USE OF SOCIAL MEDIA IN THE CENTRAL
ADMINISTRATIVE WING OF THE GOVERNMENT OFF
NEPAL

Submitted to:
Research and Consulting Services Department
Nepal Administrative Staff College
Jawalakhel, Lalitpur, Nepal

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October, 2014
Recommended Citation


Disclaimer: This study is funded by Nepal Administrative Staff College. The opinion expressed in this research report do not represent official position of Nepal Administrative Staff College and are those of the researchers.
ACKNOWLEDGEMENT

The research has been conducted to analyze the pros and cons of Social Media (SM) use in central administrative wing of Government of Nepal (GoN). This research has looked into the successful implementation of SM by other countries and has tried to provide a suggestive way for implementing it in GoN for dispersing information to the citizens. This research has helped to test our knowledge and understanding on ICT and SM use.

We would like to extend our special regards to all those who have contributed directly and indirectly to complete this research. We would like to extend our gratitude to our supervisor Prof. Dr. Subarna Shakya, who has guided us throughout the tenure. Similarly, we would like to thank Mr. Lilanath Sapkota for helping us with questionnaire development and survey.

Correspondingly, we are very thankful to the officials from the Research Department of NASC, especially Mr. Kedar Bahadur Rayamajhi for his utter support. Similarly we are grateful to Mr. Tulasi Sharan Sigdel for his guidance which was very valuable our research. We are also very appreciative to the officials from the GoN for sharing their experiences related to ICT and the regulation of SM in Singha Durbar for the survey.

We hope our endeavor to cover all the necessary, relevant and significant information about the research topic has been evident in this report. We have tried our utmost best to minimize errors to the extent possible by consulting with supervisor and various resources.

Shyan Kirat Rai
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Executive Summary

A government is a system by which a state or community is governed\(^1\). Citizens who dwell in the state or community needs to be properly communicated by the government about its activities. They expect a responsive government providing required information about the system and services when asked for. This has implanted the concept of ubiquitous government which has been made possible with the implementation of ICT in the government services. Technology has made the possibility of virtual presence of government in different forms. SM is one of them. The presence of government in platforms like SM has increased the easy flow of information from the government to the citizens. With the advancement in technology and the use of available resources, citizens are only one click away from connecting to the government.

SM includes Social Network sites or social networking sites, blogs, wikis, podcasts, forums, content communities and microblogging which encourages in the contribution and feedback from users through voting, comments and sharing of information among the interested communities sharing common interests. Social platforms helps in all forms of social interaction and is seen as an effective tool to update the community in a viral manner about the political issues, social movements, anti-corruption and governmental policies. But it also includes the risks of identity theft, loss of intellectual property, violation of privacy, abuse and damage to reputations.

SM has been used and is being used worldwide for political revolution, laws formulation, national security etc. through the free flow of interaction between and among the government and citizens. Countries like USA, UK, Australia, Iceland, Finland, India etc. are effectively using social media in their government sectors to effectively disseminate information reducing service time, and cost and increasing the productivity of the knowledge workers. It has also been used for enhancing the service team effectiveness and efficiency by improving communications to make aware about government initiatives, knowledge management and collaboration of the government and citizens, thus creating an aware citizen.

Nepal has not been able to properly use ICT in the government sector for better and meaningful governance system. Some ministries are incorporating ICTs in providing their major services. Moreover, the GoN has induced a regulation in the use of social media especially Facebook during office hours in the central administrative wing of GoN, Singha Durbar, to increase the efficiency of the employees and reduce the sharing of employee dissatisfaction and leakage of official information in SM. Thus, this research has been conducted to understand the usage of social media to create an effective and communicative governance system in Nepal.

The study reveals that most government officials use SM at home for personal use. The officials have also used social media platforms to solve problems and learn new things from it. They agree that the awareness on ICT is very low in the context of government employee and there is a lack of shift in technology along with capacity development and training programs to the employees. The officials express that they are unaware of rules, regulation and policies for effective use of social media in the GoN but feel that the IT policy and Acts developed till now, does not address the issues of social media. They believe that the use of social media can create a positive impact in their working culture. Thus, the awareness and participation of ICT related issues of the administrative employee is not significant. The study also reveals that organizations lack monitoring from the IT department or authentic personnel. The officials also lack knowledge and risks that could arise from the lack of information security and privacy.

The study recommends that the employees should be provided with training and awareness to use social media in a responsible way such that it increases productivity. It also suggests that there should be a technological shift along with infrastructure development and recognition of a culture that encourages change. The study also propose to refer to the practices of social media worldwide for successfully implementing it in GoN by focusing on coordinating the offline practices with the online practices to ensure effective governance by tweaking some of the working process which is compatible with the traditional business model. The study also urges awareness on the IT Policies and Acts along with training on the privacy issues and security threats that can be caused by the use of social media. The study also reveals that there is a need for the modification of the IT Policies and Cyber Law of Nepal and that it should focus in seamless flow and access to information in any type of political
setup for regulating the ICT related issues. The study also shows that there is a need for a proper system and authentic monitoring mechanism and policy to track the social media activities by government institutions for efficient flow of valuable information. The study also recommends that the GoN may develop an independent government owned social media platform for safer dissemination of information. It also reveals that the GoN should develop a separate framework and guidelines for use of social media for government organizations for effective implementation of social media in the government services.
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List of Abbreviations

CIO  Chief Information Officer
CIAA  Commission of Investigation for Authority Abuse
CIP  Critical Infrastructure Protection
DoCPR  Department of Civil Personnel Record
DoLIDAR  Development of Local Infrastructure Development and Road
GoN  Government of Nepal
ICT  Information and Communication Technology
IT  Information Technology
OCR  Office of Company Registrar
PIS  Personnel Information System
SM  Social Media
SNS  Social Networking Sites
VSAT  Very Small Aperture Terminal
CHAPTER 1
INTRODUCTION

1.1 Background
Social Media is a form of ‘many-to-many communications’ where people connect and communicate dynamically within a flexibly formed scope by inputting and receiving information to and from the Internet. There is no artificial boundary between information and communication tools and includes entities like organizations, products, processes, events and concepts. Social media is a means to encourage contribution and feedback from everyone through voting, comments and sharing of information among the interested communities. It allows the communities to share common interests like political issue, favorite TV show, music, research etc. by making the use of other sites, resources and people. Social technology helps to tap sociological patterns and behaviors like sharing of information with members of the family or community, telling stories, comparing experiences and social status with others, embracing stories by people with whom we desire to build relations, forming groups, and defining relationships to others.

Social Media is a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of user-generated content\(^2\).

There are various types of social media which includes Social Network sites or social networking sites (SNS), blogs, wikis, podcasts, forums, content communities and microblogging. There are various SNS which allows us to model our social relationships by requesting and accepting friends or contacts in the social network. Some of the SNS listed by Wikipedia includes Academia.edu, BIGADDA, Care2, Cyworld, English, baby!, GovLoop, italki.com, LinkedIn, NGO Post, Ravelry, Vamfirefreaks.com, Zoo.gr. SNS's target a certain community or group and is highly used worldwide.

Social media enables value creation, participation and collaboration. It breaks barrier of geographical diversity and also connects citizens who are not even connected by roads

\(^2\) Kaplan & Haenlein, 2010
if they have the connectivity of the internet available through wireless communication, fiber optic cables, dial ups, VSATs or any other medium. It can also be used in disaster communication and management, combatting corruption, education, knowledge management, rules and laws. Social media reduces the service time which can be utilized for other productive works thus increasing the efficiency of the knowledge workers. It increases the problem capacity of the employees and also creates a transparent, participatory, innovative and inclusive governing model. It can be used to improve the communication and collaboration across organization and also with external stakeholders. But alongside it can also lead to lack of privacy, lost productivity and some alleges, addiction, fraud, abuse which are huge drawbacks.

Social media in government enforces transparency of information. Countries like UK, USA, Australia, Finland, Singapore, Sweden, Korea, India etc. use social media to communicate the important governmental policies and decisions which is also referred to as Government 2.0. It is widely used to understand the opinion of the citizens about policy issues. The suggestion provided by the public is then considered during policy formulation. This has led to higher satisfaction of the public towards the governmental decisions. But, although there have been successful implementation of the use of social media by the government of various countries, Nepal government has discouraged the use of facebook, a Social Networking Site in the central administrative wing of Singha Durbar during office hours. Nepal is using ICT to provide services related to e-procurement and downloads of forms for the citizens. Commission of Investigation for Authority Abuse (CIAA) is currently using social media for providing information and interaction with the citizens. A database system that includes the overall information about the officers of the government is also in use by the Nepal Government for easy access to any information about the officers, Personnel Information System(PIS) (www.pis.gov.np) by Department of Civil Personnel Records (DoCPR) under Ministry of General Administration (MoGA). But although there is a use of the social media by the GoN in some sectors, it is enforcing a ban of its use in office hours because of the employees expressing their dissatisfaction and leaking official information and excessive use of internet bandwidth on Facebook. But previous studies reveal that the people would appreciate the presence of Nepalese government in social media as it is a sign of progressive and transparent government.
The studies also show that countries abroad have formulated and effectively implemented IT policies for the safe and proper use of social media. Rules have been formulated by many countries regarding the use of the social media in governmental institutions to regulate it’s use which has enabled the use of social media by the government sectors for effective dissemination of information but Nepal lacks such strong policy for the safe and proper use of internet technology and social media. Nepal has formulated and adopted IT policy in 2067 B.S. and also approved "The Electronic Transaction Act" popularly known as Cyber Law on 22\textsuperscript{nd} Mangsir 2063 B.S. (8 December, 2006). But these acts have not been updated since. Thus, whether the IT policies and Cyber Law of Nepal is appropriate for the risks that the government organizations may have to face by implementing social media to disseminate information or does the GoN also have a need for the development of frameworks and guidelines for using social media in the government sector like other countries that have strong policies for implementing social media in the government institutions still requires thorough study. It is also unknown whether customized IT policies should be developed in different ministries for regulating the government officials when using social media. Similarly, the effective guiding and monitoring body within respective governmental organizations to implement social media is also still unknown.

The cons of social media were revealed and considered for the ban of social media but the pros of using social media is yet to be explored. The previous studies fail to incorporate the challenges for government when implementing social media. It is still unexplored whether the GoN possesses the required e-readiness i.e, the minimum level of infrastructure, education and supportive government policies to use social media or whether the governmental officials are welcome of the idea of the use of social media to disseminate information in real time. We are also unaware whether the officials of the Nepal Government are aware of the risks and ethics of using social media. Based on this background, this research tries to identify whether it is promising to use of social media effectively in the Central Administrative Wing of Nepal Government to disseminate information for transparent governance.
1.2 Problem Statement

Social media is an online viral means used by governmental organizations and officials in most parts of the world to disseminate authentic information to the general public through the use of internet technology. Most countries are using social media in their governmental sectors by introducing policies, rules and regulations for its use. While such countries are benefitting through its use, the government of Nepal has banned the use of social media during office hours in the central administrative wing of Singha Durbar because of the employees leaking official information and expressing their dissatisfaction and high degree of internet bandwidth usage on Facebook. The cons of using Social media in the GON has been revealed but the pros of using the social media is yet unexplored. Similarly, the effectiveness of the IT policies of Nepal and also the e-readiness of the government officials for the efficient use of social media is not answered. The awareness of the risks to create transparency in governance is yet unknown. Thus, the specific issues that this research tries to address are as follows:

- What is the present situation and impact of using social media in GoN?
- What are the challenges for using social media by the officials of GoN and what is its impact in effective dissemination of information?
- What rules, regulations and policies have been formulated and implemented for the effective use of social media in GoN?

1.3 Objective of the Study

The main purpose of this study is to understand, analyze and evaluate whether the use of social media in the government organizations would be an easier, faster and effective means to disseminate information to general public and bring transparency in the system. However, the specific objectives are as follows:

- Analyze the existing situation of the use of social media in GoN
- Analyze the implication and challenges for implementing social media in GoN
- Analyze the policy implication for the effective dissemination of information of GoN using social media
- Make recommendations on productive use of Social Media in GoN
1.4 Significance of the Study
Social Media is highly used by people around the globe to inform about their products, social movements, political opinion, religion, music, government policies etc. which interests them. It is also an effective tool to update the community in a viral manner about the political issues, social movements, anti-corruption and governmental policies. Most countries are using social media effectively to disseminate information to the public. Such countries are making policy level changes through active interaction and suggestions provided by the citizens. These countries have created effective Social Media policies to reduce the risks caused by the use of social media in government institutions and there has been huge positive changes by the use of social media as it has also encouraged transparency in the system.

Currently the use of Facebook is banned in Singha Durbar during office hours because of the leakage of official information and sharing of dissatisfaction and excessive use of internet bandwidth in it. But, there are examples around the world where the citizens are benefitting from the use of social media with faster, easier and effective dissemination and use of information to create transparent system. So, there is also a huge potential for Nepal to benefit from its use. Thus, this research will provide insights on how GoN will be able to obtain benefits by disseminating information effectively through the use of social media. It will also help to understand the effects of social media in the development of the rules, regulations and policies in Nepal. It will also answer the techniques to create effective policies for the implementation of social media in GoN along with its challenges. This study will compare the use of social media in various countries and the benefits that they have received through its use to make effective decision for creating an effective method to implement similar techniques in the GoN. It will also be useful for the training programs related to social media on how it can be used effectively to gain full benefit from it.

1.5 Limitation of the research
The study is based on primary data collected using the questionnaire and interview methods but the respondents might be hesitant to give authentic and needed information as much as they are expected to. The non-participant observation method is used by
analyzing the qualitative information from journals, articles, books, magazines etc. for secondary data collection which could slightly reduce the objectivity and accuracy of the information. Moreover, the research on implementation of social media by the GoN to disseminate information effectively is noble, thus it is very difficult to find abundant national articles or journals related to the use of social media in GoN. The study to understand how the use of SNS by GoN can help bring easier, faster, effective and transparent governance system and efficient workforce have led to broad scope that could be studied in the future.

Reviews suggest that these countries also have developed framework and guidelines for the effective use of social media in their governance system. They have strong monitoring technologies to monitor the activity flow in SNS. Some countries have created their own localized social media for using in their own localized networks for effective service delivery in the government sectors. This paper does not cover the clauses that should be included in our IT policies to create effective frameworks and guidelines for the use of social media in the GoN. Similarly, it does not answer whether there is a need for customization of the IT policies and rules according to the working culture of the different ministries in the GoN. It is also unknown whether there is a need to create and use localized social networks and social sites in Nepal. Thus, these areas could be a matter of interest for future endeavors.
CHAPTER 2
LITERATURE REVIEW

Social Network Sites or Social Networking Sites (SNS) are ‘web based services that allow individuals to construct a public or semipublic profile within a bounded system by articulating a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2013).

It took 13 years for commercial television to reach 50 million households and 3 years to sign their 50\textsuperscript{th} million subscribers while it took just a year for Facebook to hit 50 million users and nine months for Twitter. Social media is also strongly used to educate and provide information during natural disasters because of its reach to a huge mass of people.

ICT based online service is the most democratic and unbiased service system. It offers equal opportunity to all races, genders, ethnic groups. E-governance breaks the barrier of geographical diversity and makes the government services handy to both urban and rural citizens that are connected with the internet$^3$.

By one estimate, 62 percent of adults worldwide already use social media. It has also been reported that the most popular online activity is social networking, with 22 percent of the users’ time online spent on channels like Facebook, Twitter and Pinterest$^4$.

Music and movies are the most popular activities among majorities who participate in social networks with China (86%), India (85%), Mexico (84%), Greece (83%), Turkey (78%) and Italy (75%). Tunisia, Lebanon, Jordan and Egypt use the social media for expressing political views and community issues mostly. Tunisia (63%), Egypt (63%) and Jordan (62%) post about religion in social networks$^5$.

$^3$ Sigdel & Shakya, April 13, 2007
$^4$ 99 new social media stats for 2012, 2012
$^5$ Pew Research Center Global Attitudes Project, 2012
A study by McKinsey Global Institute (MGI) suggests that social media has distinctive properties that make them ‘uniquely powerful enablers of value creation’. The study focuses in the speed, scale and economics of internet along with the facilities to interact through sharing and publishing and consume content within a group. McKinsey estimates that middle managers that use social technologies in their everyday work could save 20-25% of their time and effort - and solve real business problems).

Social media is helping create ‘groundswell - a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations’. Groundswell’s objectives like listening can be linked with corporate roles of research through forums, content communities. Similarly talking with marketing through blogs, communities, video on user generated sites; energizing with sales through SNS, communities; Supporting with Customer Support with support forums, wikis and embracing with product development through forums and content communities).

I Paid a Bribe, an anti corruption website was established in 2010 to tackle corruption by harnessing the collective energy of citizens. This website is popular both inside and outside of India. 40% of the total visits are from outside India.

In the 21st century, the government needs to be more open and transparent about its working and these social networking sites can help in evolving a more participatory, innovative and inclusive governing model where the government not only spread awareness of its policies and plans but also engages in a two-way communication where they can get instant citizen feedback as well as incorporate suggestions made by common people for proper delivery of public services. Citizens and service users are increasingly expecting more open government and a greater say in how things happen in the place where they live and are probably already discussing local issues online. Government 2.0 refers to open data to make government more transparent and

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6 The social economy: Unlocking value and productivity through social technologies, McKinsey Global Institute, July 2012
7 Li & Bernoff, 2008
8 I Paid a Bribe, 2012
accountable and the uses of social media tools to engage in those conversations, shape policy, support local democracy and improve services\(^9\).

Governments like United Kingdom, Canadian government and the United States government has responded to use of social media as early as they could. In United Kingdom (UK), in October 2008 the Labour government set out their community empowerment agenda, proposing the use of social media by local government to engage communities\(^{10}\).

In the last few years UK Councils have started to use blogs, Facebook, Twitter and YouTube to engage local communities. The UK government issued several guidelines for using social media\(^{11}\).

Most politicians in Canada are actively present on social media; some governmental departments are even taking steps to integrate social media into actually government operations. gov.politwitter.ca is a companion tool to Politwitter that tracks social media activity by Canadian government's institutions & organizations\(^{12}\).

Social media also has a positive impact in political participation. The 2008 Obama campaign showed that volunteers are able to self-organize and act autonomously because of social media (Mergel, 2010). 39\% of all American adults have done at least one of the eight civic or political activities which includes like/promote political material, encourage others to vote, post thoughts on issues, repost political content, encourage others to act, post links to political stories, belong to political group on SNS and follow officials/candidates on social media (Pew Research, 2012).

The world leaders of nations like, Brazil, Mexico, Venezuela, Argentina, United Arab Emirates and several others are exercising their influence on different social media platforms\(^{13}\).

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\(^{9}\) Srivastava, 2013  
\(^{10}\) Department for Communities and Local Government, 2008  
\(^{11}\) Social media guidance – How to use Social Media, 2013  
\(^{12}\) Canadian Government Social Media, 2013  
\(^{13}\) Introducing the Most Popular World Leaders on Twitter, 2013
As part of the Russian government's drive towards modernization and increased use of technology, government ministries and agencies have put more effort into developing a presence online. In addition to official websites, many departments have established accounts in social networks and blogging communities. A recent Pew Internet study showed the scope of citizen online activities as 48% of adult looking for information about a public policy or issue in the Internet, 41% have downloaded government forms, 35% have researched government documents or statistics, 25% have received online advice form a government agency14.

Social media also helps in transforming social movements. E.g. the Syrian Rebels are using Social Media as an organizing tool, citizens livestreamed electoral fraud during the elections in the Ukraine in October 2012, Finland Implements laws from an online crowd sourced proposal15.

Raytheon Company, together with its subsidiaries, is a technology company specializing in defense, homeland security and other government markets worldwide. It provides electronics, mission systems integration and other capabilities in the areas of sensing, effects; and command, control, communications and intelligence systems (C3I), as well as a range of mission support services. The company has developed RIOT (Rapid Information Overlay Technology) which can track a person’s activity through the monitoring of his/her social media use. It creates pie charts to track the next possible move of the person. This company shared the technology with the U.S. government and private industry in 2010 as part of an effort to “help build a national security system capable of analyzing “trillions of entities” from cyberspace,” according to the Guardian (Peck, 2013).

According to the latest figures released by marketing research company ComScore, 84 percent of India's Internet audience visit social networking sites. This makes India the world's seventh largest market for social networking after U.S., China, Germany, Russian Federation, Brazil and the U.K. The former Prime Minister of India Dr. Manmohan Singh was on social networking site Facebook to address the issues and update people. Similarly, the current Prime Minister of India Mr. Narendra Modi is on

14 Five Mega-trends: How Social Media is Transforming Government, 2013
15 www.policymic.com, 2012
both Facebook and Twitter to update the citizens of India and people around the world who want to know his recent works. Indian government has recognized the prospect of social media as a governance tool. Indian Public Diplomacy Division of Ministry of External Affairs has active twitter account @IndianDiplomacy, Planning Commission of India had facebook page named planComIndia and a twitter account @PlanComIndia, Delhi Traffic Police has a twitter account @dtptraffic, and State Bank of India has facebook page StateBankofIndiaOfficial. Even in politics Aam Aadmi Party and Narendra Modi were able to share their policies and principles to digital generation, which had a good effect in their political career. Such kinds of initiation have benefitted the user in one way or other. Above all recognizing the potential of social media, Department of Electronics and Information Technology under Ministry of Communications & Information Technology has developed a Framework & Guidelines for Use of Social Media for Government Organizations, which has bound the government organizations and employee with a proper use of Social Media.

Pew Research Center Global Attitudes Project revealed that social media has played a crucial role in citizen engagement during Arab Spring, which has been able to bring down the autocratic regime of various Arabian nations Libya, Bahrain, Yemen, Iran, Algeria, Tunisia and Egypt. Thus, it shows that the government should understand that the citizens have been very much forward in information sharing and understanding own rights.

Governments around the world have their presence in Social Media. Iceland has used social media to enable citizens' participation in drafting constitution which was effective in bringing all the citizens of the country to have a discussion on common issues making modifications according to the suggestions made. The constitution thus developed was approved in a referendum by 2-1 margin. New Zealand trail-blazed an electronic form of citizen participation in legislation. In the process of amending the law that governs its police and to reach a wider audience, a Police Act wiki was created in 2007, which “gave wikis an innovative way to suggest the wording for a new Act of Parliament.” In Brazil, Votenaweb provides citizens with an easy way to monitor their legislature. It includes: (1) "Bills of the week," which contains an abstract, the politician who wrote the bill, and statistics about users and politicians votes; (2) a link for the full text of the bill; 3) a list of the politicians with basic information such as their
career, the number of bills proposed in Congress, and their voting records; and 4) a users' space where anyone can check their similarities with politicians and/or other users based on voting records. Like other initiatives, users can comment, send e-mails to friends or parliamentarians, and share information about a bill on Twitter and Facebook.

According to comScore more than 1.5 B consumers worldwide are registered on a social networking site. Almost 20% of the time online is now spent on social network sites, triple the amount spent in 2008. Quanta Consulting Inc. developed a private-platform social media strategy to support customer service in financial services business. The platform expedited the dissemination of time-sensitive information (e.g., upgrades, announcements) and reduced the time to respond to end user queries. It also unlocked the problem solving talents. Such productivity enhancements like these led to higher customer satisfaction scores and improved service team effectiveness and efficiency. Other companies like Cisco and Dell are benefitting from internally focused social platforms. When properly designed, social media applications can dramatically improve communications, knowledge management and collaboration within and across the organization and with external stakeholders16.

Capturing social media's value creation is more than choosing the right technology—although that is vital. The bigger challenge is on the organizational side. For example, managers need to consider how new social platforms will fit with their existing (and implicit) workflows. In many cases, these will have to be tweaked or new processes will have to be created. Furthermore, the leadership should seek to maximize employee participation across the enterprise. This will depend on the leadership commitment, the firm's culture (i.e. is there an environment of sharing and trust?) and the employee's inclination to embrace change. To improve the odds of successful change, managers should think about how their on and offline practices will co-exist, and how they can leverage proven change management methodologies like Gamification17.

There are many social media that have been developed by the Nepalese developers. But, Facebook and Twitter is widely used in Nepal in comparison to such websites.

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16 Social media's productivity boost, mitchellosak.com/2012/11/, 2014
17 business.financialpost.com/2012/12/05/social-medias-productivity-boost/, 2014
Social networking sites have given a great platform to share knowledge, ideas, and to unite on various topics of national importance like building of dams, corruption etc. and many more (Shrestha, 2013).

In the central administrative wing of Nepal Government Singha Durbar, FACEBOOK was banned with due in consideration from the IT department reasoning more visits and clicks to the website. The social networking site has been seen as a huge threat from office effectiveness and efficiency where employees are seen chatting and literally wasting their times and resources. In the past few incidents workers have been caught writing their dissatisfaction in their status update and leaking official information in regards to their professionalism and personal life 18.

Former Prime Minister of Nepal, Dr. Baburam Bhattarai opened a twitter account to connect with the people.

The study ‘Increasing e-Government Adoption through Social Media: A case of Nepal’ revealed that 67% of the respondents were in favor of Nepalese government’s presence on social media. 56% of the respondent considered government’s presence on social media as a sign of progressive and transparent government. 89% of the respondents believed that the Nepalese government should immediately open accounts on social media websites and disseminate governmental information. 37% of the respondents believed government’s presence on social media will translate government’s image into a modern one. 79% of the respondents hinted that they would prefer viewing government related videos on YouTube at their leisure time. The respondents agreed that government should have presence on the social media websites. Government’s presence in order to interact with citizen to promote e-government programs will help citizens believe that the government is transparent in its dealing and also serious about e-government. If government has presence on these sites, their program will be visible to the citizens especially urban youths. One of the respondents considered that if Ministry of Finance were to update status every day on Facebook or Twitter, he/she would be interested to join their fan page and see what they are up to. It is simply providing the value that the users are seeking. One of the respondents revealed that

18 RAYZNEWS, 2012
‘The social media platforms have to be localized before integrating with e-government’\textsuperscript{19}.

According to an article Need of the Hour: Tackling Cyber Crime in Nepal and Elsewhere by Mr. Bashu Dev Phulara; USA, Japan, European Nations and many more have undertaken a variety of Critical Infrastructure Protection (CIP) and cyber-security initiatives at both the national and international levels. Even so, majority of nations lack computer crime laws. E.g. on May 1, 2000, the native hacker – a student of Phillipines who wrote the ”Love Bug virus” that damaged 45 million computer networks worldwide by sending the ”I love you" to email addresses: spydersuper.net.ph and mailmesuper.net.ph, including those in the Pentagon and British Parliament damaged $6.7 billion in the first five days of its existence. But the law enforcement officials in the Philippines could not prosecute the hacker for certain period because of the lack of laws against writing malicious computer viruses\textsuperscript{20}.

A study conducted by McKinsey Global Institute (2012) revealed that social media also carries risks including identity theft, loss of intellectual property, violations of privacy, abuse and damage to reputations. It also stated that social technologies can also disrupt traditional business models especially in organizations that fail to invest in understanding the social technologies. The survey also found that with the internal knowledge and information more available on social media, a typical interaction worker could reduce information searching time by as much as 35%, which would return approximately 6% of the workweek to other tasks. It also revealed that these benefits cannot be obtained by only installing social software and that it also required management innovations to produce real gains. It showed that the innovations can also unleash creative forces among users that enables new relationships and group dynamics like the creation of hashtags to organize tweets and the standardized Wikipedia article format. Thus, the study suggests that user innovations can drive the evolution of social technologies within and across enterprises if the culture encourages them.

According to author Mr. Bishnu K.C., cyber law exists in Nepal, but it has failed to address many problems. The law is not stringent enough for the holistic deception of

\textsuperscript{19} oru.diva-portal.org, 2013
\textsuperscript{20} thenepaldigest.org/nov04/news_item.asp?NewsID=467
cyber related crimes and the fines and imprisonment are not as big as in the U.S. and Japan.

According to Mr. Shakya, online payment method is another BIG issue and that "The Electronics Transaction Act" without a single word on online payment is only half done

According to Sigdel and Shakya for suitable e-governance framework in Nepal, a National Citizens database should be created which will be essential for all e-governance applications, vertical or horizontal. There is a need for acceptable standards for exchanging information securely with non-repudiation throughout the network, between citizens to government, and among government departments seamlessly. Data centres should be established at the centre and regional centres to handle the administrative workflow automation, collaboration, interaction, authenticated exchange of information with our administrative processes rightly empowered and reengineered, which can accelerate decision-making. Only then will the entire administrative agencies be able to contribute more for the national development, rather than being entangled in piles of files. A focus in seamless flow and access to information in any type of political setup is required.

Currently in Nepal, ICT has been used in various ministries for providing efficient and effective service to the citizens. The Office of Company Registrar (OCR) provides the service for online company registration through the web site www.ocr.gov.np. The department of civil personnel have created a Personnel Information System i.e. www.pis.gov.np to hold the overall information about the officers of the GoN. Similarly, www.nepal.gov.np is used as the Government Portal of Nepal. Line Ministry Budgetary Information System is used by the Ministry of Finance. Similarly IT is used for providing the Singha Durbar Gate Pass. Public Procurement Management Office has created www.bolpatra.gov.np for online bid and procurement activities. Similarly,

21 Cyber Law Enforcement in Nepal Implementation of legal measures need for IT boom, 2006
23 Taking governance to next new level, The Himalayan Times, Perspective, April 15, 2007
Department of Local Infrastructure Development and Agriculture Roads (DoLIDAR) also uses its own e-procurement system 'www.edolidar.gov.np' for the bid and procurement activities. The online system of Public Procurement Management Office and DoLIDAR are used for e-procurement purpose by different ministries. Since, the system is used by the ministries of GoN, either the database should be linked or both the online portals should be merged together for updated information about the overall e-procurement system. But, these two systems are independent and not linked. Commission of Investigation for Authority Abuse (CIAA) has a direct link with the citizens through the use of social media by creating a facebook page for providing its updates. Private companies like F1Soft is providing online bill payment system popularly known as *esewa*. Similarly, *PayBill* is also used for the online transaction process. Most of the private companies have their presence in the social media through their facebook page or twitter accounts. E.g. Ace Travels.
CHAPTER 3
STUDY METHOD

3.1 Study Design
The study design followed a mixed approach where qualitative and quantitative data were analysed. The primary data was collected through survey and interview method with the officials of the GoN. The study used self-completion questionnaire which included closed and open ended questions. A semi-structured interview was also conducted with selective respondents regarding the use of social media to validate the data. Secondary data was collected from relevant journals, case, articles, newspaper, magazines, books, websites etc.

3.2 Data Source Types
The data source included the government officials within the central department wing of Singha Durbar. The survey and interview included the opinions of the officers working in the administration department of the various ministries of the GoN. Random sampling of the officials was done in order to conduct the survey in 15 ministries within the central department wing of Singha Durbar. The ministries that could benefit in the short run by using SM to manage and disseminate information were selected for conducting the survey.

3.3 Study Area and Target Population
The study was conducted strictly within Kathmandu valley inside Singha Durbar premises. There are 24 ministries operating from Singha Durbar. These ministries were randomly selected and visited for the research purpose. The random sample was chosen from various departments based on the access to ICT and authority to formulate policies. Altogether, 50 Class II and III officers from 15 different ministries of GoN were selected for the self-completion questionnaire and 20 respondents were elected randomly for the interview.
CHAPTER 4
DATA PRESENTATION AND ANALYSIS

4.1 Descriptive Analysis

Figure 1: Percentage of respondents having Degree / Training on ICT

Figure 1 shows that only 36% of the sampled administrative staffs in the governmental organizations have received ICT related degree or trainings and 64% have not received any training related to ICT. Among the trainings that are received by the participants, most of them are short course which spans to 5 days. Most of the trainings are related to core computing rather than ICT. The trainings or degrees that the employee holds include: Basic computer training, Court Management System, ICT for Governance, Management and Development, Computer Security System, ICT Applications for Meaningful Development, Office Package, Diploma in Computer Technology and Bachelor's in Library Science.
Figure 2: Percentage of Social media in use by governmental employees

Figure 2 shows that among the various social media that are available with free access through internet, the government officials use the social media such as Facebook, Youtube, Twitter, LinkedIn and Blogs. Among them Facebook is highly used with 60% followed by Youtube with 21%. 7% for Twitter and LinkedIn respectively and 5% for Blogs.

![Average hour of active use of computer](image)

Figure 3: Percentage of the average hour of active use of computer

Figure 3 depicts that the average use of computer provided for official work per day has varying usage percentage. 45% of the users actively use computer for 2-4 hours followed by 37% for 1-2 hours, 11% for less than one hour and 7% for more than 5 hours. Thus, it shows that most of the government employees have an engagement of about 1-4 hours in the computer.

![Users of SNS](image)
Figure 4: Percentage of users of SNS

Figure 4 shows that among the respondents 92% SNS while 8% do not use any form of social media.

![Reasons for not using SNS](image)

Figure 5: Percentage for the reasons for not using SNS

Figure 5 shows that the reason for not using the social media among the non-users of SNS is because they don't know how to use it. Thus, it means that these officials do not have any account in the Social Media is due to their lack of knowledge on the existing system and their use.

![Usefulness of Social Media](image)

Figure 6: Percentage of usefulness of Social Media
Figure 6 shows the percentage of the usefulness of the social media. 27% respondents agree that social media is used for informative purpose which is followed by 25% for sharing contents, 22% for socialization, 12% for publicity, 11% for entertainment and 3% for easy to kill time.

Figure 7: Percentage of sharing of dissatisfaction in Social Media

Figure 7 shows the percentage of the respondents sharing dissatisfaction through the use of social media. Among the respondents 54% denied sharing dissatisfaction in social media which is followed by 38% who claim to share dissatisfaction in social media sometimes. Only 8% state that they have shared dissatisfaction in social media several times.

Figure 8: Percentage of use of privacy settings

Figure 8 shows the percentage of the respondents using privacy settings. 58% have enabled privacy settings while 42% have not.
Figure 8 shows that only 42% respondents have used the privacy settings while using social media and 58% have not used any privacy settings.

![Awareness on the rules, regulation and policies for use of SM in GoN](image)

Figure 9: Percentage of the awareness on the rules, regulation and policies for the use of SM in GoN

Figure 9 shows that only 21% people are aware of the rules, regulation and policies for the use of social media in the GoN and 79% are unaware of any rules, regulation and policies for its use.

![Effectiveness of IT Policy of Nepal for regulating cyber crime](image)

Figure 10: Percentage of the effectiveness of IT Policy on Nepal for regulating cyber crime
Figure 10 shows that 64% respondents are not sure whether IT policy of Nepal is effective or not for regulating cyber-crime. This is followed by 25% denying that the IT policy is effective for regulating cyber-crime. 11% respondents believe that the IT policy of Nepal is effective for regulating cyber-crime.

![Use of SM to convey information within organization](image)

Figure 11: Percentage of the use of SM to convey information within organization

Figure 11 depicts that 78% of the respondents do not use social media to convey any information within their organization. While 11% officials respond that they sometimes use social media to convey information and 11% officials agree that they use social media several times to convey information.

![Organization's spokesperson using SM to connect to public](image)

Figure 12: Percentage of organization's spokesperson using SM to connect to public

Figure 12 depicts that only 18% of the respondents agree that the organization's spokesperson use social media to connect to the public while 7% agree that the
organization's spokesperson use the social media only sometimes to connect to the public. It also shows that a large chunk of respondents i.e. 75% do not agree that the organization's spokesperson use social media to connect to public. Thus, the spokesperson, recognized as the Chief Information Officer (CIO) of the organization does not use social media for interaction.

![Pie Chart](image.png)

**Figure 13: Percentage of social media for information dissemination**

Figure 13 shows that 54% agree that there should be the use social media for disseminating information about the organization. Similarly, 43% respondents claimed that the information should be shared in the social media only after it is checked by the authentic person while 3% are not sure about whether the contents about the organization should be shared or not in social media.
Figure 14: Percentage of the solution of problem received through online forums

Figure 14 shows that only 11% officials have received solution to their problems several times through online forums. 67% officials respond that they have solved their problems only sometimes through online forums while 22% disagree to have used any form of online forums for receiving solution to their problems.

Figure 15: Percentage of the opinion on the ban of social media

Figure 15 shows that none of the respondents encourage the ban of social media. Among the overall respondents 32% prefer for the use of social media freely in the GoN and 68% respond that social media should be allowed to use in a partially free or controlled manner.
Figure 16: Percentage of the opinion on the positive impact of social media on job

Figure 16 shows that 89% believe that a positive impact can be created through the use of social media in the GoN. 7% officials respond that they don't know whether the use of social media in job can create a positive impact on the job or not while 4% disagreed that there can be a positive impact of social media on job.

4.2 Findings of Interview

An interview was conducted among 20 government officials to get their direct view on the ban and use of social media in Singha Durbar, central wing of Nepal Government.

The government officials within the central wing of Nepal Government, Singha Durbar have understood the potential of Social Media as a means to communicate easily and quickly. Personal use of any kind of social media within the office time is not desired by the participants. Participants are aware and use most of the popular social media like Facebook, Twitter, LinkedIn, Youtube, Wikipedia, Skype and Google. They express the need for regulation and monitoring mechanism for the use of Social Media either through the top management or IT section of the organization during the office hours. The officials feel that since the technology has advanced the GoN should look for ways to get benefit from the development of technology rather than staying aloof. They express that the government should understand that the ban of Social Media is not a solution and is the demand for the enhancement of service. The participants believe that the main concern of the government is on the information leakage through improper
use. Thus, they suggest that there has to be some policy initiatives to regulate and monitor the use of social media within the organization for information sharing.

The government officials are aware of the use of social media by various governments across the globe for the positive impact, mostly to share information with citizens. They think that both the government and citizens of such countries are benefitting themselves from the two way interaction using social media.

The government officials are not fully aware of the IT policies and cyber-crimes that exist in Nepalese context. They think that the implementation IT policies have not been in an effective way so that everyone in Nepal understands its value. The officials are aware of the fact that the technical tasks of IT within an organization have to be handled by the IT department of an organization which is lacking at the moment. Very few officials are aware about the privacy and security issues in social media to become safe, protect their private information and to stop the unnecessary and irrelevant friend request and followers.

The government officials agree on the fact that awareness on ICT is very low in the context of government employees, so the formulation of strong and up to date policy on ICT issues should go hand in hand with the awareness program in Nepal. They also reveal that in some cases the employee working in government for more than a decade work with primal technology because the shift in technology has not been incorporated in government.

4.3 Discussion
The analysis of the questionnaires depicts that the participants lack training on ICT which has led to the confusion that ICT is just limited to the use of computer and internet facilities. Most of the training received by the officials are just about using the computer which is a basic tool of ICT use but does not justify the implementation of total ICT. However, the training and personal learning effort of the employees have made them aware on ICT applications like social media. Most officials operate computers for less than 4 hours in their office for performing any tasks.
The 'Facebook' has been banned during office hours so they use the social media at home and sometimes after office hour. Since they are not using the social media in office hours, the use of 'Social Media' is mostly for personal use which includes the purpose of communicating with friends and family replacing the mobile communications, thus having a virtual world communication to bring them together. Besides Facebook, Twitter, Youtube and LinkedIn they seem to make use of Wikipedia, Skype and Google too. The use of social media is focused on sharing contents, getting information, socializing, getting publicity and entertainment. The officials have occasionally used the platform to share their problem and dissatisfaction. Fewer of them seem to be using the platform to share their problems.

The officials are unaware of the IT policies of Nepal, cyber-crimes that are committed through the use of internet and social media and the rules and regulation for effective use of social media in government of Nepal. They think that whatever IT policy and acts are developed does not address the issues of social media and are unaware whether there are any active laws that is sufficient to regulate the crime. Similarly, they are either unaware or have less knowledge about the security and privacy issues. They are using as a general purpose user. Few of them have been using the privacy settings to become safe, protect their private information and to stop the unnecessary and irrelevant friend request and followers.

Even though most employees’ using social media are within the virtual social circle, the use of social media is not practiced for organizational and official conversation. The spokesperson, recognized as the chief information officer of the organization also does not use social media for interaction. Thus, most ministries are not using social media for faster and easier flow of communication within themselves and with the citizens. They are bound by the rules not to use the social media as a platform for information sharing. Only the conventional media is used as means of information sharing with general public.

The officials feel that Social Media should not be banned during office hours in Singha Durbar but rather it should be allowed to use either freely or in a controlled manner, regulated by policy. They state that the contents posted should be made authentic by a strong monitoring body. The officials are convinced that use of social media can create
a positive impact on job, through quick information sharing within organization or with the citizens and getting first hand feedback from them to regulate own public service delivery.

Social media like online forums are used for virtual discussion where people do find solution to their problems. The officials have tendency to go to such community of practices to get solutions, so the social media has been able to connect these officials virtually to learn from one another.

The findings also show that the officials feel the need for trainings on ICT and especially the rules and regulations to use social media. They state that a strong regulation and monitoring mechanism which could be either the IT section of the organization or top level management personnel is required for guiding and controlling the use of social media. They express that GoN should accept and incorporate technological advancements in the working culture and benefit from the use of social media like countries abroad, which is only possible through the development of effective IT policies and practices along with training on those policies to the knowledge workers for effective implementation of social media for faster, easier and transparent governance.
CHAPTER 5
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Information and Communication Technology (ICT) has been a boon of this century with many new inventions, innovations and developments that has been able to improve the quality of life. ICT, including the internet and the mobile based communications has been able to connect people together easily. Social Media is one of the inventions of ICT that has taken up rapidly into the lives of human beings becoming an integral part of daily life. Government organizations can take the benefit of the presence of the citizens in social media to disseminate information and make citizen aware of their activities.

Social Media like Facebook, Twitter, Youtube, LinkedIn, Blogs etc. is highly used around the globe by people to disseminate messages effectively and receive feedback instantly by informing about products, social movements, political opinion, religion, music, government policies etc. to a certain interest group. This is trending in the government communication too thus bringing changes in the traditional way of communication. Among the uses, social media is seen as an effective tool to update the community in a viral manner about the political issues, social movements, anti-corruption and governmental policies.

Social media reduces the time to share any information. It increases the tendency of problem solving through effective communication among the knowledge workers. Sharing information about government initiatives for collaboration within and across organization, with external stakeholders and citizens, will be easier. Along with the pros of social media, the cons include the risks of identity theft, loss of intellectual property, violation of privacy, abuse and damage to reputations and above all the threat of cyber security.

The real power of social technologies has begun to be understood by private and governmental organizations worldwide. It has been used for increasing participation among a certain interest group for political revolution, laws formulation, national security etc. through the free flow of interaction between and among the government
and citizens. Countries like USA, UK, Australia, Iceland, India etc. have successfully implemented the use of ICT and social media for better governance system. These countries interact with citizens to formulate strong and effective policies by integrating their suggestions. High participation of the government and citizens has created higher level of satisfaction in the government decisions supporting transparent governance system. Positive discussions, suggestions and opinion sharing among the service providers and the service users has brought both transparency and positive changes in the system which is developed by the ownership of the government decisions by the public.

The innate appeal of interacting socially and the stimulation of intellect among people that is derived from the sharing and expression of information and opinion have helped in increasing the knowledge and faster flow of information among the service providers and seekers helping to create value which is known as Gov 2.0 (Government version 2.0). The reason behind its proper use and success is the formulation of appropriate ICT policy that addresses the method of use of ICT applications by government agency and employees. Most countries have issued several guidelines for implementing social media by the government to disseminate information to the citizens. The framework and guidelines help the employees in the government to effectively monitor, evaluate and control the activities in the social media which helps them to be more transparent and accountable.

Nepal has not been able to use ICT in the government sector for better and meaningful purpose. Though GoN has been doing a lot of exercises to introduce ICT for its better use, still it has been seen as a stand-alone area. The government organizations lack a proper way to introduce ICT and social media to disseminate information. The internet generation of Nepal, however looks forward for an open government. They want the presence of Nepal government in social media because they believe it is a sign of progressive and transparent government. They also believe that it would create value in the level of information and service. Native developers of Nepal have also developed many social media platforms to connect with people that has not been able to take off.

Although social media is used by government of many countries, there is ban in the use of social media by the GoN during office hours in the central administrative wing of
Singha Durbar to increase the efficiency of the employees and reduce the sharing of employee dissatisfaction and leakage of official information in it. The personal use of social media has caused heavy bandwidth usage on social networking sites which has led to ban of social media in office hours by the GoN to make the employee productive and to minimize the bandwidth occupancy.

The study reveals that most government officials of Nepal are familiar with the popular social media and has their presence in it to share information and connect with people for personal use. Even though most of the government organizations have been computerized, the officials use computer for less than 4 hours in their work which suggests that most of the tasks performed in the GoN is still manual. Thus, there is limited use of computer and internet in the GoN for creating a productive working environment. The digital presence of most of the ministries of Nepal is in the form of website for sharing information has not been improved and upgraded as expected. Most officials don't know any rules and regulations to use the social media responsibly. Some of the ministries are providing services through the use of ICT like e-procurement, e-bidding and digitized form download. CIAA (Commission for Investigation of Authority Abuse) has its own Facebook page to update about their tasks. Although there is some resistance to use and implement ICT in all sectors of government, it is believed that social media could be used as a medium to disperse the information that needs some kind of moderation.

Social media is a platform to solve problems by sharing as much information as one can through active groups. They believe that the use of social media can create a positive impact in their working culture. Social media could be a platform to share information about government services to citizens.

The government officials agree that the awareness on ICT is very low among them, so the formulation of strong and up to date policy on ICT issues should go hand in hand with the awareness program in Nepal. ICT initiatives cannot go ahead without the regulatory initiative of the organization. They also suggest that the technological advancements and change should be adopted within the government organizations along with capacity development and refresher training programs.
The officials express that though ICT and its use is inevitable, the awareness and knowledge on its rules and regulations along with IT policies and practices is essential to imbibe it in daily activities. The awareness and participation of ICT related issues of the administrative employee is not significant. They are not aware of rules, regulation and policies for effective use of social media in government of Nepal but feel that the IT policy and Electronic Transaction Act does not address the issues of social media. They are not sure whether there exists an active law on cyber-crime and whether the existing law is sufficient to regulate the crime. Studies show that cyber activity in Nepal is increasing and with the initiative of Nepalese government to implement e-Government initiatives in Nepal, there has a lot to be done in the field of cyber law and regulations. The existing Cyber law does not address the holistic deception of cyber related crimes. The IT Policies and Acts in Nepal do not include strong authentication and security measures. It has not been updated since 2067 B.S., so there is a need for amendment to create effective IT policies and cyber law in Nepal.

The government organizations of Nepal seems weak in the formulation of policy for use of ICT and its applications. The scenario is such that no organization has a policy in the use of ICT or its components. Most of the officials are unaware of the policy that exists. The officials are aware that the technical tasks of IT within an organization should be handled by IT department of the organization, which is very much lacking at the moment. Due to this most of the ICT initiatives in government organizations are not going in proper direction. Thus, a stringent IT policy and Cyber law should be formulated and implemented for the safe use of social media in the government organizations.

The knowledge on information security and privacy is very much critical for the government officials who are responsible to disperse information to public or other officials. But, since they are using social media for their personal purpose they seem to be unaware of the risks and issues that can arise due to the lack of information security and privacy. This has created a need for training and awareness programs about security and privacy issues to the government officials.

The officials are aware of the fact that government activities are always guided by policy, so there has to be a good policy that governs the use of social media, rather than
banning assuming it nuisance. They suggest that ICT human resource should be developed in strategic basis. There should be enough training to create awareness and skills to use these new innovations of technologies before they have negative impact in work. They want social media to be allowed to use in GoN in a partially controlled manner. They suggest that the contents that are posted should regulated before making public, so such mechanisms should be developed. They suggest that either the spokesperson of the organization or authentic personnel should be allowed to post information in the social media. This will reduce the problems of misinterpreting the meaning of the sentence by another person. They also express that the utilization of social media to disperse firsthand information can be cost effective and also decreases the service time to all the government employees and citizens.

The citizens of all age are in social media, so the strategy for creating an effective government plays a crucial role to formulate good governance. Simply by forbidding the government officials from using the social media in their PCs doesn't really mean that, Nepalese government is successful in enforcing them not to use the social media during office hours. There are other technological gadgets that have made the access to social media seamless and ubiquitous. It is a challenge as well as opportunity for the government to formulate the rules and regulations regarding the use of social media which could be proven as a milestone in development of such regulations. Also the digital presence of government will create a lot of transparency in information sharing with the citizens. Most importantly social media can bring together government and people which will be good for government to start any new development initiatives by getting immediate consensus and feedback from the citizens.

If the organizational and cultural barriers can be reduced and if risks can be mitigated in the GoN then the use of social media in the government sector to disseminate information can be an effective way for the internal knowledge workers to be efficient in performing their service while it can be an easier and faster access to information for the consumers. For its success, awareness and technological shift along with cultural change is required not only from the side of government but from the general public. Thus, the successful implementation of the SNS in the GoN for faster and transparent governance system in Nepal requires automation of complex procedures, purchase of advanced technologies and infrastructure development along with effective social
media law and policy, e-literacy, accessibility, awareness and education about the privacy and security to the knowledge workforce along with better marketing procedures which would encourage huge participation of the citizens. Thus, government of Nepal should focus in such issues to prosper and compete in the technologically globalized world.

5.2 Recommendation

Use of ICT helps in facilitation of speedy, transparent, accountable, efficient and effective government and interaction with the public, citizens, business and other agencies. It also encourages cost saving in terms of service. As ICT has emerged as a new field, its introduction to government organization should be in a strategic way. Though the development of ICT is going in a rapid pace, the government of Nepal has not been able to catch up. Thus, in order to catch up with the pace of change, the government should consider these suggestions.

- Encourage the employees to use social media in GoN in a controlled and regulated manner such that it increases productivity and enrich the human resource by increasing awareness and participation of employees through training on the use of ICT, its related issues, social media and intervention in government sector.
- Refer to the best practices of social media use around the world and perform a case study to adapt the use of social media successfully in the environment of Nepalese bureaucracy.
- Regularly update the existing IT Policies and Acts to regulate the ICT related issues. Develop and implement effective policy for controlling the digital storage of information. International legal context should also be incorporated to regulate the use of SNS. The scope of the acts should also be opened for future developments.
- Revise the Cyber Law of Nepal to reflect the changing trends in computing and possible threats. Study the cyber security initiatives and Critical Infrastructure Protection (CIP) implemented by various countries for creating an effective security and infrastructure protection program.
• Focus on how the offline practices can co-exist with the online practices to ensure effective governance by tweaking some of the working process to fit with both online and offline use.

• Invest in understanding the social technology and make it compatible with the traditional business model also encourage management innovations in social media that can unleash the creative forces among users to enable evolution of social media for better use.

• Establish a research unit to understand the changes in the field of technology and backup their support in technology change management.
6 References


Annexes

A.1 Self-Completion Questionnaire Survey

Dear Respondent,

The Center for Knowledge Management and Information Technology (CKMIT) is conducting a study on Use of Social Media in the Central Administrative Wing of Nepal Government under the supervision of the Research and Consultancy Department of Nepal Administrative Staff College to understand and analyze the prevailing situation of the use of Social Media in the government sector. I would like to request you to co-operate in completing this questionnaire. The purpose of this questionnaire is to find out how social media can be incorporated by the governmental organizations to improve in the dissemination of information. Your responses will be kept confidential and will be used at aggregate level only.

Looking forward for your cooperation!

Section I: Respondent Profile

Name (optional):………………………………………………………………………

Gender:   Male [      ]     Female [      ]

Age (In years):   < 30 [       ]   30 – 50    [      ]   50+        [       ]

Designation: …………………………………………………………………………

Organization Name: …………………………………………………………………

Section II: Questionnaire

1. Do you hold any Degree/Training related to ICT?
   Yes (specify the name and duration) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
   No   

2. Average hour of active use of computer per day:
   Less than one hour 1-2 hour 2-4 hour 5 hours above

3. Does your organization have IT policy about using the internet?
   Yes   Not Sure   No

4. Have you used any of these social media? (If your answer is no for all then please goto question 13).
   Facebook Twitter Linked In Youtube Blogs
5. When and where was the last time you used any of these social media?

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<thead>
<tr>
<th>Social Media</th>
<th>Duration</th>
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<td>Blogs</td>
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</table>

6. If you use the following social media, for what purpose have you used them?

Facebook……………………………………………………………………………………………………………………
Twitter……………………………………………………………………………………………………………………
LinkedIn……………………………………………………………………………………………………………………
Youtube……………………………………………………………………………………………………………………
Blogs……………………………………………………………………………………………………………………

7. Have you used any other social media besides the above mentioned social media? If yes, please name them.
………………………………………………………………………………………………………………………………

8. Which social media do you prefer to use and why?
………………………………………………………………………………………………………………………………

9. Do you use social media in your office?
Yes, several times ☐ Sometimes (when I'm free) ☐ After office hours ☐
No ☐

10. What do you think, Social Media is useful because:
- Easy to kill time ☐ informative ☐ entertainment ☐ publicity ☐
- socialize ☐ sharing contents ☐ others (specify)………………

11. Have you used privacy settings in Social Media?
Yes ☐ No ☐
If yes, please specify the purpose to use it ……………………………………………

12. Have you ever shared your problem/ expressed your dissatisfaction via Social Media?
Yes, several times ☐ Sometimes ☐ Not at all ☐
13. If you do not have an account on any of the social media. Why?

I don’t have time ☐ I find it difficult to use ☐
I don’t have access to the internet ☐ I want to but don’t know how ☐
It is a waste of time ☐ others (specify)……………………………………..

14. Does your organization used social media to convey information or interact with the employees within the organization?

Yes, several times ☐ Sometimes ☐ Not at all ☐

15. Does your organization's spokesperson used social media to convey information to the public?

Yes, several times ☐ Sometimes ☐ Not at all ☐

16. Have you ever found any solutions through online forums?

Yes, several times ☐ Sometimes ☐ Not at all ☐

17. Do you know about mysansar.com?

Yes ☐ No ☐

18. What is your opinion? Social Media should be:

banned at office ☐ allowed to use freely ☐ partially free (controlled) ☐

19. What do you think; can the use of social media create a positive impact at your job?

Please specify how.

Yes ☐ …………………………………………………………………………
No ☐ …………………………………………………………………………
Don’t know ☐

20. Do you think Social Media can be used to disseminate information about your organization's activities for public?

Yes ☐ Yes, after it is checked by the authentic person ☐
use other medium ☐ Not Sure ☐ Others (specify) ……………………………

21. Do you think it is good to share office problems or dissatisfaction via Social Media?

Yes, it's good to share it to all friends ☐
Yes, but only to closed group (office personnel) ☐
Depends upon the problem /dissatisfaction ☐ Not sure ☐ No ☐
22. Are you aware of any other countries using social media in their governmental sectors?
   Yes ☐ No ☐
   If yes, please share how they are benefiting through its use.
   …………………………………………………………………………………………………

23. How do you think the organizations of GoN can benefit from using social media?
   …………………………………………………………………………………………………

24. Are you aware of any IT policies or cyber laws of Nepal?
   Yes ☐ No ☐
   If yes, please specify the one you are aware of
   …………………………………………………………………………………………………

25. Are you aware of any cyber crime?
   Yes ☐ No ☐
   If yes, what was the crime that was committed?
   …………………………………………………………………………………………………

26. Do you think the IT policies of Nepal is effective for regulating cybercrime?
   Yes ☐ No ☐ Not Sure ☐
   Others (specify)……………………………………………………………………

27. Are you aware of any rules, regulations and policies for the effective use of social media in GoN.
   Yes ☐ No ☐
   If yes, please specify the rules, regulations and policies that you are aware of
   …………………………………………………………………………………………………

28. What problem do you think could rise from using social media in your organization?
   …………………………………………………………………………………………………

29. What would you suggest to overcome the problems?
   …………………………………………………………………………………………………

30. What privacy settings have you used in the social media to reduce hacking problems?
   …………………………………………………………………………………………………
A.2 Interview Questionnaire

Name: 
Office: 
Level: 

1. What is your opinion on the ban of social media in Singha Durbar?

2. Do you think social media should be banned or not in Singha Durbar? Please explain why

3. Do you think social media can be used as a tool for development? Please explain.

4. Are you aware of any other countries using social media in their governmental sectors? If yes, please mention how these countries are using social media in their organizations?

5. Do you think countries using social media are benefiting through its use? Please share your opinion.

6. Do you think these counties have proper and good policy to govern it?

7. How do you think the organizations of GoN can benefit from using the social media?

8. What is your opinion, can social media can help in disseminating information effectively?

9. Do you have awareness on any IT policies or cyber laws of Nepal? What policies are you aware of?

10. Are you aware of any cyber crime that was committed and how was it resolved?

11. Do you think the IT policies of Nepal is effective for regulating cybercrime?

12. Please explain any rules, regulations and policies that you are aware of for the effective use of social media in GoN.

13. What problem do you think could rise from using social media in GoN?

14. What steps would you suggest to overcome the problems?

15. What privacy settings have you used in the social media to reduce hacking problems?

16. What do you feel when notice your superior/subordinates using SNS/SM at office hour?
   a. I simply Ignore ○
   b. its not good ○
   c. its good but it depends for what purpose they are using ○

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