

SESSION 21

- (1) Digital Activism
- (2) Social Media Revolutions?
- (3) Social Movement Theory - Collective Action – Participation Costs and Affordances
- (4) Organizing with or without Organizations
- (5) Critiqu-ivism – Slacktivism, Security, TD, Online

DIGITAL ACTIVISM

What is it?

How is it different from peer production?

When did it start?

Digital Activism-Social Media Revolutions?



“This [revolution] would not
happen without Twitter”
Wall Street Journal

Technological Determinism or Utopianism?

Digital Activism-Social Media Revolutions?



Social Movement Theory

- Collective Action
 - Olson and Free Rider Dilemma
 - Participation Costs Lowered - Efficiency and Co-Presence
 - Affordances
 - Theory 2.0?



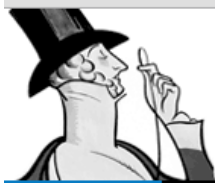
Social Movement Theory

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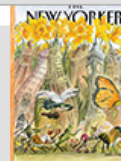


ORGANIZATIONS OR NOT

Organizing with *different* organizations



THE NEW YORKER



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- DAILY SHOUTS
- PAGE-TURNER
- DAILY COMMENT
- ELEMENTS
- AMY DAVIDSON
- JOHN CASSIDY
- BOROWITZ

ANNALS OF INNOVATION

SMALL CHANGE

Why the revolution will not be tweeted.

BY MALCOLM GLADWELL

OCTOBER 4, 2010

- Share 38111
- Tweet 5,408
- +1
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At four-thirty in the afternoon on Monday, February 1, 1960, four college students sat down at the lunch counter at the Woolworth's in downtown Greensboro, North Carolina. They were freshmen at North Carolina A. & T., a black college a mile or so away.



"I'd like a cup of coffee, please," one of the

WELCOME

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- Kelefa Sanneh: Brad Paisley's Awkward and Earnest "Accidental Racist"
- Matt Buchanan: Delete This When You're Done
- Nicholas Thompson: The End of Stanford?
- Matthew J X Malady: Eighteen and Abandoned
- Alan Zweibel: Roger and Me

THE NEW YORKER
DIGITAL



TABLET, MOBILE, AND MORE

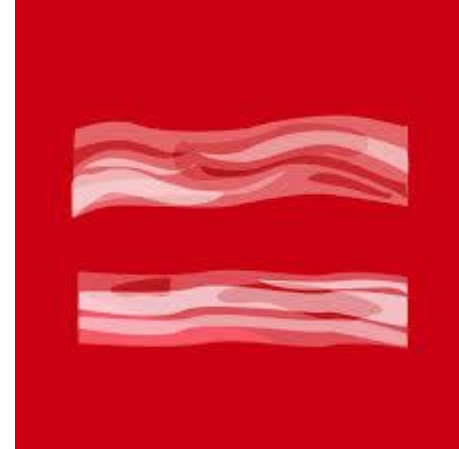
Other Critiques

Slacktivism

Security

Technological Determinism

Digital Divide



SHARE KONY VIDEO



Slacktivism?

“But refusing to acknowledge the Internet’s darker side is like visiting Berkeley, California, cyber-utopian headquarters, and concluding that this is how the rest of America lives as well: diverse, tolerant, sun-drenched, with plenty of organic food and nice wine, and with hordes of lifelong political activists fighting for causes that don’t even exist yet. But this is not how the rest of America lives, and this is certainly not how the rest of the world lives.”

Morozov on Security





THE 20TH
CENTURY
MOVEMENTS

College Democrats
North Carolina

ANY TIME
VISITOR PARKING

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