

E-Governance Evaluation Using Social Media Platforms

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ABSTRACT

In order to showcase the benefit of the social media especially to the under developing and developed countries of the world in which their people need a lot of support from their governments. This paper focus on development of analytical frequency for representation of performance of Nigeria Governors over a period of time since the beginning of Eight Republic in Nigeria. The statistical package for science student (SPSS) was used to carried out the analysis on the performance of thirty one states governors in Nigeria that is those that are using Facebook and twitter and analysis was displayed in form of two-dimensional representations. With the analysis carried out the performances of all these governors can be easily measured and verify the truth information without any bias. This type of analysis is hereby recommended periodically to determine the performance of elected officers.

Keywords and Phrases; E-Governance, Social Media, Facebook, Statistics & Analysis

CISDI Journal Reference Format

Olagunju, M. (2016): E-Governance Evaluation Using Social Media Platforms. Computing, Information Systems, Development Informatics & Allied Research Journal. Vol 7 No 2. Pp 1-8. Available online at www.cisdijournal.net

1. INTRODUCTION

Social media networks focus of this study comprises of networking sites like Facebook, Twitter, Myspace etc. which refers to the means of interacting among people in which they create, share, and exchange information and ideals in virtual communities and networks (Kaplan and Haenlein, 2010). Kaplan and Haenlein (2010) define social media as “a group of internet-based applications that build on the ideological and technological foundations of the web and that allow the creation and exchange of user-generated content”. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, discuss, and modify user-generated content.

According to Powell, Groves and Dimos (2011), social media introduces substantial and pervasive changes to communication between organizations, communities and individuals. They also point that social media has greatly changed the way the public communicates and expectations of the responsibility of government have also shifted. Furthermore, some countries are being proactive on the social web, other often find themselves in a corner, forced to engage in discussion that often started without them.

Ahlqvist, Back, Halonen, and Heinonen (2008) point out that in the private sector, there are many case studies about companies using social media as an effective tool to solve problems in real time and also that the biggest brands are using social media to monitor sentiment and help customers. It is easy to see governments as nameless, faceless, something impersonal or even worse and untrustworthy because government culture remains steeped in ‘traditional ideas about public relations and outreach work, notions that have become archaic in an internet enabled world. Just as private companies are learning to embrace social media to manage brand reputations, government must adapt if they wish to effectively communicate citizens and stakeholders (Ahlqvist et. Al, 2008).

Boyd and Ellison (2007) defined Social Networks as a tool that allow users to create a personal profile for themselves containing information such as their age, location and interest. These personal profiles can then be connected with friends and colleagues, where information can be shared between each other. These connections create a network of users, where anyone connected to the network can view everyone else’s profile, and therefore interact with one another. Social networks have started attracting organizations, where they can set up a profile, and communicate with users who add them to their network. Popular social networking sites are Facebook, Twitter, Myspace and Bebo, which attracts hundreds of millions of users who use the sites on a daily basis (Boyd and Ellison, 2007).

UNESCO defines e-Governance as— “Governance refers to the exercise of political, economic and administrative authority in the management of a country’s affairs, including citizens’ articulation of their interests and exercise of their legal rights and obligations. E-Governance may be understood as the performance of this Governance via the electronic medium in order to facilitate an efficient, speedy and transparent process of disseminating information to the public, and other agencies, and for performing government administration activities. E-governance is the application of ICT for delivering government services, exchange of information communication transactions, integration various stand-one systems and services between G2C, G2B, G2G, G2E as well as back office processes and interactions within the entire government frame work. Through the e-governance, the government services will be made available to the citizens in a convenient, efficient and transparent manner. Today, electricity, water, phone and all kinds of bills can be paid over the internet. All this is what government and citizens is using and doing. All are dependent on internet and when citizens depends on government internet services all that come is EGovernance.

Social media provides users with deep and rich experience for participation, interaction and collaboration. Various social media tools allow their users to create and share information on the web and collaborate with others interactively thus making easier to find information and connect online with one another. With the inclusion of mobile technology, there has not only been an intense rise in the number and type of social media tools but their use is also on increase. Social media sites dominate the Internet usage in Asia and the Pacific (United Nations, 2012). Though currently the use of social media sites is more popular among youngsters but studies are revealing that there is an increasing trend of participation by elders from last few years. Facebook has 45 million, twitter has 15 million and LinkedIn has 45 million users in India[3]. The 2012 Survey found that Twitter and Facebook are increasingly being deployed by governments as vehicles for consultation. The 24-7 reach of these tools provides a cost effective mechanism for citizen alerts as well as for views on how the government is doing. e-Government Readiness Knowledge Base India is the 125 rank[4].

Recently, politicians, citizens, and governments throughout the globe including those from least developed countries have demonstrated effective use of social media tools to revolutionize governance arrangements, mobilize movements against and in support of governments, hold election campaigns, sustain government-citizen communication in disorder, etc. Currently, 66 percent of all USA Government agencies use one or the other form of social media website (Human Capital Institute, 2012). According to the UN e-Governance survey 2012 (United Nations, 2012), 48 percent *i.e.* 78 member states provide either a “follow us on Facebook” or “follow us on Twitter” statement on their government websites. According to same survey 7 percent such websites provide chat rooms or IM features to gather public opinion. In India, various ministers and officials actively use social media to communicate with citizens.

Communication with citizens has been recognized as the most important measure to build this trust towards e-governance. The four major potential strengths of social media sites are collaboration, participation, empowerment, and time. These facilitate governments to serve its people as they promote government information, services and collaboration with its stakeholders bringing together government agencies, citizens, agencies work and information. Social media can expand the usage of Internet to realize the full benefits of e-governance. Social media sites not only offer benefits to e-governance by intensifying and monitoring services but also reduce costs while improving their quality. Using these sites, governments can post job advertisements, promote services, announce and market events, seek public feedbacks and cooperation and collaborate across its geographically diverse agencies. Since social media has enormous prospectus for increasing citizen usage of e-service and e-participation , its greater usage by public could increase transparency which in turn can increases trust on government. This work focuses on the examination of the use of the social media networks by the thirty-six governors and their presence on two online social media networks – facebook and twitter with respect to e-governance.

2. MATERIAL AND METHOD

The material use in this study was gathered by searching for each governor name on facebook and twitter downloaded from the website; <http://currentinall.com/2014/09/Nigerian-Governors-political-party-year-of-election>

Table 1: list of Nigeria Governors with their Facebook account and Twitter handles

S/N	State	Facebook Presence	Twitter Presence
1	Abia State	Yes	Yes
2	Adamawa State	Yes	Yes
3	Akwaibom State	Yes	Yes
4	Anambra State	Yes	Yes
5	Bauchi State	Yes	Yes
6	Bayelsa State	Yes	Yes
7	Benue State	Yes	Yes
8	Borno State	Yes	Yes
9	Cross River State	Yes	Yes
10	Delta State	Yes	Yes
11	Ebonyi State	No	No
12	Edo State	Yes	Yes
13	Ekiti State	Yes	Yes
14	Enugu State	Yes	Yes
15	Gombe State	Yes	Yes
16	Imo State	Yes	Yes
17	Jigawa State	Yes	Yes
18	Kaduna State	Yes	Yes
19	Kano State	Yes	Yes
20	Katsina State	Yes	Yes
21	Kebbi State	No	No
22	Kogi State	Yes	Yes
23	Kwara State	Yes	Yes
24	Lagos State	Yes	Yes
25	Nasarawa State	Yes	Yes
26	Niger State	No	No
27	Ogun State	Yes	Yes
28	Ondo State	Yes	Yes
29	Osun State	Yes	Yes
30	Oyo State	Yes	Yes
31	Plateau State	Yes	Yes
32	Rivers State	Yes	Yes
33	Sokoto State	Yes	Yes
34	Taraba State	Yes	Yes
35	Yobe State	No	No
36	Zamfara State	No	No

Table 2: Facebook Account Names and Twitter Handles of Nigerian Governors

S/N	State	Facebook Account Name	Twitter Handle
1	Abia State	Okezie Ikpeazu	@Okezieikpeazu
2	Adamawa State	Governor Bindo Jibrilla	@Bindowj
3	Akwaibom State	Governor Gabriel Udom Emmanuel	@MrUdomEmmanuel
4	Anambra State	Willie Obiano	@willieobiano
5	Bauchi State	Mohammed Abdullahi Abubakar	@GovMAA
6	Bayelsa State	Seriake Dickson	@iamHSDickson
7	Benue State	Samuel Ortom	@ortomsamuel
8	Borno State	Kashim Shettima	@kashimshettima
9	Cross River State	Ben Ayade	@ben_ayade
10	Delta State	Arthur Okowa Ifeanyi	@govifeanyiokowa
11	Ebonyi State		
12	Edo State	Adams Oshiomhole	@aoshiomhole
13	Ekiti State	Ayodele Fayose	@govayofayose
14	Enugu State	Ifeanyi Ugwuanyi	@ifeanyiugwuanyi
15	Gombe State	Ibrahim Hassan Dankwambo	@dankwambo
16	Imo State	Owelle Rochas Okorochoa	@GovernorRochas
17	Jigawa State	Badaru Abubakar	@BadaruAbubakar
18	Kaduna State	Nasir El-Rufai	@elrufai
19	Kano State	Abdullahi Umar Ganduje	@govUmarGanduje
20	Katsina State	Aminu Bello Masari	@Bello_masari
21	Kebbi State		
22	Kogi State	Idris Wada	@captwada
23	Kwara State	Abdulfatah Ahmed	@Governor_Ahmed
24	Lagos State	Akinwumi Ambode	@AkinwumiAmbode
25	Nasarawa State	Umaru Tannkio Al-Makura	@Govalmakura
26	Niger State		
27	Ogun State	Ibikunle Oyelaja Amosun	@Govsia
28	Ondo State	Olusegun Mimiko	@Segunmimiko
29	Osun State	Rauf Aregbesola	@raufaregbesola
30	Oyo State	Isiaka Abiola Ajimobi	@AAAjimobi
31	Plateau State	Simon Lalong	@simonlalong
32	Rivers State	Nyesom Wike	@nyesomwike
33	Sokoto State	Aminu Tambuwal	@AwTambuwal
34	Taraba State	Darius Dickson Ishaku	@Dariusihaku
35	Yobe State		
36	Zamfara State		

2.1. Presence on Facebook and Twitter

Result from Facebook data analysis shows the online presence of each State Governor in Nigeria. The result shows that not all the State Governors in Nigeria as at October, 2015 have Facebook account. The total numbers of states present are 31 out of 36 States in Nigeria except Federal Capital Territory which was not used for the study. While result from Twitter data analysis shows the online presence of each State Governor in Nigeria; the result shows that not all State Governors in Nigeria as at October, 2015 have Twitter handles. The total numbers of the states presents are 31 out of 36 States in Nigeria, Federal Capital Territory was not used for the study also. The presence of Governors on Facebook and Twitter is summarized in Table 1, which displayed the profile of Facebook account presence and Twitter handle of each State Governor in Nigeria respectively. Table 2, which follows immediately shows the Facebook account name and Twitter handle of each State Governor in Nigeria; the result present each State Governor in Nigeria that have Facebook accounts and Twitter handles respectively together with those who are present in both, present in just one of it and those who does not even have presence in both social media networks at all.

The total number of each State Governor's likes on Facebook, the total number of each State Governor's followers, following and tweets all on Twitter as at October, 2015 is analyzed in Table 3, and also put together those Governors who have a presence in either one of the media networks or even none of the social media networks. State Governors with no Facebook account or Twitter handles are 5 in number as at October, 2015, and they are Ebonyi, Kebbi, Niger, Yobe and Zamfara State.

Table 3: What is the Nature of Discourse on Facebook?

S/N	State	Pol	Bud	Per	Edu	C.A.T	Rel	Emp	Wom
1	Abia State	1		1					1
2	Adamawa State	1						1	
3	Akwa-Ibom	1							
4	Anambra	1							
5	Bauchi State	1							
6	Bayelsa State	1	1						
7	Benue State	1							
8	Borno State	1				1	1	1	
9	Cross River State	1							
10	Delta	1							
11	Edo State	1	1	1					
12	Ekiti State	1							
13	Enugu State	1		1		1		1	
14	Gombe	1							
15	Imo	1							
16	Jigawa	1							
17	Kaduna State	1	1	1				1	
18	Katsina State	1	1					1	
19	Kano	1							
21	Kogi State	1		1					
21	Kwara State	1	1	1					
22	Lagos State	1		1				1	
23	Nasarawa State	1							
24	Ogun State	1		1	1				
25	Ondo State	1	1		1			1	
26	Osun State	1	1	1	1	1			
27	Oyo State	1						1	
28	Plateau State	1							
29	Rivers State	1							
30	Sokoto	1						1	
31	Taraba State	1		1					
Total		31	7	10	3	3	1	10	1

Table 4, shows the nature of discourse of the State Governors on Facebook; the result shows that most of the State Governors that have a Facebook account base their nature of discourse on Political affairs, while only few address other issues like Personal Matters, Education, Budget and Child Abuse.

Table 4: What is the Nature of Discourse on Twitter?

S/N	State	Pol	Bud	Per	Edu	C.A.T	Het	Sec
1	Abia	1						
2	Adamawa	1						
3	Akwa-Ibom	1						
4	Anambra	1	1			1		
5	Benue State	1		1				
6	Bayelsa	1						
7	Borno State	1		1				
8	Cross River	1	1	1				
9	Delta	1						
10	Edo State	1	1	1				
11	Ekiti State	1	1	1				
12	Enugu State	1	1					
13	Gombe	1						
14	Imo State	1	1	1				
15	Jigawa	1						
16	Kaduna State	1						
17	Kano	1						
18	Katsina	1						
19	Kebbi	1						
20	Kogi	1						
21	Kwara State	1	1		1			
22	Lagos State	1	1	1	1			
23	Nasarawa State	1	1	1				
24	Ogun State	1	1		1		1	
25	Ondo State	1	1	1	1			
26	Osun State	1	1		1			
27	Oyo State	1		1				
28	Plateau State	1	1	1				
29	Rivers State	1	1					
30	Sokoto State	1						
31	Taraba	1						
Total		31	14	11	5	1	1	1

3. DISCUSSION OF RESULTS

From Table 1, the result from Facebook analysis shows that the online presence of each State Governor in Nigeria. The result shows that not all the State Governors in Nigeria as at October, 2015 have Facebook account. The total numbers of the states present are 31 out of 36 States in Nigeria except Federal Capital Territory which was not used for the study. While the result from Twitter data analysis shows that the online presence of each State Governor in Nigeria, and that not all State Governors in Nigeria as at October, 2015 have Twitter handles. The total numbers of the states with twitter handles are 31 out of 36 States in Nigeria, except the Federal Capital Territory which was not used for the study.

From Table 1, the presence of Governors on Facebook and Twitter is summarized in Table 2, which displayed the profile of Facebook account presence and Twitter handle of each State Governor in Nigeria respectively. Table 2, which follows immediately shows the Facebook account name and Twitter handle of each State Governor in Nigeria; the result present each State Governor in Nigeria that have Facebook accounts and Twitter handles respectively together with those who are present in both, present in just one of it and those who does not even have presence in both social media networks at all.

4. CONCLUSION AND RECOMMENDATIONS

With survey carried out we found out that majority of people using social media for interaction in governance are mostly base in the Northern part of Nigeria and we hereby conclude the following;

1. The performance of any governor in Nigeria can be measure through the social media
2. The priority of any governor can be determine on their social media platform
3. Majority of the governors discuss mostly political issue on the social media
4. Few among them discuss issue related to budget, education and health

We recommend the following:

1. With social media interaction open governance policies will be encourage
2. We recommend that the remaining states governors should have online presence on both facebook and twitter

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