

Social Media in Modern Governance

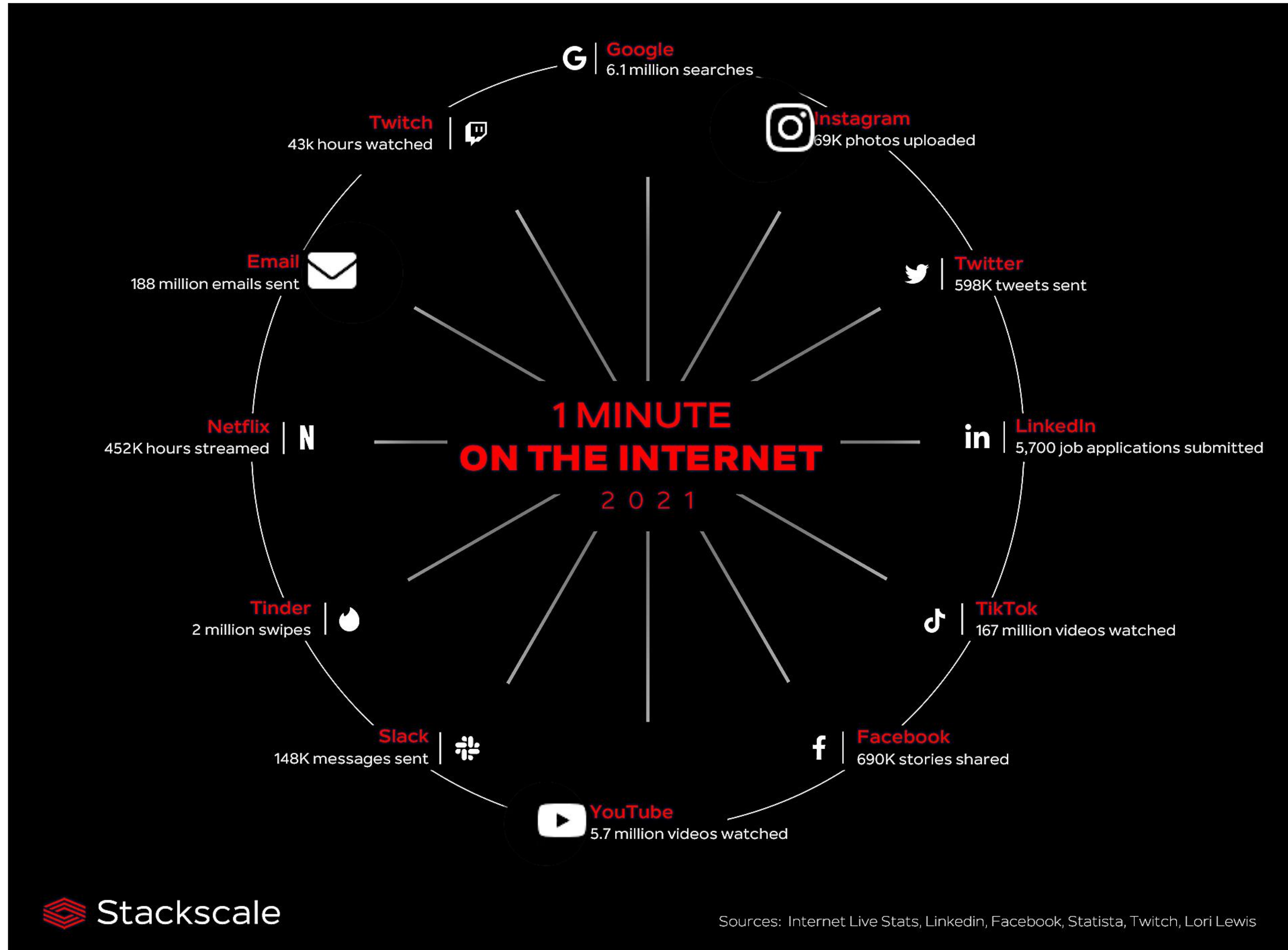
MCRHRDIT, Hyderabad

TRAINING Program

Pankaj Pachauri

November, 2024

● 60 seconds on the Internet : 2021



2024

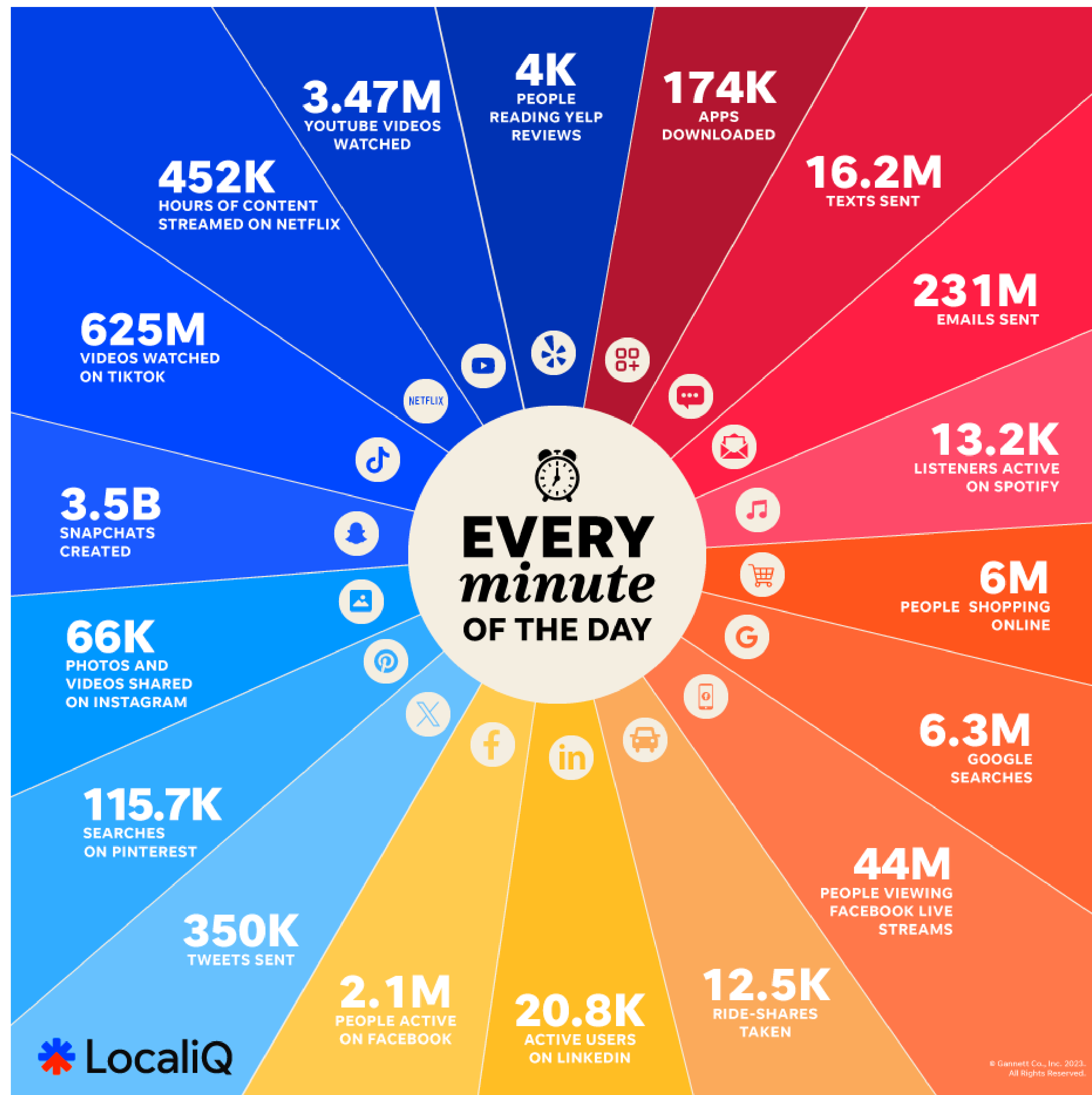
TikTok
up

Google
Searches
Flat




Twitter
Down

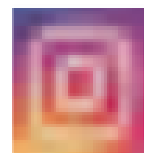


Facebook
Lives
Up

Business Up



TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
 1	YouTube	54% (-2)	71%
 2	WhatsApp	48% (+1)	71%
 3	Facebook	35% (-4)	50%

Rank	Brand	For News	For All
 4	Instagram	33% (+1)	54%
 5	Telegram	20% (-)	38%
 6	X (formerly Twitter)	13% (-7)	21%

Source, 2024:



Guyana Social Media Landscape

An Overview

Population: 816k Female: 51% Male: 49%

Pop 17 yrs- 54 yrs: 40.8%

Internet Users: 697k Internet Penetration: 85.3%

Active Mobile Connections: 687k = 84%

Social Media users: 492k = 90% of Adult population

- **Facebook** : 493k +18% in 2023
- **Instagram**: 165k +23% in 2023
- Females 57% Males 43%
- **Messenger**: 364k + 17.5% in 2023
- **Linked In**: 140k +27% in 2023
- **'X' = Twitter**: 44k +11% in 2023
- Male 65% Female 35%
- @DataPortal



Which tech platforms will news organisations be focusing on in 2024?

Net score calculated as proportion of respondents saying they are putting more effort, minus those putting less effort.



Young creators often outstrip news publishers on TikTok in views

Dylan Page - 10 million followers



New York Times, 570,000 followers



BBC News, 2.6m followers



● Video Making Apps

● Quik

● Splice

● Vont

● Snapshot

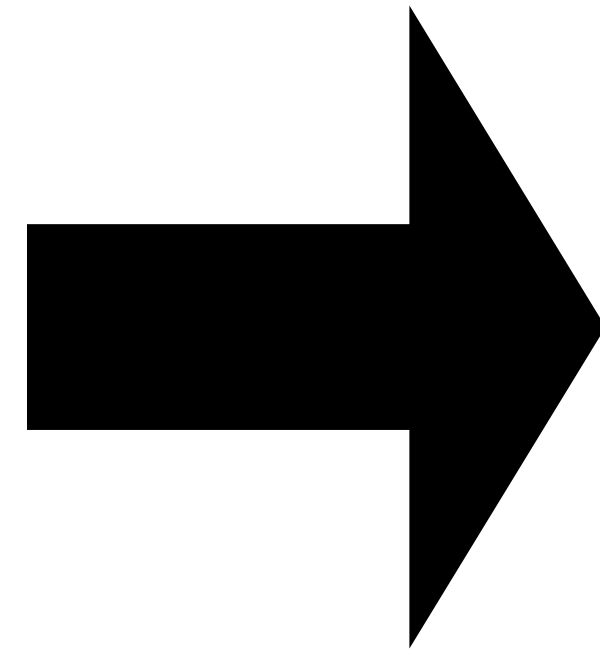
● Squarefit

● Photopea

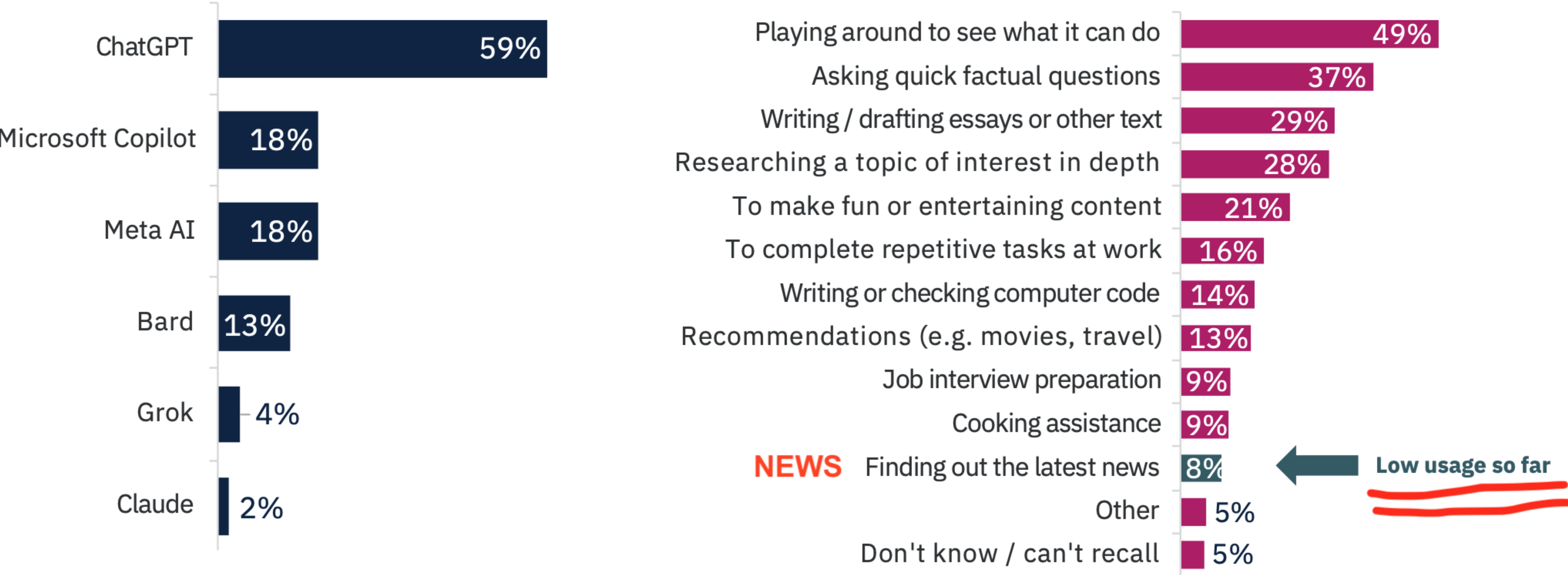
● Lightroom

● Canva

● Videoleap

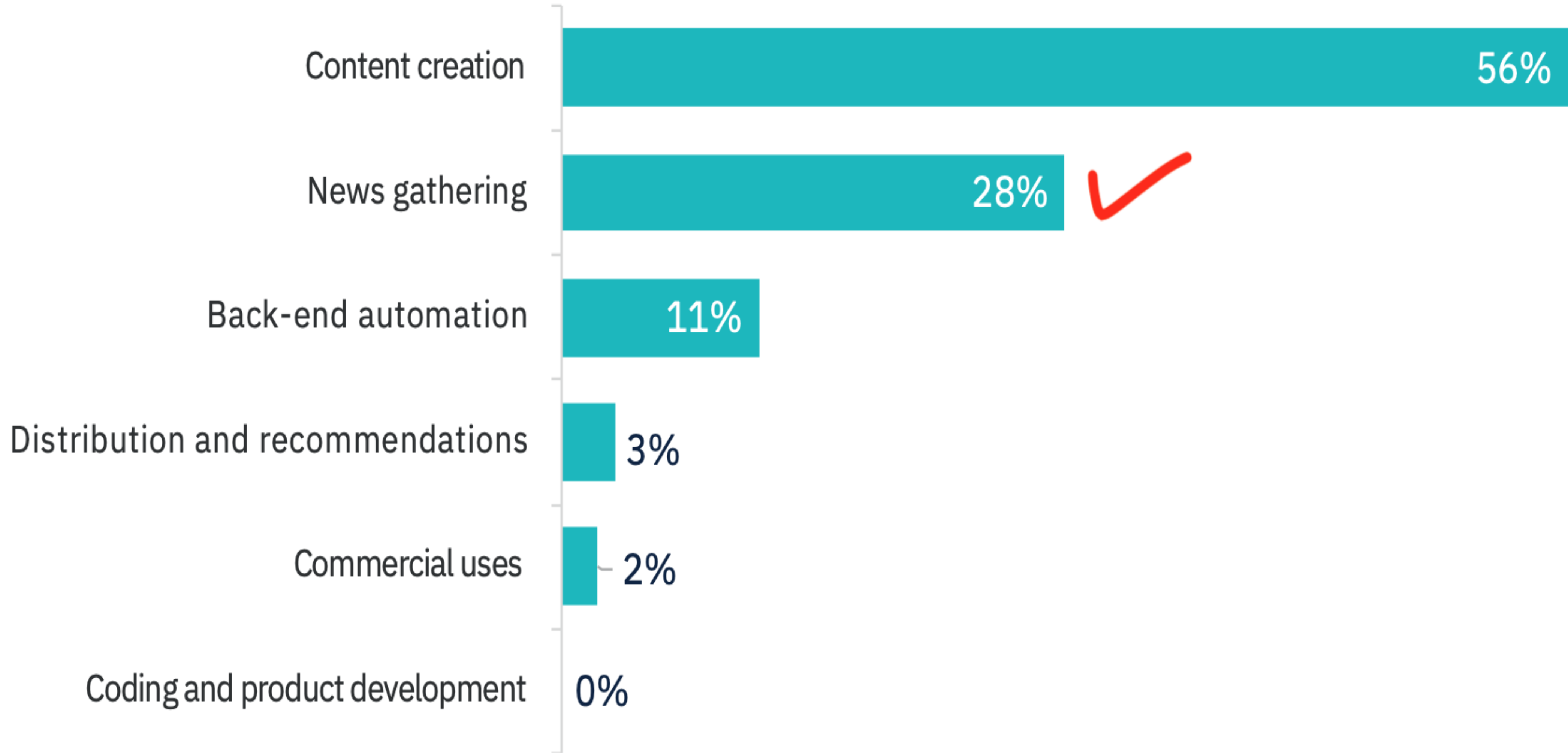


Awareness of AI chatbots and key uses of chatbots – UK audience survey



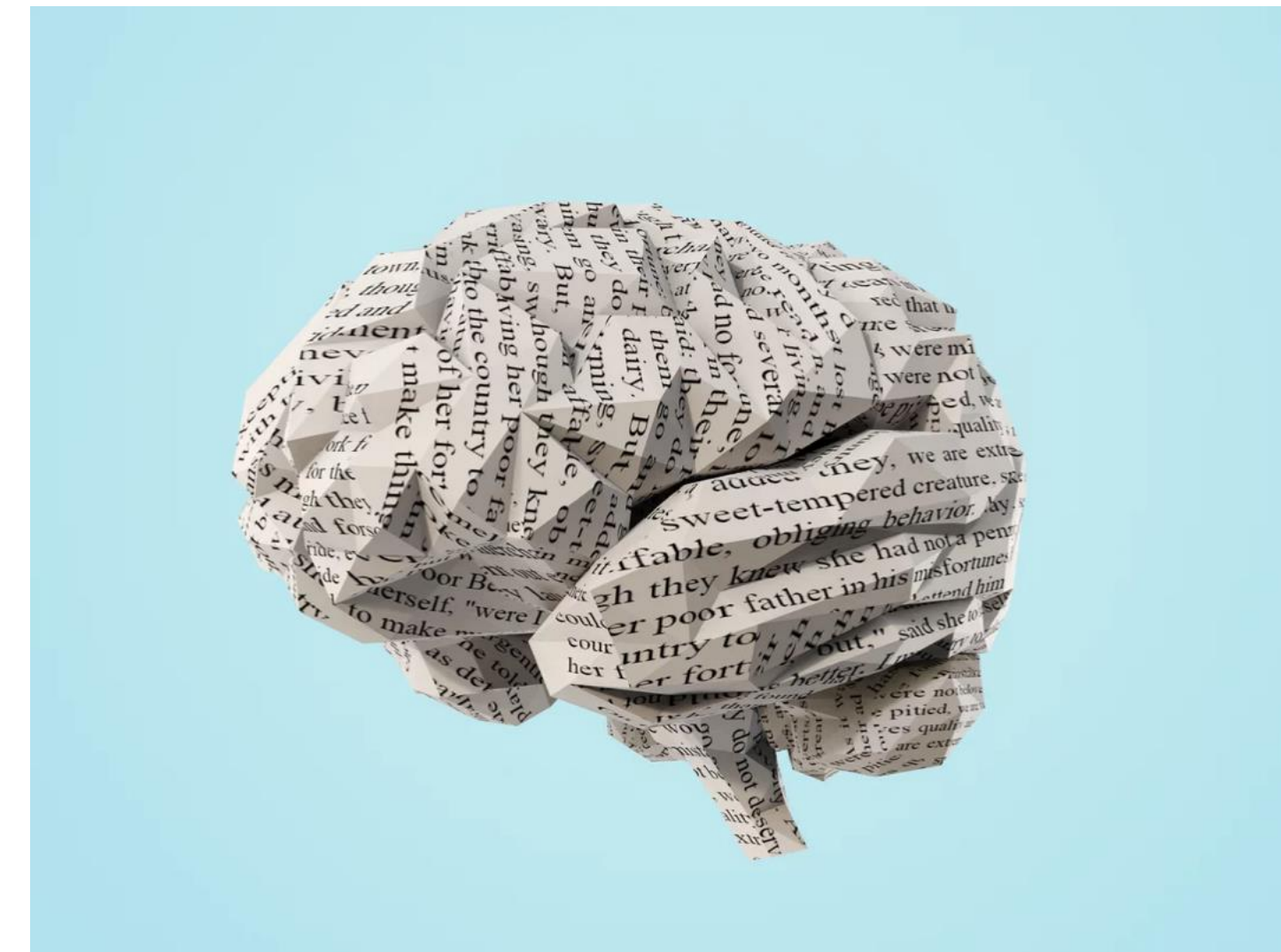
Source: YouGov Omnibus survey, 7-8 December 2023.

Areas seen to carry the greatest reputational risk from the deployment of AI



● The Challenges

- Artificial Intelligence
- \$22b investment/month
- Livestream Life
- VR Goggles and 3D
- Broadband Speed
- Regulations / AI *
- Transparent and Tonality



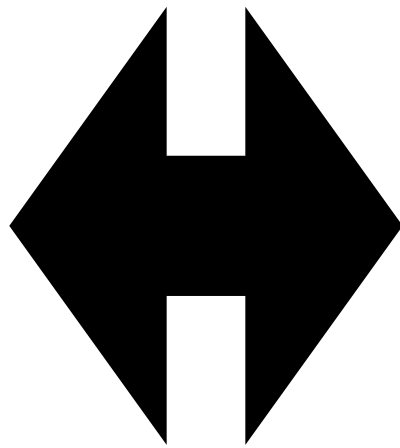
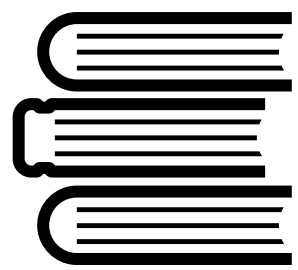
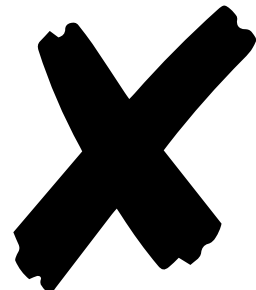
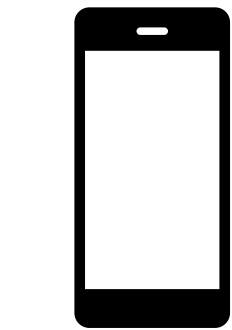
● Information vs News

● Information

● + Factcheck

● + Authenticate

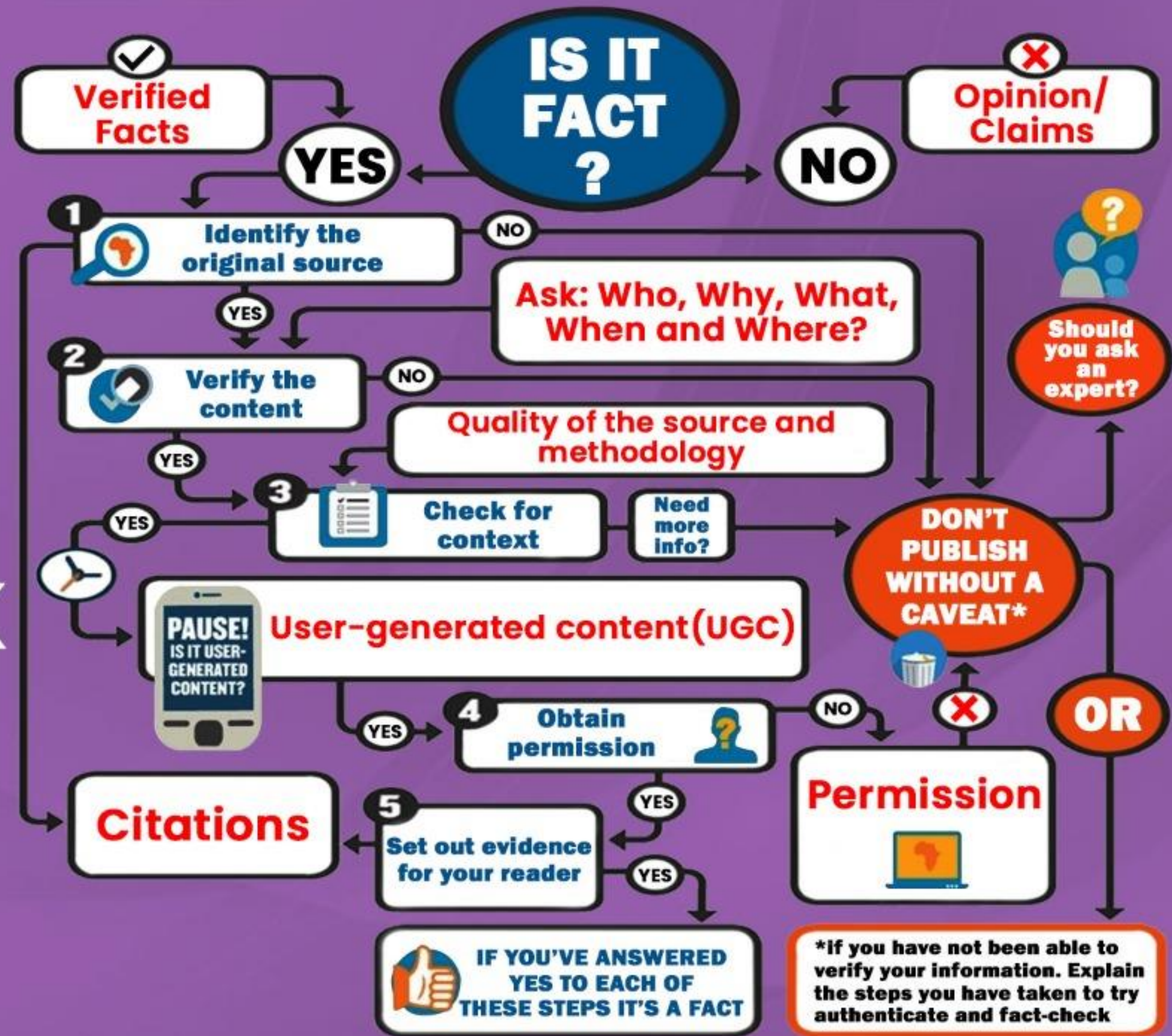
● + Context



● News



THE FIVE-STEP FACT-CHECK



Thank You