



پژوهشگاه علوم و فناوری اطلاعات ایران (ایرانداک)

داده رسانه های اجتماعی و سیاستگذاری

سمیه لبافی

عضو هیئت علمی پژوهشگاه علوم و فناوری اطلاعات ایران (ایرانداک)



• در جستجوی رابطه میان رسانه های اجتماعی و منافع عمومی



• ظهور پلتفرم های رسانه های اجتماعی بر پایه ایدئولوژی و
تکنولوژی وب ۲ و ۳



• **انقلاب پلتفرم های رسانه اجتماعی در تعاملات جوامع انسانی**



• وجود داده های دروازه بانی نشده از کاربران در پلتفرم های
رسانه اجتماعی



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The value of social media data: Integrating crowd capabilities in evidence-based policy

Panos Panagiotopoulos^{a,*}, Frances Bowen^a, Phillip Brooker^b

^a School of Business and Management, Queen Mary University of London, Francis Bancroft Building, Mile End E1 4NS, UK

^b Department of Sociology, Social Policy and Criminology, Eleanor Rathbone Building, Bedford St South, Liverpool L69 7ZA, UK



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ABSTRACT

Social media have been widely embraced by governments for information dissemination and engagement but less is known about their value as information sources. Crowdsourced content from social media can improve inclusivity in policy development but it is not always clear how it can form part of policy evidence. The paper builds on the conceptual framework of crowd capabilities to examine the value of social media data in evidence-based policy. Acquisition and assimilation – the two elements of crowd capabilities – drive our exploratory case analysis in the context of agricultural policies in the UK. The study combined qualitative data from interviews and workshops with an analysis of networks of farmers on Twitter. Policy makers were broadly positive about the immediacy, cost-effectiveness and diversity of useful input that can be sourced from online sources. Limitations were identified in terms of representation and inclusion of participants in large datasets that are sourced from open platforms. We compare social media data to traditional sources of evidence and further reflect on the new capabilities that can support the needs of policy makers in this endeavor.

Table 1

Traditional sources vs. social media data in evidence-based policy.

	Traditional sources	Social media data
Audience acquisition	– Established methods of data collection like surveys, focus groups, interviews etc. – Clear sampling and selection of participants – Audience information directly sought from participants or already known – Participants consent and contribute actively – Input can be private or public depending on the method	– Keyword and network-based approaches to sourcing content – Sampling driven by participants' own engagement (self-inclusion) – Audience constructed according to each platform's available metadata about participants – Participants contribute passively with implicit consent – Input mostly sourced from public spaces
Scalability of input	– Cost and time limitations in collecting feedback – Sourcing more input is usually resource-intensive	– Input available immediately – Input scalable to a large extent irrespective of the number of contributions
Relational capabilities	– Stable and long term relationships with stakeholders – Traditional influencers known and their input is anticipated	– Relationships more dynamically constructed within digital networks – Influencers might be more trend and topic-dependent
Assimilation methods	– “Hard” evidence through statistical relationships, econometric analyses and social science methods	– “Soft evidence” through engagement analytics, text mining and other textual and network-based analysis techniques



• چگونه می توان داده حجیم رسانه های اجتماعی را در فرایند
سیاستگذاری به کار بست؟



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Using social media to inform policy making: to whom are we listening?

Conference or Workshop Item

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From citizens to government policy-makers: Social media data analysis

Olfa Belkahla Driss^{a,*}, Sehl Mellouli^b, Zeineb Trabelsi^b

^a COSMOS laboratory, Ecole Nationale des Sciences de l'Informatique, Ecole Supérieure de Commerce de Tunis, Université de la Manouba, Tunisia

^b Department of Information Systems, Laval University, G1k 0A6 Quebec, PQ, Canada



ARTICLE INFO

Keywords:

Social media
Government decision
Citizen engagement
Citizen participation
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LSA

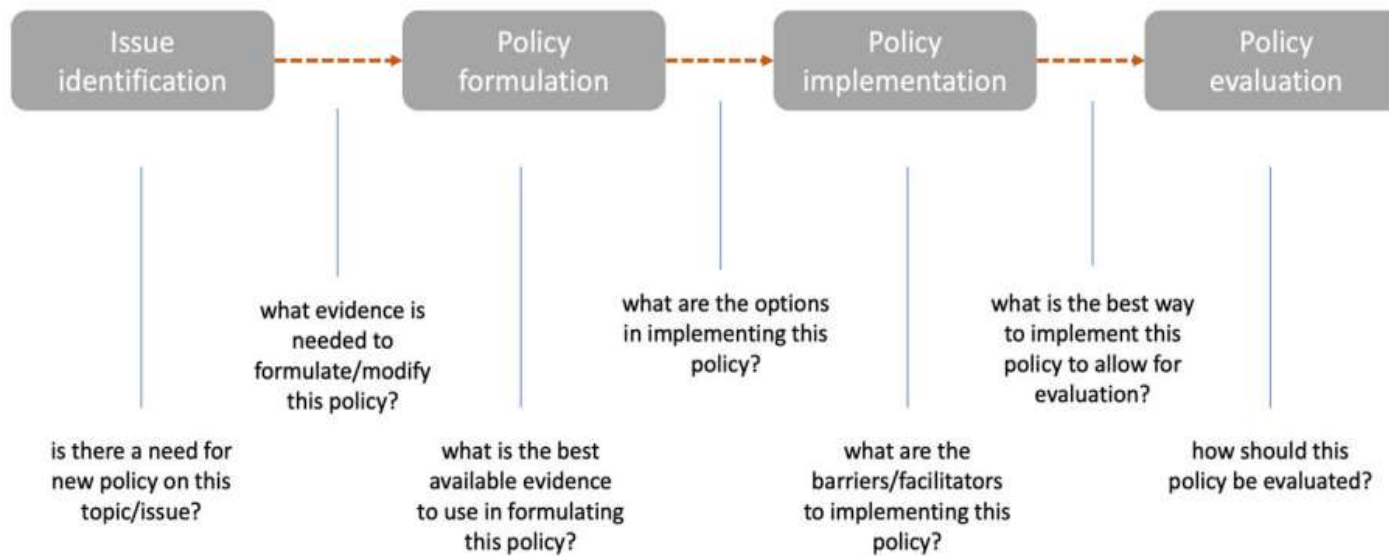
ABSTRACT

People are more and more using social media to express themselves about the different services that their governments are delivering. They can either provide positive or negative comments on government services. Hence, it becomes important for policy-makers to have the necessary tools to extract this valuable knowledge in a comprehensive way and that they may consider in their decision-making processes. This paper provides a generic framework, based on semantic analysis of text, to extract valuable data from social media in order to provide new information for government policy-makers. The proposed framework is based on a text semantic analysis tool that collects data from social networks and extracts valuable data to be presented to government policy-makers. The proposed framework is applied to analyze Facebook posts from a page that is managed by citizens in Tunisia. This page aims to report various problems and issues occurring in Tunisian cities.

1. Introduction

Social media platforms can be considered as channels means for communication between governments and citizens (Bonsón, Torres,

Tunisia and that contains different posts related to different facts occurring in different cities in Tunisia. These facts report for example on road security, transportation problems, or government entities services delivery quality.





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Supporting policy-making with social media and e-participation platforms data: A policy analytics framework

Anthony Simonofski^{a,b,*}, Jérôme Fink^a, Corentin Burnay^a

^a Namur Digital Institute, University of Namur, Rue de Bruxelles 61, 5000 Namur, Belgium

^b Faculty of Economics and Business, KU Leuven, Naamsestraat 69, 3000 Leuven, Belgium

ARTICLE INFO

Keywords:

E-participation
Social media
Policy analytics
Design science research
Dashboard

ABSTRACT

E-participation enables citizens to have an impact on policy-making through electronic means. Two of the most popular channels are social media and dedicated e-participation platforms. However, the ideas, comments, discussions of citizens on these two channels generate a lot of data to be processed by political representatives or public agents afterwards. Despite the existence of various techniques for social media analytics, literature is scarce regarding the analysis techniques to mine e-participation platforms as well as the possible combination of insights between the two channels.

In order to address these gaps, we design a policy analytics framework to leverage insights from e-participation platforms and social media through relevant data analytics to support policy-making. In order to do so, we rely on the Design Science Research methodology. Through the analysis of four different cities in Belgium (Liège, Mons, Marche-en-Famenne, Leuven), we identify policy-makers' requirements and needs of information from platforms and social media. Then, we explore data analysis techniques to address those requirements. Finally, we design an actionable framework, present it as an interactive dashboard and iteratively test it on the case of Liège. This policy analytics framework supports each step of the traditional policy-making process with appropriate data analytics applied to the two sources.



• سیاستگذاری مبتنی بر شواهد



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What is mechanistic evidence, and why do we need it for evidence-based policy?

Caterina Marchionni¹, Samuli Reijula^{*,1}

TINT / University of Helsinki, Finland



HIGHLIGHTS

- Mechanistic evidence helps policy extrapolation.
- Mechanistic evidence should be understood as difference-making information about mediators and modulators.
- Mechanistic evidence does not correspond to a level in evidence hierarchies.
- Meta-analysis does not address the integration of mechanistic evidence.
- The piecemeal construction of policy graphs is a tool for integrating mechanistic evidence.

ARTICLE INFO

Keywords:

Evidence-based policy
Behavioral policy
Mechanistic evidence
Extrapolation
Evidence integration

ABSTRACT

It has recently been argued that successful evidence-based policy should rely on two kinds of evidence: statistical and mechanistic. The former is held to be evidence *that* a policy brings about the desired outcome, and the latter concerns *how* it does so. Although agreeing with the spirit of this proposal, we argue that the underlying conception of mechanistic evidence as evidence that is different in kind from correlational, difference-making or statistical evidence, does not correctly capture the role that information about mechanisms should play in evidence-based policy. We offer an alternative account of mechanistic evidence as information concerning the causal pathway connecting the policy intervention to its outcome. Not only can this be analyzed as evidence of difference-making, it is also to be found at any level and is obtainable by a broad range of methods, both experimental and observational. Using behavioral policy as an illustration, we draw the implications of this revised understanding of mechanistic evidence for debates concerning policy extrapolation, evidence hierarchies, and evidence integration.



Requirements	Policy-Making Process	Framework Steps	Integration in the dashboard
R1,6	Agenda-Setting	<u>Step 1</u> : Browse and cluster the data to find the most relevant issues (Document Clustering and Filtering) <u>Step 2</u> : Explore the clusters through keywords (Word cloud)	Page 1
R2,4,6	Formulation	<u>Step 3</u> : Refine a broad cluster in sub-clusters to find specific courses of action from the posts/ideas (Document Clustering and Filtering)	Page 2
R4,5,6	Decision	<u>Step 4</u> : Decide on course of action for a sub-cluster through quantitative insights (Ranking of ideas and posts)	Page 2
R7	Implementation	<u>Step 5</u> : Implement the course of action, using the wording of the citizens from the keywords identified (Word cloud)	Page 1
R6,8,9	Monitoring	<u>Step 6</u> : Monitor the evolution of sentiment from the population about a course of action over time (Sentiment Analysis)	Page 3



ردیف	پیشران های کاربرست داده رسانه اجتماعی
۱	حجم بالای داده های (شواهد) حوزه فناوری در توئیتر
۲	امکان دسترسی لحظه ای به شواهد حوزه علم و فناوری توسط سیاستگذار در رسانه اجتماعی توئیتر
۳	هزینه پایین تولید شواهد از داده رسانه اجتماعی توئیتر
۴	کیفیت بالای شواهد سیاستی حوزه علم و فناوری در توئیتر
۵	قابلیت تولید گفتمان های عمومی در حوزه علم و فناوری در توئیتر
۶	قابلیت درگیرسازی متخصصان حوزه علم و فناوری در توئیتر
۷	پذیرش گسترش طیف شواهد به شواهد غیر رسمی توسط سیاستگذار علم و فناوری



ردیف	موانع کاربرست داده رسانه اجتماعی
۱	انگیزه پایین متخصصان برای مشارکت و تولید داده در توئیتر در حوزه سیاستگذاری علم و فناوری
۲	موانع فنی استخراج داده های کاربران از رسانه اجتماعی توئیتر
۳	عدم تکامل روش ها و ابزارهای تحلیل داده های توئیتر متناسب با نیاز سیاستگذار علم و فناوری
۴	حساسیت کاربران توئیتر به نقض حریم خصوصی شان در جمع آوری داده ها
۵	عدم تطابق فرهنگ سیاسی حاکم بر فرایند سیاستگذاری علم و فناوری در ایران با فرهنگ حاکم بر رسانه اجتماعی توئیتر



• ممنون از توجه شما