

The Influence of Social Media on Public Value: A Systematic Review of Past Decade

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Abstract

Social Media is accepted and recognized as the most effective medium in the field of marketing, higher education, customer's relationship management, electronic word of mouth and in public administration. Social media is an important tool for economic development as its tools provide two-way communication and low-cost marketing, to gain information and communicate and build a relationship with its customers. While public value is used to check the influence of government actions to create values for its citizens. The main objective of this research is to systematically study the literature on social media and public value relationship. By reviewing the 36 articles, out of which 29 articles published in Scopus Index Journal from the year 2011 to 2018 and 7 articles published in Web of Science Index Journal from the year 2014 to 2018, this paper provides the data about these articles. The systematic literature review shows that most work has been done in developed countries. In this review, the main objective of these papers is also discussed.

Keywords: Public value, Social Media, Literature Review

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INTRODUCTION

Social media can usually be assumed as internet-based applications with consumer-created content or conversational media such as images, videos, text audios that are posted by the users (Blackshaw, 2006). Kaplan & Haenlein (2010), divides social media into two dimensions: social presence and self-presentation. Social media can also be classified according to the purpose; under this classification social media can be grouped into two broad categories one is expressive social media and second is collaborative social media. Expressive social media is where users express themselves through sharing text, video, picture, music, and collaborative social media is where users share knowledge and content, in general, and work together for a common goal (Kotler, Kartajaya, & Setiawan, 2010). Social media is a powerful tool in enhancing public engagement and it provides opportunities for the government to build a relationship with citizens through a bidirectional exchange of information to a multifaceted process of communication (Kutsikos, 2007; Irfan et al., 2017). Today, it is very easy for the government to connect with the citizens as "digital citizens are all over social media"; for this government must utilize its capabilities and develop a web-based application in service quality context (Accenture, 2012). Literature reveals the importance of increased use of social media in a different context like social media is used in market branding and to spread knowledge about health-related matters and different organizations also use social media to spread awareness about their institutions and companies (Bélangier, Bali, & Longden, 2014; Hiçdurmaz, 2017; Irfan et al., 2018).

While public value is a concept related to public administration. Public value concept is very much important for the government and

public organizations. The foundation of public value is based on Harvard's Professor Mark Moore's influential book *Creating Public Value* (Moore, 1995) in which he stated that fundamental function of a public manager is to create public value by satisfying individual and collecting desires of the public. The basic principle of public value is to guide the operations of the public organization to achieve its fundamental goal of creating value for citizens through the distribution of quality public services (Moore, 1995; Try and Radnor, 2007; Meynhardt, 2009; Sami et al., 2016). It is the target of all public and private sectors of the economy to show their contribution in creating and enhancing the value for their stakeholders. Public value has the capacity to examine the performance of public services from the citizen's point of view and due to this quality of public value; this concept is becoming very popular in the developed and even in developing countries to evaluate the performance of public services (Sami et al., 2018).

Therefore, today government also knows the need and importance of social media so government organizations adopting social media technologies to better serve the citizens. Social media technology will help to modify the public administration model. These type of policies by the government will increase the trust of public on government and will promote the participation of citizens and shows a keen interest of the government in public issues, hence promote inter and intra organization collaboration. This will change the relationship between government and citizens because now public not only use social media to interact with each other but also use the same platform to do conversation and discuss public issues with the government by sharing different messages, videos, and pictures related to citizens problem. By promoting social media for public services increases the expectations of citizens but also raise the effective government sector.

Moreover, the government also takes severe actions and measures, take intensive inspection of their budget to enhance and improve their own services, this all will ease financial problems and explore new tools of social media by the government (Lagos & Kutsikos, 2011).

REVIEW METHODOLOGY

The main focus of the current study is to examine the literature on the relationship between social media and public value. Therefore the papers are selected for this study is those published in Scopus Index Journal and Web of Science Index-Journal. There are 29 papers published on the topic of social media and public value relationship in Scopus Index Journal from the year 2011 to 2018. In Web of Science Index-Journal, there are 7 papers published on this topic from 2014 to 2018. In this study, papers are divided into different categories for reviewing. Papers are reviewed according to their publication year, author, affiliation, source, publication type, and country, according to the subject area and according to citations.

Distribution of Papers by Authors

Many authors have worked on social media and public value individually. Public value is a new concept and many authors are studying public value with other variables. Few authors till now have researched on the relationship between social media and public value. It is clear from Fig.1 and Table 1 that maximum numbers of papers published by authors in each index journals are three.

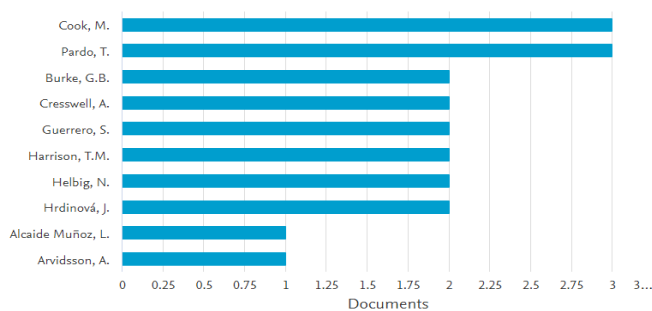


Fig. 1: Publication by Author (Scopus Index-Journal)

Table 1: Publication by Author (Web of Science Index-Journal)

Field: Authors	Record Count	% of 14	Bar Chart
ALADALAH M	3	21.429 %	■
CHEUNG Y	3	21.429 %	■
LEEVCS	2	14.286 %	■
ARVIDSSON A	1	7.143 %	■
BAUR AW	1	7.143 %	■
BONINI T	1	7.143 %	■
COSTA-SANCHEZ C	1	7.143 %	■
EL-HADDADEH R	1	7.143 %	■
GOLDEN W	1	7.143 %	■

Distribution of Papers by Year

From the Fig.2, it is clear that in Scopus Index Journal papers on social media and public value relationship published from the year 2011 to 2018. Maximum numbers of papers are published in 2017 and 2018 and no paper was published in 2016. Table 2 shows the numbers of a paper published in a web of science from the year 2014 to 2018. The maximum number of papers published on this topic in Web of Science is in 2018.

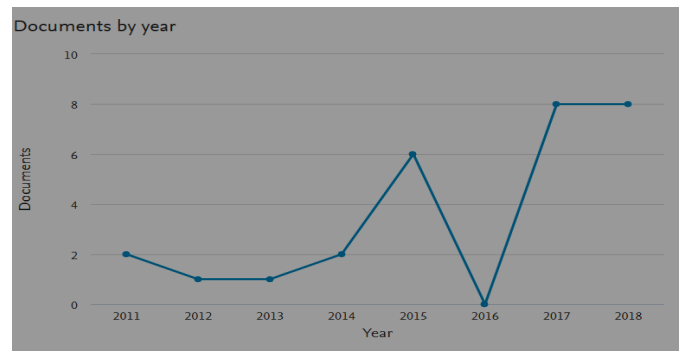


Fig 2: Publications by year (Scopus Index-Journal)

Table 2: Publication by Year (Web of Science Index-Journal)

Field: Publication Years	Record Count	% of 14	Bar Chart
2018	5	35.714 %	■
2017	3	21.429 %	■
2016	2	14.286 %	■
2015	3	21.429 %	■
2014	1	7.143 %	■

Distribution of Papers by Source

Table 3 and Fig.3 shows the name of journals that published articles on the topic of public value and social media relationship. Publication by source shows that in Scopus Index Journal the maximum number of papers related to social media and public value relationship is international conference proceedings and in other journals, in Scopus Index, only a few papers are published. Table 3 shows that in Web of Science Index-Journal, two papers were published in “Electronic Government and Electronic Participation” and two in “Innovation and the Public Sector”. In Web of Science, conference proceedings were very few on the topic of social media and public value. These all journals are well reputed and high impact factor journals that show the importance of the topic of public value in the eyes of the research community.

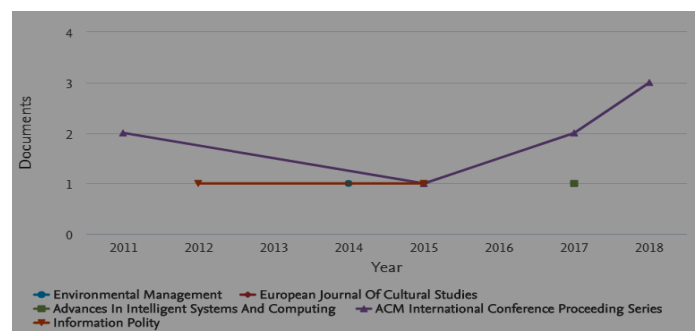


Fig 3: Publication by source (Scopus Index-Journal)

Table 3: Publication by Source (Web of Science)

Field: Source Titles	Record Count	% of 14	Bar Chart
ELECTRONIC GOVERNMENT AND ELECTRONIC PARTICIPATION	2	14.286 %	■
INNOVATION AND THE PUBLIC SECTOR	2	14.286 %	■
ADVANCES IN INTELLIGENT SYSTEMS AND COMPUTING	1	7.143 %	■
EUROPEAN JOURNAL OF CULTURAL STUDIES	1	7.143 %	■
GOVERNMENT AND OPPOSITION	1	7.143 %	■
INFORMATION SYSTEMS FRONTIERS	1	7.143 %	■
INTERNATIONAL JOURNAL OF PUBLIC ADMINISTRATION IN THE DIGITAL AGE	1	7.143 %	■
MEDIA AND METAMEDIA MANAGEMENT	1	7.143 %	■
PRISMA SOCIAL	1	7.143 %	■
PROCEEDINGS OF THE 15TH EUROPEAN CONFERENCE ON EGOVERNMENT	1	7.143 %	■
PROCEEDINGS OF THE 49TH ANNUAL HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES HICSS 2016	1	7.143 %	■
PROCEEDINGS OF THE ANNUAL HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES	1	7.143 %	■

Distribution of Papers by Affiliation

Researchers from all over the world are working on public value and social media relationship and many universities are encouraging their researchers to do their research on how to create public value through social media. In Scopus Index, till date, the most prominent work on this topic is done by the University at Albany State, America. There are 3 research papers published on the topic of public value and social media by the researchers who have the affiliation with University at Albany State, America. Second highest publications by the researchers are from the Universidad de Santiago de Compostela, Spain. This university has 2 research papers on its credit on the topic of public value and social media. Researchers from China, University of Amsterdam, Netherlands; Poznan University of Economics, Poland; Arizona State University, USA; University of California, USA; Universita Degli Studi dell'Insubria, Italy; Delft University of Technology, Netherland and Universitat Koblenz- Landau, Germany have one paper each published in Scopus Index-Journal. Table 4 shows the published papers in a web of science index journal. In a web of science maximum papers have published by Monash University, Australia. In second number University of Santiago De Compostela, Spain has also published 2 research papers and rest of the universities mention in Table 4 has published only one paper each on the topic of social media and public value relationship.

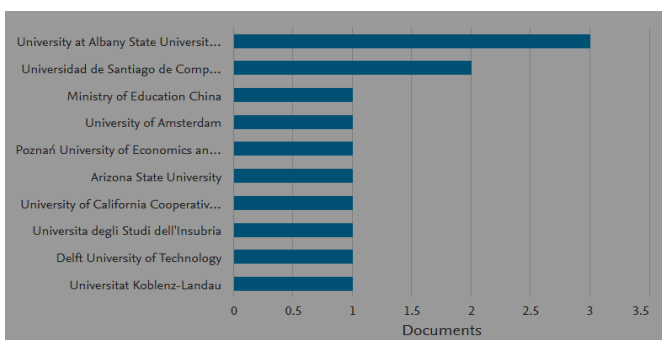


Fig 4: Publication by Affiliation (Scopus Index-Journal)

Table 4: Publication by Affiliation (Web of Science)

Field: Organizations-Enhanced	Record Count	% of 14	Bar Chart
MONASH UNIVERSITY	3	21.429 %	■
UNIVERSITY OF SANTIAGO DE COMPOSTELA	2	14.286 %	■
AMERICAN UNIVERSITY	1	7.143 %	■
BRUNEL UNIVERSITY	1	7.143 %	■
ESCP EUROPE BUSINESS SCH BERLIN	1	7.143 %	■
IULM INTERNATIONAL UNIVERSITY LANGUAGES MEDIA	1	7.143 %	■
MYKOLAS ROMERIS UNIVERSITY	1	7.143 %	■
NATIONAL UNIVERSITY OF IRELAND NUI GALWAY	1	7.143 %	■
NEAR EAST UNIV	1	7.143 %	■
RENMIN UNIVERSITY OF CHINA	1	7.143 %	■
RUTGERS STATE UNIVERSITY NEWARK	1	7.143 %	■

Distribution of Papers by Countries

Although researchers from all over the world gave emphasis on the topic of public value and social media we can clearly distinguish from Fig.5 and Table 5 that most of the research is done on public value and social media in developed countries. The maximum articles on this topic were published from USA and Australia. The second highest researchers belong to European countries. From ASIA only, China contributed in research of public value and social media relationship by publishing one article in Scopus Index-Journal.

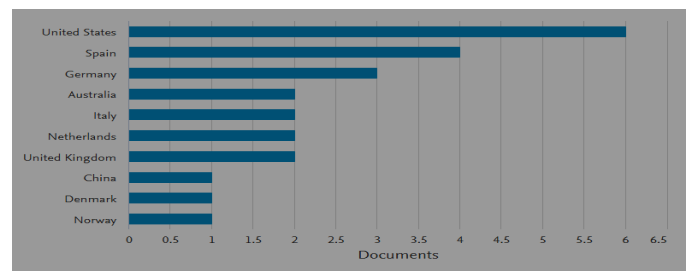


Fig 5: Publication by Countries (Scopus Index-Journal)

Table 5: Publication by Countries (Web of Science)

Field: Countries/Regions	Record Count	% of 14	Bar Chart
AUSTRALIA	4	28.571 %	■
NETHERLANDS	2	14.286 %	■
SPAIN	2	14.286 %	■
CYPRUS	1	7.143 %	■
ENGLAND	1	7.143 %	■
GERMANY	1	7.143 %	■
IRELAND	1	7.143 %	■
ITALY	1	7.143 %	■
LITHUANIA	1	7.143 %	■

Distribution of Papers by Type

Maximum numbers of papers published in Scopus Index and Web of Science are articles. In Scopus Index Journal out of 100% published work 39.3% are articles, 28.3% are conference papers, 14.3% are conference reviews, 7.1% is a book chapter, 7.1 % reviews and 3.6% shows the contents of books. In Web of Science Index-Journal, 71% published work are articles, 28% published work is preceding papers and 7% shows the published work in books.

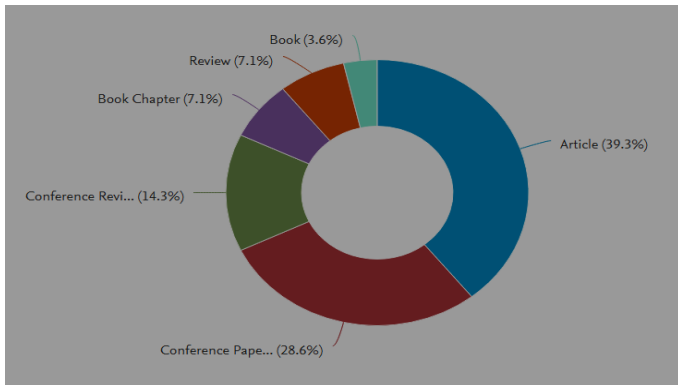


Fig 6: Publication by Type (Scopus Index-Journal)

Table 6: Publication by Type (Web of Science)

Field: Document Types	Record Count	% of 14	Bar Chart
ARTICLE	10	71.429 %	<div style="width: 71.429%;"></div>
PROCEEDINGS PAPER	4	28.571 %	<div style="width: 28.571%;"></div>
BOOK CHAPTER	1	7.143 %	<div style="width: 7.143%;"></div>

Distribution of Papers by Subject Area

In the subject area Figure 7, shows that 37% work on social media and public value is done in a computer science subject and 23% in social sciences. In Business and Management, only 13% of work has been done. Least work on the topic of social media and public value is done in engineering subject. Table 7 shows the published work subject wise in Web of Science. From the Table7, it is clear that 21% work on social media and public value relationship is done in computer science, political science and social sciences each and 14% in communication subject.

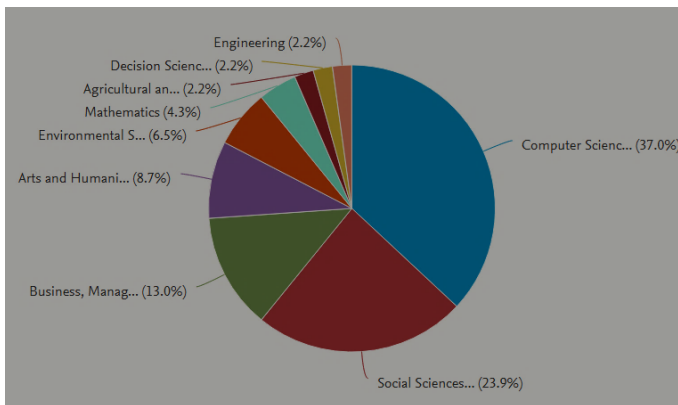


Fig 7: Publication by Subject Area (Scopus Index-Journal)

Table 7: Publication by Subject area

Field: Web of Science Categories	Record Count	% of 14	Bar Chart
COMPUTER SCIENCE INFORMATION SYSTEMS	3	21.429 %	<div style="width: 21.429%;"></div>
COMPUTER SCIENCE THEORY METHODS	3	21.429 %	<div style="width: 21.429%;"></div>
POLITICAL SCIENCE	3	21.429 %	<div style="width: 21.429%;"></div>
SOCIAL SCIENCES INTERDISCIPLINARY	3	21.429 %	<div style="width: 21.429%;"></div>
COMMUNICATION	2	14.286 %	<div style="width: 14.286%;"></div>

Distribution of Papers by Citations

Table 8: Papers by Citations

Author	Year	Paper	Source	Citations
Taylor, J., Gibson, L.K.	2017	Digitization, digital interaction, and social media: embedded barriers to democratic heritage	Scopus Index Journal	10
Baur, A.W.	2017	Harnessing the social web to enhance insights into people’s opinions in business, government and public administration	Scopus Index Journal	9
Dunkel, A.	2015	Visualizing the perceived environment using crowd-sourced photo geo data	Scopus Index Journal	39
Douglas, S., Raine, R.B., Maruyama, M., Semaan, B., Robertson, S.P.	2015	Community matters: How young adults use Facebook to evaluate political candidates	Scopus Index Journal	4
Greve, C.	2015	Ideas in Public Management Reform for the 2010s. Digitalization, Value Creation and Involvement	Scopus Index Journal	15
Barry, S.J.	2014	Using social media to discover public values, interests, and perceptions about cattle grazing on park lands	Scopus Index Journal	9
Osmani, M.W., Weerakody, V., Sivarajah, U., El-Haddadeh, R. Harrison, T.M., Guerrero, S., Burke, G.B., (...), Hrdinová, J., Pardo, T.	2014	The public value of social media in the UK public sector	Scopus Index Journal	2
Harrison, T.M., Guerrero, S., Burke, G.B., (...), Hrdinová, J., Pardo, T.	2012	Open government and e-government: Democratic challenges from a public value perspective	Scopus Index Journal	102
Baur, Aaron W.	2017	Harnessing the social web to enhance insights into people’s opinions in business, government and public administration	Web of Science	7
Aladalah, Mohammed; Cheung, Yen; Lee, Vincent C. S.	2016	Delivering Public Value: Synergistic Integration via Gov 2.0	Web of Science	3
Arvidsson, Adam; Bonini, Tiziano	2015	Valuing audience passions: From Smythe to Tarde	Web of Science	10
van Dijk, Jose; Poell, Thomas	2015	Making Public Television Social? Public Service Broadcasting and the Challenges of Social Media	Web of Science	21

Research publication of public value and social media relationship is mentioned by other researchers in their research articles. Table 8 demonstrates the most cited articles on public value and social media relationship. The most cited paper of public value and social media relationship is published in Scopus Index-Journal. In Scopus Index Journal the most cited paper is “Open government and e-government: Democratic challenges from a public value perspective” by Harrison



et al., in 2012. The citation of this paper has reached 201 till October 2018. Dunkel article “Visualizing the perceived environment using crowd sourced photo geo data” is the second most cited article and has reached 39 citations. This article was published in 2015. In Web of Science, the most cited article is Van & Poell’s article “Making public television social? Public service broadcasting and the challenges of social media” which was published in 2015 and reached 21 citations.

DISCUSSION ON PAPERS

In recent years many researchers have worked on social media and public value but little research is done on social media and public value relationship. In this study, we reviewed 37 articles in which 23 articles have been published in Scopus Index Journal and 14 articles in Web of Science. For instance in Scopus Index recent paper of 2018 is by Túñez-López et al, on the topic “European public broadcasters interaction and social media policy to public value management”. In this paper, the author analyzes the social media policies in the European public broadcasters and discusses their contribution in the creation of public value. Second paper “Public perceptions of ecosystem services and preferences for design scenarios of the flooded bank along the Three Gorges Reservoir: Implications for sustainable management of novel ecosystems” by Chen et al., 2018. This paper attributed to the implication of raising public awareness about the restoration of urban novel ecosystems in China through social media and public value. This paper discusses the promotion of environmental education through social media and by engaging proper public value design to manage ecosystems. The third paper “Social Media as a Public Values Sphere” by Parker & Bozeman (2018), represents the diagrammatic representation of the role of social media in judging public values in public institutions. Next paper “Community matters: How young adults use Facebook to evaluate political candidates” written by Douglas et al (2015). In this paper, authors discuss the importance of social media in selecting a politician as social media creates expectations of citizens and public value is defined by the interaction of political candidate and the public on social media. Van & Poell (2015), in their paper “Making public television social? Public service broadcasting and the challenges of social media”, discusses how European public television get profits by the benefits of social media. Public televisions can engage the young audience through social media without compromising on public value.

In the same way, Scherer et al (2015), in their paper “Social government: A concept supporting communities in co-creation and co-production of public services”, gives the idea of social government. According to them, social government includes an environment on social media in which the government and the public can discuss, create, execute and monitor public services and give ideas on how to tackle public service issues. Similarly, Grube (2017), in his paper “Rules, Prudence and Public Value: Public Servants and Social Media in Comparative Perspective”, discusses how government can communicate with the citizens Dunkel (2015), in his paper “Visualizing the perceived environment using crowd sourced photo geo data”, focuses on visualization of people’s perception of landscape and it is demonstrated with crowd sourced photo geo data from Flickr which is one of the social media tool and by analyzing the results of crowd sourced photo geo data, it will provide the bases for a better public value integration into planning processes. Pardo et al (2011), give the concept of Government 2.0 in his paper on the topic “Investing in open government: Applying lessons from research and practice”. According to Pardo et al (2011), in order to engage citizen’s government must use modern technologies like social media. Similarly, Omar et al (2013), investigate the concept of social media in the creation of public value by local government. In their paper, they proposed a framework on the bases of public value concept to examine the Government 2.0 services. Osmani et al (2014), on the similar pattern analyzes the impact of social media in generating

public value in UK local government context in his paper “The public value of social media in the UK public sector”.

Moreover, paper “Valuing audience passions: From Smythe to Tarde” by Arvidsson & Bonini (2015), critically uses two theories Dallas Smythe’s theory of the audience commodity and Gabriel Tarde’s theory of public value in their study. They suggested that redirection of these two critical theories will help in developing the social media data in order to represent, measure and value audience dynamic in new ways. Next paper which is published in Web of Science is “Mapping Digital Co-Creation for Urban Communities and Public Places” by Maciuliene (2018). This paper focuses on the importance of social media in the creation of public value. According to the author public value is not only created by government alone but it also involves the collaboration between public entities, the private sector, civil society and citizens and social media helps them to engage with each other. A paper by Ozejder (2018), on “News as a Public Value and Internet-Based Challenges: The Case of Northern Cyprus” is a good attempt in explaining the problems caused by internet on information pollution, deterioration of news language, false news and the negative effect of breaking news reporting. This paper discusses the negative side of social media and discusses media ethics.

These are some of the papers which are reviewed in this study. Majority of the papers on social media and public value is written on government 2.0. Still, there is a need to research on social media and public value relationship.

CONCLUSION

This study reviewed 23 research articles on public value and social media relationship published from 2011 to 2018 and revealed that most of the work on public value and social media relationship is done in developed countries like the USA and European countries. Underdeveloped countries are far behind in the research of public value and social media relations. From ASIA only China researcher gives attention towards this topic.

This article analyzed the research on public value and social media relationship according to the publication year, source journals, and country of research, Authors names, researcher’s affiliation, subject area and collaboration with researchers of other countries. This study also discusses the main objectives of those papers whose citations are more than two.

As most of the papers on social media and public value relationship have been published in 2018 so many papers are still not fully uploaded. For future research, researchers should discuss the methodology, theories used and literature gaps in these papers.

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