T18P05 / From Voice to Influence: How Social Media Help Shape Public Policy?

Topic : T18 / Others
Chair : Dewulf Art (Wageningen University)

GENERAL OBJECTIVES, RESEARCH QUESTIONS AND SCIENTIFIC RELEVANCE

The accelerated universalization process of new information and communication technologies and, more recently, of social media has altered, definitely, social and political relations in all of their moments -- from the public debate to the private sphere. Several studies are trying to measure the impact of this phenomenon in politics and in social collectives; or the capacity of organization of social groups from many kinds. Researches enlighten, by this reflection, the influence of social media on a "macro" level (politics, network societies, social mobilization) and on a "micro" level as well (intersubjective relations). However, there is not a wide exploration of the transformations provoked by social media in processes of an "intermediary" level, such as public policies conceived to intervene, swiftly, on the distribution of resources in a society. If the proliferation of "voices" and platforms to the public speech is a consolidated reality, even in developing countries, the same cannot be said about the "influence" exerted by social media over all the public policies cycle, since the initial sketch of the action, its application analysis and posterior evaluation. But, more than exerting influence, social media open an entirely new field of possibilities to officials in charge of public policies, who can acquire means to optimize the process from the beginning through the conclusion, reducing drastically the length of policy feedback and allowing an improvement of government actions and the accurate measurement of its impact on society's perception.

The panel "From voice to influence: how social media help shape public policy?" has, therefore, the purpose of discussing the impact and the possibilities opened by social media on public policies over all stages of its cycle -- encompassing the development of the policy, based on data and information collected on social networks, until the evaluation about the perception of the sectors affected by the policy on near-real time, contemplating, as well, the improvement methods that could be embraced by public officials. This panel intents to contribute for the consolidation of the debate about the place of internet and social media on the academic field related to public policies, giving the necessary emphasis to the transformations whose impacts tend to grow, very fast, in a nearby future, changing in a decisive way the public administration and the modern State's governance.

CALL FOR PAPERS

The accelerated universalization process of new information and communication technologies and, more recently, of social media tools has altered, definitely, social and political relations in all of their moments -- from the public debate to the private sphere. However, there is not a wide range of exploration on the transformations provoked by social media in the full cycle of public policy, especially those of "intermediary" level conceived to intervene, swiftly, on the distribution of resources in a society. If the proliferation of "voices" and platforms to the public speech is a consolidated reality, even in developing countries, the same cannot be said about the "influence" exerted by social media over all the public policies cycle – from the initial sketch of the action, its application analysis and posterior evaluation. This raises the question: how are civic relationships and political participation evolving within the context of a shifting media landscape?

The panel "From voice to influence: how social media help shape public policy?" invites submission of papers which explore the status of social media over social and political processes. Having considered the massive use of social networks as a new arena of public debate and the possibilities opened to public administration, we encourage, particularly, the submission of proposals that analyze the influence of those medias and social networks on the full cycle of public policy from elaboration, implementation, impact analysis, feedback and improvement. We also welcome proposals that introduce new methods to monitor social media, with a focus on evaluation and the amelioration of policies.

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Session 1

Wednesday, June 28th 14:00 to 16:00 (Li Ka Shing LKS 1 - 1)

The publicization of social media in Cameroon: authoritarian drift and regulation of a public problem.

Yves Patrick MBANGUE NKOMBA (University of Yaoundé II, Faculty of Laws and Political Science)

Albert Richard MAKON MA MBEB (University of Douala)

Does Social Medial Help Address Citizens' Problem? The Case of Bangladesh

Haque Ariful (Nanyang Technological University)

XU CHENGWEI (Public Policy & Global Affairs, Nanyang Technological University , Singapore)

The Evolution of Master-Frames in Agro-Food Governance: Social Media and Stakeholders Strategies

Tim Stevens (Wageningen University & Researchwur)

Dewulf Art (Wageningen University)

noelle aarts (Wageningen University & Research)

USING MEDIA ANALYSIS TO RANK PUBLIC INTEREST ISSUES

Yasir Al Muqbel (Dubai Public Policy Research Center (b'huth))

Rama Al Jayyousi (Dubai Public Policy Research Centre (b'huth))

Fatima Alowais (Dubai Public Policy Research Center (B'huth))