8

ROLE OF SOCIAL MEDIA IN E- GOVERNMENT

DEBJANI ROY
RESEARCH SCHOLAR
VISVA BHARATI, SANTINIKETAN, W.B.

Abstract: Social media has become widespread with multimedia as it employs visual and sound information. It is becoming part of a network instead assuming command and control how government works. Interactive communication is becoming part of a network. Social media supports network communications. It is two-way communication between government and people which increases government transparency and democratic society. It has created opportunities for collaborative government for e – participation. Web 2.0 poses beneficial to the ministry, different states like Kerala, Indore and Pune. Government transparency can be achieved through proactive information disseminations. It is after all, the citizen's empowerment through access to information.

Keywords: Interactive communication, collaborative government, web 2.0, e- transparency, ICT

Introduction

Social media is growing rapidly because it supports some important social needs. Government will need to understand how social media support these social needs if government uses this. It is a tool that supports communications within social networks. It is so important that it helps to serve several communications needs. It allows using easily human networks, it is interactive, it is powerful because it uses not only text but video and audio as well, and it relies on measures and objectives to facilitate communication. Networks spread across public, private and non-profit sector organizations. It is powerful in the sense that it supports two-way, interactive rather than one-way broadcast communications. People want easy access to information and the relationships to develop.

Interactive communications that is the use of multimedia is becoming part of a network instead of assuming command and control in various ways for how government does its work. It is the decision of the government to cultivate or support and become an integral part of these networks or just to remain on the periphery. It is the role of the government to conduct day-to-day operations and long term goal of improving its relationship with its citizens. Social media blurs the public and private because it is interactive rather than broadcasting as it helps to establish trust in government administrators. Multimedia is powerful as it employs visual and sound information as well as text.

Beneficial to Government

In networks individuals use trust in evaluating how good information is and whether it can be trusted. In public administration trust means a balance between administrators responsive to people and vice versa in which citizens get involved in every government decision. Administrators must trust in democracy sovereign that is the citizen. Social media unlike web pages offers citizens access to people. It creates tighter social networks that support trust in government. Social media strongly supports network communications and enables governments to communicate better within the multiple networks outside of government and informal organization within government. Increasing trust and making more effective use of resources are just two ways in which social media might be useful to government.

Implications of Social Media for Government

To understand how social media can be beneficial to the government and the people it is more than an information technology tool. This type of communication can be fast, interactive, and personal. It is becoming citizen's desire, and government will need new ways of looking at how they communicate and work with their citizens. Social media is about cultivating networks and using them well. Finally social media is about communications and detailed strategy for managing the communications channels. It increases government transparency and democratize society. It creates a window of opportunity. Twitter and face book engages citizens in two way communications. (Landsbergen)

In India, various policy/frameworks, standards, guidelines have been devised for e- governance and have been constituted to formulate standards. Government updated its draft framework in April 2012 for the use of social media for government organizations. The guidelines aim at assisting e-governance projects of the central and state governments being implemented under national e-governess plan for engagement of social media. Social media tools has created opportunities for collaborative government and facilitate to reach its citizens, e-participation, empower citizens, groups and communities and even revive or demand democracy. It has also posed several risks including isolation, exclusion, violation of privacy, misuse of information and security threats. Thus a comprehensive policy framework can serve as a key for government organizations in providing guidelines for use of social media in governess.

Commercial organizations, academic institutions and individuals use social media extensively for online presence, promotion of goods and services, gathering customer feedbacks, experience sharing, consumer and customer interactions, collaborative content preparation, e-learning, communication, social interaction etc.

Advantages of Using Social Media in e-Governance

These include lack of awareness of e-services, access to e-services, citizen's interest, government support and digital divide and low usability of government websites. The major strengths of social media sites are collaboration, participation, empowerment and time. It serves people as they promote government information, services and collaboration bringing together government agencies, citizens, agencies work and information. Social media expand the usage of internet to realize the full benefits of e-governance. It not only offers benefits to e-governance by intensifying and monitoring services but also reduce costs while improving their quality. Using these sites government can post job advertisements, promote services, announce market events, seek public feedbacks and cooperation and collaborate across geographically diverse agencies. The greater the usage the greater will be the transparency which in turn increases trust on government. (Mohamad Tariq Banday)

How Web 2.0 beneficial to E- Governance

This application has multiple uses even in the development sector, with pages, campaigns, and groups. Indian government has very little collaboration with social media. The government does not allow its employees and departments active on social media because confidential information can be leaked out. It is very interesting how the social networking sites are a platform for politicians. Many use personal and fan accounts on different social media locations like twitter. It can be implied as interactions during elections with the people of the country. It acts as a tool during elections and propaganda advertisements. There are few examples by the various government organizations like the twitter page of public diplomacy unit of ministry of external affairs India, digital crime mapper used by Indore police, YouTube channel of Kerala tourism department and face book page of Pune traffic police. (Monica Prajapati)

E-transparency in Social Media

Transparency refers to activities where it is visible. It is availability of information about organization that allows external and internal performance. The ability of individuals and groups outside the organization to monitor activities and decisions undertaken within the organization. The extent to which an organization disseminates information about its activities and their outcome and the inclination of the organization toward evaluation and critique by external groups and individuals. Government transparency can be achieved through proactive information disseminations. Government transparency reduces corruptions in government.

The internet has the potential to contribute to enhancing government transparency because a huge amount of information can be displayed at a low cost and people can access the information

as long as they are connected to the internet. It is said that internet enables transparency. Governments have made efforts to increase openness and transparency of their activities through e-governance strategies. In spite of potential strategy used by the government to enhance transparency still there is lack of empirical studies. Social media itself faces some challenges like digital divide and reliance on non-governmental channels to disseminate government information. Despite the challenges both practitioners and scholars have paid attention to the potential of social media as an alternative channel to further e-transparency. Social media enables government information services to reach groups who have traditionally lagged in their use of online government information services. Social media has had a transformational effect on the ways in which citizens interact with governments as well as the ways in which governments can increase transparency even at higher level. (Changsoo Song)

Current Status of E-Governance in India

India has been harnessing the benefits provided by ICT to provide integrated Governance to reach the citizens faster and provide efficient services and citizen empowerment through access to information. The aim is to redefine governance in the ICT to provide smart governance. Several initiatives have been taken at the centre and state level. At the centre it has extensively promoted the use of IT in managing its internal processes. The government has enacted IT Act 2000 which provides legal status to the information and transactions carried on the net. Several state governments have also taken various innovative steps and initiated a number projects to promote e-governance and have drawn up a roadmap for IT implementation and delivery of services to the citizens on-line. The national e-governance plan has taken turn across the country integrating into a collective vision for a common cause. A massive countrywide infrastructure reaching down to the remotest of villages and large scale digitization of records is taking place to easy, reliable access over the internet. The ultimate objective is to bring public services closer home to citizens. (Chakraborty)

Conclusion

Advantages of social media like collaboration, participation and empowerment have attracted governments to use it in governance for bringing together agencies, citizens and information. It is used to promote e-services, increase transparency and improve trust on government. Persistent pervasive and aggressive threats are faced by government information system which gets intensified through the environment created by social media may also poses risks of violation. Empirical research has shown that a better way to see technology is that it creates a window of opportunity to reexamine how things are done and to configure that are more democratic. Twitter and face book can engage citizens in two-way communications or just be another way to broadcast a government initiative without encouraging honest feedback.

Further, future research on social media in e-government is needed in the areas of objectives and strategy, categorization of e-government applications and policy making. Research is needed on the long-range plans for citizen participation and involvement. Such planning will help shape future strategy and fill the vacuum caused by the current lack of definitive goals and objectives.

Regarding the categorization of applications being able to classify social media functionality and projects. This is important since governments all over the world are currently working on similar e-government initiatives. Finally more work on social media and e-government policies is still needed since the use of these technologies is changing rapidly. Government regulations have been traditionally slow to catch up with the information age. As the objectives and strategies for government use of social media solidify over time.

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