

# Social Media in Government

Soon Ae Chun, Ph.D

City University of New York  
College of Staten Island

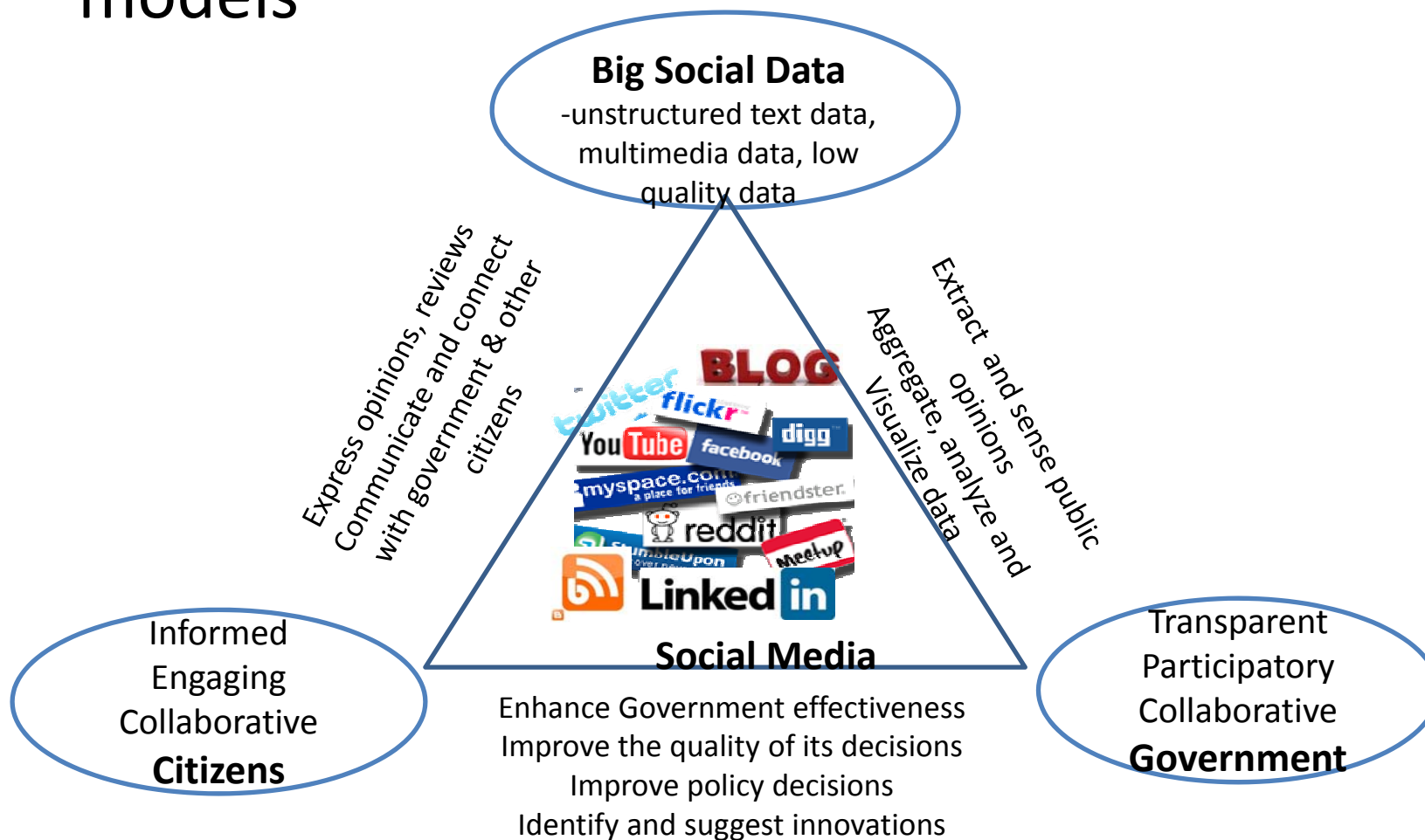
Blog	A Web log (Blog) is a Web-based interactive application that allows one to log journal entries on events, or to express opinions and make commentaries on specific topics. It is a popular content generation tool. Blogs typically consist of text, images, videos music, and/or audios.
Microblogging	The process of creating a short blog that is primarily achieved through mobile devices to share information about current events or personal opinions. A well-known example is Twitter.
Wiki	A Web-based collaborative editing tool that allows different people to contribute their knowledge to the content. One author's content can be modified and enhanced with another author's contribution. A well known example of this application tool is Wikipedia.
Social Networking	A Web-based tool or model that allows individuals to meet and form a virtual community through socializing via different relationships, such as friendships and professional relationships, sharing and propagating multi-media information, exchange interests and communicating.
Multimedia Sharing	The rich multi-media contents such as photos, videos, audios are shared through multi-media sharing tools. Typical examples include Youtube, Flickr, Picasa, Vimeo, etc.
Mashup:	An application that uses contents from two or more external data sources, combines and integrates them and thus creates new value-added information. This is a reuse and repurposing of the source data by retrieving source contents with open APIs (Application Programming Interfaces) and integrating them according to the information needs, instead of navigating them sequentially.
RSS	A Web application that can pull the content from sources that are structured in standard metadata format called RSS (Really Simple Syndication) feeds such that it is easy to syndicate the contents from RSS formatted documents. The RSS feeds or Web feeds can be published and updated by the authors such that the updates can be easily inserted and quickly updated in content aggregation sites. The RSS feeds (also called atoms) are annotated with metadata such as the author and date information. The RSS based content aggregators include news headlines, weather warnings, blogs, etc. Once the source content is updated, the content aggregator sites will be updated thus always sharing the updated content.
Widgets	Small applications either on the desktop, a mobile device or the Web. The widgets bring personalized dedicated content to the user from predefined data sources.
Virtual World	A virtual world is an interactive 3-D computer-simulated world where avatars, controlled and played by the users, interact with each other as inhabitants.
Social Bookmarking& Tagging	A tagging system that allows the users to describe the content of the Web sources with metadata such as free text, comments, evaluative ratings and votes. This human generated collective and collaborative set of tags forms a folksonomy and helps cluster Web resources.

Technology	Goals	Examples
Blogs	<ul style="list-style-type: none"> <li>Attract new audience for government information and services;</li> <li>Puts human face on government</li> <li>Opens up a conversation</li> </ul>	<ul style="list-style-type: none"> <li>Federal agency public-facing blogs</li> <li>Elected officials blogs</li> <li>Interesting topics blogs</li> <li>Pandemic leadership blogs</li> </ul>
Wikis	<ul style="list-style-type: none"> <li>Collaboration (e.g. Project management, Knowledge management);</li> <li>Create a better work product;</li> <li>Use mostly enterprise wikis, restricted to community of practice;</li> <li>Enhance community participation in decision making</li> </ul>	<ul style="list-style-type: none"> <li>Community support (e.g. GSA collaborative work environment),</li> <li>Intellipedia (wiki for intelligence agencies), diplopedia (State department wiki), peer-to-patent wiki,</li> <li>NASA wiki for object oriented data terminology</li> </ul>
Social Networking sites	<ul style="list-style-type: none"> <li>Reach people where they are</li> </ul>	<ul style="list-style-type: none"> <li>CIA recruit facebook</li> </ul>
Multimedia (Video/photo/podcasting)	<ul style="list-style-type: none"> <li>Share rich set of governments' multimedia data with people in coordinated manner</li> </ul>	<ul style="list-style-type: none"> <li>Library of Congress Flickr stream, Federal photo sharing site (<a href="http://www.usa.gov/Topics/Graphics.shtml">http://www.usa.gov/Topics/Graphics.shtml</a>) (e.g. air force photo gallery, federal agency youtube),</li> <li>State photo sites, White House podcasts, NASA audio/video casts, government services podcasts (us.gov), DOD's TroopTube for troops to connect to their families and supporters</li> </ul>
Mashups	<ul style="list-style-type: none"> <li>Provide combined content from different government data sources;</li> <li>Share contents and expertise from different sources;</li> <li>Create more rich contents for decision making</li> </ul>	<ul style="list-style-type: none"> <li>USA search mashup combines search engine results, forms database, FAQ database, images and categorization related to keyword search;</li> <li>NASA's Atrolicio.us, Google map with government data</li> </ul>
RSS	<ul style="list-style-type: none"> <li>Get regularly updated content out;</li> <li>Link back to authoritative source;</li> <li>Ties feeds to email alerts</li> </ul>	<ul style="list-style-type: none"> <li>Usa.gov library of federal RSS feeds, EPA RSS feeds, disaster news feeds, NOAA watch feeds</li> </ul>
Widgets, gadgets, pipes	<ul style="list-style-type: none"> <li>Prebuilt applications to add more interactivity and functional capabilities on a web page will allow users to develop widgets using government data to expand the reach and functionality and share these widgets.</li> </ul>	<ul style="list-style-type: none"> <li>FBI most wanted widget, DHS hurricane info widget</li> </ul>
Virtual Worlds	<ul style="list-style-type: none"> <li>Train and educate with simulations</li> </ul>	<ul style="list-style-type: none"> <li>Departments of Defense and Homeland Security emergency management planning preparation</li> </ul>

<b>Traditional Digital Government</b>	<b>Social Media-based Digital Government (Gov 2.0)</b>
Information provision (information sink) model	Information source (creation) model
Service provision model	Service demand model
Policy enforcement model	Policy making and negotiation model
Agency internal decision making/governance model	Shared governance

- Co-editor: Luis Luna-Reyes
- Focuses on theoretical and empirical studies, addressing “light weight” social media technologies,
  - such as twitter, blogs, wikis, social networks, etc.,
- as catalysts for Open Government innovation
  - transparent government,
  - participatory and
  - collaborative government
- 7 Papers from dg.o 2011 conference
  - Digital Government Innovation in Challenging Times

- We look at social media as driving forces for transforming citizens, data and government models



- **Social Media-based Citizen Engagement Model**
  - The impact of social media for generating democratic participation
  - Sustain political interest and activism online over time
  - constantly evaluate the strategies in choosing proper social media and other digital tools to stimulate the citizens' participation
  - how these engagement strategies evolved,
  - how social media improve participation and collaborative governance, and
  - what role the industry actors such as Facebook and Twitter play in encouraging online civic participation

- **Social Media-based Data Sharing Model**

- “big social data” or “dirty” unstructured data
- textual as well as multimedia, including images, audio and video data
- loaded with emotional, subjective statements, so-called “sentiment” data
- focuses on the relationship data
- challenges associated with so-called big data, namely, volume, velocity and varieties are inherent in the social media data
- Data overload, Efficient storage, processing and analysis of these data to identify key events and sentiments in the social media data will enhance the government to understand their constituencies to reflect their sentiments and opinions on the policies
- the low quality, low trust-worthy information
- Governments should have data models and strategies to manage and mine the important nuggets of information in a rapid manner



- **Social Media-based Real-time Collaborative Government Model**

- The promotion of the social media in government has been intended to improve near-real-time interactions with citizens, transform the governments' behavior and practices in information sharing and service provision, change the decision making patterns in government, and force policy changes based on vast input from the citizens.
- Does the government have the regulatory and policy framework to govern the use of social media and other emerging technologies?
- a framework to evaluate the success
- What are the best practices and future trends in the social media-based government innovation
- the implementation strategies for the social media based citizen participation
- Does the direct interaction between citizens and government officials using social media change the citizens' attitude towards governments?

- From e-Government to We-Government: defining a typology for citizen coproduction in the age of social media
- Provides three types of social media based citizen-government relationship models
  - C2G (citizen sourcing model),
  - G2C (Government as platform model) and
  - C2C (Do-It-Yourself government model)
- Provides a unifying analytical framework and common vocabulary

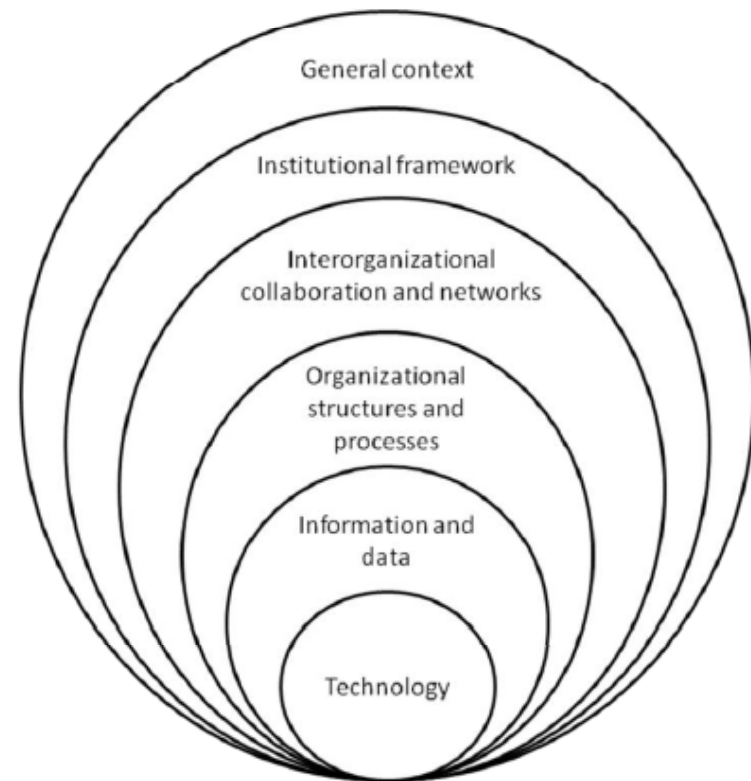
- The Impact of Social Media and Mass Media: 2012 U.S. Presidential Candidates and their Salience on Twitter
- Empirical study supports the minimal effects theory of social media, regardless of the adoption and engagement levels.

- Opinion Mining in Social Media: Modeling, Simulating, and Forecasting Political Opinions in the Web
- Present an opinion formation framework to understand how online opinions emerge, diffuse and gain momentum using social media
- Automated online content analysis, automatic construction of opinion networks, information flow model and agent influence model.
- This helps to develop a theory and framework of socio-psychological simulation model to measure the policy impact and prediction

- Social Media Use by Government: From the Routine to the Critical
  - Social media are rich, but suffer from information overloads for crisis management where faster and real-time awareness and responses are needed
  - Collect social media data and perform semantic analysis to detect meaningful patterns, trends, events and to make sense of event changes and sentiment gauging
  - Interactive visualizations and data mining techniques help users make sense of social media

- An Open Government Maturity Model for Social Media-Based Public Engagement
  - Five-level Open Government Maturity Model is proposed in an effective implementation of social media-based public engagement initiatives.
    - Level 1: Initial conditions,
    - Level 2: data transparency level,
    - Level 3: open participation,
    - Level 4: open collaboration,
    - Level 5: ubiquitous engagement
  - Each maturity level provides guidelines on the project focus, capabilities to build, processes, best practices and challenges.

- Understanding Risks, Benefits, and Strategic Alternatives of Social Media Applications in the Public Sector
  - Present the multilayered perceived risks and benefits model
  - Provide strategic guidelines about applying social media in government; Practical guidelines include to have a good implementation strategy, update laws, and change culture and practices.



- Social Media in Public Health Care: Impact Domain Propositions
  - Present social media impact study on public healthcare actors, i.e. patients, doctors and policy makers.
    - Impact on capabilities
    - Impact on interactions
    - Impact on orientations
    - Impact on value distribution
  - Social media transform the access to health information for patients and general practitioners
  - Use of social media can be cost driver not saver,
  - provides empowerment to patients
  - SM can be hindered by legal and privacy concerns.



- Thank you!

## Contact:

- [Soon.chun@csi.cuny.edu](mailto:Soon.chun@csi.cuny.edu)
- Web: <http://www.unl.csi.cuny.edu/~chun>
- Facebook: <http://www.facebook.com/soonaechun>
- LinkedIn: <http://www.linkedin.com/pub/soon-ae-chun/7/12a/ba0>