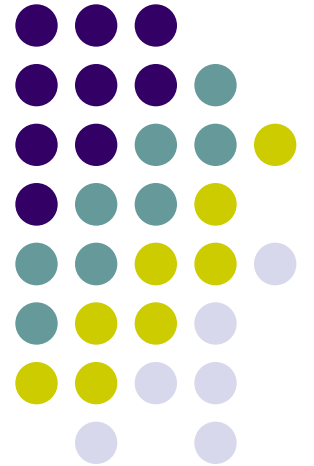# Collaboration with Social Media in Emergency Response: A Case Study in Shanghai, China

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Introduction

- By the end of 2012, Chinese microblogging accounts had reached 309 million.

- Among them, over 176,000 accounts were opened and managed by Chinese government agencies.
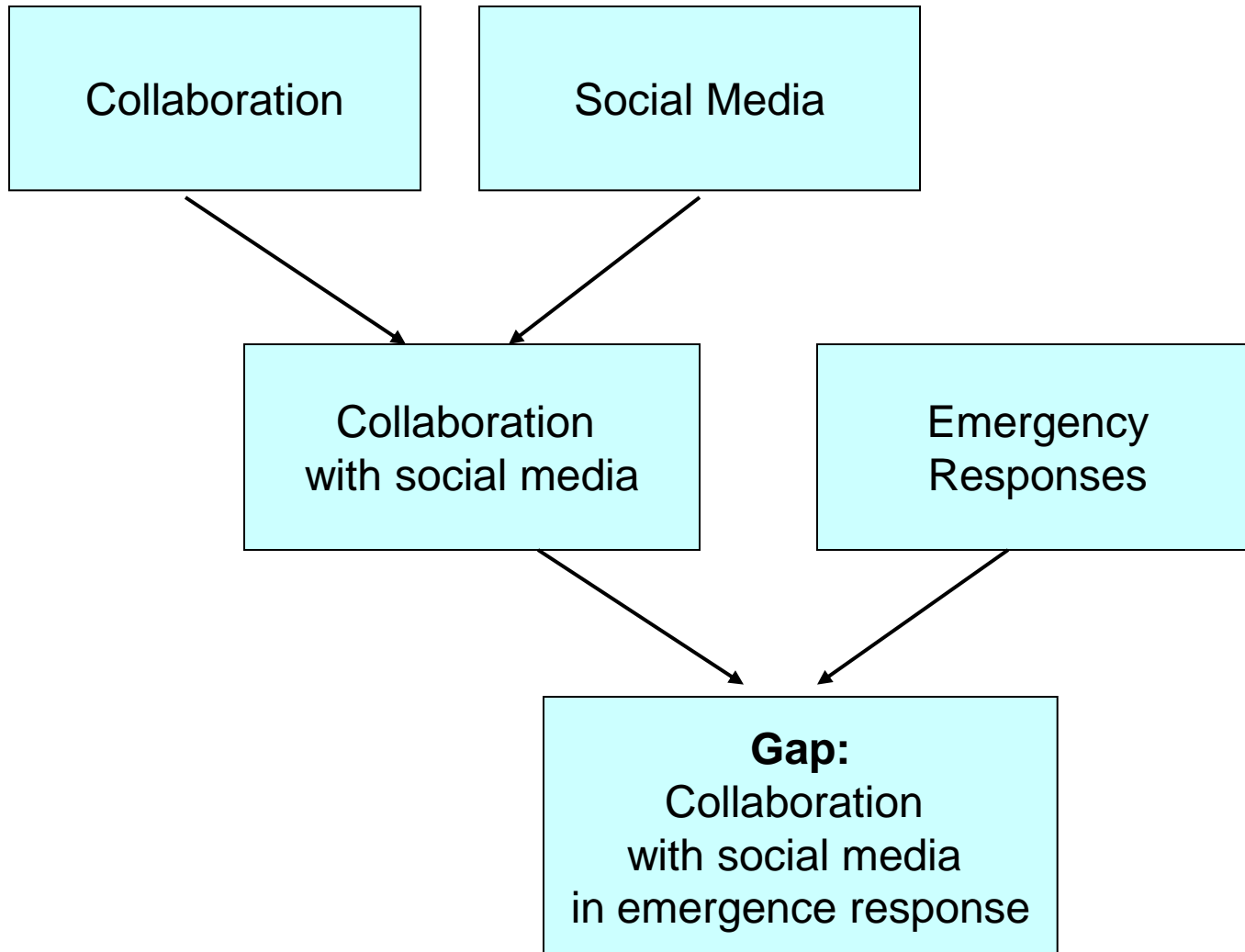
Introduction

- Government microblogs become channels for governments to disclose information, provide public services and interact with citizens

- Will government microblogs also foster collaboration among government institutions, between governments and NGOs, and between governments and companies?
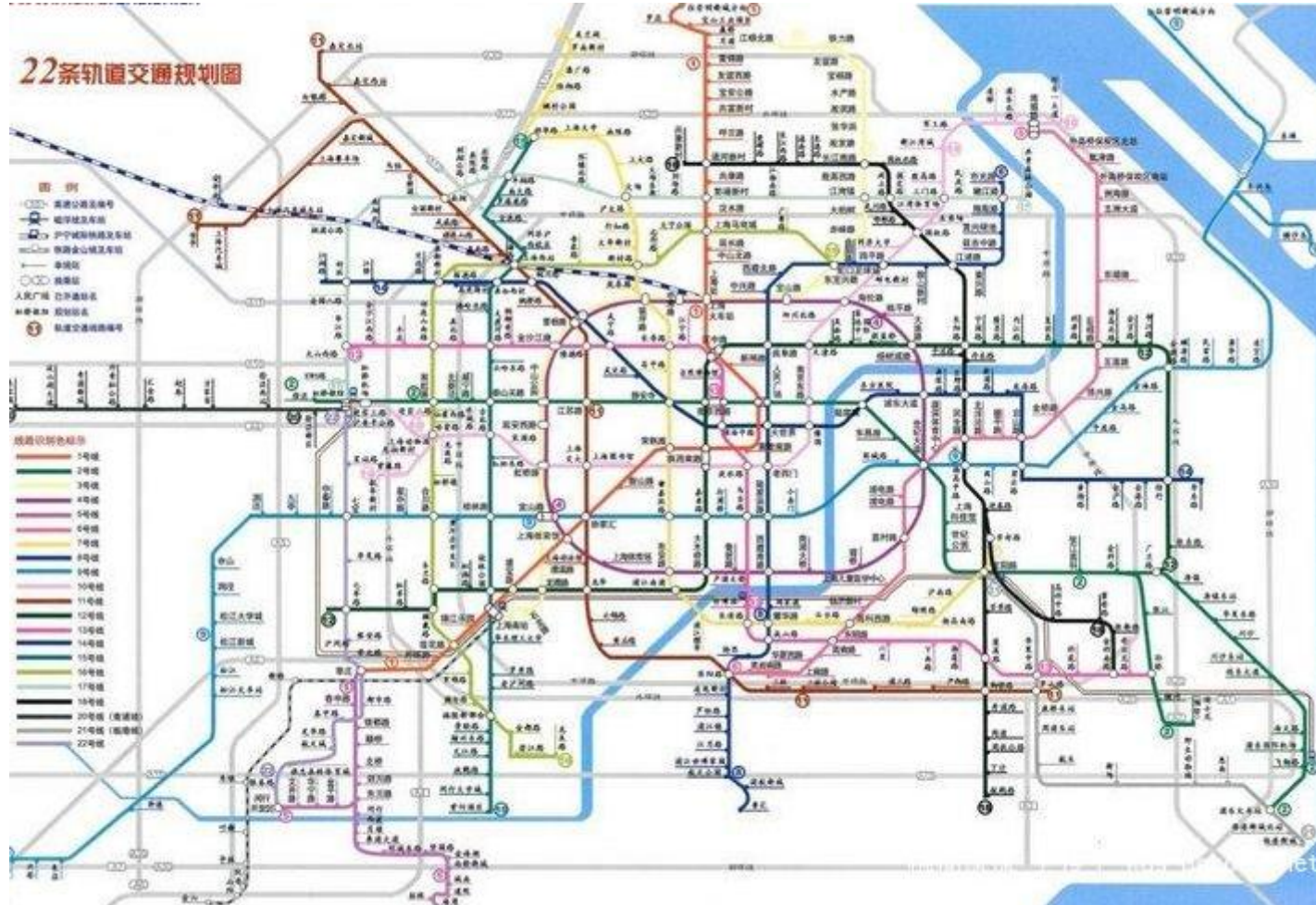
Literature Review

Case for Study: Shanghai Metro

Research Methods

- Date Collection Procedure
  - Observation:
    Information and interactions on key players' microblogs
  - Interviews:
  - Microblogs' managers, operators and service providers

- Data Analysis
  - Quantitative with SPSS
  - Qualitative with Atlas.ti

Research Questions

- Who?
  - Who are the major players in emergence response with social media?

- What and How?
  - What specific actions did players take respectively in collaboration with social media? And How?
  - What do boundaries did they cross in collaboration?

- When
  - Did the roles they play change over time in different stages of the emergence?

- What Differences?
  - Does social media make a difference in collaboration?

Framework of Boundaries in Information Sharing and Integration
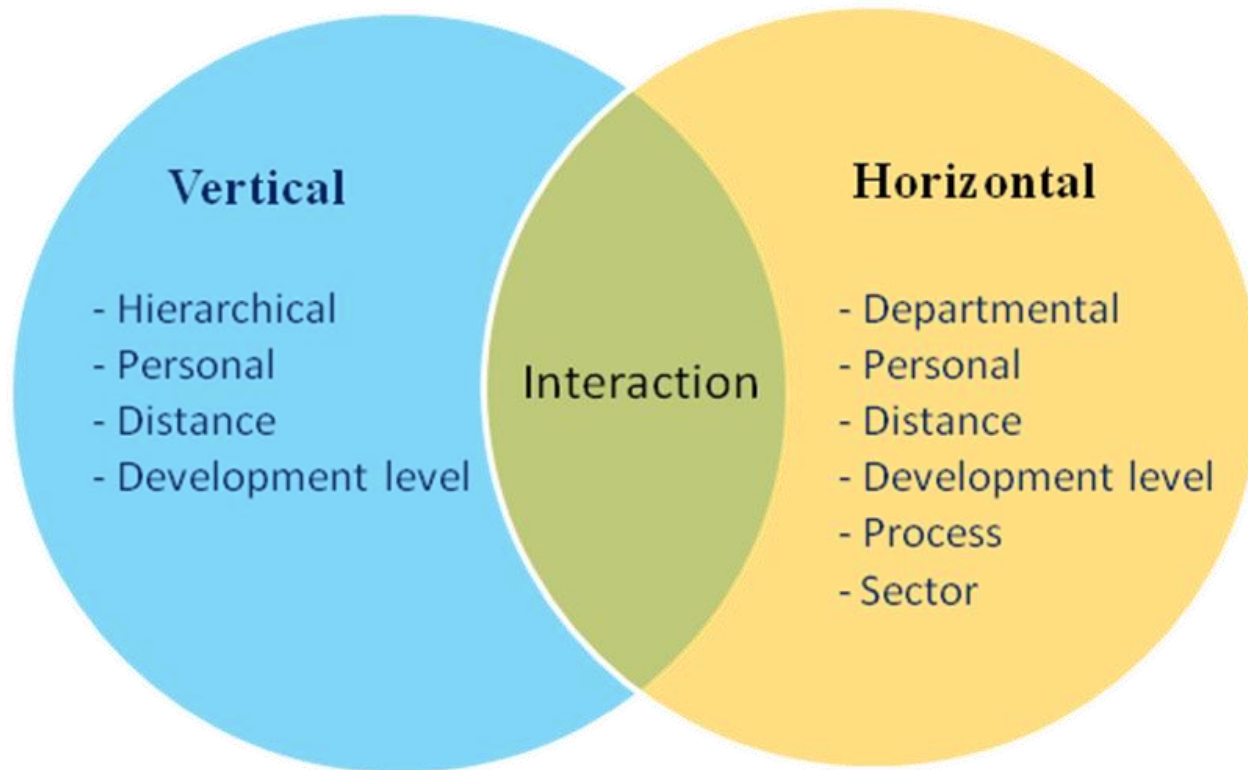
(Zheng, Yang and Pardo, 2009)

Findings

Key Players：

Key Players	Institutions and Individuals
Shanghai Metro (SOE)	Headquarter
	Branches and divisions
	Individuals: leaders, managers and staff
Government Agency in Charge	Municipal Transportation Bureau
Government Collaborators: agencies, Institutions and SOEs	Police Department
	Shanghai Bus Company
	Railway Bureau
	Airline companies
	Hospitals
NGO	Shanghai Metro Club
Media	
Passengers	

Key Players and Information

| Key Players	Institutions and Individuals	Information posted or forwarded	%
Shanghai Metro	Headquarter	49	16.28%
	Branches and divisions	50	16.61%
	Individuals: leaders, managers and staff	75	24.92%
Government Agency in charge	Transportation Bureau	17	5.65%
Government Collaborators: agencies, Institutions and SOEs	Police Department	27	8.97%
	Shanghai Bus Company	8	2.66%
	Railway Bureau	8	2.66%
	Airline companies	2	0.66%
	Hospitals	11	3.65%
NGO	Shanghai Metro Club	54	17.94%
Total		301	100.00%

Initiate vs. Forward
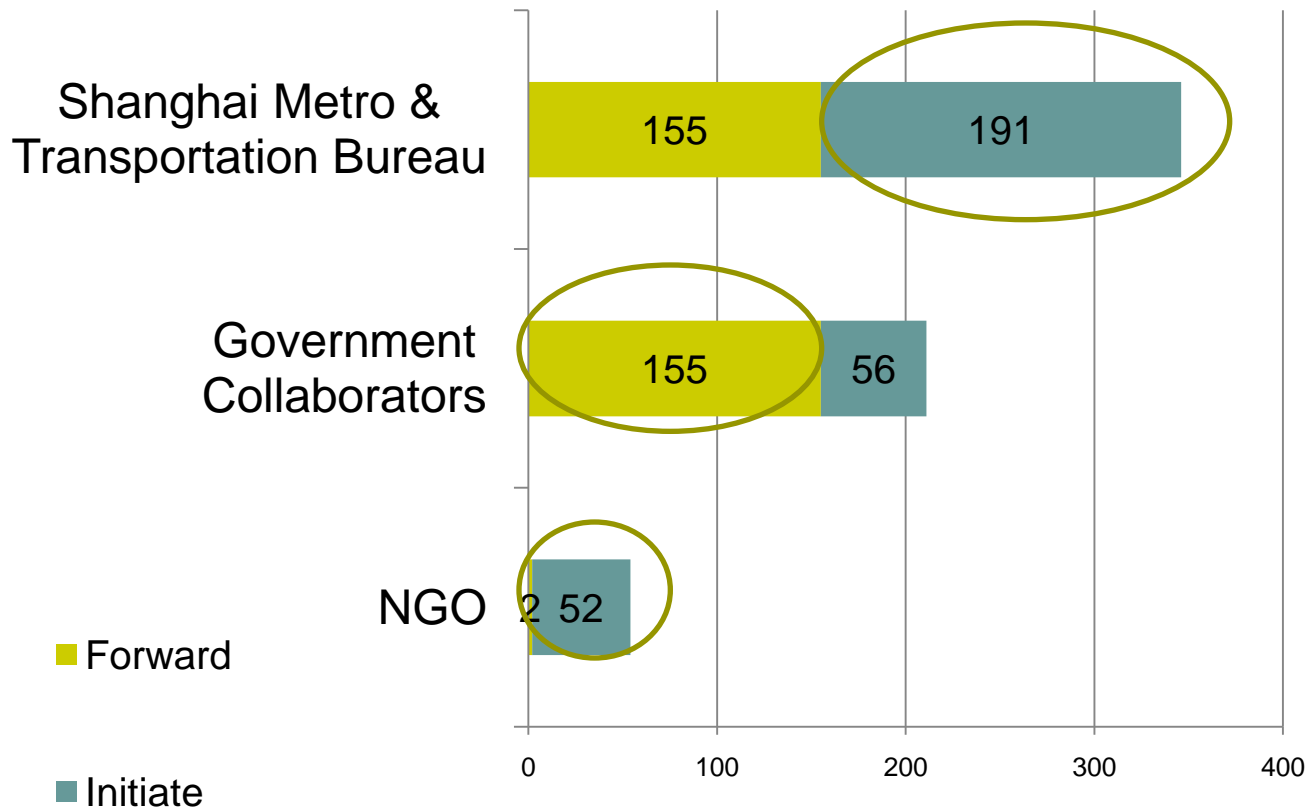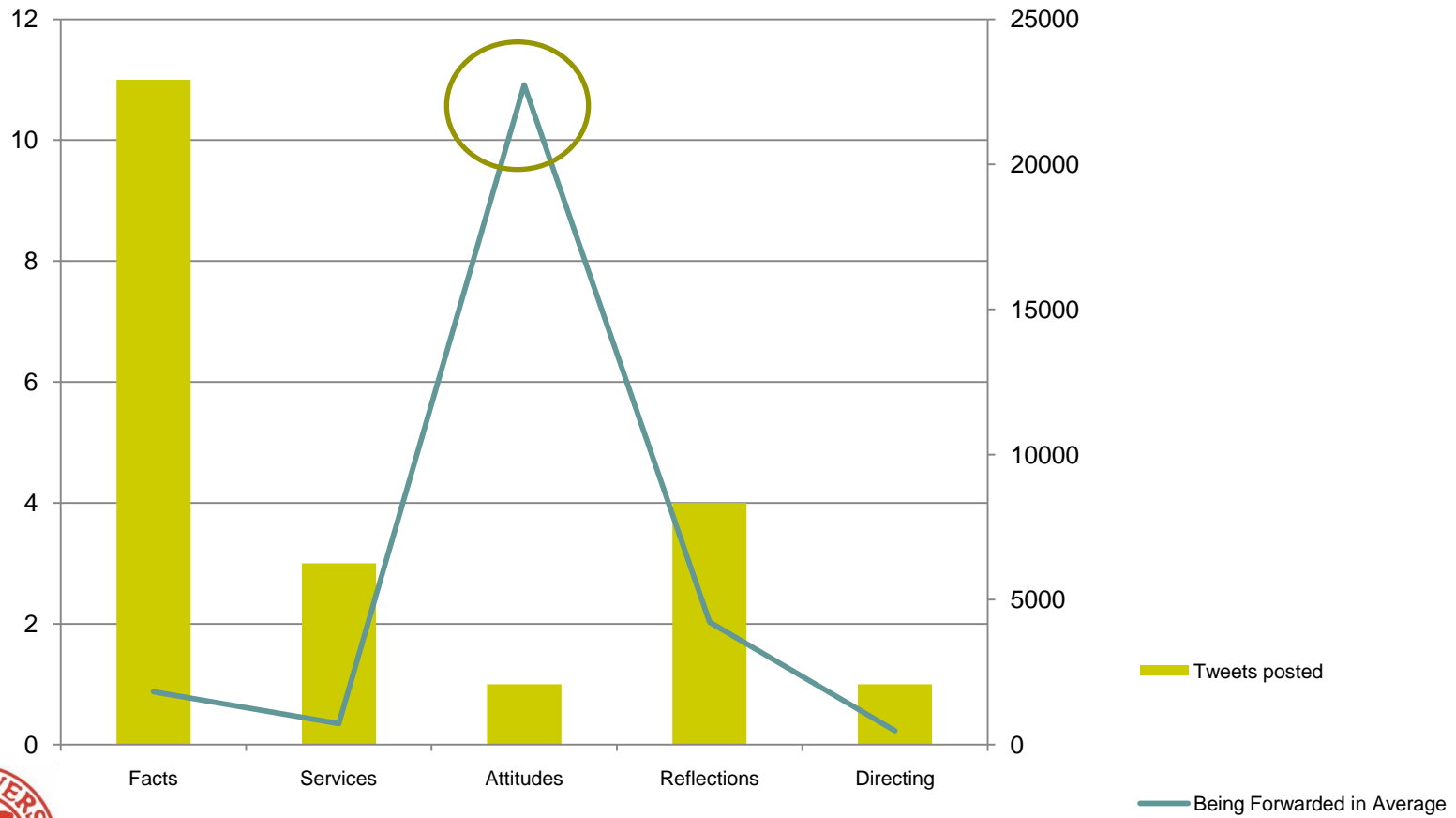
Information by Players
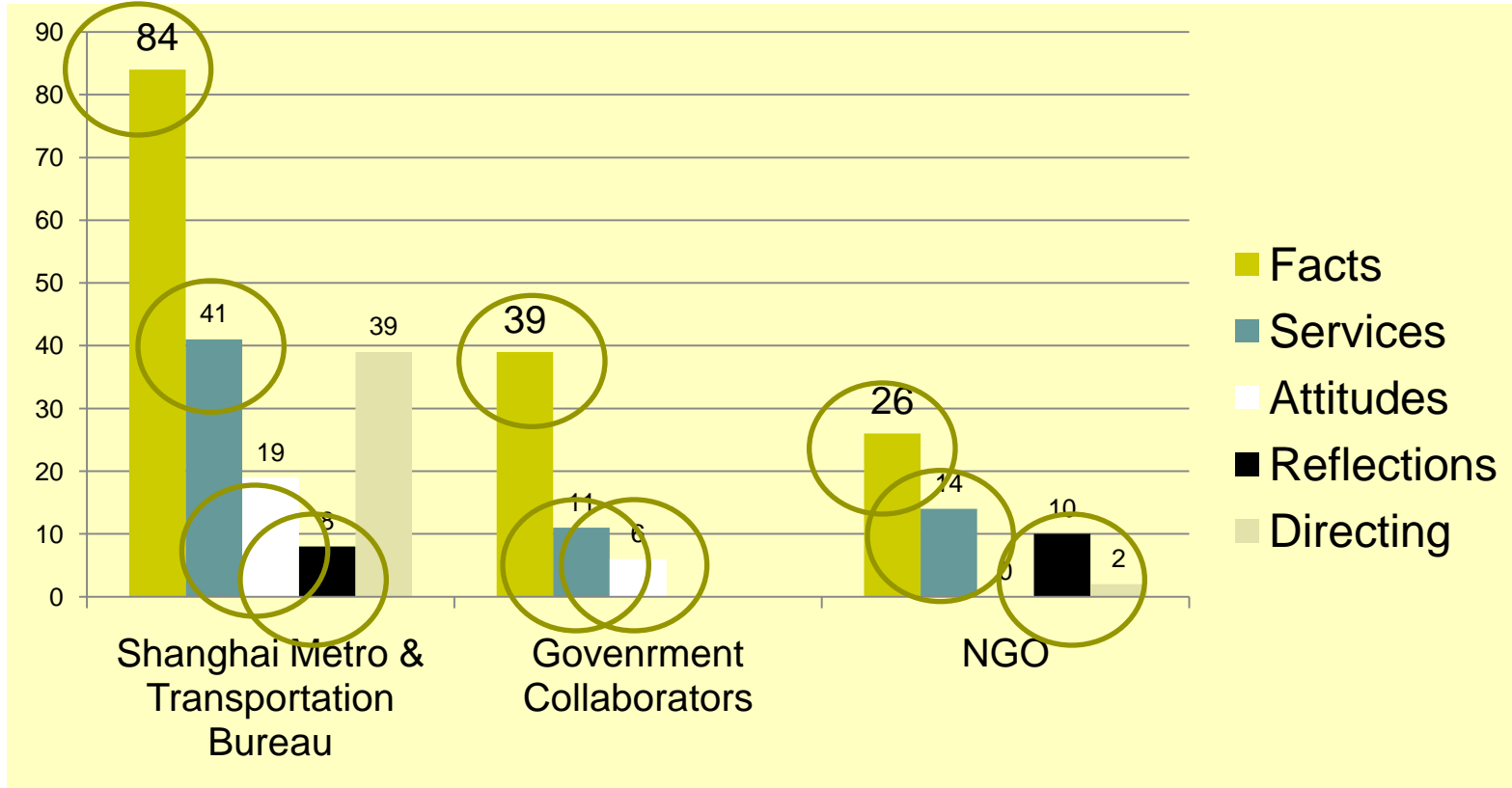
Information by Stage
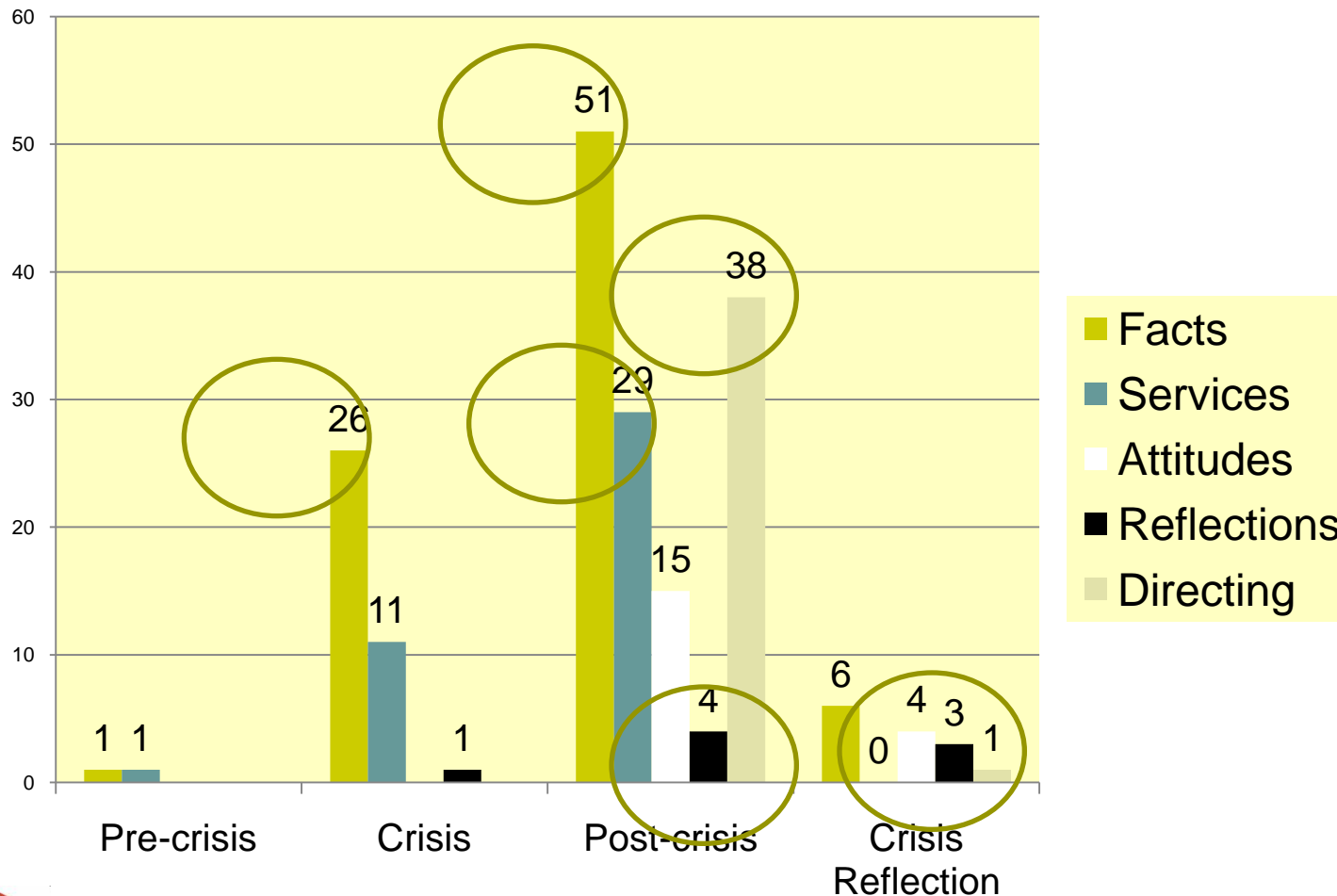
Forwarding by Stages
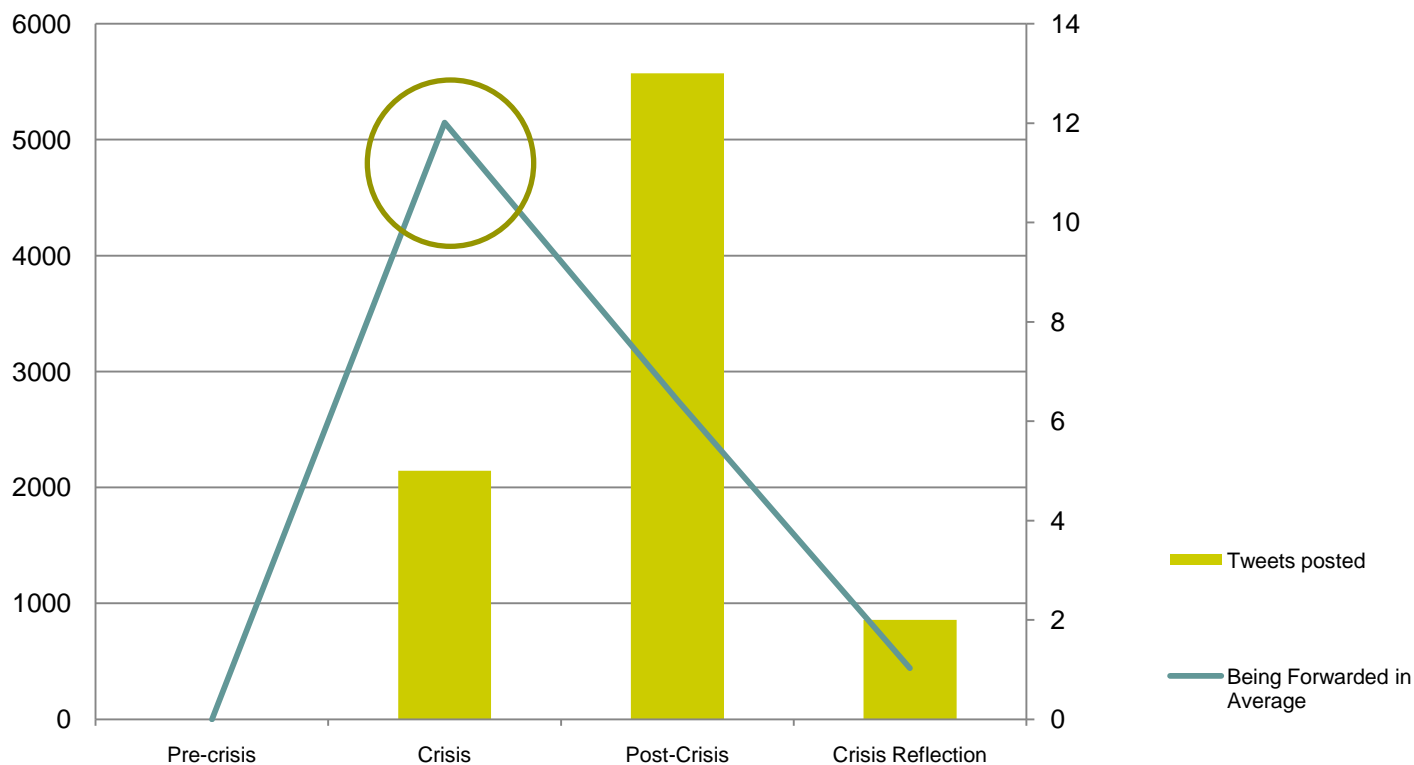
Forwarding by Content Types

Boundaries Crossed

- Vertical:
  - Agency in charge – Company
  - Across levels within the Company
  - SOE – Staff

- Horizontal:
  - Across government agencies
  - Government – Public
  - Government -- NGO
  - Across divisions in the Company
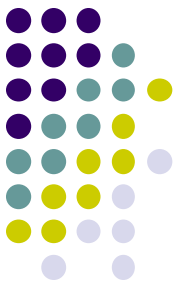 - Across individuals
  - Across distance

Conclusions

- Social media can be used to foster collaboration across various boundaries
- Different roles played by different players in different stages

Conclusions

Collaboration With Social Media	Collaboration With tradition IT systems
Voluntary	Mandatory
Bottom-up	Top-down
Citizen Initiating	Government-leading

THANK YOU!