

Relevance for the Danube Region

EXIT/ENTRY, VOICE/NOISE, AND LOYALTY/APATHY IN THE ERA OF SOCIAL MEDIA IMPACT OF SOCIAL MEDIA TO PUBLIC SECTOR

Hiroko Kudo

The contribution deals with how the way changed citizens interact with public administration due to Social Media. It focuses on the ease of mobilization and the “ease” by which communities can be built via Social Media. Whereas the marginal exit/entry costs to citizens into social networks has decreased considerably, the impact and also the costs to state authorities to deal with the effects of such networks increases. The paper uses examples from the U.K., however the contribution is particularly relevant to the Danube Region, as Social Media can help shape (or reshape) a political landscape.

Virtusu’s paper exemplifies that in analyzing the effects these reduced entry costs to Social Media had on elections in Moldova, where one candidate apparently managed to shape the public perception of another candidate in a decisive way using Social Media – this at very low marginal costs and in a way much more efficient than it would ever have been via traditional media. Also the literature overview provided by Aburumman and Szilágyi lists a number of cases reporting similar evidence. Kudo raises a point here that goes well beyond current U.K. topics (such as Brexit) and has general applicability including the Danube Region.