

# *DOES SOCIAL MEDIA MATTER?*

*Public Engagement in the Web 2.0 Era*

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## OUTLINE

- 1) The Second Generation Web
- 2) Modes of Engagement 2.0
- 3) Platforms of Engagement 2.0
- 4) The Challenges
- 5) Does Social Media Matter?

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## THE 2<sup>ND</sup> GENERATION WEB

### Web 1.0

- a *publishing* medium with limited interactive capacity characterized by passive users consuming static content

### Web 2.0

- a *communication* medium with extensive *collaborative* capacity characterized by active users that produce and share dynamic content in real time

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## GOVERNMENT 2.0

### 1<sup>st</sup> generation e-Government (Gov 1.0)

- Focused on 'the automation of mainly administrative functions'
- Modernization of traditional government processes

### 2<sup>nd</sup> generation e-Government (Gov 2.0)

- Focused on social and political functions and public engagement
- Reorganization of governing processes

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## E-PARTICIPATION

### 1<sup>st</sup> generation e-participation

- Collect input
- Improve efficiencies

### 2<sup>nd</sup> generation e-participation

- Promote innovation
- Produce value

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# PARTICIPATION SPECTRUM

## Empower

- Let you decide

## Collaborate

- Innovate with you

## Involve

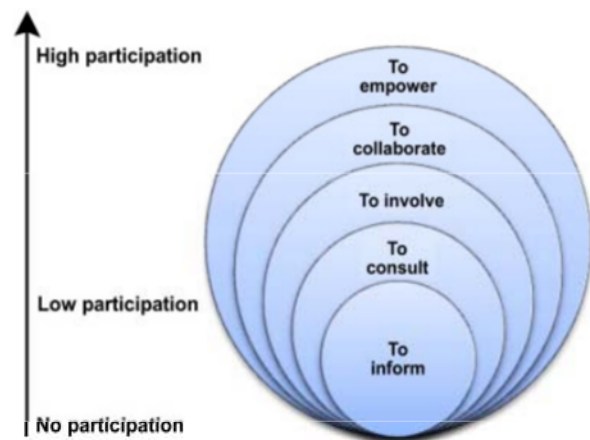
- Work with you

## Consult

- Listen to you

## Inform

- Keep you informed



Source: Disterhefta et al, 2010



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## MODES OF ENGAGEMENT 2.0

Crowdsourcing

Co-Creation

Social Networking

Social Voting

Wikis

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# CROWDSOURCING

Mode of engagement where governments outsource an activity to the citizenry (the crowd) to enable widespread participation



Source: Recursos Marketing Gratis, 2012, <http://www.recursos-marketing-gratis.com/>

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# CO-CREATION

A mode of engagement that supports specialized interactions to produce innovative solutions with value focused on quality.



Source: Bratvold, 2012, <http://www.businessesgrow.com/>

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# SOCIAL NETWORKING

A mode of engagement that builds sustained social relationships.



Source: Disterhefta et al, 2010

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# SOCIAL VOTING

A mode of engagement that incorporates social opinion into decision-making processes.



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# WIKI

A mode of engagement used to produce large-scale knowledge-sharing projects.



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## THE CHALLENGES

- Cost of democratization
- Flash activism



Source: Evans, 2011, SabatogeTimes

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## MORE CHALLENGES

- Loss of control
- Here comes 'some people'
- Administration



Source: gemma, 2010, almostalways thinking.com

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## DOES SOCIAL MEDIA MATTER?

- Virtualization
- Mobility
- Responsiveness



Source: Kujawski 2012, [www.mikekujawski.ca](http://www.mikekujawski.ca)