

## HICSS-52 Minitrack Introduction

### Social Media in Society and Government: Public Administrations with Cities and Businesses

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#### Abstract

*The use of social media by citizens, businesses, and public agencies at local, regional, or national levels is a critical area in online communications and social interaction that has become mainstream. Platforms such as Facebook, Twitter, Instagram, WhatsApp, and WeChat offer global tools that facilitate the interaction between all actors in society. Social media is not only a channel of information exchange between government agencies and users but also a powerful tool for service delivery and citizen participation and an arena of public deliberation. For researchers as well as practitioners, many questions remain unanswered and are worth exploring.*

#### 1. Introduction

Now in its seventh year, this minitrack called for papers addressing social media use by governmental institutions (e.g., marketing government information and services, adoption of social media by governments, effectiveness of social media for delivering government information and services), as well as by citizens interacting with government and with each other on issues of governance (e.g., citizen political discussion and mobilization on social media, the relationship between online social media use and offline political action, and government information and citizen feedback as interactions over social media networks).

In keeping with the breadth and depth of social media usage, we were looking for high-quality conference papers that adopt a wide range of approaches on content, case studies, or practical and theoretical models to advance this area of research.

#### 2. Results

In selecting this year's papers, in addition to con-

sidering the standard indicators of rigor and quality, we focused on those whose discussion we hoped would bring to the surface the most compelling issues in this burgeoning research area.

The first paper is authored by N.P. Rana, M. Janssen, G.P. Sahu, A. Baabdullah and Y. Dwivedi, and is titled "Citizens' Perception of M-Government Services: Results from an Exploratory Survey." This study looks at the role of Internet-enabled mobile devices for social media use in delivering government services (m-government). The authors collected survey data in India using both Likert scale and open-ended questions, investigating usage of social media for communicating or interacting with government, in order to understand citizens' awareness, acceptance, and use of m-government services. They found that while users do have access to many aspects of government information and services through social media on smartphones, effective use of m-government requires further research on issues such as risks to privacy and security.

The second paper is authored by C. Born, C. Meschede, T. Siebenlist and A. Mainka, and is titled "Pushing Open Government through Social Media." This work looks at digital/online aspects of citizen participation in governance by investigating the profiles of government agencies on social media platforms. Data analysis, from a case study conducted in North Rhine-Westphalia, Germany, shows the activities of municipalities on social media as well as citizen reactions to them and reveals the extent to which these communications meet the criteria of open government, which is defined as transparency, participation, and collaboration. The authors also implemented web crawlers on twelve different social media platforms, collecting content on 397 municipalities in the region. This data was subjected to content analysis for topic detection, identifying twenty term clusters. The results include the findings that municipalities have an active presence on social media in a variety of thematic areas; however, while users may view e-government information here, reactions such as comments or "likes" on government topics are rare.