

# 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

## **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)

<b>Aspect</b>	<b>Conventional media</b>	<b>Social media</b>
<b>Reach</b>	<b>(mostly) regional, national</b>	<b>global</b>
<b>Accessibility / Usability</b>	<b>production requires equipment, skills</b>	<b>reduced to a minimum</b>
<b>Recency</b>	<b>time lag between occurrence and publishing</b>	<b>nearly instantaneous</b>
<b>Permanence</b>	<b>articles cannot be altered</b>	<b>editing possible</b>
<b>Quality</b>	<b>comparatively narrow range</b>	<b>comparatively wide range</b>

# Some opportunities and risks of social media (respective to broadcasting news) (1)

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

(“shitstorm”: “Anglicism of the Year” in Germany (2011), “Word of Year” in Switzerland (2012), “palm-oil” Nestlé (2014))

- **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

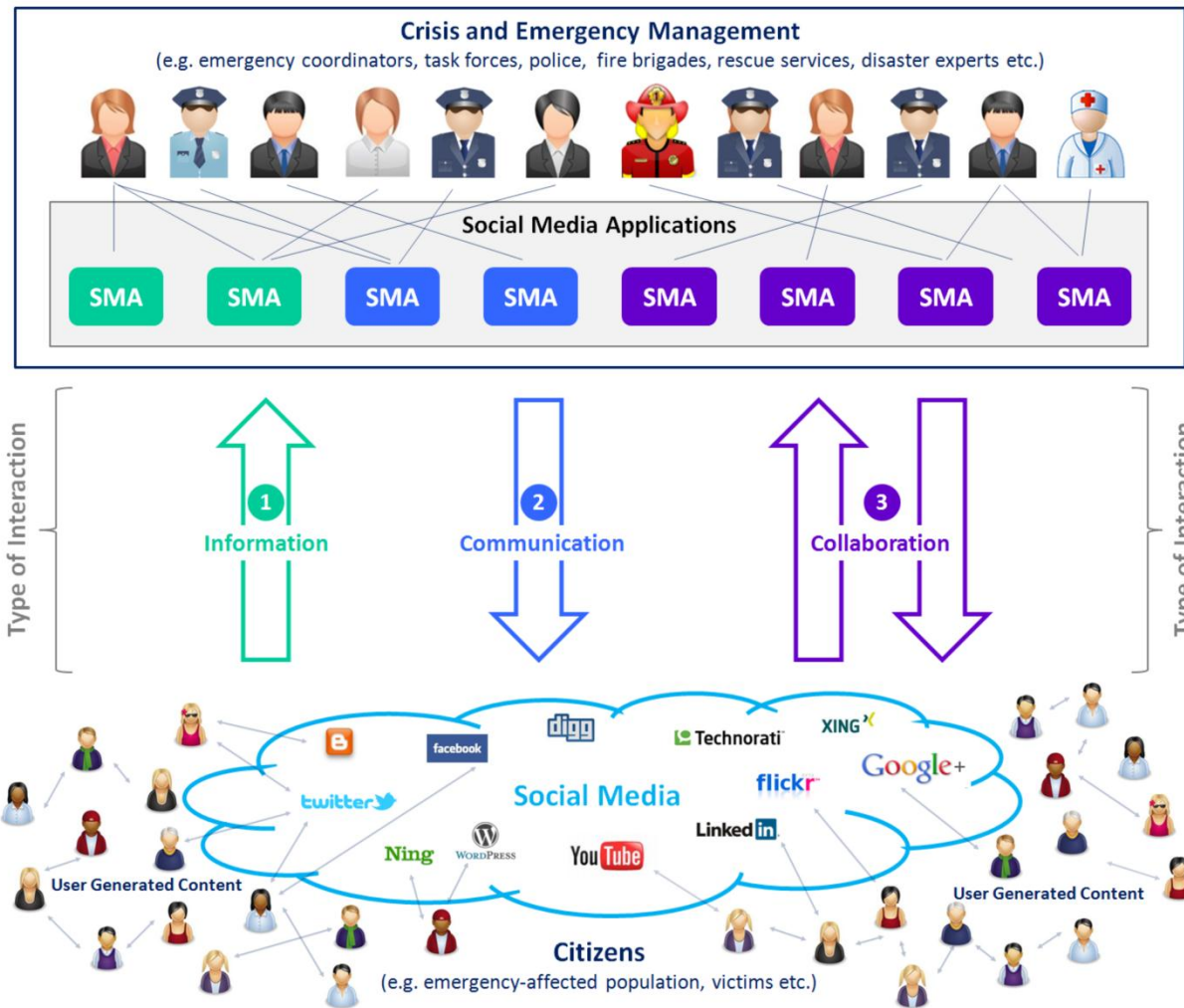


# Communication is changing

- 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, 1 Billion 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.

## Twitter on March 27th 2011 (2)

- 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.



## Twitter on March 27th 2011 (3)

- 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.

End

Thank you for your attention.

Any questions?



## For more information visit

- <http://www.rendon.com/special-report-fukushima-media-social-media-summary-%E2%80%93-27-march-2011/>
- <http://www.eurobiz.jp/content/2011/july/columns/event-report>

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)

# 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