

**PUBLIC SERVICE
ANNOUNCEMENT IN THE
DIGITAL AGE:
*ASSESSING GOVERNMENT
PERFORMANCE IN INFORMATION
DISSEMINATION
IN SOCIAL MEDIA***

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RESEARCH PROBLEM

Social Media presence of government agencies does not translate to awareness of its programs and services. (Insert Source here, at least three i.e. P.I.A.)

Research Questions

1. How effective is the government in promoting awareness on services through social media?
2. How much of the target population was reached through social media?
3. What are the factors that may affect the relationship of social media and increased awareness of government services?
4. What are the recommendations that may lead to a more responsive and interactive social media strategy?

RESEARCH OBJECTIVES

Main Objective

- The study aims to examine whether social media strategies employed by government agencies result to an increase in awareness of government services.

Specific Objectives

1. To ascertain whether the government agencies are effective in promoting awareness of their programs and services through social media presence.
2. To determine whether the target population in social media was reached by the government agencies.
3. To identify the factors that affect the translation of social media policies into awareness of government services.
4. To come up with recommendations towards the development of a more responsive and interactive social media presence, and the creation of a definite and uniform government social media policy.

HYPOTHESES

- Social media strategies lead to the increase in awareness of services provided by the government
- Government agencies, through its social media presence, are able to reach its target population.
- Awareness of government services result to an increase in performance of government agencies.
- Social media translation factors positively contribute to increase in awareness of government service.

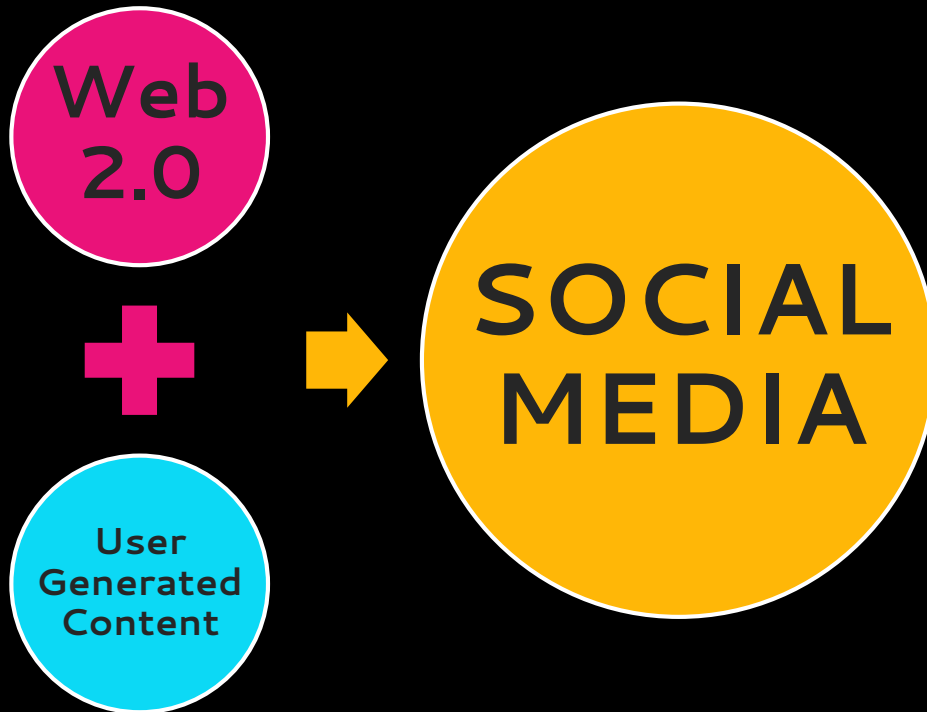
POLICY RELEVANCE

- Documentation of existing Social media practices in the government
- Creation of a Social Media use/engagement policy
- Social media policies may lead to greater accessibility of the government.
- Increase in awareness of government services leads to better service delivery, and consequently, better government performance.

SOCIAL MEDIA AND SOCIAL NETWORKS

Technical

(Kaplan & Haenlein, 2010:61)



Functional

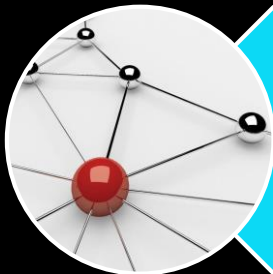
(Khan, et al., 607; Magro, 149; Boyd & Ellison, 2007:212)



CHARACTERISTICS OF SOCIAL MEDIA



Creation and Maintenance of Identity



Identification of connections between users



Creation and sharing of User Generated Content, and the means to facilitate this

(Boyd & Ellison, 2007:211; Magro, 2012:149; Criado, et al., 2013:320; Kaplan & Haenlein, 2010:62-64; Nath & Kalita, 2012:3)

CLASSIFICATION OF SOCIAL MEDIA

	Social presence/media richness			
Self- presentation/ self- disclosure		Low	Medium	High
	High	Blogs	Social Networking Sites (e.g. Facebook)	Virtual Social Worlds (e.g. Second Life)
	Low	Collaborative Projects (e.g. Wikipedia)	Content Communities (e.g. YouTube, DeviantArt)	Virtual Game Worlds (e.g. World of Warcraft)

(Kaplan & Haenlein,
2010:61-62)

APPLICATIONS OF SOCIAL MEDIA

Cost-effective means for information dissemination, audience engagement, and consumer data source

- (Thomler, 2012:2; Khasawneh & Abu-Shanab, 2013:11; Criado, et al., 2013:320; Hoffman, 2014:3)

Potential for government application

- (Mossberger & Wu, 2011:4-5; Hoffman, 2014:3-4; Nath & Kalita, 2012:4-7; Thomler, 2012:2; Khan, et al., 2014:608-9; Magro, 2012:149-54; Fung, 2011:6-7; Graham & Avery, 2013:1-4)

Increasing governance functions through e-governance

- (Khasawneh & Abu-Shanab, 2013:11-13; Magro, 2012:148-49; Lallana, et al., 2002:2; Banday & Mattoo, 2013:2)

SOCIAL MEDIA IN THE PHILIPPINES



Facebook enjoys 92.2% Philippine market reach, the second in the world; Philippines is also the fastest-growing internet audience in the Asia-Pacific region



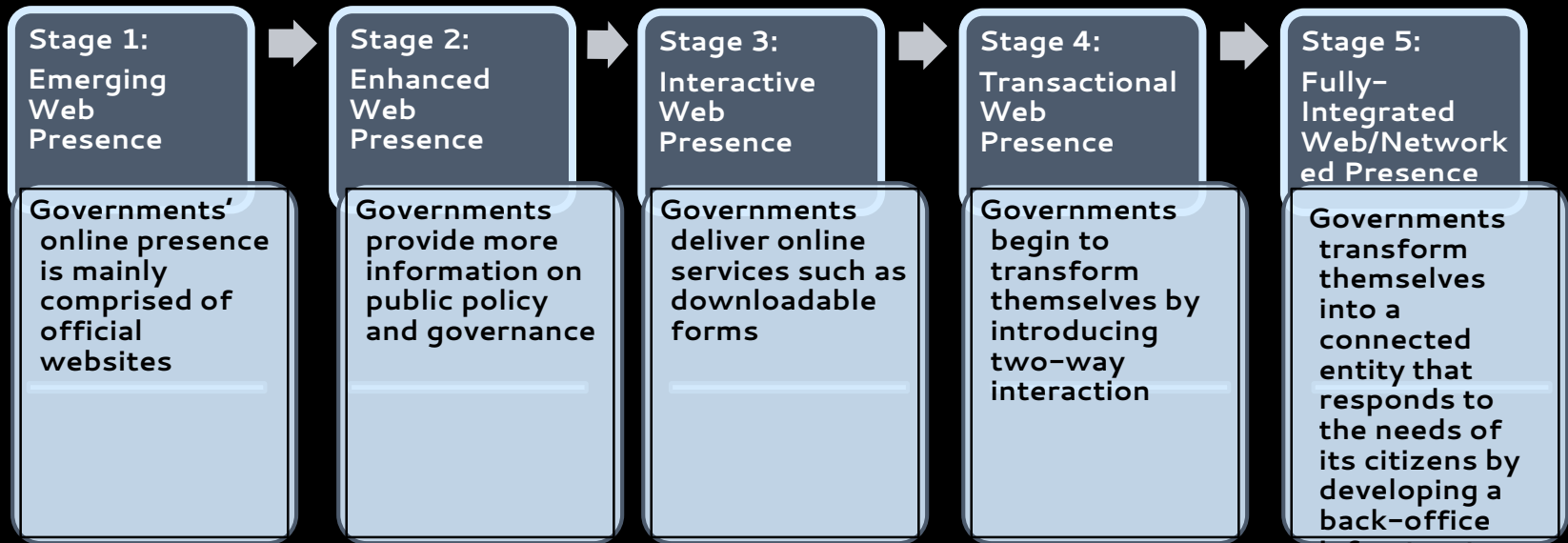
24 minutes out of every hour of internet usage of Filipinos is dedicated to Social Media



19 out of 20 Filipinos visit social networking sites

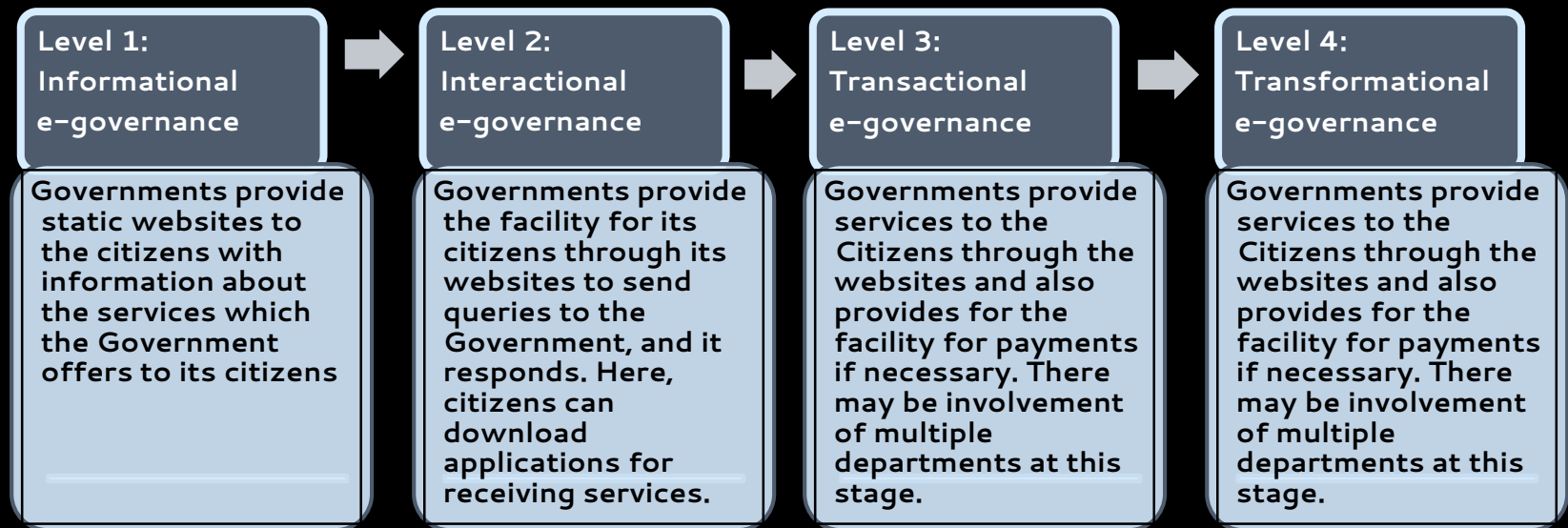
(comScore, 2013)

GOVERNMENT SOCIAL MEDIA PRESENCE



(e-Government surveys of United Nations and American Society of Public Administration (UN-ASPA))

LEVELS OF E-GOVERNANCE



(Nath & Kalita, 2012:3)

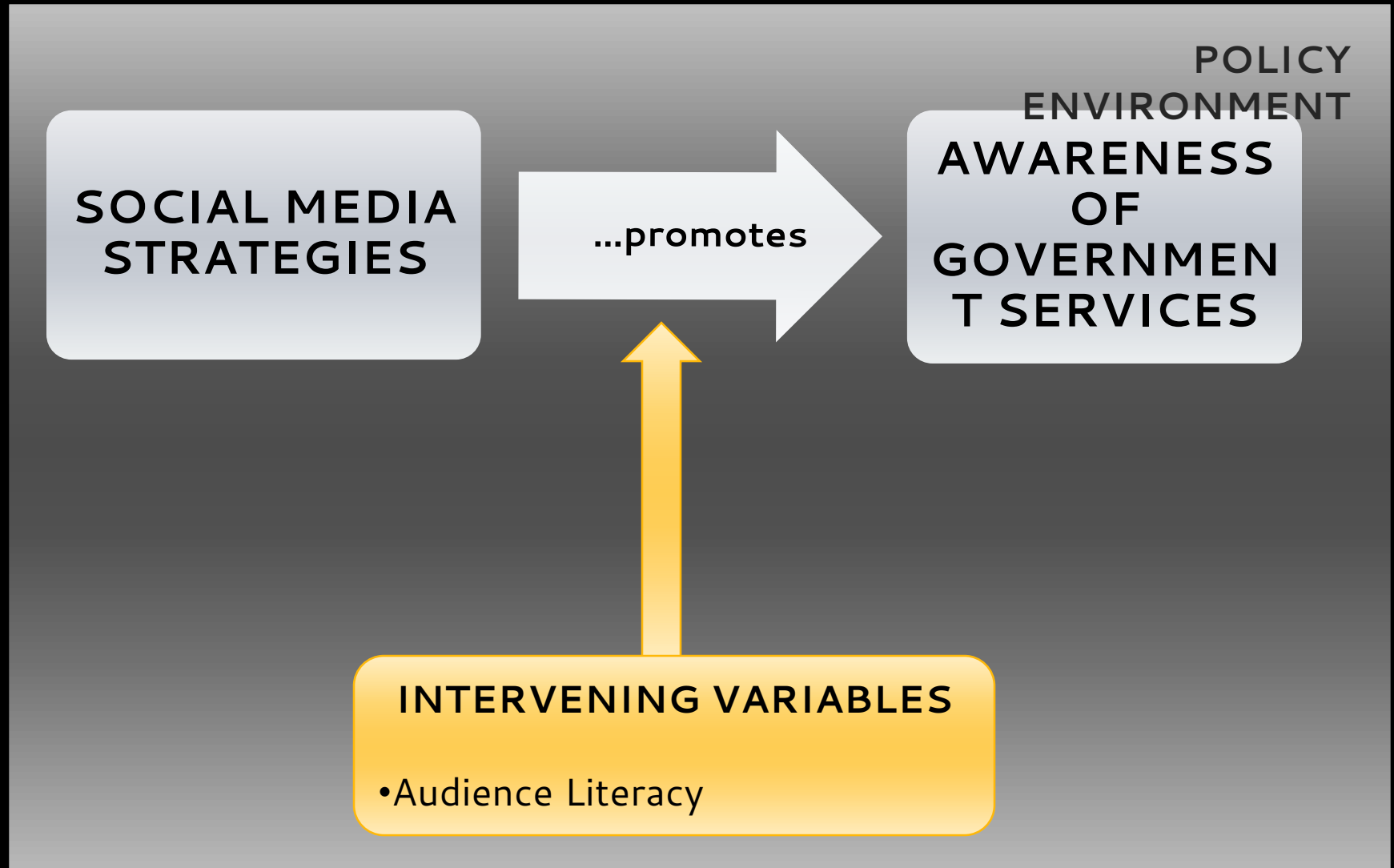
CRITIQUE OF STUDIES

- Internet Security and Data integrity
 - Identity integrity
 - Information integrity
- Productivity and social media use
- Internet (use) and free speech

GAPS IN KNOWLEDGE

- No literature for the Philippine application of social media in governance
- Lack of literature establishing the correlation between social media activity and government performance
- Lack of policies in social media (whether legal or operational)
- Social media performance indicators
- Social media use data in the Philippines concentrating on the use for governance purposes

CONCEPTUAL FRAMEWORK



THEORETICAL FRAMEWORK

**Connections
between
variables**

**Feedback
systems**

**SYSTEMS
THEORY**

**Factor and
output analyses**

**Evolution
of
systems**

METHODOLOGY

Triangulated Study

Part 1:

Qualitative

- Experts Interview
- MMDA & PNP

Part 2:

Quantitative

- Survey
- Government Social Media users
- Facebook and Twitter of MMDA & PNP
- Stratified sampling at $n=300$

Part 3:

Document Analysis

- Official Government Documents

Data Analysis

Content Analysis (*Interview and Government Documents*);
Descriptive Statistics (*Survey*)

INDICATORS

Awareness of government services

(Source)

Quantity Indicator

- Number of respondents who answered “Yes” in whether they are subscribed to MMDA’s and PNP’s social media platforms

Quality Indicator

- Familiarity of the respondents with the services offered in MMDA and PNP social media platforms
- Average *likes, shares, and retweets* per post/update in the MMDA and PNP Facebook and Twitter