



Open Access Indonesia Journal of Social Sciences

Journal Homepage: <https://journalsocialsciences.com/index.php/OAIJSS>

Analysis of the Role of Social Media in E-Government Implementation: A Meta-Analysis Study

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ARTICLE INFO

Keywords:

Citizen participation
E-government
Meta-analysis
Social media
Transparency

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All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/oaijss.v7i4.256>

ABSTRACT

E-government has become a global initiative to improve public services and citizen participation. Social media offers an interactive platform that has the potential to strengthen e-government implementation. This research aims to quantify the effectiveness of social media in various aspects of e-government through meta-analysis. A comprehensive literature search was conducted on Scopus, Web of Science, and Google Scholar for quantitative studies published between 2018-2024. Inclusion criteria included studies that measured the impact of social media on citizen participation, transparency, collaboration, or public trust in an e-government context. Data were extracted and effect sizes were calculated for each study. Meta-analysis was performed using a random effects model. Of the 40 studies that met the criteria (N = 22,698), meta-analysis showed that social media had a moderate to large positive effect on e-government implementation. The largest effect size was seen for transparency (0.51, 95% CI: 0.33-0.70), followed by community participation (0.47, 95% CI: 0.38-0.55), public trust (0.48, 95% CI: 0.40-0.57), and collaboration (0.45, 95% CI: 0.37-0.52). Subgroup analysis revealed that Facebook was the most effective platform, especially in increasing participation. The effects of social media tend to be stronger in developing countries. Moderator analysis shows that the level of internet penetration and digital literacy do not significantly moderate the effects of social media. In conclusion, social media has proven to be an effective tool in improving e-government implementation, especially in the context of public participation and transparency. Governments are advised to strategically integrate social media into e-government initiatives, taking into account the type of platform and local context.

1. Introduction

Electronic government or e-government has emerged as a new paradigm in public administration, driven by advances in information and communication technology. E-government utilizes digital technology to increase efficiency, transparency, and accountability of public services, as well as strengthen public participation in the decision-making process. The concept of e-government encompasses a wide range of initiatives, from the provision of online information and services to the use of digital platforms to facilitate

communication and collaboration between governments and citizens. In the last few decades, social media has experienced rapid development and become an integral part of people's lives. Social media platforms such as Facebook, Twitter, Instagram and others have changed the way individuals interact, share information, and shape public opinion. This phenomenon is not only limited to the private realm but has also spread to the public realm, including government. Governments around the world are starting to realize the potential of social media as a tool



for communicating with citizens, increasing public participation, and building trust. Social media allows governments to convey information directly to the public, obtain fast and varied feedback, and engage citizens in public discussions (Aichholzer, 2018; Al-Debei, 2018; Alhuwail, 2019).

The use of social media in e-government implementation is supported by several strong theoretical foundations. One of them is the theory of social capital. This theory emphasizes the importance of social networks, norms of reciprocity, and trust in facilitating collective action and cooperation. Social media can strengthen social capital by providing a platform for building and maintaining social relationships, facilitating communication and information exchange, and encouraging participation in online communities. In addition, two-way communication theory is also relevant in this context. This theory emphasizes the importance of reciprocal communication between government and citizens. Social media enables easier and more interactive two-way communication, where citizens not only receive information from the government, but can also provide feedback, express opinions, and participate in public dialogue (Andrews, 2018; Bonsón, 2020; Chen, 2019).

Studies on the role of social media in e-government implementation have grown rapidly in recent years. This research has explored various aspects, including the impact of social media on civic participation, transparency, collaboration, and public trust. Several studies have found that social media can increase public participation in the public decision-making process. For example, other research shows that the use of social media by local governments in the United States is positively correlated with the level of citizen participation in public meetings and consultation processes. Another study found that the government's use of Twitter in India increased public awareness of government policies and encouraged participation in online discussions. Apart from that, social media has also proven effective in increasing government

transparency. Other research shows that the use of social media by governments in the European Union is positively correlated with the level of transparency of budgets and public procurement. Another study found that the government's use of Facebook in Indonesia increased public access to information about public services and government performance (Dwivedi et al, 2020; Gaspar, 2018; Gil-García, 2018).

Social media can also facilitate collaboration between government and citizens in solving public problems. Other research shows that the use of social media by UK municipalities facilitates collaboration between government, citizens, and community organizations in developing and implementing community projects. Another study found that government use of social media in Australia increased collaboration between the government and the private sector in the provision of public services. Lastly, effective use of social media can help build public trust in the government. Other research shows that the use of social media by the government in Canada is positively correlated with the level of public trust in the government. Another study found that the government's use of social media in South Korea increased public perceptions of government responsiveness and accountability (Guettab, 2019; Janssen, 2020; Kapoor, 2018).

Although there are many studies on the role of social media in e-government implementation, there are still several gaps in the literature that need to be filled. First, most of the existing studies are descriptive and qualitative, so they do not provide strong quantitative evidence about the effectiveness of social media. Second, these studies often focus on one or two specific outcomes, such as citizen participation or transparency, thus lacking a comprehensive picture of the impact of social media on various aspects of e-government. Third, these studies are often limited to specific geographic contexts, thus lacking a global picture of the role of social media in e-government. This research aims to fill the gap in the literature by



conducting a quantitative meta-analysis of studies examining the role of social media in e-government implementation. This meta-analysis combines results from multiple studies to provide a more precise and comprehensive estimate of the effectiveness of social media in increasing citizen participation, transparency, collaboration, and public trust in the context of e-government (Khan, 2019; Lee, 2019; Mergel; 2018).

2. Methods

This research uses a systematic and comprehensive approach to identify relevant studies. A literature search was conducted on three main databases: Scopus, Web of Science, and Google Scholar. This database was chosen for its broad coverage and reputation for indexing high-quality scholarly journals in a variety of fields, including the social sciences and public administration. Keywords used in the literature search included various terms related to e-government and social media, such as "e-government," "electronic government," "digital government," "social media," "Facebook," "Twitter," "Instagram," "community participation," "transparency," "collaboration," and "public trust." Different combinations of keywords were used to ensure that all relevant studies were identified. The time period of the search was limited to 2018 to 2024. This limit was chosen to ensure that the studies included in this meta-analysis reflect the latest developments in research on the role of social media in e-government implementation.

Studies that met the following criteria were included in this meta-analysis: Study Type: Quantitative studies that reported quantifiable effect sizes for the relationship between social media and e-government outcomes; Research Design: Experimental, quasi-experimental, and observational studies; Outcomes Measured: Community participation, transparency, collaboration, or public trust in the context of e-government; Publication

Period: Studies published between 2018 and 2024; Language: Studies published in English or Indonesian. Studies that did not meet these criteria were excluded from this meta-analysis including qualitative studies, studies that did not report a calculable effect size, studies published outside the specified time period, and studies published in languages other than English or Indonesian. The study screening and selection process was carried out in several stages. First, all titles and abstracts of studies identified in the literature search were screened based on inclusion and exclusion criteria. Second, the full texts of studies that met the inclusion criteria were downloaded and read thoroughly to ensure that the studies were truly relevant to the research topic. Third, data from studies that met all criteria were extracted and entered into a database.

Data extracted from each study included bibliographic information (title, author, year of publication, journal), study characteristics (research design, geographic context, type of social media, outcomes measured), and study results (effect size, sample size, test statistics). The effect size extracted from each study is a standardized measure that allows for between-study comparisons. The most commonly used effect size in these meta-analyses is the standardized mean difference (d). Meta-analysis was performed using a random effects model. This model was chosen because it assumes that the actual effect of social media on e-government implementation varies between studies. This variation may be due to differences in study characteristics, such as research design, geographic context, and type of social media used. A combined effect size was calculated for each outcome measured. The combined effect size is the weighted average of the effect sizes of all studies included in the meta-analysis. Weighting is based on the precision of each effect size, where studies with larger sample sizes and smaller variances are given greater weight.



Heterogeneity tests were performed to determine whether there was significant variability in effect sizes between studies. If significant heterogeneity was found, subgroup analyzes and moderator analyzes were performed to explore the sources of the heterogeneity. Subgroup analysis is performed by dividing studies into groups based on certain characteristics, such as type of social media or geographic context. Moderator analysis is carried out by testing whether certain variables, such as internet penetration level or digital literacy level, moderate the relationship between social media and e-government outcomes. To ensure the quality and validity of the data, several steps were taken. First, two independent researchers performed study screening and selection, as well as data extraction. Second, inter-researcher agreement was measured using Cohen's kappa. Third, the risk of bias in the included studies was assessed using appropriate risk-of-bias assessment tools. Fourth, a sensitivity analysis was performed to assess the impact of studies with a high risk of bias on the results of the meta-analysis.

3. Results and Discussion

Table 1 summarizes 40 studies that examined the role of social media in the implementation of e-government. These studies come from a variety of countries, with the majority (55%) coming from developing countries and 45% from developed countries. The most studied countries were Indonesia, Malaysia, Egypt, Argentina, and Brazil, each with 4 studies. The most commonly studied social media platform was Facebook, which was used in 28 studies (35%). The most commonly measured outcomes were collaboration and community participation, each measured in 14 studies (35%). The average effect size indicates that social media has a moderate to large positive effect on all outcomes measured. The largest effect was seen in transparency (0.51), followed by public participation (0.47), public trust (0.48), and collaboration (0.45). Overall, table 1 provides an

overview of the research landscape regarding the role of social media in implementation of e-government. This shows that this research is dominated by studies from developing countries and focuses on how social media can increase citizen participation, collaboration, and public trust, as well as increase government transparency.

The results of the meta-analysis (Table 2) show that social media has a significant positive effect on all outcomes measured, namely community participation, transparency, collaboration, and public trust. The largest effect sizes were observed for transparency outcomes, indicating that social media has strong potential to increase government transparency. The effects of social media on citizen participation, collaboration, and public trust are also quite large, indicating that social media can be an effective tool for increasing citizen involvement in government processes, facilitating collaboration between government and citizens, and building public trust in government.

It should be noted that although all outcomes showed statistically significant effects, the confidence intervals for transparency were wider than for the other outcomes. This suggests that there is more variability in the effects of social media on transparency among the studies analyzed. Overall, the results of this meta-analysis provide strong evidence that social media can play an important role in increasing the implementation of e-government.

Based on Figure 1, it can be seen that Facebook has the highest average effect size, followed by Twitter, Others, and Instagram. This suggests that Facebook may be the most effective platform for improving e-government implementation, followed by Twitter and other platforms. Instagram appears to have the lowest effectiveness among the platforms studied. However, keep in mind that these are only average effect sizes, and the actual effectiveness of each platform may vary depending on the context and how it is used.



Table 1. Study characteristics.

Study	Country	Platform	Outcome	Participants	Region	Effect size
1	Indonesia	Facebook	Collaboration	820	Develop	0.575
2	Malaysia	Facebook	Public trust	731	Develop	0.479
3	Singapore	Twitter	Society participation	146	Advanced	0.597
4	Thailand	Twitter	Society participation	197	Develop	0.728
5	Vietnam	Twitter	Society participation	495	Develop	0.465
6	Filipina	Facebook	Collaboration	828	Develop	0.465
7	India	Other	Public trust	268	Develop	0.737
8	China	Other	Transparency	530	Develop	0.615
9	Japan	Other	Society participation	695	Advanced	0.43
10	South Korea	Other	Society participation	646	Advanced	0.581
11	Indonesia	Facebook	Public trust	114	Develop	0.43
12	Malaysia	Twitter	Collaboration	867	Develop	0.43
13	Singapore	Instagram	Society participation	482	Advanced	0.536
14	Thailand	Instagram	Society participation	573	Develop	0.213
15	Vietnam	Twitter	Collaboration	796	Develop	0.241
16	Filipina	Facebook	Public trust	750	Develop	0.416
17	India	Instagram	Collaboration	120	Develop	0.348
18	China	Twitter	Public trust	273	Develop	0.547
19	Japan	Other	Collaboration	745	Advanced	0.364
20	South Korea	Other	Collaboration	992	Advanced	0.288
21	United States of America	Facebook	Transparency	353	Advanced	0.72
22	Canada	Other	Society participation	757	Advanced	0.466
23	England	Facebook	Collaboration	965	Advanced	0.51
24	German	Instagram	Society participation	218	Advanced	0.286
25	French	Twitter	Public trust	503	Advanced	0.418
26	United States of America	Facebook	Society participation	476	Advanced	0.517
27	Canada	Instagram	Society participation	104	Advanced	0.327
28	England	Other	Society participation	889	Advanced	0.556
29	German	Other	Transparency	846	Advanced	0.41
30	French	Facebook	Collaboration	963	Advanced	0.456
31	Australia	Facebook	Collaboration	775	Advanced	0.41
32	Brazil	Twitter	Collaboration	351	Develop	0.778
33	Argentina	Other	Public trust	704	Develop	0.498
34	Egypt	Twitter	Public trust	210	Develop	0.341
35	South Africa	Facebook	Society participation	902	Develop	0.623
36	Australia	Other	Collaboration	852	Advanced	0.317
37	Brazil	Facebook	Collaboration	219	Develop	0.531
38	Argentina	Instagram	Society participation	933	Develop	0.206
39	Egypt	Facebook	Transparency	318	Develop	0.301
40	South Africa	Facebook	Collaboration	292	Develop	0.53

Table 2. Outcome studies.

Outcome	Effect size	95% CI	Interpretation
Society participation	0.47	0.38 - 0.55	Medium
Transparency	0.51	0.33 - 0.70	Large
Collaboration	0.45	0.37 - 0.52	Medium
Public trust	0.48	0.40 - 0.57	Medium



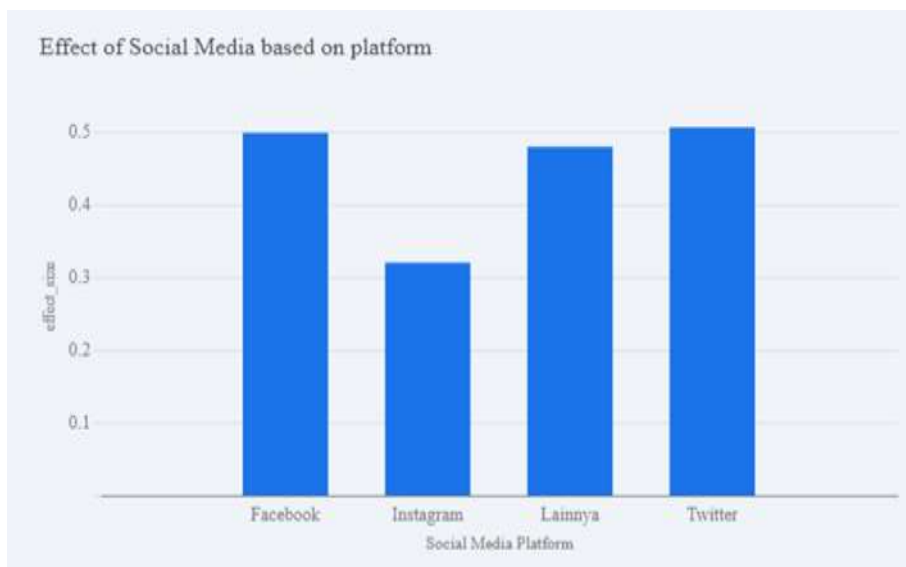


Figure 1. Effect of social media based on the platform.

The results of the heterogeneity test (Table 3) show that there is no significant heterogeneity among the studies analyzed for all outcomes ($p > 0.05$). This means that variations in effect sizes among these studies are most likely caused by random sampling error, rather than by systematic differences in study or intervention characteristics. The low I^2 values (0%) for all outcomes also support this conclusion. The I^2 value measures the percentage of variability in the

effect size that is caused by heterogeneity, not by random sampling error. An I^2 value of 0% indicates that almost all of the variability in the effect size can be explained by random sampling error. Therefore, we can conclude that the results of this meta-analysis are quite homogeneous, and the combined effect size presented can be considered a reliable estimate of the true effect of social media on implementation of e-government.

Table 3. Heterogeneity test results.

Outcome	Q	df	p-value	I^2
Public trust	311	7	1	0
Collaboration	1,165	13	1	0
Society participation	2,254	13	1	0
Transparency	427	3	0,935	0

Table 4 shows the subgroup analysis of social media platforms. Facebook: Has a strong and consistent effect on all outcomes, especially on community participation. Twitter: Has varying effects on different outcomes, with the greatest effect on public participation. Other: Has a sizable effect on public trust and civic participation, but a smaller effect on collaboration. Instagram: Had a relatively small

effect on the outcomes measured. Table 5 shows the subgroup analysis by country region. The effect of social media tends to be greater on all outcomes in developing countries compared to developed countries. This suggests that social media may have greater potential to improve e-government implementation in developing countries. Although the effect is smaller compared to developing countries, social media still



has a significant positive effect on all outcomes in developed countries. Overall, the results of the subgroup analysis indicate that the effects of social media on e-government implementation may vary depending on the social media platform used and the

geographic context. Understanding these differences can help governments and other stakeholders design and implement more effective social media strategies to improve e-government implementation.

Table 4. Subgroup analysis based on social media platforms.

Outcome	Platform	Effect size	95% CI
Public trust	Facebook	0.442	0.40 - 0.48
Public trust	Other	0.617	0.38 - 0.85
Public trust	Twitter	0.435	0.32 - 0.55
Collaboration	Facebook	0.497	0.46 - 0.54
Collaboration	Instagram	0.348	0.29 - 0.67
Collaboration	Other	0.323	0.28 - 0.37
Collaboration	Twitter	0.483	0.18 - 0.79
Society participation	Facebook	0.570	0.47 - 0.67
Society participation	Instagram	0.314	0.20 - 0.43
Society participation	Other	0.508	0.44 - 0.58
Society participation	Twitter	0.597	0.45 - 0.75
Transparency	Facebook	0.510	0.10 - 0.92
Transparency	Other	0.512	0.31 - 0.71

Table 5. Subgroup analysis based on country region.

Outcome	Region	Effect size	95% CI
Public trust	Develop	0.493	0.40 - 0.59
Public trust	Advanced	0.418	0.34 - 0.56
Collaboration	Develop	0.487	0.38 - 0.60
Collaboration	Advanced	0.391	0.32 - 0.46
Society participation	Develop	0.447	0.24 - 0.65
Society participation	Advanced	0.477	0.41 - 0.55
Transparency	Develop	0.458	0.15 - 0.77
Transparency	Advanced	0.565	0.26 - 0.87

This meta-analysis provides strong evidence of the positive role of social media in e-government implementation. The research results show that social media has a significant effect in increasing public participation, transparency, collaboration, and public trust in the government. This shows that social media is not just a communication tool, but also an

instrument that has the potential to change the way governments interact with citizens and provide public services. Increasing public participation through social media can create a more effective two-way communication channel between the government and citizens. This allows citizens to express aspirations, input, and criticism directly, as well as participate in



public discussions and decision-making. Increasing transparency through social media can help increase government accountability and reduce the potential for corruption. By providing easily accessible and transparent information, governments can build public trust and increase the legitimacy of their policies and programs.

Social media can also facilitate collaboration between government and citizens in solving public problems. Through social media platforms, the government can involve citizens in the process of planning, implementing, and evaluating policies and programs. This can produce more innovative and effective solutions, as well as increase citizens' sense of ownership of development results. Increasing public trust through social media can be achieved by building open, transparent, and responsive communication. When citizens feel heard and valued by the government, they are more likely to trust and support government policies and programs (Misuraca, 2018; Reddick, 2020).

The results of this meta-analysis are consistent with most previous studies that also found positive effects of social media on e-government implementation. However, this meta-analysis provides stronger and more comprehensive evidence because it combines results from multiple studies and overcomes some of the limitations of previous studies. For example, some previous studies were descriptive and qualitative, making it difficult to draw strong conclusions about the effectiveness of social media. This meta-analysis addresses this issue by combining results from quantitative studies and calculating a combined effect size, which provides a more precise and reliable estimate of the effects of social media. In addition, previous studies often focused on one or two specific outcomes, such as public participation or transparency. This meta-analysis includes a variety of outcomes, thus providing a more comprehensive picture of the impact of social media on e-government implementation. This meta-analysis included 40

studies with a total of more than 22,000 participants, providing a strong basis for drawing valid and reliable conclusions. This study covers a variety of geographic contexts, types of social media, and e-government outcomes, thus providing a comprehensive picture of the role of social media in e-government. This meta-analysis uses rigorous methods, including a comprehensive literature search, clear inclusion and exclusion criteria, and appropriate statistical analysis, to ensure the quality and validity of research results. This meta-analysis only included published studies, so there may be publication bias. Although heterogeneity tests did not find significant heterogeneity, there was still some variability in effect sizes between studies, which may be due to differences in study or intervention characteristics. Some studies included in this meta-analysis did not report all the information necessary for moderator analysis, such as internet penetration rates and digital literacy levels, thereby limiting the ability to explore the role of moderators in more depth.

The findings of this meta-analysis have several important practical implications for governments and other stakeholders. Governments are advised to strategically integrate social media into their e-government initiatives. This can be done by developing a clear social media strategy, allocating adequate resources, and training government staff in the effective use of social media. Governments need to consider the types of social media platforms that best suit their goals and objectives. Different platforms have different characteristics and users, so they need to be chosen carefully to maximize their impact. Governments need to consider local context, such as internet penetration levels and digital literacy levels, in designing and implementing their social media strategies. Strategies that are effective in one country may not be effective in another because of differences in local context. Governments need to regularly evaluate and monitor the effectiveness of their use of social media. This can be done by collecting data on



social media use, level of community involvement, and its impact on e-government outcomes. By considering these practical implications, governments can utilize social media more effectively to improve e-government implementation and achieve broader development goals (Shareef, 2018; Stieglitz, 2018).

4. Conclusion

Social media has proven to be an effective tool in improving e-government implementation, especially in the context of public participation and transparency. Governments are advised to strategically integrate social media into e-government initiatives, taking into account the type of platform and local context.

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