

The Role of Social Media In Influencing Social Change: The Social and Security Implications

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Presentation Outline

- ❑ Present Discourse
 - ❑ Driving Factors
- ❑ Evolution of Social Media
 - ❑ Current Status
- ❑ Characteristics of Social Media
- ❑ Major Platforms of Social Media
- ❑ Major Changes of Communication Landscape
 - ❑ Stakeholder Analysis of Social Media
- ❑ Interconnection between Social Media and Social Revolution
 - ❑ Influencing Factors
 - ❑ SWOT-Analysis of Social Media
 - ❑ The Road Ahead

Conceptual Foundation

Social Revolution: A rapid, fundamental and violent change in the dominant values and myths of a society, and its political institutions, social structure, leadership and government activities and politics (Huntington, 1968).

Social Media: Modern form of social communication using internet capable technology devices to facilitate participatory information sharing, *interoperability*, user-centered design and collaboration on the world wide web as a revolutionary time by the second generation web or Web 2.0. (Mayer, 2011).

Present Discourse

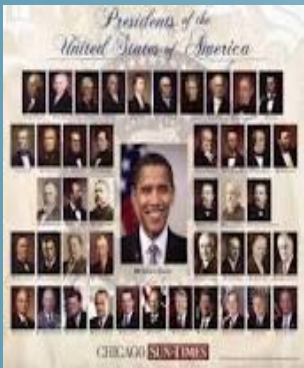
UN Secretary-General Ban Ki-moon said he wants to use the social media tool to connect with people and hear ideas.

(Rio de Janeiro Rio+social conference, 2012)

A fundamental understanding of communication has always been at the center of *US Presidential Politics*.

For Franklin D. Roosevelt, it was radio, for John F. Kennedy, it was television. And for Barack Obama, it is social media. ([Webtrends](#), 2012)

After analyzing more than three million tweets, gigabytes of YouTube content and thousands of blog posts, a new study has concluded that the *Arab Spring* truly was fueled by social media. ([TGDAILY](#), 2011)



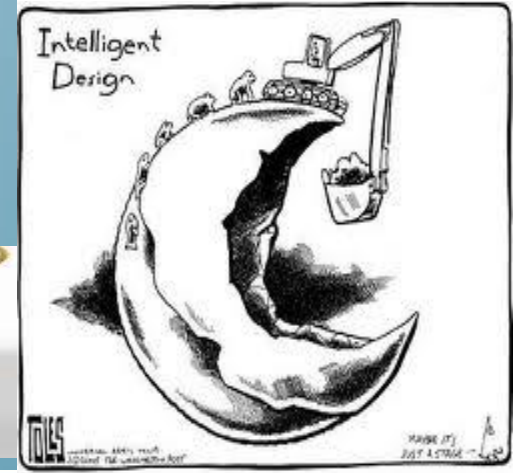
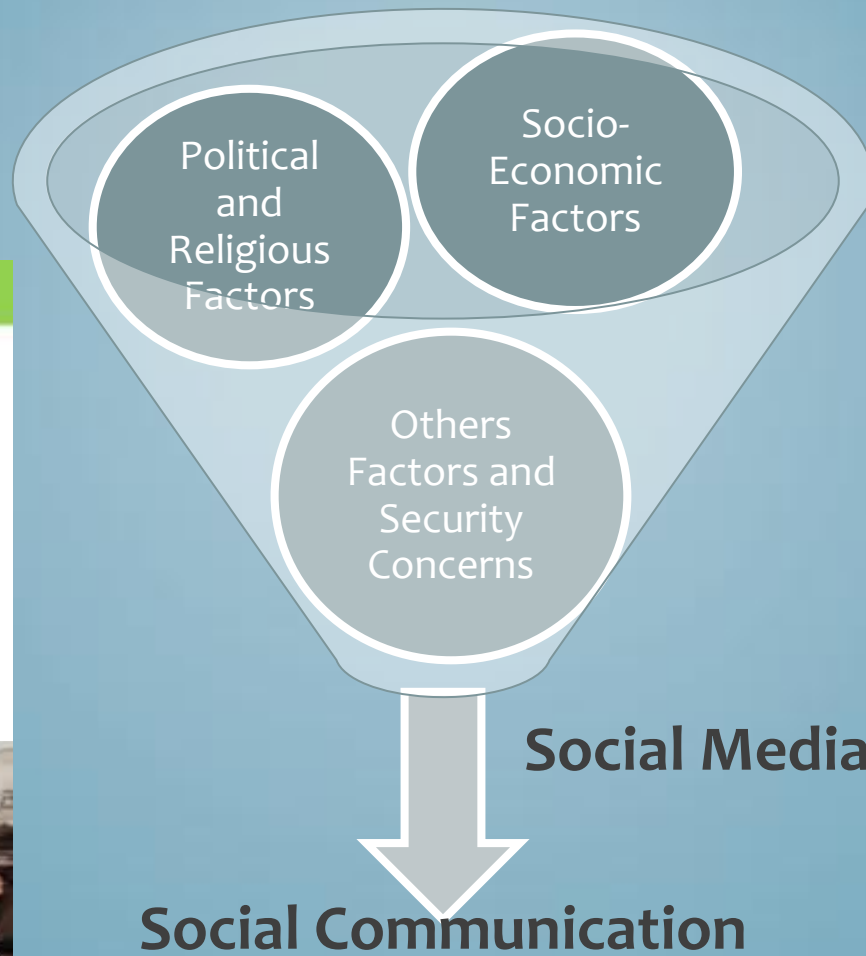
Driving Factors of Social Communication Funnel

Major Driving Factors are:

- Socio-economic factors
- Political and religious factors
- Other factors and security concerns



Driving Factors of Social Communication Funnel



Evolution of Social Media (1)

1950's :

✓ Social media didn't start with computers, it was born on “line” – **on the phone**. [Phone phreaking](#), or the rogue [exploration](#) of the telephone network, started to gain momentum in the 1950's.

✓ The first real “blogs” / “podcasts” took place on [hacked corporate voice mail systems](#) called “[codelines](#),” where phone phreaks would hack into unused mailboxes and set up shop until they were discovered and kicked out.

1979: The first [BBS](#) or electronic “Bulletin Board System” was developed and [was opened to the public in 1979](#) by Ward Christensen

1980 :

CompuServe offers the first online chat system called CB Simulator

1991: The World wide web becomes Publicly available (6 August 1991)

1997: The first social networking website was [Six Degrees](#) which let people make profiles and connect with friends.

Evolution of Social Media (2)

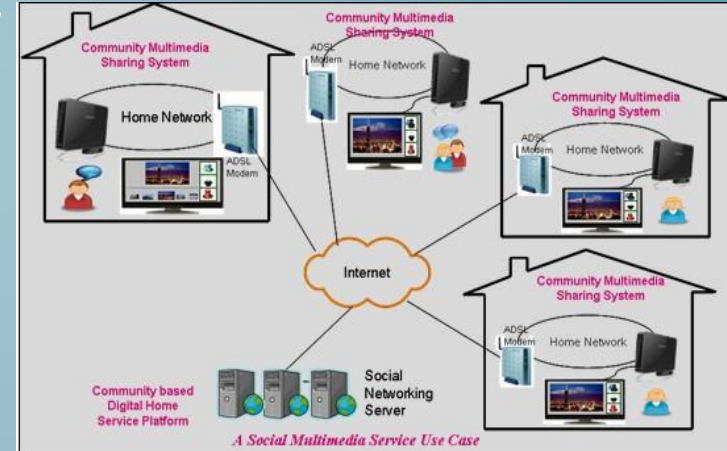
2001: Wikipedia is launched.



2003: LinkedIn begins. LinkedIn strives to be known as a business-related social networking site used by professionals from its inception

Evolution of Social Media (3)

2004: Google begins Gmail; MySpace is launched; Facebook, a social networking service which began at Harvard, expands to other universities.



2005: YouTube, a video-sharing website, goes live.

2006: Twitter, a website for micro-blogging and social networking, begins



Evolution of Social Media (4)

2011: Social Media plays a major role in Arab Spring, An Egyptian baby is named 'Facebook' in honor of the role social media played in Egyptian Revolution



Current Status

WORLD MAP OF SOCIAL NETWORKS

June 2012



Facebook: QZone V Kontakte Odnoklassniki Draugiem
Zing Cioob

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

sources: Google Trends for Websites/Alexa

2 billion global internet users (> 70% of internet population use social networks)
(The Inquirer, 2012)

Awareness of Facebook is close to 100%.

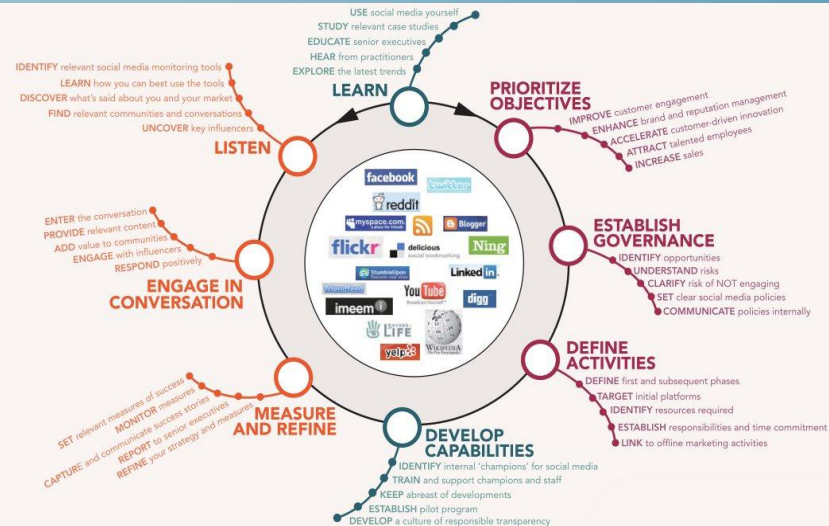
Average FB session lasts 37 minutes, Twitter 23 minutes, > 400 million people use FB daily.

(Bellegem, S. V. 2011)

58%
CURRENTLY USE

79%
OF COMPANIES SURVEYED
ARE USING OR PLANNING
TO USE SOCIAL MEDIA

21%
ARE PREPARING TO
LAUNCH INITIATIVES



Characteristics of Social Media (1)

According to *Kaplan and Haenlein* there are six different types of social media (2010):

1. collaborative projects (e.g., Wikipedia),
2. Blogs and microblogs (e.g., Twitter),
3. Content communities (e.g., YouTube),
4. Social networking sites (e.g., Facebook),
5. Virtual game worlds (e.g., World of Warcraft),
6. Virtual social worlds (e.g. Second Life).

According to *Li and Bernoff* there are six different types of social media (2008):

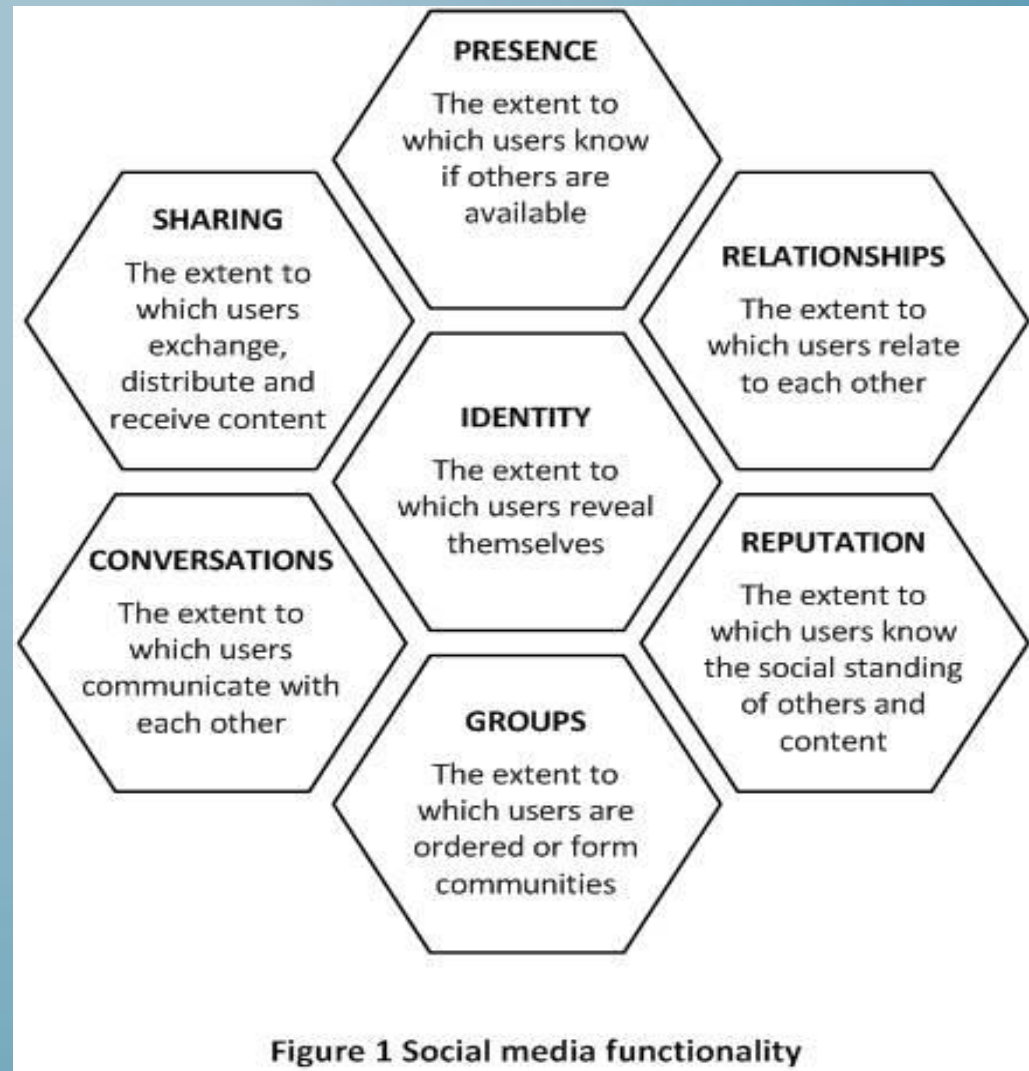
1. People creating (e.g., Blogs, podcasts),
2. People connecting (e.g., Twitter, FB),
3. People Collaborating (e.g., Wikis, Open source),
4. People reacting to each other (e.g., Forums, rating, reviews),
5. People organizing (e.g., Tagging content),
6. Accelerating consumption (e.g. RSS and widgets).



Characteristics of Social Media (2)

The honeycomb framework's seven functional building blocks of social media are:

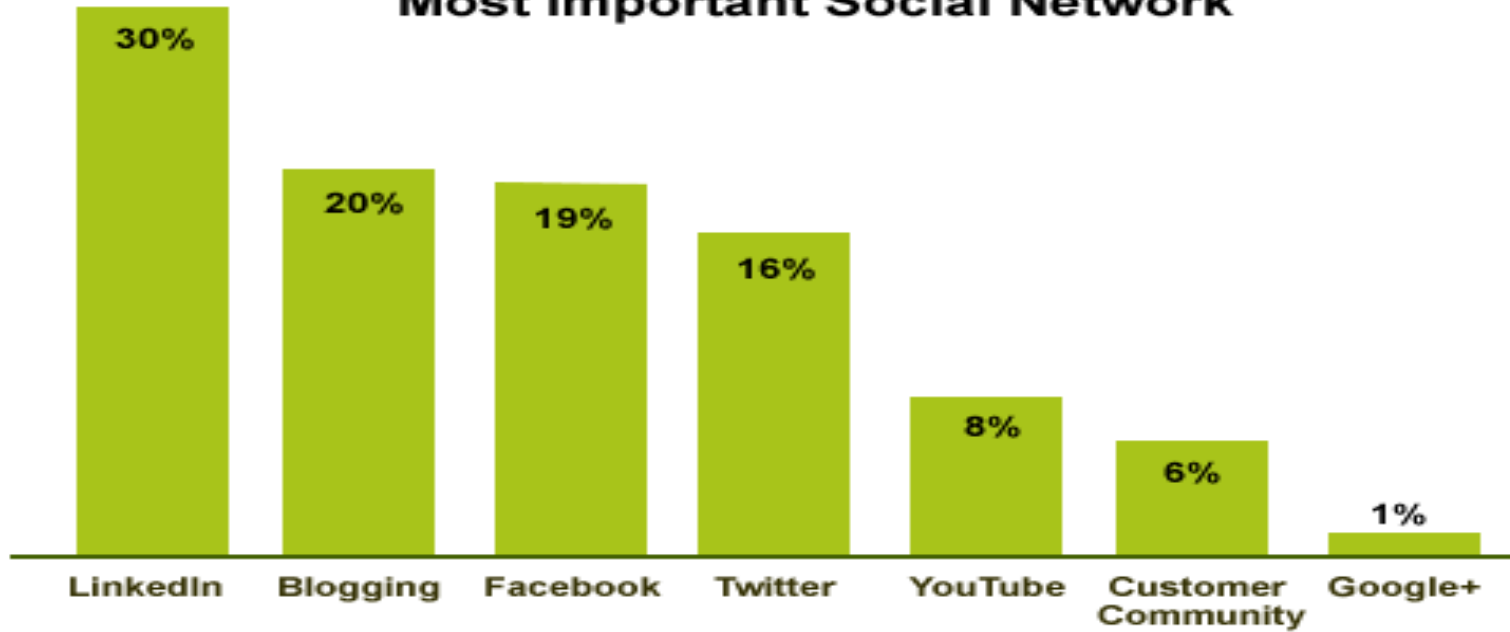
1. Identity (LinkedIn)
2. Conversation (Youtube)
3. Sharing (Youtube)
4. Presence (Skype)
5. Relationship (LinkedIn)
6. Reputation (LinkedIn) (Youtube)
7. Groups (Youtube)



(Kietzmann, J.H., Hermkens, K., McCarthy, I.P., Silvestre, B.S., 2011)

Major Platforms of Social Media

Most Important Social Network



Source: <http://www.btoonline.com/section/researchreports11>



Changes of Communication Landscape (1)

Major changes are:

- “Information is Power” Doctrine
- Failure of State Monopoly on Information
 - Widespread Sources of Information
- Dramatic Increase of the Information Consumption Scale
 - Change of Time Scale
- Minimization of the Cost of Information
 - Citizen Journalism
 - Transparency
- Challenge to the Leadership Structures
 - Social Divides Removed
 - Gender Discrimination Declined
 - Social Statuses Played Down
- Psychology of Communication Changed
 - Information Space
 - Breaking Down of Hierarchies

we're @

Social Media Tools



Changes of Communication Landscape (2)



**Information is power and
currency of today's world**

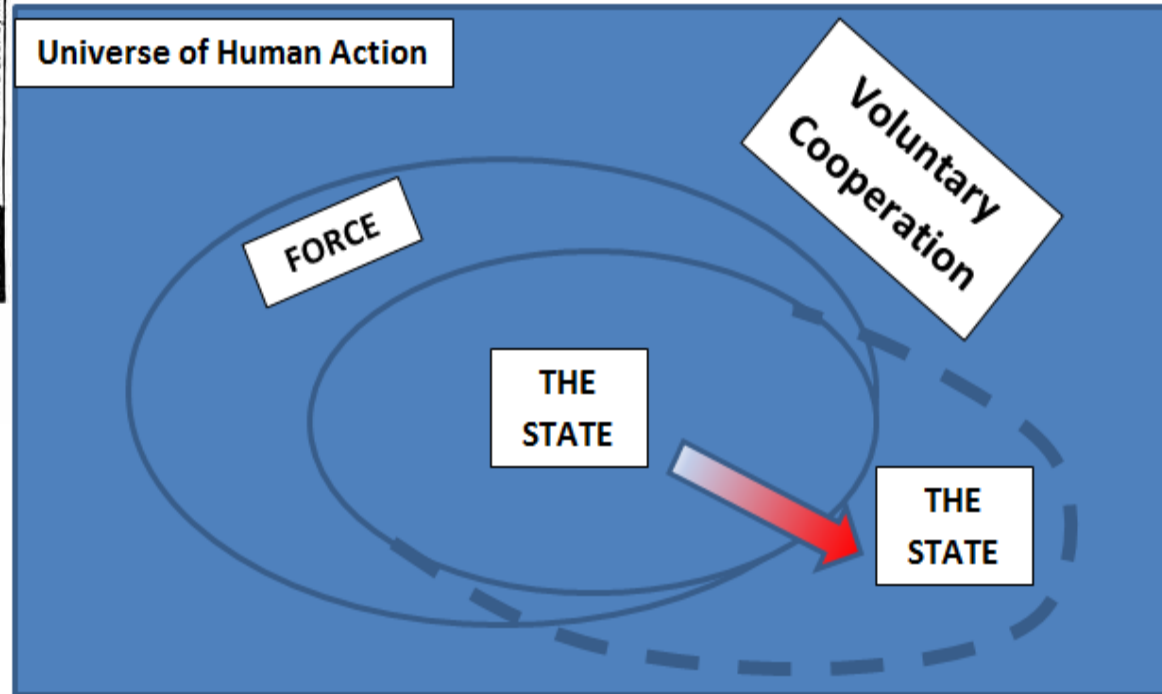


Changes of Communication Landscape (3)

COUNTERTHINK



FACT: THE PUSH FOR MANDATORY HPV VACCINES WAS BANKROLLED BY DRUG COMPANIES. TEXAS GOV. RICK PERRY ACCEPTED THOUSANDS FROM MERCK.



Failure of State Monopoly on Information

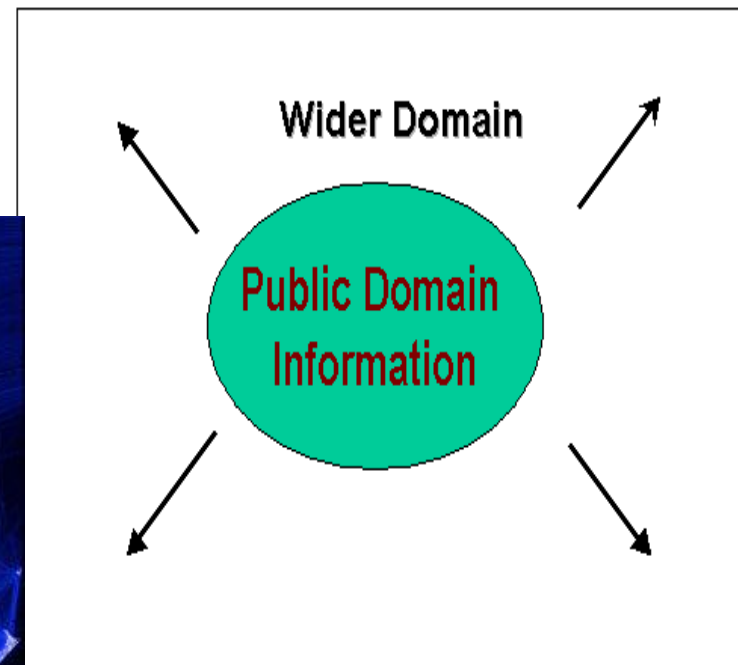
Changes of Communication Landscape (4)



**Widespread Sources
of Information**

Broadcasting / Wider Disseminating Model

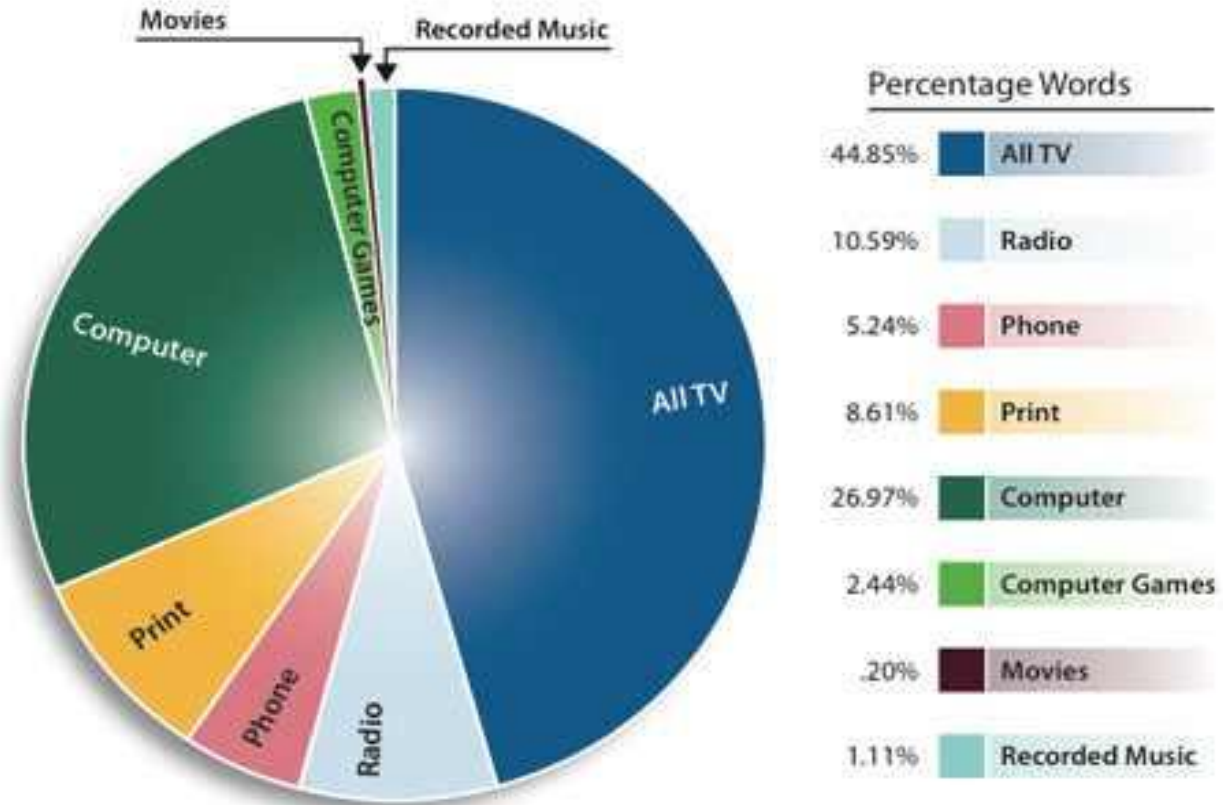
Public Domain → Wider Public Domain



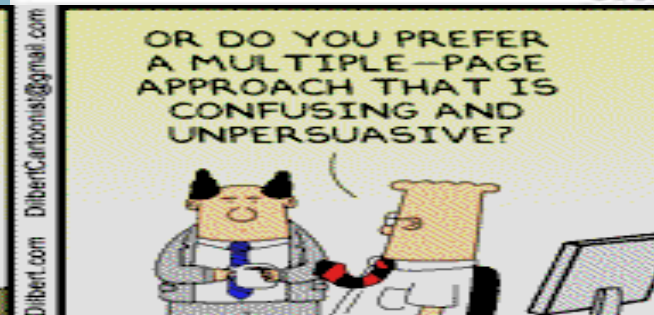
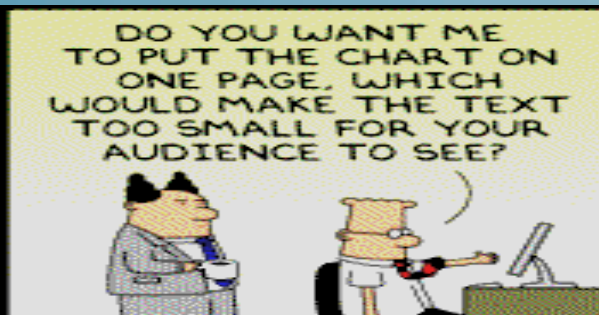
Changes of Communication Landscape (5)



Dramatic Increase of the Information Consumption Scale

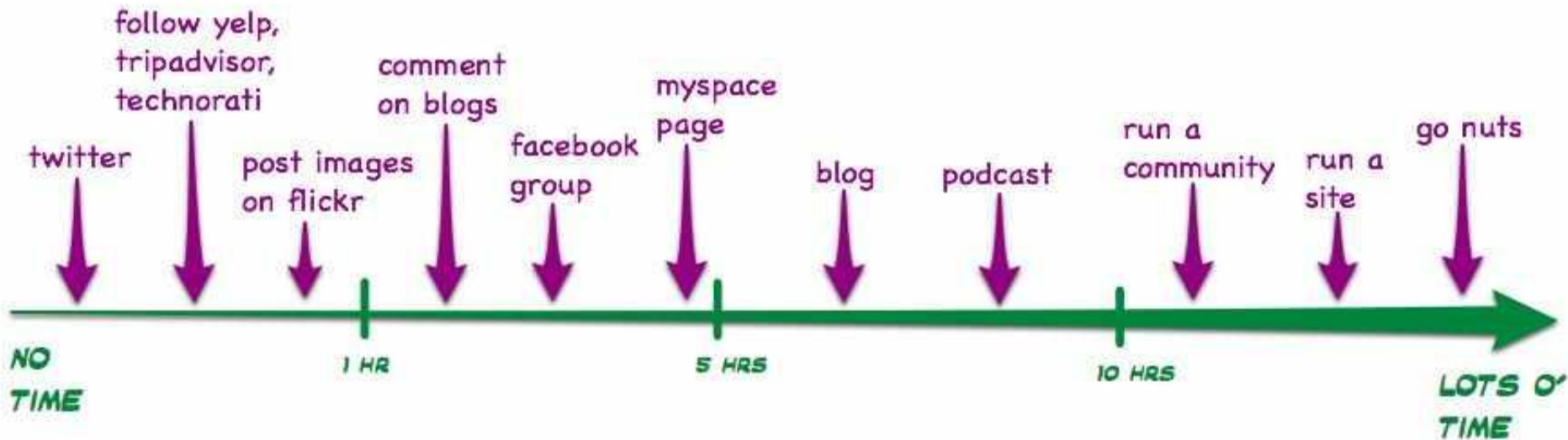


SOURCE: GLOBAL INFORMATION INDUSTRY CENTRE



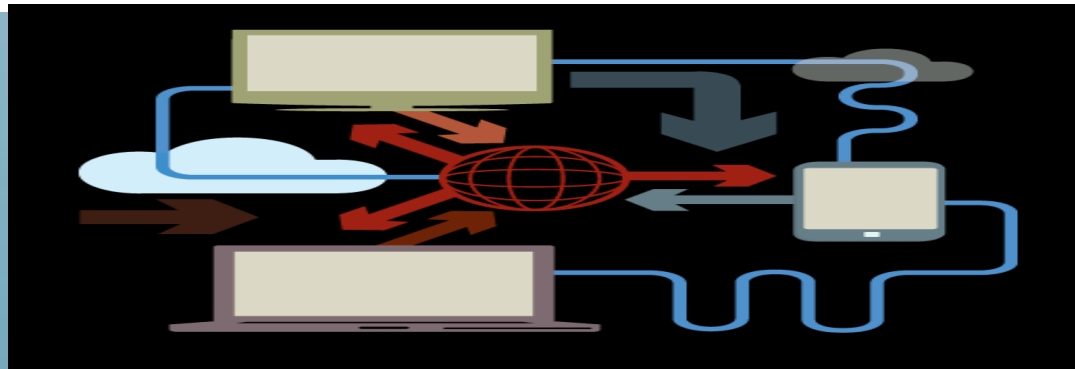
Changes of Communication Landscape (6)

WHAT CAN YOU ACCOMPLISH IN ONE WEEK OF WEB 2.0?



Push technology through Diffusion mechanism

Change of Time Scale



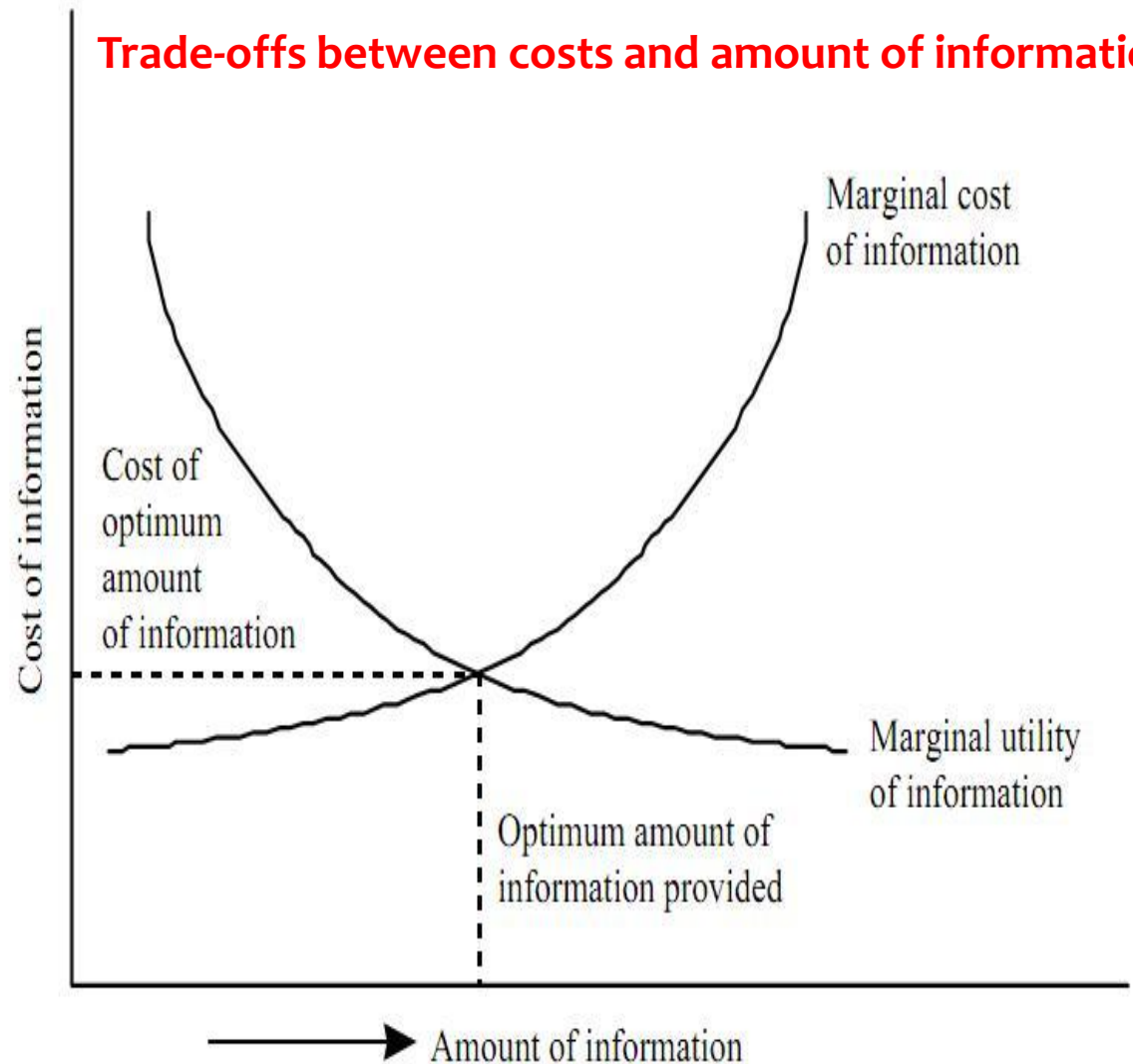
Changes of Communication Landscape (7)



Minimization of the Cost of Information



Trade-offs between costs and amount of information



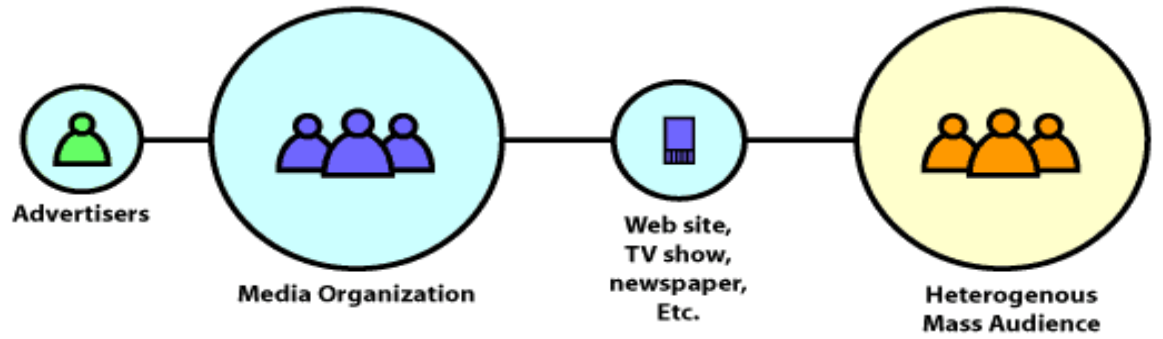
Changes of Communication Landscape (8)



Figure 1.1 - Top-down vs. Bottom-up news

Broadcast: Top-down news

Model also called transmit, push. Characterized by media organization control. All news is filtered through organization before getting to audience.



Intercast: Bottom-up news

Also called peer-to-peer, social network. Participants are peers and have ability to change roles. News is often unfiltered by a mediator before getting to its audience.



Changes of Communication Landscape (9)



Transparency



WHEN
WHERE
AND

8 am for an 8.30 start 'til 10 am
Thursday 10th February
Charlotte Street Hotel (Cinema Room)
15-17 Charlotte Street, London W1T 1RJ

Refreshments provided!
RSVP: london@addictionworldwide.com

For those who can't make it, the event will be streamed live.
Goto twitter.com/addiction_world on the day to watch!

TRUST, TRANSPARENCY AND ADVOCACY.

2011's
SOCIAL MEDIA
TRENDS
SOCIAL
MEDIA
WEEK
FEBRUARY 7-11, 2011
NEW YORK | SAN FRANCISCO | AUSTIN
MIAMI | HOUSTON | LOS ANGELES | CHICAGO

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FOUNDER: BRIGHT ONE COMMUNICATIONS

A PANEL SESSION FEATURING FOUR
LEADERS IN THE SOCIAL SPACE,
LOOKING AT KEY BUSINESS
AND COMMUNICATIONS TRENDS
FOR THE YEAR AHEAD AND WHAT
THEY MEAN FOR YOUR BRAND

addiction worldwide

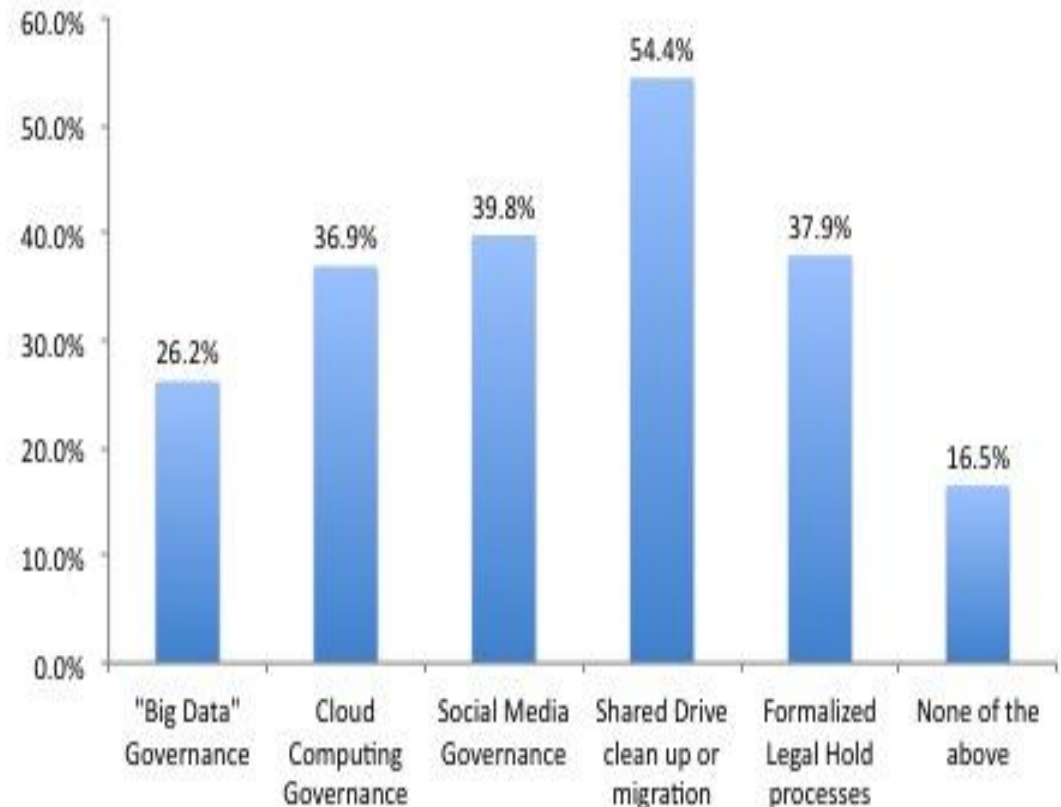
Changes of Communication Landscape (10)

Challenge to the Leadership Structures

- Social Media Directly Challenge the leadership Structure or existing social System.

Social Media Governance Is On The Radar

Do you now, or do you plan in the next year, an initiative to address any of the following issues?



Source: eDJ Group and ViaLuminia, Ltd Information Governance Survey, May 2012, N = 103

eDJGroup

Changes of Communication Landscape (11)

Social media use bridges race, ethnic divides: University of Chicago survey

(Sweet, L. 2012)



Social Divides Removed



✓ Specifically, 43% of white, 41% of black, 38% of Latino, and 36% of Asian American youth participated in at least one act of participatory politics during the prior 12 months.

✓ 41% of young people engaged in at least one act of participatory politics during the prior 12 months, while 44% participated in other acts of politics.

✓ the YPP study finds that overwhelmingly, white (96%), black (94%), Latino (96%) and Asian American (98%) youth report having access to a computer that connects to the Internet.

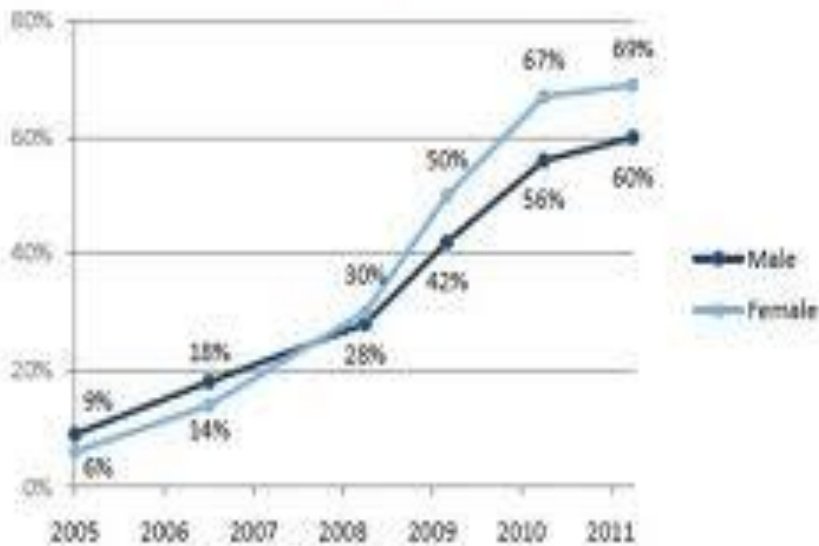
Changes of Communication Landscape (12)

Sex distribution by social networking site platform

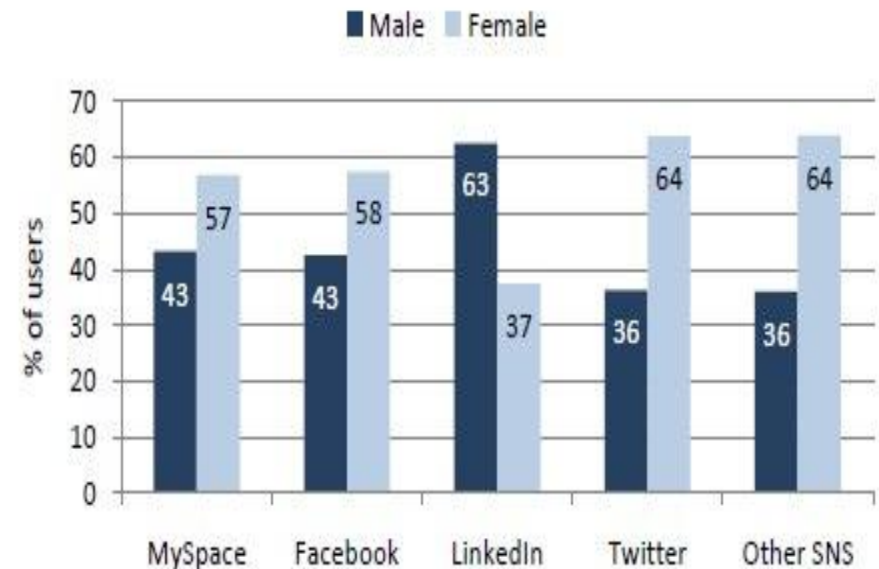
% of users on the following social networking sites who are male or female. For instance, 43% of MySpace users are male.

Social networking site use by gender, 2005-2011

The percentage of adult internet users of each gender who use social networking sites



Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.



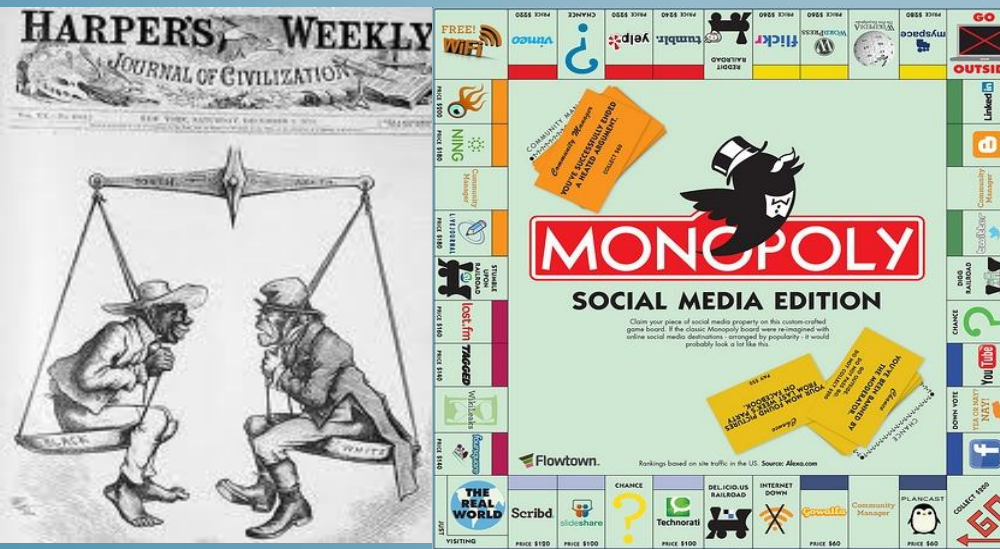
Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

Gender Discrimination Declined

Changes of Communication Landscape (13)

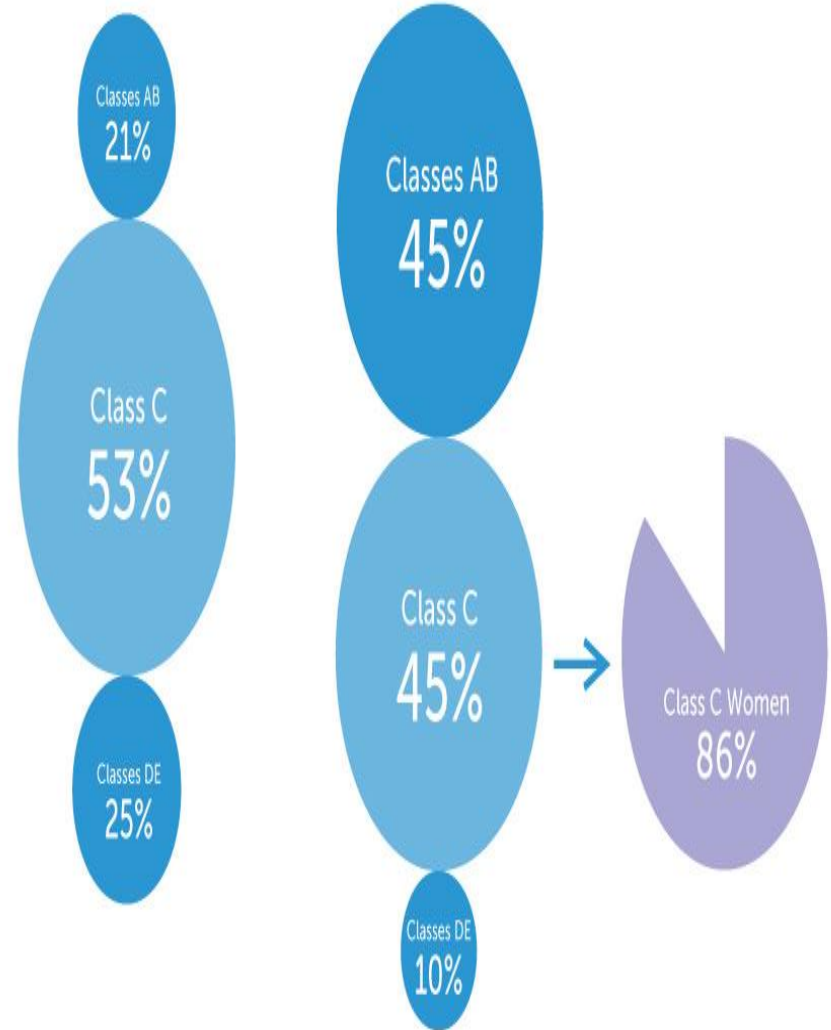


Social Statuses Playing Down

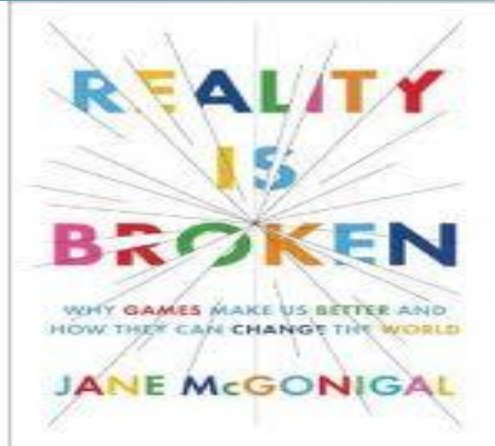


Population in Brazil

Brazilians on Social Networks



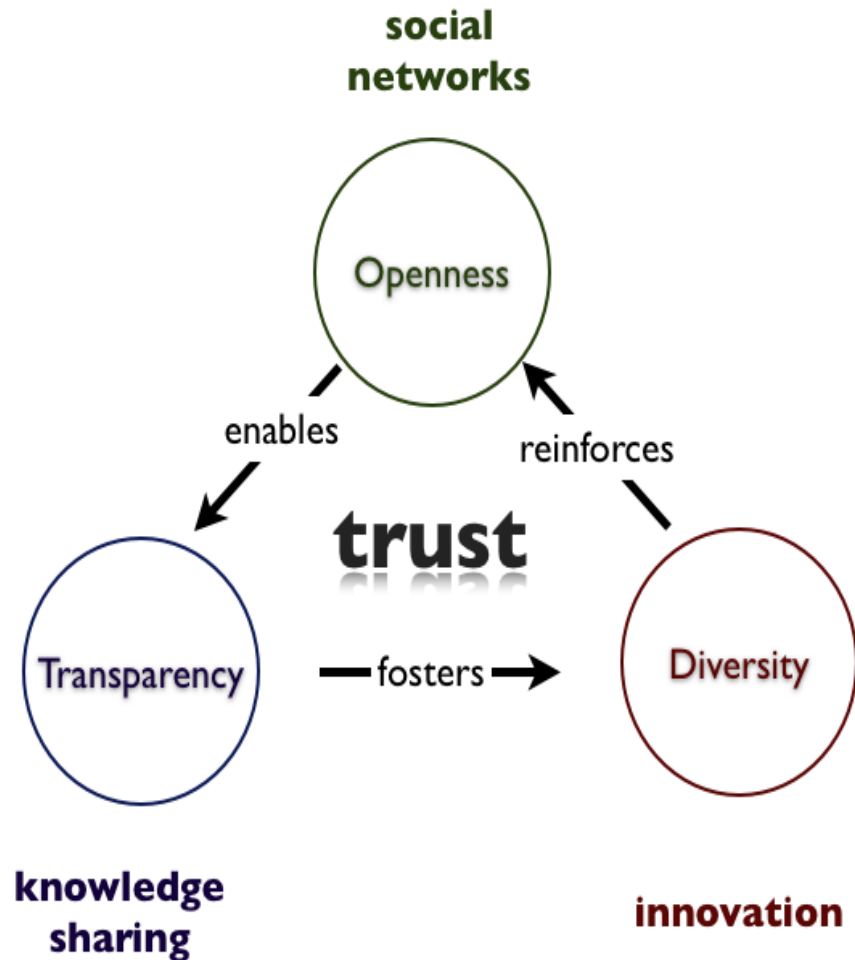
Changes of Communication Landscape (14)



Psychology of
Communication
Changed

Social Media and
Digital Identities

how work gets done in networks



Changes of Communication Landscape (15)



Information Space



STAND OUT FROM THE CROWD

The 5 Ps of Social Media

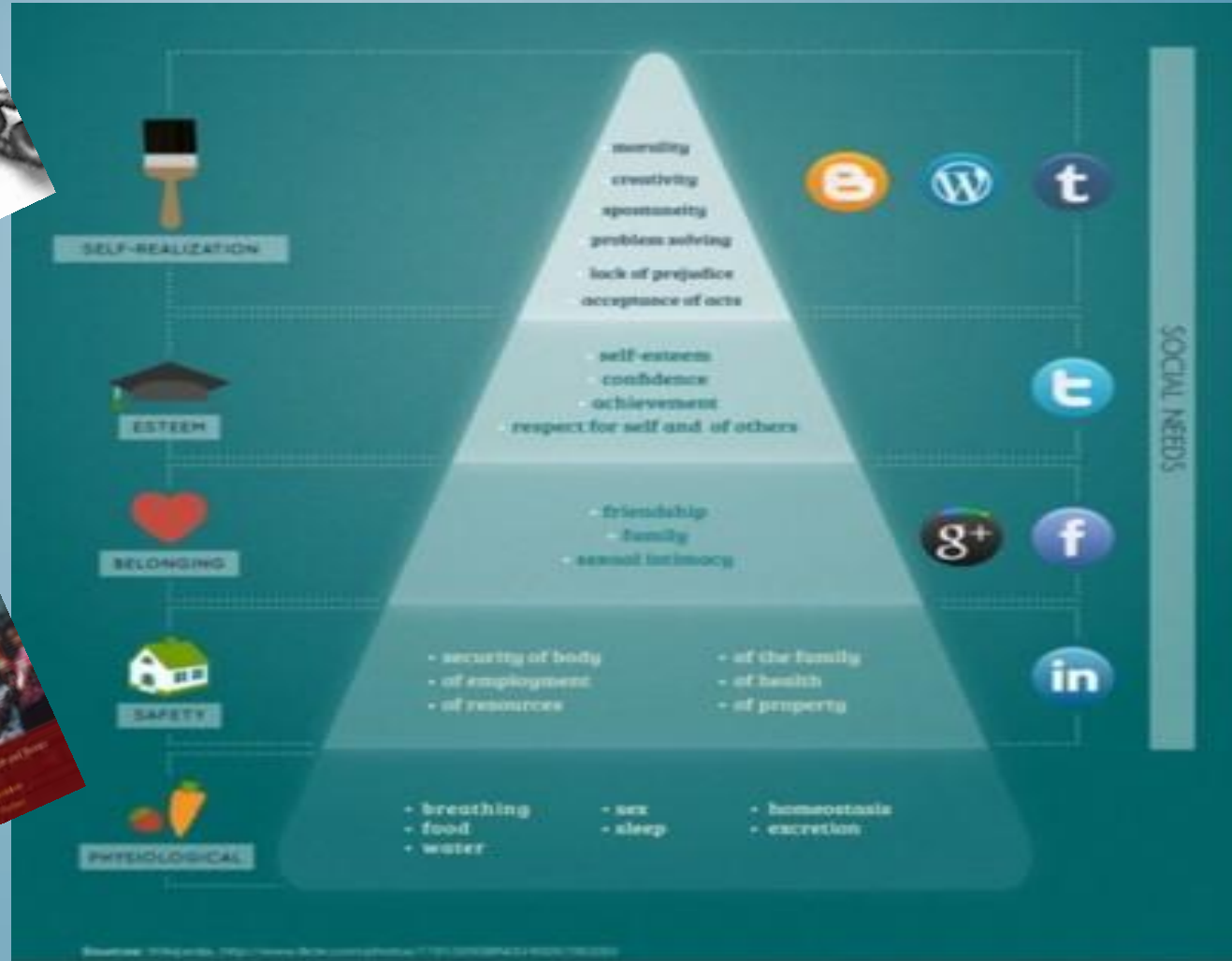


MICROSOFT CONFIDENTIAL

Changes of Communication Landscape (16)



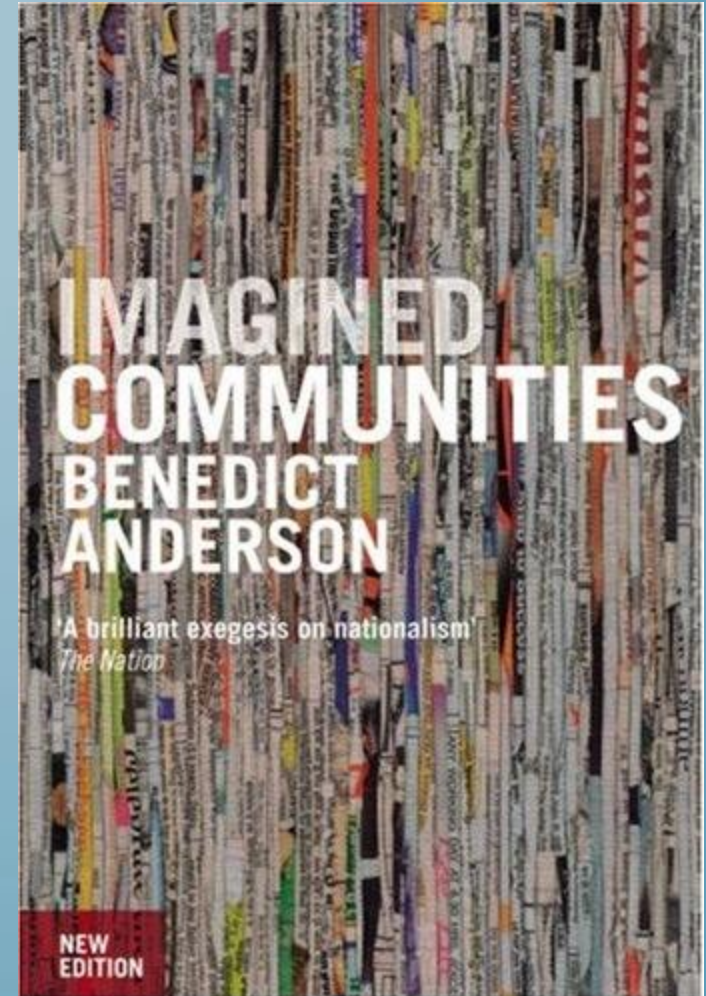
**Breaking Down
of Hierarchies**



Stakeholder Analysis of Social Media (1)



Imagined Community and Multi-fold Forces Created by Social Media



Stakeholder Analysis of Social Media (2)

RELEASED



Analyst's
Desktop Binder

Department of Homeland Security
National Operations Center
Media Monitoring Capability
Desktop Reference Binder

2011

**SOCIAL NETWORKING
MONITORING MANUAL**


★ Twitter
★ Facebook
★ YouTube
★ Google
are **NOT**
welcome in
CHINA

Anonymous sources



WikiLeaks

Synonymous with free speech



ENEMY OF THE STATE

"Leaking is inherently an anti-authoritarian act.
It is inherently an anarchist act." - Julian Assange

State's response
to social Media

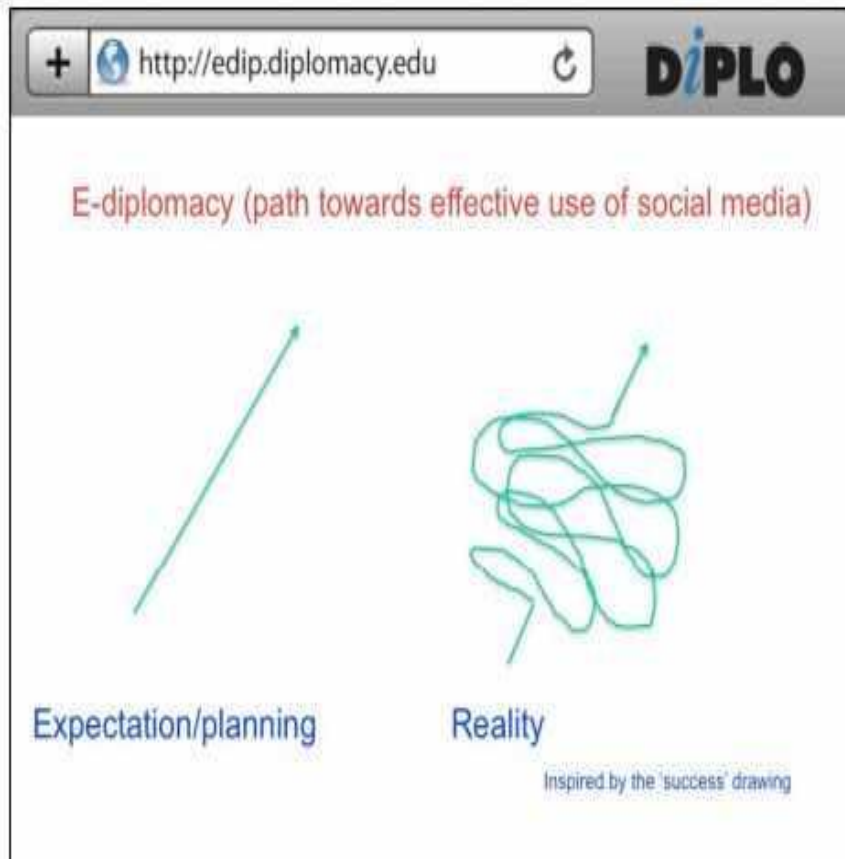
libya
algeria
bahrain
egypt*
tunisia*

support the people's
revolution



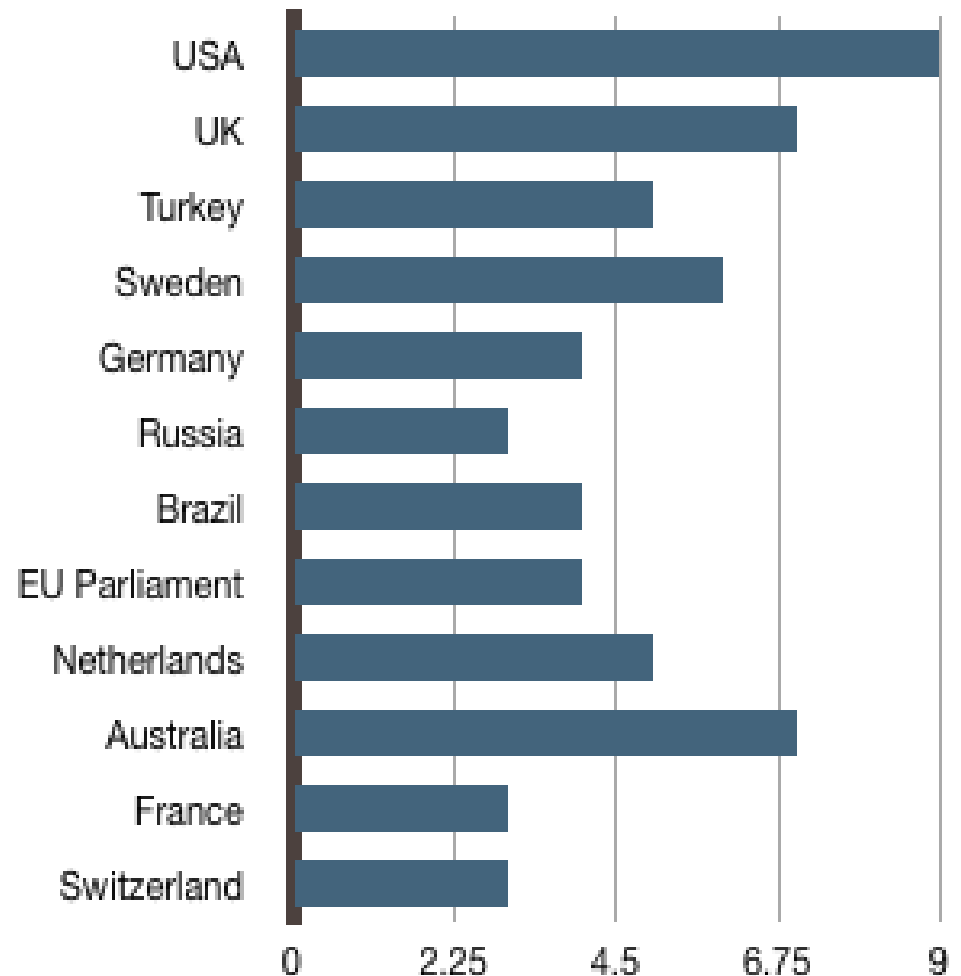
**Social
Media**

Stakeholder Analysis of Social Media (3)



State's e-diplomacy
through Social Media

Democratic Governments Using Social Media
in Foreign Affairs Departments 2011 | Ranked



Stakeholder Analysis of Social Media (4)

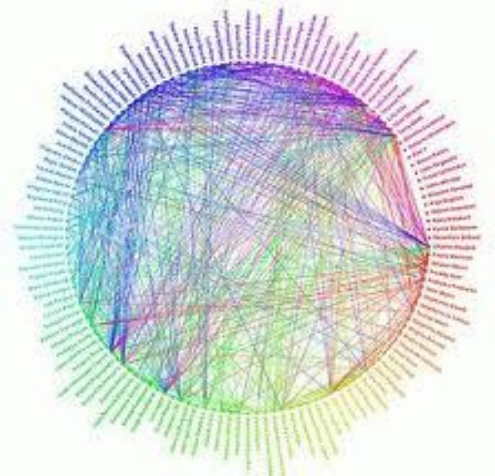


The e-diplomacy hub by AFP. [citizen-driven diplomacy]

Stakeholder Analysis of Social Media (5)



Social Media & other media



Diversification of Media

TRUST IN INFORMATION SOURCES

2013 Informed Public
2012 Informed Public

Trust Barometer 2012 by Edelman

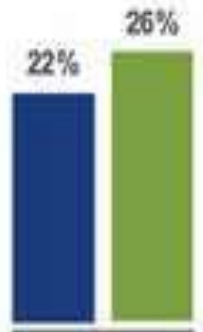
+ 10%



TRADITIONAL



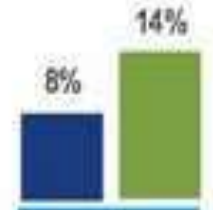
+ 18%



ONLINE MULTIPLE SOURCES



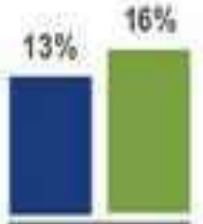
+ 75%



SOCIAL MEDIA



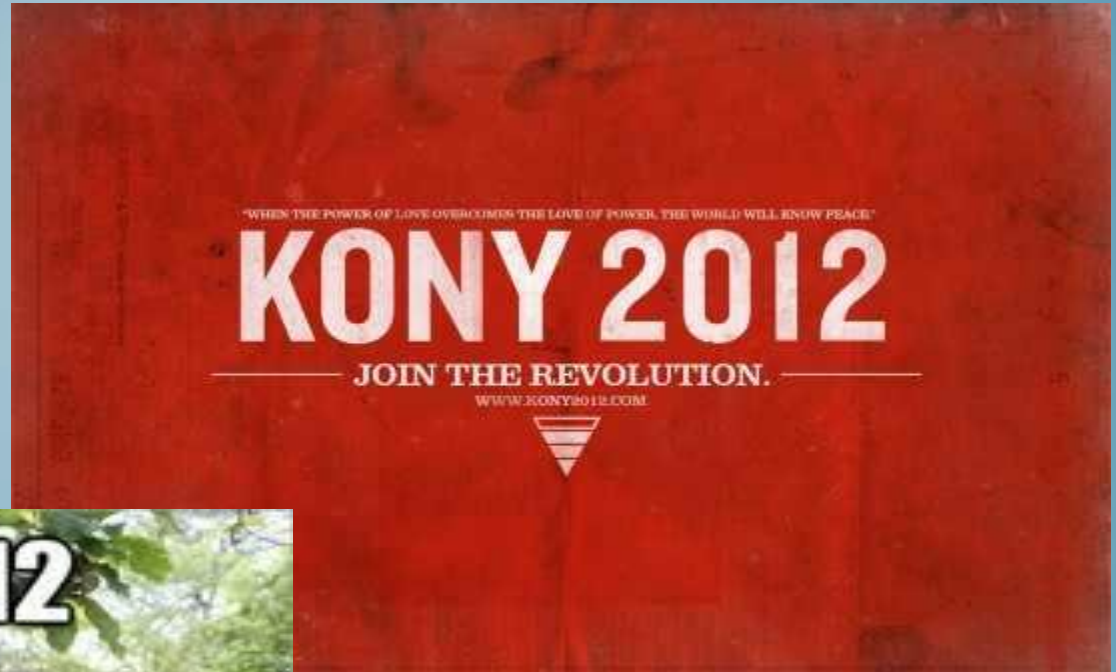
+ 23%



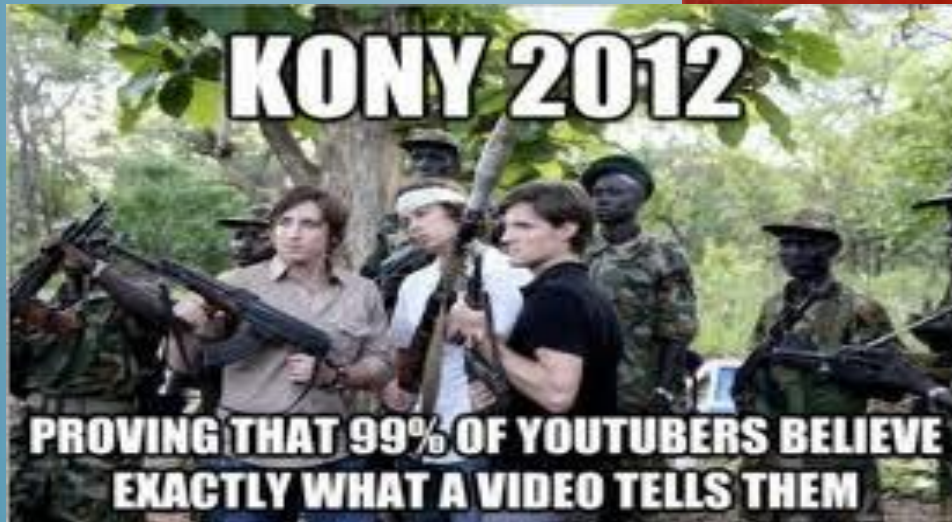
CORPORATE



Stakeholder Analysis of Social Media (6)



Invisible Power, Social Media and Terrorism



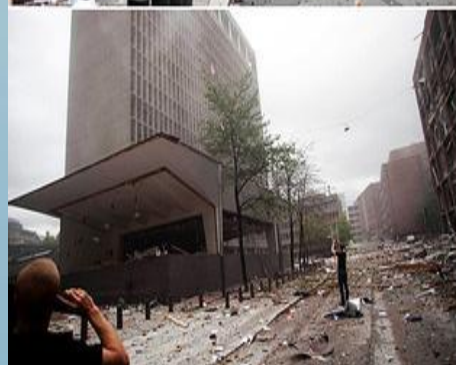
Social Media and Terrorism

The Daily Telegraph

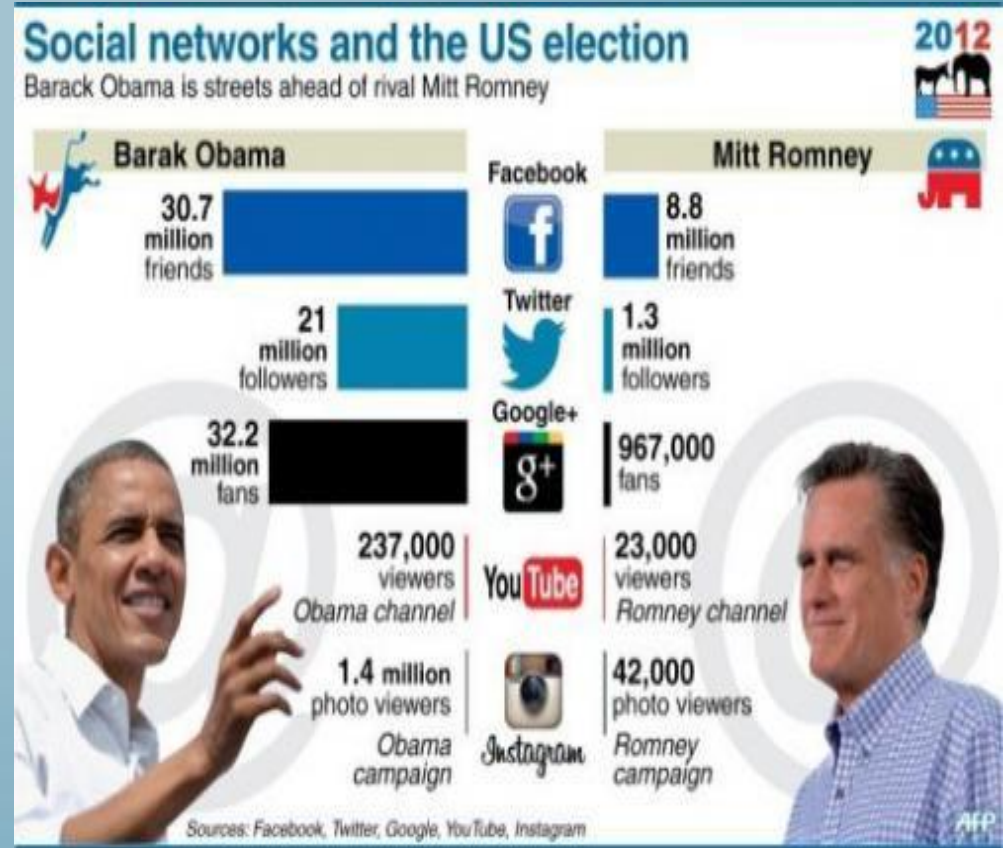
WEDNESDAY, 03 DECEMBER 2008

...Major General Muniruzzaman of Bangladesh told MPs at a Parliamentary meeting on Tuesday evening about the dangers of a new breed of “Facebook Terrorist”.....

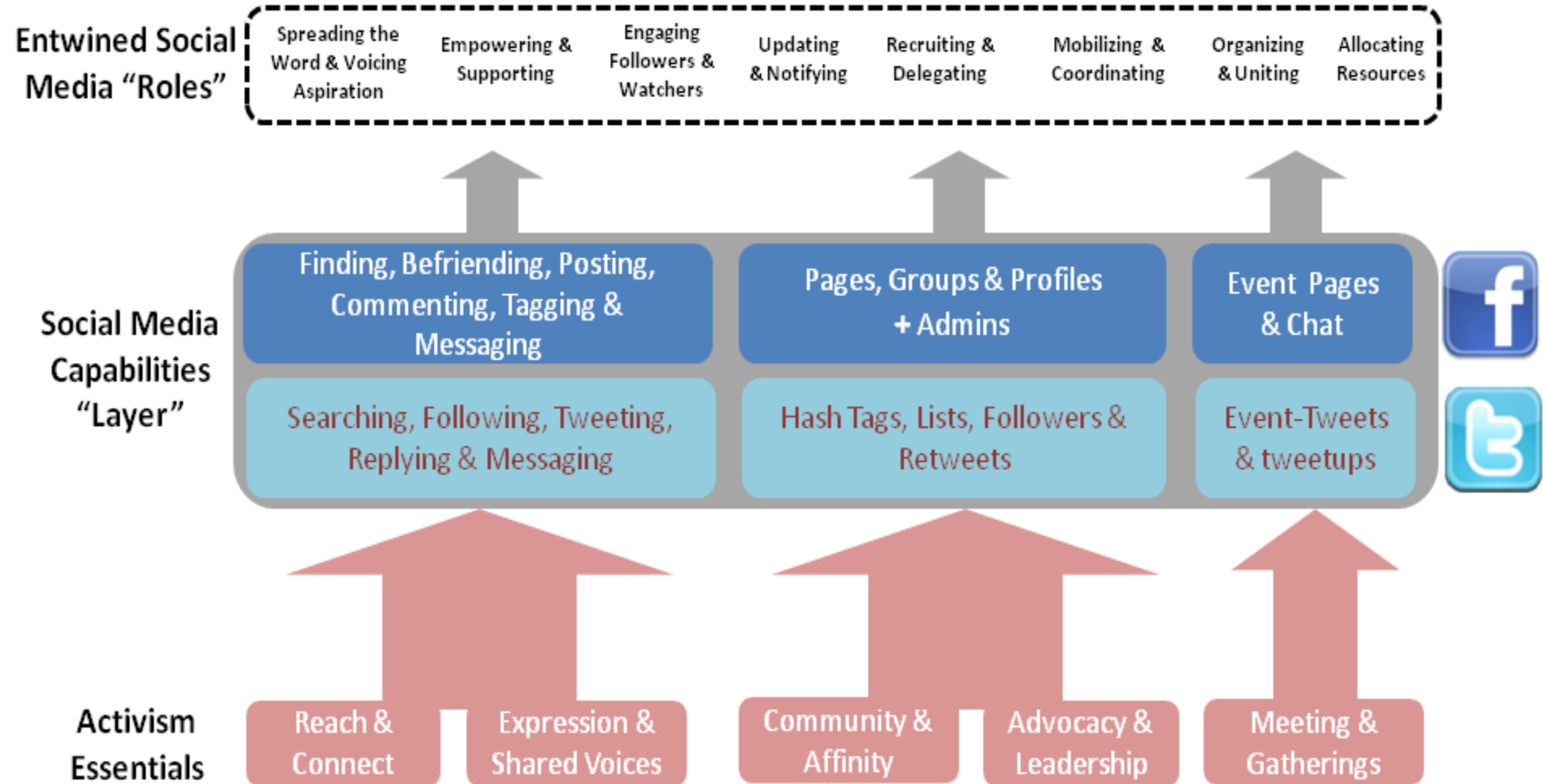
Social Media as a tool for self Radicalization



The Political Power of Social Media



The Activist's Social Media Skeleton



Influencing Factors (1)

- Spreading the word and voicing aspiration
- Empowering and supporting
- Engaging followers and watchers
- Updating and notifying
- Recruiting and delegating
- Mobilizing and coordinating
- Organizing and uniting
- Allocating resources
- Providing sparks/Instigation**
- Revealing intelligence**
- Making revolution icons**
- Channeling suggestions/guidelines**
- Internationalization
- Creating empathy
- Creating visual impacts
- Impact of live drama

Influencing Factors (2)

Spreading the word and voicing aspiration



Women of the Arab Spring give voice to their hopes and aspirations

Influencing Factors (3)

Empowering and supporting



Empowering citizens through social media to
fight corruption in Kosovo

Influencing Factors (4)

Engaging followers and watchers

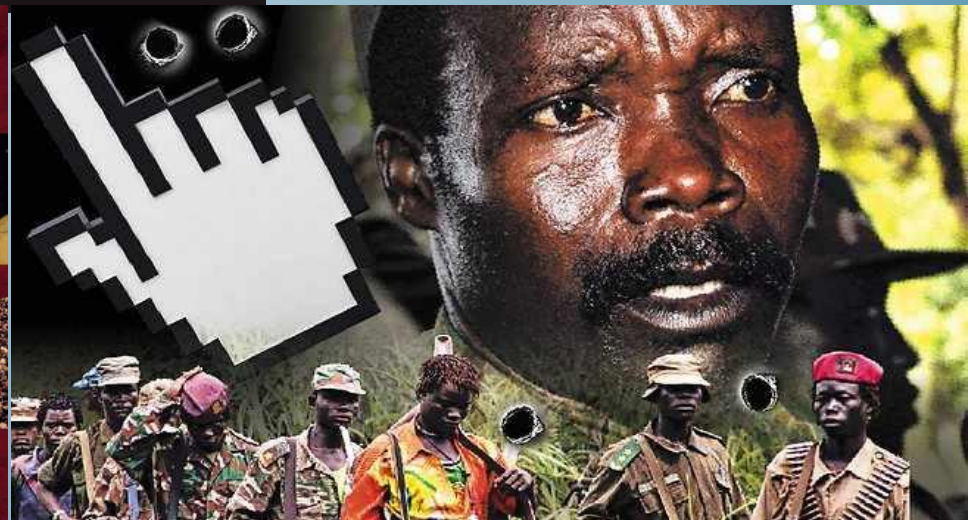


STOP KONY 2012
JOIN THE CAUSE TO STOP ONE OF THE MOST VICIOUS WAR CRIMINALS IN THE WORLD

WHO IS JOSEPH KONY?
JOSEPH KONY IS A LEADER OF A REBEL GROUP CALLED THE LRA IN CENTRAL AFRICA.
KONY USES HIS ARMY OF REBELS TO ABDUCT CHILDREN FROM VILLAGES. THE CHILDREN (MOSTLY BOYS) ARE THEN FORCED TO HURT OR KILL THEIR LOVED ONES OR FRIENDS. THE GIRLS ARE USED AS SEX SLAVES FOR THE REST OF THE REBEL ARMY.

HOW YOU CAN HELP STOP JOSEPH KONY!
THE YEAR 2012 IS THE YEAR KONY WILL BE TAKEN OUT OF THE PICTURE. BY SPREADING THIS VIDEO AND OTHER MEDIA ACROSS THE NATION, THE PEOPLE/NEWS/GOVERNMENT WILL REMAIN FOCUSED ON KONY.
THE GOAL OF THIS WHOLE MOVEMENT IS TO MAKE JOSEPH KONY FAMOUS. BY TWEETING/CONTACTING CELEBRITIES AND CALLING GOVERNMENT OFFICIALS, YOU ARE HELPING SPREAD THE WORD ABOUT KONY.

KONY2012 WEBSITE: [HTTP://WWW.KONY2012.COM/](http://www.kony2012.com/)
MORE INFORMATION AND FILM ON KONY: [WWW.KONY2012.COM/SHAREFILM/](http://www.kony2012.com/sharefilm/)
INVISIBLE CHILDREN FACEBOOK PAGE: [WWW.FACEBOOK.COM/INVISIBLECHILDREN](http://www.facebook.com/invisiblechildren)



A 30-minute film in YOUTUBE in calling for the arrest of the Ugandan rebel leader Joseph Kony became a global online sensation in less than four days.

Influencing Factors (5)

Updating and notifying



The “Arab Spring” in Tunisia, Egypt and elsewhere in the Mid-East heavily relied on the Internet, social media and technologies like Twitter, TwitPic, Facebook and YouTube in the early stages to update and notifying various news of the movement .

Influencing Factors (6)

Recruiting and delegating



In Libya, during the civil war 2011, many decisions on recruiting and delegation of responsibilities to officials were made through social media.

Influencing Factors (7)

Mobilizing and coordinating



The Occupy movement is driven by individuals coming together to create real change from the bottom up. They mobilize and coordinate their global followers by using social media.

Influencing Factors (8)

Organizing and uniting

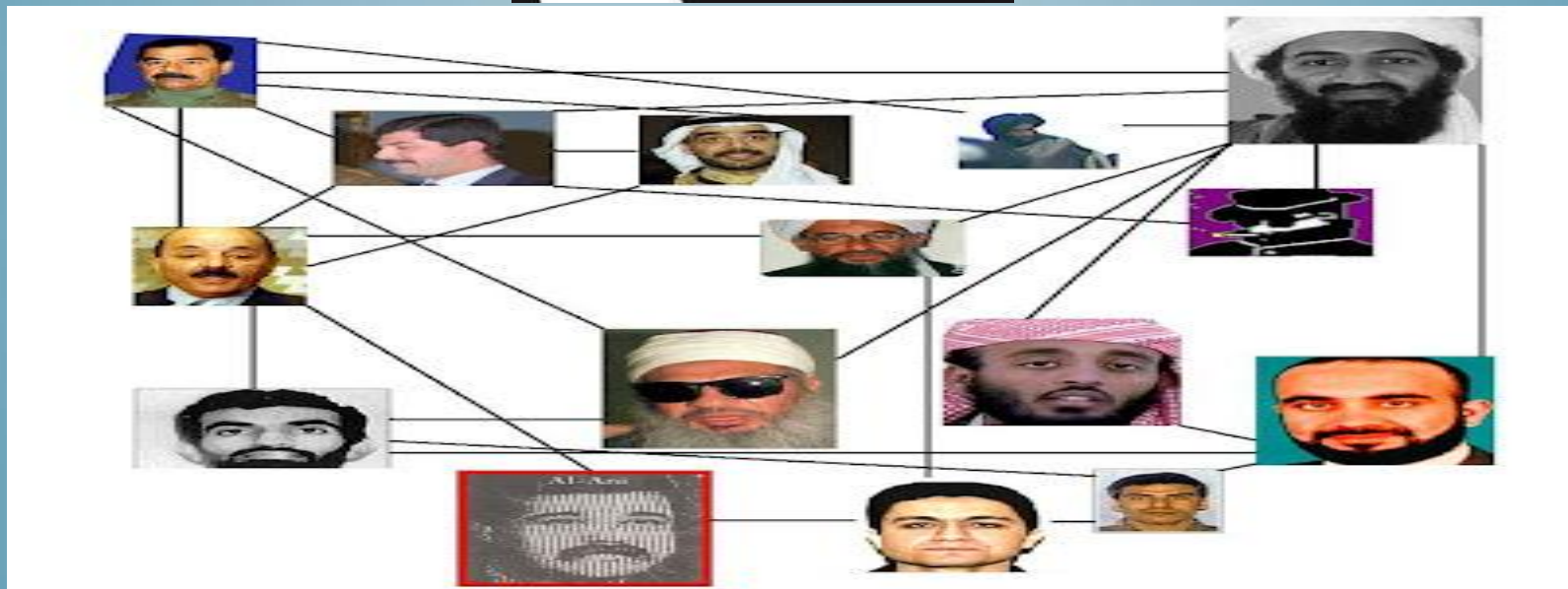


Kashmir, in India, protesters are using social media to disseminate news and views for organizing and uniting themselves.

Influencing Factors (9)

Allocating resources

example



Al Qaeda is a tightly-knit but widely dispersed terrorist organization that utilizes social media in identifying and allocating resources.

Influencing Factors (10)

Providing sparks/Instigation



Arrest of Hamza Kashgari Sparks Social Media Controversy in Saudi Arabia

Influencing Factors (11)

Revealing intelligence



Cellphones and text messaging are widely believed to have played a crucial role in fostering the [Orange Revolution](#) in Ukraine for revealing public intelligence.

Influencing Factors (12)

Making revolution icons



**SONG FOR
KHALED
SAID**



Egyptian police had allegedly beaten the 28-year-old Khalid Mohamed Saeed to death in custody. Following this, a Facebook group, 'We are all Khaled Said', moderated by Ghonim, brought attention to the killing and contributed to the growing discontent leading to revolution in the country

Influencing Factors (13)

Channeling suggestions/guidelines



Participatory platforms of Social Media brings together fresh and new ideas for Social Revolution like the Iranian Protest following the Presidential Election.

Influencing Factors (14)

Internationalization



The struggle of the Brazilian Indigenous Peoples for the UN and the Brazilian Government to hear their grievances and demands, since most of them were almost excluded from the official discussion of the Rio+20 UN Conference – which has been updated and circulated world wide by social media.

Influencing Factors (15)

Creating empathy



The settlers make a stronger case when they generate empathy for their agenda, which was mostly broadcasted through social media, Migron residents, in Palestinian, protest outside the Prime Minister's Office in February 2012.

Influencing Factors (16)

Creating visual impacts



Much of the footage coming out of Syria has been shot on mobile phones and published through social media.

Influencing Factors (17)

Impact of live drama



The social activism/protest brought in live to people's living rooms creates impact.



SWOT-Analysis of Social Media

Strength

Organic
Real Time
Trusted

Weakness

Too Subjective
Lack of Direction
No Common Framework
Not Organized

Legitimize Opportunity Hubs
Information Solider
Citizen Journalism
Citizen driven Diplomacy

Opportunity

Invisible Hands
Threats to Non-traditional Security System
Threats to Traditional Security System
Trans-boundary Threats
Weakening of State Mechanism and Decision-making

Threats

The Road Ahead

- ❑ This is an emerging threat of trans-boundary nature
- ❑ We are still in uncharted water
- ❑ This is a almost leaderless environment so far
- ❑ Strong probability and actuality of clash with corporate interests
- ❑ Best possible way is to adapt, not to fight it

Question and Answer Session





Thank You

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