LUND UNIVERSITY
School of Economics and Management

**Master programme in Economic Growth,
Innovation and Spatial Dynamics**

Development aid in an era of social media

A case study of Sweden

Micaela Francke-Rydén
utv09mfr@student.lu.se

Abstract: Social media have come to influence the way we interact, both on an individual level and an organisational level. Businesses in all industries are quickly realising that if you are not on social media you do not exist.

This thesis aim to investigate how social media influence the aid market and how/if the individual consumer has changed their participatory behaviour towards aid organisations. A case study of Sweden stands as the example of how aid organisations are losing members yet experience a larger consumption of information and online participation. Social media have made it possible for aid organisations to promote transparency and anti-corruption for a more competitive market as well as allowed the public consumers voice to be heard.

Key words: aid organisations, social media, transparency, participation, engagement, online, aid market, consumers, interaction

Website www.ehl.lu.se

Index

1. Introduction

The history of communication is long and dates back to the prehistoric time, but with clear and significant changes in technology that have evolved in tandem with shifts in political and economic system. The 21st century saw an explosion of public writing with blogs and social media, made possible by new technologies which created new ways of interacting. Some might suggest that the emergence of blogs is nothing more than a blip on the historical radar of communication, but it can also be seen as the turning point in the way people think about computer networking (Halavais, 2013:109). The social media era began in 1998, only three years after the internet had been labelled as 'hype'. But the emergence of blogs and AOL instant messages in 1997 came to change the view of the internet. The late 1990s and early 2000s saw a range of internet tools for information and communication emerge such as Google, Friendster, Wikipedia and in 2004, Facebook (Curtis, 2013). The overlapping edges of the developed and developing world have traditionally been unexpected formations that cater for communication and popular ideas of an interrelated world and cyber-connection: globalisation. The phenomenon of globalisation constructs a state of culture in transnational motion, the flow of people, trade, technologies, ideas and communication have created cross border movements and social movements (Shome, 2010). Hence it is important to mark the turning point of online communication, it is considered to be a social technology and the present wave of social media has become apparent to wider groups of people around the world increasing active and engaged networks globally (Delwiche & Henderson, 2013:3). Globalisation have historically brought people closer together with ships, telephones, e-mail and now with social media does the world seem smaller than ever – we have the possibility to engage in questions all over the globe.

Social media is quickly becoming part of everyone's lives and the revolution of it can be compared to the advents of printing, television and internet. But the biggest change brought on by social media can be seen in the way we interact and the number of people with whom we can interact. We are no longer limited to people we know, meet on the street or friends of friends. Today we have the possibility to interact with people from around the world. This gives us the opportunity to share opinions, ideas and values to a far wider range of people than ever before. This is true for all; private persons, the public and industries. However this thesis will examine the development aid industry and the case of Sweden.

Social media is a tool that affects everyone - it can help communities recover from disasters faster and might even prepare us better for coming disasters as information can be spread quickly which may generate larger donations. With social media, aid organisations are given the opportunity to

create and get into discussion, reach people and bring stories of others out to the world (Aid Forum, 2014). However, as social media has allowed people to tap into a fountain of human knowledge and awareness it has also come to characterise an era of world-weary doubt as aid organisations face far more criticism than ever before (Buncombe, 2013). Globalisation and communication are closely related, and some may argue that the unequal transnational flows of capital and culture have created new problems (Shome, 2010) for aid organisations, as the market has changed and become more competitive but still relatively inefficient (Klein & Harford, 2005:4). The aid industry is not only formed by the market, that overall seems to grow more private, but also by the political and economic situation within donor countries hence the change in how development aid has been given and used over time. Development aid will always be influenced by and reflect political, economic and institutional changes, which may create new ideologies that in turn influence cooperation among countries, institutions and organisations. With social media the cross-national encounters of globalisation increased, meaning that the world-wide connectedness has intensified by flows across national borders. This consequently has effects on development in distant places, which in turn also has a larger impact of local happenings and events (Shome, 2010). Hence, the role of NGOs has changed and the aid industry and market looks different now as donors and receivers of aid are demanding more information about how monetary aid is used. In this case social media can help aid organisations reach new audiences as well as informing existing donors via short messages on twitter or pictures on Instagram, for example. However it is still important that solid information is provided via webpages and newsletters. Social media is an outstanding channel for aid organisations to create communication channels and interact with stakeholders since it provides a number of new opportunities, but also potential challenges are important to be aware of. Aid organisations will be open to more criticism and feedback, which can help promote transparency in the organisation. However, this could also potentially harm the organisation if social media backfires and the organisation respond to the criticism in the wrong way or if organisations are rushed to move more quickly than they are comfortable with due to pressure from the public (Aid Forum, 2014).

1.1 Aim and research questions

The aim of this thesis is to investigate the role of social media in the field of development aid and the aid industry. As the communication technology has developed global issues in developing countries has become a larger concern of the developed countries. The spread of social media has also made it possible to get a glimpse of how the ordinary population lives, feel and need - social media has made it possible for people in disaster areas or war zones to share their stories global. The communication channels provided by social media have made people across the globe more informed and the way we participate with aid organisations and many other industries have become more online based. There has been a shift in the way we communicate; mediated communication is expanding and face-to-face communication seems to become secondary (Keller, 2013).

Research Questions:

In what ways has social media changed the market for aid organisations and how has it affected the interaction between the aid organisations and their potential donors?

How has social media influenced individuals' interaction with aid organisations and the way that they participate in development aid?

In order to reach the aim and provide clear examples I have divided this thesis into two different analytical parts; organisational level and individual level. The reason for this is to target my aim from two directions and create a better understanding about the effects social media and communication technology have on aid organisations and how the public's behaviour and participation have changed over time. By building my thesis on the case Sweden and four different aid organisations (IM, Red Cross, Svalorna and Save the Children) as well as a self-constructed survey among the Swedish public I will be able to provide findings on how aid organisations interact with the public online and vice versa. The thesis build on primary data from semi-structured interviews with four Swedish aid organisations (IM, Red Cross, Svalorna and Save the Children) and a survey conducted by 119 people of the Swedish public as well as previous data and research. Hence, it is important to recognise that this thesis can only answer for how these Swedish organisations are interacting with the public on social media and vice versa.

As the phenomenon of social media is still in its infancy of about 10 years, it is hard to predict where it will end. But I hope to create a better understanding of the ways social media influence the

participation and interaction between aid organisations and the public. The primary data of this thesis will be able to shed some light on how aid organisations and the public view online participation and the effects the change in participation has on the aid industry. The theory of participation by Dahlgren (2009) builds on civic cultures, which are constructed by values and embody multiple loyalties without constructing boundaries between groups. Social media has provided the possibility to create civic cultures across the world and engage in questions in countries far away, thus it can be argued that we are moving into an era of more online participation for the individuals' consumption rather than as group or societal conception.

1.2 Structure of the thesis

The structure of the thesis is divided into six chapters to help guide the reader through the history of aid as well as theories of participation. Chapter 1 *Introduction* introduce the reader to the research subject, material and research questions. Chapter 2. *Survey of the field: the development of aid* provides a background of how development paradigms and theories have changed over time and how the evolution of aid and social media have developed separate and the together. The theory is presented in Chapter 3. *Theory – participatory theory*, the main theory is built on Dahlgren with some interpretation of Butsch (2008). These two theorists have been used as their notion of participation fits well with the subject of social media, online participation and markets. The way the thesis is conducted and which tools that have helped build it is presented in Chapter 4. – *Methods.* Chapter 1-4 will have provided the reader with enough background to understand the arguments and findings in the empirical analysis which makes up Chapter 5 – *Empirical analysis* which is divided in three to answer the two research questions and provide the background about Sweden needed to create a deeper analysis. The thesis will end with Chapter 6 – *Concluding remarks and main findings* where the main findings of the thesis will be presented together with a hypothesis of the future impact social media might have on the market for aid.

2. Survey of the field: the development of aid

Development paradigm and theories are always changing and this consequently influences the aid industry and the ways development aid have been given and used. This chapter will treat the history and evolution of development aid and how its history and present is influenced and reflected in political, economic and institutional changes. These are changes that create new ideologies that in turn influence the development scene and the cooperation among countries, institutions and organisations. Over the last decade, social media has connected people across the world, which has changed the market for aid as a consequence of the new information channels that have given more attention towards aid.

The phenomena of social media is relatively new, only circa ten years of age and the real boom for social media as a tool for marketing, communication and participation is even younger (Dahlgren, 2009:13). This section of *Survey of the field* will try to map out the evolution of development aid since social media has entered the development agenda in multiple ways. Since the topic is new, the section on social media will treat all kinds of 'new media', from civil journalism as in blogging to Facebook in order to provide a background as to how the development aid industry can use social media as a communication and participation channel. This will help create an understanding of the 'power of social media'. However, we will first have a quick look at the development of the aid industry to show upon how we came to be where we are now, with social media being an important tool of information.

2.1 The history and evolution of development aid

The history of large aid transfers can be dated back to the 1800s, however this thesis will start the tale of development aid in the post-war era in July 1944. Over 700 delegates from forty different countries had gathered in Bretton Woods, New Hampshire, USA to establish a global framework of financial and monetary management. The meeting in Bretton Woods gave birth to the dominant framework of aid-infused development and the feeling of responsibility to provide developmental opportunities for the less fortunate countries. (Moyo, 2009:10)

The focus of the western economies was largely put on economic growth and capital accumulation that took the form of saving and foreign trade. The development aid was influenced by the modernisation paradigm and the thought was that development would link traditional societies and industrial states (Stokke, 2009:40). The aid programmes, Marshall Plan, adopted in Europe after the Second World War restored the infrastructure and brought political stability as well as benefitted the donor country USA. As the reconstruction and development aid in Europe had proven to work the

Marshall Plan was considered to be a sustainable model for developing countries around the world. By the end of 1950s when Europe had recovered and the attention was moved to other regions of the world, Africa in particular became a target for aid. It was at this time widely assumed that poor countries lacked the financial capital needed for development and as the Marshall Plan had proven to work in Europe aid came with the constraint of open markets and cooperation (Moyo, 2009:13). This type of aid created new forms of colonisation characterised by authoritarian rule, and the economic growth within developing countries was also of benefit for the donor-country. However, big scale projects of infrastructure and large-scale industries did bring capital and technology to the developing countries (Stokke, 2009:6). The fundamental part of these projects had long-term pay-offs and they were therefore unlikely to be founded by the private sector (Moyo, 2009:14) and as of the 1960s many former colonies became members of the UN and raised the important question about social and economic development. The bipolar system of Bretton Woods was still dominant in international politics however; the aid paradigm changed when developing countries came to take part. The UN became the main platform for developing countries to participate in the global politics and change their foreign policies. However, modernisation was still the dominant paradigm when it came to development aid and as the Cold War approached new players entered which changed the institutions of development (Stokke, 2009:132).

Conflicting ideologies of the Cold War in the 1970s came to be characterised by participation and the increased effectiveness of donor-led development stressing new reforms and institutions. The growth-oriented development aid strategies of large scale industries and top down approach saw an end by the 1970s. The former aid policies were widely believed to have failed and the World Bank under the leadership of Robert McNamara reoriented its strategies to become more poverty-based. In practice this meant to redirect aid from large infrastructure and industry investments to agricultural and rural projects, education and housing etc. The focus shifted from large-scale and emphasis was now on the poor. (Moyo, 2009:16) A new bottom-up approach for human development and small scale to benefit the people became the agenda, Chambers (1995) argued that it was time to *hand over the stick* i.e. to invite the precipitants of aid in planning and participation. This was the start to what may be called the *rise of glamour aid*, the morality of the west would generate in the millennia goals and it would appear as the western donors looked to celebrities for guidance on how the new paradigm of development aid were to be designed (Moyo, 2009:27). Despite the rather irregular road of development paradigms and strategies over time, the morality of the developing countries have created many advantages for today's developing countries compared to those thirty or forty years ago. The aid industry is increasingly concerned about costs

and the different paradigms have all had influences on the way the world looks today with more market access, better risk sharing instruments, financial organisations and infrastructure. The different stages of aid have created the opportunity of choice for developing countries, though these opportunities may also be of disadvantage. For example, India has chosen to work with only six preferred agencies to not become overwhelmed, while in other countries the competition between aid donors and many choices have had damaging results. Aid flows and hundreds of different development projects can damage countries institutions and leave the states fragile and failed which makes them more likely to fail making choices to benefit their people. (Klein & Harford, 2005:131)

The modern development aid built on the Bretton Woods conference in 1944 has been confronted with continual change in its strategies and paradigms, and it has adapted to these changes. However we now see more donors on a market with fewer precipitants and with new tools for development. Governance remains the heart of aid and official development assistance such as government-to-government and World Bank aid are still the largest development agencies (Moyo, 2009:23). On the other hand, private charitable giving is growing and cross-border giving foundations such as NGO:s are substantially giving the worlds developing countries more choices to consider (Klein & Harford, 2005:44). The aid industry is growing more diverse while at the same time becoming less concentrated. As new aid agencies set up, old ones never shut down which creates a market misfit and competition of real cost for the recipients countries. One of the main factors for the market misfits in the aid industry is claimed to be the lack of information, information that help recipients and donors make meaningful choices. (Klein & Harford, 2005:4) But as the aid industry changes over time, so does the focus of aid – the Bretton Woods conference focused on economic growth and an international financial system, the new focus is on results for everyone to understand. As the aid industry grows it is also becoming more competitive, competition that is imposing organisations to show they have made results and be transparent (Klein & Harford, 2005:26). The information about projects and transparency in aid industries has become increasingly important with the rise of social media. It has long been media's role to enhance and expand participation for activist and social movements to experiment and create democracy (della Porta & Mattoni, 2011:175). With social media the tools of transparency and debate have become available to wider groups and created platforms for self-expression and communication of bout commercial and informative value (Halavis, 2011:110). Following from this development the private sector is increasingly becoming more important within the aid industry, both as donors and recipients of aid (Klein & Harford, 2005:33).

2.2 Social media and Development aid

As noted in the section above, the official flows of finance from rich to poor countries have decreased. In 2002 the international aid flow to poor countries reached about US$104 billion, with about a third of this sum given in the form of loans at or near the market interest. This gives us an indication that the official development assistance with long term grants and loans are becoming less significant in the industry of development aid. Since the 1970s the official grants and loans have decreased with more than a quarter relative to the gross national income of high-income donor countries (Klein & Harford, 2005:27). Thus the private sector became an important source of grants and loans, numbers indicate that the public and private aid flows were equal in the early 1990s at around US$150 billion while in 2002 the private aid flows were out pacing the public aid flows with almost US$200 billion (Klein & Harford, 2005:33). However the complexity of private and public grants and loans lies in the neat categorisation of finance sources, but the numbers of public vs private aid gives a general idea of the shift towards more private finances. This can especially be seen in middle-income countries (Klein & Harford, 2005:33). Private finances impact on developing countries and cross-border giving foundations such as NGO:s are extensive; with more players on the development aid market is it important to try to maximise the benefits and for this to work we need better information. Both public and official aid donors are demanding improved quality of given aid and here is where social media may be of assistance for better quality aid. We strive to have informed choices for working markets since the choice without information is not enough (Klein & Harford, 2005:131). The 21st century has seen an explosion in public writing, much of it as the result of social media. The novelty of blogging (also called citizens journalism) has created new ways for new technologies and can be argued as representing a turning point in computer networking (Halavais, 2013:109). Social media and blogs are not the first experiences of social technologies, but the extensiveness of the social media wave and the long distance impacts of social media and blogs are astonishing, all created by the free space online. For business and industries to overlook the rise of social media would be a great error for improving the information in the market of aid. The social web can be visualised as a community, some spaces can be compared to street corners or pubs, and we invite guests and hope they engage in conversation. Online participation walks on the line between public interaction and isolation; something that is hard enough to accomplish in real life becomes even more challenging in online spaces – free spaces where it is hard to determine personal space. Despite the challenges of personal space social media and blogs have emerged as an ethics from practice that created transparency. (Halavais, 2013:113) The dedication of transparency has led to other opportunities such as public material, the desire to avoid exclusion and contribute to the global society, things that are all important in the aid industry.

Blogs and social media have opened the idea of presenting information to a larger audience, whether it is through Facebook, Twitter, blogs or any other of the many different services that build the online society. Some examples of how social media have created a larger audience to the aid industry will now follow. When the Philippines were hit by the typhoon Haiyan on the 8th of November 2013 millions of people was affected, half a million displaced and the typhoon was followed by a flood of information. Aid organisations, both public and private and disaster relief teams from all over the world came to the Philippines to help with the reconstruction and aid work, however they also had a new ally – social media (MacKenzie, 2013). One of the aid workers who used social media to collect donations was 38-year-old Dr. Cua, who posted a straightforward message on her facebook: *please donate to help send a medical team to Tacloban*, Philippines (eds. by writer). She received more than £30,000 within 24 hours and could send a team of nine doctors and nurses with a supply of medicine to the disaster area. Donations and actions through social media may represent a new trend in how the world responds to natural disasters. Namely smaller, locally based and financed organisations that work alongside and sometimes ahead of international organisations. (Buncombe, 2013) This trend became of more importance after the earthquake in Haiti 2010 when aid organisations were criticised for not listening or welcoming the help from indigenous groups with local knowledge. Matt Cochrane from Unicef said that aid organisations at first were a little bit uneasy with the ad hoc groups but that the view of them has changed over time. As grassroots organisation are becoming more important it has been recognized that it is through local organisations humanitarian aid should be delivered. (Buncombe, 2013)

Through the 'Arab Spring' the world witnessed an exceptional rise of citizen's journalism, via blogs, tweets and other social media, which helped trigger a series of revolutions. Thus it seems like social media have no limitation. Social media can be used for political provocation as well as being a tool in humanitarian emergencies, during emergencies it is important that information is transmitted to languages and methods manageable for those affected (Irin news, 2014). Faisal Kapadia, a Pakistani online social activist argues that not everyone can access a computer but a majority of people can access a mobile phone. Through the mobile phone twitter, text messages and social media can be accessed and so the possibility to make a difference for aid recipients by catering for their direct needs and to create transparency.

As noticed social media can be used both as a tool to raise money and as a complement to mass media through citizens journalism and blogs. According to Keim and Noji (2011) can the use of social media for humanitarian purposes offer psychological benefits to vulnerable populations. They claim disaster victims report a psychological need to contribute and by contributing are the better able to

cope with the situation. By reporting events and progress through social media people can replace the helplessness, sometimes placed on aid victims, with dignity as well as personal and collective responsibility (Keim & Noji, 2011). Furthermore aid organisation sees the advantages with social media, and it is becoming an important tool for the work of many organisations. One of the greatest advantages seems to be the possibility to have a two-way dialogue, both with affected communities and donors. (Irin news, 2014)

Social media is a cost-effective and convenient way to promote openness, transparency and reduce corruption both in governments and aid organisations. Many anti-corruption initiatives have not focused on information issues; hence many of the anti-corruption initiatives of the past two decades have been tied to economic development aid form large organisations such as the World Bank, USAID and the International Monetary Fund. The emphasis of anti-corruption statements of large aid organisations tend to lay in economic reform rather than information, i.e. the World Banks suggestion that '*economic reform should be a main pillar of an anticorruption strategy*' (Bertot et al. 2010). But we need information to be able to make choices and because of social media is it now easier than ever to create transparency and promote anti-corruption. Social media can reduce corruption through information on good governance, political provocation, create relationships between employees (of aid organisations or governments) and citizens as well as making information about activities and spending available.

3. Theory – participatory theory

This chapter presents the theories to be used in the thesis. Participation theory has been chosen as it gives the opportunity to link social media to the interaction between the public and aid organisations online. Dahlgren's (2009) notion of participation and civic cultures builds on values and does not require a homogenous group of individuals but embodies multiple loyalties. Aid organisations have traditionally played an important role as social capital provides the public with a sense of cohesion and good deeds, but with social media has the way we participate and engage changed. Civic cultures are pluralistic and are not constructing boundaries between groups and individuals. However as Dahlgren (2009:107) explains, this, like social connectedness is a connection that with social media and communication technology has made it possible for us to engage in questions all over the world. As the communication technology of social media has made issues in developing countries more accessible for the public in developed countries it can be argued that the way we participate with aid organisations has shifted to be more mediated. As the aim of this thesis is to investigate the role of social media in the field of development aid and the aid industry on both an organisational and individual level the participation theory of Dahlgren (2009) is a good choice as it does not construct boundaries between groups. By using Dahlgren's notion of participation it is possible to see a change in participation rather than a lack of participation, as other participation theories would categorise online participation as. This is possible as Dahlgren (2009) build his theory on civic cultures and social connectedness, connectedness that have been made accessible, free and easy to the large public all over the world by social media.

Participation as a research field is absorbent and so are the theories about participation, Denis McQuail (2000) remind us that theory are not just formal propositions but also comprises. The words he uses: "Any systematic set of ideas that can help make sense of a phenomena, guide action or predict consequence" (MqQuail, 2000:7) may be used as theory. Hence will I use a combination of Peter Dahlgren's theory of participation and Richard Butsch's notion of audience and consumers. None of these theories specify in online participation of neither social media nor the development aid business. However, by using Dahlgren's theory of participation about media and political engagement in combination with Brutsch's notion of consumers is a theoretical framework suitable for this thesis research created. As our world, societies and cultures are rapidly changing so are the theories. They can in some ways be seen with profound discontent and by combining two theories with different takes on participation and applying them to my research topic am I lessening the discontent. Though a combination of two theories will be used to create my theoretical framework the main focus will be on Dahlgren's notion of participation as he argues the importance of civic

cultures for a functioning democracy. This can be applied on both individual level and organisational level, as we saw in Chapter 2 – *Survey of the field: the development of aid*. Transparency, information and trust in organisations are important for functioning markets since civic cultures are created by how different dimensions of knowledge, values, trust, space, practices and identity influence each other. By looking at democracy through civic cultures is it fairly easy to see how social media can influence our level of participation by creating new ways of communication and transparency. Individuals are by social media able to consume information from across the globe quickly and easily on their phone, computer or tablet and in turn re-produce the information or question it by engaging online via a comment or clicking the "like" button. Aid organisations have been presented with the possibility to communicate and create discussions with their followers on a more informal way promoting democratic participation and transparency.

Dahlgren (2009) draws on three main theories when conducting his theory of participation and media, namely: political communication, public sphere and culturalist theory. To understand Dahlgren's theory better, a short description of its three main theories follows. *Political communication* reflects much and many of the theories in political science and focuses on the communicative interaction between the formal actors within the political communication system i.e. political institutions/actors, the media and citizens who in this thesis are represented by aid organisations and the public. The *Public sphere* tradition of Dahlgren's choice derives from Habermas and include a range of interests and approaches that deal with public sphere but also related themes such as communicative rationality, deliberative democracy and civil society. Habermas vigorously asserts the norms of democracy in the face of historical and social forces that threatens it, i.e. the emphasis is on the deliberative, procedural character of communication in the public sphere. This public sphere can be argued to have grown and evolved to online forums such as social media for participation and engagement. *Cultural theory* builds on various currents within the late modern cultural theory and offers perspectives on key themes such as meaning, identity and practices which may impact the way citizens participate and engage. (For further readings on the background to Dahlgren's theory of participation – *Media and Political Engagement (2009)* Peter Dahlgren). The three building blocks for Dahlgren's theory of media and participation are all significant to answer the research questions as they can arguable be applied on online forums and social media. Social media have transformed political communication as well as broaden the public sphere globally which has made information and engagement more accessible and open for the individual consumer.

The core theme of democracy is the question of political engagement: without a minimal level of involvement from citizens is democracy losing legitimacy and may cease to function in a genuine

way. The decline in citizens participation through the history of democracy has been continues, something that is most profound among young people (Dahlgren, 2009:13). The emblem of democracy is often rhetorically invoked as an ideal in order to unite, inspire and mobilise. The government is considered to be *of, by and for* the people. However this can mean rather different things and democracy appears in different ways as it embodies a necessary and complex utopian impulse. A democracy is often seen as a *good society* but it does always remain a *working progress* where media is a prerequisite, though no guarantee, to create the society. (Dahlgren, 2009:2) Media's role for politics and society is beyond dispute, media provide information, analysis, forums of debate etc. As media with the help of internet has become more global and continuously expanding it have become an essential part of contemporary reality. The importance of media for modern democracy can be seen in contemporary changes of dynamics, and the rapid evolution of media provides unavoidable impacts on political communication and development. (Dahlgren, 2009:34-35) The use of social media have made aid organisations change their ways of communication to the public as the individual demands more information to make meaningful choices as consumers. Transparency is important for both public democracy and in organisations as the consumers of information and donors is becoming more and more demanding for information, progress and results. Media have for a long time had the responsibility to enhance and expand the participatory democracy; social media have brought new tools of participation as well as new ways of participation.

Dahlgren presents six dimensions of participation; knowledge, values, trust, space, practices and identity. As the dimensions all influence one another the modes of your participation can be seen as to how well you fulfil the dimensions, if you only have the knowledge about something but do not practice it – are you then participating? The modes of participation are divided as follow; passive – active – interactive – engaged – participative. However, participation is not one dimensional, it is as civic cultures, pluralistic and with new media and interactions online these modes might have changed. (Dahlgren, 2009:106) The traditional mass media contribute to democracy and participation and the internet and ICT (Information Communication Technologies) have raised a whole range of issues that have relevance for democracy, and much of it focus on engagement and participation. Internets significance is not only found in the level of social institutions but also in lived experience and it have come to alternate how we live as it provides efficient tools for social agencies. (Dahlgren, 2009:149) By using Dahlgren's theory notion of participation with focus on civic cultures one can argue that online participation and interaction with the individual and organisations online creates values and social movements around the world, even among people who might not have ever met.

Online participation have made it possible for the individual to participate in matters of their own heart, social media have given the individual the opportunity to engage in multiple questions without signing up. Online participation makes aid organisations become more transparent, have them provide quicker replies and finding new ways of getting members to participate while also engaging audience in their civic culture.
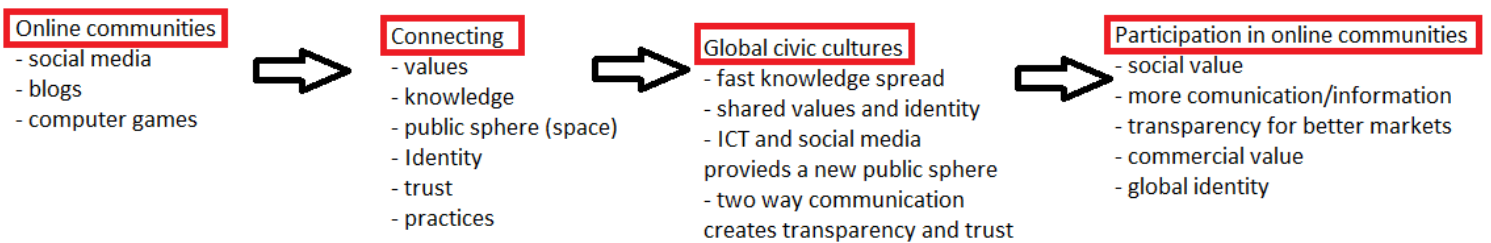
The spread and growth of media channels have increased the size of audiences and the time spent as audiences something that have generated much discussion about participation and the possibility that we are being distracted from our citizens responsibilities (Butsch, 2008:1-2). Media can isolate individuals, which create individual consumers rather than interactive collectives that in turn make us passive objects instead of independent agents that act for societies best (Butsch, 2008:117). However current academic discourses are challenging the idea of audiences as passive consumers since new digital media such as the social media and computer games have changed our way of participating by creating a virtual reality. It seems internet and social media have liberated users and created new *public spheres* online and by doing so created a liberalisation from the top-down mass media that have previously been the dominant source of information. Internet may be considered a public forum that through global availability and knowledge create participation among the informed citizens. This idea puts faith to technology such as internet and social media to produce competitive market/forums where users are not only independent but also have the possibility to shape ideas and events in a way that is both political and commercial. (Butsch, 2008:143)The growth of the private sector and more competitive markets for aid have made it more important than ever for the aid organisations to communicate and create participation among the public in order to gather donations and transparency to compete on the market. Discussions on aid organisations Facebook pages creates participation among the public for commercial value that might bring donations as the online discussion reached more individuals than a discussion at a meeting would have. The academic have also lately changed towards the idea that audiences may have become more active through the new technologies of internet and social media; however it is as individual, consumer independence rather than as a collective. Claims of internet addictiveness and asocial computer behaviour have created fears of commercialisation and online participation rather than in real life participation where citizens are consumers of tools and services to participate and engage. (Butsch, 2008:144) However, it seems like social media have made it possible for people around the world to gather information that increase their knowledge that create identity and civic cultures on a global arena. The internet and social media have contributed to larger transparency within aid organisations which

is equally important for the market of aid as for the aid organisation itself to attract a large audience of followers that can further spread their message.

The theories of Dahlgren (2009) and Butsch (2008) can be summarised to relate to the research topic of social media by how the consumer use, create and find information to create participation through civic cultures as participation online. This chapter have explained how the two theories have been interpreted to support the research subject, and can be summarised as the model presented below.

Participation, civic cultures and social media

Online communities
- social media
- blogs
- computer games

→

Connecting
- values
- knowledge
- public sphere (space)
- Identity
- trust
- practices

→

Global civic cultures
- fast knowledge spread
- shared values and identity
- ICT and social media provieds a new public sphere
- two way communication creates transparency and trust

→

Participation in online communities
- social value
- more comunication/information
- transparency for better markets
- commercial value
- global identity

4. Research design

This thesis is designed as a case study of the development aid industry in Sweden on both an organisational and individual level. Case studies favour qualitative methods such as interviews and observation, however case studies are frequently used in both qualitative and quantitative research. This thesis is based on mixed methods such as *interviews*, *secondary data* and *surveys* to cater for important historical factors that have changed the development of aid as well as people's behaviour. By combining qualitative and quantitative methods it is possible to create a balance in the research to cater for both the behavioural changes on a personal level and the historical evolution of development aid (Bryman, 2008:603). Previous research is essential to build a framework of the evolution of development aid and it will also help to develop significant arguments of behavioural and participatory changes in society (Bryman, 2008:81). This makes this thesis to be of cross-sectional status as the aim is to detect how social media influences the development aid business, if it does, in participation, behaviour and economic terms (Bryman, 2008:297).

The use of mixed methods gives the possibility to create empirical evidence based on case studies as an involved and intensive case of analysis. It may be argued that case studies are of pure qualitative status, which in many aspects may be true. Quantitative methods may provide the case study with hypothesis, background and in this case also the historical framework and tools to understand participation changes (Bryman, 2008:614).

4.1 Sampling

The sample organisations of this thesis is the Red Cross (Svenska Röda Korset), Svalorna India & Bangladesh, Save the Children (Rädda Barnen, Sverige) and IM (Individuell Människohjälp). These four aid organisations where chosen on two criteria; availability and size. Two large, one medium size and one small aid organisations were selected for the interviews. This was done in order to create the possibility for generalisation over the aid industry's interaction with the public on social media, no matter size of the organisation. As there is a time limit on my thesis I also had to take the availability into account, hence these four were chosen as they were available for interviews within my timeframe and in the context of Sweden as I am familiar with it.

Secondary data for the the empirical analysis will be taken from the Swedish statistical bureau (SCB) and the webpage OpenAid, this type of data is often described as iterative which means that the data analysed is repetitive (Bryman, 2008:539). The data from SCB used in this thesis is a survey made for SIDA about the public's knowledge and confidence for Swedish aid while the data from OpenAid shows how Swedish aid have developed in amount of money and distribution. The reason why data

from the Swedish statistical bureau and OpenAid are used is simply due to the fact that they are two respected sources of data and as both are state owned can they be considered trustworthy, in a country like Sweden. The Swedish statistical bureau also provides easy to access and high quality data and by using this existing data I do not only save money but also time. I have also gathered data from the four aid organisations (Red Cross, Svalorna, Save the Children and IM) about their membership ration and Facebook likes to acknowledge if there is a shift in participation towards more online engagement.

A *survey* on individual behaviour has also been constructed (see appendix for questionnaire) to provide a picture of how the individual public participate with aid organisation and view both the organisational and individual interaction online. The survey is built upon a convenience sample as it may be argued that it is impossible to get a random selection as it indicates that all types of the population is chosen (age, sex, occupation groups etc.). The convenience sample on the other hand is simply available for the researcher by its advantage of accessibility with a good response rate. To provide a sample as representative as possible I conducted my survey in three different environments; Mårtenstorget in Lund, a SJ-train and online. By using the snowball sampling technique I was able to reach a larger group of people and conducted 120 survey answers. By using a convenience snowball sample in different places was my aim to reach as many different kinds of people as possible in order to create a sample that could possible represent the population as a whole. (Bryman, 2008: chapter 7)

4.2 Data collection and analysis

Qualitative methods are quite dependent on opportunities effects as it challenges the academic depending on the kinds of opportunities that are presented for the researcher as interviews and observations. But qualitative methods also challenge the researcher's ability to adjust and adapt to new circumstances (Hope, 2009). While data collected by secondary analysis is often of high quality and cover a wide variety of region. In this thesis the secondary analysis will show for Sweden's governmental aid, aid organisation membership ratio and how the use of development aid has changed. By combining qualitative and quantitative methods the purpose is to provide a broad and clear case specific analysis of how Swedish aid organisation and the public interact on social media and how this effects participation. It is important to remember that this case study will focus on Sweden and four aid organisations specifically (Bryman, 2008:52).

4.2.1 Document analysis, interviews

Qualitative and quantitative data are observed in different ways where qualitative data is the one more commonly used for creating arguments and discussions than as evidence (Holiday, 2007:89). As this thesis is constructed around the case of Sweden and the subject of participation and social media influences on development aid it can only create statements that is applicable to this context but with the possibility to emulate similar discussions in other places (Holiday, 2007:138). Hence, it can be argued that the qualitative part of this thesis will create an understanding of how personal behaviour and participation have evolved over time with new technology and forms of markets among development aid from both a social and economic perspective (Holiday, 2007:22).

In an attempt to understand the possible relationship between social and economic perspectives of behavioural change due to social media I will conduct semi-structured interviews with aid organisations. As interviews are time consuming, not just when conducting them but also transcribing them afterwards I have due to time restrictions decided to limit my thesis and the number of interviews to four semi-structured interviews. Semi-structured interviews are used as they provide an interview guide while at the same time being a flexible process that allows for follow up questions and gives the interviewee the possibility to explain what they consider important in order to understand behavioural changes (Bryman, 2008:439). As surveys will not be conducted with multiple aid organisations the interviews will provide a pure qualitative status to the thesis. Nevertheless will the previous research and secondary statistics help strengthening or disclaim arguments of the interviews through triangulation.

The approach for my interviews is a combination of information and respondent surveys in a semi-structured interview form, the information method is used to provide a picture of the reality where the interviewees are the witnesses of this reality (Esaiasson et al. 2007:257,262). In this sense the interviews are subjective, as they have been conducted to receive information rather than fact and by doing so create a holistic understanding of the subject. By doing so the text can be understood hermeneutically, as the interviewees established references of individual understanding to refer to the whole.

The interviews varied from 30 minutes to 60 minutes and have all had the same semi-structured framework (see appendix 1). All the three interviewees were asked if it was possible to record the conversation and they all approved (Red Cross, Svalorna and IM) while Save the Children were e-mailed the semi-structured interviews.

To ensure that the study can to some extent is cumulative and intersubjective I have attached the frame for my semi-structured interviews.

4.2.2   Document analysis, surveys and secondary data

Secondary analysis creates a possibility to identify new relationships depending on the impact variables (Bryman, 2008:299). Nevertheless, it is important to recognise the fact that by using secondary analysis the possible manipulation of the conducted data is out of my control. However, by using large and well-known sources I am confident that my data will be reliable data. The secondary data used in this thesis have been selected from the aid organisations that make up the case study (Red Cross, Svalorna, Save the Children and IM) and from the Swedish statistical bureau as well as the website OpenAid.

Existing research on aid development will be used to help strengthening the arguments created by the results of the secondary data analysis as it provides important factual knowledge and a case background (Bryman, 2008:81). Thus the background in chapter 2 - *Survey of the field: the development of aid* will be based on previous and existing research to guide the thesis and create a historical analysis. There has been research published on the history of aid and in combination with theories of participation this creates a platform of previous research fairly comfortable to lean on. Secondary analysis and existing research is very important for social science as a fresh eye might detect hidden information or new ways of interpreting the texts and therefore existing research will help create the foundation of this thesis.

To complement the previous research and secondary data and to build a case of how social media influence the development aid business in Sweden from a social and economic perspective I will use the surveys I conducted for which I have used the software Survey Monkey. This is a company that was founded in 1999 and have over ten years of experience in survey methodology and web development. Survey Monkey is therefore an easy and affordable way to create surveys and help analyse the results. However as the survey was conducted in Swedish are the analysed results also in Swedish.

To ensure that the study can to some extent be cumulative and intersubjective I have attached my survey questions in the appendix 2.

4.3   Triangulation, limitations and source criticism

The use of convenience sample makes it difficult to generalise findings as one cannot know if the population is representative. However by triangulation with interviews and previous research the

samples can provide a spring board for future research and show importance for this specific case. Triangulation can be used to show how one or more methods are used within a study to check the results. The idea is that the results become more confident with different methods leading to the same result (Bryman, 2008:700). By complementing the survey with previous research and interviews are the results able to cross verify the sources to create strong arguments and overcome the potential weaknesses and biases of the case study.

As this thesis treats the subject of social media and its influence on the aid business the online surveys can be seen as biasing the sample as they would have reached a population that use internet and social medias. Despite this, the online surveys became a necessity when the face-to-face surveys became too time consuming. However, as the thesis treat social media I did not use social media as a tool of distribution but the surveys were distributed via e-mail. I am aware that this might have a biased effect on the sample towards student and mid-income people as these are the people I come in contact with through family, friends and academia. But I am confident that the thesis will provide a good case study of aid organisations interactions with the public and participation online with the help of triangulation.

As surveys and interviews make up for a large part of my material is it of great importance to be source critical as it is up to me as the researcher to determine if the interviewee gives a credible picture of the situation. This is particularly important when the interviewee works as a source of information (Esaiasson et al, 2007:258). As the main interest of my interviews have been to create an understanding of how aid organisations use social media for interaction with the public I have decided to let the interviewees function as respondents. This makes the material gathered during the interviews subjective and is therefore the exception from rules about source criticism that is to be applied with interviews as information character (Esaiasson et al. 2007:291). The fact of the limited amount of interviews can be seen as a possible drawback as it only broadcast a part of the Swedish aid industry but I argue that the qualitative interviews will help understand the quantitative results and guide and direct arguments of my case study.

The quantitative part of the thesis is to answer for most of the reliability and validity as it asks questions of whether a measure is stable or not. Trustworthy organs provide the secondary data; hence I do trust their measures to be both reliable and valid. Meaning that the measures of the concept is stable and the integrity of the measure is the same through the whole set of data (Bryman, 2008:149).

Findings can only be generalised to the population of which the sample was taken, hence is it important to be careful about overgeneralisation even with the help of triangulation.

5. Empirical analysis

Political decisions in Sweden and/or the EU may have consequences for poor countries. The conceptions of the possible consequences are therefor always present in Swedish policy. Policy decisions in Sweden are to consider the effects they might have for poor countries and people, lack of concerting leads to consequences not only for the poor countries but also for Sweden's credibility among global actors (Regeringen, 2014).

Section 5.1 – *Case of Sweden* briefly tells the history of Swedish aid and global development policy to create an understanding and background for changes that occur on the aid market. A historic background of Sweden may also help understand how the public's behaviour and knowledge of development aid has changed as the private market is becoming more and more important. Chapter 2. *Survey of the field: the development of aid* showed that policies and paradigms always change which influence the way the development aid is given and used. Swedish development aid is not an exception of this and this section will therefore briefly guide us through the history of development aid in Sweden. Although the Swedish missionary can be dated back the 1800s it was not until mid-1900s that the first initiatives for organised aid were taken. The first governmental proposition for development aid was published in 1962 and through aid Sweden has shown interest and engagement to support the less fortunate people in the world. Section 5.2 – *Social media and the aid market* treats the organisational level of my research question by providing a case study of four Swedish aid organisations (Red Cross, Svalorna, Save the Children and IM). By using a theory such as Dahlgren's (2009) which does not create boundaries between groups it will be possible to investigate the interaction between the aid organisations and the public. By interviews and previous research this section will guide us through market changes, difficulties with member rates and new ways of participation on an organisational level. Section 5.3 – *Participating or consuming social media* looks at the individual and how the public have changed their behaviour and interaction towards aid organisations in the era of social media.

5.1 Case of Sweden

The aim of development aid is to reduce the world's poverty levels; this is also argued to be the original reason as to why rich countries give economic support to poor countries. Development aid helps poor countries build their economy, and a strong economy can help build a foundation or strengthening the democracy within countries (SIDA, 2014).

The Swedish policy for global development stands on two legs; the perspective of the poor and the human rights perspective. As the world is becoming more globalised more emphasis for global
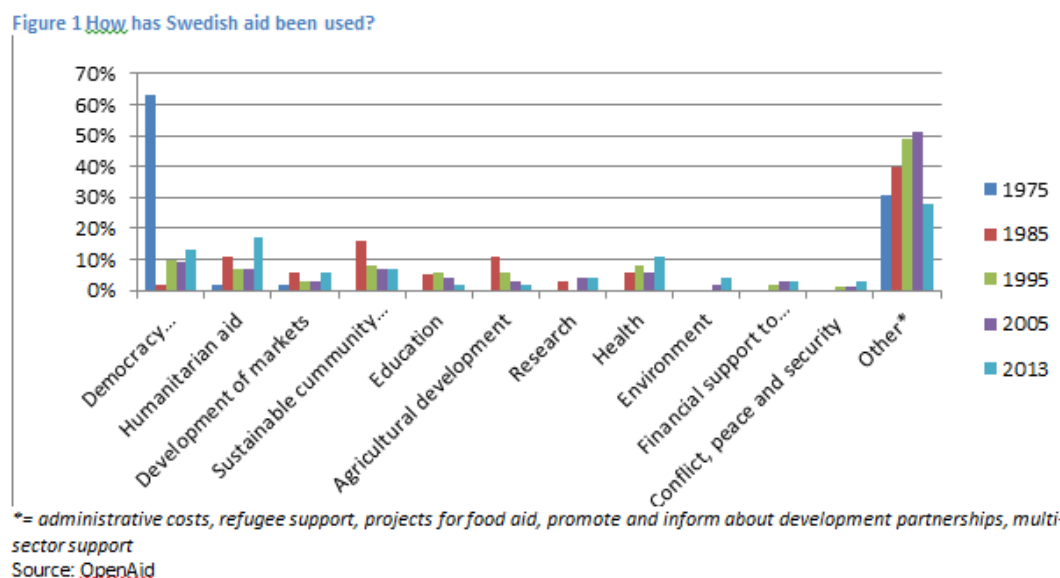
development policy been focused on increased interaction with other countries and organisations. The theory used to answer the research questions build on Dahlgren's (2009) notion of participation in which political communication and the public sphere has important roles, as the core theme for democracy lies in a minimum level of engaged citizen. Since the world has grown closer with new communication technologies such as social media; information and worldwide engagement has become more accessible to the individual consumer. Despite the increased information flows we are experiencing a decline in citizen's participation especially among young people (Dahlgren, 2009:13). This chapter will through three different sections explaining how the Swedish aid industry has developed over time and examine how the era of social media has influenced the aid industry and participation in Sweden.

Proposition 1962:100 was the starting point for Swedish aid. It indicated the motivation, goal and means for Swedish aid, which over the next decade came to grow rapidly and by 1975/76 the Swedish aid had grown to be one percent of the GDP (Wohlgemuth, 2012). As with the development aid across the world the Swedish aid was also characterised by participation and increasing efficiency. The development aid in the 1970s was directed to infrastructure and more focus was put on large scale industries, generators and hospitals. However, Sweden soon came to the understanding that the western way did not always work in all other countries and changed to the approach *aid on conditions of the recipient country* (SIDA, 2014). The means of Swedish aid have changed over time but the overall aim of Swedish aid has remained almost unchanged since the first proposition in 1962. The solidarity of Swedish aid was built upon a responsibility outside its own borders which gave a deeper insight in the fact that peace, freedom and prosperity was not only important for the national business climate but also for the global (Wohlgemuth, 2012). Hence is it maybe not very surprising that the number of partner countries in Swedish aid grew rapidly in the 1980-90s, and so did the areas of aid. The 1980s was characterised by the international debate about the environment and the ecological balance, while the women's rights and participation in development aid took a larger role in the 1990s (Wohlgemuth, 2012). With a growing field of development aid and partner countries Sweden came to have around 125 partner countries during this time. But as the interest for the effects of the development aid grew amongst the public the government decided in 2007 to cut the number of partner countries to 33 (SIDA, 2014). Though the effects of Swedish development aid have always been a focus for the government and administrative workers in the development field as well as the public it does seem like we recently have started asking more questions (Wohlgemuth, 2012). By taking on less partner countries in development aid

the Swedish government have been able to create a better view of how the development aid is used and can make sure the money is used in the most effective way (SIDA, 2014).

The goal, motive and means for Swedish aid does not aim for short term solutions but to participate in the international projects for development to ease the gap between rich and poor, in order to create long term economic, social, ecologic and democratic development. By participating in the global field for development Sweden's role has globally increased and as the knowledge and information is rapidly spreading with new technologies Sweden has adapted to more qualitative aid. As we saw in chapter 2. *Survey of the field: the development of aid* it can be argued that Sweden has followed the international paradigms of development aid while at the same time correcting their aid flows to fit the market and the demand for information from both aid donors and receiving countries. In figure 1 the transformation towards more information about the aid money is quite clear; the early days of development aid provide less information about how the money was used while the more recent ones are much more detailed.

In 1975 Swedish aid was only reported in two forms – *Democracy, human rights and equality aid* as well as in *Other* (figure 1). In 2013 we can see that the Swedish aid is reported in all categories with the largest percentage in *Other.* Looking back at the history of aid this makes sense as globalization has increased the importance of global partnership, which is also supported by the fact that Sweden has recently put a lot of effort into good quality aid for their partner countries (SIDA, 2014). It could be argued by looking at figure 1 and reading the text that transparency within the aid industry, both internationally as well as in Sweden, has grown to be as important as the development work itself. The same transparency is seen in figure 2, where the channels of Swedish aid are being demonstrated as the market for aid has grown and developed along with the amount of players, as

Figure 1 How has Swedish aid been used?

*= administrative costs, refugee support, projects for food aid, promote and inform about development partnerships, multi-sector support
Source: OpenAid

was shown by Klein & Harford in their book *The market for aid* (2005). Sweden have through their aid been given a larger role in creating global norms, and even though it might seem like Sweden have followed the international paradigms of development aid, the truth is that Sweden in many ways have played a leading and pushing role for development aid and solidarity (Wohlgemuth, 2012).

Figure 2 Who implements Swedish aid?
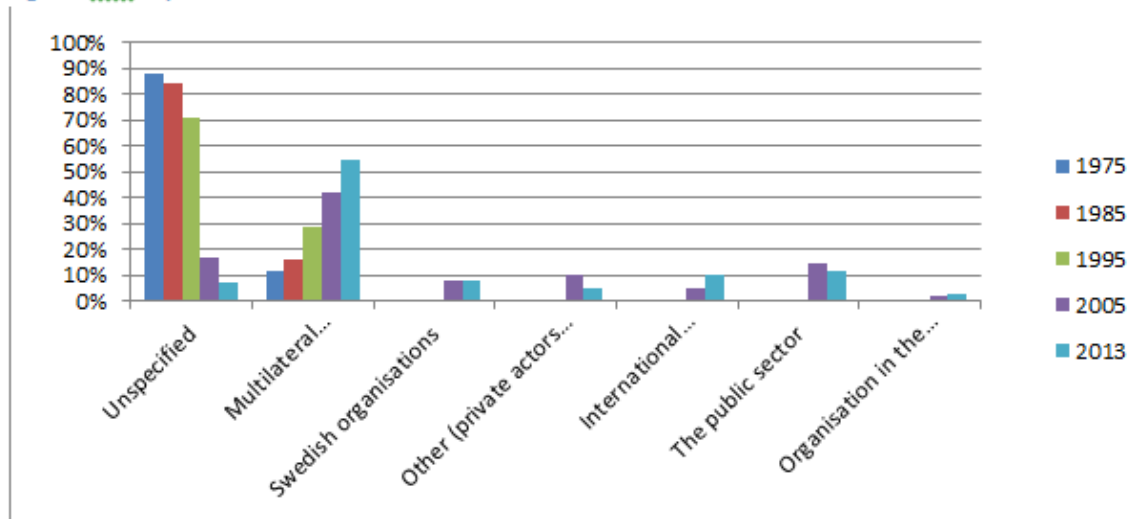
Source: OpenAid

And as the private sector, multilateral organisations and partner organisations are increasing their impact on developing aid and the aid industry it is important to sustain high quality aid and maximise the benefits for the receiving country. More and better information is needed to maintain high quality aid, hence informed choices are important for the market to function (Klein & Harford, 2005:131). With larger markets for development aid with more players, information has become ever so important, thus the Swedish government decided in 2007 on having fewer partner countries to be better able to provide detailed information about how and where the aid money were used (SIDA, 2014). Information channels have changed and the 21st century has created an explosion of communication online and to overlook the role of social media as an information channel to improve the market for development aid would be a great error (Halavais, 2013:110). Swedish aid organisations was relatively quick at adapting to the new information channels. The large organisations SIDA, Save the Children and Red Cross all joined within a year of each other in 2009-2010, acknowledging the fact that social media had emerged as an ethical form of practice that would help create transparency within organisations (Halavais, 2013:113).

5.2 Social media and the market for aid

Civic cultures are created by how different dimensions of knowledge, values, identity, trust etc. are influencing each other. Aid organisations have traditionally played an important role to provide social capital and give the public a sense of cohesion, in which case social media can be seen as a tool for further participating to reach a broader audience. To say that social media have changed our way of interacting is a fairly safe statement, but in what ways has it changed the market for aid and how are the aid organisations affected by social media?

Social media is rapidly growing and becoming tools for marketing and networking for everyone from governments and businesses to the private person. Lately many aid organisations have come to understand the message of social media; if you are not using social media you do not exist in the new media. As technology and digital media have developed, an abundance of tools have been created to help promote your message and this may create difficulties in choice. Thus strategies of social media become more important as communication technologies online are constantly developing (VirtualActivism, 2014). It is recommended to start out with the free online communication channels and among them is it argued that the three most important are Facebook, Twitter and YouTube (Trompeter, 2010). The popularity of Facebook is astonishing and has approximately 1.15 billion monthly active users around the world, while Twitter has only about 240 million monthly active users (Ballve, 2013). The popularity of Facebook has been picked up by many different industries and businesses, and aid organisations have recognised the importance of being present online in social media. Among the aid organisations building the case study of Sweden (IM, Save the Children, Svalorna and Red Cross) Facebook and twitter are the most used tools. Save the Children have had a continuous presence in social media since spring 2009 when they first joined Facebook. As Facebook has developed so has its tools for analysis and statistics which help aid organisations investigate how and why some campaigns are more or less successful than others. IM (Mr. Törner, 2014-04-22) find these tools to be helpful and they spend a lot of time using the analytical and statistical tools provided by Facebook. Overall it seems Facebook and twitter is the most popular choice for Swedish aid organisations and their presence have increased and reinforced over time. Social media can be used in many different ways, but the overall goal is to strengthen the confidence for the business. Encouraging participation, engagement and discussion is also important but to build confidence for the organisation is most important (Mr. Nordlander, 2014-03-27). To use social media as a tool to build confidence for the organisation is essential for the modern democracy as the rapid evolution of media provides unavoidable impacts on political communication and development (Dahlgren, 2009:35).

Social media is about reaching and connecting with people, unlike traditional mass-media, social media has created a two-way communication. Social media allows aid organisations to market themselves at low costs, create an opportunity for conversation and discussion as well as reaching new audiences by complementing other information channels. A survey made by Ideal Ware shows that most non-profit organisations are using social media to reach new supporters and to enhance relationships with their audience (Trompeter, 2010). However, the use of social media is not just to reach new audiences but also to provide the information demanded by the public for making meaningful choices as consumers on the market for aid. That Facebook is the most popular choice of social media communication channel is not only seen in its astonishing user numbers but also by the fact that Facebook is growing in leaps and bounds all over the world, which includes many developing countries as can be seen in figure 3.

Figure 3. Share of active Facebook Users (weekly)

Source: Trompeter, 2010
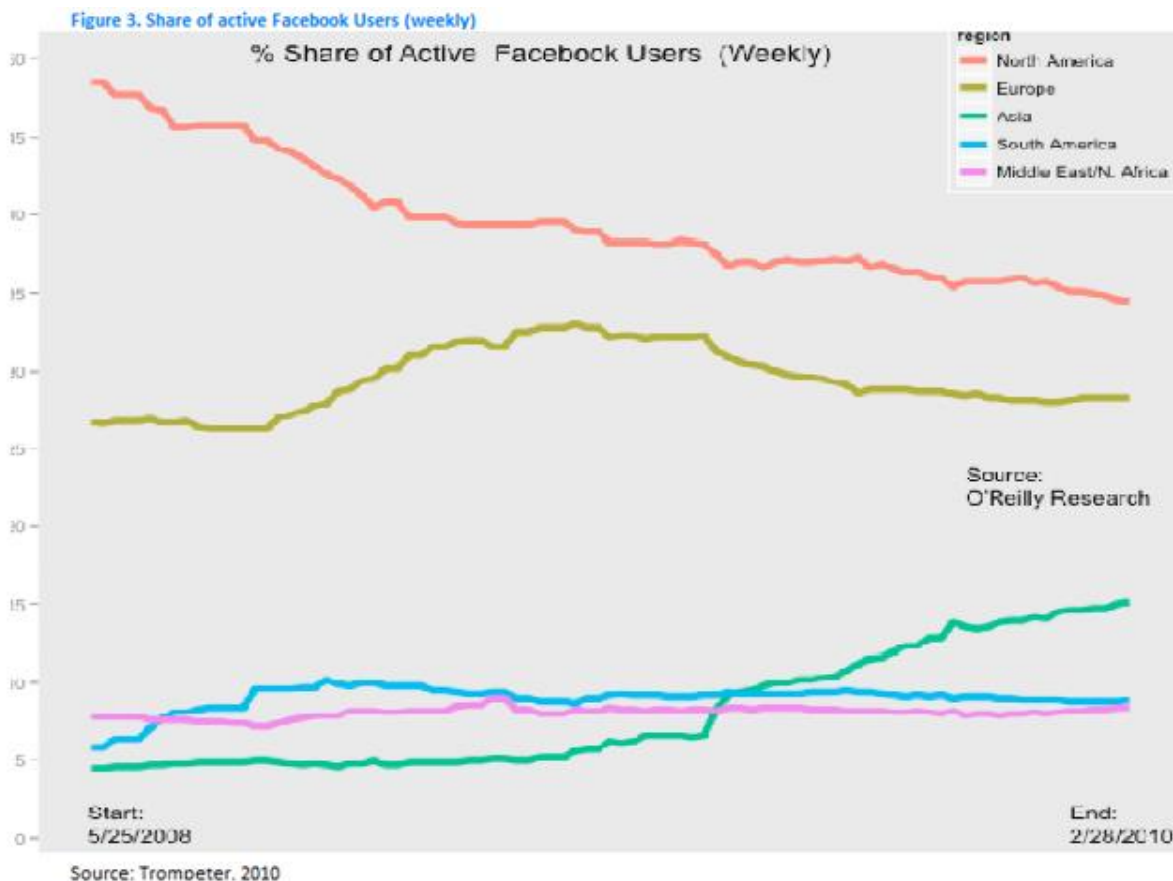
Since social media is on the rise also in developing countries this has contributed to different ways of communication; most common is the statement that social media has created a two-way communication between consumers and business. But as the third world is increasing their participation on social media and online networks it can be argued that aid organisations online have created a three-way-communication. Social media has not only created a transparency within Sweden for aid organisations based here but a global openness. Updates on Facebook and twitter

have allowed for the people in affected areas to participate in the discussion; the transparency is not only between donors and aid organisations but also towards the benefiters (Mr. Nordlander, 2014-03-27). It has become a place where you can ask questions, ask for inputs or in other ways create a dialog and engagement; social media has become a tool for building relationships and creating discussion (Ms. Nordansjö, 2014-04-15). The transparency brought by social media is important for the public democracy as well as in the aid organisations as consumers of information are becoming more demanding for information, progress and results to be shown in the new market for aid. Since online forums such as Facebook are open it can sometimes be better to let other members answer questions or statements to create a discussion. If the aid organisation answers everything it may seem defensive, so to create a discussion among participants online is sometimes helpful when creating transparency and openness (Mr. Törner, 2014-04-22). Social media has created new public spheres liberalised from the top-down mass media dominant information source and created public forums of shared knowledge, trust and values that have created global civic cultures and participation among the informed consumer (Butsch, 2008:143).

Social media is representing a ground-breaking new trend that has made it in every business' interest to operate in online spaces. However, many businesses are not yet comfortable in a world where the consumer can speak freely. Businesses have historically been able to control the amount of information available about them with press announcements and good public relations managers but this is no longer the case (Kaplan & Haenlein, 2010). The trends towards social media can therefore be seen as a platform to ease the spread of information among users. Facebook demands quick and effective responses, which demands more resources to be able to create a dialog or discussion as the modern society is a technological society and the way we gather and receive information has changed (Ms. Nordansjö, 2014-04-15). This is something most have experienced, not at least the aid organisations; information should be easy to find, it should be honest and questions should be able to be asked when it suits the consumer (Mr. Nordlander, 2014-03-27). What social media has brought is not only a demand for more transparency but an expectation of faster response and answers from consumers when contacting aid organisations (Mr. Törner, 2014-04-22).

Social media and ICTs have by many been embraced to increase transparency within their industry and to reduce corruption; this is true for governments as well as aid organisations. The lack of transparency has many disadvantages such as creating corruption, prevent public incentives, hinder social trust etc. Thus it can be argued that transparency serves to limit and prevent opportunities for corrupt behaviour, which may hinder socio-economic development (Bertot et al. 2011). As social media is about interacting, sharing and engaging in discussion with customers and industries it

creates a desire among social media participants to actively engage and become both the producers and consumers of information, hence promoting transparency (Kaplan & Haenlein, 2010). Equally Internet and social media have reduced the cost of collecting and distributing information. It has come to offer governments, organisations and companies a new approach to create transparency and promote anti-corruption. The use of social media for aid organisation is important to create a confidence towards the organisation, and transparency is very important for this end goal. The Swedish Red Cross knows this better than most aid organisations, after an event in 2009 where money was embezzled from the organisation. This happened before the Red Cross had established their social media channels and according to their own analysis, this would not have happened if their communication and information channels were as open then as they are now due to social media (Mr. Nordlander, 2014-03-27). The unfortunate event in 2009 will always be part of the Swedish Red Cross, hence they now work very hard to improve the confidence for the organisation and promote transparency (Mr. Nordlander, 2014-03-27). Social media is designed for and centred on social interaction to empower user communication that has improved transparency. The US Federal Chief Information Officer is strongly encouraging the expansion of social media and online communication as a tool for transparency. However, it is important not to be fooled by interactive and online sharing forums – social media may create engagement online but it does not necessarily translate into participation by members of the public (Bertot et al. 2011).

Like most member organisations the Swedish aid organisations, has experienced a member drop over the last few years (Red Cross annual report, 2012). Member organisations can be divided in three; active, members and sympathizers. What characterise member organisations is an organisational line between members and sympathizers as well as between active and passive members (Papakostas, 2003).

Table 1. Membership ratio in four Swedish aid organisations

Member ratio	2011	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Red Cross									232475	188295	160698	134577	
Save the Children	85155	85172	82180	83490	86832	89163	85804	88086	86305	80143	75477	79363	
Svalorna, Indien & Bangladesh									175	165	205	226	171
IM									4283	3768	5677	4725	3777

Source: IM (2014), Svalorna (2014) Red Cross annual reports (2009-2012), Save the Children annual reports (2009-2012)

Table 1 demonstrates membership data in the aid organisations that make up the case study in this thesis. It is quite clear that they, as well as many other member organisations, are losing members. The most dramatic loss of members can be seen within the Red Cross. However, it is important to remember that 2009 was a nightmare year for the Swedish Red Cross with embezzled money from

the organisation. The trend seems to be that young people prefer other types of engagement rather than joining organisations and becoming members. The average age of members in the Swedish Red Cross is 66 years and the majority (74%) of the members are women (Red Cross annual report, 2011). This does not mean that the civil engagement is decreasing but that it is changing form towards more individual spaces closer to people's everyday life's. New social movements have been created online that build on informal connections and networking between groups that create values and identity (Papakostas, 2003). Studies show that more people are willing to join Facebook groups than sign petitions, and as social media has had a transformational effect on the way people interact and engage it can also promote transparency and reduce corruption (Bertot et al. 2010). We are moving towards a society where communication is mediated and the public are more interested in questions close to their own heart than organisational questions. By online participation and engagement have the consumer found their voice on the market as individuals rather than a collective group. However, the improved lines of communication such as the telephone, internet and social media have more tendencies of social centralisation than other technologies which have helped promote and also been able to provide more effective administration. 'Svalorna India & Bangladesh' almost doubled their likes on Facebook during 2013, but are losing active members. As a traditional member organisation they are excited that more and more people are interested in their work and engage online but they still need their members as the highest body of governance within the organisation (Ms. Ward, 2014-04-16). This is where online participation is becoming problematic; what good will greater information flows do unless the informed consumer is willing to actively participate in aid organisations to make a meaningful choice?

Social media and online engagement are new trends many aid organisations have not yet adapted to. It is important to be seen and heard online but the long term donations and memberships are equally important for long term development. Social media invites the public and hope they will engage in conversation and become active members and it can be seen as a first interaction with the aid organisation that they hope can lead to something deeper (Mr. Nordlander, 2014-03-27).

The online community has become cosmopolitan, and many organisations and parts of the society have felt the move from a traditional community to a more complex modern society. A society where you are free to choose your associations, engage in subjects that interest you and get in contact with business and industries around the world (Halavais, 2013). It may be argued that people have become consumers of politics and ideologies as the definition of members has changed with the rapid changes of communities. Traditional member organisations aimed to mobilise people for work intensive engagement and participation for a cause with meetings, member fees and organisational

activities whereas social media has created new ways for engagement and information (Papakostas, 2003). The public may vote less and member organisations may lose members but this does not mean that the public care less or are less knowledgeable about politics or the aid industry (della Porta & Mattoni, 2013). Despite the fact that aid organisations might lose members, more people are becoming consumers of their information and to be seen on social media and spread knowledge and information is important for the future of the organisations and their members (Ms. Ward, 2014-04-16). By looking at figure 4, a clear increase in Facebook likes over less than a month can be seen, implying that the public care and consume more information than ever before about aid organisation but on their own terms.

Figure 4 Facebook likes
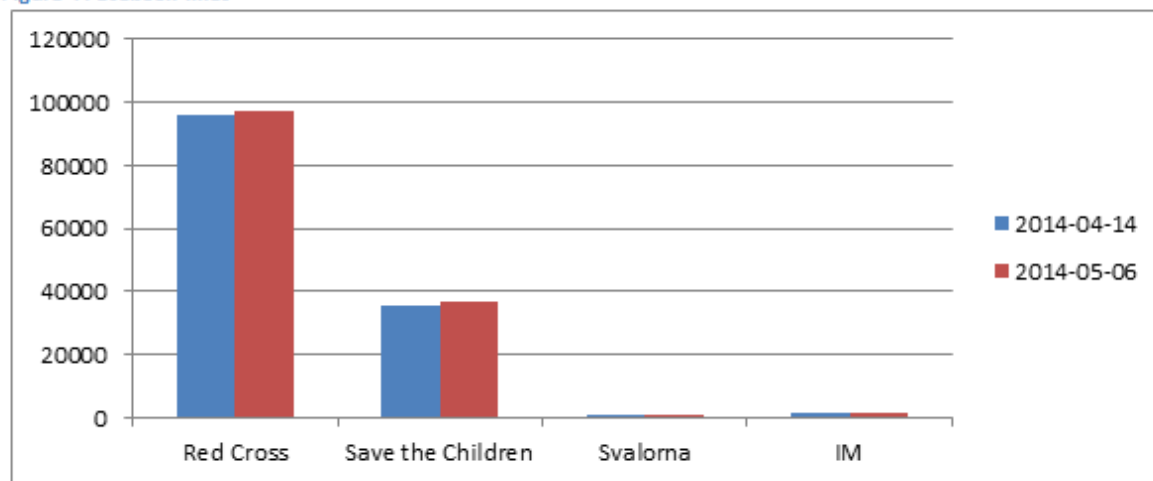
Source: Facebook pages of Red Cross, Save the Children, Svalorna and IM

The way we participate today can be divided across multiple causes and civic modalities, more than ever before, much due to the internet and social media. We are offered a rage of tools to create our own civic choice, which may not always be a good thing as many member organisations have come to show decreasing member numbers. Despite the overall negative trend among aid organisation members a few have been seen to be growing. Statistics from IM show that they are, in May 2014, already up to 5700 members which is a huge improvement from 2013 (Mr. Törner, 2014-04-22). Save the Children have also reported a small growth in members between 2011 and 2012 as can be seen in table 1. By strategically connecting communication channels and understanding the importance of combined Facebook in site, google analysis and visitors to the organisations own webpage aid organisations can increase donations and member applications. This is due to consumers having easy access to information that may help them create a meaningful choice. IM have lately brought in outside help to create campaigns and market strategic decisions, but also push for the importance of using existing resources within the organisations. As young people live a digital life they may

understand the modern consumer better than someone older (Mr. Törner, 2014-04-22). This adaption to a digital society and acknowledgment of the online cosmopolitan community is probably why IM has managed to grow while other aid organisations are losing members as internet and social media become public forums with information and knowledge sharing. The technology can therefore be seen as a producer of competitive market/forums where independent users have the possibility to shape the market. As the market for aid is becoming more competitive it is becoming more important than ever for aid organisations to communicate with the public to attract donations and members. The strategic choices made by IM to connect their communication channels and analyse the statistics are important steps to get the consumer of information to become an active participant member.

As information is important to make meaningful choices in order to hinder market misfits, an overflow of information can also have a negative effect as it becomes harder to distinguish the important choices from the less important choices (Stokes, 2013). As the aid industry is becoming more competitive the public have become overwhelmed with information. The initial decision of donating to charity seems simple but when then faced with twenty different choices it quickly becomes a burden for the individual to maximise their participation (Stokes, 2013). A market does not work fully without information but it can also be argued that it does not work without meaningful consumer choices. By using social media aid organisations are increasing their transparency, which helps to build a trustworthy brand, something very important in the aid industry as when a catastrophe occurs not many consumers compare donation causes but rely on the organisation they trust (Mr. Nordlander, 2014-03-27).

New communication channels have emerged through technology and the availability of information has created new ways of engagement and participation. Some argue that as the amount of information increased this has been psychologically overwhelming for us (Stokes, 2013). Hence we are not making the meaningful choices that would engage us in participation, but are merely becoming consumers and passive participants. However, information is an important aspect for functioning markets and with a growing market for aid with higher demands and more competition the aid industry is in need of the spread of information as old and poor institutions are still working within the market. By using social media aid organisations have the possibility to create a brand that demonstrates transparency and anti-corruption. This may help eliminate the poor organisations and keep the serious and competitive aid organisations on the market. A competitive and serious market for aid may not instantly increase active participation and engagement among the public but the tools provided by social media to increase online participation may help create a social connection

that could lead to full memberships. Benjamin Stokes (2013) gives the example on how response e-mails can be designed to create small moments of interaction and conversation; by going beyond information to demand feedback in order to drive participation.

As the public have to a large extent become passive participants and consumers of information from aid organisations is it important to reach potential members on their terms. By creating not only informed but also meaningful choices aid organisations can optimise participation. The choice to be part of something bigger than ourselves is an attribute to civic life. Through the use of communication channels aid organisations can promote members influence, such as choosing working projects or create discussions via online seminars. In an era where the consumer demands transparency it is important not to forget the role of the consumer and the public. To make a positive change in the aid market for the industry, as well as the public, it is important to understand how the aid market function and how aid organisations work – this includes the appreciation of what can be accomplished with limited resources. The amount and spread of information through social media has shifted the responsibility of communication from one way to two ways; it is not only the aid organisation that needs to change their ways but also the consumer public. Through not just demanding information and action of aid organisations but by also prioritising and justifying their demands in financial terms the consumer public will be able to optimise participation. Rolf Luehrs and John Heaven (2013) write about the demanding costumers in the sense of the public and politics in the UK. They conclude that it would be naïve to expect online tools alone to create higher public participation but that the transparency social media brings, and the more demanding the consumer becomes, creates a mutual understanding and beliefs of cooperation around issues our societies face.

The conclusion of Luehrs and Heaven seems to me to also be true for the aid industry. By creating good communication channels online, aid organisations can provide opportunities to build relationships with the customer (donors) that may be the first step towards long-term membership. Bringing all online communications together and expanding the definition of success is key for aid organisation in modern society. It should no longer be purely about money being raised but equally important is to increase awareness, build a good reputation and increase debate. As the definition of success has broadened and social media creates faster communication and greater demand a new stress has been added to aid organisations. The need for quick replies and alertness for negative comments or questions with social media has become a larger part of aid organisations every day work; this creates stress among many organisations. As the news flow should be constant it can sometimes be hard for the smaller organisations to separate work and personal time – one might

update the organisations Facebook status during Christmas dinner to make sure the page stays active (Ms. Ward, 2014-04-16).

The aid industry is still developing and the aid market is rapidly growing. It will take some time before it adjusts to the decentralised participatory networks that are shaping the modern society and can work to its full extent – old and poor institutions must go and transparency will encourage engagement and participation.

Conclusion – Social media and the market for aid

In which ways have social media changed the market for aid organisations and how has it affected the interaction between aid organisations and their potential donors?

The large range of tools used to create our own civic choice has decreased numbers of members in organisations as we are provided so much information over social media. This has led to the possibility for the consumer to make their own meaningful choices of when and where to participate or donate. Information and meaningful choices are important factors to minimise and prevent market misfits and as the aid industry is growing it will become more competitive and more information will reach the consumer to help them create meaningful choices. Here is the use of social media as a central tool for aid organisations to increase transparency and build a trustworthy brand. That, in a long term perspective, will help eliminate the poor and inefficient aid organisations from the market. By creating a competitive and serious market for aid and aid organisation with tools of social media can increase online engagement and participation that may create a social connection to the organisation that will lead to a full membership. Social media can be argued to have created passive participants and consumers of information rather than active members. Hence is it important that aid organisations reach potential members on their terms, by creating not only informed but also meaningful choices to optimise participation by using their communication channels to promote members influence. As social media differs from traditional-mass media in the way it reaches out and connects people in a two-way communication, it creates a larger confidence towards organisations and is thus promoting greater transparency. The most effective way of spreading information and promoting members influence and participation is to connect their communication channels to provide the consumer with easy to access information.

The aid industry is still developing and the aid market is rapidly growing. It will take some time before it adjusts to the decentralised participatory networks that is shaping the modern society and can work to its full extent. Old and poor institutions must go and transparency will encourage engagement and participation. The relationship between consumers and producers of information

within the market of aid online, despite the extra stress it brings for the workers in aid organisations, has a substantial and ongoing influence on people's capability and motivation to create engagement. As the public demands more information and faster responses in the era of social media it may be important that aid organisation hire more informers to meet the demand for information and provide transparency.

5.3 Participating or consuming on social media

Social media is a relatively new phenomenon and to use social media as a tool for participating is even younger (Dahlgren, 2009:13). As we learnt in chapter 3 *Theory – participatory theory* Dahlgren's notion of participation and civic cultures is built on values and can embody multiple loyalties. The broad access to social media has made it possible for the public as consumers to engage in political and developmental questions all over the world which have changed the role of aid organisations and how the public participate. For democracy to function, in a state or organisation, Dahlgren (2009) argues for the importance of civic cultures that are created by knowledge, values, trust etc. Civic cultures have, due to social media, been able to go global in a much larger extent today than a decade or two ago, and by the new ways of communication have transparency become a larger part of aid organisations – something we saw in the previous section. This section will treat the question of how social media has changed or formed the way the individual consumer relate and participate with aid organisations.

The decline in public participation can be seen throughout history and is most profound among young people. The average age of members in Swedish aid organisations is approximately 65 years (Red Cross Annual report, 2011) and the core for a respectable democracy or organisation is at least a minimum level of involvement from the public (Dahlgren, 2009:13). The importance of media in modern democracy, state and organisations is rapidly changing the way it impacts political communication and development – transparency is becoming ever so important as consumers of information and donors are becoming more demanding. The size of the audience is increasing as well as the time we (the consumers) spend as the audience which have created discussion about the way we participate – have we become individual consumers of information through media rather than interactive collectives? (Butsch, 2008:117).

Social media and its ability to promote transparency has greatly influenced the consumer's knowledge about aid organisations and their work. Yearly the SCB (Statistiska centralbyrån) is asked by SIDA to conduct a survey about Swedes attitude and knowledge about aid and development. The

survey done in 2013 show an index performance between the years 2011-2013 that indicates greater transparency as confidence for Swedish aid has largely increased (figure 5).

Figure 5 Index performance 2011-2013
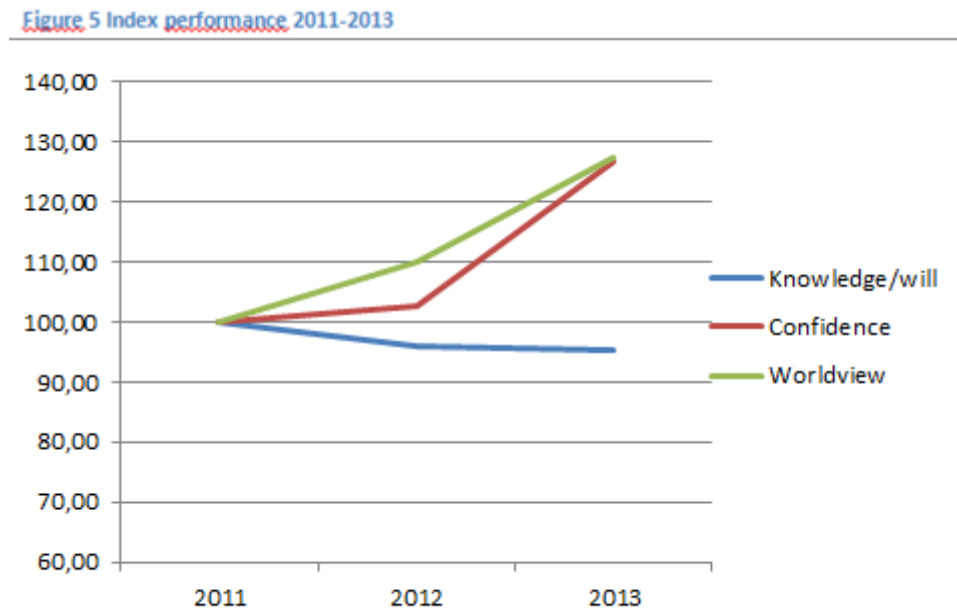
Source: Attitydmätning om utveckling och bistånd, SCB december 2013

The same survey shows that a majority of the Swedish public think it is important that Sweden contribute to the development in less developed countries. However, the majority of the Swedish public think peace and education are the main factors necessary to decrease underdevelopment and poverty in the world (SCB, 2013). Despite this, only a small percentage of Swedish aid is as of yet directed towards these causes as we saw in section 5.1 – *Case of Sweden.* This can be seen as an argument for passive consumption by the public, regardless of increased transparency and knowledge about aid we are not actively participating in development aid. Social media has created tools for online participation available to most; the web has become more interactive with information exchanges and richer user experience which both producers and consumers can benefit from (Olsson & Svensson, 2012).

Figure 6 The advantage of social media for aid organisations according to the public

Source: Survey 2014

The survey conducted for this thesis indicates that 86,3% of the population are of the opinion that social media is a good option for cheap marketing for aid organisations and 45% recognised the opportunity to create participation and donations (figure 6).

The recognition of online participation can also be seen by the fact that over 50% of the responding population use Facebook as a tool for political engagement, creating networks and keeping contact with friends, as seen in figure 7.

Figure 7. The public's use of social media
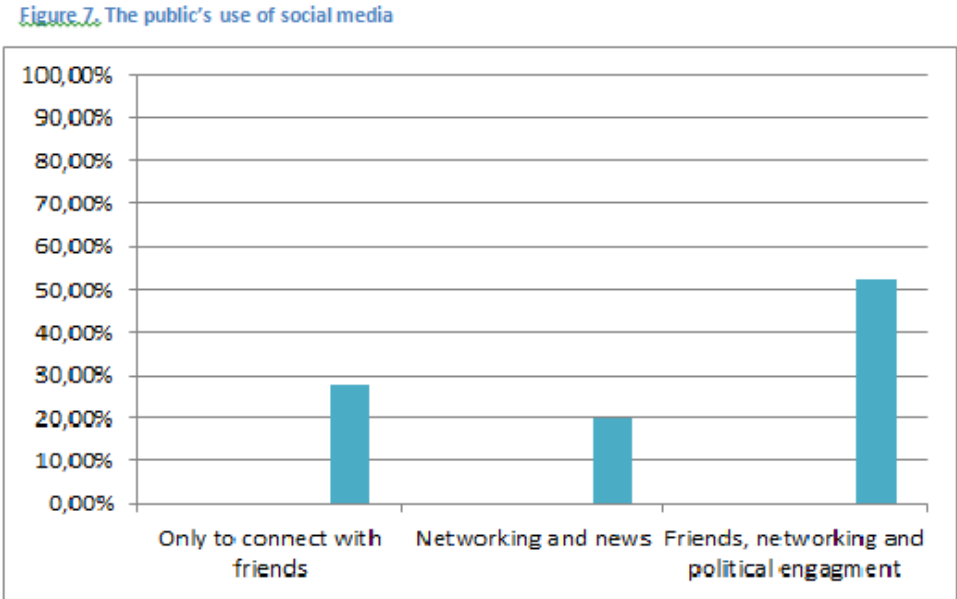
Source: Survey 2014

It seems that social media is a growing platform for consumer participation of which most are spectators' i.e. passive participants that consume information by reading, watching and listening (Trompeter, 2010). However, despite the fact that most people are passive participants my surveys indicate the important feeling of *paying it forward;* 36,8% of the sample population recognised online and social media participation as engagement in charity and aid organisations. Yet many emphasised the importance of spreading the message of aid organisations, reminding people what the world looks like and show sympathy:

/../it might not help someone directly just because I share information or start a discussion, but it may shine more light on the situation and that can make a difference/../ (Survey, 2014)

Information and interactive forums for online participation are growing in importance as 37% of the surveyed population said they would not be interacting or participating with aid organisations at all if it was not for social media (figure 8). From the survey it can also be recognised that most of the public participate online by sharing aid organisations statuses or pictures. This is supported by Trompeter (2010) who claims most online consumers participate by joining social networks, commenting or sharing updates rather than publishing their own. Social media has, so to speak, created a cultural infrastructure to make users participate in various forms of online social networks. It might seem like the public only join existing networks and civic cultures as consumers of information but it is possible to judge online participation more positively.

Figure 8. Public interaction and participation with aid organisations
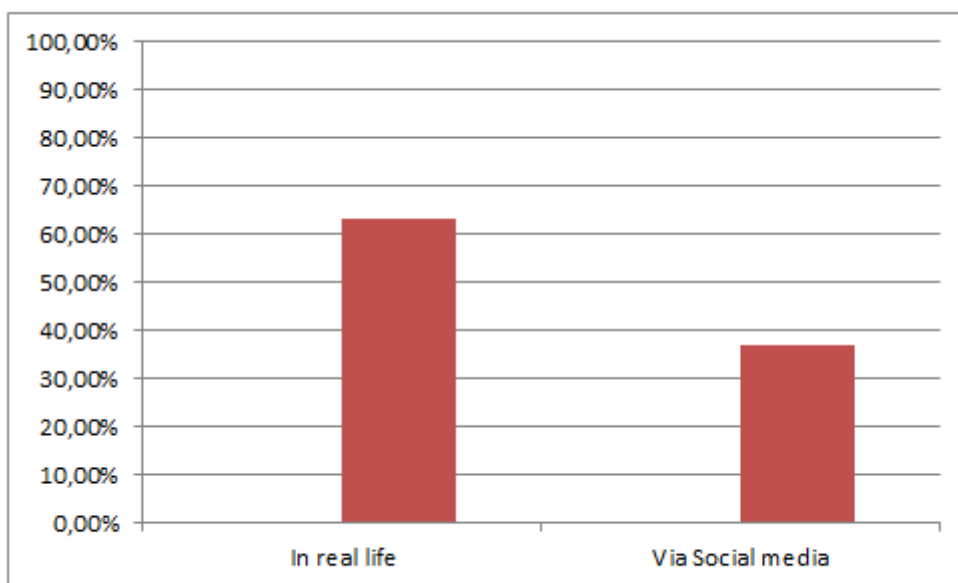
Source: Survey 2014

Rather than looking at social media as producers and consumers of information, with separate roles they can also be seen as participants that interact to a new set of rules. Participation on social media has transformed one-way communication into interactive communication by providing the possibility to comment, share and like information. Arguably, online participation does need some kind of trace left on the web and everyday consumers of information have by social media been given the opportunity to act as participating *prod-users* (Olsson & Svensson, 2012). Internet and social media have created a new public sphere by liberating the sources of information from top-down mass media, changing into two-way flows of information for better participation and knowledge amongst the consumers. Some 20 % of the sample population say they participate by being prod-users and are via social media gathering and spreading knowledge and the message of aid organisations (figure 9).

Figure 9. How do the public engage in development questions?
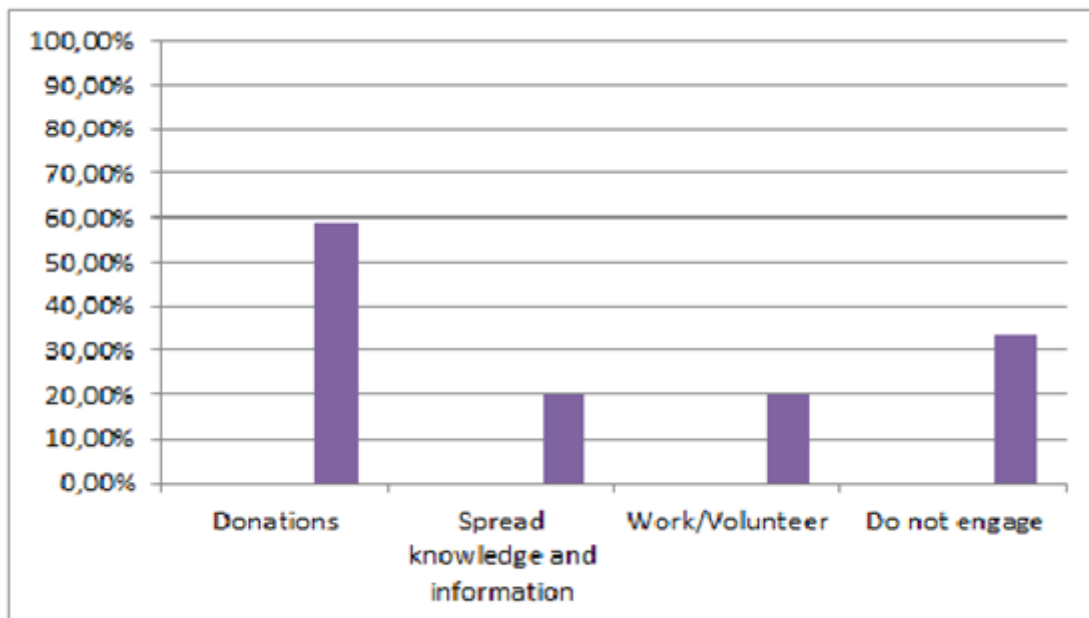
Source: Survey 2014

Knowledge and information help consumers make meaningful choices; we may not fully participate online as the tools are yet to be perfected. But by creating possibilities for active audiences such as online seminars, participatory votes and discussion on social media can promote participation both online and in offline spheres. The technologies provided by internet have benefitted us with the possibility of participation on our own terms. But for now there is a misfit between online participation and real life participation, as the majority of consumers and producers are yet to learn how to use online spheres for active participation.

Conclusion – Participating or consuming social media

How has social media influenced individual's interaction with aid organisations and the way they that they participate in development aid?

Aid organisations are losing members, but the public seem to consume more information and Facebook pages are increasing in followers almost daily. Online participation is growing rapidly, not just as consumers but also as prod-users. Social media has become an online public sphere where aid organisations can easily spread their information and the consumers can comment, share or like. The broad access to social media has made it possible for consumers across the globe to engage in politics and development, which has changed the role of aid organisations and its participants.

Social media is a good tool for creating transparency and spreading information, something that is important for the consumers in order to make meaningful choices. Statistics show that the attitude and knowledge about Swedish aid and development are increasing and so is the confidence for Swedish aid organisations. However, aid organisations are still losing members and the recognition of online participation has not yet reached its full potential. Over 50% of the sample population say they use Facebook as a tool for political engagement and networking. Yet social media is still to a large extent seen as a platform for consumer participation of passive participators rather than active participators. It is important to make these spaces more interactive as 37% of the sample group said online participation through social media is their only interaction with aid organisations. It is agreed across both the public and aid industry (as we saw in the previous section) that the spread of information is important to create transparency for better market fits. By using social media the consumer can pay it forward and help spread the information, thus becoming a prod-user and interacting with the aid industry. It is important that aid organisations find the tools to create online participation that can help create a brand and bond to the consumers. This is important in order to make the digital-generation take the step of becoming active members rather than only active consumers of online participation.

6. Concluding remarks with main findings

Though the history of communications is long, social media is still in the early stages of shaping its role on markets as a new social technology for marketing, communication and participation (Dahlgren, 2009:13). The web and media are becoming social, however it is not the first time in history. The rise of mass-media and electronic broadcasting brought social technologies such as the telephone. These social technologies became apparent to a wider group of users and changed market and public structures. Social media has become apparent to wider groups of people around the world and changed the way we interact, we now have the possibility to interact with people from around the world. This has increased the range of tools for civic choices, as have the opportunities for fast and easy access to information flows. Information flows that have made aid organisations become more transparent, as well as obligated to provide the consumer the possibility to make meaningful choices of when and where to participate or donate. Studies have shown that the public are more informed and knowledgeable than ever before. The consumer public are becoming more social and interactive through social media, but the style of communication has changed from face-to-face interactions to online (Keller, 2013).

The flow of information following the spread of social media has made it possible for the consumer to make meaningful choices, which is important to prevent market misfits and, as argued by Dahlgren (2009), for a fully functional democracy. This is important for the aid organisations as the market for aid is growing and becoming more competitive, hence informed and meaningful choices of the consumer will help eliminate poor and inefficient aid organisations. Social media have created possibilities for serious and competitive markets with open information flows which have helped aid organisations increase online engagement and participation. Online participation creates a social connection to the organisation that could lead to future engagement and a full membership; it builds civic cultures across borders in a globalised world. But social media has not only influenced the way the individual consumers interact with aid organisation on an organisational market level. It has also created the possibility for the individual to become a prod-user of information, which creates more interaction and participation according to Dahlgren's theory. We can online build civic cultures that expand over borders by sharing knowledge, values, identities etc. Information from aid organisations and consumers inputs in social media has become a tool for transparency to create trust which is an important dimension of civic culture and democracy. It is therefore important that aid organisations keep developing and using social media tools to create online participation, to create a brand and bond with the consumers. This bond of trust is significant in an era of social media where many as 37% of the sample population only interact with aid organisations online.

An agreement between the public consumer and aid organisations of the importance of transparency and social media as a tool for better markets can be seen throughout the thesis. The use of social media has made it possible for the consumer to *pay it forward* by becoming prod-users and thus interact with the aid industry. By more member influences online such as votes, online seminars or competitions could possible create more engagement online as social media is becoming more important than ever. This is not only seen in the trend of decreasing member ratios among aid organisation but also in the largely increasing numbers of social media users around the world. Thus, it is important to remember that social media is a rather new phenomenon and the market will adapt to the new social communication technology as it has before.

After doing the research for this thesis I have found evidence of increased online participation and knowledge among the consumer public due to the fast spread of information and two way communications of social media. It is becoming an important tool not only for the market of aid, by promoting transparency and hence eliminating poor and inefficient institutions/organisations, but also for promoting engagement and participation among the individual consumer. My hypothesis for the future is that social media will increase in influence of the markets and maybe especially so the aid market as it creates the possibility for a three-way-communication within the aid industry (organisations, donors and benefiters). Social media have made it possible for consumers to interact with the aid industry and engaged and driving consumers of aid organisations' information will become the biggest evangelist they can get. Hence can one argue that social media is the future for a competitive, effective and serious markets for aid as it may help eliminate poor and unserious organisations which may hinder participation among the public. With the spread of social media all over the world have the benefiters of aid also been given the possibility to spread their message and ask for help. There seems to be a great future of social media for the aid market, however the need to transform online participation to active members or adapt to the social media participation is needed for the traditional member organisations to survive. There are some tools that may make the transformation of markets easier and help create participation:

- The more engaging the content is the more online participants it will attract. With embedded digital media assets, websites can get users to engage in a way that is comfortable for them.
- Infographics (graphic visual illustrations of information intended to present complex information quickly and clearly) create good user experience but are somewhat static.
- Video and audio are dominant players in creating user-engagement as audiences.

However, these three examples are to a large extent used by aid organisations to create participation among the public. The combination of the three is important to create easy to find information as well as getting the consumer to engage in the material. This is called interactive infographics and opens up for new levels of engagement (Kasteler, 2010). Though there are many strategies for how to best use social media for participation and engagement is it very hard to measure social media's relationship to businesses and aid organisations. Social media is a social channel that engages participants in conversations, likes and followers do not automatically mean increased purchases. However, social media interactions can change the consumers relevant behaviour making the consumer provide valuable feedback and information based on their values and interaction with the aid industry (Moravick, 2013). Aid organisations should aim at constructing more engaging social media because of the simple fact that the consumer public want global interactions.

I will end this thesis with a quota from Remi Carlioz, senior head of digital at PUMA. A quota that sums up the consumers wish for global interactions, for all businesses and so also the aid industry:

"It is undoubtedly necessary to find and engage with [people] where they digitally reside, rather than relentlessly, always trying to usher them back to a brand's owned platform. Brands are too self-centered and must boldly act on the desire that the consumer possesses; the desire to transparently experience and interact with a brand online."

7. References

Bertot, J.C., Jaeger, P.T., Grimes, J.M. (2010), *Using ICTs to create a culture of transparency: E-government and social media as openness and anti-corruption tools for societies,* Government Information Quarterly Volume 27, Issue 3, July 2010, Pages 264–271

Bryman, A. (2008), *Social Research Methods*, Oxford University Press

Butsch, R. 2008 *The Citizen Audience: Crowds, Publics and Individuals*, London and New York: Routledge

Chambers, R. (1995), *Poverty and livelihoods: whose reality counts?* Environment and Urbanization 1995 7: 173

Dahlgren, P. (2009) *Media and Political Engagement,* Cambridge: Cambridge University Press

della Porta, D. & Mattoni, A. 2013 *Cultures of Participation in Social Movements* in **Delwiche, A. & Henderson, J. 2013** *The Participatory Cultures Handbook,* New York: Routledge

Delwiche, A. & Henderson, J. 2013 *The Participatory Cultures Handbook,* New York: Routledge

Esaiasson, P. Gilljam, M. Oscarsson, H. Wängnerud, L. (2007) *Metodpraktikan: Konsten att studera samhälle, individ och marknad*. 3:e uppl. Stockholm: Norstedts juridik.

Halavais, A. (2013) *Blogging as a free frame of Reference* in **Delwiche, A. & Henderson, J. 2013** *The Participatory Cultures Handbook,* New York: Routledge

Holiday, A. (2007), *Doing and Writing Qualitative Research second edition,* SAGE Publications

Kaplan, A.M & Haenlein, M. 2010 *Users of the world, unite! The challenges and opportunities of Social Media,* Business Horizons (2010) 53, 59-68

Keim, M., Noji E. (2011) *Emergent use of social media: a new age of opportunity for disaster resilience.* Am J Disaster Med. 2011 Jan-Feb;6(1):47-54.

Klein, M. & Harford, T. (2005) *The Market for Aid,* International Finance Corporation , Washington D.C

Luehrs, R. & Heaven, J. 2013 *The Future of Participatory Budgeting: Political Participation and Practicable Policy* in **Delwiche, A. & Henderson, J. 2013** *The Participatory Cultures Handbook,* New York: Routledge

McQuail, D. (2000), *Media Accountability and Freedom of Publication,* Oxford University Press

Moyo, D. (2009), *Dead Aid, why aid is not working and how there is a better way for Africa.* Farrar, Straus and Giroux, New York

Olsson, T. & Svensson, A. 2012 *Producing Prod-users: Conditional Participation in a Web 2.0 Consumer Community,* Javnost – the public Vol. 19 (2012), No. 3 pp.41-58

Papakostas, A. 2003 *Mer organisation med färre människor och manga orginisationer med få frågor,* Score (Stockholm centrum för forskning om offentlig sektor) 106 91 Stockholm

SCB 2013 Attitydsmätning om utveckling och bistånd, SCB december 2013

Shome, R. 2010 *Culture, Communication, and the Challenge of Globalization*, Critical Studies in Media Communication Vol. 19, No. 2, June 2002, pp. 172–189

Stokes, B. 2013*, Restructing Civic Engagement: Meaningful choice and Game Design Thinking* in **Delwiche, A. & Henderson, J. 2013** *The Participatory Cultures Handbook,* New York: Routledge

Stokke, O. (2009), *The UN and Development from aid to cooperation.* Indiana University Press

Trompeter, F. 2010 *How NGOs can use Social Media,* United Nations Department of Social and External Affairs, 19 March 2010

Wohlgemuth, L. 2012 *Svenskt utvecklingssamarbete 50 år,* School of Global Studies, University of Gothenburg, GML Förlag 2012

7.1 Internet references

Aid Forum (2014)
http://www.aidforum.org/disaster-relief

Ballve, M (2013) *Our List Of The World's Largest Social Networks Shows How Video, Messages, And China Are Taking Over The Social Web*, Business Insider 17th of December 2013
http://www.businessinsider.com/the-worlds-largest-social-networks-2013-12

Buncombe, A. (2013) Philippines aid begins at home: Social media helps local people prevent spread of illness following Typhoon Haiyan, The independent, 17th of November 2013
http://www.independent.co.uk/news/world/asia/philippines-aid-begins-at-home-social-media-helps-local-people-prevent-spread-of-illness-following-typhoon-haiyan-8944585.html

Curtis, A. (2013) Mass Communication Dept., University of North Carolina at Pembroke
http://www2.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html

Irin news (2014) AID POLICY: Hitching social media to humanitarian assistance
http://www.irinnews.org/fr/report/95880/aid-policy-hitching-social-media-to-humanitarian-assistance

Kasteler, J. (2010) *Social Engagement: Making Content Interactive*, Senior SEO Manager for the agency Red Door Interactive
http://searchengineland.com/social-engagement-making-content-interactive-37469

Keller, M (2013) *Social Media and Interpersonal Communication,* Social Work Today Vol. 13 No. 3
http://www.socialworktoday.com/archive/051313p10.shtml

MacKenzie, D. (2013) *Social media helps aid efforts after typhoon Haiyan,* New Scientist magazine issue 2943

http://www.newscientist.com/article/dn24565-social-media-helps-aid-efforts-after-typhoon-haiyan.html#.UzFnqvl5Ogj

Moravick, A. (2013) *Social Media and Interactive Content: Why Businesses Need to Engage*
http://socialmediatoday.com/amoravick/1299366/social-media-interactive-content-why-businesses-engagement

OpenAid (2014)
http://openaid.se/start

Regeringen, (2014)
http://www.regeringen.se/sb/d/2355

SIDA, (2014)
http://www.sida.se/Svenska/Bistand--utveckling/

VirtualActivism (2014)
http://www.virtualactivism.org/index.php?option=com_content&view=article&id=135:socialmediastrategy&catid=36:articles&Itemid=54

7.2 Annual reports

Red Cross annual report, 2011-2012 – *Svenska Röda Korset Årsredovisning 2011-2012*

Save the children annual report 2009-2012 – *Rädda Barnen Årsredovisning 2009-2012*

7.3 Interviews

Victoria Nordansjö (2014-04-15), Responsible for PR, Communications and Fundraising at Save the Children, Sweden

Carl-Johan Nordlander (2014-03-27), responsible for Social Media on the communications department of the Swedish Red Cross.

Erik Törner, (2014-04-22), Head of Fundraising and Communications at Individuell Människohjälp (IM)

Cecilia Ward (2014-04-16), communicators at Svalorna Indien & Bangladesh.

Appendix 1 – Semi structured interviews

- Hur använder ni sociala medier? Och vilka sociala medier fungerar bäst för Svalorna?

- Teoretiskt sätt är sociala medier och den ökade information de medfört ett bra sätt att motverka korruption och visa på transparens i organisationer. Märker ni på Svalorna skillnad i ert jobb då sociala medier blivit en större del i delandet av information? Ex. blir ni mer ifrågasatta, deltar människor på ett annat sätt?

- Angående transparens, efter tsunamin i Sydost Asien 2004 kan man se en trend som indikerar på att givarna börjar ställa större krav på information och rapporter om var, och hur pengarna används – man vill se resultat. Märker ni av detta, på vilket sätt, hjälper sociala medier er i denna aspekt (snabbt kunna redovisa vad ni gör)?

- Jag har kikat lite på er Facebook, och facebook kan ju vara ett väldigt öppet forum för interaktion mellan folk både i krissituationer, givare och er som organisation. Därför blev jag lite förvånad över hur pass lite diskussion som pågår på er sida. Med många likes och delningar av statusar visar ju att människor vill sprida ert budskap, men kommentarerna är få. Jag får därför intrycket av att er Facebook sida är mer av en informationskanal för er än en plats att skapa online interaktion och deltagande på. Skulle ni säga att det är så, att ni håller er Facebook för information och därför "kontrollerar" flödet av kommentarer för att skapa deltagande någon annanstans?

- Teorin jag använder för denna uppsats bygger på Dahlgrens teori om deltagande, därför undrar jag om ni märker någon skillnad i hur era medlemar och sympatisörer deltar? Är det mer online deltagande och färre medlemar på träffar/seminarier/diskussioner?

- Att organisationer tappar medlemar ser vi i hela samhället i NGOs så som fackligt – tro ni på Svalorna att sociala medier har gjort det för enkelt för oss att delta online att vi inte längre behöver göra det IRL?

- Då sociala medier och internet är relativt nytt har jag en hypotes om att de flesta betalande och aktiva medlemar i organisationer är den äldre generationen, är detta något som stämmer inom Svalorna?

- Trender i hur bistånd ges ändras ständigt, då färre blir medlemar i organisationer och information sprids snabbt via sociala medier märker ni på Svalorna någon skillnad i hur bistånd ges – får ni mer pengar vid katastrofer och färre månadsgivare?

- Svalorna är en lite mindre organisation och syns inte mycket på reklam i TV såväl som på billboards, men har sociala medier gjort så att ni kan budget lägga en mindre summa på marknadsföring då internet som marknadsföring drar ner kostnader och kan minska era administrativa utgifter?

- Slutligen, pressen utifrån verkar ha ökat med sociala medier. Nu kan folk säga vad det vill och ifrågasätt hemma från sina skrivbord, har det påverkat Rädda Barnen på något sätt vi inte tagit upp som du vill tillägga?

Appendix 2 – Survey questionnaires

1. Ålder   15-20   21-25   26-30   31-35   36-40
                       41-45   46-50   51-55   55+
2. Kön   Kvinna   Man
3. Yrke
4. Bor
5. Använder du sociala medier?   JA   NEJ
6. Hur använder du sociala medier?
   a) endast som kontakt till vänner b) nätverk & nyheter c) vänner, nätverk, nyheter och
   politiskt engagemang
7. Är du engagerad i välgörenhet?   JA   NEJ
8. På vilket sätt är du engagerad?   IRL   Social Medier
9. Hur använder du sociala medier för att engagera dig? Like:ar   Delar   Komenterar
10. Hur engagerar du dig i biståndsfrågor? Donerar   Sprider budskap/info
        Arbete/voluntär
11. Hur donerar du pengar?
    a) vid kriser b) månadsgivare c) ger inte pengar
12. Vilka fördelar med sociala medier för bistånds organisationer ser du?
    a) Marknadsföring b) fler donation c) Inga, de blir mer sårbara
13. Skulle du vara engagerad även utan sociala medier   JA   NEJ
14. Bättrar du ditt samvete genom att 'like' istället för att donera?   JA   NEJ
15. Genom kontakten på sociala medier känner du dig mer delaktig? JA   NEJ
16. Om JA, på vilket sätt?