S O C I A L M E D I A (2)

<Challenge or opportunity for governance?>

#Emergence

#Engagement

#Ecosystems

Alan G. Alegre

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)

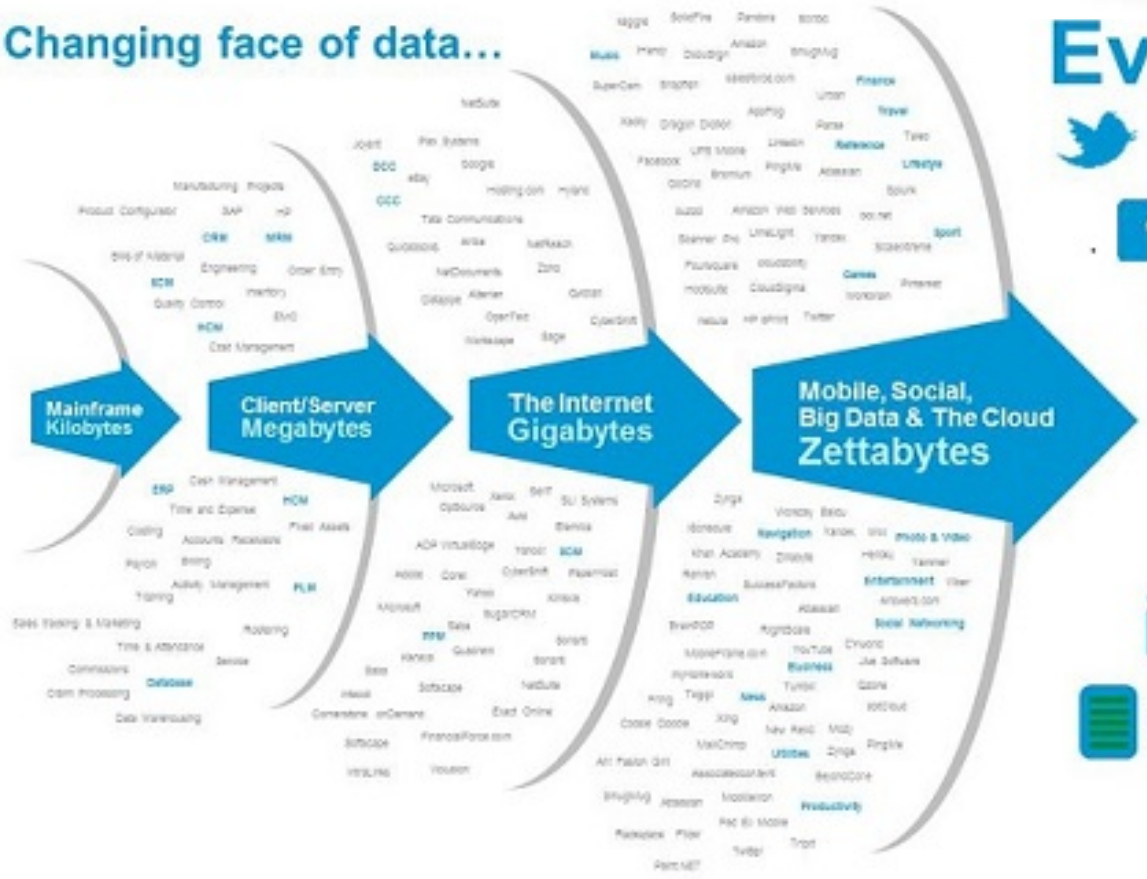
IV. Policy Challenges & Choices

V. Towards a Balanced Policy Framework

I.
The Rise of Social Media in a HyperConnected World

The INTERNET is mobile...
Mobile is SOCIAL…
Social Internet is mobile…

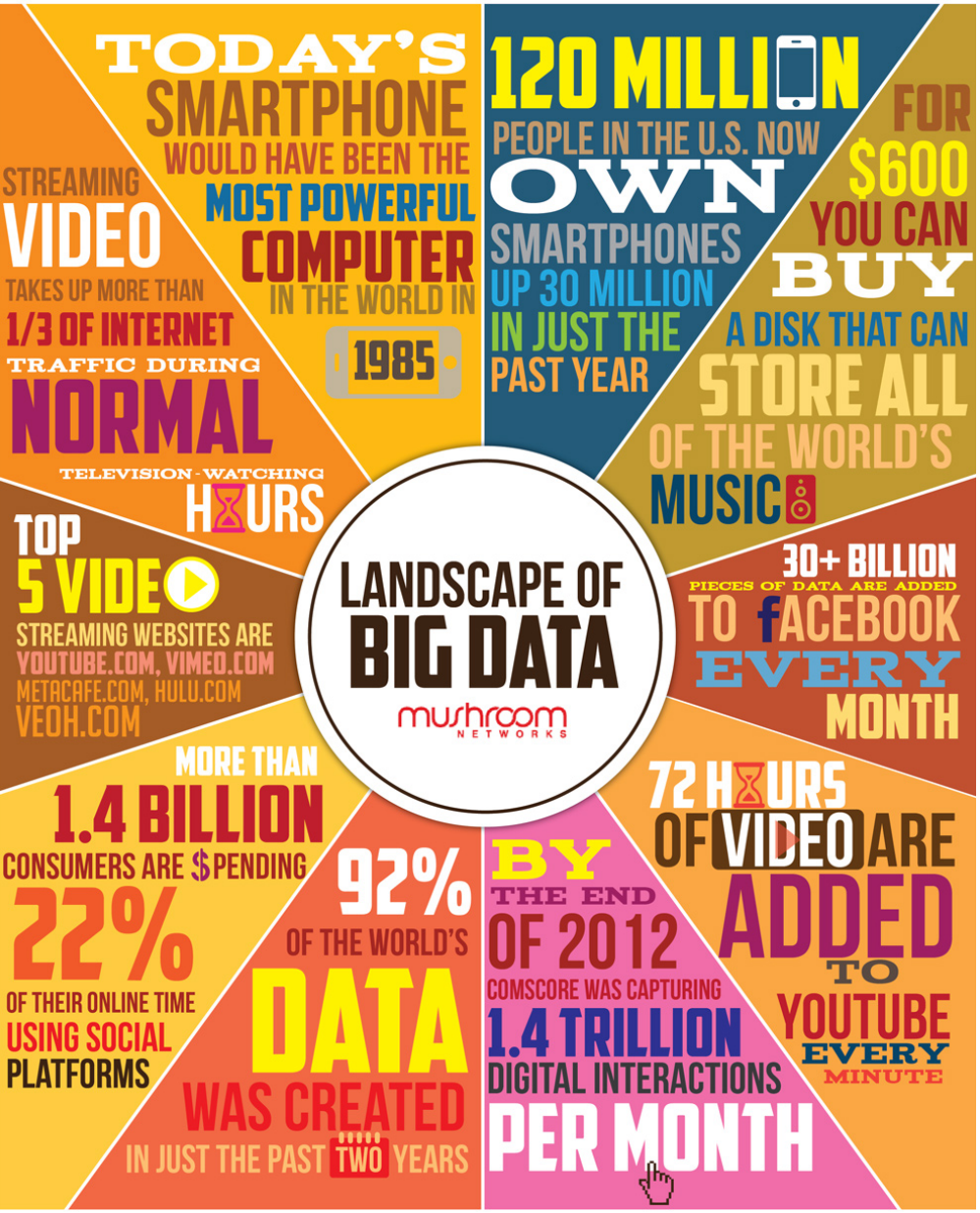
Changing face of data…



Every 60 seconds

- **98,000+** tweets
- **695,000** status updates
- **11million** instant messages
- **698,445** Google searches
- **168 million+** emails sent
- **1,820TB** of data created
- **217** new mobile web users

Yottabytes



BIG DATA
IN A SINGLE DAY ONLINE

ENOUGH INFORMATION IS CONSUMED TO FILL
168 MILLION DVDS

294bn E-MAILS ARE SENT

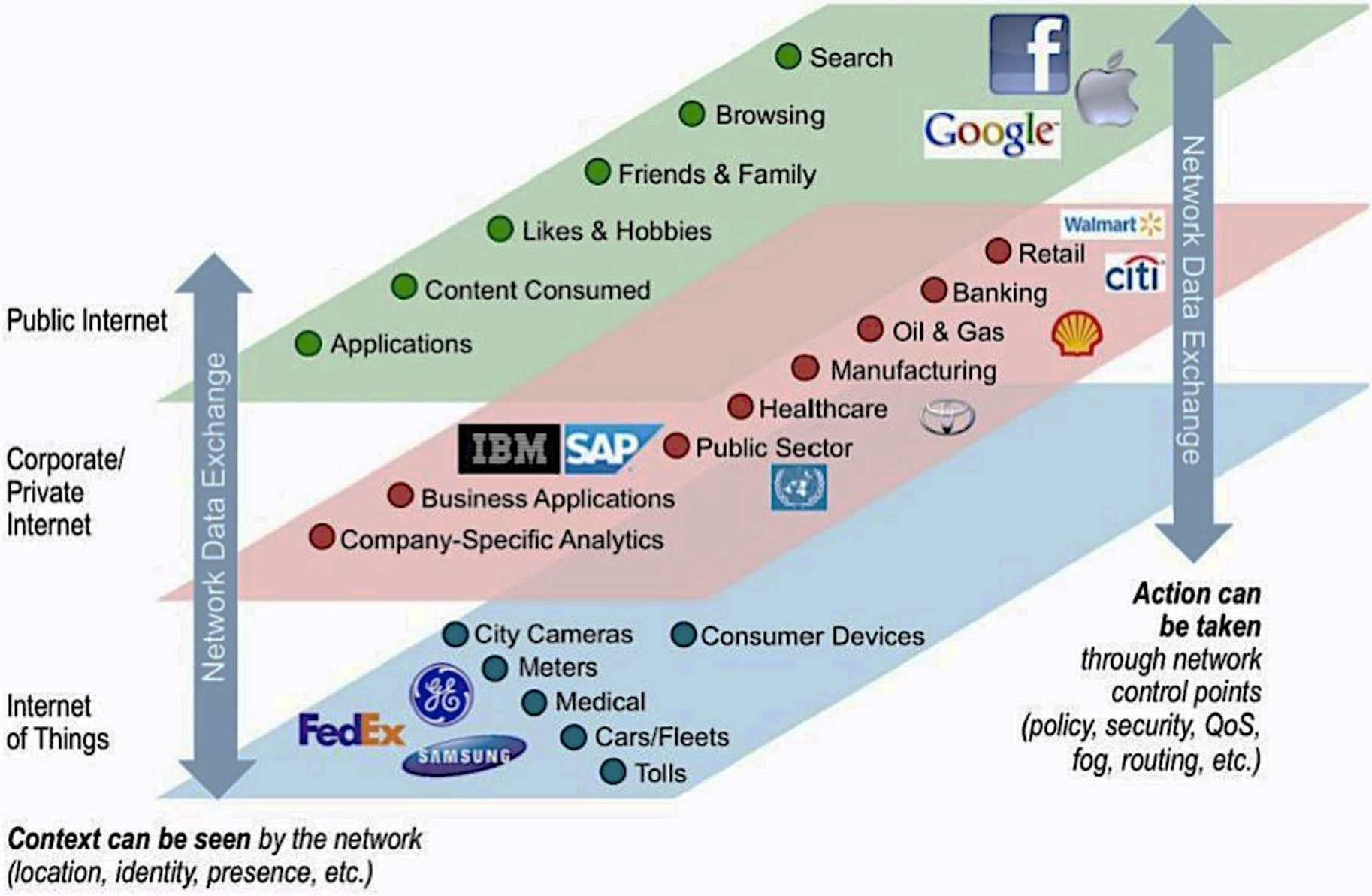
MINUTES SPENT ON FACEBOOK **4.7M**

2 MILLION BLOG POSTS ARE WRITTEN

VIDEO UPLOADED TO YOUTUBE **864,000 HRS**

MORE IPHONES ARE SOLD **THAN BABIES BORN**

Figure 1. The Network Connects Data Domains.



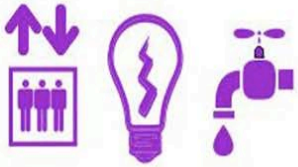
Source: Cisco IBSG, 2012

Vehicle,asset,person & pet monitoring & controlling

Agriculture automation

Energy consumption

Security & surveillance

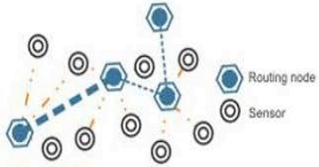


Building managment

Embedded Mobile

Internet of things

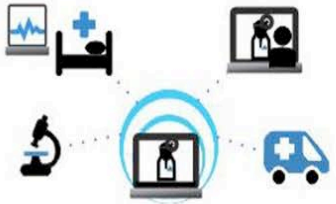
Everyday things get connected for smarter tomorrow



M2M & wireless sensor network

Everyday things

Smart homes & cities



Telemedicine & helthcare

5
2
3

facebook
twitter
LinkedIn
viadeo
plaxo
xobni
Gist.
skype
talk
CONNECT
CONVERSE
Relationships
SUCCESS IN A CONNECTED WORLD
CREATE
Visibility
CURATE
CROWD
Execution
CLOUD
flickr
YouTube
vimeo
Quora
tumblr.
delicious
oDesk
99designs
Elance
Dropbox
ZOHO
SUGARCRM

EXAMPLES

SOCIAL MEDIA, ICT GOVERNANCE AND PUBLIC POLICY

An Initial Study on Social Media Policy & Practice in ASEAN

I. Context & Rationale

II. General Objectives:

- to survey the existing policy and practice within the ASEAN on social media utilization in government, and analyze the various issues and challenges being faced;
- evolve a possible policy framework in social media utilization by public administrations, informed by international good practice

III. Initial Research Questions

IV. Research/Data Gathering Methods

RESEARCH QUESTIONS (1)

- What is the current status of social media adoption and use in ASEAN countries?
  - What are the most utilized platforms, channels, and applications?
  - What is the profile of social media use/user/usage?
- What is the current status of social media utilization in governments/public administrations, especially in ASEAN countries?
  What are the preferred use cases of social media in government in ASEAN countries, if any?
- What are the main governance objectives in specific use cases? *(e.g., efficient delivery of public services, transparency and accountability, citizen's engagement, people's participation, etc.)*

RESEARCH QUESTIONS (2)

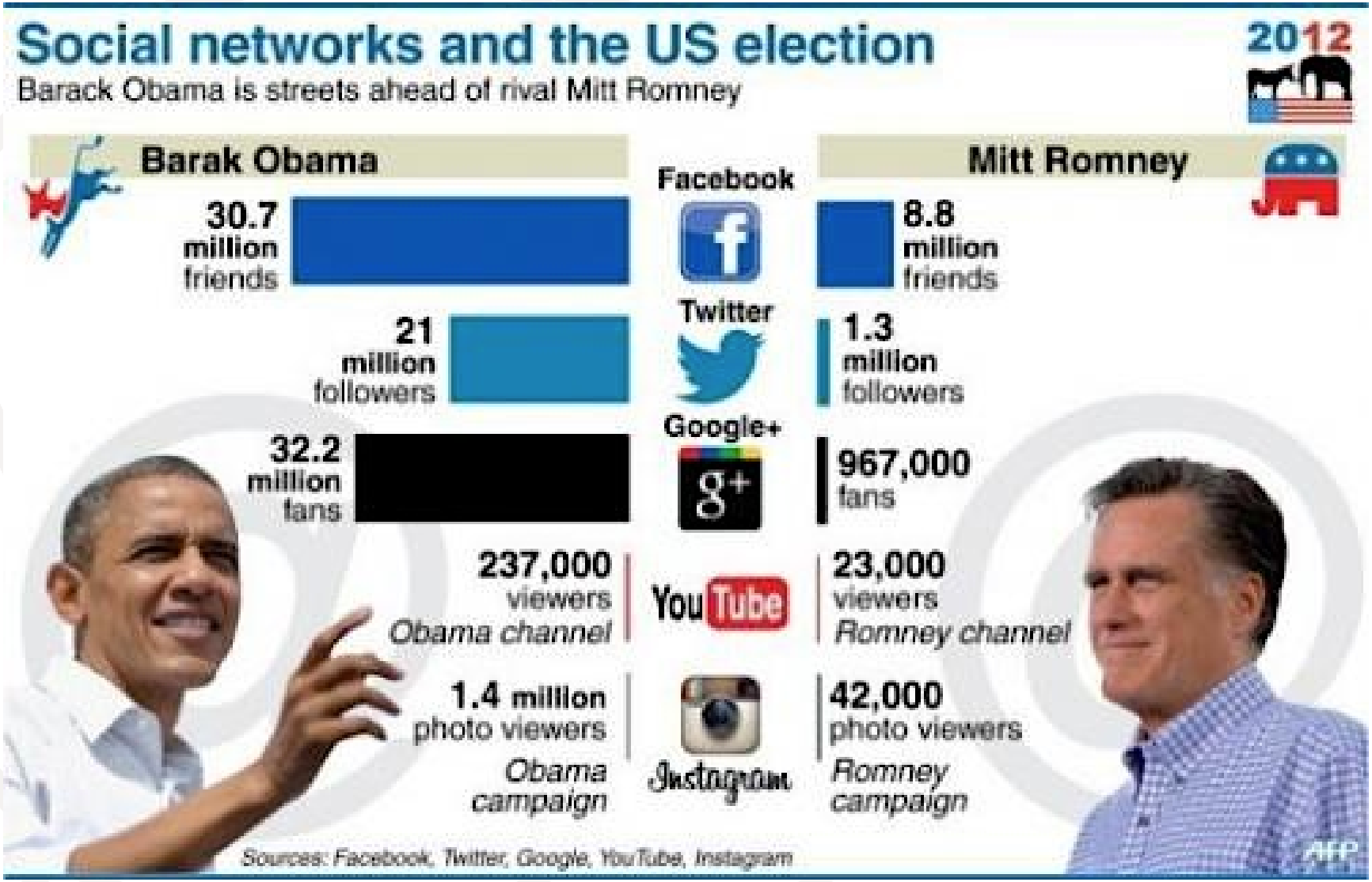
- What current policy frameworks exist, if any, in the utilization of social media within governments, especially in ASEAN countries?
  - Are current use cases mandated/driven/enabled by a formal national policy, i.e., national legislation, executive order, national plan?
  - Are they simply initiatives from specific ministries/departments/units?
  - Are there specific guidelines that exist either in national or local administrations that govern the use of social media within government units?
- How are any of these policy instruments on social media utilization related to existing internet/ICT-related policies and regulations?
  - *telecom policy/regulation,*
  - *broadcasting policy/regulation,*
  - *cloud computing policy,*
  - *data protection policy,*
  - *cybercrime policy*

RESEARCH QUESTIONS (3)

- What institutional arrangements govern the use of social media in government?
  - Is there a special unit that governs government social media utilization, or is the function spread over different government units?
  - Are there existing or special regulatory/oversight functions, and where do they reside?
- What issues and challenges in the utilization of social media have been identified by administrations either before they utilize social media, or in their initial use, if any? *How would these issues and challenges be classified, e.g., technical, capacity, legal/regulatory, (cyber)security?*
- What have been (or what are being contemplated as) the costs & benefits of the use of social media in government? What are the positive and negative impacts envisioned/experienced?
- What policy/regulatory frameworks and guidelines could be considered by public administrations in the utilization of social media?

II.
eGOVERNMENT 2.0:
ICTs, Governance & Social Media

Social Media shaping elections



Ukraine 2012… Live streaming elections, interactive map of election violence

5 comments
529
238
8
+1 10
More +

Icelanders 'like' their crowdsourced constitution

A year after Iceland asked its citizens to help write its new constitution by making suggestions via Facebook, voters decide this new draft should be the basis for the upcoming constitution.

by Dara Kerr | October 22, 2012 9:04 PM PDT

Follow

Iceland's government tried a social networking experiment a year ago.

In the wake of a crushing recession and raging protests, the government decided to rewrite its constitution and asked its citizens for help. Rather than requesting petitions, letters, or phone calls, the government asked people to help draft the new constitution through Facebook, Twitter, YouTube, and Flickr.

Over the course of the year, Iceland's citizens offered roughly 3,600 comments and 370

Finland is about to start using crowdsourcing to create new laws

BY David Meyer

3 Comments

The Finnish government has approved the technology behind a new 'Open Ministry' platform, which will act as a hub for citizens who want new laws voted on in the country's parliament. But could that work elsewhere?

RE:IMAGINING DEMOCRACY

seeking a better way

HOME ABOUT E-COMMUNICATION PETITIONS/PROPOSALS WATCHDOGS/MONITORING LINKS

AUG 21 2013
LEAVE A COMMENT
UNCATEGORIZED

WHAT ARE THE FINNS UP TO?

This week Democracy One Day is discussing e-participation in Finland. I'm interviewing Joonas Pekkanen – founder and president of the Open Ministry (Avoin ministeriö) and a Member of the Board at Open Knowledge Finland (which was recently accepted into the international Open Knowledge network as a local partner). Joonas is also one of the organizers of the Open Knowledge Festival which has seen some wonderful contributions to the discussion of e-participation and open data

E-petitions and open data

Throughout last year I've heard a lot about Finland in the context of open data and e-petitions to parliament. Would you say that those two are the most interesting democratic innovations in your country?

CROWDSOURCING ACT OF 2012

TRANSPARENCY

All pending bills and committee reports must be made available online within three days after it is filed. A public invitation to committee hearings must also be published online three days before its scheduled date.

PEOPLE PARTICIPATION

This act seeks to establish official online mechanisms that will enable and empower every Filipino citizen to participate in the legislative process. We believe participative governance goes beyond physical borders.

ACCOUNTABILITY

By giving the public online access to the entire lawmaking process, each of the senators and members of the House are now fully accountable to the people when they vote for or against any piece of legislation.

This bill is not perfect: YOU can help improve it.

Let's work together to ensure that we craft the best possible version of this law. You may read and download the entire bill at **http://bit.ly/crowdsourcingact**. For your comments, suggestions and position papers, you may e-mail us at **TGcrowdsource@gmail.com**, with the subject: Crowdsourcing Act of 2012. You may also tweet us **@TGguingona** and use the hashtag **#CrowdsourcingAct**, or leave a comment on our Facebook page: **www.facebook.com/TGguingona**. It's time for Democracy 2.0!

SEN. TG GUINGONA

GRAPHIC SYMBOLS BY RESPECTIVE DESIGNERS ON THENOUNPROJECT.COM, WHICH IS, COINCIDENTALLY, ALSO A CROWDSOURCED WEBSITE

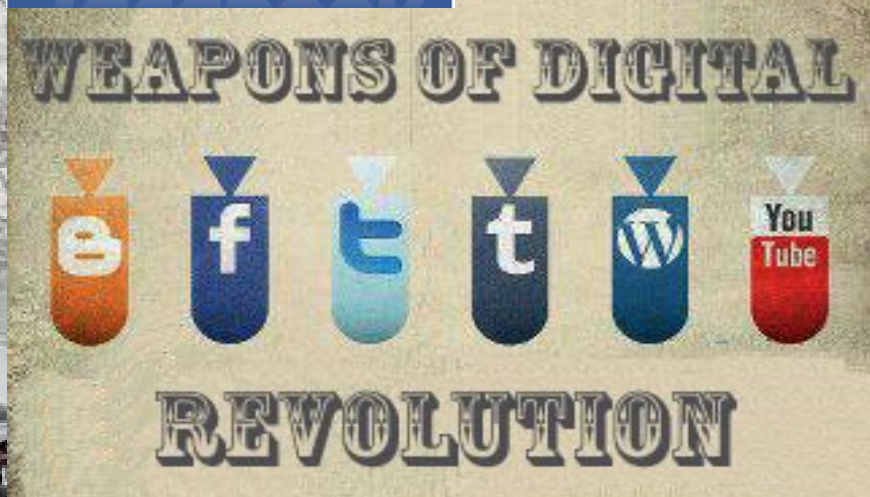
PALESTINE
WILL
BE FREE
facebook.

egYpt

REVOLUTION TOOLS
AK-47
MACHETE
TWITTER
FACEBOOK

FREEDOM
facebook

MUBARAK (criminal arab dictator) will have to confirm your request. Please only send this request if you know him personally.
Add to list
Add a personal message...
Send request
Cancel

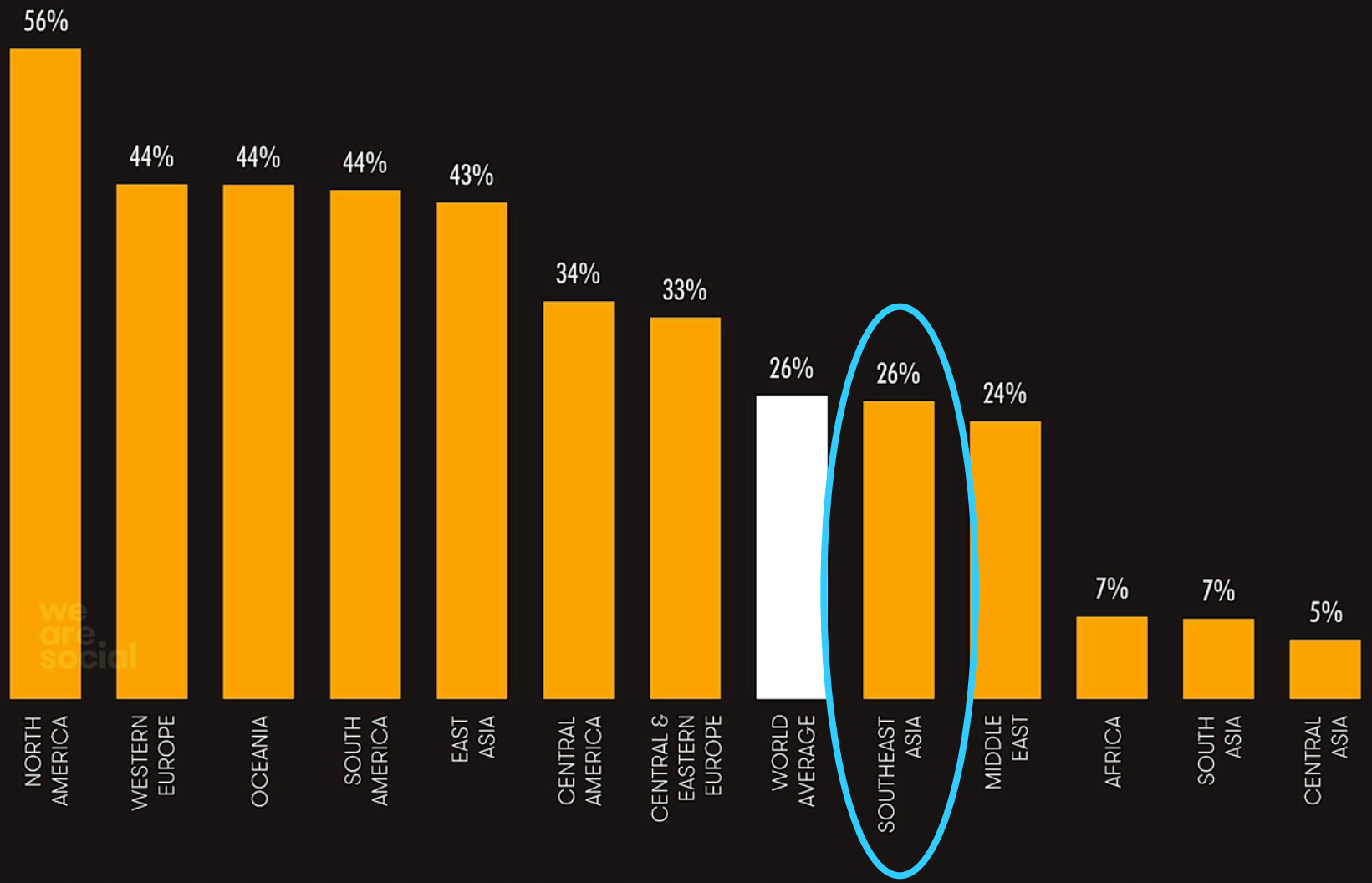

WEAPONS OF DIGITAL
You Tube
REVOLUTION

III.
Social Media Use in ASEAN Governments
(Preliminary Survey)

JAN 2014

SOCIAL PENETRATION BY REGION

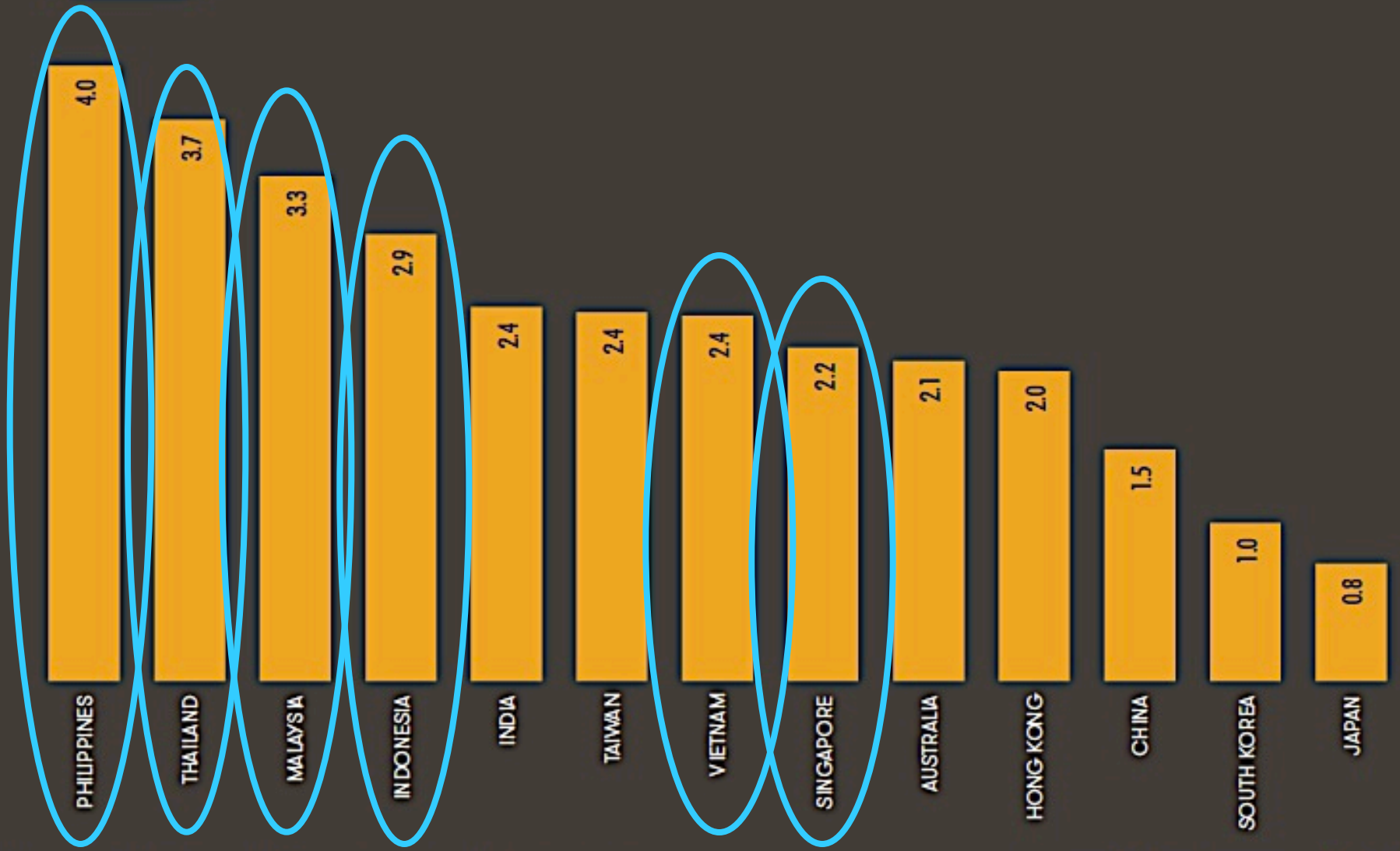
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



JAN 2014

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS



JAN 2014

BRUNEI: SNAPSHOT

415,717
TOTAL POPULATION

246,388
INTERNET USERS

260,000
ACTIVE FACEBOOK USERS

469,740
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

CAMBODIA: SNAPSHOT

15,205,539
TOTAL POPULATION

URBAN RURAL

738,641
INTERNET USERS

INTERNET PENETRATION

1,200,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

19,105,115
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE SUBSCRIPTION PENETRATION

JAN 2014

LAOS: SNAPSHOT

6,695,166
TOTAL POPULATION

707,871
INTERNET USERS

INTERNET PENETRATION

420,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

6,492,000
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE SUBSCRIPTION PENETRATION

US Census Bureau, InternetWorldStats, Facebook, ITU

ail.ncc.gov.ph/zimbra/

JAN 2014

MALAYSIA: SNAPSHOT

29,628,392
TOTAL POPULATION

73% URBAN
27% RURAL

19,200,408
INTERNET USERS

65%
INTERNET PENETRATION

15,600,000
ACTIVE FACEBOOK USERS

53%
FACEBOOK PENETRATION

41,324,700
ACTIVE MOBILE SUBSCRIPTIONS

139%
MOBILE SUBSCRIPTION PENETRATION

THE SELFIEST CITIES IN THE WORLD

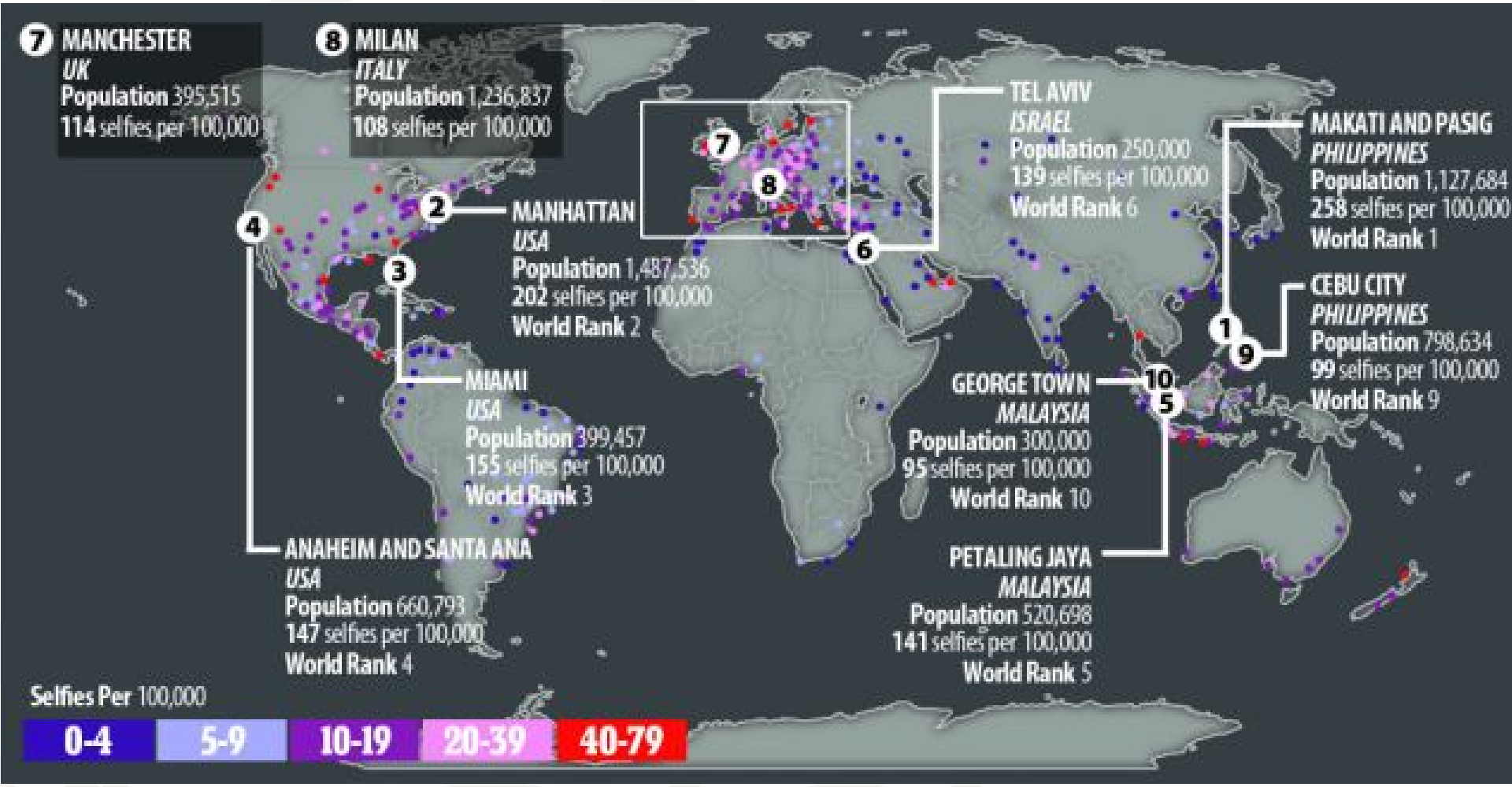
TOP 10

1. Makati City and Pasig, Philippines
2. Manhattan, N.Y.
3. Miami, Fla.
4. Anaheim and Santa Ana, Calif.
5. **Petaling Jaya, Malaysia**
6. Tel Aviv, Israel
7. Manchester, England
8. Milan, Italy
9. Cebu City, Philippines
10. **George Town, Malaysia**

Cities with the most selfie-prone people

Quartz | qz.com

Data: Time Magazine


7 MANCHESTER
UK
Population 395,515
114 selfies per 100,000
8 MILAN
ITALY
Population 1,236,837
108 selfies per 100,000
2 MANHATTAN
USA
Population 1,487,536
202 selfies per 100,000
World Rank 2
4
3
MIAMI
USA
Population 399,457
155 selfies per 100,000
World Rank 3
ANAHEIM AND SANTA ANA
USA
Population 660,793
147 selfies per 100,000
World Rank 4
TEL AVIV
ISRAEL
Population 250,000
139 selfies per 100,000
World Rank 6
6
MAKATI AND PASIG
PHILIPPINES
Population 1,127,684
258 selfies per 100,000
World Rank 1
1
9
CEBU CITY
PHILIPPINES
Population 798,634
99 selfies per 100,000
World Rank 9
10
GEORGE TOWN
MALAYSIA
Population 300,000
95 selfies per 100,000
World Rank 10
5
PETALING JAYA
MALAYSIA
Population 520,698
141 selfies per 100,000
World Rank 5
Selfies Per 100,000
0-4
5-9
10-19
20-39
40-79

JAN 2014

MYANMAR: SNAPSHOT

55,167,330
TOTAL POPULATION

583,564
INTERNET USERS

1%
INTERNET PENETRATION

1,240,000
ACTIVE FACEBOOK USERS

2%
FACEBOOK PENETRATION

5,440,000
ACTIVE MOBILE SUBSCRIPTIONS

10%
MOBILE SUBSCRIPTION PENETRATION

JAN 2014

PHILIPPINES: SNAPSHOT

105,720,644
TOTAL POPULATION

37,602,976
INTERNET USERS

34,000,000
ACTIVE FACEBOOK USERS

106,987,098
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

SINGAPORE: SNAPSHOT

5,460,302
TOTAL POPULATION

100%
URBAN

3,971,318
INTERNET USERS

73%
INTERNET PENETRATION

3,200,000
ACTIVE FACEBOOK USERS

59%
FACEBOOK PENETRATION

8,063,000
ACTIVE MOBILE SUBSCRIPTIONS

148%
MOBILE SUBSCRIPTION PENETRATION

JAN 2014

THAILAND: SNAPSHOT

67,448,120
TOTAL POPULATION

23,860,000
INTERNET USERS

24,000,000
ACTIVE FACEBOOK USERS

84,075,036
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

VIETNAM: SNAPSHOT

92,477,857
TOTAL POPULATION

36,140,967
INTERNET USERS

20,000,000
ACTIVE FACEBOOK USERS

134,066,000
ACTIVE MOBILE SUBSCRIPTIONS

JAN 2014

INDONESIA: SNAPSHOT

251,160,124
TOTAL POPULATION

URBAN RURAL

72,700,000
INTERNET USERS

INTERNET PENETRATION

62,000,000
ACTIVE FACEBOOK USERS

FACEBOOK PENETRATION

281,963,665
ACTIVE MOBILE SUBSCRIPTIONS

MOBILE SUBSCRIPTION PENETRATION

JAN 2014

INDONESIA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY THROUGH A DESKTOP OR LAPTOP

5H 27M

MOBILE INTERNET PENETRATION AS A PERCENTAGE OF TOTAL POPULATION

14%

AVERAGE TIME THAT MOBILE INTERNET USERS SPEND USING MOBILE INTERNET EACH DAY

2H 30M

INDONESIA
THE SOCIAL MEDIA CAPITAL OF THE WORLD

JAN 2014

INDONESIA: SOCIAL INDICATORS

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION

15%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY

2H 54M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE

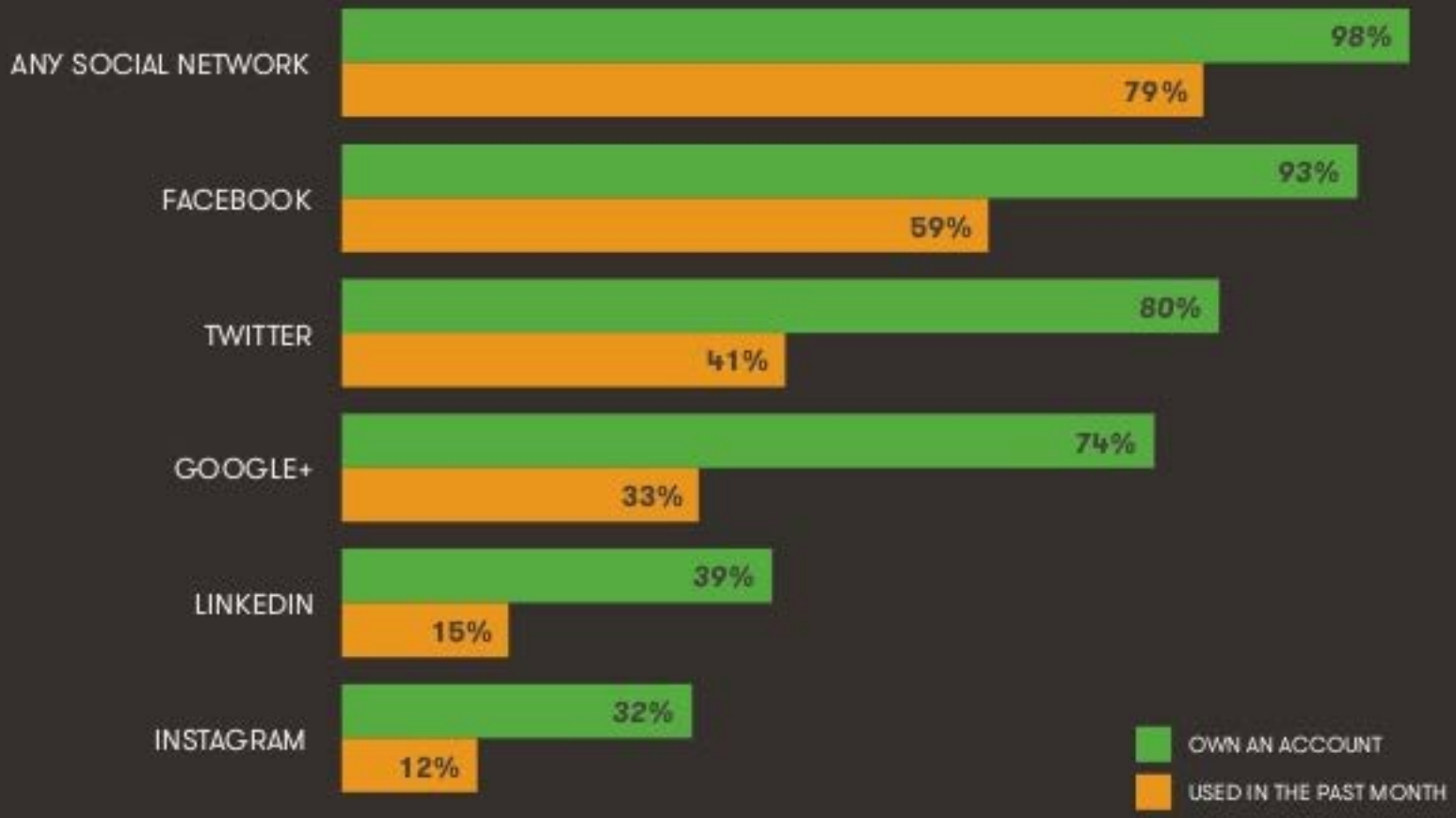
74%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES

32%

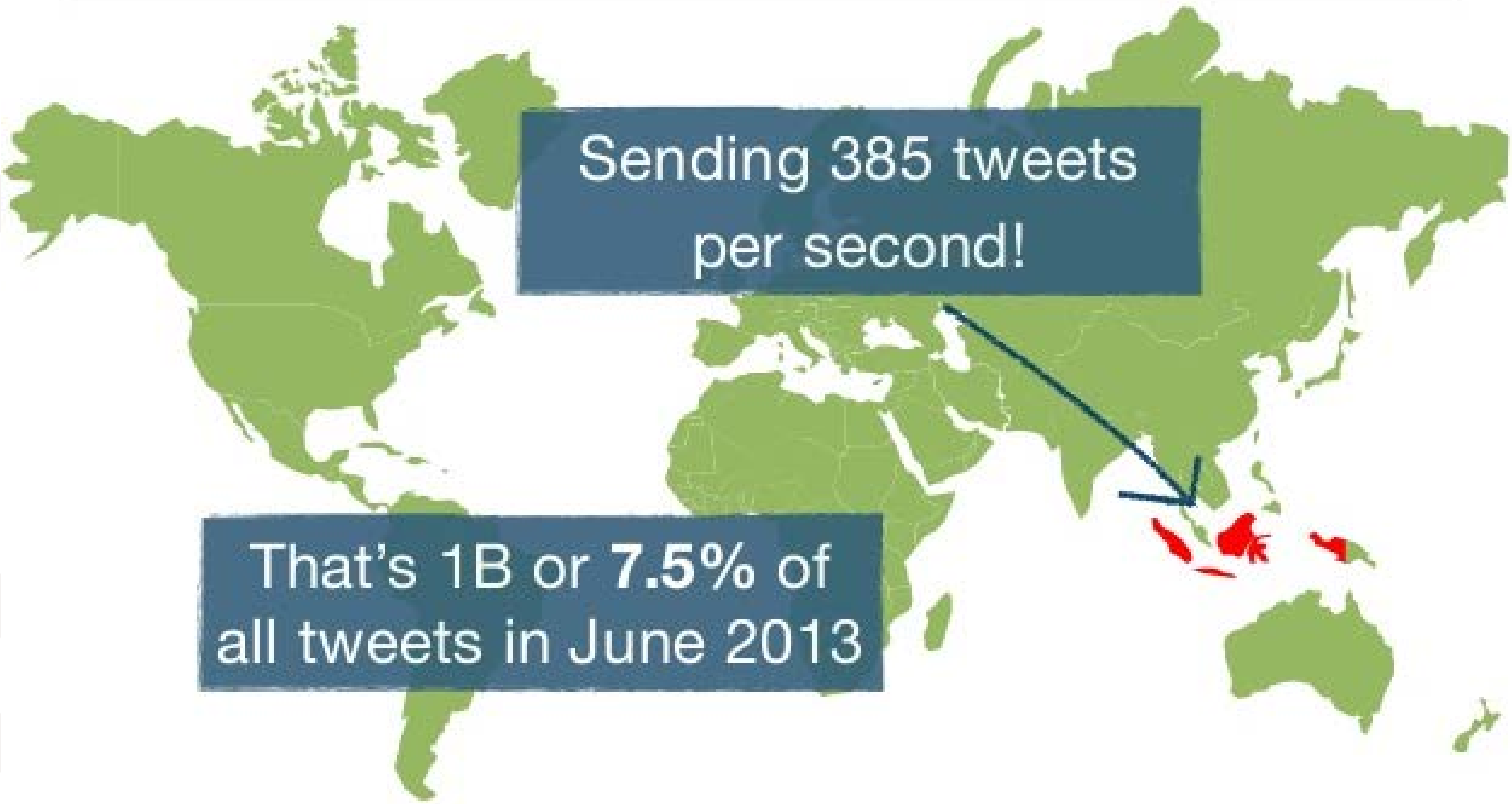
JAN 2014

INDONESIA: SOCIAL MEDIA USE



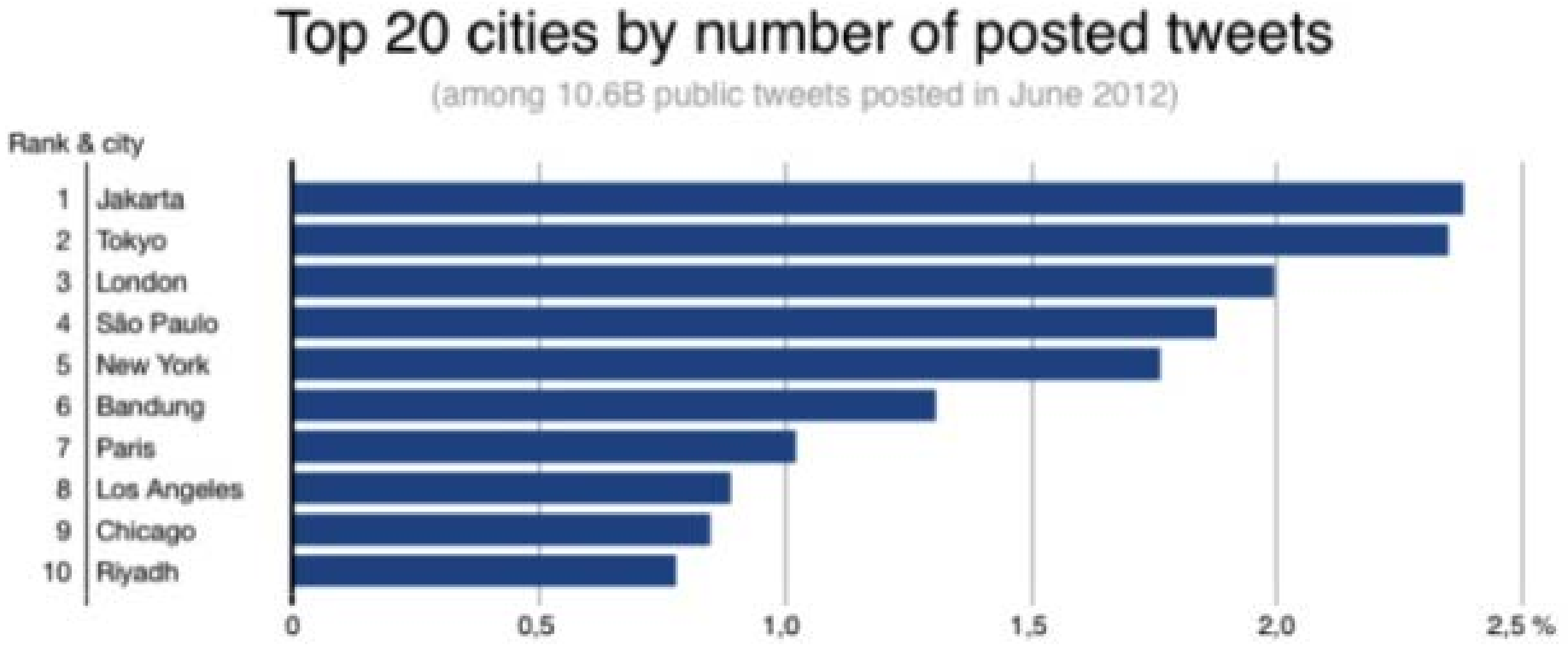
We Are Social · Source: GlobalWebIndex . Figures represent percentage of internet users.

Indonesia is **#3** Twitter country in the world



Source: Semiocast (Jul 2013), IPRA (2013)

More tweets come from **Jakarta** than from Tokyo, London **and** New York!



Share of public tweets geolocalized at the city level
Source: Semiocast (Jul 2012)

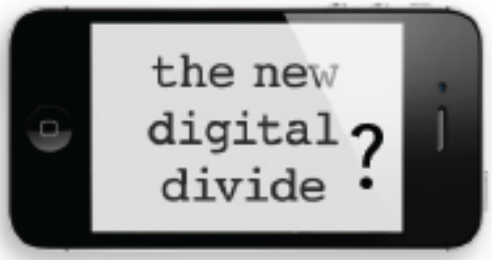
Indonesia also has the **4th largest**
Facebook population in the world
Almost 20 million more users than the UK!
Source: Wikipedia (2013), Alexis Grave (2013)

III.
Social.Media@ASEAN.Gov
(Policy Challenges & Choices)

Challenges to governance

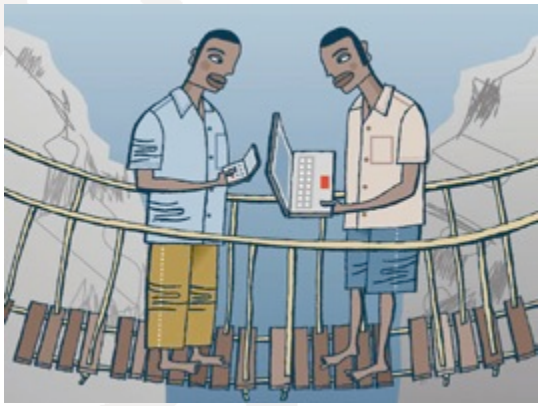
QUESTIONS TO PONDER

- Social media/SNS: public or private space?
- Role of third party providers?
  - Appropriate oversight for (big) intl players with global footprints?
  - Protections vs. datamining/behavioral adv/
- Rights viz regulation? How to balance:
  - national security viz business development? privacy & human rights?
  - Net neutrality viz. effort to create enclosures to protect (ACTA, SOPA, PIPA)?
  - open internet vs cybercrime, cyberterrorism, cyberwar?



III.
Towards a Balanced Policy Framework for Social Media Use by Governments

Thank you.
Terima Kasih.



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