Stakeholder Dialogue Webinar: Experience and Lessons for Young and Old Experts and Researchers

Social Networks – Facebook, Twitter, etc.
Agenda for the next 30 minutes…

- Introduction
- Social media compared to conventional media
- Social Media Applications in Crisis Interaction
- Example of the use of Social Media during the Fukushima crisis
- Discussion
Introduction

Important impact of the social and conventional media on:

- the public beliefs, opinions and attitudes
- political decisions
- Crisis manager …
Social media compared to conventional media
The dissemination and receipt of information:

- Conventional media: TV and radio news, newspapers, magazines
- Social media: blogs, video blogging (YouTube), microblogging services (Twitter), social networks (Facebook), etc.
## New media compared to conventional media (2)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Conventional media</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>(mostly) regional, national</td>
<td>global</td>
</tr>
<tr>
<td>Accessibility / Usability</td>
<td>production requires equipment, skills</td>
<td>reduced to a minimum</td>
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<tr>
<td>Recency</td>
<td>time lag between occurrence and publishing</td>
<td>nearly instantaneous</td>
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<tr>
<td>Permanence</td>
<td>articles cannot be altered</td>
<td>editing possible</td>
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<tr>
<td>Quality</td>
<td>comparatively narrow range</td>
<td>comparatively wide range</td>
</tr>
</tbody>
</table>
Some opportunities and risks of social media (respective to broadcasting news) (1)

- **Objectiveness vs. emotional, irrational and abusive content**

- **More up-to-date coverage vs. journalistic carefulness**
  Twitter: water landing in the Hudson River, 2009
  SMS / social media: false report caused mass panic in India, 2012
Some opportunities and risks of social media (respective to broadcasting news) (2)

- Moderated linear broadcasting vs. extensive, interactive content
  Wide range of information, but:
  “Who leads the user to high quality content?”

- New possibilities for conventional media!
  More space for discriminating / detailed articles
  Multimedia content, discussions, correction of mistakes
  Breaking news on newspaper websites
Communication is changing

- 6 billion mobile-cellular subscriptions, smartphone use rising rapidly
- Social Media changing how we communicate
- Social Media now widely accepted communications form
- Social Media statistics:
  - 845 million Facebook-Accounts
  - 200 million Twitter users, 1Billion tweets per week, 40 percent from mobile device, up 180% in a year
Social Media Applications in Crisis Interaction
The major fields of social media services assistance to crisis managers

Source: systems. connecting matter, life, culture and technology | 2013 | volume 1 | issue 1
Example of the use of Social Media during the Fukushima crisis
The role of social media in the unsettled crisis (1)

- Short after the accident more blogs were written in Japanese than any other language
- Facebook was growing faster in Japan than anywhere else in the world
- Knowledge production by harnessing social media such as Twitter, Facebook, and YouTube
The role of social media in the unsettled crisis (2)

- Many people engaged in DIY (do-it-yourself) reporting of Geiger counter readings and distributed the collected data to those who were concerned about the level of nuclear radiation by using social media.

- But... the data collected are utilized for collective or individual ends - depending on the participants’ background, previous commitments, and social capital.
Twitter on March 27th 2011 (1)

- Users tweeted about the reported spike of radiation to 10 million times normal levels.

- Twitter users quickly spread the news that these earlier reports were incorrect.
  - Users tweeted that TEPCO officials mistook Cobalt-56 for Iodine-134, which lead to erroneous radiation readings.
  - Some users have sarcastically noted that the real radiation levels are said to be only 100,000 times higher than normal.
A number of users started using the hashtag #incompetence when talking about the mistakes.

Users have shared reports on radiation levels in the sea around Fukushima.

The linked reports state the level of radiation in the water is between 1,250 times and 1,850 times greater than normal.
Some users expressed worries about food contamination in Japan.

Users retweeted a Japanese research report that drinking beer or red wine will mitigate the effects of radiation poisoning.

Japanese users expressed unease regarding how cow milk could be contaminated, while it remains safe for women to breastfeed their children.
Conclusions
Conclusions

- Media scene has dramatically changed, social media has become important

- New opportunities: more space for detailed information, interactive content,…

- New problems: glut of information, wide spectrum of quality,…

- … and old problems: language gap, often insufficient number of specialized journalists, radioactivity is a controversial / emotional topic for many people,…
Discussion
Discussion (1)

- Social media is becoming an increasingly common way to communicate
- It is faster than traditional methods of communication
- Retweeting or relaying by others multiplies impact
Discussion (2)

- Social media is less formal, requiring less management oversight
- Social media cannot entirely replace traditional press release
- Crisis raises media interest. News media monitors Social Media closely. Monitoring is necessary too.
Discussion (2)

- Social media can spread misinformation

- Blogs and Tweets offer important way to respond rapidly and gain “traction” for your message.

- Challenge – Social media can require additional staff resources/or a decision by managers of what to leave unaccomplished.

- Lesson – Crisis Communication Plans should include additional Social Media. Understand what it requires.
Thank you for your attention.

Any questions?
Indeed, uses of social media need to be understood in cultural and historical contexts (specifically, we need to examine uses of social media in relation to mass media, policy-making and other agents)

For more information visit


Eating a Donut – Social Media Explained

- Twitter – I’m eating a #donut
- Facebook – I like donuts
- Instagram – This is a vintage photo of my donut
- You Tube – Here I’m eating a donut
- Linked In – My skills include donut eating
- Last FM – Now listening to „Donuts“
- G+ - I’m a Google employee who eats donuts
Learn the Twitter lingo…

- **Retweet or "RT"** - taking a tweet from one user and posting it yourself, automatically crediting the source, so that all of your followers can see the tweet. The original Retweeting style would take a tweet and re-post it via your own account in the following format: 'RT @ (username of person who originally tweeted the tweet you're retweeting): (contents of tweet)'. The current system does away with this format, and instead directly re-posts the tweet, crediting the origin underneath. For example, 'retweeted from @username'.

- **Tweet** - a Twitter single update of 140 characters or less, which include @Mentions to other users, #hashtags, external links, or simply regular text.

- **TweetUps** - Using Twitter to meet with other Twitter folks.
... and use it appropriately

- **Lists** - Users can organize the people they follow into 'Lists' of businesses or personalities which are related in some way. For example, a user could list all of the NPOs and charities they follow into a single List, for easy reference.

- **Promoted Tweets** - A single Trending Topic which a company or organization can pay to 'trend', as to gain attention and traffic from Twitter users worldwide.
Facebook

- Set up an account
- Managing Lists
- Protecting personal data
- Likes
- Upload photos or videos
- Tags