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A Systematic Review of Social Media and Government in the Social Science Discipline

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Abstract

The technical viewpoint recognises the critical role of information and communication technology as a driving force in our time. The importance of public policy management in the environment of public service institutions and regional commands is investigated from the standpoint of public administration and the use of social media. Academics need to map out ideas about how social media and government interact. This research aims to see the important themes or issues raised by scholars in social media and their government articles. What are the comprehensive factors that influence the use of social media in government circles? The research method used was a literature review on social media and government by reviewing journal articles on social media and government published in Scopus as data-based and processed using the NVivo 12 Plus analysis tool. The results of this study reveal five significant problems between social media and the government. These problems include digital difficulties, policies, information, communication, and politics. This research also gave birth to social media and government, which must take the form of digital activism; secondly, access to information disseminated by the government through social media; and third, administrative communication, which looks at how ideas are offered via social media to the government. Fourth, to achieve social media and government goals, it is necessary to demonstrate ethical and political behaviour, formulate policies following those goals, and then evaluate those policies through the implementation of rules or laws.

Keywords: *Government; Social Media; Social Science; Systematic Review*

Introduction

The focus of this research is to see What are the important themes or issues raised by scholars in their social media and government articles? What are the comprehensive factors that influence the use of social media in government circles? What is the government's impact on social media services on society, economic, social, and political institutions? We need to direct the rapid development of information technology in a constructive direction so that it can contribute to the progress of our country. To broaden knowledge, broaden horizons, and spread good ideals, such as the values of optimism, the importance of hard work, the importance of integrity and honesty, the values of tolerance and peace, the values of solidarity and brotherhood, the fast development of social media activities within the public sector, and a growing agreement within the government on the significance of using social media platforms to interact with members of the general public, partners, and other agencies (Wu, Chen, & Chen, 2019). The decision to take this action was made to make it easier for the government to disseminate information in the current era (Lawelai, Sadat, Suherman, Agustiyara, & Nurmandi, 2022). The expectations of government agencies regarding timeliness, information distribution, and service provision have increased and evolved (Criado, Guevara-Gómez, & Villodre, 2020). The presence of a large number of governments on various social media platforms does not only reflect the qualitative expansion of the digital contact channels offered by governments (Carr, 2020). Social media is defined as "a group of users of internet-based technologies that enable them to easily create, edit, evaluate, or link to content or another content creator" (Sulaeman & Sulaeman, 2022). The key is the potential for government-citizen interactivity, collaboration, and co-creation and profound paradigm shifts between governments, citizens as users, and commercial organisations (Hagen, Neely, Scharf, & Keller, 2020). The traditional position of citizens as passive recipients of government services is transformed into an active co-creator due to the two-way contact made possible by social media (Casero-Ripollés et al., 2022). This results in increased public action intelligence (Page-Tan, 2021).

Scholars rarely do mind mapping from various literature on social media and government. As in Research by Pribadi & Iqbal, (2022), Pivotal Issues of Democratic Governance: A Literature Review. Meanwhile, in research by Bueno & Salapa (2022), decentralization, technocracy, democracy, and media, administrative control, participation, devolution, and local governance: a rapid literature review specifically addresses social media usage and the ramifications of the policy modification. Then Meanwhile, in research, Gjaltema et al., (2020) focus on the transition from government to governance to meta-governance with a systematic literature review process.

This article attempts to fill this gap and understand how scholars from the social sciences view social media and government. This article maps the issues of social media and government. The following research issues are discussed in this study: (1) In the field of social sciences, what is the most pressing concern about social media and government? (2) In both theoretical and practical terms, what contribution do these important topics make? To find answers to these problems, this research conducts a comprehensive

evaluation of previous research on social media and government across the social sciences.

Research Methods

A qualitative literature review has been used in this article, where it is useful to produce a mapping of findings that change every year, and the study results in developing the latest knowledge (Salminen, Guan, Jung, Chowdhury, & Jansen, 2020). Therefore, a comprehensive literature review is a striking point for future research (Bueno, Godinho Filho, & Frank, 2020). According to Wang et al., (2018), a systematic literature review is carried out in five stages, which are as follows: Organizing the subject and developing its structure, doing a literature review, conducting data collection and evaluation, analysing and interpreting data, presenting results, and making recommendations for more study For this investigation, the Scopus database was used to acquire articles. The search parameters may be modified inside the database. Media, society, and the government make up the title; The type of access is open access; Year = the period between 2017 and 2022; Name of the author = all; Academic discipline = the social sciences; Document type = article; The publication stage is the same as the end. All journals in the social sciences are referred to as the source title; Keywords: government and social media; social media. Country/territories = each country; The language used was English, and the source was a journal. The findings of this study were published in 410 papers.
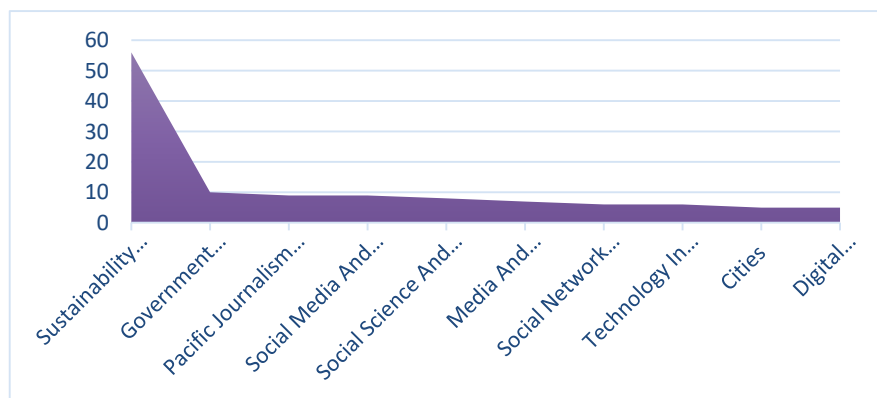

Figure 1. Analyzed Journal Articles
Source: Scopus Database (2022)

The data from journal articles shown in figure 1 are analysed, visualised, and classified in this investigation using the NVivo 12 Plus software tool. data analysis technique using the NVivo 12 Plus application, we use a hierarchical diagram to classify the analysis clusters that give rise to the Jaccard coefficient by illustrating the co-occurrence of phrases. Through the utilisation of Nvivo 12 Plus, this study provides an overview of the most significant social media and government issues that have been discussed in recent publications in the field of social sciences. These issues have been brought up in recent discussions in various social science journals. Analytical work is

done using Nvivo 12 Plus by the research community. NVivo is the perfect set of tools for studying literature (Salahudin, Nurmandi, & Loilatu, 2020). NVivo is also the most widely used data analysis method. NVivo builds the coding structure (Salahudin et al., 2020), and NVivo analyses coding schemes and nodes using automated code tools. NVivo also enables scholars to organise data and simplifies data analysis, the identification of themes and insight sets, and the development of conclusions. Then something important can happen: NVivo can give researchers the ability to define data and develop themes, groups, or models (Rossolatos, 2019).

Results and Discussion

This section will discuss the findings, explain the results, and then analyse the results. The results include the country where the research was conducted and the number of citations for each document. The following summarises the conclusions of this study about the interaction between social media and government: difficulties with politics and government; problems with the general public; problems with policies; and institutional problems.
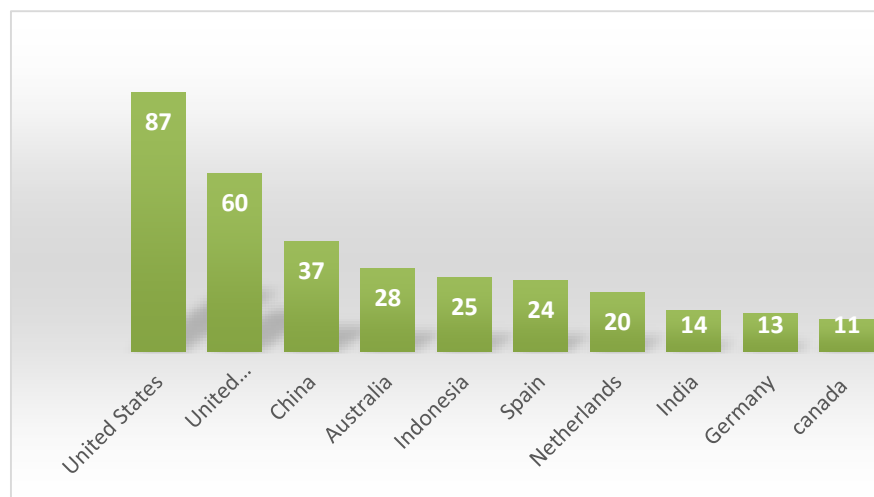

Figure 2. Identification of Country by Number of Articles
Source: Scopus Database (2022)

If the document is identified through the country of analysis, figure 2 shows that scholars analyse social media and government themes that are spread in almost every country in the world. Overall, some countries are highlighted; altogether, there are countries that are highlighted in this study, such as the United States with 87 documents, followed by the United Kingdom with 60 papers. These two countries were followed by eight others, such as China with 37 articles, Australia with 28 documents, Indonesia with 25 pieces, Spain with 24 papers, the Netherlands with 20 documents, India with 14 documents, Germany with 13 articles, and finally Canada with 11 documents. However, it should not be a surprise that the United States has produced such a large quantity of

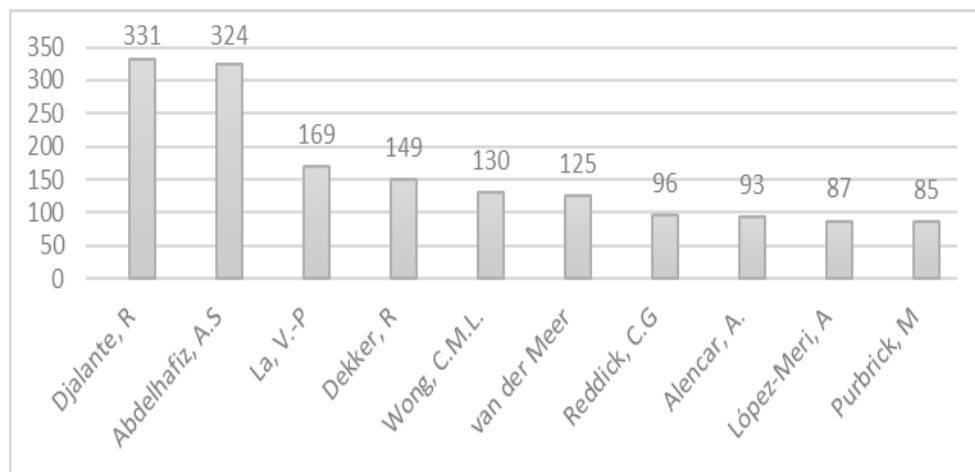papers, given that it was the first nation to deal with problems between social media and the government.

Figure 3. Capturing Citation By Authors Documents
Source: Scopus Database (2022)

Based on figure 3, it is stated that there are notable citations that are highlighted as high-impact documents by other scholars and identified as high-impact articles. Studies conducted by Djalante et al., (2020) are the most frequently cited since their initial publication. Abdelhafiz et al., (2020) found the second-highest impact with 324 citations; most scholars cited one hundred more in some of their article projects.

Main Social Media and Government Issues

This research provides an overview of the most significant social media and government issues addressed in recent publications in the field of social sciences. These issues have been raised in recent discussions in various social science journals.
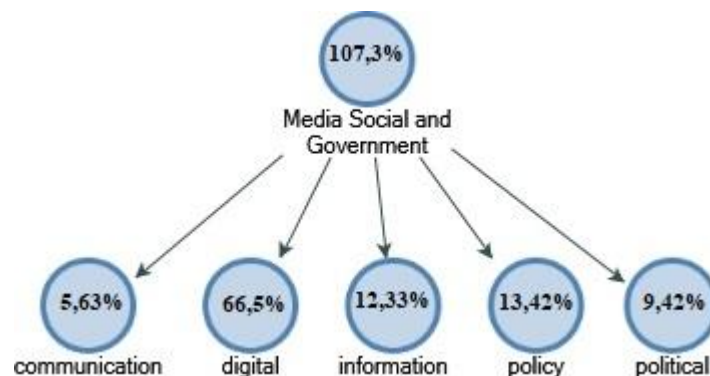

Figure 4. Main Media Social and Government Issues
Source: Analysis Using Nvivo12 Plus (2022)

The node on the network is the keyword in Figure 4, while the connection describes the node association. The figure shows the percentage of the frequency of simultaneous occurrences. Table 1 confirms that social media and government often appear together

with the keywords "digital" (66.5%), "policy" (13.42%), "information" (12.33%), "communication" (5.63%), and "political" (9.42%).

Table 1. The Relationship between Social Media and Government with the Main Issues
Source: Analysis Using Nvivo12 Plus (2022)

Code A	Code B	Jaccard's coefficient
Social Media and Government	Digital	0,989074
Social Media and Government	Policy	0,983437
Social Media and Government	Information	0,961657
Social Media and Government	communication	0,931839
Social Media and Government	Political	0,924241

The validity of the five themes is derived from the Jaccard coefficients resulting from processing Nvivo 12 Plus through the stages of importing 410 articles and then autocoding, and each important part has a close relationship with its parent in the form of social media and the government. Hierarchical diagram for classifying cluster analysis, which gives rise to the Jaccard coefficient; the Jaccard coefficient shows that these numbers are significantly related, and select the Jaccard coefficient menu from the cluster analysis menu.

The digital issues on figure 5 shows the percentage of frequency co-occurrence from highest to lowest; digital issues are closely related to digital activism (49.97%), digital authority (6.4%), digital access (4.17%), digital acceleration (3.42%), digital availability (1.65%), digital action (1.35%), digital behaviour (0.73%), and digital aspects (0.41%).
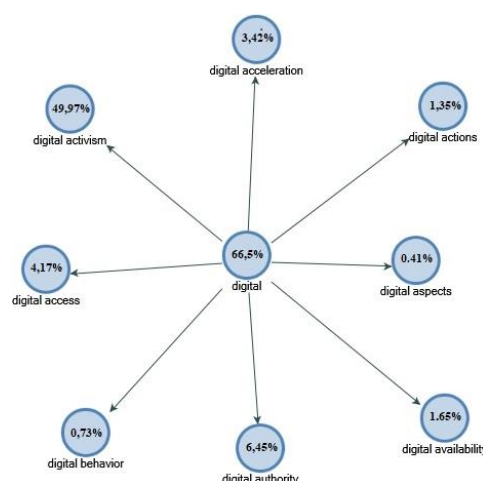

Figure 5. Digital Issues of Social Media and Government
Source: Analysis Using Nvivo12 Plus (2022)

According to scholars, the issue of democratic governance is related to digital behaviour. Al Raqqad (2020) states that Digital behaviour implies rules or processes for electronic behaviour, and the person needs to be responsible for himself in the digital environment so that he sets specific standards for good digital behaviour, values, and

behaviour. When working with digital technology, he adheres to a set of standards, some of which include digital etiquette, digital access or availability, digital commerce, digital communication, digital literacy, digital etiquette or digital ethics, digital law, digital rights and obligations, and digital literacy (Al Raqqad, 2020). Those who suggest that digital media platforms promote authoritarianism have referred to the "technology of freedom" approach as opposed to the "technology of repression." Digital media platforms weaken authoritarianism. This is true whether one looks at it from a Western or an Eastern perspective (Norén-Nilsson, 2021). In this study, we discovered that high follower rankings do not always equate to high levels of digital authority on Twitter (Casero-Ripollés, Alonso-Muñoz, & Marcos-García, 2022).

Proportion one: The digital issue is a critical element for building social media and government, digital behaviour, activism, power, and access.

The policy issues on figure 6 shows, with the percentage level of co-occurrence from highest to lowest, that public issues are closely related to policy making (5.19%), policy measures (3.85%), policy material (1.71%), policy mandates (1.12%), citizen policy strategy (1.09%), and communication policies (0.45%).
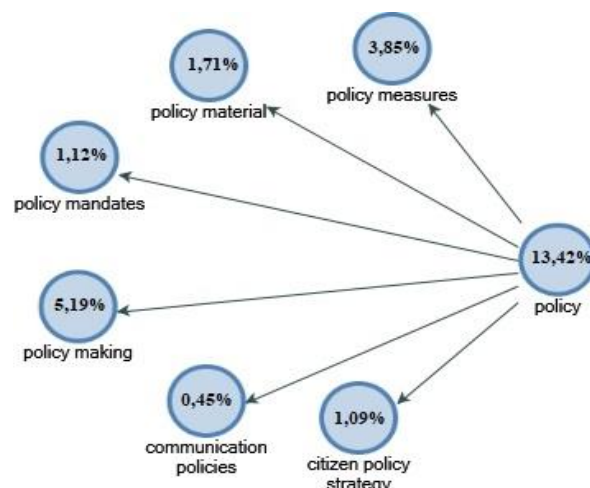

Figure 6. Policy Issues of Social Media and Government
Source: Analysis Using Nvivo12 Plus (2022)

Scholars identify that policy-making, policy measures, and policy materials are the main factors for developing social media and government. Policymakers who have good material policies can measure the impact of those policies on social media and government, particularly when it comes to using social media. The use of social networking sites by people as a means of initiating a discussion with their government is becoming an increasingly frequent practise (Lin, 2022). In the context of the public sector, social media is a technology that enables public institutions to encourage higher levels of citizen participation (Weng, Schwarz, Schwarz, & Hardy, 2021). As governments leverage social media networks, there is potential for citizen participation, collaborative output, and the use of technology that facilitates crowdsourcing (Makhya & Windah, 2020). The usage of social media platforms may result in increased levels of government accountability as well as advancements in the design of policies and the administration

of information, in addition to the provision of government services (Khan, Malik, Ruhi, & Al-Busaidi, 2022). Because social media is a decentralised network that relies on user-generated standards for communication architecture (Perea, Bonsón, & Bednárová, 2021), it must engage in clear, balanced, and rewarding strategies for dealing with possible emotional reactions from the general public (Dukhi et al., 2021; Henman, Graham, & Lata, 2021; Khan et al., 2022). In addition, it highlights the fact that the level of information and communication technology (ICT) competence of the target audience is a crucial prerequisite for utilising the government's social media services, indicating the need to develop citizen media literacy. Citizen media literacy (Caldevilla-Domínguez, Barrientos-Báez, & Padilla-Castillo, 2021; Smirnova, 2020) In the age of disruption, social media and government cannot be separated. To advance this, it is necessary to pay attention to policymaking and policy measures (Wushe & Shenje, 2019).

Proportion two: Social media and government cannot be separated in the era of disruption. To advance this, it is necessary to pay attention to policymaking and policy measures.

The information issues on figure 7 reveals the percentage level of co-occurrence from highest to lowest and that the importance of information is closely related to accessing information (9.51%), accepted information (2.33%), accessible information (2.07%), academic information (0.69%), and information campaigns (0.05%).
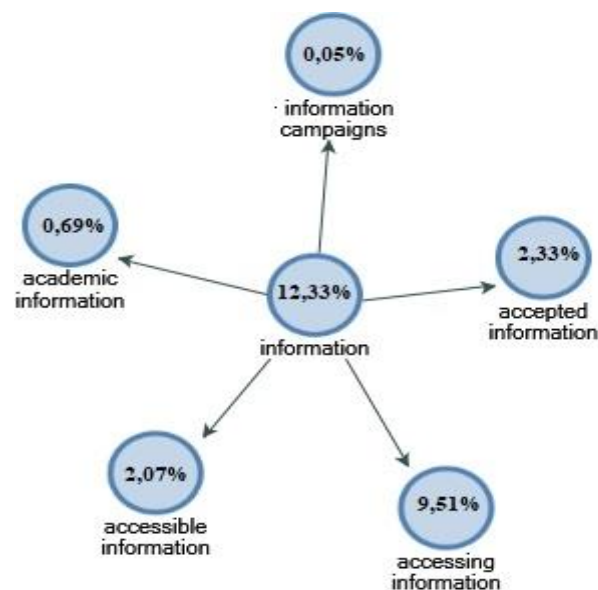

Figure 7. Information Issues of Social Media and Government
Source: Analysis Using Nvivo12 Plus (2022)

According to scholars, social media and government dynamics in information issues are very necessary for accessing accepted information and accessible information to get good information (Alonso-Muñoz, Tirado-García, & Casero-Ripollés, 2022; Gursky, Riedl, Joseff, & Woolley, 2022; Young, Arthur, Spruce, & Williams, 2022). In this sense, digital technologies appear to diversify the types of supporting actors and, together with other related phenomena, influence how governments organise themselves as key advocates

for accessing information, particularly public information and different types of information (Young et al., 2022). The decision of many countries to engage in governance reform and government information and communication technology is motivated by the need for economic and social progress (Gallagher & Miller, 2021; Gao, Ling, & Liu, 2018; Mukhtarov, Dieperink, & Driessen, 2018). The substantial impact of information and communication technology is driving East African countries to concentrate on the role that information technology can play in improving the quality of public services. Kjeang et al., (2017) said the use of information and communication technology, sometimes known as ICT, is vitally crucial in every facet of national life, including politics, economics, social and cultural development, and even personal entertainment. This important role has a significant impact on the way people communicate with each other, access information, and even spend time (Wilson, Zhou, & Starbird, 2018). They concluded that for information and communication technologies (ICTs) to be effective, additional requirements must be met (Baraybar-Fernández, Arrufat-Martín, & Rubira-García, 2021). These requirements include integrating ICT with other applications, continuing in-service, investment, and strategic leadership by the government, and intensifying the evaluation and continuation of this programme towards reform (Boas, Chen, Wiegel, & He, 2020). Because having resources without expertise on how to use them effectively is a sure path to waste and wasteful investment, building government capacity and skills to apply ICTs as tools for information dissemination and learning is critical (Boas et al., 2020; Gunawong & Leerasiri, 2022; Hardey & Atkinson, 2018; Ng & Park, 2022).

Proportion three: Get information, give information, and get information to accomplish social media and government goals.

The Communication issues on figure 8 reveals the percentage level of co-occurrence from the highest to the lowest, indicating that the importance of communication is related to administrative communication (2.34%), additional communication (1.31%), actual communication (0.77%), accessible communication (0.64%), and advancing communication (0.57%).
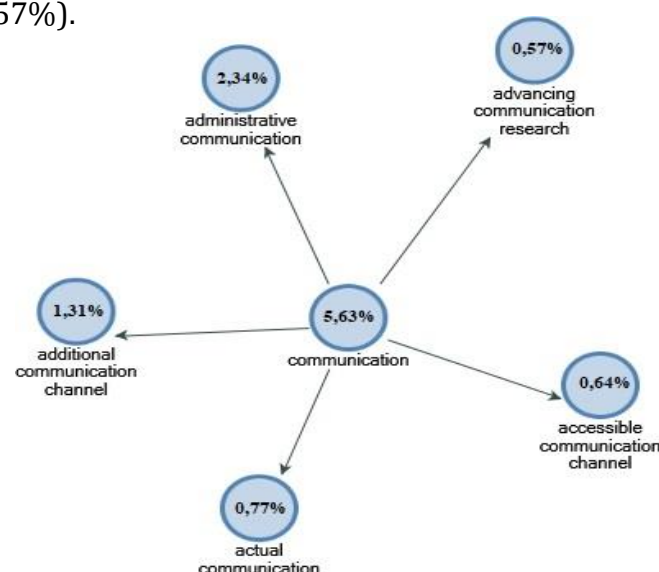

Figure 8. Communication Issues of Social Media and Government
Source: Analysis Using Nvivo12 Plus (2022)

Scholars identify that administrative communication, additional communication, and actual communication are the main factors in social media and government. We have seen that people from all over the world are using different social media platforms to engage in online conversations with various administrations. An in-depth analysis of the previous studies conducted on the topic of social media and government indicates that most of these studies are focused on explaining the presence of the government on social media. This is the case even though people's incentives to connect with the government through social media are seldom reflected in this research (Lin & Kant, 2021; X. Wang, Yu, Zhu, & Zheng, 2022), with a few exceptions (Meng, 2021). In one of China's countries, the central and local governments have, for the last few decades, used electronic channels for the management of communications. This makes the country an intriguing case study (Liu, Tu, & Zhou, 2022; Meng, 2021). In addition, it has been suggested that nations that do not have robust democratic institutions may find that the platforms provided by social media might act as substitutes for platforms that allow for involvement and accountability (Li, Ma, Lee, & Lee, 2021). In this case, the Chinese fusion of the following things in general makes China a relevant point in this case on the issue of communication (Li et al., 2021; Zhang, Huang, & Liu, 2022).

Proportion four: Administrative communication and additional communication.

The political issues on figure 9 shows that, with the percentage of co-occurrence rate from highest to lowest, institutional issues are closely related to political behaviour (4.54%), political bias (1.71%), democratic politics (1.05%), cyber politics (1.00%), political branding (0.84%), digital politics (0.16%), and political benefits (0.12%).
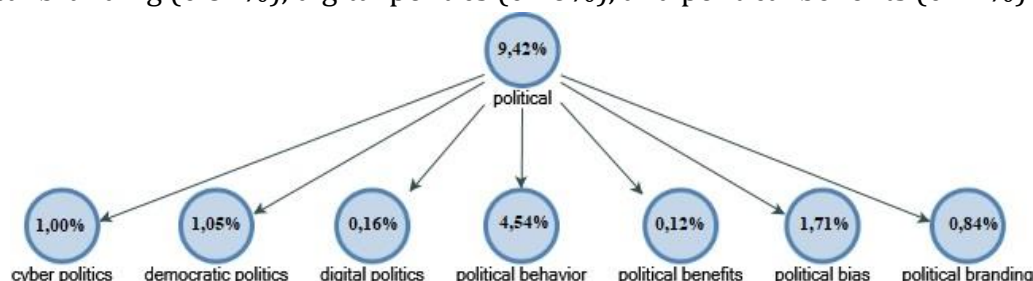

Figure 9. Political Issues of Social Media and Government
Source: Analysis Using Nvivo12 Plus (2022)

According to scholars, elite politics influences the government's use of social media (Sakil, 2018; Sharples, 2021). The mass media are under the sway of political elites in emerging nations. As a consequence of this, it is challenging to establish effective government due to the interference of elite interests (Sakil, 2018; Sharples, 2021; G. Wang, Xue, Skibniewski, Song, & Lu, 2018). Speeches and statements of nobility, which are just empty words, make the promotion of the government's social media difficult to implement (Teh, Piao, Almansour, Ong, & Ahad, 2022). Scholars also agree that political actors have an impact on government social media. Identity politics and the formation of identity groups among political actors have an impact on social media and the government (Mutanga & Abayomi, 2022). Local players with a variety of authorities,

abilities, and resources have an impact on the administration of social media and government in the context of development (Bast, 2021). Strong actors often determine the success of developing social media and government infrastructure in a country (Dwianto, Nurmandi, & Salahudin, 2021). Political participation, according to scholars, influences social media and government. The citizen's perspective is very important. Engagement in meaningful ways in the decision-making process increases the likelihood that the general public's participation will legitimise the government's use of social media (Reggi & Gil-Garcia, 2021). The inability of governments in numerous undeveloped nations throughout the globe to create social media is caused by the poor engagement of civil society in development and security (Kumar, Liu, Narayanasamydamodaran, & Pandey, 2021). The work of advocacy and community organisations has profoundly impacted both the government and social media (Dekker, Engbersen, Klaver, & Vonk, 2018). The level of involvement and participation of citizens is one of the most significant aspects that leaders need to consider to drive the growth of social media and governance (Sobieraj, Masullo, Cohen, Gillespie, & Jackson, 2020).

Proportion five: The most important political aspects of social media and government are political behaviour, political bias, and democratic politics.
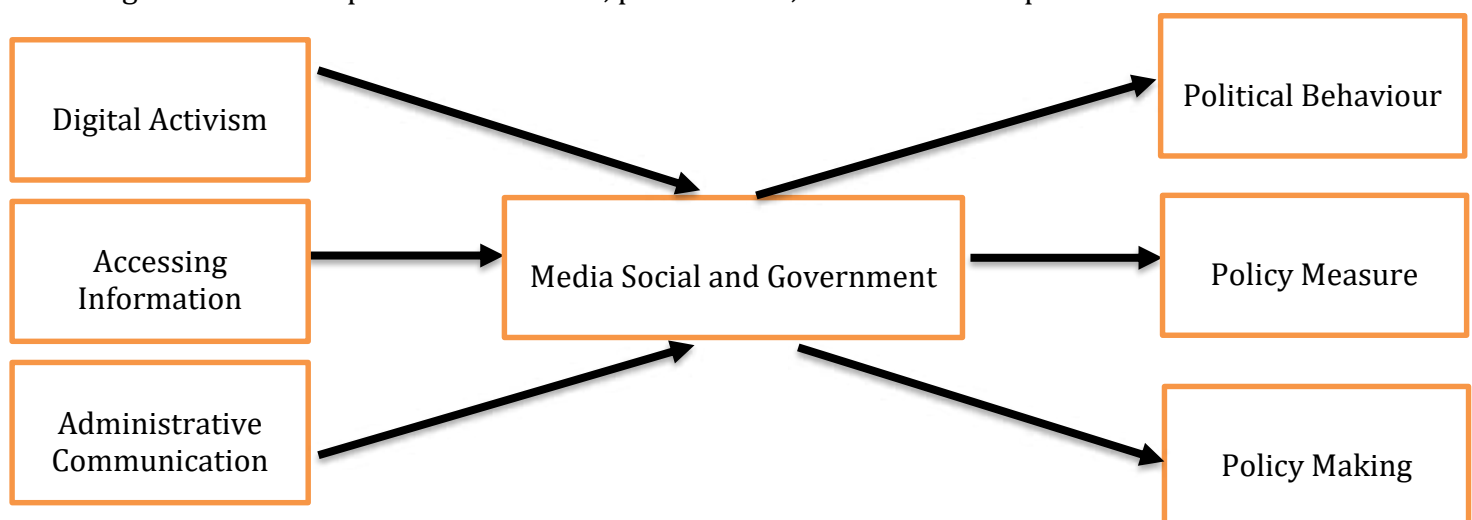

Figure 10. A Comprehensively Proposed Theoretical Model
Source: Processed by Authors (2022)

Figure 10 is a comprehensive proposed theoretical model derived from the first to fifth propositions based on the relevance of social media and government issues so that they can become new models, such as digital behaviour, information received, and administrative communication, which influence social media and the government. In turn, social media and the government influence political behaviour, policy moves, and policy making.

Conclusion

Many scholars working in the area of social science have published articles on the topic of how social media and governments interact with one another. The findings of this

study contribute to the expansion of the arguments and viewpoints held by academics in the social sciences. To know the present state of the art for assessing research courses, it is helpful to look back at some of the earlier articles published on social media and by the government. This research analysed 410 journal articles found in the Scopus database. According to the findings of this research, there are five significant problems between social media and the government. These problems include digital difficulties, policy, information, communication, and politics. This research also involves social media and the government, which must take the form of digital activism; second, accessing information disseminated by the government through social media; and third, administrative communication, which looks at how ideas are offered through social media to the government. Fourth, to achieve the objectives of social media and the government, it is necessary to demonstrate ethical and political conduct, formulate policies following those goals, and then evaluate those policies via the implementation of rules or laws.

This study adds something new to theory by mapping the ideas of social media and government and looking for links between the ideas of other important ideas. This research also provides the following practical steps: (1) The community can use knowledge of social media and government to assess online government. (2). The government can determine its behaviour in determining a policy and measuring its policies through social media. (3). As a means for the government to behave politically in determining a policy and measuring policies through social media.

Acknowledgement

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