

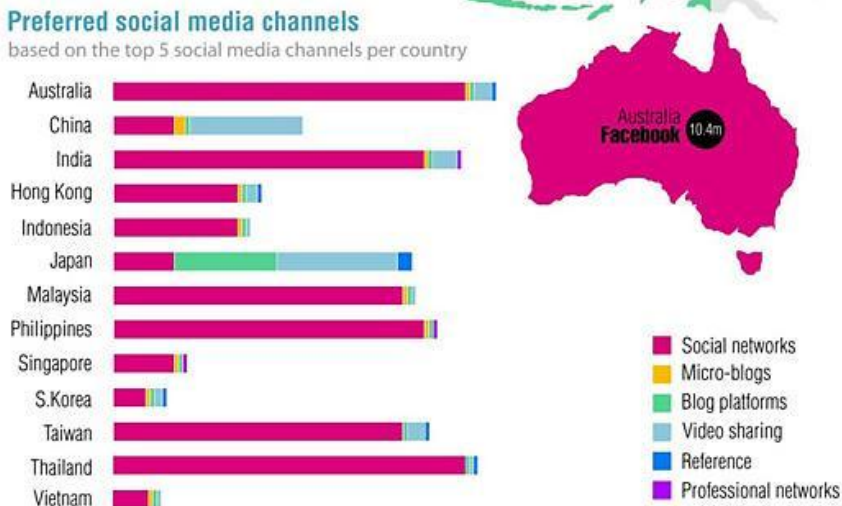
# **Do Public Opinion Processes change through Social Media?**

**PHILIP BEHNKE**  
**PUBLIC RELATIONS**

**8 0 1 1 0 7 2 5 1**



# Social Media in Asia-Pacific



Nearly 1 out of 4 Facebook users is from Asia

**December**

World rank	Country	Mio Users (Dec 2011)
2	Indonesia	41.7*
3	India	41.4
7	Philippines	27.1*
16	Thailand	13.3*
17	Malaysia	12*
18	Taiwan	11.6**
19	Australia	10.7**
34	South Korea	5.3
49	Singapore	2.6**

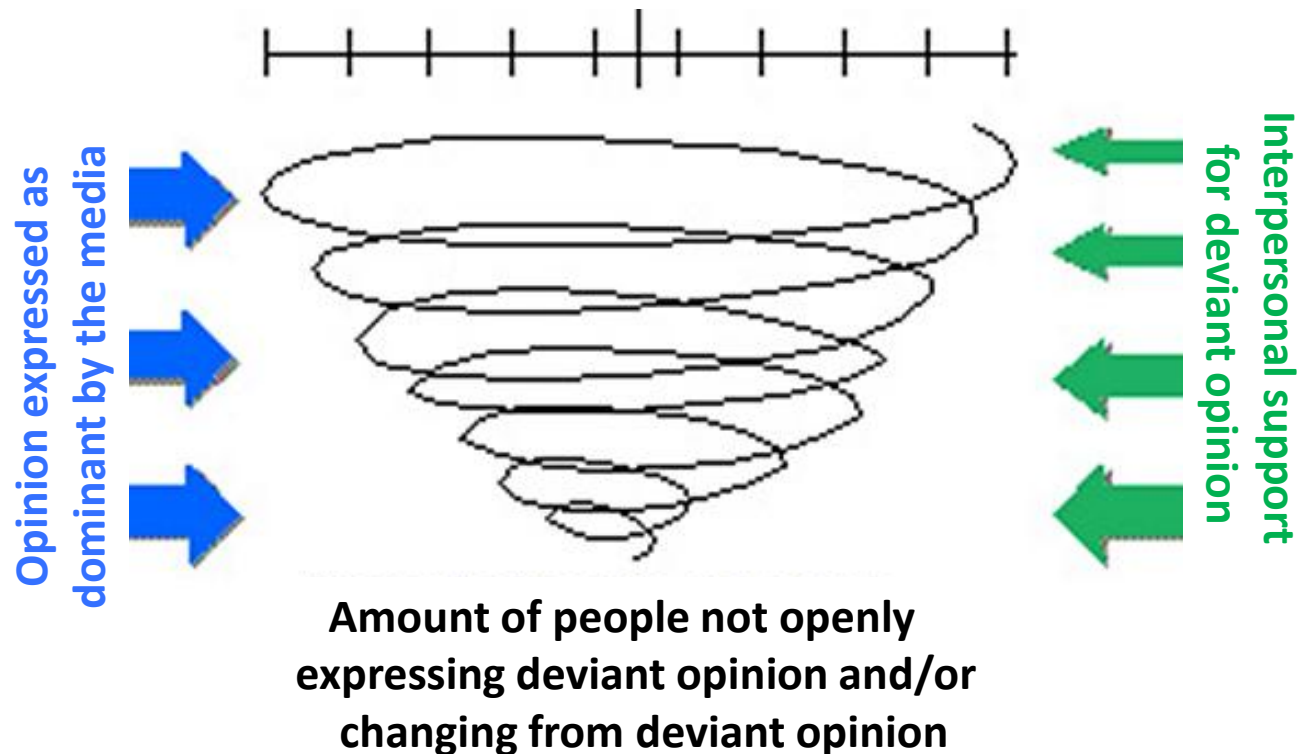
\*portion of online population on Facebook > 50%

\*\* Facebook penetration of whole population > 50%

Source: internetworldstats.com

# Social Media and the Public Opinion Process

---

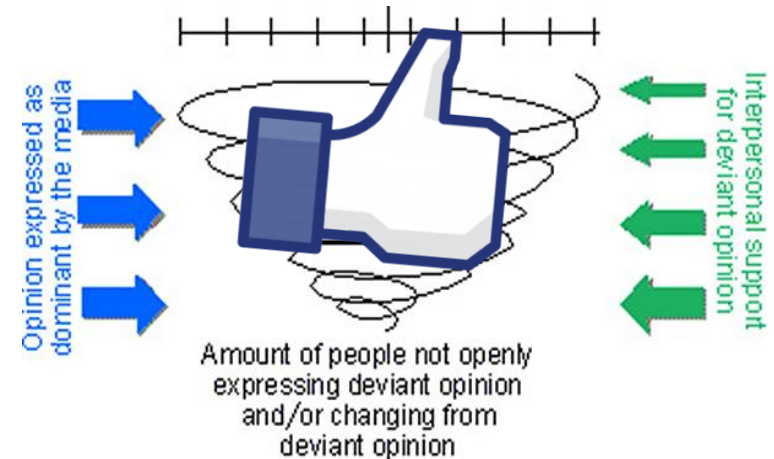


Source: Elisabeth Noelle-Neumann, *The Theory of Public Opinion*, 1991

# How Social Media is changing the Public Opinion Process

---

- Social Media allows everyone to take part in public discourse
- Social Media makes it much easier to find 'followers' or 'friends' for individual opinions
- Social Media as new Public Sphere: individual opinions can become public opinions
- Social Media massively increase the speed of getting messages and opinions across



# Example: 'Occupy (Wall Street)' movement

---



**OCCUPY**



# 'Occupy' – a Social Media movement

---

- No traditional organization structure, no headquarter, no symbolic leader, not even a common logo...
- No common mission and vision, no basic set of rules (≠ Anonymous / Wikileaks movements)
- Global movement: No local or regional focus (≠ Arab Spring)
- Combination of Online and Offline activities
- Shows the 'new' tempo of getting messages across
- Example for collaborative agenda setting



OCCUPY



OCCUPY



OCCUPY

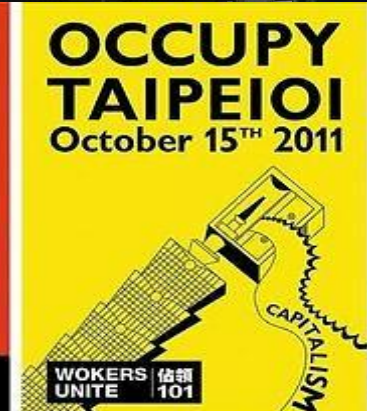
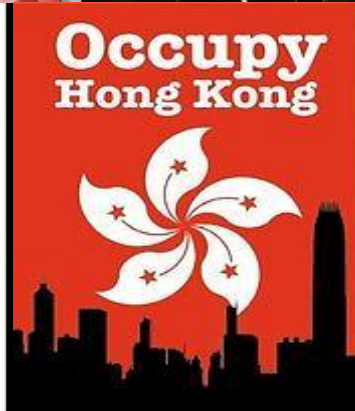
WE ARE THE  
99%



# 'Occupy' – a global movement



**Global Occupy events 15 October 2011**



# New speed of getting a message across...

---

September							October						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

**Day 1** - Sep 17, 2011: 1,000 protesters marched through the streets.

**Day 15** - Oct 1: Protesters set out to march across the Brooklyn Bridge. *The New York Times* reported.

**Day 19** - Oct 5: Largest demonstration yet with 15,000 marchers.

**Day 29** - Oct 15: Tens of thousands of demonstrators staged rallies in 900 cities worldwide

**Day 132 – TODAY : Occupy camps and regular meet-ups in 1.557 cities worldwide**

# New speed of getting a message across

facebook Search

**Occupy Wall St.** Like

Community Page about Occupy Together

Wall

Info

Friend Activity (1)

Photos

364,636 like this

19,972 talking about this

Share: Post Photo

Write something...

Occupy Wall St. This week in Occupy...demonstrations milestones: the 83rd birthday of following the holiday break and

facebook Search

occupy

SEARCH FILTERS

- All Results
- People
- Pages
- Places
- Groups
- Apps
- Events
- Web Results
- Posts by Friends
- Public Posts
- Posts in Groups

All Results

- Occupy Together** Community · Community Page · 210,327 likes  
Bhavani Prakash likes this.
- Occupy Wall St.** Community · Community Page · 364,636 likes  
Daniel Kruse likes this.
- Occupy Wall St.** Professional Sports Team · 89,575 likes
- Occupy Chicago** Community · 41,790 likes
- Occupy Oakland** Community · 20,238 likes

Google

occupy

Search About 33,300,000 results (0.11 seconds)

Everything

Images

Maps

Videos

News

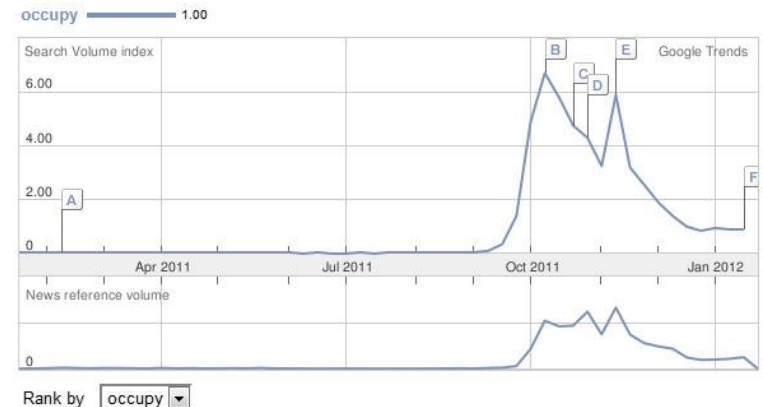
Blogs

More

**Occupy** protests against capitalism spread around ... guardian.co.uk  
15 Oct 2011  
Thousands march in Rome, Sydney and Madrid as **Occupy** Wall Street protests go global.

**Occupy** Wall St - The Revolution Is Love - YouTube youtube.com  
18 Nov 2011 - 5 min - Uploaded by fiercelightfilms  
A taste of the upcoming feature documentary, **Occupy** Love. This is a community funded film. Please support ...

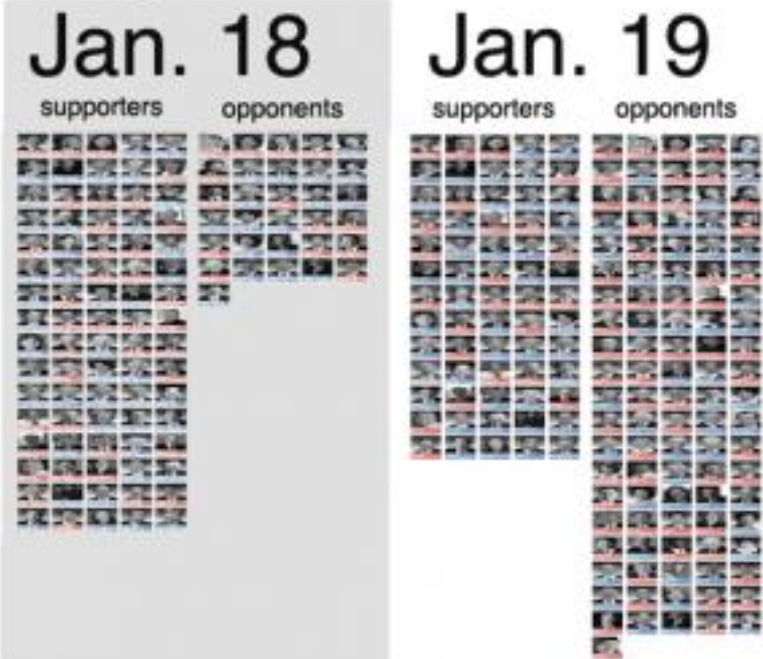
- Scale is based on the average worldwide traffic of **occupy** in the last 12 months. [Learn more](#)  
- An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)



# Responsiveness



## Congress On SOPA-PIPA



Source: techcrunch.com

# New Media = Collaborative Agenda setting


HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

**The New York Times**  
Tuesday, January 24, 2012

## Times Topics

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

### Occupy Wall Street



Robert Stolarik for The New York Times

Updated: Jan. 11, 2012

#### Recent Developments

**Dec. 12, 2011** Occupy Oakland, the most militant branch of the movement, spearheaded a one-day action in which thousands of protesters rallied at West Coast ports from San Diego to Anchorage, effectively closing the Ports of Portland and Longview, Wash., and largely shutting the Port of Oakland. But the actions have created a rift with the

#### City Room

Read more news about Occupy Wall Street on City Room.

#### Occupy Wall Street Navigator

A list of resources from around the Web about Occupy Wall Street as selected by researchers and editors of The New York Times.

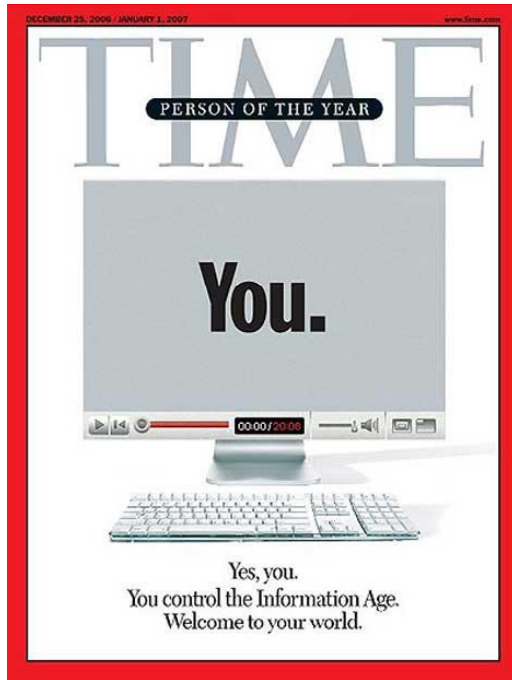
- [Occupy Wall Street -- main site](#)
- [OWS New York City General Assembly](#)
- [Occupy Together -- national site](#)
- [Occupy Wall Street on Facebook](#)
- [Visual Economics -- giant poster summary of OWS](#)
- [The Occupied Wall Street Journal](#)
- [Mother Jones: Occupy Wall Street Protest Map](#)

#### Multimedia



# Another approach for the book chapter...

---



2006



2010



2011



***“Thank you Egyptian youth Facebook”***



**8 0 1 1 1 0 0 1 2**

# Social Media and Politics in Asia



## Poll: Choose the MP most effective in using social media

Published on  
Jan 12, 2012



170

Tweet

168

Share

3

Last year - 2011 - was memorable for the way social media suddenly became a national buzzword when it came to major issues talked about online and offline.

In the run-up to, and even after the May 2011 General Election, more Members of Parliament began using social media to reach out to citizens. The Straits Times - as part of a special that will be published this weekend -



The Straits Times - as part of a special that will be published this weekend - would like to know first, who you think is the MP who is most effective in using social media to extend his or her influence. - PHOTO: RAZOR TV JACK

Previous

Next

### Singapore

- 11:41 PM** New anti-piracy trailers start screening at cinemas here
- 10:08 PM** Singapore's port performance hits new high
- 9:03 PM** Police nab 3 men for suspected loansharking activities
- 6:50 PM** 2012 Budget Statement to be delivered on Feb 17
- 6:48 PM** Police appeal for 55-year-old man's next-of-kin
- 6:29 PM** Man jailed, fined for pretending to be licensed estate agent
- 5:55 PM** Pilot mechanised carpark

# Social Media and Politics in Asia



## Najib reaches out with Chinese Facebook page

Published on  
Jan 19, 2012



9

Tweet

16

Share



Purchase this article for republication

KUALA LUMPUR (THE STAR/ASIA NEWS NETWORK) - Attention, Facebook users. There is a new friend in town and he goes by the name of Ah Jib Gor.

That is Prime Minister Datuk Seri Najib Tun Razak's new Facebook page in Chinese, which is another platform to reach out to the wider population.

Ah Jib Gor, which means Brother Najib in Chinese, was created to give social media users a chance to get to know him personally as an ordinary member of society.



Ah Jib Gor, which means Brother Najib in Chinese, was created to give social media users a chance to get to know him personally as an ordinary member of society. — PHOTO: FACEBOOK

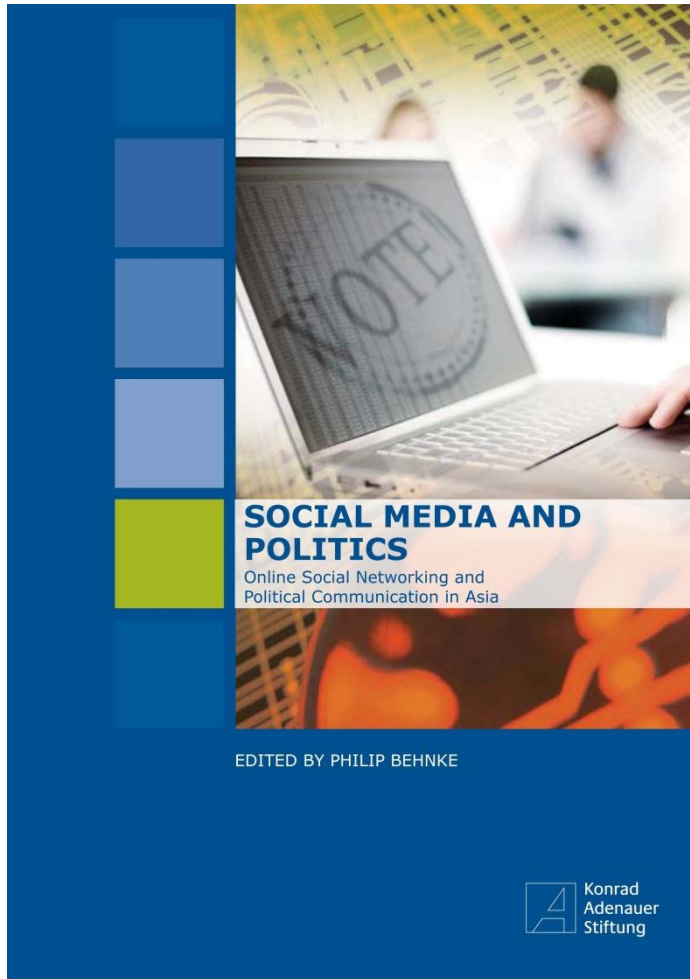
Previous

### SE Asia

- 6:00 AM** Philippine anti-crime czar sacked for kidnap
- 2:23 PM** Fugitive nabbed at Kuala Lumpur airport 6 years later
- 1:33 PM** Cambodia royal family seeks medical care in China
- 1:06 PM** Vietnam reports 1st bird flu death in 2 years
- 10:43 AM** 2 die from bird flu in Vietnam, Cambodia
- 10:24 AM** American expert to advise UN on Cambodia court
- 7:59 AM** Thai 'Red Shirt' firebrand appointed to Cabinet
- 7:43 AM** EU could begin lifting Myanmar sanctions in February

# Social Media and Politics in the ASEAN-context

---



Susan Tam

*“From citizens to netizens – Social Media and Politics in Malaysia “*

**Thank you!**