Chapter 9

Social Media in E–Governance: Challenges and Opportunities

Mohammad Tariq Banday
University of Kashmir, India

ABSTRACT

Social media has enormous prospectus to expand the usage of Internet and to realize full benefits of e-Governance by promoting, intensifying, improving and monitoring its offered services at reduced costs, increasing citizen usage of e-Services and e-Participation, posting job advertisements, announcing and marketing events, and seeking public feedback, opinion, cooperation and collaborate across its geographically diverse citizens and thus increase transparency and trust on government. However, at the same time using social media in e-Governance may impose diverse challenges which unless are not adequately addressed to, may hamper its successful integration with e-Governance. This chapter highlights the prospectus of social media and its current usage in e-Governance in India. It discusses the potential issues especially issues related to security and privacy of individuals, employees, infrastructure and data that may limit its benefits in e-Governance. It examines and compares social media policy of government of India with similar guidelines of some other nations in terms of employee’s access, account management, acceptable use, employee conduct, content, security, legal issues and citizen conduct besides discussing emerging mobility and mobile social media policy of government of India and enumerates their merits, demerits and scope for further improvements.
WEB AND SOCIAL MEDIA

Information and Communication Technologies (ICT) cover technologies, devices, equipments and services to gather, record, interpret, store, exchange, distribute and transmit information. Recent developments in ICT especially expansion of computer networks, Internet, various services on Internet such as e-mail, World Wide Web, search engines, etc. are believed to have created third revolution in dissemination of information and knowledge proceeded by inventions of printing press which caused second revolution and written languages which are considered to have caused the first revolution. Current era of information and knowledge dissemination which is making immense use of Internet, various high tech services on the Internet that permit e-Services, e-Participation, e-Governance, m-Governance, e-Learning, interactive, mobile and ubiquitous communication and collaboration is believed to be on the edge for fourth revolution. Tim Berners-Lee developed World Wide Web and coined the term WWW in late 1980’s. His research led to the development of various web technologies like HTML, HTTP, HTTPS, FTP, and XML besides, Search engine, Web Server and Web Browser. World Wide Web (WWW) or simply the Web consists of all the public websites connected to the Internet worldwide including the client devices that access the web content. The Web consists of worldwide websites containing organized information in diverse formats connected to the Internet. Web gave its users access to broad range of tools like organized content in diverse formats, Web Browsers, Search Engines, e-mail, discussion forums, bulletin boards, chart rooms, audio, animation and video resources. This was a significant development as it allows easy access and retrieval of information; however, it only offered retrieval of information (read-only Web) for users and is now referred to as Web 1.0 (Richardson, 2005). The Web and various services offered by it were utilized by government agencies, corporates and individuals for dissemination of information to public in a passive manner. A basic interaction in the form of asynchronous communication through e-mail and synchronous communication through chat was also supported. A new trend of web applications often referred to as Web 2.0 (Anderson, 2007) that allows users to create and share information on the web and facilitates users to interactively collaborate with each other emerged from the year 2004. These applications neither create a new version of the World Wide Web nor did they necessarily refer to any updated technical specifications, however, these adopt open technologies or architectural frameworks to facilitate participative computing. Web 2.0 characteristics include participation, standards, decentralization, openness, modularity, user control and identity. The current technologies involved in its design include AJAX, API, embedding, folksonomy, remixing, RSS, CMS frameworks such as Ruby on Rails, and Drupal, Tag cloud, tagging, virtual architecture, Widget, XML, etc. Developments in Web technologies,
A User-Centric Evaluation of e-Government Services in the GCC Region:
Case of State of Qatar
Karim Al-Yafi, Nitham Mohammed Hindi and Ibrahim Hassan Osman (2016).
International Journal of Electronic Government Research (pp. 15-34).
www.igi-global.com/article/a-user-centric-evaluation-of-e-government-services-in-the-gcc-region/176647?camid=4v1a