

Co-creation and Social Media in Public Policy Development

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Abstract: Social Media has lately witnessed a roller coaster progress, from timidly connecting students to performing countless and chameleonic functions, tailored to the users' needs, to being a pipeline for vast amounts of data that provided support for infamously ran election campaigns. It has thus equally contributed to changes in social practices, redefining the public sphere, reshaping organizations, voicing the silent actors, while bridging societies to their public institutions and governments to people. Moreover, the current digital transformation is protecting people's rights, ensuring that all players act safely and responsibly, while technology unites people in a leveled up democratic process, to make change happen. In this context, a plethora of research speaks about raising awareness activities (Stoch & Roodt, 2016), highlighting that digital media can build social capital (Armstrong & Butcher, 2018) or generate collective action (Milan, 2015; Bennett & Segerberg, 2012) in organized "cloud protesting". More recent research concentrates on activism as a powerful tool for decolonisation (Garbe, 2024) or explores its utility and effectiveness to advance citizens' voices where the absence of strong institutions is a challenge in transitional democracies, (Saka & Ojo, 2024) through connective emotion. This helps participants digitally organize themselves, even though they sometimes lack an identifying cause (George & Leidner, 2019.) Concurrently, the present paper shows how social media mobilization backed by real public space initiatives and the power of social learning, social support and connectivity have been used in a co-creation campaign aimed at bringing change in Romanian public policy. The tested hypothesis was that social media provides an open, democratic and widely available arena for citizen discussions and involvement in developing public policies, with goal oriented results that serve the public interest, with legitimacy and triggered authority involvement. First we defined collaboration, the co-creation of public policies and their role in actively and directly involving citizens in the governing process, then reviewed literature on social media's role as a platform for open discussions, drafting and supporting public policies. To gather data and validate the hypothesis we used *Zelist Monitor* application, to track the activity of the campaign's Facebook page and analyzed *fan metrics*, *interaction index* and *responsivity*, *engagement* and *sentiment analysis*. Results have validated the hypothesis and thus they can further be used in future research, to identify which of the public values can garner enough support for co-creation to occur and thus lead to social change.

Keywords: Co-creation Campaign, Social Media, Public Policy, Digital Activism

1. Introduction

It is already a fact that the 21st century has brought more major problems than any other times before in our history: climate change, nuclear waste, terrorism, financial crises, etc. all of them apparently daunting. Moreover, all of them need policies to monitor, control, and guarantee society's welfare. On the plus side, citizens nowadays tend to be more careful with what life at large can offer, committed to protecting their rights and ensuring their well-being. Citizens thus become more involved in public policy making, due to a growing access to information and knowledge, due to a better awareness of what communities are experiencing, all brought up with the democratic access to communication devices, which enhances people's valuable solutions to remedy the problems, to harness support, to promote and enforce policy. Conversely, citizens' raising demands to be involved in public policy decision making is not a comfortable position for political leaders or administrative officials, as they are used to being in control and to top-down policy development. However, the advent of internet and social media has made citizens more vocal, triggered by a progressive losing of trust in the governments' ability to meet their best interests.

While there is extensive literature on collaborative governance and co-creation of public policy, more case studies to back more in-depth analysis are needed, to highlight the ways in which social media can facilitate and foster the development of communities actively engaged in public policy discussion, development and dissemination. Our paper is not focused on how governments collect inputs to improve the design of public services using social media (Alizedah et al, 2019). Also, our FB analysis does not reveal government's activity as a promoter in policy-co-design, yet it demonstrates how social power impacts political decisions and how engagement expedites change. Contextually, Romania had registered some of the lowest figures in civic participation in 2016, prior to the event under lens – only 2% of the Romanians participated in protest or demonstrations, 6% signed petitions (email or online), 5% commented on a political or social problem online, and just 2% boycotted various products, all part of the higher educated, urban dwellers.

Consequently, the present article aims to test the following hypothesis: social media is an open, democratic and widely available arena for citizens' discussions and involvement in public policies, when scaffolded by real

environment initiatives, enhancing citizens to become co-creators of public policies. To test this, we first reviewed the literature regarding collaboration on and co-creation of public policies, together with their role in actively and directly involving citizens in the governing process; then we covered the literature on the role social media has, as a platform for open discussions, drafting and supporting public policies. Thirdly, the article aimed to test the theoretical approach, by analyzing a situation in Romania in which public policy has been written and promoted by citizens. To avoid any political interpretation, collateral labelling or unpredicted misunderstanding of the topic, we chose not to cover something from the present, which still holds the public sphere with fierce debates- the situation we have chosen for analysis unfolded in 2018. This is the campaign designed to partly modify the Romanian Constitution, to include a prerequisite that no person could hold public office, had they been convicted of a crime before.

2. Citizens - Collaborators and Co-creators in Public Policy Development

A public policy is a solution the government provides to people's current problems on the public agenda, to meet societal needs (Rinfret et al. 2021). Until recent times, it was the role of politicians to propose policies that resolve conflicts, and the role of administrative bureaucracies to implement them (Meier et al., 2019). However, citizens' trust in the government has turned quite low, and this is still distrusted in most of the European countries, based on the Edelman Trust Barometer collected data (2023) whose report finds that the lack of faith in societal institutions, triggered by economic anxiety, institutional imbalance, disinformation and the battle for truth, have all brought us deeply and dangerously polarized, with a strong impact on the social fabric as well.

In this context, citizens need the government to be more transparent and better connected to society, to inform, motivate and involve individuals to find solutions for all that poses threats to their well-being. One of the most effective means to do this is to involve citizens into public policy making. That is why, more recent research has focused on ways in which citizens can become connected directly and effectively to policy making, through network governance, collaborative public management (Lang, 2016; Daugbjerg & Fawcett, 2017; Nederehand & Klijn, 2019), public-private partnerships (Nederehand & Klijn, 2019), smart public governance (Šiugždinienė et al., 2017) or open government data (Wirtz et al., 2017). Conversely, without societal involvement, top-down initiated policies are seldom appropriate for the situation on the ground and they do not reflect the principles of deliberative democracy (Dryzek, 2007).

Co-creation in the public sector is defined by Torfing et al. (2016) as a process in which public actors "attempt to solve a shared problem, challenge, or task through a constructive exchange of different kinds of knowledge, resources, competences, and ideas that enhance the production of public values". The actors involved could be politicians, public managers, administrators, service users, voluntary groups of citizens, private corporations, civil society organizations (Torfing et al., 2016), mobilized in mutual collaborations to define problems, develop solutions and put them in practice (Nabatchi, Sancino and Sicilia, 2017; Torfing and Sørensen 2019). Moreover, Morell and Hidalgo (2020) demonstrated participatory co-creation as effective on local public policies when citizen support to public policy-making is combined with face-to-face interactions and online channels. Also, the Organisation for Economic Co-Operation and Development noted in its 2018 and 2019 forums (OECD 2018, 2019) that a new societal contract is needed for citizens to become active creators of the policies that affect them, as together with governments they can tackle the "complexity of shaping policy in a post-truth world and [identify] opportunities for civic engagement and co-creation with citizens", by using social media. The same ideas are embraced by the EU Commission, who considers that today's societal challenges are too complex to be solved by the public sector alone. Among the aspects that count for a mobilization strategy, Naranjo-Zolotov et al (2019) consider (1) Civic spirit and popularity; (2) Social example that generates social behavior towards getting people involved; (3) Extensive, ageless and ubiquitous use of technology ignoring space, time and demographics; (4) Social capital and tech-supported dialogue to build social ties inside an interested community. Co-creation, on the other hand, may both be used as a strategy for strengthening policy making, public service provision or, as in the case of this study, administrative problem solving (Bentzen, Sørensen & Torfing, 2020). In this regard, Nabatchi (2012) states that engaged dialogue becomes the ideal mode of communication in co-creation processes, highlighting the importance of level and time of involvement when *passive actors*, decoupled from top-down decision-making processes and *highly active actors* are thoroughly engaged in a co-creative partnership in which power is shared among all. More than that, these actors are differentiated between *co-initiators* who define problems, *co-designers* of solutions and *co-implementers* of the selected solutions (Voorberg, Bekkers, and Tummers 2015; Bason 2010; Brandsen and Honing 2016). Thus, co-creation is seen as an early co-initiation and co-design, while co-production is the later involvement in the implementation stage

(Brandsen, Verschuere, and Steen 2018). In terms of people's feelings, co-creation is believed to foster innovation (Torfing and Ansell, 2017) and build trust (Fledderus, 2018)

3. Social Media as Platforms for Public Policy Co-creation Among Officials and Citizens

Social media, on the other hand, enhances multi-directional communication and effectively involves inordinate participants in the conversations, by providing forums, chats, social networking sites. Thus, technology allows public administration bodies to relate personally to all citizens and lets information spread through conversations that provide feedback to the government about social problems, effectively contributing to the policy making process. Transparency, participation, collaboration and empowerment are the best indicators of e-democracy and all these are enhanced with social media. (Al-Dalou' & Abu-Shanab, 2013).

Apart from being an immense pool of data that informs social, economic, and political public policies in a citizen-government direction, social media is an enormous database and a social indicator, a barometer of public policy effectiveness, generating understanding on how citizens' behavior functions in relation to public agenda and providing insights from people's engagement and their attitude, through sentiment and conversation analysis. It is the arena where the government can keep track of policy implementation into citizens' lives, as social media fosters engagement and participation. Margetts et al. (2016) have also explained that social media enhances visibility, and this new visibility expands our possibilities for undertaking collective action. Sometimes yet, "social media affects the perceived viability of political mobilizations and hence the potential benefits of joining, thereby altering the incentives of individuals to participate" (Margetts et al. 2016, 25). According to them, there are three ways in which social media can influence participation: (1) by shaping social influences of the users and of the communities those users are part of; (2) by exposing citizens to social information and by involving them, by raising their awareness on policy issues and make them join the discussion; (3) by providing people with the chance to co-create policies by voicing their opinions, to make actions public and visible. All these have been active in the case study our paper presents.

4. Using Social Media in Policy Making Processes

The case study we used for Romania to demonstrate social dynamics in public policy co-creation was the January 2017 government's decision to pass a series of emergency ordinances which generated the largest public protests in Romania, post- anti-communist December 1989 Revolution. About 500,000 people protested in February 2017 to ask for the government's decision change. As Bronnikov & Karpova (2021) stated, the internet acted as a tool to accumulate public opinion and mobilize intellectual resources, in an already polarized society.

Needless to say that the power social media has in civil society's involvement towards common issues stirred interest in other countries as well, with different lenses of approach. Bentzen (2022), for example, saw co-creation as a more defined instrument to solve citizens' issues with people's extensive involvement, for a case in *Denmark*, demonstrating that high-level involvement strengthens the outcomes of co-creation in terms of innovation and the development of trust among participants. He demonstrates the importance of time in the process as well. Fuster & Senabre (2020), on the other hand, demonstrated that co-creation can increase participation diversity aligning academic, economic, and social viewpoints in policy innovation, with a case in *Spain*. Here, the cycle of collaboration went beyond engagement or citizen support and showed the importance of combining online channels with face-to-face interactions for co-creation. Moreover, Rathore et al. (2021) explored to what extent citizens' opinions expressed on Twitter platforms contribute to policy design, in developing countries' contexts, more exactly in *India*. He contributed to the research with findings related to Habermas' theory of communicative action, highlighting that co-creation depends not only on citizens' engagement but also on how the provided information is used in order to generate the public policy design.

4.1 Data and Approach

The Romanian analysis looked at a public initiative group formed in November 2017, led by a lawyer. He called for support people in various fields but with impact in society, public and famous people whose names we'll not use: a philosopher, a writer, a piano-player, a legal adviser, a civic activist, members of civic groups, representatives of the Democratic Forum of Germans in Romania, citizens involved in civic actions and the

president of the Collective Association GTG 3010 (each with visible responsibility and social impact in Romanian society).

By having an in depth approach with instruments from *Zelist Monitor*¹ app, we were able to track and understand the activity of “No corrupt politicians in public office” Facebook page to bring evidence regarding the importance community has, on the one hand, in co-creating public policies and the power social media has, on the other, in generating communities and connecting them to public bodies for social response. In this respect, we analyzed *fan metrics* (their numeric evolution); *interaction index* and *responsivity* (if the fans get involved in comments and conversations and determines the time frame covered); *engagement* (the number of fans who interact with the posts by liking, sharing, commenting and tagging) and *sentiment analysis* (the emotions fans expressed when interacting with the posts).

Even though most analyses present false impressions about the huge number of likes, it is not that which shows the power the social network has on communities, but the engagement generated from comments and interactivity that proves a community can build social bonds among people to pursue common goals. A strong presence on social media is usually generated by answering comments, answering questions, while all this is combined with the frequency of posting (frequent posting guarantees public’s attention open). However, high frequency in posts does not always proportionally ensure high effectiveness. This resides in the content and the semantics of the posts. The return on investment in posting is generated not by a high number of posts but by their effectiveness that generates reactions and, therefore, a community. The number of likes increases with the growing number of people that like the page; however, people talking about an issue on the page refers to the number of unique users who have created a story about a post on the page in a week’s time. By stories we understand posts that show up in individuals’ news feeds; any sign of activity that comes from the users is a story in itself: a post, any mention in a comment, any tag, any check-in, any share, any recommendation as well. When interaction is assessed in connection to the stories developed on a page, it refers to the ratio developed between the total number of likes, shares and comments, faced against the total number of fans.

Conversely, by performing a content analysis in the context of the given fan metrics, we looked at the content generation, more exactly at the *overview*, and saw how much content the page in focus generated and how many fans it reached in a month. We also analyzed content response, which is divided into *emotions split* (the number of total reactions in a period), *responsiveness* manifested in the feedback given to the fans after they commented on the posts, replies and conversations, all against the time taken to show these reactions. All this information helped us create a bigger picture of the connections that exist between the content generated in social media, the way it impacts people and the way attitudes are gradually changed. We observed how *communities were developed through content management and how attitudes were changed through involvement*.

We have performed a mixed quantitative and qualitative method on the elements presented above as well as a semantic analysis, and what follows are the results obtained, represented graphically.

Starting with figure 1, we observe that even though the Facebook page had existed since December 2017, the number of fans was relatively small compared to what it grew to, once the collecting signatures campaign officially started, in March 2018. Moreover, the figures show that the numbers almost doubled, during the first three month. Then, starting with June, the number doubled each month, due to increased public interest and engagement, but also as a reaction to the authorities’ maltreatment on the volunteers who helped with signature collection. Public response was swift once the campaign became more visible and as soon as the promoted public values resonated with the public.

¹ Zelist Monitor app- media monitoring services , <https://www.zelist.ro/monitor/>

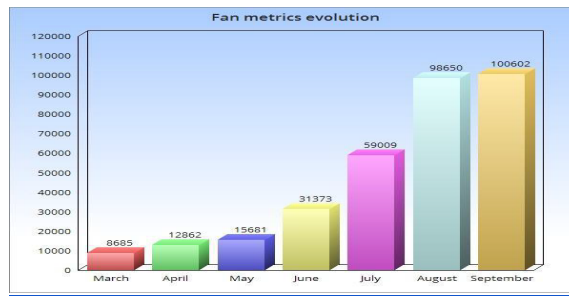


Figure 1: Fan metrics evolution on “No corrupt politicians in public office” Facebook page

Also, from March to August 2018, The number of posts increased from 25 to 131. However, the most significant rises in likes was from 10.268 in March 2018 to 178.182 in August 2018, while the number of shares rose from 7.659 at the beginning of the period to 93.886 at the end, as shown in Figure 2. Comparatively, the number of comments experienced the smallest increase, from 700 in March 2018 to 7.397 in August 2018. In September 2018, the numbers for all activity on the page decreased once more, as the signature collection campaign had reached its goal and citizen mobilization was no longer necessary. Yet, the content chosen for the targeted public generated emotion and reactions. Then once the page gained traction, the activity online doubled every month from June to August, to then drop in September, when the mission of gathering the signatures had been completed. This proves that the campaign was active and produced engagement, while the Facebook page was a potent instrument in the public policy campaign, it activated a community and promoted the public values it believed in.

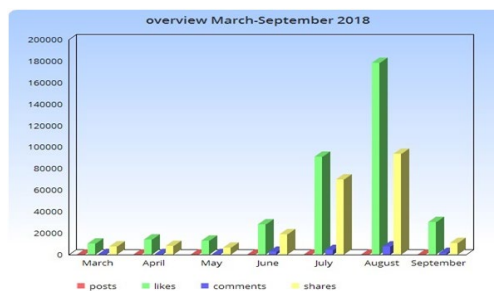


Figure 2: Overview on “No corrupt politicians in public office” Facebook activity

In the community, the number of replies was higher than the conversations, (Figure 3) therefore dialogues were not created around a post. All the users asked questions and answered each other independently, developing action, engagement and raising awareness, without creating a topical thread. Replies were added to the main comments of the posts, sometimes on a longer timespan from the initial posts, depending on the content and the moment when they were posted, but also correlated to the introducing text as well.

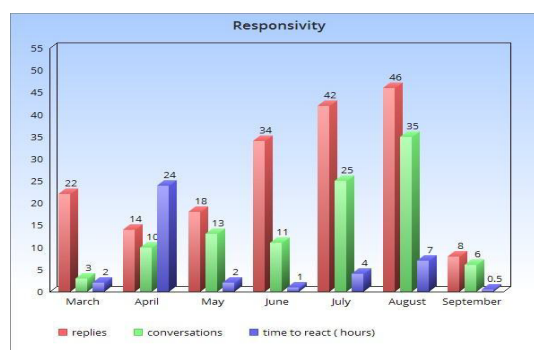


Figure 3: Fan metrics evolution on “No corrupt politicians in public office” FB page

The posts and conversations were accompanied by reactions and their number was constant on the page, between March and May, when action was low, (Fig. 4) but started to grow when co-creation continued, even though the volunteers were hindered from accomplishing their task. The peak of the reactions was in August, also due to the fans’ and unique visitors’ high activity on the page, to then lower in September, when the campaign ended.

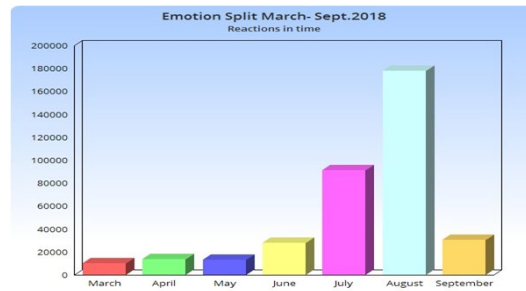


Figure 4: Overall emotions/month on “No corrupt politicians in public office”

Plus, *emotions* grew to be highly visible in July and peaked in August (as shown in figure 5) due to the mobilising posts. Looking at reactions, “like” button is extremely used and reaches a peak in the June- August slot, slowly followed by “love”, simultaneous with the action taken by volunteers and their signing process. The third place in reactions is “anger,” when the volunteers were harassed by the opposing forces in an attempt to hinder signature gathering. The appreciation numbers are important, because it includes unique visitors as well. This is an indicator that the power of engagement was high through posts that were shared by fans, gathering reactions from unique, arbitrary visitors as well.

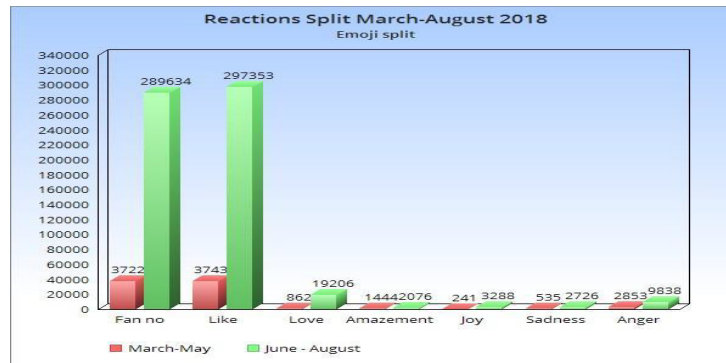


Figure 5: Reactions split on “No corrupt politicians in public office”

To conclude, the *number of fans* grew moderately from December 2017 to March 2018, doubled until May, then doubled monthly June to August, when the public interest and engagement grew, as public figures acted actively while authorities hindered the volunteers from gathering signatures, ouzing resentment that coagulated people in one common goal. Then, the activity doubled every month from June to August, when the message resonated with the followers, i.e. *likes, shares* and *comments*. Among all these, the number of *replies* was higher than the number of *conversations* (where replies are unique, independent and sometimes at a later stage comments) meaning unique visitors were mobilized into expressing support for the cause, on the page users, and so engagement, awareness and eventually action were generated. Emotional reactions for the posts and conversations on the other hand had a constant number until July when they grew and August when they peaked, explained by massive mobilization. *Like, love* and *anger* were the most frequent ones, and since the numbers of *like* and *love* were higher than the number of declared fans, the conclusion is again that unique visitors were present and in higher numbers than the declared and registered page fans. This provided us with a general overview and a quantitative assessment, but in order to better understand how this mobilization occurred in the six-month period, a semantic analysis on the content was necessary.

4.2 Results and Discussion

From a semantic and quantitative approach, backed by the *Zelist Monitor* data, the social media campaign analyzed between March and September 2018 showed 468 posts which can be grouped into five major categories: a) public personalities’ involvement (actors, politicians, artists, journalists, etc.)- 53 posts; b) signature collection campaign dynamics- 95 posts; c) calendar, places and encouragement for people’s signature-108 posts; d) volunteers’ request for help with signature collection-30 posts; e) random users’ signature- 51 posts; f) other corruption cases among politicians- 40 posts; g) public authorities abusing volunteers against collecting signatures- 60 posts; h) volunteers’ explanation on public policy legally binded procedure- 28 posts.

What is more, the most representative posts were met in June-August frame. Duration from the initial post to the last comment shows the intensity of the post and the intensity of the relationships developed among users that share the idea generated by the post per se. Intensity is again extremely high for the posts in this period, June-September 2018, especially for the most representative posts, showing a strong bonding among users, showing sense of community and determination of the group. Emotional support has been given in very high proportion with positive words on the wall, with comments like “Bravo” and “Congrats” while social distance was low. All these indicate strong relationships built among the members of the community that get involved in co-creation, a strategy meant to promote a specific attitude, engagement for co-creation, to develop strong bonds through content in order to accomplish the goals. It is diversity and consistency that support this kind of strategy. According to Granovetter, (1983) strong bonds bring change and help organizations survive through a time of crisis, they act upon emotional distress and are created among people who trust one another and whose social status is similar.

Looking at the most popular posts with a semantic lens, to better understand the reasons why this appealed to so many people, we collected data using *textalyser.net*². It was thus revealed that June 22nd 2018 post marked a turning point. Less than 3 three months before the end, only 200,000 signatures had been collected. In this context, the post *Be the hero without corrupt politicians!* brought more signatures and more volunteers in the collection effort. The posts with *Wonder Woman* and *Superman* fought corruption and collected 2297 likes, 348 comments and 2096 shares. The page administrators’ intervention can be seen in comments boosting the community and its sense of confidence. A lexical analysis of the post and the comments, using the aforementioned tool reveals the most frequently used words- “sign” and “signatures”- 66 occurrences; “criminal” and words semantically related to it-35 occurrences; “collect” and “collection”-17 occurrences; “public office”- 22 occurrences. Thus, both the post and the comments met the goal of the campaign, signature collection for the public policy proposal to become the law that hindered the convicted criminals from holding public office.

The second post under analysis is *The new detergent #resist with a flavor of no corrupt politicians*, a humorous post on July 12th,2018, a video appealing to emotion for signature gathering. The targeted public is young and family oriented. The light tone matches the mindsets of the young audiences. This garnered 4363 likes, 190 comments and 4397 shares, based on a frequent cognitive pattern- advertising for detergents. The introducing message is a call to action, the need to clean the political class. The post stirred comments until May 2019 and sub-comments until October 2018. Analyzing the post and the comments, the most frequently used words are: verbs showing support and action (*support, believe, do, resist, accuse, sign*)- 29 occurrences; “criminal” and other corruption-related words- 17 occurrences; words related to *Romania*- 10 occurrences. Since the targeted audience is younger, action is at the forefront, signalling the new generation that can change Romania and eliminate the corruption danger from public office.

Finally, the most popular post on the page signals the milestone the campaign reached after months of intense public engagement on Facebook, namely, collecting 1 million signatures, double the legally required numbers. *We are 1 million! We thank you!* was the message of this post. August,21st, 2018 represents a panoramic view of the people protesting in front of the government; the crowd displays the national flag and the text introducing the post addresses the public appreciatively for reactions. This post gathered 23515 likes, 843 comments and 15372 shares. The comments and sub-comments spread from August 21st, to August 25th. There is interaction among people’s comments and responses that alternate in a dynamic vein. The most frequently used words are: “congratulations”, “bravo”, “respect”-77 occurrences; “Romania” and “country”- 71 occurrences; “sign” and “signatures”- 56 occurrences; “million”- 34 occurrences; “initiative”-27 occurrences; “parliament”- 21 occurrences; “hope”-16 occurrences; “vote”- 9 occurrences. These words indicate pride, respect and personal involvement that all the active people felt, as well as the awareness over the next stages of the initiative: the outcome of the comprehensive campaign was 26th of May 2019, when Romanians voted in the referendum and, with an overwhelming majority, they validated the changes to the Constitutions that would prevent corrupt politicians from holding public office.

5. Conclusions

The hypothesis which stated that social media is the best suited public forum at present for citizens’ involvement in public policies was validated. Our case study has proven that citizens employed social media in order to

² *Textalyser* is a free web-based text analysis tool offered by the Bernhard Huber Internet Engineering Company.

interact with the organizers of the campaign “No corrupt politicians in public office”, to debate and show their emotions and involvement. This ultimately proved, through increased activity on the Facebook page, that social media is a more than suitable mobilization tool that can turn a public policy proposal into a legislative reality. Another anticipated result of the campaign “No corrupt politicians in public office” was that it created social cohesion and a more resilient community that required politicians to obey higher standards of professional ethics. Moreover, the campaign also fostered the development of more civic-minded citizens, which was mirrored in the 48.94% attendance of the population to the elections for the European Parliament, an election with few domestic stakes, but which signaled the fact that Romanians were no longer passive with respect to who governs them and what values they uphold. Further on, our analysis demonstrated that *passive actors* of the top-down decision making process witness powerlessly how *highly active actors are thoroughly* engaged in a co-creative partnership in which they shift informal and formal power, shared among all. In our study, *co-initiators* were public people with resonance for society and acted online, while *co-designers* of solutions were the volunteers who acted both online and offline, among real groups and within real meetings with society, while *co-implementers* of the selected solutions were the citizens in a continuum involvement. Our results have shown that *co-initiation* and *co-design* unfolded in a hybrid manner, both online and offline, while *co-production*, as a later involvement in the implementation stage was definite when the change was validated in the Referendum. Last but not least, our study demonstrated that *social information can mobilize citizens* around public values when people see that others are also interested and active. Also, our results confirmed that *social media shaped social influences* of both the users on FB and of the communities around, by informing and involving citizens, thus raising their awareness on the ordinance implications and long time effect, and made them join the process, thus providing them with the chance to contribute to a better society legislative frame by voicing their opinions, by pushing politicians towards a fair and democratic system for all.

6. Limitations

A comparative analysis with similar campaigns was not in focus given the hypotheses we aimed to validate. We used Facebook exclusively as in Romania the other social media platforms are not popular extensively, especially with all age groups. A report by *Zelist Monitor* for 2018 counted 10 million Romanian users for FB, just 3 million users for Youtube and less than 50.000 users for Twitter. The quantity of engagement was in focus to demonstrate the power of contribution, whereas the quality of engagement is set for future research. Also, drawbacks on what echo chamber and misinformation can do to affect the co-creation process can be an extensive case study per se, and it was not the goal of this paper but of course they will be considered, in further analysis.

Ethics Declaration

Ethical clearance was not required for the research

AI Declaration

I confirm that AI tools were not used in the creation of the paper

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