Social Media in Government
(Introduction)

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Social media in government is one of the most recent fields of research in e-Government. It focuses on government adoption and use of social media platforms—Periscope, Instagram, Twitter, and Facebook—including their use on mobile devices.

Opportunities for users to interact with and share government information have increased through the use of social media platforms. At the same time public administrations are creating and receiving massive amounts of new data from internal agencies and external stakeholders, including citizens.

The purpose of this mini-track is to understand the use and social impacts of these media on related e-government areas, such as open government, open data, and information policies.

This mini-track welcomes papers with an empirical, theoretical, or conceptual contribution that show the role of social media, particularly in the context of citizen participation and electronic government. Our topics include case studies, applications (apps), user experience, prediction of events such as elections, privacy, guidelines and policies for social media use, mobile location sensing, disaster management, and implementation challenges.

This year’s mini-track attracted four paper submissions, from which two were selected for presentation at the conference.

In their contribution “Delivering Public Value: Synergetic Integration via Gov 2.0,” Aladalah, Cheung, and Lee from Monash University, introduce a new framework for effectively harnessing the synergy between citizens and governments. The framework they offer seeks to create public value with four main constructs: citizen willingness to co-create public value, government willingness to co-create public value, synergistic integration—i.e., the degree of co-creation between citizens and government—and finally, citizen participation in Government 2.0.

The second paper of the mini-track, “Characterizing Government Social Media Research: Towards a Grounded Overview Model” by Rony Medaglia and Lei Zheng, presents a comprehensive review of government social media and literature in the fields of e-Government and Information Systems in order to identify gaps and research foci. The authors’ findings address the impacts of context on social management, social media design, user characteristics and user behavior, user characteristics on social media effects, and social media management.

Authors Medaglia and Zheng also present four items for future research that have been included in this mini-track for future conferences: 1) increase focus on users by looking at the demand side; 2) expand studies to include international context; 3) investigate social media effects; and 4) explore relationships between constructs.

These two papers explore new insights into the use of social media in government, such as the integration of public value and the use of government 2.0 tools or the new ideas from the literature review using a grounded model. We expect that the field “social media in government” will continue to present interesting and compelling research in the years to come.