CHAPTER V: CONCLUSION AND SUGGESTIONS

Brian Hocking and Jan Melissen, 2015, mentioned reactions to developments in communications technologies and interpretations of their implications for diplomacy generally move through several phases: from a mix of scepticism and hype to gradual acceptance and mainstreaming within organisations. Most foreign ministries are just entering the digital age and find themselves in the first phase. Diplomats will find the modalities of digitalization in constant flux and they, therefore, need to ‘retool’ on a continuous basis. Much of what is now regarded as revolutionary will soon be seen as commonplace or outdated. The gap between governments that do not invest in understanding the impact of digitalization on diplomacy and those that do will widen with the speed and velocity that are characteristic of the digital age.

Clingendael Report, 2015 argued •We can see three types of predictions regarding the impact of digital technologies, echoing responses to globalization from the 1980s onwards, but no single one is likely to dominate the diplomatic landscape in the future:1. Digital technologies may herald the withering away or ‘deliquescence’ of diplomacy. The traditional forms and processes of diplomacy will become meshed into broader patterns of global interaction – such as those surrounding global governance.2. Such technologies may reinforce the existing ‘disintermediation’ trend, whereby diplomats (and other agents) acting between the individual and policy arenas are challenged. The fragmenting information environment empowers non-diplomats claiming a role in complex policy milieux.

3. Digitalization may result in de-institutionalised diplomacy: diplomatic practice becomes a mode of behaviour rather than a set of institutional structures and processes. In a networked diplomacy environment, performing a diplomatic role is more related to knowledge, capacity and capabilities and less to formal status. Digital disruption and the crisis of diplomacy is facing ‘digital disruption’ as new technologies and associated patterns of behaviour develop. These will percolate throughout diplomatic institutions, generating both acceptance and hostility. The conventional wisdom among diplomats is that digitalization does not change the fundamental objectives of diplomacy, but offers new ways through which these can be achieved.
4. Governments need to take a more nuanced look, taking into account the different facets of diplomatic practice. Although digital diplomacy is for instance not synonymous with public diplomacy, it is obvious that the resources provided by big data and social media networks greatly enhance the strategies available here. And consular work and crisis management are increasingly impacted by digital technologies. Foreign ministries need to be aware of the fact that digitalization will put fundamental norms and rules of diplomacy to the test. The experience of public diplomacy over the last decade, for instance, is an indication of the points at which the 1961 Vienna Convention tested by the actions of diplomats on the ground.

5.1 Finding

Facts about the most used social networking sites by the politicians based on Twiplomacy.com shows Twitter is the most used social networking site by political leaders who are the member of the UN, and Facebook is in the second position. The most followed political leaders on Twitter based of Twiplomacy.com is Barack Obama in the most followed political leader on 2015 on Twitter. His number of followers has a significant distance with the rest of leaders. The most liked political leaders of Facebook based on Twiplomacy.com is Barack Obama; Narendra Modi, prime minister of India is in the second position; and this two accounts’ followers have a significant distance with the rest of leaders.

- Analysis and Interpretation of Most Followed International Leaders on Twitter for 30 issues showed Barack Obama is the most followed leader and Pope Francis & Narendra Modi are an the next level. USA and India with three accounts are most involved with the Twitter. Numbers of followers of Obama and Modi have the specific distance with the last leader by only 5 million followers. Most Followed International Leaders on Facebook for 30 issues showed Barack Obama is the most liked leader and Narendra Modi is in the next level. USA and India with each two accounts are most involved with the Facebook. Numbers of followers of Obama and Modi have the specific distance with the rest of the leaders.

- The number of post about Global issues on Twitter showed 1202 Tweets posted by political leaders on the 30 most important global issues. 6 issues are the most spoken by these politicians. Children, Climate Change, Development,
Family, Health and Women are the most spoken global issues by politicians. The number of posts about Global issues on Facebook showed 1163 posts have written on Facebook by political leaders on the 30 most important global issues. 6 issues are the most spoken by these politicians on Twitter. Children, Climate Change, Development, Family, Health and Women are the most spoken global issues by politicians on Facebook.

- Global Issues on Twitter with the number of tweets by each political leader showed PMO India (Office of Indian Prime minister) has tweeted more than other leaders about “Africa”. It is followed by Narendra Modi and the White House. None of the politicians Tweeted about “Ageing” issue on 2015. PMO Office followed by Narendra Modi, are the only 2 accounts who tweeted about “Agriculture” issue. the White House is the only account who tweeted about “Aids” on 2015. The PMO India followed by Narendra Modi, are the only 2 accounts who tweeted about “Atomic Energy” issue. The White House is the first account tweeted on “Children” issues. PMO Office and Narendra Modi are in the next positions. Barack Obama is the first account tweeted on “Climate Change” issues. The White House is in the next position followed by PMO Office and Narendra Modi in the next positions. None of the politicians tweeted about “Decolonization” issue on 2015. None of the politicians Tweeted about “Demining” issue on 2015. PMO India and Narendra Modi are the leaders who spoken most about “Democracy”. PMO India and Narendra Modi are the leaders who speak about “Development”. None of the leaders tweeted about “Disarmament” in 2015. PMO India is the first account tweeted about “Environment” and Narendra Modi, White House, Sheikh Mohammed are in the next level with a significant distance. White House, PMO India and Narendra Modi are the leaders who tweeted most about “Family”. PMO India and Sheikh Mohammed are the leaders who tweeted most about “Food”. Narendra Modi and PMO India are the only leaders who tweeted about “Governance”. White house, Narendra Modi and Barack Obama are the leaders who tweeted most about “Health”. White House is the only account which tweeted most about “Human Rights”. Barack Obama is the second and last leader with a specific distance from the first one. None of the leaders tweeted about “Human Settlement” on 2015. None of the leaders tweeted
about “Humanitarian Assistance” on 2015. None of the leaders tweeted about “International Law” on 2015. None of the leaders tweeted about “Oceans/ Law of the Sea” on 2015. White House and PMO India are the only leaders who tweeted about “Peace and Security” on 2015. Narendra Modi and PMO India are the only leaders who tweeted about “Persons with Disabilities” on 2015. PMO India, White House and Barack Obama are the leaders who tweeted most about “Population”. White House is the leader who tweeted most about “Refugees”. White House and PMO India are the leaders who tweeted most about “Terrorism”. None of the leaders tweeted about Volunteerism on 2015. PMO India is the first leaders, followed by White house, Narendra Modi and Barack Obama who tweeted most about “Water”. White house is the account which tweeted most about “Women”. Barack Obama is in the second position with the significant distance.

- Global Issues on Facebook with the number of post by each political leader showed Narendra Modi followed by PMO India are the accounts which posted most about “Africa” on Facebook. White House is in the next position with the significant distance. None of the leaders posted about “Ageing” on 2015. Narendra Modi is the account which posted most about “Agriculture” on Facebook. Noynoy is in the next position with the significant distance. White House is the account which posted most about “AIDS” on Facebook. Narendra Modi and Noynoy are in the next position with the significant distance. None of the leaders posted about “Atomic Energy” on 2015. White House is the account which posted most about “Children” on Facebook. Barack Obama followed by White House are the accounts which posted most about “Climate Change” on Facebook. Narendra Modi and Noynoy are in the next position with the significant distance. None of the leaders posted about “Decolonization” on 2015. None of the leaders posted about “Demining” on 2015. Narendra Modi followed by White House are the accounts which posted most about “Democracy” on Facebook. Narendra Modi is the account which posted most about “Development” on Facebook. Noynoy is in the second position. None of the leaders posted about “Disarmament” on 2015. Noynoy and Narendra Modi are the accounts which posted most about “Environment” on Facebook. White House and Barack Obama are in the next
positions. White House is the account which posted most about “Family” on Facebook. Noynoy is the account which posted most about “Food” on Facebook. White House is in the second position. Narendra Modi is the account which posted most about “Governance” on Facebook. White house is the account which posted most about “Health” on Facebook. Barack Obama is in the second position. White house is the only account which posted about “Human Rights” on Facebook. None of the leaders posted about “Human Settlement” on 2015. None of the leaders posted about “Humanitarian Assistance” on 2015. Noynoy is the account which posted about “International Law” on Facebook. None of the leaders posted about “Oceans/Low of the Sea” on 2015. White house is the account which posted most about “Peace and Security” on Facebook. Narendra Modi and Queen Rania are in the next positions with a specific distance. Narendra Modi, Queen Rania, and White House are spoken about “Persons with Disabilities” on Facebook. Noynoy is the leader who spoken most about “Population” on Facebook. White House is the account which spoken most about “Refugees” on Facebook. White House is the account posted most about “Terrorism”, Narendra Modi is in the second position, Barack Obama, PMO India, and Queen Rania are in the next positions with the significant distance, Erdogan is in the last. Barack Obama is the account posted most about “Volunteerism” on Facebook, Narendra Modi is in the second position, Queen Rania is in the next positions. Narendra Modi and White House are the accounts which posted most about “Water” on Facebook. White House is the account posted most about “Women”, Noynoy, Barack Obama, Queen Rania, and Narendra Modi is in the next positions with the significant distance.

- Analysing the Six Spoken Issues by Politicians, Leaders on Twitter for most tweeted issues, showed Children, Climate Change, Development, Family, Health, and Women are the 6 most Tweeted issues by the leaders on 2015. Health is in the first position with a significant distance with the rest, while Children is the least. White House, Narendra Modi, PMO India, and Barack Obama are the leaders who Tweeted most about 6 important Global Issues while Enrique Peña Nieto and Recep Tayyip Erdoğan are the accounts which tweeted less about these issues on 2015. Barack Obama tweeted most on
Climate Change and less on Development. Pope Francis tweeted most on Children and not at all on Health, Narendra Modi tweeted most on Development and Health, and less on Children and Women. PMO India tweeted most about Development and less on Women. White House tweeted most about Health and less on Development. Recep Tayyip Erdoğan tweeted only about Women, President Obama tweeted about Health and less about Development and Children. HH Sheikh Mohammed tweeted most about Development and less on Climate change and Family, Enrique Peña Nieto did not tweet at all about the issues in English, and Sushma Swaraj tweeted about only Family and Women with a significant distance.

- Analysing Leaders on Facebook for most posted issues showed Children, Climate Change, Development, Family, Health, and Women are the 6 most posted issues on Facebook by the leaders on 2015. Climate Change and Health are in the first positions with a significant distance with the rest, while Women is the least. White House is the leaders who posted most about 6 important Global Issues while AbdelFattah Elsisi - عبد الفتاح السيسي, Recep Tayyip Erdoğan, Presiden Joko Widodo, Enrique Peña Nieto are the accounts which posted less about these issues on 2015. Barack Obama posted most on Climate Change and less on Development and Children. Narendra Modi posted most on Development and less on Children and Women. PMO India posted most about Development and not at all on Family. Recep Tayyip Erdoğan and Presiden Joko Widodo did not post at all about these issues in English, AbdelFattah Elsisi - posted only about Development, Queen Rania posted mostly about Women and not at all on climate change and Health. White House posted most about Children and Family and less on Development. Enrique Peña Nieto did not post about these issues at all on 2015, Noynoy Aquino (P-Noy) posted about Development and less on Children and Family.

- Analysing Hashtag and Mention Diplomacy, Hashtag Diplomacy on Twitter showed White House is the account used the most hashtag on “Children”, Barack Obama is in the next position with the significant distance. #Actonclimate and #MycleanIndia are the hashtags most used on this issue.
Barack Obama and White House are the accounts used the most hashtag on “climate change” on Twitter. #Actonclimate is the hashtags most used on this issue. White House and PMO India are the accounts used the most hashtag on “Development” on Twitter. #Globalgoals is the hashtags most used on this issue. White House is the account used the most hashtag on “Family” on Twitter. #SOTU is the hashtags most used on this issue. White House is the account used the most hashtag on “Health” and Barack Obama is in the next position with a significant distance on Twitter. #GetCovered and #ACAWorks are the hashtags the most used on this issue. White House is the account used most hashtag on “Women” on Twitter. #CBC2015 and #Equalpayday are the hashtags the most used on Women on Twitter.

- Analysing Hashtag and Mention Diplomacy, Hashtag Diplomacy on Facebook showed White House is the account used the most hashtag on “Children”. Queen Rania is in the second position. #Actonclimate is the hashtag most used for this issue. White House is the account used most hashtag on “Climate Change”. #Actonclimate is the hashtag most used on this issue. Queen Rania and Narendra Modi are the accounts used the most hashtags on “Development”. #ParivartanRally is the hashtag most used on this issue. White House is the account used the most hashtags on “Family”. Queen Rania is in the second position with a significant distance. #GetCovered is the hashtag most used on this issue. #LoveJo, #Love and #Family are in the next positions. White House is the account used the most hashtags on “Health” on Facebook. #GetCovered and #ACAWorks are the hashtag most used on this issue. White House and Queen Rania are the accounts used the most hashtags on “Women” on Facebook. #LoveJo, #Jordan and #Itsonus are the hashtags most used on this issue.

- The Frequency of Hashtags used on 6 Issues on Twitter showed Health and Climate Change are the issues used most hashtags. White House and Barack Obama are the leaders who used most hashtags. #Actonclimate, #GetCovered, and #ACAWorks are hashtags most used by leaders on 6 issues on Tweeter.

- The Frequency of Hashtags on 6 Issues on Facebook showed Family, Health, and Climate change are the issues used most hashtags on by leaders. White
house and Queen Rania are the accounts who used most hashtags. #Actonclimate is the hashtag most used on Facebook by leaders on 2015.

- Comparing hashtag Diplomacy on 6 issues between Twitter and Facebook showed Health and Climate change on Twitter, and Family on Facebook are issues used most hashtags on 2015. Comparing issues with most hashtags used by leaders in both SNS showed Health is the issue used most hashtag on both social networking sites while Development is the least one on 2015. #Actonclimate is the hashtag used the most on both social networking sites.

- Analysing Mention Diplomacy on Twitter showed @POTUS is mentioned most on “Children” on Twitter. White House is the account who has mentioned most on this issue. White House is the account who has mentioned most on “climate change” on Twitter. @POTUS is mentioned most on this issue. PMO India is the account who has mentioned most on “Development” on Twitter. @Narendramodi is mentioned most on this issue. White House is the account who has mentioned most on “Family”. @POTUS and @Narendramodi in order, have been mentioned most on this issue. White house and Narendra Modi are the accounts who mentioned most on “Health” on Twitter. PMO India is in the next position. @POTUS and @Narendramodi in order, have been mentioned most on this issue. White house is the account who most mentioned “Women” on Twitter. @POTUS has been mentioned most on Women on Twitter.

- Analysing Mention Diplomacy on Facebook showed only the white house on children, and Noynoy on Family mentioned one time on Facebook in 2015.

- Analysing sub-issues of the UN concerned by each leader showed People with disabilities is the sub-issue on “children” which spoken most on both social networking sites. Economic and financial management is the sub-issue on “Climate change” which spoken most on both social networking sites. While Greenhouse gas emissions and Earth-changing developments have not spoken at all. Conditions of economic Development is the sub-issue on “Development” which spoken most on both social networking sites while Women's Health, Children's Health, Hunger, and Disease have not spoken at
Global trends in migration is the sub-issue on “Family” which spoken most on both social networking sites while Structure, Phenomenon of demographic ageing, and Effects of globalization have not spoken at all. Global health care, Food, Housing, and Medical care are the sub-issue on “Health” which spoken most on both social networking sites. Human rights in migration is the sub-issue on “Women” which spoken most on both social networking sites. Fundamental freedoms, Development, and Peace are in the next positions.

5.2 Limitations

Collecting qualitative data usually takes more time than quantitative data, and therefore, when the staff and budget allow it, it is generally necessary to include a smaller sample. In general, it's less easy: because fewer people are generally studied, the results are not allocated to the community. Usually, the exact number is reported as the percent. It is difficult for systematic comparisons: for example if people have very different reactions that are very mental. It is depending on the skills of the researcher: especially on conducting interviews, focus groups and observation. (Liverpool Hofi University Higher Education Teaching and Learning Centres (CETLs)). Statistics centres do not cooperate with the researcher. United Nations issues changed at the last minute and its branches were not answerable on Facebook official pages.

The usual limitations of human error, time shortage, troubles to roll up the data, usual limitations of the qualitative method, content analysis and observation also should not deny Content analysis is a purely descriptive method. It describes what is there, but it may not show the following motivations for the observed pattern ("what", but not "why"). An analysis of the availability of materials is restricted. The process observed in the media may be a detailed representation of reality; for example, catastrophic events receive more coverage than less controversial events. Reliability is always a problem in viewing. Its strength is in the richness of description. Its weakness is dependent on the attending observer's experience. (University of California, Davis)
5.3 Result

At this age, communication depends on technology. If public domain theory has succeeded in politics, the role of the media as the fourth pillar of democracy should be given greater consideration. For bilateral communication between citizens and government officials, independent and free media have created a means for citizens to demand public authority and act on the basis of it. Free and independent media will promote good governance. Diplomacy is progressing rapidly. It has become a collaborative global process using the new media features and the powerful public. Public Diplomacy is on the centre stage with politicians who are into a two-way communication with the public more than anytime. Politicians are required to reply immediately on different social media for the current affairs across the globe.

It may help in the way of globalization to consider global problems. It also may cause some negative points like making the hegemony of one culture, language or policies with the soft power. It also can lead to the populist model of politic especially in case the public is not educated or aware enough. According to this analysis, America with the total 5 accounts on the two most important social media is in the first level of activity toward the global issues. Health and Climate change are the issues that politicians concerned most on 2015 and one reason can be an international gathering in Paris for the climate change in this year. This study shows politicians gathering on the social media to make an issue a trend was Health and Climate change on Twitter, and Family on Facebook.

Health is the issue used the most hashtag on both social networking sites while Development is the least one on 2015. #Actonclimate is the hashtag used most on both social networking sites. People with disabilities, Economic and financial management, Conditions of Economic Development, Global trends in migration, Global health care, Food, Housing, and Medical care, and Human rights in migration are the sub issues defined by the UN and spoken most by the politicians in 2015 on Twitter and Facebook. The study shows politicians had mostly interaction on Twitter rather than Facebook. The researcher found out that a developed country like the USA tried to be more active on the international level while a developing country like India tried more to showing its process of development. The issue of Development concerned more by India rather than other countries and other issues.
5.4 Suggestions

In the world of social media, every international player has its own reputation. However, their reputation and popularity are not all that they can trust. This study has proven that establishing good and non-normative communication with the purpose of social media diplomacy is very important. Government officials, as state actors, may learn from the effective social media diplomacy by engaging and communicating with some other informal and interesting discussions with other international actors. Social media diplomacy does not really differentiate between the value of diplomacy. Of course, this has its own advantages and disadvantages, and it's not the only way to do public diplomacy. But in this modern era, where speed is regarded as the point of all, social media diplomacy is a great way for international actors to learn and work.

The United Nations, the admins of the politician’s accounts and the other politicians can take some advantages from this study. Different offices of the UN can be addressed in thesis makes greater use of networks to advance the goals. Social network founders can be addressed to increase capabilities for interaction. Academicians and students can use this thesis to make the comparative study or do content analysis. As an expert in communication sciences and new media should come to a conclusion that whether new media has a positive role in public diplomacy that other politicians should start using. This coincidence of political communication and social media at the international level is important to consider.

Notes:

*11/9: Peter L. Bergen, Encyclopedia Britannica, expressed:”September 11 attacks, also called 9/11 attacks, series of airline hijackings and suicide attacks committed by 19 militants associated with the Islamic extremist group al-Qaeda [Yet to finalized. Researcher] against targets in the United States, the deadliest terrorist attacks on American soil in U.S. history. The attacks against New York City and Washington, D.C., caused extensive death and destruction and triggered an enormous U.S. effort to combat terrorism.”

** P5+1: Investopedia explained: “The P5+1 is a group of world powers who have been negotiating with Iran since 2006 with the goal of limiting Iran's capacity to manufacture a nuclear weapon in exchange for relief from certain economic sanctions
and the ability to pursue a civilian nuclear energy program. The P5+1 is composed of
the five permanent members (P5) of the UN Security Council (the U.S., China,
Russia, France and the United Kingdom) and Germany (+1).”

Group of Eight (G8) refers to the group of eight highly industrialized nations —
France, Germany, Italy, the United Kingdom, Japan, the United States, Canada, and
Russia [removed. Researcher] — that holds an annual meeting to foster consensus on
global issues like economic growth and crisis management, global security, energy,
and terrorism. The forum enables presidents and prime ministers, as well as their
financial and foreign ministers, to candidly discuss pressing international issues. It’s
small and static membership, however, excludes emerging powers from important
talks concerning the global economy and international security, and as an informal
grouping, states have little leverage over other members with which to secure
compliance on agreements beyond imposing reputational costs.”