

Evolving the Utility and Potential of Social Media in Social Impact Assessment

International Association of Impact Assessment

29 April – 2 May 2019 Brisbane

Yetta Gurtner

The screenshot shows the Facebook profile for 'Stop Adani' (@stopadani). The profile picture is a red octagonal sign with a white border and the text '#STOP ADANI' in white. The cover photo is a large crowd of people at a protest, with a prominent blue banner that reads 'THIS GENERATION WILL NOT WAIT'. Below the cover photo, there is a post with the text 'announcing \$1.2 billion subsidised loans for new gas pipelines to support fracking in NT and Qld. #auspsol #AusVotes2019'. The page also shows a 'Community' section with 55,197 likes and an 'About' section identifying it as a 'Cause · Community organisation'.

Non Government/community

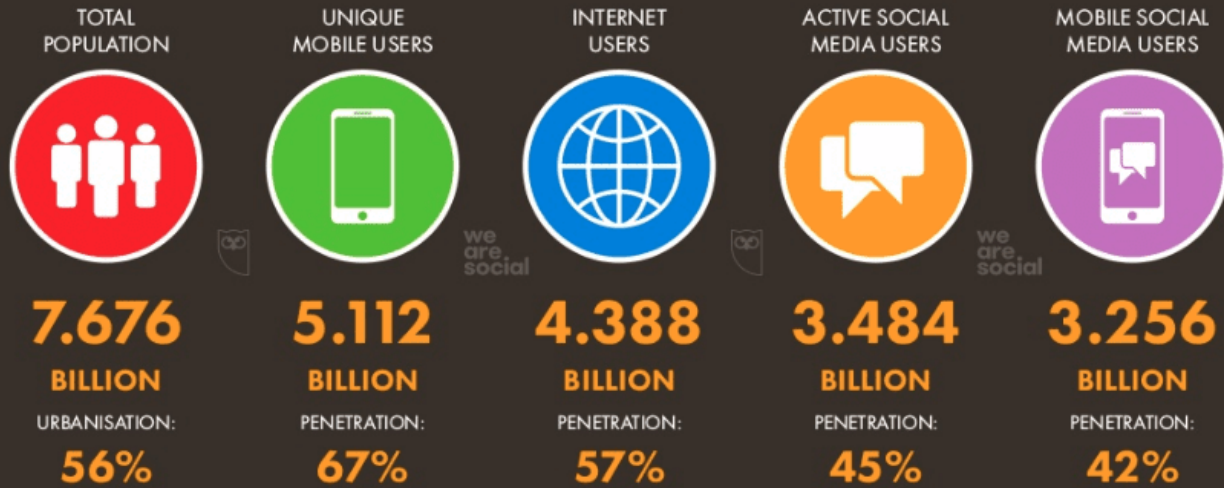
The screenshot shows the Twitter profile for 'Stop Adani' (@stopadani). The profile picture is the same red octagonal sign as seen in the Facebook screenshot. The cover photo is a large banner with the text '#STOP ADANI' made of small red flowers. The main content area shows a tweet from 'Stop Adani' with the text 'The official Twitter account of the #StopAdani campaign...'. Below the tweet, there are sections for 'Worldwide trends' and 'New to Twitter?'.

Developer/proponent

The screenshot shows the Twitter profile for 'Adani Australia' (@adaniaustralia). The profile picture is the Adani logo. The cover photo is a person in an orange safety vest kicking a soccer ball on a field, with the text 'Stop moving the goal posts. So Adani can start kicking goals for Regional Queensland.' The main content area shows a tweet from 'Adani Australia' with the text 'Hundreds of community members, businesses and families enthusiastically turned out in support of yesterday's #NoTheFutureOfOurRegion #NoAdani rally and voice their support of the development of the mining in the #CentralQueensland. Full media statement here: https://www.adaniaustralia.com.au/...'. The page also shows a 'New to Twitter?' section and a 'You may also like' section with several suggested accounts.

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE



Internet usage up 9.1% year-on-year worldwide

SOCIAL MEDIA PENETRATION BY REGION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO TOTAL POPULATION

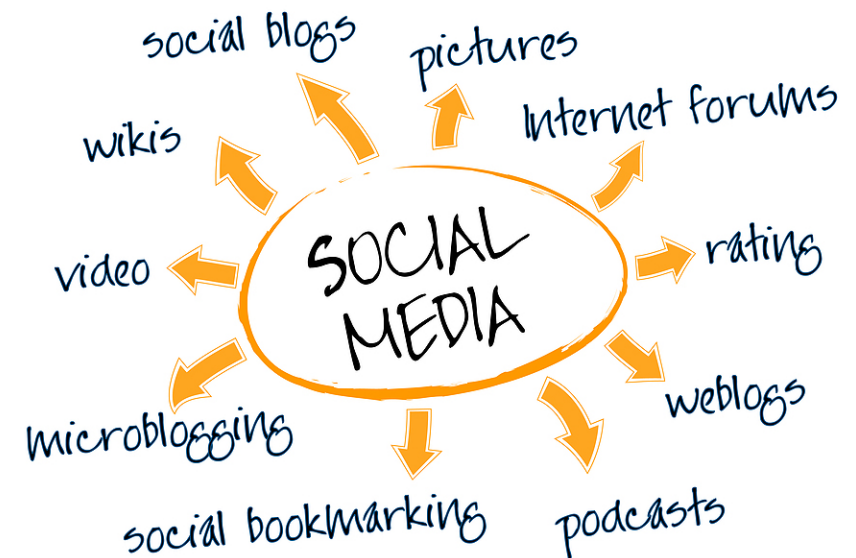


Social media users up 9% year-on-year worldwide

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; MOBILE: GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA WORLD FACTBOOK, EURO STAT, LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA; SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019)

The Use of Social Media in SIA

- E-participation
- Microblogs
- Online social networks
- Predominantly information sharing
- Public relations/branding



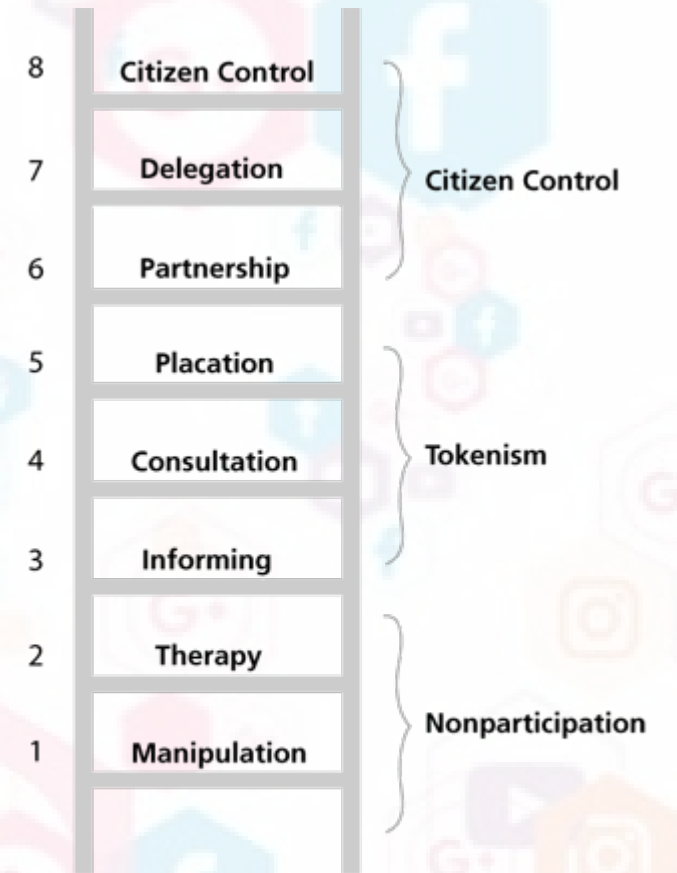
Benefits of Social Media Usage

- Rapid dissemination of information
- Cheap/low cost
- 24/7 access
- User friendly
- Develop relationships
- Easy to target and maintain connections and networks
- Up-to-date/real time
- Inform, educate, engage, assess and monitor
- Mobilise community– develop social capital



Potential Utility in SIA

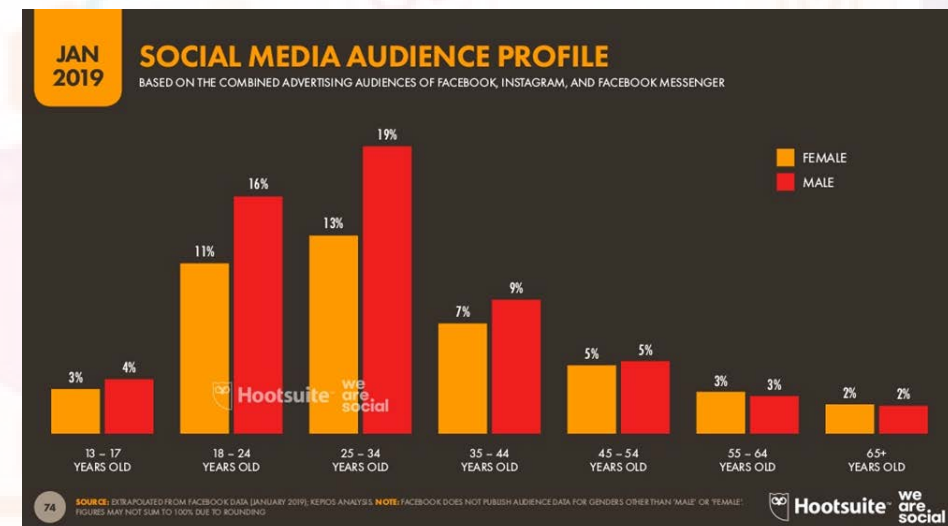
- Data collection
- Public awareness
- Communication of updates
- Gathering of ideas/problem solving
- Stakeholder interaction/engagement
- Facilitation of dialogue
- Consultation/engaged decision making
- Community support (SLO)
- Assessing and monitoring public opinion
- Feedback



Arnstein's Ladder (1969)
Degrees of Citizen Participation

Challenges of Social Media Usage

- Technology reliant
- User demographic/geographic bias and barriers
- Accessibility – language and literacy
- Objectivity
- Information fabrication/legalities
- Insight dissention/mobilise conflict
- Human resource/time intensive
- Control/management
- Organisational culture



Strategies and tactics for social media use in SIA

| | Information dissemination | Data monitoring & analysis | Dialogue & coordinated action |
|--|--|--|--|
| <i>Description</i> | Agency/assessor/consultant dissemination information using a number of message types | Agency/assessor/consultant collect, monitor and analyse data to accrue situational awareness | Agency/assessor/consultant engage others in conversations and coordinate collective actions |
| <i>Activities/information products</i> | Branding/public relations | Scoping – scale, stakeholders, history, experience, values, potential impacts | One-to-one conversations |
| | Inform/awareness/education | Baseline data collection – community profile – sense of place | Facilitation of dialogue/participation |
| | Communicate updates | Data validation | Group targeting/inclusion |
| | Administrative news | Gauging and monitoring accounts – issues and public opinions | Message adjustment |
| | Opinion related messages | Software analysis of big data | Rumour management |
| | | | Crowdsourcing – citizen co-production |
| | | | Community engagement in decision making/intervention |
| | | | Mobilise support |
| | | | Promote consensus/social cohesion |
| <i>Direction of information</i> | One way: from agent (ie developer/proponent, planner, government, NGO) to public/community | One way: from public/community to agent/assessor/consultant | Two-way of multiway: from agency to another agency/ individuals/stakeholder groups/ community or between multiple stakeholder groups |

Revolution

- Valuing SIA as an iterative process
- Understanding effective social media communication
- Assess existing capacity
- Develop and provide sufficient resources
- Maintain relevant training, support and skills
- Commitment



