**Application and case studies of digital diplomacy**

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Hello, this is Associate Professor Ugur Yasin Asal from Istanbul Ticaret University. We will talk about applications and case studies of digital diplomacy.

When we look at the execution of digital diplomacy, there are some examples from both developed and developing countries. Today we will talk about developed countries from among the G7 countries and from developing countries, these are mostly from G20 countries, which will be represented by India, China, and Turkey as a case that is from G20, and the G7 countries will have examples from also the United States, Germany, and Japan. The cases will be selected based upon their conceptual and technological impact on the field.

As we are trying to understand digital diplomacy, it refers to the rising use of social media platforms by a country in order to reach their foreign policy objectives. This is the main understanding and background of digital diplomacy. As we also know, it is trying to govern, it is nation branding and it is diplomatic effectiveness. And also one way it is trying to adapt technological infrastructure to these diplomatic missions and their skills. As we know, it is also part of it that some groups of countries are giving very good executive examples and some of them are trying to develop themselves into the field.

As we know, the United States of America is one of the centers of e-diplomacy and digital diplomacy studies. Looking at the infrastructure of the United States, lots of firms which are in Silicon Valley are also part of this digital diplomacy infrastructure. As we know, the United States has a lot of tech campuses from a lot of different companies around the world. It may be more than one thousand companies around the country, which are trying to put themselves in these technology campuses.

The United States has a deep note execution for their digital diplomacy use. It is an official blog of the U.S. Department of State and offers first-person perspectives from U.S. government employees and those working toward this mission. It is like a platform where the services and the missions are getting together to make effective diplomatic missions. The United States also has a bureau of digital diplomacy, as it is called, Bureau of Cyberspace and Digital Policy. It also shows how the institutions of the United States of America are serving backgrounds for digital diplomacy as an application and a case study.

The ambassadors and diplomats are all educated about digital diplomacy when they are encouraged to use local and global social media tools. It is one of the most important things, not just for the United States, but the United States is trying to put a very strict effort to achieve this. We also know the Ministry of Foreign Affairs and the Department of State Secretary have also tried to communicate many twitter accounts to serve the best digital diplomacy executions worldwide. As we know, one of the most famous presidents of America was Donald Trump, and he was very active on his Twitter account. Today Joe Biden is also very active in using this digital diplomacy tool for Twitter diplomacy. The United States has a specific office dedicated to e-diplomacy, trying to set how these e-diplomacy activities can be governed and can also be expanded.

When we look at the second country from those perspectives, Turkey also has an infrastructure in that all the Twitter accounts of presidential bodies are very effective. The presidential body has already set up an institution, it is called the Turkish Presidency Communication Center, which makes this Twitter diplomacy not just for their own public but also worldwide. One of the main centers, which is already set, is called Jimmer in Turkish, it is one of the centers of communication where citizens can try to send their demands or their background from the civil services. It is a platform that solves these diplomatic actions for public affairs. It is a part of public diplomacy. We also know the Turkish Foreign Ministry is very active in making this e-diplomacy and digital diplomacy from their official accounts. Here in Turkey, they have a 24-hour center for civil services where Turkish citizens abroad can be in touch very fast with these diplomatic missions and diplomatic channels.

As we know, one of the public diplomacy actors of Turkey is Yunus Emre Institution, and it is worldwide. They have a lot of offices around the world. The website of Yunus Emre Institution has already set the digitalization of public diplomacy in Turkey.

Then look at Germany. Germany was one of the leading countries of G20 in 2017, and they set a very strong demonstration of their intention to make very effective science and technology. In the meantime, of the G20 presidency by Germany, they have already set a G-Science 20. It is a part of this new way of understanding world politics. We know they are a center of the industrial revolution they call Industry 5. It is understood that Germany has a very strict intention to make very effective technology affairs. They also put forward the Digital Africa Initiative and made a lot of investment in the African technology sector. Germany also has a digital diplomacy lab in their country, which makes effective cooperation with universities, government, and their related bodies to show how digital diplomacy can be simulated, what the results were, and how those results can be used for diplomatic effectiveness.

Here we have the third country, China. China is one of the fintech centers of the world, and they are trying to serve a lot of brands and companies in this sector. There are also lots of opportunities for China to make their own advertisement and have their diplomatic effectiveness also trying to solve important benefits worldwide, but they need to grow that. China Global Television Network is broadcasting in five different languages, and they are also trying to set up an alternative and effective digital diplomacy platform. They are also hosts of the Asian Media Partners Forum, but it needs to be grown. Confucius Institute is one of the public diplomacy actors for China, but it needs to be also developed for their digital diplomacy infrastructure.

Let's look at Japan. Japan is one of the most technological countries with its brands and its own use. Japan also has a very effective Twitter account and tries to use this digital diplomacy for itself. The public diplomacy of Japan is used by most under the MFA and Japan Foundation, which are the institutions, and it is also a part of the Japanese Radio and Television Corporation. Japan is trying to set this effect on Japanese public diplomacy for a digital platform, and they are utilizing the latest technology to achieve its goals and also use videos, social networks, and expand its boundaries by promoting Japan.

When we look at India, it is also a part, and center, of software and hardware. This software and hardware center by India is also accelerating its digital background. They had a lot of investments in this sector, and also when we look at that, India is one of the centers for information technologies with its engineering background and human resources. They also have very famous distributor accounts which are trying to show how Indian citizens voice how they believe in India and should present themselves to the world. India represents an exception in the world of digital diplomacy, being the first developing country, and also first in the BRICS, into the world of digital practice. Indian diaspora are very keen to get the latest reports from India on how their country will be effective.

Thank you very much.

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*This material was recorded at the University of Tartu (Estonia) in March 2023. Its transcript was edited for clarity purposes.*

Ugur Yasin Asal (2023) *Application and case studies of digital diplomacy.* Material developed within theErasmus+ project 2021-1-TR01-KA220-HED-000027609 “Digital Diplomacy: Building the Common Future with Technology (DD-Tech)”. Tartu: University of Tartu.