




**New Zealand Parliament**  
Pāremata Aotearoa

# Social media disruption for parliaments

ASPG 2019



# OUTLINE:

- Models of social media disruption
  - Social in 2019: a parliamentary context
  - Case study: Christchurch mosque shooting
- 

The background is a dark, starry night sky. A vibrant green aurora borealis is visible in the lower half. Abstract, semi-transparent shapes in shades of teal and green are overlaid on the left and top right. The text is centered in a clean, white, sans-serif font.

# Pt I: Models of social media disruption

---



**There 's nothing new  
under the sun.**



1936



# Disruption

(Christensen (1995) & Zeleny (2009))

- From the fringe to the mainstream
- Process, not usually new technology
- Two models:
  - ❖ Low-end disruption
  - ❖ New user disruption
- “Technology mudslide” – run faster in place
- What’s being disrupted? Existing support network (technology support nets)

# Characteristics of social media



- Massively online
- Low barriers to entry
- Encourages user participation & engagement
- Rapid transfer of information between users

...Broader than you think!

# TIMELINE vs ALGORITHM

(post 2014)

CHRONOLOGICAL

ORGANIC

USER DRIVEN

TRANSPARENT

“CURATED” FOR RELEVANCE

PAID MODEL

PLATFORM CONTROLLED

OPAQUE

FILTER – “BUBBLE”



## STRENGTHS

Reach more (& more diverse) people  
Spread information quickly & cost effectively  
Relevance – right content to right people

## WEAKNESSES

Lack of nuance – what's being lost?  
Lack of control & accountability  
Paradox of trust  
Digital divide

## OPPORTUNITIES

Chance to address barriers  
Meet user expectations  
Maintain social license

## THREATS

Rapid (near-constant) change  
Repeated scandals & privacy concerns  
Shifting usage patterns

The background of the slide features a vibrant aurora borealis in shades of green and blue against a dark, starry night sky. On the left side, there are two large, overlapping, semi-transparent circular shapes in dark teal and blue. In the top right corner, there are two curved, overlapping shapes in white and teal. A small teal horizontal line is positioned below the main text.

# Pt II: The parliamentary context



## CHANGES TO THE USER BASE


Low- end disruption  
New- market disruption

## DISRUPTED TECH SUPPORT NETS

News m edia | Citizens | Politicians

## ADDRESSES BARRIERS

Time - poor | Lack of knowledge & awareness  
Lack of confidence | Distance & scheduling  
Relevance




"I'm so happy this format is being used. I'm able to watch the members speeches that I choose, without having to sit for long periods of time. I'm also able to be well informed and have bite sized chunks of information communicated to me.

Love this NZ Parliamentary Services"

---

**FACEBOOK USER**  
Low - end disruption





"these info bursts are great. i have never learned so much about Parliament before these - I am 70 and for the very first time I feel like I am part of the 'biz' that goes into running this beautiful land of ours. First time ever. I grew up in an Aotearoa NZ that wasnt Maori friendly and I felt like a stranger here, oh how times have changed...


---

**FACEBOOK USER**  
New market disruption


# NZ PARLIAMENT'S APPROACH TO SOCIAL MEDIA







**Key strategic challenge:**  
More NZers every year will  
engage with their Parliament -  
and increasingly, they expect to be able to do it digitally.





Facebook x 15

Twitter

LinkedIn

Instagram

+ misc.

(YouTube, Vimeo, Steam, ... ..)







ideos · Updated about a year ago

Health Committee hearings of oral submissions on the Misuse of Drugs (Medicinal Cannabis) Amendment Bill - Oral submissions  
Should amend the Misuse of Drugs... [See more](#)



Misuse of Drugs (Medicinal Cannabis) Amendment Bill - Oral...

4.5K views · 4 April 2018



Misuse of Drugs (Medicinal Cannabis) Amendment Bill - Oral...

4.5K views · 11 April 2018



Misuse of Drugs (Medicinal Cannabis) Amendment Bill - Oral...

3.6K views · 11 April 2018



## Progress of the bill

What do the symbols mean?

In

Bill  
Introduced  
19/9/16

1

First  
Reading  
18/10/16

SC

Select  
Committee

2

Second  
Reading

CH

Committee of  
whole House

3

Third  
Reading

RA

Royal  
Assent





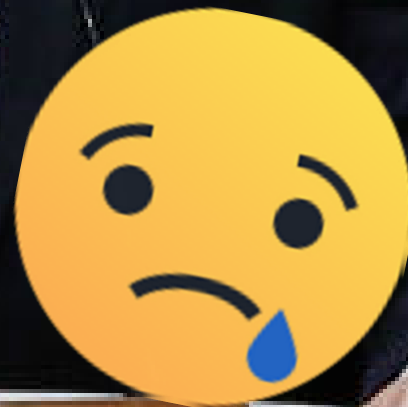
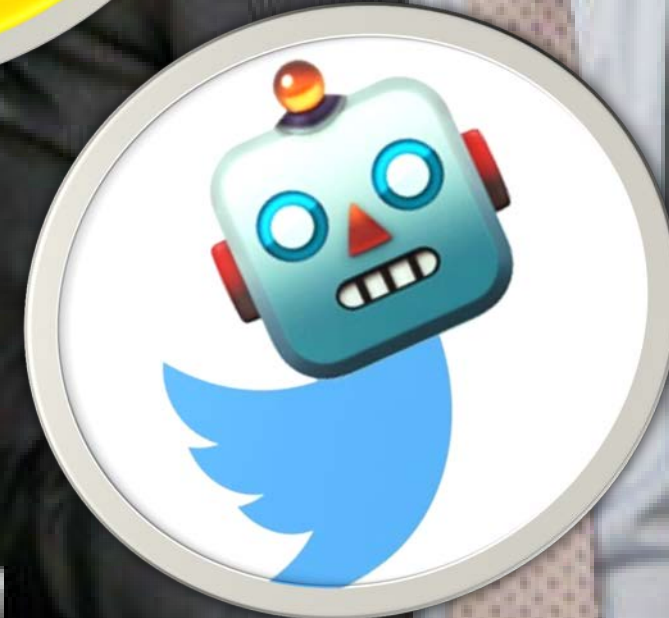
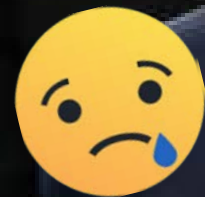
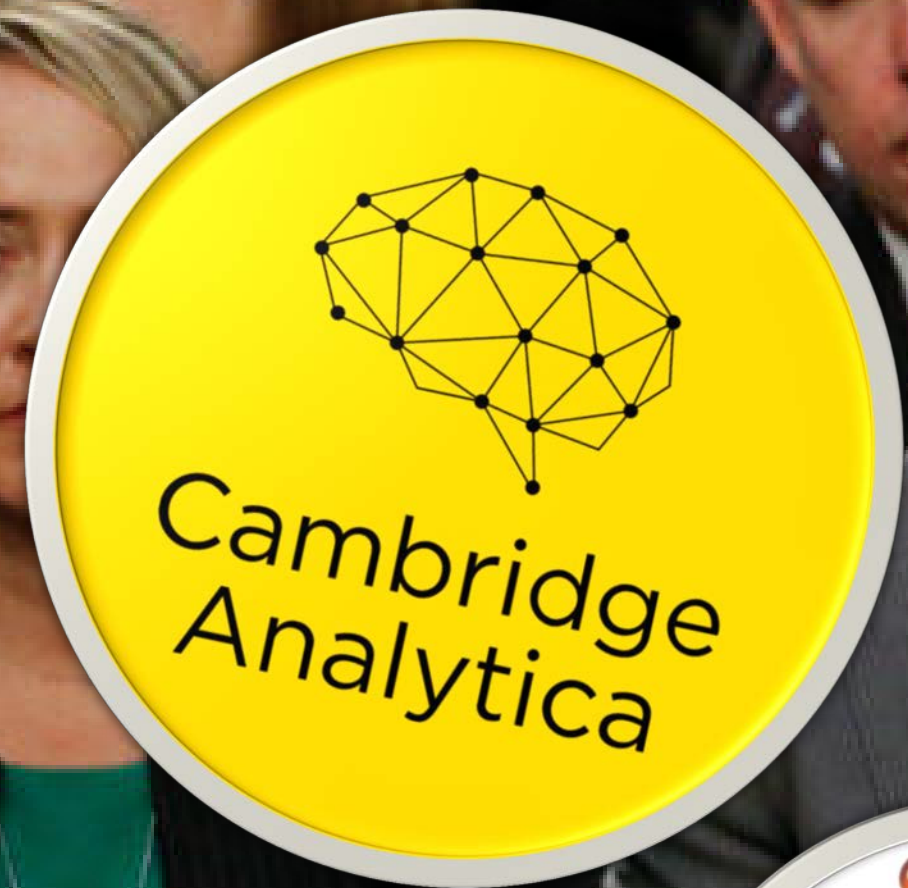




That's the good news.

The bad news...

---



Mr. Mark Zuckerberg







Army of Jesus

Sponsored ·

Like Page

Today Americans are able to elect a president with godly moral principles. Hillary is a Satan, and her crimes and lies had proved just how evil she is. And even though Donald Trump isn't a saint by any means, he's at least an honest man and he cares deeply for this country. My vote goes for him!

**SATAN: IF I WIN CLINTON WINS!  
JESUS: NOT IF I CAN HELP IT!**



**PRESS 'LIKE' TO HELP JESUS WIN!**

97 Reactions · 15 Comments · 29 Shares

Like

Comment

Share

**“Digital arms dealers” – Kara Swisher**

**Russia**– Internet Research Agency

**Myanmar** – Rohingya genocide

**India** – WhatsApp lynchings

**China** – Hong Kong protests

– social credit score

**UK**– Brexit & “Hard Brexit”

**Brazil, Mexico, USA, Spain, EU, .**

# Parliamentary responses



---

Creating owned ‘social space’  
collaboration & co-design spaces


( Argentine Chamber of Deputies, Scottish Parliament)

Intensifying use of social media

( UK Parliament, Europarl)

Don't use it at all...

...but is this still feasible?



# Case study: Social media & the Christchurch mosque attacks

---





# PHASE ONE:

## March 15 - 17

- Immediate freeze on scheduled content
- Ongoing updates focused on practical impacts
- Acknowledging global condolences (e.g. royal family, Irish Oireachtas, PM of Pakistan)
- Close liaison with Speaker's Office, Parliamentary Service, Select Committee Services

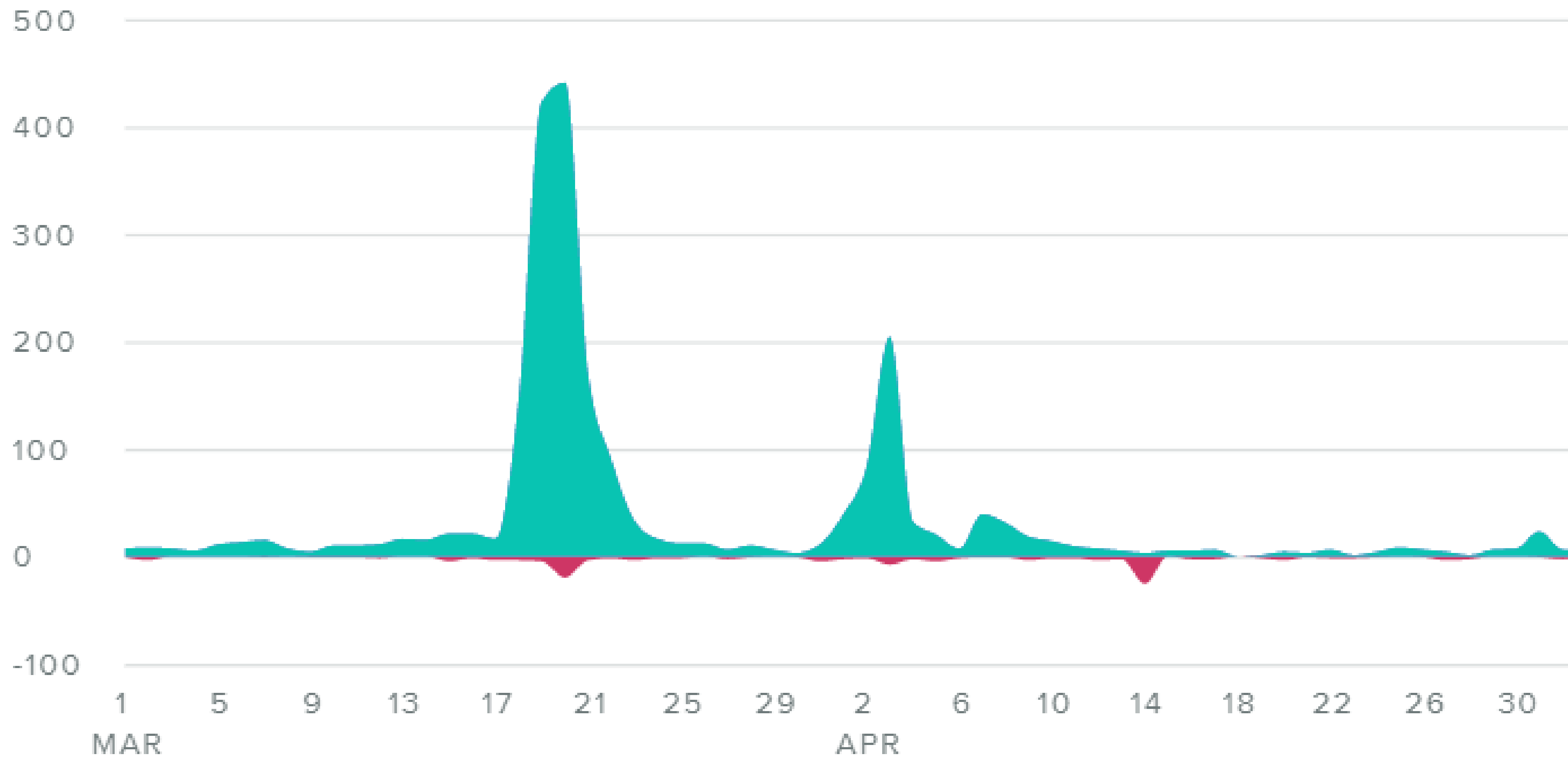


# PHASE TWO:

## March 18 - 21

- Ongoing updates on practical impacts
- Focus on House sittings and committee meetings
- Sharing content related to commemorations & special events
- Massive surge - intensive community management required (e.g. removing / reporting hate speech & objectionable material)
- Some posts blocked due to keywords ( 'Christchurch mosque attack' )





# PHASE THREE:

## March - May

- Public consultation begins on Arms Amendment Bill
- Audience surge continues, bringing major changes to page demographics and behaviour
- Intensive community management
- Regular content gradually resumes







## Finance and Expenditure Committee was live — at New Zealand Parliament

Published by Vimeo [?] · 4 April · Wellington · 🌐

Arms (Prohibited Firearms, Magazines, and Parts) Amendment Bill -  
Hearing of evidence PART ONE (04.04.2019)

List of today's submitters:

<http://bit.ly/SubmittersList> ... [See more](#)



29,235 People Reached

12,914 3-second video views

1,919 Reactions, comments & shares *i*

576



Like

466

On post

110

On shares

339



Love

334

On post

5

On shares

49



Haha

47

On post

2

On shares

53



Wow

48

On post

5

On shares

34



Sad

32

On post

2

On shares

182



Angry

171

On post

11

On shares

693

Comments

549

On Post

144

On Shares

111

Shares

98

On Post

13

On Shares

# Ongoing effects

The Christchurch Call

State Services Commission considers  
pulling the plug on social media

Increased scrutiny of paid social media  
promotions by state sector orgs



# Challenges:



---

Surge

Objectionable content /  
Distressing content

Disinformation,  
Misinformation,  
Misunderstanding

Reputational risk:  
Use of platforms

# THINGS TO CONSIDER:

S o c i a l m e d i a i s r e a l l i f e .

P a r l i a m e n t ' s t e c h n o l o g y  
s u p p o r t n e t s a r e b e i n g d i s r u p t e d .

Do we fight this or adapt?

W h a t a r e w e r e p l a c i n g t h e m w i t h ?

I t ' s n o t j u s t h a p p e n i n g t o “u s”.

H o w a r e w e h e l p i n g c i t i z e n s  
n a v i g a t e d i s r u p t i o n ?