

**Premier Reference Source**

# **Political Scandal, Corruption, and Legitimacy in the Age of Social Media**



**Kamil Demirhan and Derya Çakır-Demirhan**



# Political Scandal, Corruption, and Legitimacy in the Age of Social Media

The way in which social media is utilized has changed over the years, making it a growing forum for political discussion. Due to this, analyzing relationships between social media and politics can lead to an increased awareness of current political affairs.

**Political Scandal, Corruption, and Legitimacy in the Age of Social Media** is an essential research source for the latest information on national and international political propaganda and opinions spread by technological forums. Featuring expansive coverage on a number of relevant topics and perspectives, such as environmental justice, alternative ideology, and information and communication technologies (ICTs), this publication is ideally designed for researchers, students, and professionals seeking current research on the connection between social media and politics and its impact on modern society.

## Topics Covered:

- Alternative Ideology
- Digital Interactive Media
- E-Government
- Environmental Justice
- Information and Communication Technologies (ICTs)
- Non-Governmental Organizations (NGOs)
- WikiLeaks



701 E. Chocolate Avenue  
Hershey, PA 17033, USA  
[www.igi-global.com](http://www.igi-global.com)



**Demirhan &  
Çakır-Demirhan**

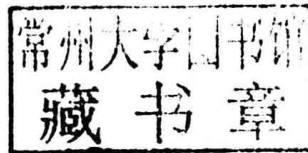
**Political Scandal, Corruption, and Legitimacy in the  
Age of Social Media**



# Political Scandal, Corruption, and Legitimacy in the Age of Social Media

Kamil Demirhan  
*Bülent Ecevit University, Turkey*

Derya Çakır-Demirhan  
*Bülent Ecevit University, Turkey*



A volume in the Advances in  
Social Networking and Online  
Communities (ASNOC) Book  
Series



[www.igi-global.com](http://www.igi-global.com)

Published in the United States of America by

IGI Global

Information Science Reference (an imprint of IGI Global)

701 E. Chocolate Avenue

Hershey PA 17033

Tel: 717-533-8845

Fax: 717-533-8661

E-mail: [cust@igi-global.com](mailto:cust@igi-global.com)

Web site: <http://www.igi-global.com>

Copyright © 2017 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher.

Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

Names: Demirhan, Kamil, 1984- editor. | Cakir-Demirhan, Derya, 1987- editor.

Title: Political scandal, corruption, and legitimacy in the age of social media / Kamil Demirhan, Derya Cakir-Demirhan.

Description: Hershey, Pennsylvania : IGI Global, Disseminator of Knowledge [2017] | Series: Advances in social networking and online communities book series, ISSN 2328-1405 | Includes bibliographical references and index.

Identifiers: LCCN 2016052519 | ISBN 1522520198 | ISBN 9781522520191 | ISBN 9781522520399 (eISBN)

Subjects: LCSH: Social media--Political aspects. | Political corruption.

Classification: LCC HM742 .P65 2017 | DDC 302.23/1--dc23 LC record available at <https://lcn.loc.gov/2016052519>

This book is published in the IGI Global book series Advances in Social Networking and Online Communities (ASNOC) (ISSN: 2328-1405; eISSN: 2328-1413)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.



# Advances in Social Networking and Online Communities (ASNOC) Book Series

ISSN:2328-1405

EISSN:2328-1413

## MISSION

The advancements of internet technologies and the creation of various social networks provide a new channel of knowledge development processes that's dependent on social networking and online communities. This emerging concept of social innovation is comprised of ideas and strategies designed to improve society.

The **Advances in Social Networking and Online Communities** book series serves as a forum for scholars and practitioners to present comprehensive research on the social, cultural, organizational, and human issues related to the use of virtual communities and social networking. This series will provide an analytical approach to the holistic and newly emerging concepts of online knowledge communities and social networks.

## COVERAGE

- Knowledge Chains
- Methodologies to Analyze, Design and Deploy Distributed Knowledge Management Solutions
- Performance Evaluation and Benchmarking of Deployed Systems
- Epistemology of Knowledge Society
- Information Policy Overview
- Communication of Knowledge in Organizations
- Knowledge Management System Architectures, Infrastructure, and Middleware
- Whole-Network Properties and Knowledge Communication
- Supporting Virtual Communities of Practice and Interest Networks
- Knowledge Communication and Impact of Network Structures

IGI Global is currently accepting manuscripts for publication within this series. To submit a proposal for a volume in this series, please contact our Acquisition Editors at [Acquisitions@igi-global.com](mailto:Acquisitions@igi-global.com) or visit: <http://www.igi-global.com/publish/>.

The *Advances in Social Networking and Online Communities (ASNOC) Book Series* (ISSN 2328-1405) is published by IGI Global, 701 E. Chocolate Avenue, Hershey, PA 17033-1240, USA, [www.igi-global.com](http://www.igi-global.com). This series is composed of titles available for purchase individually; each title is edited to be contextually exclusive from any other title within the series. For pricing and ordering information please visit <http://www.igi-global.com/book-series/advances-social-networking-online-communities/37168>. Postmaster: Send all address changes to above address. Copyright © 2017 IGI Global. All rights, including translation in other languages reserved by the publisher. No part of this series may be reproduced or used in any form or by any means – graphics, electronic, or mechanical, including photocopying, recording, taping, or information and retrieval systems – without written permission from the publisher, except for non commercial, educational use, including classroom teaching purposes. The views expressed in this series are those of the authors, but not necessarily of IGI Global.



## Titles in this Series

For a list of additional titles in this series, please visit: [www.igi-global.com](http://www.igi-global.com)

### *Power, Surveillance, and Culture in YouTube™'s Digital Sphere*

Matthew Crick (William Paterson University, USA)

Information Science Reference • copyright 2016 • 317pp • H/C (ISBN: 9781466698550)  
• US \$185.00 (our price)

### *Social Media and the Transformation of Interaction in Society*

John P. Sahlin (The George Washington University, USA)

Information Science Reference • copyright 2015 • 300pp • H/C (ISBN: 9781466685567)  
• US \$200.00 (our price)

### *Cases on Strategic Social Media Utilization in the Nonprofit Sector*

Hugo Asencio (California State University – Dominguez Hills, USA) and Rui Sun (California State University – Dominguez Hills, USA)

Information Science Reference • copyright 2015 • 375pp • H/C (ISBN: 9781466681880)  
• US \$195.00 (our price)

### *Handbook of Research on Interactive Information Quality in Expanding Social Network Communications*

Francisco V. Cipolla-Ficarra (Latin Association of Human-Computer Interaction, Spain & International Association of Interactive Communication, Italy)

Information Science Reference • copyright 2015 • 449pp • H/C (ISBN: 9781466673779)  
• US \$255.00 (our price)

### *Implications of Social Media Use in Personal and Professional Settings*

Vladlena Benson (Kingston Business School, Kingston University, UK) and Stephanie Morgan (Kingston Business School, Kingston University, UK)

Information Science Reference • copyright 2015 • 362pp • H/C (ISBN: 9781466674011)  
• US \$195.00 (our price)

### *Identity and Leadership in Virtual Communities Establishing Credibility and Influence*

Dona J. Hickey (University of Richmond, USA) and Joe Essid (University of Richmond, USA)

Information Science Reference • copyright 2014 • 321pp • H/C (ISBN: 9781466651500)  
• US \$205.00 (our price)

### *Harnessing the Power of Social Media and Web Analytics*

Anteneh Ayanso (Brock University, Canada) and Kaveepan Lertwachara (California Polytechnic State University, USA)

Information Science Reference • copyright 2014 • 305pp • H/C (ISBN: 9781466651944)  
• US \$215.00 (our price)



[www.igi-global.com](http://www.igi-global.com)

701 E. Chocolate Ave., Hershey, PA 17033

Order online at [www.igi-global.com](http://www.igi-global.com) or call 717-533-8845 x100

To place a standing order for titles released in this series,

contact: [cust@igi-global.com](mailto:cust@igi-global.com)

Mon-Fri 8:00 am - 5:00 pm (est) or fax 24 hours a day 717-533-8661

## Editorial Advisory Board

Essien Essien, *University of Uyo, Nigeria*

Juha Herkman, *University of Helsinki, Finland*

Sounman Hong, *Yonsei University, South Korea*

Christo Kaftandjiev, *Sofia University, Bulgaria*

Kiranjit Kaur *Universiti Teknologi MARA, Malaysia*

Naresh Khatri, *University of Missouri, USA*

Ji Sue Lee, *Florida State University, USA*

Liang Ma, *Renmin University of China, China*

Cecilia G. Manrique, *University of Wisconsin-La Crosse, USA*

Gabriel G. Manrique, *Winona State University, USA*

David Mathew, *University of Bedfordshire, UK*

Janne Matikainen, *University of Helsinki, Finland*

Zekeri Momoh, *Global Network for Peace and Anti-Corruption Initiative, Nigeria*

Rosyidah Muhamad, *Universiti Malaysia Terengganu, Malaysia*

M. Kemal Öktem, *Hacettepe University, Turkey*

Santwana Pandey, *Guru Ghasidas Central University, India*

Han Woo Park, *Yeungnam University, South Korea*

Gayle M. Pohl, *University of Northern Iowa, USA*

Babak Rahimi, *University of California, USA*

Saqib Saeed, *University of Dammam, Saudi Arabia*

Smarak Samarjeet, *Indian Institute of Management Kashipur, India*

Ashu M. G. Solo, *Maverick Technologies America Inc., USA*

Lloyd G. Waller, *University of the West Indies (Mona), Jamaica*

Joseph Wilson, *University of Maiduguri, Nigeria*



# Preface

Political scandals, corruptions and legitimacy crises are the substantial components of current politics at both national and international levels. The character of political scandals, corruptions and the problems of legitimacy in a country are the strong indicators of the nature of political culture, democratic development, socio-political and economic institutions. Social media as a new information and communication platform has a growing role in the control and in the manipulation of the public opinion during the times of scandals and crisis. Social media is widely believed to be a space for a more interactive public discussion, political propaganda and opinion formation. It is also possible to talk about a considerable amount of opponents seeing social media as the perpetuator of the conventional relations of power. Accordingly, there is a growing interest in the relationship between social media and politics. However, the impact of social media on political scandals, corruptions and legitimacy crises remains a less investigated topic.

*Political Scandal, Corruption and Legitimacy in the Age of Social Media* includes chapters mostly on popular political corruptions and political scandals from researchers all around the world. The authors of this book mostly stress the relationship between social media and corruptions. In some chapters of this book, social media is handled as a way to cope with corruption. However, there are some chapters in this book in which the relationship between corruptions, political scandals and social media is indicated as a double-sided issue. Various cases from various countries help to increase our understanding toward the nature of the political scandals and corruptions. This book is designed to be a useful work to evaluate the political scandals, corruptions and legitimacy in the age of social media.

The target audience includes, but is not limited to, researchers in political science and public administration, researchers in communication and media studies, political science professionals, media and communication professionals, political science students, media and communication students, politicians, politicians' advisors, public officials, journalists, computer scientists, technology and society specialists, members of civil society organizations, public relation professionals, government agents, and public policy actors.

In “Neo-Populist Scandal and Social Media: The Finnish Olli Immonen Affair” by Juha Herkman and Janne Matikainen, the authors researches Olli Immonen, an MP of the Finns Party. Regarding this scandal, the authors point out the social media and news media as the ones inspiring and feeding each other.

In “Scandal Politics and Political Scandals in the Era of Digital Interactive Media” by Kamil Demirhan, the author evaluates the maintaining role of traditional media in the era of digital media, and the features of scandal politics and political scandals in the era of digital interactive media to analyze the constructive functions of political scandals in democracies. In this respect, the author focuses on the cases of WikiLeaks and Ashley Madison affair.

In “Information Control, Transparency, and Social Media: Implications for Corruption” by Chandan Kumar Jha, the author points out social media as an important tool in fighting corruption. In this chapter, Jha supports freedom on Internet for the effects of social media on corruption are to be fully realized.

In “There Is an App for That Too: Citizen-centric Approach to Combating Corruption in the Digital Age through the Use of ICTs” by Lloyd G. Waller, the author researches the use of information and communication technologies (ICTs) by citizens. The author, in this chapter, has the aim to address the citizen-centric empowerment strategies to fight with corruption all around the world.

In “Hashtag Ideology: Practice and Politics of Alternative Ideology” by Smarak Samarjeet, the author searches for the power relations in social media and cross-media focusing on #HeForShe and #BringBackOurGirls campaigns. The author argues that hashtags have become a site for political and cultural appropriation.

In “The Role of Social Media in Enforcing Environmental Justice around the World” by Gayle M. Pohl, the author analyzes the role that social media plays enforcing environmental justice around the world and focusing on the cases from three different countries; India, Canada and Russia. The author concludes that social media is possible to be used to promote environmental justice globally.

In “Navigating the Nexus between Social Media, Political Scandal, and Good Governance in Nigeria: Its Ethical Implications” by Essien D. Essien, the author claims the social media as a platform for citizen participation in governance. Analyzing the Nigerian case, the author demonstrates the conventional mass media as incapacitated in societal challenges due to its ties with political and economic sources.

In “Government Website, Social Media, and Citizens’ Perceptions of Corruption: Evidence from Chinese Cities” by Liang Ma, the author empirically examines the impacts of media channels on citizen perceptions of corruption. The author concludes that e-government plays a key role in anticorruption.

In “Social Media’s Role in Alleviating Political Corruption and Scandals: The Philippines during and after the Marcos Regime” by Cecilia G. Manrique and Gabriel G. Manrique researches how the use of social media in the Republic of the

Philippines has been used to enhance political awareness and political participation. The authors support the idea that the use of social media can reduce corruptions.

In “Participation, Civil Society and the Facebook Use of NGOs in Turkey” by Kamil Demirhan, the author examines the use of Facebook by Non-Governmental Organizations (NGOs) in Turkey and searches social media’s potentiality for being a new channel to promote civic and political participation. The author emphasizes social media as the one promoting social and political life.

The researches and analyzes in these chapters help to develop a new perspective on the changing nature of media and politics. They help the reader see the different sides of the popular public events. Is a scandal just a scandal? The book helps the audience to see the winner/loser dichotomy in political scandals or corruptions. Technology has changed the nature of social life as well as the nature of politics. This book questions the relationship between social media and political scandals being a significant sample of a neglected literature.

*Derya Çakır-Demirhan*

*Bülent Ecevit University, Turkey*



# Table of Contents

**Preface**.....xiii

**Chapter 1**  
Neo-Populist Scandal and Social Media: The Finnish Olli Immonen Affair ..... 1  
*Juha Herkman, University of Helsinki, Finland*  
*Janne Matikainen, University of Helsinki, Finland*

**Chapter 2**  
Scandal Politics and Political Scandals in the Era of Digital Interactive  
Media ..... 25  
*Kamil Demirhan, Bülent Ecevit University, Turkey*

**Chapter 3**  
Information Control, Transparency, and Social Media: Implications for  
Corruption..... 51  
*Chandan Kumar Jha, Madden School of Business, Le Moyne College,  
USA*

**Chapter 4**  
There Is an App for That Too: Citizen-Centric Approach to Combating  
Corruption in the Digital Age through the Use of ICTs ..... 76  
*Lloyd G. Waller, University of the West Indies (Mona), Jamaica*

**Chapter 5**  
Hashtag Ideology: Practice and Politics of Alternative Ideology ..... 101  
*Smarak Samarjeet, Indian Institute of Management Kashipur, India*

**Chapter 6**  
The Role of Social Media in Enforcing Environmental Justice around the  
World..... 123  
*Gayle M. Pohl, University of Northern Iowa, USA*

**Chapter 7**  
Navigating the Nexus between Social Media, Political Scandal, and Good Governance in Nigeria: Its Ethical Implications..... 157  
*Essien D. Essien, University of Uyo, Nigeria*

**Chapter 8**  
Government Website, Social Media, and Citizens’ Perceptions of Corruption: Evidence from Chinese Cities..... 185  
*Liang Ma, Renmin University of China, China*

**Chapter 9**  
Social Media’s Role in Alleviating Political Corruption and Scandals: The Philippines during and after the Marcos Regime..... 205  
*Cecilia G. Manrique, University of Wisconsin-La Crosse, USA*  
*Gabriel G. Manrique, Winona State University, USA*

**Chapter 10**  
Participation, Civil Society and the Facebook Use of NGOs in Turkey ..... 223  
*Kamil Demirhan, Bülent Ecevit University, Turkey*

**Compilation of References** ..... 247

**About the Contributors** ..... 290

**Index**..... 293

# Detailed Table of Contents

**Preface**.....xiii

**Chapter 1**

Neo-Populist Scandal and Social Media: The Finnish Olli Immonen Affair ..... 1  
    *Juha Herkman, University of Helsinki, Finland*  
    *Janne Matikainen, University of Helsinki, Finland*

The article analyses a political scandal that occurred in Finland in 2015, when an MP of the populist right-wing Finns Party, Olli Immonen, published a Facebook update in which he used the same kind of militant–nationalist rhetoric against multiculturalism that Norwegian mass-murderer Anders Behring Breivik had used a couple of years earlier. By analyzing the content published in both social and news media, the role of social media and the relationship between news reporting and social media are explored by analyzing the progress of the scandal. The analysis indicates the prominent role of social media as being a starting point for scandal and for keeping scandal in the public eye, serving as forums for supporters and opponents of the scandalized politician. The relationship between social and news media seems symbiotic in this case because both of them fed and inspired each other during the scandal. However, further research is needed to fully understand the role of social media in scandals linked to north and west European populist right-wing parties, as well as political scandals occurring in different political contexts and media environments.

**Chapter 2**

Scandal Politics and Political Scandals in the Era of Digital Interactive  
Media ..... 25  
    *Kamil Demirhan, Bülent Ecevit University, Turkey*

This study focuses on scandal politics and political scandals in the era of digital interactive media. Scandals are the part of symbolic power struggles. Media is one of the main actors of these struggles. In fact, political scandals have a constructive function in democracies because they help releasing corruptions. After scandals, the



public get the opportunity to discuss on the legitimacy of political-legal institutions and political system. However, this discussion is not possible in the conditions of scandal politics. This study is interested in scandal politics and political scandals in the era of digital interactive media. It evaluates the maintaining role of traditional media in the era of digital media, and the potentials of digital interactive media to utilize the constructive functions of political scandals in democracies. The cases of WikiLeaks and Ashley Madison affair are used to evaluate the scandal politics and political scandals in the era of digital interactive media.

### Chapter 3

Information Control, Transparency, and Social Media: Implications for Corruption.....	51
---	----

*Chandan Kumar Jha, Madden School of Business, Le Moyne College, USA*

Although the research linking social media and corruption is still in infancy, it provides important insights. It has been shown that social media can prove to be an important tool in fighting corruption. At the same time, freedom on the net is under threat in many parts of the world with governments using a variety of methods, including designing vague and flexible security laws as well as employing technological means, to censor the content that can be shared and accessed by net users. This chapter discusses the implications that government control over information can have for the effects of social media on corruption. It suggests that freedom on the net and the anonymity of net users must be protected if the effects of social media on corruption are to be fully realized.

### Chapter 4

There Is an App for That Too: Citizen-Centric Approach to Combating Corruption in the Digital Age through the Use of ICTs .....	76
---	----

*Lloyd G. Waller, University of the West Indies (Mona), Jamaica*

Combating corruption is critical to the economic and social development of a country. Recent discussions surrounding strategies to combat corruption now include the role of information and communication technologies (ICTs). Currently, there is a growing body of research on the role of ICTs to combat corruption, however scholarly research on the use of these technologies by citizens in this regard is wholly lacking. The objective of this study is to address this gap in the literature as well as to popularize citizen-centric empowerment strategies to combat corruption around the world.

## Chapter 5

Hashtag Ideology: Practice and Politics of Alternative Ideology ..... 101

*Smarak Samarjeet, Indian Institute of Management Kashipur, India*

Hashtag is powerful in nature and gains undivided attention of the social media users. The dialectical phenomenon existing around these hashtags portrays collective consciousness spread across continents. Moreover, the discourse specific political engagements have one thing in common – fuelling global sentiment, perhaps, that is more homogenous and speculative. But the real question is how powerful as this hashtag phenomenon has become? Is it a disruptive culture that has become part of our everyday life? Consequently, the aim of this chapter is to deal with the recent hashtag phenomenon, engaging users in personal and social level. Hashtags such as #BringBackOurGirls and #HeForShe are used in this chapter as a case study to understand the power relations they exercise in the social media space and across cross-media platforms. The aim of this chapter is to contribute to the growing literature of social media activism and the hashtag ideology.

## Chapter 6

The Role of Social Media in Enforcing Environmental Justice around the World..... 123

*Gayle M. Pohl, University of Northern Iowa, USA*

This chapter is a critical analysis of the role that social media plays enforcing environmental justice around the world. It particularly examines how social media has been used internationally to foster Greenpeace International's actions to enforce environmental justice and compliance in three selected countries, namely India, Canada and Russia. The cases examined are a.) the Essar Ltd.'s coal mine project in the Mahan Forests in India; b.) Prirazlomnaya Oil Company's offshore drilling in the Arctic Sea, and c.) Resolute Forests Products' mining in the Boreal Forest in Canada. The paper concludes that social media can be used to promote and foster environmental justice globally.

## Chapter 7

Navigating the Nexus between Social Media, Political Scandal, and Good Governance in Nigeria: Its Ethical Implications..... 157

*Essien D. Essien, University of Uyo, Nigeria*

The advent of the social media revolution in contemporary time has had a phenomenal impact in almost every area of human endeavor in many societies. However, social media has some credibility burden that could hinder its effective use and also produce unintended consequences such as political propaganda, and other unwholesome activities as it affects politics and governance. This study sought to assess the nexus between social media, political scandal and good governance in Nigeria. It also