

Essay on social medias influence in activism and revolution on the world stage

[History](#), [Revolution](#)



Social media continues to change the definition of communication with the number of social networks available now. Facebook and Twitter are just two of the most popular ones that have improved the way information is shared across various parts of the world. Thus, events occurring in one part of the globe become easily accessible and disseminated to thousands of people. Whereas in the past information takes weeks to reach a magnitude of people, now, with a click of a button, awareness of political, social, economic, and entertainment news becomes easy. Because of the ability of news to go viral, activists learned the benefits of using social media to create awareness about their cause, including mobilizing people to act and become vigilant. Social networks are now used as a stage to disseminate information and create awareness about injustices occurring all over the world.

Gladwell (2010) argues that traditional activism and online activism are not the same because social networks such as Facebook are only used as “ tools for building networks, which are the opposite, in structure and character, of hierarchies” (Gladwell), typical of traditional activism. He claims that traditional activism is controlled by a central authority that motivates people to vigilance and action, but Facebook does not do that because people are pushed to action due to a consensus of people in the network and not by a central figure. Thus, Gladwell finds such associations weak and loose (Storck 7).

Rutledge (2010) refutes Gladwell’s claims saying social media has become a key factor to “ changing public awareness, [information dissemination through] word of mouth persuasion, [provided] the increased sense of urgency, and enhanced individual agency” (Rutledge). Events that normally

are televised or printed on newspaper receive immediate focus because through social media, more people are called to action. There is a sense of urgency because of the manner at which news is spread (Kersten).

Regardless of who helped spread the news, as long as it is someone who belongs to one's network of friends, it becomes more powerful because information is not filtered. Social media also has the power to crossover from one media technology to another, which gives it additional influence in circulating information faster, thus, helping further to motivate people to action. Lastly, social media has strengthened peoples' resolve to help and become socially accountable by engaging people to act and help out regardless of the amount of assistance one can offer (El-Naawawy and Khamis). It was able to generate wider support as social media played on emotional acceptance of ideologies and beliefs. Thus, more people are moved to action the same way traditional activism did in the past.

As a result, people who have a common goal are drawn together as they share the same interest and passion for causes that aim to serve the common good of the people. Even governments take advantage of social networking sites when they want to ask for support for campaigns and projects they want to implement. As anyone can create a page on Facebook or a Twitter account, anyone can initiate a movement as long as it gains sympathy or followers from the social media supporters.

Works Cited

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