



**“INTERNATIONAL RELATIONS COMPARED TO THE APPLICATION
OF DIGITAL DIPLOMACY IN ECUADOR AND THE WORLD”**

Thesis submitted as a requirement to obtain a degree in International Studies and
Bilingual mention in Foreign Trade.

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Dedictory

To my son,
My impulse, my wings and my reason for being.

Acknowledgment

To God for being my guide in every step of my life, my parents for the unconditional support,
Luz Maria; grandmother, mother and counselor.

To the universe for always flow with me.

UNIVERSIDAD DEL AZUAY**Law School – International Studies School**

TOPIC: “International Relations Compared to the application of Digital Diplomacy in Ecuador and the World”

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Abstract

The application of digital diplomacy in the schedules of the states as part of its foreign policy has marked the beginning of a new era in the international diplomatic community. Communication has become a necessary tool around the world, making the connection and communication networks strategic instruments of great importance, creating an alternative to the classic diplomacy.

Nowadays we can see how digital environment has become a place of political action with great impact, which the reputation, prestige and influence of a State become stronger or decrease. It's important to know how this new tool is being handled in the international actions of each country as a new strategy, and understand what are the advantages and disadvantages of using it, especially in the foreign policy of Ecuador.

Key words: Digital Diplomacy, Foreign Policy, Tics, International Business, Diplomacy.

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Introduction

“Diplomacy has four main objectives; represent, negotiate, protect and promote the interests of a State to third parties; which are still in force, but the appearance of the Internet and new media encourage us to think about the way to defend those interests in the digital environment. The digital atmosphere has opened the international scene to new players and has facilitated the access to resources and processes, multiplying the sources of legitimacy, participation and communication, creating a sort of network diplomacy.” (Manfredi, Real Instituto: El Cano, 2014)

Remarking this reality, the states have seen themselves in need of create a strategy that contemplate these changes, generating digital tools in foreign policy of each country; helping in this way the communication, diplomatic assignments, consular services, etc. Ecuador has become one of the countries that decided to innovate their system applying this tool through some digital tools like websites, social media, digital magazines and mobile applications; instruments that allow the communication between Ecuadorian people and the rest of the world. In this way certain services and diplomatic dialogue are promoted and facilitated between compatriots who are residing in other countries and also with possible foreign investors. In this way the digital diplomacy becomes a convenient instrument for the state, its population and the global habitants.

Hypothesis

Digital diplomacy represents a modern complement to the classical diplomacy, remaining an essential element that improves development of foreign policy in the States and Ecuador.

General Objective

Analyze digital diplomacy and its consequences mainly in Ecuador's International Relations and propose reforms to the processes and resources with which it is applied.

Specific Objectives

- Evaluate digital diplomacy and its difference between classic and digital. Analyze this new instrument as an alternative to the traditional diplomacy.
- Compare the advantages and disadvantages of its application and check the results obtained in the international community and Ecuador.
- Propose improves in the digital diplomacy management based in a previous analysis of its application.

Chapter 1

Digital Diplomacy

"If war is the failure of diplomacy, then ... diplomacy, both bilateral and multilateral, is our first line of defense. The world today spends billions preparing for war; shouldn't we spend a billion or two preparing for peace?" **Kofi Annan**

At the beginning of the 90's, the great era of network communication began growing in an unpredictable way, providing the world new technological tools that allow great advances and changes, composing new interests, global, governmental and social needs. Which; in conjunction with globalization have taken a fundamental turn in the state agendas, business and the world.

The influence of the Tics implementation in a global level, force the States to consider variations in the way they conduct their foreign policy, considering options that could be adapted to the new reality; in view of the objectives established of each state. This tool that is being implemented more and more by different states which allows saving time, reduce state costs and accomplish international interests is known as Digital Diplomacy.

¿What is digital diplomacy?

“Diplomacy has four main objectives: represent, negotiate, protect and promote the State interests at third parties”. (Manfredi, 2014) Citizen’s active participation as main actors in the new diplomacy denotes the evolution of foreign policy. The development of new digital and Internet tools have promote the modernization of the States foreign services, creating a big

necessity to adapt them to the new communicational and technological era. Remarking some words of (Manfredi, 2014) “Digital diplomacy is diplomacy without names”

The state websites, diplomatic blogs and social accounts integration to the classic diplomacy are remarkable in the last years. The international projection which they are directed and the impact on the community of States inexorably lead us to take them into account as state allies and also consider them as key strategies in the international services of a State.

Considering the aspects mentioned above, it should be noticed that digital diplomacy includes not only the use of the media and the internet, as an independent and separate instrument from the old diplomacy, it configures a necessary part and complement to carry out the modernization of States to the new times.

Background

The discovery and implementation of what we know today as this great internet network, has created a new political and social background for the states and its citizens, making this component indisputably essential for society.

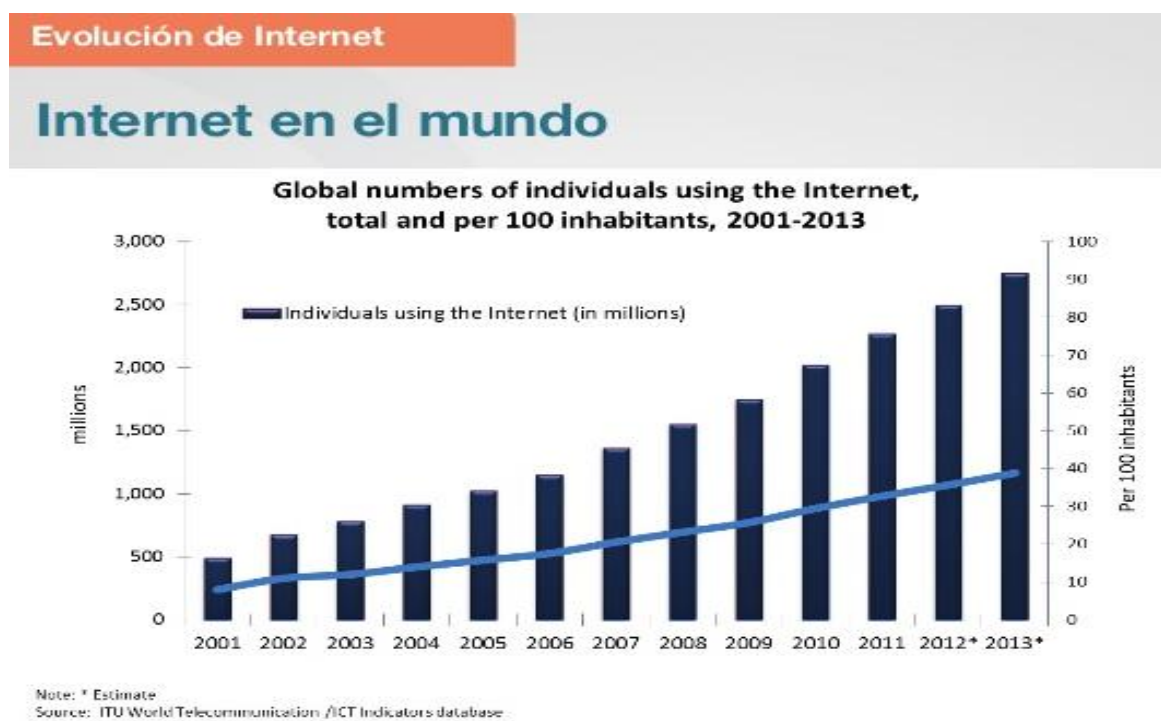
It is complex to sight a reality, in which technology and communications can be dispensed with, that's why States have been adopting new systems to successfully carry out their political and diplomatic activities.

“Cyberspace has ceased to be a simply virtual reality, becoming the heart of a supranational system, which is a new dimension of the planet; this is added to territory, subsoil, atmosphere and outer space. Its particularity is to be an unlimited space; but like the other dimensions, it can be colonized and be object of power and dominion struggles.” (Burch, 2014)

In this new context raised by the "knowledge society", it is important to emphasize the efforts made by the States to gain access to new communication tools and make them available to their citizens, considering that they must not only be physically accessible to society, also society must be skilled to use it.

Following there is the evolution of the Internet use in the last 12 years in the world.

Illustration 1



In the graphic we can see the Internet use increasing in the whole world in this period of time, that's why the impact that it produces is not only on society and communications; also has achieved such influence that is the main reason why the ways of carrying out the functions of the State have changed, including foreign policy, obtaining what today is known as the new diplomacy or digital diplomacy.

Concerning the new diplomacy (Rubio, 2011) raises that “The foreign ministries have begun modifying their structures, adapting them to the new times, something that eventually will end up causing changes in the diplomat profile.”... “The nature of governments and sovereignty are changing, increasing the power of non-state actors and expanding the importance of soft power in foreign policy. Although traditionally foreign relations have been conceived outside of citizenship, since a time ago the concept of "soft power" has begun to take position in contrast of "hard power" — That imposes its will coercively — It is directly linked to the information, comes from organizing well the political agenda and, especially, laying the foundations for dialogue, influencing the philosophy of the States, mainly the societies that comprise them, trying to interact with a diversity of actors.” Indirectly creating a new diplomatic system in which the state is not the main character; this suggests a binding diplomacy with society, considering the people and the private business that compose it, creating different communication networks that leave aside the bi-directionality that used to have diplomacy and it allows to give influence the public opinion, having this a great significance in the current foreign policy of the states.

Digital diplomacy taxonomy

Once established the origin of the "new diplomacy", is important to elaborate a deep analysis of the paradigms that character it, so we can understand concisely the international power structures, including topics such as principles, methods, purposes, new actors and influence.

One of the main bases where network diplomacy is built, are the foundations of power, the creation of new power structures is a fact that has clearly influenced and restructured the main

notions of diplomacy, taking into consideration the basic concepts of hard power and soft power.

So it is necessary to set the contrast between these two terms, as (Rubio, *El poder internacional*, 2012) conceptualizes, “Facing the hard power, which is influenced by factors such as national product, the armed forces, the historical and geographical position, etc. The soft power gets configured as legitimacy; understood as the spiritual or psychological dimension of the power of nations, an intangible concept, linked to the country’s image, founded by the ideology, the international perception of its institutional stability, a welcoming image, profitable to invest, culturally interesting, attractive for tourism and technologically advanced. Soft power moves away from the power of resources and it is claimed as a relational power that seeks influence the others to achieve the results we pursue.

Within this relational power, we could distinguish three levels: make people do things they do not want to do, mark the agendas by making the preferences of others seem irrelevant or out of bounds, and shape basic beliefs, perceptions, and preferences using ideas , philosophies and culture.”

Regarding the notions from Rubio, we can conclude without a doubt, that soft power is a key factor to develop the concept of foreign policy. The idea of democratize the use TIC’s with diplomatic purposes and let be available to new participants (Citizens, private companies, etc.) clearly has great influence on the foundations of soft power. As a consequence, today a large number of States are using real-time diplomacy, which allows individuals be part of the diplomatic activity directly and take part of it.

A current example of this is the IV CELAC Summit, organized in the capital of Ecuador, where the media was the main connection channel with society; the broadcasting was done by TV, social media and the different websites enabled, allowing know in real time the events and topics discussed in the agenda, which are now available for innumerable States.

The new ideas that constitute network diplomacy require a revision and contextualization of the most relevant factors that compose it. Considering this, there are the new actors that are consolidated as a fundamental part of the new diplomatic model development. "Technology has been expanded to people and countries in the last years. The technological revolution in the information and communication sector is despoiling governments of their power and allowing certain groups and individuals to assume roles in world politics that was once reserved for national governments." (Nye 2003, quoted by (Rubio, El poder internacional, 2012).

The incorporation of the new actors in diplomacy and their growing interest in foreign policy, diplomatic activity, international conflicts and other matters; have allowed the development of an inclusive model that has some way "dematerialized power" in the States, opening up a range of different options to lead diplomacy.

From the power perspective, "the members of the global public opinion, who justify the exercise of power, are proving to be particularly adept at creating and maintaining integrated political action networks and mobilizing popular support at the national level. When the population identifies more with international problems than with those defined by the State, they are relocating authority to a non-state organization, which allows non-state actors to

accumulate moral legitimacy and influence the behavior of the states." (Kelley, 2010 quoted by (Rubio, El poder internacional, 2012)

“In these actors we would find the great transnational companies, with their establishment and economic interests in a large number of countries, which makes them an indispensable subject for the adoption of certain measures, whose implementation without their collaboration is nearly impossible. Another type of transnational community that is gaining importance are the scientific communities of like-minded experts, many of them are articulated around “think tanks” that are taking great importance from the perspective of creating the message. These networks, organized or not, that distribute their work among the different actors, are called to provide the raw material of the new power, the message, the contents, the "global" consensus that establishes the agenda of the media and public opinion.

Other actors who have been actively participating in international relations are NGOs. Organizations which are presumed to look for the public interest and which, in a centralized way or through networked methods, carry out their work beyond the States sphere. In addition, they have discovered that one of the most effective ways of achieving their goals is to be actively involved in the decision-making process in national states and international organizations. With this objective, they propose norms, pressure governments and entrepreneurs, influence public perception, etc.

This phenomenon has increased in the last years, considering the low costs of communication that have multiplied the scope, coordination, funding and effectiveness of the existents, it has allowed the development of new, unstructured organizations with little staffing, or even

private individuals with a tremendous capacity to penetrate countries, with a surprising ability to influence the media agenda and, consequently governments.

Clearly the list of actors is infinite; sub-state territorial entities, media, sports organizations, international organizations, etc. However the most revolutionary about international relations from the point of view of the global actors, is the emergence of people who, individually, are actively involved in the international political affairs” (Rubio, *El poder internacional*, 2012)

There are the citizens, who independently have taken the initiative and decided to give a twist in foreign policy, getting involved in the international affairs that decades ago were treated only by state officials.

Their actions with influence in their trust circles, especially among those who are more socially active, are increasingly effective in shaping public, national and international opinion. In this way people become the objects of diplomacy and active players of the same. In the new international network society citizens are the main actors. (Rubio, 2012)

Moreover a new factor that must be analyzed as a fundamental part of digital diplomacy is its influence. The inclusion of technology in the diplomatic activity represents a breakthrough in the world; certain authors agree calling this new stage as the "third revolution" or "technological revolution"; which clearly required the participation of the individuals in the international affairs to develop this new concept of diplomacy. The increased interest of citizens in the field of international affairs and its interference in them, determined that not all the foreign policy concerns are matter of the state entities.

Today, the great diversity of information and communication technologies that are available to most of humanity, allow citizens to communicate and be aware of everything that happens in

the world. The global commotion that the US presidential candidate Donald Trump caused on his speech, undoubtedly provoked strong reactions in the international community, and not only the Mexican president made known his discomfort by the fact, also the entire Latin American community, individuals from around the world, and public figures announced their indignation and disapproval to the candidate statements; being the social networks (Twitter, Facebook), the main tools to make their opinion known.

Finally, among the challenges of the new diplomacy, certainly there is the transformation of power management, and is not only about soft power contrasted with hard power; it is the fusion of these two statements that would give diplomacy a new direction, where the "country image" plays a key role in the international community. So it is necessary to include both power skills. Moreover it is important to create and develop strategies for the successful use of the communication elements and inserting them in diplomatic matters, to create a safe space where the citizen's active participation could support the foreign policy purposes.

Communication networks influence in digital diplomacy

“Digital technologies have become the central nervous system of the economy, information, research, politics, ways of organizing society and even largely, of the forms of personal interaction”. (Burch, 2014) The insertion of new technologies of information and communication in the last decades has generated an active political participation of citizens and at the same time a large number of governmental entities are applying digital tools such as portals of opinion and information through them the different states promote their foreign policy interests.

Beyond what we know today as digital diplomacy, it is relevant to emphasize how the first indications were in the application of social networks in diplomatic issues or governmental purposes.

“One of the first records about the use of virtual social networks between diplomatic communications occurred in 2011, when the Swedish Foreign Minister rejected the use of diplomatic cables or phone calls to communicate with their counterparts and preferred, instead, to use Twitter. At that time, the Swedish foreign minister, Carl Bildt, unable to communicate with his counterpart from Bahrain, Khalid Bin Ahmed al-Khalifa, through official channels and traditional media, chose to enter on his Twitter account and send to his colleague a short message, like any Twitter message, saying, and “I'm trying to communicate with you for an issue". (Bassante, 2014)

The immediacy of worldwide reactions by the media and various politicians were announced with great curiosity, being one of the first times that a social network was used as a diplomatic canal and considering that Twitter was slightly known.

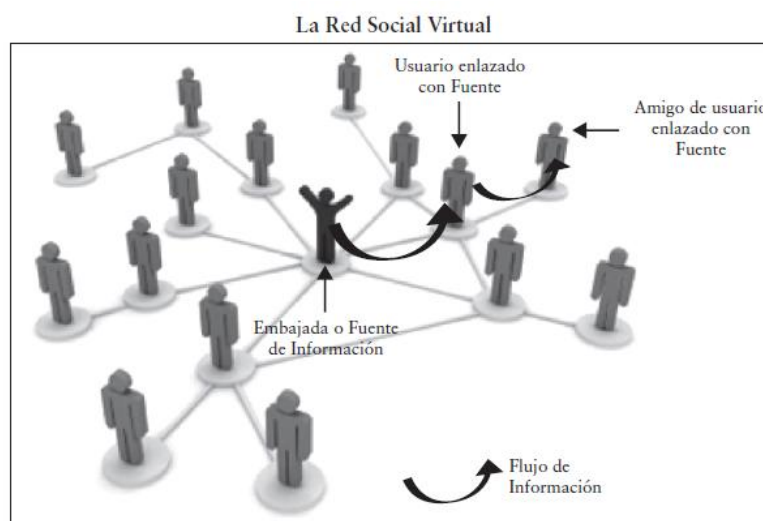
From this event today we know about the insertion of TICs and social networks in diplomatic terms, making these tools methods to continue the same purposes of foreign policy previously established by each State. The informality and speed that characterizes the use of social networks, either through official government websites or users through their personal accounts, has facilitated the direct communication of different events around the world. It is that informality which can transmit and reach more effectively the information to users, since the limitation today is not technology but time. Shortening the amount of information shared in order to make it interesting and useful to the population.

“The communicational arena is a chaotic universe of infinite content and of such magnitude of information that is able to overwhelm and overflow to any individual or organization.”
(Bassante, 2014)

That’s why it could not be simply limited, the transmission of ideas expressed in the digital system does not allow a systematic censure as could be possible in the analogy media. By its character and transcendence digital diplomacy has obtained a global influence. In the end, these networks transmit messages, ideologies, cultural production and the politics proposes, it has empowered all the citizens, joining them through these tools, promoting changes with an unequal success.

In detail it is described below the flow of information that is developed, transmitted either by social networks or by users through their personal account, or official government accounts.

Illustration 2



(Bassante, 2014)

Hillary Clinton, in her recognized speech “Internet Rights and Wrongs: Choices and Challenges in a Networked World”, emphasized the influence and responsibilities of the application of digital tools at a personal and state level. Considering that each user has to be responsible of the transmitted information through social media and also the influence that it can produce. And at the same time promote transparency, confidentiality, security and freedom of expression, so that citizens can get increasingly involved in political, diplomatic and social matters. (Clinton, 2011)

The Ministry of Foreign Affairs of France has taken a great initiative in implementing what is known as the "France Diplomatie", an interesting proposal that seeks to consolidate a virtual dialogue with civil society about the mission, activities, processes, news, negotiations, events and management of politics in France; which are carried out nationally and internationally, previously established on the agenda of the Ministry and the French Embassy.

“The French Ministry of Foreign Affairs was one of the first French institutions to have a website in 1995. France Diplomatie page today receives almost 1.7 million visits per month, of which almost a third consult their star service: Advice to travelers. Since 2008-2009, the French Ministry of Foreign Affairs has deployed a proactive policy of communication on social networks. For example, it was the first French ministry to open a Twitter account in spring 2009: @francediplo. Since September 2012, it is carried out regular question and answer on Twitter and Facebook, where you can converse with officials from the Ministry of Foreign Affairs in France and abroad sessions. (Internacional, 2016)

In the social web, diplomacy is no longer forged exclusively from state to state; it also is carried out between the state and civil society. Social networks offer the latter the possibility of communicating directly with the Ministry. Reinforcing in this way the dialogue with society

by keeping the citizens informed about the different issues and at the same time participating in them, improving diplomatic services through digital information. Below it is detailed the service of the French embassy and what “France Diplomatie” manages.

Illustration 3



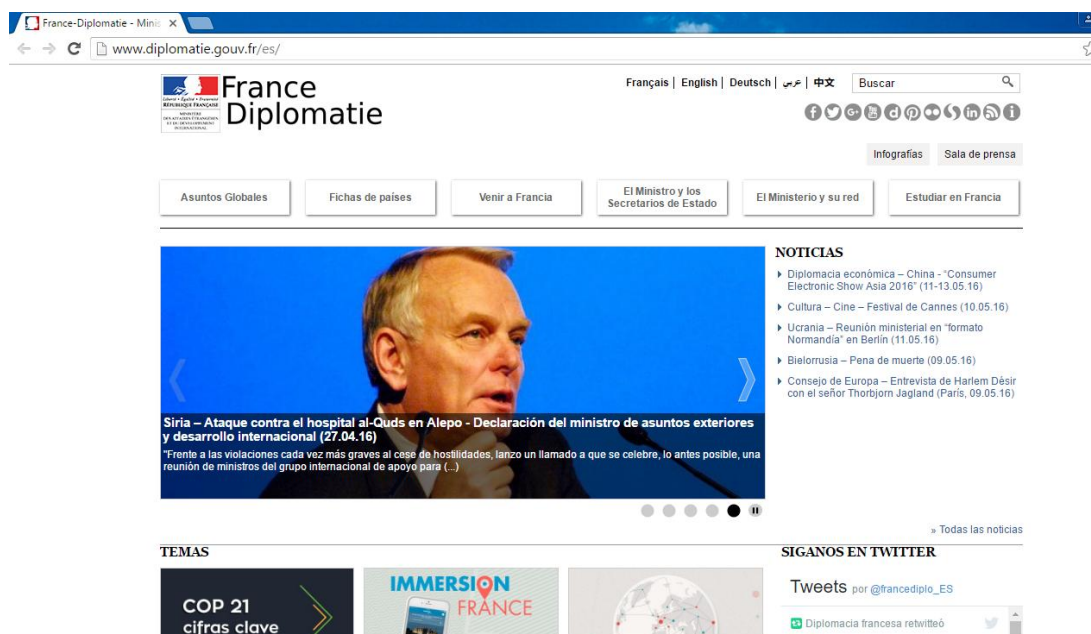
Source: https://twitter.com/francediplo_ES

Illustration 4



Fuente: <https://www.facebook.com/france.diplomatie/>

Illustration 5



Source: <http://www.diplomatie.gouv.fr/es/>

Similarities and differences between digital diplomacy and classic diplomacy

Although it is clear that each country establishes an agenda of foreign policy according to its interests, political tendency and needs; the fundamental purpose of diplomacy is to promote and comply what is established in each agenda with its particularities. The purposes are not affected by the means currently used to develop diplomatic activity, but these are the ones that make it possible to generate a new change in the international field and communications.

Beyond the state interests, there is an element that has generated a considerable change in the way that diplomatic actions are carried out; it is the use of social networks, blogs and web pages. These allowed state functionaries and particular people to participate in the new international politics; averting intermediates and complications while the information is transmitted.

Globalization nowadays is persuading most of the countries to inevitable consider the adoption of virtual implements, if they want to successfully accomplish their planned objectives.

The difference between classic and digital diplomacy is remitted only to the way it is applied; it does not change the mean or finality. Digital diplomacy follows the des-intermediate purpose, shorting the diffusion time of it and gets citizens involved in politics and diplomatic matters. This represents an effective system that helps the diffusion of information to media and journalists, about the scenes that are happening from any part of the world.

Advantages and disadvantages of digital diplomacy application

To start establishing the benefits and difficulties about the new diplomacy, it is necessary to understand that this is in the initial phase of implementation and although some states have begun to innovate the way of using diplomacy, very few have predetermined strategies at the time of use it. It should be noted that certain countries such as France, the United States or Switzerland through their web portals have shown the previously discussed strategies to achieve the objectives of international policy corresponding to each state.

Considering this context, digital diplomacy, beyond a variation of what we know as the classic diplomatic model, represents a system whose use at an international level, allows diplomacy today be more effective than ever.

Recognizing the significant decrease in the rate of viewers and interest in news and state programs, digital diplomacy proposes an attractive alternative to states to engage and inform their people and the whole world about its management, in a situation where diplomatic activity came bilaterally and indoors; generating in the citizens little or no interest about the matters dealt in it. Considering one of the advantages in digital diplomacy is clearly the active

participation of both, the representatives and the represented. This allows that diplomacy through short messages via Twitter, official photos on Facebook pages, discussion blogs or diplomats forums; come to be part of the population interests, whether its activities, results and controversies.

Within this context, although freedom of expression is strengthened through citizen participation in state affairs and the expression of their support or disagreement with certain issues represents a positive aspect, it is necessary to consider the principles of security and confidentiality, which are not fully compatible. If we consider the aspect of confidentiality along with freedom of expression; it is absurd to place in the same condition the two themes; although one of the essential aspects that characterizes digital diplomacy is the openness to the population of the tics, web pages and social networks for their active contribution in them, the confidentiality of their participation cannot be assured, since the websites are available in most countries of the world, and therefore its manifestation. Continuing, another aspect to consider are the restrictions and censures that certain states apply, generally by political tendencies, the protection to the interests of the state among others, in which the accesses to certain web portals are limited or eliminated to avoid situations threatening the government; a clear example of this is South Korea.

The third element to be considered by Manfredi is the rise of transparency, filtration and intelligence. WikiLeaks phenomenon is the epitome of this paradigm modification; Beckett argues that it is an event that defies conventional journalism to the extent that affects the profession, the sources, the political class and the international relations. The latest NSA reflects the control and supervision of information that remains a value for international relations. It is the eternal debate that combines the elements of journalism, high international

politics, freedom and security. It affects political organizations, but also the protection of personal data and confidential information. The revelations about the spying have changed the way journalists should think about the safety of their work, their sources and themselves. The most prudent journalists who wanted to avoid scrutiny of their work or their sources, had to adapt their activities, either by avoiding contact with sources or using technologies that protect privacy, such as encryption. (Manfredi, *Taxonomía de la diplomacia digital*, 2014)

“Internet is an economic growth engine and a vector of freedom and democracy. But it is also a place where pirates and criminals of all kinds, even States, can intervene concealed and with impunity. The types of threats have advanced quickly: cyber espionage, network and service disruption, physical destruction by a virtual attack. A country, its vital infrastructures, its banks and even its economy can be paralyzed today by an informatics attack. In this ambivalent virtual space, the reaction of the States looks to reinforce the surveillance and protection of the government information systems and vital infrastructures, including the provision of offensive methods, as well as to examine the legal processes to limit the risks inherent in the Internet.” (Internacional, 2016)

The commotion generated by the WikiLeaks publication and all information that was supposed to be confidential between states, such as diplomatic talks and the revelation of US spying to the Brazilian government., placed all the States on alert, showing the British Assange to the states the fragility of the virtual computer system, that before this was considered unbreakable and secure.

It should be considered at the time of sharing content or making information available on web pages, forums, blogs, accounts in social networks or conversations through electronic means; these should have the security to protect their content avoiding the well-known “cyberspying”.

The digital tools application within the diplomatic conjuncture proves that digital diplomacy is not an instrument of the future, it is of the present, and although it promotes the interests of each state and is considerably useful to involve citizens in them, it is important to analyze a strategy to its appliance and potential risks that exist when it is managed.

Chapter 2

Digital Diplomacy diagnosis of its adaptation in Ecuador and the rest of the world

Contemporary diplomacy transformation

In 1961, in the Vienna Convention on Diplomatic Relations, the diplomacy purposes, functions and principles were established in a scene where it was bilaterally established between career diplomats and in-door diplomats. Great part of its management, conversations and resolutions weren't shared with the citizens; they were not considered a fundamental part of the diplomatic activity at that time. "The heart of diplomatic activity remains unchanged: to represent, negotiate, protect and promote the interests of a State to third parties" (Manfredi, Real Instituto: El Cano, 2014); but the beginning of digital tools application in diplomacy caused great changes in the state agendas.

"On December 4, 1963, the Embassy of Ecuador in Washington informed the Foreign Ministry about the assassination of President John F. Kennedy. It had been 12 days since November 22 of that year, the day that the assassination was committed. Nowadays, this period of time to pronounce on an event of such an impact would surely be enough reason to provoke the justified complaint of the Ministry of Foreign Affairs to the Embassy by a silence of almost two weeks, a sample of inefficiency that could result in the removal of the ambassador. (Bassante, Diplomacia Digital. Las relaciones internacionales en tiempos de

Twitter y Facebook, 2015) Today, a situation with these characteristics, could create a great conflict and confusion in the diplomatic relations between the involved states, in contrast with the current reality, a great number of the events that are developing in the worldwide are announced through social media even without the formality and seriousness that usually embassies or state official pages often use; however they generate the same effect and reaction in the world population. In its initial phase of implementation it was seen as a superficial and informal way of employing diplomacy, which demanded the application of protocols, rules, labels and formalities; analyzed and entirely accurate, to inform other States or citizens about the different events in diplomatic matters. Clearly states Bassante; digital diplomacy is no longer an option, it has become a necessity. “The new diplomacy unifies criteria and efforts for collective interests, shared by the entire international community. The sectorized interests lost value against the homogeneity of conception ideas and culture offered by technology. Today a young man in Peru could be listening to the same band that one in Taiwan, people are protesting in the streets for lack of work in Italy and in the United States, and a parent meets his newborn in Argentina while he is working in Australia.

Public diplomacy appears homogenizing the community as a whole. This force states to operate interconnected and not separated. The high degree of interdependence consequence of globalization makes war, violence or revolutions costly. Thus, public diplomacy has been dealing with the promotion of the state figure not only between themselves also over public opinion” (Néspola, 2012)

Diplomacy is accessible to new circumstances compared to how it was carried out a few years ago. Within this context, we perceive a diplomacy that has expanded the field of action, where not only is a purely management state is produced, also tourism, cultural, economic, commercial and artistic promotion; it has establish a different approach in the diplomatic area,

providing it with a globalizing and socializing character in an purely formal and bidirectional environment.

Digital diplomacy, a new tool applied in the international community

“Among the new players in public diplomacy there is a wide range that goes from corporations to individuals, such as athletes, researchers, artists, architects and filmmakers, NGOs, opinion leaders, aid workers, religious orders and missions, etc. All of them are involved in the international promotion. And within them there is also a new source of power; what is generally known as prestige which in terms of social networking today is called online reputation.” (Gomez, 2013)

Within all this context of institutional transition that most countries are living, especially Latin American countries, there is a new tool designed to facilitate this transition, proposed as a useful, economical, fast and generating impact on society forge. However, the absence of strategies and a clearly established plan for their use produced a fiasco in the image of some countries in the international stage, those who clearly under the pressure of the communication era have required a way to adapt it, but clearly without action skills and objectives it looks like obsolete and useless tools.

If we start from this fact, we can clearly establish that its application within foreign policy strategies is difficult. While it is fresh, convenient and useful, the implementation in the international politics is a major challenge for public and private entities, if they are looking to have a successful diplomatic model.

A clear example of a digital diplomacy strategy successfully developed is the web page offered by the government and the consulate of India through the web portals

:<http://www.embassyindia.es/es/inicio> and <https://indianvisaonline.gov.in/visa/index.html>;

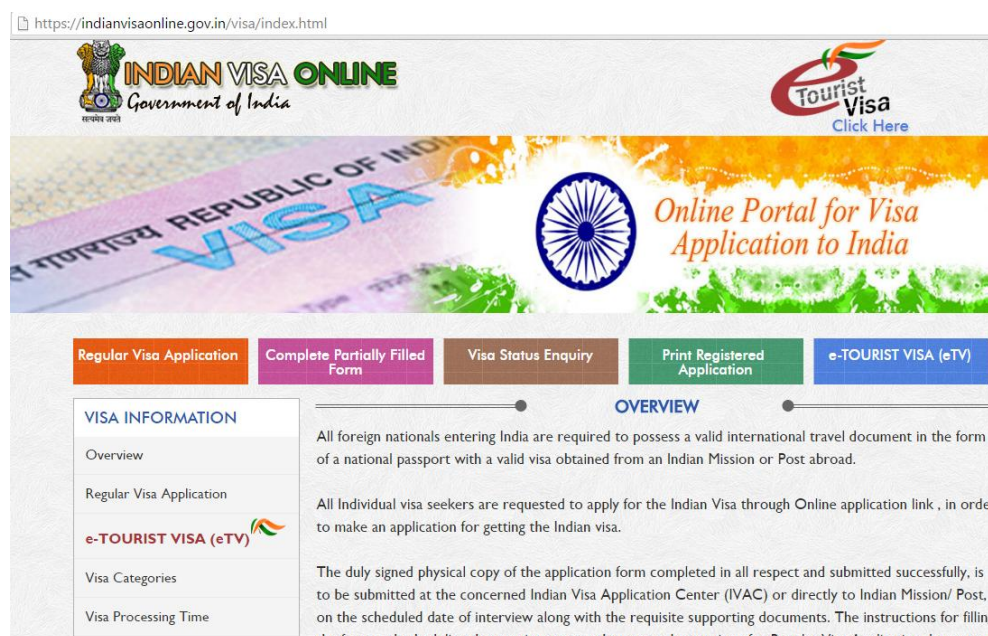
Which are helpful for tourists and also entrepreneurs, in a detailed way we can find information to access visas, application requirements and even apply through the same portal; and also there is available economic information of the country, news, educational plans, etc. This is a certain example of the purpose that India has for diplomacy services, they become very beneficial for users, they can access from anywhere in the world with just a click.

Illustration 6



Source: <http://www.embassyindia.es/es/inicio>

Illustration 7



Source: <https://indianvisaonline.gov.in/visa/index.html>

The formulation of a plan previous the promotion of the interest of the state, employing digital tools compose an essential function to determine the success or failure of web portals, social network accounts, blogs, etc. However those are observations that are missing in some digital services that are offered.

The insertion of information technologies and social networks in foreign policy, business and commercial plans, establish a fundamental part of development plans that are carried out in different countries.

The evident fact of finding available online the documents corresponding to the development plans, information of the current state policy or commercial status of the different countries; not considering if it comes from Ecuador, Spain, Canada or France; demonstrates that the presence of the new diplomatic network challenge is manifesting in its most perceptible state.

¿How the new diplomacy model has been implemented in Ecuador?

Developing this research, I have noticed the emergence of a modern concept called "country brand". This concept was extended from the states need to present its international image as they wish to be perceived, considering that this represents a real challenge for governments to do it, thinking that there are prejudices, stereotypes within and outside of the country and also opinions that clearly hinder the positioning and promotion of this "country brand".

In this context, the enhancement of the country image in Ecuador have been a strong challenge in the foreign policy plans, considering the international image projected decades ago by its strong political and legal instability. The fact of generating a change within Ecuadorian society and even more in the international community represents a task that will take some decades, strategies, objectives and hard work to obtain the permanence of the "country brand" that it is desired to achieve.

In November 2005 the debate for the formulation of a National Plan of Foreign Policy was publicized; a project that was developed with the objective to establish strategies of action in the international field for the next 15 years, contemplating the social and political situation in Ecuador at the moment. After a series of processes, debates and discussions that took several months it was finally reflected in the PLANEX 2020, which summarizes and synthesizes the consensus that left the meetings. (Exteriores, 2006)

“It is responsibility of the Foreign Ministry to bring Ecuador's foreign policy closer to its citizens. It is necessary to spread the diplomatic work in a clear and simple language, reaching the broader sectors of the population.” (Exteriores, 2006)

An important aspect about ministerial planning is the communication as a tool that contributes the promotion of foreign policy through effective internal, national and international information. This includes initiatives such as e-government, Ecuador's insertion in the information society and the implementation of the Transparency Law., raised this point in the PLANEX 2020, we can understand the need to integrate the media as an essential part of foreign policy promotion of its objectives. The implementation of it conform an important axis in the development of international strategies.

While we find reflected the notion of international promotion in the project, there is a great gap between the establishment of objectives and communication plans to achieve them. We are aware that we face a scenario where public opinion has obtained a voice that can destabilize a government with just messages, where large marches, rebellions and concentrations have been constituted in a social network "Facebook". And secondly but no less aggressive, outrageous hackers, that increasingly become more popular with the endless secrets that are exposed to light generating conflicts between states and their leaders.

When starting this investigation I analyzed the simplest way in which Ecuador could promote itself as "country brand". And it was through their virtual page consulate; a website presented with many flaws, bad strategies of communication and promotion with few information so it was useless. Finalizing this chapter to great astonishment, the development of the website of the Ministry of Foreign Affairs presents a new concept of web portal, completely different from the page that was offered months ago. Representing the true image that wanted to promote the drafting PLANEX.

Illustration 8



Source: <http://www.consuladovirtual.gob.ec/web/guest/inicio>

As a complementary part of this research, a brief digital interview was conducted to a group of people between 24 and 47 years to know their perception of the digital diplomatic model applied in Ecuador by the Foreign Ministry. (See Attachments) Although most of the interviewees were aware of the internet influence that exists today, the way of carrying out internal and international politics, the reality is that very few people know the pages, social networks and blogs offered by the different states; where they can access to government services, information, etc.

There is no doubt that it has been a progress in modernizing the image and promotion of Ecuador at the international level, but clearly there is still a long way to go. The social and political situation hinders their efforts to improve the international image; the representatives

of past governments have been characterized as corrupt, populist and poorly prepared to be in charge of state power; so they have given little seriousness and positioning as a State; this constitutes a management of efforts and will take many years to achieve international projection plans and regenerate the country brand.

Results obtained from the application of digital diplomacy.

With the new idea generated from the use of soft power, within the development of new forms and strategies of foreign policy, consequently it has expedited a series of procedures that were expensive statewide and also facilitate them, simplifying tedious processes to an electronic exchange of messages, data and digital documents, allowing to connect diplomatic services with citizens with just one click.

We are talking about a new diplomacy era and states certainly must create skills to adapt them in this stage which communication advances at imposing steps. Part of this today we can say that current diplomacy has taken an integrative development form, due to the availability of the internet, social networks and other digital instruments that have created a new space for citizens. "The digital field is a substantive axis of globalization. No country, in isolation, can establish the conditions for participation or prosecution. Therefore, the idea of digital geo-strategy appears which set of ideas that shape the Internet and new media, as well as its governance. This includes the protection of individual rights specially the network area; attention to the digital division, the irruption of the big data or the "Internet of things", the promotion of freedom of expression or the net neutrality; One of the basic principles of operation in the Internet, which prohibits telecommunications companies set different download speeds to avoid discrimination to data access. Chile, the Netherlands and Ecuador have legislated for maintaining the network neutrality, while in the US is a highly topical

debate. Sweden leads the Stockholm Initiative for Digital Diplomacy, which wants to position the Nordic country as the benchmark in digital transformation on the diplomatic field.

Digital diplomacy is also a connectivity matter. If new media become the fundamental space of the new public sphere, it is necessary to consider what rights and obligations will have the States and individuals. In China, some media reports are censored directly on the web. In these circumstances, connectivity is an asset that takes force as a management part of international affairs; both domestically and multilaterally.” (Manfredi, Real Instituto: El Cano, 2014)

Considering all the web influence and the communication era in the citizens life, an important point to consider is the global agendas changes; The same ones that have been seen in the need to move towards a modernization of the classic state model and the traditional ways of applying politics in order to obtain a better way to reach the international public opinion. Certainly, some results of digital diplomacy can be felt, as mentioned Carmen Borrero, Honorary Consul of France: "The digital visa is a wonderful tool, in addition that it saves costs of embassy placement in several places, it offers the same services through the web which greatly simplifies the task of those who use any consular or diplomatic service.” (See attachments)

Undoubtedly, technology represents today a key element for the participatory development and democratization of diplomacy, making citizens protagonists in politics improvement.

Chapter 3

Proposals, Recommendations and Alternatives in Digital Diplomacy Application.

(Ecuador)

Digital diplomacy viability

“International relations are developed today in a field where information has become an essential element. The response to an interconnected global society based on knowledge (became the most important source of power) cannot be other than communication.” (Rubio, El poder internacional en la sociedad en red , 2012)

Considering that today the influence of the information is increasingly in society, inevitably states must adjust to these changes. We cannot control information circulating throughout the web, as it would be impossible to get work; but with a governmental and political plan with solid structures we can keep up to adjust this new era. Education in society to promote a sustainable momentum of the era of knowledge is still insufficient, a technological learning in conjunction with the human capital and government agencies is needed, so it can be deployed in a balanced way according to the new diplomatic mode and in this way its application could be possible.

We face a reality that communication in the world develops instantly, avoiding the news filters and speeding up the exchange of messages all over the globe. Today we know events that are happening in just seconds; either through social networks like Facebook, Twitter, governmental entities official websites, political figures or just from people who are in the place and have become informants. Classical diplomacy has left its protocol and sumptuous tendency to develop a simpler way of carrying out its functions; however the lack of control

over the information that fluctuates unsteadily in different digital portals is a major complication for policy makers and public servants who repeatedly have been in unfavorable scenarios cause of the lack of control over what circulates in the network. Therefore, this situation has encouraged the agencies of the different countries to establish official portals for the issuance of reliable information on matters concerning the State.

It is quite clear, international power today is in the network society. The construction and strengthening of the country brand composes one of the transcendental axes for the State development and the fundamental characters to carry out this mission are no longer just diplomats, politicians, public workers; we are talking about a citizens leadership, those who conscious or not are already playing their role in the network participation. It is necessary that states begin to follow the leaps and bounds with virtual communication advances to maintain the rhythm with which the technology is implanted more and more within society, it is necessary that the new diplomacy could be developed in a way that could be adapted to all the changes that have occurred in citizenship.

The use of new TIC's in the state and diplomatic agendas has composed one of the best modernization techniques in a country. Nowadays we can hear about public, commercial or citizens diplomacy and the central point of this research; digital diplomacy. "The considerable utilization of media, especially internet, has removed borders and temporal-space dimensions. In this process we could call it as the diplomacy, media often transform diplomacy and foreign policy in its historical origins into a spectacle open to the participation of public opinion through citizen diplomacy. Although many States are adapting now to changes in the international society through the reform of their external services and the implementation of public and virtual diplomacy, but still remains a lot to be done.

Additional from the existing resources, new tools are need to be invented with the objective of negotiate with non-legitimate actors, such as "terrorists" or other types of trans-state actors. Above all, diplomacy must support the construction of a more peaceful and balanced world in terms of power.” (Tigau, 2009)

Condensing all these points where information and communication represent a source of power, technologies press the states to formulate new ways of carrying out their politics and the leading role of individuals in the political sphere, key elements to markup visibly, that we are facing a new era; The digital age.

Over time, more and more countries are adhering to the new trend of technological facilities application currently presented, formulating strategies for the correct promotion of this initiative; looking for the population and state benefits. An example of this is Spain, India, Canada, Colombia, Russia and dozens of countries that are promoting digital facilities with the visa services which is available to the entire world population.

This diplomatic model aims to provide services and processes that usually involve high public spending and complications during their development. Thus today we can say that the interdependent growth of states is given as each country takes the initiative to integrate communication, technology and the internet in their government plans.

Under the current government policy framework, Ecuador is the first Latin American country that launches a mobile application available worldwide in order to connect to the Ecuadorian people from anywhere and open doors to potential investors, economic, tourist and consular information is available here to provide an integral service to whoever is interested. This is a modern initiative developed in recent years, although it has been promoted through the official

website of the Republic Presidency, the citizens are not aware of the application cause to the lack of diffusion and promotion of the application. Undoubtedly, this situation represents a clear example that the modernization ideas are within state agendas but the propagation strategies and promotion are insufficient or are providing little fruit, so it is necessary the formulation of an efficient action plan to achieve the objectives planted.

It is necessary the formulation of strategies that produce impact within the application of the different technologies as part of the new state plans for development. In Ecuador we know the efforts made to be part of the new digital stage however there is a long way to go, shortcomings, lack of promotion, diffusion and poor strategies show us that hard work is needed to repair certain errors that are presented today. Parameters need to be developed according to our cultural, political, economic, social and environmental to take charge of technological advances; they can bring great benefits to society.

Illustration 9



Source: <http://www.presidencia.gob.ec/la-embajada-de-ecuador-en-ee-uu-lanzo-la-campana-diplomacia-digital/>

The viability of the new diplomatic model rests on the structures, procedures and objectives that the states propose. It is not possible to consider having a successful digital diplomatic model without a plan according to the foreign policy objectives, the political line of each government, the social and cultural situation of the country; they need an action plan that fits these elements. Undoubtedly, digital diplomacy represents a current model that has changed a number of traditional structures in the way of carrying out international relations, states simply adapt.

Digital diplomacy improvements and modifications applied in Ecuador and the International Community.

A renewed diplomacy has positioned itself as a very necessary and useful political instrument, the diplomacy of the present and the future. But the big question is; how aware are we as citizens of our role in the proposal of the new network diplomatic development? According to interviews a big part of society agrees with the need to implement the Tic's in government agendas, and recognize the benefits that represent to citizens have at the fact a click consular services, news, discuss their opinion about the political situation of that time, manage a visa by e-mail, manage a passport through a portal web and we could mention an endless number of options that provide technology to each of the citizens.

At the same time a small percentage of people interviewed know the services offered by the Foreign Ministry and other pages of services offered by the government. Clearly, it is necessary to promote the different initiatives that have been developed with the finality to include society, in this way facilitate many procedures and alleviate the overload operation that exists in state entities. To reach an adequate promotion of the governmental benefits

offered in webpages it is not necessary an excessive expenditure in marketing, the advertising plans offered by the different social networks generate minimum costs for diffusion.; most people are nowadays involved in the management of Facebook, Twitter, Instagram and other applications that undoubtedly allow us to find instantaneous digital services offered by States.

“Public diplomacy is a political method integrated to foreign or institutional politics of a certain international actor, but is not simply identified with international propaganda; rather, it is international communication. Public diplomacy does not negotiate directly, but the actor issuer; usually a country or an international organization; influences public opinion to persuade community policies of a country / region or just get a favorable image. Through its application, it builds its own image, sometimes is necessary to publicize the same diplomacy that foreign policy represents. Its purpose is to achieve a mentality change, so this method is not free of ethical contradictions. (Hill, Batora in (Tigau, 2009)).

Public diplomacy involves all other diplomatic actors, so it is associated as a hierarchical and transversal model. Communication in public diplomacy is organized on four levels:

- a) Image producers (The issuing State or international organizations);
- b) Communication vehicles (Which can be the media, arts, science or culture);
- c) Intermediate users or public (Civil society in which some opinion leaders stand out);
- d) The final target (politicians and decision-making factors that may affect other State policies, in the actions of political parties or international organizations). The first and last level belongs to the official diplomacy, while b) and c) are classified as alternative or unofficial diplomacy. It is noted that the proposed model is not a network (As is the

diplomatic goal system in general), because of the necessary interrelationships lack between the levels. It may be a circular model, in case the issuing and receiving States are similar in the power level. In cases of asymmetric diplomacy (the majority at present), these are unidirectional communication situations.” (Tigau, 2009)

Considering what public diplomacy is, we know that it is a new element that started to be developed by many countries in the world in order to promote their country brand, concept that addresses the marketing and communication issue of positive and relevant aspects of a State, in order to promote products, services, tourism and investment opportunities open to each country. However the concept of Ecuador's country brand is nowadays increasingly positioned, with the diffusion efforts made through digital tools, making this a new form of diplomacy.

Another essential element to consider is security, privacy and transparency that are needed as a basis for an effective digital diplomacy development. It must be consider that the current technological systems are fragile, a clear example of this are the WikiLeaks, Panama Papers, publications, the same that have created great conflicts between states. So it is necessary to create strategies to avoid possible confusion, and espionage technology systems of each country, providing necessary security to users of this great network.

Probably digital diplomacy can be seen as a manner or an informal way to carry out diplomatic goals; however it is very important to consider that the information transmitted can have a significant impact within society and at the international level, so it is necessary to take preventive measures at the time of using digital tools.

Certain politicians or public workers use tools like Twitter or Facebook to publicize certain information or their personal opinion regarding some interest issues, and from this fact has generated a national and international scenario of controversy generally negative reviews; for this reason it is essential that political actors, government representatives, public employees and every citizen have to consider the responsible use of the tools and facilities provided by technology and communication.

Finally a point for reflection within our reality as Ecuadorian society is that we have 3 million migrants approximately located in every corner of the world, situation that difficult to be diplomatically present in each city or country to provide all the services required. Considering this the initiative to create a virtual space to condense consular services, Civil Registry, National Electoral Council, and others; represents a great challenge for Ecuador, reflecting contemplating that not all citizens adapt to technology at the same pace. Therefore it is necessary to create the basic technological culture in society; it will be necessary for a better government strategies development and implement virtual media and social networks that could be available to the public as complementary to the government services elements.

While digital diplomacy is seen as a key complement to the development of a country's foreign policy, it is necessary to structure in the best way an action plan that support and expand it; considering all the weaknesses that are perceived at the moment; as lack of planning, deficient diffusion plans, IT security, proper management of networked information and technology training in citizenship; So that improvements can be made from this point and in this way key strategies can be formulated for the future success of the digital diplomatic model.

Conclusion Research:

The application of soft power over hard power in the international relations and foreign policy management has transformed the traditional structures of the diplomatic relations organization. Technology and Internet invite States to modernize their systems by offering an alternative or complement to the traditional diplomacy, improving the processes and services offered.

The media have been involved in series of scandals, either by constant computer espionage that have occurred today, the partiality of the information circulated, the filter media, and political power or interests that exist with them; had led citizens to seek new sources of reliable information where they can interact and be part of affairs of concern, that affects them or is necessary to know. Social networks have been opened for the possibility of news that could elude borders, filters and interests of others; seeking the integration of people in politics, economy, diplomacy and a series of issues that need a disintermediation so they can interact directly.

Although great advances have been achieved, we will continually face as society the complications involved in corruption, partiality, interest conflicts, and constant search of power throughout the world. Technology allows us in some way to avoid them, but it will not be easy to remove what is anchored so many years in our society.

The innovation within state systems has shown us the ability we have to adapt the transformations of the time. It is time to seek new development forms in politics and start making citizens the main actors for promoting and constantly improving it.

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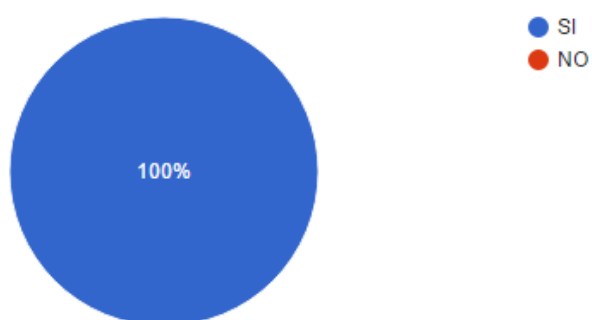
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Attachments

Survey randomly selected 11 people to know their perception about "Digital Diplomacy" and its application in Ecuador.

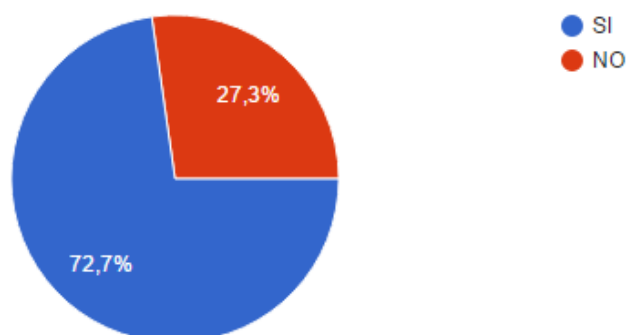
¿Considera que el uso y aplicación de la diplomacia se ha visto influenciada por la aparición del Internet y redes sociales?

(11 respuestas)



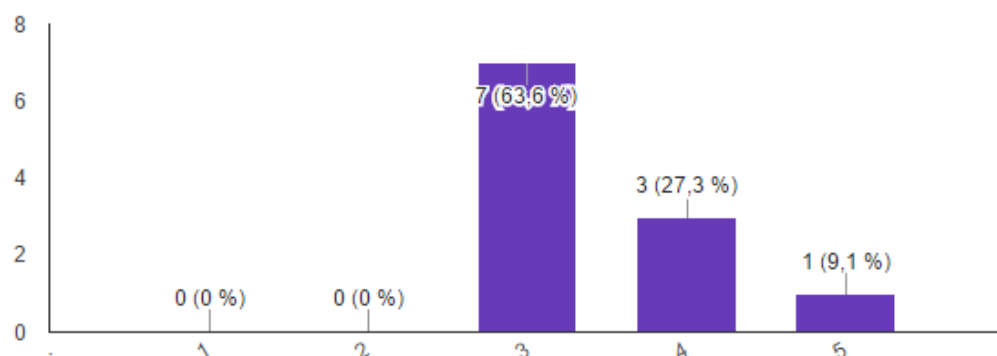
¿Conoce las distintas cuentas de Facebook y Twitter que las entidades estatales y actores políticos utilizan como medio de opinión y promoción?

(11 respuestas)



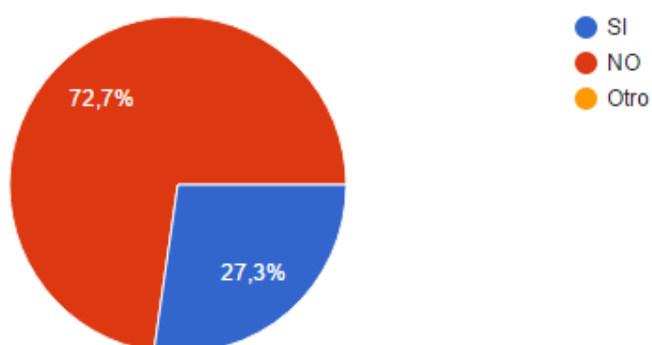
Del 1 al 5 califique que tan necesario considera el uso de las redes sociales en el desarrollo de la política interna y política exterior. Siendo 1. Poco necesario y 5. Muy necesario.

(11 respuestas)



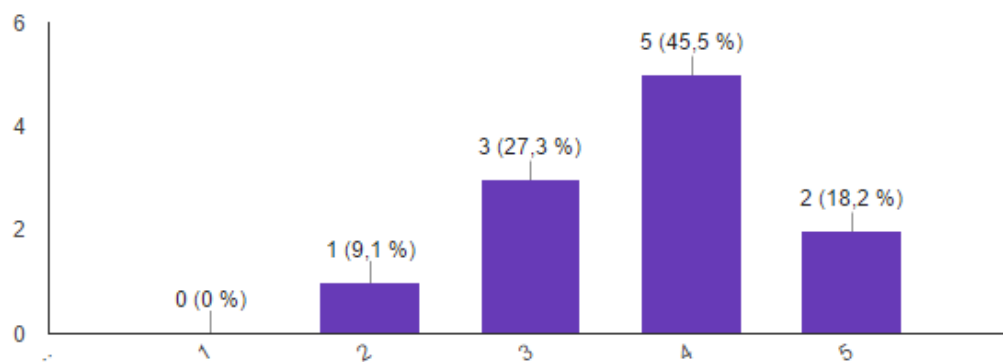
Conoce los servicios que se ofertan en el Consulado Virtual desarrollado por el Ministerio de Relaciones Exteriores y Movilidad Humana del Ecuador?

(11 respuestas)



Dentro de la escala del 1 al 5 califique según su percepción, si considera que el desarrollo de la Política Exterior Ecuatoriana en conjunto con las redes sociales y web representa, muy ventajoso o poco ventajoso para el País.

(11 respuestas)



Email sent to the India Embassy to search about their digital visa management and process.

Correo de Outlook

Buscar en Correo y Contactos

Nuevo | Eliminar | Archivar | Correo no deseado | Limpiar | Mover a | ... | Deshacer

carpetas

- Bandeja de entrada
- Correo no deseado
- Borradores 38
- Elementos enviados
- Elementos eliminados 11
- santi

Estimado Aspirante Ecuador/ Colombia

Si usted tiene pasaporte Ecuatoriano/Colombiano puede tramitar desde cualquier parte del mundo su Visa de turismo online por medio del sistema e- Tourist Visa, que otorga una visa hasta por 30 días con única entrada. Para proceder a la obtención de su e- Tourist Visa lo puede hacer por el siguiente link:

<https://indianvisaonline.gov.in/visa/tvoa.html>

FAVOR LEER DETENIDAMENTE LAS INSTRUCCIONES Y REQUERIMIENTOS ANTES DE POSTULARSE.

Usted puede postularse con máximo 34 días de anterioridad y mínimo 6 antes de su viaje. Recuerde leer todas las indicaciones provistas en el portal mencionado antes de iniciar su postulación a la Visa de Turismo electrónica. Recuerde que la Visa es otorgada por 34 días a partir del día en el que solicita la Visa y durante dicho período Usted podrá ingresar a India y permanecer por 30 días.

Cordial saludo

2016-08-03 9:21 GMT-05:00 Andrea Cristina Matovelle Quiroz <amatovelle1@bancoguayaquil.com>:
Buenos días,

Estimados por favor su gentil ayuda con la información respecto al visado digital que ofertan. Me gustaría conocer como se está realizando los trámites correspondientes para poder obtener una visa mediante su página web.

De antemano agradezco por la información.

Saludos Cordiales

Andrea Matovelle Quiroz

**Thesis Project: “International Relations Compared to the application of Digital
Diplomacy in Ecuador and the World”**

Author: Andrea Cristina Matovelle Quiroz

Tutor: Dr. Esteban Segarra Coello

I am a student from the International Studies and Foreign Trade career. I want to know your opinion about social networks implementation and websites that offer consular services and digital visa presented by governments around the world.

- 1. The Foreign Affairs and Human Mobility Ministry (Chancellery) offers the digital visa service and a series of procedures that can be managed through the website of the same entity. What is your opinion about this?**

I totally support the digital visa service, I have processed the Australia and Dubai visa digitally, in this way I had avoid unnecessary paperwork, sending documents what comes out very expensive. This would help people to get immediate access to consular services.

The Chancellery has changed its way of offering services, proposing the digital visa would relieve the offices that are collapsed, which decreases the quality of the service offered.

2. Being you constantly managing the procedures concerning visas. What Problems while processing these are the most common?

By constantly managing visa to European countries I see difficult that can be granted visas without the need of an interview, cause of the high rate of migration that exists, it is very necessary to conduct the interview and carefully analyze the profile of each person who is applying. It would be ideal to sign an agreement that Ecuadorians no longer require visa to travel to Europe, but that will be a matter of time.

3. 3. Would you consider work with the digital visa services offered by the Foreign Ministry? Why?

I work a lot processing visas to French citizens, it would be a great advantage that Foreign Ministry offers a digital visa, obviously considering the necessary controls that have to be implemented that would greatly facilitate this process.

Interview with Dr. Joaquin Estrella, Sub secretary of the Ecuador Consulate.

What is your perception on the new diplomatic model and the provision of state services through digital tools?

The Foreign Ministry of Ecuador offers consular services to all Ecuadorian citizens through the official portal web. Although it is presented at an initial phase and it needs some development, we want the page looks friendly to the public; we had large numbers of users continuously. Through the page we can access from anywhere in the world and get assistance in any need that comes, so we reduce a little the workload that is daily in the offices.

What are Chancellery objectives with the digital visa service?

We have about 20,000 Ecuadorian migrants in the just in US, we want to offer as many public services as possible, such as civil registration, foreign affairs services, national electoral council among others. With those we seek to provide a complete service to citizens avoiding travels to embassies that usually are located at very large distances.

The countries with the largest number of embassies are the United States with 17 offices, Spain and Italy, clearly we have in other countries but these are places where services are most needed for Ecuadorians. It is a task that will take many years to develop as we wish, but a lot of efforts are being made to achieve it.

Furthermore we also offer the process of certain stages to get a visa. Of course we do not have yet the complete full service of processing but it can be applied through the page of the Chancery; by submitting documents and our consular agent begins to manage the process, this saves time and its procedure is less tedious.