

# WHOLE OF SOCIETY APPROACH TO NATIONAL SECURITY ISSUES: PUBLIC POLICY AND SOCIAL MEDIA CORRELATION

Ulusal Güvenlik Meselelerine Bütünleşik Toplum Yaklaşımı: Kamu Politikası ve Sosyal Medya Bağlantısı

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## ABSTRACT

Kamu politikalarının geniş uygulama sahasında önemli yer edindiği düşünülen sosyal medya, ulusal güvenlik politikalarının formülasyonunda da geçerli bir politika ağı olarak yorumlanabilmektedir. Yönetişim, politika koordinasyonu, bütünleşik kamu yönetimi yaklaşımı gibi kavramların kamu yönetimi ve politikaları yazınında yoğunluk kazandığı bir dönemde somut bir mecra olan sosyal medya platformları, ulusal güvenlik politikalarında da toplumun bütünleşik hareket edebilmesine olanak sağlamaktadır. Sınırların elektronikleştiği bir çağda, sosyal medyadaki propaganda faaliyetlerinden kamuoyu oluşmasına değin birçok hususta politika sistemleri gerekli görülmektedir. Sosyal medya gibi mecralarda bütünleşik toplum belgisi dikkate alınarak, özellikle terörle mücadele gibi alanlarda, siyasi ve diplomatik angajman gerçekleştirilebilmektedir. Bu minvalde, politika seçeneklerinin artırılması ve münhasır kamu politikası modelinin kullanılması da gerekli görülebilmektedir. Kamu politikası ve sosyal medya ilişkisinin ulusal güvenlik meseleleri düzleminde anlaşılmaya çalışıldığı bu çalışmada, kamu politikası-sosyal medya-ulusal güvenlik ilişkisi, bütünleşik toplum ve yönetişim bağlamı irdelenmiştir. Sonuç olarak, hususen

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The study aims to put that social media which is thought to have an important place in the wide implementation area of public policies can be interpreted as a valid policy network in the formulation of national security policies. Social media platforms, which are a concrete medium in a period where concepts such as governance, policy coordination, and whole of government approach have gained intensity in the literature of public administration and policies, enable the society to act integratedly in national security policies. In an era where borders have become electronic, policy systems are considered necessary in many aspects, from propaganda activities in social media to forming public opinion. Considering the concept of whole of society in social media, political and diplomatic engagement can be realized, especially in areas such as the fight against terrorism. In this context, it may be necessary to increase policy options and use the exclusive public policy model. In this study where the relationship between public policy and social media is tried to be understood on the level of national security issues, the relationship between public policy-social media-national security, integrated society and governance is examined. As a result,

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terörle mücadelede istihbarat yönetiminde ve genel olarak ulusal güvenlik sisteminde, toplumsal boyutta analitik kültürü içkin bir ulusal güvenlik politika sistemi ilgili görünmektedir. Araştırma bağlamında elde edinildiği önemli olduğu düşünülen bulgu, sosyal medyanın, münhasıran ağ toplumu oluşturulması doğrultusunda, bütünlük toplum yaklaşımına dayalı olarak, ulusal güvenlik politika yapımı, politika seçimi ve uygulama süreçlerinde somut anlamda etkin ve etkili bir yönetim aygıtı olduğudur.

**Anahtar Kelimeler: Sosyal Medya, Kamu Politikası, Ulusal Güvenlik, İstihbarat, Yönetişim, Bütünlük Toplum.**

especially in the intelligence direction towards counterterrorism and in generally national security system, at the societal level, it seems to be related to a national security policy system that is inherent by analytic culture. In the context of the research, the finding that is thought to be important is that social media is a concrete active and effective governance tool in national security policy making, policy choice and implementation processes, based on the whole of society approach, in line with the formation of a network society exclusively.

**Keywords: Social Media, Communication, Public Policy, National Security, Intelligence, Governance, Whole of Society**

# 1. INTRODUCTION

Social media platforms which are considered as important interaction elements of social life are becoming more effective in the fields of public policy. Social media which is thought to have an important place in the wide implementation area of public policies, can be interpreted as a valid policy network in the formulation of national security policies. Social media platforms which are a concrete medium in a period when concepts such as governance, policy coordination, and whole of government approach have gained intensity in the literature of public administration and policies enable the society to act integrated in national security policies. In this study, the relationship between public policy and social media is tried to be explained on the level of national security issue. Also, the relationship between public policy-social media-national security, integrated society and governance is clarified. The systematic influence that the social media has established on the national security issues is considered important especially for the state-citizen relations to be understood correctly in the security-freedom balance. In this study, it was tried to determine the relationship between social media use and national security. In the study, it is aimed to reach the context that social media is a concrete effective and effective governance device in the process of national security policy making, policy choice and implementation based on the whole of society approach in line with the formation of a network society exclusively. In this scientific research, the impact of social media used by the society as a governance inventory on national security issues, which is the area of public policy, was evaluated in four sections. In the first part, the relationship between public policy, social media and national security; in the second part, national security and social media; in the third part, the whole of society approach and security governance are evaluated. In the fourth and last part, the issue of social media is discussed as the governance dimension of the whole of society approach in national security issues.

## *Method of Research*

The study adopted based on qualitative research design, in terms of this method; while reaching the truth, there will be “phenomenological research” in which both emotions and mind are used. How the phenomenon is understood by the target audience and what it means will be investigated. According to the purpose of the research; an attempt is to put forward a “descriptive” scientific text. Within this approach, the researched subject will be examined and interpreted. The method used is a “document review” and it is planned as a scan of the already existent written works the online resources. Based on the findings obtained from the literature, a proper analysis will be presented.

### *Research Question*

The main question of the research can be stated as follows: “*How the impacts of social media can be used by the society as a governance inventory on national security issues, which is a public policy field*”?

Social media has become one of the social commons of our age and has become increasingly commonplace; individuals, groups, clubs, businesses and government agencies have multiple social media accounts to stay in touch, interact and do what they want. Since the 2000s, technological progress has brought the world together like never before. Now it seems possible to instantly chat and share information with people with computer and internet connection anywhere in the world. This new “virtual reality” creates a new space for the government, law enforcement and intelligence agencies as they try to secure their citizens and investigate crimes (Lumpp, 2014).

Security comes with the state. Security is the way for people to live in safety of life and property and to protect what they want to secure, and the condition of maintaining them peacefully. Rather than dealing with the philosophical purpose of the state, citizens are concerned with the consequences of the state’s operational processes that they experience in daily life. In this context, social media can be considered as the epicentre of public policies where politics is applied technically. In the national security management philosophy, implementation and interaction are also important in the governance axis (Laski, 2020, p. 17-18).

## **2. PUBLIC POLICY-SOCIAL MEDIA-NATIONAL SECURITY RELATIONSHIP**

“Mass social collaboration” means the concept of using the collaborative power of social media in favour of the collective intelligence of the masses. There is an established political structure for the policy and implementation of social media-based government initiatives. For example, demand can be created by creating a formal government policy on social citizen participation policies and strengthening the best of civil society. The government can easily get legitimacy and political support to implement new services or policies. Interacting through social media poses new challenges with privacy, security, data management, accessibility, social inclusion, governance and other information policy issues (Khan, 2017, p. 123-136). Social media-based government can be considered as an electronic government,

open to the public with a focus on sharing, participation, openness and collaboration (Khan, 2017, p. 14).

As Khan (2017: 69) found, governments are trying to increase data privacy, security issues, accuracy, consistency and timeliness. Open cooperation between governments, agencies, the public and the private sector is considered important to create value added government services. Data analytics techniques are used to take analysis, measure open data interference, and improve decision making. The driving functions of government, inter-institutional cooperation solve complex problems and open cooperation to solve complex problems. The objectives of mass collaboration are as follows:

- Creating information with citizens,
- Service development with citizens,
- Developing solutions with citizens,
- Policy making with citizens.

The benefits of mass collaboration are:

- Greater trust and participation for citizens,
- Improving the citizen-government relationship,
- Faster policy implementation to minimize conflict between government and citizens.

There are components of the “open government” in the relationship between social media and public policy. These are government transparency and efficiency, collaborative innovation ecosystem, open data, open government policies and legal framework, open data technologies, and open readiness assessment to the government. Social media, which is a formation in communication, is also effective in the process of public policy production. In public policy processes, individuals, masses and institutions participate interactively. There is also a relationship between “public policy” and “social media” in the context of social movements (Göçoğlu & Aydın, 2015, p. 880-901).

Here, social movements should not be understood solely as reflex actions against political power or state authorities. Establishing a consensus in many public policy areas such as education, health, law, defence, national security, which concerns the whole society, can be considered as an integrated social movement. With

the principles of “participation, consensus-oriented, effectiveness and efficiency, fairness, inclusion and the rule of law” of good governance within openness, integrity and accountability, the distribution and regulation of services produced in the public policy process can be envisaged and executed under the moderation of social media (Parlak & Doğan, 2019, p. 14).

While public policy can be expressed as programs, decisions and effects, it can also be understood on the basis of participation, openness, dialogue, community and interdependence. Creating and sharing content to affect public policies on social media platforms continues through mobile devices. Social media has an impact on public policy making an agenda and influencing public opinion and attitude. Social media users were able to overcome the elitist isolation of traditional media for participation in policy making. Through social media, a platform can be established where politicians can understand the initiative of legal reforms and regulations, policy projection, and social and operational mapping (Göçoğlu & Aydın, 2015, p. 880-901).

In many ways, the threat of violent extremism today is more challenging than ever. Violent extremists demonstrated the ability to persuade people to travel great distances to direct attacks and to inspire others to act remotely. They used the Internet and other technologies, especially social media platforms as a tool to reach more people in more places, adapt messages to appeal to different audiences, and reach potential hiring individually. Central and local administrative data of social service organizations can contribute to person-level information that reflects biographical, behavioural and criminal justice indicators, and also to the wealth of demographic information at the community level. Intelligence Community elements will enrich these data pools with intelligence information about known messaging trading tools, internet activity, and lifestyle. Government open source analysts, in collaboration with private partners, can support these databases with social media data that researchers have previously collected and mined to conduct detailed impact analyses of social media accounts that previously violent and promoted excessive extremism. This cooperation will require national security and social policy professionals to dynamically deal with and trust each other in an inconspicuous way in government policy making in recent years. The COVID-19 outbreak underlines the importance of all integrated government strategies to combat existential threats; it is an approach that will serve the nation well when it can seriously renew its campaign to eliminate domestic terrorism and violent extremism. The national security community tends to see itself as a preferred tool among privi-

leged state and commercial sectors by its abundant resources, concession holders, influence, broad access to data, and top-down capabilities in its stimulating power (Fischbach, 2020, p. 1-15).

The scale of opportunity for the government is remarkable. “Social media” offers certain potential for (Leavey, 2013, p. 4-39):

- Development of early warning indicators of infrastructure problems such as critical public services and health, law enforcement and transportation.
- Channelling evidence among research and policy communities.
- Information sharing and cooperation at all levels of government, especially on the front.

The increase in the spread of communication technologies has also given the opportunity to rethink the “modern network society” phenomenon of Castells. Social media platforms, shaped within the framework of the need of the masses to integrate against political, socio-economic, social, and individual problems appear as the epicentre of many activities from communication to spreading requests and thoughts. In our age where new communication technologies are actively used, digital state and digital citizen cases are known to establish a significant governance formulation (Acar, 2019, p. 132-146).

Increasing the interaction between the state and non-state actors, facilitating participation in decision-making processes and realizing them based on the culture of governance are evaluated within the context of the changing roles of the individual, the society, and the state. Devices such as the need for mutual communication and collaboration, online negotiation environments, social media and mobile applications increase the effectiveness of governance. In addition, in this age of using computer networks effectively, a ‘democratic political system’ as well as an ‘integrated policy system’ can be seen as two important pillars to make things go smoothly. In this regard, there are targets such as the integration of citizens and non-governmental organizations with elected and bureaucracies. Open participation regarding the use of social media tools in the context of data integration and analysis of data is based on the creation of mass awareness, collaboration of institutions based on sharing public information. In this context, creating pressure groups for important problems in order to raise awareness among decision makers is also observed (Uzun, 2019, p. 33-55).

### 3. NATIONAL SECURITY AND SOCIAL MEDIA

“National security” is built on protecting and maintaining order in the dichotomy of public security and international security. In domestic policy, national security means maintaining public order, societal security, and legal order. In foreign policy, it is classified as the protection of rights and interests based on international agreements and criteria (Şengöz, 2019, p.29). Advances in technology, communication, and information technologies require permeability of political borders and the transition to the international security system, functional cooperation, and integration in the field of economy and security. Unforeseen changes in the security paradigm and policies activate the integrated mechanism that prioritizes the global system in the state-oriented policies of the analysis unit (Şengöz, 2019, p.53-55).

Cyberspace today allows actors to expand their power in the social media space on a scale and complexity previously thought impossible. Social media is a technological life force that not only unites, inspires, informs, educates and delights, but also has the power to cripple. Social media has helped people organize revolutions and riots globally, recruit terrorists, encourage attacks, glorify gangs and spread violence. Activists and individuals have started using social media to connect with each other globally, raise their voices, coordinate actions against government and law enforcement, and promote aspects of story-changing action that changed the world. The 2011 Arab Spring and the 2011 London uprisings are controversial, but powerful examples of how social media has affected national security issues. In 2020, protests started after the death of George Floyd caused by violent treatment of a police officer. In the US, has been one of the clearest indicators of what social media is capable of. The demonstrations, which spread all over the world in an instant, connected hundreds of thousands or even millions of people who had never known each other before and never knew each other through the social media network. With this network which can be called a virtual brotherhood bond, geographical distances have been almost completely zeroed. Social networks are far from always providing benefits for both at the human and state dimensions. While what is “good” for humans can sometimes be “bad” for states, naturally the opposite of this expression is also true. Although the intentions are of course subjective, it has been experienced that the masses who take action from social media channels cause a “security” problem of a certain extent and character. Technology has enabled both state and non-state actors to abuse the algorithm-speed market of ideas and beliefs, and this nature has changed the battlefield at all levels globally.



Knowledge is used to defend one's narrative while distorting, attacking and dividing the society, values and culture of other rival nations. Wars change from periodic conflict to constant competition. Social media poses a serious threat to national security; in particular, these threats are associated with social engineering, web application attacks and phishing. Platforms like Facebook and others threaten national security. Foreign enemy agencies use social media as a tool to recruit, communicate and educate their members, and spread propaganda and radicalization to a great extent. As information and psychological warfare progressed from the conventional sphere to cyberspace, with advances in technology, social media platforms have become a preferred weapon for nation-state actors in defining mass expression on a topic. Regarding the use of social media, it should be kept in mind how quickly information can spread and how big the impact of believing in false information can be on national security. Instead of rejecting social media and perceiving national security as a threat, governments should determine whether information received through social media can be trusted so that they can take advantage of the information sharing capabilities of social media (Salik & Iqbal, 2019).

Law enforcement agencies around the world use a superior form of "open source intelligence" to connect, collate, analyse and predict and share intelligence using data collected from social media networks, also known as "social media intelligence" (SOCMINT). Practices such as strict compliance, review, timely review and destruction of recorded data, case-by-case surveillance by a chief information security officer's practices that allow the news media to report on the agency's social media policy for better compliance and transparency, the need and can be included depending on the requirements of government agencies. Here, a warning note is needed to reiterate that social media intelligence and techniques are not infallible, but they can be refined and institutionalized. Intelligence collected from social media can only support and provide context to hard intelligence gathered by law enforcement and must always be verified (Shruti, 2016).

The social media platform has restructured social interaction between peers, businesses, governments and the like. Although social networks are perceived as a threat to security, which is the primary responsibility and mission of states in any way (which is arguably rational due to many factors), it is certain that social media platforms are also used in the development of social and national security. Social media can be seen as the most widely accepted technological invention in the 21<sup>st</sup> century. Social media is now a social communication norm in developing countries. Social media promotes positive and negative agendas. Globally, ter-

rorists, separatists, political organizations, religious groups, etc. they use social media to spread their knowledge and ideas. Terrorists and other criminal groups use social media to publicize their information because the platform is cheap and easily accessible. In addition, the general public uses social media to understand and keep in touch with different socio-economic types.

Within the framework of political and social events, social media is no longer a new invention for society, but an indispensable fact of life that is taken for granted as if it always existed. Today, these platforms have long been one of the daily routines in the public, private, civil sectors and only in individual and interpersonal relations. So much so that when an individual using social media stops communicating, it is almost like life is over for him. Social media, due to its speed, economy, influence, prevalence and general acceptance, is the most valid instrument in the hands of any organization and group that wants to initiate a social movement as is the case with states and all other institutions, beyond that, it is the most effective weapon.

The concept of security is a complex phenomenon. This is because the security issue continues to pose a serious challenge for nations and the global community. Issues related to sustaining or overcoming security challenges around the world have occupied an important place in the international political system. To this end, policy makers and decision makers and leaders around the world have realized that security remains an undisputed policy issue in governance. The 21st century has created advanced technological knowledge with the help of social media platforms powering Web 2.0. Our world today is full of advanced technological knowledge and skills that redefine human communication and interaction in modern society. Social media can be seen as the technological invention and innovation of the 21st century. Social media, with its qualities, brings knowledge, skills and events closer to the public and has revolutionized access to information. Social media can be defined as internet-based services that enable a person to connect with the general public understand what others are doing and thinking, and their connections. Social media, like all other computer technologies, facilitates cognitive systems as they collect individual and social values. It is a communication tool because it allows new friendships, community, personal and institutional connections to be established and existing connections to be maintained (Chukwuere & Onyebukuva, 2018, p.50-59).

Looking from the perspective of the role of social media or new media in increasing security problems, social media can be defined as online-based tools and services that connect people and allow them to interact with each other over

the internet. The new media increased social and political interactions through WhatsApp, Facebook, Twitter, Instagram and other platforms. Social networking sites are used by terrorist groups that have private servers and websites to spread their propaganda. They use the media for recruitment, fundraising, training mechanisms, and other forms of cybercrime. This platform helps to promote local and international terrorist groups and the associated insecurity. International and local terrorist groups use social media to organize attacks and escape routes or to organize strategies (Chukwuere & Onyebukwa, 2018, p.50-59).

Social media is not only used by terrorist groups to challenge the peace and stability of a country but it also happens that the citizens themselves use the environment to terrorize each other through fake news and fake advertisements. It is also evident that terrorists and other criminal groups frequently use social media to publicize their knowledge and implement their strategies. Although information pollution causes many anomic situations that can be called information bombardment and information blur, everyone now knows well; social media is the easiest way to do whatever he wants to do, especially in the social dimension. From trade to politics, from propaganda to manipulation, from action to speech, social media is ready to operate with all its distinctive potential and possibilities.

Today, social media streams such as Twitter represent large amounts of 'real time' daily flow data. Topics in these streams cover all types of human communication, from sharing information about any product, item or asset imaginable. It became a norm for public events to break the news about social media streams first, but then the mainstream media that received the news followed suit. It has been suggested in the literature that social media is a valid, valuable, and effective real-time tool for measuring the subjective reactions of people to events and assets. Due to the 'big data' generated in daily social media streams, the monitoring and measurement of public reactions should be automated and most importantly appropriate. The crisis response community uses Twitter and similar social media with little success to deal with crisis management during conflicts, natural or man-made disasters. Governments and law enforcement agencies are also seeking ways to monitor and anticipate violence and to analyse the public response to various events in terms of national security. Social media monitoring was presented as a useful new resource for situational awareness during terrorist incidents. However, as the authors show, the authors take care to pay attention to ethical issues related to sharing excessive sharing on Twitter during times of terrorism, as it can help with the agenda of attackers (Sykora, 2013).

When Mark Zuckerberg attended the Munich Security Conference in February 2020, several people asked why a social media entrepreneur was invited to the world's most exclusive international security and military conference. Once a year, presidents, state secretaries, military leaders, and intelligence community officials around the world meet to discuss solutions to tackle with international security threats, military crises, and geopolitical challenges. Facebook's participation in this discussion is not an accident. Over the years, social media platforms have become the main sources of information for law enforcement agencies around the world. After all, with more than two billion users, Facebook alone stores unimaginable amounts of global user data, from contact information to geographic locations, relationship records, communications, military operations, and members of economic leaders (Oberheiden, 2020).

Those who think that they have knowledge about the character, emotion and world of thought, and religious conspiratorial orientation due to the posts made on social media, may try to transfer to individuals, control and control them with the blackmail of "you are from us or you must be from us". There may be efforts of some focus or groups to penetrate the human will and mind with the approach of recording from the posts made, and the approach of "it is from us". It is around 10 years; this approach also lies at the basis of social movements organized against the constitutional state order through social media. While the issue of data security is already being discussed, the world of thought and belief of people may also face danger. People can be threatened either covertly or openly with their material and spiritual secrets. Moreover, this threat is a very difficult threat to be faced with and difficult to fight without an enemy to which you can act directly.

Social media provides increasing evidence that can inform social and economic policies. It has value for government, policy community and public service delivery organizations. It offers a new but rapidly growing opportunity to substantially increase and overhaul the process of understanding the government's society and the impact of its policies. The methodology, tools, and processes required to generate evidence from social media robust enough for policy making are currently not available, but can be accomplished in the short term. Evidence from social media becomes useful and much more powerful when paired with other data sources. Other data sources also provide verification of social media data. Most of the techniques required to develop new socio-economic metrics based on socio-economic metrics are pioneered by international development agencies and play a very important role with the leadership of citizens (Leavey, 2013, p. 4-39).

Social media is already informing public policy and service delivery. Insight is derived from broad sensitivity analysis and more detailed analysis of speech on specific topics. However, these activities are limited in scope and split across the public sector - most advanced and can be seen in law enforcement and intelligence agencies. At the international level, the use of complex analysis of social media in the public sector for decision-making is found in international development agencies. Social media increases the transmission of evidence from the research community to policy makers. Systems are being developed to further improve this process and encourage the further dissemination of academic research and data with digital tools. Efforts are being made in the higher education sector and elsewhere to develop the skills necessary to obtain information from social media and other social data sources that are sufficiently robust for public policy decisions. Large technology firms and providers of the most widely used social networks such as Google, Facebook and Twitter have unwittingly or otherwise become actors in the field of public policy. They set boundaries for participation. Understanding business models and adapting to them will become increasingly important for the public sector (Leavey, 2013, p. 4-39).

Social media influence has spread from consumer marketing to business, politics and even policy making. However, the effective use of social and digital communication to effect change in public policy is not yet a universal practice; however, it is also a fact that there are still significant opportunities to expand its use. Social media is a major public process. Policy makers have the opportunity to listen, evaluate and observe their connections not only with their own components, but also with colleagues, competitors and other people they consider important. An easier way and method for internal and external coordination has not yet been found. Regardless of the purpose of coordination, once someone falls into the network, the following processes are no longer the product of the individual's will. The "world of networks" is ironically sometimes used as "spider webs" and acts as a "trap" for individuals and organizations. Of course, this reality will also apply to states.

When intelligence and security agencies entered the sphere of public life, social media, and digital platforms, they have always sought to restrict public and private life to gather intelligence about possible events and actions. The nature of public and private spaces is changing in the "digital age". When it comes to online spaces that are non-physical and driven by a digital device, it has become even more unclear where the distinction between private and public spaces should be drawn. The value and importance attached to information obtained from open

sources in intelligence analysis is old news. About 80 percent of the current and relevant intelligence in the intelligence community is said to come from open sources. Social media platforms such as Facebook, Google+, Twitter and Instagram have become increasingly important elements of social life. Interestingly, they are regarded as important sources of information in the context of security and public safety. In addition, social media platforms are important sources of information gathered to detect specific committed crimes. As such, they serve as important resources for reactive crime detection. Social media platforms are generally seen as important intelligence gathering tools for police and security purposes, for example to identify potential terrorist acts (Ronn & Soe, 2019, p. 362-378).

It is seen as an advantage for the security of the state and society in terms of detecting and responding to threats that may occur in the public policy, social media and national security plane, if they do occur, in terms of surveillance and security. At a point where the discussions on the security-freedom balance continue, it is possible that surveillance is a means of providing national security with social media intelligence. There is a concentration of different interests in the use of social media in crisis situations. In this sense, it is important to create a security culture in the context of social media use.

## 4. WHOLE OF SOCIETY APPROACH AND SECURITY GOVERNANCE

The “whole of society approach” has the potential to expand the area of partnership, develop new partnerships and bring additions by putting local actors and civil society at the centre. It can be regarded as valid that security, development struggles, state fragility, rigid economic and security grounds, and a humanitarian perspective, society should have a trajectory in terms of both mass, civil society and thought production (Brunk, 2016, p.62-87). When this situation is tried to be understood through the increasing influence of “new actors”, governments, and intergovernmental institutional allies, it is possible to talk about a communication network. It can be thought of as a network of policy makers in some fields, including government officials, legislators, businessmen, lobbyists, and even academics and journalists. As a current issue network, it constantly conveys policy criticism and generates ideas for new policy initiatives (Rhodes, 1997, p. 34).

The “whole of society approach” creates an asset map that defines the potential of the donor community to mobilize in peace operations and the resources that make up its social capital. The “whole of society approach” encourages disseminating conflict mapping to their communities and developing a consistent mix of mobilization and risk reduction policy, program, and regulatory tools in their environment. “Contextual sensitivity” and “collective coordination” are seen as important in the whole of society approach as well as in the whole of government approach. The whole of society approach is an important reflection and innovation towards building a consensus on how to best organize, rank, coordinate and privatize technical capacity with the best positive impact. Contextual sensitivity, cooperation and coherence principles are also at the core of government innovations to improve peacebuilding outcomes in fragile states (Brunk, 2016, p. 62-87).

Beyond the security and justice sector, post-conflict societies are faced with a range of tensions in the areas of inclusive political processes, core government functionality or economic revival, all of which have the potential to rekindle or exacerbate conflict. At this point, it is important to “expand and deepen” the existing pool of civilian expertise. For governments, there is an opportunity to make a more conscious application of mapping the peace-building social media that exists apart from the “whole of government”<sup>1</sup> triad of security, diplomacy and development actors. Governments can develop public diplomacy capacities with specialized peacebuilding agencies. At this point, “whole of government” accelerates the transfer of leadership or civil initiative tools to joint initiatives in operational decision making. A high level of policy and program integration, including human development, diplomatic, global security, and military, public health and public security, at both the internal and inter-institutional levels is important in the code of society’s actions. In this context, the whole of society approach represents the next logical, formulary, technocratic and government-centred evolutionary step in best practice thinking (Brunk, 2016, p. 62-87).

The link between security and good governance is vital. Because good governance provides peace and prosperity as it helps prevent conflict. The stated link was more clearly explained by Kant two centuries ago: “People who feel safe and free, ruled by the rule of law, not people, are far less likely to go to war within or across borders”. If the government is responding to the needs of its people and using everything appropriately and fairly for the benefit of its society, it will lead to a strong internal structure that will strengthen and help encourage and main-

<sup>1</sup> The Whole-of-Government Approach (“WGA”) refers to the joint activities of certain Ministries, Public Administrations and Public Institutions to provide a common solution to a specific problem or issue. Many public businesses can be managed with this approach. These include policy formulation and development, public project management, and public services.



tain its connection with people. A national security policy based on the consensus and support of the masses is aimed. While this is not the case, bad governance will lead to instability and will certainly adversely affect a country's national security; it will lead to insecurity (Musarrat, Afzal, & Azhar, 2013, p.177-186).

At this point, e-governance also has an important place. E-governance, which is an advanced model of e-government, has emerged depending on the understanding of governance that sees all segments of society as stakeholders in state administration and politics in deciding and presenting public policies and has gained value as the electronic dimension of governance. "Consultation" for policy makers to get opinions from citizens and non-governmental organizations on policy issues, and "negotiations" on enabling discussion of problems between citizens and non-governmental organizations can be implemented on social media channels today (Uzun, 2019, p.33-55).

In this context, the important point in terms of security culture is "interaction" in the orbit of the above statements. The goal of increasing the efficiency and productivity of public institutions directs managers to understand the internal dynamics of the organizations. For example, internal security personnel "interact" with many actors inside and outside the organization. This interaction stems from the fusion between the corporate culture and the culture of the society served with a dialectical effect. The corporate culture in this direction is the method of perception and thinking considered valid by a group that has solved the problem of external adjustment and internal integration (Erciyas, 2019, p. 365-377).

State institutions form policies and develop new practices for active government. Central and local governments adopt operational and related practices through innovation laboratories and civil service design teams. In both practice and academic settings, people often alternate between "activism", "responsiveness" or "adaptive governance" from standard operating procedures to more familiar terms that emphasize immediate change and lead to a combination of terms. The public administration community clarifies the use of the concept and integrates it with sensitivity, flexibility and adaptability in public administration (as opposed to public administration reforms such as the New Public Administration) with other more established concepts. Overall, agile is a mind-set that initiates a cultural change in bureaucratic command and control organizations. Operational governments are open to reforms, changing environment, adaptation to public values and public needs. An operational emphasis on the individual can increase the public official's participation in the culture of the institution (Merqel, Garapati, & Whitford, 2020, p.1-5).



## 5. SOCIAL MEDIA AS THE GOVERNANCE DIMENSION OF THE WHOLE OF SOCIETY APPROACH ON NATIONAL SECURITY ISSUES

Social media is regarded as one of the important devices in forming and influencing public opinion. Social media, which has an active position within the individual, society and state plane, has turned into areas where social movements are planned, initiated, and managed. Social media offers powerful countries the opportunity to intervene against others at no cost and with little risk, especially through intelligence personnel and lobbies. For this purpose, it has become easier to initiate, maintain and manage the desired provocation from anywhere in the world over the internet. Considering the effect that the purpose of terrorist acts will have on the society, it is known that social media stands out as the method used to spread fear and anxiety in the society. Instant information sharing, good communication between law enforcement and other security units and establishing good governance among themselves provide significant benefits from anti-crime, terrorism and counterintelligence studies (Kaplan, 2020, p.207-233).

In public policy processes concerning national security, factors such as announcing the demands and improving the image of institutions before the public are also evaluated in the integrated social approach of national security. Changes and transformations in the life of societies; dangers and needs necessitate the continuous renewal of the security concept and institutions. Social media platforms, which are seen as channels for “political participation” by making the voices of citizens heard, enable the masses to be mobilized. The course of social movements that can threaten national security can also be shaped through social media. Political behaviour, which can be expressed as political participation, political interaction and political action, can turn into internet activism. The citizen, on the other hand, faces the danger of becoming the “data provider”. Digital listening, which may be due to interactions such as message sharing, liking, commenting, re-sharing, titles (hashtags), mentions, etc., which is called third-party monitoring of a person’s movements, can lead to dangers in society and state life that limit the freedom of the individual and weaken the state (Kurnaz, Kayar, & See, 2019, p. 75-96).

As governments took action to protect citizens and along different axes, national and global security balances shifted. These changes were reflected in trends towards control over access, privacy over transparency, national security over civil liberties, and anonymity oversight. The transition from openness and transparency

to confidentiality and the limitations of access to various data (including public information) are signs of a wider paradigmatic change that is increasingly replacing an information infrastructure in favour of anonymity with an infrastructure that facilitates and enables surveillance. Considering the information rights issue; such information rights should be understood from a user-centred perspective. Within the framework of attention to national security policies and information flow, it is necessary to provide an effective way to view current information problems in relation to “policy, security and civil liberties”. Civil liberties, in return for national security safeguards, must be based on free, open and democratic nation codes (Caidi & Ross, 2005, p. 663-684).

Concerns of “missing information” or “dark archives” which are the result of more cautious management of government information can create other restrictions on access to information. These constraints can be deepened in the contexts of public safety, crime prevention and national security, cybercrime and cyber security. Part of the Public Safety Act in the United States allows a comprehensive government agency and law enforcement agency to access travel-related passenger information, and also allows such information to be screened for exceptional crime variants not related to terrorist activities. The aim of law enforcement agencies is to ensure that their response capabilities are in line with technological developments and to insure from telecommunication service providers whose infrastructure is in line with the needs of law enforcement agencies for real-time communication.

“Electronic borders” have an effect on increasing state cooperation, information sharing, and participation in international agreements and policies due to new or improved security. There is a need for a wider national dialogue and more ‘public participation’. Significant concerns about the flow of information, laws and policies are increasingly affected by factors and influences that arise outside of national borders. These situations highlight how foreign national security policies and the latest technological trends can pose a challenge to a government’s ability to protect and control information about its citizens, regardless of how extensive national information policies may be. The lack of institutional structures that deal effectively with surveillance and general national security exacerbates the problem.

External influences on national information and security policies are evidenced in “policy laundering” which involves shaping internal policies through policy development in international forums. Policy laundering affects many areas of information collection and use, such as surveillance, collecting and sharing perso-

nal information, and travel-related passenger information. Privacy and information access rights can indeed be affected by national security policies, and policies themselves by external influences. In this global network environment, given the extent and depth of the challenges faced by the flow and exchange of information in the environment, there is a need to frame information and society's rights to information in a different light regarding their roles, responsibilities and place in the "information society". In this context, information rights can be understood in the "active citizenship" orbit. Active citizenship is concerned with the discussion of information rights regarding the fact that resources that support active citizenship consist of both material and cultural resources, including access to information, information, negotiation, representation and participation. Active citizenship is the result of not only the protection of the public sphere, but also the ability of a citizen to gain the power to influence and shape their place in society, supported by the rights that come with that citizenship (Caidi & Ross, 2005, p. 663-684).

As the tasks of the state become more complex and the size of politics becomes more and more heterogeneous, the forms of institutional liberal democracy developed in nineteenth-century representative democracy plus techno-bureaucratic governance seem increasingly unsuitable for the new problems encountered. The mechanism of political representation appears to be effective in achieving the central ideals of democratic politics: facilitating active citizen political participation, political consensus through dialogue, designing and implementing public policies that ground a productive economy and healthy society, and all versions of the more radical egalitarian Democratic ideal, the effectiveness of democratic institutions of all citizens. It enables the nation to benefit from its wealth (Fung & Wright, 2001, p.5-41).

Coordinating and integrating different policies and public sector organizations is the main goal of policy coordination, integration and the integrated society. In this respect, terrorism and security are seen as one of the striking problems in public policies and public administration. Such policy issues often cross the traditional boundaries of policy sectors, administrative organizations and countries and require consistent and coordinated responses across scales; they can also be perceived as bad problems. The increasing complexity of policy regimes and policy accumulation over time will likely create additional coordination and integration challenges (Train, 2020, p.1-5).

Four challenges are noted for advancing policy coordination and integration in theory and practice: (Train, 2020)

- 1- Bridging conceptual fragmentation
- 2- Advanced empirical analysis
- 3- Clarification and generalization of causal mechanisms
- 4- Working mechanism

Concepts that aim to capture the inter-sectoral aspects of public policy and public administration: (Merqel, Garapeti, & Whitford, 2020)

- Government participation
- Integrated public administration
- Policy integration
- Policy regimes covering borders
- Policy coordination
- Collaborative governance
- Functional regulatory areas

Relatively, new methods can further enrich the empirical evidence on policy integration and offer new possibilities to analyse policy integration using large data sets. It targets the impact of integrated policy approaches on public sector officials and target audiences and bureaucracies as a whole. The third challenge to research on policy coordination and integration is to generalize the observed patterns and establish causation. It seems important to theorize beyond simply listing the explanatory factors of policy coordination and integration. For example, such studies may reveal necessary and sufficient coordination; “administrative capacities”. Focusing on causal mechanisms can contribute to the evaluation of the effectiveness of integrated and coordinated policy strategies and tools. The fourth challenge understands the impact of coordination and integration in terms of real and perceived success and failure. Measuring policy success is an issue in general, but tends to be more complex for policy integration and coordination. Policy linking is a long-term and important issue in policy work, but is particularly relevant for cross-sectoral issues that require complex enforcement regimes. The implementation of integrated policy strategies addresses success or failure in addressing policy problems or explores consequences (Train, 2020, p.1-5).

## 6. CONCLUSIONS

Social media has threats as well as opportunities. To list the threats, these are; information wars, cyber warfare, cyber terrorism emerge as unauthorized use by government officials working in the intelligence agency and law enforcement and protest movements. Opportunities are; early warning, strategic warning and horizon (vision / understanding) screening, impact operations, propaganda and counter-propaganda, corporate communication and deception / fraud detection and integrated tactical practices. Given its “tool” qualities, social media can be a threat to national security or a resource for the protection of the vital interests of the state. Social media, therefore, does not mean directly as a potential threat to national security or a resource for the protection of a state’s strategic interests. Instead, if these tools are used by certain categories of users, especially organized groups, the users themselves may represent a potential threat. As social media is evolving rapidly and is spreading globally as a very detailed phenomenon, a “National Social Media Strategy” is needed to counter negative interference from the use of such tools as well as fully effective.

While public policy is expressed as programs, decisions and effects, social media continues to influence these policies. Public policy also affects the opinion and attitude of the people. Reaching the masses across the Internet and other information technologies and in social media can be interpreted as an important skill. A ‘democratic political system’ and an ‘integrated policy system’ are required as the basis for focusing on national security apparatus and national security policies. Developments in communication and information technologies require that “multiple integration” in the field of security. In this sense, the whole of society approach is the theoretical state of approaching many public policy problems, including security, in the context of the production of thinking by centring civil society. It is an innovation where governance is centred in an approach and concrete sense and technical capacity is increased in national security issues where “contextual sensitivity” and “collective coordination” are required. The link between security and good governance is important. Accordingly, the formulation of national security policies based on the consensus and support of the masses is the main goal. The finding that is thought to be important in the context of the research is that social media is a concrete efficient and effective governance tool in national security policy making, policy choice and implementation processes, based on whole of society approach, exclusively in line with the creation of a network society.

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