

Foreign Digital Diplomacy Management of the Crisis and Legitimation Practice: A qualitative analysis

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ABSTRACT

The significance of digital diplomacy in influencing international relations has grown as a result of the use of digital tools and platforms to achieve diplomatic goals. Libya has seen numerous conflicts and political instability due to its location in North Africa, which makes it a fascinating subject for study in the field of digital diplomacy. In the context of Libya, this study aims to explore the role that diplomatic rapport plays in the field of digital diplomacy as a means of preserving amicable relations with other nations. Significant changes have resulted from the transition from traditional diplomatic interactions to digital diplomacy, especially in the areas of crisis management and legitimation strategies. A qualitative scientific research methodology is used in this work. Personal interviews with a carefully chosen group of individuals possessing specialist knowledge on the subject were used to collect primary data for the study. Following that, a thorough and descriptive presentation of the investigation's results was made. The examination of the key factors that led to Libya's involvement and the following synthesis of its political and regional implications at the local, regional, and global levels are motivated by an innate personal tendency. to gain a deeper understanding of current regional shifts and how they affect state sovereignty; additionally, to investigate the results and ramifications of military intervention for humanitarian causes within the larger framework of international relations. In this particular context, the government agencies are working to better utilize digital platforms, such as Digital Theatre and the British Council, to disperse their cultural resources. Digital diplomacy has become a viable tactic for nations seeking to gain recognition and increase their profile internationally. Using digital channels makes it possible for target audiences to quickly and easily access a country's diplomatic efforts on the internet, keeping them up to date on the latest news and developments.

Keyword: digital diplomacy, international relations in Libya, conflicts, political instability, diplomatic objectives, state sovereignty, military intervention, humanitarian objectives

INTRODUCTION

Nowadays, digitalization may be found in many different fields. There will be repercussions anyway. In order to create a digital culture that encourages social well-being and togetherness instead of harming and fragmenting individuals, it is crucial to examine the pros and cons of this phenomenon. A number of academic disciplines have begun to recognize the growing significance of the subject that this literary work seeks to explore. Subjects included in the research include sociology, political science, business, and communication. Understanding the underlying causes of the occurrence in question is the primary objective of this research. Both our collective environment and our unique identities have been profoundly affected by the digitalization process. There is a rising demand to understand the intricacies of these events, which may explain the subject's increased academic interest. Transitions, with all their unique qualities and huge impact within the bigger picture, are the subject of this research into nuanced complexity. I was deeply interested in the subject matter and wanted to create a cohesive scientific discourse, so I set out to write this literary work.

The main way that a country's foreign ties have been defined for over 200 years has been through diplomacy. Hershey's seminal 1911 work examines the intricate processes by which ancient Greek city-states implemented regulations and agreements amongst themselves. According to Schaeffhout (2023), Hershey shed light on the complex nature of these intercity ties by delving into the historical context, political climate, and guiding ideals and procedures of the period. This event allowed city-states to form alliances against common enemies and

allowed trade between cities, laying the groundwork for diplomatic relations in the ancient world (Repnikova & Chen, 2023; Vila Seoane, 2023). Until a compromise that satisfies all parties is achieved, people would talk about their shared interests or debate their divergent interests. According to Rosamond & Wright (2023), Azpiroz (2023), and Bjola and Manor (2023), contemporary diplomatic methods differ from ancient Greek diplomacy in that the former emphasized self-sufficiency and did not include bureaucracy. Studying ancient internationalism, on the other hand, sheds more light on the roots of diplomacy (Moral, 2023). Diplomatic practices can be better understood and their continued significance in today's globalized world can be better understood by delving into the historical roots of old internationalism (Natil, 2023; Zohny, 2023). By delving into internationalism's origins, one can observe the emergence of new diplomatic practices and analyze their effects on global politics. The world's diplomatic practises have been shaped by the policies of powerful states throughout history, from antiquity to the present day (Dahham, 2023; Dück, 2023).

Diplomacy, according to Kissinger's seminal work from 1994, does not adhere to a rigid framework of principles or strategic management approaches. Its trajectory is instead dictated by the current moral compass of the leading states (Endong, 2023; Bicchi & Lovato, 2023). The user's writing is brief and does not provide any details. According to Mpshane-Nkosi (2023) and Thunø and Nielbo (2023), the author elucidates how American policies greatly influenced diplomacy in the twentieth century, particularly following the two world wars. In reaction to widely held ideas at home that could have catastrophic effects, foreign diplomacy shifted toward more interventionist tactics, spurred on by these policies. The distinction between public diplomacy on the home front and international or external diplomacy helps shed light on the field's exogenous ties between governments (Ibrahim, 2023; Orhan, 2023). Modern diplomacy, according to a definition-oriented paradigm (Tran, 2023; Aggestam & Hedling, 2023), seeks to mediate or negotiate between independent entities or nation-states.

Diplomacy has risen to the forefront of strategic endeavors in the contemporary era of digital diplomacy, which has substantially increased the facilitation of interstate exchanges and communications. According to Jarrín and Riordan (2023) and Stivachtis (2023), maintaining diplomatic relations necessitates an ongoing political dialogue, especially between bordering nations or governments with conflicting interests. These phenomena are closely related to the development of digital technologies and the proliferation of international diplomacy in the modern era. This is especially true when dealing with interactions between countries that are physically far apart, since it is essential for these nations to express and display their common and different interests (Wählich, 2023; John, 2023). Digital diplomacy has had a profound effect on Libyan politics, and this dissertation aims to examine all of its facets. There will be an emphasis on the potential advantages of digital platforms in diplomatic endeavors. In addition, it will meticulously examine the present state of digital diplomacy, highlighting the expert, by analyzing successful case studies and defining paradigms (Alkuwari, 2023).

Because of developments in communication and technology, diplomacy—the practice and art of negotiating between states—has changed considerably throughout the years. Conventionally, ambassadors, formal letters, and in-person meetings have been the backbone of diplomacy in managing ties between states. Interactions between nations were regulated for ages by this conventional method, which was characterized by hierarchies and secrecy. Diplomacy as we know it now has its origins in the ancient practice of kings and diplomats working together to forge alliances and treaties in order to establish and protect borders and commerce routes. The formation of permanent diplomatic missions, which began during the Renaissance, established ambassadors as official representatives of independent governments and formalized diplomatic traditions. Diplomatic practices today are based on the concepts of non-intervention and state sovereignty, which were established at the Congress of Vienna in 1815. Etiquette, secrecy, and personal connections were the pillars upon which traditional diplomacy rested. To mediate between their governments and other parties, ambassadors sent messages and negotiated terms. The breadth and velocity of diplomatic exchanges were constrained by the century's characteristically slow communication; letters often took weeks or months to reach across capitals.

For nations navigating crises and vying for legitimacy in the modern geopolitical landscape, digital diplomacy has become a potent tool. The term "digital diplomacy" describes the practice of advancing diplomatic aims through the medium of digital technology and platforms. This strategy has gained traction as nations realize the power of the internet to control public opinion, handle crises, and establish political legitimacy (Altun, 2023). Using digital tools and platforms to achieve diplomatic aims, digital diplomacy has become increasingly important in changing international relations (Azeez, 2023; Natil, 2023). The North African nation of Libya has been the subject of digital diplomacy studies due to its history of political instability and violence (Moral, 2023; Azpiroz, 2023; Bjola & Manor, 2023). The study thoroughly investigates the complexities of digital diplomacy in Libya, looking at how it might reduce conflict, facilitate positive dialogue, and create a stable environment in the country (Bicchi & Lovato, 2023; Michelutto, 2023). Digital diplomacy has emerged as a powerful instrument in the

ongoing conflict and political instability in Libya. It has the potential to engage varied stakeholders, promote constructive conversation, and ultimately lead to stability (Amadio Viceré, 2023; Ferrini, 2023). Crisis management relies heavily on digital diplomacy. In order to handle the situation from both an internal and external standpoint, it is essential that information be sent quickly and accurately during a crisis. Through the use of digital platforms, governments are able to counteract disinformation and provide real-time updates to audiences all over the world. By giving more weight to accurate stories and less to harmful propaganda or misinformation, immediacy aids in calming events (Tjønn & Jumbert, 2023; Azpíroz, 2023).

According to Tjønn and Jumbert (2023) and Azpíroz (2023), digital diplomacy in Libya has many obstacles that restrict its efficacy and impact, even though it holds promise. Differences in access to the internet and other forms of modern technology constitute what is known as the "digital divide" in Libya. When it comes to digital diplomacy, the access gap between rural and urban areas is a major cause for concern. Greater accessibility and connectedness are usually advantages of urban regions' better infrastructure (Altun, 2023; Natil, 2023). Digital diplomacy initiatives, on the other hand, are sometimes severely constrained in scope and efficacy in rural areas due to inadequate infrastructure. To ensure that all Libyans are fairly involved in diplomatic affairs, it is essential to close the digital divide (Moral, 2023; Boyd, 2023).

In the field of digital diplomacy, where diplomats and other key players face numerous cyber dangers, this subject is being discussed (Bjola & Manor, 2023; Natil, 2023). Cyberattacks pose a threat to the confidentiality, authenticity, and effectiveness of diplomatic operations since digital systems are susceptible to such attacks. Dück (2023), Wählisch (2023), Thunø, and Nielbo (2023) all agree that protecting sensitive material and preserving confidence in digital diplomacy depend on addressing security concerns. Worryingly, false information and propaganda can be found on Libyan social media, which could lead to escalating conflicts and blocking diplomatic efforts. Questions regarding the reliability of digital diplomacy initiatives and the necessity for counter-disinformation measures are brought to light by the growing complexity of the task of differentiating between reliable sources and misleading information (Ibrahim, 2023; Tran, 2023). Multiple competing governmental entities and armed factions make up Libya's complex political environment. Aggestam and Hedling (2023) and Orhan (2023) point out that digital diplomacy projects may struggle to reach all the right people, which could lead to the exclusion of important stakeholders and a reduction in their overall impact. Finding efficient methods to overcome the present disjointedness and guarantee full engagement is an enormous undertaking. It is possible that Libya's limited financial and technological resources will hinder the development and implementation of digital diplomacy strategies, reducing their effectiveness (Stivachtis, 2023). The vast potential of digital tools and platforms in diplomacy may go unused due to a lack of infrastructure and the expertise required by diplomatic missions.

It is worrisome that Libya does not have a digital diplomacy framework in place. This would mean that there isn't a complete system in place to provide diplomats with training, standards, and best practices. According to Hurlblinger, Brummer, and Kufus (2023) and John (2023), digital diplomacy tools can be less effective when a complete framework is not in place to guide their strategic and coordinated usage. In order to end the civil conflict and political instability that has gripped Libya for so long, digital diplomacy is a crucial tool. The Libyan government may update the international community on the situation and rally support for peace and stability initiatives using digital media. If we want to change people's minds and win over supporters around the world, this direct channel of communication is crucial. In order to implement digital diplomacy in Libya effectively, it is necessary to have a deep comprehension of local traditions, customs, and cultural sensitivities (Amadio Viceré, 2023). Diplomatic efforts are at risk of failing if the aforementioned factors are not properly considered, which could lead to misunderstandings and miscommunications (Manfredi-Sánchez & Smith, 2023; Moral, 2023). Support and experience from external parties are often relied upon by Libya in its digital diplomacy endeavors. This reliance could have negative effects on the country's diplomatic sovereignty, making it harder for it to shape its own story in international arena (Leccese, 2023). The examination and settlement of pertinent issues surrounding digital diplomacy in Libya must be prioritized in light of the aforementioned barriers. This is essential if we are to make full use of the possibilities presented by digital resources in promoting peaceful coexistence, fostering understanding, and securing our nation (Yates, 2023; Fidan, 2023; Schelfhout, 2023). There is a direct correlation between digital diplomacy, crisis management, and legitimization strategies. By publicly and efficiently handling difficult crises, a government can acquire legitimacy through effective crisis management through digital diplomacy. On the other hand, digital diplomacy efforts are more likely to be successful under a legitimate administration since the public has more faith in and respect for it.

A government's credibility is directly affected by its ability to handle and communicate through digital channels during times of crisis. Through the use of effective digital diplomacy, a crisis can be transformed into an

opportunity to demonstrate leadership, resilience, and commitment to upholding global standards and principles. It is possible that Libya might improve its international standing and gain legitimacy if its political instability could be effectively navigated through digital diplomacy. Implementing specialized strategies, developing robust infrastructure, and cultivating international collaboration are necessary for successfully navigating the challenges and realizing the benefits associated with digital diplomacy in Libya. In this age of fast technological advancements and the ubiquitous influence of digital media, diplomatic practice has undergone a radical transformation. An excellent case study for studying the function and value of digital diplomacy is Libya, a nation that has gone through long stretches of political unrest, civil war, and worldwide observation. The Libyan conflict has shaken up the country's internal sociopolitical structure and has cast doubt on its global legitimacy and international ties.

The reach and velocity of digital media can magnify and manipulate the storyline surrounding a nation's political crisis, making it difficult for traditional diplomatic efforts to stay up. For Libya to control how the world views its position, influence international opinion, and legitimize its government, its digital diplomacy efforts abroad are essential. Concerns regarding the impact and sustainability of these digital projects have been heightened by the lack of focus on their effectiveness. The purpose of this research is to learn more about Libya's approach to the crisis and its use of digital diplomacy to bolster its authority. The study's overarching goals are to (1) determine the strategies employed by Libyan authorities in their digital engagement with international audiences, (2) assess the extent to which these efforts have altered global attitudes, and (3) understand the constraints and difficulties inherent in this digital engagement. By analyzing Libya's official government communications, social media activities, and foreign reactions, this study will give light on the successes and failures of digital diplomacy in the country. Lastly, this research will add to our knowledge of how governments in crisis may use digital platforms to gain legitimacy and navigate challenging international contexts.

LITERATURE REVIEW

The inherent desire to encourage reciprocal contact and engagement is a defining feature of public diplomacy. Directing and pressuring people to adopt a certain point of view is the goal of information transmission that is biased toward one side or the other. So, it's safe to say that in any given social context, such a conduct would cause people to respond negatively. Effective communication methods are the result of a methodology that encourages the intended recipients to actively participate through mutual comprehension, expression, and discussion (Birahayu, 2023, Papastamou, 2023). Relationship development and nurturing could benefit greatly from public diplomacy's fundamental principles, which center on an approach focused on communication, the establishment of enduring goals, and the promotion of an information flow from the public to the public. Cultural ties that sustain long-term exchanges of language, education, art, sports, science, and other foundational elements of soft power are essential to the development of mutual understanding. Seroja (2023) and Huang and Wang (2023) both agree that cultivating an environment of enduring calm is an effective preventative approach against many difficulties and a prerequisite for effectively overcoming others. Public diplomacy has evolved into a powerful tool for nations to forge strong ties with other states in the modern world, fostering mutual understanding and cooperation in the areas of politics, economics, and culture. Digitalization has had and will continue to have a profound impact on public diplomacy. The advent of new media platforms has shown unprecedented opportunities for capitalizing on communication channels across varied populations.

Traditional diplomacy, or diplomacy 1.0, encompasses the guiding principles and practices that have shaped international relations for ages. Derived from long-ago conventions and protocols, traditional diplomacy is characterized by its hierarchical structures, personal relationships between state representatives, and formalized processes. A commitment to maintaining international peace and stability underpins the non-interference policy and the idea of sovereign equality of states, which form the bedrock of traditional diplomacy. Official channels of contact and negotiation between foreign governments are often maintained by accredited ambassadors and diplomatic missions. Transmitting messages, negotiating treaties, and representing their nations' interests abroad are all responsibilities of these ambassadors.

Secret meetings between diplomats are commonplace in traditional diplomacy, with the goal of encouraging frank and open dialogue between all parties involved. Presenting credentials to heads of state is one example of a procedural and ceremonial formality that highlights the ceremonial aspects of traditional diplomatic practice, which in turn strengthens diplomatic norms and mutual respect among nations. Diplomacy as it is traditionally practiced operates within a framework of established international law and treaties that govern diplomatic immunity, diplomatic status, and the conduct of diplomatic missions. Protecting diplomats and diplomatic installations abroad is a top priority, and the aforementioned legal framework ensures that diplomatic contacts can take place safely.

The development of nation-states, global trade, and diplomatic alliances have all occurred in tandem with the evolution of conventional diplomacy throughout history. It was essential in the process of nations coming together, resolving conflicts, and signing treaties that established boundaries and spheres of influence. The Congress of Vienna in 1815 proved the enduring importance of traditional diplomatic processes in managing geopolitical animosity and maintaining peace by creating a new diplomatic order in Europe following the Napoleonic Wars. Diplomacy as we know it has evolved to meet the challenges and seize the opportunities of the modern digital age, but its significance in international relations has not diminished. New methods of engagement and communication have emerged with the rise of digital diplomacy, sometimes called Diplomacy 2.0, which improve upon traditional diplomatic processes. Nonetheless, modern-day conventional diplomacy is largely defined by the ideas of sovereignty, diplomacy as a tool for negotiation and conflict resolution, and the importance of personal relationships among ambassadors.

As the field of diplomacy evolves from its analogue predecessor (Diplomacy 1.0) to its modern digital counterpart (Diplomacy 2.0), the concept of public diplomacy and soft power has emerged as a distinguishing feature. Joseph Nye popularized the term "soft power" to describe a nation's ability to influence international decisions through charm and charisma instead of coercion or monetary reward. As a result of this shift in thinking, diplomatic strategies have evolved to place a premium on appealing to audiences' cultural, intellectual, and political sensibilities while negotiating with states. An integral part of Diplomacy 2.0 is public diplomacy, which aims to engage foreign publics and promote positive perceptions of a nation in non-Western cultures. It sways public opinion and forms lasting ties with audiences all around the globe through cultural diplomacy, educational exchanges, media outreach, and digital communication channels. Public diplomacy aims to build relationships with foreign citizens, as opposed to traditional diplomacy's emphasis on political elites, in order to foster mutual understanding and trust among countries.

Joseph Nye's soft power paradigm states that a nation's attractiveness—its values, culture, policies, and institutions—may substantially increase its influence and diplomatic weight on the international stage. States can enhance their soft power through public diplomacy initiatives; by projecting a positive image, they can influence global discourse and achieve strategic objectives without resorting to economic incentives or coercion. A sea change has occurred in diplomatic practice with the transition from Diplomacy 1.0 to Diplomacy 2.0. The focus of traditional diplomacy was on maintaining peace and stability among nations through the negotiation of treaties and the resolution of disputes, both of which were rooted in state-centric approaches and hierarchical structures. Moreover, Diplomacy 2.0 expands the scope of diplomatic engagement to include non-state actors, civil society organizations, and global public opinion. Significant contributions to understanding this evolutionary process have been made by Tran, Aggestam, and Hedling. To facilitate instant communication, active public involvement, and successful crisis management, Tran emphasizes the strategic use of digital platforms and technology in diplomatic interactions. Cultural diplomacy and educational exchanges are examples of soft power strategies that Aggestam and Hedling highlight as ways for states to work together more effectively on global issues.

In addition, the rise of the internet has facilitated diplomatic discourse by making information widely available to the public and empowering civil society. In the modern day, digital campaigns, internet forums, and social media have become powerful tools for public diplomacy and opinion molding on a worldwide scale. The traditional borders have been blurred by the interconnectedness of domestic and foreign audiences, necessitating open and inclusive diplomacy that successfully appeals to a diverse set of stakeholders. Following Joseph Nye's theoretical framework and supported by the work of Tran and Aggestam & Hedling, Diplomacy 2.0 represents a sea change in the application of public diplomacy and soft power. The ability to employ cultural diplomacy, internet engagement, and public outreach as tools of soft power will continue to shape the future of international relations in the face of rising global competition. The result will be a more stable, interdependent global society that is easier to work with and understand.

Research Methodology

In order to answer the research questions related to the research problem, this study uses the "case study method"—a qualitative scientific research approach. Conducting in-depth interviews with a random selection of subject-matter experts provided the bulk of the data. The secondary data came from previous research on international choices, together with further readings and citations. Qualitative analysis using logical reasoning was applied to the collected data, resulting in the realization of convincing conclusions and suggestions. Afterwards, a descriptive style was used to convey the study's outcomes. When it comes to the methods used for interviews, following a three-step organized approach is crucial. The first step is to hold an open interview. That part of the process is sometimes called the exploration phase. Here the researcher lays forth a set of questions

meant to help us understand the real-life situation as it is right now. Inquiries like this aim to learn more about Libya's history and the circumstances surrounding the rise of digital diplomacy, as well as the effects of this new approach. In addition, the researcher asks a number of follow-up questions and thinks about how to choose the right people to participate in the study. After the first phase was over, the study defined its objective, which was to examine how Libyan international digital diplomacy was handled during crises and the legitimization practices that went along with it. It should be mentioned that the study mostly deals with general questions instead of going into particulars. In the last stage, a string of questions with an increased degree of structure and precision were put out.

ANALYSIS AND DISCUSSION

By leveraging advanced digital tools to overcome traditional geographical and temporal constraints, Digital Diplomacy 3.0 ushers in a sea change in traditional diplomatic practices. Digital Diplomacy 3.0 offers new approaches that reimagine diplomatic engagements in the digital age, building upon the principles of Diplomacy 2.0, which emphasized public diplomacy and soft power. To increase diplomatic effectiveness and broaden outreach, Digital Diplomacy 3.0 goes beyond traditional limits by making full use of digital technology. Digital Diplomacy 3.0 is different from its predecessors because, instead of focusing on digital platforms for communication and engagement, it uses AI, big data analytics, VR, and blockchain technology in diplomatic operations. With the help of these technological advancements, diplomats are able to analyze massive amounts of data, simulate diplomatic scenarios, and engage in immersive and interactive communication with audiences all over the world. Also, the goal of Digital Diplomacy 3.0 is to make diplomatic decision-making more reactive and agile so that governments can respond quickly to crises and changes in geopolitics. Predictive analytics driven by artificial intelligence (AI) enables diplomats to foresee emerging issues and devise proactive diplomatic actions in real-time.

Respondents were Asked about the real reasons and the strategic dimensions of the digital diplomacy management crisis in Libya?

Political instability on the inside and outside of Libya's government have contributed to the country's digital diplomacy management crisis by making it harder for officials to work together effectively. A lack of centralized governance has persisted in Libya since the Gaddafi regime's 2011 fall due to power battles involving various factions, militias, and political bodies. As a result of internal strife, Libya's foreign policy messages have been inconsistent, and the country has struggled to find its collective online voice. To make matters worse, Libya's cyber governance competence is low and the country's digital infrastructure is inadequate; as a result, the Libyan government is unable to make full use of digital technologies for public diplomacy, conflict resolution, or diplomatic outreach. (Interviewee 4)

The digital diplomacy problem in Libya is symbolic of the larger political conflict within the country, as different groups seek to restore their standing in the eyes of the world. In an era where states utilize online platforms for public diplomacy, nation branding, and forging foreign alliances, the lack of a stable, unified administration has made it impossible to create comprehensive digital diplomacy initiatives. Various global powers, each with its own strategic objectives, exert influence on Libya's internal affairs due to the country's geographical position, which is situated between Europe, Africa, and the Middle East. This further complicates matters. Due to internal strife and international interference, Libya has been unable to properly manage its digital diplomacy, sending conflicting messages on important foreign policy matters. (Interviewee 2)

The role of the state in diplomatic contacts is transformed by the paradigm shift in communication made possible by Digital Diplomacy 3.0. The speed and flexibility of communication between nations were limited by the hierarchical institutions and formalized procedures that were formerly the norm in diplomacy. However, with Digital Diplomacy 3.0, people from all over the world may communicate with each other in real time, regardless of physical distance. This includes government officials, diplomats, and members of civil society. Virtual diplomatic summits, social media, and other digital platforms allow governments to engage with international audiences on a personal level and shape public opinion on global issues; this helps achieve public diplomacy goals. Active digital advocacy, crisis management, and public engagement operations are all parts of digital diplomacy, which the state employs alongside traditional diplomatic missions.

Respondents were asked how digital diplomacy management crisis conducted in Libyan?

A number of competing administrations and factions in Libya are conducting their communications in a disconnected and unorganized manner, which is contributing to the country's digital diplomacy management dilemma. In the wake of the 2011 revolution, the country's political landscape became divided, with rival groups using online spaces like Facebook and Twitter to spread their own brand of legitimacy. As a result, several Libyan factions have been spreading divergent stories and diplomatic stances, which has confused the international community. The legitimacy and trustworthiness of Libya's foreign relations are tarnished by its disjointed and uneven digital diplomacy, which is a result of the lack of a centralized authority. (Interviewee 1)

Also, Libya doesn't have enough trained staff to run its digital platforms effectively, and the country doesn't have much access to current technology, so its digital diplomacy suffers. Because Libya does not have a comprehensive plan for digital diplomacy, outside groups and interests have stepped in to fill the gap, frequently using Libya's online platform to further their own geopolitical agendas. Instead of focusing on establishing genuine diplomatic relations or solving national challenges, competing factions often turn to digital platforms for propaganda or disinformation efforts. Both Libya's international reputation and internal strife are exacerbated by this, making it harder to establish a unified strategy for handling the country's digital diplomacy. (Interviewee 3)

By placing an emphasis on openness, honesty, and inclusivity in diplomatic exchanges, Digital Diplomacy 3.0 blurs the line between public relations and diplomacy. By leveraging digital technologies, governments may expand the reach of their diplomatic messages, counteract attempts to spread misinformation, and build trust with various stakeholders. Data privacy, cybersecurity threats, and digital sovereignty are just a few of the ethical and security concerns brought up by the rise of Digital Diplomacy 3.0. To ensure the proper and ethical use of digital technologies in diplomacy, robust governance frameworks are necessary for the effective application of AI and big data analytics in diplomatic decision-making.

Respondents were asked about What is digital diplomacy management crisis impact on the national sovereignty of the Libyan state?

Due to a decline in narrative control and a lack of coherence in Libya's foreign representation, the country's national sovereignty has taken a major hit as a result of the digital diplomacy management issue. The central authority in Libya is unable to project a united national identity due to the fragmented digital diplomacy, which is caused by various factions and governments vying for legitimacy. Foreign governments and interest groups are able to more easily intervene in Libya's domestic affairs due to this disarray, whether through diplomatic channels or online platforms, to further their own agendas. International powers may acknowledge and engage with various factions in Libya, which weakens the state's authority over its foreign policy and exacerbates internal tensions, ultimately compromising Libya's sovereignty. (Interviewee 5)

In addition, outside actors are able to take advantage of Libya's weaknesses in digital governance due to the absence of a unified strategy for digital diplomacy. This opens the door for cyber espionage, disinformation tactics, and external lobbying that undermine Libya's ability to shape its diplomatic relationships independently. Because of its poor handling of digital diplomacy, Libya is reliant on other countries for political and technical assistance, making it more difficult for the nation to stand up for its own interests. Because of this dilemma, Libya is less able to protect its sovereignty in the global digital landscape and has less influence in international diplomacy. (Interviewee 2)

Sometimes referred to as "uber diplomacy," the next big thing in international relations is diplomacy 4.0, which is defined by its highly integrated and enabling features. As opposed to previous iterations, Diplomacy 4.0 includes a diverse array of stakeholders, including multinational corporations, NGOs, global advocacy networks, and even individuals, as opposed to primarily emphasizing nations and their representatives. The goal of this new diplomatic paradigm is to create a decentralized and cooperative diplomatic environment through the application of cutting-edge technologies such as quantum computing, artificial intelligence (AI), the Internet of Things (IoT), and blockchain. Like ride-sharing services like Uber facilitate contacts between drivers and clients,

modern diplomats play a facilitative role, which the term "uber diplomacy" describes. Within this context, diplomats facilitate *The goals of safeguarding and maintaining Libya's diplomatic contacts have been largely unfulfilled by the country's diplomacy management dilemma. Maintaining stable and cohesive diplomatic ties both locally and globally has been a challenge for Libya, thanks to its continued political fragmentation and internal strife between different factions. The Libyan National Army (LNA) and the Government of National Unity (GNU) have both broken away from unified diplomatic representation as they have pursued international recognition through separate interactions with foreign countries. The diplomatic reputation of Libya has taken a major hit due to the country's incoherent foreign policy stances and the uncertainty surrounding which Libyan government should be engaged with by international entities. (Interviewee 5)*

The difficulties of sustaining solid diplomatic ties have been worsened by the absence of coordinated digital diplomacy management. As a result of the crisis, Libya has grown even more isolated diplomatically, as other countries are wary of investing politically in a nation without clear and legitimate representation. The breakdown of Libya's foreign relations has been accelerated by the lack of a cohesive strategy for digital diplomacy, which has made it more difficult to counteract disinformation and unfavorable stereotypes about the country abroad. The overall situation has made it harder for Libya to safeguard and enhance its national diplomatic relations, even though some factions may have scored short-term successes in their diplomatic endeavors. (Interviewee 3)

communication and cooperation among various parties by acting as intermediaries, facilitators, and connectors. One of the main features of Diplomacy 4.0 is its ability to bring together many groups to address global concerns. This promotes a more inclusive and collaborative approach to international relations.

Respondents were asked about - To what extent did the diplomacy management crisis on Libyan achieve its objectives in protecting diplomacy relationship in Libya?

Significant implications for the efficacy and execution of global contacts stem from the advent of Diplomacy 4.0. One of the biggest benefits is that diplomacy is being democratized. With the help of diplomacy 4.0, more people may be included in decision-making processes, which increases openness, accountability, and inclusivity. With the help of many different people and organizations, this approach could be able to solve global problems in a more thorough and long-lasting way. In addition, cutting-edge tech allows for the immediate sharing and analysis of data, which in turn promotes faster, more informed decision-making. For example, ambassadors can benefit greatly from artificial intelligence (AI) and big data analytics by gaining tremendous insights into global patterns and potential crises. The use of blockchain technology might make diplomatic communications and transactions more secure and transparent, making them less susceptible to cyberattacks and fraudulent operations.

Respondents were asked about What are the effects and repercussions of digital diplomacy management crisis on the region and neighbouring countries of Libya?

Security, migration, and regional stability are three areas where the region and neighboring countries have felt the brunt of Libya's digital diplomacy management crisis. Without a unified plan for digital diplomacy, Libya is struggling to manage cross-border ties and stop the expansion of its internal disputes, which are affecting neighboring nations. Bordering countries of Libya, such as Algeria, Chad, Tunisia, and Egypt, have felt the effects of the continuous unrest firsthand. Extremist organizations and human traffickers are able to take advantage of Libya's open borders because regional collaboration on critical matters like border security and counterterrorism has been hindered due to the lack of a united government in the country. Instead of coming together to coordinate regional efforts, the digital environment is fragmented, making regional collaboration even more difficult. (Interviewee 6)

Furthermore, migratory patterns from Libya, especially towards Europe, have been greatly affected by the digital diplomacy crisis. Libya is a key transit route for migrants and refugees, but efforts to manage migration successfully have been hindered by the absence of consistent digital communication between Libyan authorities and surrounding nations. The increasing number of migrants crossing the Mediterranean has caused tensions with European governments, which have voiced their concerns about this. As they too try to deal with the influx of refugees and the security threats caused by Libya's instability, neighboring nations are also coming under increasing

pressure. As a result of Libya's disjointed diplomatic efforts, the country is less influential in regional forums and initiatives meant to resolve these concerns, and its neighbors are bearing the brunt of this weakness. (Interviewee 3)

But there are a lot of problems with Diplomacy 4.0 as well. Diplomatic networks are notoriously complex and interdependent, which can make coordination difficult and can lead to conflicts of interest and disjointed responses. Digital sovereignty, data privacy, and cybersecurity are major concerns due to our reliance on advanced technologies. Since differences in technological capability have the potential to exacerbate existing inequalities among nations, it is of paramount importance to ensure that all nations have equitable access to emerging technology. Additionally, traditional diplomatic norms and practices must be reevaluated as decentralization of diplomacy progresses. Adapting diplomatic training and education to equip diplomats with skills like digital competence, multicultural communication, and multi-stakeholder negotiation is crucial for successful negotiation in this new paradigm.

There are advantages and disadvantages to the transition to Diplomacy 4.0 within the Libyan setting. Hyper diplomacy, with its emphasis on collaboration and inclusivity, has the potential to provide significant benefits to Libya, a country plagued by violent political instability. Libya can overcome its complex problems, including political reconciliation, economic development, and humanitarian aid, with the help of numerous foreign and local parties that work together constructively. Libyan institutions can directly contact with international stakeholders, gather support, and coordinate relief activities with the help of digital tools that facilitate these linkages. Additionally, technological advancements can improve openness, help stakeholders with conflicting interests trust one another, and make it easier to monitor and resolve security risks. However, a number of challenges must be overcome before Diplomacy 4.0 can be implemented successfully in Libya. Promoting digital literacy and ensuring a trustworthy and secure digital infrastructure are key concerns. Furthermore, due to the fragmented nature of Libya's political climate, it is essential that all parties involved work together meticulously to avoid further rifts and ensure that diplomatic efforts are all-encompassing and include all groups.

CONCLUSION

The field of digital diplomacy offers a method that is both effective and practical for elucidating and disseminating cultural features to countries that are not within its jurisdiction. Digital diplomacy has emerged as a highly effective means of cultural representation in the context of European nations in the modern era of information-based communication. The effectiveness of this mode of communication has been demonstrated in the context of dealing with a wide variety of relevant stakeholders. These stakeholders include not only members of the general public but also artists, other organizations, and corporate representatives. When it comes to the sphere of digital diplomacy, it is vital to have a better degree of integration with the advancements that have occurred in modern technology in order to encourage the production of original content. The use of digital diplomacy on a worldwide scale is becoming increasingly prevalent in the conduct of international communication. Within this particular setting, the governmental organizations are working toward the goal of maximizing the potential of digital platforms, such as the British Council and Digital Theatre, in order to more efficiently disseminate their cultural resources. The use of digital diplomacy has arisen as a method that governments can employ as a strategic approach to increase their prominence and acquire recognition in the international arena. It is possible for target audiences to gain access to a nation's diplomatic efforts on the internet platform in a timely and effective manner through the utilization of digital channels, which in turn enables them to stay informed about the most recent events and updates.

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