

The Social Networks: a new E-government Communication Paradigm

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New technologies have become a fundamental and necessary tool for the dissemination of ideas and political information, particularly in electoral campaigns times. In this Information Society and Democratization of Knowledge, it is almost unlikely that a political party grouping will conceive an electoral campaign or plan the communication of government acts, without considering the proper use that social networks allow, be it Twitter, Instagram, Facebook or Whatsapp.

The E-government, facilitates relations between state agencies, and citizens. Likewise, within the framework of policy of ethics, it provides transparency and access to public information. However, the impacts and challenges of the rise of this type of digital platforms posed must be pointed out, among which the immediacy and availability in the access and circulation of information can be mentioned. Thus, social networks have become a new space for communication between cyberusers, which seeks to find people with similar interests, friendship or similar, allowing hundreds of people to connect every minute, highlighting the current society trends.

These platforms make it possible to publicize the different acts of government, the opinion or political stance on certain issues of institutional importance, in order to have a survey of society in order to mark the political agenda. From the point of view of political marketing, they make it possible to send personalized communications, that is, according to the profile or "target" of the different public to which a certain news is directed, this due to the use of "cookies" and "pixels ", That allow to create profiles with tastes, interests and habits.

However, this facility of interaction can also be used to spread rumors, comments, criticisms or false or inaccurate opinions. Thus, through a single tweet or instagram storie, an official can be disqualified in a few seconds, reaching millions of users in real time.

In this frame, the concern has grown in the wake of the tactics and techniques of manipulation and disinformation among they can stand out: the robbery of digital identity by means of the use of false profiles of civil employees and differents leaders, the diffusion of "fake news", the use of meta-tags and algorithms in the search engines that position such profiles or false news, and the use of "trolls" and "bots" to make and send defamatory political comments, normally paid, that act in a programmed and automatic way.

Given this panorama it is a very complex question, to prevent, detect and avoid the use of these techniques which influent the formation of public opinion. This, in response to the constitutional guarantee against any attempt of prior censorship in exercising the freedom of expression by Internet, which is also covered by the American Convention on Human Rights, ratified by our Country under our national legislation through Law No. 26.032, by which the search, reception and dissemination of information and ideas of all kinds, through the Internet, is considered to be included within the constitutional guarantee that protects freedom of expression.

In this order, new communication paradigm of E-government is usually developed outside of traditional communication channels (press, radio, television, advertisements, leaflets, circulars or other means of dissemination on public roads), they are regulated in electoral legislation and of political parties, which foresee provisions regarding the beginning and end of campaigns, political closures, transparency of party funds, etc.

Faced with this scenario and given the proximity of the next national elections to the president, which will take place in October in our country, the National Electoral Chamber issued an Extraordinary Agreement providing for the creation of a "Register of Social Network Accounts and official websites of the candidates, political groupings and maximum party authorities "in order to promote the informed vote of the electors.

Likewise, the presentation of the final reports of the campaigns must be accompanied by the audiovisual material used on the Internet and social networks. Finally, it proposes to develop a campaign of awareness and civic education for a good management of electoral political information in social networks and other digital environments.

Given the above, we consider it essential to promote a regulatory framework that provides for the responsible use of digital platforms, and that also contemplates different measures of awareness, especially of new generations or digital natives, in the use of social networks for political purposes. In the sense that they generate spaces for dialogue and plurality of opinions and ideas, institutionalized dissent, tolerance and reciprocal respect.

We are aware that social networks, well used, are a valuable tool to disseminate and promote public information in order to provide government acts of due transparency in the function, favoring relations between the government and citizens in the field of democracy.

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