

3rd ASEAN Media Forum, in Singapore: "Developing Social Media Collaborations"
Singapore, December 16-17, 2011

Twitter hashtag: #ASEANforum
Tweetstream by Madanmohan Rao (<http://twitter.com/MadanRao>)

Logging in now from AMIC's 3rd ASEAN Media Forum, in Singapore: "Developing Social Media Collaborations" www.amic.org.sg #ASEANforum

Sundeepp Muppidi, Secretary General of AMIC, Singapore: Social media uses – reinforcing/creating friendships #ASEANforum

Sundeepp: Social networking objectives: friendship, co-working, information exchange #ASEANforum

Sundeepp: Communities and social networks are not necessarily the same #ASEANforum

Sundeepp: Challenge for researchers: mapping information flows, predicting behaviours, using networks for instrumental reasons #ASEANforum

Sundeepp: Your identity in social networks is shaped by the medium #ASEANforum

Henning Effner, Resident Director, FES, Malaysia & Myanmar www.fes.de Social media can promote ASEAN community building, P2P networks #ASEANforum

Effner: Social media can coordinate relief after crises, promote mutual understanding, create a sense of belonging #ASEANforum

Keynote address: "Social Media for ASEAN Community Building" by Maria Ressa, Former SVP, ABS-CBN, Philippines #ASEANforum

Ressa: I hope you are feeling the ground shifting beneath your feet, thanks to social media! #ASEANforum

Ressa: 94.7 % of Filipinos Internet users are on Facebook; there are more Facebook users in the Philippines than TV households #ASEANforum

Ressa: Arab Spring has started a global debate on media and change, emotional contagion #ASEANforum

Ressa: Social media helped break down walls of fear between people. It can be good for democracy, but also has challenges #ASEANforum

Ressa: Social media amplify emotions – fun, anger, fear. Positive for harnessing large groups of people #ASEANforum

Ressa: If it were a country, Facebook would be the third largest country in the world
#ASEANforum

Ressa: For the first time ever, social media has overtaken porn on the Internet!
#ASEANforum

@officialTIMYAP Love this! “@MadanRao: "Social media has overtaken porn on the Internet!"~Maria Ressa #ASEANforum”

@ ThaeronDy RT @MadanRao: Ressa: For the first time ever, social media has overtaken porn on the Internet! #ASEANforum

@junmar4sale "@MadanRao: Ressa: For the first time ever, social media has overtaken porn on the Internet! #ASEANforum"
19 hours ago

@tjmanotoc haha :) FB & Twitter r d NEW PORN! RT @MadanRao Ressa: For the first time ever, social media has overtaken porn on the Internet! #ASEANforum

Ressa: London riots were also fast spread of emotions among looters; but the cleanup was coordinated by social media as well #ASEANforum

Ressa: Can we find out how to tap social media energy for positive change rather than negative? #ASEANforum

@officialTIMYAP Fist pump! “@MadanRao: Ressa: Can we find out how to tap social media energy for positive change rather than negative? #ASEANforum”

@equerrer “@MadanRao: Ressa: Can we find out how to tap social media energy for positive change rather than negative? #ASEANforum”

Ressa: Social media addiction (dopamine) is real now; emotions are heightened, so expectations and behaviour shifts #ASEANforum

Ressa: Tech can keep us on a perpetual emotional high. Pushes away from objectivity to sensationalism #ASEANforum

Ressa: Cornell study on social media: students can't focus, lack concentration. Students on Facebook don't do well in school #ASEANforum

Ressa: Upside of social media: we are more engaged, can act together at minimal cost in unprecedented ways #ASEANforum

Ressa: Dunbar's number: 150 is the number of people we can hold together for social endeavours #ASEANforum

Ressa: Ways of harnessing human capabilities: bureaucracies, markets, networks (new: crowdsourcing) #ASEANforum

Ressa: Crowdsourcing: Wikipedia; One Million Voices against FARC movement #ASEANforum

Ressa: Oscar Morales and One Million Voices against FARC movement (Colombia) <http://www.movements.org/pages/185/> #ASEANforum

Ressa: One Million Voices movement was started by one man, on one Facebook page #ASEANforum

Ressa: Digital media can fuel activism; channel frustration and anger. #ASEANforum

Ressa: Social network theory: insights come not just from individual psychology but group dynamics, eg. peer pressure can distort reality #ASEANforum

Ressa cites Milgram experiments on testing people's reactions to authority, and Stanford Prison Experiment #ASEANforum

Ressa: "Three Degrees of Influence" rule – social networks transmit ideas, emotions, subliminal signals that influence behaviour upto three degrees #ASEANforum

Ressa: Harvard study: Influence transmits through three hops/degrees (friends' friends' friends), then ends by the fourth degree #ASEANforum

Ressa: US study: obesity appears to spread through social ties, eg. if a friend/sibling/spouse becomes obese #ASEANforum

Ressa: Important impact factors: how connected are you, how much at the centre are you? #ASEANforum

Ressa shows social map of connectedness of Bali bombers #ASEANforum

Ressa: You can use social maps to understand spread of diseases like SARS #ASEANforum

Ressa: At ABS-CBN we started a citizen journalism campaign in 2005. From 2007 we used "three degrees" rule #ASEANforum

Ressa: We used Gandhi's quote, "You must be the change you wish to see in the world" #ASEANforum

Ressa: Three ideas we used: Crowdsourcing (James Surowiecki), Tipping Point (Malcolm Gladwell), Three Degrees of Influence #ASEANforum

Ressa: Power of crowdsourcing: diversity of opinion, decentralisation, aggregation #ASEANforum

Ressa: We built a patroller community of citizen journalists, over the years, step by step till we hit the tipping point #ASEANforum

Ressa: We designed a media campaign where the presidential candidates brought along their bloggers to answer questions at forums #ASEANforum

Ressa: Social media results flashed during TV broadcasts can influence the way you think about the candidates #ASEANforum

Ressa: Internet and mobile penetration rates are high enough to create alternative distribution platforms that empower the bottom of the pyramid #ASEANforum

Ressa: We want to be at the sweet spot of Rich media + Professional journalism + Wisdom of crowds #ASEANforum

Ressa: See www.move.ph, the Web site of our Rappler initiative #ASEANforum

Ressa: “Don’t wait – start a ripple now!” www.rappler.com #ASEANforum

Ressa: Good journalism can do a heck of a lot more with social media than ever before. We need to change the way we think #ASEANforum

Ressa: Media is the connective tissue that can hold society together – or tear it apart. It is up to us to take the initiative #ASEANforum

Q: Social media can also be used for nefarious purposes, eg. terrorists. How to use crowds to fight it? #ASEANforum

Q: Criminals are running their syndicates from jails using cellphones! How to tackle this? #ASEANforum

Ressa: A terrorist recently came up with a document on how to use Facebook for terrorist activities #ASEANforum

Ressa: There will be tremendous disruption; I encourage journalists and governments to experiment and learn #ASEANforum

Ressa: Law enforcement officials must understand how these media work. Should not bury our heads in the sand #ASEANforum

Q: How to make social media trigger off a successful Arab Spring in Saudi Arabia, Bahrain? #ASEANforum

Ressa: Social media are challenging traditional gatekeeping roles; #Twitter is the place for breaking news #ASEANforum

Ressa: People are still watching TV in the Philippines – but along with mobiles, Twitter and Facebook #ASEANforum

Ressa: We are living in the age of “more and more of less and less” #ASEANforum

Ressa: Social media are creating a more chaotic role – but that is why credibility is even more important now; important for journalists #ASEANforum

Sundeeep: I caution against too much romanticisation of social media and simplistic terms like ‘Arab Spring’ #ASEANforum

Terrific networking now between journalists/academics from across Asia at AMIC’s ASEAN Media Forum! #ASEANforum

Panel 1: “Social Media and Impact on Governance in ASEAN” – fighting corruption #ASEANforum

U Pho Naing Lin, Chief Editor, Popular News, Myanmar: Internet came to Myanmar in 1999 #ASEANforum

Lin: 0.8% of population of Myanmar has access to Internet, mostly in the two big cities. #ASEANforum

Lin: Mobile Internet penetration is increasing in Myanmar. “Saffron revolution” and social media #ASEANforum

Lin: Journalists are beginning to use social media in Myanmar. Local media have Facebook accounts #ASEANforum

Lin: Blogs, Twitter and Facebook have been used to a limited extent in Myanmar. But also questions of credibility #ASEANforum

Lin: Government censored news after Cyclone Nargis, but blogging spread information about the crisis #ASEANforum

Lin: Bloggers also covered the Bloody Thingyan incident, and the 2010 elections #ASEANforum

Lin: Myritsone (‘confluence’) Dam Project was covered and discussed in social media #ASEANforum

Lin: Social media unfortunately also used to disseminate rumours, anti-gov propaganda, disinformation, personal attacks #ASEANforum

Lin: Social media is not just social but political and economic as well, and even anti-social! Don't have blind faith in tech #ASEANforum

Palphol Rodloytuk, Shinawatra University, Thailand: Social media used during coverage/relief of Thai floods #ASEANforum

Palphol: Social media harnessed anger, frustration, rage of Thai people during floods #ASEANforum

Palphol: Mainstream media could not cope with the pace of developments during the Thai floods #ASEANforum

Palphol: As compared to mass media, social media is a much more personal experience, engaged activity #ASEANforum

Palphol: People did not know which warnings to trust about flooding in Thailand #ASEANforum

Palphol: Thailand has 20 million Internet users, lots of mobile Internet usage #ASEANforum

Palphol: Social media challenge – whose opinions are truly 'objective' and 'independent,' and not sponsored or paid for? #ASEANforum

Palphol: Twitter in Thailand is no longer an elite's tool, but for commoners to comment as well #ASEANforum

Palphol shows site "Tell me fast if there will be floods" to address information flows and needs in Thailand #ASEANforum

Palphol shows gripping photos of Thai floods posted on social media sites #ASEANforum

Kai Ping Yong, Chinese Language Editor, Malaysiakini ("Malaysia Now"), shows videos of MalaysiaKini.TV #ASEANforum

Kai: MalaysiaKini has covered protests, marches, campaigns, demolition rallies for 12 years #ASEANforum

Kai: Mahathir's vision of MMSC did not take off, but opened up space for Internet media #ASEANforum

Kai: MalaysiaKini launched in 1999. Now in four languages, + Internet TV. 1.6 million readers per day, 10th most popular local site #ASEANforum

Kai: Mahathir has had a love-hate relationship with MalaysiaKini, depending on whether he is/not in favour with government! #ASEANforum

Kai: March 8, 2008 political tsunami – we moved from blogs and forums to Twitter and Facebook. #ASEANforum

Kai: Malaysia has highest number of Facebook friends in the world (233). 9 hours/week on social media. 9.54 million Facebook users. #ASEANforum

Kai: Malaysia suffers from braindrain, to Singapore, HK, US, etc. Social media used to stay in touch #ASEANforum

Kai: Government's reaction to social media varies: hostile, defensive, participatory. Hiring 'cybertroopers'! Salary + fees for posts #ASEANforum

Kai: Bersih 2.0 gathering: people rallied, dressed in yellow. #ASEANforum

Kai: Malaysians' usage of social media is largely politically motivated, and polarised #ASEANforum

Kai: Gov underestimates power, psyche of social media. Can't deny incidents reported on mobiles. Must give reasonable responses #ASEANforum

Kai: Malaysia social media are polarised, two camps, preaching to the converted. Shouting match, no conversation or engagement #ASEANforum

Kai: Malaysia – you are either for or against the government, very little middle ground #ASEANforum

Q: Apart from isolated incidents/movements, how is social media bringing out broader social change in ASEAN? #ASEANforum

Kai: Malaysia is relying too much on the Internet and social media, there is no magic bullet to solve its problems. More NGOs, engagement #ASEANforum

Kai: Malaysia's two-party system is not working well; need a transition to a better system, otherwise paralysis #ASEANforum

Kai: MalaysiaKini has been banned from Prime Minister's press conferences #ASEANforum

@binayaguragain Sustainability is big question 4 social media platforms. much platform started with donor support has lack of sustainability plan #ASEANforum

Kai: There are also other online media in Malaysia, but some are finding it hard to be sustainable #ASEANforum

Palphol: Thousands have been trained in citizen journalism by mainstream/alternative media in Thailand; new social media spaces #ASEANforum

Kai: New proposed law in Malaysia – you can become a programmer only if you have a university degree! #ASEANforum

Sundeeep: Every new media tech (eg. radio onwards) has created a lot of hype and hope about its impacts #ASEANforum

Sundeeep: Today's alternative media can become tomorrow's mainstream media #ASEANforum

@binayaguragain : social media platforms are not problem, content, connectivity & language are three major challenges developing world is facing #ASEANforum

@binayaguragain : @MadanRao it takes time! don't u think? @MadanRao RT;Sundeeep: Today's alternative media can become tomorrow's mainstream media #ASEANforum

Panel 2: “ASEAN Media Gateways: Creating Media Exchanges” #ASEANforum

Kalinga Seneviratne, Head of Research & Capacity Building, AMIC: ASEAN needs media linkages to build community #ASEANforum

Yuli Ismartono, Managing Editor, Asiaviews, Indonesia: www.AsiaViews.org The China factor is big in southeast Asia #ASEANforum

Yuli: Many international cooperation agreements get bogged down in operational bureaucracy and slow mindset change #ASEANforum

Yuli: Translation costs are expensive for news exchange in ASEAN; only elites speak English #ASEANforum

Moe Thuzar, Lead Researcher (Socio-Cultural), ASEAN Studies Centre, Singapore: Like EU, ASEAN needs to explain itself to man on the street #ASEANforum

Thuzar: Social media can help create ‘social bonfires’ for bonding between ASEAN people #ASEANforum

Thuzar: Tradeoff – Twitter helps spread news fast, but there is also the danger of over-simplification #ASEANforum

Thuzar: Social media will play an important role in ASEAN especially due to large and growing youth population #ASEANforum

Asmawar Samat, South-South Information Gateway, Malaysia: www.ssig.gov.my
Malaysia plans to create an ASEAN media gateway #ASEANforum

Other regional exchange mechanisms: ASEAN TV Net, Non-Aligned News Network, ATN, AMG #ASEANforum

Q: News cooperation agreements between government agencies don't seem to include private sector news companies! #ASEANforum

Q: It is nice to have ideas of news exchange – but does the news from one ASEAN country sell in another? Often not! #ASEANforum

Q: 'Development' news is seen as complex and boring – how to make it sell to the mass market, especially in other countries? #ASEANforum

Q: These cooperation discussions in hotel/conference rooms are all fine, how to translate it into steps which make sense for the average citizen? #ASEANforum

Q: How to go beyond G2G rhetoric for cooperation and have real P2P impacts? #ASEANforum

Q: Digital media is borderless, but print media face logistical/regulatory challenges, how can print leverage digital? #ASEANforum

Kalinga: AMIC can play a facilitating role in creation of ASEAN media exchanges #ASEANforum

Kai: #IPTV will be a technology to watch: blending Net, radio, TV #ASEANforum

Kai: We should also form collectives for training journalists in emerging digital technologies #ASEANforum

Kalinga: Need to blend new and old techs in the region, eg. Internet + community radio. #ASEANforum

Panel 3: Citizen Journalism, Social Media and ASEAN Community Building #ASEANforum

Yuli Ismartono, Asiaviews: Anybody with a smartphone can become a reporter. But how accountable are they? #ASEANforum

Yuli: We had a case of an accident being misreported; this created a violent fight between villagers, led to many deaths #ASEANforum

Jay Jaboneta, Former Chief of President's New Media Unit, Philippines, now with Philippine Fund for Little Kids <http://jayjaboneta.com/> #ASEANforum

Jay: I recently gave a talk at the Mindanao Bloggers community www.mindanaobloggers.com #ASEANforum

Jay: I was moved when I heard of kids swimming to school across a flooded river, with a plastic bag containing their books and uniform #ASEANforum

Jay: I helped created a Facebook page for raising funds, and we bought the kids a boat! (95K pesos) #ASEANforum

Jay: I was invited by Facebook to take part in a panel on how to use online groups #ASEANforum

Jay: I quit the government and now work fulltime in using social media to help children's causes #ASEANforum

Jay: It's nice to write and talk about social issues, but even better to work for them! #ASEANforum

Jay: We use social media to help raise funds for scholarships for rural kids to study marine technology/engineering #ASEANforum

Jay: Social media is terrific for channelling volunteer movements. People power is more than elections! #ASEANforum

Jay: My boat story went viral and was picked up by international media from Straits Times to Al Jazeera #ASEANforum

Jay: For more details of Yellow Boat of Hope, see <http://yellowboat.tumblr.com> #ASEANforum

Vorasack Pravongviengkham, Laos National Radio www.lnr.org.la Lao PDR was established in 1975 #ASEANforum

Vorasack: Laos economy opened up in 1986. Internet population today: 570,000 or 9% of population. 100K Facebook users in Laos #ASEANforum

Vorasack: Laos needs assistance for infrastructure and capacity building in #ICT4D #ASEANforum

And now Eleanor Yap, Singapore www.HumanityMagazine.com www.AgelessOnline.net www.nvpc.org.sg #ASEANforum

Great to see Eleanor on stage, I used to write for her magazine, Prime! She will join me in my social media workshop tomorrow #ASEANforum

Eleanor: Internet important for helping seniors learn about and cope with ageing issues. #ASEANforum

Eleanor: Singapore government has been supportive of seniors. IDA has created 12 learning hubs for them to learn about IT #ASEANforum

Eleanor: IDA is creating course modules for seniors on how to use social media, and use the Internet for research #ASEANforum

Eleanor: There also inter-generational IT bootcamps involving seniors, and Silver Gen PC sales #ASEANforum

Eleanor: Next – iPad and smartphone workshops for seniors in Singapore #ASEANforum

Eleanor: Tech companies should understand that social media are used differently by different generations; celebration, connection, info search #ASEANforum

Wenny Pahlemy, Researcher, Habibi Centre, Indonesia: Indonesia: 245 million population, 85 million Internet users (desktop+mobile) #ASEANforum

Pahlemy: Indonesia is the world's second largest Facebook user population (40 million), after USA (155M). 3rd: India: 34M #ASEANforum

Pahlemy: Indonesia has around 5M Twitter users. (Good data source: www.salingsilang.com) #ASEANforum

Pahlemy: Indonesia has 5.3 million blogs (Web has 150M total) #ASEANforum

Pahlemy: Meetups (kopdar) common in Indonesian online community #ASEANforum

Pahlemy: Online activism: One Million Book campaign (for young kids); 2009: Prita online movement for justice #ASEANforum

Pahlemy: Online activism: KPK 1 million support against corruption #ASEANforum

Pahlemy: IndonesiaUnite – in response to terrorist bomb attacks in hotels #ASEANforum

Pahlemy: Major blog sites – Politikana.com, Wikimu.com, imo.com, CuriPandang.com, Ngerumpi.com, Kompasiana.com #ASEANforum

Pahlemy: ASEAN Blogger Community established in May 2011. November: conference held in Bali, 200 attendees #ASEANforum

Pahlemy: Recommendations – more synergy between conventional and social media, online and meetups #ASEANforum

Q: Perception of some of these forums is that “ASEAN” means government, and some don’t want to be associated with government #ASEANforum

Yuli: 2014 will be the first Indonesian elections where social/mobile media will be a big factor #ASEANforum

Eleanor, Jay: Social media movements can stay locally focused, but best practices transcend to other countries #ASEANforum

End of Day One; Looking forward to my social media workshop tomorrow at 3rd ASEAN Media Forum, in Singapore! #ASEANforum