

## <Challenge or opportunity for governance?>

[illegible]

#Ecosystem

ITU-ASEAN Forum on Social Media | 16 December 2014/ Jakarta

ITU-ASEAN Forum on Social Media | 16 December 2014/ Jakarta

# Roadmap

---

- I. The Rise of Social Media in a Hyper-Connected World
- II. eGovernment 2.0: ICTs, Governance & Social Media
- III. Social Media Use in ASEAN Governments\* (Preliminary Findings)
- IV. **SocialMedia@ASEAN.gov: Limits & Opportunities, Policy Challenges & Choices**
- V. Towards a Balanced Policy Framework for SM Use by Governments



IV.

**Social.Media@ASEAN.Gov**  
(Limits & Opportunities,  
Policy Challenges & Choices)

# SOCIAL MEDIA @ GOV

---

## The Case for PRINCIPLED ENGAGEMENT

### BENEFITS TO GOVT

**1.Enhances internal collaboration within and between agencies:** efficiency/effectiveness

**2.Promotes greater transparency in government**

- Improves information sharing/communications functions with the public: Up-to-date
- Direct access to citizens + interactivity allows 2-way comms
- Increases sense of "trust" in govt
- Increase direct engagement with the public

**3.Better Delivery of Services**

**4.Reduced Costs**

# SOCIAL MEDIA @ GOV

---

## The Case for PRINCIPLED ENGAGEMENT

### BENEFITS TO CITIZENS

#### 1. **Transparency: Easier access to govt info and services**

- More interactive platforms: real-time/24/7, faster answers, PSAs
- Feels more appreciated as stakeholders: “govt is listening to us”

#### 2. **More citizen participation & direct political engagement: ‘direct democracy’ viz ‘representative democracy’**

- Interact directly with govt officials > channel criticisms directly

# SOCIAL MEDIA @ GOV

---

## ISSUES AND CHALLENGES

### NEGATIVE IMPACTS TO GOVT / CITIZENS

1. **Security impacts:** Illegal online activity > more points of contact/failure

2. **Social impacts?**

> New channels for online harm: eVAW, bullying, trafficking

> Decrease in “solidarity”: addiction to SM alienating?

3. **Economic impact:** Decrease in productivity?

...but, “no going back”?

# SOCIAL MEDIA @ GOV

---

## ISSUES AND CONCERNS

### **LEGAL & REGULATORY**

1. Lack of formal mandates & admin accountabilities
2. Jurisdictional Issues: from intra-agency to cross-border
3. Complex issues of REGULATIONS vs RIGHTS

# SOCIAL MEDIA @ GOV

---

## ISSUES AND CONCERNS

### **(DATA) PRIVACY & (CYBER) SECURITY ISSUES**

1. Quickly evolving landscape:  
TECHNOLOGY always trumps LAW?
2. PRIVACY is the important human rights issue of the hyperconnected network society (+ Internet of “Me”!)
3. Cybersecurity/cybercrime/cyberwarfare are emerging domains: need for multi-stakeholder policy development



# SOCIAL MEDIA @ GOV

---

## ISSUES AND CONCERNS

### CAPACITY ISSUES

1. **Access Issues:** the new “digital divide”?
2. **Gaps in state capacity:**
  - > lack of (financial) resources
  - > gaps in policy development & praxis: internet governance
  - > socio-technical issues: privacy/data protection, gender-specific issues; “smart” technologies...
3. **Gaps in public education:**  
digital literacy, safe/secure/responsible SM use
4. **Language Issues**

# SOCIAL MEDIA @ GOV

---

## POLICY CHALLENGES & CHOICES

### **BALANCING ACTS: Regulation vs Rights**

1. Free and Open Internet in a an era of Cybercrime/Cyber Crime/Cyberwarfare
2. Net Neutrality vs the need to protect/enclose “Intellectual Property”
3. Content Filtering of “Harmful Content” (“Censorship”) viz Freedom of Expression
4. Content Monitoring (“Surveillance”) viz Data Protection/Privacy Rights

# SOCIAL MEDIA @ GOV

---

## POLICY CHALLENGES & CHOICES

### Basic Questions

1. Is Social Media a public or private space?
2. Role of Third Party providers
  - > Appropriate regulation/oversight to big providers with global footprints
3. Cultural Factors: complex
  - > religion/faith; “obscenity”; “defamation”;

**MODELS OF (INTERNET) GOVERNANCE:** contested  
“intergovernmental/multi-lateral” viz “multi-stakeholder”

Thank you.  
Terima Kasih.



**Al Alegre**

[alalegre@fma.ph](mailto:alalegre@fma.ph)

[alalegre@yahoo.com](mailto:alalegre@yahoo.com)

F: /alalegre

T: @alalegre