

SOCIAL NETWORKING SITE: AN EFFECTIVE TOOL FOR SECOND GENERATION E-GOVERNANCE

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Abstract

The emerging technological development in information and communication technology has opened a new gateway for the virtual form of communication in form of social networking sites. Now, there are a variety of online social media applications to enable communication between people, groups. The increasing popularity of these networking sites among all class of society has compelled the government to think about use of this kind of model for providing SMART E-governance. The first phase of e-governance was merely intend towards web presence of public institutions and dissemination of information but with the passage of the time the expatiations of people from Government are keep changing and becoming more demanding in order to seek second phase of e-governance to get - on line-real time delivery of administration.

The present paper makes an attempt to explore the relevance of social networking sites as an effective tool for e-governance in India. The paper seeks to provide a solution where by network sites could be used for solving various social and economical problems seen in Government machinery. The paper is descriptive in nature and would be helpful to the Government as well as people to insure second generation e-governance.

INTRODUCTION

“Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread.”

Social networking sites are gaining popularity as an informal mean of communication. Now people are spending their time to maintain and create relations through this virtual medium .Although this is a not very old concept but people are appreciating it. These have played a crucial role in bridging boundaries and crossing the seas and enabling them to communicate on a common platform. It has become a potential mean to relation building and staying in touch with all known.

A social network is “a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of relations.”

Social network sites as web-based services that allow individuals to:

- (1) Construct a public or semi-public profile within a bounded system,
- (2) Articulate a list of other users with whom they share a connection, and
- (3) View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. With the rapid growth of people who use or have access to the Internet; social networking websites are a must for the Internet community to stay in touch with each other. Social networking web sites help people keep in touch with old friends make new friends; distribute new data or product, and many more aspects of our everyday lives.

SMART E-GOVERNANCE

E-Governance is a process of reform in the way Governments work, share information, engage citizens and deliver services to external and internal clients for the benefit of both government and the clients that they serve. The term SMART contains meaning - Simple, Moral, Accountable, Responsive, and Transparent.

OBJECTIVES

This paper contains following objectives-

1. To study the importance of social networking sites.
2. To identify the importance social networking sites as a tool for effective tool for second generation e-governance.

STAGES OF E- GOVERNANCE

On the basis of its concept, procedures and implications E- governance can be classify in following three stages -

Stage I – WEB PRESENCE

The first phase is marked by **web presence** of public Institutions and dissemination of information. This has been facilitated by the Right to Information Act, 2005 (RTI) and this has been developed as a basic

feature of all public Services where type of service and service provider details are made available in a proactive manner. Web presence can range from basic and static information to access to databases, documents, policies etc with the aid of help features and site map.

Stage II – INTERACTIVE PRESENCE-

The next stage is marked by an interactive Interface with stakeholders with pro-active solutions to problem solving and electronic requests for services and financial transactions.

Stage III – TRANSACTIONAL PRESENCE-

Completion of transactions on the internet and access to internet. This interaction in turn results in vertical and horizontal integration which changes the way a service is delivered, the effort being for completion of the transaction for the service through the internet with putting in place of back-end integration. The architectural model for this stage requires interoperability and convergence. There is electronic communication between the platform, citizen and Government.

SOCIAL NETWORKING SITES IN INDIA

The world is becoming a global village where the physical and geographic boundaries are disappearing faster than ever before in the virtual world. We are surrounded by the innovations and the rapid rate of change and even the field of governance is not left untouched by it. We come across many of the new innovations in our present times and the sphere of social networking is one shining example of the revolution in the field of Information technology. Although this is not very old concept and is its nascent stage but the social networking phenomenon continues to gain steam worldwide, and India represents one of the fastest growing markets at the moment. More than 33 million Internet users age 15 and older in India visited social networking sites in July, representing 84 percent of the total Internet audience. India now ranks as the seventh largest market worldwide for social networking, after the U.S., China, Germany, Russian Federation, Brazil and the U.K. The total Indian social networking audience grew 43 percent in the past year, more than tripling the rate of growth of the total Internet audience in India.

Growth of Top 10 Social Networking Markets Worldwide July 2010 vs. July 2009

Total Worldwide – Age 15+, Home & Work Locations*

	Social Networking Unique Visitors (000)		
	Jul-2009	Jul-2010	% Change

Worldwide	770,092	945,040	23%
United States	131,088	174,429	33%
China	N/A	97,151	N/A
Germany	25,743	37,938	47%
Russian Federation	20,245	35,306	74%
Brazil	23,966	35,221	47%
United Kingdom	30,587	35,153	15%
India	23,255	33,158	43%
France	25,121	32,744	30%
Japan	23,691	31,957	35%
South Korea	15,910	24,962	57%

Source: comScore Media Metrix

Above mentioned table shows the increase in popularity of social networking sites as a means of communication especially in India. Although it may be an issue of endless debate that is these sites are good or bad for society but one think which we can see by the increasing users that is now people are spending their valuable time with these sites means they are willing to interact with people on regular basis, on-line and most of time real time basis.

FORMAL MEAN OF COMMUNICATION

With the rapid technological development governance has achieved various landmark .Now people are expiating much smart and advance form of administration in order to seek delivery of services from administration. Government accepts formal form of communication in form of application, letter, memorandum to know about demand, requirements, problems of government related to administration. Vice versa government strictly use formal type communication medium in form of order, bulletin, gazetteer, reports, brochure etcetera to establish communication with people.

BHARAT SANDESH- GOVERNMENT WITH NETWORK

For an effective and transparent governance it is essential for the government that government should insure facilitation of service in form of administration . The present E-governance system undoubtedly providing transparent and effective governance but one very important thing is missing that is Delivery of administration on real time basis. In present technical era this is the core of administration. Quick, simple and easiness are the prime features of web world and when people of all class of society are directly and indirectly associated with these social networking sites government should take it as opportunity for

implementation of e-governance .As for as present system of E-governance is concern it has been observed that by the implementation of first phase of e-governance people get enabled with the sense and knowhow of use of computer and network system in order to seek information from administration but it could be seen that in various cases that delivery of services takes same time as in case of off-line.

For example – If a person apply for any information regarding fee, or policy of government by using his/her Right – To- Information by off line medium it will take 30 days and although in on line medium process is different and Government will receive that application much quicker than prior one, off line medium, but delivery of that information will take same days as in case of off line application. Here one thing should be notable that if delivery of service will take same day than what is the difference between traditional and e-governance. Although Government is receiving application means by such kind of e-governance system only one way communication is improved in terms of receiving application but facilitation of service in same manner ,which is an important part of overall process, is not possible which destruct basic concept of **SMART** Governance somewhere .

BHARAT SANDESH: SARKAR AAPKE GHAR

Government should develop its own networking site for the purposes of administration. Very similar to any other social networking sites this will also work. All ministries and departments of government should be member of this sites and a virtual office should host on this site. When any person having intention to seek any information from any department it would be responsibility of that particular ministry /department to insure the delivery of that kind of services to seeker on real time basis on-line. This can be understand by following example-

A Ask Information regarding procedures for the selection for the post of lecturer in University of Allahabad in that case if traditional pattern will adopt than it will take at least 15-30 days but by using **BHARAT SANDESH** (Proto type website developed by author for this paper to describe this concept <http://http://bharatsandesh.webs.com/>) as this information will ask by people from concerning department that department will create a page in which certain query will be in following format -

Name-

Address-

E-mail id-

Password-

Concerning Department-***Details of debit/credit card-******Unique identity-sign,thumb impression ,ratina etc.***

As information seeker will fill that form required information will upload by the concerning departments at the e-mail address mentioned by that person immediately on -real time basis. If any information is serious in nature for the security reason it is privilege of that department that department can deny to provide that information/s but department has to mention that clause on the e-mail address of applicant.

Thus by this government can insure the delivery of next generation e-governance to its people. This concept can be use by various purposes by different department and can contribute in the delivery of smart administration. By this government can assure their people for followings-

Transparency in data, decisions/actions, rules, procedures and performance of Govt. agencies

- Automates processes to take away discretion
- Entry point for simplification of rules and reengineering
- Makes decisions traceable-tracks actions
- Builds accountability-greater access to information through web publishing-role of civil society
- Provides documentation to citizens for follow up
- Introduces competition amongst delivery channels
- Standardized documentation of comments/ objections leads to effective supervision-through comparative indicators
- Centralizes and integrates data for better audit and analysis.
- Enables unbiased sampling for audit purpose.

CONCLUSION

The results of first phase e-governance has shown rigidity of existing employee for this new kind of administration there may be number of reasons for this but all are deviating e-governance from its core motive. So there is need to change the mind-set of all the stakeholders involved, i.e. politicians, government officials and civil society at large. This would require a strong will to change among various stakeholders in the governance system. As the task involves redesigning of governmental processes at

various levels, implementing second generation e-Governance would require political support at all levels. On the other hand, government personnel would have to be incentivized to change old habits and acquire new skills. In the public, awareness needs to be created so that there is a constant demand for reforms in governance through implementation of e-Governance. But people should also feel their responsibility and have to cooperate with government to accomplish administrative objectives.

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