

Research Project «Social Media Communications within the Armed Forces»

Executed by the Military Academy at the ETH Zurich, Switzerland

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Armed forces are confronted with modern communication technologies and channels such as social media. Although social media represent values which often are opposed to traditional military ones, they are today's youth main communication means and therefore may serve as a bridge to close the information gap between armed forces and youth. Furthermore, social media can be seen as communication platforms favoring a democratic, deliberative way of participation for citizens. The project aims to analyze the impact of social media use within armed forces by looking at the general information behavior of a national population, the influence of social media communication on armed forces' reputation and legitimacy within a national population, on whether such communication improves youth' identification with the armed forces and therefore their willingness to join, and on its influence on recruitment of military cadre personnel.

A more detailed summary of the project including a brief time schedule can be requested from Eva Moehlecke (contact information below).

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