



Electronic Media & Public Policy for Service Delivery

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In the current age media has become one of the most integral part of the society. Media interventions use media channels to update and persuade populations. A look into policy making suggests that media can help by setting a plan for the press, the public, and the policymakers to portray information that is important at a particular time. With the unprecedented growth of internet, economic, social, and political activities are now happening on the internet. Social media in general helps to improve the process of policymaking, by helping government to understand how different decisions made on their part can influence a society. If social media is used in public sector it will help to create unprecedented avenues for the government to improve and thrive. Through the use of

media platforms, government services can be extended which will in turn lead to more civic participation, help in decision making process and seek new innovative ideas from masses. Policy makers can use the views of citizens through social media by observing their reaction to a certain policy. Social media can be used by policy makers at the policy evaluation stage by carrying out surveys. Thus, social media offers a massive amount of data that can have a positive impact on policy making process.

For instance, by the use of electronic media especially avenues like Facebook and Twitter, public policy can be improved by the interaction with public on these platforms. By leveraging media into public sector, we can make sure to

make our government more transparent and accessible to general public. E-governance can be an effective tool in improvement of service delivery. E-Governance is government use of information and communication technologies with the aim of improving information and service delivery, encouraging citizen participation in the decision-making process, and making government more accountable, transparent, and effective (UNESCO). By the use of media, a rapid diffusion of federal and provincial governments can occur which can in turn assist in administrative tasks and improve the delivery of public services. Indolence of any governmental organization will immediately become a topic of discussion on electronic media which will force them to work efficiently. Media and internet can help us in a speedy communication which in turn helps us in effective service delivery according to the needs of citizens.

In Pakistan we have seen a crisis in terms of governance due to the lack of proper service delivery. Through the help of media channels and 24-hour news coverage, the incompetency of government to meet the needs of public is highlighted very often. In the recent years, with the advancement of internet, public has been exposed to access level of information. This helps in greater accountability of the government in terms of service delivery as any shortcomings in their part can be immediately broadcasted live. In Pakistan, the relationship between media and policymakers in general is not very effective. Media is generally focused on spreading fast and controversial news which is not useful in the long-term. News bulletins and talk shows are mostly focused on criticizing the ineffectiveness of the government rather than policy-based discussions and solutions to problems. It is important that an unbiased news coverage is supported, and meaningful conversations are highlighted that are focused on solving the challenges of policymaking. Civic engagement is an important aspect of effective governance. It is imperative for us to note down the effect that media can have in terms of promoting public policy. However, in case of Pakistan policymakers in general do not use social media as they do not believe in its effectiveness. This needs to change as informing public of the new policies and how

they are affecting them can have cause a great deal of public acknowledgment.

By the use of platforms like Facebook etc., a policy can be created for direct communication with the public. This can help the policymakers to directly interact with the public and create policies based on the opinions and needs of the citizens. In Pakistan, however a major challenge is the spread of false news through online platforms. For the implementation of effective policies in Pakistan, it is important to have policies that are based on thorough research and authentic information. Through media, citizens can be involved in the policy making process by taking their opinions on policy outcomes. For this to be effective, it is important that credible information is portrayed to the public. Strengthening the dialogue with citizens would raise the level of public awareness and recognition of the government's initiatives aimed at improving service delivery. This would help to focus on the development of more demand-driven policies and services with the greater involvement of public, thereby increasing the efficacy and efficiency of the government.

Benchmarking and monitoring the efforts and improvements made by the various departments could help increase the level of transparency and improve public policymaking in Pakistan. Through media we can identify the improvement and performance of service delivery. This could be a strong driving force for policymakers to continuously improve which will be beneficial in the long run.

In conclusion, a two-way communication within the public service and with general public would suffice for effective service delivery. An interactive platform like social/electronic media will help to promote engagement with government, lead to more public input that can be used for effective policymaking, and cause collaboration and inspire exchange of ideas. Across departments in the public service and between the public service and the general public, information shared must be factual, with verifiable evidence where necessary. Information should be personalized, purposeful, and transparent so a trust between public and policymakers is ensured that will eventually lead to an effective service delivery mechanism.