



Digital Media and European Politics: Social Media Policies and Strategies

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Homeland Security

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Abstract

This study examines the effective use of social media strategies and policies in shaping international relations and enhancing government–citizen communication. With the growing dominance of digital platforms as the primary mode of interaction, social media has emerged as a powerful tool for increasing exposure and participation, particularly among younger generations. As millennials and Gen Z, who are highly internet savvy, constitute a large share of the global population, their influence on governance and public discourse has significantly expanded. In the Philippines, where social media use remains widespread, digital platforms play a crucial role in enabling citizens to express opinions, engage with governance, and influence political narratives. The government leverages the attention generated on these platforms to strengthen public engagement and legitimacy. By exploring these dynamics, the study highlights the transformative potential of social media in fostering participatory governance and addressing the challenges of the digital era.

Keywords: Social media strategies, international relations, government–citizen communication, digital platforms, participatory governance, political engagement, Philippines.

Original Research Articles

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CONTEXT

In this study, the effective use of social media **strategies** and **policies** will be brought up and in correlation with several studies, the researcher will explore the possibilities of how these tools can help with international relations. Why the use of digital tools? It is important to adapt to the changing time. How the government communicates with its citizens should be a priority to the government.

Nowadays, the most common means of communication is through social media. Utilizing this digital tool is important in order to gain exposure and increase participation, especially with the **youth**. With the gradual increase in internet users and our youth being very internet savvy, it is best to utilize social media in order to communicate with everyone. Most of the world's population is dominated by **Millennials** and younger. The millennials, according to Alvaro Gonzalez-Alorda, are starting to have a major impact on the workforce in 2020.

Utilizing social media has become an important strategy especially in the current digital age. Despite the Philippines

being behind in several advances, it has stayed current in social media. Indeed, Filipinos are internet savvy, and many have used this tool to voice out their opinions on the current administration. It is a powerful tool that the government uses to its advantage. When they notice the amount of attention they gain from social media, they use that attention to reel in the people to listen or to even just notice what they are currently doing. The type of buzz and attention they create in social media greatly impacts how active the Filipinos participate with their current administration.

STATEMENT OF THE PROBLEM

Times have changed and we currently live in the digital age. Significant technologies have been developed in the 20th century and have helped improve our daily lives. We depend on technology to be able to function, without it a lot of the tasks we would want to do would seem impossible. Take for example a student, in order to fulfill the school's requirements, the student depends on the internet to do her research. Even when the student goes to the library to look for books for her



research, the student must use a library software in order to check the availability of the book or the topic she is looking for. The internet has become a basic part of modern society (Castells, 2011).

Social structures and operations have also been organized around digital information networks. It has slowly changed the structure of politics. When it comes to news, everyone simply uses the internet to be updated with the latest news. People seek news and information on the internet, no wonder why people believe in a lot of *hearsay*. People nowadays depend on the information they source out from the internet. Their opinions and their beliefs all depend on what they read online, so truly social media plays an important role in politics.

Social media has played an important role in today's society. It is where people share content, opinions, and information, promote discussion and build relationships. There are different forms of social media: forums, web 2.0 based websites, blogs (personal blogs or journals), micro-blogging (Twitter), wikis, videos, podcasts, photographs, and pictures. The different forms of social media take part in how people communicate, especially when it comes to voicing out their opinions about politics. One of the biggest platforms where people share their **ideologies** is Facebook. In order to match the changing trend, the European Parliament created Facebook, Myspace and Flickr profiles to reach the people better, particularly first-time voters before EU Parliament elections in 2009. Overtime the Members of the European Parliament (MEPs) developed their use of social media and have become more systematic/strategic (Vesnic-Alujevic, 2013).

Despite the improvements in the use of social media, there are still other areas that must be addressed. The dissemination of information isn't always reliable, and a lot of fallacies are always circling on the internet. Establishing proper methods and strategies of navigating and utilizing digital media has become that much more important to ensure effectiveness.

Corollary Questions

How does social media impact public diplomacy?

Does social media increase the level of youth engagement with politics?

Does the EU have policies to effectively manage social media?

How does social media promote a structural transformation of European Politics?

How can the Philippines adapt similar strategies to utilize these media?

Objective

- Understand how social media affects the engagement of the youth with the government.
- Analyze social media strategies and policies implemented by the EU

- Establish a practical recommendation for the Philippine government to be used at both the local and international level

Significance of the Study

In this study, the researcher will analyze the impact of social media when it comes to strengthening communication between the people and the government. This research aims to explain and bring forward social media strategies of the **European Union** bodies and try to show which social media strategies these bodies practice. Related cases as to the implementation of such strategies will be studied in order to ascertain their strengths and weaknesses. Furthermore, studying these policies implemented by the EU will establish a basis on how these practices may be adopted by the country on both a local and international level.

Social media is critical for governments and institutions regarding informing citizens and allowing involvement in politics. According to Çömlekçi, F , Güney, S . (2016) "social media can enhance citizen involvement/participation in politics and improve democracy if strategies would be based on not just informing but interacting with citizens. If those strategies of governments/institutions include professionalism, inventiveness, efficiency and transparency." This innovative form of governance not only becomes a tool for communication but also an instrument where users can share their platforms and influence others as well. The number of online users gradually increases year after year, and with the amount of influence, social media holds especially with the youth it has become an important tool that can be utilized in order to influence the public. Deciding and establishing social media guidelines is crucial for guaranteeing effective use. If the government finds a way to utilize this tool it will increase the engagement of several citizens especially the youth. The government should also keep innovating in order to cater to the succeeding generations, since traditional platforms will soon become obsolete especially since online platforms are now rising.

LITERATURE REVIEW (10-12 PAGES)

Politics in the Information Age

The Information Age has facilitated drastic advances in technology and utilizing this technology to control information is a defining characteristic of the current era. Information is power and the digital revolution has given a large part of the global population access to all this information, more so it has fostered opportunities for civic engagement and social networking with expanded communities. Despite these technological advancements that make for a more efficient way of communication, the approach to international politics and diplomacy has remained unchanged (Holmes, 2013). According to Singh (2013), these information technologies have so much potential to broaden the public sphere by bringing in a diversity of actors, their perspectives and facilitate interactions that change the identity of the actors and their

interests in global politics. There have also been multiple Western and non-Western conducted studies that have shown a positive relationship between the use of social and digital media in political and social discourses which is necessary for fostering peace (Jamil, 2014). The use of social and digital media can be a key tool for public involvement regardless of age and nationality, and the integration of these new media would also give excluded voices a chance to be heard. A position paper by Fauck et al. (2014) states that generational intersections already exist with silver surfers and those born into the digital age, which makes these new media the obvious place to meet for debate.

Social media has been defined as websites that allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications that provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011). Social media's quick development into an important way to influence society is part of the advancement of information and communication technologies (Auvinen, 2012). According to Mergel (2012), 70% of adults online receive most of their news from links posted on Facebook, and 36% via Twitter. Another study by Bosseta et al. (2017), found that in Europe as in many parts of the world, the use of online and social media has amplified the intensity and broadened scope of information and communication exchange among citizens. The rapid development of social media has prompted scholars across the globe to study social media's application in the domain of public diplomacy (Manor, 2019). Existing literature suggests that social media allows diplomats, governments, and institutions to engage and interact with foreign audiences (Simunjak & Caliandaro, 2018). A research study conducted by Cho and Lee (2015) also suggests that online exposure affects political engagement and influences political participation.

Social Media as a Transparency Tool

The rise of the internet-era has prompted the use and exploitation of these technologies by government institutions, in aiding their political efforts. Multiple central changes are happening and one of which is that social and online media has allowed omnipresence - transparency has always been important in the political realm and the increased visibility makes the government more accountable to the public. These media hold a great deal of potential for - and are already demonstrating benefits in - simultaneously promoting efficiency and transparency (Shim & Eom, 2009). Bertot et al. (2012) point out that social and digital media used for political initiatives - such as making government data publicly available - enables and facilitates transparency in an innovative way, Especially since political relations is no longer limited to state-state but has expanded to include state-civil society relations as well. Social media offers a channel for the public to directly communicate and exchange with different foreign organizations, ministries and/or institutions. According to Relly & Sabharwal, many nations with already existing transparency laws have integrated implementing these laws in the realm of social media (2009).

Challenges with Social Media Use in Government

Establishing mutual **trust** between governments and its citizens has its own set of *challenges*, although these challenges are less technological, but rather political and societal factors are at play. With the presence of different social groups or types of people, comes multiple challenges that may arise when using this digital tool. Finding different ways to communicate their message properly in order to serve the different diplomats, culture, people, etc. Using the right words in order to cater to everyone is tantamount when it comes to using social media. It is hard to not offend a certain group when writing articles, the author only thinks about a certain group while being aloof to other external factors. When using social media, it is important to be impartial, this is observed by actors such as the European Union considering that it is composed of several different countries and several different cultures. The challenge is to find ways to interact with as many in-groups or filter bubbles as possible, and to adapt methods and practices used in offline communication to serve diplomats in their online communication (Diplomacy.edu, 2018).

Aside from filtering the content due to the many cultural differences, etc. One of the problems when it comes to utilizing this media is the retention of the data by the social media sites. There is no guarantee that all the data posted by its users will be archived. It should be the users' responsibility to ensure to keep enough records, so as a government unit the unit should keep tabs on their posts online in order to have their own personal record. With the data they have gathered they can consult with specialists in order to acquire more insights and gain more knowledge on how to use these data sets, work with developers, and gain experience with artificial intelligence.

How Digital Media Aids Civic Engagement

Civic engagement is defined as the action's citizens take to address concerns and problems in their communities (Zukin et al., 2006). According to Linders (2012), and the role of citizens as co-creators of services and policies and how it can enhance its innovation and effectiveness and lead to new forms of collaboration. "The value of social media lies in their potential to connect with citizens, to listen and dialogue with them, and to access user groups that are less likely to be reached through traditional media." (Roginsky, 2014). This answer was given by Commissioner Reding on behalf of the European Commission when questioned about the value social media has to various institutions. It was previously hypothesized that the use of Facebook in general is directly associated and related with the level of one's civic engagement (Valenzuela et al., 2009) Results from a study conducted by Zhang et. al (2010), showed the association and relationship present between the use of social media and interpersonal political discussion with civic engagement. Most published studies agree that social media has a positive relationship with civic engagement. The importance of civic engagement in politics and public affairs is well understood by political powers.

EU Political Institutions on Social Media

The mainstream purposes for social media sites such as Twitter and Facebook lean towards entertainment and

personal lifestyle, but these sites are just as much used for communication and dissemination of information by political institutions.

Table 1: This table shows the most popular social media accounts of European bodies with the number of followers as of March 2020

	Facebook	Twitter	Instagram	Youtube
European Parliament	2,567,501 followers	634,700 followers	225,000 followers	63,500 followers
European Commission	1,062,074 followers	1,200,000 followers	383,000 followers	89,900 followers
Council of the European Union	424,979 followers	474,100 followers	127,000 followers	12,400 followers
European External Action Service (EEAS)	224,911 followers	311,000 followers	56,200 followers	4,900 followers

The table shows the traction and following each European institution has on their social media profiles. According to Roginsky (2014), European institutions are more informative or explanatory on their Facebook posts. Subsequently, sharing these posts allows further discussion and interaction. In comparison with Twitter, it was found that there were more political statements shared and an increased frequency of posted content as well. Aside from the accounts mentioned above, the Twiplomacy study (2018) found that 97% of the United Nations' member states have an official presence on Twitter. Members of the European Commission Spokesperson's Service widely used Twitter accounts both with personalized and standardized institutional-like account names (Krzyżanowski, 2018). The EU's use of social media goes way back to 2009 wherein the European Parliament created Facebook, Myspace and Flickr profiles to reach citizens better, particularly first-time voters before EU Parliament elections (Vesnic-Alujevic, 2013).

It was also found that multiple European countries are involved in a range of eDiplomacy activities. Sweden has also been actively utilizing online communication strategy to promote digital diplomacy, and its foreign minister - Carl Bildt - has recently been dubbed as "Best Connected Twitter Leader" (Adesina, 2017). In another study conducted by Lowy Interpreter (2015), Poland's foreign affairs department relied heavily on digital technologies and social media networks. Furthermore, Germany turned to Information and Communication Technology (ICT) platforms to crowd-source opinion and new ideas from the public that fed into its 2014 foreign policy review. Lastly, the French Ministry of Foreign Affairs has had a proactive communication policy on social networks and has relied on these networks as well since the year 2008. Social media has been used and proven effective for contemporary political communication as well as affected how citizens engage with political discourse topics.

Existing Policies for Political Use of Social Media

One of the more established and used social media policies that currently exist was created by the United States Office of Personnel Management (OPM). The OPM believes that the appropriate use of social media improves transparency, collaboration, and participation in support of the agency's mission. According to their most recent Social Media Policy brief, the purpose of the existing policy applies to the personnel's official and non-official use of social media (OPM, 2017).

- 1) Official Use: the use of social media as a form of engagement on behalf of the agency,
- 2) Non-Official Use: the application of social media in their personal lives which are not related to official duties.

The brief also states that these guidelines cover all internally and externally utilized social media platforms including, but not limited, to:

1. Social Networking Sites (Facebook, Google+, LinkedIn, etc.)
2. Micro-blogging sites (Twitter, Tumblr, etc.)
3. Blogs (including OPM official use and non-official/personal use blogs, as well as comments)
4. Video and Photo Sharing Websites (Instagram, YouTube, Flickr, etc.)
5. Forums and Discussion Boards (non-official and personal use of Google Groups, Yahoo! Groups)
6. XML & RSS Feeds
7. Ideation Programs (IdeaScale, IdeaFactory, etc.)

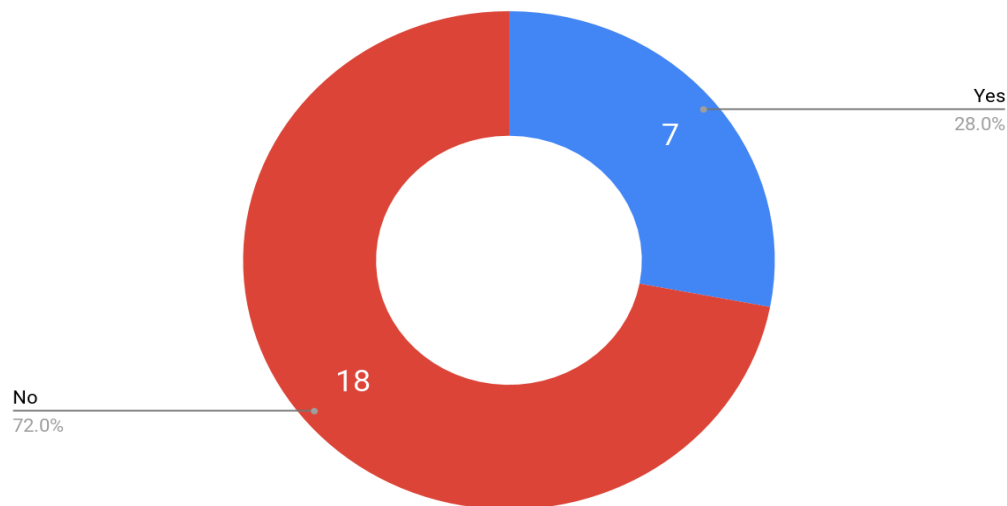
8. Online Information Repositories/Encyclopedias for both official use (e.g., Max.gov) and nonofficial/personal use (e.g., Wikipedia)
9. Emerging/new technology identified as social media by GSA's DigitalGov.gov website to help government workers deliver a better customer experience to citizens.

Institutional organizations in Europe are also increasingly using social media in order to communicate and broadcast information to their citizens. Which makes it even more important to create such guidelines for proper use of the channel. From the European Commission to governments at the local level, this new channel enables authorities to collaborate with citizens, including them in the design and creation of new policies. Social media has become a foundation for institutions all over the world that are making the effort to re-think the ways

in which they provide information and deliver services, wherein citizens also have the ability to collaborate in regard to policy creation. These political actors tend to seek guidance in the OECD Recommendation on Digital Government Strategies (OECD, 2014). The Organization for Economic Co-operation and Development (OECD) is an international organization that works to build better policies for better lives. They work together with governments, policy makers and citizens in order to establish evidence-based international standards and public policies as well. A study conducted by Mickoleit (2014), found that only 7 out of 25 governments have a dedicated social media strategy. These countries namely: Australia, Austria, Belgium, Chile, Colombia, Korea and the Netherlands. Other examples include the United States and the United Kingdom wherein social media is ingrained in the government's digital strategy.

Figure 1: This chart shows the number of OECD national governments that as of 2014 have and don't have a dedicated social media strategy.

OCED countries with dedicated social media strategies



Source: Mickoleit (2014)

In order to effectively foster communication and collaboration with citizens, currently existing social media policies have been geared towards these objectives: these are to promote and improve transparency, diversity and credibility of information while mitigating disinformation. In 2018, one of the initiatives of the European Commission was to establish a social media policy. Later, in that year the EU's Disinformation Policy was created. Germany has also been very active regarding the regulation of social media. The country has recently proposed the *Netzwerkdurchsetzungsgesetz* or the "network enforcement law"; otherwise known as "NetzDG". Both regulatory standards cover a wide range of internet and social media-based activities, among which include ensuring transparency of political and issue-based advertising.

In order to guarantee effective use of these channels, social media guides are fundamental, and institutions should embrace

Social Media Model for Politics

A journal by Sevin and Ingenhoff was created for their proposal for a model to assess the impacts of projects done by the government that are communicated through social media campaigns. In this study various criterions were considered: helping achieve foreign policy goals, building relations, increasing public presence, and winning over the people (Sevin & Ingenhoff, 2018). Firstly, the different projects that are communicated through social media are measured with the following criteria that was previously mentioned. Secondly, the measuring system will not only measure the country's image

but also the relationships formed between practitioners and target audiences. Lastly, the model should create a link between social media campaigns and the political project. The model should be able to perceive a more positive perception to the nation's people.

Theoretical Framework/Conceptual Framework (5-7 pages)

The framework of the study is implementing the variables," political participation", " civic engagement", and "social capital". The study of the political and government applications of social media is still in its very early stages with only a handful of topics that have been developed (Criado et al.,

2013). According to Chun & Reyes (2012), these topics revolve around the open flow of information and interaction among the government, its citizens and social media. In 2016 the European Union decided on a **framework** that allows you to be able to go through Europe instead of California in order to intervene in case of a cross-border infringement of EU consumer rules (European Commission, 2017, p.1). Facebook, Google , Microsoft and Twitter signed on to the EU's "code of practice on disinformation", a voluntary agreement that lays out steps to fight fake news on their platforms (Schulze., 2019. p.1). Facebook said it removes millions of fake accounts every day (Schulze, 2019. p.1). The social media giant announced it had removed four networks of fake accounts tied to Russia and Iran (Schulze, 2019. p.1).

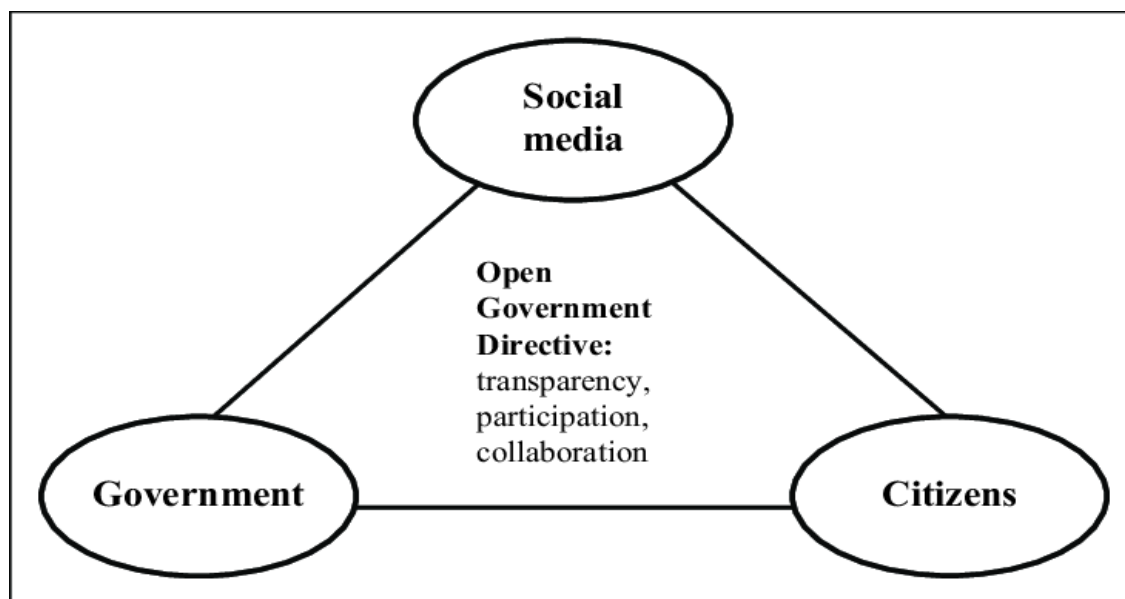


Figure 2: Social Media in Government Model

Source: Baozhou Lu (2015)

Literature shows two research trends, one that is focused on the technology side and the other being the government side. The former trend views social media as the digital technology that may be used as an instrument for government service communication and delivery. More specifically the possible uses of social media sites such as Facebook, YouTube and Twitter for institutional purposes. The latter trend focuses on

the challenges and potential impacts brought about by social media use in government (Mergel, 2013), such as the regulations and managerial issues related to its implementation. With social media being one common denominator that could help the dialogic communication between the government and its citizens, analyzing this will offer multiple valuable insights (Martin, De Rosario, & Perez, 2015).

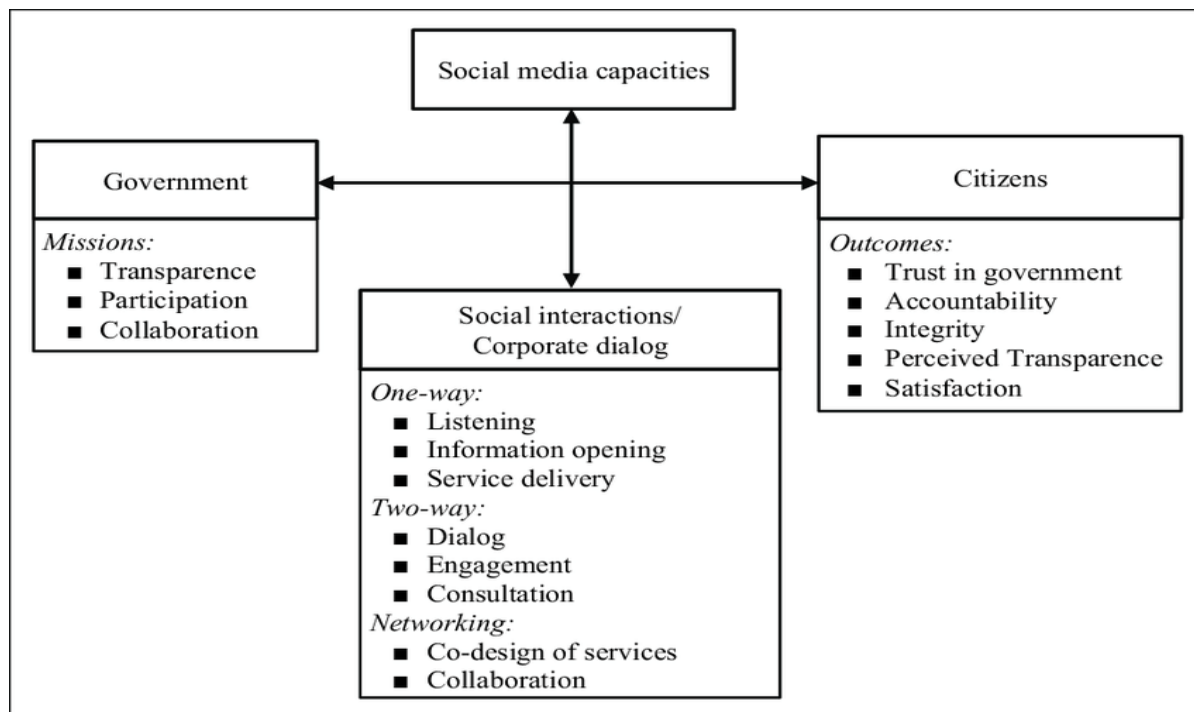


Figure 3: Social Media Interaction Framework

Source: Baozhou Lu (2015) adapted from (Mergel, 2013)

Social media sites and applications give way to fast and convenient communication between government and its citizens, therefore increasing social interactions (Baozhou, 2015). Based on the missions Mergel's Open Government Directive (2013) the proposed framework shown above shows the interactions in the public sector. It also helps identify the specific key factors that affect social media use in government. According to Baozhou (2015), the three entities involved with social media use in government are: 1) government institutions and employees, who use social media tools for government information and service delivery; (2) social media services, which extend the social capabilities of government organizations; and (3) citizens and other stakeholders, who engage in government business via the social media tools. Four potential impacts of social media tools on the public sector are the improvement of public sector transparency, improvement of policymaking, improvement of public services, and improvement of knowledge management and cross-agency cooperation.

Framework- NRT framework used in this study characterizes the dynamics of social networks based on four modalities: **enactment, activation, reticulation, and performance** (Fan, Jiang, Mostafavi, 2020. p. 1). Each modality is a concept that relates the systematic phenomena to structural features in OSNs {26} (Fan, Jiang, Mostafavi, 2020. p. 1).

Enactment Modality- in the NRT framework focuses on examining the nature and timing of the events (Fan, Jiang, Mostafavi, 2020. p.1).

Activation Modality- The triggering events cause activities related to seeking and sharing information to cope with disruptions (Fan, Jiang, Mostafavi, 2020. p.1).

Reticulation Modality- signifies the creation and reinforcement of social ties among users regarding specific activity foci (Fan, Jiang, Mastafavi, 2020. p.1).

Network Performance- modality determines the influence of user activities on the structure of OSNs (Fan, Jiang, Mostafavi, 2020. p.1).

The Philippine's are running studies on why people are accepting fake news. It seems that there are many objects being researched such as call pricing and corruption. It has been reported that foreigner's private information was leaked (Cabato, 2016. p.1). Then there were fake profiles setup (Cabato, 2016. p.1). Fake news can lead to poor decision making and then a herd of poor decision making. Companies and netizens have taken advantage of Facebook's **algorithm** to spread fake news, especially the subject of **politics** (Cabato, 2016. p.1). This is what transpired with presidential elections (Cabato, 2016. p. 1). There has been a collaboration between Google, and Facebook to restrict ads on fake news (Cabato, 2016. p.1). People are uncomfortable when information is out of their realm or against their beliefs; paradoxically, this is where fake news wins many over (Cabato, 2016. p. 1).

"It started in servicing brands in companies, and since the politicians have the budget then those companies would obviously offer their services as well to those politicians." Said Ople (Cabato, 2016. p. 1).

Critical Thinking

“A good critical thinker knows how to separate facts from opinions, how to examine an issue from all sides, how to make rational inferences and how to withhold personal judgement or biases” (Islam, 2020. p.1). The critical theory, empirical researchers should realize that the generalizations they obtain should not be attributed simply to reality but also partly to the method itself (Baert, 2005. p.113). Critical theory promoted such a reflexive attitude on the part of the researchers, ready to question the presuppositions that guide their research and methodology (Baert, 2005. p. 113).

Importance of Communication as mentioned previously,

- Improves transparency
- Collaboration
- Participation
- Updating the public
- Gaining knowledge
- Gaining financial, social and political support.

Netiquette,

In order to keep social media **safe**, there needs to be a disclaimer as the one from Leopoldina.

“Please discuss a respectful, friendly, fair and objective manner at all times” (Leopoldina Nationale Akademieder Wissenschaften, 2020. p.1). “The editorial staff reserves the right to delete comments and posts with content that is offensive, insulting, harmful to minors, discriminatory, politically or religiously extreme, pornographic, punishable or otherwise unacceptable” (Leopoldina Nationale Akademieder Wissenschaften, 2020. p.1). “Equally undesirable are constant repetitions of the same content, unnecessarily long comments and contributions that have no connection to our site or the respective topics” (Leopoldina Nationale Akademieder Wissenschaften, 2020. p.1).

The information that is delivered to social media networks needs to be of quality and trusted. The information delivered from the government to social media needs to create engagement. The mundane will not keep the user engaged nor will information that was inaccurate which can lead to distrust. With extended transparency there can be a bridge of reliable contacts. Then will be a reputation built and what is delivered from the government will then be in demand. The user of Social Media will choose the government source over other available sources if they have received what they needed with a user-friendly quick search and the information was reliable.

Information can be released in an abundance of ways. For the information to be adopted it needs to reach the right audience. In this research we use the variables, “political participation”, “civic engagement” and” social capital “with influence of the

Philippines and the youth. The goal is for the government to engage a large audience. Differences detected are consistent with an emergent global synchrony that couple’s behavior in distinct regions across the world (Royal Society, 2017. p.1). Although local synchrony is the major force that shapes the collective behavior in cities, a larger-scale **synchronization** is beginning to occur, self-sustaining activities, such as economic transactions and associated communications, occur through interactions among people , creating dependencies among their actions (Royal Society, 2017. p.1). Communication patterns should be measured with geographical scales (Royal Society, 2017. p.1). Twitter is an online social network whose views share micro-blog posts from smartphones and other personal computers (Royal Society ,2017. p.1). It’s population trends **younger**, wealthier and urban {15,16}, which makes it a good probe of the dynamics of young workers in **cities** (Royal Society, 2017. p.1). Geolocated tweets provide a precise location of the individuals that post messages and represent around 3% of the overall Twitter stream {17} (Royal Society, 2017. p.1). Twitter activity has been analyzed to understand human sentiments {18}, news sharing networks, {19} and influence dynamics {20}, as well as global patterns of human mobility {21}, activity {22} and languages {23} (Royal Society, 2017. p.1).

Data- Geo-located Twitter data can be used to generate geographical networks based on where people travel and communication (Royal Society, 2017. p.1). The data were obtained using the Twitter Streaming Application Programming Interface (API) (Royal Society, 2017. p.1). Apply the term frequency- inverse document frequency (TF-IDF) (Royal Society, 2017. p.1). Validate the significance of the patches by observing hashtag (Royal Society, 2017. p.1).

Methodology (1-2 pages)

The article engages the audience with government information and how it can best inform social media. There is robust methodology applied that tests hypothesis. The study investigates the impact government has on social media with 3 variables, “political participation”, “civic engagement”, and “social capital”. For the realization of this paper, the strengths and weaknesses of social media strategies employed by the EU will be brought into question. Facebooks platforms have sold more than 7 million political ads in the U.S. worth more than \$1.1 billion since May, 2018 (Scott, 2020, p.1). There are pages being run hiding identities of original owners and backers (Scott, 2020, p.1).

Qualitative Research,

A web -based survey can aid in understanding the current regulation in the Philippines and find out the enthusiasm of the youth. The surveys would be given to those that are heretofore familiar with social media. Triangulation in networks is an appropriate method to acquire measures using qualitative and quantitative data. In order to be successful, one must discover commonality. By merging methods, we can identify which activities motivate the user. With increased use

of social media for different uses and more now for emergencies it is important to incorporate policies that ensure safety to the users and ensure accurate information is reaching them. The

chart shows the case study of Hurricane Harvey in 2017 and how it was reported (Fan, Jiang, Mastafavi, 2020. p.1).



(Royal Society, 2020. P.1).

First the systematic approach is implemented. There must be structure. You can spend years on investigation; however, when it is delivered to the user it needs to be in **Layman's terms**. A bridge of contacts requires to be explored as who the government uses as references. They may have the Chief Scientific Engineer; consequently, there needs to be a very large database of the contacts that are reliable.

Quantitative Research,

There are optimal measures for the questions asked previously along with the popular social media accounts of European bodies with the number of followers (Table.1). The

hypothesis suggests," *the use of Facebook in general is directly associated and related with one's civic engagement*" (Valenzuela et al., 2009). The quantitative research explains the relationship of the independent and dependent variables. The conceptual model is presented to show the variables between social media, citizens and the government and the dependent variables as "political participation", "civic engagement" and "social capital".

The method operates according to the notion that an individual's ideological position can be predicted by the average ideological position of the elites he or she follows (see also Barberá et al., 2015) (Sterling, Jost, Bonneau, 2020. p.5).

Reliability Test,

Reliability test can be completed with Qualtrics.

Evaluating Articulated Assumptions,

Not all information is worth being brought forward for evaluation (Alvesson, Sandberg, 2011, p.258). As a **rule** challenging broader assumptions such as paradigm or field assumptions, is likely to lead to greater impact theories, but these assumptions are often more difficult to identify and challenged successfully (Alvesson, Sandberg, 2011, p.258). Hypothesis need to be verified (Alvesson, Sandberg, 2011, p.258).

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Thesis Notes

The importance of public diplomacy for states’ foreign policy implementation and image formation continued to grow over the past decades. New communication technologies provided new means for more successful public diplomacy implementation. Social Networks are used to implement states’ public diplomacy because they provide an opportunity to reach mainstream audiences, develop dialogue amongst politicians and wider audiences and influence people’s opinions on important issues.

Social media/online media is used in the politico-organizational communication of the European Union when it faces multiple crises and is in acute need of effectively communicating its politics to the European demographics.

As deployed by the EU’s – and specifically the European Commission- spokesperson service, social/online help in solidifying some of the controversial patterns in EU political communication.

Social media has decentralized how information is spread by bypassing traditional media institutions led to a new form of interaction with and among the public and added a new form of diplomacy, eDiplomacy.

Social media are increasingly revolutionizing the ways in which political communication works, and their importance for engaging citizens in politics and public affairs is well understood by political actors.

Analyzing specific political situations, such as the 2012 protests in Moscow and the 2014 EuroMaidan events in Ukraine, where social media played an important role. The book concludes by addressing how the relationship between social media and politics is likely to develop and how it might affect the still relatively new democracies in the region.

Use of social media to diffuse controversy with the European demographic.

More importantly, political institutions and activities are largely mediated and shaped by the technologies of information and communication. New media technologies are recognized as having a powerful influence on the public's access to information and government's documents, the methods and content of political campaigns, the attitudes and preferences of voters, the efforts of activists to disseminate their messages, and the ways in which topics enter the public discourse

The presence of digital and social media is recognized to have a powerful influence as it can be utilized to increase the public's political information and participation as well.

Political institutions have acknowledged that these new media are widely acknowledged as a significant tool for increasing the public's political information and their participation

Political institutions recognize that social and digital media as having a powerful influence over the public and have utilized this to improve the visibility

Internet and online media have improved the visibility and accessibility of political information and election campaigns. And it has emerged as a source of political engagement, knowledge and interaction for the public at a very low cost. Now the public has online space for gaining political knowledge, participating in opinion polls, discussing politics

through blogging, tweeting and expressing their opinions across a range of social media networks

Some past Western studies have shown a positive relationship between the use of new media and political mobilization, the public's participation, and democratization during the election campaign [5-8]. On the other hand, studies conducted in non-Western societies, also have revealed that the penetration of new media technologies aid for a more politically inclusive society, allowing excluded voices to have a social presence and challenging dominant political or social discourses that is necessary for fostering social cohesion and peace.

There are personal social media sites that are competing with the top social media sites and may be worth checking into such as Pinoy Trend- <https://pinoytrend.net>. They are reporting updated news stories. Pinoytrend.net is an internet news website which focused on writing articles about the current events in the Philippines (Pinoy Trend, 2020. P.1). The owner reported that the topics are researched before they are published (Pinoy Trend, 2020. P.1).

Proposed Research,

Online Political Ads Transparency Project

Oxford Universities Computational Propaganda Project

NYU Researchers