

ROLE OF SOCIAL MEDIA IN COMBATING CORRUPTION IN NEPAL

**A Thesis submitted to Programme of Public policy,
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Studies**

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DECLARATION

I, NIRANJAN ADHIKARI, declare that this thesis entitled **ROLE OF SOCIAL MEDIA IN COMBATING CORRUPTION IN NEPAL** submitted to Programme of Public Policy, Governance and Anti-corruption Studies is my own original work unless otherwise indicated or acknowledged in the thesis. The thesis does not contain materials which has been accepted or submitted for any other degree at the University or other institution. All sources of information have been specifically acknowledged by reference to the authors or institutions.

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LETTER OF RECOMMENDATION

This thesis entitled ROLE OF SOCIAL MEDIA IN COMBATING CORRUPTION IN NEPAL has been prepared by Mr. NIRANJAN ADHIKARI under my guidance and supervision. I, hereby, recommend it in partial fulfillment of the requirements for the Degree of MASTER OF ARTS in PUBLIC POLICY, GOVERNANCE AND ANTI-CORRUPTION STUDIES for final examination.

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LETTER OF APPROVAL

We certify that this thesis entitled **ROLE OF SOCIAL MEDIA IN COMBATING CORRUPTION IN NEPAL** submitted by **NIRANJAN ADHIKARI** to the Programme of Public Policy, Governance and Anti-corruption Studies, Faculty of Humanities and Social Sciences, Tribhuvan University, in partial fulfillment of the requirements for the Degree of **MASTER OF ARTS in PUBLIC POLICY, GOVERNANCE AND ANTI-CORRUPTION STUDIES** has been found satisfactory in scope and quality. Therefore, we accept this thesis as a part of the said degree.

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ABSTRACT

Corruption is a significant global issue that undermines democratic values and erodes public trust. Despite the establishment of legal frameworks and enforcement agencies, the challenge of addressing corruption remains unresolved. This paper aims to explore whether social media could serve as an alternative tool in combating corruption in Nepal by assessing its effectiveness in comparison to traditional media, and its capacity to mobilize communities against corruption while promoting transparency and accountability.

Through a quantitative research approach, a survey was conducted with 423 respondents from Nepal, and their responses were analyzed using descriptive analysis. The findings indicate that the majority of respondents perceive social media as more effective than traditional media in exposing corruption. Additionally, a substantial portion of participants believe that social media has the potential to organize communities against corruption and contribute to ensuring transparency and accountability. However, there is a noticeable reluctance among respondents to personally engage in anti-corruption campaigns or report instances of corruption. The research concludes that the respondents' perceptions suggest that social media holds promise in informing citizens about corruption and fostering transparency and accountability through community mobilization.

Keywords: corruption, social media, transparency, accountability, quantitative research approach

ACRONYMS AND ABBREVIATIONS

Acronyms or abbreviations Full form

GDP	Gross Domestic Product
CPI	Corruption Perception Index
TI	Transparency International
CIAA	Commission for Investigation of Abuse of Authority
NVC	National Vigilance Center
UNODC	United Nations Office on Drugs and Crime
ICT	Information and Communication Technology
NDTV	New Delhi Television Limited
SNA	Social Network Analysis
OLS	Ordinary Least Square
EQI	European Quality of Government Index
IAC	India Against Corruption
TMAC	Ten Measures Against Corruption
SM	Social Media
TM	Traditional Media

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CHAPTER I

INTRODUCTION

1.1 Introduction

Corruption, a persistent issue in most societies of the world continues to be a problem for many countries. Corruption undermines democratic values, erodes trust among the public and hampers socio-economic development (Ajie & Wokekoro, 2012). The World Bank blog on December 22, 2022, revealed a fact that more than 2.6 trillion US dollars or 5 percent of the global GDP is lost to corruption. Almost all countries around the world have tried ways to combat and reduce corruption through legal frameworks and enforcement agencies but many of them have been unlucky. In such a context, new tools and platforms are emerging offering alternative means to fight corruption. Among these, social media has proved to be game-changing force, reshaping how information is shared, how citizens engage with each other, and how they hold public officials accountable. For instance, the Bhutanese refugee scandal in Nepal that duped over 800 people out of millions of rupees which involved former ministers and high-ranking public officials was largely discussed and criticized in social media like Facebook and Twitter. The social media discourse quickly gained momentum, with users sharing and amplifying those allegations. The public outcry generated through social media pressured government officials to address the allegations, leading to parliamentary discussions and punishment and fines for the culprits.

Social media platforms like Twitter, Facebook, and Instagram, as well as emerging platforms such as TikTok, have created vast networks of connected individuals even in developing countries such as Nepal. These platforms enable rapid dissemination of information, foster collective action, and increase transparency through crowdsourced monitoring of public activities. The study sought to understand how people view corruption, evaluate how well social media exposes wrongdoing, and ascertain whether social media might encourage community mobilization while boosting accountability and transparency.

Despite the promising potential of social media, its effectiveness in advocating against corruption has not been extensively studied. Challenges such as misinformation, privacy concerns, and government censorship can hinder the positive impact of social media. Thus, the goal of this research is to investigate the role of social media in revealing corruption, to examine if social media can play a role in uniting people against corruption and see if it can induce government policy change related to corruption.

1.2 Statement of the problem

Nepal scored 35 out of 100 and ranked 108 out of 180 countries in the corruption perception index (CPI) in 2023, a corruption measuring tool of Transparency International (TI), a leading global organization in fighting corruption. Compared to the CPI of 2022 Nepal has slightly improved, yet it remains in the category of countries with rampant corruption. Even with having institutional and legal frameworks such as the Commission for Investigation of Abuse of Authority (CIAA), CIAA Act 1991, Corruption Prevention Act 2002, National Vigilance Center (NVC), and several other institutions and laws to oppose corruption, it has failed to mitigate the problem of corruption. Therefore, a new approach to address the issue of corruption is necessary.

Social media could be a solution to fight and reduce corruption. Bauer (2014), posits a belief that the increasing domination of social media platforms could be connected to attempts to thwart corruption. United Nations Office on Drugs and Crime (UNODC) and WEF both express a common understanding that social media can fight corruption by providing information in the form of analysis, commentary advocacy through investigations and crowd-sourcing (United Nations Office on Drugs and Crime, n.d). According to, Robertson (2018), the public opinions expressed through social media on certain issues could increase engagement towards the issue and at a certain point this can lead to an uprising and change in government. Certain countries such as Tunisia, Egypt and Armenia through activism on twitter has encountered change in government (Enikolopov et al., 2018).

Based on the post of The Rising Nepal (government owned daily newspaper) on 17 December 2023, there were 12.60 million social media users in January 2023, which

equated to 41 percent of the total population. Likewise, the data published by Meta advertising Resources indicated that there were 11.85 million Facebook users in Nepal. There were 15.85 million internet users in Nepal, which accounted for 51.6 percent of the total population (Kemp, 2023). Thus, this paper presumes that the number of social media users in Nepal is further increasing. Therefore understanding the power of social media and its impact on people's engagement, this paper is an attempt to investigate if social media could be a platform to combat against corruption practices in Nepal. This issue is a less researched area in the context of Nepal.

1.3 Research Questions

- 1) What is the public perception of corruption in Nepal, and how effective is social media in exposing it compared to traditional media?
- 2) What role does social media play in facilitating community mobilization against corruption?
- 3) What changes in Transparency and Accountability result from social media driven anti-corruption campaigns?

1.4 Research Objectives

- 1) To examine the perception of people regarding corruption in Nepal.
- 2) To analyze how effective social media is in exposing corruption compared to traditional media.
- 3) To explore the effectiveness of social media facilitating community mobilization against corruption and enhance transparency and accountability in the context of Nepal.

1.5 Significance of the Research

Corruption is a pervasive disease in a society that undermines governance, public trust and the rule of law. In countries like Nepal where corruption is rampant, the traditional methods to prevent corruption, such as legal and institutional frameworks, investigative journalism, and even civil societies seem to be ineffective. However, social media has emerged as a powerful tool for creating information, and dissemination and even can induce collective

action offering new possibilities for combating corruption. Thus, this research has explored how social media can provide help in combating corruption in Nepal.

1.6 Limitations of the Research

As social media is so accessible, false information can propagate quickly, causing uncertainty and damage to one's reputation in cases of corruption. Government censorship, such as the recent ban on TikTok in Nepal, makes it difficult to collect data consistently and restricts the scope of the study. Furthermore, unequal access to social media is brought about by the digital divide, which makes it challenging to reflect the opinions of dispersed communities. This could lead to an overrepresentation of particular viewpoints, distorting the results and making it more difficult to evaluate social media's effectiveness in thwarting corruption.

1.7 Organization of the study

This thesis is divided into five chapters. The first chapter introduces the study's background, presents the problem statement, and explains the rationale for the research. It outlines the research objectives and questions, along with the study's significance and limitations. The chapter concludes by providing an overview of the thesis structure.

The second chapter offers a review of relevant literature, outlining various perspectives on the effectiveness of social media in addressing corruption in Nepal. It includes an overview of the theoretical framework and empirical studies related to the impact of social media on combating corruption, community mobilization, and promoting transparency and accountability. Similarly, the third chapter discusses the research methodology, summarizing the research design, sampling techniques, data collection methods, and data analysis procedures used in the study.

The fourth chapter presents study's result through data presentation analysis and interpretation using tables and figures in descriptive way. Lastly, fifth chapter provides summary and conclusion of the overall study along with recommendations for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Background of literature review

Corruption is a global problem that undermines democratic institutions, promotes instability, and impedes economic growth. Corruption is still a major issue in Nepal across all sectors. Fighting this constant threat requires an understanding of how the public perceives corruption and how contemporary channels such as social media reveal it.

Nepal's CPI scores have varied throughout the last ten years, indicating uneven advancements in the fight against corruption. Nepal received its highest score to date of 35 in 2023, placing it 108th out of 180 countries; nonetheless, the nation continues to face challenges in this area. Governmental programs, non-governmental actions, and legal reforms have all been used in the fight against corruption. But given how pervasive corruption is, especially in the digital era, more creative solutions are needed.

Traditional media has historically exposed corruption through investigative journalism and awareness campaigns. However, social media has recently become a powerful tool for citizen-driven reporting and large-scale engagement. While literature acknowledges media's role in combating corruption, there is limited research on the effectiveness of social media versus traditional methods in countries like Nepal, and on public perceptions in the digital age.

This study addresses gaps by examining public perceptions of corruption in Nepal and evaluating the effectiveness of social media compared to traditional media in exposing corruption. It also explores how social media mobilizes communities to fight corruption and promote transparency. By focusing on Nepal, the research offers a localized understanding of digital platforms' role in combating corruption.

2.2 Theoretical Review

This research employs Information Access Theory, Uses and Gratifications Theory, and Collective Action Theory as they justify its objectives. These theories provide a framework for understanding how access to information through social media is effective, satisfies users' needs, and fosters collective mobilization against corruption in Nepal, supporting transparency and accountability efforts.

2.2.1 Information access theory

The concepts and tenets of information access theory describe how people and organizations gather, analyze, and apply information in various circumstances. This approach is frequently connected to disciplines like library sciences, communication studies, and information science. The theory looks at information access barriers, user behavior when looking for information, and systems and technology that help or impede access. Jha and Sarangi (2016) provided a framework for comprehending the connection between social media use and corruption, emphasizing the ways in which social media can support accountability and openness in government. Likewise, DiRienzo et al. (2007) found that greater the access to information, the lower the corruption level while attempting to understand how certain economic and cultural variables affect a countries' corruption level.

In order to better understand how individuals in Nepal receive information on corruption, this paper looks at a variety of media platforms. This theory is pertinent because it examines the dissemination of knowledge via media and social networks, particularly in the context of creating communities to fight corruption. Through an examination of popular media, especially social media, the research seeks to shed light on information sharing practices and the ways in which anti-corruption initiatives might benefit from it.

2.2.2 Use and gratification theory

Use and Gratification theory explains why people actively seek out particular media to wants or desires. Instead of viewing viewers as passive consumers, it emphasizes them as active participants who select media information to their own desires and motives. Whiting and Williams (2013) seeked to provide a better and more comprehensive understanding of

why consumers use social media and concluded that people look for media that satisfies their wants and provides them with the greatest satisfaction.

Uses and gratification Theory is applicable to this study since it tries to investigate individuals' preferences for consuming information about corruption via social media or traditional media. The theory contributes to a better understanding of the motivations underlying media choices, shedding light on why people prefer specific platforms for getting corruption information and engaging in related discussions. This concept helps to understand how media use is influenced by personal needs and gratifications in the context of corruption awareness.

2.2.3 Collective action theory

Collective action theory looks at how people work together to accomplish a common objective, especially when it calls for coordination and collaboration between several persons. It talks about the difficulties and dynamics of getting people to work together particularly when there may be conflicts between the interests of the people group and those of the other individual (person or institution). Kende et al. (2016) discovered that social media can function as a motivator of a collective action. Political action has been profoundly impacted by the rise of social media since it has made quick information sharing via instant messaging possible. Furthermore, it has enabled the politicization of group identities via virtual discourse and communities (Alberici & Milesi, 2013). Likewise, Ahuja et. al (2018) examined how social media influence collective action in the context of digital activism and found that social media exerts predictable influence on collective behaviour in promoting environmental shping and contagion.

This theory is quite applicable to the study since it looks at how people get together to take action when corruption is revealed on social media. Social media platforms have changed the face of activism by facilitating the quick and broad distribution of information that might inspire people to confront and oppose unethical behavior. The research will use collective action theory to analyze how online communities respond to and mobilize around corruption revelations. This will help to understand the mechanisms underlying digital mobilization, the influence of group identities on collective responses, and the

efficacy of online activism in bringing about real-world change. This method provides insights into how groups behave in the digital era and how social media might affect social and political consequences.

2.3 Empirical Review

The empirical review examines studies on the effectiveness of social media in exposing corruption, fostering community mobilization, and promoting transparency and accountability. The literatures highlight how social media platforms have been instrumental in exposing corruption, enabling citizen engagement, and enhancing public oversight, supporting anti-corruption efforts in various contexts.

2.3.1 Exposure of corruption through social media

Leys (1965) examined the origins, effects, and challenges associated with characterizing corruption. The study examined the origins of corruption, how it hinders advancement, and how hard it is to catch. In order to increase its applicability, researcher conducted a critical analysis of the body of literature, drawing on historical research on corruption in Britain, American studies, studies conducted in English-speaking West Africa and Asia, and ancillary sociological research. The research offered a thorough analysis of the effects of corruption on society by combining findings from commissions of inquiry and integrating a wide range of sources. It showed how corruption diverts resources from the public good to individual interests, hampering development and economic advancement. It also looked at the public's general loss of faith in government, as well as the power and trust erosion between political leaders and their subordinates.

The study also revealed that officials' incentives are distorted by corruption, which puts individual interests ahead of the welfare of society as a whole, exacerbates wealth disparity, and modifies the distribution of resources within society. The author contended that a more comprehensive approach is necessary for successful comprehension, as current research frequently concentrate on particular aspects or areas of corruption. The research investigation underlined how difficult it is to find and verify information, especially when those who are involved are reluctant to offer specifics. Leys also criticized the moralistic perspective on corruption, arguing in favor of an unbiased, analytical study of its origins

and effects. To address corruption effectively, the report proposed boosting governance, promoting public awareness, enforcing legal frameworks, and building the competence of institutions responsible for combating corruption. It was believed that such actions could promote an open and accountable culture.

Bertot et al. (2010) argued that, there has been much research done on the impact of information and communication technologies (ICTs), especially social media and e-government, on how society views transparency and how to fight corruption. A substantial effort has been focused on reviewing case studies and current ICT systems to evaluate their impact on increasing transparency and preventing corruption. Several anti-corruption tactics, including as administrative reforms, law enforcement procedures, and societal shifts, were investigated through a thorough analysis of the literature. The analysis focused on how granting citizens information access and empowering them to keep an eye on government operations can promote increased openness and reduce corruption.

ICTs have been shown to offer significant potential to improve transparency and lower corruption, especially e-government and social media. According to the research, ICTs can foster an environment of transparency and lead to significant improvements in governance. Nevertheless, these changes depend on how well political systems incorporate both innovation and cultural changes. Social media platforms have become essential instruments for citizen journalism in situations where traditional media is inadequate. They enable people to report events, reveal wrongdoing, and promote openness. By involving the public in information sharing and accountability processes, social media plays a significant role in encouraging transparency.

However, there are obstacles in the way of ICTs' transformative potential. Although they present chances to advance transparency and anti-corruption initiatives, political, technological, and societal obstacles impede their adoption. In addition to making sure that the necessary technology infrastructure and citizen readiness are in place, it is imperative that governance mechanisms promote a transparent culture. Initiatives aimed at promoting openness through ICT hold great promise, but challenges like societal difficulties, technological constraints, and political opposition still exist. Addressing these limitations

will require both political will and technological improvements. ICTs social media in particular and e-government in general have shown great promise in fostering openness and thwarting corruption, but a more thorough analysis of the difficulties in putting them into practice is required. Additionally, because of their ability to foster cooperation, involvement, empowerment, and real-time information sharing, new media especially social media have demonstrated enormous potential in anti-corruption campaigns.

Rajendran and Thesinghraj (2014) sought to explore the effects of print media and new media on a representative sample of the Indian population. According to their research, new media which enables people to participate as both content creators and consumers was made possible by traditional print media, which was once thought of as a one-way communication channel. In this context, new media included social media sites like Facebook and Twitter as well as online news sources like The Hindu, NDTV, India Today, and Times of India. The researchers used surveys and expert interviews as part of their technique to look into these processes. With an emphasis on subscription rates, preferences between online and print sources, and the overlap of using various platforms, the collected data was analyzed to look at the consumption patterns of both print newspapers and digital media.

The results showed that younger and middle-aged people prefer internet news sources, while older generations still prefer traditional newspapers. The key reasons given by the elder population for their preference for new media were accessibility, social media's interactive features, and the availability of news on demand. The study found that print and new media coexist and complement one another in spite of this change. Even though a sizable segment of the sample population thought that publications had a political slant, many of them still thought that newspapers were a more trustworthy source of information. The researchers also pointed out that internet media gives opinion leaders a forum to promote societal change, whereas newspapers are mostly for passive information intake.

The study noted that the decline in traditional newspaper subscription demand can be attributed to the growth of the internet and the free, rapid access to news. This does not, however, signify the demise of print media. Rather, print and news companies have

embraced digital platforms, adjusting to shifts in consumer preferences and staying relevant and influential in the changing media environment. The shift to internet journalism has expedited the media's influence over society, mirroring changes in consumer behavior as well as technological advancements.

Starke et al. (2016) conducted a cross national study across 157 countries to examine influence of media freedom, internet access, and government online service delivery on corruption. Three distinct years' worth of secondary data 2003, 2008, and 2013 were used in the study. The authors noted that while changes in the media have had a major impact on corruption levels around the world, prior research has not given enough attention to the relationship's longitudinal nature. They used OLS regression analysis to examine the effects of media freedom, internet accessibility, and online services provided by governments on corruption in various countries in order to address this.

Over the course of the three years of investigation, the results showed a constant and significant relationship between media freedom and decreased levels of corruption at the national level, supporting earlier studies on the subject. According to the findings, the free media is essential for promoting social openness, holding public officials accountable, deterring corrupt behavior by making it more likely that it will be discovered, and assisting with anti-corruption initiatives. The study also discovered that the use of the internet and the online provision of information and public services have a detrimental effect on corruption, suggesting that those who have access to the internet are less reliant on conventional media sources like television and newspapers. One important instrument for lessening corruption is the Internet.

In order to lower levels of national corruption, the study underlined the significance of media freedom, internet availability, and effective online government services. The most effective means of preventing corruption was found to be media independence, which was strengthened by the availability of the internet and online government services. The authors promoted social media as a valuable weapon in the fight against corruption, emphasizing how it may foster openness, participation from the public, and group efforts. They also

demanded more research be done on the intricate mechanics of how social media affects corruption.

Jha and Sarangi (2017) investigated the relationship between social media use, specifically Facebook, and corruption, exploring how increased access to multi-way communication could potentially reduce corruption. The authors pointed out that while a number of researchers have looked at how communication technology affects corruption, relatively few have specifically addressed social media's role in this situation. They contended that since traditional media is a one-way route of information and is therefore easier to manage by authoritarian regimes, expanding access to social media would help reduce corruption. Conversely, social media's two-way communication makes it more difficult to stifle.

Using the World Bank's 2012 Control of Corruption Index, the study examined data from more than 150 nations. To assure the validity of their conclusions, they used quantitative analysis, robustness checks, and falsification testing. The findings showed that, independent of a nation's level of press freedom, there is a negative relationship between corruption and social media use, particularly Facebook penetration. This shows that social media can aid traditional media in the battle against corruption by strengthening the role that press freedom plays in bringing dishonest people responsible. The study went on to say that social media has a critical role in fostering openness and decreasing corruption, even in nations where there are restrictions on the press.

The study emphasized the significance of its findings regarding the relationship between social media and corruption, focusing in particular on the inverse relationship between Facebook use and levels of corruption, particularly in nations with restricted press freedom. According to the authors, social media supports journalistic freedom, which is essential in the battle against corruption. Additionally, they emphasized the wider ramifications of their findings, arguing that greater internet freedom and social media use are necessary to advance transparency and fight corruption.

Hoskins and Shchelin (2018) investigated the ways in which different actors such as the general public, the media, and the government manage and understand information on both new and established platforms, such as social media and television. Their research centered

on comprehending the mechanics of information warfare in the Russian media landscape, especially in light of momentous political occurrences such as the Panama Papers affair. The authors employed a mixed-methods approach, utilizing data mining, discourse analysis, Social Network Analysis (SNA), and manual data collection to provide readers a thorough understanding of the dissemination, controversies, and shaping of information about the Panama Papers within the Russian media environment.

The results revealed important stories about the Panama Papers in Russian media, providing insight into the way the authorities, media, and readers interpreted and interpreted the information. The findings showed that the Russian government probably tried to control the story in order to protect its reputation, employing strategies like downplaying the importance of the leak, smearing the sources, or painting the incident in a more positive light. It's possible that the government distorted facts to influence public opinion through its control over traditional media. Investigative reporting by independent journalists, meantime, was centered on exposing elite corruption and advancing openness; but they encountered obstacles like censorship and pressure from authorities, which affected the way they presented the information.

The study focused on the ways in which elites censor divergent opinions, shape public perception, and direct media narratives through the employment of gatekeeping techniques. Social media can be used maliciously even while it can encourage activity and subvert prevailing viewpoints. The writers emphasized the need of openness and independent reporting in thwarting corruption and advancing moral leadership. They proposed that social media can be a formidable instrument for exposing corruption and holding those responsible for wrongdoings accountable because it can foster greater openness, give people more power, and bring people together around common interests.

Prabowo et al. (2018) evaluated social media from a variety of behavioral viewpoints in an effort to investigate the potential of this medium for combating corruption in Indonesia's public sector. Their study aimed to comprehend how social media might impact the public's view of corruption in Indonesia and how its characteristics can be utilized to fortify the nation's anti-corruption campaign. The authors carried out an extensive literature analysis

on social media, corruption, and anti-corruption initiatives in order to lay the groundwork for their investigation. In addition, case studies, archival data analysis, and Social Network Analysis (SNA) were used to highlight real-world examples, potential obstacles, and opportunities for using social media as a platform for anti-corruption efforts. These methods helped to shed light on the condition of corruption in Indonesia.

The study highlighted how social media sites, particularly Twitter, have the ability to include the general people in anti-corruption initiatives. The results showed that people using social media might play a variety of roles, including advocates, amplifiers, information distributors, and watchdogs over unethical behavior. By taking on these tasks, users might jointly build networks of involved people committed to fighting corruption in Indonesia, increase public awareness, gather support, and disseminate anti-corruption messaging. Furthermore, it has been demonstrated that social media platforms are essential for encouraging citizen journalism, which raises public awareness of corruption. Reports from citizens could be used to monitor government officials' use of public funds and to spread anti-corruption information.

According to the study, social media enables activists fighting corruption to band together and put pressure on the government to give these issues top priority. Social media has the capacity to make corruption seem like an unreasonable course of action by generating an environment that is hostile to those who engage in it and raising the possibility that they will be discovered and prosecuted. It increases transparency and accountability, which makes it harder for dishonest people to go unpunished. The paper emphasized that social media deters corrupt activity by increasing the possibility of discovery and conviction. The authors emphasized the necessity to investigate each social media feature's potential in bolstering Indonesia's anti-corruption framework and recommended for more research into the most effective ways to use social media to promote anti-corruption measures.

Tang et al. (2019) explored the association between social media use and national corruption reduction, as well as the impact of cultural tightness or looseness. With a focus on the use of information and communication technologies (ICTs), particularly social media, and their effects on corruption control, the study used a panel dataset covering 62

nations from 2011 to 2015. The authors used time-invariant dummies to correct for country-level differences in the fixed-effect model with standard errors they utilized to investigate the association between social media use and corruption. By using this method, the model parameters could be estimated more precisely and the dynamic relationships between the variables could be tested. The study also included control variables that have all been connected to corruption in the past, including GDP per capita, urban population, press freedom, and political stability. To guarantee the stability of the findings, econometric methods such as ordinary least squares (OLS) and the random effects model were utilized.

Higher levels of social media usage were linked to lower views of corruption, according to the research, which showed a positive correlation between social media use and improved perceptions of corruption control. The moderating effects of cultural dimensions specifically, cultural tightness and looseness on the association between corruption and social media were also investigated in this study. According to the findings, nations with looser cultures tend to have a stronger negative correlation between social media use and corruption control than do those with tighter cultures. The study underlined how social media may be an effective weapon in the country's fight against corruption and stressed the significance of taking cultural differences into account when evaluating social media's ability to reduce corruption. The findings provided a greater knowledge of how social media can affect societal dynamics and perceptions of corruption, underscoring the necessity of taking cultural diversity into consideration in anti-corruption initiatives.

Manoli and Bandura (2021) focused into how people's opinions regarding traditional and social media's involvement in spreading knowledge about corruption, particularly in the context of sports, and how serious they think corruption is. Eighteen focus groups and an exploratory research strategy were used in the study. Participants were chosen using a variety of sampling strategies, such as convenience, criteria, snowball, and selective sample methods. Key themes were tracked as they emerged with the use of a saturation grid, which helped guarantee data saturation during the focus group talks. The gathered data was subjected to thematic analysis in order to find and examine meaningful patterns.

The results showed that attitudes on traditional and social media's respective responsibilities in covering sports corruption varied greatly. The participants' opinions about these roles ranged from regarding the media as an essential information source to viewing it as a deceptive instrument. Social media was considered as more than just a forum for open discussion, especially in cases of serious misconduct, whereas traditional media, in particular, was seen as crucial for bringing attention to corruption in sports. Participants observed that social media also allowed users to reflect on themselves and reevaluate their actions and views in light of the opinions of others. However, Traditional media has come under scrutiny for reporting on corruption cases in a biased manner, frequently ignoring other types of misbehavior in favor of financial crime. This deliberate strategy, known as "cherry-picking," implied that traditional media gave greater weight to items that attracted greater attention from the general population. In contrast to traditional media, social media was thought to provide wider and more constant communication about corruption, as well as the ability to portray corruption issues in a more thorough manner.

Charron and Annoni (2021) examined the relationship between media consumption, political alignment, and perceptions of corruption. The study centered on whether the political affiliations of social media users that is, whether they favor the opposition or the ruling party had an impact on how people view corruption in comparison to traditional media consumers. The European Quality of Government Index (EQI) poll, which sought to learn how the public felt about corruption in local and regional public services across 21 EU nations, provided the data that the writers used. Reaching 77,966 respondents, the poll gathered information on media consumption patterns and attitudes regarding corruption, providing a representative sample from 185 regions.

As per the study, those who use social media see corruption at higher levels than people who get their news from traditional media sources like radio, television, and newspapers. The results validated that the use of social media was linked to heightened opinions of corruption; however, this correlation decreased upon the inclusion of control variables. Perceptions of corruption were more strongly influenced by political affinity than media type. Particularly, compared to government supporters, opposition supporters who mostly

accessed news on social media believed there was more corruption, underscoring the polarizing nature of social media use.

All the above presented literatures discussed on the impact of social media and traditional media in combating corruption. In these literatures the effectiveness of social media to fight against corruption compared to traditional media are also taken into consideration. However, these literatures do not cover the process how social media actually impacts on corruption. In the following literatures we will go through the literatures which looked into impact made by social media on corruption through community mobilization.

2.3.2 Social media and community mobilization

Comunello and Anzera (2012) carried out a research to build a conceptual framework to comprehend the role of social media in Arab Spring. Their investigation drew on social media platforms and books about Middle Eastern political systems. Through a comprehensive analysis of research on the correlation between social media usage and public participation, they evaluated the influence of social media on the Arab Spring from many perspectives. Their strategy included a multidisciplinary methodology that included a critical evaluation of studies on social media, political institutions in the Middle East, and the relationship between media consumption and civic involvement.

This study's analysis looked at the views of two major camps about how social media contributed to the Arab Spring: "digital evangelists," who saw it as revolutionary, and "techno-realists," who discounted its importance. They advocated for a more nuanced perspective, acknowledging that social media was vital in influencing discourse, motivating people, and disseminating resistance to the governments even though it did not start the upheavals on its own. Notwithstanding these revelations, they emphasized the dearth of factual evidence bolstering either viewpoint and advocated for additional investigation to thoroughly evaluate social media's influence on particular facets of the movements.

The results of the research showed that although social media was not essential to the planning of protests, it was crucial to the development of the media landscape as a whole. The writers also emphasize the significance of taking into account the unique political and

cultural settings of uprisings and combining offline and online activity. They advocate for a multidisciplinary approach that captures the diverse nature of social media's impact in revolutionary movements and call for further empirical study to examine the complexity of social media's influence.

Eipe et al. (2012) explored the potential of resource mobilization in understanding contemporary social movements by analyzing the 2011 India Against Corruption Movement. Their objective was to investigate the ways in which social media technology served as an asset to the campaign. The authors used a qualitative content analysis of Facebook sample texts to do this. They specifically chose thirteen discussion threads that the administrators of the India Against Corruption Facebook page had posted during the thirteen-day fast (August 16-28, 2011) that Anna Hazare's supporters, dubbed "Team Anna," used to spread ideas and advance the movement on social media. The analysis only considered posts that were published in English and had the most likes.

The findings revealed that social media played a vital role in uniting people with similar perceptions against corruption, even drawing in participants unfamiliar with Anna Hazare. This broad participation was attributed to the public's willingness to contribute to the anti-corruption cause. The authors identified the key factor behind the movement's popularity as the strategic use of social media by Team Anna. The group's public relations efforts targeted young people and the middle class, who were heavy users of new media, while also leveraging traditional media. The campaign gained widespread attention, making headlines in national newspapers for an extended period, even after the protest ended.

The study emphasized that social media's role in protest movements across the world, including India, is undeniable. In the India Against Corruption movement, activists heavily engaged in online discussions, which played a significant part in fueling the larger protest. While debating, organizing, and planning are not new tactics for activists, this movement highlighted the importance of how these activities were conducted and executed online, showcasing social media as a new resource for collective action. The authors concluded that the India Against Corruption movement served as a prime example of social media's potential for organizing and implementing social movements and large-scale mobilization.

Wolfsfeld et al. (2013) explored the role of social media in facilitating collective action, particularly in the context of Arab Spring. The study emphasized how crucial it is to take the political climate into account when analyzing how social media affects political movements. The study intends to shed light on the relationship between political circumstances and media usage during times of disturbance by concentrating on political grievances, protest dynamics, and social media use during social upheavals. The author stressed the need for an analytical approach that gives priority to the larger political, social, and economic context in order to comprehend how social media affects protests.

According to the research, social media use tends to rise after significant protests rather than before them. This time sequence provides insights on how group behaviors are influenced in politically heated environments, which is crucial for understanding the relationship between social media and collective action. Using a comparative methodology, the study examined information from twenty Arab countries as well as the Palestinian Authority regarding political movements, media coverage, and protest activities. This extensive dataset made it possible to analyze the variables that influence social media participation and political dynamics in protest in a more sophisticated way.

The results supported the idea that the particular political and economic environments in which protests take place have a significant impact on social media's ability to facilitate collective action. The study's authors highlighted how social media, particularly during times of social unrest like the Arab Spring, both influences and is influenced by political dynamics. By providing empirical data to back up theoretical assertions and emphasizing the need to contextualize social media's influence within larger political contexts, the research increased the conversation on the complicated link between social media and political movements.

Rodrigues (2014) examined the impact of social media in mainstream news coverage of the 'India Against corruption' (IAC) movement, focusing on the interaction between traditional and digital media platforms. The study explored how popular opinion, political discourse, and media agenda-setting were affected by social media during the protests. The research uses an analysis of news coverage and qualitative interviews to apply the inter-

media agenda-setting theory to the explanation of the mainstream media's considerable coverage of the protests. Through an examination of India's socio-political milieu during the 2010-2011 Lokpal bill campaign, the study demonstrates the substantial influence of Indian news media on public awareness and activism.

The findings revealed that mainstream Indian media's coverage of the anti-corruption movement was significantly influenced by social media sites like Facebook, Twitter, and YouTube. The study illustrated the phenomena of inter-media agenda-setting by showing how social media and traditional news channels impacted each other's agendas throughout the protests. The study also emphasized how social media platforms influenced the framing and determination of what topics were deemed newsworthy, as well as the power dynamics within Indian news media and their influence on public opinion.

The youth and educated middle class actively participated in the movement on social media, which helped to establish its reputation as a grassroots movement for political reform and accountability. Social media gave rise to citizen journalism, allowing people to voice their opinions, firsthand knowledge, and worries about corruption in government. Social media's interactive elements made it easier for supporters of the movement to communicate with one another, which promoted unity and group effort.

Zempi and Rahayu (2019) investigated the role of social media, specifically Twitter in mobilizing communities against corruption in Indonesia, where corruption remains a significant issue. The study focused at how social media was utilized by anti-corruption efforts to create networks that raised public awareness and support for barring dishonest politicians from public office. Through an examination of Twitter's influence on communication patterns, participant identification, and network structure analysis, the study sought to evaluate the impact of social media on public awareness and backing for anti-corruption initiatives. The authors deployed software like R, NodeXL, and Gephi to study the network after gathering data from Twitter that contained anti-corruption hashtags, notably #koruptorkoknyaleg, using social network analysis methodologies.

3,308 tweets, mentions, and retweets involving 1,586 Twitter accounts were found to be associated with the hashtag between April 2018 and January 2019. The study found that

activity levels varied, peaking at important occasions like court proceedings. The study showed how Twitter's social network was dynamic, changing along with shifts in the political landscape and public opinion. Significant figures, especially those with a track record of advocating against corruption, were instrumental in forming the network and broadening its scope. These significant individuals contributed to the movement's dissemination of the word about disqualifying dishonest politicians and drawing in a larger audience.

The results showed that although the social network structure had a significant role in organizing support, it had little effect on political choices pertaining to cases of corruption. The network's limited capacity to maintain momentum and influence political outcomes underscores several obstacles encountered by social media-based anti-corruption campaigns.

2.3.3 Transparency and accountability through social media

Tudoroiu (2014) investigated how social media affected the Arab Spring's regime change, highlighting its function in organizing, coordinating, and promoting revolutionary ideas both at home and abroad. The study made clear that revolutionary ideas did not originate from social media alone, but rather were part of a larger process in which ideas circulated quickly and strengthened one another across national boundaries. In order to provide a thorough examination of social media's role in these revolutions, the study combined concepts from political science, communication studies, and sociology into a theoretical framework centered on revolutionary waves.

The findings showed that a number of the region's nations took anti-corruption actions after the Arab Spring with the goal of strengthening accountability, openness, and supervision. As activists used social media to push for changes and expose corruption, civil society participation increased. Anti-corruption activities were also given top priority by foreign actors, who supported them financially and technically. The report emphasized the long-term consequences of the Arab Spring and the necessity of thorough reforms as well as ongoing involvement by international stakeholders and civil society in order to advance inclusive, transparent, and open societies throughout the Arab world.

The study revealed the multifaceted role that social media had in the Arab Spring, serving as a catalyst for revolutionary contagion, a mobilization tool, and an advocate for pan-Arab consciousness. Through the lens of revolutionary wave theory, the study provided insightful information about the complex interplay between social media and political instability in the area.

Sulistyo and Azmawati (2016) examined the motivations behind Indonesians joining anti-corruption movements on Facebook, aiming to understand how social media fosters online communities dedicated to combating corruption. The study concentrated on how people are inspired to take action against corruption and how social media, especially Facebook, helps to foster a sense of collective consciousness. The study highlighted how social media platforms may help people get involved in social causes and have conversations about important topics like corruption. In order to obtain insight into the reasons behind the participation of fifteen members of an anti-corruption Facebook group five of whom were highly involved administrators the authors used a qualitative technique and semi-structured in-depth interviews. This approach gave researchers a better grasp of how social media encourages activism and a sense of community among users.

As per the research, Facebook was a major factor in the emergence of a fresh anti-corruption campaign in Indonesia. Social activists found a way to voice their complaints, goals, and dreams for justice through the platform, and this resonated with a wider population that was disenchanted with corruption and felt that authorities had betrayed them. Facebook's simplicity, adaptability, and openness made it possible for users to voice their complaints and plan group actions. Participants thought their efforts represented the aspirations of the Indonesian public at large and saw the platform as an essential means of expressing anti-corruption sentiments. The study emphasized how social media promotes collective consciousness by uniting people who have similar issues and inspiring them to work toward a common goal.

Enikolopov et.al (2018) investigated whether social media could encourage accountability in non-democratic nations where corrupt organizations frequently control traditional media. The main goal was to ascertain how social media posts especially blog entries

denouncing corruption affect enterprises under state control. The study also aimed to ascertain if these posts' effects were restricted to short-term fluctuations in stock prices or if they had longer-lasting, more significant effects on the targeted businesses' operational procedures. The study also sought to identify the processes by which social media affects accountability in these kinds of situations. The study, focused on Russian state-owned businesses, used a strict methodological approach to evaluate the impact of social media on corruption. Information was gathered from blogs written by well-known blogger Alexey Navalny, who is well-known for disclosing corruption in state-run companies, and from websites such as LiveJournal, a well-liked social network in Russia. The association between social media exposure and market performance was examined quantitatively, and statistical analysis was utilized to assess the effects of blog posts on market returns, management turnover, and shareholder conflicts.

In accordance to the research, blog posts that exposed corruption in state-controlled businesses in Russia had a detrimental effect on the market returns of those businesses. This suggests that exposure to social media can have an impact on market behavior and the valuation of these businesses. The results also showed that social media might be used as a means of starting accountability procedures within big, state-run companies, even in settings with little political rivalry and limitations on traditional media. Based on the study, businesses that were the subject of blog posts on corruption had greater rates of management turnover. This suggests that social media monitoring could influence changes in corporate leadership and possibly curtail unethical activities.

The results indicated that social media could raise the bar for governance, especially in nations with low levels of political competition and high levels of corruption. The study offered insightful information about how social media may promote accountability and openness where it is most needed.

Neu et al. (2020) carried out a study to investigate how different individual voices on social media came together to form a collective response following the revelation of the Panama Papers. The main goals were to ascertain whether responses on social media could result in actual actions and changes in society, as well as how various means of expressing one's

opinions may enhance the message as a whole. The study also looked at the consequences of social media surveillance, the ways in which public opinion was shaped by Twitter, and the possible advantages and drawbacks of social media in fostering accountability and change.

The researchers used a range of data gathering, cleaning, text processing, and analytic methods to examine how the public responded to the release of the Panama Papers on Twitter. In particular, they tidied and examined Spanish-language tweets from April 3 to September 1, 2016, that included geographical data and pertinent hashtags like #Panamagate, #Panamapapers, and #PanamaLeaks. concerning 9,000 significant phrases were included in the dataset, and these were evaluated to find linguistic and thematic patterns. Discussions concerning politicians, taxation, and the Panama Papers revelations were found to be particularly relevant.

The study discovered that tweets' language and thematic content significantly influenced how likely they were to inspire action. Strong illocutionary force was more prevalent in tweets about politics, taxes, or morally significant data, indicating a stronger sense of urgency and ethical purpose. The significance of comprehending how social media communication might influence calls for openness and reform was highlighted by this research. The importance of examining social media's impact in current events like the Panama Papers was stressed by the researchers. Even though social media can magnify the voices of many people, not all online demands result in concrete responsibility or actual change. The study, offered important insights into how language, moral positions, and message strength impact online calls for responsibility and change, and advocated for more investigation into the circumstances and mechanisms by which online debate translates into offline consequences.

Mattoni and Odilla (2021) investigated how digital media sustains and supports social movements that seek to influence policy using a comparative analysis. The study focused on two Brazilian anti-corruption movements, Ten Measures Against Corruption (TMAC) and Ficha Limpa (Clean Slate Law), in an effort to find common obstacles and successful tactics for using digital media for activism and policy reform. The study used a comparative

design to compare and contrast Ficha Limpa and TMAC, two initiatives with comparable objectives but dissimilar results. The study aims to offer light on the ways in which digital media can influence policy results by examining the digital media methods, usage, and communication techniques used in both campaigns. Semi-structured interviews and secondary sources, including case studies, social media accounts, official papers, and other pertinent materials, were used in the data gathering process. The study examined how digital media influenced the results of anti-corruption initiatives in the policy domain using a qualitative, narrative methodology.

Results showed that internet media was essential in keeping Brazil's anti-corruption measures moving forward during pivotal moments of both campaigns. The two campaigns used different digital media techniques, which affected their capacity to influence policy. TMAC was seen as a failure and Ficha Limpa as a success; both initiatives sought to transform popular support into legislative reform, though they were not as successful in doing so. The research discovered that depending exclusively on online mobilization tactics in the absence of a well-defined advocacy strategy for engaging in negotiations with public authorities frequently results in unsatisfactory legislative improvements. Organized civil society groups and strategic partnerships were necessary for the successful implementation of anti-corruption reforms in order to convert public pressure into tangible policy results.

Rai and Moktan (2014) explored the use of social media in central administrative wing of the government of Nepal and tried to comprehend, analyze and evaluate the potential of using social media in the Government of Nepal to facilitate effective timely dissemination of information to the public, thereby enhancing transparency in governance. The findings of the paper indicated that most government officials in Nepal use social media use social media primarily for personal purposes, with low awareness and training on ICT. Despite the challenges, officials recognize the potential benefits of social media for enhancing communication and public service delivery. Beside this research, there are notably scarce research done to understand the effectiveness of social media in fighting corruption. Thus, this paper seeks to bridge the gap by examining the role of social media in fighting corruption within Nepalese context.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

This research is carried out with an objective to understand the role of social media in combating corruption in Nepal. For this, perception of people on prevalence of corruption, effectiveness of social media in exposing corruption, community mobilization and transparency and accountability have been studied through quantitative approach to justify the goal of the study.

3.2 Research design

To comprehend the role of social media in combating corruption in Nepal, this paper has applied quantitative descriptive research approach. The data required for this study has been collected through survey among the people from Nepal. The major objective of this research design is to investigate on the study and provide foundation for further investigation.

3.3 Conceptual Framework

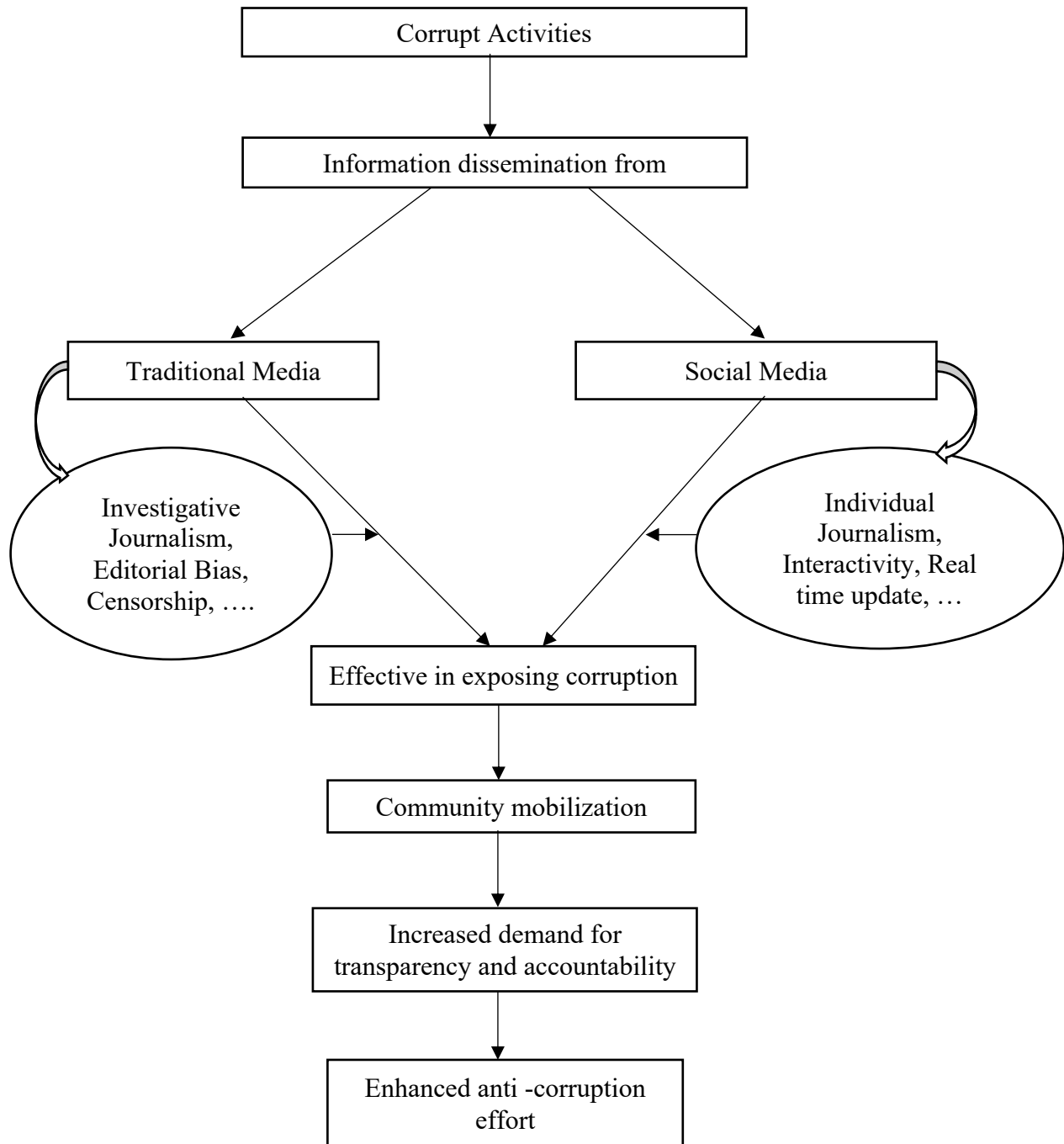
The conceptual framework for this study focuses at the critical role that media, especially social media, has in combating corruption in Nepal. Information regarding corrupt activity is spread via social media and traditional media platforms. Investigative journalism is essential to traditional media, including newspapers and television, yet it faces obstacles like censorship and editorial prejudice. Even with these obstacles, conventional media can nevertheless effectively expose corruption when reporters are able to find and cover these stories. However, social media provides a more transparent platform for people to serve as citizen journalists by posting interactive information and real-time updates.

Social media and traditional media both play a major role in increasing public knowledge of corrupt practices. When corruption is made public through any media, it has the power to mobilize communities and spark new calls for accountability and transparency. By encouraging a group effort to hold institutions responsible, community mobilization

eventually improves anti-corruption initiatives. The conceptual framework of this study is as outlined in Figure 3.1.

Figure 3.1

Conceptual Framework



Source: Author own design

3.4 Sampling design

An unknown population has been the focus of research on social media's role in Nepal's fight against corruption. It focuses on people who have kept up with corruption-related topics through traditional or social media. Convenience sampling has been used to overcome issue, enabling the researcher to choose participants based on relevance and ease of use. With the use of this strategy, the study has been able to collect user insights from people who have interacted with media platforms to find information about corruption, guaranteeing the inclusion of a range of viewpoints.

3.5 Sample size

The sample size for this unknown population is determined by using Cochran's formula for large population. William G. Cochran developed an equation to find the sample size for the large population proportion $n_0 = \frac{Z^2 \cdot p \cdot q}{e^2}$ (Nanjundeswaraswamy & Divakar, 2021).

Where:

Z = Z-score (e.g., 1.96 for 95% confidence level). p = Estimated proportion of the attribute present in the population (commonly set to 0.5 for maximum variability). q = 1 - p (which would also be 0.5 if p=0.5). e = Desired level of precision (margin of error, e.g., 0.05 for ±5%).

The total sample size of the research is (n=423). The sample size is 384 for an unknown population size and 10% (39) is the respondent error. As mentioned earlier in sampling design, non-probability sampling method (convenience sampling) has been utilized to collect data for the research.

3.6 Sources of data

The data for the study were obtained from primary sources via a closed-ended survey administered to respondents from different expertise (academicians, social activists and media personals) in Nepal. Convenience for the researcher has influenced the selection of respondents, enabling a focused strategy to obtain pertinent data. Through the use of a structured questionnaire, the survey has concentrated on obtaining accurate and quantifiable answers from respondents. This approach has made it easier to get data effectively, straight from people who interact with the media to keep up with issues pertaining to corruption in the nation.

3.6.1 Technique of data analysis

The data for the research has been analyzed using descriptive analysis, presented through various figures and tables. Furthermore, the statistical program SPSS (Statistical Package for Social Sciences) has been used to process a portion of the data. Results like Mean, Standard Deviation, Standard Error, and Skewness have been produced using SPSS and are descriptively evaluated to facilitate successful interpretation of the data.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1 Demographic information

This research on “Role of social media in combating corruption in Nepal” is conducted to understand the possibility of social media playing a crucial role in disseminating information regarding corruption and help in a fight against corruption in Nepal. To do so, the demographics of the respondents was collected first. Age, Sex and Educational qualification of the respondents was asked to understand the representation of the sample and to improve the generalizability of the findings. The age of the respondents helps to identify the developmental trends and age specific responses. Sex helps to understand the gender differences and ensure all the perspectives are included. Educational qualifications provide insights into socio-economic status, cognitive abilities and access to information. Table 4.1 reveals on the demographic features of the respondents.

Table 4.1

Demographic information

Age	Sex			Education					
	Male	Female	Others	Under SLC	SLC	Plus Two	Bachelors	Masters	Above Masters
Below 20	9	5	0	0	1	9	4	0	0
20-29	220	87	0	0	12	85	148	61	1
30-39	56	12	0	1	8	22	19	17	1
40-49	17	4	0	2	9	5	4	1	0
50-59	9	1	0	7	2	1	0	0	0
60 and over	2	0	1	2	1	0	0	0	0
Total	313	109	1	12	33	122	175	79	2

Source: Field Survey, 2024

4.1.1. Age Group

423 people in all, encompassing age groups from under 20 to over 60, are included in the study. With 307 participants, the majority were in the 20–29 age range (87 girls and 220 males). There were fewer participants in the other age groups: there were just 3 in the 60 and over group, 68 in the 30-39 group, 21 in the 40-49 group, and 10 in the 50-59 group. The demographic breakdown reveals the participants' diversity and offers insightful information on how various age groups view social media's role in battling corruption in Nepal.

4.1.2 Sex

Gender-wise, the study participants are divided into three groups: Male, Female, and Others. 313 men participated in the study; the majority (220) were in the 20–29 age group, followed by 56 in the 30-39 group, and fewer in the other age categories. There were 109 female responses in total, the majority (87) in the 20–29 age group, with lower numbers in the other age categories. In the 60 and older category, there was only one respondent who chose the "Other" option. This gender distribution draws attention to the study's preponderance of male participants.

4.1.3 Education

Six levels of education are used to categorize the respondents' backgrounds: Under SLC, SLC, Plus Two, Bachelors, Masters, and Above Masters. The majority of participants 122 out of 175 have a bachelor's degree or a Plus Two. There are 79 responders in the Master's category, compared to 33 and 12 in the SLC and Under SLC categories. Merely two of the participants possess credentials above a Master's degree. The bulk of participants are male and in the 20-29 age range, according to this demographic analysis and the age and gender statistics, which reflects the makeup of the people researching how social media may be used to fight corruption in Nepal.

4.2 Perception of people on corruption and effectiveness of social media

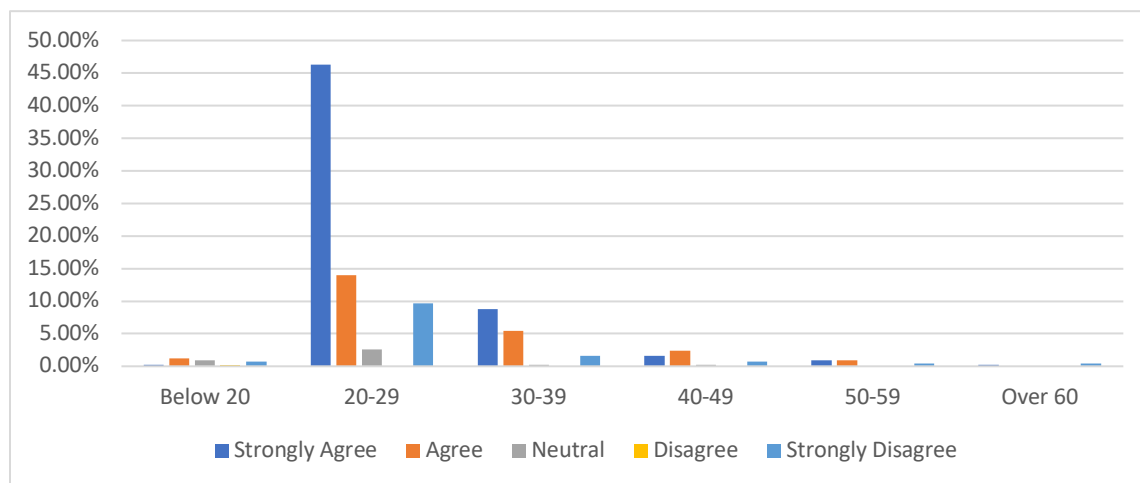
The data presented in this section provides insight into respondent's perception on pervasiveness and impacts made corruption in Nepal.

4.2.1 Respondent's agreement on prevalence of corruption

The data presented in Figure 4.1 illustrates the people's agreement on pervasiveness of corruption within Nepal.

Figure 4.1

Agreement on prevalence of corruption



Source: Field Survey, 2024

The majority of respondents strongly agree that corruption is widespread, with 46.34% of respondents in the 20–29 age group and 8.75% of respondents in the 30–39 and 40–49 age groups holding this opinion. Nonetheless, a smaller percentage of older respondents especially those over 60 and in the 50–59 age range strongly agreed, indicating that younger people are more worried about corruption. While agreement decreases in older generations, 13.95% of those aged 20–29 and 5.44% of those aged 30–39 agree but are less convinced.

In all age groups, neutrality and disagreement are uncommon. There is little disagreement, with a tiny percentage of under 20s (0.95%) and those in the 20–29 age bracket (2.60%) remaining neutral. Remarkably, a larger percentage of those in the 20–29 age group 9.69% strongly disagree than in other age groups. In general, younger respondents are more likely than older respondents to consider corruption to be a severe problem.

According to the results, a significant proportion of participants 23.88% strongly agreeing and 58.17% agreeing think that corruption is a big problem in Nepal. Merely 13.70% strongly disagreed, while only 0.24% of respondents (or one) disagreed. In the meantime,

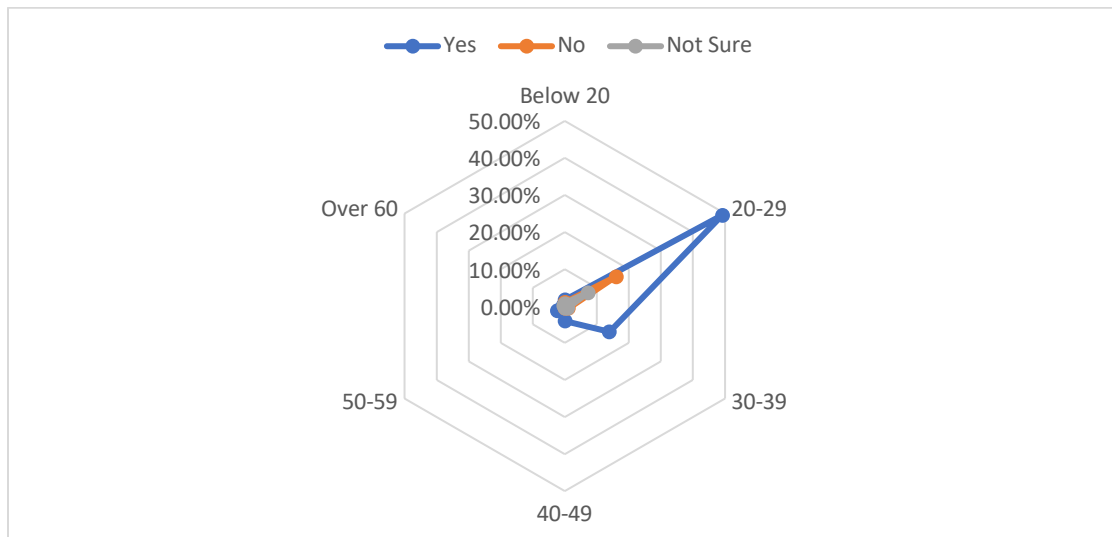
4.03% of those taking part were unsure. These findings imply that there is no resistance or hesitation among the great majority of people who view corruption as a serious issue. The low number of neutrality and disagreement highlights the widespread agreement among poll respondents that corruption is still a major issue in the nation.

4.2.2 Confrontation of corruption by people

According to Figure 4.2, the respondents who are between the ages of 20 and 29 are the most likely to have personally experienced corruption (49.17% of this group answered "Yes," meaning that almost half of them have). 13.95% of those in the 30- to 39-year-old age range reported comparable experiences, indicating that corruption impacts people in their early to middle years. But fewer senior respondents 4.02% in the 40-49 age group and 2.36% in the 50-59 age group, for example reported having similar experiences, suggesting that they are less common in older age groups.

Figure 4.2

Corruption encountered



Source: Field Survey, 2024

Merely 1.18% of the 30-39 age group responded "No," compared to a noteworthy 16.07% of the 20-29 age group. It's interesting to note that no one in the 50-59 or above 60 categories responded they had never dealt with corruption, which could indicate ignorance or apathy. Further indicating ambiguity was the "Not Sure" response of 0.71% of

respondents under 20 and 7.33% of respondents aged 20 to 29. On the other hand, a lower percentage of older respondents 0.47% of those in the 40-49 age group and 0.24% of those over 60 expressed ambiguities, suggesting that they had more distinct views about corruption.

According to the findings, 71.62% of participants had experienced corruption at some point in their life, suggesting that corruption is a pervasive problem in Nepal. Just 18.67% of respondents said they had never encountered corruption, and 9.70% expressed uncertainty, indicating that there may be some variation in respondents' individual encounters with corruption. The results show that most respondents have some knowledge of corruption, either firsthand or secondhand. While a small minority of respondents (18.67%) said they had never encountered corruption, the significant percentage of ambiguity (9.70%) implies that some people may find it difficult to identify corrupt behaviors. These figures collectively demonstrate how widespread corruption is in the nation.

4.2.3 Perception of people on impacts made by corruption in Nepal

People's view on corruption and its impact in Nepal is discussed through a table in this part. Table 4.2 highlights impact of corruption on selected variables.

Table 4.2

Impacts of corruption

S. N	Impacts of corruption	Mean	S. E	S. D	Skewness	Perception
1	Economic growth and development	4.24	.059	1.215	-1.608	High Perception
2	Discourage foreign investment	3.93	.061	1.247	-1.053	Low perception
3	Erodes public trust in government	4.19	.057	1.169	-1.472	High perception
4	Increases poverty and inequality	4.10	.061	1.250	-1.348	Low Perception
5	Erodes quality of public service	4.21	.058	1.198	-1.512	High Perception

Source: Field Survey, 2024

Note: S.E = Standard Error, S. D = Standard Deviation. Perception is calculated by comparing mean of each indicator with weighted average. Weighted average = Sum of all the means/ total number of means = $20.67/5 = 4.134$. If individual mean > Weighted mean, perception = high perception and if individual mean < weighted mean, perception = Low perception.

Table 4.2 shows moderate Standard Deviation (S.D.), low Standard Error (S.E.), and constant negative skewness in every category make the research findings extremely dependable. Accuracy is ensured by the low S.E. values, which show that the sample means closely match the population means. Moderate S.D. scores indicate a balanced range of viewpoints with considerable fluctuation in replies but no severe outliers. The negative skewness indicates a high inclination among respondents to believe that corruption has a major detrimental effect. When taken as a whole, these elements show that the study is well-designed and yields accurate and representative data.

The above table illustrates that the respondents have high perception on impacts of corruption such as economic growth and development, corruption eroding public trust in government and corruption eroding quality of public service. However, the respondents have low perception on certain impacts of corruption such as corruption discouraging foreign investment and corruption increasing poverty and inequality.

Overall, if we observe the range of agreement and disagreement mean of all the impacts of corruption responded by the respondents of this survey fall between the range of 3.5 to 4.2 which refers to agreement on prevalence of corruption. Thus, in average, the respondents of this survey agrees that all the impacts included in the survey have impacts on corruption prevailing within in the country.

4.2.4 Getting information from social media or traditional media

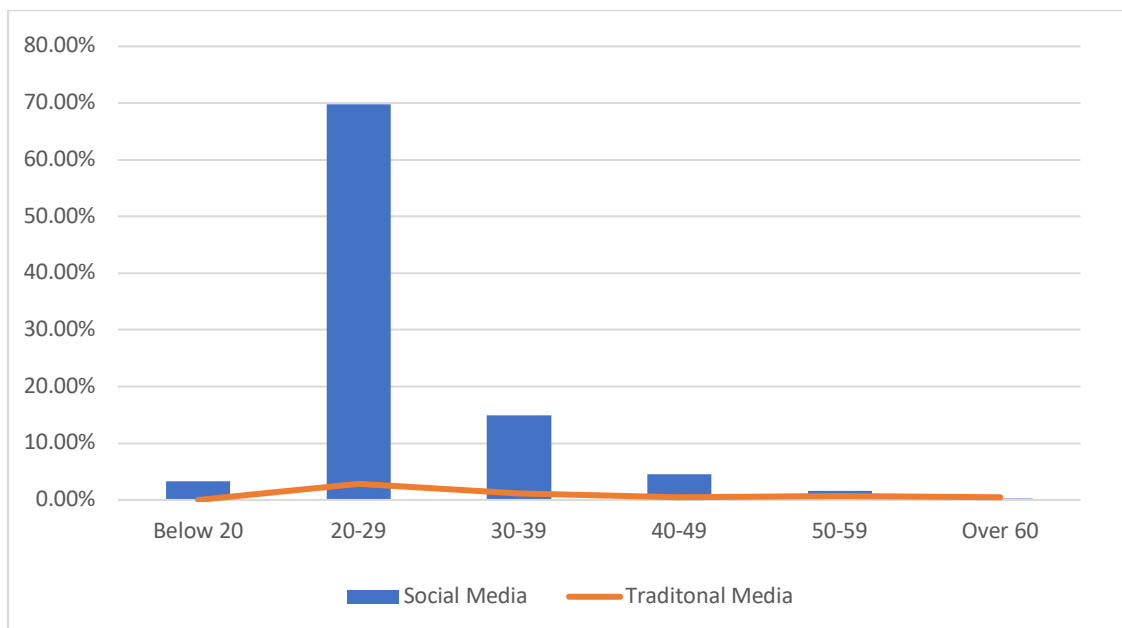
Figure 4.3 illustrates how respondents, across age groups, prefer to keep up to date on current events in Nepal, with a focus on the increasing popularity of social media over traditional media. Social media is the main news source for 69.74% of people in the 20–29 age range, highlighting its dominance among younger folks. In spite of the shift toward digital media, 2.84% of this group still uses traditional media, such as newspapers and television. This indicates that some people still appreciate traditional sources.

While 1.18% still engage with conventional media, respondents aged 30-39 also favor social media, with 14.89% claiming it as their primary news source. The percentage of older adults who use social media for news drops even further: only 4.49% of those in the 40–49 age range use it, while 0.47% still rely on conventional media. The 50-59 and over-60 age groups exhibit a similar pattern, with traditional media being marginally preferred at 0.71% and 0.47%, respectively, while the usage of social media for news decreases to 1.65% and 0.24%, respectively.

According to the research, 94.32% of respondents, or the vast majority of them, rely mostly on social media to keep up with current events on a daily basis. This demonstrates how important internet platforms are for keeping people informed, particularly the younger generation. On the other hand, traditional media, such newspapers and television, are used by only 5.68% of participants, suggesting that their significance has greatly decreased. The trend toward social media highlights how Nepal's information consumption is evolving, with the majority of people preferring online news sources to traditional ones. Figure 4.3 shows respondents informed through different medias.

Figure 4.3

Staying informed through



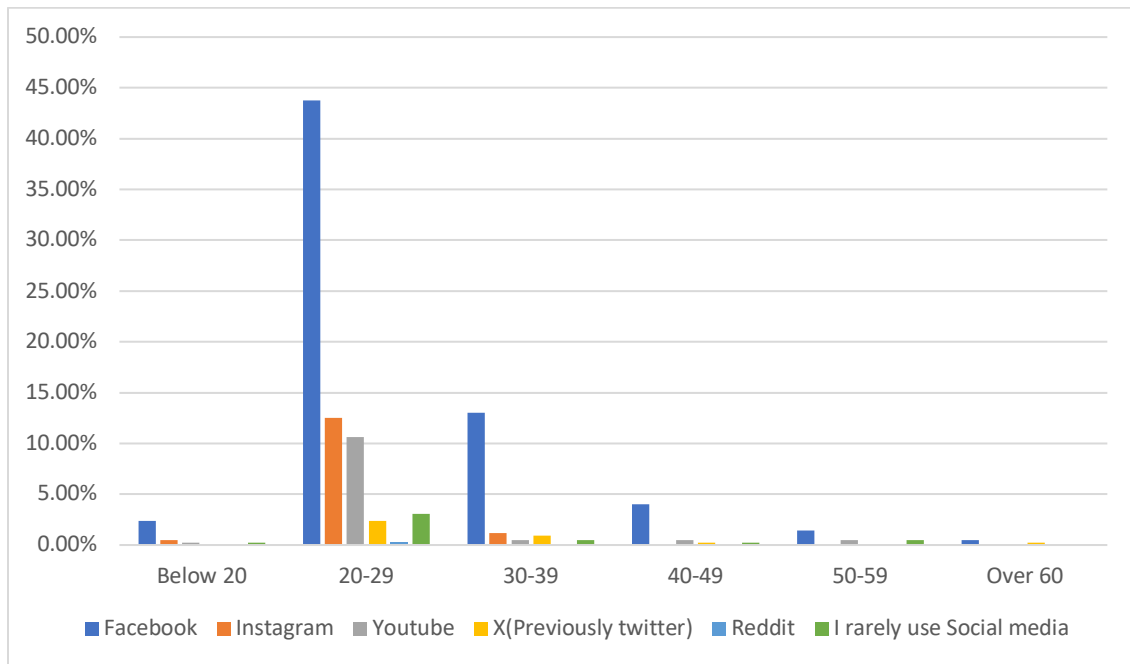
Source: Field Survey, 2024

4.2.5 Form of social media and traditional media used

Social media is the primary information source for younger age groups in Nepal, especially those between the ages of 20 and 29, as shown by Figures 4.4 and 4.5. 43.74% of this group use Facebook, 12.53% use Instagram, 10.64% use YouTube, and 2.36% use X (previously Twitter). While 38.06% of this group rarely uses traditional media, such as TV (20.57%) and newspapers (11.11%), they do rely on it somewhat, highlighting the increased significance of social media in their everyday life.

Figure 4.4

Form of social media used



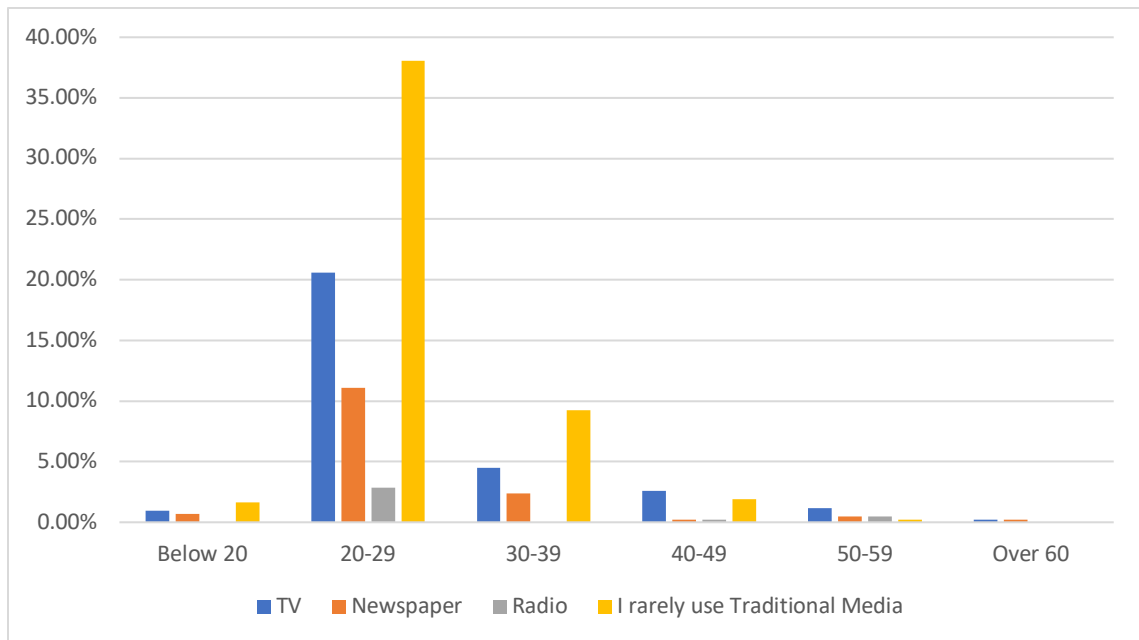
Source: Field Survey, 2024

The 30-39 age group uses Facebook at a rate of 13%, while interaction on Instagram (1.18%), YouTube (0.47%), and X (0.95%) is even lower. 9.22% of people seldom use traditional media, whereas 2.49% watch TV and 2.36% read newspapers. Traditional media usage is still quite low. Both social and traditional media usage are drastically declining among older age groups, particularly those over 40. There is very little participation on sites like Facebook (4.02%) and little reliance on TV or newspapers, which suggests a decrease in overall media consumption.

Facebook is the most popular social media network among the respondents, with 65.01% using it exclusively. Instagram and YouTube are used by 14.18% and 12.29% of the respondents, respectively. Only 3.79% of people use X, while only 0.24% of people use Reddit. Fourteen percent of people use social media infrequently. 30.03% of respondents consume conventional media in the following ways: they watch television, 15.13% read newspapers, and 4% listen to the radio. On the other hand, more than half (51.06%) hardly ever use conventional media. According to the findings, respondents strongly preferred social media over traditional media.

Figure 4.5

Form of traditional media used



Source: Field Survey, 2024

4.2.6 Comparison of social media and traditional media in receiving information

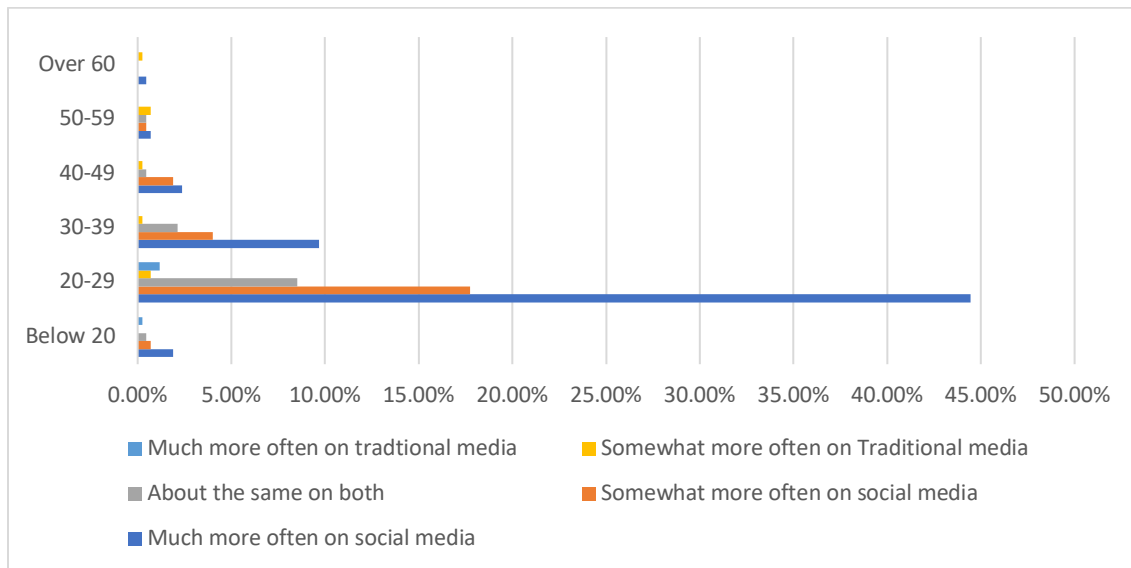
Figure 4.6 compares the information-gathering habits of various age groups in Nepal between traditional and social media. With 44.44% of younger respondents using social media significantly more frequently than traditional media and 17.73% using it somewhat more frequently, younger respondents especially those in the 20–29 age range rely heavily on it. Just 0.71% of respondents said they favored conventional media, indicating that people in this age range strongly prefer digital outlets.

In the 30-39 age group, 2.13% utilize both sources equally, 4.02% slightly more, and 9.69% much more than they do from social media. Just 2.36% of respondents aged 40-49 and 1.89% of respondents aged 50-59 used social media more frequently than conventional media, indicating a drop in the use of social media among respondents aged 40 and older. While traditional media is still relevant, older audiences use both sources in a balanced way.

According to the study, social media accounts for 59.56% of respondents' news on corruption, and 24.82% of them use it somewhat more frequently than traditional media. On the other hand, just 1.42% and 2% of participants said they get their corruption news from traditional media. In the meantime, 12.05% of people get their news about corruption from traditional and social media outlets equally. This suggests that the majority of respondents clearly prefer to get their news about corruption via social media.

Figure 4.6

Information received on social media compared to traditional media



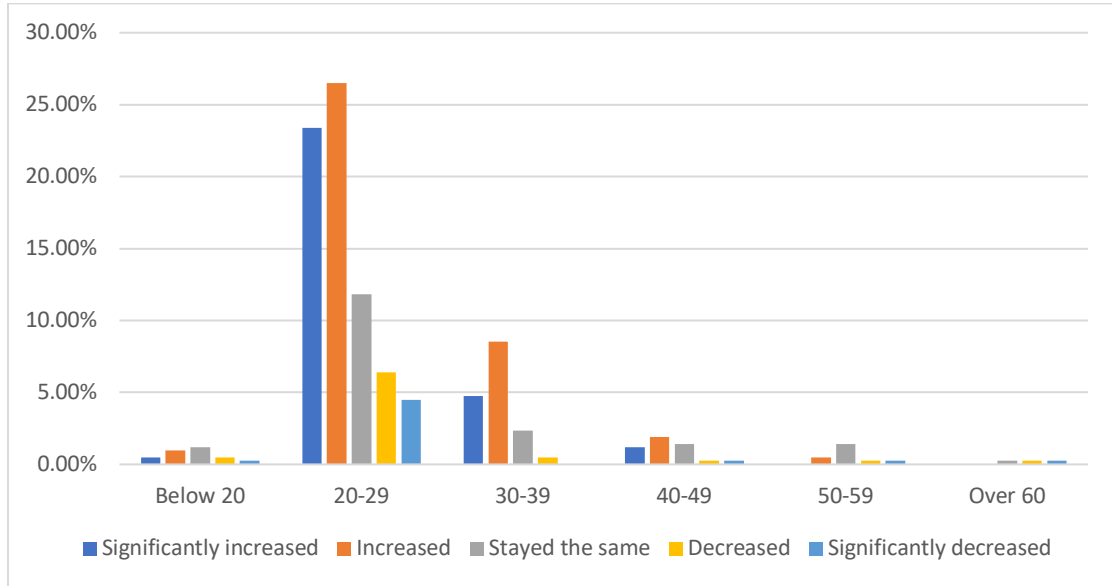
Source: Field Survey, 2024

4.2.7 Trust in social media and traditional media

People's trust with either social media or traditional media is illustrated through figures in this section.

Figure 4.7

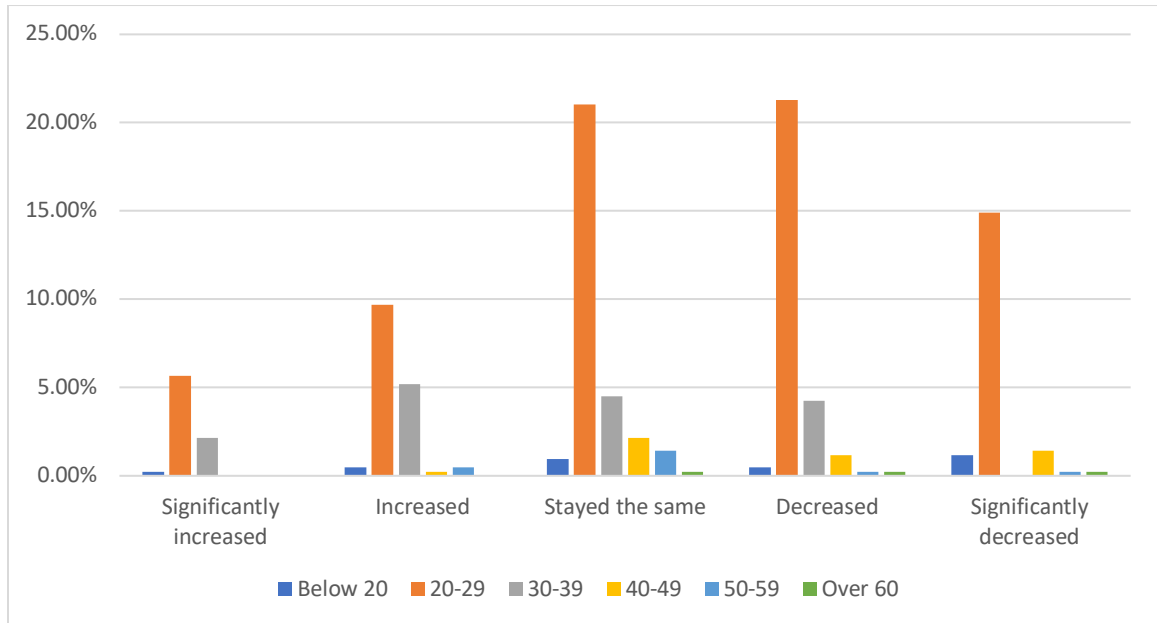
Trust in social media



Source: Field Survey, 2024

Figure 4.8

Trust in traditional media



Source: Field Survey, 2024

The ways in which various age groups evaluate the accuracy of traditional and social media in revealing corruption in Nepal are depicted in Figures 4.7 and 4.8. Twenty-nine to thirty-nine percent of respondents strongly trust traditional media (34.28%) and social media (36.17%). The 30-39 age group also has a higher level of trust (9.93%) in social media than in traditional media (0.24%). This implies that younger people believe social media to be a more transparent and trustworthy medium for exposing corruption.

The second table, however, reveals a rise in skepticism, particularly among younger responders. Despite modest improvements in trust (9.69% and 5.67%), 21.28% of those in the 20–29 age range reported diminishing trust, and 14.89% perceived a major decline in faith in the media's ability to uncover wrongdoing. In addition, the 30-39 age group displayed ambivalence, with a 5.20% gain in trust and a 4.26% fall. Overall, the evidence shows that people of all ages are becoming less trusting of the media's ability to combat corruption.

According to the findings, most respondents (59.7%) indicated a considerable increase and 38.30% reported a general gain in trust in social media, while only 13.49% reported a decline in trust. On the other hand, unfavorable perceptions were more prevalent in conventional media, with 17.97% reporting a considerable decline in trust and 27.67% noting a fall. Just 16.07% of those surveyed said they had more faith in conventional media, while 30% said they had no change at all. This shows that social media is trending toward greater trust than traditional media.

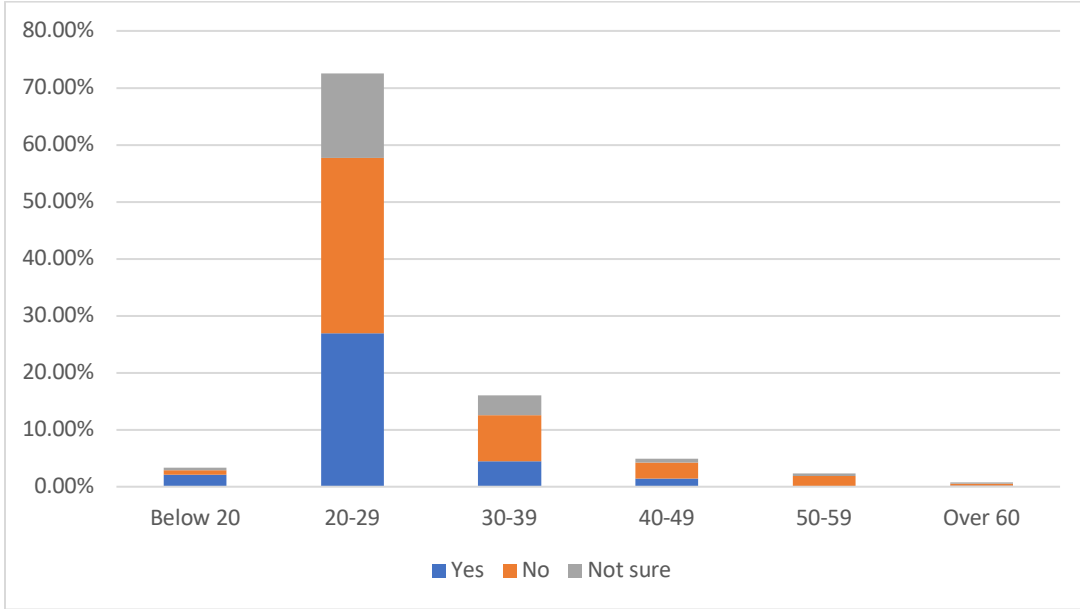
4.2.8 Corruption cases ignored by social media and traditional media

The respondents experience on corruption activities neglected by social media and traditional media is demonstrated through figures here.

The opinions of the respondents regarding whether traditional and social media underreport corruption in Nepal are depicted in Figures 4.9 and 4.10. The 20-29 age group has conflicting opinions on social media's efficacy: 26.95% think it ignores corruption, 30.73% disagree, and 14.89% are unsure. Similar opinions are observed across other age groups, suggesting a general lack of trust in social media.

Figure 4.9

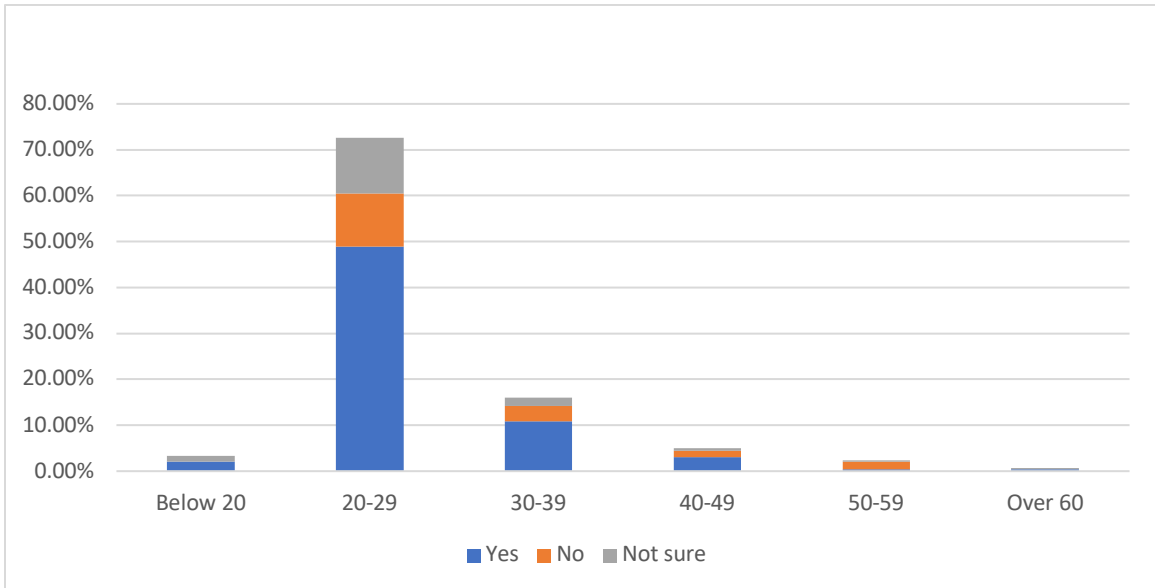
Corruption cases underreported or ignored by social media



Source: Field Survey, 2024

Figure 4.10

Corruption cases underreported or ignored by traditional



Source: Field Survey, 2024

Traditional media is perceived by 48.94% of respondents in the 20-29 age group as reporting corruption less frequently than social media, indicating a marked rise in mistrust. The majority of older respondents especially those over 50 remain neutral or uncertain on this matter. This points to a generational divide, as younger respondents expressed more worry about corruption in the media being underreported.

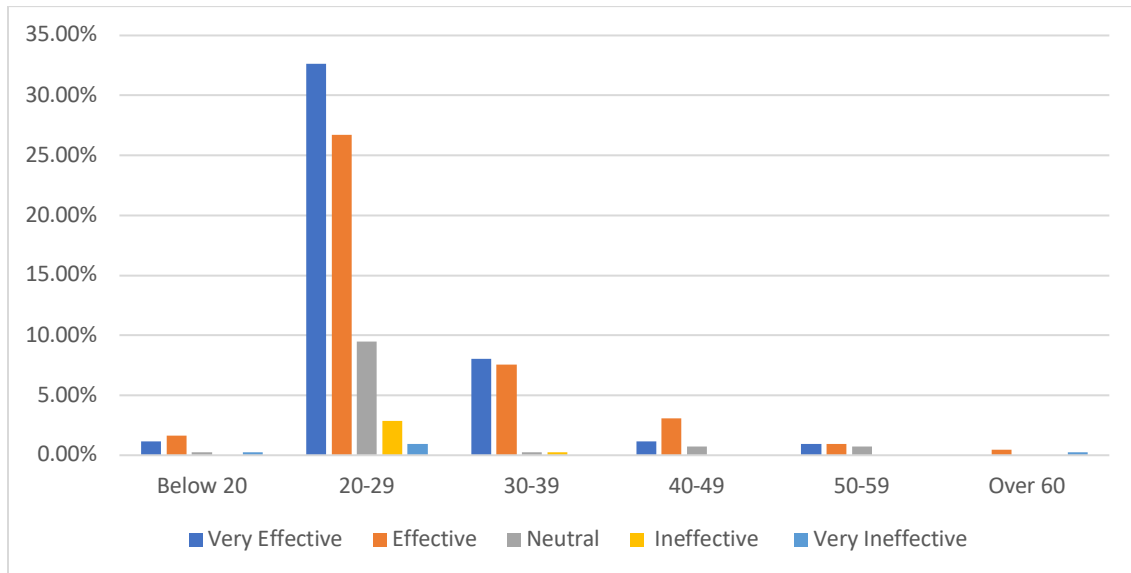
35% of respondents, according to the data, think social media downplays or overlooks corruption cases in Nepal; 44.68% disagree, and 20.33% are unsure. By contrast, only 18% disagree and 16.12% are unsure of the traditional media's underreporting of corruption, according to 65.95% of respondents. This suggests that traditional media is perceived as underreporting more than social media, which reflects larger worries about traditional media's coverage of corruption in Nepal.

4.2.9 Effectiveness of social media in exposing corruption

In this section of the research, people’s perception on social media being either effective or ineffective is illustrated through diagram 4.11.

Figure 4.11

Effectiveness of social media in exposing corruption



Source: Field Survey, 2024

Figure 4.11 illustrates the perceptions of respondents across all age groups on the efficacy of social media in bringing corruption in Nepal to light. Social media is seen as "very effective" by 32.62% and "effective" by 26.71% of people in the 20–29 age group, with over 60% considering it to be a potent weapon against corruption. A lower percentage, however, considers it "ineffective" (2.84%) or "very ineffective" (0.95%), while 9.46% are neutral.

Although less strongly, the 30-39 age group likewise had a positive opinion of social media, with 8.04% describing it as "very effective" and 7.57% describing it as "effective." As people get older, their trust in social media decreases. Only 1.18% of people over 40 view social media as "very effective." There is a generational gap in the assumption that social media can fight corruption; this belief decreases with age.

According to the study results, social media is considered to be a useful instrument for exposing corruption. Of those surveyed, 43.97% thought it was very effective, and 40.42% thought it was effective. On the other hand, just 1.43% of respondents thought it was extremely ineffective, and 3% thought it was useless. 11.12% of respondents, on the other hand, had no opinion, indicating that opinions on the usefulness of social media in battling corruption are still somewhat divided.

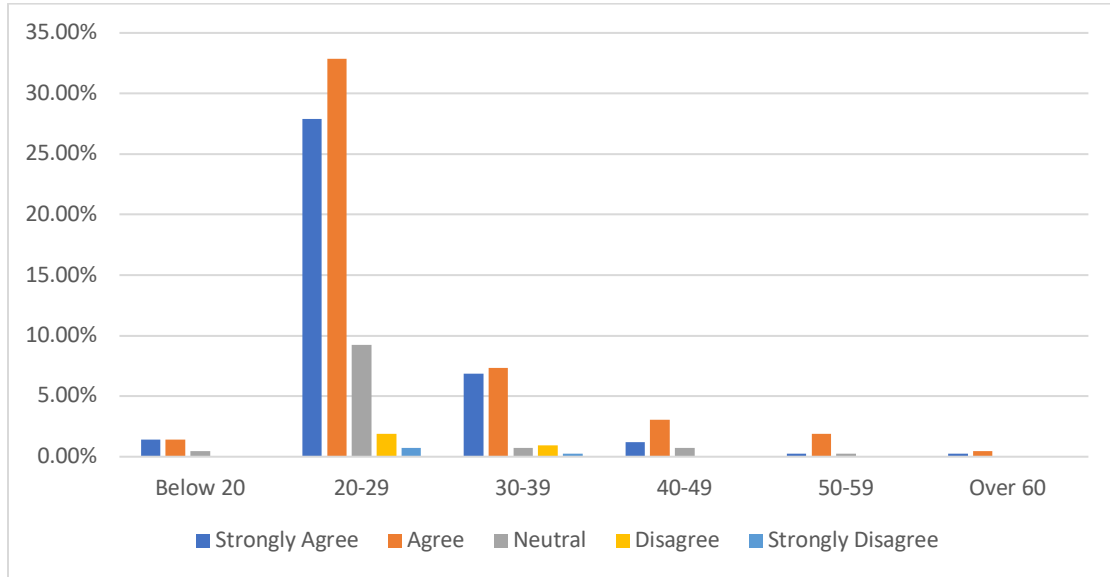
4.2.10 Exposure of corruption

The respondent's agreement and disagreement on corruption being exposed through social media even when ignored by traditional media is demonstrated through the figure in this part of the research.

The Figure 4.12 illustrates how younger people especially those between the ages of 20 and 29 strongly feel that social media may expose wrongdoing that mainstream media fails to cover. Substantial percentages of 32.86% and 27.89% "strongly agree" and "agree," totaling over 60%. 9.22% are neutral and only 1.89% disagree, indicating a broad level of confidence tempered with caution. In comparison, there is less enthusiasm from respondents in the 30-39 age group, with 6.86% "strongly agreeing" and 7.33% "agreeing." As age increases, belief in social media's usefulness falls substantially, with just 3.07% of those aged 40-49 "agreeing" and only 1.18% "strongly agreeing."

Figure 4.12

Corruption exposed by social media ignored by traditional media



Source: Field Survey, 2024

According to the research, a sizable percentage of respondents agree with the statement that social media exposes corruption that is covered up by mainstream media. With 37.82% of respondents saying they "strongly agree" and 47.04% saying they "agree," almost 85% of participants have a positive opinion. Just 1% of respondents "strongly disagree," and 3% "disagree," indicating very little dissent. Conversely, 11.34% hold a neutral stance, suggesting that some people are neither in favor of nor against the idea. Overall, there is no doubt about the results, which show a significant conviction in social media's ability to expose corruption.

4.2.11 Features encompassed by social media and traditional media

Media encompasses several features such as interactivity and engagement, accessibility and reach, credibility and many more. In this part of the research, such seven features of media are presented as per the response of the people participating in the survey. Each of the attributes of media and people's response is presented through tables.

Table 4.3

Interactivity and engagement

Age Group	Social media	Traditional Media
Below 20	2.36%	0.95%
20-29	59.81%	12.77%
30-39	13.24%	2.84%
40-49	4.73%	0.24%
50-59	1.42%	0.95%
Over 60	0.71%	0%

Source: Field Survey, 2024

Differential preferences between generations are shown in the Table 4.3 on respondents' opinions of social media involvement and interactivity compared to traditional media. When it comes to younger people, the preference for social media is much higher (2.36%) than it is for traditional media (0.95%). This trend indicates that younger people have a strong preference for social media platforms, most likely because of their built-in interactive elements and opportunity for interaction. Younger users find social media's real-time feedback mechanisms likes, comments, and shares to be enticing because of its interactive aspect.

Social media's domination is even more apparent in the 20-29 age group, where 59.81% of respondents preferred it over traditional media, which received only 12.77% of the vote. This significant discrepancy indicates how much people in this age group value social media's dynamic and participatory elements. This group prefers social media because it allows them to participate in trends, have real-time impact over material, and have conversations. This generation seems to be more interested in interactive and engaging media than in traditional media, which has a more passive consumer strategy.

On the other hand, as age groups get older, people's tendency towards conventional media marginally increases while their liking for social media drastically decreases. Social media usage is 13.24% for people aged 30-39, while conventional media usage is 2.84%. The trend of declining social media preferences is also seen in older age groups; among those over 60, the percentage drops to 0.71%. On the other hand, the attractiveness of

conventional media among older age groups is still mostly consistent, peaking at 0.95% in the 50-59 age group. This change suggests that older audiences might place more significance on the consistency and legitimacy of conventional media, which usually lacks the interactive elements found in digital platforms.

Table 4.4

Accessibility and reach

Age Group	Social media	Traditional Media
Below 20	2.84%	0.47%
20-29	59.10%	13.48%
30-39	13.48%	2.60%
40-49	4.73%	0.24%
50-59	1.65%	0.71%
Over 60	0.71%	0%

Source: Field Survey, 2024

Table 4.4 shows a notable generational disparity in the statistics on respondents' opinions of accessibility and reach in social media compared to traditional media. Social media is significantly more popular among people under 20 (2.84%) than traditional media (0.47%). Younger users' significant preference suggests that they view social media as more generally available and attainable. Because this group is used to having information and connectivity readily available to them, social media platforms' interactive features and wide global reach meet their needs.

Social media is even more prevalent in the 20-29 age group, where 59.10% of respondents preferred it over traditional media, which is preferred by 13.48% of respondents. This preference supports the idea that, in comparison to traditional media, social media provides better accessibility and reach. Social media platforms offer this age group quick access to information, a wide range of content, and a large network of contacts. Social media's instantaneous and global characteristics are essential for satisfying the needs of a generation that values quick involvement and communication.

The inclination for social media tends to decline with age, whilst traditional media's appeal stays mostly consistent. Among individuals aged 30-39, 13.48% believe social media to be more accessible and widening than traditional media, compared to 2.60% who believe the opposite. The drop in social media favorability among those in the 40-49, 50-59, and over 60 age groups is indicative of this ongoing trend. In terms of accessibility and reach, for example, only 0.71% of respondents over 60 believe social media to be superior, whereas none of them favor conventional media. This trend shows that older people are becoming more at ease with and inclined toward traditional media. They may believe that traditional media is a more dependable or familiar way to obtain information, even though its reach is more constrained than that of social media.

Table 4.5

Cost effectiveness

Age Group	Social media	Traditional media
Below 20	2.60%	0.71%
20-29	55.79%	16.78%
30-39	12.30%	3.78%
40-49	4.02%	0.95%
50-59	0.95%	1.42%
Over 60	0.71%	0%

Source: Field Survey, 2024

Through Table 4.5 it is seen that there are definite generational preferences in the statistics regarding respondents' opinions on the cost-effectiveness of social media compared to traditional media. With 2.60% of responses, people under 20 believe social media to be much more cost-effective than traditional media, which only receives 0.71% of the vote. According to this tendency, younger users who are frequently more financially conscious and technologically literate see social media as providing better value. Social media is seen as a cost-effective option because of its minimal entrance fee and free access to the majority of social media networks, which fit their budget.

Social media is still preferred by those in the 20-29 age range, with 55.79% of respondents finding it more cost-effective than traditional media (16.78%). This significant difference

indicates that people in this age group believe social media to be more cost-effective. While traditional media is thought to be less cost-effective due to its related expenditures, such as advertising rates or subscription fees, social media platforms frequently offer a variety of free tools and services. Social media's affordability in offering a wide audience and a variety of features probably plays a part in its popularity with this group of people.

The cost-effectiveness of social media is viewed differently by older age groups. Social media is more cost-effective than conventional media, according to 12.30% of respondents aged 30-39 and 3.78% of those aged 40-49, while only 0.95% of respondents in the 50-59 age bracket and 0.71% of respondents over 60 feel this way. This reduction indicates that elderly users place a higher value on conventional media's real worth or perceived stability than on cost savings.

Table 4.6

Real time information and trend

Age Group	Social media	Traditional media
Below 20	2.36%	0.95%
20-29	65.48%	7.10%
30-39	13.71%	2.36%
40-49	4.73%	0.24%
50-59	1.89%	0.47%
Over 60	0.47%	0.24%

Source: Field Survey, 2024

Notable age disparities in media choices are revealed by Table 4.6 on respondents' perceptions of real-time information and trends in social media versus traditional media. Social media is much preferred by the under-20 age group, with 2.36% of respondents believing it to be better than traditional media at delivering up-to-date information and trends, while 0.95% believed the opposite. The importance that younger users place on social media's immediacy and up to date nature is highlighted by this strong preference. Social media platforms suit this age group's fast-paced information needs well because of their capacity to deliver quick updates and enable real-time involvement.

The preference for social media is considerably stronger among respondents in the 20-29 age group, who see it as more successful than traditional media at delivering real-time information and trends (65.48% versus 7.10%). This significant difference emphasizes how important social media is to young adults' life. Social media platforms satisfy their need for up-to-date and dynamic material by providing a never-ending stream of updates, popular topics, and live interactions, which makes it the go-to medium for keeping up with the newest happenings and trends.

Social media's appeal for current knowledge declines with age, while traditional media remains less popular but consistent. In the 30-39 age group, 13.71% view social media as superior for up-to-date information, compared to 2.36% favoring traditional media. Preferences for social media continue to drop with age, with just 4.73% of 40-49-year-olds, 1.89% of 50-59-year-olds, and 0.47% of those over 60. Older individuals tend to value the reliability and depth of traditional media, prioritizing thoroughness over speed, unlike younger users who favor real-time updates.

Table 4.7

Credibility

Age Group	Social media	Traditional media
Below 20	2.60%	0.71%
20-29	38.30%	34.28%
30-39	6.15%	9.93%
40-49	2.36%	2.60%
50-59	0.47%	1.89%
Over 60	0.24%	0.47%

Source: Field Survey, 2024

The Table 4.7 shows respondents' opinions of the relative credibility of traditional and social media for various age groups. The results show a distinct generational gap in the perception of different media platforms, with younger people clearly preferring social media over traditional media. In particular, the age range of 20 to 29 exhibits the highest level of social media engagement; 38.3% of respondents say they believe social media is credible, compared to 34.28% who say the same about traditional media. This group

probably appreciates social media's peer-to-peer and immediate character, which promotes quick information sharing and community-based verification often at the price of standards of professional journalism.

On the other hand, older age groups show a larger preference for the legitimacy of conventional media. For example, even though they use social media less, respondents aged 30-39 still clearly favor traditional media, with 9.93% saying that traditional media has greater credibility than social media, compared to 6.15% who say the same about social media. As one gets older, this trend persists: people over 50 have a remarkably low level of trust less than 1% in social media, but a rather high level of trust in traditional media. This implies that older respondents may place a higher value on the perceived accuracy, comprehensiveness, and editorial control found in traditional media formats, like television and newspapers, which have traditionally served as these groups' primary information sources.

Overall, the evidence points to a generational change in younger respondents' trust toward newer media formats, as they may be better at navigating digital realms and identifying reliable sources there. Older respondents, on the other hand, continue to take a cautious approach, maybe because they are worried about false information and the unregulated nature of social media in comparison to conventional media's controlled, gatekeeping role.

Table 4.8
Regulation and accountability

Age Group	Social media	Traditional Media
Below 20	1.89%	1.42%
20-29	33.10%	39.48%
30-39	4.49%	11.58%
40-49	1.42%	3.55%
50-59	1.18%	1.18%
Over 60	0.24%	0.47%

Source: Field Survey, 2024

The information from the Table 4.8 sheds light on how various age groups view social media's accountability and regulation in comparison to conventional media. According to the results, there is a constant preference for conventional media across older age groups. This preference is probably due to their perception of the better regulatory standards and accountability that come with working with established news channels. Even though they use social media heavily, people in the 20-29 age range have the highest level of trust (39.48%) in traditional media, indicating that even younger persons see the value of control and regulation. Social media, on the other hand, lags behind despite being popular with this group (33.10%), suggesting that worries about unfiltered information continue even among those who primarily rely on digital platforms.

The predilection for traditional media intensifies as we approach older age groups. For example, only 4.49% of people aged 30-39 trust social media, while 11.58% trust conventional media. Respondents between the ages of 40 and 49 continue to show this tendency, with conventional media trust rising to 3.55% and social media credibility falling to 1.42%. These numbers imply that older audiences are more appreciative of the regulatory and accountability frameworks that conventional media is thought to maintain, such as journalistic standards, fact-checking procedures, and ethical principles. On the other hand, because there isn't a single body in charge of social media, it could be seen as a more chaotic place where false information can proliferate without restriction.

Fascinatingly, the research also shows that, within the 50-59 age range, traditional and social media had about comparable perceptions, both scoring 1.18%. This could point to a nuanced understanding in which this group appreciates the advantages and disadvantages of each platform, realizing that social media frequently lacks accountability and that traditional media, despite its regulation, is still subject to bias. Last but not least, the over 60 age group exhibits little preference for either platform, with 0.24% of them believing in social media and 0.47% in traditional media. This suggests that this cohort is generally skeptical of media accountability. According to this research, trust dynamics are changing, with older respondents finding traditional media's regulatory structure to be appealing, while younger users find social media to be both popular and controversial.

Table 4.9

In-depth coverage

Age Group	Social media	Traditional Media
Below 20	2.36%	0.95%
20-29	34.51%	38.06%
30-39	4.49%	11.58%
40-49	0.95%	4.02%
50-59	0.95%	1.42%
Over 60	0.24%	0.47%

Source: Field Survey, 2024

The information shown in the Table 4.9 demonstrates how respondents, from a range of age groups, felt about social media's more in-depth coverage in comparison to traditional media. The results clearly indicate a preference for conventional media, especially among older respondents. This preference is probably due to the belief that traditional media devotes more time and resources to in-depth reporting and investigative journalism. For example, the most digitally active population, those in the 20-29 age range, had a high level of trust in conventional media, with 38.06% recognizing its ability to provide in-depth coverage, compared to 34.51% for social media. This suggests that even while younger people use social media extensively, they still value conventional media for in-depth reporting.

As respondents get older, the difference gets bigger, especially in the 30-39 and 40-49 age ranges, where conventional media continues to have a sizable advantage. Merely 4.49% of the 30-39 age bracket thinks social media offers the same amount of detail, compared to 11.58% who trust conventional media for in-depth coverage. The 40-49 age bracket is where this tendency is most evident, with 4.02% of respondents favoring conventional media and just 0.95% favoring social media. These data imply that middle-aged respondents might perceive social media as more fragmented or superficial in its coverage, whereas conventional media might be perceived as better equipped to provide the context, analysis, and fact-checking required for nuanced comprehension.

Traditional media is still more popular among older audiences, especially those 50 years of age and older, albeit its share is dwindling. Social media trust is equal among respondents aged 50 to 59 (0.95%), but traditional media trust is slightly higher at 1.42%. When it comes to in-depth coverage, the over-60 age group has little faith in any media, with only 0.24% preferring social media and 0.47% supporting traditional media. This implies that although conventional media continues to be known for their in-depth reporting, public confidence in both types of media declines with age, maybe as a result of mistrust regarding media bias, the intricacy of current events, or the abundance of available information sources. Overall, the research shows that, particularly as respondents get older, conventional media is still regarded as the more trustworthy source for in-depth reporting.

4.3 Social media facilitating community mobilization

This part of the paper looks through the ability of social media in facilitating community mobilization against corruption in Nepal. Response of the people in this section have been illustrated through tables and figures.

4.3.1 Social media's ability to enable community mobilization against corruption

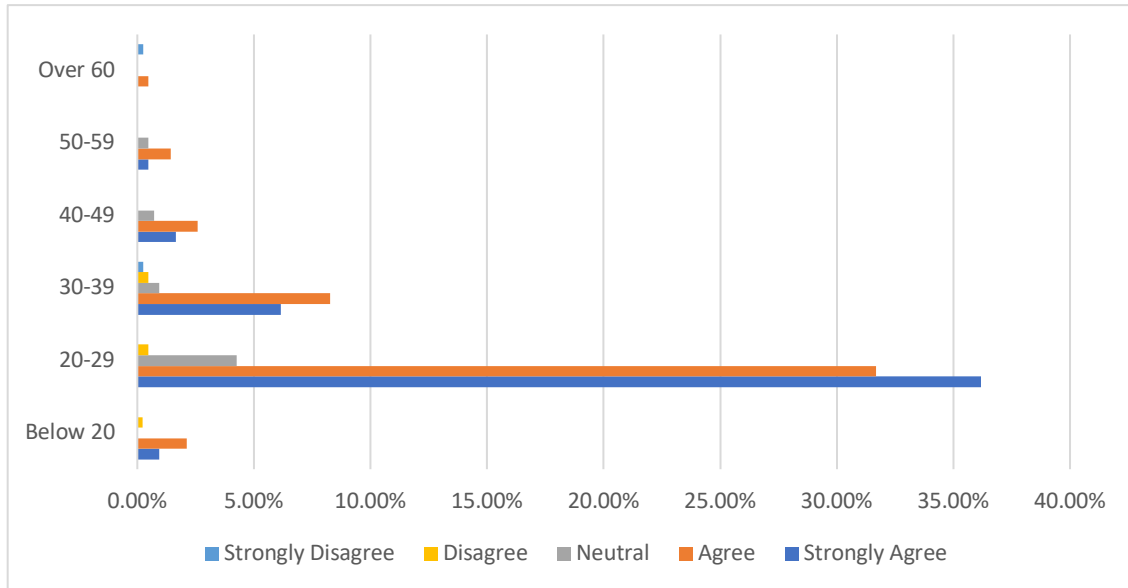
The capability of social media in facilitating community mobilization in people's consciousness is shown here through Figure 4.13.

With 36.17% "strongly agreeing" and 31.68% "agreeing," the data shows that younger respondents especially those in the 20-29 age range highly believe in social media's significance in community mobilization against corruption. Subgroups of 30-39 years old comprise 8.27% "agreeing" and 6.15% "strongly agreeing." This indicates that younger audiences strongly favor the use of social media as a weapon in the fight against corruption.

Older respondents, however, exhibit less zeal. In the 40-49 age group, just 1.65% "strongly agree" and 2.60% "agree." Just 1.42% of respondents over 60 "strongly agree," and only 0.47% of those over 50 "strongly agree." All groups continue to exhibit low levels of neutrality and disagreement, with very little extreme disagreement.

Figure 4.13

Agreement on social media facilitating community mobilization



Source: Field Survey, 2024

With 36.17% "strongly agreeing" and 31.68% "agreeing," the data shows that younger respondents especially those in the 20–29 age range highly believe in social media's significance in community mobilization against corruption. Subgroups of 30-39 years old comprise 8.27% "agreeing" and 6.15% "strongly agreeing." This indicates that younger audiences strongly favor the use of social media as a weapon in the fight against corruption.

Older respondents, however, exhibit less zeal. In the 40-49 age group, just 1.65% "strongly agree" and 2.60% "agree." Just 1.42% of respondents over 60 "strongly agree," and only 0.47% of those over 50 "strongly agree." All groups continue to exhibit low levels of neutrality and disagreement, with very little extreme disagreement.

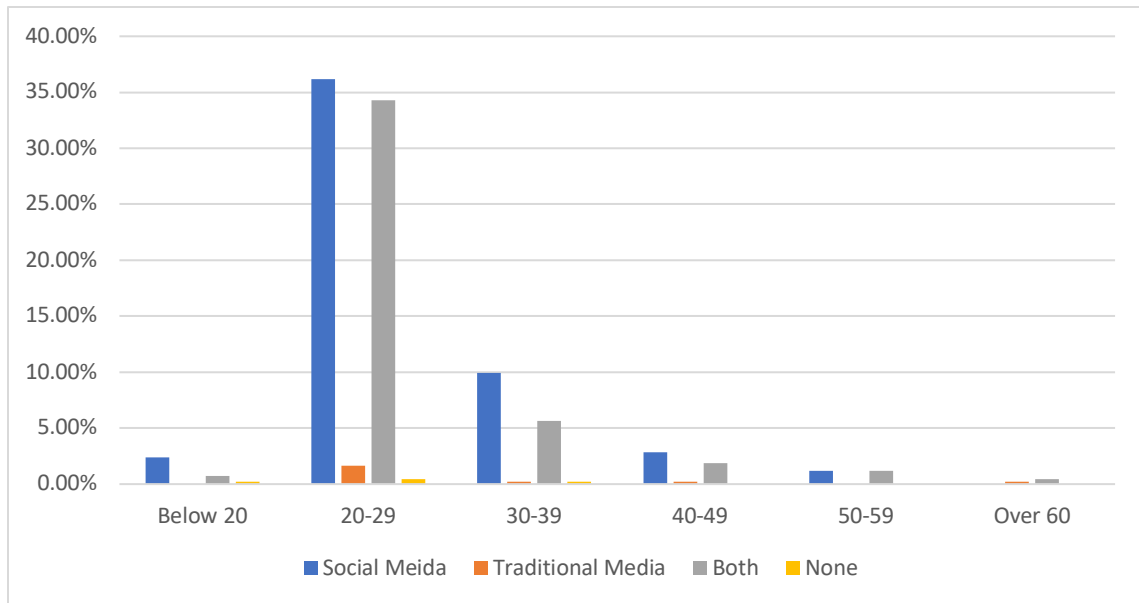
There is broad agreement, as evidenced by the research, that social media promotes community mobilization against corruption. Nearly 92% of respondents, or 45.39% "strongly agree" and 46.57% "agree," respectively. The minority, on the other hand, is tiny, with just 1.18% "disagreeing" and 0.48% "strongly disagreeing." In the meantime, 6.38% are neutral, which indicates some ambiguity. Overall, the data demonstrates strong support very few people voice disapproval for the notion that social media is essential for galvanizing communities against corruption.

4.3.2 Form of media used in exposing corruption

In this part, the form of media (social media and traditional media or both and even none) used by the respondents to expose corruption is illustrated in figure.

Figure 4.14

Exposing corruption through



Source: Field Survey, 2024

The Figure 4.14 reveals that 36.17% of younger respondents especially those in the 20-29 age range strongly favor social media for exposing corruption. Furthermore, 34.28% of this age group prefer to use both traditional and social media, demonstrating that even while they understand the value of integrating different media types, they also acknowledge the strength of social media. However, only 1.65% of people in the 20-29 age range say they prefer conventional media alone, indicating a shift in activism toward digital platforms.

Social media is also preferred by the 30-39 age bracket (9.93%), while 5.67% prefer using both forms of media. Elderly people, especially those 40 to 49 years old and older, use the media far less frequently to expose corruption. For example, just 1.89% of people in the 40–49 age range use both social media and prefer it (2.84%). This indicates a glaring generational divide, with younger generations more likely to use digital tools and older generations less likely to do so.

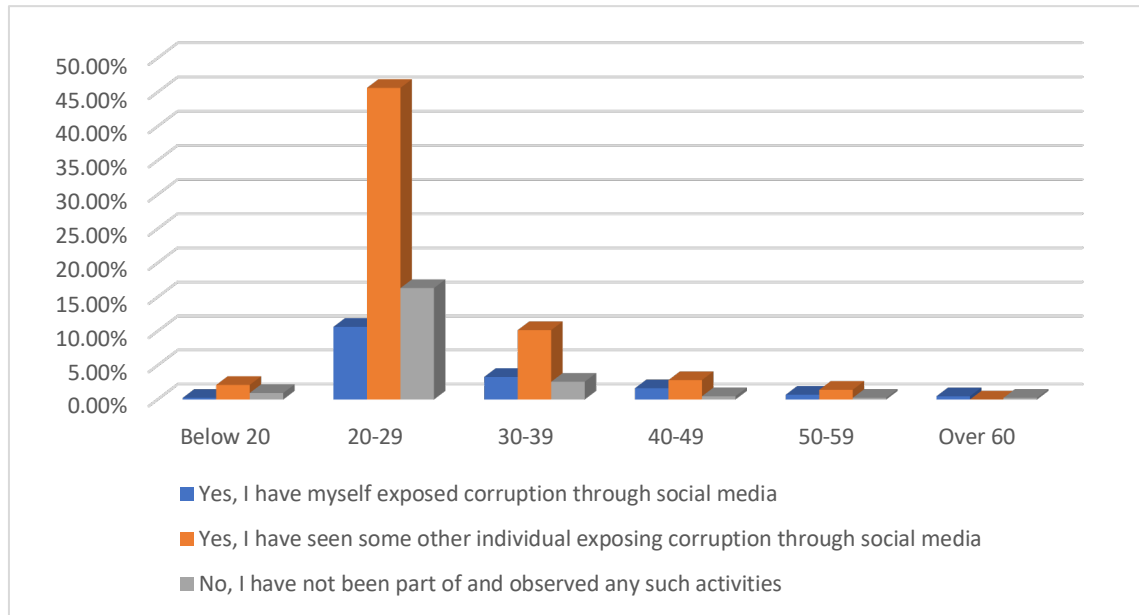
According to the research, 52.48% of respondents said they felt comfortable utilizing social media to expose corruption, indicating a strong preference for this platform. Merely 2 percent prefer conventional media on its own. A substantial 44.20% favor utilizing traditional and social media in tandem, suggesting a coordinated strategy to combat corruption. Conversely, only 0.95% of respondents oppose exposing corruption through the media in any way. Overall, the findings show a distinct preference for digital channels as the go-to methods for activism against corruption, either on their own or in conjunction with traditional media.

4.3.3 Experience of exposing corruption

The figure in this section of the paper shows the people’s experience of exposing corruption either themselves or their knowledge on some other person utilizing social media platform in unveiling corruption activities. Similarly, the perception of people involving in corruption exposure activity in near future is shown through figure.

Figure 4.15

Experience of exposing corruption



Source: Field Survey, 2024

The data shown in Figure 4.15 indicates that the 20-29 age group is the most active in exposing corruption on social media, with 10.64% having done so themselves and 45.63%

having seen others do so. Though 16.32% of this cohort had neither observed nor participated in anti-corruption measures using social media, this suggests that younger respondents are significantly engaged in raising awareness of and participating in these efforts.

The 30-39 age range demonstrates involvement as well; 3.30% of them have personally exposed corruption, and 10.16% have seen others do so. Although there is less involvement than in the younger cohort, only 2.60 percent of this group does not know about these activities. Age groups that are older, especially those 40 years of age and above, exhibit far lower levels of awareness and participation. There appears to be a generational divide in the use of social media for anti-corruption initiatives, as evidenced by the fact that just 1.65% of respondents in the 40–49 age range had firsthand experience, and even fewer respondents in older age groups indicate any involvement.

According to the research, 17% of respondents have directly exposed corruption on social media, although a higher percentage of 62.18% have seen others do so. This suggests that anti-corruption initiatives are widely visible on digital channels. But according to 20.82% of respondents, they have neither engaged in corruption themselves nor seen it exposed on social media. These numbers show that social media is being actively used to expose corruption, even though a sizable percentage of respondents are either still not involved in or are not aware of these actions.

4.3.4 Member of Social Media group working against corruption

The participation of various age groups in social media groups dedicated to combating corruption in Nepal is depicted in Figure 4.16. With 24.59% of respondents falling into the 20–29 age range, this is the most active age group. Even though a sizable number of younger adults participate in digital activism, a greater portion of this demographic 47.99% does not belong to any anti-corruption social media networks.

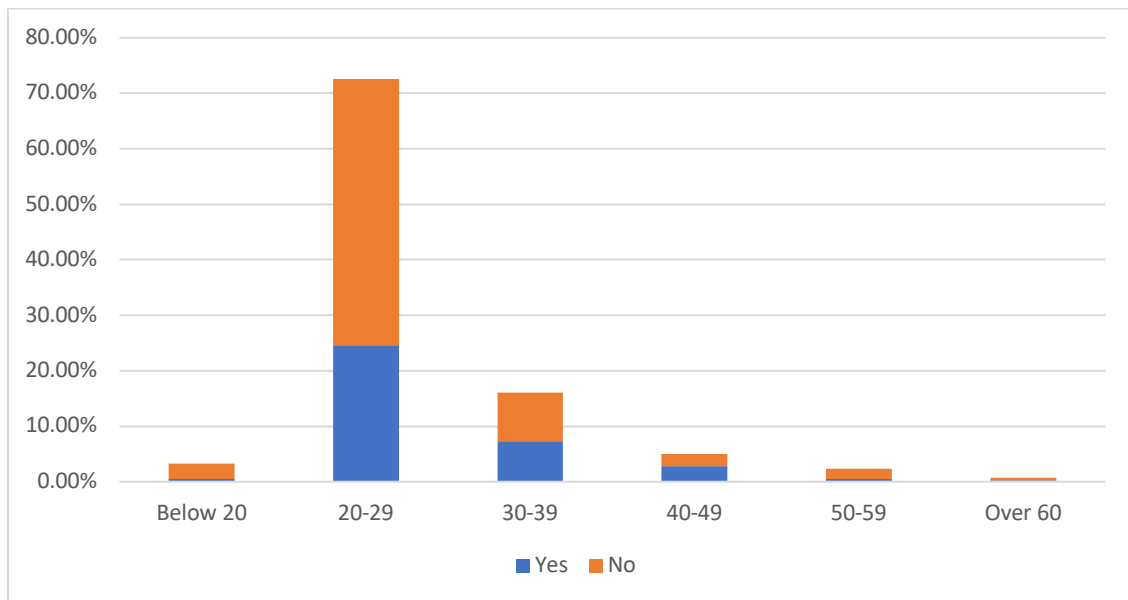
Compared to the younger generation, 7.33% of 30-39-year-olds participate in anti-corruption social media groups, while 8.75% do not. Age-related declines in engagement are seen in the fact that just 2.84% of the 40–49 age group participates in these organizations, and 2.13% do not. The 50–59 age group (0.47% members) and the over-60s

(0.24% members) show the least amount of activity. The data indicates a distinct demographic gap, with younger respondents participating in social media-based activism at a higher rate than older cohorts.

Of the respondents, 64.07% do not participate in social media groups that aim to combat corruption, whereas 35.93% are part of such organizations. This suggests that the majority of participants are not involved in online initiatives to combat corruption.

Figure 4.16

Membership of social media group working against corruption



Source: Field Survey, 2024

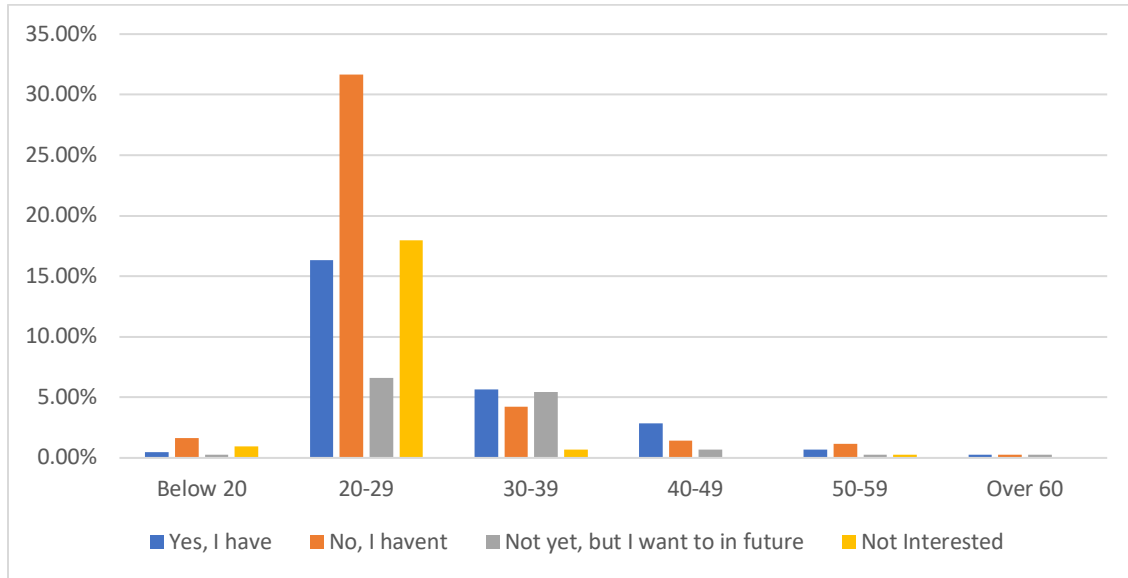
4.3.5 Participation in online discussion or campaigns against corruption

Retorting of the people participating in this paper’s survey to the question if they ever participated in online discussion or campaigns to fight corruption is demonstrated through diagram. According to the Figure 4.17, 16.31% of participants in anti-corruption online forums and campaigns in Nepal are in the 20–29 age range, which is the most active. Interestingly, 31.68% of respondents in this group have not participated in any of these activities, and 6.62% intend to do so in the future, suggesting that involvement may grow. In the meanwhile, there appears to be opportunity for expansion since 5.67% of the 30-39

age group has engaged in these activities and 5.44% intend to do so in the future. Additionally, 4.25% of this group exhibits a balanced mix, with no engagement at all.

Figure 4.17

Online discussion or campaigns against corruption



Source: Field Survey, 2024

In elderly groups, participation declines dramatically. Just 2.84% of people in the 40–49 age group have participated, 1.42% are uninterested, and 0.71% may do so in the future. For the age groups of 50–59 and 60 and above, the rates even lower, with only 0.71% and 0.24%, respectively, having taken part. In general, younger people participate more, and many of them say they intend to continue being involved in anti-corruption initiatives.

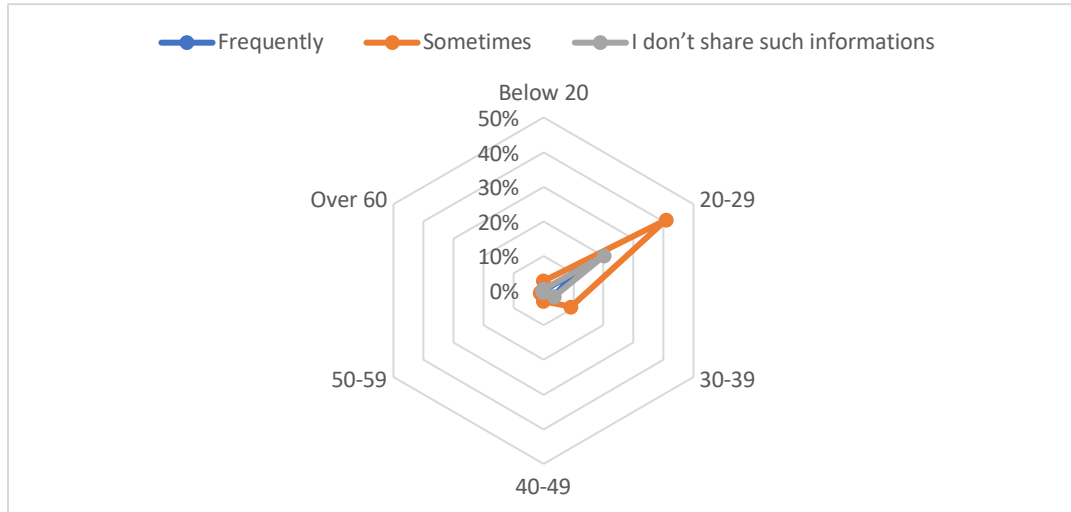
According to the research, 26.24% of respondents have taken part in social media conversations or campaigns against corruption, whilst 40.42% have not. Furthermore, 19.86% are indifferent, and 13.49% say they would like to participate in the future. This implies that while a sizable section of the populace is still disengaged, others may get involved in the future.

4.3.6 Exchange of information about corruption in social media

Exchange of information on social media regarding corruption is discussed in a figure representation in this section. The frequency of information about corruption shared by people or denial to share such information is shown in Figure 4.18.

Figure 4.18

Sharing information related to corruption in social media



Source: Field Survey, 2024

With 40.89% doing so occasionally and 11.35% often, people in the 20-29 age range are the most active when it comes to posting content concerning corruption on social media. Nevertheless, 20.33% of participants in this age group never divulge such details. This suggests that even while a sizable portion are actively spreading awareness, a sizable portion are not doing so. The 30-39 age group posts less regularly, with 3.31% posting frequently and 9.22% occasionally. Furthermore, 3.55% of this demographic never shares content about corruption.

Respondents' participation declines with age. Among those aged 40 to 49, 1.42% share content frequently, 3.07% infrequently, and 0.47% never do. 0.94% of people in the 50-59 age range share frequently, 1.18% do so infrequently, and 0.24% never post. Over-60s are the least active group, with only 0.24% sharing often or sporadically and an equal number not sharing at all. In general, younger respondents particularly those in their 20s are more active in the fight against corruption online.

According to the research, 17% of respondents post information about corruption on social media on a regular basis, compared to 57.44% who share it infrequently. Conversely, 25.30% of participants do not disclose any information of this kind. This implies that even while the majority participates in online anti-corruption activities, 25% of respondents don't participate in these initiatives.

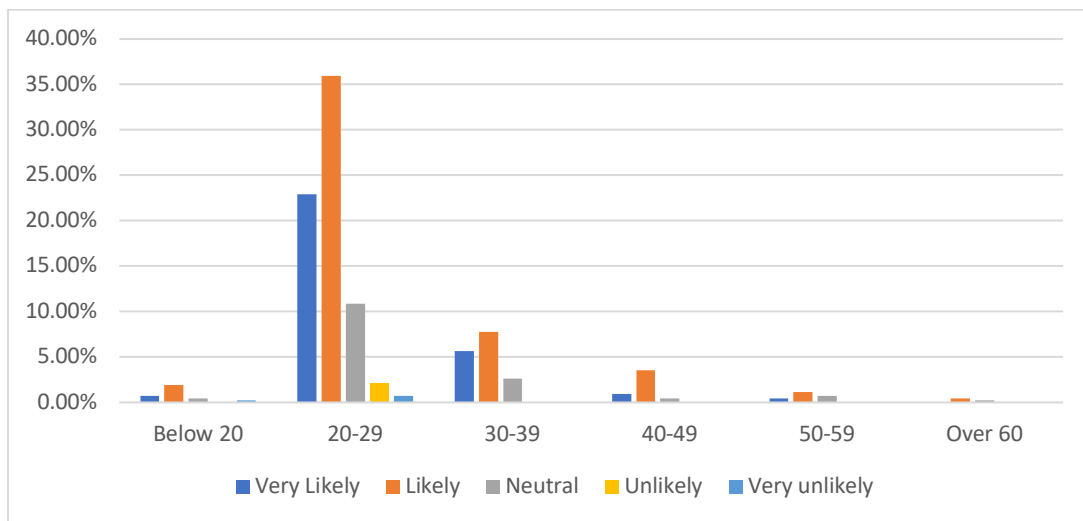
4.3.7 Discussion of corruption news offline

According to the data in Figure 4.19, respondents between the ages of 20 and 29 are the most likely to discuss corruption-related subjects offline, with 22.93% of them rating it as "Very Likely" and 35.93% as "Likely" to do so. While the majority of people in this age range participate in these debates, 10.87% are neutral and 2.13% refuse to take part in offline discussions, suggesting a degree of disengagement.

However, compared to the younger age group, just 5.67% of respondents aged 30-39 are "Very Likely" to debate corruption offline, and 7.80% are "Likely" to do so. This indicates a far lower level of involvement. In this category, just 2.60% are neutral. The pattern of a large drop in the chance of having face-to-face discussions about corruption is also observed in older age groups (40-49, 50-59, and 60and over). In general, younger adults particularly those in their 20s are more likely to discuss corruption in person.

Figure 4.19

Possibility of discussing corruption news offline



Source: Field Survey, 2024

The data reveals that 30.72% of respondents are very likely to discuss corruption-related news seen on social media offline, while 50.82% are likely to do so. Only 0.95% are very unlikely and 2.15% are unlikely to engage in such discussions. Meanwhile, 15.36% of respondents remain neutral on discussing corruption news offline.

4.4.8 Community mobilization activities instigated through social media

Several community mobilization activities that can be started from social media and people's perception on it is presented in a table here.

Table 4.10

Community mobilization activities instigated through social media

S. N	Community mobilization activities instigated through social media	Mean	S. E	S. D	Skewness	Perception
1	Public Awareness Campaigns	3.90	.061	1.256	-1.008	High perception
2	Community Watchdog group	3.56	.059	1.207	-.515	Low perception
3	Citizen Reporting system	3.61	.061	1.253	-.627	Low perception
4	Advocacy for policy change	3.57	.064	1.311	-.572	Low perception
5	Grassroot anti-corruption education	3.95	.062	1.273	-1.056	High perception

Source: Field Survey, 2024

The above Table 4.10 illustrates that the respondents on this survey had a high perception on public awareness campaigns and grassroot anti-corruption education when asked about possibility of social media in instigating community mobilization through different activities. However, the respondents had low perception on social media instigating community mobilization through community watchdog groups, citizen reporting system and advocacy for policy change.

Overall, if we observe the range of agreement and disagreement mean of community mobilization activities responded by the respondents of this survey fall between the range of 3.5 to 4.2 which indicates in average the respondents agree that social media can instigate all the community mobilization activities that are included in this survey.

4.4 Transparency and accountability

Social media driven anti-corruption campaign's enabled transparency and accountability can be seen in the data provided in this part of the research.

4.4.1 Measures undertaken to make the culprit of corruption accountable

Here, people positing or witnessing the culprit of corruption being held accountable through different measures such as fined, asset seized etc. is shown.

Table 4.11

Measures undertaken for culprit of corruption

S. N	Measures Undertaken	Mean	S. E	S. D	Skewness	Perception
1	No accountability enforced	2.65	.067	1.382	.307	Low perception
2	Asset Seized	2.74	.062	1.266	.292	Low perception
3	Removed from Post	3.17	.064	1.310	-.246	High perception
4	Prosecuted	3.15	.064	1.323	-.180	High perception
5	Fined	3.42	.071	1.469	-.353	High perception

Source: Field Survey, 2024

The Table 4.11 illustrates that the respondents had high perception on different measures such as culprit of corruption removed from the post, prosecuted and fined to make the activities of government more transparent and accountable. However, the respondents had low perception when asked if no accountability has been enforced. Likewise, the respondents also perceived low when asked if the assets of the culprits of corruption have been seized.

Overall, if we observe the range of agreement and disagreement mean of respondent's response on measures undertaken to make the culprit of corruption all the means lie on the range of 2.7 to 3.4. This indicates that in average the respondents stayed neutral about their knowledge on measures undertaken to make the culprit of corruption accountable.

4.4.2 Reporting on corruption to government agencies

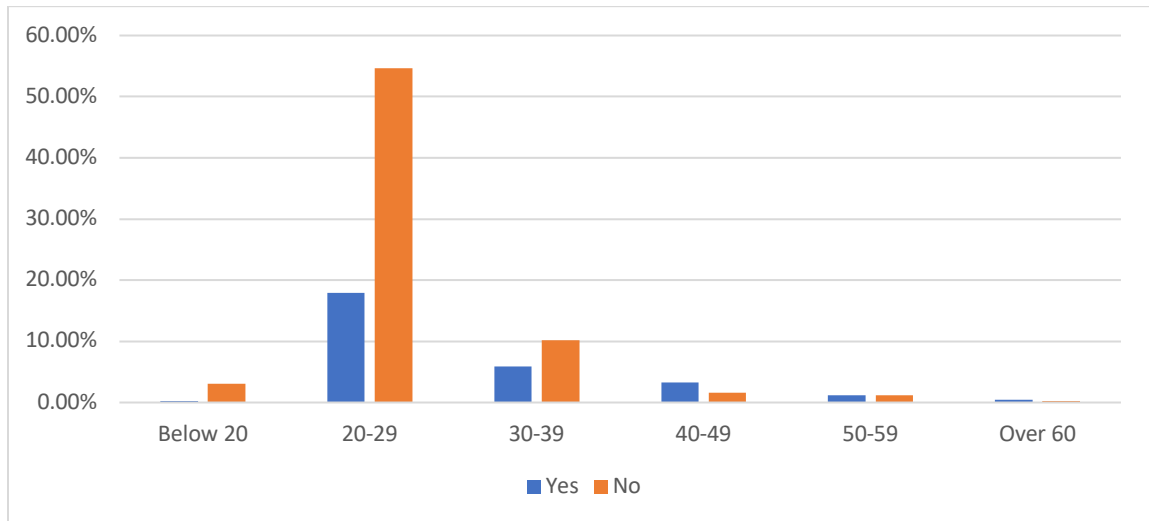
The Figure 4.20 shows the respondents response about their contact with government agencies to report on corruption. With 17.97% of respondents having contacted government agencies over corruption, the 20-29 age bracket is clearly the most active in doing so. A greater percentage, 54.61%, however, stated they did not take part in these activities.

Comparably, but at a lesser degree, the 30-39 age group exhibits some engagement in corruption, with 5.91% reporting it and 10.17% not reporting it, presumably because of mistrust or a lack of opportunity. 1.65% of people in the 40-49 age group have not reported corruption, compared to 3.31% who have. Older age groups show less interest in reporting; only 1.18% of respondents in the 50-59 age range and 0.47% of respondents in the 60+ age range reported doing so. This hesitation can be the result of not knowing how they would affect things or not being familiar with reporting systems.

Overall, the data shows that 29.08% of respondents have contacted government agencies to report corruption, while a significant majority, 70.91%, have not. This suggests that most people remain disengaged from formal reporting processes despite some participation.

Figure 4.20

Contacted government agencies to report corruption



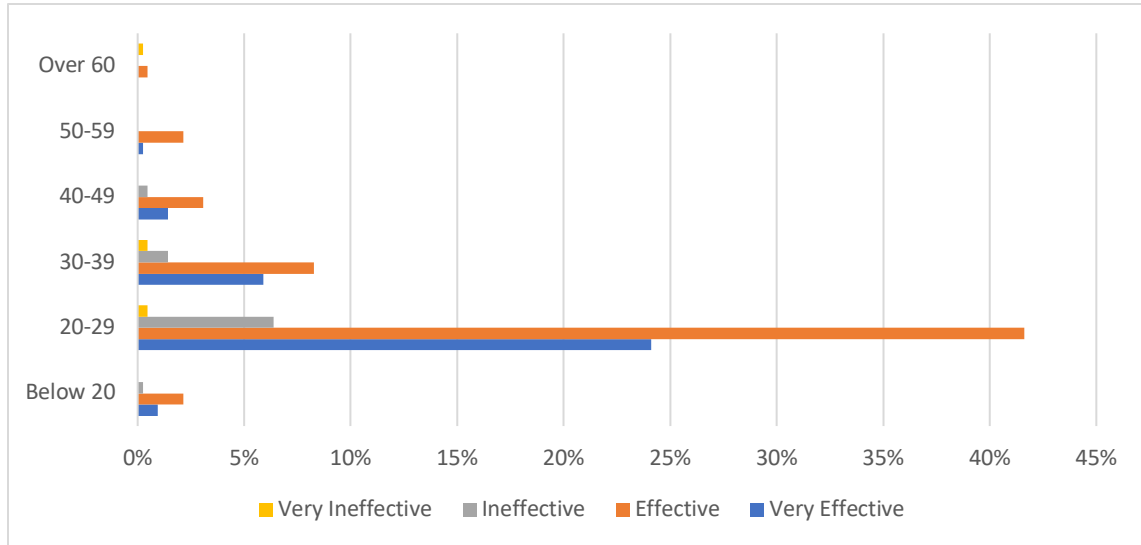
Source: Field Survey, 2024

4.4.3 Effectiveness of social media in driving anti-corruption accountability

Insights of people on how conjectural social media led anti-corruption campaigns are in assuring accountability is shown through Figure 4.21.

Figure 4.21

Social media driven anti-corruption campaigns ensuring accountability



Source: Field Survey, 2024

The age group of 20 to 29 exhibits the highest level of confidence in anti-corruption initiatives led by social media, with 24.11% rating them as "Very Effective" and 41.61% as "Effective." This illustrates the hope that younger people have for social media's ability to uphold accountability in Nepal. Still, a sizable portion of this group 6.38% deems the campaigns "Ineffective," and 0.47% sees them as "Very Ineffective."

While still prevalent, the 30-39 age group rates the campaigns' effectiveness lower, with 5.91% deeming them "Very Effective" and 8.27% as "Effective." Just 1.42% of respondents think the campaigns are "ineffective," while 0.47% think they are "very ineffective." Those who are older report even lower levels of confidence. Just 0.24% of those in the 50-59 age range agree that the campaigns are "Very Effective," compared to 1.42% of people in the 40-49 age group. Just 0.47% of people over 60 think the campaigns are successful.

According to the findings, a sizable majority of respondents 57.68% of them rate social media-driven anti-corruption campaigns as effective, and 33% of them as extremely effective. Just a little percentage, 9.51% overall, think these campaigns are ineffective, with 8.51% thinking they are ineffective and 1% thinking they are extremely ineffective.

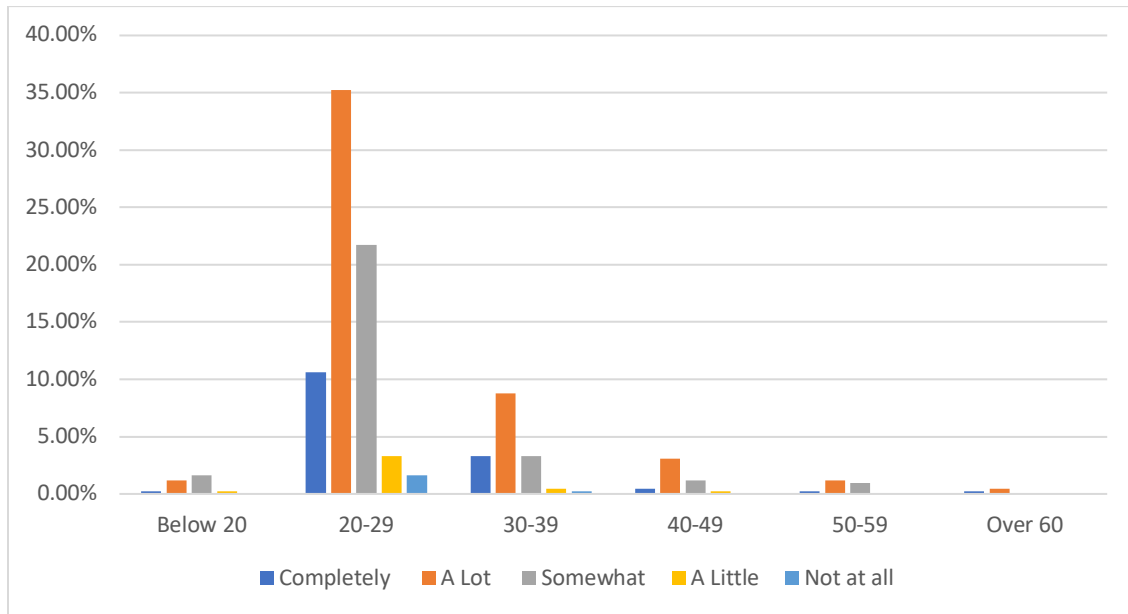
4.4.4 Government willingness to be transparent

Capability of social media led anti-corruption campaigns to make the government compelled to be transparent through people’s perception is shown here through the figure.

Figure 4.22 presents the opinions of the respondents, grouped by age, on the impact of social media on government openness in Nepal. 10.64% of the 20–29 age group thinks social media has no effect on transparency, compared to 21.75% who thinks it has "somewhat" and 35.22% who think it has "a lot" of influence. This implies that younger adults especially those in their 20s have high hopes for social media's ability to advance openness. 1.65% of respondents think social media has no influence, while 3.30% think it has very little.

Figure 4.22

Social media campaigns making government transparent



Source: Field Survey, 2024

According to the Figure 4.22, 14.91% of participants think that anti-corruption activities promoted on social media result in total government openness. 49.87% of respondents believe that these campaigns have a major impact on the government's propensity to be open and honest. Furthermore, 4.26% think the efforts have little influence, while 28.84% think they have a moderate impact. Nearly 2% of respondents, however, believe that these kinds of initiatives have no bearing whatsoever on the government's propensity to be open and honest. This suggests that the majority of participants acknowledge the beneficial influence of social media in advancing openness in government.

4.4.5 People's perception on outcomes after exposure of corruption

Once corruption is exposed, there is possibility of several outcomes to occur and hold the culprit of corruption accountable. In this part of the paper, what people perceive on this matter has been demonstrated through table.

Table 4.12

Outcomes after exposure of corruption

S. N	Measures Undertaken	Mean	S. E	S. D	Skewness	Perception
1	No change in government policy	2.93	.064	1.321	122	Low perception
2	Reformed public procurement	3.04	.056	1.146	.044	Low perception
3	Enhanced transparency and accountability	3.35	.058	1.195	-.525	High perception
4	Increased oversight and auditing	3.23	.060	1.235	-.266	High perception
5	Strengthen anti-corruption laws	3.21	.064	1.319	-.139	High perception
6	Improved whistleblower protection laws)	3.06	.067	1.375	-.051	Low perception

Source: Field Survey, 2024

The Table 4.12 illustrates that the respondents had high perception on different outcomes after exposure of corruption such enhanced transparency and accountability, increased

oversight and auditing, anti-corruption laws strengthened to make the activities of government more transparent and accountable. However, the respondents had low perception when asked if no change in government policy, reformed public procurement and improved whistleblower protection laws.

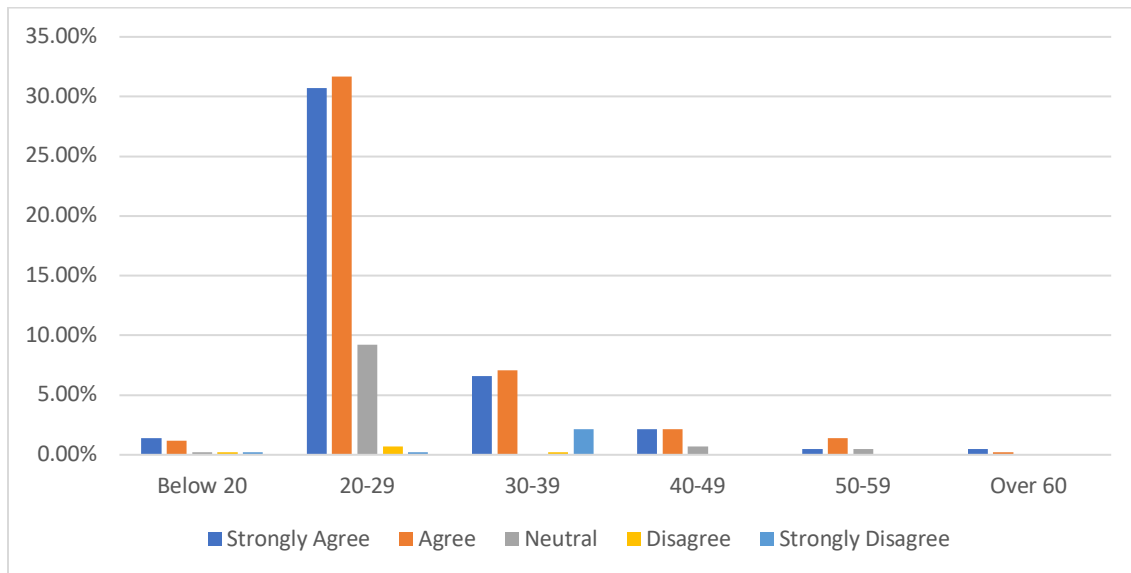
Overall, if we observe the range of agreement and disagreement mean of respondent's response on outcomes after exposure of corruption all the means lie on the range of 2.7 to 3.4. This indicates that in average the respondents stayed neutral about their knowledge on measures undertaken to make the culprit of corruption accountable.

4.4.6 Social media increasing government accountability and transparency

Respondents' response on social media increasing government accountability and transparency is shown through figure in this section.

Figure 4.23

Social media increasing government accountability and transparency



Source: Field Survey, 2024

The opinions of respondents, broken down by age group, about whether social media improves government accountability and transparency are shown in Figure 4.23. With 30.73% of respondents in the 20–29 age range saying they "Strongly Agree" and 31.68% saying they "Agree," this age group is clearly in favor of social media's function. Teenagers

are less persuaded, with only 1.15% saying they "Strongly Agree" and 1.18% saying they "Agree."

Respondents in their middle age have more moderate opinions. Among those in the 30-39 age range, 2.13% strongly disagree, 7.10% agree, and 6.62% strongly agree. This implies that conviction gradually decreases with age. Comparably, just roughly 2% of people in the 40–49 age range agree or strongly agree; the majority are neutral. Less than 1% of respondents over 60 agree with the statement, demonstrating general cynicism in older age groups. Those over 50 are the least persuaded, with little support but no strong opposition.

According to the findings, 41.84% of respondents strongly agree and 43.74% agree that social media enhances government accountability and openness. This represents a sizable majority of respondents. Just 2.61 percent disagreed and 1.19% strongly disagreed, representing a tiny minority. 10.64% of respondents, on the other hand, had no opinion or mixed sentiments about social media's potential to improve government accountability and openness. This indicates that the majority of respondents had positive opinions on social media's influence, with very few expressing skepticism.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Understanding the pervasiveness of corruption and increasing trend of social media use in Nepal, this research was carried out with the motivation to see if it could be an alternative to combat corruption in Nepal. The research was undertaken among unknown population of random Nepalese citizens through a survey. Different people from different demographic background such as age (different age groups), sex, and education participated in this survey. Applying descriptive analysis to the response of respondents from the survey certain findings were extracted.

Prevalence of corruption

A significant 71.62% of participants reported having encountered corruption in their lives, indicating widespread experience with this issue in Nepal. Regarding its impact, 81.08% believe corruption hinders a nation's economic growth and prosperity. Additionally, 72.35% feel corruption deters international investment, while 80.62% think it undermines public confidence in the government. On poverty and inequality, 78.25% believe corruption exacerbates these problems, and 81.13% think it lowers the quality of public services.

Exposing Corruption

Just 5.67% of respondents regularly rely on traditional news sources, compared to the majority of 94.32% who use social media to keep informed. Facebook is preferred by 65.01% of social media users, followed by Instagram (14.18%), YouTube (12.29%), and X (3.79%). Of them, 4.49% use social media infrequently and just 0.24% use Reddit. The percentage of people who use conventional media is far lower: 30.03% watch television, 15.13% read newspapers, and 4% listen to the radio; 51.06% hardly ever use traditional media.

In terms of media efficacy and trust, 59.56% of respondents said they receive news about corruption more frequently from social media than from conventional media, and 24.82% said they receive it somewhat more frequently from social media. 43.97% of respondents said social media was extremely effective at exposing corruption, while 40.42% thought it was effective. Furthermore, 47.04% of respondents agree and 37.82% strongly believe that social media exposes corruption that is covered up by traditional media. Large majorities prefer social media for its affordability, accessibility, and engagement, but conventional media is thought to offer superior oversight, accountability, and in-depth reporting.

Community Mobilization

91.96% of respondents, or a sizable majority, think that social media helps organize communities against corruption; 45.39% strongly agree and 46.57% agree. On the other hand, 1.66% of respondents disagreed or strongly disagreed with this opinion. Just 2% of respondents would prefer traditional media when it comes to exposing corruption, compared to 52.48% who feel more at ease doing so using social media. Furthermore, 44.20% of respondents are amenable to using both types of media to expose corruption, while a minimum of 0.95% would not support the use of any media at all.

In terms of involvement and personal experience, 17% of respondents said they had personally exposed corruption on social media, while 62.18% said they had seen others do the same. Furthermore, 64.07% of people do not belong to social media groups that are dedicated to battling corruption, whereas 35.93% do. Of the respondents, 26.24% see participation in online forums or social media campaigns against corruption, 40.42% do not, and 13.49% indicate interest in getting involved in the future. 17% of respondents share information on corruption often, 57.44% share occasionally, and 25.30% share nothing at all. Moreover, 81.54% said they are likely or extremely likely to talk about corruption-related news they have observed offline on social media.

Transparency and Accountability

In general, respondents' perceptions of the steps done to bring corrupt individuals accountable were viewed as neutral. On the other hand, 70.91% have not had such experience, while 29.08% have reported approaching government agencies to address

corruption issues. Regarding the efficacy of social media-based anti-corruption initiatives, 90.68% of participants perceive these campaigns to be either highly effective (33%) or effective (57.68%) in guaranteeing accountability. On the other hand, only 1% think they are extremely ineffective, and 8.51% think they are ineffective.

Social media is perceived by 85.58% of respondents as having a positive impact on government accountability and transparency, with 41.84% strongly agreeing and 43.74% agreeing. Conversely, 10.64% of respondents opted to be neutral, and 3.80% of respondents disagreed or disagreed strongly.

According to the findings of this research, corruption is a widespread problem in Nepal, where the majority of respondents have experienced it and think it has a detrimental effect on public faith in the government, foreign investment, and economic progress. Poverty is thought to be made worse by corruption, which also diminishes the standard of public services. The most popular social media network for keeping up with corruption news is Facebook, which is followed by Instagram, YouTube, X, and other platforms. Radio, newspapers, and television are examples of traditional media that are significantly less used. Despite this, social media is preferred for its accessibility, cost, and interaction, while conventional media is still respected for its oversight, accountability, and in-depth reporting. Thus, social media is the best option for keeping up with corruption news because of its affordability, accessibility, and interactive features, all of which make it extremely effective at exposing corruption. To supplement social media's reach, traditional media despite its decline in popularity remains significant due to its supervision, accountability, and in-depth reporting.

Many people believe that social media can effectively expose corruption and mobilize communities against it. The vast majority of respondents think social media improves government accountability and transparency and aids in holding dishonest people accountable. Most respondents strongly believe that social media-based anti-corruption initiatives are effective, despite the fact that most have not personally approached government institutions regarding wrongdoing. Furthermore, even while some people share information about corruption online, a sizable percentage of respondents do not now

participate in social media groups that are devoted to combating corruption, though they are willing to do so in the future.

5.2 Discussion

The findings of this paper align with those of Jha and Sarangi (2016), as both emphasize the significant role social media plays in combating corruption. Like this paper Jha and Sarangi highlight Facebook as a key platform for spreading anti-corruption messages and promoting transparency. Both studies emphasize that social media complements traditional media in the fight against corruption, although this research places more emphasis on accessibility, affordability, and interactivity of social media over traditional media. Similar to the findings of Prabowo et al. (2018) this study shows social media as a tool for raising awareness and engaging citizens in Nepal, however, Prabowo's research focuses specifically on Indonesia.

This study differs slightly from Starke et al. (2016) who focuses on the increasing role e-government and media freedom in reducing corruption, with social media as just one factor. While they call for further research on social media effectiveness and the role of societal norms, this paper findings suggests that most respondents already view social media as a powerful anti-corruption tool even though they are not highly active in online anti-corruption discussion groups. Overall, this research aligns with the broader understanding that social media's crucial role in exposing corruption and driving public action, while traditional media continues to play a vital role in oversight and accountability.

5.3 Conclusion

As per the data, corruption is widely acknowledged as a serious problem in Nepal, and many individuals have personal experience with it. There is a prevalent notion that corruption impedes economic growth in the nation, discourages foreign investment, and erodes public trust in the government. It is also believed to be deteriorating the standard of public services and escalating inequality and poverty. When it comes to information sources, social media is far more popular than traditional media for staying up to date on corruption. The most widely used platforms are Facebook, Instagram, and YouTube. According to most survey participants, social media is better than traditional media at

exposing corruption. While conventional media is recognized for its monitoring and in-depth reporting, social media is valued for its accessibility and interaction. Thus, this research concludes that corruption is a prevalent social problem which can be combated through the wise use of social media in Nepal.

The research also demonstrates how social media plays a vital role in organizing communities against corruption, as many participants concur that it facilitates the planning of group initiatives. A significant percentage of participants have either come across corruption on social media firsthand or have seen others do so. In spite of this, the majority of respondents have relied on social media to promote accountability and transparency rather than approaching government institutions directly to address corruption-related issues. Social media-based anti-corruption campaigns are generally seen favorably, with many people thinking they effectively increase government transparency and hold corrupt individuals accountable. From the findings of the research, it can be seen that social media has the potential to facilitate community mobilization and ensure governments' transparency and accountability and thus help to combat corruption prevailing in Nepal.

5.4 Recommendations

Based on the results of this research, following recommendations are made;

- 1) The government agencies and civil society organizations can actively use social media platforms to expose corruption and promote transparency.
- 2) The research shows the age group (20-29) is more supportive of social media's role in increasing accountability, therefore campaigns targeting anti-corruption efforts should focus on engaging this demographic to amplify their influence.
- 3) Utilize social media's power to facilitate community mobilization for grassroots movements and initiatives, ensuring that citizens can collectively hold the government accountable.

5.5 Future Research Direction

Based on the research findings, future studies could explore several key areas to deepen the understanding of social media's role in combating corruption in Nepal. First, studies may concentrate on pinpointing the precise characteristics of social media like real-time

reporting, tools for public involvement, or viral campaigns that best advance accountability and transparency. It would also be beneficial to investigate the obstacles that keep more people from actively participating in online anti-corruption groups. Examining how social media and conventional media interact with one another may also reveal ways in which these platforms enhance transparency. Subsequent studies may also evaluate the long-term effects of social media-driven anti-corruption initiatives on alterations in governmental regulations and public attitudes. Lastly, investigating the function of civic technology movements like crowdsourced corruption tracking tools or open data platforms may shed light on how technological advancements can improve social media's ability to combat corruption in Nepal.

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APPENDIX

Survey Form

Dear Respondent,

Thank you for taking the time to participate in this survey. My name is Niranjan Adhikari and I am a masters' student at Tribhuvan University, enrolled in the department of Public Policy Governance and Anti-corruption studies. This survey is a crucial part of my thesis, which aims to explore "The role of social media in combating corruption in Nepal".

Your participation is vital for the success of this study. This survey consists of series of close ended questions designed to gather your insights and experience regarding social media, traditional media and corruption. Please be assured that your responses will be kept confidential and will only be used for academic purpose. I ask that you answer all questions honestly and to the best of your ability, as your genuine input is crucial for the accuracy and reliability of the research finding.

1. Demographic Information

Name:

Sex:

- 1) Male
- 2) Female
- 3) Others

Age:

Education:

- 1) Under SLC
- 2) SLC
- 3) Plus two
- 4) Bachelors
- 5) Masters

6) Above Masters

2. Prevalence of corruption

2.1 To what extent do you agree with the statement "Corruption is a serious problem in our country."

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree

2.2 Have you ever encountered corruption?

- 1) Yes
- 2) No
- 3) Not sure

2.3 Several impacts of corruption are listed below. What level of impact does corruption have in our country? (Rate each on a scale from 1 to 5, where 1 is 'No effect' and 5 is extremely significant impact

Extremely significant impact= 5, Significant impact= 4 Neutral = 3, Some impact= 2, No impact= 1.

S. N	Impacts of corruption	Ratings				
		1	2	3	4	5
1)	Economic growth and development					
2)	Discourage foreign investment					
3)	Erodes public trust in government					
4)	Increases poverty and inequality					
5)	Erodes quality of public service					

3. Exposing corruption through social media

3.1 How do you stay informed about current events on a daily basis?

- 1) Through social media
- 2) Through Traditional media

3.2 Which form of social media do you mostly use?

- 1) Facebook
- 2) YouTube
- 3) Instagram
- 4) X (Previously Twitter)
- 5) Reddit
- 6) I rarely use social media

3.3 Which form of traditional media (TV, Newspaper, Radio) do you usually?

- 1) Newspaper
- 2) Radio
- 3) TV
- 4) I rarely use traditional media

3.4 In your experience, how often do you see news stories about corruption exposed on social media platforms compared to traditional media?

- 1) Much more often on social media
- 2) Somewhat more often on social media
- 3) About the same on both Somewhat more often on traditional media
- 4) Much more often on Traditional media

3.5 How has your trust in social media and traditional media (in conveying the news related to corruption) changed over past five years?

S.N	Form of Media	Trust Increased or decreased				
		Significantly Decreased	Decreased	Stayed the same	Increased	Significantly Increased
1)	Traditional Media					
2)	Social Media					

3.6 Have you ever felt that corruption cases were underreported or ignored by either social media or traditional media in Nepal?

S. N	Form of Media	Respondents' response		
		Yes	No	Not sure
1)	Traditional Media			
2)	Social media			

3.7 How effective do you think social media is in exposing corruption in Nepal?

- 1) Very ineffective
- 2) Ineffective
- 3) Neutral
- 4) Effective
- 5) Very effective

3.8 To what extent do you agree with the following statement: "Social media exposes corruption cases that are often ignored by traditional media."

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree

5) Strongly Agree

3.9 In your opinion, which of the media platform (social media or Traditional media) encompasses the following features while communicating the information related to corruption?

S. N	Features of media	Form of Media	
		Social Media	Traditional media
1)	Interactivity and Engagement		
2)	Accessibility and Reach		
3)	Cost effectiveness		
4)	Real time information and trend		
5)	Credibility		
6)	Regulation and Accessibility		
7)	In-depth coverage		

4. Community Mobilization

4.1 To what extent do you agree with following statement: “social media enables faster and more widespread community mobilization against corruption.”

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree

4.2 If you were to expose any corruption cases, which form of media would you use?

- 1) Social media
- 2) Traditional Media
- 3) Both
- 4) None

4.3 Do you have an experience of exposing corruption yourself or seeing someone other exposing corruption through social media?

- 1) Yes, I have myself exposed corruption through social media
- 2) Yes, I have seen some other individual exposing corruption through social media
- 3) No, I haven't been part of and observed any such activities

4.4 Are you a member to any social media group that discusses on corruption and anti-corruption?

- 1) Yes
- 2) No

4.5 Have you ever participated in online discussions or campaigns on social media related to fighting corruption in your community?

- 1) Yes, I have
- 2) No, I haven't
- 3) Not yet, but I want to in future Not, interested
- 4) Not interested

4.5 How often do you share and re-share -the information related to corruption on social media?

- 1) Frequently
- 2) Sometimes
- 3) I don't share such information

4.6 When encountering information about corruption on social media, how likely are you to discuss it with friends, family or neighbors offline?

- 1) Very unlikely
- 2) Unlikely
- 3) Neutral
- 4) Likely
- 5) Very Likely

4.7 List of community mobilization activities that could be instigated through social media is presented below. Rate the activities from 1 to 5 based on your agreement.

Strongly Agree= 5, Agree= 4, Neutral = 3, Disagree= 2, Strongly disagree= 1

S. N	Community mobilization activities	Ratings				
		1	2	3	4	5
1)	Public awareness campaigns					
2)	Community watchdog groups					
3)	Citizen reporting system					
4)	Advocacy for policy change					
5)	Grassroot anti-corruption education					

5. Transparency and Accountability

5.1 What kind of measures have been undertaken to make the culprits of corruption accountable? Rank the below mentioned measures from 1 to 5. 1 Being the lowest measure you have seen to 5 being the highest measure.

S. N	Measures Undertaken	Ratings				
		1	2	3	4	5
1)	No accountability enforced					
2)	Asset seized					
3)	Removed from the post					
4)	Prosecuted					
5)	Fined					

5.2 After seeing information about corruption on social media, have you ever contacted a government agency or official to report it?

- 1) Yes
- 2) No

5.3 How effective do you think social media driven anti-corruption campaigns are in ensuring accountability of government officials?

- 1) Very ineffective
- 2) Ineffective
- 3) Effective
- 4) Very effective

5.4 In your opinion, how much do social media campaigns influence the government's willingness to be transparent about its activities?

- 1) Not at all
- 2) A little
- 3) Somewhat
- 4) A lot
- 5) Completely

5.5 Below is the list of possible outcomes after exposure of corruption through social media. Rate the outcomes from 1-5 as per your experience.

Strongly agree= 5, agree= 4, Neutral= 3, Disagree= 2, Strongly disagree= 1.

S. N	Outcomes after exposure of corruption	Ratings				
		1	2	3	4	5
1)	No change in government policy					
2)	Reformed public procurement					
3)	Enhance transparency and accountability					
4)	Increased oversight and auditing					
5)	Strengthen anti-corruption laws					
6)	Improve whistleblower protection laws					

5.6 To what extent do you agree with the statement: "Social media platforms increase government accountability by allowing citizens to report and discuss corrupt practices publicly and thus help in reducing corruption in Nepal."

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree