



Importance of social media in public administration

J Narsimuloo^{1*}, **S Siva Prasad**²

¹ Assistant Professor, Department of Public Administration, MVS Govt. Arts & Science College (A), Mahabubnagar, Telangana, India

² Assistant Professor, Department of Economics, MVS Govt. Arts & Science College (A), Mahabubnagar, Telangana, India

* Corresponding Author: **J Narsimuloo**

Article Info

ISSN (online): 2582-7138

Volume: 05

Issue: 01

January-February 2024

Received: 11-01-2024

Accepted: 13-02-2024

Page No: 965-968

Abstract

Social media and Public Administration are interrelated each to other for framing and implementation of public policies for citizen welfare in particular domain. Social media is engine which is playing vital role communicating the information and opinion in between government and public. Public administration is the executive body in the constitution which is very important smooth run of the government by framing the policies. Social media which is under globalization became ubiquitous which is passing the messages from all sides of the world. At present many apps are designed technologically for the gathering the information time to time. With this citizens are receiving that information very shortly means that avoiding the delay in the implementation and formulation of the public policies. Especially in the worldwide we have Facebook, Twitter, Instagram, Tiktok, WhatsApp, YouTube etc. are used for communicating information and also these apps are assisting, enhancing and connect global economy, and also many of the people receiving the information at a time where ever they are. So that we could say Social media and Public Administration cannot be detached and seen a lonely.

Keywords: Administration, Policy, Constitution, Technology and Social Media

Introduction

Public administration is coined by two terms, public and administration. The term public means government which is mainly focus on government activities and actions. The term administration is derived from a Latin word "Administer" which means to serve, to direct, to control, and to care for or welfare of the people. Literally, the term "administration" means management of public or private affairs. Hence, simply public administration is known as the management of public affairs. It looks after the affairs of the people and provides services to them.

Public Administration is the framing and implementation of government policy and also an academic discipline that studies this implementation and prepares civil servants for working in the public service.

The public administration is defined as the study of government affairs. To know the answer of the questions like, what is public administration, which dimension and scope it includes, it is necessary to analysis the view and opinion of some scholars of Public administration.

According to Woodrow Wilson (1887) Public Administration is the detailed a systematic execution of public law. Every particular application of law is public administration.

According to L.D. White Public administration consist of all those operations having for their purpose of fulfillment or enforcement of Public Policy.

Public Administration is a field in which leaders serve communities to advance the common good and effect positive changes. Public Administration is a discipline which is concerned with the organization and the formulation and implementation of public policies for the welfare of the people.

Social media can change the communication between government and citizens as they contribute decisively to the transformation of the Public Administration towards a new and open format that will be characterized by active participation of citizens in public affairs.

Social media is the key engine for communicative for public policies to the citizen in concerned domain with in short period of time and also social media reaches N number of people at same period of time, with this we can reduce red tape, hierarchy which are symbol for delay in public administration. So that the public utility services reached to the public and there is a transparency taken place in the implementation and framing of public policies which are helpful to the people.

With social media the citizens of any country in the global are known the any government policy making and implementation of policies, this is helping making a cordial relation with the oversees government and citizens also. In the same way with the social media there is a adverse effect on public administration because of some times misguide the information and communicate to the administrators and public which damages proper implementation of public policies. With this vulnerable is not receiving proper benefits from the government.

Review of Literature

1. According to David Spacek 2018-19, has highlighted the importance of face book in administration for grabbing required and necessary information form executive body. But in globalization we have many branches in social media like youtube, whatsapp, twitter etc., and also gave the importance not only grabbing the required information but also misuse of social media and make it gobble advertisement which reflect to accountable and transparent officers in administration.
2. According to Mordecai Lee, Ethan Lee Elser, explained nine commandments require the social media like Only use social media if you can identify a tangible mission-related reason for using it. Unlike a business or nonprofit, every government agency has the duty of accountability in a democracy Social media works only if the agency is committed to its maintenance and operation. But in present scenario the social media is not functioning based on nine commandments which are explained by them. They neglected yellow media and favorable to draconian people in globalization.
3. According to Thomas A. Bryer University of Central Florida. Social media and public administration theoretical dimensions and introduction to the symposium. In his book he reviles the practical and theoretical differences across the society the importance of social media in Public Administration.
4. According to Mr. Paul Clarke (Digital Strategy Consultant, London, United Kingdom) Information, (Social) Media and the Civil Service. He emphasize in his lecture the drastically changes regarding to Public Administration in the society through social media and how it is helpful to the technologically advanced sections but many of the people are unaware regarding to social media for them we can improve technologically literacy rate.
5. According to Tina Jukić and Manca Merlak Faculty of Administration, University of Ljubljana, Slovenia.

Faculty of Economics, University of Ljubljana, Slovenia. The Use of Social Networking Sites in Public Administration: Their study related to 112 organizations in Slovia. Out of them only 14 organizations have launched face book in their country. He compared with other countries this country is still majority of the organizations are unaware regarding social media with technology phobia. And also their observation only young guys are using face book in administration.

6. As per Info graphics October 22, 2020. Social Media in Government: Benefits, Challenges and Impact on Social Perception View all blog posts under Online Master of Public Administration. Through Social media administrators have opportunity to discuss and elite Public policies with citizens of any demine and it is path for build good nation.
7. According to Mary K. Feeney Professor and Lincoln Professor of Ethics in Public Affairs Arizona State University. As per their paper interpretation how administration effect on political and economical awareness in the society and also social media escalate the public awareness on Government policies.
8. As per Maria Karakizaa, A Master in Business Administration (MBA), School of Social Sciences, Hellenic Open University, Greece International Conference on Strategic Innovative Marketing, As per this paper how social media exchange the information person to person and Government to Citizens quickly and make it accountability of administrators.
9. According to Ondrej Mital'. The Use of Social Media in Public Administration: The Case of Slovak Local Self-Government. The objective of this study is to explain Facebook profiles of regional cities in Slovakia, focusing on the general features of social media usage, content and the purpose of posts published between 2016 and 2019
10. According to Sataporn Roengtam Department of Public Administration, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand. The effectiveness of Social media use for local Governance development. This study is related to social media and local governance in urban areas. Social media is one of the toll which can be use for bring the awareness on local governance, policy making and People participation in development of local administration. But in this study did not given priority to rural local governance.

Research Gap

Many of the research papers on social media and Public Administration have been carried by western thinkers. But in India it is very limited effect of social media on Public Administration, as per percentage. India is the highest population country, so that, which is needed and highly require study on the effect of social media in Public Administration to maintain the accountability, transparency and responsibility of both sides. The administration and society has to play vital role to build the good nation under globalization in digital era.

Research Problem

All papers are focused on the Facebook only as a social

media. But we have many other media but they ignored like Twitter, Instagram, Tiktok, Whatsapp, Youtube, etc.

illiterates. The 50 Citizens age group is in between 25 to 50 years.

Objectives

1. To bring the awareness on social media in administration.
2. To study the challenges and possibilities of social media in smooth run of the administration.
3. To bring the awareness proper canalize public policies through social Media.

Research Methodology

Primary Data

The Primary data has been collected from 50 citizens at Collector premises in Mahabubnagar on various social Media and its impact on Public Administration. This data has been collected through discussion method. Out of 50 Citizens, 35 are the literates and remaining 15 are the

Table 1: Literates (35) Known Unknown

Name of the App	Literates (35)		Illiterates (15)		Percentage Known (50) 100%
	Known	Unknown	Known	Unknown	
Whatsapp	35	0	15	0	100%
Youtube	35	0	10	5	90%
Facebook	25	10	0	15	50%
Instagram	08	27	0	15	16%
Twitter	05	30	0	15	10%

Explanation

The above table illiterates regarding social media impact on Public administration. Out of 50 Whatsapp is known by 100% including literates and Illiterates, Youtube is known by 90%, Facebook is known by 50%, Instagram app is known by 16% and Twitter is known by only 10%.

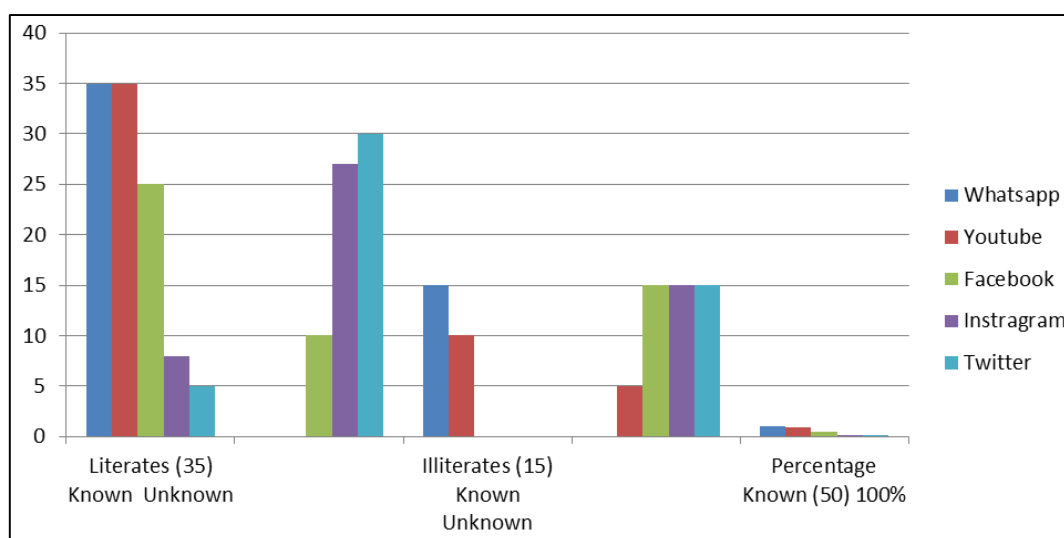


Fig 1

List of popular apps in India: Active users in India per day as shown below.

Table 2: Multimedia Apps

Facebook	2.934 Billions
Instagram	230.25 Millions
Snapchat	332 Millions
Linkedin	830 Millions
Whatsapp	487 Millions
Telegram	214 Million
Moj	160 Million
Share chart	1.17 Billion

As of June 2023 the number people using social media is over 4.9 Billion worldwide. In India it is 470.1 Million users in January 2023.

Findings

- Quick communicate the information through apps.
- Conduct the meetings by the administrators through social media.
- After excising of social media bribes are controlled.
- Accountability, Responsibility and Transparency Enrich in the administrative system.

- Literates and Illiterates are using certain social media apps for their require information.
- Literates are using more apps as social media.
- There is easy accessibility of the communication.
- By using the social media gig worker are getting the Income.
- Rapidly spread of misinformation, fake news and rumors.
- Manipulation of public opinion.
- Blackmail through yellow media.
- Misunderstanding and misinterpretation of information.
- Only limited apps are known by the people as social media.
- Unawareness or lack of cyber laws.
- Serious problem of hacking of the government data and private data.
- Less scope for delay and nepotism.

Suggestions

- Bring the awareness on social media across the society.
- To maintain the harmony between social media and public administration.
- Executive and proper implementation of the cyber laws.
- Control rapidly spread of misinformation, fake news

and rumors.

- Encourage the Illiterates towards using the certain social media.

Conclusion

There is no doubt social media is a playing crucial role in Public administration to formulate and implementation of the Public policies. Which bringing effective awareness across the society and also control the administrator's mistakes like bribes, negligence and lack of accountability etc. Social media is the iconic toll which is communicates information and also act as a mediator between society and public administration. Still in Mahabubnagar many of the people are unaware regarding many apps in social media. Until now there is a lot of research carried out regarding importance of social media and public administration in abroad. There is a lacuna towards research on this regard due to lack of institutional trainings and infrastructural facilities. The government has to bring awareness on social media and its importance in public administration and take necessary steps.

References

1. Bryer TA, Zavattaro SM. Social media and public administration: Theoretical dimensions and introduction to the symposium. *Administrative theory & praxis*. 2011;33(3):325-340.
2. Feeney MK, Porumbescu G. The limits of social media for public administration research and practice. *Public administration review*. 2021;81(4):787-792.
3. Špaček D. Social media use in public administration: the case of facebook use by czech regions. *NISPAcee Journal of Public Administration and Policy*. 2018;11(2):199-218.
4. Jukić T, Merlak M. The use of social networking sites in public administration: The case of Slovenia. *Electronic Journal of E-Government*. 2017;15(1):2-18.
5. Mergel I. Building holistic evidence for social media impact. *Public Administration Review*. 2017;77(4):489-495.
6. Jilke S, Lu J, Xu C, Shinohara S. Using large-scale social media experiments in public administration: Assessing charitable consequences of government funding of nonprofits. *Journal of Public Administration Research and Theory*. 2019;29(4):627-639.