

From blog to Facebook – Your voice matter?

An insight into the surge of citizen media in Vietnam

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Hoang Sa – Truong Sa Protest





John McCain ✓
@SenJohnMcCain



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Gen. Vo Nguyen Giap has passed away - brilliant military strategist who once told me that we were an "honorable enemy" #Vietnam

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A glance at Vietnam Media



Internet

- Almost **31 million** internet users, representing penetration of **34%**;
- 2006-2008: prime time for Yahoo! 360°
- 2013: Facebook Now Has Over 12 Million Users in Vietnam

94% of Vietnamese Facebook users are under 35; a new user from Vietnam joins Facebook every 3 second making Vietnam one of Facebook's fastest growing countries globally.

Research question

- “what are the main contributions of social media (blogs and Facebook) in Vietnam?”
- “how can citizen journalism in Vietnam progressively integrate itself into today's differentiated media ecology?”

Key contributions

- *to promote grassroots reporting of “untouched” issues.*
- *to provide alternative viewpoints from state-controlled official media outlets.*
- *the capacity to bolster critical discussions on public affairs among different groups of the public, especially the young*

What's the change factors

- *Firstly* it is a large process of globalization and economic integration that has led to the rise of citizen journalism generally and blogs particularly.
- *Secondly*, technical advances play an important role in promoting the rise of social media in the country. From 2003, Vietnam started to implement the speed up Internet strategy; the Internet rates have significantly reduced, making it available and affordable for people in most cities.
- *Last but not least*, given its single party political system, blogs and Facebook are only conditioned to rise in Vietnam thanks to the governing regime's “tolerance”

