SOCIAL MOVEMENTS

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What is a Social Movement?

An organized campaign to achieve a goal, normally bringing about social change.
Hashtags

• A symbol used to organize posts into topics
  • Social Media
  • News
  • Marketing
  • Social Movements

• The use of hashtags began on Twitter in 2007
  • Since then their use has increased by a massive amount
Social Movements: 2017-2018

January 2017
#WomensMarch

February
#ADayWithoutImmigrants

March
#TakeAKnee

October
#MeToo

Feb 2018
#NeverAgain
Match the Social Movement

- Nuclear Non-Proliferation
- Inequality Movement
- Feminist Movement
- Environmental Movement
- Civil Rights Movement
#NeverAgain

• On February 14, a shooting took place at Stoneman Douglas High School in Parkland, Florida.

• 17 students and staff members were fatally shot by a former student, identified as Nikolas Cruz.

• Survivors of the shooting formed a student-led gun control organization to advocate for gun-control regulations.
Leaders of #NeverAgain

Sam Zeif
After exchanging text messages with his brother during the shooting, he has gathered national attention. He has spoken with Trump and advocated for gun control.

Emma Gonzalez
She gave a passionate speech that has led her to debate and question Dana Loesh, a spokeswomen for the NRA.

Cameron Kasky
He coordinated the group text that led to the social movement hashtag #NeverAgain. He has also created the GoFundMe page that has led to nearly $4 million being raised.
March for Our Lives

- On March 24, 2018, walkouts took place throughout the world for March for Our Lives.

**PARKLAND, FLORIDA**
An estimated 20,000 people walked out and participated in protests.

**SEATTLE, TEXAS**
Students barricaded the streets and participated in chants and songs.

**WASHINGTON, D.C.**
Students led a national campaign and protest that surrounded the Capitol Building.
On March 9, Florida politicians passed a bill that imposed a waiting period and raised the minimum age to buy a weapon.

On March 14, nearly a million students across the country left class for the National School Walkout to protest the school-shooting epidemic.

Many companies have cut ties with the NRA and Dick’s Sporting Goods has announced it would stop carrying assault weapons.
In 2010, what social movement impacted multiple nation-states in the Middle East?
The Arab Spring
The Arab Spring
The Youth & The Arab Spring

- Youth make up a large percentage of Egypt’s population
- Many of the youth are educated but not employed
- 2009: youth began to voice protests via social media (Twitter and Facebook)
- Coordinated protests throughout Cairo and other Egyptian cities via online postings
Social Networking in the Arab World

Twitter usage during Egyptian and Tunisian uprisings

- January 25, 2011: Start of popular uprising
- Jan. 26 - Feb. 2: Internet blackout
- March 19, 2011: Constitutional referendum passes with 77.27% majority
- February 10, 2011: President Hosni Mubarak resigns
- February 27, 2011: Prime Minister Mohamed Ghannouchi resigns

Mentions of #jan25 from Egypt
(popular hashtag named for date uprising began)

- January 27, 2011: 19,030
- February 2, 2011: 20,095
- February 3, 2011: 16,294
- February 10, 2011: 25,624
- February 11, 2011: 27,035

Mentions of #sidibouzid from Tunisia
(popular hashtag named for city where uprising began)

- January 12, 2011: 4,347
- January 13, 2011: 7,771
- January 14, 2011: 8,908
- January 15, 2011: 3,992
- February 27, 2011: 6,296

Source: Dubai School of Government
Arab Spring Revolution: Egypt

• Egypt
  • President Hosni Mubarak ruled for over 30 years

• Known to have:
  • Rigged elections
  • Controlled military
  • Outlawed 2 party system
  • Overthrown and imprisoned
  • Released from prison and not persecuted
Face of the Movement: Wael Ghonim

- Google's head of marketing in the Middle East and North Africa
  - Began a Facebook page in response to the death of Khaled Said
  - Imprisoned for two weeks after protest
Discussion

• What impact does social media have in fueling and promoting social movements?
• What was the short term impact of these movements? What were the long term impacts?
• Is social media a tool or a solution?