

Social Media, Development and Governance

Academy of ICT Essentials
for Government Leaders



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ABOUT THE MODULE SERIES

In today's "Information Age", easy access to information is changing the way we live, work and play. The "digital economy", also known as the "knowledge economy", "networked economy" or "new economy", is characterized by a shift from the production of goods to the creation of ideas. This underscores the growing, if not already central, role being played by information and communication technologies (ICTs) in the economy in particular, and in society as a whole.

As a consequence, governments worldwide have increasingly focused on ICTs for development (ICTD). For these governments, ICTD is not only about developing the ICT industry or sector of the economy, but also encompasses the use of ICTs to stimulate economic growth, as well as social and political development.

However, among the difficulties that governments face in formulating ICT policy is unfamiliarity with a rapidly changing technology landscape and the competencies needed to harness ICTs for national development. Since one cannot regulate what one does not understand, many policymakers have shied away from ICT policymaking. But leaving ICT policy to technologists is also wrong because often, technologists are unaware of the social and policy implications of the technologies they are developing and using.

The Academy of ICT Essentials for Government Leaders module series has been developed by the Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT) for:

1. Policymakers at the national and local government level who are responsible for ICT policymaking;
2. Government officials responsible for the development and implementation of ICT-based applications; and
3. Managers in the public sector seeking to employ ICT tools for project management.

The module series aims to develop familiarity with the substantive issues related to ICTD from both a policy and technology perspective. The intention is not to develop a technical ICT manual. Rather, its purpose is to provide a good understanding of what the current digital technology is capable of achieving and where technology is headed, and what this implies for policymaking. The topics covered by the modules have been identified through a training needs analysis and a survey of other training materials worldwide.

The modules are designed in such a way that they can be used for self-study by individuals or as a resource in a training course or programme. The modules are stand-alone as well as linked together, and effort has been made in each module to link to themes and discussions

in the other modules in the series. The long-term objective is to make the modules a coherent course that can be certified.

Each module begins with a statement of module objectives and target learning outcomes against which readers can assess their own progress. The module content is divided into sections that include case studies and exercises to help deepen understanding of key concepts. The exercises may be done by individual readers or by groups of training participants. Figures and tables are provided to illustrate specific aspects of the discussion. References and online resources are listed for readers to look up in order to gain additional perspectives.

The use of ICTD is so diverse that sometimes case studies and examples within and across modules may appear contradictory. This is to be expected. This is the excitement and the challenge of this discipline and its promise, as countries leverage the potential of ICTs as tools for development.

Supporting the Academy of ICT Essentials for Government Leaders module series in print format is an online distance learning platform – the APCICT Virtual Academy (<http://e-learning.unapcict.org>) with virtual classrooms featuring the trainers' presentations in video format and PowerPoint presentations of the modules.

MODULE OBJECTIVES

This module aims to:

1. Define social media and describe the various kinds of social media;
2. Raise awareness among policymakers and government officials of how social media affects society;
3. Describe best practices in the use of social media to achieve the Sustainable Development Goals;
4. Develop understanding of the role of social media in governance and discuss its implication for national policy and program formulation; and
5. Produce a capacity development resource that can help bridge the knowledge gap between the effective use of social media in development and governance

LEARNING OUTCOMES

After working on this module, users should be able to:

1. Explain what social media is and the different types of social media;
2. Discuss how social media, positively and negatively, affects society;
3. Understand the role of social media in achieving the Sustainable Development Goals;
4. Recognize the significance of social media in governance; and
5. Develop a government approach to oversee social media and become its model user

ACKNOWLEDGEMENTS

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Substantive comments were provided by APCICT's partners who participated in multiple rounds of review. The module benefited from comments made during the Consultative Meeting on Capacity Building for Digital Development in Asia and the Pacific held on 27–28 November 2019 in Incheon.

Module development was coordinated by Mr. Robert de Jesus and Ms. Nuankae Wongthawatchai. Mr. Sze-shing Poon (Edward), supported by Ms. Sara Bennouna and Ms. Ruth Heo, edited and proofread the manuscript. The cover design was created by Ms. Xinjie Liu and Mr. Pierre Hug De Larauze, and the layout was provided by Mr. Ho-Din Ligay. Ms. Joo-Eun Chung and Mr. Ho-Din Ligay undertook all administrative processing necessary for the issuance of this module.

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1. Comprehending Social Media

This section aims to:

- Discuss the definitions of social media, the various kinds of social media and the global spread of social media
-

"Social media", according to the International Telecommunications Union (ITU) – the United Nations specialized agency for information and communication technologies, "has emerged in recent years as an essential tool for hundreds of millions of Internet users worldwide and a defining element of the Internet generation".

Social media is growing worldwide regardless of political system, economic development, culture and even level of internet access. Social media engagement – the average number of hours per visitor spent on social networks – is also increasing. For the first time, ordinary citizens can access a global, collaborative communications platform at the price of internet access.

Social Media Statistics 2019

1. There are 3.2 billion social media users worldwide. That equates to about 42 per cent of the current population.
2. Facebook remains the most widely used social media platform with over 2.32 billion active monthly users.
3. 90.4 per cent of Millennials, 77.5 per cent of Generation X, and 48.2 per cent of Baby Boomers are active social media users.
4. An average of 2 hours and 22 minutes are spent per day per person on social networks and messaging.
5. 91 per cent of all social media users access social channels via mobile devices. Likewise, almost 80 per cent of total time spent on social media sites occurs on mobile platforms. Smartphones and social media are evolving side by side.

Extracted (with modification) from: <https://www.oberlo.com/blog/social-media-marketing-statistics>

1.1 What is Social Media?

Social media is “the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration”.¹

Another definition is “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.”² This definition focuses on the technology that is underlain.

Social media is characterized by the following:

- **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.³

Social media is also a form of “many-to-many”, interactive communications. It is unlike mass media which is one-to-many, one way communications. Social media content is primarily produced by its users while mass media content is predominantly produced by professionals and/or professional media companies.

Social media is a platform – “environments, computing or otherwise, that connect different groups and derive benefits from others participating in the platform”.⁴ Specifically, it is an “Interaction Network”, a type of platform that facilitates interactions between specific participants (people and/or businesses) in the form of a message, voice call, or image.⁵ Platforms do not create content but they transmit content created by users.

1 Rouse, M. (n.d.). Social Media. Retrieved from <https://whatis.techtarget.com/>

2 Kaplan, A., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Retrieved from Business Horizons: https://www.academia.edu/1274371/Users_of_the_world_unite_The_challenges_and_opportunities_of_social_media

3 Mayfield, A. (n.d.). What is social media? Retrieved from Icrossing: https://www.icrossing.com/uk/ideas/fileadmin/uploads/-ebooks/what_is_social_media_icrossing_ebook.pdf

4 Church, Z. (2017, Jun 6). Platform strategy, explained. Retrieved from MIT Sloan.

5 Hunt Platform. (2016, Jun 13). The 9 Types of Software Platforms. Retrieved from <https://medium.com/platform-hunt/the-8-types-of-software-platforms-473c74f4536a>

A key point shared by these definitions is that social media is a tool not just for communication but for collaboration.

1.2 Types of Social Media

There are at least eight kinds/forms of social media: social network sites or social networking sites; blogs; wikis; podcasts; forums; content communities; microblogging; and messaging.⁶

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.”⁷

SNS sites allow 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.”⁸ Among the benefits of SNS are: managing a wider network of weak ties which increase bridging social capital; discovering information about others to help develop common ground; and assisting in coordinating and mobilizing social action.⁹

Facebook (FB) is the leading SNS. Its main attraction may well be that it has made a ‘return to neighborly communications’ in a globalizing society possible. In 2012, FB had over 900 million monthly active users. By June 2019, the number has reached over 2.41 billion monthly active users.¹⁰

The evolution of Facebook

2006-2008: YOUR FRIENDLY NEIGHBORHOOD SOCIAL NETWORK

(Facebook is) a place that brings people together and connects groups of friends, so that they can then share information and ideas about the things that they’re passionate about.

2009-2011: THE SHARING MACHINE

Sharing is connection, and the more information people put up on Facebook for their friends and families, the better everyone’s lives will be. Zuckerberg talks

6 Mayfield, A. (n.d.). What is social media? Retrieved from Icrossing: https://www.icrossing.com/uk/ideas/fileadmin/uploads/-e-books/what_is_social_media_icrossing_ebook.pdf

7 Boyd, D. M., & Ellison, N. (2007, December 17). Social Network Sites: Definition, History and Scholarship. Retrieved from Wiley Online Library: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.2007.00393.x>

8 Ellison, N. B., Lampe, C., & Steinfield, C. (2009, January). Social network sites and society: current trends and future possibilities. Retrieved from ACM Digital Library: <https://dl.acm.org/doi/fullHtml/10.1145/1456202.1456204>

9 Ibid.

10 Noyes, D. (2019). The Top 20 Valuable Facebook Statistics – Updated January 2020. Retrieved from Zephoria Digital Marketing: <https://zephoria.com/top-15-valuable-facebook-statistics/>

a lot about his goal of making the world “more open” during this time period, part of the idea being that society has entered a new, post-privacy era where information should be put out in the open for everyone, not hoarded away.

2012-2016: THE IMPERIAL PERIOD

Now, Facebook wasn't just a company that could change the world; it was changing the world already. For Zuckerberg “Our mission at Facebook is to connect the world. We often think about this as connecting you with your friends and family -- those who matter to you most. But this also means helping people connect with businesses, governments and other organizations in their lives as well.”

2017-2019: WE'RE VERY SORRY

Facebook has a new mission now. No longer is the goal to make “the world more open and connected” — i.e. the nebulous goal of sharing. Instead, the company's goal is to give people the power to build communities, and get closer together. After so many years of building the biggest thing possible, the new era of Facebook is now to build these smaller, more intimate communities again.

Extracted (with modification) from: Chaim Gartenberg, “What is Facebook? Just ask Mark Zuckerberg”, The Verge, 8 March 2019. Available at <https://www.theverge.com/2019/3/8/18255269/facebook-mark-zuckerberg-definition-social-media-network-sharing-privacy>

Among the top social networking sites of 2019 are **LinkedIn** – a social network for professionals and *Slack* – a social network for the workplace.¹¹

In 2019, Qzone was China's “biggest social network open platform” with monthly active users of more than 600 million.¹²

Blogs, a short form of ‘web logs’, are sites “containing the writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other websites”.¹³ Blogs give anyone an opportunity to publish his/her own view for the world to read and get feedback.

There are three main styles of blogging: **personal blogs** – where the blogger recounts his/her offline life; **filter blogs** – where the blogger sifts the web for the reader; and **topic driven-blogs**.¹⁴

11 Moreau, E. (2020, February 24). The Top Social Networking Sites People Are Using. Retrieved from Lifewire: <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554>

12 China Internet Watch. (n.d.). Tencent Qzone. Retrieved from <https://www.chinainternetwatch.com/tag/qzone/>

13 Blog. (n.d.). Retrieved from Dictionary.com: <https://www.dictionary.com/browse/blog>

14 Rettberg, J. W. (2013). Blogging. In J. W. Rettberg, Blogging, p. 9 – p.17. UK: Polity Press.

In its early days, blogs were seen as a threat to newspapers.¹⁵ But blogging has evolved from the individual blogger publishing his/her own views to bloggers who are part of big professional sites (such as Huffington Post). Newspapers too have evolved – blogging is now a feature of most news organizations. As an observer notes: “news sites are becoming bloggier, with more assiduous editorial standards, while big blog sites are becoming newsier.”¹⁶

In 2019:

- There are over 500 million blogs on the internet.
- A new blog post is published every 0.5 seconds.
- A quarter of all websites on the internet is blogs.
- 77 per cent of internet users read blogs regularly.
- The optimal length for a blog post is 2,250 – 2,500 words.
- 66 per cent of blog content is written in English.¹⁷

Among the world’s most popular blogs are: Fashion blogs – for those interested in the latest trend; Food blogs – for readers who are interested in recipes, ingredients, healthy eating, fine dining, and other food related stories; Travel blogs – for people who are looking for travel tips, advice, and destination guides; Music blogs – for those who search for critiques on the best and trending music; Lifestyle blogs – for those interested in topics ranging from culture, arts, local news, and politics.¹⁸

The world’s most trafficked blogs in 2017 are:

- **HuffPost**. Politics. Estimated unique monthly visitors: 110,000,000 Year started: 2005.
- **TMZ. Celebrity Gossip**. Estimated unique monthly visitors: 30,000,000 Year started: 2005
- **Business Insider**. Business news with an emphasis on financial industry. Estimated unique monthly visitors: 25,000,000. Year started: 2009
- **Mashable**. Social Media and Technology news. Estimated unique monthly visitors: 24,000,000. Year started: 2005
- **Gizmodo**. Tech-centred site *with* good dose of design, science and science fiction news. Estimated unique monthly visitors: 23,500,000. Year started: 2002.¹⁹

15 Retrieved from <http://technorati.com/social-media/article/blogging-and-social-media-are-killing/>

16 Salmon, F. (2011, March 16). How blogs have changed journalism. Retrieved from Reuters: <http://blogs.reuters.com/felix-salm on/2011/03/16/how-blogs-have-changed-journalism/>

17 99 Firms.com. (2019, April 23). Need-to-Know Blogging Statistics in 2020. Retrieved from <https://99firms.com/blog/blogging-statistics/#gref>

18 Staff, E. (2019, February 14). Revealed: Which are the Most Popular Types of Blogs? Retrieved from wpbeginner.com/beginners-guide/which-are-the-most-popular-types-of-blogs/

19 Phrase. (n.d.). 10 of the world’s most successful blogs... and what they’re doing right! Retrieved from <https://phrase.co/10-of-the-worlds-most-successful-blogs-and-what-theyre-doing-right/>

Blogging in education

Blogging is important in education that connects teachers and students on a personal level. After taking a class or before the class any teacher can share the class topics and the importance of the topic with students in an article on the blog.

Students are connected with the internet today more than ever and its great advantage for an academic and technical education provider is to align students with the career purpose through the blog.

There are various students or almost all students searching for class topics or essays on the internet. They need useful information about the topic they studied or will study. It's all about the knowledge and personal feels students get from teachers that keep them aligning with the educational goals.

If teachers spend half of their social media, Facebook, Google+ times to write a blog for students, and students spend more time on learning from teacher's blogs and doing experiments at a creative level rather than spending time on social media, I think half of the problems related to students and teachers will be automatically solved.

The purpose of being a teacher is not only to earn money. Its purpose is to train students so they can create a solution in worldwide future problems. And blogging is one of the great ways that teachers and students can use to achieve their academic and career goals. That's why I think blogging is important in education. And this is a great habit that teachers and students can follow in their daily life.

Extracted (with modification) from: Vijay K Sharma, "Importance of Blogging in our daily life", KLIENTSOLUTECH, 2 September 2017. Available at <http://www.klientsolutech.com/why-blogging-is-important-for-everyone/>

A **wiki** “is a piece of server software that allows users to freely create and edit Web page content using any Web browser.”²⁰

What are Wikis?

When you hear the word ‘wiki’, you most likely think immediately of Wikipedia, the famous online encyclopedia. More recently, WikiLeaks, the source of most leaked government secrets in recent years, has been grabbing headlines. With both sites bearing the weird root word, you would be forgiven for thinking they’re related. They’re not. At least not in the way you might think.

This term “wiki” actually means quick in Hawaiian. The journey from that definition to today’s definition of “a website that allows collaborative editing of its content and structure by its users” is quite the interesting story, best told by Ward Cunningham, the father of the modern wiki.

The important part of wikis — what makes them different from any other type of website — is collaborative editing by the users. Think about that for a moment: the ability for the users of a wiki to collaboratively edit it. If you can read it, you can edit it. It seems simple at first, yet profoundly powerful in practice — and it’s what both Wikipedia and WikiLeaks have in common.

Extracted (with modification) from: Zach LeBar, “What Are Wikis, and Why Should You Use Them?”, evatotuts+, 3 Apr 2017. Available at <https://business.tutsplus.com/tutorials/what-are-wikis-and-why-should-you-use-them--cms-19540>

Wikis are useful for organizations because they:

- Make it quick and easy to write information on web pages;
- Facilitate communication and discussion, since it is easy for those who are reading a wiki page to edit that page themselves; and
- Allow for quick and easy linking between wiki pages, including pages that do not yet exist on the wiki.²¹

Wikis are also used for Project Management as a central hub to:

- Organize everything in one place, so people can see an entire project;
- Streamline workflow and reduce reliance on emails and documents that can easily get lost and confused with older versions;
- Inform everyone about the progress of the project, so people do not have to

²⁰ Wikipedia. (2002, June 27). What Is Wiki. Retrieved from <http://wiki.org/wiki.cgi?WhatIsWiki>

²¹ LeBar, Z. (2017, April 3). What Are Wikis, and Why Should You Use Them? Retrieved from Envatotuts: <https://business.tutsplus.com/tutorials/what-are-wikis-and-why-should-you-use-them--cms-19540>

worry about whether it is on schedule; and

- Involve everyone. This speeds up the overall process because it is easier to incorporate feedback in-the-flow instead of after the fact.²²

They are also used in Customer/Client Collaboration, Documentation, Online Community, as well as Policies, FAQ, Guidelines and Best Practices.²³

Wiki is the platform used by Wikipedia – “a collaboratively edited, multilingual, free Internet encyclopedia.”²⁴ Even more impressive than Wikipedia’s over 24 million articles in various languages, is that Wikipedia is written collaboratively by volunteers around the world. This massive feat was made by following basic concepts at the heart of all wikis:

- 1) open and instantaneous editing;
- 2) a full record of edits;
- 3) special editing syntax that is considerably easier to learn than HTML;
- 4) linked pages – all pages on Wikipedia are linked to other Wikipedia pages to form a web of hypertext or interlinked pages;
- 5) multimedia content;
- 6) content standards – Wikipedia does not take everything; all articles must be encyclopedic, neutral, and verifiable;
- 7) content up for discussion – each wiki page and article has an associated discussion or talk page. Interested editors can discuss any changes to an article;
- 8) incremental improvements to articles;
- 9) collaborative decision-making;
- 10) community – a dedicated and complex volunteer community is behind Wikipedia, developing content, policies, and practices;
- 11) not just the English-language Wikipedia; and
- 12) totally free.²⁵

Podcast – “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”.²⁶ 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(s) for new and different ways of doing familiar tasks, and in the process, may threaten traditional industries”.²⁷

There are podcasts on a wide range of topics: Business, Comedy, Cultural/Arts, Education, Entertainment, Food and Drink, Gaming, General, GLBT, Health/Fitness, Mature, Movies/Films, Podsafe Music, Politics/News, Religion Inspiration, Science, Sports, Technology, and

22 Mader, S. (2018, July 31). 5 Effective Wiki Uses and How Companies Benefit From Them. Retrieved from Website Magazine: <https://www.websitemagazine.com/blog/Effective-Wiki-Uses>

23 Ibid.

24 Wikipedia. (n.d.). In Wikipedia. Retrieved from <http://en.wikipedia.org/wiki/Wikipedia>

25 Ayers, P., Matthews, C., & Yates, B. (2008). How Wikipedia works: And how you can be a part of it. San Francisco, CA: No Starch Press Inc. Retrieved from <http://ia600603.us.archive.org/31/items/HowWikipediaWorks/HowWikipediaWorks.pdf>

26 Wikipedia. (n.d.). Podcast. Retrieved from <https://en.wikipedia.org/wiki/Podcast>

27 Godwin-Jones, R. (2005). Emerging technologies: Skype and podcasting: Disruptive technologies for language learning. *Language learning & technology*, 9(3), 9-12.

Travel.²⁸

While podcasts may be considered low-tech, it remains popular in the age of multimedia. Consider the following:

- Global monthly podcast listener figures are forecast to grow more than six-fold, from 287 million in 2016 to 1.85 billion in 2023.
- In 2018, there are over 525,000 active podcasts, with over 18.5 million episodes produced.
- 73 million Americans, or 26 per cent of the United States population, listen to podcasts monthly, and 17 per cent, or 48 million people, listen weekly.
- In the UK, nearly 6 million people tune into a podcast each week, double the number of five years ago.²⁹

The advantages of podcasts:

- Make information personal. In a podcast, the content is communicated directly to the listener. A much more intimate way of getting information than reading from an e-mail or document.
- Convenient and easy to consume. Once you subscribe to a podcast feed, new podcasts are automatically downloaded to your computer as soon as they are available. You can listen to them at your convenience.
- Cut costs. Because podcasts are delivered digitally, they eliminate many costs associated with other forms of communication including postage, printing, and paper. They can also reduce meeting costs and e-mail storage costs. They are easy to archive and updating them is quick and easy.
- Time-efficient form of communication. You can listen to podcasts while you do other things at work or at home, or during your commute. Some types of meetings can be eliminated in favor of podcasts, saving time and improving productivity.
- Portable. Once a podcast resides on your notebook, tablet or smart phone, you can take the podcast with you and listen whenever or wherever you want.
- It is an on-demand technology. Listeners decide what they want to hear, and when they want to hear it.³⁰

Podcasting as Storytelling

Humans think in stories. From a young age, our brains gravitate towards narratives. As psychologist Jonathan Haidt observed “The human mind is a story processor, not a logic processor.” Stories are important in shaping our understanding of

28 Podcast awards. (n.d.). 15th Annual Podcast Awards the people’s choice. Retrieved from <https://www.podcastawards.com/>

29 Bhaskar, S. (2018, June 4). How podcasts became so popular (and why that’s a good thing). Medium. Retrieved from <https://medium.com/@shivagbhaskar/how-podcasts-became-so-popular-and-why-thats-a-good-thing-8c2ef4b27066> and Sw-enev, M. (2019, May 30). Podcasting’s Netflix moment: the global battle for domination. The Guardian. Retrieved from <https://www.theguardian.com/media/2019/mar/30/podcasting-netflix-moment-the-global-battle-for-domination>

30 Learning Times. (n.d.). At a glance: 7 Benefits of podcasting. Retrieved from <https://www.learningtimes.com/what-we-do/podcast-production/benefits/>

our place in the world. Neuroeconomist Paul Zak found that character-driven stories cause our brains to release oxytocin, a neurochemical which plays an important role in feeling empathy towards others. Jennifer Aaker of Stanford University observes that we remember information more when it is conveyed as part of a narrative “up to 22 times more than facts alone.” Storytelling appears to have evolutionary roots, as it can help foster cooperation amongst people in a society, and those who tell good stories, are often preferred social partners, and likely to have more children.

Podcasts offer a special ability to share incredible stories. [...] This American Life has a supernatural ability to bring events to life through in-depth, empathetic reporting, week after week. Death, Sex and Money has allowed both public figures and everyday people to share their personal experiences in a powerfully authentic way, bringing a human face to topics like student loan debt and criminal justice. Startup offers a first-hand look at what it is like to start a business, by intimately sharing the stories of those who have been through it. It feels as if you are physically following the protagonists in these stories, through their journeys to build an empire.

Even podcasts which focus on more abstract topics, or applied knowledge, use storytelling to bring subjects to life. Freakonomics makes challenging concepts in applied economics a little easier to understand, by weaving together ideas, their practical implications, and the perspectives of those who pioneered innovations in the field. You do not feel like you are reading through a textbook. The Bigger Pockets podcast helps listeners understand concepts in real estate investing, through showing how podcast guests applied various strategies, and sharing the human story behind financial achievement.

One aspect of podcasts which makes them such effective vehicles for storytelling, is the length of most shows. Podcasts can be quite long — it is hardly uncommon to find episodes running for close to or over one hour. They often have highly engaged audiences, who are deeply interested in a topic, and so are willing to listen for a long time.

As a result, there is time to work through stories, and to really probe at a deeper level.

Extracted (with modification) from: Shiva Bhaskar, “How Podcasts Became So Popular (And Why That’s a Good Thing) Medium”, 4 June 2018. Available at <https://medium.com/@shivagbhaskar/how-podcasts-became-so-popular-and-why-thats-a-good-thing-8c2ef4b27066>

Forums (sic) are “online discussion sites where people can hold conversations in the form of posted messages.”³¹ It is “hierarchical or tree-like in structure: a forum can contain a number of subforums, each of which may have several topics.”³² Forums trace their origins to the dial-up bulletin board systems of the 1970s. But they are a form of social media because, from a technological perspective, forums are web applications managing user-generated contents.³³

In 2018, the top 5 fora with most online users were:

1. Reddit – an American social news aggregation, web content rating, and discussion website with 1.66 b users/month (from 1.1 b/month in 7/16);
2. Craigslist’s Forums – a classified advertisement website with sections devoted to jobs, housing, for sale, items wanted, services, community service, gigs, résumés, and discussion forums with 803 m users/month (from 692.5 m/month);
3. Quora.com – a question-and-answer website where questions are asked, answered, and edited by Internet users, either factually, or in the form of opinions with 473 m users /month (from 270.4 m/month) – up one spot;
4. Stack Overflow – an online community for developers to learn, share their programming knowledge, and build their careers with 315 m users /month (from 280.8 m/month) – down a spot; and
5. GamesSpot – a website dedicated to video gaming with 219 m users /month (from 128.8 mill/month) – up one spot.³⁴

Baidu Tieba – China’s largest communication platform – “is a keyword-based discussion forum where users can search for information through a search bar”.³⁵ It has a Monthly Active Users (MAU) of 300 million in 2017.³⁶

One interesting use of forums is language learning. Language forums provide a way to connect with other language learners, help find answers to a user’s unique/specific question, and help measure a user’s progress.³⁷ They are described as “a treasure trove of trivia, information and explanations of complicated topics presented in a friendly, personal way”.³⁸

Forums, Blogs, and Social Networks

It is easy to get the tools mixed up, but it is important to know the differences.

31 Wikipedia. (n.d.). Internet forum. Retrieved from https://en.wikipedia.org/wiki/Internet_forum

32 Ibid.

33 Ibid.

34 Quora. (2018, October 28). What is the top 10 forum with most users online. Retrieved from <https://www.quora.com/What-is-the-top-10-forum-with-most-users-online>

35 Dragon Social. (n.d.). 10 Most Popular Social Media Sites in China (2019 Updated). Retrieved from <https://www.dragonsozial.net/blog/social-media-in-china/#Tieba>

36 Ibid.

37 FluentU. (n.d.). 5 Japanese Language Forums for Getting Social and Finding Answers. Retrieved from <https://www.fluentu.com/blog/japanese/japanese-language-forum/>

38 Ibid.

Forums are like social mixers, where everyone is at equal level, milling about and discussing with others. These many to many communication tools allow anyone to start a topic and anyone to respond to one. Members are often at equal level, and content is usually segmented by topic (rather than by people).

Blogs are like a keynote speech where the speaker (blogger) is in control of the discussion, but they allow questions and comments from the audience.

Blogs are journals often authored by one individual, and sometimes teams. In the context of business communication, these are often used to talk with the marketplace and to join the conversation that existing external bloggers may be having.

Social Networks are like topic tables at a conference luncheon. Ever been to a conference where different lunch tables had big white signs inviting people to sit and join others of like interest? It's like that. Social networks allow members to organize around a person's relationships or interests, rather than just focus on topics. People that know each other (or want to meet each other) will connect by a variety of common interests. These are great tools to get people of like interest to connect to each other and share information.

Extracted (with modification) from: Jeremiah Owyang, "Understanding the difference between Forums, Blogs, and Social Networks" on 28 January 2008. Available at <https://web-strategist.com/blog/2008/01/28/understanding-the-difference-between-forums-blogs-and-social-networks/>

Content Community – is "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 that either includes social network elements or makes them central to the content."³⁹

Flickr, Instagram and YouTube, are the most popular content communities.

Flickr, an image hosting site, is home to over 7 billion images.⁴⁰ Its users upload photos, index them with tags, post them to thematic groups, and put comments to them. Flickr is unique in "... the way it facilitates conversation between amateurs of photography, who does not know each other in real life and who both play and gain reputation with photography."⁴¹

In 2019, Flickr had over 90 million monthly users in 63 countries, with 25 million photos uploaded on a very high traffic day and an average of 1 million photos shared daily.⁴²

39 Retrieved from <http://technologyinprevention.wikispaces.com/Content+Communities>

40 Leung, D. (2012, April 25). Say hello to the new Flickr Uploadr [Flickr blog]. Retrieved from <https://blog.flickr.net/en/2012/04/2-5/say-hello-to-the-new-flickr-uploadr/>

41 Prieur, C., Cardon, D., Beuscart, J. S., Pissard, N., & Pons, P. (2008). The Strength of Weak Cooperation: A Case Study on Flickr. arXiv preprint arXiv:0802.2317.

42 Smith, C. (2020, February 20). 20 Interesting flickr Stats and Facts (2019) | By the Numbers. DMR. Retrieved from <https://expandedrblings.com/index.php/flickr-stats/>

Instagram is a photo sharing app with about 400 million active users per month.⁴³ It has been described as “a simplified version of Facebook, with an emphasis on mobile use and visual sharing”.⁴⁴

YouTube is the world’s video-sharing site. Some (2019) facts about YouTube:

- 1.9 billion users worldwide
- 79 per cent of internet users say they have a YouTube account
- 80 different languages, covering 95 per cent of the Internet population. For comparison, Facebook is available in 43 languages
- Every day people watch one billion hours of videos on YouTube
- More than 70 per cent of YouTube watch time comes from mobile devices
- 500 hours of videos are uploaded to YouTube every minute (or 30,000 hours of videos uploaded every hour) To put this into perspective, it would take you close to 82 years to watch the amount of videos uploaded to YouTube in only an hour⁴⁵

YouTube is changing

The focus on creator culture defined YouTube culture from its earliest days.

Between 2011 and 2015, YouTube was a haven for comedians, filmmakers, writers, and performers who were able to make the work they wanted and earn money in the process.

By the beginning of 2017, YouTube was already battling some of its biggest problems in more than a decade. YouTube’s founders did not prepare for the onslaught of disturbing and dangerous content that comes from people being able to anonymously share videos without consequence. Add in a moderation team that could not keep up with the 450 hours of videos that were being uploaded every minute, and it was a house of cards waiting to fall.

As YouTube battles misinformation catastrophes and discovers new ways people are abusing its system, the company is shifting toward more commercial, advertiser-friendly content at a speed its creator community has not seen before.

The company’s first small efforts to address these serious issues — promoting content from musicians, late-night shows, and recommending fewer

43 Spencer, J. (n.d.). 65+ Social Networking Sites You Need to Know About. Make a websitehub. Retrieved from <https://makeawebsitehub.com/social-media-sites/>

44 Moreau, E. (2019, June 25). What Is Instagram, Anyway? Lifewire. Retrieved from <https://www.lifewire.com/what-is-instagram-3486316>

45 Mohsin, M. (2019, June 27). 10 Youtube Stats Every Marketer Should Know in 2019. Oberlo. Retrieved from <https://www.oberlo.com.ph/blog/youtube-statistics>

independent creators — would have huge secondary effects on the middle-tier creators who had once been the heart of the platform during its golden period. It pushed YouTube toward the exact same Hollywood content to which it had once been an alternative.

By promoting videos that meet certain criteria, YouTube tips the scales in favor of organizations or creators — big ones, mostly — that can meet those standards.

The golden age of YouTube — the YouTube of a million different creators all making enough money to support themselves by creating videos about doing what they love — is over.

Extracted (with modification) from: Julia Alexander, "The Golden Age of YouTube is over", The Verge, 5 April 2019. Available at <https://www.theverge.com/2019/4/5/18287318/youtube-logan-paul-pewdiepie-demonetization-apocalypse-premium-influencers-creators>

Microblogging "is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet."⁴⁶

Twitter is the oldest and most well-known microblog and, for a while, closely associated with social change. A 2012 article claims:

"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 space of worldwide interaction and connection - a great leveler of people."⁴⁷

Twitter revolution – "the effects of Twitter and other social networking services on the general public. The term has also been widely used beginning in the 2009 time frame to refer to times of turmoil in foreign countries that limit communications systems, because Twitter feeds are often unaffected by government censorship."

Extracted (with modification) from: PC Mag Encyclopedia. Available at <https://www.pcmag.com/encyclopedia/term/60623/twitter-revolution>

46 Educause. (n.d.). 7 Things You Should Know About Microblogging. Retrieved from <http://www.educause.edu/library/resources/7-things-you-should-know-about-microblogging>

47 Weedston, L. (2012, December 28). Top 10 Best Uses of Twitter in 2012. Social Media Today. Retrieved from <https://www.socialmediatoday.com/content/top-10-best-uses-twitter-2012>

Less than a decade later, in 2019, Twitter is described as “an unrivaled resource” for breaking news, instant reactions, and access to your favorite sports stars, celebrities, and journalists.⁴⁸

Other notable microblogging sites are: Tumblr – a platform for share images, videos, links, articles and many more; Scoop.it – a top rated social bookmarking and microblogging site; Pinterest – for posting photos along with text or information; Flattr – a Swedish-based microdonation subscription service where subscribers opt-in to pay a monthly patronage to help fund their favourite websites and creators; and VK – a Russian online microblogging and social networking site popular among Russian-speaking users.⁴⁹

Messaging apps are “mobile-phone-based software program that allows users to send and receive information using their phone’s internet connection”.⁵⁰ Mobile messaging apps let users send text messages, share photos, videos and even make voice and video calls. Other features are group chats and the exchange of stickers or emoticons.

Messaging apps are closely connected with the smartphone and have become the cheap alternative to operator-based text messaging via SMS.⁵¹ It is even argued that “messaging has become the essential feature of the social web”.⁵²

Globally, the most popular mobile messaging apps (as of July 219) are WhatsApp with 1.6 billion users a month, Facebook Messenger (1.3 billion), WeChat (1.1 billion), QQ Mobile (823 million) and Snapchat (294 million).⁵³

In Asia, some messaging apps are not just for sending messages. Take WeChat – it is used to do everything from payments to booking flights and hotels.⁵⁴

Not just for Chatting

WeChat is one of the main ways people communicate in China. Even when doing business, people prefer WeChat to email [....] There is also a social feature called “Moments”. Users can upload a number of images or videos and their friends can comment or like the post.

48 Price, D. (2019, March 7). The Top 20 Social Media Apps and Sites in 2019. MUO. Retrieved from <https://www.makeuseof.-com/tag/top-social-media-apps-sites/>

49 Manual Updated Top Best Free High PR Microblogging Sites List 2019. (n.d.). Complete Connection. Retrieved from <https://www.completeconnection.ca/microblogging-sites/>

50 International Committee of the Red Cross (ICRC) & The Engine Room (2017). (n.d.). Humanitarian Futures for Messaging Apps: Understanding the Opportunities and Risks for Humanitarian Action. Retrieved from <https://library.theengineroom.org/messaging-apps/> and <https://shop.icrc.org/humanitarian-futures-for-messaging-apps.html>

51 Clement, J. (2019). Most popular global mobile messenger apps as of July 2019, based on number of monthly active users (in millions). Statista. Retrieved from: <https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/>

52 McHugh, M. (2015). Twitter Just Became A Messaging App. Wired. Retrieved from <https://www.wired.com/2015/06/twitter-just-became-messaging-app/>

53 Clement, J. (2019). Most popular global mobile messenger apps as of July 2019, based on number of monthly active users (in millions). Statista. Retrieved from <https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/>

54 Kharpal, A. (2019). Everything you need to know about WeChat — China’s billion-user messaging app. CNBC. Retrieved from <https://www.cnbc.com/2019/02/04/what-is-wechat-china-biggest-messaging-app.html>

From major supermarkets to the smallest of street vendors and taxis, you can pay for things with WeChat almost anywhere in China. As long as you have a Chinese bank account, you can link that to WeChat.

Instant money transfers to your WeChat contacts can also be made via the messaging function, which makes it easy to split bills or just move money around China. It is possible to be nearly cashless in China and actually go out for the day without a wallet.

WeChat (has) often been described as “super apps” because everything is integrated within one service. Instead of having one app for banking and another for ride-hailing, a lot of these are built directly into WeChat so that the app becomes a one-stop shop for its users.

Extracted (with modification) from: Arjun Kharpal, “Everything you need to know about WeChat — China’s billion-user messaging app”, CNBC on 4 February 2019. Available at <https://www.cnbc.com/2019/02/04/what-is-wechat-china-biggest-messaging-app.html>

QQ was an instant messenger (like ICQ) when it was launched. At present, one can play online games, send and receive emails and large files, share disappearing videos and animations, stream music, and use QQ’s dating service.⁵⁵

LINE and Kakao Talk are messaging apps that are popular in Asia. LINE, a messaging service that started in Japan in 2011, is an emergent super app. While its core service remains messaging, it has also added a number of services such as shopping, food delivery, payment and insurance.⁵⁶ KakaoTalk had 49.1 million active users worldwide in 2016.⁵⁷ In the same year, 41.49 million of 50.62 million South Koreans are active users. Like LINE and QQ, this South Korean messaging platform includes a social network (called KakaoStory), a gaming service, premium accounts (called “YellowID” or now, “Plus Friends”), and a mobile payment service.

1.3 Global Spread

There is no historical analogue to the speed and totality with which social media platforms have conquered that planet”, argued P.W. Singer and Emerson T. Brookings.⁵⁸

55 Law, C. (2017). QQ: The biggest digital platform you’ve never heard of. ClickZ. Retrieved from <https://www.clickz.com/qq-the-biggest-digital-platform-youve-never-heard-of/113476/>

56 Mariano, K. (2019). The rise of super apps and why they are a bigger threat than Google. Travel Daily. Retrieved from <https://www.traveldailymedia.com/the-rise-of-super-apps-and-why-they-are-a-bigger-threat-than-google/>

57 Alive Studios (2017). What Is Kakao and Why Should You Care? Medium. Retrieved from <https://medium.com/@madebyalive/what-is-kakao-and-why-should-you-care-fcb430bc61d0>

58 Singer, P. W. & Brookings, E. (2018). LikeWar: The Weaponization of Social Media. NY: Houghton Mifflin Harcourt, p. 218.

Table 1
Race to 50 Million Users⁵⁹

<i>Device</i>	<i>Years to 50 million Users</i>
Telephone	75
Radio	38
Television	13
Internet	4
FACEBOOK	2
Instagram	1 year 7 months
Youtube	10 months
Twitter	9 months

Globally, social media uses grew from slightly less than 1 billion in 2010 to about 2.65 billion in 2018. It is projected that global social media users will grow to 3.1 billion in 2021.⁶⁰

By 2019, up to 45 per cent of the world's population use social media.⁶¹

But the above figure may not be the best estimate of social media penetration as it includes children who are not allowed in social media. A better indicator may be the proportion of social media users relative to 'eligible users' in the population. Here the number is 58 per cent – well over half of the world's population. If we drill down further, in about 100 countries at least 70 per cent of their eligible population are already in social media.

As in the internet, there is also a social media divide.

North America and East Asia have the highest social penetration (at 70 per cent) in terms of regions.⁶² Social media penetration in Northern Europe is at 67 per cent, Southern America is at 66 per cent, Southeast Asia is at 61 per cent, South Asia is at 24 per cent and Central Asia is at 16 per cent. East Africa only has eight per cent of social media penetration.

In terms of Social Media penetration of the eligible population, North America and South America are on top at 83 per cent.⁶³ Followed by East Asia at 82 per cent, Northern Europe at 79 per cent, Southeast Asia at 78 per cent, South Asia at 31 per cent and Central Asia at 21 per cent and East Africa at 13 per cent.

59 The Creative UX Agency (2018). 50 Million Users: How long does it take tech to reach this milestone? Retrieved from <https://blog.interactiveschools.com/blog/50-million-users-how-long-does-it-take-tech-to-reach-this-milestone>

60 Clement, J. (2019). Number of social network users worldwide from 2010 to 2021 (in billions). Statista. Retrieved from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

61 Kemp, S. (2019). People Spend 1/7 of Their Waking Lives on Social Media (and Other Stats). Hootsuite. Retrieved from <https://blog.hootsuite.com/simon-kemp-social-media/>

62 Kemp, S. (2019). Digital 2019: Global Digital Overview. Datareportal. Retrieved from <https://datareportal.com/reports/digital-2019-global-digital-overview>

63 Ibid.

Table 2
Regional Social Media Divide

	Social Media Penetration	Social Media Penetration of Eligible Population
North America	70%	83%
East Asia	70%	82%
Northern Europe	67%	79%
South America	66%	83%
South East Asia	61%	78%
South Asia	24%	31%
Central Asia	16%	21%
East Africa	8%	12%

In the United States, social media users grew tenfold in 10 years – from 7 per cent in 2005 to 65 per cent in 2015.⁶⁴ In Indonesia, social network users were expected to grow from 55.9 m (i.e. 22.3 per cent of the population) in 2013 to 109.8m (i.e. 41 per cent of the population) in 2019.⁶⁵

In Lebanon, social media use grew from 49 per cent to 72 per cent between 2015 and 2017.⁶⁶ In the same period, Republic of Korea went from 51 per cent to 69 per cent.

The average user spent 2 hours and 16 minutes per day on social media in 2019. This is equivalent to about one-third of their total internet time or one-seventh of their waking lives.

Again, there are national differences.⁶⁷ Japanese spend an average of about 36 minutes on social media each day. At the other extreme, Filipinos spend an average of 4 hours and 12 minutes on social media.

There are some issues on whether the gender gap exists in social media.

Digital 2019 reports that

There's still a meaningful gender imbalance across overall social media audiences too, but [...] this varies markedly at the individual platform level. In general, countries with the lowest overall social media penetration are also those countries with the greatest male skew.⁶⁸

⁶⁴ Pew Research Center. (2015). Social Media Usage: 2005-2015. Retrieved from <https://www.pewresearch.org/internet/2-015/10/08/social-networking-usage-2005-2015/>

⁶⁵ Loras, S. (2016). Social media in Indonesia: big numbers with plenty of room to grow. ClickZ. Retrieved from <https://www.clickz.com/social-media-in-indonesia-big-numbers-with-plenty-of-room-to-grow/94062/>

⁶⁶ Bishop, C., Chwe, H. & Poushter, J. (2018). Social network adoption varies widely by country. Pew Research Center. Retrieved from <https://www.pewresearch.org/global/2018/06/19/3-social-network-adoption-varies-widely-by-country/>

⁶⁷ Kemp, S. (2019). Digital 2019: Global Internet Use Accelerates. We Are Social. Retrieved from <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>

⁶⁸ Kemp, S. (2019). Digital trends 2019: Every single stat you need to know about the internet. The Next Web. Retrieved from <https://>

On the other hand, Razor Edge Media reports that 71 per cent of women and only 62 per cent of men use social media.⁶⁹ In fact, in some social media sites, the gender gap has widened in favor of female users: Facebook (84 per cent women vs. 73 per cent men), Facebook Messenger (75 per cent vs. 62 per cent), and Instagram (48 per cent vs. 35 per cent).⁷⁰

Men and women tend to use social media differently:

- 75 per cent of females use social media multiple times per day, compared to 64 per cent of males.
- More than 80 per cent of both men and women use Facebook at least once per week, but more men than women use Twitter and Reddit. More women than men, on the other hand, use Pinterest at least once per week.
- 53 per cent of women use social media on mobile apps compared to 34 per cent of men.⁷¹

In terms of SNS use, women use them to maintain existing social relationships, to search for information, to pass the time and be entertained while men use them to express their opinions, to develop new relationships, and to experiment with the content they post on their profile.⁷²

While a gender divide in social media may or may not exist, it is seen as an important tool for empowerment: "social media encourages a more level playing field, allowing for the voices of women from a wider array of backgrounds and countries, with or without traditional power, to be heard"⁷³. Specific to SNS, a 2018 study of the "Facebook Gender Gap" in 217 countries concludes: "that online social networks, while suffering evident gender imbalance, may lower the barriers that women have to access to informational resources and help to narrow the economic gender gap".⁷⁴

Another important social media user group is teenagers.

Digital 2019 reports that 7 per cent of social media users belong to the 13 – 17 years age group.⁷⁵

Global Web Index data shows that 45 per cent of 13-17-year-olds say they are online on a "near-constant basis".⁷⁶

thenextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/

69 Razor Edge Media. (n.d.). Men vs Women Social Media Usage. Retrieved from <https://www.razoredge-media.co.uk/men-vs-women-social-media-usage/>

70 Cast from Clay. (2018). The gender social gap in 2018. Retrieved from <https://weareflint.co.uk/blog/2018/3/5/the-gender-social-gap-in-2018>

71 Herhold, K. (2018). How Do People Use Social Media in 2018? Business 2 Community. Retrieved from <https://www.business2community.com/social-media/how-do-people-use-social-media-in-2018-02139699>

72 Daniele, A., Rollero, C. & Tartaglia, S. (2019). Do men post and women view? The role of gender, personality and emotions in online social activity. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(1).

73 Powell, C. (2018). How Social Media Has Reshaped Feminism. Council on Foreign Relations. Retrieved from <https://www.cfr.org/blog/how-social-media-has-reshaped-feminism>

74 Cebrian, M. et al. (2018). Analyzing gender inequality through large-scale Facebook advertising data. *Proceedings of the National Academy of Sciences of the United States of America (PNAS)*. Retrieved from <https://www.pnas.org/content/115/27/6958>

75 Kemp, S. (2019). Digital 2019: Global Digital Overview. Datareportal. Retrieved from <https://datareportal.com/reports/digital-2019-global-digital-overview>

76 Kavanagh, D. (2019). Teenagers and Social Media: What Every Marketer Should Know. GlobalWebIndex. Retrieved from <https://blog.globalwebindex.com/trends/teenagers-and-social-media/>

Time spent on social media by 16-18-year-olds ranges from two hours per day in the Asia Pacific to over four hours per day in Latin America. In Argentina, the Philippines, Colombia and Russia, 16-18-year-olds spend over 4 hours per day on social media.

In the United States, a 2018 United States survey reveals that 70 per cent of teenagers (13-17) check social media several times a day, up from just 34 per cent in 2012.⁷⁷ Worth noting is that 16 per cent of these teens admit checking their social feeds nearly constantly and another 27 per cent do so on an hourly basis. A bigger percentage of American teens describe social media as mostly positive (31 per cent) compared to those who see it as mostly negative (24 per cent).⁷⁸ But more teens (45 per cent) say that the effect of social media has been neither positive nor negative.

In the United Kingdom of Great Britain and Northern Ireland, 99 per cent of 12-15-year-olds go online for 20.5 hours a week. 69 per cent have a social media profile, and 89 per cent use YouTube (74 per cent of them use it to watch funny videos, pranks and music video).⁷⁹ Research shows that in the United Kingdom of Great Britain and Northern Ireland "social media use is not, in and of itself, a strong predictor of life satisfaction across the adolescent population".⁸⁰

In India, the majority of social media users are teenagers.⁸¹ According to a 2018 survey of 12 – 18 years old high school students, Indian teens spend more than 60 minutes on average on social media. Furthermore, most of the teens admits that social media is not useful for academic studies.

In Thailand, it is estimated that 2.4 per cent of 13-17-year-olds use social media. Of these, 2.7 per cent are girls and 2.1 per cent are boys.⁸²

77 Richter, F. (2018). Teens' Social Media Usage Is Drastically Increasing. Statista. Retrieved from <https://www.statista.com/chart/15720/frequency-of-teenagers-social-media-use/>

78 Anderson, M. & Jiang, J. (2018). Teens, Social Media & Technology. Pew Research Center. Retrieved from <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/>

79 Ofcom. (2019). Children and parents: Media use and attitudes report 2018. Retrieved from https://www.ofcom.org.uk/__data/assets/pdf_file/0024/134907/children-and-parents-media-use-and-attitudes-2018.pdf

80 Dienlin, T., Orben, A. & Przybylski, A. (2019). Social media's enduring effect on adolescent life satisfaction. Proceedings of the National Academy of Sciences of the United States of America (PNAS). Retrieved from <https://www.pnas.org/content/pnas/116/21/10226.full.pdf>

81 Bansal, J. & Bhati, V. (2019). Social Media and Indian Youth. International Journal of Computer Sciences and Engineering, 7(1). Retrieved from https://www.researchgate.net/publication/331471804_Social_Media_and_Indian_Youth

82 Watcharaporn, K. (2019). Social Media Trends 2019: Part 1 – Facebook in Thailand. Lexicon. Retrieved from <https://lexiconthai.com/blog/social-media-trends-2019-facebook-in-thailand/#gallery-4>

Key Takeaways

1. Social media is a form of online, collaborative, many-to-many communications. It is a kind of digital platform that disseminates user-generated content. All social media have the following elements: Participation; Openness; Conversation; Community; and Connectedness.
2. The following are the different kinds of social media:
 - Social network sites or social networking sites – they enable a wider network of weak ties which contribute to social capital; discover information about others to help develop common ground; and assist in coordinating and mobilizing social action;
 - Blogs – online sites containing the writer’s experiences, observations, opinions, etc., where the readers can ‘talk’ back;
 - Wikis – software that allows users to freely create and edit Web page content using any Web browser;
 - Podcasts – episodic series of audio and video files subscribed to and downloaded or streamed online to a computer or mobile device;
 - Forums – online discussion sites where people can hold conversations in the form of posted messages;
 - Content communities – a group of people coalescing online around an object of interest held in common;
 - Microblogging – the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet; and
 - Messaging – a mobile-phone-based software program that allows users to send and receive information using their phone’s internet connection
3. Social media platforms have conquered the planet faster and in greater totality than other communications technology (e.g., radio, television or telephone).
4. The social media divide tracks the internet divide. There may or may not be a gender divide in social media.

2. Social Media and Society

This section aims to:

- Discuss how people use social media, how social media affects culture and social relationships as well as the social challenges posed by social media
-

What do people do when they use social media?

The top ten reasons for using social media in 2018 are:

1. To stay in touch with what friends are doing (42%)
2. To stay up to date with news and current events (41%)
3. To fill up spare time (39%)
4. To find funny or entertaining content (37%)
5. General networking with other people (34%)
6. Because friends are already on them (33%)
7. To share photos or videos with others (32%)
8. To share my opinion (30%)
9. To research new products to buy (29%)
10. To meet new people (27%)⁸³

Olivia Valentine observes that these reasons “are all related to passive forms of networking”.⁸⁴ This means “many social media users are coming to view social networks as sources of content rather than platforms that require active contributions.”⁸⁵

Hootsuite identifies the following significant changes in social media use in 2019:

- Local Legitimacy. A fight back against the homogenization of global culture with grassroots campaigns to give local voices a platform through social media.
- Minority Impact. Marginalised groups are becoming the most influential microcosms in social media.
- Memes Go Niche. ‘Niche memes’ have become a way for young people to close off outsiders and share vulnerabilities as well as in-jokes.
- Fake Authenticity. The emergence of virtual influencers with Instagram stars such as Lil Miquela and Shudu gathering millions of followers.⁸⁶

83 Valentine, O. (2018). Top 10 Reasons for Using Social Media. GlobalWebIndex. Retrieved from <https://blog.globalwebindex.com/chart-of-the-day/social-media/>

84 Ibid.

85 Ibid.

86 Kemp, S. (2019). Digital 2019: Essential Insights into how people around the world use the Internet, Mobile Devices, Social Media and e-Commerce. We Are Social & Hootsuite. Retrieved from <https://www.juanmejia.com/wp-content/uploads/2019/03/Digital-2019-WeAreSocial-y-HootSuite.pdf>

2.1 Social Media and Culture

Edward T. Hall famously said that “communication is culture and culture is communication”.⁸⁷ It is generally taken to mean that “culture is created, shaped, transmitted, and learned through communication” and that “communication practices are largely created, shaped, and transmitted by culture”.⁸⁸

Like other communication technologies, social media is also transforming culture. It does so in the following 10 ways:

1. Challenging the Status Quo. We are challenging the status quo, building things, creating things, connecting with each other, self-organizing around important issues, and yes, changing the world little bit by little bit.
2. Growing by Exposure to Diversity. People are connecting and being exposed to both comfortable and diverse perspectives.
3. Garnering Visible Support. We support people and things we like.
4. Learning More from Each Other. You can find everything from make-up tips to channeled extraterrestrial messages on YouTube.
5. Crowdsourcing Wisdom. We share our knowledge, wisdom and experience.
6. Unleashing Creativity and Inspiration. We share our creative ideas and inspirations.
7. Increasing Appreciation of Uniqueness and Handicraft. We still have respect for the unique and handmade quality.
8. Exposing Truth (sometimes contributing to untruth). Retweets are our weapons in an effort to expose information and transform thinking.
9. Becoming More Authentic. People in the social media space are finally talking more about authenticity, which might help minimize some of the junkier parts of our lovely information city.
10. Allowing Anyone to Contribute. We acknowledge that everyone has something to contribute, at the price of an internet connection.⁸⁹

Social media is also helping preserve minority languages and indigenous cultures.

The internet has enabled speakers of minority languages to communicate despite limitations of space or time.⁹⁰ Anna Luisa Daigneault of the Living Tongues Institute for Endangered Languages argues that “social media [...] (is) another connection point for people who want to stay connected to their language.”⁹¹ Social media “brings scattered communities together such as the Roma, or the remaining Karelian speakers” and “is the only context where new registers and new settings can be explored”.⁹²

87 Hart, W., Miike, Y. & Rogers, E. (2002). Edward T. Hall and The History of Intercultural Communication: The United States and Japan. *Keio Communication Review* 24. Retrieved from <http://www.mediacom.keio.ac.jp/publication/pdf2002/review-24/2.pdf>

88 Encyclopedia.com (2020). Culture and Communication. Retrieved from <https://www.encyclopedia.com/media/en-cyclopedias-almannacs-tran~scripts-and-maps/culture-and-communication>

89 Galarneau, L. (2012). 10 Ways Social Media is Transforming our World. Jeff Bullas: Win at Business and Life in a Digital World. Retrieved from <https://www.jeffbullas.com/10-ways-social-media-is-transforming-our-world/>

90 White, B. (2017). Could social media save endangered languages? Oxford University Humanities Division. Retrieved from: <https://www.humanities.ox.ac.uk/article/how-languages-become-endangeredand-how-social-media-could-save-them-0>

91 Emmanouilidou, L. (2014). For Rare Languages Social Media Provides New Hope. NPR All Tech Considered. Retrieved from <https://www.npr.org/sections/alltechconsidered/2014/07/26/333732206/for-rare-languages-social-media-provide-new-hope>

92 Belmar Viernes, G. (2018). Minority Languages on Social Media: Multilingual Practices and Digital Presence. Conference on Russian Humanities. Retrieved from https://www.academia.edu/35826231/Minority_Languages_on_Social_Media_Multi-lingual_Prac

Minority languages exist alongside majority languages in social media. For instance, in 2019, Facebook officially supports 111 different languages (used by 652 million people worldwide) with another 31 widely spoken languages (with 230 million or more speakers) that do not have official support.⁹³

Social media's strength is that it reaches the young: "including younger generations in efforts to strengthen languages (that) is essential if we want to ensure revitalization".⁹⁴

Social media also enables the creation, sharing and preservation of indigenous knowledge.⁹⁵

For indigenous Australians, social media is a vital resource "for connecting [...] to community and culture, helping identify those at risk of suicide or self-harm, and offering a powerful outlet for political activism."⁹⁶ Social media is also "a significant avenue for both seeking and providing help, in areas such as employment, legal services, education, (and) wellbeing".⁹⁷

In Canada, the First Nation communities in the Sioux Lookout zone use social networking sites (SNS) to contribute to social capital, strengthen bonding and bridging networks within and among the communities, and serve as an important avenue for sharing information and stories that support the development and preservation of culture.⁹⁸

Inuits use social media to share traditional knowledge and scientific information.

Inuit Hunters and Social Media

Inuit hunters are out on the ice or land most days gathering food for their communities, and they have unique needs that existing social media like Facebook and Twitter do not address.

The Siku app and web platform, named after the Inuktitut word for sea ice, allows users to trade observations about dangerous conditions, document wildlife sightings and trade hunting stories.

It also integrates modern weather, sea ice and satellite imagery, while allowing travellers to add in the traditional terms for potentially perilous conditions using

tices_and_Digital_Presence

93 Dave, P. & Fick, M. (2019). Facebook's flood of languages leave it struggling to monitor content. Reuters. Retrieved from <https://www.reuters.com/article/us-facebook-languages-insight/facebooks-flood-of-languages-leave-it-struggling-to-monitor-content-idUSKCN1RZ0DW>

94 Cocq, C., Outakoski, H. & Steggo, P. (2018). Strengthening Indigenous languages in the digital age: social media-supported learning in Sápmi. Media International Australia. Retrieved from <https://journals.sagepub.com/doi/full/10.1177/13298-78X18803700>

95 Maretzki, A., Mehta, K. & Owiny, S. (2014). The Use of Social Media Technologies to Create, Preserve, and Disseminate Indigenous Knowledge and Skills to Communities in East Africa. *International Journal of Communication*, 8, 234–247. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/1667/1067>

96 Carlson, B. & Frazer, R. (2018). Indigenous voices are speaking loudly on social media but racism endures. *The Conversation*. Retrieved from <https://theconversation.com/indigenous-voices-are-speaking-loudly-on-social-media-but-racism-endures-94287>

97 Ibid.

98 Budka, P. et al. (2014). Social Media in Remote First Nation Communities. *Canadian Journal of Communication*, 39, 275-288. Retrieved from <https://www.cjc-online.ca/index.php/journal/article/view/2619/2647>

their own language.

The app was created by a team of developers assembled by the Arctic Eider Society, a charity based in Sanikiluaq, Nunavut.

Joel Heath, the executive director of the society, says the project was born from a desire by Inuit elders to document and share oral history with young people.

Lucassie Arragutainaq, manager of the Sanikiluaq Hunters and Trappers Association, says "we're copying what our parents used to do, but in modern ways."

Extracted (with modification) from: "Inuit sharing ancient knowledge of ice, sea and land with new app" at <https://www.cbc.ca/news/canada/north/inuit-app-land-siku-1.5384727?fbclid=IwAR0NqnfAkbnx88sEeMcnWMwE6KOLoHTPbuo2SEpsbLmOsfkffKL1KTILJBs>

2.2 Social Media and Social Relationships

Social media, according to Mikolaj Jan Piskorski, is a solution to "unmet social needs or social failures."⁹⁹ Social failure occurs because mutually advantageous interactions do not happen. This includes when individuals are not able to meet or share private information or social support. Social media is a social solution because it "allows people to meet strangers or deepen their existing friend relationship in ways that they could not do on their own".¹⁰⁰

Anthropology Professor Daniel Miller suggests that social media, particularly Facebook, affects the individual in two ways: 1) helps to make relationships; and 2) helps those who struggle with relationships.¹⁰¹

Social media facilitates the creation of "social networks" – a tightly knit group that serves as an individual's support system and safety net, similar to the ideas of 'relatives', 'gang', 'alumni associations', and 'church mates'.

Facebook did not invent social network or computer-based networks.¹⁰² What Facebook did is to make it easier to connect and sustain a relationship with family members, close friends, neighbors, former classmates and others.

Social media eliminates the need for face-to-face interaction to create/sustain social networks. Miller argues that this is a boon to the elderly with limited mobility, mothers who find they have to stay at home with young children, and those who feel shy, less attractive, or less confident, in face to face situations.

A 2009 study in the United States revealed that "mothers with children at home are more

99 Piskorski, M. (2014). *A Social Strategy: How We Profit From Social Media*. Princeton & Oxford: Princeton University Press, p. 2.

100 Ibid.

101 Miller, D. (2011). *Tales from Facebook*. Cambridge, UK: Polity Press.

102 Rainie, L., & Wellman, B. (2012). *Networked: The New Social Operating System*. Cambridge, MA: MIT Press.

likely to use social media than any other average person".¹⁰³ Retirees also benefits from social media. 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".¹⁰⁴ Social media also helps those who are physically challenged. Twitter is being used by those physical disabled "as their stage to create newfound identities, unconstrained by their bodies' limitations."¹⁰⁵

Social media helps build intentional communities – a group of people of common concerns and convictions.¹⁰⁶ Members of intentional communities choose to be part of a group because of shared interest, causes or objectives. Unintentional communities are those where we become members by virtue of birth or residence. Family and nationality are unintentional communities.

In the past, creating and maintaining intentional communities is circumscribed by geography. Beyond a certain distance, maintaining intentional communities require a lot of effort and mobility. Social media make participation in intentional communities easy. For instance, Facebook effortlessly 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 is in it and what members post), "Closed" (Anyone can see the group and who is in it. Only members see posts) or "Secret" (Only members see the group, who is in it and what members post.) Social media, like other technologies (e.g., cars, trains and planes) that make us mobile and gives individuals more options of which communities to join.

Another virtue of social media is enabling efficient social bonding despite the geography. For instance, Facebook allows migrant workers to sustain a relationship with family and friends, 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 271.6 million migrants in 2019.¹⁰⁷ Most of them leave their homes because of the lack of economic opportunities or seeking better opportunities abroad. Others leave because of violence or lack of freedoms.

Social media has made working overseas more tolerable. It helps reduce the loneliness felt by overseas workers for being separated from the families and friends.

103 Savar, A. (n.d.). Study: Stay-at-home moms dominate social media. Retrieved from <http://c2c.bigfuel.com/momentum/trends-momentum/study-stay-at-home-moms-dominate-social-media>

104 Ho, V. (2012, January 1). Facebook keeps families in touch. Retrieved from <http://www.aarp.org/technology/social-media/info-01-2012/facebook-keeps-families-in-touch-wa.html>

105 Gozales, C. (n.d.). Twitter: Remaking the persona of the physically challenged. Retrieved from <http://www.twitip.com/twitter-re-making-the-persona-of-the-physically-challenged/>

106 Wittkower, D.E. (Ed.). (2010). Facebook and Philosophy. Chicago and La Salle IL: Open Court.

107 International Organization for Migration's Global Migration Data Analysis Centre. (2019). Migration Data Portal. Retrieved from https://migrationdataportal.org/data?i=stock_abs_&t=2019

Refugees and Social Media

Today, refugees use smartphones and social media platforms in five primary ways – communication, translation, information, navigation and representation [...]

A few key aspects within these categories deserve particular attention.

The first is communication. Not only do smartphones and social media websites help refugees to keep in touch with family and friends, they also connect users to underground networks which often make this international travel possible in the first place.

During transit, social media and smartphones provide critical services as well [...] Social media and Facebook groups in particular help confirm correct information and challenge ongoing rumor mills.

The possession of a smartphone during migration can also be valuable in itself, allowing refugees to complete mobile transactions and directly pay for their transportation expenses.

Even post-arrival, these technologies assume new uses and values.

Because of their ability to take and store photos and videos, the smartphones and SIM cards of refugees often contain both positive memories, as well as documentary evidence of the conflict and torture they have experienced.

Upon arrival in their new host-countries, these images become key in confirming their status as refugees through their archived digital passage to Europe and in remembering their past life before it was uprooted.

“[Social media] is useful for connecting people and allowing them to settle in just by making them aware of what information and services are available, and also giving people an opportunity to draw on these more diffused, looser or weaker ties to find work and other important integration services,” according to Aliyyah Ahad, an associate policy analyst at the Migration Policy Institute

Extracted (with modification) from: Ivy Kaplan, “How Smartphones and Social Media have Revolutionized Refugee Migration”, UNHCR Blogs, 26 October 2018. Available at <https://www.unhcr.org/blogs/smartphones-revolutionized-refugee-migration/>

2.3 Social Media and Social Challenges

The negative effects of social media, according to the South African College of Applied Psychology, include comparing yourself to others; information addiction; and fake News.¹⁰⁸

Social media is also used by criminals. In 2019, "Social Media Cyber Crime is a \$3 Billion Business."¹⁰⁹ Among these crimes are data breaches, illegal trade in personal information, illegal sale of prescription drugs, money laundering and use of 'money mules'.

Some argue that social media is also being used for "violent radicalization" of young adults. A UNESCO study (2017) reports that:

[...] there is insufficient evidence to conclude that there is a causal link between extremist propaganda or recruitment on social networks and the violent radicalization of young people. The synthesis of evidence shows, at its best, that social media is an environment that facilitates violent radicalization, rather than driving it (p.6).¹¹⁰

While the risk is not as high as alarmists would have it, children can be exposed to sexual predators in social media.¹¹¹

In this section, we will focus on social media-induced social challenges of homophily, increasing surveillance through data trails, and undesirable impact on the youth.

Beware of Homophily

Social media helps create homophily – the "tendency to form strong social connections with people who share one's defining characteristics, as age, gender, ethnicity, socioeconomic status, personal beliefs, etc."¹¹²

Homophily is "a basic organizing principle" in society and arises from factors such as geography, family ties, school, work and voluntary group.¹¹³ While homophily reinforces intra-group cohesion, it also contributes to inter-group conflict and segregation. For McPherson, Smith-Lovin and Cook, "homophily in race and ethnicity creates the strongest divides in our personal environments, with age, religion, education, occupation, and gender following in roughly that order."¹¹⁴

Social media, according to Mayger, Jeff Passe, and Corey Drake, has the potential "to

108 South African College of Applied Psychology. (2019, April 23). Living for likes: The negative effects of social media. Retrieved from <https://www.sacap.edu.za/blog/psychology/negative-effects-social-media/>

109 Lindsey, N. (2019, March 12). Cyber criminals have turned social media cyber crime into a \$3 billion business. CPO Magazine. Retrieved from <https://www.cpomagazine.com/cyber-security/cyber-criminals-have-turned-social-media-cyber-crime-into-a-3-billion-business/>

110 Alava, S., Frau-Meigs, D., & Hassan, G. (2017). Youth and violent extremism on social media: Mapping the research. Paris: UNESCO. Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000260382>

111 Guggisberg, M. (2019, August 27). Children can be exposed to sexual predators online, so how can parents teach them to be safe? Medical Press. Retrieved from <https://medicalxpress.com/news/2019-08-children-exposed-sexual-predators-online.html>

112 Dictionary.com. (2019). Homophily. Retrieved from <https://www.dictionary.com/browse/homophily>

113 McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a feather: Homophily in social networks. *Annual Review of Sociology*, 27, 415–44. Retrieved from <http://aris.ss.uci.edu/~lin/52.pdf>

114 Ibid.

overcome the structural barriers that promote homophily by providing a virtual public sphere where people from diverse backgrounds could engage with one another in a marketplace of ideas".¹¹⁵

Unfortunately, there are counter currents in social media that undermine its ability to serve as a marketplace of ideas.

Social media algorithms connect people with similar interests. For instance, Facebook News Feed "are influenced by your connections and activity on Facebook".¹¹⁶ What users see in their respective News Feeds "are meant to keep (them) connected to the people, places and things that (they) care about, starting with [...] friends and family."¹¹⁷ This is also the case with Twitter. Sunstein notes that "Twitter makes it easy for people inclined to hear like-minded viewpoints to do exactly that – and many people are following their inclinations" (p.121).¹¹⁸

There is an economic reason why social media algorithms reinforce the similarities: "creating a homophilic group will make it easier to target ads and marketing as well as extract additional information that may not have been available if the group was not homophilic."¹¹⁹

Why does algorithms reinforce homophily worries? First, "homophily limits people's social worlds in a way that has powerful implications for the information they receive, the attitudes they form, and the interactions they experience."¹²⁰ Furthermore, "greater political homophily is associated with decreased chances of politically diverse interactions and increased rates of interactions with ideologically similar others that tend to reinforce individuals' views and enhance their commitment to their ideological group".¹²¹

Homophily not only amplifies tribal mindsets, but also produces "echo chambers".¹²² Echo chambers are "groups in which a certain set of viewpoints and beliefs are shared amongst its members, but in such a way that views from outside the group are either paid no attention or actively thought of as misleading".¹²³ Echo chambers tend to reinforce the views of people so much so that no amount of contrary facts, evidence or argument could convince them to change their position.

While echo chambers represent political harm, there is evidence that those caught in it are

- 115 Mayger, L. K., Passe, J., & Drake, C. (2017, April). Homophily, echo chambers, and selective exposure in social networks: What should school leaders do? Paper presented at the American Educational Research Association Conference, New York. Retrieved from https://www.researchgate.net/publication/327392129_Homophily_Echo_Chambers_and_Selective_Exposure_in_Social_Networks_What_Should_School_Leaders_Do
- 116 Facebook Help Center. (2019). How news feed works. Retrieved from <https://www.facebook.com/help/1155510281178725>
- 117 Ibid.
- 118 Sunstein, C. R. (2018). #Republic: Divided Democracy in the Age of Social Media. Oxford: Princeton University Press.
- 119 Zugay, A. (2017, September 1). Does connecting on social media lead to homophily? Medium. Retrieved from <https://medium.com/@andrezugay/does-connecting-on-social-media-lead-to-homophily-7b647499ad2a>
- 120 McPherson, M., Smith-Lovin, L., & Cook, J. (2001). Birds of a feather: Homophily in social networks. *Annual Review of Sociology*, 27, 415-444. Retrieved from www.jstor.org/stable/2678628
- 121 Boutyline, Andr & Willer, Robb. (2017). The social structure of political echo chambers: Variation in ideological homophily in online networks. *Political Psychology*, 38 (3), 551-569. Retrieved from <https://www.ocf.berkeley.edu/~andrei/downloads/echo.pdf>
- 122 Gillani, N., Yuan, A., Saveski, M., Vosoughi, S., & Roy, D. (2018, April 23-27). Me, My Echo Chamber, and I. Proceedings of the 2018 World Wide Web Conference on World Wide Web - WWW '18, Lyon, France. Retrieved from <https://arxiv.org/pdf/1803.01731.pdf>
- 123 Boyd, K. (2019, January 11). The rise of political echo chambers. The Prindle Post. Retrieved from <https://www.prindlepost.org/2019/01/the-rise-of-political-echo-chambers/>

from a small per cent of the population.

In their study using nationally representative survey of adult UK internet users, Dubois and Blank found that “greater interest in politics and more media diversity reduce the likelihood of being in an echo chamber”.¹²⁴ Those who are “both not politically interested and who do not use diverse media are more likely to be in an echo chamber”¹²⁵. But they are a small subset of the population – in this case 8% of the population. Summarizing research on echo chambers, Sunstein concludes “that while most people do not live in echo chambers, those who do may have disproportionate influence, because they are so engaged in politics” (p.117).¹²⁶

To summarize, political homophily leads to increased polarization of public opinion, thus radically decreasing the chance for collective deliberative discourse and the potential of social media serving as a public sphere – “the social space in which different opinions are expressed, problems of general concern are discussed, and collective solutions are developed communicatively”.¹²⁷

Homophily and Social Media

It’s been found that users with more Facebook friends have better well-being. Then when the individual’s new friends like and respond to posts, their self-esteem grows. So, homophily can be beneficial for helping users find more connections and friends, who will then agree with their posts and like and comment on them.

Interestingly, introduction to different types of political posts on social media has been tied to increased moderation, tolerance, and political knowledge. Unfortunately, those with the most strongly held beliefs are unlikely to read or view those posts that may challenge their beliefs. So, while homophily may lead to positive feelings, it can also keep individuals from learning and growing. It can also lead to lower levels of tolerance of those who are different.

Homophily can lead to bullying, extremism, and has even been linked to terrorism. It’s easy to feel powerful enough to bully or terrorize when the individual feels safe and surrounded by like-minded individuals. For example, someone may attack a friend’s political views on Facebook, secure in the knowledge that their other friends will be on their side and argue with them. Interestingly, while terrorists use social media in order to normalize the idea of

124 Dubois, E., & Blank, G. (2018). The echo chamber is overstated: the moderating effect of political interest and diverse media. In *Information, Communication & Society*, 21(5), 729-745, Retrieved from <https://www.tandfonline.com/doi/full/10.1080/1369118X.2018.1428656>

125 Ibid.

126 Sunstein, C. R. (2018). *#Republic: Divided Democracy in the Age of Social Media*. Oxford: Princeton University Press.

127 Wessler, H., & Freudenthaler, R. (2018, January 11). Public sphere. In *Oxford Bibliographies*. Retrieved from <https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0030.xml>

violence, it actually is not how most people are recruited. Social media does, however, help terrorists to create credibility and keep their message out there.

Extracted (with modification) from: <https://medium.com/@alisabethtullo/dangers-of-homophily-in-social-media-1e7d13ebe138>

Surveillance Through Data Trails

The mid-1980s saw the rise of new form of surveillance – “dataveillance”. This new form of monitoring of the actions of individuals or groups relies less on “(expensive) physical and electronic surveillance of individuals” but on “(cheap) surveillance of people’s behavior through the increasingly intensive data trails that their behaviour was generating”.¹²⁸

Surveillance used to be the domain of government. It has now become vital to private corporations. Tracking individual behavior is at the core of the business models of companies. In most instances, these activities are done without us understanding the full extent of the surveillance.

Social media companies collect and analyze users’ online behavior to produce profiles that can be further used for commercial purposes. Google keeps tabs on what we search for to target us with ads. Facebook tracks what we like, love, laugh at as well as get surprised at, sad and angry about to develop profiles that they sell to advertisers.

Due to the amount of information that users share, the profiles that are developed by social media companies are highly specific. A University of North Carolina study showed that using only ‘Facebook Likes’ [...] researchers were able to fairly reliably ‘model’ (computationally and statistically guess to a high degree of accuracy) ‘latent’ traits of 58,000 volunteers. The traits modeled—often with eighty to ninety per cent accuracy—included “sexual orientation, ethnicity, religious and political views, personality traits, intelligence, happiness, use of addictive substances, parental separation, age, and gender” (p.210) among others.¹²⁹

Social media companies do not even need to analyze data that individual users provide. An analysis of Twitter accounts (profiles and interactions) of a subscriber’s friends can generate reliable profiles about the subscriber.¹³⁰ According to a study, the tweets of 8 to 9 friends of a subscriber could lead to “startlingly accurate profiles” (with up to 95 per cent accuracy) of the subscriber.¹³¹

Social media companies are not the only ones profiting from our data. There are third-party data brokers – companies that “create consumer profiles based on information compiled from a variety of sources, including surveys and questionnaires, public records like

128 Clarke, R. (2019). Roger Clarke’s Dataveillance and Information Privacy. Retrieved from <http://www.rogerclarke.com/-DV/#SurvD>

129 Tufekci, Z. (2015). Algorithmic harms beyond Facebook and Google: Emergent challenges of computational agency. Retrieved from <https://ctlj.colorado.edu/wp-content/uploads/2015/08/Tufekci-final.pdf>

130 Lindsey, N. (2019, February 3). New research study shows that social media privacy might not be possible. CPO Magazine. Retrieved from <https://www.cpomagazine.com/data-privacy/new-research-study-shows-that-social-media-privacy-might-not-be-possible/>

131 Ibid.

government lists and voter documentation, and enterprise insights from loyalty programs, credit reports and more.”¹³² The profiles that data brokers “come not just from data you’ve shared, but from data shared by others, and from data that’s been inferred”.¹³³

The increasing importance of collecting and processing data in business has given rise to the concept of “Surveillance Capitalism” – “the unilateral claiming of private human experience as free raw material for translation into behavioral data”.¹³⁴

Surveillance Capitalism

Surveillance Capitalism describes a market driven process where the commodity for sale is your personal data, and the capture and production of this data relies on mass surveillance of the internet. This activity is often carried out by companies that provide us with free online services, such as search engines (Google) and social media platforms (Facebook).

The late 20th century has seen our economy move away from mass production lines in factories to become progressively more reliant on knowledge. Surveillance capitalism, on the other hand, uses a business model based on the digital world, and is reliant on “big data” to make money.

Surveillance capitalism practices were first consolidated at Google. They used data extraction procedures and packaged users’ data to create new markets for this commodity.

Currently, the biggest “Big Other” actors are Google, Amazon, Facebook and Apple. Together, they collect and control unparalleled quantities of data about our behaviours, which they turn into products and services.

This has resulted in astonishing business growth for these companies. Indeed, Amazon, Microsoft, Alphabet (Google), Apple and Facebook are now ranked in the top six of the world’s biggest companies by market capitalisation.

Google, for instance, processes an average of 40,000 searches per second, 3.5 billion per day and 1.2 trillion per year. Its parent company, Alphabet, was recently valued at US\$822 billion.

132 Gigya (2015). Uncovering the hidden costs of third-party data. Retrieved from <https://www-356.ibm.com/partnerworld/gsd/showimage.do?id=40879>

133 Molitorisz, S. (2018, April 4). It’s time for third-party data brokers to emerge from the shadows. *The Conversation*. Retrieved from <https://theconversation.com/its-time-for-third-party-data-brokers-to-emerge-from-the-shadows-94298>

134 Laidler, J. (2019, March 4). High tech is watching you. *The Harvard Gazette*. Retrieved from <https://news.harvard.edu/gazette/story/2019/03/harvard-professor-says-surveillance-capitalism-is-undermining-democracy/>

Extracted (with modification) from: "Explainer: what is surveillance capitalism and how does it shape our economy?" Available at <http://theconversation.com/explainer-what-is-surveillance-capitalism-and-how-does-it-shape-our-economy-119158#:~:targetText=Surveillance%20capitalism%20describes%20a%20market,mass%20surveillance%20of%20the%20internet>

Social Media and Children and Teens

Research has shown that engaging in social media benefits children and adolescents by enhancing communication, social connection, and even technical skills.

Teens from marginalized groups (e.g., LGBTQ) and teens struggling with mental health issues can find support and friendship through use of social media. When teens connect with small groups of supportive teens via social media, those connections can be the difference between living in isolation and finding support.¹³⁵

Children and adolescents face some risk when using social media largely because of their limited capacity for self-regulation and susceptibility to peer pressure. These risks include cyberbullying, mental health issues and "sexting".

A University of Pittsburgh study found a correlation between time spent using social media and negative body image feedback.¹³⁶ Those who had spent more time on social media had 2.2 times the risk of reporting eating and body image concerns, compared to their peers who spent less time on social media. Those who spent the most time on social media had 2.6 times the risk.

Another University of Pittsburgh study showed that the more time young adults spent on social media, the more likely they were to have problems sleeping and report symptoms of depression.¹³⁷

A small study of teens aged 13-18 from the UCLA Brain Mapping Center found that a high number of likes on photos showed increased activity in the reward center of the brain.¹³⁸ Furthermore, teens are influenced to like photos, regardless of content, based on high numbers of likes.

Despite being worrisome, these studies are based on small samples and hence the results are not easily generalizable, as noted by a report that "the verdict is still out on whether

135 Hurley, K. (2019, March 7). Social media and teens: How does social media affect teenagers' mental health. PSYCOM. Retrieved from <https://www.psycom.net/social-media-teen-mental-health>

136 Sidani, J., Shensa, A., Hoffman, B., Hanmer, J., & Primack, B. (2016). The association between social media use and eating concerns among US young adults. *Journal of the Academy of Nutrition and Dietetics*, 116(9), 1465–1472. Cited from <https://www.psycom.net/social-media-teen-mental-health>

137 Levenson, J., Shensa, A., Sidani, J., Colditz, J., & Primack, B. (2017). Social media use before bed and sleep disturbance among young adults in the United States: A nationally representative study. *Sleep*, 40(9). Cited from <https://www.psycom.net/social-media-teen-mental-health>

138 Sherman, L., Payton, A., Hernandez, L., Greenfield, P., & Dapretto, M. (2016). The power of the like in adolescence: Effects of peer influence on neural and behavioral responses to social media. *Psychological Science*, 27(7). Cited from <https://www.psycom.net/social-media-teen-mental-health>

social media is damaging to the mental health of teens".¹³⁹

Table 3
Social Media Benefits and Risks to Youth

Benefits	Socialization and Communication; Enhanced Learning Opportunities; and Development of Technical Skills
Risk	Cyberbullying and Online Harassment; Depression; and Sexting

Cyberbullying

Cyberbullying "occurs when a young person torments, threatens, harasses, or embarrasses another young person using the Internet or other technologies, like cell phones".¹⁴⁰ Examples include mean text messages, rumors sent by email, and embarrassing pictures or videos posted on social networking sites.

Cyberbullying is the online version of face-to-face (or real world) bullying, but it 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, seven days a week.

Cyberbullying includes mean comments, online rumors, sexual remarks, embarrassing online comments and social ridicule.

A 2018 report reveals that "59 per cent of U.S. teens have been bullied or harassed online, and a similar share says it is a major problem for people at their age".¹⁴¹

In the same year, a survey conducted in 28 countries "reveals an increasing number of parents have children who have experienced some form of cyberbullying."¹⁴² The top countries where parents reported that their child had been a victim of cyberbullying are: India, Brazil, United States, Belgium and South Africa. In Russia and Japan, parents expressed extremely high levels of confidence that their children did not experience cyberbullying of any kind.

A survey conducted among 3,000 Asian students reveals 48.4 per cent have had embarrassing videos of them posted online and 47.3 per cent have been a victim of hate speech.¹⁴³

139 Hurley, K. (2019, March 7). Social media and teens: How does social media affect teenagers' mental health. PSYCOM. Retrieved from <https://www.psycom.net/social-media-teen-mental-health>

140 DoSomething.org. (2019). 11 facts about cyberbullying. Retrieved from <http://www.dosomething.org/tipsandtools/11-facts-about-cyber-bullying>

141 Anderson, M. (2018, September 27). A majority of teens have experienced some form of cyberbullying. Pew Research Center. Retrieved from <https://www.pewinternet.org/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/>

142 Cook, S. (2019, June 22). Cyberbullying facts and statistics for 2016-2019. comparitech. Retrieved from <https://www.comparitech.com/internet-providers/cyberbullying-statistics/>

143 Petrov, C. (2019, February 28). Cyberbullying statistics 2020. techjury. Retrieved from <https://techjury.net/stats-about/cyberbullying/#gref>

Cyberbullying is a complex social and educational problem that requires cooperation among schools, families, and communities. While cyberbullying is on the rise globally, best practices have also emerged to combat cyberbullying and help build stronger, harmonious schools and communities.

Among the measures 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 seniority or higher positions. Consequences need to be applied consistently in order for a policy to prevent bullying effectively.
- **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 because of how space is shared rather than the fact that someone has “outed” someone else – from what is acceptable in school and other public settings.¹⁴⁴

144 Bullying Statistics. (n.d.). Bullying Statistics. Retrieved from <http://www.bullyingstatistics.org/content/prevent-bullying.html>

KEY TAKEAWAYS

1. Social media is transforming culture. It is doing so by helping us: challenge the status quo; grow by exposure to diversity; garner visible support; learn more from each other; crowdsource wisdom; unleash creativity and inspiration; increase appreciation of the uniqueness and handicraft; expose truth; become more authentic; and allow anyone to contribute.
2. Social media enables the sharing and preservation of indigenous culture/knowledge.
3. Social media is a solution to unmet social needs or social failures. It affords connections that enhance well-being.
4. However, social media algorithms reinforces 'homophily' – a tendency to form strong social connections with people who share one's defining characteristics, as age, gender, ethnicity, socioeconomic status, personal beliefs, etc. and can contribute to 'echo chambers' – groups in which a certain set of viewpoints and beliefs are shared amongst its members, but in such a way that views from outside the group are either paid no attention or actively thought of as misleading. Both homophily and echo chambers can increase polarization and social conflict.
5. Social media companies conduct surveillance through data trails as part of their business model. The profiles they create by harvesting and processing what we like, love, and laugh at as well as get surprised at, sad and angry about are very accurate. Some of us may be in denial, but our data trails do not lie.
6. Social media benefits children and adolescents by enhancing communication, social connection, and even technical skills. At the same time, children and adolescents face some risks when using social media largely because of their limited capacity for self-regulation and susceptibility to peer pressure. The worrisome evidence of social media's negative effect on well-being, particularly among the young, are from small studies.

3. Social Media and the Sustainable Development Goals – SDG 1 – 10

This section aims to:

- Discuss the role of social media in achieving the Sustainable Development Goals of No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, and Reduced Inequalities
-

Development is a complex, arguable, ambiguous, and elusive concept.¹⁴⁵

A useful starting point for discussing development is Amartya Sen's definition of development as freedom.¹⁴⁶ According to Sen, the basic concern of human development should be to increase our freedoms (i.e. politics, economic facilities, social opportunities, transparency guarantees, and protective security) that will allow us to lead the lives we value. Development should not just be increasing GDP, industrialization or technical progress. Freedom is both the end and a means to development.

Another way to think about (and act on) development is through the 2030 Agenda for Sustainable Development.

The 2030 Agenda was adopted unanimously by United Nations in 2015, as "a shared blueprint for peace and prosperity for people and the planet".¹⁴⁷ The agenda has three intertwined dimensions – economic prosperity, social justice and environmental protection.¹⁴⁸ It is composed of 17 sustainable development goals (SDGs) that collectively "are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity."¹⁴⁹

Each of the 17 sustainable development goals has targets (for a total of 169 targets), each of which is measured by indicators.

In the following sections, we will discuss how social media can help achieve the Sustainable Development Goals (SDGs).

145 SOAS University of London. (n.d.). The challenge of sustainable development. Retrieved from https://www.soas.ac.uk/cedep-demos/000_P501_USD_K3736-Demo/unit1/page_12.htm

146 O'Hearn, D. (2009). Amartya Sen's development as freedom: Ten years later. *Policy & Practice: A Development Education Review*, 8, 9-15. Retrieved from <https://www.developmenteducationreview.com/issue/issue-8/amartya-sens-development-freedom-ten-years-later>

147 United Nations. (n.d.). Sustainable Development Goals. Retrieved from <https://sustainabledevelopment.un.org/?menu=1300>

148 UN ESCAP. (2017). Integrated approaches for sustainable development goals planning: The case of goal 6 on water and sanitation. Retrieved from <https://www.unescap.org/publications/integrated-approaches-sustainable-development-goals-planning-case-goal-6-water-and-sanitation>

149 UNDP. (2019). Sustainable Development Goals. Retrieved from <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

3.1 SDG 1 – No poverty

End poverty in all its forms everywhere

The targets of SDG 1 are to:

- 1) eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day by 2030;
- 2) reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions by 2030;
- 3) implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable;
- 4) ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance by 2030; and
- 5) build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters by 2030.¹⁵⁰

Social media's unique role in poverty reduction is giving "a voice to those who have lived in poverty by creating public platforms to spread experience".¹⁵¹ By including the poor in developing anti-poverty strategy and measures, social media can help develop "long-term suitability and sustainability" for poverty reduction.

The three specific ways that social media can help address poverty are:

- enabling the sharing of resources (i.e. time, expertise and support) and information (i.e. job opportunities, benefits advice and influence)
- providing mutual support and opportunities to learn or develop skills (support to start a business, for example)
- creating strength in numbers and enabling collective action or voluntary effort (improving a local area, for example, or social campaigning, or ensuring a voice in local affairs).¹⁵²

In addition, social media allows for transparency and accountability by allowing scrutiny and holding actors accountable.¹⁵³

GlobalCitizen.org is a good example of using social media to mobilize citizen action to end

150 United Nations. (n.d.). Sustainable Development Goals. Retrieved from <https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

151 Krejci, C. (2017, September 9). The connection between social media and poverty reduction. The Borgen Project. Retrieved from <https://borgenproject.org/social-media-and-poverty-reduction/>

152 Afridi, A. (2011). Social networks: Their role in addressing poverty. JRF programme paper: Poverty and ethnicity. Retrieved from https://www.drugsandalcohol.ie/14830/1/JRF_poverty-social-networks-full.pdf

153 Wood, A., & Barnes, J. (2007). Making poverty the story: Time to involve the media in poverty reduction. Panos Institute, London. Retrieved from <https://gsdrc.org/document-library/making-poverty-the-story-time-to-involve-the-media-in-poverty-reduction/>

extreme poverty.¹⁵⁴ Since 2011, GlobalCitizens.org has generated 14 million emails, tweets, petition signatures and phone calls directed at world leaders to end extreme poverty by 2030. As a result, over \$37 billion has been committed to improving the lives of more than 2.25 billion people by 2030.¹⁵⁵ A total of 650 million people's lives have already been impacted.

Social media companies can also play a role in poverty reduction. Sina – the Chinese internet company – serves as an example.

Sina and SDG 1 – No Poverty

Chinese internet giant Sina aims to propel the country's poverty alleviation drive by investing at least 2 billion yuan (288 million U.S. dollars) and leveraging its expansive social media influence in the next two years.

The company announced the establishment of an office dedicated to reducing poverty as well as a string of poverty alleviation initiatives.

Sina will gather the top 100 most popular influencers on its Twitter-like social media platform Sina Weibo, organizing trips to poverty-stricken regions and sharing their stories.

Leveraging its industrial resources, the company plans to nurture at least one popular local brand in agriculture and other fields for 60 impoverished counties in the next two years.

Sina will also help train local professionals skilled in social media-based e-commerce and marketing via a partnership with government agencies and other firms.

Extracted (with modification) from: "Sina plans to leverage social media for poverty relief", Xinhua, 30 November 2018. Available at http://www.xinhuanet.com/english/2018-11/30/c_137642335.htm

3.2 SDG 2 – Zero Hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

The targets of SDG 2 are to:

- 1) end hunger and ensure access by all people, in particular the poor and people in

154 Brown, S. (2014, June 25). Social media has the power to eradicate extreme poverty. Independent. Retrieved from <https://www.independent.co.uk/voices/comment/social-media-has-the-power-to-eradicate-extreme-poverty-9562870.html>

155 Global Citizen. (2019). About us. Retrieved from <https://www.globalcitizen.org/en/about/who-we-are/>

- vulnerable situations, including infants, to safe, nutritious and sufficient food all year round by 2030;
- 2) end all forms of malnutrition by 2030;
 - 3) double the agricultural productivity and incomes of small-scale food producers by 2030;
 - 4) ensure sustainable food production systems and implement resilient agricultural practices by 2030; and
 - 5) maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed by 2020.

Social media is central to a number of high-profile activities about hunger and nutrition in recent years.

A good example is Live Below the Line of the Global Poverty project. In this initiative, participants are challenged to live on £1 a day for five days in order to experience life below the poverty line. "What social media allows us to do is capture people's experiences and for people taking the challenge to share their thoughts and experiences of living below the line" according to Stephen Brown, British Country Director at the Global Poverty Project.¹⁵⁶

Live Below the Line has drawn in people who had not previously supported a development campaign. "In 2013, 40 per cent of people who took the challenge had never taken action on extreme poverty before. It's bringing new people to the sector who are interested in these issues but haven't found the opportunity to engage before. Food and experiential challenges are really appealing to them", according to Brown.¹⁵⁷

An innovative social media campaign against hunger is organized by International Insider – a London based international organization, partnered with the United Nations World Food Program.¹⁵⁸ In this initiative the two partners will donate 100 grains of rice for each Like, Retweet and Comment they received on their post "Fight Hunger Social Media Campaign".

The Feeding America, with a network of food banks, has an annual Hunger Action Month campaign to mobilize the public to take action to tackle world hunger.¹⁵⁹ In September 2015, using spoon as the main icon of the campaign, they launched the Spoon Selfies campaign:

As part of Spooptember, the Feeding America network has launched a social media

¹⁵⁶ Van Vark, C. (2014, May 28). World hunger day: Can twitter end world hunger? The Guardian. Retrieved from <https://www.theguardian.com/global-development-professionals-network/2014/may/28/social-media-raising-awareness-world-hunger>

¹⁵⁷ Ibid.

¹⁵⁸ JP, B. (2018, November 5). Feed the people, not the trolls: Ending world hunger through social media. Moneylogue. Retrieved from <https://www.moneylogue.com/ending-world-hunger-through-social-media/>

¹⁵⁹ Gervasio, L. (2015, September 4). Hunger action month is here! Feeding America. Retrieved from <https://www.feedingamerica.org/hunger-blog/hunger-action-month-is-here#:~:targetText=The%20Feeding%20America%20nationwide%20network,the%20fight%20to%20end%20hunger.&targetText=It%20symbolizes%20not%20always%20having,American's%20who%20face%20this%20issue.>

activation to engage the public and help raise awareness of the 1 in 6 Americans struggling with hunger. Spontember supporters can share a “spoon selfie” – an image of themselves balancing a spoon on their nose – along with hunger-related statistics, and challenge a friend to do the same.¹⁶⁰

Using Social Media to Fight and (Hopefully) End World Hunger

1. Host a Twitter Chat Using Key Hashtags

Hashtags are powerful Twitter tools which can multiply your small efforts by making them visible to a large number of people.

Create hashtags with your subject topic in a catchy way. The hashtags are usually found by people with similar interests.

Regularly tweet chat about what you and your organization are doing to tackle hunger in your own unique way. Ensure to engage with the users who join in the conversation.

2. Design a Snapchat Filter for a Local Hunger Drive

Snapchat is a favorite among the younger demographic. You can use it to show teens that their influence can be put to good use and not just for sharing filters with funny dog ears.

Organize a food drive, or charitable fundraiser and design a custom Snapchat Geofilter that will link to your sites on the days of the event. This will let kids know that their efforts matter and they can motivate other young people to get involved.

3. Organize a Virtual Food Drive as a Facebook Event

Non-profit organizations such as No Kid Hungry and local food banks can get food at below-wholesale costs. Thus, you can leverage this and raise money for them.

This fundraising can feed far more in-need people than your local food donation drive can. For example, as little as a \$20 donation to No Kid Hungry can feed over 200 people!

Extracted (with modification) from: “Bernz JP Feed the People, Not the Trolls: Ending World Hunger Through Social Media Moneylogue”, 5 November 2018. Available at <https://www.moneylogue.com/ending-world-hunger-through-social-media/>

¹⁶⁰ Ibid.

To have an impact, social media campaigns have to be engaging and tell a story. Social media is a tool; it is not the solution to the problem.

Furthermore, Jenny Ricks, Director of Policy, Advocacy and Campaigns at ActionAid UK, believes that it is “most effective when integrated with other methods of achieving change.”¹⁶¹

3.3 SDG 3 – Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages

The targets of SDG 3 are to:

- 1) reduce the global maternal mortality ratio to less than 70 per 100,000 live births by 2030;
- 2) end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births by 2030;
- 3) end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases by 2030;
- 4) reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being by 2030;
- 5) strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol;
- 6) halve the number of global deaths and injuries from road traffic accidents by 2020;
- 7) ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes by 2030; and
- 8) achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all; and 9) substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination by 2030.¹⁶²

Social media can help improve health and well-being in the following ways:

- Raise awareness and counter misinformation.
- Crisis communication. More people now get their news from social media than from newspapers. That makes social media a key place to share breaking information. It is a perfect platform for critical instructions during a health crisis.
- Public health monitoring. People post about everything online, including their health. Hashtags like #flu can reveal when diseases are popping up in new locations. Public health organizations can even get a sense of the severity of symptoms. “Social media offers advantages over traditional data sources, including real-time

161 Van Vark, C. (2014, May 28). World hunger day: Can twitter end world hunger? The Guardian. Retrieved from <https://www.theguardian.com/global-development-professionals-network/2014/may/28/social-media-raising-awareness-world-hunger>

162 United Nations. (n.d.). Sustainable development goals. Retrieved from <https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

data availability, ease of access, and reduced cost. Social media allows us to ask and answer questions we never thought possible.”¹⁶³

- Citizen engagement. Healthcare issues can be tricky to talk about, even with doctors, especially for subjects seen as private or embarrassing. That can get in the way of effective healthcare.
- Patient support. Nearly 40 per cent of young people (aged 14 to 22) have used online tools, trying to connect with other people who have similar health challenges. That includes social media groups.
- Research recruitment. Social networks offer an opportunity to connect with potential study and survey participants. For example, for brands, researchers need to understand social media demographics.¹⁶⁴

Social media provides a platform to share preventative information and enable the creation of support structures to track personal health and build patient-to-patient support networks.

Public health agencies and other stakeholders can use social media to disseminate time-sensitive health information, promote information sharing to encourage behavioural changes (including corrective changes during potential health crises), be a platform for conversation between agencies and constituents (rather than just as an information provider) and allow the public to provide useful information and feedback.¹⁶⁵

However, social media can also be used in spreading rumors during normal (or seasonally expected) health events and health crises.

Social media has been deployed in HIV and TB prevention and treatment campaigns (SDG 3 Target 3).

A 2017 study argues that “social media is a promising approach to engage individuals in a dynamic discourse about HIV prevention and treatment, and may allow diverse groups to collaborate on strategies to address the epidemic”.¹⁶⁶

The most common benefits of using social media to communicate about HIV are: 1) access to information; 2) enhanced ability to communicate; 3) having an anonymous identity; 4) a sense of social and emotional support; 5) establishing a virtual community; and (6) geographical reach.¹⁶⁷

However, there are disadvantages of using social media to communicate about HIV prevention and treatment, namely 1) technology barriers; 2) cost; 3) lack of physical

163 Paul, M. J., & Dredze, M. (2017). Social Monitoring for Public Health, p.10. Synthesis Lectures on Information Concepts, Retrieval, and Services. Retrieved from http://www.morganclaypoolpublishers.com/catalog_Orig/samples/9781681730967_sample.pdf

164 Newberry, C. (2019, February 4). How to use social media in healthcare: A guide for health professionals. Hootsuite. Retrieved from <https://blog.hootsuite.com/social-media-health-care/>

165 Dosemagen, S., & Aase, L. (2017, January 27). How social media is shaking up public health and healthcare. Huffpost. Retrieved from https://www.huffpost.com/entry/how-social-media-is-shaki_b_9090102

166 Taggart, T., Grewe, M. E., Conserve, D. F., Gliwa, C., & Roman Isler, M. (2015). Social media and HIV: A systematic review of uses of social media in HIV communication. *Journal of medical Internet research*, 17(11). Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4642795/>

167 Ibid.

interaction; and 4) lack of privacy.

Guiding Principles in Using Social Media for HIV/STI Prevention Programs

Reframe Your Concept of 'Evidence'

When it comes to digital media, current concepts regarding the hierarchy of evidence just do not work in the context of public health. The social media space is fast-paced and constantly changing. It looked very different two years ago and will undoubtedly have changed its appearance within another two years.

Go to Where Young People Are

Analytics can be used to determine where an audience is going online and to find ways of meeting them there. Interventions can take many forms and demand a wide array of resources. Most advisors suggest that you 'start simple, make connections, build audiences, ask questions and adapt'.

Enhance Your Listening Skills

There are a number of Internet tools and apps available to make it easier to listen to what young people are saying. There are free tools and those for which a fee is charged, to help monitor all aspects of social media, depending on your needs.

Local Context is Crucial

Consider the local social realities of your country or community before choosing your digital media strategy. Make sure you target the most-used platforms locally, remembering that not all communities have equal access to the Internet and mobile devices (e.g. poor or vulnerable populations).

Be Willing to Experiment

Try new approaches. If something does not work, think about how to change it so it will. Keeping records and reporting findings will help you determine what works best for you and your audience, and each opportunity becomes a reference to build on.

Encourage Participation

It is increasingly important for organisations to adopt a digital culture. Sometimes this requires a culture change as many healthcare organisations are still catching up in terms of their awareness of the value of digital and social media

Extracted (with modification) from: ECDC Technical Document, "Utilising social media for HIV/STI prevention programmes among young people. A handbook for public health programme managers", July 2017. Available at https://ecdc.europa.eu/sites/portal/files/documents/Utilising-social-media-for-programmes-to-prevent-HIV-STI-among-youth_0.pdf

It may be useful to think about HIV outreach approaches into the following three generations:

- **Outreach 1.0:** Traditional physical outreach where HIV program staff go to physical locations to reach members of the target audience or use physical networks to reach constituents.
- **Outreach 2.0:** Using online platforms and virtual locations to engage virtual network to find people at risk of HIV online and engage them in one-on-one chats to increase offline uptake of HIV services.
- **Outreach 3.0:** Using online targeted advertising and promotions by personalities on social media (called social media influencers) with large followings among the target audiences.¹⁶⁸

Social media is also used in the prevention and treatment of tuberculosis (TB).

The Stop TB Partnership was organized to serve every person who is vulnerable to TB and ensure high-quality diagnosis.¹⁶⁹ With over 1,700 partners, they are transforming the fight against TB in more than 100 countries. The Stop TB Partnership secretariat uses social media to stimulate discussion and bring people together in the global fight against TB. The social media channels include: Stop TB Partnership on Twitter, Stop TB Partnership Facebook Page, Stop TB Partnership Facebook Group, a Vimeo page for their videos, an Instagram page and Flickr for the latest photos.¹⁷⁰

The United States Center for Diseases Control and Prevention has a Global TB Social Media Toolkit to help make it easy for individuals and partner organizations to raise awareness of TB cure and prevention.¹⁷¹

Social media is also being used to combat myths and misinformation about TB in Vietnam, India and Singapore. These efforts are seen as particularly useful when targeted at the younger population who are more adept at using social media.¹⁷²

3.4 SDG 4 – Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

The targets of SDG 4 are to:

- 1) ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes by 2030;
- 2) ensure that all girls and boys have access to quality early childhood development,

¹⁶⁸ Vota, W. (2019, December 11). 3 ways to leverage social media influencers in HIV programs. ICTworks. Retrieved from <https://www.ictworks.org/social-media-influencers-hiv-programs/#.XfHu65Mzai4>

¹⁶⁹ Stop TB Partnership. (2019). About us. Retrieved from <http://www.stoptb.org/about/>

¹⁷⁰ Stop TB Partnership. (2019). Social Media. Retrieved from <http://www.stoptb.org/getinvolved/socialmedia.asp>

¹⁷¹ Centers for Disease Control and Prevention. (2018, November 29). Global tuberculosis (TB) social media toolkit. Retrieved from <https://www.cdc.gov/globalhealth/socialmedia/toolkits/global-tuberculosis-tb-social-media-toolkit.html>

¹⁷² Theng, Y.L., Goh, L.Y., Lwin, M.O., & Foo, S. (2013). Dispelling myths and misinformation using social media: A three-countries comparison using the case of tuberculosis. 2013 IEEE International Conference on Healthcare Informatics, 147-152. Retrieved from <https://www.ntu.edu.sg/home/sfoo/publications/2013/2013-ICHI-Myths-TYL.pdf>

care and pre-primary education so that they are ready for primary education by 2030;

- 3) ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university by 2030;
- 4) substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship by 2030;
- 5) eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations by 2030;
- 6) ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy by 2030; and
- 7) ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development by 2030.¹⁷³

Social media improves education through:

1. Communication and Collaboration

The biggest advantage of social media is better communication. A student can connect with anyone at any point in time via Kids Messenger or WhatsApp. They can use such platforms via their smartphone, tablet or computer, and learners can exchange questions, make phone calls or video calls.

2. Finding Concrete Information Online

Various websites and social media networks are providing plenty of information that can be helpful to students. Via social media news feeds, students can find informational and relevant websites they want to follow so as to be kept in the loop.

3. Parental Involvement

Social media helps the parents stay involved in the child's learning. Via the school's Twitter or Facebook feed, parents can be updated on school-related activities, projects, and events that are happening.

4. Improved Literacy, Communication, and Reading Skills

It is usually observed that students are bored of reading and writing. However, the internet and social media provide plenty of online information which often students are more inclined to read, especially if these pieces of information include eye-catching animations. Online messages, comments, news, articles, and books provide an endless list of information to be read, and students are motivated to devote their time and put some extra efforts towards their learning.

5. Distance Learning Opportunities

Another great advantage of social media in education is distance learning opportunities. There are many disadvantaged students who are not able to acquire formal education by attending regular classes in an educational institution. With the help of various online tools along with social media, modern educators are able to

173 United Nations. (n.d.). Sustainable development goals. Retrieved from <https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

attract students through distance learning programs.¹⁷⁴

The positive impact of social media on students includes an increase in student collaboration, improved participation, rich content resources, and being useful for team projects.¹⁷⁵

The disadvantages are potential student distraction, lack of control of inappropriate content, and relying on social media for all contact.

Social Media in Higher Education

Opportunities

- Students increasingly want their instructors to use social media as a learning tool.
- Instructors underutilize student mobile devices for learning.
- Students indicate that social media helps them remain connected with their peers and their institution.
- More students report using social media as a learning tool in class and for course-related purposes.

Challenges

- Students want to keep their academic and social lives online separate.
- Social media impacts both productive and unproductive behaviors. Research indicates that social media has “dual effects” on student learning.
- Students and instructors are concerned that social media is a source of distraction

Extracted (with modification) from: Tara Coffin & Janice Fournier, “UW Information Technology Teaching & Learning with Social Media at the UW”. Available at <https://itconnect.uw.edu/learn/research/ecar-social-media/>

3.5 SDG 5 – Gender Equality

Achieve gender equality and empower all women and girls

The targets of SDG 5 are to:

- 1) end all forms of discrimination against all women and girls everywhere;
- 2) eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation;
- 3) eliminate all harmful practices, such as child, early and forced marriage and female

174 Willbold, M. (2019, April 27). Social media in education: Can they improve the learning? eLearning Industry. Retrieved from <https://elearningindustry.com/social-media-in-education-improve-learning>

175 Hopkins, B. (2018, November 16). Impact of social media on education. Academia Apps. Retrieved from <https://www.academiaapps.com/impact-social-media-education/>

- genital mutilation;
- 4) recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate;
 - 5) ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life; and
 - 6) ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.

Social media has proven potential for mobilising attention and accountability to women's rights, as well as challenging discrimination and stereotypes.¹⁷⁶

Below are three areas identified by the Wikigender online discussion and research where social media has enabled women's political activism:

- Hashtag activism bringing women's issues to the forefront of political agendas: hashtag activism has helped to mobilise public attention on women's rights, increasing the visibility of issues that are under-reported in mainstream media.
- Tackling violence against women through social media tools: Social media tools have helped female victims to share their experiences of violence with other victims, creating a space to exchange knowledge and information on their rights, legal processes and welfare services.
- Public accountability towards gender equality: social media has been increasingly used by women's grassroots organisations to call for greater public accountability towards gender equality.

However, obstacles remain in translating women's online advocacy to pushing for systemic change through policy.

Catapult is a social media based crowdfunding platform for projects aimed at women and girls.¹⁷⁷ Catapult connects supporters to projects through social sharing, encouraging users to donate and track the progress of their donations. Projects cover a wide range of issues, such as a national push for birth waiting homes for mothers in Sierra Leone and global initiatives such as one that brings together girls from the African Union and the G20.

Social media has also been used to combat gender-based violence or violence against women and girls (SDG 5 Target 2).¹⁷⁸

A study by the Partners for Prevention's 'Engaging Young Men through Social Media for

176 Loiseau, E., & Nowacka, K. (2015, March). Can social media effectively include women's voices in decision-making processes? OECD Development Centre. Retrieved from http://www.oecd.org/dev/development-gender/DEV_socialmedia-issuespaper-March2015.pdf

177 Shearlaw, M. (2013, January 4). Saving the world through social media? How development is going digital. The Guardian. Retrieved from <https://www.theguardian.com/global-development/poverty-matters/2013/jan/04/saving-world-social-media-development-digital>

178 The World Bank. (2019, April 2). Gender-based violence (violence against women and girls). Retrieved from <https://www.worldbank.org/en/topic/socialdevelopment/brief/violence-against-women-and-girls>

the Prevention of Violence against Women' has revealed practical lessons on the potential of social media to engage young people in violence prevention efforts.¹⁷⁹

The study examined three Violence Against Women (VAW) campaigns that used social media– the 'Love Journey' campaign in Viet Nam, the '17 Man' campaign in China and the 'Must Bol' campaign in India. Its main findings about social media are:

- it provides a space for dialogue that would not otherwise be available;
- it promotes discussion and reflection around key topics;
- it models positive behaviors and guides target audiences to positive solutions; and
- it strengthens networks, fosters feelings of being part of a community, helps create an enabling environment and mobilizes people.¹⁸⁰

As in other studies, this particular study also found that social media "can be a very powerful tool to foster change when it is connected to other interventions":

Social media campaigns are less effective when conducted as standalone activities, compared to when integrated with face-to face and on-the-ground activities, and that attitudinal or behavioral changes are more effectively brought about through interpersonal activities.¹⁸¹

Social media has been used in Indonesia to promote SDG 5 target 6 – ensuring universal access to sexual and reproductive health and reproductive rights.

A study by Mitra Citra Remaja (MCR) the West Java Association of Family Planning, Indonesia (MCR) revealed that

- adolescents are still poorly aware of reproductive health as their parents still considered it as a taboo topic to discuss.
- social media is the most widely used media for adolescents in searching for reproductive health information.¹⁸²

The Internet makes finding information about adolescent reproductive health information easier. Through the Internet, adolescents would be able to make counseling with volunteers from MCR who use Facebook or Twitter to communicate with adolescents after counseling sessions.

Strategies to enhance social media's potential for women's empowerment include facilitating their access to technology; increasing women's representation in public life and media; and working with a cross-section of actors.

179 Liou, C. (2013, December). Using social media for the prevention of violence against women: Lessons learned from social media communication campaigns to prevent violence against women in India, China and Viet Nam. Partners for Prevention. Retrieved from http://www.partners4prevention.org/sites/default/files/resources/socialmedia_final.pdf

180 Ibid., p. 41.

181 Ibid.

182 Setianti, Y., Dida, S., Puspitasari, L., & Nugraha, A. R. (2017, May). Social media and reproductive health — communication model of adolescent reproductive health in social media. In ICoSaPS Conference Proceedings. Retrieved from <https://knepublishing.com/index.php/Kne-Social/article/view/864/2254>

3.6 SDG 6 – Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all

The targets of SDG 6 are to:

- 1) achieve universal and equitable access to safe and affordable drinking water for all by 2030;
- 2) achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations by 2030;
- 3) improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally by 2030;
- 4) substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity by 2030;
- 5) implement integrated water resources management at all levels, including through transboundary cooperation as appropriate by 2030; and
- 6) protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes by 2020.

Social media has been used to promote clean water.

Cause Flash is a clean water campaign run by Water Now.¹⁸³ The Cause Flash platform allows supporters to re-tweet and forward call-to-action posts on Twitter, Facebook and Google+. The number of its followers swelled to over 800 million people in just seven days, following its launch on 11 March 2015 with 523 million followers. By the 2015 United Nations World Water Day, the number topped one billion people – making it the largest clean water social-media campaign in history.

Social media can also be used to generate knowledge about sanitation, hygiene for all and end open defecation (SDG 6 target 2).

In 2013, the United Nations Millennium Campaign (UNMC) and the Water Supply and Sanitation Collaborative Council (WSSCC) were asked to develop a communications campaign to support the Call to Action on Sanitation that aimed at breaking the silence around open defecation and expanding public engagement to improve numbers of citizens with access to improved sanitation.¹⁸⁴

The UNMC and WSSCC wanted to understand the baseline public engagement level, and to have a mechanism in place to monitor and evaluate their advocacy and communication

183 World Vision. (2019). Water now: The largest clean water social media campaign in history tops social media voice of one billion people in support of UN World Water Day. Retrieved from <https://www.worldvision.org/about-us/media-center/water-now-largest-clean-water-social-media-campaign-history-tops-social-media-voice-2>

184 UN Global Pulse. (2014, May). Analysing social media conversations to understand public perceptions of sanitation. Global Pulse Project Series, 5. Retrieved from http://www.unglobalpulse.org/sites/default/files/UNGP_ProjectSeries_Perceptions-Sanitation_2014_0.pdf

efforts when the campaign launched. UNMC and WSSCC partnered with Global Pulse to conduct a baseline analysis of the global discourse on social media about sanitation to understand general perceptions of sanitation to shape the campaign, and for monitoring changes in public perceptions during the campaign.

Global Pulse analyzed Twitter tweets to extract relevant conversations that could then be quantified in order to understand public perceptions on sanitation.

The study concluded that social media could provide useful insights into public perception and influence, and how public discourse changes over time.

In India, BBC Media Action combined “the first ever television drama on urban sanitation in the world” with a social media campaign to address the issue of sanitation.

How social media intervention is creatively tackling sanitation in India - BBC Media Action

Our latest initiative (to address sanitation in India) seeks to tackle the vital issue of faecal sludge management and its consequences on people’s health.

In early 2019 we launched our vibrant new TV drama series – Navrangi Re! (Nine to a shade). With the aim of building awareness and shifting attitudes and practice around faecal sludge management, it’s the first ever television drama on urban sanitation in the world.

[...]

Alongside the TV drama, we launched a bold new social media campaign to encourage public discussion of the issues raised in the show. ‘Flush ke Baad’ (After Flushing) introduces our audiences to the need for change by creatively challenging the notion that ‘out of sight is out of mind’ when it comes to poo.

Extracted (with modification) from: “How social media intervention is creatively tackling sanitation in India”, BBC Media Action. Available at <https://www.youtube.com/watch?v=5B8JdQEMuw0>

Since the launch of the initiative on 29 March 2019 on Facebook, the campaign has reached 7.7 million unique users, with 2.7 million total views. The audience engagement rate for the campaign on Facebook so far has been 11 per cent and 8.2 per cent on Twitter.¹⁸⁵

185 BioSpectrum. (2019, May 7). Social media intervention puts a spotlight on urban sanitation challenge in India. Retrieved from <https://www.biospectrumindia.com/news/77/13559/social-media-intervention-puts-a-spotlight-on-urban-sanitation-challenge-in-india-.html>

3.7 SDG 7 – Affordable and Clean Energy

Ensure access to affordable, reliable, sustainable and modern energy for all

The targets of SDG 7 are to:

- 1) ensure universal access to affordable, reliable and modern energy services by 2030;
- 2) increase substantially the share of renewable energy in the global energy mix by 2030; and
- 3) double the global rate of improvement in energy efficiency by 2030.

The Climate Reality Project's Renewable Energy: Social Media Toolkits a "myth-busting kit to learn the facts, dispel common myths, and help spread the truth" about renewable energy.¹⁸⁶

Among the Toolkit recommendations on how to "Make the Most of Your Social Media Messages" are:

- Tagging or mentioning specific friends that you know are interested in climate solutions;
- Posting more than once. Share posts on different days of the week and different times of a day to be sure your social networks see your message;
- Writing your own! Use your own voice and share your own reasons for #ClimateHope; and
- Want more? Follow Climate Reality on Twitter and Facebook so you can share the latest updates!¹⁸⁷

Social media can also be used in green energy education and advocacy.¹⁸⁸ As a platform, it can drive the conversation on the global impact of green energy.

Social media has also made possible the use of "community-based social marketing model (CBSM)" for influencing public behavior towards renewal energy.¹⁸⁹

One way to improve the global rate of improvement in energy efficiency (SDG 7 target 3) is through the use of "smart grids".

Smart grids are electric grids comprised of "controls, computers, automation, and new technologies and equipment working together to respond quickly changing electric demand".¹⁹⁰ Smart grids "are expected to enable high penetration levels of renewables whilst maintaining grid stability and reliability".¹⁹¹ The advantages of smart grids are: a more efficient electricity system, reduced operational costs, and extensive systems performance

186 The Climate Reality Project. (n.d.). Renewable energy: Social media toolkit. Retrieved from https://www.climaterealityproject.org/sites/climaterealityproject.org/files/Social%20Media%20Toolkit_NEW.pdf

187 Ibid.

188 Mola, E. (2018, March 26). How social media can drive the conversation on renewable energy. Geothermal Development Company. Retrieved from <http://www.gdc.co.ke/blog/social-media-renewable-energy/>

189 Kaoh Media (2018, March 5). Influencing clean energy policy with social media. Retrieved from <http://kaohmedia.com/influencing-clean-energy-policy-with-social-media/>

190 U.S. Department of Energy. (n.d.) The smart grid. Retrieved from https://www.smartgrid.gov/the_smart_grid/smart_grid.html

191 Wu, K. C. (2017, May 15). Taiwan spearheads smart grid. Renewable Energy World. Retrieved from <https://www.renewableenergyworld.com/2017/05/15/taiwan-spearheads-smart-grid/#gref>

information which can support well-informed decisions and enable self-diagnosis and repair in the event of a failure.¹⁹²

Social media can make smart grids even smarter.

Social Media Will Make the Smart Energy Grid More Efficient

In the future, expect the smart grid to get a lot more social, with startups figuring out ways to use ubiquitous social networking platforms such as Facebook and Twitter, while still addressing privacy and security concerns. Rochester, NY-based Tenrehte is the maker of the Picowatt smart plug, a device that monitors the energy use of an individual device and relays that information over a Wi-Fi signal. What's truly unique about these talking plugs is that they allow users to control appliances through a Facebook application.

"When we have convergence of social media with the actual use and deployment of the technology, that's when you're really going to see movement," said Tenrehte founder Jennifer Indovina. "We're just not there yet." Indovina cites issues of grid security and operating standards as two the key limiting factors, but don't expect this to be the case forever.

Extracted (with modification) from: <https://mashable.com/2011/02/08/smart-grid-social-media/>

3.8 SDG 8 – Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The SDG 8 targets are to:

- 1) sustain per capita economic growth in accordance with national circumstances;
- 2) achieve higher levels of economic productivity through diversification, technological upgrading and innovation;
- 3) promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises;
- 4) improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation;
- 5) achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work

¹⁹² Kempener, R., Komor, P., & Hoke, A. (2013, November). Smart grids and renewables: A guide for effective deployment. Retrieved from https://www.irena.org/documentdownloads/publications/smart_grids.pdf

- of equal value;
- 6) substantially reduce the proportion of youth not in employment, education or training;
- 7) take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers by 2020, and by 2025 end child labour in all its forms;
- 8) protect labour rights and promote safe and secure working environments for all workers, including migrant workers;
- 9) by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products; and
- 10) strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

Social media is helping drive global growth by creating new jobs and democratizing information.¹⁹³

Social media has led to creation of new jobs that never existed before.

A 2014 study reports that Facebook created "4.5 million jobs around the world and added \$227 billion to the global economy."¹⁹⁴ In the United States alone, the 1.1 million jobs created added \$100 billion to the country's economy.

In terms of growing the economy as a whole, social media performs three main roles:

1. Democratization of information. Before social media, you had to pay for the information about your business to get out. Now, every person and company are its own media brand – and there are significantly less barriers to reaching people.
2. Platform economy. Social media is deeply linked to a series of platforms (i.e. Facebook, LinkedIn, YouTube, etc.) that control distribution. They are the plumbing that allows (or does not allow) content to spread. This has disrupted the traditional advertising model, and these platforms have become some of the world's biggest companies by market capitalization as a result.
3. New ecosystems. Even though these platforms are dominating, they also provide a whole new ecosystem for entrepreneurs to build on.¹⁹⁵

Social media has not only benefited big business, but also been a boon to small and medium enterprises (SMEs).

In Australia, Facebook provides a platform for small businesses to grow their market reach and sales, consequently employing more people and generating an increase in

193 LaHaye, F. (2018, April 2). The digital gold rush: How social media fuels the economy. ADWEEK. Retrieved from <https://www.adweek.com/digital/the-digital-gold-rush-how-social-media-fuels-the-economy/>

194 Goldman, D. (2015, January 20). Facebook claims it created 4.5 million jobs. CNN Business. Retrieved from <https://money.cnn.com/2015/01/20/technology/social/facebook-jobs/index.html>

195 Forbes. (2017, August 2). How does social media influence the economy? Retrieved from <https://www.forbes.com/sites/quora/2017/08/02/how-does-social-media-influence-the-economy/#1048d31844d0>

economic output.¹⁹⁶ Facebook has supported the generation of approximately \$16.8 billion of economic value in Australia in 2017 by enabling SMEs to grow and create additional employment.

3.9 SDG 9 – Industry Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The targets of SDG 9 are to:

- 1) develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being;
- 2) promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries;
- 3) increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets;
- 4) upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes; and
- 5) enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.

Social media can be used as a tool to facilitate open innovation and user collaboration at the different stages of the innovation funnel.

A study of three cases – United Nation AIDS program (UNAIDS)'s use of social media to engage young activists in idea generation for social innovation and civil action; Nestlé UK's use of social media to engage consumers for new product development; and Nestlé UK's use of social media to engage consumers during the launch of new product – revealed that "the implementation of social media had a positive effect on innovativeness across all stages, albeit slightly differently".¹⁹⁷

Social media can also be used in enhancing access of small-scale industrial and other enterprises in developing countries to financial services (SDG 9 Target 3). Financial institutions are using social media data to enhance access to credit or even simply open a

196 PwC Australia (2018, August). Facebook connecting benefits: How social networking supports Australian small businesses and communities. Retrieved from https://www.connectingbenefits.com.au/download/Connecting_Benefits.pdf

197 Mount, M.P., & Martinez, M.G. (2014). Social media: A tool for open innovation. *California Management Review*, 56(4). Retrieved from <https://pdfs.semanticscholar.org/b908/a2d938a26589553e3940baba349746794eb6.pdf>

bank account.¹⁹⁸

Lenddo, a financial technology company that operates in the Philippines, Columbia and Mexico, uses non-traditional data to provide financing to underserved consumers.¹⁹⁹ Lenddo, with clients' consent, accesses social media profiles, email accounts, and even their phones to pull data that could be used to determine creditworthiness. However, "the potential benefits of social media to provide financial inclusion to millions more people and better service at reduced costs can be negated if regulation is imposed either directly or indirectly".²⁰⁰

3.10 SDG 10 – Reduced Inequalities

Reduce inequality within and among countries

The targets of SDG 10 are to:

- 1) progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average, by 2030;
- 2) empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status by 2030;
- 3) ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard;
- 4) adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality;
- 5) improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations;
- 6) ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions; and
- 7) facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies

Social media is a tool to empower and promote the social, economic and political inclusion. It can be used to define, iterate and refine diversity and inclusion policy. Thus, Twitter can be used to create polls, Facebook to share feedback forms, and mass conversations can take place on forums.²⁰¹

198 Eldridge, R. (2017, January 21). How social media is shaping financial services. Huffpost. Retrieved from https://www.huffpost.com/entry/how-social-media-is-shapi_b_9043918

199 Hynes, C. (2017, April 25). How social media could help the unbanked land a loan. Forbes. Retrieved from <https://www.forbes.com/sites/chynes/2017/04/25/how-data-will-help-drive-universal-financial-access/#1034f4be57e6>

200 Eldridge, R. (2017, January 21). How social media is shaping financial services. Huffpost. Retrieved from https://www.huffpost.com/entry/how-social-media-is-shapi_b_9043918

201 Giugno, A. (2017, November 01). Using Social Media To Support Diversity & Inclusion in The Workplace. Retrieved from LinkedIn: <https://www.linkedin.com/pulse/using-social-media-support-diversity-inclusion-work-place-giugno>

Social media has the potential to benefit people with intellectual disability.²⁰² Research shows that people with intellectual disability are at high risk of social isolation and loneliness and often have smaller social networks that consist primarily of family members.

Providing them with access to social media can lead to an increase in the frequency and quality of their social interactions, development of meaningful relationships and reduction of feelings of loneliness. Furthermore, social media can support the empowerment and participation of individuals and groups by enabling networking, improving self-esteem and enabling online campaigning among marginalized groups such as disabled people.

However, the barriers to successful social media use are also complex. These includes:

- safety and safeguarding concerns;
- accessibility and availability of support;
- potential misunderstandings of cyber etiquette;
- the communication and literacy skills of people with intellectual disability; and
- the reluctance of people without intellectual disability to engage with a marginalised group

Social media also facilitates orderly, safe, regular and responsible migration and mobility of people (SDG 10, Target 7).

Water, phone, food are now the three most important items refugees take with when they are unexpectedly forced to leave their homes, according to Marie Gillespie, a sociology Professor at The Open University in the United Kingdom.²⁰³

An IMI working paper reports that social media transforms migrant networks, thereby facilitating migration by:

1. allowing migrants to maintain strong ties with family and friends, lowering the threshold for migration;
2. providing a means of communication with weak ties that are relevant when organizing the process of migration and settlement;
3. establishing a new infrastructure consisting of latent ties; and
4. accessing a rich source of unofficial insider knowledge on migration.²⁰⁴

This working paper concludes that "social media are not just new communication channels in migration networks, but that the virtual infrastructure of media-rich, synchronous and relatively open contacts is actively transforming the nature of these networks and thereby facilitating migration".²⁰⁵

Studies show that refugees use smartphones and social media platforms in five primary ways: communication, translation, information, navigation and representation.

202 Caton, S., & Chapman, M. (2016, April 2). The Use of Social Media and People with Intellectual Disability. Retrieved from E-space: <https://e-space.mmu.ac.uk/607152/1/Pre%20print.pdf>

203 Kaplan, I. (2018, October 26). How Smartphones and Social Media have Revolutionized Refugee Migration. Retrieved from UN HCR: <https://www.unhcr.org/blogs/smartphones-revolutionized-refugee-migration/>

204 Dekker, R., & Engbersen, G. (2014). How social media transform migrant networks and facilitate migration. Retrieved from Wiley Online Library: <https://www.imi-n.org/publications/wp-64-12/@@download/file>

205 Ibid.

A qualitative study of refugee integration in the Netherlands indicates that “social media networking sites were particularly relevant for refugee participants to acquire language and cultural competences, as well as to build both bonding and bridging social capital.”

Unfortunately, very little is still known about the functions of social media in guiding refugees through government procedures and other valuable services.²⁰⁶

There are, to be sure, challenges in using social media to help refugees.

The Downside of Using Technology to Help Refugees

Research in recent years has revealed the importance of digital technology to refugees in planning journeys and identifying safe pathways. Migrants and refugees often trust information provided through social media rather than official resources such as government websites. Migrants use WhatsApp groups to find out where to go and adjust their routes in transit, they use GPS software on phones to plan routes or initiate rescues at sea, and they use Facebook to keep in touch with family and friends. Access to a smartphone and the digital infrastructure of wifi, simcards, charging docks, and electricity has been described as a literal lifeline.

But access to smartphones and the internet has brought a greater risk of misinformation. A 2016 study by Open University and France Médias Monde, led by Marie Gillespie and Claire Marous Guivarch, found that refugees seeking to reach Europe were exposed to a great deal of inaccurate information, including false rumors and conspiracy theories, via social media networks, and that this can make them more vulnerable to exploitation or physical harm during transit. Scholars of digital information and refugees often speak of “information precarity:” refugees are both more dependent on high-quality information and less likely to be able to access it, because of more limited internet access, language barriers, or low digital literacy. Crucially, refugees may be proficient at using social media to keep in touch with family and friends but lack the ability to differentiate between high- and low-quality information.

While a reliance on social media can be perilous, information on government websites is often confusing, and rarely available in different languages. Some governments may be reluctant to simplify information about asylum and immigration processes because they think such complexity acts as a deterrent to those who would abuse the system. Refugees with experience of being persecuted by their own governments may also distrust official sources. According to a 2017 WPP study, many refugees prefer to receive information through trusted social media groups and from personal networks. But others

206 Alencar, A. (2018, November 21). Refugee integration and social media: a local and experiential perspective. Retrieved from Taylor & Francis Online: <https://www.tandfonline.com/doi/full/10.1080/1369118X.2017.1340500>

lamented the difficulty accessing straightforward information from government websites on simple questions such as “Am I allowed to work?”

Extracted (with modification) from: Meghan Benton, “Digital Litter: The Downside of Using Technology to Help Refugees”, Migration Policy Institute, June 2019. Available at <https://www.migrationpolicy.org/article/digital-litter-downside-using-technology-help-refugees>

KEY TAKEAWAYS

1. Development is a complex, arguable, ambiguous, and elusive concept. The 2030 Agenda for Sustainable Development is one way to think about (and work on) development.
2. Social media has the following role in achieving the Social Development Goals:
 - SDG 1. Ending Poverty. Social media gives voice to those who live in poverty by creating public platforms to share experience and co-create policies and programs.
 - SDG 2. Achieving Zero Hunger. Social media has a central role in a number of high-profile activities around hunger and nutrition like Live Below The Line, Fight Hunger Social Media Campaign, and Spoon Selfies campaign.
 - SDG 3. Good Health and Well-being. Social media can help improve health and well-being by: raising awareness and countering misinformation; being a tool in crisis communication; providing public health monitoring; promoting citizen engagement; enhancing patient support; and facilitating research recruitment.
 - SDG 4. Role of Social Media in Quality Education. Social media improves education through: communication and collaboration; finding concrete information online; parental involvement; improved literacy, communication, and reading skills; and providing distance learning opportunities.
 - SDG 5. Role of Social Media in Gender Equality. Social media has been successfully used in mobilising attention and accountability to women's rights, as well as challenging discrimination and stereotypes.
 - SDG 6. Clean Water and Sanitation. Social media has been used in clean water campaigns. It has also been used to generate knowledge about sanitation, hygiene for all and ending open defecation.
 - SDG 7. Affordable and Clean Energy. Social media toolkits, such as Renewable Energy: Social Media Toolkit, can help promote facts, dispel common myths, and spread the truth about renewable energy. As a platform, it can drive the conversation on the global impact of green energy.
 - SDG 8. Decent Work and Economic Growth. Social media has led to creation of jobs that never existed before. Social media performs three main roles in growing the economy: democratization of information, platform economy, and new ecosystem for entrepreneurs. Social media can serve as a platform for small businesses to grow their market and sales, which can lead to greater employment and increased economic output.
 - SDG 9. Industry, Innovation, and Infrastructure. Social media can be used as a tool to facilitate open innovation and user collaboration at the different stages of the innovation funnel. Social media can also be used to create innovative financial services targeted at small-scale enterprises in developing countries.
 - SDG 10. Reducing Inequality. Social media is a tool to empower and promote

social, economic and political inclusion. Its use benefits people with intellectual disability. Social media also facilitates orderly, safe, regular and responsible migration and mobility of people.

4. Social Media and the Sustainable Development Goals – SDG 11 – 17

This section aims to:

- Discuss the role of social media in achieving Sustainable Development Goals of Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice and Strong Institutions, and Partnership for the Goals
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In the previous chapter, we have discussed examples of how social media helps achieve SDGs 1-10.

In this chapter we will discuss social media and SDGs 11-17.

4.1 SDG 11 – Sustainable Cities and Communities

Make cities and human settlements inclusive, safe, resilient and sustainable

The targets for SDG 11 are to:

- 1) ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums;
- 2) provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport;
- 3) enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management;
- 4) strengthen efforts to protect and safeguard the world's cultural and natural heritage;
- 5) significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations;
- 6) reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management; and
- 7) provide universal access to safe, inclusive and accessible, green and public spaces.

Social media plays a role in providing accessible and sustainable transport systems for all (SDG 11, Target 2). It is increasingly adopted by public transport operators and agencies as it provides a cost-effective, reliable, and timely mechanism for sharing information with passengers.

In a 2012 report from the Transit Cooperative Research Program (TCRP), five overarching

categories of social media use for public transportation were identified. These are:

- Timely updates – to share real-time service information and advisories with riders;
- Public information – to inform the public about services, project planning, and fares;
- Citizen engagement – to connect with passengers;
- Employee recognition – to recognize current workers and recruit new employees; and
- Entertainment – to entertain their passengers through informal means, such as songs, videos, and contests²⁰⁷

In developing countries, transportation companies are no longer reliant on static timetable information posted at stops and paper-based maps. They now use real-time updates, internet-based journey planners, and a variety of other digital methods to communicate relevant and timely information to their customers.

Harvesting and analyzing data from social media can also help enhance transportation services.

Mining social network data can help operators and government transport agencies better understand public views and needs that in turn can help in defining future policies and strategies.²⁰⁸ Operators and officials can plan more intelligently and intervene more selectively in a knowledge-led approach to improving transportation service.²⁰⁹

However, harvesting relevant information is not straight forward. It requires integrated, multidisciplinary research that combines transportation experts with information technology experts.

Social media can also help improve wastewater disposal (SGD 11 target 6).

More attention must be given to the social aspects of wastewater management strategies as ignoring these issues prolongs global environmental problems as well as unjust public health and social conditions. Social media can help address societal factors such as public perception, public acceptance and gender that have significant implications of the success of wastewater management.²¹⁰

The King County Community Services group (King County, Washington, USA) uses social media to educate the public about water quality, conservation, and environmental stewardship.²¹¹ Among their activities are:

- 207 Cottrilla, C., Gault, P., Yeboah, G., D.Nelson, J., Anable, J., & Budd, T. (2017, April). Tweeting Transit: An examination of social media strategies for transport information management during a large event. Retrieved from ScienceDirect: <https://www.sciencedirect.com/science/article/pii/S0968090X17300487>
- 208 Gal-Tzura, A., Grant-Muller, S., Minkov, E., & Nocera, S. (2014, February 5). The Impact of Social Media Usage on Transport Policy: Issues, Challenges and Recommendations. Retrieved from ScienceDirect: <https://www.sciencedirect.com/science/article/pii/S1877042814001293>
- 209 Davis, S. B., & Saunders, M. (2014, June 17). How social media can help improve and redesign transport systems. Retrieved from The Guardian: <https://www.theguardian.com/sustainable-business/social-media-redesign-transport-systems-cities>
- 210 Davis, S. B., & Saunders, M. (2014, June 17). How social media can help improve and redesign transport systems. Retrieved from The Guardian: <https://www.intechopen.com/books/physico-chemical-wastewater-treatment-and-resource-recovery/social-perspectives-on-the-effective-management-of-wastewater>
- 211 Tallarico, S. (2012, November). King County Wastewater Education Program. Retrieved from EPA: https://www.epa.gov/sites/production/files/2015-06/documents/septicsmart_casestudy_kingco508.pdf

- informing and educating the public about Water Treatment Division (WTD) functions and activities;
- involving the community in decision making and problem solving;
- keeping WTD informed about community concerns and issues;
- fostering positive relationships with residents; and
- supporting WTD project teams to stay on schedule and budget

The virtue of social media in promoting water quality and wastewater management is that it can “turn statistics and other information into compelling, easy-to-digest infographic images that tells a whole story”.²¹² “Dynamic” content, like animations and videos, can be used easily to engage, entertain, and educate better. It has been noted that Facebook’s “Instant Articles” feature, for example, includes interactive articles (i.e. video, audio, geo-tagging photos, etc.) that load instantly.

4.2 SDG 12 – Responsible Consumption and Production

Ensure sustainable consumption and production patterns

The SDG 12 targets are to:

- 1) implement the 10-year framework of programs on sustainable consumption and production;
- 2) achieve the sustainable management and efficient use of natural resources by 2030;
- 3) halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses by 2030;
- 4) achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment by 2020;
- 5) substantially reduce waste generation through prevention, reduction, recycling and reuse by 2030;
- 6) encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle;
- 7) promote public procurement practices that are sustainable, in accordance with national policies and priorities; and
- 8) ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature by 2030

Achieving SDG 12 involves awareness-raising and education on sustainable consumption and lifestyles, providing adequate information through standards and labels and engaging in sustainable public procurement, among others. Social media can support environmentally

²¹² Kenned, T. (2016, April 5). 2016 Update On Social Media Pertaining To The Water & Wastewater Market. Retrieved from Water Online: <https://www.b2brandwater.com/doc/update-on-social-media-pertaining-to-the-water-wastewater-market-0001>

sustainable behavior by helping overcome 'fatalism' and 'busyness'.²¹³

Social media can help overcome fatalism (lack of belief on the part of potential participants that the sustainability initiative will have a significant impact) by presenting evidence to potential participants of the initiative's goals and achievements as well enabling participants to share this information with others in their own social networks.

Social media can help overcome busyness (the belief that they do not have the time and energy needed to turn their attitude into behaviour) by stimulating these people to take action by reducing the effort required to act and by helping participants to share their experiences with each other.

A caveat is that online initiatives which expect their participants to make a significant change in their behaviour still have trouble recruiting large numbers of people. This could be evidence of the concepts of lurking or social loafing, as found for social media in general whereby less than 10 per cent of members are expected to be active.²¹⁴

A study of employees of five multinational Information Technology companies in India showed that extensive social networking practices lead to improvement in information quality which contributes to green product consumption.²¹⁵

A study of Italian wine consumers revealed that social media increases sustainability awareness and consecutively influences the consumer's buying behavior towards 'green' wine (which is in a higher price segment). Specifically, "consumers in the segment of high price and who pay attention to environmental issues might also be more likely to pay a higher premium price for green wine".²¹⁶

4.3 SDG 13 - Climate Action

Take urgent action to combat climate change and its impacts

The targets of SDG 13 are to:

- 1) strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries;
- 2) integrate climate change measures into national policies, strategies and planning; and
- 3) improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

213 Langley, D., & Broek, T. v. (2010, September 16). Exploring social media as a driver of sustainable behaviour: case analysis and policy implications. Retrieved from OII Blogs: http://blogs.oii.ox.ac.uk/ipp-conference/sites/ipp/files/documents/IPP2010_Langley_vandenBroek_Paper.pdf

214 Ibid.

215 Biswas, A., & Roy, M. (2014, June). Impact of Social Medium on Green Choice Behavior. Retrieved from Journal of Marketing Management: http://jmm-net.com/journals/jmm/Vol_2_No_2_June_2014/6.pdf

216 Sogari, G., Pucci, T., Aquilani, B., & Zanni, L. (2017, October 24). Millennial Generation and Environmental Sustainability: The Role of Social Media in the Consumer Purchasing Behavior for Wine. Retrieved from MDPI: <https://www.mdpi.com/2071-1050/9/10/1911>

Social media platforms provide a space for three important domains of climate change communication: information, discussion, and mobilization.²¹⁷

First, social media platforms have been used by scientists, activists, journalists, and ordinary people to share and receive reports about climate change. Policymakers and academics also use social media for climate change research.

Second, social media platforms provide users with a platform to discuss climate change issues. Scientists and journalists use social media to interact with the public, who also use social media to criticize policies.

Finally, social media platforms have been used to coordinate rescue and relief operations in the aftermath of climate change–related disasters, as well as to organize movements and campaigns about climate change.

Greenpeace uses social media in a number of campaigns. One of its recent initiatives is the “Social Media Hive” – a platform, using social media channels, to “build movements and change the cultural climate”.²¹⁸ Through this Hive, Greenpeace USA intends to ignite “the fire on an environmental justice issue we’re focusing on by meeting up virtually to debrief the tactic, build community, and focus on fighting the next big issue”. Greenpeace USA hopes to recruit 1,000 volunteers/supporters (hive members) who are willing to spend one hour per week building and leading an army of online environmental warriors.

A Greenpeace action where Social Media Hive has been used is in pressuring Minnesota Governor Tim Walz to stop a major fossil fuel project — the Line 3 tar sands pipeline.²¹⁹ Greenpeace recruits volunteers thus:

Have a twitter account? Great! Here’s what’s happening — we’ve created a Social Media Hive that will be tweeting at Governor Walz and his administration all month, demanding that he stop Line 3 and protect our water and climate, as well as respect Indigenous lands and sovereignty. You can help shed light on the many faults of this dirty pipeline and tag@GovTimWalz while using the hashtag, #StopLine3.

When Social Media Meets Climate Change

When it comes to social media chatter, climate change is no Game of Thrones. In fact, an analysis done between May 2017 and May 2018 found that more people were seriously talking about the dating app Tinder on such social platforms as Facebook, Twitter, Instagram and YouTube than they were

217 Tandoc Jr, E. C., & Eng, N. (2017). Climate Change Communication on Facebook, Twitter, Sina Weibo, and Other Social Media Platforms. Retrieved from Oxford Research Encyclopedia of Climate Science: <https://ox-fordre.com/climatescience/view/10.1093/acrefore/9780190228620.001.0001/acrefore9780190228620-e-361>

218 Greenpeace. (2019, January 4). Join the Social Media Hive. Retrieved from Green Peace: <https://www.greenpeace.org/usa/join-the-social-media-hive/>

219 Anthony, L. (2019, January 17). How Our Social Media Hive Can Shake Up Climate Change. Retrieved from Greenpeace: <https://www.greenpeace.org/usa/how-our-social-media-hive-can-shake-up-climate-change/>

discussing climate change and the environment generally combined. Amazon was 20-times more popular than those two subjects.

That said, these sites serve the greatest value in organizing. When kids in 112 different countries planned a coordinated mid-March school walkout to bring attention to climate change, social media was essential.

“Schools in Australia weren’t allowed to endorse the strikes, so social media was the best way for us to actually reach out to people,” a 14-year-old Sydney climate activist named Ambrose Hayes told Wired.

It may not be face-to-face, but the person-to-person social media contact for activism is robust.

Though some of us wake up in a cold sweat thinking about Twitter trolls, they are more nightmares than reality when it comes to climate change. An Oxford University study in November found that only 4 per cent of Tweets on global warming and 1 per cent of Facebook posts on the topic were “intentionally ‘polarising and conspiratorial’ content.”

“Given how polarising this issue is in the mainstream politics, it would have been easy to assume that social media is awash in climate sceptic content,” said Dr. Vidya Narayanan, the researcher on the report. “Contrary to such expectation, however, our findings indicate that mainstream dialogue on these platforms embraces the scientific consensus.”

Extracted (with modification) from: Josh Chetwynd, “When social media meets climate change: Understanding online global warming engagement”, Medium: The Public Interest Network, 20 April 2019. Available at <https://medium.com/the-public-interest-network/when-social-media-meets-climate-change-5aec5326e21f>

4.4 SDG 14 – Life Below Water

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

SDG 14 targets are to:

- 1) prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution by 2025;
- 2) sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans;
- 3) minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels;

- 4) effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible;
- 5) conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information;
- 6) prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies; and
- 7) increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

The World Oceans Day organizer created a pack to celebrate #WorldOceansDay through social media.²²⁰ Supporters are encouraged to use all the images and messages in the pack to help raise awareness around the globe about the importance of conserving and sustainably using the ocean.

Social media can also help enhance scientific literacy that is a necessary part of efforts to conserve and sustainably use the oceans, seas and marine resources for sustainable development.

An analysis of the Twitter account of MaREI – Ireland’s Centre for Marine and Renewable Energy – showed that the inclusion of photos and positive sentiment in tweets independently increases the likelihood of engaging with an outreach user by 82 and 12% respectively.²²¹

These results imply that simply tweeting scientific information does not necessarily constitute effective communication, and that the attributes of a post significantly impact scientists’ ability to engage with individuals outside of their immediate network. However, using photos and positive sentiment in communicating science improves the chance for engaging the public.

4.5 SDG 15 – Life on Land

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

The SDG 15 targets are to:

- 1) ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands;

220 UN World Ocean Day. (n.d.). Celebrate #WorldOceansDay on Social Media. Retrieved from <https://unworldoceansday.org/spotlight-article/celebrate-worldoceansday-social-media>

221 Kopke, K., Black, J., & Dozier, A. (2019, February 19). Stepping Out of the Ivory Tower for Ocean Literacy. Retrieved from *Frontiers in Marine Science*: <https://www.frontiersin.org/articles/10.3389/fmars.2019.00060/full>

- 2) promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally;
- 3) combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world by 2030;
- 4) ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development;
- 5) take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and protect and prevent the extinction of threatened species;
- 6) promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed;
- 7) take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products;
- 8) introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species; and
- 9) integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.

Social media already provides the public with a range of different ways to comment, learn, organise and manage their interactions and interests related to forests and woodlands.

A review of existing studies showed social media use by the public and civil society organizations successfully improved:

- public engagement and democratization processes although significant differences exist between public engagement in government versus civil society initiatives;
- spatial decision-making processes using data volunteered by the public;
- technology-mediated citizen science monitoring; and
- pro-environmental and other behaviour change related to woodland management and recreation²²²

#50MillionTrees

(In 2016) We realised that if every one of the 50 million people living in Tanzania could be inspired to take a single action, like planting just one tree, we would gain far more than just 50 million more trees. As well as raising awareness about environmental issues, we could promote sustainability and encourage the idea

222 Ambrose-Oji, B. (n.d.). Social media in forestry. Retrieved from Forest Research: <https://www.forestresearch.gov.uk/-research/public-engagement-in-forestry/social-media-in-forestry/>

that everyone can make a difference when it comes to climate change. What #50MillionTrees is trying to show is how individual actions and small changes in behaviour can make a big difference, both in a single country and globally. The idea is to inspire, educate and mobilise the population of Tanzania.

We set up the 50MillionTrees hashtag to generate some interest online and the society now has more than 1,000 young members, all former volunteers of sustainable development charity Raleigh International. We are part of a wider environmental initiative, Youth for Green Growth, which supports youth-led social and environmental action and advocacy in Tanzania, and contributes to the achievement of the UN global goals for sustainable development.

Social media played a big part in raising awareness and getting people involved. So far the group has reached around 150,000 people online. But we also knew that to make this work we needed to connect at the grassroots community level, so we have held more than 50 public awareness raising events across Tanzania, involving another 10,000 people.

Extracted (with modification) from: Kennedy Daima Mmari, "#50MillionTrees: how young people are fighting deforestation in Tanzania Guardian", 5 June 2017. Available at <https://www.theguardian.com/voluntary-sector-network/2017/jun/05/50milliontrees-fighting-deforestation-sustainable-development-world-environment-day-tanzania>

Unfortunately, public bodies continue to be challenged by social media.²²³ Issues include:

- quality and security of content and data;
- processes and procedures able to accommodate new digital technologies;
- digital literacy within organisations;
- understanding social media use amongst different audiences; and
- resourcing and managing interactive relationships via social media

The analysis of social media data is being used to understand conservation issues and help develop policy.

According to Enrico Di Minin, Helsinki Lab of Interdisciplinary Conservation Science, University of Helsinki, "automatic content analysis of digital data sources will help us understand present or emerging human-related threats at sites where threats are currently unknown or difficult to assess".²²⁴

Social media data are used to understand human-nature interactions in space and time and to cross-validate and enrich data collected by conservation organizations.

²²³ Ibid.

²²⁴ University of Helsinki. (2019, May 23). Social media data reveal benefits or threats to biodiversity by visitors to nature locations. Retrieved from ScienceDaily: <https://www.sciencedaily.com/releases/2019/05/190523104944.htm>

Celebrity endorsement of social media campaigns also helps conservation efforts. In 2016, Wang Junkai – a member of the boyband the TFBoys – shared the UN #WildforLife campaign, which aimed to mobilize millions to find their kindred species and raise awareness of the illegal trade in wild animals and plants.²²⁵ His participation on social media reached 400 million viewers and inspired 3 million pledges of action. “The success of the Wild for Life campaign depends on our ability to break through the clutter and reach and inspire the unconverted to pay attention and start caring about the impacts of their purchases,” said Lisa Rolls, Head of Wildlife Communication and Ambassador Relations. “Influencers like Wang Junkai play a pivotal role in this journey.”

4.6 SDG 16 – Peace, Justice and Strong Institutions

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

The SDG 16 targets are to:

- 1) significantly reduce all forms of violence and related death rates everywhere;
- 2) end abuse, exploitation, trafficking and all forms of violence against and torture of children;
- 3) promote the rule of law at the national and international levels and ensure equal access to justice for all;
- 4) significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime by 2030;
- 5) substantially reduce corruption and bribery in all their forms;
- 6) develop effective, accountable and transparent institutions at all levels;
- 7) ensure responsive, inclusive, participatory and representative decision-making at all levels;
- 8) broaden and strengthen the participation of developing countries in the institutions of global governance;
- 9) provide legal identity for all, including birth registration by 2030; and
- 10) ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

Media, in general, can play the following role in peace promotion:

- bring together different groups to discuss issues;
- help improve governance. Fact-based, independent, transparent, accountable and impartial reporting can serve to hold officials accountable and make public administrations more transparent;
- increase knowledge of complex issues. These include issues such as corruption, political injustice, marginalization, lack of economic opportunity and struggles with identity that may drive violent extremism. It can help people critically think about and discuss these issues;

²²⁵ UN environment. (2019, March 20). Protecting the planet, one social media post at a time. Retrieved from UN environment programme: <https://www.unenvironment.org/news-and-stories/story/protecting-planet-one-social-media-post-time>

- provide early warning. Media can provide early warning of potential conflicts and possibly create pressure to address the conflict;
- provide an outlet to express emotions; and
- serve as a motivator for peace. The media can motivate people to take action and to participate in community events²²⁶

The particular roles of social media in conflict and peacebuilding are:

- lowering the barriers to entry for individuals and groups seeking to communicate. The use of blogs, Facebook, or Twitter to disseminate information also allows groups engaged in violence or seeking to challenge the state to have an alternative to mainstream media;
- increasing the speed and spread of information. Information tweeted out or blogged can instantaneously be streamed across the globe and go “viral” when it is picked up by mainstream news sources;
- enabling strategic interaction and constant adaptation as each side shifts its communication technology and tactics. For instance, leaders in autocracies have used social media to mobilize their own supporters, frame their own propaganda, measure how popular they are, and shore up elite support; and
- generating new data and information. A central question for groups engaged in conflict, those wishing to protest, or leaders about to consider a new policy is how much support they actually have. Social media can provide this crucial information²²⁷

Social media has been used in Israel and the Palestinian territories in connection with peace-building and anti-violence efforts.²²⁸ It is also seen as having a huge role “in Nigeria with regards to stimulating peace-building, and to seal the discrepancies occasioned by differences within the nation”.²²⁹

Social media also plays a role in reducing corruption (SDG 16 Target 5). Social media can be used in the fight against corruption for: 1) analysis, commentary and advocacy; and 2) investigation and crowdsourcing.²³⁰

A cross-country analysis of over 150 countries shows that “Facebook penetration (a proxy for social media) has a negative and economically sizable impact on corruption.”²³¹

In Indonesia, a study suggests that “engaging citizens to actively participate in the anti-

- 226 Betz, M. (2017, November 2). How media can be an instrument of peace in conflict-prone settings. Retrieved from United Nation Development Programme: https://www.undp.org/content/dam/norway/undp_ogc/documents/UNDOGC_Media_conflict%20roundtable%20background%20paper.pdf
- 227 Zeitzoff, T. (2017). How Social Media Is Changing Conflict. Retrieved from Journal of Conflict Resolution: https://www.zeitsoff.com/uploads/2/2/4/1/22413724/zeitsoff_how_social_media_jcr.pdf
- 228 Sher, G., & Sturm, E. (2018, October). Social Media and Peacebuilding: Could Mindsets be Positively Affected? Retrieved from INSS: <https://www.inss.org.il/wp-content/uploads/2018/11/Sher-Strum.pdf>
- 229 Uziegbunam, C. E., & Omenugha, N. (2018, November). Mainstream Media, Social Media and Peace-Building in Nigeria: Old Challenges, New Opportunities? Retrieved from ResearchGate: https://www.researchgate.net/publication/329488194_Mainstream_Media_Social_Media_and_Peace-Building_in_Nigeria_Old_Challenges_New_Opportunities
- 230 Bauer, R. (2014, December 12). How to use social media to fight corruption. Retrieved from World Economic Forum: <https://www.weforum.org/agenda/2014/12/how-to-use-social-media-to-fight-corruption/>
- 231 Jha, C. K., & Sarangi, S. (2014, February 8). Social Media, Internet, and Corruption. Retrieved from SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2391904

corruption movement may increase the chance of success in eradicating corruption in the future²³²

Social media can Help Fight Corruption One 'like' At a Time

Corruption is as old as politics itself, as are citizens' efforts to root it out. But today anti-graft campaigners have new tools powered by technology. This phenomenon shows us the upside of mass data collection and social media, both of which are facing regulatory crackdowns and public scrutiny.

Changes to law enforcement can make the biggest difference as a fresh generation of prosecutors and judges drive investigations and convictions.

Equally important, however, are public attitudes: fatalism versus resistance and activism. ... People fear isolation and tend to express their views only if they conform with the prevailing climate of opinion, at least within a particular group.

But social media can be a useful antidote. Posts, likes and retweets are all things that tell ordinary citizens not only that their voices are being heard, but that their fellow citizens are marching alongside them. Think about the framing of the #MeToo movement as a statement of support to women brave enough to out themselves as victims of something often seen as shameful and even dangerous to admit. It is a message of solidarity and strength in numbers.

Scholars who focus on systemic corruption... focus on how to shift from a corrupt equilibrium to a clean one. As they point out, residents of corrupt countries are certainly aware of the wrongdoing. But they are not aware of their fellow citizens' determination to fight it.

Social media can shift that equilibrium one like and one share at a time.

The example of how to confront systemic government corruption suggests that the best answers to other urgent problems — "fake news" and the deliberate dissemination of manipulative disinformation to disrupt democracy, for example — may not be to crack down on the perpetrators.

Instead, we must show beleaguered citizens, who feel that they are at the mercy of political forces beyond their control, that they are in fact the majority. Turn the spiral of silence into a wave of affirmation.

Extracted (with modification) from: Ann Marie Slaughter, "Social media can help fight corruption one 'like' at a time", *Financial Times*, 23 May 2018. Available at <https://www.ft.com/content/b48ba33c-5d16-11e8-ab47-8fd33f423c09>

232 Prabowo, H. Y., Hamdani, R., & Sanusi, Z. M. (2018). The New Face of People Power: An Exploratory Study on the Potential of Social Media for Combating Corruption in Indonesia. *Australasian Accounting, Business and Finance Journal*, 19-20.

4.7 SDG 17 – Partnerships for the Goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development

The SDG 17 targets are to, subdivided into six areas:

Finance

- 1) strengthen domestic resource mobilization, including through international support to developing countries, and improve domestic capacity for tax and other revenue collection;
- 2) developed countries to implement fully their official development assistance commitments;
- 3) mobilize additional financial resources for developing countries from multiple sources;
- 4) assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring, as appropriate, and address the external debt of highly indebted poor countries to reduce debt distress;
- 5) adopt and implement investment promotion regimes for least developed countries;

Technology

- 6) enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism;
- 7) promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favorable terms, including on concessional and preferential terms, as mutually agreed;
- 8) fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology;

Capacity-Building

- 9) enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation;

Trade

- 10) promote a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the World Trade Organization, including through the conclusion of negotiations under its Doha Development Agenda;

- 11) significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020;
- 12) realize timely implementation of duty-free and quota-free market access on a lasting basis for all least developed countries, consistent with World Trade Organization decisions, including by ensuring that preferential rules of origin applicable to imports from least developed countries are transparent and simple, and contribute to facilitating market access;

Systemic Issues

Policy and Institutional coherence

- 13) enhance global macroeconomic stability, including through policy coordination and policy coherence;
- 14) enhance policy coherence for sustainable development;
- 15) respect each country's policy space and leadership to establish and implement policies for poverty eradication and sustainable development;

Multi-stakeholder partnerships

- 16) enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries;
- 17) encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships;

Data, monitoring and accountability

- 18) enhance capacity-building support to developing countries, including for least developed countries and Small Island Developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts by 2020; and
- 19) build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries by 2030

Smart use of information management systems is the key to increased tax revenue.²³³ Smart use of social media is also important for enhanced tax administration and collection.

An OECD Information Note on "Social Media Technologies and Tax Administration", released in October 2011, recommended the following:

- revenue bodies are strongly encouraged to learn more about social media in

²³³ Akitoby, B. (2018, March). Raising Revenue, Five country cases illustrate how best to improve tax collection. Retrieved from International Monetary Fund: <https://www.imf.org/external/pubs/ft/fandd/2018/03/akitoby.htm>

general and the approaches and experiences of revenue bodies already using these technologies;

- revenue bodies already using social media are encouraged to continue their efforts and share knowledge of their experiences, both positive and negative, with the Forum; and
- revenue bodies still contemplating the potential value of social media are strongly encouraged to study the experiences of other revenue bodies and to consider adopting an exploratory/experimental strategy for social media deployment relevant to their context²³⁴

It noted that “while the breadth of revenue body experience with social media to date is relatively limited, it appears overwhelmingly positive:

- offers virtually free online word-of-mouth marketing;
- enables positive attention to engaging in dialogue;
- facilitates the recruitment of users for product testing/ innovation; and
- contributes to revenue administration image building”²³⁵

The information note also reported that social media technologies (SMT) are very useful as a tool or channel for marketing and education. Possibly replacing other tools, therefore it can be directly rational to implement SMT in this context. SMTs might also very useful as a supplement to, not as a replacement for, the very traditional channels: Walk-in inquiry centers and Call centers (by telephone and standard e-mail) and even chat functionality. The SMT tools can perform perfectly for handling information activities instead of these traditional channels.²³⁶

The tax authority of Indonesia was reported to be interested in social media monitoring to enhance revenue.²³⁷ It is interested in using the social network analytics (Soneta) system to estimate the amount of income taxes and value-added tax that should be paid by a taxpayer.

Use of social media data could build on existing initiatives to develop measurements of progress. (SDG 17 Target 19)

In 2015, Tunisia conducted a pioneering study using social media data to measure and analyze sentiment towards the different topics covered by the SDG 16 (i.e. corruption, human rights, public administration, and crime). The objective was to complement traditional statistical analysis methods based on household surveys and administrative data.²³⁸ The outcome is encouraging:

The results obtained in terms of sentiment analysis towards the problem of corruption

234 Highfield, R. (2011, October). Forum on tax administration. Retrieved from OECD: <https://www.oecd.org/tax/administration/48870427.pdf>

235 Ibid., p. 49

236 Ibid., p. 43

237 News Desk. (2018, August 30). Tax office to spy on taxpayers' social media activity. Retrieved from The Jakarta Post: <https://www.thejakartapost.com/news/2018/08/30/tax-office-to-spy-on-taxpayers-social-media-activity.html>

238 South-South World. (2016, March 11). Measuring and monitoring SDG 16 through social media analysis. Retrieved from South-South World: <http://www.southsouthworld.org/blog/44-mechanism/242/measuring-and-monitoring-sdg-16-through-social-media-analysis>

showed a correlation with those from a household survey carried out by the National Statistics Institute in October 2014 on Governance, Peace and Democracy (GPD). In effect, both the social media analysis tool and the household survey showed a negative perception of around 70% on corruption during the same period (September-October 2014). This correlation suggests that social media analysis could be an interesting complement to household surveys and administrative data to ensure real-time monitoring and measurement of the SDGs.²³⁹

The examples above illustrate how social media can help achieve the SDGs. Specifically, social media enables citizen engagement; strengthens communication and collaboration among stakeholders; facilitates knowledge and experience sharing as well as resource-sharing among relevant groups; raise awareness and counter misinformation; enables service monitoring; and strengthens crisis communication.

239 Ibid.

KEY TAKEAWAYS

SDG 11 – Sustainable Cities and Communities

Social media plays a role in providing accessible and sustainable transport systems for all (Target 2). It is increasingly adopted by public transport operators and agencies as it provides a cost-effective, reliable, and timely mechanism for sharing information with passengers. Social media data can also help enhance transportation services and planning. Social media can also help improve wastewater disposal (Target 6).

SDG 12 – Responsible Consumption and Production

Social media can be used in awareness-raising and education on sustainable consumption and lifestyles, providing adequate information through standards and labels and engaging in sustainable public procurement, and supporting environmentally sustainable behavior.

SDG 13 – Climate Action

Social media can be a powerful tool for grassroots-based climate action. As a platform, it provides a space for three important domains of climate change communication: information, discussion, and mobilization.

SDG 14 – Life Below Water

Social media can also help enhance scientific literacy that is a necessary part of efforts to conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG 15 – Life on Land

Social media already provides the public with a range of different ways to comment, learn, organise and manage their interactions and interests related to forests and woodlands. Social media use by the public and civil society organizations successfully improved: 1) public engagement and democratization processes; 2) spatial decision-making processes using data volunteered by the public; 3) technology-mediated citizen science monitoring; and 4) pro-environmental and other behaviour change related to woodland management and recreation.

SDG 16 – Peace, Justice, and Strong Institutions

The particular roles of social media in conflict and peace-building are: lowering the barriers to entry for individuals and groups seeking to communicate; increasing the speed and spread of information; enabling strategic interaction and constant adaptation as each side shifts its communication technology and tactics; and generating new data and information. Social media also plays a role in reducing corruption (Target 5) through: 1) analysis, commentary and advocacy; and 2) investigation and crowdsourcing.

SDG 17 – Partnerships for the Goals

Smart use of social media can help enhance tax administration and collection (Target 1). Social network analytics systems can be used to estimate the amount of income taxes and value-added tax that should be paid by individuals. Social media data could be used to

build on existing initiatives to develop measurements of progress (Target 19). Social media analysis could complement household surveys and administrative data to ensure real-time monitoring and measurement of the SDGs.

5. Social Media in Governance

This section aims to:

- Discuss the role of social media governance, particularly in 'demand politics' and 'supply politics'. Under demand politics, we will take up Hacktivism, eParticipation, Social Movements, and Elections. The problem of disinformation will also be explored. The role of social media in supply politics – to improve the capacity of government to address citizen expectations/demands and to solve societal problems will be taken up.
 - Discuss good practices in the use of social media in government.
-

Governance is how societies organize to define and achieve their common future.

Governance issues can be classified under "demand politics" and "supply politics".²⁴⁰

Demand politics is an expression of societal expectations usually directed to the government. It includes manifestations of the desire for collective action.

Supply politics is concerned with the "the capacity of government to address (citizen) expectations and to solve societal problems".²⁴¹ It also includes the ability of civil society (e.g., business sector, non-governmental organizations and other groups) to provide solutions and arrangements to society's common problems.

Social media can be a powerful tool for governance. It enables new forms of political participation – how citizens ensure that their interests are translated into policies that serve them – because it provides means for citizens to engage in discussions with each other, their elected representatives and other political officials on how to steer society. It can also help governments become more efficient and enhance citizen engagement.

5.1 Demand Politics

Hacktivism, eParticipation, Social Movement and Elections will be discussed in this section.

#Activism

Social media has afforded a new form of activism "hashtag activism" – "the act of fighting for or supporting a cause that people are advocating through social media like Facebook,

²⁴⁰ Peters, B. G., & Pierre, J. (2016). *Comparative Governance: Rediscovering the Functional Dimension of Governing*. Cambridge: Cambridge University Press, p. 8.

²⁴¹ Ibid.

Twitter, Google+ and other networking websites".²⁴² Another definition is "discursive protest on social media united through a hashtagged word, phrase or sentence".²⁴³

The term gets its name from the use of hashtags (#) that are often used over Twitter.

The issues covered by hashtags are related to race, violence and law enforcement, and its usage periodically surges surrounding real-world events.²⁴⁴

Azadeh Aalai argues that

hashtag activism can be a powerful way to control a narrative regarding a common cause that has either been neglected or misrepresented by corporate media, and it offers the opportunity for communal participation across the globe.²⁴⁵

For Carolin Dadas, "hashtags can prove a valuable resource through their ability to bring attention to a cause."²⁴⁶ However, "they also run the risk of oversimplification by backgrounding important contextual information".²⁴⁷

In 2017, in celebration of the 10-year anniversary when the Hashtag was first used by Twitter and Global Citizen – a UK based organization - listed the eight instances when "hashtag activism really, really worked".²⁴⁸ The eight are:

- 1) **#DressLikeAWoman** – a social media campaign reacting against President Trump's comment that his female staff should "dress like women".
- 2) **#StopFundingHate** – a UK grassroots activism campaign against the anti-migrant position of many British newspapers.
- 3) **#YouAintNoMuslimBruv** – public repudiation of the Islamic extremist who cut the throat of a stranger at a London tube station before Christmas 2015.
- 4) **#HeForShe** – UN Women campaign that sought to actively involve men and boys in a struggle that **had** previously been thought of as "a woman's thing".
- 5) **#WomensMarch** – in support of the 2017 Women's March to demand an equal footing in society.
- 6) **#BlackLivesMatter** – a social media-based civil rights movement fueled by grief at unjust deaths; by rage at institutionalized racism; by frustration at the consistent denial of equal rights for all Americans.
- 7) **#ASLIceBucketChallenge** – the first viral charity challenge hashtags, raising money and awareness for Amyotrophic Lateral Sclerosis by dumping ice water over your head.

242 Techopedia. (n.d.). Hashtag Activism. Retrieved from <https://www.techopedia.com/definition/29047/hashtag-activism>

243 Dadas, C. (2017). Hashtag activism: the promise and risk of "attention". Retrieved from WAC Clearinghouse: <https://wac.colostate.edu/docs/books/social/chapter1.pdf>

244 Anderson, M., Toor, S., Rainie, L., & Smith, A. (2018, July 11). Activism in the Social Media Age. Retrieved from Pew Research Center: <https://www.pewresearch.org/internet/2018/07/11/activism-in-the-social-media-age/>

245 Azadeh, A. P. (2018, April 26). What Is the Real Impact of Hashtag Activism? Retrieved from Psychology Today: <https://www.psychologytoday.com/us/blog/the-first-impression/201804/what-is-the-real-impact-hashtag-activism>

246 Dadas, C. (2017). Hashtag activism: the promise and risk of "attention". Retrieved from WAC Clearinghouse: <https://wac.colostate.edu/docs/books/social/chapter1.pdf>

247 Ibid.

248 Hitchings-Hales, J., & Calderwood, I. (2017, August 23). 8 Massive Moments Hashtag Activism Really, Really Worked. Retrieved from Global Citizen: <https://www.globalcitizen.org/en/content/hashtag-activism-hashtag10-twitter-trends-dresslik/>

- 8) **#BringBackOurGirls** – a global response to the abduction of Nigerian schoolgirls by Boko Haram in April 2014. The hashtag was first used in Nigeria but grew to more than a million worldwide in less than three weeks.

#MeToo is another example of hashtag activism.

From Hashtag to Change: Why #MeToo Matters for Democratic Politics

2017 was the year of hashtag-protests and few others dominated the debate more than #MeToo. Making waves far beyond Hollywood, Time magazine named The Silence Breakers from #MeToo their Person of the Year 2017. By the end of 2017 though, people began to question the movement's impact: what would happen after the tsunami of testimonies? And moreover, could movements like #MeToo reinvigorate democracy and lead to long-term change?

While there is a large body of research studying the reasons why women are underrepresented in politics, the 2017 #MeToo movement offers another important perspective to the reasons that may lie behind it. It reminds us that sexism, harassment and violence against women are very real and widespread, yet often underreported as a barrier for achieving gender equality in politics. Perhaps women simply do not feel comfortable in a patriarchal world where sexual domination and intimidation is still part of the norm?

#MeToo has the potential to be more than the global torch that puts the light on sexual harassments. It can become the kindle which re-ignites the fire in support for increased gender equality, and with the huge support demonstrated by its citizens' engagement, a new political force to be reckoned with. The challenge is only to maintain momentum, create unity and take the movement from the streets and online communities to the decision-making tables.

Extracted (with modification) from: <https://www.idea.int/news-media/news/hashtag-change-why-metoo-matters-democratic-politics>

Hashtag activism is also called "slacktivism" – "activity that uses the internet to support political or social causes in a way that does not need much effort."²⁴⁹ It is a combination of the words "slacker" and "activism" which Wikipedia characterizes as "a pejorative term for

²⁴⁹ Cambridge Dictionary. (n.d.). Slacktivism. Retrieved from: <https://dictionary.cambridge.org/us/dictionary/english/slacktivism>

'feel-good' measures in support of an issue or social cause".²⁵⁰

Others believe that it is part of a continuum of different forms of activism:

Hashtag activism is a great way to get involved in social justice issues, but it should not be seen as the endpoint to social activism. Ideally, for those of us seeking to change our culture for the better, this will become a first step in introducing potential activists to like-minded peers, connect and organize events, learn more about issues, and begin the often long and arduous process of social activism.²⁵¹

eParticipation

eParticipation is defined broadly as "extending and transforming the political processes by the use of information and communications technology".²⁵² Another definition is "the use of information and communication technologies to broaden and deepen political participation by enabling citizens to connect with one another and with their elected representatives"²⁵³

From 2010, the United Nations has included an eParticipation Index in its biennial eGovernment Survey. The eParticipation Index "assesses the quality and usefulness of information and services provided by a country for the purpose of engaging its citizens in public policy making through the use of e-government programs."

The top 10 countries in the 2018 eParticipation Index are: Republic of Korea; Denmark; Finland; the Netherlands; Japan; New Zealand; Australia; Spain; the United Kingdom of Great Britain and Northern Ireland; and the United States.²⁵⁴

Social media is "a logical choice for filling in the gaps that prevent eParticipation from becoming part of people's lives"²⁵⁵ because social media: 1) increases general awareness of the issues at stake, 2) makes eParticipation platforms more accessible to audiences otherwise not engaged in political debates, and 3) makes users' participation easier and more intuitive.

Social media is seen as "facilitating political engagement, strengthening strategic collaboration as well as the potential to influence governments decisions in relation with politics".²⁵⁶

250 Wikipedia. (n.d.). Slacktivism. Retrieved from <https://en.wikipedia.org/wiki/Slacktivism>

251 Azadeh, A. P. (2018, April 26). What Is the Real Impact of Hashtag Activism? Retrieved from Psychology Today: <https://www.psychologytoday.com/us/blog/the-first-impression/201804/what-is-the-real-impact-hashtag-activism>

252 University of Ljubljana. (n.d.). State of the Art in e-Participation, p. 5. Retrieved from http://www.fu.uni-lj.si/iuu/Clanki/IDEAL_EU_D2.1_State_of_the_Art_in_e_participation.pdf

253 Geanina, D. M. (2010, April 6). E-participation Involving citizens in public policies. Retrieved from Solvenet Europe: http://www.public-policies.eu/uploads/Geanina_Diana_Moraru_-_E-governance_paper.pdf

254 United Nations. (n.d.). E-Government Survey 2018. Retrieved from <https://publicadministration.un.org/egovkb/en-us/Reports/UN-E-Government-Survey-2018>

255 Lacigova, O., Maizite, A., & Cave, B. (2012, June). eParticipation and Social Media: a Symbiotic Relationship? Retrieved from European Journal of ePractice: <http://www.epracticejournal.eu/>

256 Getachew, A., & Beshah, T. (2019, May 19). The Role of Social Media in Citizen's Political Participation. Retrieved from Springer Link: https://link.springer.com/chapter/10.1007/978-3-030-20671-0_33

For Pakistan's rural youth, social media "has an important role in political efficacy and real participation".²⁵⁷

In Nairobi, "social media offered an open or a free medium for expression and also a medium that brought the citizens closer to the elected leaders or the government."²⁵⁸

Social media is also enabling the political participation of marginalized groups. In the United States, "historically marginalized groups, such as African American and Latino/a young people, can now discuss and get information about issues that affect their lives".²⁵⁹

There are opposite views on the influence of social media on political participation. In "Social Media and the Spiral of Silence," the researchers argue that in the case of Edward Snowden's 2013 revelations of extensive government surveillance of Americans, "social media did not provide new forums for those who might otherwise remain silent to express their opinions and debate issues".²⁶⁰

Transforming 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".²⁶¹

Charles Tilly describes a social movement as "a trumpet call, as a counterweight to oppressive power, as a summons to popular action against a wide range of scourges".²⁶²

For Tilly, social movements are

a distinctive form of contentious politics – contentious in the sense that social movements involve collective making of claims that, if realized, would conflict with someone else's interests, politics in the sense that governments of one sort or another figure somehow in the claim making, whether as claimants, objects of claims, allies of the objects, or monitors of the contention.²⁶³

Studies are now looking at ICT, in general, and social media, in particular, as tools in shaping social movements.

257 Ahmad, T., Alvi, A., & Ittefaq, M. (2019, July 17). The Use of Social Media on Political Participation Among University Students: An Analysis of Survey Results From Rural Pakistan. Retrieved from Stage Journals: <https://journals.sagepub.com/doi/full/10.1177/2158244019864484>

258 Stephen, T. (2014, June). Role of social media in citizen participation in transparent governance. Retrieved from University of Nairobi Digital Repository: <http://erepository.uonbi.ac.ke/bitstream/handle/11295/76822/Tullah%20Stephen%20-K50-80177-2012.pdf?sequence=4&isAllowed=y>

259 Luttig, M. D., & Cohen, C. J. (2016, September 9). How social media helps young people — especially minorities and the poor — get politically engaged. Retrieved from The Washington Post: <https://www.washingtonpost.com/news/monkey-cage/wp/2016/09/09/how-social-media-helps-young-people-especially-minorities-and-the-poor-get-politically-engaged/>

260 Hampton, K., Rainie, L., Lu, W., Dwyer, M., Shin, I., & Purcell, K. (2014, August 26). Social Media and the 'Spiral of Silence'. Retrieved from Pew Research Center: <https://www.pewresearch.org/internet/2014/08/26/social-media-and-the-spiral-of-silence/>

261 Tilly, C. (2003, October 17). Social Movements Enter the 21st Century. Retrieved from Falcon arts cornell: <http://falcon.arts.cornell.edu/sgt2/pscp/documents/tilly2003-03.pdf>

262 Tilly, C. (2019). Social Movements, 1768-2004. Retrieved from Void Network: <http://voidnetwork.gr/wp-content/uploads/2016/09/Social-Movements-1768-2004-by-Charles-Tilly.pdf>

263 Ibid.

ICT, in general, 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

Social media affects social movements in three ways:

- social media as an information/news source;
- social media as a space for expressing political opinions; and
- social media as a venue for finding mobilizing information and joining causes

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)".²⁶⁴ Consequently, "these tools have radically altered the old limits on the size, sophistication, and scope of unsupervised action [...]."²⁶⁵

For Amanda Rohr Lopes, "social media enables ordinary citizens to connect and organize themselves with little to no costs, and the world to bear witness."²⁶⁶ He elaborates:

One of the most revolutionary aspects of the use of social media in mobilizing is that it trivializes the need for elite support. Through the use of social media, individuals are able to connect with each other and organize at an incredible low cost. More than that, it is also a resource that is available to most people, which means even uncommitted individuals might have an opportunity to join the cause. Social, economic and institutional contexts provide the source of grievances as the motivation for action, but it also needs the presence and use of social media in order to facilitate collective action.²⁶⁷

It was the Arab spring – a wave of demonstrations and protests that brought political change in the Middle East and North Africa between 2010 and 2012 – that brought into prominence the role of social media in social movements.

Reporting on their Arab Spring study, Professor Philip Howard disclosed that "social media carried a cascade of messages about freedom and democracy across North Africa and the Middle East, and helped raise expectations for the success of political uprising".²⁶⁸ Social

264 Shirky, C. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. London: Penguin Group, p. 21

265 Ibid.

266 Amanda Rohr, L. (2014, January 4). *The Impact of Social Media on Social Movements: The New Opportunity and Mobilizing Structure*. Retrieved from Creighton University: https://www.creighton.edu/fileadmin/user/CCAS/departments/PoliticalScience/Journal_of_Political_Research_JPR/2014_JSP_papers/Lopes_JPR.pdf

267 Ibid., p. 13

268 O'Donnell, C. (2011, September 11). *New study quantifies use of social media in Arab Spring*. Retrieved from University of Washington: <https://www.washington.edu/news/2011/09/12/new-study-quantifies-use-of-social-media-in-arab-spring/>

media altered the capacity of citizens to act and affect change. Specifically, in a repressive political environment, social media created a virtual civil society where activists debated contentious issues that could not be discussed in public.

A study of the massive demonstrations demanding changes in education and energy policy in Chile in 2011 revealed that “using social media frequently is positively and significantly related to protest, even after taking into account other known sources of this type of political action (i.e. grievances, values, resources, and news media use).²⁶⁹ However, social media use does not seem to be equally important for all types of protest activities considered. It was more strongly predictive of attending street demonstrations and contacting news media and was not related to petitioning (most likely because this activity is not a staple of Chilean politics, as evidenced by the lack of national e-petitioning websites).²⁷⁰

Another event where social media figured prominently is the Occupy Wall Street (OWS) movement – a protest movement that began on 17 September 2011 in New York City’s financial district.

Social media is credited for playing an instrumental role in the quick diffusion of the movement and the mobilization of participants.²⁷¹ Facebook was used to rally the public, elicit feedback from members and build solidarity.

Occupy Wall Street is also an instance of a leaderless social movement:

Rather than select a figure head, OWS “wants to avoid replicating the authoritarian structures of the institutions they are opposing.” During the daily general assembly meetings held in the park, individuals were invited to voice a concern and explain his or her point of view.²⁷²

The 2016 Republic of Korea candlelight vigils are other events where social media is acknowledged to have played a crucial role.

The candlelight vigils (also characterized as “struggle” or “revolution”) were a series of protest actions from November 2016 to March 2017 that demanded the resignation of President Park Geun-hye. These protests pushed the Korean Parliament to impeach the President for the first time in Korean history.

According to a study of candlelight vigils, “the frequency of Facebook use was strongly and positively associated with protest activity”.²⁷³ But there is “no direct effect of Facebook use on protest participation”. Rather, Facebook use facilitated purposeful news consumption

269 Valenzuela, S. (2013, March 6). Unpacking the Use of Social Media for Protest Behavior: The Roles of Information, Opinion Expression, and Activism. Retrieved from American Behavioral Scientist: <https://cpb-us-e1.wpmucdn.com/blogs.uoregon.edu/dist/a/3266/files/2013/09/Valenzuela-z4e0bg.pdf>

270 Ibid.

271 Kavada, A. (2015, May 26). Creating the collective: social media, the Occupy Movement and its constitution as a collective actor. Retrieved from Taylor & Francis Online: <https://www.tandfonline.com/doi/full/10.1080/1369118X.2015.1043318>

272 Big Think. (2011, October 14). Occupy Wall Street & the History of Leaderless Movements. Retrieved from Big Think: <https://bigthink.com/ideafeed/occupy-wall-street-the-history-of-leaderless-movements>

273 Lee, S. (2018). The Role of Social Media in Protest Participation: The Case of Candlelight Vigils in South Korea. Retrieved from International Journal of Communication: <https://ijoc.org/index.php/ijoc/article/view/7767/2313>

and political expression on the site, which in turn facilitated protest participation. Despite the prevalence of incidental exposure to news on Facebook, incidental exposure did not breed further political action, such as expressing political opinions on Facebook²⁷⁴

An analysis of studies of protest movements in the United States, Spain, Turkey, and Ukraine offers three general conclusions on the role of social media in social movements. These are:

1. information that is vital to the coordination of protest activities, such as news about transportation, turnout, police presence, violence, medical services, and legal support is spread quickly and efficiently through social media channels;
2. social media platforms also transmit emotional and motivational messages both in support of and in opposition to protest activity; these include messages emphasizing moral indignation, social identification, group efficacy, and concerns about fairness, social justice, and deprivation—as well as explicitly ideological themes; and
3. the structure of online social networks, which may differ as a function of contextual factors, including political ideology, has significant implications for information exposure and the success or failure of protest movements²⁷⁵

274 Ibid.

275 Jost, J. T., Barberá, P., Bonneau, R., Langer, M., Metzger, M., Nagler, J., Sterling, J., Tucker, J. A. (2018, February 13). How Social Media Facilitates Political Protest: Information, Motivation, and Social Networks. Retrieved from Wiley Online Library: <https://onlinelibrary.wiley.com/doi/full/10.1111/pops.12478>

Case Study: Hong Kong, China

The 2019 Hong Kong Protests shed light on the role of social media in leaderless social movements.

The Hong Kong demonstrations were originally over a bill that would allow Hong Kong residents to be extradited to mainland China for trial. The actions taken against the bill include massive peaceful marches, widespread strikes from different professional industries, and smaller group actions that have ended with clashes with the police. As the protest continued, and due to government's response, the protesters' demands grew to include full democracy and police accountability.²⁷⁶

The 2017 protests also revived a key demand of 2014 Hong Kong Umbrella movement: democracy.²⁷⁷ However, the 2017 protestors used different tactics during Umbrella Movement which was inspired by the Occupy Wall Street Movement.²⁷⁸

But what truly distinguishes the 2017 protests from previous Hong Kong protests and elsewhere is that the 2019 one was leaderless – there was no identifiable individual or group of individuals who directed the movement.

The protest was leaderless partly as a response to political exigency – the Hong Kong government's aggressive prosecution of previous protest leaders. It is also afforded by social media. As noted by Nick Taber:

Hong Kong protesters innovated around the need for a strong leader. They are using communications technology to be both highly organized and leaderless, leaving the authorities unable to take out any key elements that would cause the effort to collapse.²⁷⁹

Aside from affording leaderless social movement, social media is also being used by the Hong Kong protesters to crowdsource "every necessary function including delivering supplies (protection, umbrellas, post-it notes, food, roadblocks, cones for controlling the flow of teargas, etc.), getting protesters to particular locations, funding, designing and distributing posters, providing information on risks such as police presence, legal advice, medical attention, and more."²⁸⁰

The social media apps used by protesters include: messaging apps like WhatsApp and Telegram (in which its chat groups enabled the poll function to allow participants to vote on next steps: should the protesters stay on or disperse? Protesters vote on the spot, and act accordingly); online forums such as LIHKG – a local, lo-fi version of Reddit (where users

276 John, T. (2019, August 30). Why Hong Kong is protesting: Their five demands listed. Retrieved from CNN: <https://edition.cnn.com/2019/08/13/asia/hong-kong-airport-protest-explained-hnk-intl/index.html>

277 Lahiri, T. (2019, September 27). A refresher course on Hong Kong's 2014 Umbrella Movement. Retrieved from Quartz: <https://qz.com/1714897/what-was-hong-kongs-umbrella-movement-about/>

278 Dapiran, A. (2019, August 1). "Be Water!": seven tactics that are winning Hong Kong's democracy revolution. Retrieved from New Statesman America: <https://www.newstatesman.com/world/2019/08/be-water-seven-tactics-are-winning-hong-kongs-democracy-revolution>

279 Taber, N. (2019, August 19). How the Hong Kong Protestors' Tactical Brilliance Backed Beijing into a Corner. Retrieved from Quillets: <https://quillette.com/2019/08/19/how-the-hong-kong-protestors-tactical-brilliance-backed-beijing-into-a-corner/>

280 Ibid.

comment and vote on posts).²⁸¹ As the Hong Kong government crackdowns got more severe, activists started using Tinder, Pokémon Go, and the iPhone's AirDrop to organize the protests.²⁸² Tinder, the dating app, is used to share information about demonstrations. When the Hong Kong police refused to allow a demonstration in a suburban neighborhood, protesters told them they came to play Pokémon Go. Protesters used AirDrop to send messages over Bluetooth. They also used Periscope and even Twitch, a platform that hosts video gaming-related live streams, to broadcast protest activities. Until it was removed by Apple, the demonstrators were also using Hkmap.live – an app which allowed users to see Hong Kong police movements via crowdsourced information.²⁸³

While the future of the Hong Kong protest is still unfolding, it has already made a significant contribution to social movements by giving life to a leaderless social movement using social media.

It is also important to note that social media cannot replace the other important elements that create a successful social movement. Antonia Malchik warns:

digital technology has opened up unimaginable worlds of access and connectivity, but it has also brought into question its own role in undermining the foundations of governments built by people, for people. The realities of face-to-face contact and in-person mass protests, the tools of centuries of struggle for full citizenship and rights, have become even more essential to grounding us as we navigate through a new era of humans' relationship with technology. New eras of protest will have to learn how to combine the ease and speed of online connectivity with the long-term face-to-face organizing that gives physical protest its strength and staying power.²⁸⁴

Elections and Political Campaigns

Social media has had a significant influence on elections and political campaigns. Globally, political parties have used social media to convey their messages, persuade voters, and mobilize their supporters.

There are at least nine ways that social media have altered elections and campaigns:

1) **Direct Contact with Voters.**

Using social media allows politicians to circumvent the traditional method of reaching voters through paid advertising or earned media.

281 Kharpal, A. (2019, Jun 13). How social media is shaping what people know — and don't know — about the Hong Kong protests. Retrieved from CNBC: <https://www.cnbc.com/2019/06/13/hong-kong-protests-role-of-technology-and-china-censorship.html>

282 Loanes, E. (2019, August 7). Hong Kong activists use 'Pokémon Go' and Tinder to organize as police crack down on protests. Retrieved from Business Insider Singapore: <https://www.businessinsider.sg/hong-kong-protesters-tinder-and-apple-airdrop-to-organize-2019-8/>

283 Novak, M. (19, October 10). Apple Sells Out Pro-Democracy Protesters in Hong Kong to Appease Chinese Government. Retrieved from Gizmodo: <https://gizmodo.com/apple-sells-out-pro-democracy-protesters-in-hong-kong-t-1838932096>

284 Malchik, A. (2019, May 6). The Problem With Social-Media Protests. Retrieved from The Atlantic: <https://www.theatlantic.com/technology/archive/2019/05/in-person-protests-stronger-online-activism-a-walking-life/578905/>

2) **Advertising Without Paying for Advertising.**

It has become fairly common for political campaigns to produce commercials and publish them for free on YouTube instead of, or in addition to, paying for time on television or the radio.

3) **Viral Campaigns.**

They allow like-minded voters and activists to easily share news and information such as campaign events with each other.

4) **Tailoring the Message to the Audience.**

Political campaigns can tap into a wealth of information or analytics about the people who are following them on social media and customize their messages based on selected demographics.

5) **Fundraising.**

Campaigns use social media for “money bombs” – typically 24-hour periods in which candidates press their supporters to donate money.

6) **Controversy.**

Allowing a politician to send out unfiltered tweets or Facebook posts has landed many candidates in hot water or embarrassing situations.

7) **Feedback.**

Asking for feedback from voters or constituents can be a good thing. And it can be a very bad thing, depending on how politicians respond.

8) **Weighing Public Opinion.**

Twitter and Facebook both allow campaigns to instantaneously gauge how the public is responding to an issue or controversy. Politicians can then adjust their campaigns accordingly, in real time, without the use of high-priced consultants or expensive polling.

9) **It’s Hip.**

One reason social media is effective is that it engages younger voters.²⁸⁵

285 Murse, T. (2019, August 2019). How Social Media Has Changed Politics. Retrieved from ThoughtCo: <https://www.thoughtco.com/how-social-media-has-changed-politics-3367534>

Case Study: The United States of America

The United States elections of 2008 first showed the world how social media could help win national elections.²⁸⁶

The Obama campaign skillfully used social media to “expanded his reach increasing voters, as well as strengthening his pre-existing audience”.²⁸⁷ It was also used to organize campaign volunteers and raise campaign contributions from supporters to elect the United States’ first African-American President.

A study of the role of social media in the 2008 United States Presidential elections concluded with a hopeful tone:

The 2008 United States 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.²⁸⁸

However, it was also in a United States election that we saw the negative impact of social media.

In the 2016 United States Presidential election:

social media also played a major role in targeting specific groups of voters with tailored advertising and fake news in order to disrupt public support for leading political candidates; confusing and destabilizing their groups of supporters and drowning legitimate discussions by automated bot postings.²⁸⁹

Social media’s sway over elections is increasingly felt in Asia.

Singapore’s 2011 elections shook the foundation of the country’s political system. For the first time in decades, the People’s Action Party got only 60% of the popular votes. Many attributed the surprising opposition performance to its use of 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’”.²⁹⁰ Other analysts believe that elections revealed a broader role impact on Singaporean politics: “social media’s influence on the elections carried more in the way of ‘soft power’ highlighting the more far-ranging

286 Staff Writer. (2016, March 31). 2008: Barack Obama embraces the power of social media in election. Retrieved from The Drum: <https://www.thedrum.com/news/2016/06/23/marketing-moment-84-barack-obama-embraces-power-social-media-2008-election>

287 McComb-Gray, D. (2017, September 11). Social media on the campaign trail: Barack Obama and Donald Trump. Retrieved from Content Group: <https://contentgroup.com.au/2017/09/social-media-campaign-trail-obama-trump/>

288 Metzgar, E., Ph.D., & Marugg, A. (2009). Social Media and the 2008 U.S. Presidential Election. Retrieved from Journal of New Communications Research: http://fralinm.files.wordpress.com/2011/06/socialmedia_08election.pdf

289 Clement, J. (2019, January 23). Social media and politics in the United States - Statistics & Facts. Retrieved from Statista: <https://www.statista.com/topics/3723/social-media-and-politics-in-the-united-states/>

290 Mahtai, S. (2011, October 6). Poll Questions Social Media’s Influence in Singapore Politics. Retrieved from The Wall Street Journal: https://lkyssp.nus.edu.sg/ips/wp-content/uploads/sites/2/2013/06/WSJ_Poll-Questions-Social-Media_061011.pdf

transformational effects that social media campaign coverage had on Singapore politics as a whole.”²⁹¹

Case Study: Indonesia

In 2019, Indonesia had 143 million internet users²⁹² Its 79.7m mobile phone internet users in 2018 is forecasted to grow to 100.4 m in 2023.²⁹³ It is one of the “largest social media markets in the world”.²⁹⁴ High social media use and the large number of youth voters are the reasons why social media is seen as a powerful force in Indonesia’s elections.²⁹⁵

Indonesia’s 2014 elections were the first time in which the internet, mobile technology and social media played an important role. All political parties used social media to engage voters.²⁹⁶ Traditional media outlets provided extensive election information via social media. NGOs and election watchdogs also used social media to solicit public reports of vote buying and other electoral violations.

Candidates used social media to appeal to the younger voters. Social media was also seen as “a platform from which previously silent voices are beginning to be heard”.²⁹⁷ Furthermore, the ability to use social media is challenging the widely held belief that only the rich can run for office. Women candidates are particularly interested in social media because “they often need to care for children while fighting elections, which makes travel especially difficult”.²⁹⁸

But the reality was more commonplace. A study of the 2014 election showed that:

- political campaigns through social media delved into personal matters rather than carried out robust policies debates;
- the presidential candidates did not maximize its interactive features, but rather preferred conducting one-way communication with the supporters or sympathizers; and
- social media was also used as a platform to spread hoaxes and misinformation.²⁹⁹ A more recent study reports that “overall, social media in Indonesia have not been used significantly – whether by parties, politicians or voters – as a political activism vehicle.”³⁰⁰

291 Black, D., Dafir, A., & Behnke, P. (2013). Social Media and Elections in Asia-Pacific – The Growing Power of the Youth Vote. Retrieved from Black Box: http://www.blackbox.com.sg/wp_new/wp-content/uploads/2013/11/Social-Media-and-Elections-in-Asia-Pacific-David.pdf

292 Clement, J. (2019, January 23). Social media and politics in the United States - Statistics & Facts. Retrieved from Statista: <https://www.statista.com/topics/3723/social-media-and-politics-in-the-united-states/>

293 Statista Research Department. (2019, February 18). Number of mobile phone internet users in Indonesia from 2017 to 2023. Retrieved from Statista: <https://www.statista.com/statistics/558642/number-of-mobile-internet-user-in-indonesia/>

294 Statista Research Department. (2020, February 19). Penetration of leading social networks in Indonesia as of 3rd quarter 2019. Retrieved from Statista: <https://www.statista.com/statistics/284437/indonesia-social-network-penetration/>

295 Bastian, A. Q., & Soloway, B. (n.d.). The Year in Indonesian Social Media. Jakarta Globe. Retrieved from <http://www.thejakartaglobe.com/tech/the-year-in-indonesian-social-media/>

296 Thornley, A. (2014, April 2). Indonesia’s Social Media Elections. Retrieved from The Asia Foundation: <http://asiafoundation.org/2014/04/02/indonesias-social-media-elections/>

297 N.O. (2014, March 25). Chasing the first-voter advantage. A fresh crop of candidates go online in search of the country’s youngest voters. Retrieved from The Economist: <https://www.economist.com/banyan/2014/03/25/chasing-the-first-voter-advantage>

298 Ibid.

299 Irawanto, B. (2019, April 11). Making It Personal: The Campaign Battle on Social Media in Indonesia’s 2019 Presidential Election. Retrieved from ISEAS: https://www.iseas.edu.sg/images/pdf/ISEAS_Perspective_2019_28.pdf

300 Prihatini, E. S., Djajadikerta, H. G., & Rahman, M. S. (2019, April 4). For political parties in Indonesia, large social media following

Case Study: India

In India, the assessment of social media's role in elections has moved from being hopeful to despair.

CNN describe India's 2014 election:

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.³⁰¹

Comparisons between India's Modi and the United States' Obama were made: "social media tactics employed by team Modi have been found to be very similar to those employed during the Obama presidential campaign; keeping the public engrossed in conversation with Modi, online and over mobile phones, is said to be one of the successful Obama borrowed tactics."³⁰²

The use of social media was seen as 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."³⁰³
In the 2019 elections, the mood has changed.

Amit Prakash observes:

Vicious battles are being fought out on social media by the adherents of the two sides along with trolling each other [...] Hence the exercise of public reasoning is barely visible, with each side addressing its own echo chamber through social media. This also implies a collapse of the public sphere being steered by reason and respect for contrarian viewpoints. The echo chambers of social media have created a crisis for the public sphere, and this is most visible in the run-up to the 2019 Indian general elections.³⁰⁴

Who poisoned the well?

A May 2019 Pew Research Center survey of adults in 11 emerging economies finds the following:

- the prevailing view in the surveyed countries is that mobile phones, the internet and social media have collectively amplified politics in both positive and negative

has little effect on electoral success. Retrieved from The Conversation: <http://theconversation.com/for-political-parties-in-indonesia-large-social-media-following-has-little-effect-on-electoral-success-113652>

301 Khullar, A., & Haridasani, A. (2014, April 10). Politicians slug it out in India's first social media election. CNN. Retrieved from <https://edition.cnn.com/2014/04/09/world/asia/indias-first-social-media-election/>

302 Dwivedi, Y. K., & Kapoor, K. K. (2015). Metamorphosis of Indian electoral campaigns: Modi's social media experiment. *International Journal of Indian Culture and Business Management*, 11(4), 496-516.

303 Ibid.

304 Prakash, A. (2019, April 12). The dynamics of social media and the Indian Elections 2019. *Asia Dialogue*. Retrieved from <https://theasiadialogue.com/2019/04/12/the-dynamics-of-social-media-and-the-indian-elections-2019/>

directions – simultaneously making people more empowered politically and potentially more exposed to harm;

- majorities in each country say access to the internet, mobile phones and social media has made people more informed about current events, and majorities in most countries believe social media have increased ordinary people’s ability to have a meaningful voice in the political process; and
- even as many say social media have increased the influence of ordinary people in the political process, majorities in eight of these 11 countries feel these platforms have simultaneously increased the risk that people might be manipulated by domestic politicians. Around half or more in eight countries also think these platforms increase the risk that foreign powers might interfere in their country’s elections.³⁰⁵

What happened?

In Chapter 2, we have discussed how social media helps reinforce homophily and create echo chambers.

It turns out that digital technologies, including social media, are also great tools for disinformation.

Before the use of digital technologies, it took a great deal of effort and resources to circulate false statements and made-up facts. Now the platform to rapidly spread ‘fake news’ is almost free, loosely regulated and far-reaching. We also have trolls, bots and sock puppets that take advantage of this platform.

Trolls are no longer mythical, cave dwelling creatures but are individuals “who try to disrupt online communities by posting ‘inflammatory, extraneous or off-topic’ content.”³⁰⁶ They thrive on conflict and their goal is to incite anger by posting controversial opinions and disagreeing with anyone who tries to interact with them. Modern day trolls exist in “troll farms or factories.”

The spread of disinformation has also been automated. The latest fake news is spread by bots and sock puppets.³⁰⁷

A bot is a computer program that performs automated tasks. But some bots are “built to deceive, especially within the social media software systems”.

305 Smith, A., Sliver, L., Johnson, C., Taylor, K., & Jiang, J.J. (2019, May). Publics in Emerging Economies Worry Social Media Sow Division, Even as They Offer New Chances for Political Engagement. Pew Research Center. Retrieved from <https://www.pewinternet.org/2019/05/13/publics-in-emerging-economies-worry-social-media-sow-division-even-as-they-offer-new-chances-for-political-engagement/>

306 Reputation Defender. (2017, Jun 6). The Rise of Internet Trolls. [Medium]. Retrieved from <https://medium.com/@ReputationDefender/the-rise-of-internet-trolls-85fb0bc9aff8>

307 Adept Technologies (2018, May 5). Social Media Disinformation Bots, Sockpuppets and Trolls the new additions to Cyber Security. Retrieved from <https://www.adepttech.com/blog/?p=1184>

A sock puppet account is created by an individual in order to appear like another person's account. Often a human controls multiple sock puppet accounts, writing different contents from each one, or sending or resending the same contents from all of them. There are various tools available to someone who wants to coordinate mass contents across multiple accounts.

What distinguishes a bot from a sock puppet is that sock puppets are at least partially controlled by a human (troll), whereas bots are fully automated via software code.

Trolls, bots, and sock puppets can quite easily overwhelm the public who is seeking information online.

How severe is the problem?

An Oxford Internet Institute Working Paper reports:

- 1) we have found evidence of formally organized social media manipulation campaigns in 48 countries, up from 28 countries last year. In each country there is at least one political party or government agency using social media to manipulate public opinion domestically;
- 2) much of this growth comes from countries where political parties are spreading disinformation during elections, or countries where government agencies feel threatened by junk news and foreign interference and are responding by developing their own computational propaganda campaigns in response;
- 3) in a fifth of these 48 countries—mostly across the Global South—we found evidence of disinformation campaigns operating over chat applications such as WhatsApp, Telegram and WeChat;
- 4) computational propaganda still involves social media account automation and online commentary teams, but is making increasing use of paid advertisements and search engine optimization on a widening array of Internet platforms; and
- 5) social media manipulation is big business. Since 2010, political parties and governments have spent more than half a billion dollars on the research, development, and implementation of psychological operations and public opinion manipulation over social media. In a few countries, this includes efforts to counter extremism, but in most countries, this involves the spread junk news and misinformation during elections, military crises, and complex humanitarian disasters.³⁰⁸

From demand politics of governance, we now turn to supply politics.

5.2 Supply Politics

This section will discuss how social media can improve the capacity of government to

³⁰⁸ Bradshaw, S., & Howard, P. N. (2018). Challenging truth and trust: A global inventory of organized social media manipulation. The Computational Propaganda Project. Oxford internet institute, Oxford UK. Retrieved from <https://comprop.oii.ox.ac.uk/research/cybertroops2018/>

address citizen expectations/demands and to solve societal problems. Social media not only improves but also transforms government.

The value of social media to government includes:

- its immediacy, ease of use and relatively low barrier to entry means it will continue to displace other forms of communication and will become even more embedded in everyday life;
- social media is more than just another route for one-time, one-way dissemination of static information. Government agencies can receive information back from populations, iteratively communicate with them about next actions, and reach and organize groups that then communicate with each other;
- social media can connect large populations and remote groups, and content can be customized and updated almost instantly, at relatively low cost; and
- most significantly, an entire generation of voters and taxpayers now expects to communicate and conduct transactions through social media. Many citizens do not even remember life without such interaction. This is the new normal.³⁰⁹

Government 2.0

Government 2.0 (Gov 2.0) is where government is an “open platform that enables anyone with a good idea to build innovative services that connect government to citizens, give citizens visibility into the actions of government and even allow citizens to participate directly in policy-making.”³¹⁰

From a socio-technological perspective, it is simply defined as the adoption of Web 2.0 in government. A more nuanced definition is it is “a government that uses interactive communication technologies to transform connections between government and citizens into increasingly open, social and user-centered relations.”³¹¹

Gov 2.0 is an improvement over the first wave of ICT-enabled government (eGovernment or Gov 1.0) “because it is increasingly open (in terms of access to information as well as acceptance of new ideas), increasingly social (in terms of networks within and between government) and user-centered (in terms of content and technology)”.³¹²

Gov 2.0 is not just the use of social media and other interactive technologies but also a philosophical shift in the way services are delivered, built on a foundation of collaboration, accessibility, and decentralization. It is characterized by engagement, where the role of the citizen shifts from service recipient to both client of, and contributor to, policy development and decision making.³¹³

309 #CONNECTEDGOV: Engaging Stakeholders in the Digital Age, p.3. (2013, January). Retrieved from <https://our-publicservice.org/publications/connectedgov-engaging-stakeholders-in-the-digital-age/>

310 O’ Reilly, T. (2009, August 10). Gov 2.0: The Promise Of Innovation. Forbes. Retrieved from <https://www.forbes.com/2009/-08/10/government-internet-software-technology-breakthroughs-oreilly.html#467044973b7b>.

311 Meijer, A., Koops, B., Pieterse, W., Overman, S., & Tije, S. T. (2012). Government 2.0: Key Challenges to Its Realization. *Electronic Journal of e-Government*, 10(2), p. 60. Retrieved from <http://www.ejeg.com/main.html>

312 Ibid.

313 McNutt, K. (2012). Social Media and Government 2.0. Johnson-Shoyama Graduate School of Public Policy. Retrieved from

For Australia, Government 2.0:

- makes democracy more participatory and informed;
- improves the quality and responsiveness of services in areas like education, health and environmental management, and at the same time deliver these services with greater agility and efficiency;
- cultivates and harnesses the enthusiasm of citizens, letting them more fully contribute to their wellbeing and that of their community;
- unlocks the immense economic and social value of information and other content held by governments to serve as a precompetitive platform for innovation; and
- revitalizes the public sector and make government policies and services more responsive to people's needs and concerns by:
 - providing government with the tools for a much greater level of community engagement;
 - allowing the users of government services much greater participation in their design and continual improvement;
 - involving communities of interest and practice outside the public sector—which offer unique access to expertise, local knowledge and perspectives—in policy making and delivery; and
 - more successfully attracting and retaining bright, enthusiastic citizens to the public service by making their work less hierarchical, more collaborative and more intrinsically rewarding³¹⁴

In Mexico, Government 2.0 is seen as having “the potential to bring governments and their citizens closer together in a simple and effective way.”³¹⁵ Unfortunately, “these tools and applications are currently receiving little use on state government sites.”³¹⁶

In the following pages we delve deeper into Gov 2.0 by examining good practices in the use of social media in government.

Constitution and Laws

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

In 2010, in the aftermath of its “Kitchenware revolution”, a Constitutional Council was created to draft Iceland's new constitution.³¹⁷ 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 and a YouTube page

https://www.academia.edu/2235749/Social_Media_and_Government_2.0

314 Department of Finance, Australian Government. (n.d.). Engage Getting On With Government 2.0, p. xi-xii. Retrieved from <http://www.finance.gov.au/publications/gov20taskforce-report/doc/Government20TaskforceReport.pdf>

315 Sandoval-Almazán, R., Gil-García, J. R., Luna-Reyes, L. F., Luna, D. E., & Díaz-Murillo, G. (2011). The use of Web 2.0 on Mexican state websites: A three-year assessment. *Electronic Journal of E-government*, 9(2), 107. Retrieved from www.ejeg.com

316 Ibid.

317 Rollin, S. (2012, October 23). Iceland's crowd-sourced constitution: A brief guide. *The Week*. Retrieved from <http://theweek.com/article/index/235259/icelands-crowd-sourced-constitution-a-brief-guide>

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' the Council's 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 crowdsourcing. Some observers have labeled it a wiki-constitution.³¹⁸

This crowdsourced constitution was approved in a referendum by a 2-1 margin but was not ratified by Iceland's parliament.³¹⁹

New Zealand trailblazed an electronic form of citizen participation in legislation. In the process of amending the law that governed its police and to reach a wider audience, a Police Act wiki was created in 2007. 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."³²⁰ 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 of 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" with 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) users' space where anyone can check their similarities with politicians and/or other users based on voting records.³²¹ 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."³²²

318 Castells, M. (2015). *Networks of Outrage and Hope: Social Movements in the Internet Age*. Cambridge: Polity, p. 39.

319 Lessig. (2016, May 14). On Iceland's Crowdsourced Constitution. Medium. Retrieved from <https://medium.com/equal-citizens/on-icelands-crowdsourced-constitution-ad99aee75fce>

320 Snellen, I. T. M., Thaens, M., & van de Donk, W. B. (Eds.). (2012). *Public administration in the information age: Revisited (Vol. 19)*. IOS press. Retrieved from <https://books.google.com.ph/books?id=Qh7vAgAAQBAJ&pg=PA245&lpg=-PA245&dq=produced+hundreds+of+constructive+edits,+ranging+from+single-word+suggestions+through+to+lengthy+paragraphs+of+commentary+about+a+wide+variety+of+topics.&source=bl&ots=8k2nyJnd2T&sig=ACfU3U3szteeCn1h-AV3rCtAGVC2ZOHuxzQ&hl=en&sa=X&ved=2ahUKewiH0qOAUlFmAhVEG6YKHcJfDN8Q6AEwAHoECAoQAg#-v=one\page&q=produced%20hundreds%20of%20constructive%20edits%2C%20ranging%20from%20single-word%20suggestions%20through%20to%20lengthy%20paragraphs%20of%20commentary%20about%20a%20wide%20variety%20of%20topics.&f=false>

321 Ribeiro, M. M. (2010, May 3). VOTENAWEB. Technology for Transparency Network. Retrieved from <http://transparency.globalvoicesonline.org/project/votenaweb>

322 Ibid.

E-Rulemaking

Regulation is an important function of government. It is broadly defined as “imposition of rules by government, backed by the use of penalties that are intended specifically to modify the economic behavior of individuals and firms in the private sector.”³²³ It is also known as rule-making.

E-Rule-making is “the use of new digital technologies in the development and implementation of regulations.”³²⁴ Its goals are to help streamline and improve regulatory management; help inform citizens about governmental decision making and involve them more meaningfully in the rule-making process; and promote more cost-effective compliance.

The United States federal government has been implementing e-rule-making since the 1990s. By 2008, there are “[m]ore than 170 different rule-making entities in 15 Cabinet Departments and some independent regulatory commissions using a common database for rule-making documents, a universal docket management interface, and a single public website for viewing proposed rules and accepting on-line comments.”³²⁵

Social media in e-rule-making has led to Rule-making 2.0 – the use of social media to 1) alert and engage stakeholders, and members of the general public about rule-making; and (2) build online discussion communities able to support effective rule-making participation.³²⁶

An example of the Rule-making 2.0 is Regulation Room – a joint initiative of Cornell University and the (United States) Department of Transportation. The award-winning Regulation Room is an example of “socially intelligent computing” that was “purposefully designed to include elements that could make rulemaking more transparent, participatory, and collaborative”.³²⁷ More particularly:

Regulation Room has characteristics of a blog, a discussion forum, and an online education site [...] Its moderators interact intensively with users to perform mentoring and coordinating functions somewhat like moderators/administrators of highly developed online knowledge-creation communities, but they are conspicuously situated outside the user community and have a stake in the outcome other than enabling users to participate as effectively as possible.³²⁸

It has been used to write the regulations on the Federal Motor Carrier Safety Administration proposal to ban texting by commercial motor vehicle drivers (the “texting rule”) and the second round of airline passenger rights regulations (the “APR rule”). The lessons learned

323 OECD. (n.d.). Glossary of Statistical Terms – Regulation. Retrieved from <http://stats.oecd.org/glossary/detail.asp?ID=3295>

324 Coglianese, C. (2003). E-Rulemaking: Information Technology and Regulatory Policy. Regulatory Policy Program Report No. RPP-05, p. 2. Retrieved from http://www.hks.harvard.edu/m-rcbg/rpp/erulemaking/papers_reports/E_Rule-making_Report2004.pdf

325 Coglianese, C. (2011, December 15). Federal Agency Use of Electronic Media in the Rulemaking Process. Administrative Conference of the United States, p.5. Retrieved from <http://www.acus.gov/sites/default/files/Coglianese-Federal-Agencies-Use-of-Electronic-Media-in-Rulemaking-FINAL-REPORT.pdf>

326 Farina, C. R., Miller, P., Newhart, M. J., Cardie, C., Cosley, D., Vernon, R., & the Cornell Rulemaking Initiative. (2011). Rulemaking in 140 Characters or Less: Social Networking and Public Participation in Rulemaking. *Pace Law Review*, p.387. Retrieved from <https://digitalcommons.pace.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1772&context=plr>

327 Farina, C. R., Newhart, M. J., Cardie, C., Cosley, D., & Cornell eRulemaking Initiative (2010). Rulemaking 2.0. Cornell Law Faculty Publications, 179, p.397. Retrieved from <http://scholarship.law.cornell.edu/facpub/179>

328 *Ibid.*, p. 416.

from these two rule-making efforts will be used not only to further refine Regulation Room itself but all other rule-making 2.0 initiatives of the United States government.

Knowledge-Management

The 9/11 attacks on the United States highlighted the poor information sharing among America's sixteen federal intelligence agencies. The United States Department of Defense created Intellipedia to improve intelligence by sharing information and data.³²⁹ According to Time magazine, this "classified version of Wikipedia [...] is transforming the way U.S. spy agencies handle top-secret information by fostering collaboration across Washington and around the world".³³⁰

Intellipedia comprises of three different wikis: JWICS, a Top Secret network; SIPRNet, predominately used by the State Department and Department of Defense on a more day-to-day basis; and Intelink-U, a sensitive but unclassified network originally a part of Open Source Intelligence (OSINT) where users can share information on an unclassified network.³³¹ As of January 2014, Intellipedia contained around 269,000 articles. with which the top secret constituted 113,000 content pages with 255,000 users.³³²

Similar to Wikipedia, Intellipedia is largely managed by volunteers and patrolled by "shepherds" who keep track of individual pages in their areas of expertise.

Some of the core observations made by a study of intellipedia are:

1. not everyone contributing to Intellipedia is a member of the Web 2.0 generation, and not all twenty-somethings are thrilled with it;
2. Intellipedia demonstrates that when analysts are provided with an accessible space to share information, they do so enthusiastically;
3. Intellipedia enables analysts to project a professional identity across historically stove piped agencies;
4. Intellipedia enables divisions to promote their work across the Intelligence Community;
5. analysts are using Wiki software to create innovative ways of communication;
6. Intellipedia is emerging as a knowledge marketplace; and
7. Intellipedia has the potential to change the nature of intelligence analysts' work³³³

George W Bush's White House provided this assessment of the 'Wikipedia for spies':
Intellipedia mitigates barriers that result from misunderstanding over individual agency terminology and processes and encourages coordination and debate regarding intelligence assessments at the front-end of the analytic process. This

329 McNamara, L. A. (2008). Our Experience with Intellipedia: An Ethnographic Study at the Defense Intelligence Agency. Retrieved from http://www.au.af.mil/au/awc/awcgate/sandia/dixon_mcnamara_intellipedia.pdf

330 Calabresi, M. (2009, April 8). Wikipedia for Spies: The CIA Discovers Web 2.0. Time. Retrieved from <http://content.time.com/time/nation/article/0,8599,1890084,00.html>

331 Wikipedia. (n.d.). Intellepedia. Retrieved from <https://en.wikipedia.org/wiki/Intellipedia>

332 Ibid.

333 Dixon, N. M., & McNamara, L. A. (2008). Our experience with Intellipedia: An ethnographic study at the Defense Intelligence Agency. Retrieved from https://conversation-matters.typepad.com/Intellipedia_Study.pdf

interagency understanding and dialogue, fostered through Intellipedia, encourages an improved collective understanding of national security issues and a more evenly shared, subject-based knowledge system.³³⁴

Diplopedia is a wiki-based encyclopedia for State Department personnel to improve diplomacy through information sharing.³³⁵

Similar to other Foreign ministries, a major State Department challenge was that knowledge gained by a foreign service officer while serving at a particular post could be lost when the same officer was transferred to another post. There was “no strong system where prior job incumbents could be called upon to explain the intricacies of job process or subject matter.”³³⁶

Diplopedia was launched on 26 September 2006. Its key principles are: persistent, evolving knowledge; lightweight, flexible platform for collaboration; open and inclusive repository for information; building community ownership of knowledge resources; and being informative and deliberative, not necessarily authoritative.³³⁷

A wiki-based solution to enabling State Department personnel to access and share knowledge made sense as wiki enabled horizontal information sharing. By 2012, Diplopedia had:

- almost 18,000 articles – including biographies of foreign leaders and 1200 acronyms and their definitions;
- nearly 6,000 registered contributors (or 1 of every 10 authorized users), 350 of whom have made an edit in the past 90 days;
- 35,000 to 40,000 page views a week; and
- an average user visit of 3.5 minutes per article³³⁸

There is also a read-only Diplopedia for other (non-State Department) civil servants dealing with international/foreign affairs. In addition, there is a Diplopedia S for American government personnel with security clearances.

Diplopedia is also cheap. It uses an open source software and is maintained by an equivalent of 1.5 full-time employee. NASA’s Learned Information System, a knowledge management project, costed \$782,000 to operate in 2011.³³⁹

334 Result.gov. (n.d.). More Effective Programs – Intellipedia. Retrieved from http://georgewbush-whitehouse.archives.gov/results/difference/information_sharing.html

335 U.S Department of State. (2015, July 15). About Diplopedia. Retrieved from <https://2009-2017.state.gov/m/irm/ediplomacy/115847.htm>

336 Bronk, C., & Smith, T. (2010, May). Diplopedia imagined: Building state’s diplomacy wiki. In 2010 International Symposium on Collaborative Technologies and Systems, p.593 - 602. IEEE. Retrieved from <https://www.bakerinstitute.org/media/files/Research/c3cba1e8/TSPP-pub-BronkSmithDiplopediaDraft-051810.pdf>

337 Licciardi, T.S. (n.d.). Diplopedia, Knowledge Leadership and eDiplomacy. Retrieved from <http://military.sla.org/wp-content/uploads/2012/04/MLW-eDiplomacy-TSmith-Compatibility-Mode.pdf>

338 Konkel, F. (2012, December). Diplopedia: Low Cost High Engagement. FCW. Retrieved from <http://fcw.com/articles/2012/12/19/diplopedia-low-cost.aspx>

339 Ibid.

Local Government Initiatives

The Future Melbourne initiative – an example of how a local government uses a wiki and blogs to generate public participation in urban planning -- is often cited as the best practice in Gov 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 plan³⁴⁰

During the public consultation 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.³⁴¹ 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."³⁴²

SeeClickFix is an interactive website that enables users to report non-emergency issues in their communities, such as broken streetlights, potholes, graffiti, etc.³⁴³ The site notifies local officials of plots of issues to be discussed on Google maps. Community and local government responses are reported and tracked by users. There are currently 50 United States cities equipped with back-end tools and mobile apps that make the process of fixing issues easier.

According to Ben Berkowitz, the 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.

340 Thomler, C. (2008, October 15). The success of Future Melbourne - an online wiki-led consultation program. [weblog post]. Retrieved from <http://egovau.blogspot.com/2008/10/success-of-future-melbourne-online-wiki.html>

341 Future Melbourne Wiki: Post Implementation Review. (n.d.). Retrieved from http://www.futuremelbourne.com.au/wiki/pub/FM-Plan/WebHome/Future_Melbourne_Wiki_Post_Implementation_.pdf

342 Ibid.

343 Barkat, H., Jaeggli, L., & Dorsaz, P. (2011). Citizen 2.0: 17 Examples of social media and government innovation. Retrieved from [http://citizen20.redcut.ch/Citizen%202.0%20\(EN\).pdf](http://citizen20.redcut.ch/Citizen%202.0%20(EN).pdf)

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.³⁴⁴

Dushanbe's Mometavonem.tj addresses the quality of city government service delivery through citizen participation in reporting and mapping public services problems and monitoring their improvement through an online interactive platform.³⁴⁵ Among the 16 types of service covered are water supply, heating, gas, electricity, sanitation conditions, roads and public transportation. The system allows authorities as well as everyone else to monitor the status of the reports online. Mometavonem.tj was an initiative of the Dushanbe city government and the Public Fund Civil Internet Policy Initiative.

NYC Simplicity Idea Market is a site which is a 'virtual' suggestion box for New York City employees.³⁴⁶ Launched in 2011, it is an interactive website where "employees of all levels and agencies are invited to share their ideas on how the city government can work more effectively."³⁴⁷ Any City employee can post ideas, comment on the ideas of others, and vote for those they like the best. The ideas getting the greatest number of votes will be reviewed by agency experts and the Mayor's office, and the best ones will be implemented and their proponents will be informed.

Why focus on employee ideas? According to then NYC Deputy Mayor Stephen Goldsmiths: It is evident to me that the City employees that are interacting with customers on a daily basis have the best ideas on how to deliver City services more effectively and efficiently. It is also evident that government organizations, which are often very hierarchical and rule-driven, do not always do the best job of harnessing the valuable insights of their own employees. Idea Market breaks down some of these barriers to idea sharing so that City employees at all levels have a greater opportunity to have a hand in shaping government.³⁴⁸

Jakarta, the capital of Indonesia with 10 million citizens, is among the world's worst cities in terms of traffic jams.³⁴⁹ Each day around 6 million commuters from neighboring cities take 2-3 hours to travel to Jakarta. Their travel time can be reduced if they know the condition of their route so that they can decide when and which alternate routes they should choose. 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 with up-to-date information on

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- 344 Turner, J. (2010, April 12). Citizens as public sensors. O' REILLY. Retrieved from <http://radar.oreilly.com/2010/04/crowd-sourcing-the-dpw.html>
- 345 South-South World. (2015, December 22). "WeCan" - An interactive platform to improve communal services delivery in Dushanbe city. Retrieved from <http://www.southsouthworld.org/blog/46-solution/1750/wecan-an-interactive-platform-to-improve-communal-services-delivery-in-dushanbe-city>
- 346 Ressler, S. (2011, February 14). Project of Week – NYC Simplicity Idea Market – Virtual Suggestion Box for Employees. Govloop. Retrieved from <http://www.govloop.com/profiles/blogs/project-of-week-nyc>
- 347 Citizen 2.0, p. 8
- 348 Ressler, S. (2011, February 14). Project of Week – NYC Simplicity Idea Market – Virtual Suggestion Box for Employees. Govloop. Retrieved from <http://www.govloop.com/profiles/blogs/project-of-week-nyc>
- 349 This section on the @TMCPoldaMetro was written by Prof. Yuhdo Giri Suchayo, University of Indonesia.

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 not only a one-way communication but a multi-way one among citizens thanks to the facilitation by the government (in this case the police).

Even though GoogleMap also provides the same information, @TMCPoldaMetro is more popular among Jakarta commuters because it does not need a high bandwidth connection and can be accessed using mobile phones.

KEY TAKEAWAYS

1. Social media can be a powerful tool for governance. It enables new forms of political participation by providing a platform for citizens to engage in discussions with each other, their elected representatives and other political officials on how to steer society. It can also help governments become more efficient and enhance citizen engagement.
2. Social media is important in Demand Politics – a theory concerned with societal expectations usually directed to government. It includes manifestations of the desire for collective action.
 - Social media has afforded a new form of activism “hashtag activism” – the act of fighting for or supporting a cause that people are advocating through social media like Facebook, Twitter, Google+ and other networking websites.
 - Social media facilitates eParticipation through strengthening political engagement and enabling citizens to influence governments decisions. Social media is also enabling the political participation of marginalized groups.
 - Social media revitalizes social movements in three ways: as information/news source; as a space for expressing political opinions, and as a venue for finding mobilizing information and joining causes. Social media also affords leaderless social movements.
 - Social media has had a significant influence on elections and political campaigns. Globally, political parties have used social media to convey their messages, persuade voters, and mobilize their supporters. However, the assessment of social media’s role in elections has moved from being hopeful to despair.
 - Social media is being used for disinformation by trolls, bots and sock puppets.
3. In Supply Politics – improving the capacity of government to address citizen expectations/ demands and solve societal problems – social media plays the following roles:
 - Not only improving but transforming government: Social media enables an increasingly open (in terms of access to information as well as acceptance of new ideas), increasingly social (in terms of networks within and between government) and user-centered (in terms of content and technology) government called Gov 2.0
 - Among the best practices in the use of social media by governments are:
 - a. the drafting of a constitution (Ireland) and laws (New Zealand);
 - b. e-Rulemaking – using social media to help streamline and improve regulatory management; help inform citizens about governmental decision making and involve them more meaningfully in the rulemaking process; and promote more cost-effective compliance;

- c. knowledge management as exemplified by Intellipedia and Diplopedia; and
- d. by local governments in Melbourne (Future Melbourne), Dushanbe (Mometavonem.tj) and Indonesia (@TMCPoldaMetro)

6. Government as Overseer and User of Social Media

This section aims to:

- Discuss the two courses for action for government on social media: overseer and model user.
 - As 'overseer', government can regulate social media, shut it down, and educate citizens on its appropriate use.
 - To become a model user, government needs a Government Social Media Policy (SMP), provides resources to the SMP, building capacity, measure progress, provides guidance to civil servants, and leads the charge.
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Margaret O'Mara remarked that:

Social media has done remarkable things in its relatively short lifetime. It connects and reconnects far-flung friends and loved ones, it delivers moments of lightness and joy, and it can make people realize they are not alone in this world. But the same engineering that encourages these connections and conversations also can privilege the loudest and angriest voices in the room. The challenge now before [...] all of us [...] is to find ways to harness the creative energy of social media while curbing its destructive tendencies. This won't be easy, but it's essential.³⁵⁰

In this chapter, we will discuss two courses of action on social media for government. These are overseeing and using social media.

6.1 Overseer

Overseeing social media includes: regulating, shutting it down, and educating citizens.

Regulation

Regulation is "a rule of order having the force of law, prescribed by a superior or competent authority, relating to the actions of those under the authority's control."³⁵¹

Given the increasing importance of social media in development and governance, some see social media regulation as necessary.

For instance, Anne Applebaum observes that "we don't get to decide how information

350 O'Mara, M. (2019, July 23). How Facebook's Singular Approach to Data Reshaped Social Connections and Changed the Political Landscape Forever. Newsweek. Retrieved from <https://www.newsweek.com/2019/08/02/how-facebooks-singular-approach-data-reshaped-social-connections-changed-political-landscape-1450552.html>

351 The Free Dictionary. (n.d.). Regulation. Retrieved from <https://legal-dictionary.thefreedictionary.com/regulation>

companies collect data, and we don't get to decide how transparent they should be."³⁵² She argues that regulating social media is simply "applying to the online world the same kinds of regulations that have been used in other spheres, to set rules on transparency, privacy, data and competition".³⁵³

Regulation is said to be needed to shield users from harmful content and to protect their privacy.

Proponents argue that governments should protect users, especially children, young people and vulnerable adults, from unacceptable content and/or extremist/terror videos. In this view, government should not be passive in the face of internet dangers.

Regulation proponents also point to the need to assign responsibility for addressing social costs.³⁵⁴ Government should explore the appropriate levy and/or penalties to place on these technology companies, and what types of activities to finance to remediate negative social costs.

Those against regulation concede the dangers of potential abuse by private sector and malevolent constituents. But they insist that regulation is more dangerous as it is the first step in the slippery slope of censorship. By limiting freedom of expression, regulation can lead to limiting the exchange of ideas and stifling discussions on important but controversial conversations.³⁵⁵

It is also argued that social media platforms have already made progress in preventing or removing illegal content and that government regulation cannot achieve more. Industry self-regulation is not only more effective but preferable to government interference.

Furthermore, content regulation has a negative effect on 'personal responsibility' – it undermines the notion that people should be accountable for vetting out the sources of information they choose to believe.³⁵⁶

Data privacy concerns arise out of the unbridled power of companies over information. As we have seen in the previous chapter, surveillance is part of social media companies' business model. Citizens need to know how these platforms operate, influence behavior, and limit companies' use of their data. At a minimum, governments should protect the right of citizens "to control the collection, use, and disclosure of one's personal information".³⁵⁷

352 Applebaum, A. (2019, February 2). Regulate social media now. The future of democracy is at stake. The Washington Post. Retrieved from https://www.washingtonpost.com/opinions/global-opinions/regulate-social-media-now-the-future-of-democracy-is-at-stake/2019/02/01/781db48c-2636-11e9-90cd-dedb0c92dc17_story.html

353 Ibid.

354 Regulate Social Media. Social media companies must be accountable to the democracies that make their businesses possible. <https://www.regulatesocialmedia.org/>

355 Arnold, A. (2018, July 30). Do We Really Need To Start Regulating Social Media? Forbes. Retrieved from <https://www.forbes.com/sites/andrewarnold/2018/07/30/do-we-really-need-to-start-regulating-social-media/#338479a9193d>

356 Ibid.

357 Roger, J. L. (n.d.). Oxford Scholarship Online. Retrieved from <https://www.oxfordscholarship.com/view/10.1093/ac-prof:oso/9780190460792.001.0001/acprof-9780190460792-chapter-4>

Between 2017 and 2018, the number of countries that have enacted data privacy laws has risen from 120 to 132 (i.e. a 10 per cent increase).³⁵⁸ Many of these laws incorporate some, if not all, of the OECD Data Principles. These principles are:

- 1) Collection Limitation. There should be limits to the collection of personal data and any such data should be obtained by lawful and fair means and, where appropriate, with the knowledge or consent of the data subject;
- 2) Data Quality. Personal data should be relevant to the purposes for which they are to be used, and, should be accurate, complete and kept up-to-date;
- 3) Purpose Specification Principle. The purposes for which personal data are collected should be specified at the time of collection and the subsequent use limited to the fulfilment of those purposes;
- 4) Use Limitation Principle. Personal data should not be disclosed, made available or used for purposes other than those specified;
- 5) Security Safeguards Principle. Personal data should be protected by reasonable security safeguards against such risks as loss or unauthorised access, destruction, use, modification or disclosure of data;
- 6) Openness Principle. There should be a general policy of openness about developments, practices and policies with respect to personal data;
- 7) Individual Participation Principle. Individuals should have the right to obtain confirmation of whether or not the data controller has data relating to them, to be given reasons if a request made is denied, and to be able to challenge such denial; to challenge data relating to them; and to be notified of whether the challenge is successful; and
- 8) Accountability Principle. A data controller should be accountable for complying with measures which give effect to the principles stated above.³⁵⁹

But government options are not limited to direct government regulation or industry self-regulation. They are better seen as the two ends of the regulatory continuum. In between are 'co-regulatory' approaches where "industry enjoys considerable flexibility in shaping self-regulatory guidelines, consumer advocacy groups have a seat at the table, and government sets default requirements and retains general oversight authority to approve and enforce these guidelines".³⁶⁰

Co-regulation is 'collaborative, flexible, and performance-based approach to privacy regulation'. An example is Prof. Phil Napoli's "government mandated self-regulation" to social media.³⁶¹ In this model, government mandates a 'self-regulation' model that not only involves corporates but also stakeholders. This approach "isn't about these individual platforms individually necessarily establishing criteria and making decisions based on those criteria but that there is a more multi-stakeholder model for developing content standards and enforcement guidelines".³⁶²

358 Greenleaf, G. (n.d.). Global Data Privacy Laws 2019: 132 National Laws & Many Bills. SSRN. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3381593

359 OECD. (2013). The OECD Privacy Framework. Retrieved from: https://www.oecd.org/sti/ieconomy/oecd_privacy_framework.pdf

360 Rubinstein, I. (2016, October 5). The Future of Self-Regulation is Co-Regulation. Retrieved from SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2848513

361 Duke University. (2019, May 2). Listen: Should the government regulate social media. Futurity. Retrieved from <https://www.futurity.org/social-media-regulation-2050532/>

362 Ibid.

Echoing the need for a multi-stakeholder approach, Carys Afoko notes:

We cannot sit back and wait for government to solve this any more than we can expect Zuckerberg to. Wider society must play its part and apply the pressure needed so that those in power uphold – and change – the law when it comes to big tech and its responsibilities to us all.³⁶³

Ultimately, each country must formulate rules that are appropriate for their particular domestic social, legal and political contexts for regulation.

However, smaller countries may find it hard to get giant social media companies to take the lead. These countries can strengthen their hand by participating in international cooperation on data privacy protection. At the global level, they are the Global Privacy Enforcement Network (GPEN) and the International Association of Privacy Professionals (IAPP).³⁶⁴ In Asia are the Asia Pacific Privacy Authorities (APPA) and the emergent ASEAN Data Protection and Privacy Forum (ADPPF).³⁶⁵

Social Media Shutdown

An extreme measure taken by governments to limit the negative effect of social media is to shut it down.

By one count, governments have carried out at least 400 social media shutdowns across more than 40 countries since the Arab Spring began in 2010.³⁶⁶

These include Indonesia's decision to restrict the use of WhatsApp, Facebook and Instagram during the violence that followed the 2019 presidential election and Sri Lanka's government's social media ban after the 2019 Easter Sunday terrorist attack.³⁶⁷

These social media blackouts are part of the bigger internet shutdowns that governments have resorted to combat fake news and other negative effects of social media.

Internet shutdowns are "intentional disruption of internet or electronic communications, rendering them inaccessible or effectively unusable, for a specific population or within a location, often to exert control over the flow of information".³⁶⁸ Internet shutdowns include:

363 Carys, A. (2019, April 1). Government can't regulate Facebook – it's up to all of us. The Guardian. Retrieved from <https://www.theguardian.com/commentisfree/2019/apr/01/government-regulate-facebook-mark-zuckerberg-social-media>

364 Global Privacy Enforcement Network. (n.d.). DPA. Retrieved from <https://www.dataprotectionauthority.be/gpen> and IAPP Mission and background. (n.d.). 20 iapp. Retrieved from <https://iapp.org/about/mission-and-background/>

365 APPA. (n.d.). About. Retrieved from <https://www.appaforum.org/about/> and ASEAN Telecommunications and Information Technology Ministers (Telmin). (n.d.). Framework on Digital Data Governance. Retrieved from https://asean.org/storage/2012/05/6B-ASEAN-Framework-on-Digital-Data-Governance_Endorsed.pdf

366 Rydzak, J. (2019, May 8). Commentary: Social media shutdowns don't reduce violence but fuel it further. CAN. Retrieved from <https://www.channelnewsasia.com/news/commentary/sri-lanka-social-media-shut-down-violence-internet-blackout-11490344>

367 Singh, M., & Russell, J. (2019, May 22). Indonesia restricts WhatsApp, Facebook and Instagram usage following deadly riots. Tech crunch. Retrieved from <https://techcrunch.com/2019/05/22/indonesia-restricts-whatsapp-and-instagram/> and Griffiths, J. (2019, April 23). Sri Lanka's social media ban won't solve its misinformation problem. CNN Business. Retrieved from <https://edition.cnn.com/2019/04/23/tech/facebook-ban-sri-lanka-intl/index.html>

368 The State of Internet Shutdowns Around the World: The 2018 #KEEPITON Report. (n.d.). Retrieved from <https://www.accessnow.org/cms/assets/uploads/2019/07/KeepItOn-2018-Report.pdf>

bandwidth throttling; broadband internet shutdowns; mobile internet shutdowns; “internet blackouts” or blanket internet shutdowns; mobile phone call and text message network shutdowns; and service-specific (platform) shutdown.³⁶⁹

Internet shutdowns are becoming common. A study by Phil Howard, Sheetal Agarwal, and Muzammil Hussain revealed 99 different governments in 606 occasions deliberately “interfered” with the normal operation of the internet between 1995 and 2011.³⁷⁰ The frequency of these shutdowns increased from a single disruption in 1995 to 111 in 2010. Internet shutdowns were employed by different political regimes: 3 per cent occurred in democracies; 6 per cent occurred in emerging democracies; 52 per cent occurred in authoritarian regimes; and 3 per cent occurred in fragile states.³⁷¹ In 2018, the global #KeepItOn coalition documented more than 196 internet shutdowns around the world.

Social media and Internet shutdowns are expensive.

A study published by the Brookings Institute documented that the 81 short-term shutdowns in 19 countries between 1 July 2015 and 30 June 2016 costed at least US\$2.4 billion in global GDP.

In terms of cost per country, India’s internet shutdowns costed \$968 million, Saudi Arabia’s \$465 million, Iraq’s \$209, Brazil’s \$116 million, Pakistan’s \$69 million, and Bangladesh’s \$69 million. It should be noted that these are conservative estimates that consider only reductions in economic activity and do not account for tax losses or drops in investor, business, and consumer confidence.

A 2016 report, titled the Economic Impact of Disruptions to Internet Connectivity, gives a more nuanced estimate of the cost of internet shutdowns:

- countries with high internet connectivity, the per day impact would be on average \$23.6 million per 10 million population.
- countries with moderate internet connectivity, the average per day impact would amount to \$6.6 million.
- countries with low level connectivity, the cost is \$0.6 million per 10 million population.³⁷²

Internet and social media shutdowns are costly. But are they effective?

Jan Rydzak, who studied India’s 2016 internet shutdowns, argues that in no scenario were blackouts consistently linked to reduced levels of protest over the course of several days. Instead of curtailing protest, they seemed to encourage

369 Ibid.

370 Howard, P. N., Agarwal, S. D., & Hussain, M. M. (2011). The dictators’ digital dilemma: When do states disconnect their digital networks? Retrieved from <https://www.brookings.edu/research/the-dictators-digital-dilemma-when-do-states-disconnect-their-digital-networks/>

371 Ibid.

372 Deloitte. (2016, October). The economic impact of disruptions to Internet connectivity. Retrieved from <https://globalnetworkinitiative.org/wp-content/uploads/2016/10/GNI-The-Economic-Impact-of-Disruptions-to-Internet-Connectivity.pdf>

a tactical shift to strategies that are less orderly, more chaotic and more violent.³⁷³

A study of the Sri Lankan shutdown suggests that simply blocking access to the internet and/or social media is not a cure for misinformation:

“When there are large-scale fatalities and multiple emergencies, it’s very important for people to be able to communicate and feel safe [...] This really puts people who already have vulnerable access to communication in a much worse position. It is a dangerous precedent to set.”³⁷⁴

This is also echoed by Adrian Shahbaz, a researcher at Washington-based Freedom House, claiming that “shutdowns are a blunt instrument for interrupting the spread of disinformation online.”³⁷⁵ Even worse, “citizens are denied access to communication tools at a time when they need them the most to dispel rumors, check in with family, or avoid dangerous areas.”³⁷⁶

Literacy and Education

The spread of “fake news”, misinformation, disinformation, and digital falsehoods “is due to society’s failure to teach its citizenry [...] how to think critically about the deluge of information that confronts them in our modern digital age.”³⁷⁷

There is general agreement that Media and Information Literacy (MIL) is a mission that government should take on combating the negative effects of social media.

UNESCO has already done significant work on this area, including defining MIL competencies.³⁷⁸

MIL emphasizes a critical approach to literacy. MIL enables people to question critically what they have read, heard and learned. MIL also contributes to more active and democratic participation, awareness of ethical responsibilities for global citizenship, and enables diversity, dialogue and tolerance.

The UNESCO-developed MIL competencies cover areas related to information literacy and media literacy as well as technological literacy.

373 Rydzak, J. (2019, May 8). Commentary: Social media shutdowns don’t reduce violence but fuel it further. CNA. Retrieved from <https://www.channelnewsasia.com/news/commentary/sri-lanka-social-media-shut-down-violence-internet-blackout-11490344>

374 Wong, J.C., & Paul, K. (2019, April 22). Sri Lanka’s social media blackout reflects sense that online dangers outweigh benefits. The Guardian. Retrieved from <https://www.theguardian.com/world/2019/apr/22/sri-lankas-social-media-blackout-reflects-sense-that-online-dangers-outweigh-benefits>

375 Griffiths, J. (2019, April 23). Sri Lanka’s social media ban won’t solve its misinformation problem. CNN Business. Retrieved from <https://edition.cnn.com/2019/04/23/tech/facebook-ban-sri-lanka-intl/index.html>

376 Ibid.

377 Leetru, K. (2019, July 7). A Reminder That ‘Fake News’ Is An Information Literacy Problem - Not A Technology Problem. Forbes. Retrieved from <https://www.forbes.com/sites/kalevleetaru/2019/07/07/a-reminder-that-fake-news-is-an-information-literacy-problem-not-a-technology-problem/#4acdb6906a6f>

378 UNESCO. (2017, September 8). Media and Information Literacy, a critical approach to literacy in the digital world. Retrieved from <https://en.unesco.org/news/media-and-information-literacy-critical-approach-literacy-digital-world>

While technological literacy is a powerful and important skill in our digitally mediated world, it alone will not help in the war against “fake news”. Technological literacy “cannot address the underlying cause of digital falsehoods: our susceptibility to blindly believing what we read on the Web and our failure to verify and validate information before we share or act upon it”³⁷⁹.

MIL competencies include:

- 1) to search, critically evaluate, use and contribute information and media content wisely;
- 2) knowledge of how to manage one’s rights online;
- 3) understanding of how to combat online hate speech and cyberbullying;
- 4) understanding of the ethical issues surrounding the access and use of information; and
- 5) engagement with media and ICTs to promote equality, free expression and tolerance, intercultural/interreligious dialogue, peace, etc.

The challenge for governments is not simply providing a check-list of information literacy skills but developing “a greater critical awareness among the general public of how our social interactions and relationships influence our decisions regarding what to share or like, which in turn contributes to the circulation and visibility of news in the wider media environment.”³⁸⁰

UNESCO identifies the following as the key elements of MIL policy development:

- 1) creating a vision for media and information literacy and its role and purpose;
- 2) encouraging consensus on the vision through identifying incentives and opportunities for partnerships and collaborations;
- 3) identifying the challenges facing stakeholders aiming to implement MIL programmes;
- 4) identifying incentive-based policy directions for MIL;
- 5) identifying the knowledge, attitudes and skills required for the implementation of MIL;
- 6) allotting the resources required to implement MIL; and
- 7) providing direction for an action plan, monitoring, and evaluation of MIL implementation.³⁸¹

By itself MIL is not enough. It should be part of an overall education strategy.

In 2014, Finland’s government launched an anti-fake news initiative aimed at teaching residents, students, journalists and politicians how to counter false information designed to sow division.³⁸² What makes this initiative successful is that it is just one layer of a multi-

379 Leetru, K. (2019, July 7). A Reminder That ‘Fake News’ Is An Information Literacy Problem - Not A Technology Problem. Forbes. Retrieved from <https://www.forbes.com/sites/kalevleetaru/2019/07/07/a-reminder-that-fake-news-is-an-information-literacy-problem-not-atechnology-problem/#4acdb6906a6f>

380 Seargeant, P., & Tagg, C. (2018, February 15). The Role Of Information Literacy In The Fight Against Fake News. Information Literacy Group. Retrieved from <https://infolit.org.uk/the-role-of-information-literacy-in-the-fight-against-fake-news/>

381 UNESCO. (n.d.). Media and Information Literacy: Policy and Strategy Guidelines, p. 25. Retrieved from <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/media-and-information-literacy-policy-and-strategy-guidelines/>

382 Mackintos, E. (n.d.). Finland is winning the war on fake news. What it’s learned may be crucial to Western democracy. CNN.

pronged, cross-sector public education campaigns to spread awareness of the dangers of disinformation.

The 2018 Media Literacy Index reports that “high quality education and having more and more educated people is a prerequisite for tackling the negative effects of fake news and post-truth”.³⁸³ The report argues that “the role of education can be compared to inoculation against the fake news and post-truth phenomenon, where it would be building immunity to various strains and forms of false claims, disinformation, propaganda, etc.”³⁸⁴

6.2 Using Social Media

It has been suggested that part of the “solutions to our social media problems may actually be more social media, just of a different kind” (p.265).³⁸⁵

The following sections will discuss how to develop a ‘different kind’ of social media. In particular, the following will be discussed: defining a Government Social Media Policy (SMP), resourcing the SMP, building capacity, measuring progress, providing guidance to civil servants, and leading the charge.

Defining Social Media Policy

It is important to anchor government’s social media policy to the broader Gov 2.0 policy and/or “digital transformation” strategy.

Gov 2.0 and digital transformation of the public sector are very similar concepts.

Digital transformation of the public sector means a radical rethinking of how government uses technology, people and processes to fundamentally change how it creates and delivers public value.³⁸⁶ Social media is a key component of digital transformation as it can afford direct dialogue among citizens, political leaders and government officials.

Similar to digital transformation of the public sector, Gov 2.0 is a key means for renewing the public sector; offering new tools for public servants to engage and respond to the community; empower the enthusiastic, share ideas and further develop their expertise through networks of knowledge with fellow professionals and others.³⁸⁷

Retrieved from https://edition.cnn.com/interactive/2019/05/europe/finland-fake-news-intl/?fbclid=IwAR2rY24QM-W0f1h4ZepoTiR1Mz7Q2AUCw2pWv_I4Z9I4n8_VudL97Sg_dxMA

383 Lessenski, M. (2018, March). Common Sense Wanted: Resilience to ‘Post-Truth’ and its Predictors in the New Media Literacy Index 2018. Open Society Institute Sofia, p.12. Retrieved from http://osi.bg/downloads/File/2018/MediaLiteracyIndex2018_publishENG.pdf

384 Ibid., p. 14

385 Singer, P. W., & Brooking, E. T. (2018). LikeWar: The Weaponization of social media. Eamon Dolan/Houghton Mifflin Harcourt.

386 Boulton, C. (2019, May 31). What is digital transformation? A necessary disruption. CIO. Retrieved from <https://www.cio.com/article/3211428/what-is-digital-transformation-a-necessary-disruption.html>

387 Government 2.0 Taskforce. (n.d.). Engage: Getting On With Government 2.0. Retrieved from <https://pdfs.semanticscholar.org/c89c/2a14ce14ec106f5ec0b8fab2212926054c50.pdf>

Gov 2.0 is also defined as “social media in government and by its diverse stakeholders that transforms the way that government interacts with citizens in a participatory, transparent and collaborative way.”³⁸⁸

Social media is an important tool for government transformation. It is not just a tool for enhanced public communication.

Ideally, a social media policy must be part of broader strategy that harnesses the power of technology to provide for all in an inclusive, accessible and sustainable way. Undoubtedly, one can use social media even without it being a part of a digital transformation or Gov 2.0 initiative, but its potential will not be fully realized.

Forrester’s “POST Approach” can be a useful starting point when developing a social media policy.³⁸⁹

POST stands for People, Objectives, Strategy, and Technology.³⁹⁰

- **People**

Who are your stakeholders and how do they use social media? You want to know where they are and what they are already doing to be able to determine how they will engage with your social media initiative. Do not use a “build it and they will come” approach. Instead, go to where they are!

- **Objectives**

What are your goals? There are five basic objectives that organizations can pursue with their social media strategy:

1. Listening – to better understand your stakeholders;
2. Talking – to spread your message(s);
3. Energising – to invigorate/rally your base/supporters;
4. Supporting – to help your stakeholders support each other in order to achieve common goals; and
5. Embracing – to facilitate stakeholders’ participation in governance, particularly in policy development and design/delivery of public service³⁹¹

- **Strategy**

How do you change your relationship with your stakeholders? What do you want to get out of these relationships? Which direction do you want to take and what is the **underlying** proposition? Begin by imagining the endpoint. Your strategy will also help you define your measurements/metric for success

- **Technologies**

What applications should you use? This step reflects the choices you make in the first **three** steps. Don’t begin with technology, then try and find uses for it.

388 Mergel, I. (n.d.). Government 2.0 Revisited: Social Media Strategies in the Public Sector. PA Times. Retrieved from <https://patimes.org/gov-2-0-revisited-social-media-strategies-in-the-public-sector/>

389 Bernoff, J. (2013, March 6). The POST method: a systematic approach to social strategy. Retrieved from <http://forrester.typepad.com/groundswell/2007/12/the-post-method.html>

390 Bernoff, J., & Li, C. (2008). Groundswell: Winning in a world transformed by social technologies. Boston, MA: Harvard Business Press, p.67.

391 Ibid., p. 68-69

The key takeaway for the POST approach is to choose the social media platform last. Technology choices must be determined by what you hope to accomplish. Social media strategy must serve the mission of your agency.

A government social media policy can also benefit from consulting an OECD working papers on public governance entitled *Social Media Use By Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities And Guide Decision Makers*.³⁹² This document provides a checklist for purpose-oriented use of social media in the public sector which addresses all the important issues of objectives and expectations, governance modes and guidelines, legal compliance, skills and resources, collaboration and community building; and managing risks of social media use. See Table below.

Table 5
A checklist for purpose-oriented use of social media in the public sector

Issues	Questions to be raised and answered
Objectives and expectations	<ul style="list-style-type: none"> • What is the core mission of my institution? • What are the most important information and services provided by my institution? • How important is public communication for achieving my institution’s core objectives? • How can social media support my institution’s core mission? What are the examples from similar institutions domestically or internationally? • Can social media enable outside actors to support selected activities of my institution, e.g. intermediaries or individuals for which my institution can provide a platform for collaboration?
Governance modes and guidelines	<ul style="list-style-type: none"> • Is there a central oversight body for social media use across government or is the preferred operating mode one of the dispersed innovations? • How can different organisational units in my institution leverage social media, e.g., the public relations department, the IT department, the policy making department, and the service delivery department? • Is there a need for social media guidelines for civil servants, including for personal use? • Is there a need for social media guidelines for official institutional accounts, e.g., Facebook presence of a given ministry? • Who, if anybody, sets guidelines for social media use by politicians or appointed high-ranking civil servants representing an institution?

392 Mickoleit, A. (2014, December 14). *Social Media Use by Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities and Guide Decision Makers*. OECD Working Papers on Public Governance, (26), p.6. Retrieved from <https://www.oecd-ilibrary.org/docserver/5jxrcmghmk0s-en.pdf?expires=1566878347&id=id&accname=guest&checksum=5FDDB0EA17AFB8CFB369E4445AF7062B>

Legal compliance	<ul style="list-style-type: none"> • What are the specific legal and regulatory provisions that may have an impact on how my institution uses social media? • Are social media covered or excluded from official record-keeping? • What disclaimers should be added to the social media presence? • What information is my institution allowed to re-use when it comes to privacy protection or compliance with intellectual property laws? • How to ensure that my institution's social media use meets requirements for accessibility of information and services?
Skills and resources	<ul style="list-style-type: none"> • What human resources are available or can be mobilized to achieve sustainable impacts? • Are social media skills addressed by wider (digital) skills strategies at my institution or government? • How are social media expenses accounted for? Can they be extracted from overall communications expenses in order to calculate specific costs?
Collaboration and community building	<ul style="list-style-type: none"> • Do government communities exist where I can exchange social media experiences? • What coordination or collaboration mechanisms would help my institution understand and maximize the impact of social media?
Managing risks of social media use	<ul style="list-style-type: none"> • How damaging would reputational risks be for my institution? • Does my institution need to worry about unintentional disclosure of information? • What share of civil servants uses social media in their personal capacity? • Are social media risks addressed by overarching strategies for managing risks in my institution or government?
Monitoring and measuring social media impacts	<ul style="list-style-type: none"> • How advanced are my social media indicators? What do they actually measure: presence, popularity, penetration, perception or purpose? • Does my institution use indicators that evaluate the contribution to actual core objectives? • What would be an ideal set of metrics for my institution's use of social media? • What information sources can I use to move from the current metrics to an ideal set of purpose-oriented indicators?

4 Common Mistakes in Government Social Media Policies

Tone Deaf

Having a positive tone in your policy can go a long way toward acceptance for both internal staff and the public.

Excluding Elected Officials

Your policy should include electeds in the “Responsibilities” section, which defines who is responsible for what. Department heads are responsible for assigning social media leads for their department, elected officials are responsible for abiding by laws pertaining to campaigning and open meetings as they relate to social media, etc.

Dated Upon Rollout

A sure way to ensure your social media policy is outdated almost immediately upon rolling it out is to specifically reference platforms and strategies.

Keeping it Under Wraps

Many public agencies do not typically make their internal policies available to the public. But make an exception for the social media policy and publish it in its entirety on your official government website. This simplifies your policy for citizens because they will be able to easily find the portion that pertains to them.

Extracted (from modification) from: Kristy Dalton “4 common mistakes in Government Social Media Policies”, Government Technology, 6 January 2015. Available at <https://www.govtech.com/gov-experience/4-Common-Mistakes-in-Government-Social-Media-Policies.html>

After addressing the “big” issues, the next to be considered in writing the policy is its “Must-Have” elements.

The Government Social Media Organization (GSMO) – a national network for the United States local, state and regional government social media managers – suggests that these are:

1. Define Scope
A transparent policy should clearly state what and who are governed by the policy. What – the policy should include how your agency defines social media, though it should be broad enough to cover new platforms as they emerge. Who – who does the policy apply to? Only agency employees? How does it change for contractors or vendors? Are there additional guidelines for Elected Officials?
2. Establish Social Media Authority and Administration

The policy should include which entities have the authority to enforce the policy, as well as who administers accounts. You want to make it easy for employees and departments to find how to get started on social media, as well as give yourself documentation to leverage when dealing with rogue accounts.

3. Use of Personal Social Media

In this digital age, it is safe to assume that most of your employees are on social media, and that many of them check it from their smartphones. The policy should address how employees can identify themselves on social media as well as how they use their personal social media on agency time. These guidelines should be realistic to your culture, but also respect agency and taxpayer money, time and property. Trainings are an effective way to communicate these guidelines to your employees in an educational and interactive way.

4. Use of Agency Social Media

The policy should define the acceptable use of social media for agency business, whether it is through official agency accounts or personal accounts. It should educate employees on the process to obtain permission to use social media for agency business and how to get access to existing accounts or how to set up new official accounts and get proper training. It is important to be clear that neither personal accounts nor singular (department, program, etc.) accounts speak for the entire agency.

5. Content Standards

While not as in-depth as your communications strategy, the policy should provide basic content standards. All content, whether coming from an agency or personal account, should be authentic and transparent. As a government agency or public servant, it is imperative to strive to provide accurate information. Additionally, content must always be of legal nature as well as legal to share.

6. Social Media Identification

Social media accounts are an extension of the agency brand in the digital space, and the public needs to be able to quickly and accurately identify official accounts. It also needs to be clear that employees do not speak on behalf of the agency and that their personal views are their own. The social media policy should define how both agency accounts and personal social media accounts identify themselves on social media. For agency accounts, this can include naming conventions, logo, branding standards as well as messaging guidelines. For employees, the policy should have standards for how employees identify their relationship to the agency in their accounts and bios.

7. Moderating and Post Removal Policy

The policy should clearly state what types of posts and comments are subject to removal, such as vulgarity, nudity, advertisements, threats and off-topic comments. This must be transparent to the public; which a publicly posted 'post

removal disclaimer' could accomplish. It is then imperative to moderate and implement to these standards fairly in all circumstances.

8. Retention Process

State records retention laws and policies must be adhered to when using social media for agency business. Additionally, social media conducted on behalf of the agency is subject to the Freedom of Information Act. Your agency social media policy should clearly state how your agency will uphold these laws as well as how to react to a FOIA request. The policy should also include the process to retain both published and removed content.

9. What NOT to Post

Make it abundantly clear what types of conduct and content are not allowed on social media whether on agency or personal accounts. Confidential, copyrighted, embargoes, personal (PPI), HIPPA and other sensitive information must always be protected, and should not be allowed on public social media. Content that is vulgar, sexual, or illegal in nature should never be allowed. The policy should also explain the difference between the use of social media for government business versus politics to follow campaign finance law while still allowing employees to engage with politics on their own time and personal accounts.

10. Violation Consequences

Finally, it needs to be transparent to employees what the consequences to their actions are if they violate the policy. The goal of the policy is to build trust and empower the employees, but that cannot happen unless expectations are clearly set and adequate education and training is provided, as well as a clear understanding of the violations and consequences.³⁹³

Resourcing the SMP

To be effective, social media initiatives need resources. It cannot be done for free or at low cost. However, governments do not have to spend a lot on it either. According to a study on social media spending and business results, "it's not how much time and energy you put toward social media, but how well focused those resources are on areas that have potential to create real value."³⁹⁴

There are at least three models of resources to social media initiatives:

- **Guerrillas** – organizations who win with social media by focusing their minimal resources on the few activities that have potential to drive results.
- **Shadow Jumpers** – Organizations that put a lot of resources into social media

393 Keeler, K. (2017, May 8). 10 Must-Haves for an Effective Government Social Media Policy. GSMO. Retrieved from <https://gsmo.org/10-must-haves-for-an-effective-government-social-media-policy/>

394 CEB Marketing Blog. (2013, May). 3 Resourcing Models for Social Media. Retrieved from <http://www.executiveboard.com/marketing-blog/3-resourcing-models-for-social-media/>

efforts, but do not see much payoff because they focus on areas that are unlikely ever to produce business results.

- **Peanut Butter Spreaders** – organizations that spend a lot on social media but spread their social efforts too thin on too many opportunities.

Clearly, one wants to become a guerilla rather than a shadow jumper or peanut butter spreader when it comes to social media spending.

Mashable offers the following tips (gathered from successful social media users) for developing a social media budget:

- identify your audience and your goals;
- iterate and test new things; and
- amplify what works, perhaps with paid tools.³⁹⁵

No Budget Social Media: 4 Tips for Social on the Cheap

If you are a one-person, social media team struggling with little to no budget, or just looking to get social done on the cheap, the tips below are for you!

#1. Before you do anything else, determine your strategy

For starters, it's important to know what you want to accomplish from social media. It will allow you to focus what little resources you have on setting your goals and achieving them.

#2. Put some efficiency into your process

Establish a process ASAP. Simply schedule a time each day that is dedicated to routine social media maintenance. Tools will help boost the efficiency of your social media efforts. There are many free or inexpensive tools on the Web that can streamline your process, especially in regard to using the channel for listening.

#3. Develop quality content efficiently

If you can get your hands on a few dollars, you might want to consider crowdsourcing content creation. It can help you efficiently put many people to work creating your material.

#4. Get the word out

Your employee base is the first place you should turn.

Your customers can also help you get the word out.

³⁹⁵ Drell, L. (2012, July 23). Crafting Your Social Media Budget: Experts Sound Off. Mashable. Retrieved from <http://mashable.com/2012/07/23/social-media-budget/>

A burgeoning online community would be the best way to get the word out, but building one without an advertising budget can be difficult. Fortunately, plenty of communities already exist. Consider joining a few instead of focusing on building your own.

Extracted (with modification) from: <http://www.socialmediaexplorer.com/social-media-marketing/no-budget-social-media/>

Capacity Building

In the Foreword to Civil Servant 2.0, the Director General of the Ministry of the Interior and Kingdom Relations of Netherlands discusses the new competencies that civil servants need to possess:

In addition to the basic skills of the civil servant 1.0 (preparing reports, managing decision-making processes, dealing with politically sensitive issues), the civil servant 2.0 is proficient in the use of social media and interactive policy making and can offer solutions to society, involve members of the public in policy and apply new forms of online cooperation.³⁹⁶

These competencies must be developed systematically. It is important that governments include social media training as part of their overall ICT capacity development strategy/plan.

In the United States (federal) government, the GSA conducted a pilot a 12 week social media in government course "that aims to help new and aspiring social media practitioners understand the strategy and tools that will help the succeed in their roles".³⁹⁷ Its HowTo.gov website offers the following webinars: Engaging Audiences with Twitter; Instagram for Government; Crowd-Sourced Wikis for Government; Amplify Your Message With Thunderclap; Storify: Creating Stories by Curating the Best of Social Media; Google+ Hangouts; Yammer: The Power of Social Networking Inside Government Agencies; and Connecting Citizens: Foursquare and the National Archives and Records Administration and WordPress for Government Blogs and Microsites.³⁹⁸ Among their most requested training modules are: Social Media Performance Metrics and Pinterest: Uses in Government.³⁹⁹

Adopting social media use without providing training for the civil service will increase social media risks like damage to reputation, disclosure of proprietary and/or confidential information, and legal, regulatory and compliance violations.⁴⁰⁰

396 Van Berlo, D. (2011). Civil Servant 2.0 / Civil Servant 2.0 Beta, p.3. Retrieved from book.ambtenaar20.nl/

397 IBM Center for The Business of Government. (n.d.). Blog. Retrieved from <http://www.businessofgovernment.org/blog/business-government/gsa-launches-pilot-12-week-social-media-training>

398 Retrieved from <http://www.howto.gov/social-media/using-social-media-in-government>

399 Retrieved from <http://www.howto.gov/training>

400 Li, C., & Terpening, E. (2013, December 5). Social Media Education for Employees: Reduce Social Media Risk and Activate Employee Advocacy for Scale — How Leading Companies Prepare Employees for Social Media Success. Altimeter. Retrieved from <https://www.slideshare.net/Altimeter/report-social-media-education-for-employees-li-terpening>

Measuring Progress

After creating the strategy, building capacity and implementing an SMP, we have known whether it is all worthwhile. How do we measure success?

Social media success can be measured by: 1) increase in followers; 2) reactions on your post; 3) extent of reach; 4) referral traffic; and 5) click through rates.⁴⁰¹

Avinash Kaushik suggests that what can be easily measured in social media is not what matters.⁴⁰²

What matters "is everything that happens after you post/tweet/participate". The following are the four distinct social media metrics that are measured to determine 'success' (participating in a channel in an optimal fashion):

1. Conversation Rate. This measures who are following us on social media and whether what we are saying connects to them.
2. Amplification Rate or the rate at which your followers take your content and share it through their network.
3. Applause Rate
One Twitter: Applause Rate = # of Favorite clicks per post
On Facebook: Applause Rate = # of Likes per post
On Google Plus: Applause Rate = # of +1s per post
On a Blog, YouTube: Applause Rate = # of +1s and Likes per post (or video)
4. Economic Value. On all social media channels: Economic Value = Sum of short and long term revenue and cost savings. For Social media participation, done right, adds value to the company's bottom-line. Some of it cannot be computed.⁴⁰³

Kaushik's is an interesting way to measure social media success. The first three metrics are immediately usable for government social media sites. We need to tweak the fourth metric to make it more relevant to government sites, as after all government's bottom line is not the same as (private) business's.

The United States government, through the GSA's Center for Digital Services Innovation, has developed a Digital Metrics for Federal agencies for "measuring, analyzing, and reporting on the effectiveness of (Agency) Web, mobile, social media, and other digital channels".⁴⁰⁴ It provides guidance on:

- common metrics: guidance, best practices, and tools;
- reporting requirements and common tools;
- rationale and framework for common metrics and measures; and
- case studies, training, and additional resources

401 Lath, A. (2018, September 28). How to measure the effectiveness of a social media campaign. BBN Times. Retrieved from <https://www.bbntimes.com/en/companies/how-to-measure-the-effectiveness-of-a-social-media-campaign>

402 Kaushik, A. (2011, October 10). Best social media metrics: Conversation, amplification, applause, economic value. Retrieved from <http://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/>

403 Ibid.

404 Fox, M. (2013, July 15). Digital Metrics for Federal Agencies. Retrieved from <http://www.howto.gov/web-content/digital-metrics>

Measuring social media success is easier with automated tools – and some of them are for free and built in to the social media applications. These include:

- Facebook Insights – looks at organic versus paid reach and engagement. Look back as far as 28 days, and export data to compare over time. Review page views, previews, and actions taken, and see age, gender, and geographic demographics of your audience.
- Twitter Analytics – tells you a lot about which tweets are succeeding and to what degree (but they do not tell you the reasons). An audience tab displays a breakdown by gender and also by interests. It also lets you compare against a comparison audience – like “all of Twitter”.
- Pinterest Analytics – measure the traffic your site gets, as well as traffic from other channels, the content people save from your social channels, and audience insights. These reveal key social analytics intel about your followers, including demographics and topics that interest them. And you can compare your audience against the overall.
- Instagram Insights – access to a host of social analytics data, including Activity, Content and Audience Insights – like interactions (i.e. profile visits and website clicks) and discovery (i.e. reach and impressions).
- Youtube Analytics – provides social analytics on earnings, engagement, and traffic sources with filters for sorting by content, geography, and date to see whether a video is popular in a certain location, or over a specific date range. Audience retention reports show how style, length, and promotion efforts affect your videos.⁴⁰⁵

Other social media monitoring and analysis tools are:

- Hootsuite – covers multiple social networks, including Twitter, Instagram, Facebook, LinkedIn, WordPress, Foursquare and Google+. It is well known for its social media management functions.
- TweetReach – checks how far your Tweets travel. TweetReach measures the actual impact and implications of social media discussions.
- Brandwatch Consumer Research – a huge range of features and applications. It can track everything from your own channels to hashtags to specific phrases and keywords you want to look at.
- Buzzsumo – a tool for content research; also has an excellent way to analyze and monitor your Facebook pages. Along with metrics around each individual post, more interestingly is the ability to see what content performs best.⁴⁰⁶

Guidance for Civil Servants

To a large extent, civil servants will determine the success of the social media policy. It is thus important not only to provide them with the right skills but also give them proper guidance.

405 Newberry, C. (2019, January 28). 16 of the best social media monitoring tools. Hootsuite. Retrieved from <https://blog.hootsuite.com/social-media-monitoring-tools/>

406 Mindruta, R. (2019, September 27). The top social media monitoring tools. Brandwatch. Retrieved from <https://www.brandwatch.com/blog/top-social-media-monitoring-tools/>

Below are some good practices on guidance for civil servants on social media.

The UK Cabinet Office's "Participation online: Guidance for civil servants" issued in June 2008 is worth considering for its brevity. The UK's five principles for civil servant participation online are:

- **Be credible.** Be accurate, fair, thorough and transparent.
- **Be consistent.** Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times.
- **Be responsive.** When you gain insight, share it where appropriate.
- **Be integrated.** Wherever possible, align online participation with other offline communications.
- **Be a civil servant.** Remember that you are an ambassador for your organisation. Wherever possible, disclose your position as a representative of your Department or Agency.⁴⁰⁷

The UK government also have more detailed social media guidelines for the following jobs/roles in government: Guidance for Press Officers; Guidance for Marketers; Guidance for Internal Communicators; and Guidance for Policy Officials.⁴⁰⁸

The Royal Government of Bhutan has a Code of Conduct for Civil Servants in its Social Media Policy.⁴⁰⁹ The Code of Conduct specified the following:

- **Be a good citizen.** Respect the Constitution, all laws, and other people's rights, including intellectual property, trade-marked names and slogans and other copyrighted material.
- **Be responsible.** Always act in a constructive manner and exercise good judgment.
- **Be transparent.** Be open about who you are, who you work for, who you represent or who you may be speaking on behalf of.
- **Be accurate.** Ensure that what you post is true.
- **Be considerate.** Never post malicious, indecent, vulgar, obscene, misleading or unfair content about others, your organization, your friends or your competitors.
- **Be careful.** Do not disclose sensitive private information about yourself or others. Do not post confidential or proprietary particulars about your organization. Beware of trolls and scammers.
- **Be appropriate.** Use social media in a manner that is consistent with public sector values, legal requirements, related policies and this code of conduct.⁴¹⁰

The United States has a Federal Government Standards of Conduct that applies to social media. The United States does not prohibit federal employees from establishing and maintaining personal social media accounts. But their social media activities must comply with the Standards and other applicable laws, and agency-specific policies.

407 CivilWiki. (n.d.). Engaging through social media: A guide for civil servants. Retrieved from <http://wiki.gsi.gov.uk>

408 Ibid.

409 Department of Information and Media Ministry of Information and Communications, the Royal Government of Bhutan. (2016, August). Social media policy for the Royal Government of Bhutan. Retrieved from <https://www.moic.gov.bt/wp-content/uploads/2016/08/Social-Media-Policy-for-the-Royal-Govt.-of-Bhutan-Approved-Version.pdf>

410 Ibid.

Federal government social media policies include:

- When employees are on-duty, the Standards of Conduct require that they use official time in an honest effort to perform official duties, and that they use government property only to perform official duties, unless they are authorized to use government property for other purposes. This limits the extent to which employees may access and use their personal social media accounts while on duty.
- In general, the Standards of Conduct prohibit employees from using their official titles, positions, or any authority associated with their public offices for private gain. In evaluating whether a reference to an employee's official title or position on social media violates the Standards of Conduct, the agency ethics official must consider the totality of the circumstances to determine whether a reasonable person with knowledge of the relevant facts would conclude that the government sanctions or endorses the communication. An employee does not, for example, create the appearance of government sanction merely by identifying his or her official title or position in an area of the personal social media account designated for biographical information.
- The Standards of Conduct generally do not prevent employees from discussing or sharing government information that is publicly available. Employees may not, however, accept compensation for statements or communications made over social media that relate to their official duties.
- As a general rule, fundraising solicitations over social media are permissible so long as the employee does not "personally solicit" funds from a subordinate or a known prohibited source as described above.
- The Hatch Act prohibits federal employees from sending messages through social media that advocate for a political party or candidate for partisan public office while on duty or in a federal building; engaging in such activity may subject them to disciplinary action. There is no distinction regarding the amount of political content, nor regarding the number of people receiving the message.⁴¹¹

India's Framework and Guidelines for the Use of Social Media for Government has identified the following as 'core values' for using social media (p.9):

- **Identity:** Always identify clearly who you are, what is your role in the department and publish in the first person. Disclaimer may be used when appropriate.
- **Authority:** Do not comment and respond unless authorized to do so especially in the matters that are sub-judice, draft legislations or relating to other individuals.
- **Relevance:** Comment on issues relevant to your area and make relevant and pertinent **comments**. This will make conversation productive and help take it to its logical conclusion.
- **Professionalism:** Be Polite, Be Discrete and Be Respectful to all and do not make personal **comments** for or against any individuals or agencies. Also, professional discussions should not be politicized.
- **Openness:** Be open to comments – whether positive or negative. It is NOT necessary to respond to each and **every** comment.

411 FEDweek (n.d.). Social media policy for federal employees. Retrieved from <https://ask.fedweek.com/federal-government-policies/social-media/>

- **Compliance:** Be compliant to relevant rules and regulations. Do not infringe upon IPR, copyright of **others**.
- **Privacy:** Do not reveal personal information about other individuals as well as do not publish your own private and personal details unless you wish for them to be made public to be used **by** others.⁴¹²

In providing guidelines one must remember that too many rules may serve as a disincentive for civil servants to contribute or participate in social media initiatives.

Leading the Charge

Leadership is a key ingredient of a successful social media policy.

The role of leadership in successful eGovernment implementation is already well established: "strong political leadership is one of the most important success criteria for e-government projects in general and in developing countries in particular, even pointed to as the most important criteria by some (p.8)."⁴¹³ In the case of social media initiatives: "by having leadership "lead" the charge of social media it sends the message throughout the organization that social media is valued and should be utilized."⁴¹⁴

There are at least three roles that leaders could play in driving social media adoption in development and governance:

- Adviser and orchestrator – drive strategic social-media utilization. Leaders should enable and support the use of social media in their environment, while ensuring that a culture of learning and reflection takes hold;
- Architect – creates an enabling organizational infrastructure. Leaders must strive to establish an organizational and technical infrastructure that encourages free exchange but also enforces controls that mitigate the risks of irresponsible use; and
- Analyst – stays ahead of the curve. Leaders should be aware of new development that will open new opportunities and spawn new business models.⁴¹⁵

While leadership is important, a successful use of social media in organizations also requires champions and leads.

"Champions" are "mentors, investors and, perhaps most importantly, advocates who take

412 Department of Electronics and Information Technology, Ministry of Communications & Information Technology, Government of India (n.d.). Framework and guidelines for the use of social media for Government. Retrieved from <https://www.negp.gov.in/pdfs/Social%20Media%20Framework%20and%20Guidelines.pdf>

413 Furuholt, B., & Fathul, W. (2008). E-government challenges and the role of political leadership in Indonesia: The case of Sragen. In Proceedings of the 41st Hawaii International Conference on System Sciences. Retrieved from https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&ved=0CFoQFjAF&url=http%3A%2F%2Fciteseerx.ist.psu.edu%2Fviewdoc%2Fdownload%3Fdoi%3D10.1.1.130.3049%26rep%3Drep1%26type%3Dpdf&ei=rGQ5UZbPIePdigmwYGABA&usg=AFQjCNEqE-9_IqNZI9skhDCzOGg-nY3zdw&bvm=bv.43287494,d.aG

414 Sampson, P. (2011, September 30). Implementation of social media. Sampson/Carnegie. Retrieved from <http://www.sampsoncarnegie.com/implementation-social-media/>

415 Deiser, R., & Newton, S. (2013, February). Six social-media skills every leader needs. McKinsey Quarterly. Retrieved from <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/six-social-media-skills-every-leader-needs>

that leap of faith and make doors open at that critical juncture to snatch success from the jaws of failure."⁴¹⁶ They are those who have clout (power, influence) in the organization who see the value of supporting new initiatives. Executive Champions for Social Media 'get' social media (even if they themselves are not 'techies' or 'savvy' users). Their roles include:

- establishing ownership and authority over the social space;
- selling the social media vision to the highest levels of leadership;
- credibly taking this vision to the rest of the organization; and
- mediating disputes with authority⁴¹⁷

The Executive Champion is also responsible for hiring the social media lead, building (with the social media lead) the social media team, and securing the social media budget.

The Social Media Lead's (also known as social media strategist and social media manager) typical duties include leading the organization's social media program, participating in social media and acting as a resource person for the organization's units.⁴¹⁸ The job responsibilities include 1) developing a strategy and plan; 2) leading and executing a formalized plan; 3) monitoring competitors and trends; 4) evangelizing new initiatives; 5) working with internal stakeholders; 6) managing a team; 7) measuring and reporting ROI; 8) implementing policies and processes; 9) developing internal education and training; 10) working with agencies; and 11) managing a budget.⁴¹⁹

Ideally, the social media lead will have the following characteristics: 1) at the bleeding edge of new technologies; 2) be the first adopter; 3) advocate for trying new things; and 4) a forward thinker who will extract the maximum ROI on social media initiatives.⁴²⁰

For the Australia's Government 2.0 Task Force,

Leadership (is) needed to: shift public sector culture and practice to make government information more accessible and usable; make government more consultative, participatory and transparent; build a culture of online innovation within Government; and promote collaboration across agencies".⁴²¹

416 Reid, A. (2011, October 12). The integral role of social media champions. Francis-moran. Retrieved from <http://francis-moran.com/marketing-strategy/the-integral-role-of-social-media-champions/#sthash.eM8e6rx3.dpuf>

417 Barger, C. (2012). *The social media strategist: Build a successful program from the inside out*, p. 22. New York: McGraw Hill.

418 Dell, L. (2011, September 24). Social media for the career minded. Mashable. Retrieved from <http://mashable.com/2011/09/24/social-media-career/>

419 Ibid.

420 Ibid.

421 Department of Finance, Australian Government. (n.d.). Engage: getting on with Government 2.0, report of the Government 2.0 Taskforce. Retrieved from <http://www.finance.gov.au/publications/gov20taskforcereport/index.html>

Key Takeaways

1. The two courses of action on social media for government are: overseeing and using social media.
2. Overseeing social media includes regulating, shutting it down, and educating citizens
 - Many are calling for the regulation of social media, particularly for failing to curb unacceptable/harmful content and to protect privacy. Any policy action on this should ensure the solution is not more harmful than the problem. A middle ground may be co-regulation or “government mandated self-regulation” – where all social media stakeholders are involved in defining acceptable content by establishing criteria and making decisions based on those criteria
 - Social media and internet shutdowns incur real costs in the economy and, at best, are blunt instruments to combat disinformation. They can also be harmful by denying citizens access to communication platforms at a time when they need them the most.
 - There is general agreement that providing Media and Information Literacy (MIL) and quality education is the most important, long term mission that government should take in the fight against mis/dis information.
3. Government should be a ‘model’ user of social media – demonstrating social media could be used in development and governance. To demonstrate a different social media, government must: define a Government Social Media Policy (SMP), resource the SMP, building capacity, measure progress, provide guidance to civil servants, and lead the charge.
 - Ideally, a social media policy must be part of broader strategy that harnesses the power of technology to provide for all in an inclusive, accessible and sustainable way (e.g., as part of a Gov 2.0 or digital transformation strategy).
 - Useful guides in developing a social media policy are Forrester’s POST Approach; OECD’s Social Media Use by Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities and Guide Decision Makers; and Government Social Media Organization’s Ten Must Haves for an Effective Government Social Media Policy.
 - In providing resources to the Social Media Policy, it is important to remember that it is not how much time and energy you put in it but how well focused those resources are on areas that have potential to contribute to good governance and sustainable development.
 - It is vital to develop social media capacity in the civil service and include social media training as part of its overall eGovernment transformation strategy/plan.
 - It is important to develop metrics to track success. Measuring social media success is easier with automated tools – some of them are built in to the social media applications themselves. Others are for free.
 - Civil servants will determine the success of the social media policy. It is thus

important not only to provide them with the right skills but also give them proper guidance.

- Leadership is a key ingredient of a successful social media policy.

Annex 1 - Sample Exercises

Chapter 1

Social Media in My Country

Divide into groups.

Each group gives one example of (local) Blog, Wiki and podcast.
Please include a brief description of the local blog, wiki or podcast that you cite.
Groups may use the Internet/web.

Each group gives a 5-minute presentation to the class.

Chapter 2

Social Media and Indigenous Groups

Divide into groups.

Identify how indigenous groups in your country use social media to revitalize their language and/or share indigenous knowledge.

Each group gives a 5-min presentation to the class.

Social media and Homophily

Divide into groups.

Each group 1) identifies one homophilic group present on Facebook or Viber group in your country and 2) describes the characteristics of the said homophilic group.

Each group gives a 5-min presentation to the class.

Chapter 3

Social media and SDG 1 to 10

Divide into groups.

Each group 1) chooses two SDG goals discussed in this session and 2) identifies at least one (actual or potential) method of employing social media to help your country achieve each goal you choose.

Each group gives a 5-min presentation to the class.

Chapter 4

Social media and SDG 11 to 17

Divide into groups.

Each group 1) chooses one SDG goal discussed in this session and 2) identifies at least one (actual or potential) method of employing social media to help your country achieve the goal you choose.

Each group gives a 5-minute presentation to the class

Chapter 5

Social Media and Protest Groups

Divide into groups.

Each group identifies one protest group in your country that uses social media and describes how this group utilises it.

Each group gives a 5-minute presentation to the class.

Social Media and Elections

Divide into groups.

Each group identifies the negative and positive ways the social media was used in elections in your country.

Each group gives a 5-minute presentation to the class.

Chapter 6

Social Media and Regulations

Divide into groups.

Each group discusses "should social media be regulated in your country?" Please provide reasons why it should or should not be regulated.

Each group gives a 5-minute presentation to the class.

Social Media and Public Service

Divide into groups.

Each group 1) chooses one public service that your government currently delivers and 2) discusses how the use of social media can improve the delivery of the social service you choose.

Each group gives a 5-minute presentation to the class.

APCICT/ESCAP

The Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT) is a regional institute of the Economic and Social Commission for Asia and the Pacific (ESCAP). APCICT aims to strengthen the efforts of the member countries of ESCAP to use ICT in their socioeconomic development through human and institutional capacity-building. APCICT's work is focused on three pillars: training, knowledge-sharing, and multi-stakeholder dialogue and partnership. Together they form an integrated approach to ICT human capacity building.

APCICT is located at Incheon, Republic of Korea.

<http://www.unapcict.org>

ESCAP

The Economic and Social Commission for Asia and Pacific (ESCAP) is the regional development arm of the United Nations and serves as the main economic and social development centre for the United Nations in Asia and the Pacific. Its mandate is to foster cooperation between its 53 members and 9 associate members. ESCAP provides the strategic link between global and country-level programmes and issues. It supports Governments of countries in the region in consolidating regional positions and advocates regional approaches to meeting the region's unique socioeconomic challenges in a globalizing world.

The ESCAP office is located at Bangkok, Thailand.

<http://www.unescap.org>



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