnomics.net/2013/03/11/how-can-social-media-be-used-in-education/>

technology can serve as a powerful tool to enhance education, communication, and learning”.¹²³

Educause, an education non-profit, believes that Twitter can be a tool for metacognition — the practice of thinking about and reflecting on your learning — which has been shown to benefit comprehension and retention.¹²⁴



CASE STUDY 10 Twitter in the Classroom¹²⁵

This semester, twitter is the main mode of communication used by my students and me. Twitter has replaced at least three classroom technologies, and has streamlined our outside-the-classroom conversations and collaborations.

Twitter has replaced the class listserv. for years, i've used a listserv (alternatively called a mailing list or discussion list) to extend our discussions beyond the classroom. These days, when we want to continue conversations, the 12 students in DMP, the 17 students in ESF, and I use twitter.

Twitter has replaced email announcements. In the past, if something's come up, or I want to add a reading, or we have a location change, I would send all the students in class an email. These days, when I have something to announce, or when my students have something to announce, we use twitter.

Twitter has replaced the cardboard box I used to bring to class on due dates. In the past, my students would print out their papers and bring them to class; I'd collect them in a box and take them back to the office to grade. These days, my students write blogs, design flickr sets, upload video, and post works-in-progress. When finished, they tweet about it so that I – and, more importantly, their peers – can check it out.

Learners benefit from social media in at least four ways.¹²⁶ First, social media applications like instant messaging and social networking can provide a spark for inquiry-based approaches and collaboration. This is important because effective learning is conversational in nature, and that it necessitates a social dimension, including communication, dialogue and shared activity. Second, social media applications can provide the building blocks for an education environment that enables multiple forms of support by allowing learners to connect, interact and share ideas in a fluid way. Third, Wikis and collaborative writing and editing tools enable collaborative writing. Collaboration and cooperation are well recognized ingredients of good pedagogy. Fourth, social networking sites and blogs are social interactive spaces where learners can choose to engage in personal self-expression, dialogue and knowledge sharing with others. By doing so, learners explore and develop facets of their own

¹²³ NYC Department of Education Social Media Guidelines (Spring 2012) <http://schools.nyc.gov/NR/rdonlyres/BCF47CED-604B-4FDD-B752-DC2D81504478/0/DOESocialMediaGuidelines20120430.pdf>

¹²⁴ Educause Learning Initiatives <http://net.educause.edu/ir/library/pdf/ELI7027.pdf>

¹²⁵ David Silver in "Twitter in the Classroom" Tame the Web <http://tametheweb.com/2009/02/24/twitter-in-the-classroom-2/>

¹²⁶ Catherine McLoughlin and Mark J.W. Lee "Social software and participatory learning: Pedagogical choices with technology affordances in the Web 2.0 era" *ascilite 2007 Singapore* p. 671-672 in <http://www.ascilite.org.au/conferences/singapore07/procs/mcloughlin.pdf>

identity and personal learning styles. They are afforded the ability to shape their own informal learning trajectories as well as becoming actively involved in those of others.



CASE STUDY 11 Blogging in the 21st-Century Classroom¹²⁷

This year, I admitted a hard truth to myself. I wasn't having my students write enough. In an attempt to follow Kelly Gallagher's advice that students should write more than we can assess, I decided to have them blog weekly.

....

I introduced blogging to my (HS) juniors, reminding them to keep an open mind about this experiment (they could relate to that; I teach in a STEM school that focuses on life science and experimental research). We spent one period creating profiles and writing ungraded posts to get to know the interface. (Side note: students are allowed to make blogs private as long as they provide access to me. As far as I know, no one has chosen this option.) After that, I let them loose.

It. Is. Awesome.

First and foremost, student writing is improving by leaps and bounds. When I read their blogs (which, by the way, are mature, insightful, funny and engaging), I don't find myself pulling my hair out over the careless mistakes they make in formal papers. Not every post is perfect, but the majority are well written and free of grammar and usage issues that I am so familiar with seeing in their other work. If they become sloppy, all I need to do is politely comment about it on their blog, and I don't see it again.

Their improved skills transfer to formal work. Integrating quotations in literary papers has become simple now that we have so much practice with smoothly embedding hyperlinks. Additionally, student response to texts has improved; some of the posts they must write are based on stimulus texts of their choice.

Students' persuasive writing is improving, too. A mini-lesson and quick in-class prompt using rhetorical questions has resulted not only in well-argued blog posts, but also in students excitedly telling me how they used that technique for their HSPA persuasive task.

Benefits extend beyond the classroom. Introverted students tend to share more online than they do in person; blogging is an invaluable way for me to get to know them better as people and students. It's also great to see reserved students garnering attention from their peers. Furthermore, students understand the importance of hearing many voices. One recently noted that she enjoys the blogs because "[s]ome of the quieter folks during discussion can talk about their opinions too, so we finally get to hear them".

Public Health

Social media is emerging as an important component of ICT-enabled Health programs. This is because it can provide timely, accessible and credible health information that is critical for

¹²⁷ www.edutopia.org/blog/blogging-in-21st-century-classroom-michelle-lampinen

improving public health outcomes.¹²⁸ Christine McNab observes:

Twitter and other social media tools might not bring health to all, but they can help to bring accurate health information to many more people than ever before. After all, one fact sheet or an emergency message about an outbreak can be spread through Twitter faster than any influenza virus.¹²⁹

An example of a health professional exploring the opportunity to use social media to listen and engage health stakeholder is #Ministermondays Twitter chats. Every other Monday, Rwanda's health minister, Dr Agnes Binagwaho (@agnesbinagwaho) takes to Twitter to dialogue with her constituents.¹³⁰ Topics that have been discussed include family planning and mental health. She is also using twitter to make major policy statements – like the tweet on bathrooms and performance based financing scheme.¹³¹ Rwanda's health minister also blogs at <http://dr-agnes.blogspot.com/>.

The potential of social media in HIV prevention and education has been recognized. A blog on the topic argues that

There is promising evidence that social media can be effectively leveraged as a tool through which large-scale, low-cost HIV prevention efforts can be implemented, with the additional hope that these social media interventions can reach the most at-risk groups who may have been missed by other efforts.¹³²

The National Minority AIDS Council has published a workbook on Social Media Strategy, Policy, & Monitoring entitled HIV Prevention Goes Social Part II.¹³³

Analysis of data from the social media sites are increasingly being used to track the spread of disease. The use of Twitter to track epidemics is one example.



CASE STUDY 12

Can Twitter Save Lives?: Tracking epidemics with social media¹³⁴

“We simply listen in to what people are saying and draw conclusions from that,” Adam Sadilek, informatician at the University of Rochester USA, sums up the work his team is doing on the project “Predicting Spread of Disease from Social Media”. He and his colleagues are employing machine learning techniques to filter out those texts from Twitter that genuinely contain information on the user's health. This way, they analyze the natural language rather than merely filtering out keywords. “It's like teaching a young child to

128 Christine McNab “What social media offers to health professionals and citizens” Bulletin of the World Health Organization 2009 in <http://www.who.int/bulletin/volumes/87/8/09-066712/en/>

129 Ibid.

130 <http://www.guardian.co.uk/global-development/poverty-matters/2013/jan/04/saving-world-social-media-development-digital>

131 <http://karengrepin.com/2012/01/pbf-plumbing-based-financing.html>

132 Lisa Bevilacqua “Social Media: An Opportunity for HIV Prevention” ActionAIDS <https://actionaids.org/blog/social-media-opportunity-hiv-prevention>

133 http://www.aidseducation.org/wp-content/uploads/2014/03/NMAC_Social_Media_Workbook_final-PARTII-Sept.2012.pdf

134 http://www.infectionresearch.de/perspectives/view/detail/23/can_twitter_save_lives_tracking_epidemics_with_social_media/

talk”, Sadilek explains. To begin with, the researchers hand-fed their “baby algorithm” 5,000 messages they had previously evaluated. Since then, they have had to continue training the core of their model so that it will recognize illness-related statements with certainty. Accordingly, if someone writes “I’m sick and in bed with a fever”, then the algorithm will classify the author as sick, but not, on the other hand, if someone posts “This traffic jam makes me sick”.

The web application “GermTracker” born from Sadilek’s project shows what and from where people have tweeted as red (sick), yellow (unsure) and green (healthy) dots on a map. All users of GermTracker are asked to read the tweets and help decide whether a person is sick or not. This human assistance helps train the algorithm. People are still best at deciphering the meaning of colloquial speech, and irony in particular.

Visitors can also share their present condition on a scale from “Awful”, through “Yuck”, to “Good” and complement this with typical cold symptoms such as a runny nose, shivers or a cough. American journalist Jeff Howe of “Wired-Magazine” calls this active participation crowd sourcing – as a play on the term outsourcing (contracting out internal business processes to third-party firms).

The GermTracker team “listened in” on twitter activity over a period of six months in the USA and several European countries. “We have a pretty good idea of what is a typical day (without conspicuous illnesses) on Twitter and can issue alerts when we notice significant changes from this base pattern”, Sadilek explains in a video on his website.

Social media can be used with mobile phones to deliver health messages to far-flung communities.

Mama: together for safe births in crises is an example of how these two technologies can work together.¹³⁵ In Mama SMS queries from healthcare providers in remote areas are linked directly to a Facebook page where an online community of health professionals can endorse responses to be sent back to the user. The intention is to create a community to better share healthcare knowledge and practices.

The Dominican Republic provides another case of how to combine social and mobile to improve health.



CASE STUDY 13 Improving Health in Developing Nations¹³⁶

In the Dominican Republic, cell phones are widely available. Many people purchase lower-cost phones and purchase “pay-as-you-go” phone cards

¹³⁵ <http://www.oxhip.org/innovations/using-social-media-for-connecting-maternal-health-practitioners-in-emergencies/>

¹³⁶ <http://smhcop.wordpress.com/2011/01/23/social-media-could-improve-health-in-developing-nations/>

instead of a month-to-month contract. This indicates that health-related communication that is based on mobile technology could successfully reach communities that traditional models of medical care might overlook. Social Media or SM (especially if you include SMS or text message alerts from SM sites) could be used to send out public health announcements, suggestions for healthy diet and exercise habits, etc. In addition, public health authorities could receive reports of outbreaks of illnesses or health concerns from individuals via the same means of communication. Expanding this further, individuals with mobile internet access could use SM sites such as Twitter or Facebook to interact directly with health care providers. Patients could discuss health concerns with their health care providers, and providers could contact patients directly to actively manage acute illnesses or to monitor chronic problems (within the limits of a nation's privacy laws).

....

Mobile telephone and internet technology can be joined with SM tools to allow health care to reach marginalized and distant communities, and to reduce the morbidity and mortality associated with disease. There is much work to be done, but the stepping stones are already in place. More-developed nations (such as the US, Canada, and Europe) could help move the process along by using similar approaches to provide care to rural communities that lack their own health care providers. Small-scale projects have shown promise in the United States, while in India there are a number of services offering physician consultations via the internet and accessible via mobile devices.

We can make this happen, but we need to open our minds to the possibilities.

Public health organizations who are considering using social media for public engagement might consider the guideline below.



GUIDE TO GOOD PRACTICE - 4 **Social Media and Public Health Communications**¹³⁷

Detailed below are the seven principles of social media engagement that public health organizations should strive to incorporate into their communication goals and management strategies.

- Listen to social media conversations. Use social media to identify the health information needs of users.
- Engage with influencers and their conversations. By monitoring social media, public health organizations can also identify key partners and public health influencers.

¹³⁷ Amy Burnett Heldman, Jessica Schindelar, James B. Weaver III "Social Media Engagement and Public Health Communication: Implications for Public Health Organizations Being Truly "Social"" Public Health Reviews, Vol. 35, No 1, pp. 6-8 http://www.publichealthreviews.eu/upload/pdf_files/13/00_Heldman.pdf .

- Respond to questions or comments received via social media channels. Social media channels are a powerful tool for customer service and can demonstrate that organizations are paying attention to the conversations.
- Create opportunities for users to engage with your organization, and for your users to engage with each other. Identify opportunities to connect directly with users, and to facilitate discussions between users.
- Welcome and solicit user-generated content. Encourage users to share their stories, participate in message creation, and collaborate on ideas or strategies that can be shared on an organization's social media channels.
- Create opportunities to integrate online and offline engagement. Integrating social media engagement with in-person experiences allows engagement in both the virtual and real world, and gives committed social media users the opportunity to gain exclusive access to events and opportunities.
- Leverage social media for community engagement. Determine how best to seek input and feedback from the public and stakeholders on public health issues through social media



TEST YOUR SELF

1. Give one example of how social media is used in promoting:
 - Rural Development
 - Education
 - Public Health

Chapter 4

Social Media and Economic Growth

Objective:

To understand the role of social media in:

- Small Businesses;
- Corporations; and
- Wikinomics – collaborative ways to create, market and distribute goods and services global basis”.

Social media has the potential to be as important to the broader economy as more obviously business-related information technologies such as mobile phones and cloud computing

- Stacey Bishop, Venture Capitalist

In the late 1990s, corporations started using ICT to streamline supply chains and better manage inventories to enhance profitability.¹³⁸ Banks used computers and the internet to cut their cost of doing business by eliminating clerical workers and substituting e-mail for expensive overnight deliveries. Manufacturers were able to adopt “just-in-time production” due to the increased reliability and lowered cost of digital technologies. New online service also emerged with the rapid and global spread of ICT.

Today we see corporations – small and large – using social media in ways that are transforming not only business but also contributing to economic growth.

Social Media and Small Business

Social Media can be a useful tool for small businesses. The statistics below shows how:

- After receiving a 1000 Facebook likes, small businesses receive a 158% increase in web traffic and businesses with 51+ Twitter followers gain 106% more web traffic than those with 25 followers.
- The 2013 Vision Critical Survey reports that overall 4 in 10 social media users purchase an item after sharing it or “favoriting” it on Twitter, Facebook, or Pinterest. Further still, 29% of people who shared or “favorited” an item on Facebook proceeded to purchase the item within 24 hours. Even between 1-3 weeks later, customers were still buying something they had seen and liked on Facebook at a steady 29%.
- Social Media doesn’t just drive online sales, but in-store sales as well and at comparable rate. After sharing or “favoriting” something via Twitter, 17% were driven to purchase the item in-store while 18% were driven to purchase the item online. Pinterest is also the most likely to drive spontaneous purchasing, as 47% of Pinterest users just “happened upon” an item online before deciding to make the purchase, while only 28% were actually

¹³⁸ Tim Mullaney “Social Media is Reinventing How Business is Done” USA Today May 16, 2012 <http://usatoday30.usatoday.com/money/economy/story/2012-05-14/social-media-economy-companies/55029088/1>

looking for a particular item.

- With 75% of 18-34 year old social media users checking their Facebook several times a day, it's not hard to see how 42% of businesses acquire customers through this platform. Even more so, 57% have acquired customers via LinkedIn's networking channels, and 48% via Twitter.¹³⁹

Marketing experts suggests that social media is an effective way for small businesses to connect with customers and build a brand for little cost. For small businesses effective use of social media means "creating informative, relevant content at a rate that does not become annoying to the people who follow your social media".¹⁴⁰

Below are social media tips for small businesses.



GUIDE TO GOOD PRACTICE - 5

Seven Social Media Tips for Small Business Owners¹⁴¹

- 1. Develop a social media marketing plan.** Start with your objectives and map out a plan-of-action to meet these objectives.
- 2. Start from the inside out.** Do you have the bandwidth to actively keep up with this audience? Who will take ownership of retrieving and posting content? Do you have a crisis communication plan in place should something arise via social media?
- 3. All or nothing.** ...Social media marketing is most effective when you're committed to it. You either give it your all or don't bother turning the switch on. You'll do more harm than good if you go into it half-heartedly.
- 4. Build your community.** Be sure to start showing your presence on your website, and consider things offline like your business cards, brochures and any other printed collateral you may have. Also, create an email database of loyal followers so that you can extend conversations and create referral programs to aid in growing your community.
- 5. Develop a process.** If you create a process for yourself and follow this process you can adjust your thinking and make it a routine. With today's technology, you also can also enlist time-saving tools such as Hootsuite, FutureTweet or Vocus.
- 6. Have a content strategy in mind.** The hardest thing is finding relevant content to keep yourself active with your community. If you post only product and sales messages, you'll eventually lose your followers since there is no other added value for them.
- 7. Don't cut your advertising.** Social media marketing shouldn't be looked at as a means of replacing your advertising, rather, enhancing it. It is most effective when working hand-in-hand with traditional off and online advertising.

¹³⁹ Cara Pring "Social Media and Other Tips for New Small Businesses" The Social Skinny Nov 10, 2013 <http://thesocialskinny.com/social-media-and-other-tips-for-new-small-businesses/>

¹⁴⁰ Morgan Harding "Social media important tool for small business" The Times-Tribune.com November 10, 2013. <http://m.thetimes-tribune.com/news/business/social-media-important-tool-for-small-business-1.1582774>

¹⁴¹ http://www.huffingtonpost.com/brandon-suyeoka/7-tips-for-small-business_b_4139791.html

Social Media and Corporations

Social media presents an opportunity and a threat to corporates. It is creating “groundswell” where in “people use technologies to get the things they need from each other, rather than from traditional institutions like corporations”.¹⁴²

In order to exploit groundswell, companies need to have a strategic framework for developing and implementing social media. In particular, companies should be able to use social media to

- listen – pay attention to/heed customers
- talk – spread messages about the company
- energize – magnify the power of the word of mouth of enthusiastic customers
- support – help customers help each other
- embrace – help customers become co-producers

Table below links groundswell objectives, with corporate roles, and social media applications.¹⁴³

Groundswell objectives	Department	Social Media applications
Listen	Research	Forums, Content Communities
Talk	Marketing	Blogs, Communities, Video on user generated sites
Energize	Sales	Support forums, Wikis
Embrace	Product Development	Forums, Content Communities



GUIDE TO GOOD PRACTICE - 6

The Biggest Mistake Companies Make With Social Media¹⁴⁴

What’s the biggest mistake companies make with social media? They try to go social with the same old way of doing things. And going online with a “9-to-5,” traditional command-and-control mind-set is an almost certain recipe for disaster. Maximizing the potential of social media requires a real reboot in the mind-set of your company and how it connects with employees, users, customers and the broader public. The new recipe is dynamic, always-on, sharing-centric and participatory. And it requires fundamentally new capabilities.

A social-media presence has become corporate table stakes: 95% of companies expect to invest more in social media and 96% are developing

¹⁴² Charlene Li and Josh Bernoff Groundswell: Winning in a World Transformed by Social Technologies (Boston, MA: Harvard Business Press, 2008) p. 9. Subsequent discussion will be based on this book

¹⁴³ Adapted from Using Social Applications in Different Departments in Josh Bernoff and Charlene Li “Harnessing the Power of the Oh-So-Social Web” MIT Sloan Management Review <http://www.inforesearching.com/downloads/oh-so-social-web.pdf>

¹⁴⁴ Wall Street Journal Online <http://online.wsj.com/news/articles/SB10001424052702303448104579151672079647020>

a social-media strategy. How can companies ensure that these investments don't go to waste? They need deep capabilities in new areas: In community management to grow and activate audiences, in content development to engage users and consumers and in real-time insights to analyze behavior and measure impact. The evolution of these capabilities, concentrated in the "big three" of Facebook, Twitter and YouTube, represents a major opportunity to generate value by building powerful, lasting relationships with consumers through digital communities.

And the leading companies in the social sphere are not just building these capabilities, but also investing to make them distinctive: so ingrained, proficient, and individually tailored to their strategies that competitors can't catch up. To accomplish this, companies must actively transform their key business functions from marketing to product development.

A McKinsey Global Institute (MGI) study entitled *The Social Economy* estimates that "between \$900 billion and \$1.3 trillion in value" can be gained through the use of social media in consumer packaged goods, retail financial services, advanced manufacturing, and professional services.¹⁴⁵ Two-thirds of this estimated value would come from "improving communications and collaboration within and across enterprises".¹⁴⁶ The unlocked value is attributed to a social media-induced 20 to 25% increase in knowledge worker productivity.¹⁴⁷ Furthermore, "A considerable fraction of the \$900 billion to \$1.3 trillion value potential in these industries could be captured by consumers in the form of lower prices, higher quality products, offerings better suited to their needs, and improved customer service".¹⁴⁸

How can social media make this possible? The MGI study suggests that social media has distinctive properties that make them "uniquely powerful enablers of value creation". These are:

- Social media endows social interactions with the speed, scale, and economics of the Internet;
- Social media provides a means for any participant to publish, share, and consume content within a group;
- Social media can create a record of interactions and/or connections (a "social graph") that can be used by consumers to manage their social connections and by others to analyze social influence; and,
- Finally, social media can "disintermediate" commercial relationships and upend traditional business models.¹⁴⁹

Concretely, the value creating impact of social media can be seen at the firm level. Table below identifies how social media contributes to various activities.

¹⁴⁵ MGI *The social economy*, p. 3

¹⁴⁶ Ibid.

¹⁴⁷ Ibid.

¹⁴⁸ Ibid., p. 9

¹⁴⁹ Ibid p. 2-3

Activity	Social Media Contribution
Product Development	<ul style="list-style-type: none"> • Derive customer insights • Co-create Products
Operations and Distribution	<ul style="list-style-type: none"> • Help forecast and monitor • Use to distribute business processes
Marketing and Sales	<ul style="list-style-type: none"> • Derive customer insights • Use social technologies for marketing communication/interaction • Generate and foster sales leads • Social Commerce
Customer service	<ul style="list-style-type: none"> • Provide customer care
Business Support (e.g . HR, finance and accounting)	<ul style="list-style-type: none"> • Improve collaboration and communication; • Match talent to tasks
Enterprise-wide	<ul style="list-style-type: none"> • Improve intra – or inter-organizational collaboration and communication • Match talent to tasks

Wikinomics

Social media is not only about unlocking values through intensified communications within corporations. Social media is also creating a new economy.

Don Tapscott and Anthony Williams suggests that “new forms of mass collaboration are changing how goods and services are invented, produced, marketed, and distributed on a global basis”¹⁵⁰ This new “arts and science of collaboration” is called “Wikinomics”.

Wikinomics is characterized by the following:¹⁵¹

- Collaboration – self-organizing groups of peers design and produce everything from software to motorcycles using social networking tools;
- Openness – both in terms of disclosure of relevant information to stakeholders and the use of open technologies and standards;
- Sharing – releasing or handing over of assets by placing them in “the commons” for others to use or by sharing them with interested users under agreements that may generate license revenue;
- Integrity – not bad behavior is increasingly the norm because when organizations build a broad foundation of trust their networks reciprocate with cooperative behavior.
- Interdependence of actions and events is a feature of the new division of labor among the four key pillars of society: business, government, the civic sector, and the individual citizen – a pillar enabled by the Internet.

There are seven Wikinomics business models. Christian Fuchs summarizes these below.¹⁵²

¹⁵⁰ Don Tapscott and Anthony Williams *Wikinomics*, p. 10

¹⁵¹ Don Tapscott and Anthony Williams *Macrowikinomics: Rebooting Business and the World* (London: Atlantic Books, 2010) p. 26- 35

¹⁵² Christian Fuchs “Book Review of Don Tapscotee and Anthony D. Williams, *Wikinomics*” *International Journal of Communications 2* (2008) available at <http://fuchs.uti.at/wp-content/uploads/wikinomics.pdf>

Wikinomics Business Models

Mode	Characteristics	Accumulation Strategy	Examples
Peer pioneers	Self-organizing, voluntary, non-monetary communities that collaboratively produce open source goods and services	Companies should donate gifts and code to open source communities in order to outsource work in non core areas of business	Linux, Wikipedia, IBM support for Linux
Ideagoras	Generating ideas for innovations with the help of social networking platforms	Companies should seek for brilliant ideas outside their own company walls which gives them comparative advantages in invention and allows them to cut costs.	InnoCentive, Nine-Sigma, InnovationX Change Network, Eureka Medical, P&G
Prosumers	Based on the principle of user-generated content and products. Consumers become producers	Companies should see customers as co-creators of products and hence value. Products should be designed in ways that allow users to design all by themselves	Second Life, Lego Mindstorms, Music Mashups, Creative Commons, YouTube, Slashdot, digg
New Alexandrians	Collaborative open-access production of scientific knowledge	Industry should collaborate with universities and researchers in open projects that are win-win situations.	Google Print, arXiv, Human Genome Projects, Single Nucleotide Polymorphisms (SNP) Consortium, Intel's Open University Network
Platforms for Participation	Creation of business partnerships by opening of software services and databases via an application programming interface (API). Existing Platforms or applications are combined or integrated with other ones.	By collaborating with other firms and their applications, a company's product is spread so that new customers are attracted or a certain fee or share of revenue is obtained from the business partner	HousingMaps, CheapGas, developer communities of eBay, Google, Amazon; PeopleFinder, BBC Creative Archive, Amazon, Scorecard
Global Plant Floor	Physical products are modularized and production is globally outsourced so that products are co-created by many contributing actors that work in parallel.	Quality could be increased and costs cut by engaging in global outsourcing of design, manufacturing, decision-making and the involvement of globally distributed creators	BMW, Lifan, Boeing
Wiki Workplace	Usage of blogs, Wikis, chatrooms, peer-to-peer-networks, podcasts, etc. across departmental and organizational boundaries in order to collaborate and form ad hoc communities	Advantages would be the pooling of knowledge, resources, and human capacities that form networks. Flat hierarchies would be important, and work should be transformed into fun. Participatory management and self organization should be advanced by usage of the new web so that inclusion increases the attachment of employees to the company, and as a consequence, productivity and product quality	Geek Squad, Best Buy, Socialtext

Local Motors is a good example of Wikinomics.

Local Motors describes itself as the leader in “next-generation, crowd-powered automotive design, manufacturing and technology”.¹⁵³ It is a unique car manufacturer because it relies on an online community of designers from 121 countries to collectively design next-generation cars (it has no in-house R&D department). It manufactures its state-of-the-art composite car frames but not car parts. It sources these (including the engine) from the secondary market. It doesn't own a massive manufacturing facility but is building a network of microfactories around the US to produce cars that will be designed for that particular geography. There are no Local Motors dealerships. Local Motors only sell their cars via the internet.

¹⁵³ <http://localmotors.com/about/>



CASE STUDY 14

The Local Motors Rally Fighter¹⁵⁴

The Local Motors Rally Fighter is still going strong two years after the first deliveries of this 2000-unit purpose-built off-road racer's production run. With 50-state compliance on lighting and emissions, the road-legal Rally Fighter runs a 6.2-liter V-8 to the giant rear wheels before reaching a tire-limited top speed of 131 mph.

Available for special orders from anywhere on the globe, the Rally Fighter is one of the most unique and exciting launch models from a new manufacturer.

...

Local Motors takes a totally different path, with its unique engineering and prototype method leveraging the passion and skills of the internet to draw in R&D talent from across the world.

The result is a steel space frame and crash cage that looks Armageddon-proof, and suspension travel and off-road prowess to stop a 2014 Ford F-150 SVT Raptor Special Edition in its tracks. The final piece of the Rally Fighter puzzle is this: styling so otherworldly that it causes more of a stir in traffic than taking the Gravediggermonster truck to the grocery store.

...

At \$100,000 fully built and ready to race, the Rally Fighter costs a fraction of the price of a full race truck. In addition, the Rally Fighter's proven powertrain will be reliable and trustworthy for years with normal maintenance - which in itself is a big achievement for a new company.

Shipping is available anywhere on Earth, as are various knock-down kits to allow DIY guys to build it themselves, which can be accomplished by experts in just 35 hours.

...

A Big boy toy that's more fun than anything else available, anywhere? Well done, Local Motors. How about a soft-top or targa version? I know someone who will be first in line to test it out.



TEST YOUR SELF

1. Give one example of how social media is used by:
 - Small Business
 - Corporations
2. Why is Local Motors a good example of wkinomics?

¹⁵⁴ <http://www.topspeed.com/cars/local-motors/2013-local-motors-rally-fighter-ar160075.html>

Chapter 5

Social Media and Political Development

Objective

To explore how social media is used in

- Elections,
- Collaborative Governance, and
- Local Governance

For the first time in our lives, the public is able to express itself directly, the public is able to influence the course of events, the public is able to say, "Even at its best, a democratic government isn't just a government for the people, it is also a government of the people and by the people".

• *Conrado de Quiros, Columnist,
Philippine Daily Inquirer*

Political development is associated with enhanced political participation by citizens and increased government capacity to deliver public services.

While dominant in the 1960s, political development theory was criticized in the 1970s for the following: being biased and ethnocentric (as it is based on Western experience); that the timing, sequence, and stages of development proposed by its theorists are not replicable in developing nations; that it misrepresented the role of traditional institutions; that the theory raised false expectations and created unrealistic goals; that it was part of "a larger cold war strategy fomented by the United States to keep the Third World poor and in the US sphere; and, it was actually harmful for developing nations".¹⁵⁵

Many of these criticisms were true. The political systems of developed countries should not be used as a model to be copied by developing countries. Yet the idea that political development means increased political participation and enhanced capacity of government to achieve its mandate remain sound. As an early 1990s assessment concludes, "Shorn of its ethnocentrism, its biases, and its blindness [...] the developmentalist approach and paradigm contain a rich body of sophisticated literature and large storehouse of theory and insight from which we can still – and again – profitably learn".¹⁵⁶

In this chapter we will examine how social media helps promote political development by looking at its role in elections, how it promotes collaborative governance and enhance the capacities of local governments.

¹⁵⁵ Howard J. Wiarda "A Look Backward over Thirty Years, And a Look Ahead" *Studies in Comparative International Development* Winter 1989-90 pp. 69-71 <http://bama.ua.edu/~sborrell/psc521/wiarda.pdf>

¹⁵⁶ *Ibid.*, p. 80

Social Media and Elections

The US elections of 2008 was the first instance that social media was used in elections.¹⁵⁷ A study of the role of social media in that election concludes:

Social media has profoundly changed political communications in the United States. [...] The 2008 US presidential election was another step in the direction of democratic discourse enabled by social media technology. While the end-state of such discourse is not possible to predict, what is clear is that the people formerly known as the audience, empowered by technologies and spurred on by their fellow formerly passive audience compatriots have a bigger role to play than ever before.¹⁵⁸

The influence of social media is also evident in Brazil's October 2010 elections for President, Senate, Governor, and the lower house of Congress, known as the Chamber of Deputies. A study finds:

- The vast majority of major party candidates who won their race, across all levels of office, have integrated digital media into their overall campaign strategies; and
- All of the winning governors who had the backing of minor parties had successful Internet, social and mobile media strategies. Senators from minor parties who won office had better organized social media campaigns than losers. For federal deputies, the contrast between winners and losers is most stark: Winning minor party candidates invested in Internet, social and mobile media campaigns significantly more than their opponents.¹⁵⁹

Among its conclusions is that the winners in Brazil's 2010 elections invested more in Internet, social and mobile media strategies than their opponents.¹⁶⁰

Social media's sway over elections is increasingly felt in the developing world. In Asia, social media played important roles in the elections in Singapore (2011), India and Malaysia (2013), and Indonesia (2014).

Singapore's 2011 elections shocked the foundation of the country's political system. For the first time in decades, the dominant political party, the PAP, received only 60 per cent of the popular votes. Many attributed the "success" of the opposition to social media. A study by Singapore's Institute of Policy Studies shows that the "Internet helped raise political awareness in the two years leading to the election, but the web's influence during the campaign itself was 'not as much as a lot of people thought'".¹⁶¹ Other analysts believe that social media's impact on the elections had been broader: "social media's influence on the elections carried more in the way of "soft power" highlighting the more far-ranging transformational effects that social media campaign coverage had on Singapore politics as a whole".¹⁶²

¹⁵⁷ <http://www.pbs.org/mediashift/2012/11/8-big-social-media-takeaways-from-the-2012-election-campaign306.html>

¹⁵⁸ Emily Metzgar, Ph.D. and Albert Marugg "Social Media and the 2008 UNITED STATES Presidential Election" *Journal Of New Communications Research*, Vol. IV/Issue 1 - Spring/Summer 2009, pp. 161-162 downloaded from http://fralincm.files.wordpress.com/2011/06/socialmedia_08election.pdf on 23 March 2013.

¹⁵⁹ Jason Gilmore and Philip N. Howard, "Does Social Media Make a Difference in Political Campaigns? Digital Dividends in Brazil's 2010 National Elections", Center for Communication and Civic Engagement Working Paper 2013-2, University of Washington, 6 May 2013, p. 14. Available from http://ccce.com.washington.edu/projects/assets/working_papers/Does%20Social%20Media%20Make%20a%20Difference%20in%20Political%20Campaigns.pdf

¹⁶⁰ Ibid.

¹⁶¹ Shibani Mahtai, "Poll Questions Social Media's Influence in Singapore Politics", *The Wall Street Journal*, 6 October 2011. Available from http://lkyspp.nus.edu.sg/ips/wp-content/uploads/sites/2/2013/06/WSJ_Poll-Questions-Social-Media_061011.pdf

¹⁶² David Black, Arina Dafir and Philip Behnke, "The Digital Heartland: Social Media and the Political Transformation in Singapore",

In Indonesia's 2014 parliamentary elections all qualified political parties used social media to engage voters.¹⁶³ Social media also played a "big role" in the 2014 Presidential elections.¹⁶⁴ Twitter was the social media of choice by the then candidate Joko Widodo. Traditional media outlets provided extensive election information via social media. Non-governmental organizations (NGOs) and election watchdogs also used social media to solicit public reports of vote buying and other electoral violations. Social media was the star of the 2014 elections, despite Indonesia's low Internet penetration, because it is widely accessed on mobile devices. About 52 million Indonesians (equivalent to 21 per cent of its population) access social media using mobile devices. In the period between January to March 2013, Jakarta accounted for 2.4 per cent of the globe's 10 billion tweets.¹⁶⁵ Bandung, the country's third largest city, produces more tweets than Los Angeles or Paris.¹⁶⁶

Social media was also the main story in India's 2014 elections. Reporting on the parliamentary elections, CNN observed the following:

A bevy of politicians, who, at first sight, seem antiquated and traditional in their flowing kurtas and Gandhi caps are turning to social networking sites to engage Internet-savvy first time voters. Having an official YouTube channel or an active Facebook page is now as important as holding mass rallies and plastering candidates' faces on billboards.¹⁶⁷

This development represents a new stage in the history of Indian elections. As observed by Kapil Gupta, founder of an online media agency: "Earlier, elections in India were governed by either the rich class or the rural poor [...] Now, even the middle class is interested, and social media is where they can express their opinion and talk".¹⁶⁸

So why is social media influencing elections in countries where Internet penetration is low? There are at least four reasons:

1. Social media and the youth vote. Political parties seek to reach the young, first time voters through social media. In Indonesia, an estimated 67 million people reached voting age by the 2014 election.¹⁶⁹ Almost a quarter of Malaysia's 13.3 million registered voters were under the age of 25, with more than 3 million new Malaysian voters in 2013.¹⁷⁰ Of the 790 million eligible Indian voters, about 160 million were between the ages of 18 and 24 years old.¹⁷¹

2. Social media and the urban voter. While developing countries' national social media

in Alastair Carthew and Simon Winkelmann (eds.), *Social Media and Elections in Asia-Pacific – The Growing Power of the Youth Vote* (Singapore, Konrad Adenauer Stiftung, 2013), p. 113. Available from http://www.blackbox.com.sg/wp_new/wp-content/uploads/2013/11/Social-Media-and-Elections-in-Asia-Pacific-David.pdf

¹⁶³ Andrew Thornley, "Indonesia's Social Media Elections", In *Asia*, 2 April 2014. Available from <http://asiafoundation.org/in-asia/2014/04/02/indonesias-social-media-elections/>

¹⁶⁴ Sara Schonhardt "Indonesia's Election: 5 Takeaways" *The Wall Street Journal* 4 August 2014 <http://blogs.wsj.com/searealtime/2014/08/04/5-takeaways-from-indonesias-election/>

¹⁶⁵ Enricko Lukman, "Indonesia is Social: 2.4% of World's Twitter Posts Come From Jakarta [Infographic]", *Tech In Asia*, 13 March 2013. Available from <http://www.techinasia.com/indonesia-social-jakarta-infographic/>.

¹⁶⁶ Abdul Qowi Bastian and Benjamin Soloway, "The Year in Indonesian Social Media", *Jakarta Globe*, 30 December 2013. Available from <http://www.thejakartaglobe.com/tech/the-year-in-indonesian-social-media/>

¹⁶⁷ Arshiya Khullar and Alisha Haridasani, "Politicians slug it out in India's first social media election", *CNN*, 10 April 2014. Available from <http://edition.cnn.com/2014/04/09/world/asia/indias-first-social-media-election/>

¹⁶⁸ Ibid.

¹⁶⁹ Henry Belot, "Indonesia's social media election — for better or worse", *Crikey*, 7 May 2013. Available from <http://www.crikey.com.au/2013/05/07/indonesias-social-media-election-for-better-or-worse/>

¹⁷⁰ Kate Lamb, "Malaysia's first-ever social media election", *Global Post*, 4 May 2013. Available from <http://www.globalpost.com/dispatch/news/regions/asia-pacific/130503/malaysia-elections>

¹⁷¹ Murali Krishnan, "India's Political Parties Embrace Social Media", *Deutsche Welle*, 5 February 2014. Available from <http://www.dw.de/indias-political-parties-embrace-social-media/a-17410388>

penetration rates are low, urban social media penetration rates are higher. A study conducted by IRIS Knowledge Foundation and the Internet and Mobile Association of India showed that social media could influence the electoral outcome in as many as 160 out of 543 constituencies represented in the Lok Sabha, the lower house of the Indian Parliament.¹⁷² These constituencies are mostly located in urban area where the Internet is widely used. In Cambodia, a number of “rural” voters are Cambodians who work in urbanized areas like Phnom Penh or Siem Reap where social media use is widespread. They work and spend most of their time in the cities, but they are registered voters in their home provinces.¹⁷³

3. Social media is a source of independent news and information for voters. In Malaysia, where traditional media is predominantly state-owned, online sites play an important role in providing an independent voice.¹⁷⁴ The same is the case in Cambodia and Singapore.¹⁷⁵ In Indonesia:

Social media represent the democratization of information—or content created by the people, for the people. In the context of elections in Indonesia, this does several things: it promotes public participation, allows voter information to circumvent the popular conventional media (all of which have partisan affiliations and charge mightily for content and advertising), and it decentralizes the discourse away from the one-sided lectures that have dominated election campaigns in the past.¹⁷⁶

4. Presence of Successful Local Early Adopters. In Jakarta’s 2012 Gubernatorial elections, Joko Widodo (“Jokowi”) beat the incumbent Fauzi Bowo through a campaign that used social media tactics such as flash mobs and music video (a parody of One Direction’s What Makes You Beautiful) instead of relying solely on canvassing the city with traditional posters and campaign slogans.¹⁷⁷ India’s Aam Aadmi Party or Common Man’s Party won power in New Delhi by raising more than 100 million rupees (USD 1.6 million) online, but also reached out to 3.5 million people ahead of the voting day with a Facebook application called “Thunderclap”.¹⁷⁸

While it is true that political campaigns in developing countries still rely on the traditional and old fashioned ways of campaigning (posters, rallies, as well as house-to-house canvassing) to win voters, social media is beginning to change the game. As Internet and mobile penetration rates in developing countries soar, social media will become more central in these countries’ elections. And we will see more “social media politicians”.

¹⁷² Ibid.

¹⁷³ Faine Greenwood, “Social Media Drives Youth Involvement in Cambodia’s National Elections”, Tech President, 31 July 2013. Available from <https://techpresident.com/news/wegov/24223/rising-social-media-use-drives-youth-involvement-cambodias-national-elections>

¹⁷⁴ Kate Lamb, “Malaysia’s first-ever social media election”

¹⁷⁵ For Cambodia see Faine Greenwood, “Social Media Drives Youth Involvement in Cambodia’s National Elections”. For Singapore see David Black, Arina Dafir and Philip Behnke, “The Digital Heartland: Social Media and the Political Transformation in Singapore”, in Alastair Carthew and Simon Winkelmann (eds.), *Social Media and Elections in Asia-Pacific – The Growing Power of the Youth Vote* (Singapore, Konrad Adenauer Stiftung, 2013), p. 113. Available from http://www.blackbox.com.sg/wp_new/wp-content/uploads/2013/11/Social-Media-and-Elections-in-Asia-Pacific-David.pdf

¹⁷⁶ Andrew Thornley, “Indonesia’s Social Media Elections”, In *Asia*, 2 April 2014. Available from <http://asiafoundation.org/in-asia/2014/04/02/indonesias-social-media-elections/>

¹⁷⁷ Djohansyah Saleh, “Indonesia falls for social media: Is Jakarta the world’s number one Twitter city?” Available from <http://www.ipra.org/itl/02/2013/indonesia-falls-for-social-media-is-jakarta-the-world-s-number-one-twitter-city>

¹⁷⁸ Murali Krishnan, “India’s Political Parties Embrace Social Media”, Deutsche Welle, 5 February 2014. Available from <http://www.dw.de/indias-political-parties-embrace-social-media/a-17410388>



CASE STUDY 15 The Social Media Politician¹⁷⁹

Narendra Modi, the Indian prime minister, will address a sellout crowd of supporters at Madison Square Garden on Sunday (28 September 2014), and he'll do so not just as the leader of one of the world's largest countries but also as a juggernaut of political social media.

Take a look at the raw figures: Among politicians, Mr. Modi ranks second behind only Barack Obama in number of fans of his official Facebook page (Mr. Modi has 21.8 million and counting). No other political leader is even close. His Twitter account and that of his office are among the fastest growing among politicians and elected officials worldwide. Among public figures who have some political sway, he trails only Mr. Obama, the Dalai Lama and Pope Francis in Twitter followers, with 6.62 million.

Sure, you say, that's because India has almost 1.3 billion people. Most of Mr. Modi's Twitter followers and Facebook likes do indeed come from within India.

But his social media success is not simply because of India's population. It's the result of a strategy to use social platforms to bypass traditional media outlets and reach supporters directly. India's online population, an estimated 200 million people, skews young and urban, which could provide an electoral backbone to any candidate or party that secures its support.

During his election campaign this year, Mr. Modi's use of social media to attract followers and communicate with them was well documented. But his emphasis on using those platforms since his Bharatiya Janata Party won parliamentary elections has resulted in more of an online following. His Facebook page likes have increased by 50% since voting ended on May 12.

It's not just for show. He uses social media as well. Mr. Modi engaged in a round of Twitter diplomacy after the elections by responding to messages of congratulations from David Cameron, the British prime minister, and Vladimir Putin, the Russian president.

The crowd expected at Madison Square Garden is a testament to Mr. Modi's appeal online and off: Only a few dozen American political figures have as many Facebook likes from American-based users as Mr. Modi does (163,724). His visit to the United States, which will include a private dinner with Mr. Obama, has its own hashtag: #ModiInAmerica.

Collaborative Governance

Social media is not only transforming how citizens choose their leaders. Social media is also enabling collaborative governance – “A governing arrangement where one or more public agencies directly engage non-state stakeholders in a collective decision-making process that is formal, consensus-oriented, and deliberative and that aims to make or implement public policy or manage public programs or assets”.¹⁸⁰

Iceland is a pioneer of the use of social media to enable citizen participation in drafting their fundamental law.

¹⁷⁹ http://www.nytimes.com/2014/09/26/upshot/narendra-modi-the-social-media-politician.html?_r=0&abt=0002&abg=1

¹⁸⁰ Chris Ansell & Alison Gash “Collaborative Governance in Theory and Practice JPART 18:543–571, p. 544 in <http://sites.duke.edu/niu/files/2011/05/Ansell-and-Gash-Collaborative-Governance-in-Theory-and-Practice.pdf>

In 2010, in the aftermath of its “Kitchenware revolution”, a Constitutional Council was created to draft Iceland’s new constitution.¹⁸¹ The Council decided to harness the Internet to ensure the widest participation in the process. The Constitutional Council posted draft clauses on its interactive website and the public can comment underneath or join a discussion on the council’s Facebook page. The Council also had a Twitter account, a YouTube page where interviews with its members are regularly posted, and a Flickr account containing pictures of the 25 members at work, all intended to maximise interaction with citizens. Citizens could also “attend” Council meetings via live webcast. As noted by Manuel Castells:

The (Constitutional Council) received online and offline 16,000 suggestions and comments that were debated on the social networks. It wrote 15 different versions of the text, to take into consideration the results of this widespread deliberation. Thus the final constitutional bill was literally produced through crowd sourcing. Some observers have labeled it a Wiki-constitution.¹⁸²

This constitution was approved in a referendum by a 2-1 margin but partisan (party) politics killed it.¹⁸³

New Zealand trail-blazed an electronic form of citizen participation in legislation. In the process of amending the law that governs its police and to reach a wider audience, a Police Act wiki was created in 2007, which “gave Kiwis an innovative way to suggest the wording for a new Act of Parliament”.¹⁸⁴

The Police Act wiki “produced hundreds of constructive edits, ranging from single-word suggestions through to lengthy paragraphs of commentary about a wide variety of topics.”¹⁸⁵ Its use as an eParticipation tool has yielded at least three positive outcomes: fresh ideas were raised; increased awareness and engagement in the Police Act review, and increased awareness on government use of web-based technologies and online social networking spaces for political participation.

In *Brazil*, Votenaweb provides citizens with an easy way to monitor their legislature. It includes: (1) “Bills of the week”, which contains an abstract, the politician who wrote the bill, and statistics about users and politicians votes; (2) a link for the full text of the bill; (3) a list of the politicians with basic information such as their career, the number of bills proposed in Congress, and their voting records; and (4) a users’ space where anyone can check their similarities with politicians and/or other users based on voting records.¹⁸⁶ Like other initiatives, users can comment, send e-mails to friends or parliamentarians, and share information about a bill on Twitter and Facebook.

Voteanweb has an interesting approach to the issue of citizen participation: “*We believe that for citizens to approach policy, we must approach political questions using visual and written languages available, in addition to bringing together entertainment and knowledge*”.¹⁸⁷

181 The following discussion is based on <http://theweek.com/article/index/235259/icelands-crowd-sourced-constitution-a-brief-guide>

182 Manuel Castells *Networks of Outrage and Hope: Social Movements in the Internet Age* (Cambridge, UK: Polity, 2012) p. 39

183 Iceland’s “Crowdsourced” Constitution is Dead” <http://studiotendra.com/2013/03/29/icelands-crowd-sourced-constitution-is-dead/>

184 <http://www.police.govt.nz/news/release/3370.html>

185 <http://www.rcmp-grc.gc.ca/gazette/vol70n1/fea-ved1-eng.htm>

186 <http://transparency.globalvoicesonline.org/project/votenaweb>

187 *ibid.*

Local Governance

The Future Melbourne initiative – an example of how a local government used a Wiki and blogs to generate public participation in urban planning – is often cited as a best practice in Government 2.0.

In 2008, as part of the public consultation process, the City of Melbourne decided to put their city plan for 2020 (Future Melbourne) into a publicly editable Wiki for a month. The program involved several stages:

- Specification and construction of the environment in collaboration with Collabforge using a free Wiki tool (Twiki),
- Training of the Future Melbourne team, who moderated the Wiki throughout the consultation process,
- A preliminary closed Wiki round (13 – 25 March 2008) to test the technology with stakeholders, and
- An open Wiki round (17 May – 14 June 2008) allowing anyone to read or modify the Future Melbourne plan.¹⁸⁸

During public consultations on Future Melbourne (17 May – 15 June 2008), there were on average 2,500 page views per day, with around 30,000 in total over the four week period.¹⁸⁹ There were also over 7,000 unique visitors to the site over the course of the month-long consultation. These public participants collectively made several hundred contributions to the plan. In addition, the public consultation period attracted public participation in the planning process that was of a high quality, and diverse in its forms of engagement and the topics of consideration.

Particularly interesting is that “[...]not a single instance of spam, off-topic or offensive material was posted - Despite the site being open to registration to anyone in the world 24 hours a day for four weeks during public consultation”.¹⁹⁰

SeeClickFix is an interactive website that enables users to report non-emergency issues in their communities, such as broken street lights, potholes, graffiti, etc.¹⁹¹ The site notifies local officials and plots of issues to be discussed on Google maps. Community and local government responses are reported and tracked by users. There are currently 50 US cities equipped with back-end tools and mobile apps that make the process of fixing issues easier.

According to Ben Berkowitz, co-founder of SeeClickFix:

It empowers citizens to be sensors in the public space, as opposed to having to pay public works inspectors or city engineers to do that kind of infrastructure review. Then, it actually allows city workers to use the mobile tools to track down the issues in the field. These are all things that have budget or cost-savings ramifications, as opposed to just political ramifications.¹⁹²

Boston’s Citizens Connect is a mobile app that empowers residents to be the City’s “eyes and ears” to help make neighborhoods better.¹⁹³ At present about 20% of all quality of life

¹⁸⁸ <http://egovau.blogspot.com/2008/10/success-of-future-melbourne-online-wiki.html>

¹⁸⁹ Future Melbourne Wiki: Post Implementation Review

¹⁹⁰ Ibid.

¹⁹¹ *Citizen 2.0: 17 Examples of social media and government innovation* p. 4 in citizen20.redcut.ch/

¹⁹² James Turner “Citizens as public sensors” April 2010 in <http://radar.oreilly.com/2010/04/crowdsourcing-the-dpw.html>

¹⁹³ <http://www.cityofboston.gov/doi/apps/citizensconnect.asp>

issues (eg graffiti, pot holes, etc) reported to City Hall now come in through this channel.¹⁹⁴



Case Study 16

Citizens Connect with Boston's Government¹⁹⁵

Citizens Connect, is something like the digital equivalent of listening to a police scanner. To watch the app in action is to see both the city's inhabitants as they go about their daily business and the Boston government as it responds to citizen's needs. Citizens report clogged storm drains, excessive jackhammer noise, illegal trash dumping, and faulty street lights, complete with pictures. Reported cases then go directly into the city's work order queue for resolution, and users are informed how quickly the case will be closed. When cases are resolved the date and time of the resolution is listed, providing users with the sense that the city is on the job.

In addition to building the app, the Boston team knew they needed to deliver on whatever the app promised, so they worked with the public works department to ensure that the app gave appropriate response times. A quick glance through the outpouring of love on the App Store for Citizens Connect shows that the app does in fact deliver on its promises: "I made a report for a pothole and it was fixed the next day", reads a typical review.

Jakarta, the capital of Indonesia with 10 million citizens is considered as the second worst Asian city in terms of traffic jams.¹⁹⁶ Each day around six million commuters take two to three hours to travel to Jakarta from the surrounding cities of Bogor, Depok, Tangerang, Bekasi). The travel time can be reduced if commuter knows the traffic condition of their route so they can decide which alternate routes they should choose and when to use them. Jakarta police helps the citizens by using a social media application to give real time information of Jakarta traffic condition.

@TMCPoldaMetro is the Twitter account of Traffic Management Center – Jakarta Police. It was initiated by Jakarta Police to provide commuters up-to-date information on Jakarta traffic condition. Information provided includes accidents (sometimes including photos of the accident) as well as information related to driver licensing and safety driving. Citizens can also send any up-to-date information to this twitter account which makes this account a multi-way communication among citizens facilitated by government (in this case the police).

This social media account has a huge following among Jakarta commuters. It has posted 182,650 tweets so far and has 1,234,543 followers (as of 5 March 2013). This has motivated other regional police organizations to set up similar initiatives

¹⁹⁴ <http://www.newurbanmechanics.org/projects/participatory-urbanism-projects/project-information-citizens-connect/>

¹⁹⁵ Hana Schank "Boston Goes Digital" FastCompany <http://www.fastcoexist.com/1679644/boston-does-digital-what-we-can-learn-from-a-city-that-is-getting-it-right>

¹⁹⁶ This section on the @TMCPoldaMetro was written by Yudho Giri Suchayo



TEST YOUR SELF

1. Is social media being used in elections in your country? If yes, give one example.



GROUP EXERCISE

Divide the class into 4 groups

Each group should develop at least 2 recommendations on how to use social media in your local government.

Each group give a 10 minute report to the class.

Chapter 6

Social Media and New Forms of Participation

Objective

To learn how social media is engendering

- new forms of political participation;
- new social movements; and
- the Public Sphere

Can you hear the death knell for formal political organizations? As the story goes, bureaucratic and hierarchical infrastructure in political movements has been eroding over the past two decades. From their ashes have arisen horizontal and leaderless movements. But what has awakened these democratizing and participatory transformations?

- Jen Schradie

Political participation, for Trevor Munroe, is “the degree to which citizens are exercising their right to engage in political activities (e.g., to protest, to speak freely, to vote, to influence or to get more energetically involved)”.¹⁹⁷

As we have seen, enhanced political participation is one of the indicators of political development. In this chapter we will examine how social media has created new forms of political participation, its role in new social movements and whether it strengthens the public sphere or create an echo chamber.

New Forms of Political Participation

Social Media enables new forms of political participation. Ratto and Boler note that To be a citizen is no longer merely about the standard political activities of voting, advocating for policy changes, and protest. Now, [...] citizen action is diverse, participatory, and discoverable in unexpected locales.¹⁹⁸

New forms of social media-enabled political participation have already developed in societies with more advanced ICT infrastructure.

The 2012 Pew Research Center’s Internet & American Life Project reports that “39% of all

¹⁹⁷ Trevor Munroe cited in Iasonas Lamprianou “Contemporary Political Participation Research: A Critical Assessment” in K.N. Demetriou (ed.), *Democracy in Transition*, DOI 10.1007/978-3-642-30068-4_2, # Springer-Verlag Berlin Heidelberg 2013, p. 22 downloaded from http://scholar.google.com.ph/scholar_url?url=http://www.academia.edu/download/30459065/9783642300677-c1.pdf&hl=en&sa=X&scisig=AAGBfm2B6gybs5PxIRqnVFFvgUYXXTBjoA&nossl=1&oi=scholar&ei=X1bkVJ7MCoPs8gX804LoDA&ved=0CBwQgAMoADAA

¹⁹⁸ Matt Ratto and Megan Boler “Introduction” Matt Ratto and Megan Boler *DIY Citizenship: Critical Making and Social Media* (Cambridge, MA: The MIT Press, 2014) p. 7

American adults—have done at least one the following eight civic or political activities”.¹⁹⁹

- Like/promote political material;
- Encourage others to vote;
- Post thoughts on issues;
- Repost political content;
- Encourage others to act;
- Post links to political stories;
- Belong to political group on SNS; and,
- Follow officials /candidates on social media.

New social media-enabled forms of political participation are also emerging in developing countries. The “selfie protest” is an example.

Selfie — “a photograph that one has taken of oneself, typically with a Smartphone or webcam and uploaded to a social media website” — was Oxford Dictionary’s word of the year in 2013.²⁰⁰ Its use is widely popular, if controversial. Some see selfies as narcissistic.²⁰¹ Others see it as empowering. Selfies have also become a mode of political protest.

In December 2013, a car bomb attack that killed a politician and some bystanders in Lebanon led to a “selfie protest” against violence.²⁰² Young Lebanese created a Facebook protest page called “Not a martyr”. Their goal was to portray the bystander who was killed by the car bomb as a “victim” and undermine the view that he is a “martyr”. Aside from the Facebook page, a Twitter account was set up and soon thereafter #notamartyr began to trend. The protest organizers asked others to post selfies with short messages. More than 7,000 people have “liked” the page, and hundreds have posted their own selfies.²⁰³

A selfie protest was also mounted by migrants in the US. The soft-glove treatment given to Justin Bieber — a Canadian teen pop star — by US immigration authorities in 2014 triggered a selfie protest among US immigrants from the developing world. According to an Al Jazeera report:

Young immigrants have used the hashtag #undeportable to post selfies with fake blonde hair and blue eyes, sending the message that they believe preferential treatment is given to white immigrants and that anti-immigrant rhetoric is often against Latinos.²⁰⁴

The kidnapping of 276 schoolgirls were abducted from their boarding school in Chibok, Nigeria by Islamist militant group Boko Haram in April 2014, was the trigger for the #BringBackOur Girls campaign. As noted by a campaign supporter:

By using #BringBackOurGirls the rest of the world is able to support Nigerian

199 Social Media and Political Engagement (Oct 19, 2012), pp. 2-5 http://pewinternet.org/~media/Files/Reports/2012/PIP_SocialMediaAndPoliticalEngagement_PDF.pdf

200 Trey Barrineau, “Selfie named word of the year for 2013”, USA Today, 5 December 2013. Available from <http://www.usatoday.com/story/life/people/2013/11/18/selfie-named-word-of-the-year-2013/3634727/>

201 What I See, “Selfie obsession: Narcissistic or empowering?” Available from <http://whatiseeproject.com/news/selfie-obsession-narcissistic-or-empowering>

202 Cordelia Hebblethwaite, “#BBCTrending: Lebanon’s #notamartyr selfie protest”, BBC. Available from <http://www.bbc.co.uk/news/blogs-trending-25623299>

203 Israel News, “Lebanese teen’s death sparks selfie anti-violence protest”. Available from <http://www.ynetnews.com/articles/0,7340,L-4475471,00.html>

204 Al Jazeera, “#Undeportable campaign argues racial bias in US immigration enforcement”, 27 January 2014. Available from <http://america.aljazeera.com/watch/shows/the-stream/the-stream-officialblog/2014/1/27/-undeportable-campaignarguesracialbiasinimmigrationpolicy.html>

people in ways that wouldn't otherwise be possible, around the clock, in every corner of the globe. Social media is the easiest, cheapest, best way to organise physical protests. It's the best way to shine a light on inept politicians who have failed to take action. It's the best way to compel our media agencies to get with the programme. It's the best way to draw attention to what is really important and put pressure on the governments of the world to step in and protect the Nigerian people.²⁰⁵

New Social Movements

Social media is also transforming social movements — “a set of people who voluntarily and deliberately commit themselves to a shared identity, a unifying belief, a common program and a collective struggle to realize that program”.²⁰⁶

It has been observed that

Every major display of social unrest these days seems to come with a game-changing technological accompaniment. The London riots were narrated on BlackBerry Messenger. Twitter played an essential role in the Arab spring. Turkish protesters who found the internet blocked turned to censor-proof Virtual Private Networks. But none of those innovations was much use without a connection. (In) Hong Kong, the answer was an app that allows people to send messages from phone to phone without mobile reception, or the internet: FireChat.²⁰⁷

Recent studies show that the Internet is affecting social movements in the following ways:

- Facilitating the traditional form of protests such as rallies, demonstrations, and collection of signatures, but it will hardly replace these forms;
- Allowing for immediate mobilization across the globe;
- Serving as a tool to provide information that tends to be suppressed by the more established media;
- Affecting the internal structure of social movement organizations.
- In the long run, ICT may help to intensify communication among all parts of an organization (including the rank and file) thereby challenging to some extent the dominant top-down flow of communications
- ICT helps forge temporary alliances and coalitions, both vertical and horizontal, across different movements.²⁰⁸

Clay Shirky believes that social media has made it “easier for groups to self-assemble and for individuals to contribute to group effort without requiring formal management (and its attendant overhead)”.²⁰⁹ Consequently, “these tools have radically altered the old limits on

²⁰⁵ Claire Gillespie “Can social media save the kidnapped Nigerian girls?” *SheKnows UK* May 14, 2014 <http://www.sheknows.co.uk/home-and-living/articles/970267/can-social-media-save-the-kidnapped-nigerian-girls>

²⁰⁶ Charles Tilly, “Social Movements Enter the 21st Century” prepared for the conference on Contentious Politics and the Economic Opportunity Structure: Mediterranean Perspectives, University of Crete, Rethimno, 17-18 October 2003, p. 9 <http://falcon.arts.cornell.edu/sgt2/pscp/documents/tilly2003-03.pdf> last viewed 23 March 2013

²⁰⁷ “FireChat- the messaging app that’s powering the Hong Kong protests” *The Guardian* <http://www.theguardian.com/world/2014/sep/29/firechat-messaging-app-powering-hong-kong-protests>

²⁰⁸ van de Donk, Loader, Nixon and Rucht “Introduction: social movements and ICTs” pp. 18-19 It is important to note that the utility of the internet goes both ways, “Opponents of social movements also benefit from ICT’s advantages, thus, so long as all actors use ICT to a similar degree, the existing constellation of powers will remain.”

²⁰⁹ Clay Shirky, *Here Comes Everybody: The Power of Organizing Without Organization* (London: Allen Lane, 2008), p. 21

the size, sophistication, and scope of unsupervised action[...]. Many points to the events collectively known as the “Arab Spring” as proof of social media’s capacity to enable the successful pursuit of collective action with limited formal organization or traditional structures.²¹⁰

The same dynamic is also observable in Hong Kong’s Umbrella Protest.



CASE STUDY 17 HK’s Umbrella Protest²¹¹

It was 10 p.m. on Sunday (Sept 28, 2014) and 22-year-old Michelle Li, a dancer, was supposed to be in her room doing homework.

But when she saw mobile Facebook updates of police tear gassing pro-democracy protesters in downtown Hong Kong, she was too agitated to study. Grabbing her Smartphone, she followed online postings to the protest site itself -- and soon had tear gas fired at her as well.

Only then did she peel her eyes from her mobile device. “While we were waging battle, we screamed out news to each other,” she tells CNN. “But before and after, I’d update people on the Internet.”

It’s a high-tech response to a high-stress situation. Armed with top-of-the-line phones on some of the world’s fastest mobile networks, Hong Kong’s young protesters are able to organize themselves at a lightning pace older generations of activists could have only dreamed of.

“The Internet is a critical reason these protests have exploded so quickly and so out of control,” says Li. “We all want instant news, and people are very unsettled.”

Barely an hour after Li was sprayed by tear gas, many young people, clutching glowing Smartphones and used group chat apps like WhatsApp and Firechat to set up a splinter protest some five kilometers (three miles) north of Hong Kong’s downtown Central district.

Just before the clock struck midnight Sunday, at least 1,000 protesters -- many heeding messages that had been posted online just minutes before -- suddenly flooded the main road in Hong Kong’s Mong Kok shopping district, leaving police surprised and outnumbered.

Then, in a coordinated move, dozens of young protesters parked vans and trucks in a tight formation, protectively surrounding protesters.

The police seemed unable to respond, and withdrew from the scene. Along with many other parts of Hong Kong, Mong Kok remains occupied with protesters Monday evening.

...

Rumors of an impending crackdown have also added to the confusion.

One message forwarded to CNN contained a cell phone recording of a young man who claimed to be the son of a police officer.

Another image briefly sparked panic Sunday night, purporting to show Chinese military vehicles moving in toward the protest. They turned out to be photos from an unrelated date.

²¹⁰ See for instance Manuel Castells *Networks of Outrage and Hope: Social Movements in the Internet Age* (Cambridge, UK: Polity, 2012)

²¹¹ Cell phones and umbrellas: Protesting Hong Kong-style CNN.com <http://edition.cnn.com/2014/09/29/world/asia/hong-kong-internet-youth-protest/>

To try and calm nerves, a group of 11 journalism students at the University of Hong Kong started a Facebook page with minute-by-minute protest updates that they claim to have verified. The page, launched less than 24 hours ago, already has over 70,000 followers.

“Not many of our friends really believe what they see on TV any more”, says Gloria Cheung, 23, who helps run the Facebook page. “But there are a lot of rumors causing panic on the internet”.

“Right now we just want to verify information, so people don’t get confused.” Locals aren’t the only ones looking for news, though.

One group of volunteers has used social media to translate protest updates into thirteen languages, using the hashtag #UmbrellaMovement – a reference to the umbrellas used by Hong Kong’s protesters to shield against pepper spray.

Public Sphere or Echo Chamber

Clay Shirky also suggests that “the more promising way to think about social media is as long-term tools that can strengthen civil society and the public sphere”.²¹²

The public sphere is “the arena for argument and deliberation as well as for association and institutional collaboration”²¹³ The public sphere can be “a specific place where citizens gather (for example, a town hall meeting), and it can also be a communication infrastructure through which citizens send and receive information and opinions”.²¹⁴

Social media can contribute to the development of strong public sphere (in the traditional sense) and is a “public sphere on steroids” in its second sense (as a communication infrastructure). As noted by Prof. Taso Lagos:

Social media allow us to communicate in faster, more efficient and less time-consuming ways. We engage more in the public sphere because it has never been easier to do so. We are no longer boxed in by four walls and a roof. Communication and connections are everywhere and at all times and almost limitless.²¹⁵

But is this happening?

A 2014 study of the Pew Research Internet Project explored the degree to which social media affects a long-established human attribute that those who think they hold minority opinion often self-censor and fail to speak out for fear of ostracism or ridicule (the “spiral of silence” phenomenon).²¹⁶ The study was made in the context of Edward Snowden’s 2013

²¹² Clay Shirkey “The Political Power of Social Media: Technology, the Public Sphere, and Political Change” *Foreign Affairs* (January/February 2011) p. 5 in <http://www.yuswohady.com/wp-content/uploads/2011/01/The-Political-Power-of-Social-Media-Clay-Sirky-Foreign-Affairs.pdf> viewed 24 March 2013

²¹³ Michael Edwards ‘Civil society’, the encyclopedia of informal education, www.infed.org/association/civil_society.htm

²¹⁴ CommGAP, World Bank “The Public Sphere” <http://siteresources.worldbank.org/EXTGOVACC/Resources/PubSphereweb.pdf>

²¹⁵ Taso Lagos “Social media – the public sphere on steroids” *The Seattle Times* (May 4, 2012) viewed on 24 March 2013 http://seattletimes.com/html/opinion/2018143386_guest06lagos.html

²¹⁶ Keith Hampton, Lee Rainie, Weixu Lu, Maria Dwyer, Inyoung Shin And Kristen Purcell “Social Media and the ‘Spiral of Silence’” *Pew Research Internet Project* Aug 26, 2014 <http://www.pewinternet.org/2014/08/26/social-media-and-the-spiral-of-silence/>

revelations of widespread government surveillance of Americans' phone and email records. It revealed the following:

- Social media did not provide an alternative discussion platform for those who were not willing to discuss the Snowden-NSA story.
- In both personal settings and online settings, people were more willing to share their views if they thought their audience agreed with them.
- Previous 'spiral of silence' findings as to people's willingness to speak up in various settings also apply to social media users.
- Facebook and Twitter users were also less likely to share their opinions in many face-to-face settings. This was especially true if they did not feel that their Facebook friends or Twitter followers agreed with their point of view.

Another potential obstacle to the use of social media in the public sphere is the "echo chamber effect".

The echo chamber effect is "a condition arising in an online community where participants find their own opinions constantly 'echoed' back to them, thus reinforcing a certain sense of truth that resonates with their individual belief systems".²¹⁷ There is an "echo chamber effect" (off and online) because 1) People exist in like-minded social cliques, clans, or clubs; 2) Among like-minded people, it's hard to come up with arguments that challenge the group consensus, which means group members keep hearing arguments only in one direction; 3) In addition, most people tend to get "evidence" to substantiate rumors from friends or sources of information that they trust.²¹⁸

The echo chamber effect in social media is attributed to the use web personalization algorithms. Personalization is defined as "a process of gathering, storing and analyzing information about site visitors and delivering the right information to each visitor at the right time".²¹⁹

According to Eli Pariser, "the proponent's personalization offers a vision of a custom tailored world, every facet of which fits us perfectly".²²⁰ When you search "social media" in Google, it will give you 1,460,000,000 results in 19 seconds. Wouldn't you want help to pare down the results to those most relevant to you? If we are already spending a lot of time reading our Facebook's Newsfeed, what would happen if its personalization algorithm did not prune down the 1500 stories that could show in our newsfeed? Do you find Amazon's ability to suggest titles to you when you look for books at its site useful?

But there is a downside to personalization:

Personalization algorithms embedded into digital media search engines, news aggregators and social media platforms are not just neutral mathematical formulas for making our searches and news consumption more pleasurable and efficient. These algorithms have consequences for our views of the

217 Philip McRae "Echo-Chambers and Positive Feedback Loops: The Complex Nature of Echoing Voices on the Internet" http://www.philmcrae.com/uploads/2/8/6/8/2868622/argumentum_ad_infinitem_-_echoing_voices_-_mcræ.pdf

218 Nicholas DiFonzo The Echo-Chamber Effect *The New York Times* 22 April 2011 <http://www.nytimes.com/roomfordebate/2011/04/21/barack-obama-and-the-psychology-of-the-birther-myth/the-echo-chamber-effect>

219 Paige Brown Jarreau "Personalization Algorithms, and Why They Don't Understand Us Creative Types" *csiLogs* 13 October 2013 http://www.scilogs.com/from_the_lab_bench/personalization-algorithms-and-why-they-dont-understand-us-creative-types/

220 Eli Pariser *The Filter Bubble: How the new personalized web is changing what we read and how we think* (New York, NY: Penguin Books, 2011) p. 12

world: they may get in the way of creativity and innovation.²²¹

This is the context of the argument that Facebook's New Feed "force(s) us to consume a dangerously narrow range of news".²²² Facebook's personalization algorithm tailors an individual's newsfeed based on who that individual routinely interact with. From the original three elements (Affinity, Weight and Time Decay), there are now "100,000 individual weights in the model that produces News Feed".²²³

So does Newsfeed give us the view of our friends that simply echo ours – thereby undermining social media's role in enhancing democracy through a vibrant public sphere?

Eytan Bakshy's 2010 study of 250 million Facebook users disproves the view that social media reinforces the echo chamber effect.²²⁴ The study confirms that "the closer you are with a friend on Facebook [...] the greater your likelihood of sharing that person's links". However, while "we're more likely to share information from our close friends, we still share stuff from our weak ties". These weak ties links "are most likely to point to information that you would not have shared if you hadn't seen it on Facebook". Even more significant is that "most of our relationships on Facebook are pretty weak". Thus:

If most of the people we encounter online are weak ties rather than close friends, and if they're all feeding us links that we wouldn't have seen elsewhere, this suggests that Facebook (and the Web generally) isn't simply confirming our view of the world. Social networks — even if they're dominated by personalization algorithms [...] — could be breaking you out of your filter bubble rather than reinforcing it.

Since this study was conducted, Facebook has moved to a new personalization algorithm. In the absence of research confirming the Bakshy's study, it remains best the social media users remain aware of the dangers posed by personalization algorithm and take steps to broaden their social media "friends"/links.



GUIDE TO GOOD PRACTICE - 7 Keeping an Open Mind Online²²⁵

By rights, the internet should be doing more than anything else to open our eyes to new perspectives and experiences. We're moving away from that: as the web becomes increasingly tailored to the individual, we're more likely than ever to be served personalised content that makes us happy and keeps us clicking. The happy content is seldom anything that challenges our viewpoint, and there's a risk that this distorts our view of the wider world outside our browser.

...

221 Jarreau "Personalization Algorithms"

222 cited in http://www.slate.com/articles/technology/technology/2012/01/online_echo_chambers_a_study_of_250_million_facebook_users_reveals_the_web_isn_t_as_polarized_as_we_thought.html

223 Matt McGee "EdgeRank Is Dead: Facebook's News Feed Algorithm Now Has Close To 100K Weight Factors" *Marketing Land* August 16, 2013 <http://marketingland.com/edgerank-is-dead-facebooks-news-feed-algorithm-now-has-close-to-100k-weight-factors-55908>

224 Farhad Manjoo "The End of the Echo Chamber: A study of 250 million Facebook users reveals the Web isn't as polarized as the thought" *Slate* Jan 17, 2012 http://www.slate.com/articles/technology/technology/2012/01/online_echo_chambers_a_study_of_250_million_facebook_users_reveals_the_web_isn_t_as_polarized_as_we_thought.html subsequent quotes are from this article

225 The web's 'echo chamber' leaves us none the wiser" *Wired.co.uk* <http://www.wired.co.uk/news/archive/2013-05/1/online-stubbornness>

So, what is the best way of keeping an open mind online? Making a conscious effort to seek out views that challenge your own can be uncomfortable, and the internet usually disguises that there's any personalization going on. Taking your news and opinion from a wide array of sources is certainly a start, as is looking for site that amalgamates news rather than curate their own content with the inherent biases that implies. With social networks, following people outside your comfort zone can certainly open your eyes to a wider world view, though it's easier done on Twitter than Facebook, where personalization is intertwined with the way it works. Google also allows you to opt out of personalized search, if you dig deep enough. Perhaps the best ways though is to directly counter your instincts: click on links you may not like, and read the comments.

Talking to various psychologists...highlighted something rarely seen in online echo chambers: that there is plenty of ambiguity in life that the internet has a tendency to gloss over with false certainty, and it's always worth actively seeking these grey areas out, even if that doesn't feel as instantly gratifying as accepting an algorithm's increasingly accurate instincts about you.



TEST YOURSELF

- 1) How can taking selfies considered to be a political act?
- 2) Give an example of how new social movements are using social media.
- 3) Do you think you are in an echo-chamber when you are using social media?

Chapter 7

Social Media, the Environment and Disasters

Objective

To explore the role of social media in

- Environment Protection
- Citizen Science
- Disaster Response and Risk Management

[...] if each Pinterest user shared one green idea per month, there would be 12 million more environmentally-conscious tips being passed around.

- Matt Pretronzio

In this chapter we will focus on how social media is being harnessed by movements and ordinary citizens to protect the environment, conduct citizen science used in disaster response.

Environment Protection

According to a recent study “Internet-related technologies have been highly successful in enabling environmental organizations to inform, organize, and motivate citizens to act on environmental issues – with impressive results”.²²⁶ Will social media play the same role?

In the United States, huge numbers of young people are getting engaged in the environment movement as a result of “the employment of marketing tools such as social media, celebrity ties, guerilla tactics, and community engagement”.²²⁷

In China, the environmental movement is rapidly gaining momentum “through increased awareness, social media and organized activism”.²²⁸

In Jordan, social networks helped make “Halt Ajloun Deforestation Campaign” a successful activity.²²⁹ Its organizers started a Facebook page in September 2011 which attracted more than 5,000 supporters and succeeded in stopping the construction of a military academy in Ajloun’s Bergesh Forest.

YouTube is also being used for environment education. The NGO Live and Learn published a highly visual step-by-step guide to composting that is narrated in the local language (Dhiveeli)

²²⁶ Kim Leeder “Technology and Communication in the Environment Movement” *Electronic Green Journal*

²²⁷ Rachel Newman “This is NOT your Parents’ Environmental Movement” April 26, 2011 <http://www.triplepundit.com/2011/04/environmental-movement/>

²²⁸ <http://www.care2.com/causes/chinas-growing-environmental-movement.html#ixzz2MBWZfpv0>

²²⁹ Hana Namrouqa “More Environmentalists Using Social Media for Activism” Dec 21, 2012 http://www.hispanicbusiness.com/2012/12/21/more_environmentalists_using_social_media_for.htm

as part of an awareness raising campaign on solid waste management in Maldives.²³⁰ Social media is also affording environment organizations that are born global.



CASE STUDY 18

How Social Media is Helping Galvanize the Greens²³¹

In 2008, environmental author Bill McKibben and a group of seven young activists scraped together \$30,000, built a climate-awareness website called 350.org, and took to then still-novel social networks such as Twitter, Facebook and Flickr to spread the word.

The strategy was a runaway success: barely a year later, 350.org had evolved into a global movement, and in October 2009 its members staged 5,200 coordinated environmental protest rallies in 181 countries — the largest concerted political action the world had ever seen.

That kind of impact, McKibben says, “clearly wouldn’t have been even conceivable in a pre-internet age.” Thanks to the Web and social media, he says, environmentalism has become a worldwide movement — a paradigm shift made possible “not because we’re good organisers, but because we have new tools”.

In the years since 350.org’s inaugural day of protest, environmental groups around the world have embraced those tools. A full array of Facebook, Twitter, YouTube and Tumblr accounts are now de rigueur for any environmental organisation worth its salt, with campaigners finding innovative ways to use social tools to turn the table on bigger and better funded corporate and political rivals.

“Their strengths are all highly centralised. They’ve got tons of money and they’re under very strong centralised control”, McKibben says of the fossil-fuel industry. “We’re sort of the opposite: we have no money but we have a very loose, broad coalition that’s spread all over the world”.

....

(McKibben is) personally content to use Twitter to rally his 70,000 followers, and to leave the next wave of social-media innovation to a new generation of activists. “I’m 52 — I will play no part in figuring out what comes next”, he says. “But I’ll do my best to struggle to keep up with all the young people”.

Citizen Science

Citizen science “is a form of research collaboration involving members of the public in scientific research projects to address real-world problems”.²³² It also contributes to environmental literacy – “a citizenry that has the knowledge, skills and motivation to make

²³⁰ <http://www.livelearn.org/projects/solid-waste-management>

²³¹ http://www.theecologist.org/News/news_analysis/1780506/how_social_media_is_helping_galvanise_the_greens.html

²³² Andrea Wiggins and Kevin Crowston “From Conservation to Crowdsourcing: A Typology of Citizen Science” p. 1 <http://crowston.syr.edu/system/files/hicss-44.pdf>

responsible decisions about the built and natural environment”.²³³

The use of ICT in citizen science projects are often considered a form of crowdsourcing applied to science.²³⁴ Author and environmentalist, Caroline Fraser believes that:

In the quest to give communities a grasp on complex ecological systems [...] social networking promises to link scientists with the public, empowering naturalist armies to act on their behalf: monitoring species, observing behavioral patterns, and reporting the presence of invasives and changes in climate, vegetation, and populations”.²³⁵

Among the social media powered initiatives (successful and otherwise) that she cited are:

- NatureWorm – a social networking site designed to kindle interest in natural history on a wide scale;
- iNaturalist.org – an online community created by students at University of California, Berkeley’s School of Information where users can upload photos and hobnob about sightings;
- Project Noah – “a tool to explore and document wildlife and a platform to harness the power of citizen scientists everywhere”.²³⁶ It has been downloaded to over 100,000 smart phones in one year; and
- Chesapeake Bay Games – an interactive computer simulation. It plays out over a 20-year horizon, allowing teams to take on the roles and responsibilities of oystermen, crabbers, crop and dairy farmers, real-estate developers, and policy-makers, everyone with an impact on one of the world’s most endangered watersheds. As teams make decisions based on economic and regulatory restrictions, determining how much land to cultivate or how many crabs to trap, they watch the real-time, long-term consequences of their choices playing out.²³⁷



CASE STUDY 19 Enabling Citizen Science²³⁸

The astronomers behind Galaxy Zoo had a data set with one million images of galaxies. It would have taken a small research team, working alone, a prohibitively long time to go through all 1 million galaxies and classify them by sight. In a situation like this, astronomers often use a set of parameters as a proxy for classification. Relying on parameters allows huge data sets to be classified without a researcher needing to look at each image, but it is not as accurate as classification by sight.

²³³ Environmental Education in Wisconsin “Citizen Science Framework for 5th-8th Grade” <http://einwisconsin.org/resource/about.aspx?s=82331.0.0.2209>

²³⁴ Ibid.

²³⁵ Fraser, Caroline, “Tapping Social Media’s Potential to Muster a Vast Green Army, Yale Environment360, July 11, 2011. http://e360.yale.edu/feature/tapping_social_medias_potential_to_muster_a_vast_green_army/2424/

²³⁶ <http://www.projectnoah.org/>

²³⁷ Ibid., p. 40

²³⁸ Claire Karban The Carletonian Spring Issue 3 (April 26, 2013) http://apps.carleton.edu/carletonian/?story_id=995481&issue_id=995394

So, the Galaxy Zoo team created a website where users could classify images of galaxies (go to www.galaxyzoo.org if you want to give it a try!). Using half a million members of the general public, the site was able to classify the entire Sloan Digital Sky Survey spectroscopic sample and all existing Hubble Space Telescope surveys (around 1.5 million galaxies in total), according to the project website.

In turning to citizen science, the project does not rely on users who do not have a motivation to do accurate work, nor do they have any expertise in galaxy classification. However, the site is successful because of the sheer number of people who view and classify each image. The classifications have been shown to be as accurate as those done by expert astronomers. If this seems hard to believe, think about Wikipedia – enough people are contributing that the collective answers are accurate.

There are many examples of citizen science projects like Galaxy Zoo, and more are sure to follow as the number of people online increases and increased thought is given to the use of social media platforms. Without structure or caution on social media platforms, mistakes can be made. But the Internet can also be harnessed in interesting and creative ways to make real contributions in areas that at first may seem inappropriate places for “the crowd”.

Disaster Response

Social media has changed the paradigm in disaster relief and management.²³⁹ In the old paradigm, victims are passive recipient of humanitarian aid. In the new paradigm, victims are active participants in relief and management.

This new paradigm is best seen in the use of Ushadi in the aftermath of the 2010 earthquake in Haiti.

Ushahidi is a crisis mapping platform that was developed to track election related violence in the aftermath of the 2007 Kenyan elections. It allowed individuals to post information via SMS, MMS or the Web on a real time map of election irregularities, intimidation and violence. Ushahidi has since been used in the Ugandan and Congo elections and in various disasters including the Haitian earthquake.

Within hours after the 2010 Haiti earthquake struck, a team was mobilized to use Ushahidi in the rescue and relief efforts. After the servers and applications were set up, a free emergency texting number was advertised via radio. Soon after, Ushahidi-Haiti Team received thousands of messages reporting trapped earthquake victims. These messages were in Creole and had to be translated to English “by a diffuse army of Haitian-Americans in the US” before they could be plotted on a “crisis map” to inform rescue teams and relief efforts.

What did the Ushahidi-Haiti Project accomplish? An independent review reported that the Ushahidi-Haiti accomplished the following:

- It addressed key information gaps in the very early period of the response (during the

²³⁹ Don Tapscott and Anthony Williams *Macrowikinomics: Rebooting Business and the World* (London: Atlantic, 2010) p.6

critical first days and weeks post-quake before UN and other large organizations were operational);

- It provided situational awareness and critical early information with a relatively high degree of geographic precision;
- It provided situational information for smaller NGOs that did not have a field presence in Haiti;
- It helped smaller, privately funded responses to more appropriately target needs; and,
- It facilitated private citizen actors.²⁴⁰

The same report noted that Ushahidi-Haiti was also “relevant in the sense that it directly engaged affected Haitians and the Haitian Diaspora in the articulation of need and the organization of local capacity for response”.²⁴¹

There were also a number of unique things about this initiative. One, the text messages from Haiti were received and processed at the Ushahidi-Haiti situation room at Tufts University outside Boston, USA – 1,500 miles north of Haiti . Second, “not only was Ushahidi crowdsourcing crisis information in near real-time but (it was) also crowd sourcing translation in near real-time”.²⁴²

The relevance of social media in disaster relief was also evident in the aftermath of the devastating 2011 earthquake and tsunami that hit Japan. During this crisis, websites powered by broadband Internet were a lifeline for many as landlines and mobile communication networks collapsed in the hours following the quake. As noted in the news media, Twitter and Facebook became the easiest, quickest and most reliable way of staying in touch with relatives as well as providing emergency numbers and information to those in stricken areas.²⁴³ Skype and Google also became invaluable resources.²⁴⁴



CASE STUDY 20

Social Media, Crisis Mapping & the New Frontier in Disaster Response²⁴⁵

There is such a thing as too much information. During a disaster or crisis, Twitter and other social media can provide an instant view of conditions on the ground. This information can be more specific and timely than official data from aid agencies or relief organisations. But not all of this massive information is useful, and the sheer volume can be overwhelming.

²⁴⁰ Nathan Morrow, Nancy Mock, Adam Papendieck and Nicholas Kocmich Independent Evaluation of the Ushahidi Haiti Project 8 April 2011, p. 4 in <http://www.alnap.org/pool/files/1282.pdf>

²⁴¹ Ibid.

²⁴² <http://haitirewired.wired.com/profiles/blogs/ushahidi-amp-the-unprecedented>

²⁴³ “Twitter, Facebook Become Vital During Japan Earthquake” http://www.huffingtonpost.com/2011/03/11/twitter-facebook-become-v_n_834767.html

²⁴⁴ <http://www.telegraph.co.uk/technology/twitter/8379101/Japan-earthquake-how-Twitter-and-Facebook-helped.html>

²⁴⁵ Ariel Gilbert-Knight Guardian Professional, 8 Oct 2013 <http://www.theguardian.com/global-development-professionals-network/2013/oct/08/social-media-microtasking-disaster-response>

A recently launched set of innovative microtasking apps may help relief organisations make sense of social media data in these situations. MicroMappers apps help volunteers identify and map useful social media data by breaking down larger, more complicated analytical tasks into small, easily completed microtasks

MicroMappers helps volunteers do those things that humans can still do better than computers.

MicroMappers apps – called Clickers – are designed to help volunteers do things like: Tag tweets with situation-specific terms, such as “caution” or “offers of help”; Tag pictures to categorise the amount or type of damage; and, Geo-tagging tweets and images that are not already automatically geo-tagged with location information.

Each tagging activity is split into a microtask and is completed via a Clicker app. ... MicroMappers’ innovative twist is that these tasks can be performed by anyone, anytime and anywhere.

MicroMappers doesn’t rely on (or potentially exhaust) a small volunteer taskforce. Instead, it asks that many people spend a little bit of time performing a small task. Anyone can become a MicroMapper – there are no special skills or exceptional time commitments required.

Social media and other network technologies have created a new context for humanitarianism. They are also tools that could be used to develop a more inclusive and more effective humanitarian system.

In its report entitled *Humanitarianism in the Network Age*, UN Office for the Coordination of Humanitarian Affairs (OSCHA) notes that network technologies like social media platforms are enabling “more open, participatory way of interacting with people in crisis”.²⁴⁶ Furthermore, these technologies are affording “a better way of designing humanitarian response, whereby people determine their own priorities and communicate them to those who would assist”.²⁴⁷

OCHA suggest that humanitarian organization need to undertake the following adaptation to create a new and better humanitarian system: 1) Adapt to new data sources, tools and techniques; 2) Adapt to new partnerships and techniques in humanitarian actions; 3) Adapt to the idea of Information as a basic need in humanitarian response.²⁴⁸

Social media plays an important role in these adaptations. Social media enables crowd sourcing an important new technique in humanitarian response. It is also important in participatory mapping and community early warning systems. Social media allows groups who used to work in isolation to work collaboratively. It also helps provide the life saving information that is at the core of the third adaptation.

²⁴⁶ UN Office for the Coordination of Humanitarian Affairs (OSCHA) *Humanitarianism in the Network Age: OCHA Policy and Studies Series* 2013, p. 6 downloaded from <http://www.unocha.org/hina>

²⁴⁷ *Ibid*, p. 7

²⁴⁸ *Ibid*, p. 43

OCHA also proposes three basic principles that when practiced will help realize a better humanitarian organizations and system. These are: 1) Information is a basic need; 2) Anyone can generate valuable information; and 3) Information creates most value when it can be shared widely and freely.²⁴⁹ Information as a basic need means information is primarily a resource that affected communities use to determine their own priorities. Social media helps realize these new humanitarianism principles.



TEST YOURSELF

Give examples on the use of social media in

- Environment Protection
- Citizen Science
- Disaster Response and Risk Management



GROUP EXERCISE

Divide the class into 4 groups.

Each group should design ope citizen science project using social media

Each group should give a 10 minute report to the class

²⁴⁹ Ibid, p. 55

Chapter 8

Social Media Drawbacks

Objective

To discuss the following negative effects of social media

- Over use
- Privacy
- Cyberbullying
- Rumor, Defamation and Hate Speech

Wield it well and you'll be able to avoid personal damage, but to the untrained and poorly skilled, the misuse can be costly.

- *woof.com.au*

In 2012, researchers at Harvard University, discovered that “the act of disclosing information about oneself activates the same part of the brain that is associated with the sensation of pleasure, the same pleasure that we get from eating food, getting money or having even having sex”.²⁵⁰ Their takeaway from this finding is that the popularity of social media is due to the fact that “people enjoy sharing information about each other”.²⁵¹ Interestingly, the article that reported these findings is entitled “New Harvard study shows why social media is so addictive for many”.

Addiction

Is there such a thing as social media addiction? Australia’s ABC News reported that “Social media addiction (is) a growing concern”.²⁵² While others point out that “Studies on social media as an addiction are scarce and inconclusive”.²⁵³

One study, conducted by Joanne Davila and Lisa Starr, found that the frequent discussion of problems with friends, particularly about romantic disappointments, via texting, instant messaging and social networks, is significantly linked with higher levels of depression. In this study, 83 girls, whose ages were around 13, were interviewed one year, and were re-interviewed one year later. On both occasions they were tested for depressive symptoms.²⁵⁴

²⁵⁰ “New Harvard Study Shows Why Social Media Is So Addictive for Many” <http://marketing.wtwhmedia.com/new-harvard-study-shows-why-social-media-is-so-addictive-for-many>. Link to full study: <http://wjh.harvard.edu/~dtamir/Tamir-PNAS-2012.pdf>

²⁵¹ Ibid.

²⁵² Irena Ceranic “Social media addiction a growing concern” March 4, 2013 <http://www.abc.net.au/news/2013-02-21/social-media-addiction-feature/4533228>

²⁵³ Does Social Media Addiction Really Exist? <http://source.southuniversity.edu/does-social-media-addiction-really-exist-31795.aspx>

²⁵⁴ Excessive chatting on Facebook can lead to depression in teenage girls <http://www.telegraph.co.uk/technology/facebook/4405741/Excessive-chatting-on-Facebook-can-lead-to-depression-in-teenage-girls.html>

On the other hand, a survey of social media use of US, teens reveals that.²⁵⁵

Many more teens report a positive impact of social media use on their emotional well-being than a negative one. Most teens don't think their use of social media affects their social and emotional well-being one way or the other. But there are some teens who think that using social media does affect how they feel about themselves and their social situation.

This study contradicts the claim that links social media use with depression:

Very few teens think that using their social network site makes them more depressed. Among all teen social network users, only 5% say using their social networking site makes them feel more depressed, compared to 10% who say it makes them feel less depressed.²⁵⁶

In a talk entitled, *Poke Me: How Social Networks Can Both Help and Harm Our Kids*, Larry D. Rosen reported findings from his studies on some negative impacts associated with use of social media:

- Teens who use Facebook more often show more narcissistic tendencies while young adults who have a strong Facebook presence show more signs of other psychological disorders, including antisocial behaviors, mania and aggressive tendencies;
- Daily overuse of media and technology has a negative effect on the health of all children, preteens and teenagers by making them more prone to anxiety, depression, and other psychological disorders, as well as by making them more susceptible to future health problems;
- Facebook can be distracting and can negatively impact learning. Studies found that middle school, high school and college students who checked Facebook at least once during a 15-minute study period got lower grades.²⁵⁷

However, Rosen also said that new research has found positive influences linked to social networking, including:

- Young adults who spend more time on Facebook are better at showing “virtual empathy” to their online friends;
- Online social networking can help introverted adolescents learn how to socialize behind the safety of various screens, ranging from a two-inch smartphone to a 17-inch laptop;
- Social networking can provide tools for teaching in compelling ways that engage young students.²⁵⁸

It seems that more studies are needed to conclusively determine if social media addiction exists. What is clear is there is danger of “overuse of social media”. Dr. Larry D. Rosen, professor of psychology at California State University, Dominguez Hills, “has found that students who use Facebook more throughout the day are more prone to mental health problems, have worse grades and tend to be sick more often than peers who use social media less frequently”.²⁵⁹

²⁵⁵ “Social Media, Social Life: How Teens View Their Digital Lives” June 26, 2012 <http://www.common sense media.org/research/social-media-social-life/key-finding-2%3A-teens-more-likely-to-report-positive-impact-->

²⁵⁶ Ibid.

²⁵⁷ Social Media's Impact on Kids A Mixed Bag <http://psychcentral.com/news/2011/08/08/social-medias-impact-on-kids-a-mixed-bag/28425.html>

²⁵⁸ Ibid.

²⁵⁹ Jamie Chamberlin “Facebook: Friend or foe?” October 2011 <http://www.apa.org/monitor/2011/10/facebook.aspx>



GUIDE TO GOOD PRACTICE - 8

Are you digitally distracted?²⁶⁰

“In addiction studies they use four to five hours a day as indicative of a problem”. said Dr. Michael Bengtson (Professor and chief of child and adolescent psychiatry at the University of South Florida’s Morsani College of Medicine). “But I think two to three hours might indicate the front end of a problem”.

Ask yourself the same questions that help define other addictions:

- Does it get in the way of other tasks or activities?
- Do you feel an irresistible urge to use social media?
- Has it had a negative impact on your job, studies or relationships?
- Have you tried to cut down and failed?
- Have others complained about your behavior or suggested you might have a problem?

Tips to cut back

- Close the social media screens/applications on your computer when you’re working on something else. Same for email, if that’s what distracts you.
- Unless it’s part of your job, don’t use social media at work.
- Turn off the chat function on Facebook so you won’t be distracted by pokes and pings. Disable push notifications on your phone.
- Set a time limit for social media use.
- Establish times when you disconnect completely, especially when you’re on vacation.

Privacy

Privacy is “the claim of an individual to determine what information about himself or herself should be known to others”.²⁶¹ Privacy is important as it forms “the basis for individuals’ rights such as free speech and religious freedom”.²⁶²

Privacy has become a hot issue in the 21st century because we seem to be providing too much information online. This problem is particularly acute when using social media because “[...]sharing personal information, experiences, and opinions are the whole point of the service”.²⁶³

Much have been made of you adults sharing too much information on social media. “Beware of what you post in social media platforms as it may haunt you in the future” is the advice by some social media experts to young adults who do not seem to realize the permanent nature

²⁶⁰ Irene Maher Tampa Bay Times Nov 25, 2013 <http://www.tampabay.com/news/health/social-media-can-become-an-addiction-but-you-can-break-free/2133164>

²⁶¹ Alan F. Westin “Social and Political Dimensions of Privacy” Journal of Social Issues, Vol. 59, No 2, 2003 p. 3 <http://www.privacysummersymposium.com/reading/westin.pdf>

²⁶² <http://www.nature.com/srep/2013/130325/srep01376/full/srep01376.html>

²⁶³ Naomi Trony “Social Media Privacy: A Contradiction in Terms? Forbes April 24, 2012 <http://www.forbes.com/sites/onmarketing/2012/04/24/social-media-privacy-a-contradiction-in-terms/>

of items that have been posted online. But teens are not the only ones guilty of providing too much information online. A 2010 Consumer Reports survey revealed that “52% of adult social network users have posted personal information such their full birth date which can increase their risk of becoming a victim of cybercrime”.²⁶⁴

However, recent studies suggest that young adults are “more concerned about their online privacy than older generations of Internet users”.²⁶⁵ In some instances, students are more familiar with social media privacy options than adult techies.

A more worrisome issue related to privacy is that information about us is gathered without our knowledge and/or explicit approval by social media providers.

Social media sites “gather a range of information from users – from information users provide directly to the site, to information revealed when users interact with the site, to information gleaned from users’ interaction with third parties”.²⁶⁶ A 2009 study conducted by AT&T Labs and Worcester Polytechnic Institute reveals that:

The unique identifying code assigned to users by social networks can be matched with behavior tracked by cookies. This means that advertisers and others are able to use information gleaned from social networks to build a profile of a user’s life, including linking browsing habits to one’s true identity.²⁶⁷

However, users are not completely helpless in defending their privacy. Social media sites have privacy settings that allow users to control who can or cannot see their posts. Organizations like the StaySafeOnline.org and Privacy Clearinghouse have issued advisories and guidelines on how to protect users’ privacy.²⁶⁸ Others, like the Electronic Frontier Organization, are lobbying governments to extend “privacy rights into the digital world, and works with partners around the globe to support the development of privacy-protecting technologies”.²⁶⁹ Governments have also updated privacy laws to reflect the changed situation.



GUIDE TO GOOD PRACTICE - 9 Protecting information online²⁷⁰

Here are some of the things you should think about when using social networking sites. They are not meant to scare you, just help you to be prepared.

²⁶⁴ Consumer Reports Survey: 52 Percent of Social Network Users Post Risky Information PR Newswire <http://www.prnewswire.com/news-releases/consumer-reports-survey-52-percent-of-social-network-users-post-risky-information-92748344.html>

²⁶⁵ Amanda Hess “Millennials Aren’t Oversharing on Social Media” Slate Oct 18, 2013 http://www.slate.com/blogs/xx_factor/2013/10/18/millennials_on_social_media_young_people_are_incredibly_savvy_about_internet.html

²⁶⁶ Erin Reid and Connie Pendleton, Davis Wright Tremaine “Information Gathering and Social Networks: Minimizing Exposure in the Digital Age” Bloomberg Law Reports: Privacy and Information 2010 http://www.dwt.com/files/Publication/621067ae-1fdd-4b5c-84d7-350180f21548/Presentation/PublicationAttachment/75feb0d5-eb05-4838-addf-3609e9896df1/pubs_DWT_Bloomberg_InfoGather.pdf

²⁶⁷ Shilpi Sharma, Dr. J. S. Sodhi “Awareness on Confidentiality in Social Networking Site International Journal of Scientific and Engineering Research (April 2013) p. 1667 <http://www.ijser.org/researchpaper%5CAwareness-on-Confidentiality-in-Social-Networking-Sites.pdf>

²⁶⁸ see for instance Fact Sheet 35: Social Networking Privacy: How to be Safe, Secure and Social <https://www.privacyrights.org/social-networking-privacy-how-be-safe-secure-and-social>

²⁶⁹ <https://www.eff.org/issues/privacy>

²⁷⁰ <http://www.privacy.gov.au/faq/individuals/sn-q2>

- **Don't be under any illusions – it's not just your close friends listening in!**

Think carefully about the information you post. Would you be comfortable with your teacher, uni lecturer, employer, parents or a police officer reading the information you post?

- **Are you sure you want that information to be public?**

Be careful about what sort of information you post on social networking sites. Remember that comments you post on social networking sites are mostly public. So, think carefully about what information you publish about yourself.

- **Remember that activities online affect your life offline**

These different worlds aren't as far apart as you think. When you give out information about yourself online, you make it easier for people online to find you offline.

- **Protected your own privacy? ... What about your friends?**

So you've been careful to protect your own privacy, but what about the privacy of other people? When you use a social networking site, the privacy of your friends and family is in your hands.

Think carefully about what you're going to post about others. Try putting yourself in their shoes. Maybe it'd be a good idea to ask your friend before you post that information or photo.

Remember that others have a right (like you) to control how information about them is made public.

- **Watch out for identity theft**

Identity theft occurs when someone steals information about you, often so that they can steal money from you.

You make it easier for identity thieves when you make lots of information about yourself public.

Cyberbullying

Cyberbullying occurs when “a young person torments, threatens, harasses, or embarrasses another young person using the Internet or other technologies, like cell phones”.²⁷¹ Examples include mean text messages, rumors sent by email, and embarrassing pictures or videos posted on social networking sites. Cyberbullying is no less real because it happens “virtually”. Even worse, there is no safe place for the bullied as it can happen anywhere, 24 hours a day, 7 days a week

According to the Cyberbullying Research Center, in the US:

- Cell phone is the most popular form of technology and a common medium for cyber bullying;
- About half of young people have experienced some form of cyber bullying, and 10 to 20% experience it regularly;

²⁷¹ <http://www.dosomething.org/tipsandtools/11-facts-about-cyber-bullying>

- Mean, hurtful comments and spreading rumors are the most common type of cyber bullying;
- Girls are at least as likely as boys to be cyber bullies or their victims;
- Boys are more likely to be threatened by cyber bullies than girls;
- Cyber bullying affects all races; and
- Cyber bullying victims are more likely to have low self esteem and to consider suicide.²⁷²

Mass media has reported that suicides linked to cyberbullying are on the rise.²⁷³ There is even one website that claims that 9 teenage suicides in 2012 were attributed to cyberbullying on one social network site alone!²⁷⁴ But a study conducted by John C. LeBlanc, Dalhousie University in Canada revealed that social media “is not a cause of suicide” and that it is “only one factor among many”.²⁷⁵

Among the measure recommended to prevent cyberbullying are:

- Policies. A policy that disallows cyberbullying and lays out the consequences is a means to arm a school or school district against this problem.
- Consequences. Appropriate and fair consequences when bullying occurs, whomever the perpetrator and victims are, prevent cyberbullying. Bullies must not be perceived as immune on account of longevity or position. Consequences need to be applied consistently in order for a policy to prevent bullying to be effective.
- Family Education. Parents can prevent bullying both by modeling alternative behaviors as well as explicitly pointing out behaviors that fall into the category of bullying and differentiating ways of acting and sharing behaviors that are acceptable within a family – in which people often know more about each other’s characteristics, faults and failings, for example, because of how space is shared rather than because someone has “outed” someone else – from what is acceptable in school and other public settings.²⁷⁶



GUIDE TO GOOD PRACTICE - 10 THE TVA ANTI-BULLYING PLEDGE²⁷⁷

We at Top Valley Academy agree to stand together against bullying and cyber bullying.

We believe that everybody should feel safe, secure and accepted regardless of color, race, disability, gender identity, religion or belief and sexual orientation.

We accept that bullying and cyber bullying causes pain and stress to victims and is never justified or excusable. The victim is never responsible for being a target of bullying or cyber-bullying.

²⁷² <http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html>

²⁷³ “Cyberbullying-linked suicides rising, study says” CBC News <http://www.cbc.ca/news/technology/cyberbullying-linked-suicides-rising-study-says-1.1213435>

²⁷⁴ <http://www.buzzfeed.com/ryanhatethis/a-ninth-teenager-since-last-september-has-committed-suicide>

²⁷⁵ “Cyberbullying-linked suicides rising, study says”

²⁷⁶ “Prevent Bullying” Bullying Statistics <http://www.bullyingstatistics.org/content/prevent-bullying.html>

²⁷⁷ <http://www.topvalleyacademy.org/parents/anti-bullying-and-cyber-bullying/>

By signing this pledge, we agree to:

- Value personal differences and treat others with respect.
- Not become involved in bullying or cyber bullying incidents or be a bully.
- Report honestly and immediately any incidents of bullying or cyber bullying.
- Support others who have been or are subjected to bullying or cyber bullying.
- Raise any concerns and issues regarding bullying or cyber bullying.
- Accept that if we see someone being bullied and we don't report or stop the bullying, we are equally as responsible.

Rumors, Defamation, and Hate Speech

Rumors, defamation and hate speech have existing long before the invention of social media. But social media has made them spread faster and further.

Communities, big and small, are rife with rumors and gossips. Studies show that the rumor and gossip are enduring features of communities because they are part of efforts “to make sense of ambiguous situations and as a form of social control”.²⁷⁸

Rumor and gossip not only abound in social media. With social media, the rumor mill has been turbocharged. Rumors spread fast in social media because of the ease of information dissemination through weak ties, people's trust of information from their friends, and short path lengths.²⁷⁹ A striking feature of the spread of rumor in social media is that “initial false reports can be circulated much more widely than later corrections”.²⁸⁰

Social media has also been used to harm a person's reputation (defamation). Since false statements travel fast and wide in social media it is important that remedy exist for those who are victims of online defamation.



GUIDE TO GOOD PRACTICE - 11

Five things you should know about social media defamation²⁸¹

1. In general terms, defamation occurs when a person intentionally spreads information about another person, group of people, or small company that damages their reputation, or can make others think less of them.

²⁷⁸ Rumor and Gossip As Forms of Bullying: Sticks and Stones? Abstract <http://www.tandfonline.com/doi/abs/10.1080/07351690.2013.764697#.Up7h-GQW2Pc>

²⁷⁹ Adrien Friggeri, Lada Adamic, Dean Eckles and Justin Cheng “Rumor Cascades” arxiv.org/abs/1409.2327

²⁸⁰ “Why Rumors Outpace the Truth Online” The New York Times 29 Sept 2014 http://www.nytimes.com/2014/09/30/upshot/its-so-much-more-fun-to-spread-rumors-than-the-truth.html?smid=fb-nytimes&smtyp=cur&bicmp=AD&biclukp=WT.mc_id&bicmst=1409232722000&bicmet=1419773522000&abt=0002&abg=1

²⁸¹ <https://www.slatergordon.com.au/blog/5-things-know-about-social-media-defamation>

2. Defamation is actionable regardless of the medium. A person can be defamed, for example, in print, through photos and on the internet.
3. Defamation cases involving the internet and social media are relatively new, but the same principles apply.
4. A person who did not create the defamatory material, but only shares it (for instance, by “retweeting” a tweet), can also be held found liable guilty of defamation.
5. There are several defences to defamation, including that the statement was true, or that it was an expression of an honest opinion. Consequently, you may be liable for defamation if you spread information which constitutes a hurtful and untrue statement of fact about another person.

Defamation laws, which protect people from damaging statements, have been used to protect reputations online. In Australia, a Judge in the District Court of New South Wales ruled that a High School student must pay A \$105,000 damages as a result of false comments he made about his former teacher on Twitter and Facebook.²⁸² The Australian court recognized that social media posts “spread easily by the simple manipulation of mobile phones and computers. Their evil lies in the grapevine effect that stems from the use of this type of communication”.²⁸³ In China, government will be charging individuals with defamation “if online rumors they create are visited by 5,000 Internet users or reposted more than 500 times”.²⁸⁴ Conviction will lead to three years in jail — the standard sentence for defamation.

The problem arises, however, when defamation laws are used to curtail the freedom of speech. Law commentators believe that “just as it is important to protect people from the harms that untrue statements may cause, it is also important to protect speakers so that they may speak freely without fear of reprisal”.²⁸⁵

Finding the proper balance between protecting rights and prohibiting unwanted expressions is also an issue in hate speech.

Hate speech is defined by the Council of Europe as “all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin”.²⁸⁶

Expectedly, social media has become a medium for hate speech.

In Hong Kong, ordinary people from mainland China are targets of intense ridicule and criticism. Mainland Chinese who migrated to or are visiting HK are often portrayed as lacking

²⁸² Piper Alderman, Tom Griffith and Mitchell Coidan “Differing approached in English and Australian courts to defamation on social media” Lexology 26 June 2014 <http://www.lexology.com/library/detail.aspx?g=967ac5bf-06bf-486b-9a88-7771daac0949>

²⁸³ Ibid

²⁸⁴ Jonathan Kaiman, “China cracks down on social media with threat of jail for ‘online rumours’”, The Guardian, 10 September 2013. Available from <http://www.theguardian.com/world/2013/sep/10/china-social-media-jail-rumours>

²⁸⁵ <http://www.alllaw.com/articles/nolo/personal-injury/defamation-character-free-speech.html>

²⁸⁶ <http://www.coe.int/en/web/commissioner/-/hate-speech-against-women-should-be-specifically-tackl-1>

in manners and civility. According to one expert “social media platforms such as Facebook, YouTube, and other Cantonese-language message boards are used as spaces of image collection, display and collective public discussion that, by their very structure, exclude possibilities of debate and dissent from mainland Chinese users”.²⁸⁷

In Sri Lanka, social media has been used to foment religious antagonism and violence. A report by Colombo-based Centre for Policy Alternatives (CPA) notes that

The growth of content creation and consumption online, wider and deeper than any other media in the country and at an accelerated pace, has also resulted in low risk, low cost and high impact online spaces to spread hate, harm and hurt against specific communities, individuals or ideas.²⁸⁸

In Thailand, hate speech is political.²⁸⁹ Media Monitor, a Thai NGO, found three types of hate speech being used in political websites and satellite TV stations: dehumanising, devaluing and threatening.²⁹⁰ Dehumanising speech includes portraying the “red-shirts” as water buffaloes and “yellow shirts” as cockroaches. With devaluing speech, people from various sides are labelled as shameless, stupid, deceitful, cheaters or psychologically unbalanced. Threatening speech is used both sides of the political divide.

As rumors, defamation, and hate speeches preceded social media, a social media centric solution will not completely eliminate these unwanted forms of expressions.

Fraud

This section will address two instances of fraud connected to social media – identify theft and malware.

Identity theft occurs when sensitive information such as usernames and passwords are extracted and are used to create an alternate identity.²⁹¹ PC World reports that a person is vulnerable to identity theft if she provides at least three pieces of information on her Social Networking Site (SNS) profile.²⁹² This is confirmed by a study conducted by the Javelin Strategy and Research that concluded that “SNS users might be putting themselves at a higher risk for identity theft because they are giving away far too much personal information on social networking sites[...]”²⁹³

Another cause for concern is that “while many SNS users are concerned about security, more than half of these users admitted that they do not take any steps to actively protect themselves because they did not feel that identity theft is a likely risk from using SNS”.²⁹⁴

287 Jonathan Ong “Phone Cams and Hate Speech in Hong Kong” *Huffington Post UK* http://www.huffingtonpost.co.uk/gates-cambridge-scholars/hong-kong_b_3827577.html

288 Online hate speech stokes fear of religious violence in Sri Lanka UCA News.com <http://www.ucanews.com/news/online-hate-speech-stokes-fears-of-more-religious-violence-in-sri-lanka/72055>

289 Pirongrong Ramasoota “Politics in ‘echo chamber’ of hate speech” *Bangkok Post* Nov 30, 2013 <http://www.bangkokpost.com/print/382375/>

290 Pravit Rojanaphruk “Thais ‘must realise’ dangers of hate speech” *The Nation* 12 Oct 2012 <http://www.nationmultimedia.com/politics/Thais-must-realise-dangers-of-hate-speech-30192202.html>

291 <http://www.theresearchpedia.com/research-articles/disadvantages-of-social-media>

292 http://www.pcworld.com/article/167511/beware_identity_thieves_social_networks.html

293 <http://www.creditreport.org/9-alarming-statistics-about-identity-theft/>

294 <http://www.businesswire.com/news/home/20100621005370/en/Truth-Social-Media-Identity-Theft-Perception-Reality>

The UCLA defines *malicious software or malware* as;

Any software that gives partial to full control of your computer to do whatever the malware creator wants. Malware can be a virus, worm, trojan, adware, spyware, root kit, etc. The damage done can vary from something slight as changing the author's name on a document to full control of your machine without your ability to easily find out.²⁹⁵

The Ponemon Institute further reports that malware attacks is one of the causes of data breach among organizations in the United States, Germany, Australia, and France.²⁹⁶ A 2013 study estimated that losses caused by data breaches can add up to as much as \$350bn.²⁹⁷ The same study estimated that firms will spend \$114bn dealing with malware-related cyber attacks in 2013.²⁹⁸

To prevent malware attacks through the use of SNS, it is recommended that users “only install well-known and trusted third party social networking applications, never click links in messages from unknown or untrusted contacts, and avoid clicking on links sent from trusted contacts unless you are certain where it will lead you”.²⁹⁹



GUIDE TO GOOD PRACTICE - 12 Socializing Securely³⁰⁰

Social networking services offer unique risks, and you can minimize these risks by adopting good security practices.

1. Use strong privacy and security settings – Take advantage of the security options provided by social networking services. When choosing appropriate options, err on the side of privacy to better protect your information.
2. Avoid suspicious third-party applications – Choose third-party applications wisely. ... Limit the amount of information third-party applications can access.
3. Treat everything as public – The best way to protect yourself is to limit the amount of personal information you post to these services. This recommendation applies not only to information in your user profile, but also to any comments or photos you post. It is important that you consider information that you post about yourself and about others, particularly children.
4. Share only with people you know – Although many users seek to establish as many contacts on these services as possible, consider

²⁹⁵ “How To Protect Against Malicious Software” <http://www.seas.ucla.edu/security/malware.html>

²⁹⁶ <http://www.ponemon.org/>

²⁹⁷ James Dohnert “Business cost of malware spirals to \$114b a year” (7 March 2013) <http://www.v3.co.uk/v3-uk/news/2253009/microsoft-study-pegs-attack-cost-as-usd114bn-annually>

²⁹⁸ Ibid

²⁹⁹ <http://mindfulsecurity.com/2009/09/26/preventing-the-spread-of-malware/>

³⁰⁰ Mindi McDowell and Damon Morda “Socializing Securely: Using Social Networking Services” US-CERT https://www.us-cert.gov/sites/default/files/publications/safe_social_networking.pdf

sharing personal information only with people you know. ... Attackers may adopt different identities to try to convince users to add them as contacts, so try to confirm that contacts are who they claim to be before giving them access to your information.



TEST YOURSELF

Give examples on the use of social media in

- Invading Privacy
- Cyberbullying
- Rumor mongering
- Hate speech



GROUP WORK

Divide the class into four groups. Each group would be assigned to discuss one negative use of social media (e.g., Invasion of Privacy, Cyberbullying, Rumor Mongering, Fraud, Defamation and Hate Speech)

Each group would develop at least three recommendations on preventing the negative use of social media in their school or community

Each group should give a 10 minute report to the class

Chapter 9

Safe and Productive Use of Social Media

Objective

To explore the role of the following stakeholders in ensuring a safe and productive social media experience:

- Government
- Communities
- Social Media Providers
- Individuals

The chapter also discusses the concept of digital citizenship

The only way to put out a social-media fire is with social-media water.

- *Ramon DeLeon, managing partner of six Domino's stores in Chicago*

All stakeholders have a role to play in preventing the harmful use of social media and ensuring its safe and productive application.

Role of Government

Government action in ensuring a safe social media is important and necessary. Government must provide the enabling environment for the safe and productive use of social media as well as be a model user of social media

It may not be necessary to pass new laws to govern social media. Existing laws could be sufficient. For instance, existing hate speech laws should cover online/social media posts. In the UK, expressions of hatred toward someone on account of that person's color, race, nationality (including citizenship), ethnic or national origin, religion, or sexual orientation is forbidden.³⁰¹

It gets tricky when it comes to countries with no hate speech laws. Proposed restrictions on social media to fight hate speech are controversial. In Thailand, a law lecturer at Siam University sees hate speech as a way of blowing off steam and so long as it does not turn into "do-harm speech", should be tolerated.³⁰² Another Thai academic believes that "Hate speech is a litmus test for the marketplace of ideas".³⁰³ He also notes that while free speech also requires limits, it is very difficult to define them. In Sri Lanka, some members of the Bar Association believes that restrictions on social media will violate the public's right to access

301 http://en.wikipedia.org/wiki/Hate_speech_laws_in_the_United_Kingdom

302 "Thais 'must realise' dangers of hate speech"

303 Pravit Rojanaphruk "Hate speech an 'obstacle to democracy'" The Nation Oct 7, 2014 <http://www.nationmultimedia.com/politics/Hate-speech-an-obstacle-to-democracy-30211254.html>

information particularly in light of the situation where government is putting pressure on traditional media and banning many independent websites.³⁰⁴ The American Civil Liberties Union is perhaps the staunchest opponent of limiting free speech to curb hate speech.



GUIDE TO GOOD PRACTICE -13 **Free speech rights are indivisible**³⁰⁵

Restricting the speech of one group or individual jeopardizes everyone's rights because the same laws or regulations used to silence bigots can be used to silence you. Conversely, laws that defend free speech for bigots can be used to defend the rights of civil rights workers, anti-war protesters, lesbian and gay activists, and others fight for justice. For example, in the 1949 case of *Terminiello v. Chicago*, the ACLU successfully defended an ex-Catholic priest who had delivered a racist and anti-semitic speech. The precedent set in that case became the basis for the ACLU's successful defense of civil rights demonstrators in the 1960s and '70s.

The indivisibility principle was also illustrated in the case of Neo-Nazi whose right to march in Skokie, Illinois in 1979 was successfully defended by the ACLU. At the time, then ACLU Executive Director Aryeh Neier, whose relatives died in Hitler's concentration camps during World War II, commented: "Keeping a few Nazis off the streets of Skokie will serve Jews poorly if it means that the freedoms to speak, publish or assemble any place in the United States are thereby weakened".

....

The ACLU believes that hate speech stops being just speech and becomes conduct when it targets a particular individual, and when it forms a pattern of behavior that interferes with a student's ability to exercise his or her right to participate fully in the life of the university.

The ACLU isn't opposed to regulations that penalize acts of violence, harassment or intimidation, and invasions of privacy. On the contrary, we believe that kind of conduct should be punished. Furthermore, the ACLU recognizes that the mere presence of speech as one element in an act of violence, harassment, intimidation or privacy invasion doesn't immunize that act from punishment. For example, threatening, bias-inspired phone calls to a student's dorm room, or white students shouting racist epithets at a woman of color as they follow her across campus – these are clearly punishable acts.

There is no simple way of ascertaining when a country should or should not legislate social media restrictions to curb hate speech. Such decision will be determined by each country's history, legal tradition, and contemporary politics. Everything else being equal, countries who have experienced widespread violence as a consequence of hate speech may be more amenable to pass legislation or social media restrictions.

³⁰⁴ Waruni Karunaratne "Hate Speech Laws May Threaten Freedom of Speech" The Sunday Leader 20 Oct 2014 <http://www.thesundayleader.lk/2014/07/06/hate-speech-laws-may-threaten-freedom-of-speech/>

³⁰⁵ Hate Speech on Campus 31 Dec 1994. ACLU <https://www.aclu.org/free-speech/hate-speech-campus>

While existing laws can be made to apply to cyberspace, there may still be the need to promulgate new ones to protect citizens in cyberspace. UNCTAD's Information Economy 2013 report called on developing countries to adopt and enforce privacy and data protection laws.³⁰⁶ Laws against internet specific offenses crimes like cyberstalking, identity theft and phishing could also be considered.

However, legislation and regulations are not sufficient. What Mohan Gopalan, of the NUS Faculty of Law, sees as limitations of a purely legislative approach to hate speech is also true for safe and productive social media use:

Any society's ultimate bulwark against identity strife is the creation of a culture in which people treat one another as equals, and that merely prohibiting hate speech will not fulfill this goal. What is needed, instead, is a larger anti-discrimination framework, consisting of legal and non-legal solutions.³⁰⁷

Promoting appropriate/good behavior through advocacy and education should also be part of the government's agenda in promoting safe and productive social media use.

Governments should develop among its citizen not just ICT or social media literacy but information literacy – a set of skills, which require an individual to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information”.³⁰⁸ Social media is just one of the many digital platforms/channels where citizens must be empowered “to seek, evaluate, use and create information effectively to achieve their personal, social, occupational and educational goals”.³⁰⁹

Governments should also be a model user of social media by adopting its own social media use policy. Among the governments that have already done so are the Australia, Canada, India, New Zealand, South Africa, United Arab Emirates, United States of America, and the United Kingdom.

Governments should also work with communities and corporates to ensure safe and productive social media use.

The Council of Europe's “No Hate Speech Movement” was launched to “reduce the levels of acceptance of hate speech and to develop online youth participation and citizenship”.³¹⁰ Its objectives were: 1) To raise awareness about hate speech online and its risks for democracy and for individual young people, and promoting media and Internet literacy; 2) To support young people in standing up for human rights, online and offline; 3) To reduce the levels of acceptance of online hate speech; 4) To mobilize, train and network online youth activists for human rights; 5) To map hate speech online and develop tools for constructive responses; 6) To support and show solidarity to people and groups targeted by hate speech online; 7) To advocate for the development and consensus on European policy instruments combating hate speech; and 8) To develop youth participation and citizenship online.³¹¹ “No Hate Speech Movement” has Online Campaign tools that include No Hate Speech

306 <http://www.theguardian.com/global-development/2013/dec/04/poorer-countries-privacy-laws-new-technology>

307 Mohan Gopalan “Bridging the Gaps: Approached to Hate Speech in the US Canada and Singapore” <http://lordhercules.files.wordpress.com/2009/11/hate-speech.pdf>

308 “What is Information Literacy?” *Stanford's Key to Information Literacy* <http://skil.stanford.edu/intro/research.html>

309 Alexandria Proclamation adopted by the High Level Colloquium on Information Literacy and Lifelong Learning, November 2005 cited by Abdul Waheed Khan ‘Foreword’ *Understanding Information Literacy: A Primer* <http://www.uis.unesco.org/Communication/Documents/157020E.pdf>

310 <http://www.nohatespeechmovement.org/>

311 <http://www.nohatespeechmovement.org/campaign>

Movement Landing Page – an online platform for everyone interested in joining the campaign; Hate Speech Watch – online database to monitor, share and discuss hate speech content of the Internet; and, Campaign Coordination Website – a portal for Campaign organizers and activities with updated information about the work behind the Campaign.³¹² In order to support activities at the school level, the Campaign organizes also developed the following education tools: Online Campaign Toolkit – which provides knowledge and information about the Campaign and its media, and gives concrete practical and methodological support in online Campaigning; Learning Module on Hate Speech – which provides “basic and essential” knowledge about hate speech and hate speech online; and School Campaign Pack – an online tool to help promoting the No Hate Speech campaign and action in the school environment.³¹³

Legislation, regulation, advocacy, education – in combination – are the tools for government to ensure a safe and productive social media experience for its citizens.

Role of Social Media Providers

Social media companies also have a role to play in creating a safe and productive social media use.

They themselves are interested in keeping out inappropriate content. As noted in a *Wired* article: “Social media’s growth into a multibillion-dollar industry, and its lasting mainstream appeal, has depended in large part on companies’ ability to police the borders of their user-generated content”.³¹⁴ Social media companies have hired over 100,000 content moderators to “scrub” social media sites. This figure “is about twice the total head count of Google and nearly 14 times that of Facebook”.

Social media companies are sensitive to public campaigns. In 2013 Facebook updated its policy on hate speech as a result of a campaign against the use of social media in promoting violence against women.³¹⁵ The Facebook post that sparked the campaign was a photograph of a well-known singer with a bloodied and beaten face with a caption extolling the assault by her boyfriend. In 2014, Google took down a hate blog that listed ways to harass Filipino workers in Singapore in response to growing outrage over the blog.³¹⁶

Role of Communities and Organizations

Communities play an important role in safe and productive use of social media. As we have seen above, community groups could work with government on advocating for acceptable use of social media.

An example of community action is the 2014 GLSEN (Gay, Lesbian & Straight Educators Network) *ThinkB4YouSpeak* campaign.³¹⁷ The goal of this campaign is to raise awareness

³¹² Ibid.

³¹³ Ibid.

³¹⁴ Adrain Chen “The Laborers Who Keep Dick Picks and Beheadings Out of Your Facebook Feeds” *Wired* Oct 23, 2014, <http://www.wired.com/2014/10/content-moderation/>

³¹⁵ “Hate speech against women should be specifically tackled” Human Rights Comment 06/03/2014 <http://www.coe.int/en/web/commissioner/-/hate-speech-against-women-should-be-specifically-tackl-1>

³¹⁶ “Google removes Singapore hate blog against Filipinos” June 20, 2014 <http://www.gmanetwork.com/news/story/366566/pinoyabroad/news/google-removes-singapore-hate-blog-against-filipinos>

³¹⁷ Marcie Bianco “20,000 Tweets Per Day Reveal One Ugly Truth About Social Media” *MIC* 20 Oct 2014 <http://mic.com/articles/101808/20-000-tweets-per-day-reveal-one-ugly-truth-about-social-media>

about the extent to which inflammatory, homophobic and hateful language is used online on a daily basis and curb the use of hate language. A feature of this campaign is a live tally feed in the GLSEN site the provide a real-time running count of all the instances that words like “fag,” “dyke” and “so gay” are used on Twitter.

A multi-stakeholder group in Tajikistan developed a “Code of Ethics for an e-Citizen” that seeks to provide the country’s ICT users with a moral framework when texting on the mobile phone or surfing the internet”.³¹⁸ This code was developed jointly by the president’s office, the state-run telecommunication agency, and organizations representing the country’s internet and mobile service providers, and several NGOs.

Communities of practice can also promote safe and productive use among their members.

The American Society of New Editors published “10 Best Practices for Social Media: Helpful guidelines for news organizations” in May 2011.³¹⁹ The guidelines are: 1) Traditional ethics rules still apply online; 2) Assume everything you write online will become public; 3) Use social media to engage with readers, but professionally; 4) Break news on your website, not on Twitter; 5) Beware of perceptions; 6) Independently authenticate anything found on a social networking site; 7) Always identify yourself as a journalist; 8) Social networks are tools not toys; 9) Be transparent and admit when you’re wrong online; and, 10) Keep internal deliberations confidential.

Australia’s Communications Council (“the peak body representing agencies in the marketing communications industry to media, government and the public”) has a code of conduct that aims to provide specific guidance on best practice behavior when working and operating within social media.³²⁰ The guidelines for members’ private use of social media includes: 1) assume that anything you say can be read by anyone, anywhere and anytime; 2) be open and transparent; 3) be accurate; 4) act in a professional and constructive manner and use sound judgement before posting; 5) be fair and respectful; 6) respect other people’s intellectual property; and, 7) do not disclose confidential information or trade secrets.³²¹

Global corporations also have social media guidelines. Among them are Adidas Group, Apple, Cisco, FedEx, Ford Motor Company, HP, IBM, Intel, Marks & Spencer, Pfizer, Plaxo, Roche, Tesco, Vodafone, Volvo, and Walmart.³²²

Even the Boy Scout of America has social media guidelines that complements its “existing Youth Protection policies and training”.³²³

The Methodist Church has guidelines for social media use for specific age groups and sectors. The guidelines include: Social Media Guidelines for Children and Youth Workers in the Methodist Church; Children: 5-10yrs; Young people: 11-18yrs; and Parents.³²⁴

The guidelines/codes of conducts on social media that are discussed above are instances of self-regulation – governance without external control. Self-regulation is effective because “rules

318 “Tajikistan Introduces Controversial “Ethics Code” For Internet Users” Global Voices 16 October 2013 <http://globalvoicesonline.org/2013/10/16/ethics-guide-for-internet-users-adopted-in-tajikistan/>

319 James Hohmann and the 2010-11 ASNE Ethics and values Committee March 2011 http://asne.org/Files/pdf/10_Best_Practices_for_Social_Media.pdf

320 http://www.communicationscouncil.org.au/downloads_tcc/2012/CC_Social%20Media%20Code%20of%20Conduct_FINAL.pdf

321 Ibid.

322 Social Media Policy Database <http://socialmediagovernance.com/policies/>

323 <http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx>

324 Social Media Guidelines The Well: The Network for Methodist Children and Youth Workers” <http://childrenandyouth.org.uk/worker/resources-worker/social-media-guidelines/new-social-media-guidelines/>

are based on social norms and conduct of peers rather than top-down prescriptive rules”.³²⁵

Schools and Higher Education Institutions

Not surprisingly, Higher Education institutions have developed their respective social media guidelines and codes. Some examples are:

- The University of the West Indies’ University-wide ICT Policies which includes a social media policy.³²⁶
- Princeton University’s social media policy “provide individuals and academic and administrative units on campus with information about rules, laws and guidelines for the use of social media platforms”.³²⁷
- Kent University has a “Safety guidelines for students”³²⁸

Reynol Junco, of Lock Haven University, believes that a University’s social media policy is similar to “honor codes”³²⁹ Details of Junco’s view are given in the box below.



GUIDE TO GOOD PRACTICE - 14 Social Media Policy for University Students³³⁰

Because of the high-profile incidents involving social media, there has been a renewed interest in creating rational and effective student social media policies. Such policies would give the campus community guidance in behaviors that are expected online in the same way that campuses have honor codes to delineate expectations about academic honesty. Yet though industry policies offer some guidance in developing general policies, no best practices exist to help guide higher education institutions in creating policies for students.

General suggestions for the content to be included in the student social media policy include the following:

1. Lean toward a magnanimous rather than a draconian tone. That is, the students should read the policy and get a sense that the institution is interested in their well-being and is offering information to help them have a better online experience.
2. Include an explanation that other policies (e.g., the student code of conduct, hate speech policies) and laws apply to online social spaces as well.
3. Acknowledge that students use technology to connect, collaborate, and communicate with each other and that online forms of expression are as

³²⁵ Daniel Castro “Benefits and Limitations of Industry Self-Regulation for Onlie Behavioral Advertising” *The Information Technology and Innovation Foundation December 2011*, p. 6 <http://www.itif.org/files/2011-self-regulation-online-behavioral-advertising.pdf>

³²⁶ <http://www.uwi.edu/projects/policies/default.aspx>

³²⁷ http://www.princeton.edu/communications/services/social-media/061611_Princeton_Social_Media_Policies.pdf

³²⁸ <http://www.kent.ac.uk/socialmedia/safety/>

³²⁹ Reynol Junco “The Need for Student Social Media Policies” *EDUCAUSE Review Online* <https://www.educause.edu/ero/article/need-student-social-media-policies>

³³⁰ Reynol Junco “The Need for Student Social Media Policies” *EDUCAUSE Review Online* <https://www.educause.edu/ero/article/need-student-social-media-policies>

important to student development as traditional oral and written expression.

4. Recognize the value of open sharing, diversity of opinion, and civil debate.

5. Include an explanation of the limits of privacy in online social spaces.

6. Include a reminder that it is impossible to perceive “tone” in online communications.

7. Clearly state the expected positive behaviors. Examples of possible policy statements about appropriate online behaviors and community expectations might include: “be respectful, be careful, be responsible, and be accountable”.

8. Clearly state the behaviors that are considered negative and potentially dangerous. Also state the sanctions for negative actions – if the committee chooses to impose them.

9. Include guidance for handling an escalation of misunderstandings, with information about resources if things go wrong.

10. Recognize the role of faculty and staff in modeling appropriate online community behavior.

Role of the Family

The family plays an important role in creating a safe and productive social media, particularly for children and teenagers. The parent’s role is to provide guidance to their children and teenagers on how to use and behave social media platforms. The Modern Parent blog argues that parents must help kids master their rights and responsibilities in the online world.³³¹ These rights and responsibilities are discussed below.



GUIDE TO GOOD PRACTICE - 15 MODERN PARENTS’ RIGHTS AND RESPONSIBILITIES³³²

Rights

Knowledge

- Our kids must have access to knowledge of how the internet works
- how information is accessed
- what is fact and what is not
- what is content and what is advertising

³³¹ Martine Oglethorpe Rights and Responsibilities Online: Safer Internet Day 2013 The Modern Parent February 5, 2013 <http://themodernparent.net/rights-and-responsibilities-online-safer-internet-day-2013/>

³³² <http://themodernparent.net/rights-and-responsibilities-online-safer-internet-day-2013/>

Protection

- from bullying and harassment
- from violence
- from any who make them feel they have no value

Participation

- right to participate in discussions and forums
- right to engage and interact on social media and websites
- right to an opinion without fear of violence or harassment

Justice

- right to legally seek help if feeling threatened in any way
- right to go to schools, teachers, parents and authorities with concerns about online behavior

Education

- Right to education and information about what is available online

Health

- A right to remain safe physically, mentally and emotionally whilst interacting online.

It should be noted that a right to privacy should come under one's basic human rights. This however, is certainly something that cannot be relied upon online. It is far better as a parent to teach our kids the transparent nature of online activity. If there is anybody that you don't want to read what you are writing, then don't hit send.

Responsibilities

The main responsibilities online are to respect others and respect ourselves.

Respect Others

- Our kids must know it is their responsibility not to impede the basic rights of others or in any way participate in behaviour that is detrimental to others.

Respect Ourselves

- And equally important is a responsibility to respect ourselves. Our kids must be aware of their digital footprint and how this affects how they are perceived and who and what they represent.

Individual responsibility

The right mix of government, community and corporate action can create a safe and productive social media. But, at the end of the day, there is no substitute for individual responsibility.

A good maxim for users of social media is "behave online as you would offline". The same norms in the 'real' world should apply in social media as well. If you use sound judgement in the face-to-face world, why would you not do the same in cyberspace?

Users should also remember that social media is a tool. And “whatever you put in your toolkit needs to be there because it solves a particular problem for you or it allows you to do something that matters to you that you weren’t able to do or weren’t able to as easily without that tool”.³³³

Promoting Digital Citizenship

Among the more interesting effort at promoting safe and productive use of social media is the Digital Citizenship initiative

“Digital Citizenship” is about developing “the norms of appropriate, responsible technology use”.³³⁴ Digital Citizenship includes discussions on “netiquette”, cyberbullying, technology access, the digital divide, online safety, privacy copyright, plagiarism, digital law, and more.³³⁵ According to Digizen:

Digital citizenship isn’t just about recognizing and dealing with online hazards. It’s about building safe spaced and communities, understanding how to manage personal information, and about being internet savvy – using your online presence to grow and share our world in a safe, creative way, and inspiring others to do the same.³³⁶

The 9 themes of digital citizenship are discussed below.



CASE STUDY 21 Nine Themes of Digital Citizenship³³⁷

Digital citizenship can be defined as the norms of appropriate, responsible behavior with regard to technology use.

1. Digital Access: full electronic participation in society.

Technology users need to be aware that not everyone has the same opportunities when it comes to technology. Working toward equal digital rights and supporting electronic access is the starting point of Digital Citizenship.

2. Digital Commerce: electronic buying and selling of goods.

Technology users need to understand that a large share of market economy is being done electronically. Legitimate and legal exchanges are occurring, but the buyer or seller needs to be aware of the issues associated with it. ... Users need to learn about how to be effective consumers in a new digital economy.

³³³ Harvard Business Review, “Boost your Productivity with Social Media”, 20 December 2012. Available from <http://blogs.hbr.org/ideacast/2012/12/boost-your-productivity-with-s.html>

³³⁴ http://www.digitalcitizenship.net/Home_Page.html

³³⁵ Amy Erin Borovoy “Teaching Digital Citizenship” https://www.youtube.com/playlist?list=PLvzOwE5IWqhRhUa0Zet5__9yflX8NRvb3

³³⁶ <http://piktochart.com/wp-content/uploads/2014/03/digital-citi.jpg>

³³⁷ http://www.digitalcitizenship.net/Nine_Elements.html

3. Digital Communication: electronic exchange of information

One of the significant changes within the digital revolution is a person's ability to communicate with other people ... Now everyone has the opportunity to communicate and collaborate with anyone from anywhere and anytime. Unfortunately, many users have not been taught how to make appropriate decisions when faced with so many different digital communication options.

4. Digital Literacy: process of teaching and learning about technology and the use of technology.

Learners must be taught how to learn in a digital society. In other words, learners must be taught to learn anything, anytime, anywhere ... As new technologies emerge, learners need to learn how to use that technology quickly and appropriately. Digital Citizenship involves educating people in a new way – these individuals need a high degree of information literacy skills.

5. Digital Etiquette: electronic standards of conduct or procedure.

We recognize inappropriate behavior when we see it, but before people use technology they do not learn digital etiquette (i.e., appropriate conduct). ... Often rules and regulations are created or the technology is simply banned to stop inappropriate use. It is not enough to create rules and policy, we must teach everyone to become responsible digital citizens in this new society.

6. Digital Law: electronic responsibility for actions and deeds

Digital law deals with the ethics of technology within a society. Ethical use manifests itself in the form of abiding by the laws of society. These laws apply to anyone who works or plays online. Hacking into others information, downloading illegal music, plagiarizing, creating destructive worms, viruses or creating Trojan Horses, sending spam, or stealing anyone's identify or property is unethical.

7. Digital Rights & Responsibilities: those freedoms extended to everyone in a digital world.

Digital citizens have the right to privacy, free speech, etc. Basic digital rights must be addressed, discussed, and understood in the digital world.

8. Digital Health & Wellness: physical and psychological well-being in a digital technology world.

Beyond the physical issues are those of the psychological issues that are becoming more prevalent such as Internet addiction. Users need to be taught that there are inherent dangers of technology. Digital Citizenship includes a culture where technology users are taught how to protect themselves through education and training.

9. Digital Security (self-protection): electronic precautions to guarantee safety.

It is not enough to trust other members in the community for our own safety ... We need to have virus protection, backups of data, and surge control of our equipment. As responsible citizens, we must protect our information from outside forces that might cause disruption or harm.

Proponents of the Digital citizenship include large technology companies, non-government/non-profit organizations.

Google has created a Digital Literacy and Citizenship Curriculum to help teachers impart on their students “how to think critically and evaluate online sources, understand how to protect themselves from online threats from bullies to scammers, and to think before they share and be good digital citizens”.³³⁸ The learning materials were co-developed with child safety experts and educators.

Commonsense education (a US-based, independent non-profit organization dedicated to empowering kids to thrive in a world of media and technology) developed K-12 Digital Literacy and Citizenship Classroom Curriculum to empower students to think critically, behave safely, and participate responsibly in our digital world.³³⁹ Like the materials developed by Google, the Commonsense education materials are also available for free.

There are at least two Digital Citizenship initiatives in Canada.³⁴⁰ These are Province of Alberta’s Digital Citizenship Policy Development Guide and the Lester B Peterson School Board’s Digital Citizenship: Preparing Students for the Future initiative.

In Australia, the New South Wales’ Department of Education and Communities has a Digital Citizenship Resource that features games, learning activities, videos and tools to support schools developing their Digital Citizenship program.³⁴¹



TEST YOURSELF

1. What are the roles of government in promoting the safe and responsible use of social Media?



GROUP WORK

Divide the class into 4 groups.

Each group to design at least one project to promote Digital Citizenship in the school and/or community.

Each group should give a 10 minute report to the class.

338 <http://www.google.com/goodtoknow/web/curriculum/>

339 <https://www.common sense media.org/educators/curriculum>

340 <http://education.alberta.ca/media/6735100/digital%20citizenship%20policy%20development%20guide.pdf> and <http://dcp.lbpsb.qc.ca/curriculum/>

341 http://www.digitalcitizenship.nsw.edu.au/Prim_Splash/index.htm

Chapter 10

Social Media Future

Objective

To provide a sketch of how social media will continue to be relevant

(Social media) is moving from passively sitting back and watching what other people are doing to actively becoming more engaged, active, and interesting through new social applications that encourage people to think bigger than learn and act together.

*- Gina Bianchini,
Founder & CEO of Mightybell,
Co-founder of Ning*

Social media allows us to “organize and enhance human energies and productive resources to meet challenges and opportunities”. Social media also allows us to understand ourselves better.

Everyone using social media create databases about themselves. According to one estimate: “social media alone generates more information in a short period of time than existed in the entire world just several generations ago”.³⁴² Even more remarkable is that for the first time we have data from “ordinary folks” and not only “big people”. The implication of being able to analyze all the data that we create is significant:

[...] Digital data can now show us how we fight, how we love, how we age, who we are, and how we’re changing. All we have to do is look: from just a very slight remove, the data reveals: how people behave when they think no one is watching.³⁴³

Unfortunately, this ability to write a ‘history from below’ using digital data is still limited by the digital divide.

According to the International Telecommunications Union (ITU) “most countries currently have an ICT infrastructure deficit. Given the demonstrated importance of broadband to a country’s development, this deficit is a major public policy issue”.³⁴⁴ The ITU also reports that “two-thirds of the world’s population, and more than three quarters of the population in developing countries, are not yet online, and of those that are, many do not have access to high-speed, high-quality Internet services.”³⁴⁵

But there is hope. The star in the ICT development drama is mobile technology.

³⁴² “Impact of Big Data in Social Media” <http://www.opallios.com/impact-of-big-data-in-social-media/#sthash.FNQxDfIE.dpuf>

³⁴³ Christian Rudder *Dataclysm: Who We Are (When We Think No One’s Looking)* p. 12

³⁴⁴ ITU 2012 Trends in Telecommunications Reform - Summary, p. 6 in http://www.itu.int/dms_pub/itu-d/opb/reg/D-REG-TTR.13-2012-SUM-PDF-E.pdf

³⁴⁵ ITU *Measuring the Information Society 2012* p. 8 in http://www.itu.int/ITU-D/ict/publications/di/material/2012/MIS2012_without_Annex_4.pdf

By 2015, the number of mobile subscribers is expected to match the globe's population.³⁴⁶ Furthermore, "Over the next few years, the most significant trend will be a shift from mobile voice to mobile data traffic as more and more people subscribe to wireless-network services for accessing the Internet".³⁴⁷ Smart phones – "cellular telephones with built-in applications and Internet access" – already represent a third of all mobile phones sold globally.³⁴⁸ By 2016, global Smartphone penetration is projected to reach 45%.³⁴⁹

These developments will continue to prove true the observation of Andrew Wong and Richard Ling that:

Human social interaction is now, nearly in every sense, linked to mobile use, because of the central role mobile phones have acquired in transmitting the human voice or text across distance, as information disseminator, and as entertainer".³⁵⁰

Even more, these developments will also affect people's expectations about the availability and "findability" of others:

[...] the switch to perpetual access that is untethered from places give (individuals) more control of their outreach to others and their availability to others. This also affects people's sense of time, place, presence, and social connectedness. This in turn, leads to new notions about when it is possible – and permissible – to be in touch with others.³⁵¹



CASE STUDY 22

Smartphones Bust Up the Digital Divide³⁵²

As far as the "digital divide" is concerned, the Smartphone is something of a unique product in the history of personal technology. It simultaneously represents the cutting edge of the technology business – the most computing power packed in the smallest box — and it is the obvious choice for members of any economic class to adopt as the most ounce-for-ounce efficient and economic answer to how to get connected in an era where connectivity is – after food, water and shelter – an almost universal top priority.

The potential implications are fascinating. Can class inequities be ameliorated if everyone has a cheap computer in their pocket? What about imbalances in political power? The answers to these questions are unclear, but the numbers require that we ask them.

Mobility will not be the only factor that drives social media usage. The spread of social media

³⁴⁶ Agence France-Presse "Mobile phones to match globe's population in 2014: UN" in <http://www.interaksyon.com/infotech/mobile-phones-to-match-globes-population-in-2014-un>

³⁴⁷ ITU Measuring the Information Society 2012, p. 3

³⁴⁸ New Media Trend Watch <http://www.newmediatrendwatch.com/world-overview/98-mobile-devices?showall=1>

³⁴⁹ Ibid.

³⁵⁰ Andrew Wong and Richard Ling "Mobile Interactions as Social Machines: Poor Urban Youth at Play in Bangladesh" Foth, Forlano, Satchel and Gibbs (eds) *From Social Butterfly to Engaged Citizens* p. 278

³⁵¹ Rainie and Wellman *Networked: The New Social Operating System* p. 95

³⁵² http://www.salon.com/2013/01/11/smartphones_bust_up_the_digital_divide/

will also be facilitated by its greater ease of use:

[...] Right now, Google, Apple, and Microsoft don't make it very easy for apps to talk to each other cross-platform. Facebook's App Link does. And the implication of that means Facebook could essentially have insight into all the apps and content on your phone, not just the ones it makes. That's incredibly valuable to Facebook (it'll be able to gather a lot of information about the apps you use) and incredibly valuable to you (your Smartphone will be a lot easier to use).³⁵³

Thus, it is not surprising that some believe that social media will be increasingly pervasive. Jeffrey Zeldman believes that social media will be:

- **Ubiquitous.** It will be baked into everything we use, from desktop software, to mobile and the web, to the thermostat and phone in our hotel room.
- **Monolithic.** While the web and its low barrier to entry will continue to enable the creation of small, diverse communities, and while small teams will continue to create wonderful social niche products, eventually (and fairly soon) two or three services/brands will come out on top and will be the channels through which 90% of social commerce takes place.
- **Smarter.** It is becoming more seamlessly integrated into traditionally "private" activities such as banking and shopping, but it is still new enough, poorly integrated enough, and riddled with sufficient usability problems to currently be a niche or vanguard activity (i.e. done by web and social media geeks, not the public at large). That will change.
- **Invisible.** The phrase "social media", already used only by a small subsection of the public (tech journalists, consultants, investors, and unemployed designers) will fall into complete disuse as social media becomes smarter, monolithic, and ubiquitous – the background noise of all our lives, as little noticed as the electrical hum in our homes".³⁵⁴

Another social media guru, Charlene Li expresses the above in a more expressive way. She believes that social media is

[...] Going to be like air. It will be anywhere and everywhere you need and want it to be. It will be seamlessly built into our everyday experiences, rather than shoe horned into the corners of websites. And like air, if it isn't around, you will feel like you can't truly breathe and live.³⁵⁵

But the most hopeful these predictions on the future of social media from the perspective of development are from Professor William Uricchio the Director of M.I.T. Comparative Media Studies. For Professor Uricchio:

The future of social media is [...] rooted in the past! We've always been social, and after a century of turning our eyes to the heavy industry of media, we are learning again how to turn to one another. Conditions have changed, of course. Social media offer us malleable identities, global reach, instantaneous impact. We are beginning to see new forms of aggregate behavior. Understanding comes next, and with it, an appreciation that this newly enabled collectivity has implication and edge. The future of social media is, in a profound way, civic.³⁵⁶

353 Steve Kovach "Facebook Figured Out How To Completely Take Over Your Phone" <http://www.businessinsider.com/facebook-mobile-apps-2014-4#ixzz30WOoDvP>

354 Jeffrey Zeldman "The Future of Social Media Is..." Business Insider" <http://www.businessinsider.com/future-of-social-media-2011-11#jeffrey-zeldman-designer-writer-and-publisher-5>

355 Charlene Li "The Future of Social Media Is..." <http://www.businessinsider.com/future-of-social-media-2011-11#charlene-li-partner-and-founder-of-altimeter-group-13>

356 William Uricchio "The Future of Social Media Is..." Business Insider <http://www.businessinsider.com/future-of-social-media-2011-11#professor-william-uricchio-professor-and-director-of-mit-comparative-media-studies-11>



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5th Floor G-Tower, 175 Art center daero,
Yeonsu-gu, Incheon City, Republic of Korea

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