UNVEILING THE INFLUENCE OF SOCIAL MEDIA ON SOCIAL MOVEMENTS: ANALYZATION, MOBILIZATION, ORGANIZATION, AND OUTCOMES THROUGH CASE STUDIES

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Abstract:

This research delves into the changing interplay between social media platforms and contemporary social movements, aiming to reveal the multifaceted impact of digital communication on mobilization, organization, and ultimate results. Employing a case study approach, the study investigates prominent social movements across diverse geographical and socio-political contexts, analysing how social media platforms shape and influence the path of these movements. The research unfolds by examining the role of social media in the mobilization phase, exploring how online platforms serve as medium for collective action, enabling rapid dissemination of information, fostering solidarity, and amplifying the voices of marginalized groups. Also, the study scrutinizes the organizational dynamics facilitated by social media, scrutinizing the mechanisms through which these platforms contribute to the coordination of activities, resource mobilization, and the establishment of networks that transcend traditional boundaries. Moving beyond the mobilization and organization phases, the research critically evaluates the outcomes of social movements in the digital era. It considers the extent to which social media influences the effectiveness and sustainability of these movements, assessing both the positive and negative consequences. The study also addresses the challenges and ethical considerations associated with the reliance on digital platforms for activism, including issues of misinformation, surveillance, and platform censorship. By synthesizing insights from diverse case studies, this research aims to contribute a nuanced understanding of the intricate relationship between social media and social movements. It provides valuable insights for scholars, activists, and policymakers seeking to comprehend the evolving landscape of contemporary activism in an increasingly digitalized world.

Keywords: Social Media, Social Movements, Activism, Policymakers, Digital Communication, Social Media Influence, Evolution, Challenges, Digital Age, Online Platforms

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Introduction

1.1 Background and Context

This research endeavours to reveal the intricate interplay between social media platforms and contemporary social movements, with a specific focus on discerning the multifaceted impact of digital communication on mobilization, organization, and ultimate outcomes [Snow,2015]. Employing a case study methodology, the study delves into the exploration of influential social movements across varied geographical and socio-political contexts [Li, 2023]. Through this investigation, the research seeks to shed light on the ways in which social mediaplatforms actively shape and influence the trajectories of these movements [Bennett, 2013]. The examination commences by dissecting the role of social media during the mobilization phase, elucidating how online platforms act as catalysts for collective action by facilitating rapid information dissemination, fostering solidarity, and amplifying the voices of marginalized groups [Jiang, 2023]. Also, the research closely examines the organisational dynamics made possible by social media, exploring the ways in which these platforms supportthe organisation of efforts, the mobilisation of resources, and the creation of cross-border networks [Schaaf, 2021]. Beyond the early stages, the study critically assesses the results of social movements in the digital era, determining the degree to which social media affects thesustainability and efficacy of these movements while taking into account both favourable and unfavourable outcomes [Earl, 2011]. Also, the study addresses the challenges and ethical considerations associated with the reliance on digital platforms for activism, including issues of misinformation, surveillance, and platform censorship [Diani, 1992]. By synthesizing insights from diverse case studies, this research aspires to contribute a nuanced understanding of the complex relationship between social media and social movements, offering valuable insights for scholars, activists, and policymakers navigating the evolving landscape of contemporary activism in an increasingly digitalized world [Schaaf, 2021].

In the current era, the role of social media in shaping the dynamics of social movements has

become a focal point of scholarly inquiry, as these digital platforms increasingly play a pivotal role in shaping the narratives, strategies, and outcomes of movements advocating for social change [Bennett, 2013]. The ubiquity and accessibility of social media have transformed the

landscape of activism, offering novel avenues for communication, organization, and mobilization. This study adopts a comprehensive approach by employing case studies that span diverse geographical and socio-political contexts, aiming to capture the nuances of the relationship between social media and social movements [Li, 2023].

The mobilization phase serves as a critical entry point into the study, as it seeks to understand how social media platforms function as catalysts for collective action. Online spaces enable the swift dissemination of information, fostering the rapid creation of a shared consciousnessamong activists and supporters [Jiang, 2023]. This phase is particularly crucial in amplifying the voices of marginalized groups, as social media provides a platform for these voices to be heard, acknowledged, and incorporated into the broader discourse [Snow, 2015].

Beyond mobilisation, the study explores the organisational processes that social media facilitates. The study aims to disentangle the ways in which social media redefines the conventional structures of movement organisation by closely examining the mechanisms through which these platforms aid in the coordination of activities, mobilisation of resources, and establishment of networks [Bennett, 2013]. Digital platforms' capacity to cross institutional and geographic barriers makes it easier to establish worldwide networks, whichin turn helps movements to mobilise resources and support on a never-before-seen scale [Earl, 2011].

Critical to the research is the evaluation of social movement outcomes in the digital age. Understanding the impact of social media on the effectiveness and sustainability of these movements is essential [Snow, 2015]. By assessing both positive and negative consequences, the study aims to provide a holistic view of the outcomes, acknowledging the potential benefits while also addressing the challenges associated with digital activism [Earl, 2011]. Furthermore, the study acknowledges and addresses the ethical considerations and challenges arising from the reliance on digital platforms for activism [Diani, 1992]. Issues such as misinformation, surveillance, and platform censorship are explored, shedding light on thecomplexities and potential pitfalls of navigating the digital landscape for social change [Schaaf, 2021].

In synthesizing insights from diverse case studies, this research aims to contribute a nuanced understanding of the intricate relationship between social media and social movements [Li, 2023]. By doing so, it seeks to offer valuable guidance for scholars, activists, and policymakers navigating the ever-evolving terrain of contemporary activism in an increasingly digitalized world. Ultimately, the study aspires to contribute to the broader discourse on the transformative potential and ethical dimensions of utilizing social media as a tool for social change [Bennett, 2013].
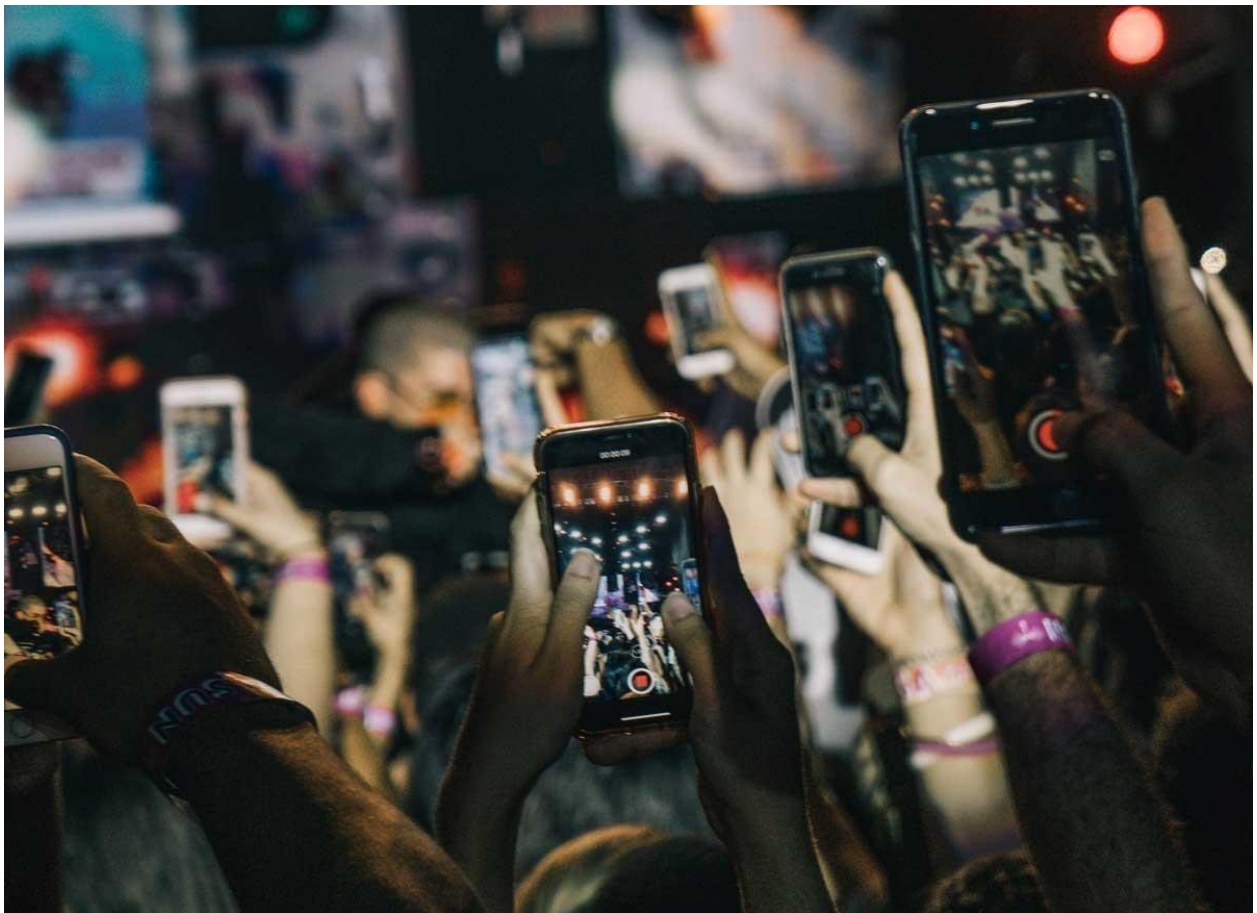
Figure 1: Social Movement in Digital age

1.2　Aim of the study

This research aims to comprehensively investigate and analyze the dynamic interplay between social media platforms and contemporary social movements. The primary objective is to unveil the multifaceted impact of digital communication on the entire lifecycle of social movements, with a specific focus on mobilization, organization, and outcomes. Through the employment of a case study approach, the research seeks to provide a nuanced understandingof how social media shapes and influences the trajectories of prominent social movements across diverse geographical and socio-political contexts. The objective is to provide scholars,activists, and policymakers with useful insights by investigating the function of social media in the mobilisation phase, closely researching organisational dynamics, and critically evaluating movement outcomes in the digital age. By discussing the advantages and disadvantages of using digital platforms for social change, as well as the difficulties and moral dilemmas that come with them, the research hopes to contribute to the emerging field of modern activism.In the end, the study seeks to improve understanding of the complex interplay in a world going moredigital between social media and social movements.

1.3 Objectives of the study

The objectives of this research are listed below:

- To study how social media platforms drive collective action during mobilization, specifically examining their role in disseminating information, fostering solidarity, and amplifying marginalized voices.

- To assess how social media enables organizational dynamics, focusing on coordination, resource mobilization, and cross-boundary network establishment.

- To evaluate the digital age outcomes of social movements, critically assessing the impact of social media on effectiveness and sustainability, and analyzing both positive and negative consequences in movement strategies.

- To use case studies globally, exploring various social movements, to understand the relationship between social media and collective movements comprehensively.

1.4 Significance of the study

There are important ramifications of this research for academics, activists, and legislators. Through a thorough analysis of the relationship between social media and social movements,it provides insightful information about how digital communication influences modern activism. The study's conclusions can help develop methods for efficiently using social mediato plan movements, organise them, and assess their results. Moreover, by addressing ethical considerations and challenges associated with digital activism, the research contributes to the broader discourse on the transformative potential and ethical dimensions of utilizing social media for social change.

1. **Scholars**: For researchers in fields such as sociology, communication studies, and political science, this study provides a comprehensive analysis of the interplay between social media and social movements. It offers theoretical frameworks and empirical

evidence to deepen understanding of how digital platforms shape mobilization, organization, and outcomes of movements. Scholars can use these insights to further explore the complexities of digital activism and contribute to academic discourse on the subject.

2. **Activists**: The study's findings offer practical guidance for activists seeking to leverage social media effectively in their advocacy efforts. By understanding the mechanisms through which social media facilitates collective action, activists can develop strategies to reach broader audiences, mobilize support, and amplify their messages. Additionally, addressing ethical considerations helps activists navigate challenges such as misinformation and platform censorship, ensuring their activism remains ethical and impactful.

3. **Policymakers**: Policymakers can benefit from the study's insights when formulating regulations and policies related to digital communication and activism. Understanding the transformative potential and ethical dimensions of utilizing social media for social change allows policymakers to develop frameworks that balance freedom of expression with the need to address issues like online misinformation and privacy concerns. Policymakers can also use the research to support initiatives that promote digital literacy and responsible online activism.

1.5   Summary

The research aims to explore the complex relationship between social media platforms and contemporary social movements, focusing on how digital communication influences mobilization, organization, and outcomes. Using a case study methodology, the study delves into influential social movements across diverse geographical and socio-political contexts. It begins by examining the role of social media during the mobilization phase, highlighting its role in disseminating information, fostering solidarity, and amplifying marginalized voices. The research then investigates the organizational dynamics facilitated by social media, exploring how these platforms contribute to coordination, resource mobilization, and the establishment of global networks. It critically evaluates the outcomes of social movements in the digital age, considering both positive and negative consequences, and addressing ethical challenges suchas misinformation and platform censorship. By synthesizing insights from diverse case studies, the research aims to offer valuable guidance for scholars, activists, and policymakers navigating
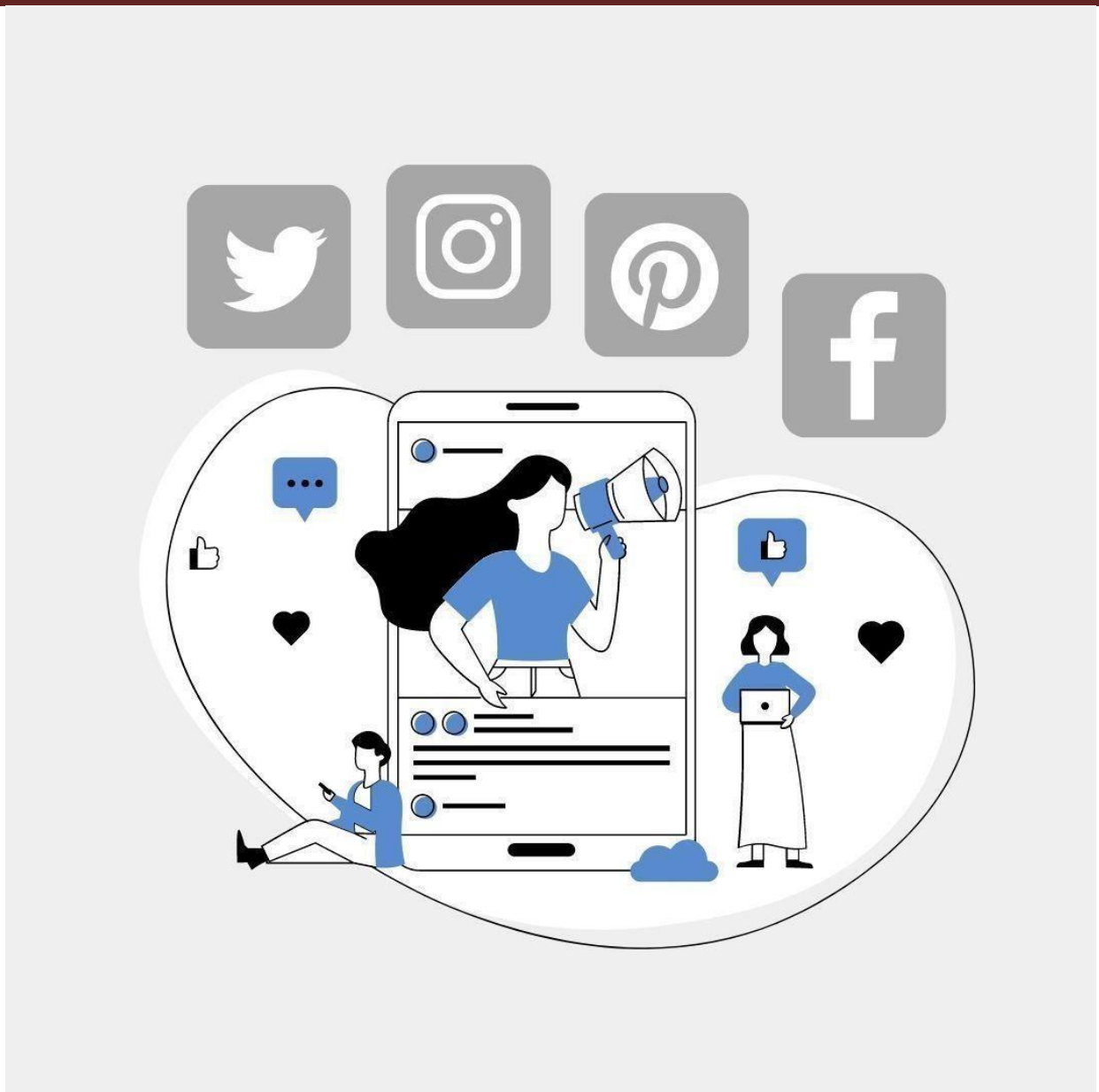
contemporary activism in an increasingly digitalized world.

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Figure 2 Social movement integration with Social Media

2. Review of Literature

2.1   Dynamics of Social Movements

1. The complex dynamics of social networks and their function in social movement recruitment were examined in [Snow, Zurcher, and Olson, 2015]. The authors examine how people become active in activism through their social connections using a microstructural perspective. They investigate the varying patterns of recruitment within networks, highlighting the influence of interpersonal connections, common beliefs, and network architecture on people's decisions to engage in social movements. The paper sheds light on the intricate interactions between social networks and collective action, providing insightful comprehension of the subtle dynamics that underpin individual mobilization within social movements.

2. Analyzing the term's theoretical underpinnings and historical development, [Diani, 1992] provided a sophisticated comprehension of the complex and dynamic character of social movements. The author looks at the different aspects of these collective acts, such as their objectives, networks that support mobilization, and organizational structures. Diani challenges oversimplified classifications in his work, emphasizing the value of appreciating the diversity and complexity present in social movements. The paper advanced our theoretical understanding of this sociopolitical phenomena by providing a careful and thorough study, which made a substantial contribution to the academic conversation on social movements.

3. Using a case study methodology, [Jiand and Xu, 2023] examined the tweets related to the co-hashtags #BlackLivesMatter and #StopAsianHate. The study investigates the patterns and connections within the discourse using coherency network analysis, providing insights into the connections between themes and emotions in these social media discussions. The research offers a detailed view of the textual dynamics by focusing on two prominent social movements.This helps to illuminate how online conversations develop, unfold, and potentially intersect with other movements. By providing a methodology and insights that can improve our understanding of the intricacies within social media conversations surrounding significant societal concerns, the essay advances the field of digital discourse analysis scholarship.

4. The dynamics of social media mobilization in the context of protest movements were examined by Schaaf and Quiring 2021]. The study looked at how these movements adjust to the particular logic and difficulties that social media platforms provide. Schaaf and Quiring investigate how

social media can't support long-term organizing and mobilization, taking into account things like users' short attention spans on these platforms and message control concerns. In order to explain how protest movements deal with the challenges presented by the digital environment, the research digs into empirical data and case studies. This provides insights into the intricate relationship that exists between social media dynamics and the long-term viability of activism. The article contributes to a nuanced understanding of the role of social media in shaping contemporary protest movements and highlights the need for movementsto adapt strategies that align with the unique characteristics of these platforms.

5. The use of digital platforms like Facebook, Twitter, and Instagram as essential instruments for social activism and group mobilization was examined by [Kidd & McIntosh, 2016]. In this book, the creation, organization, and distribution of information within modern social movements are examined in relation to social media. Kidd and McIntosh examine how digital technologies affect the dynamics of activism, highlighting how social media may strengthen the voices of the oppressed, encourage communication among activists, and influence the stories that social justice movements tell. The study offered a thorough analysis of the way social media has changed and continues to shape the terrain of social movements in the twenty-first century.

6. Using the perspective of a Guatemalan justice movement, [Harlow, 2011] examined the connection between social media and social movements. The study primarily looked at how Facebook helped Guatemalan social justice movements move from online activism to offline mobilization and acted as a bridge throughout this shift. It looks into how the movement's goals were organized, coordinated, and amplified with the help of social media, especially Facebook. The research highlights the connections between virtual and physical locations in the context of social movements by shedding light on the dynamics of how online platforms can work as catalysts for activism in the real world through the focus on a particular case study. The study contributes valuable insights into the transformative potential of social media in bridging the gap between online discourse and tangible, on-the-ground social change efforts.

7. In a variety of geographic and cultural contexts, [Rosa, 2014] investigated the dynamics and effects of social media on collective action. He investigated the role that digital technologies

play in the globalization, organization, and success of social movements. The study probably covers the various ways that social media helps activists coordinate, communicate, and mobilize as well as how it influences the stories these movements tell and how they turn out globally.

The work of Amaro La Rosa (2014) probably provides insights into the universal and cross-cultural features of the link between social media and social movements because of its wide and inclusive approach.

8. In a computer analysis, [Ponnam, Gillham, Edwards & Johnson, 2023] investigated how social media, particularly Twitter, affected the Occupy Wall Street movement. The study most likely used computational techniques to examine the enormous amount of tweets pertaining to the movement in an effort to identify trends, opinions, and important elements in the online conversation. The writers most likely intended to shed light on how social media sites,especially Twitter, influence and mirror the dynamics of modern social movements by

   concentrating on the Occupy Wall Street movement. The study might investigate the ways in which social media conversations facilitate the mobilization, communication, and overall influence of a grassroots movement. This would provide insightful insights into the ways in which digital technologies and activism intersect in the twenty-first century.

2.2 Impact of Social Media on Activism and Mobilization

9. The complex process of conspiracy theory generation on social media was examined by [Li, David, Tan, Fu, and Lim, 2023]. The authors examine the dynamics and patterns that underlie the formation and spread of conspiracy theories using discourse analysis. They investigate how online conversations influence and magnify these stories, illuminating the processes by which these hypotheses become popular. With insights that are relevant for tackling disinformation and improving digital literacy in the modern information landscape, the study advances our understanding of the relationship between social media platforms and the spread of conspiracy theories.

10. The revolutionary impact of digital media on the dynamics of contested politics was investigated by [Bennett and Segerberg, 2013]. The term "connective action" is introduced by the authors to describe how people use digital platforms for issue-based and customized mobilization. They contend that the transition from conventional models of collective action to more networked and decentralized forms of activism is facilitated by social media. The book emphasizes the role of individualized communication and horizontal linkages in developing modern political movements by using case studies and empirical analysis to show how digital technologies enable people to participate in politically significant activities. Bennett and Segerberg advanced our knowledge of the changing character of political engagement in the digital era by exploring the ramifications of this change.

11. The nature of social movements and activism has changed as a result of the internet and digital tools, as explored by [Earl and Kimport, 2011]. They investigate how new kinds of communication, mobilization, and collective action are made possible by digital platforms. The book sheds light on the dynamics of online organizing, networked activism, and the role of social media in influencing current social change initiatives. It also offers insights into the opportunities and problems presented by the digital era for activists. The writers provided a thorough analysis of the changing tactics and practices in the field of digitally enabled social change through case studies and empirical analyses, which helped to clarify the complex relationship between activism and technology.

12. An experimental conceptual model was presented by Soares and Joia (2015) to comprehend the impact of social media on social movements. The goal of the research is to provide a framework

that thoroughly analyzes the intricate relationships that exist between social media and the different phases of social movements. The writers explore how social media platforms affect the formation, structure, and influence of modern social movements. The conceptual model clarified the complex relationships between digital technology and collective action by taking into consideration elements like communication patterns, information diffusion, and network structures. Through the proposal of this model, Soares and Joia provide academics and researchers with a framework to methodically examine and understand the complex interactions between social media and the development of social movements in the contemporary day.

13. The study conducted by [Brünker, Wischnewski, Mirbabaie, and Meinert, 2020] aimed to examine the function of social media, specifically Twitter, within the framework of the #MeToo movement. This study looks at the dynamics of social media participation during the #MeToo movement, particularly on Twitter. It sheds insight on the ways in which this platform has been used for activism, mobilization, and discourse around sexual harassment and assault. The authors most likely examine communication patterns, information dissemination, and user interactions during this social movement, offering insightful analyses of the various ways social media platforms influence and magnify discussions surrounding significant social issues such as the #MeToo movement.

2.3 Ethical and Moral Considerations in Online Activism

14. The ethical aspects and ramifications of social media's influence on modern social movements were investigated by [Febrianto, 2022]. In his investigation of how digital platforms affect the moral foundation of social activity, he takes up questions of justice, truth, and the moral obligations of activists operating online. The study explores the possible advantages and disadvantages of movements propelled by social media, providing light on the ethical principles that guide these initiatives. The paper adds to a better understanding of the ethical potential and problems presented by the convergence of technology, social media, and collective action by analyzing social movements via a social moral lens.

2.4   Intersection of Social Work and Digital Platforms

15. The impact of social media on advocacy tactics, community participation, and information dissemination was examined in [Karki, 2024] as researchers examined how social workers use digital platforms to advance social justice issues. He elucidated the possible advantages and obstacles linked to the incorporation of social media in social work practice, stressing its function in magnifying the voices of underrepresented groups, creating consciousness, and cultivating cooperation. Through a modern knowledge of how social media can be used as a potent weapon for advocacy and social justice within the field of social work practice, the research adds significant insights to the nexus between social work and technology.

2.5 Media Influence on Social Movements

16. The intricate relationship between media and social movements in modern society was probably examined by [Rohlinger, 2022]. Her study may look into how different media, including traditional and digital platforms, affect public discourse, enlist activists, and frame the story of

social concerns in order to impact the dynamics of social movements. Rohlinger is likely to add to our knowledge of the dynamic link between media and collective action in the contemporary socio-political environment by offering insights into the role media plays in both supporting and undermining social movements.

2.6 Conceptual Models and Frameworks for Understanding Social Media and Social Movements

17. The transformative effect of social media on the character and ontology of social movements was studied by [Cammaerts, 2021], especially in relation to what he refers to as the "new-new social movements." The study investigated whether and to what extent social media platforms are changing the core principles of social movements. Considering the ramifications of these developments for the definition and understanding of what defines a social movement, Cammaerts likely examines the role of digital technology in changing the organization, communication, and goals of modern social movements. His work raises important questions regarding the nature and traits of social movements in a society increasingly shaped by online connectivity and communication technology, which is likely to add to the continuing conversation about the changing dynamics of activism in the digital era.

18. With an emphasis on the relationship between social media use, social capital, and people's aspirations to join social movements, [Hwang & Kim, 2015] examined the function of social media as a tool for social movements. The study investigates the relationship between social media participation and the growth of social capital and how this relationship impacts people's propensity to engage in group social action. The authors hope to further our understanding of the ways in which digital communication technologies influence social movement dynamics by examining these links. The study shed light on the intricate relationships that exist between social capital development, online connections, and the desire to actively participate in social movements. It also provided insights into the various ways that social media influences modern collective action

2.7 Literature gap

Even though the thorough literature evaluation offers a thorough summary of the intricate connection between social media and social movements, the body of available research highlights some study gaps. Firstly, more in-depth research is still required to fully understand the specific ways that Facebook and Twitter, for example, contribute to these processes, even if the significance of social media in the planning, mobilisation, and evaluation of social movement outcomes has been acknowledged. Although social media's wider effects are emphasised in the literature review, particular insights into the platform-specific mechanisms influencing movement dynamics are lacking.

Second, the review discusses ethical problems with digital activism, such as censorship on platforms, spying, and disinformation. But there is still a need for a deeper examination of the moral conundrums and ethical issues activists face in the digital age, especially in light of the shifting cultural and sociopolitical environments. For both academics and practitioners, knowing how activists handle ethical dilemmas when using social media for social change can be very helpful. Further, the majority of the work that is currently available emphasises how social media may strengthen connectivity and give voice to underrepresented groups. There is a dearth of critical analysis about the constraints and disadvantages of digital activism, particularly situations in which social media mobilisation fails or has unanticipated consequences. It is imperative to tackle these constraints in order to cultivate a more equitable and pragmatic comprehension of the possibilities and drawbacks of social movements led by social media.

Lastly, while several studies touch upon the global nature of social media's influence on social movements, there is a need for more in-depth cross-cultural analyses. Understanding how social media operates within different cultural contexts, and how activists adapt their strategies accordingly, can contribute to a more nuanced understanding of the universality or specificity of the impact of digital platforms on collective action.

To sum up, filling in these research gaps would improve our understanding of the complex relationships that exist between social media and social movements. This would hel scholars, activists, and policymakers make more informed decisions about how to navigate the changing terrain of modern activism in the digital age.

3. Methodology

To be able to fully comprehend the phenomenon, a mixed methods research design that combines qualitative and quantitative methods is suggested for examining the topic "Unveiling the Influence of Social Media on Social Movements: Analysing Mobilisation, Organisation, and Outcomes through Case Studies." To investigate the intricate dynamics of social media's impact on specific social movements, in-depth qualitative case studies will be conducted; a range of case selections will be made to offer a nuanced viewpoint. Methods such as interviews, focus groups, and content analysis of social media posts will be employed to gather rich qualitative data from key stakeholders, activists, and participants. Quantitatively, an online questionnaire has gathered numerical data and insights on public perceptions and opinions and collect quantitative data on broader patterns and trends related to social media's influence on social movements. Participants in various movements will be asked to complete surveys in order to gather information on many topics, including the frequency of social media usage, the types of content shared, and the perceived outcomes. In order to uncover recurrent themes, correlations, and patterns in the data, data analysis will include thematic analysis for qualitative data and statistical analyses for quantitative data. This will provide insights into the ways in which social media influences the mobilisation, organisation, and results of social movements. Integration of qualitative and quantitative findings through triangulation will enhance the validity and reliability of the study's conclusions. To guarantee that ethical standards are upheld, ethical factors such as informedpermission, privacy, and confidentiality will be given top priority throughout the research process. This mixed methods approach offers a complete analysis of the multifaceted impact of social media on social movements, providing a comprehensive understanding through the integration of personal experiences with bigger trends.

The sampling method which is used is probability sampling method with lottery method for collecting the data.

Data collection - The data collection plan for the mixed methods research design on "Unveiling

the Influence of Social Media on Social Movements: Analyzing Mobilization, Organization, and Outcomes through Case Studies" involves a dual approach, incorporating both qualitative and quantitative methods to capture the multifaceted nature of the phenomenon. Qualitatively, in-

depth interviews will be conducted with key stakeholders, activists, and participants from various social movements affected by social media, aiming to explore their experiences, motivations, and perceptions concerning the role of social media in mobilization, organization, and outcomes. Also, group thoughts will be facilitated through focus group discussions, and pertinent content will be methodically coded and categorised through content analysis of social media posts. On the quantitative front, questionnaires covering topics including social media usage trends, engagement frequency, content types shared, and perceived activism outcomes will be given to a representative and diverse sample of participants in various socialmovements. The reach and impact of social media activity can be measured quantitatively byanalysing metrics such as followers, likes, shares, and comments. The participant observationmethod will also be utilized to monitor and record real-time online activities of social movement participants. Throughout the process, ethical considerations, including obtaining informed consent, ensuring confidentiality, and maintaining transparency, will be prioritizedto uphold ethical standards in data collection and analysis. This integrated and comprehensive mixed methods approach aims to provide a holistic understanding of the influence of social media on social movements by combining qualitative depth with quantitative breadth

4. Case Studies

4.1 Black Lives Matter

In an effort to fight racism and anti-black violence, especially when it manifests itself in the form of police brutality, an international social movement known as Black Lives Matter was established in the US in 2013. Black Lives Matter is an advocacy group that calls for the sa,e value of Black People's lives and humanity to that of white people. It accomplishes this by protesting the disproportionate number of black persons killed by police throughout thecountry. Large-scale, well attended protests have been staged by BLM activists both domestically and abroad. Black lives matter is a decentralized grassroots movement driven by local activists who set up their own campaigns and initiaztives. The chapters are connected to the nonprofit civil rights group Black Lives Matter Global Network Foundation, which operates in the US, Canada and the UK.

After George Zimmerman was found not guilty in the shooting death of Trayvon Martin in 2013, the Black Lives Matter (BLM) movement was born. It gained strength in the wake of other high-profile incidents, such as the shooting deaths of Eric Garner in New York City and Michael Brown in Ferguson. BLM, which has its roots in direct action and grassroots organising, has developed into a decentralised movement that promotes awareness of racial injustice, police brutality, and systematic racism. BLM has successfully spread its message and coordinated protests via social media sites like Facebook, Instagram, and Twitter by using hashtags like #BlackLivesMatter. Social media has been pivotal in galvanizing global support for BLM, facilitating the rapid dissemination of information and connecting activists worldwide.

Also, social media sites like Twitter and Instagram have been vital resources for recording incidents of police brutality, holding offenders responsible, and encouraging the mainstream

media to give racial injustice a greater voice. BLM's deliberate use of social media has had a

huge impact on tackling racial injustice both domestically and globally. It has not only spurred

large-scale protests and policy reforms, but it has also transformed public conversation and prompted real improvements in policing techniques.

it's important to note its influence on cultural shifts and community empowerment. BLM has fostered a sense of solidarity among marginalized communities, particularly within the Black diaspora, encouraging individuals to assert their rights and demand accountability from institutions. Beyond organizing protests and advocating for policy changes, BLM has prompted broader discussions about privilege, allyship, and the intersections of race with other forms of oppression, such as gender and class.

One notable aspect of BLM's strategy is its emphasis on intersectionality, acknowledging that issues of racial injustice are intertwined with other social inequalities. By centering the experiences of marginalized groups, including Black women, LGBTQ+ individuals, and people with disabilities, BLM has broadened its appeal and strengthened its coalition-building efforts. This inclusive approach has enabled BLM to address a diverse range of social issues, from mass incarceration and economic disparities to environmental racism and healthcare inequities.

Moreover, BLM's impact extends beyond traditional activism to encompass cultural production and media representation. The movement has inspired artists, writers, musicians, and filmmakers to create works that challenge dominant narratives and amplify marginalizedvoices. Through art, literature, and film, BLM has sparked conversations about the legacy of slavery, the persistence of systemic racism, and the need for collective healing and reconciliation. The support for BLM often broke along political-affiliation and racial or ethniclines. Notably, African Americans and other minorities (such as Japanese-Haitian tennis star Naomi Osaka) tended to show the most support, while whites showed the least (often less than 50 percent). The division was even more dramatic between political parties: few Republicans expressed support for BLM, in contrast to the vast majority of Democrats. Criticsof BLM made various claims, from maintaining that systemic racism does not exist in the United States to alleging that BLM encouraged violence against police. In response to BLM, opposition groups formed, including Blue Lives Matter, which supports law enforcement, andWhite Lives Matter, formed

by white nationalists.

BLM has also sparked reforms in the business and institutional domains; as a result of public pressure, some organisations have reevaluated their diversity and inclusion policies. Businesses and organisations have been forced to face their role in the continuation of racialinequality and take concrete action towards real change, from corporate declarations of sympathy to efforts targeted at diversifying leadership roles.

In the realm of education, BLM has influenced curriculum development and pedagogical practices, prompting discussions about race and social justice in classrooms across the globe. Educators have incorporated BLM themes into their teaching materials, fostering critical thinking skills and empowering students to challenge injustice in their communities.

All things considered, the Black Lives Matter movement has sparked a profound change in public perception, upending entrenched power systems and changing the terrain of social activity. Millions of people have been inspired to demand structural change and imagine a more equitable future by BLM, who has also increased awareness of racial injustice through the use of social media, grassroots organising, and artistic output.

Figure 3 Black Lives Matter

4.2   Me Too Movement

The movement is credited with giving visibility to the scope of sexual violence within the United States and across the world. It is also defined by a push for accountability, including examining power structures in the workplace that had enabled misconduct, and, in some cases, renewed efforts to seek justice for survivors through criminal and civil court systems. In the first year of the movement, numerous prominent men lost their jobs after they were publicly accused of wrongdoing.

Since then, the Me Too movement's legacy has broadened to encompass issues related to gender equity in the workplace and legal reforms to eliminate barriers that had prohibited victims from coming forward. Some U.S. states have since abolished statutes of limitations for reporting sexual crimes and banned nondisclosure agreements (NDAs) that aimed to keep misconduct allegations from the public's view. The movement has also led to changes in the workplace and society at large through the implementation of greater safeguards and educational tools that aim to change behaviour in future generations.

The term "Me Too" was first coined by activist Tarana Burke in 2006 to draw attention to the widespread problem of sexual assault and harassment, which disproportionately affects women of colour. This is where the Me-Too Movement got its start. Nevertheless, the movement didn't really take off until 2017 thanks to the hashtag #MeToo going widespread on social media sites. Three main goals of the movement are to challenge the culture of rape,demand accountability from those who commit crimes, and empower survivors. For survivors, social media is an essential tool for sharing their stories, connecting with like-minded individuals, and advocating for structural change. The impact of the Me-Too Movement has been profound, leading to the exposure and downfall of numerous powerful figures accused

of sexual misconduct. Beyond individual accountability, the movement has sparked crucial conversations about consent, workplace harassment, and gender equality, resulting in tangible policy reforms, corporate accountability measures, and broader cultural shifts. The strategic use of hashtags like #MeToo on platforms such as Twitter, Facebook, and Instagram has amplified survivor voices, broken the silence surrounding sexual violence, and catalyzed a global reckoning with the issue, ultimately reshaping societal attitudes and behaviors.

It's essential to highlight its role in challenging power structures and fostering cultural change. Beyond holding individual perpetrators accountable, the movement has prompted a reevaluation of societal norms and institutions that perpetuate sexual violence and gender inequality.

The Me Too movement places a strong emphasis on intersectionality, acknowledging that experiences of sexual harassment and assault are influenced by a range of factors including sexual orientation, colour, class, and disability. Me Too has brought attention to the special vulnerabilities experienced by women of colour and LGBTQ+ people and emphasised the necessity for an inclusive approach to combatting sexual abuse by elevating the voices of marginalised communities.

Also, the Me Too movement has sparked a broader cultural reckoning with notions of masculinity, power, and consent. By challenging entrenched beliefs about gender roles and entitlement, Me Too has encouraged individuals of all genders to reflect on their own behavior and relationships, fostering healthier dynamics built on respect and mutual consent.

Me Too has had a significant impact on individual interactions as well as institutional contexts including the criminal justice system, businesses, and institutions. While legislative reforms have attempted to bolster legal safeguards and improve access to justice for victims of sexual abuse, many businesses and organisations have developed new policies and procedures to prevent harassment and help survivors.

Furthermore, the Me Too movement has inspired grassroots activism and community

organizing efforts aimed at addressing the root causes of sexual violence. From local support

groups to national advocacy campaigns, Me Too has mobilized a diverse coalition of individuals and organizations committed to ending rape culture and promoting gender equity.

When everything is considered, the Me Too campaign marks a turning point in the struggle against gender-based discrimination and sexual assault. Me Too has created a global movement for change that continues to influence discussions and laws pertaining to sexual assault and harassment by elevating the voices of survivors, questioning social norms, and demanding accountability from those in positions of authority.

'

Figure 4 : MeToo Movement

4.3 Climate Activism

Climate activism encompasses a diverse array of movements and organizations advocating for urgent action to address the escalating threat of climate change. From grassroots activists to youth-led initiatives like Fridays for Future and international campaigns such as Extinction Rebellion, climate activism embodies a multifaceted approach to tackling one of the most pressing challenges of our time. Utilizing a variety of tactics including protests, strikes, lobbying efforts, and direct action, climate activists leverage social media platforms as powerful tools for raising awareness, mobilizing supporters, and exerting pressure on governments and corporations to implement meaningful climate solutions. This strategic useofsocial media has played a pivotal role in amplifying the voices of climate activists, enabling them to reach global audiences and galvanize a collective movement for climate action. Hashtags like #ClimateStrike, popularized by initiatives such as Fridays for Future, serve as rallying cries for mobilizing supporters and disseminating vital information about the climate crisis. Through social media, climate activists have not only increased public awareness of environmental issues but also influenced government policies and pressured corporations to adopt more sustainable practices. Moreover, platforms like Twitter, Facebook, and Instagram have facilitated the sharing of scientific research and climate-related news, contributing to a broader understanding of the urgency and importance of addressing climate change. In essence,social media has emerged as a powerful tool for driving climate activism forward, fostering global solidarity, and catalyzing transformative action towards a more sustainable and resilientfuture.

It's important to highlight the diversity of actors and strategies within the movement. Climate activism encompasses not only organized protests and campaigns but also a wide range of community-based initiatives, educational programs, and policy advocacy efforts.

One key aspect of climate activism is its emphasis on intergenerational collaboration and youth leadership. Initiatives like Fridays for Future, founded by Greta Thunberg, have mobilized young people around the world to demand climate action from policymakers and challenge the status quo. By centering the voices and experiences of youth, climate activism has injected a sense of urgency and moral clarity into the discourse surrounding climate

change, compelling decision-makers to prioritize the long-term well-being of future generations.

Moreover, climate activism operates at multiple scales, from local grassroots movements advocating for renewable energy transitions and environmental justice to international campaigns pushing for ambitious climate agreements and emissions reductions targets. This multi-level approach allows activists to target specific issues and stakeholders while also leveraging global solidarity and collective action to drive systemic change.

In addition to traditional forms of protest and advocacy, climate activism increasingly incorporates innovative tactics and technologies to engage diverse audiences and amplify its message. From creative art installations and social media campaigns to hackathons and citizen science projects, activists are finding new ways to raise awareness, build community, and mobilize support for climate action.

Furthermore, climate activism intersects with other social justice movements, recognizing the interconnectedness of environmental issues with issues such as racial justice, economic inequality, and indigenous rights. By adopting an intersectional approach, climate activists seek to address the root causes of environmental degradation while also promoting equity, justice, and solidarity across diverse communities.

Overall, climate activism represents a dynamic and evolving movement that is reshaping public discourse, influencing policy decisions, and inspiring collective action on a global scale.By harnessing the power of grassroots mobilization, digital communication, and strategic advocacy, climate activists are driving momentum towards a more sustainable and equitable future for all.

Figure 5 Climate Activism

4.4   Arab Springs

A wave of pro democracy demonstrations and upheavels known as the " Arab Spring" began throughout the middle east and North Africa in 2010 and 2011, upending some of her region's most firmly established authoritarian regimes. The wave started when protests in Tunisia and Egypt toppled their regimes in quick succession, inspiring similar attempts in other Arab countries.

The Arab Spring, which began in late 2010 and spread throughout the Middle East and North Africa, is a pivotal period in modern history marked by a wave of pro-democracy uprisings and revolutions. Mohamed Bouazizi's self-immolation in Tunisia started the protests, which swiftly expanded to Egypt, Libya, Syria, and Bahrain. The Arab Spring demonstrated the strength of grassroots movement and the catalytic influence of internet technology. It was driven by complaints about political repression, economic disparity, corruption, and a lack of political liberties. Social media sites like Facebook, Twitter, and YouTube have become indispensable resources for planning demonstrations, spreading news, and galvanising large-scale movements. Activists utilized these platforms to bypass government censorship, connect with like-minded individuals, and coordinate logistics for large-scale demonstrations. Social media played a pivotal role in bringing global attention to the aspirations of pro-democracy movements in the region, sparking solidarity protests worldwide. However, the impact of social media on the long-term outcomes of the Arab Spring remains a topic of debate. Whileit initially fostered optimism for democratic reform and led to the overthrow of authoritarianregimes in Tunisia, Egypt, and Libya, subsequent political instability and violence in other countries raised questions about the sustainability of democratic transitions. Nevertheless, the Arab Spring demonstrated the transformative potential of grassroots activism and the enduring influence of digital technologies in shaping political landscapes and challenging entrenched power structures in the 21st century.

It's essential to explore the broader socio-political implications of the uprisings and the subsequent challenges faced by the region. One key aspect is the complex interplay between popular mobilization, state repression, and external interventions, which has shaped the trajectory of post-revolutionary transitions in countries like Egypt, Libya, and Syria.

For example, in Egypt, the immediate joy that followed President Hosni Mubarak's overthrow gave way to a protracted power struggle involving rival political factions, such as the military, Islamist organisations, and secular demonstrators. The repression of dissent and the military's subsequent return to power highlighted the durability of authoritarian structures and the limits of popular mobilisation in bringing about long-lasting democratic change.

In Yemen, where the first protests appeared in late January 2011, Pres. Ali Abdullah Saleh's base of support was damaged when a number of the country's most powerful tribal and military leaders aligned themselves with the pro-democracy protesters calling for him to stepdown. When negotiations to remove Saleh from power failed, loyalist and opposition fightersclashed in Sanaa. After being hurt in a bombing, Saleh departed Yemen in June to obtain medical attention, giving the opposition hope that a transition would soon start. However, four months later, Saleh unexpectedly returned to the nation, further escalating the ambiguity and turmoil surrounding Yemen's political future. Saleh signed a deal in November 2011 thatwas brokered internationally and called for the vice president, Abd Rabbuh Mansur Hadi, to take over the presidency gradually. As per the deal, Hadi became the sole candidate in a presidential election held in February 2012, at which point he officially became the presidentand gained control of the government. However, Hadi's government was unable to keep thingsstable or ameliorate the situation, leading to armed conflict and revolt that, in 2014, turned into a civil war.

Similar to this, the removal of long-reigning autocrats in Libya and Syria led to bloody clashes and humanitarian disasters that were exacerbated by rivalries within the area, external interventions, and internal power struggles. The breakdown into civil war and the emergenceof extremist organisations like ISIS, despite the hopes of pro-democracy activists, brought tolight the difficulties in establishing inclusive and stable political systems in environments characterised by enduring sectarianism and geopolitical tensions.

Moreover, the Arab Spring exposed the vulnerabilities of digital activism in the face of state

surveillance, cyberattacks, and online disinformation campaigns. Governments across the region have increasingly adopted repressive measures to control the flow of information, monitor online activities, and suppress dissent, leading to the arrest, harassment, and censorship of activists and journalists.

Nevertheless, the Arab Spring also catalyzed broader societal changes, including shifts in political consciousness, increased civic engagement, and greater demands for accountability and transparency. Despite setbacks and ongoing repression, grassroots movements and civil society organizations continue to mobilize for change, utilizing both digital and traditional forms of activism to advance human rights, social justice, and democratic governance.

In the final analysis, there are still disagreements concerning the Arab Spring's legacy,including how it affected local politics, the influence of outside parties, and the likelihood of democratic reform. The underlying issues that spurred the initial wave of revolutions have notgone away, highlighting the incomplete character of the Middle East and North Africa's quest for social and political reform.

Figure 6 Arab Springs

4.5   Farmer's Protest

The **2020–2021 Indian farmers' protest** was a protest against three farm acts that were passed by the Parliament of India in September 2020. The acts, often called the Farm Bills,[24] had been described as "anti-farmer laws" by many farmer unions,[25][26] and politicians from the opposition who said that it would leave farmers at the "mercy of corporates" since the farmer-trader disputes were taken to SDM instead of judiciary

Thousands of farmers are mobilising in India as part of the ongoing Farmer's Protest against three controversial agricultural regulations that the government adopted in September 2020,a move that has drawn international attention. Farmers are worried about being exploited and having their livelihoods taken over by corporations as a result of these legislation that deregulation of agriculture markets aims to achieve. The demonstrations, which have mostly focused on Delhi's boundaries, have united farmers from various agricultural regions and crops, underscoring the severity and scope of the nation's agrarian suffering. Social media hasbecome a very useful tool for planning protests, spreading the word, and gaining support from people both locally and abroad. Social media services like Facebook, WhatsApp, and Twitter have been crucial in spreading information from protest locations and fostering unity. Hashtags such as #FarmersProtest and #StandWithFarmers have amplified the farmers' demands and drawn attention to their cause on a global scale. Moreover, social media has provided a platform for farmers to counter government narratives, document instances of police violence, and address media censorship during the protests. As negotiations between farmers and the government continue, the Farmer's Protest underscores deep-rooted concerns within India's agricultural sector and the significant role of social media in amplifyinggrassroots movements and fostering global solidarity for farmer rights and agrarian justice.

it's crucial to delve into the historical context and systemic issues driving agrarian discontentin the country. India's agriculture sector, characterized by smallholder farmers and fragmented landholdings, has long grappled with challenges such as low productivity, inadequate infrastructure, and fluctuating market prices. The introduction of the three farm laws, which

seek to liberalize agricultural trade and facilitate private investment, has reignited

longstanding concerns about the vulnerability of farmers to market forces and the potential loss of protective mechanisms.

Further, the Farmer's Protest symbolises a larger defence of farmers' rights, dignity, and autonomy in addition to a fight for economic justice. The laws, which are based on centuries-old agricultural methods and communal relationships, are seen by many farmers as a threat to their traditional way of life and cultural identity. The demonstrations represent a group effort to support food security, environmental sustainability, and rural livelihoods while defending agricultural sovereignty.

The protests were often criticized by the Indian government to be a foreign conspiracy. In a statement to Supreme Court, the government stated that the protests have been infiltrated by Khalistanis.[61] On 26 January 2021, India's Republic Day, tens of thousands of the farmersheld a farmer's parade with a large convoy of tractors and drove into Delhi. The protesters deviated from the pre-sanctioned routes permitted by the Delhi Police resulting in violence and clashes with the police.[62][63][64][65][66] Later, protesters reached Red Fort and installed farmer union flags and religious flags on the mast on the rampart of the Red Fort.

Moreover, the Farmer's Protest has galvanized support from a wide range of stakeholders, including trade unions, civil society organizations, and political parties, reflecting the intersectionality of agrarian struggles with broader social and economic justice movements. Solidarity actions, such as nationwide strikes, boycotts of corporate products, and international advocacy campaigns, underscore the interconnectedness of local struggles with global movements for social change and human rights.

Apart from social media, conventional modes of protest including tractor marches, sit-ins, and rallies have been essential in galvanising farmers and maintaining the movement's momentum. The different farming communities have become more united as a result of thesegrassroots initiatives, which have also given voice to underrepresented groups including women farmers, landless labourers, and indigenous agriculturalists.

As the Farmer's Protest enters a critical phase of negotiation and resolution, it serves as a reminder of the resilience and determination of India's farming communities in the face of

adversity. The outcome of the protests will not only shape the future of agricultural policy in India but also have far-reaching implications for global food systems, rural development, and social justice movements worldwide.

Figure 7 Farmer's Protest

4.6   Theoretical Framework

Network Society Theory (NST): The concept of "the rise of the network society," first proposed by Manuel Castells in his 1996 book The Information Age: Economy, Society, and Culture, has grown to be the most generally recognised theory on network society. According to Castells, the networked era, in which power is diffused across several horizontal relationships among smaller entities, is replacing the industrial era, which was characterised by enormous vertical enterprises with centralised authority.

The belief is that this shift has given rise to a new social organization—that is, one composed primarily not just of individuals but also groups connected together through virtualnetworks or communities. Due to this change, he has dubbed our time period "the age of informationalism" because of how much we depend on communication technologies—like computers, cellphones, satellite transmission systems, etc.—to process data fast and store it on a variety of different types of storage devices, including hard drives.

This theory, proposed that it is highly relevant for understanding the role of social media in contemporary social movements. Network Society Theory posits that our society is increasingly characterized by networks enabled by information and communication technologies. In the context of social movements, NST can assist in analysing the ways in which social media platforms function as nodes in these networks, enabling the quick distribution of information, coordination, and the development of international ties amongst activists.

Connective Action Theory:

The emergence of a personalized, digitallu networked politics where a varied range of people tackle contemporary issues like economic justice and climate change is explained by the Logic of Connective Action. Based on organizational resource mobilisation, leadership, and collective action framing, communication functions as an organisational process in many of these mobilisations, either supplanting or replacing more established forms of collective action. Sometimes, as happened when Occupy protesters established media networks to distribute resources and forge shaky connectionsacross geographically scattered groups, connective action arises from masses that reject

leaders. In other situations, traditional political groups use tailored communicationstrategies to encourage widespread participation in a range of political issues.

The Logic of Connective Action shows how power is organized in communication-based networks, and what political outcomes may result.

Building on the idea of networked societies, Connective Action Theory, developed by Lance Bennett and Alexandra Segerberg, focuses specifically on how digital media reshape the dynamics of collective action. This theory emphasizes the shift from hierarchical, organizational models to more decentralized and networked forms of activism. For your research, Connective Action Theory would be instrumental in understanding how social media platforms enable individuals to engage in activism, emphasizing personalized communication, and horizontal connections.

Communication Mediation Model: Communication mediation models theorize the process of communication mediation in which news consumption and political discussion shape and direct social structural influences on civic and politicalengagement. These models theorize communication as a key set of processes that intervene between the private "lifeworld" in which individuals are embedded and their behavior as public citizens. Drawing on the O-S-O-R model from cognitive social psychology, the early mediation formulation recognized that media effects are not simple, direct effects but involve complicated interactions between audience predispositions, the media messages, and intervening audience orientations. This early model has been extended to incorporate various psychological, social, and cultural factors that influence communication mediation and to describe morecomplete pathways to civic life. Research on communication mediation has demonstrated that communication mediation is an empirically robust and theoretically guided mechanism of communication effects.

This model, rooted in media and communication studies, explores how media technologies mediate social interactions and influence collective behavior. For yourresearch on social media and social movements, this model can help analyzethe mediating role of digital platforms in shaping the narratives, mobilization strategies, and outcomes of movements. It considers the ways in which communication processes, facilitated by social media, impact the dynamics of activism in the digitalage.

Resource Mobilization Theory (RMT):

Sociologists started examining how social movements rely on resources to effect social change in the 1960s and 1970s. Resource mobilisation theory took a broader view, examining the larger societal variables that allow social movements to flourish, in contrast to earlierstudies of social movements that had focused on the psychological aspects of individuals that lead people to join social causes.

Mayer Zald and John McCarthy wrote a seminal paper in 1977 that summarised the concepts of resource mobilisation theory. McCarthy and Zald started their study by defining terms related to their theory: a social movement industry (SMI)is a collection of organisations that support related causes, and social movement organisations (SMOs) are groups that promote social change. (For example, Amnesty International and Human Rights Watch would each be SMOs within thelarger SMI of human rights organizations.) SMOs seek out adherents (people whosupport the goals of the movement) and constituents (people who are involved in actually supporting a social movement; for example, by volunteering or donating money). McCarthy and Zald also drew the distinction between people who stand to directly benefit from a cause (whether or not they actually support the cause themselves) and people who don't benefit from a cause personally but support it because they believe it is the right thing to do.

According to resource mobilization theorists, there are several ways that SMOs can acquire the resources they need: for example, social movements might produce resources themselves, aggregate the resources of their members, or seek out external sources (whether from small-scale donors or larger grants). Resource mobilisation theory states that a social movement's ability to successfully use resources determines its level of success. Resource mobilisation theorists also consider the ways in which an organization's resources influence its operations (for instance, SMOs that receive funds from outside donors may find that the donor's preferences limit their ability to choose what to do). The Theory focuses on the practical aspects of social movements, particularly the mobilization and allocation of resources. In the context of your research, RMT can provide insightsinto how social media serves as a tool for resource mobilization within social movements.

This theory helps analyze how digital platforms facilitate the gathering of financial, human, and symbolic resources crucial for sustaining and expandingsocial movements.

Digital Activism Theory: This theory, sometimes referred to as cyberactivism or e-activism, focuses on how digital technologies affect activism. In this field of study,researchers such as W. Lance Bennett and Alexandra Segerberg have made contributions. This theory is relevant to your work since it looks at how digital toolssuch as social media platforms help to shape new kinds of activism. The theory of digital activism covers a wide range of topics, such as how online platforms influence collective identities, frame problems, and encourage creative approachesto social change Digital activism is not as simple as someone clicking "retweet" on Twitter—which all too often involves enormous risk to the activists themselves or can result in spreading disinformation. Foucault Welles reminds us that digital movements depend on the extent to which a few powerful companiesare willing todefend free speech, even in the face of immense pressure from national governments. The efforts being made by digital companies today to curbRussian disinformation may be useful in other contexts. Tech companies could usestrategiessimilar to those they are currently using in response to Russia's invasionof Ukraine to combat disinformation campaigns and targeted harassment ofjournalists and women's rights activists. They could also dedicate far more resources to this effort.The United States government could also do more to support digital activism by reevaluating its partnerships with authoritarian regimes and directing more aid to women's rights organizations and digital rights groups.
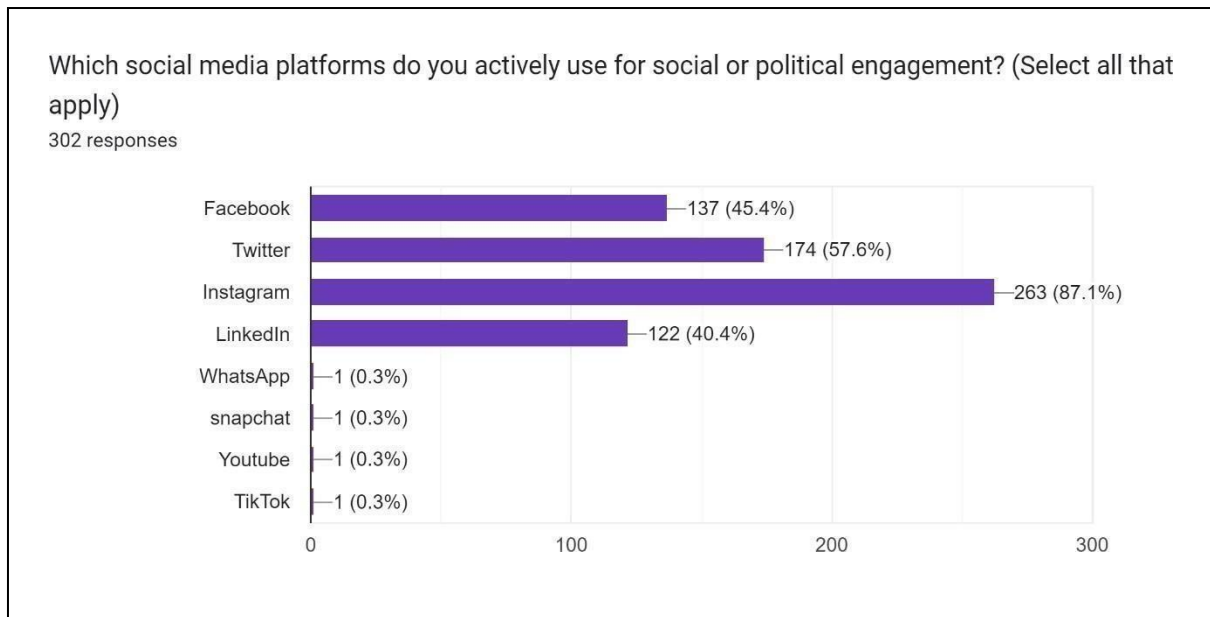
5. Research Questions:

1. Which social media platforms do you actively use for social or political engagement?

2. How frequently do you use social media for staying informed about social or political issues?

3. How aware are you of social movements happening globally?

4. Have you ever participated in a collective action or social movement that originated or gained momentum through social media?

5. If yes, what was the primary social or political cause that motivated your participation?

6. To what extent do you believe social media platforms are effective in disseminating information about social or political issues?

7. How has social media fostered a sense of solidarity among participants in social movements, in your opinion?

8. In your experience, how does social media amplify the voices of marginalized groups within social movements?

9. Do you believe that social media has played a significant role in the success of social movements in recent years?

10. In your opinion, how has social media positively influenced the outcomes of social movements?

11. In your opinion, how has social media negatively influenced the outcomes of social movements?

12. Do you believe that social media plays a significant role in shaping the narratives of social movements?

13. In your experience, how has social media played a role in sustaining social movements beyond their initial phases?

14. Are you familiar with any social movements that gained prominence through social media?

15. To what extent do you think the strategies employed by social movements on social media are effective in achieving their goals?

16. In your opinion, how does social media contribute to the mobilization phase of social movements?

17. In your opinion, how important is it to conduct case studies to comprehensively understand the relationship between social media and collective movements?

18. Can you recall and share any specific experiences where social media significantly contributed to the coordination, resource mobilization, or cross-boundary networking within an organizational context.

19. Do you have any suggestions or comments regarding how social media can better contribute to collective action and social movements?

5.1 Analysis and findings

Figure 1 shows the use for social or political engagement

Which social media platforms do you actively use for social or political engagement? (Select all that apply)
302 responses

Facebook — 137 (45.4%)
Twitter — 174 (57.6%)
Instagram — 263 (87.1%)
LinkedIn — 122 (40.4%)
WhatsApp — 1 (0.3%)
snapchat — 1 (0.3%)
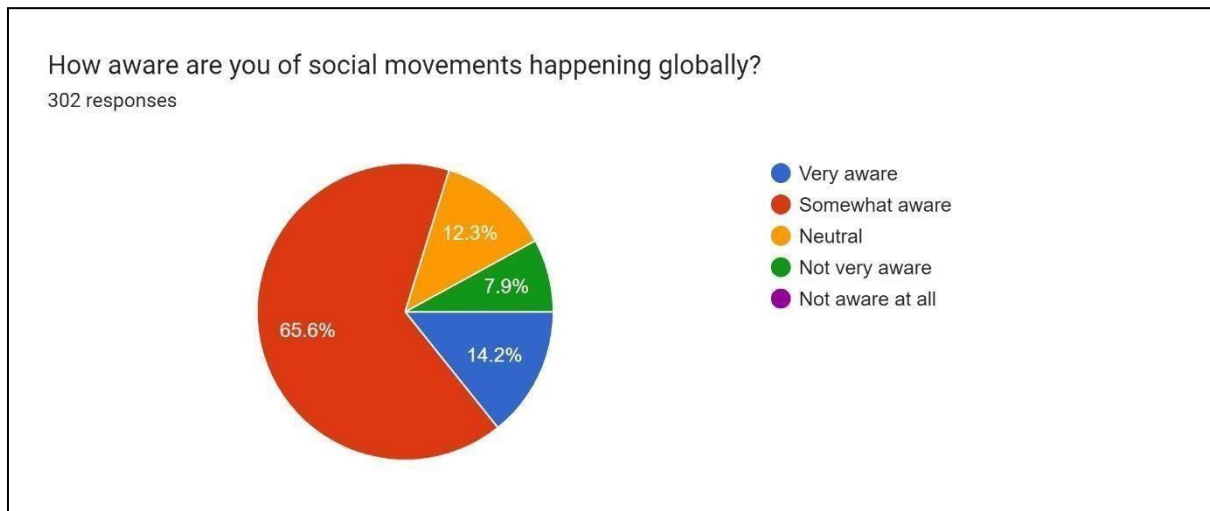Youtube — 1 (0.3%)
TikTok — 1 (0.3%)

According to the survey findings, respondents use various social media platforms to stay informed about social or political issues. Specifically, 45% of respondents use Facebook, 57% use Twitter, and 87% use Instagram for this purpose. Additionally, a few respondents also selected WhatsApp channels. These findings demonstrate the diverse array of social media platforms utilized by respondents to stay updated on social and political matters.

Figure 2 shows the use social media for staying informed about social or political issues
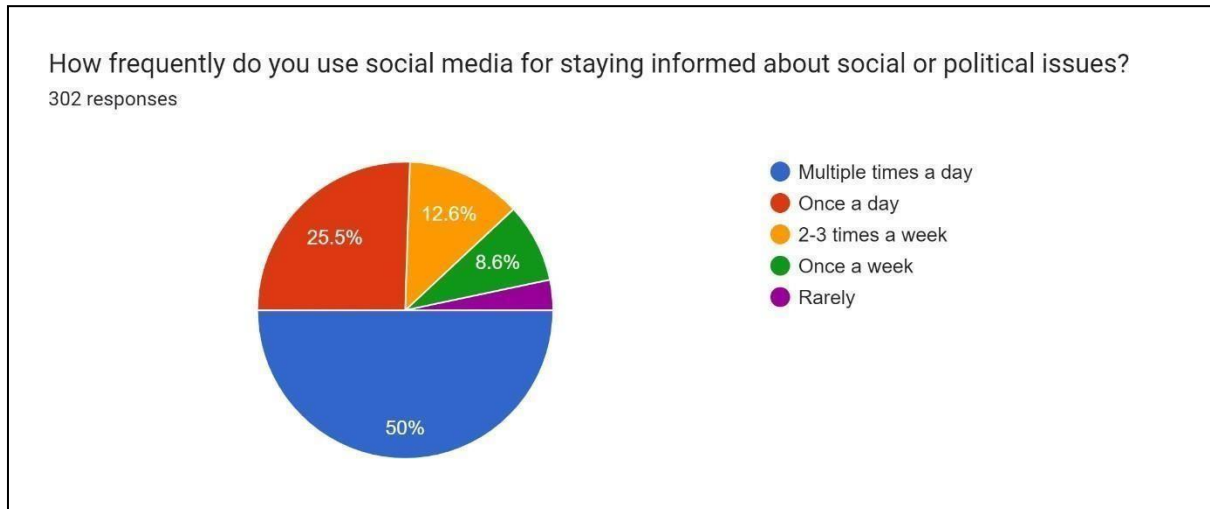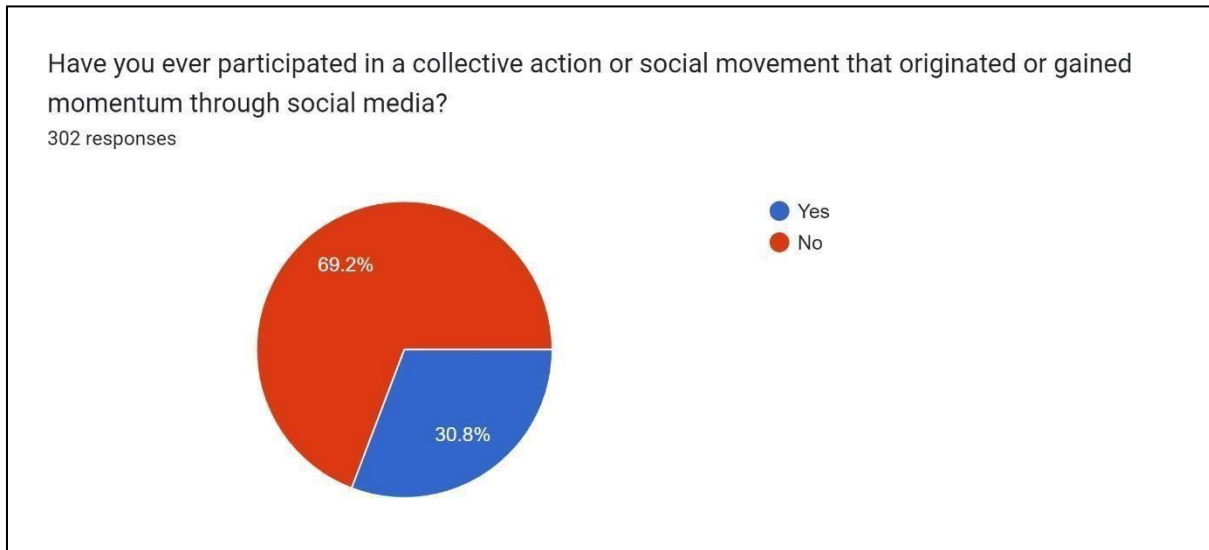

According to the survey findings, respondents use social media with varying frequencies to stay informed about social or political issues. A significant portion, comprising 50% of respondents, reported using social media multiple times a day for this purpose. Additionally, 25% of respondents indicated using social media once a day to stay informed, suggesting regular but less frequent engagement. Furthermore, 13% of respondents reported using social media 2-3 times a week for this purpose. Conversely, 8.6% of respondents stated that they rarely use social media for staying informed about social or political issues.

Figure 3 shows the awareness of social movements happening globally

How aware are you of social movements happening globally?
302 responses

- Very aware
- Somewhat aware
- Neutral
- Not very aware
- Not aware at all

12.3%
7.9%
65.6%
14.2%

According to the survey findings, a significant portion of respondents demonstrate awareness of global social movements. Specifically, 65.4% indicated being somewhat aware, suggesting a moderate degree of familiarity with ongoing social movements. Additionally, 14% mentioned being very aware, indicating a higher level of engagement and knowledge about global social movements. Conversely, only 8% of respondents stated that they are not very aware, implying a minority with limited knowledge or interest in global social movements.
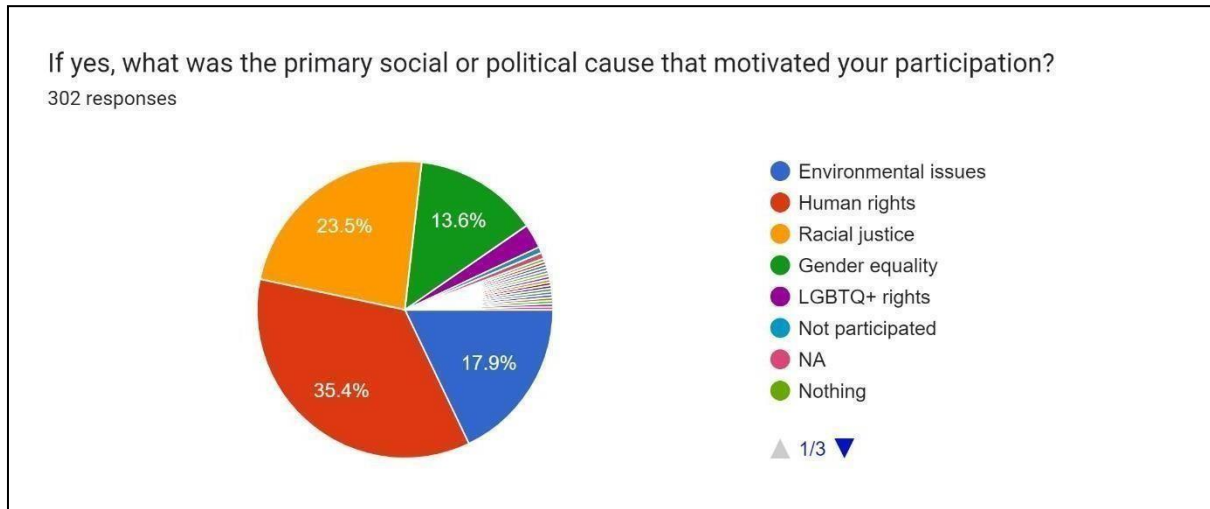
Figure 4 shows the participation in a collective action or social movement that originated or gained momentum through social media

Have you ever participated in a collective action or social movement that originated or gained momentum through social media?

302 responses

- Yes
- No

69.2%

30.8%

According to the survey results, a significant majority of respondents, comprising 69.1%, have participated in a collective action or social movement that originated or gained momentum through social media. This indicates widespread involvement in activism or collective initiatives facilitated by online platforms. Conversely, 30.9% of respondents reported not having participated in such activities, suggesting a significant minority who have not engaged in social movements mobilized through social media.
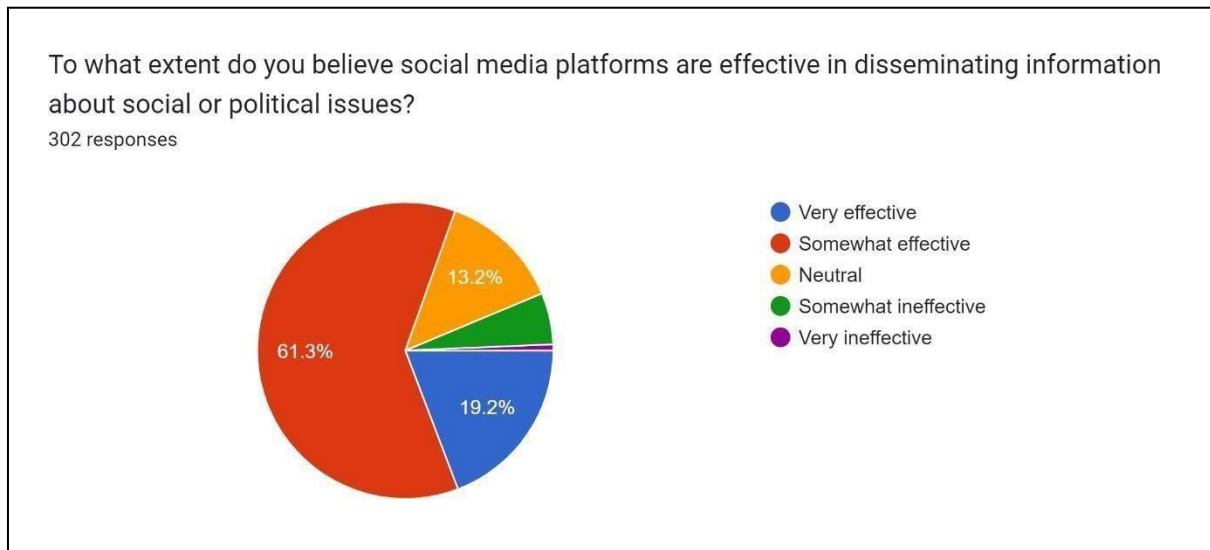
Figure 5 shows the primary social or political cause that motivated your participation
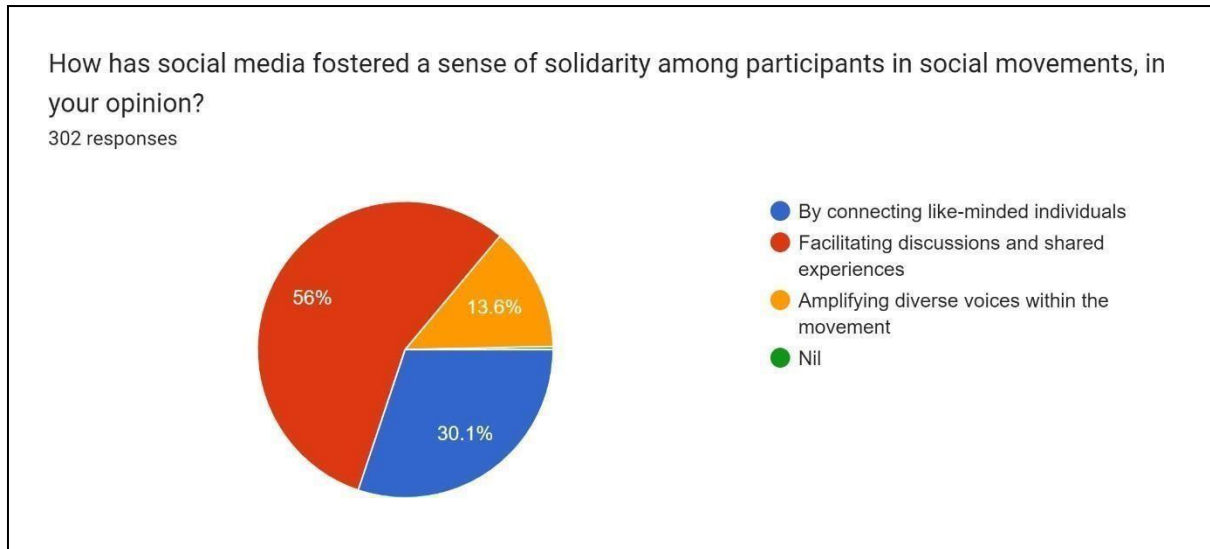

According to the survey findings, among respondents who have participated in a collective action or social movement originating from social media, various social and political causes motivated their involvement. Human rights emerged as the primary motivation for 35.5% of respondents, highlighting a strong commitment to advocating for fundamental rights and freedoms. Additionally, racial justice was a significant motivating factor, with 23.6% of respondents expressing their participation in social movements addressing issues of racial inequality and discrimination. Environmental concerns drove 17.9% of respondents to participate, reflecting a commitment to sustainability and conservation efforts. Gender equality also garnered attention as a motivating factor, with 13.6% of respondents engaging in movements advocating for gender equity and empowerment.

Figure 6 shows the social media effectiveness in disseminating information about social or political issues

To what extent do you believe social media platforms are effective in disseminating information about social or political issues?

302 responses

- Very effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Very ineffective

61.3% 19.2% 13.2%

According to the survey findings, respondents generally perceive social media platforms as effective channels for disseminating information about social or political issues. A majority, comprising 61.5% of respondents, indicated that they believe social media platforms are somewhat effective in this regard, suggesting a moderate level of confidence in the ability of these platforms to spread awareness and information. Additionally, 18.9% of respondents expressed that they consider social media platforms to be very effective, indicating a stronger belief in their capacity to effectively disseminate information about societal and political matters. Conversely, 13% of respondents remained neutral on this issue, suggesting a segment of the surveyed population with indecision or uncertainty regarding the effectiveness of social media platforms in information dissemination.

Figure 7 shows the social media fostered a sense of solidarity among participants in social movements in your opinion
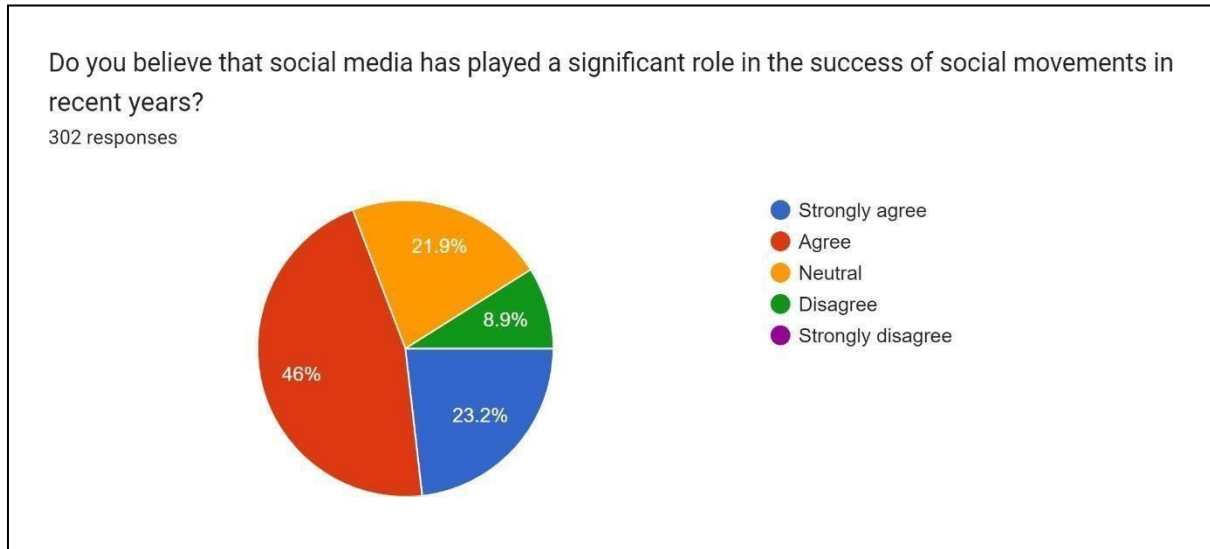

According to the survey findings, respondents believe that social media has played a significant role in fostering a sense of solidarity among participants in social movements through various mechanisms. The majority, comprising 56.1% of respondents, highlighted therole of social media in facilitating discussions and shared experiences among participants. Additionally, 29.9% of respondents emphasized the role of social media in connectinmetoog like-minded individuals, indicating that these platforms serve as virtual meeting grounds where individuals with similar interests, values, and objectives can find each other and form supportive networks. Furthermore, 13.6% of respondents noted the role of social media in amplifying diverse voices within the movement.

Figure 8 shows social media amplify the voices of marginalized groups within social movements
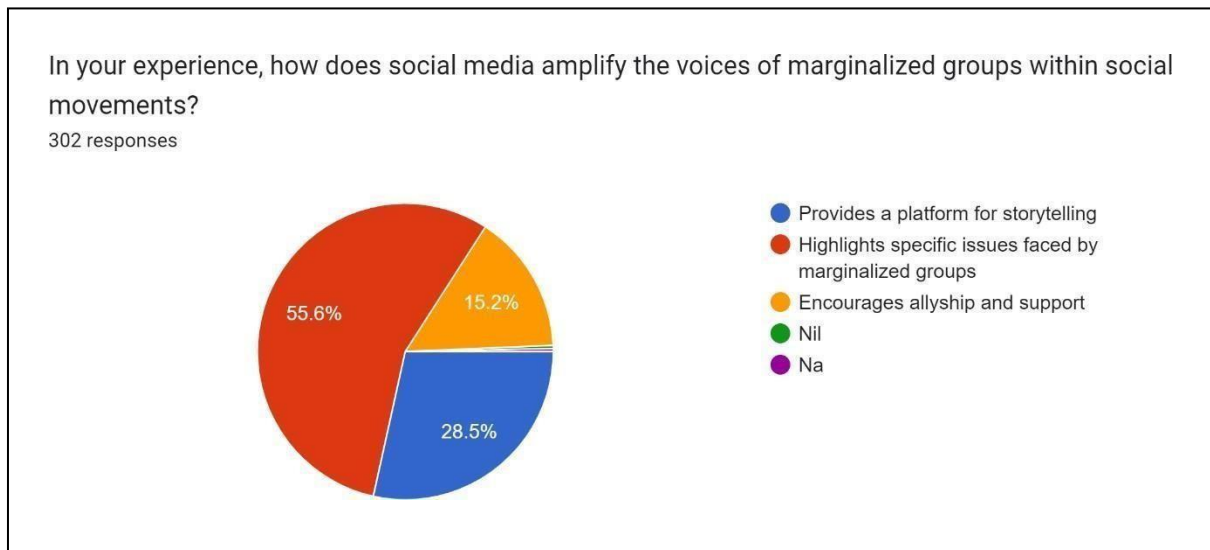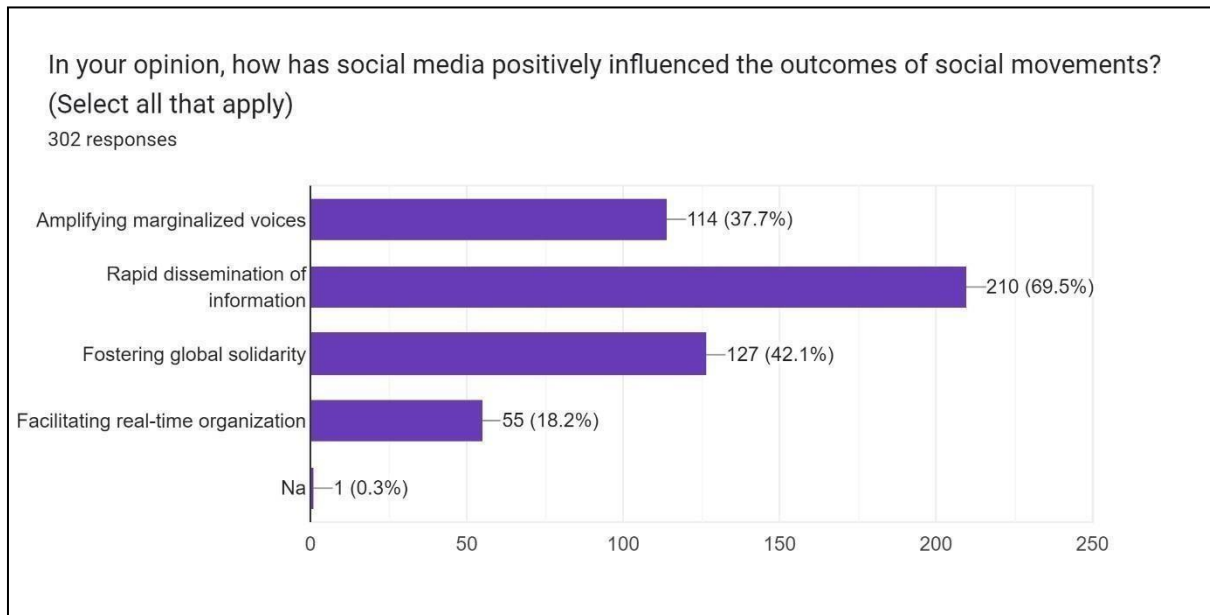

According to the survey findings, respondents perceive social media as a powerful tool for amplifying the voices of marginalized groups within social movements through various means. The majority, comprising 55.8% of respondents, emphasized that social media highlights specific issues faced by marginalized groups. Additionally, 28.2% of respondents noted that social media provides a platform for storytelling, indicating that these platforms allow individuals to share their personal narratives and lived experiences directly with a wide audience, fostering empathy, understanding, and solidarity. Furthermore, 15.3% of respondents highlighted the role of social media in encouraging allyship and support.

Figure 9 shows that social media has played a significant role in the success of social movements in recent years

Do you believe that social media has played a significant role in the success of social movements in recent years?

302 responses

Based on the survey findings, a majority of respondents, comprising 69.1%, agreed or strongly agreed that social media has played a significant role in the success of social movements in recent years. Specifically, 46.2% agreed, and an additional 22.9% strongly agreed with this assertion. Conversely, only a minority of respondents, 9%, disagreed with this notion, indicating a smaller segment of the surveyed population with differing perspectives on the impact of social media on the success of social movements.

Figure 10 shows that social media positively influenced the outcomes of social movements
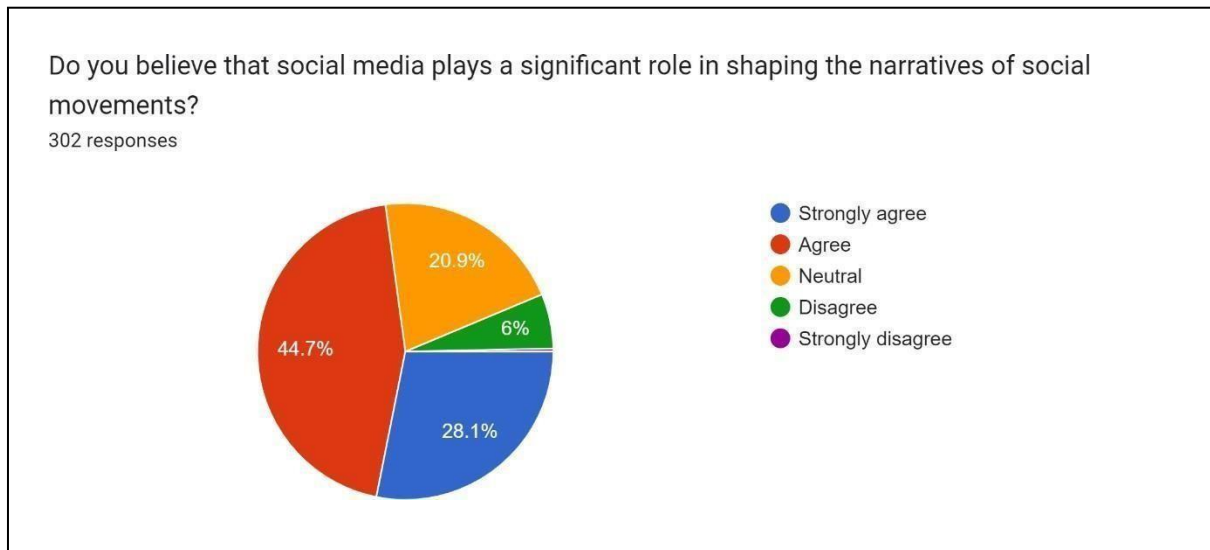

According to the survey findings, respondents believe that social media has positively influenced the outcomes of social movements through various mechanisms. A significant majority, comprising 69.4% of respondents, cited the rapid dissemination of information as a key factor, highlighting social media's role in swiftly spreading critical updates, news, and calls to action, thus mobilizing supporters and driving momentum within movements. Additionally, 41.9% of respondents emphasized social media's ability to foster global solidarity. Furthermore, 37.5% of respondents recognized social media's role in amplifying marginalizedvoices.

Figure 11 shows that social media negatively influenced the outcomes of social movements

In your opinion, how has social media negatively influenced the outcomes of social movements? (Select all that apply)

302 responses
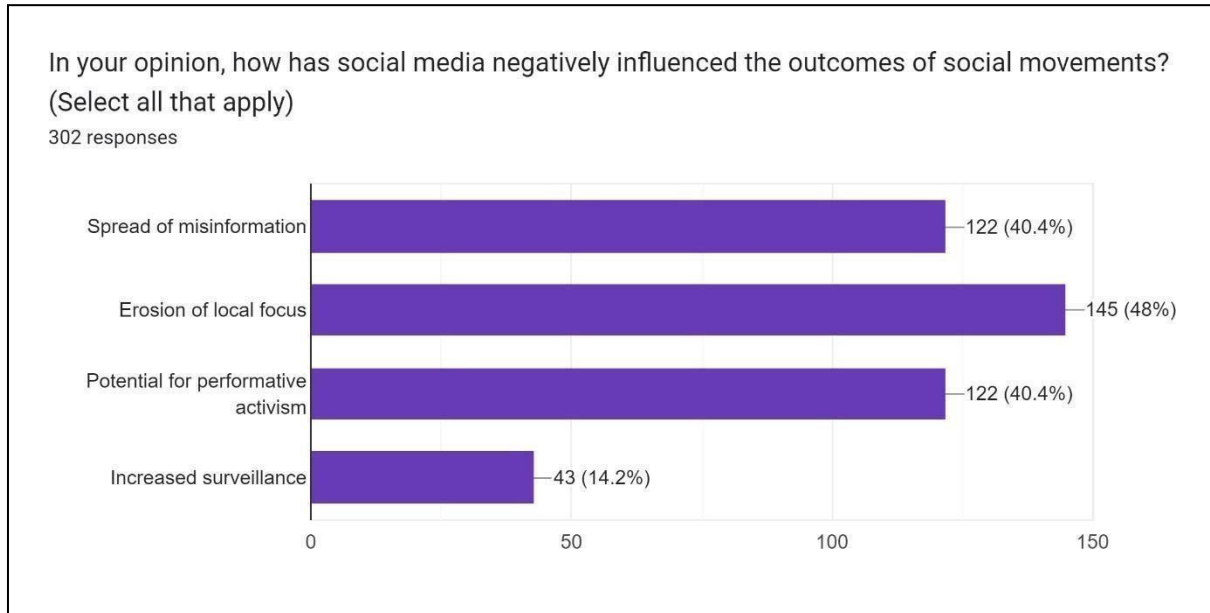
According to the survey findings, respondents identified several ways in which social media has negatively influenced the outcomes of social movements. A notable proportion, comprising 40.2% of respondents, highlighted the spread of misinformation as a key concern.Additionally, 48% of respondents expressed concerns about the erosion of local focus,Furthermore, 40% of respondents identified the potential for performative activism as a negative influence of social media.
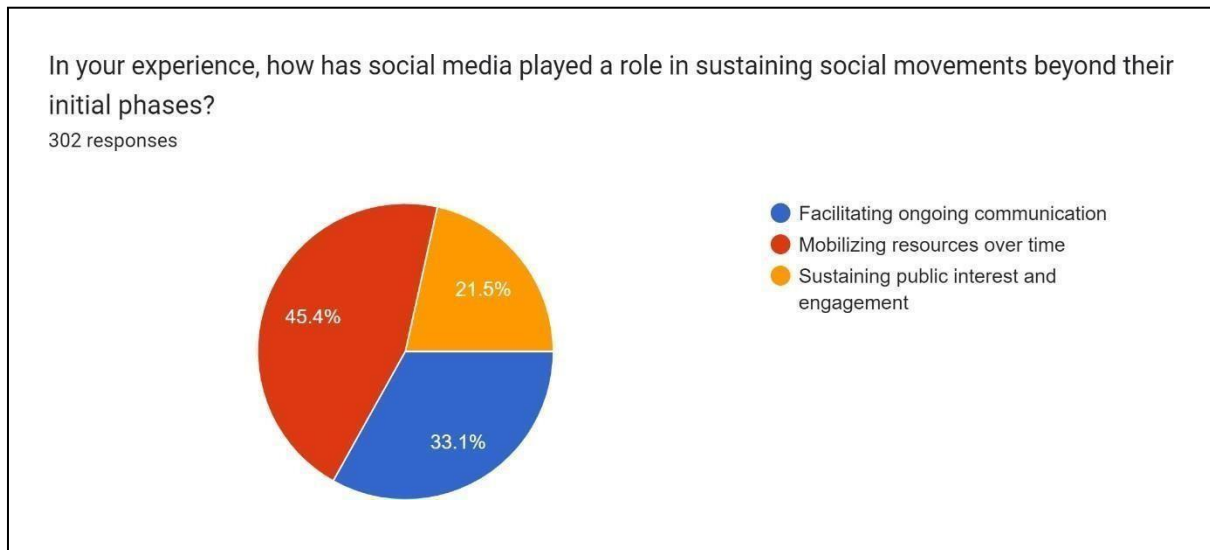
Figure 12 shows that social media plays a significant role in shaping the narratives of social movements

Do you believe that social media plays a significant role in shaping the narratives of social movements?
302 responses

Based on the survey findings, there is a strong consensus among respondents regarding the significant role of social media in shaping the narratives of social movements. A substantial majority, comprising 72.8% of respondents, either agreed or strongly agreed with this assertion. Specifically, 44.9% agreed and an additional 27.9% strongly agreed, indicating a widespread recognition of the influential role that social media platforms play in framing, disseminating, and amplifying the narratives of social movements. Conversely, only a small minority of respondents, 6%, disagreed with this notion, suggesting a smaller segment of the surveyed population with differing perspectives on the impact of social media on shaping movement narratives.

Figure 13 shows that social media played a role in sustaining social movements beyond their initial phases

In your experience, how has social media played a role in sustaining social movements beyond their initial phases?

302 responses

- Facilitating ongoing communication
- Mobilizing resources over time
- Sustaining public interest and engagement

45.4% 21.5% 33.1%

According to the survey findings, respondents perceive social media as playing a crucial role in sustaining social movements. The majority, comprising 45.5% of respondents, highlighted the role of social media in mobilizing resources over time. Additionally, 33.2% of respondents emphasized social media's role in facilitating ongoing communication, Furthermore, 21.3% of respondents noted social media's role in sustaining public interest and engagement, suggesting that these platforms help keep issues relevant, spark discussions, and maintain public attention and involvement over time.

Figure 14 shows that social movements that gained prominence through social media


Are you familiar with any social movements that gained prominence through social media?
302 responses

68.2%
31.8%

Yes
No
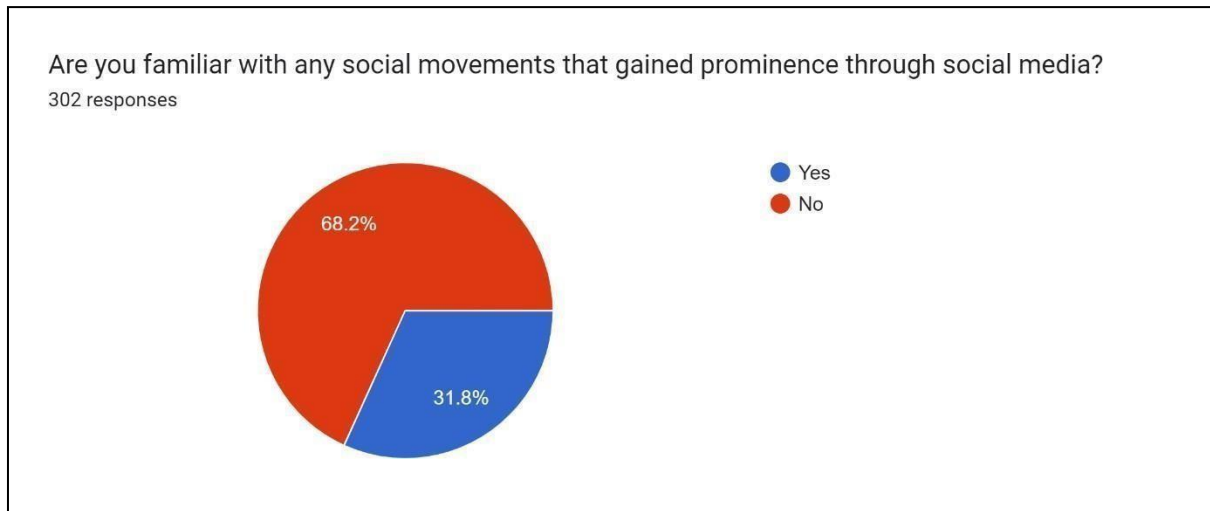
Based on the survey findings, a significant majority of respondents, comprising 68.1%,reported not being familiar with any social movements that gained prominence through social media. However, 31.9% of respondents indicated that they are indeed familiar with such movements. social media as a platform for visibility, mobilization, and advocacy.

Figure 15 shows that strategies employed by social movements on social media are effective in achieving their goals
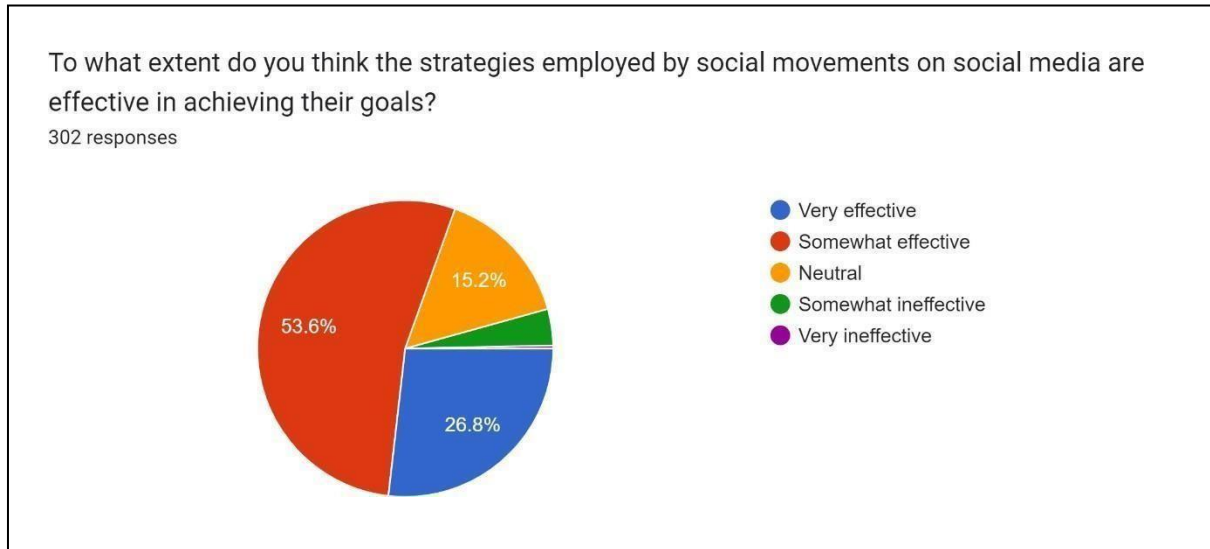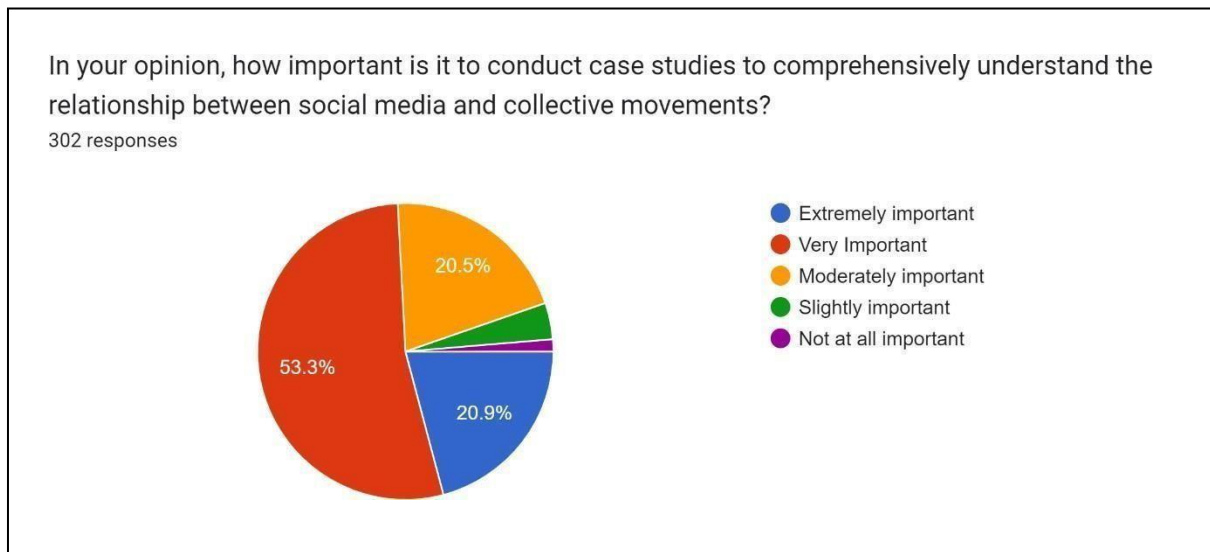

A notable majority of respondents, comprising 53.6%, perceive social media as somewhat effective for staying informed about social or political issues, with an additional 26.8% considering it very effective. Only a minority, 4%, view it as somewhat ineffective. This data underscores the widespread use and perceived utility of social media platforms for accessing information.

Figure 16 shows how social media contribute to the mobilization phase of social movements
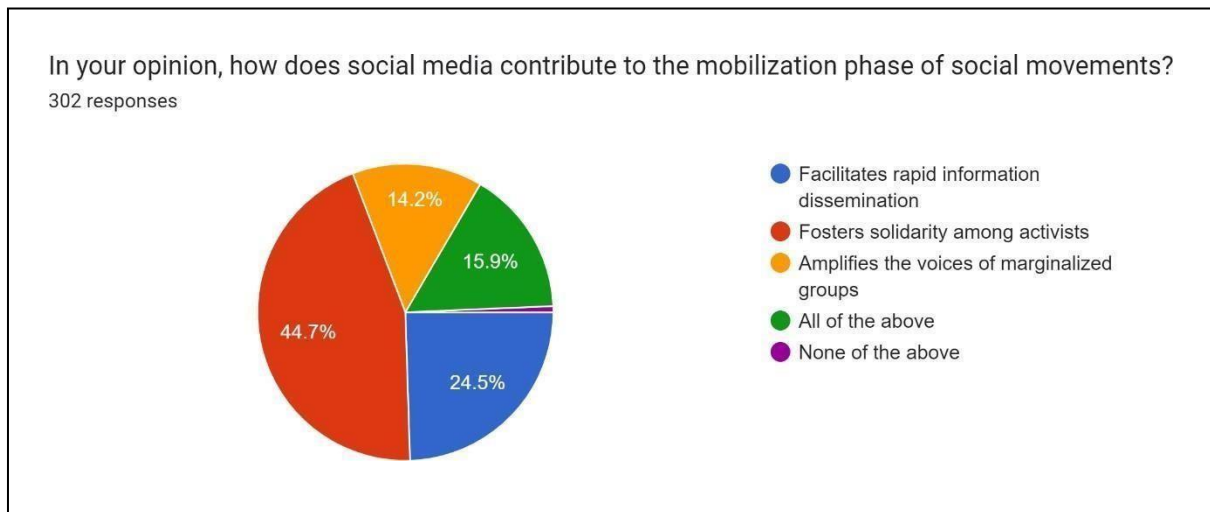

According to respondents. Notably, 44.9% highlight its role in fostering solidarity among activists, suggesting that these platforms serve as vital spaces for like-minded individuals to connect and support each other. Additionally, 24.6% emphasize its facilitation of rapid information dissemination, underscoring its effectiveness in spreading crucial updates, organizing events, and mobilizing supporters swiftly. Furthermore, 15.6% recognize the combined impact of social media in both fostering solidarity and disseminating information, indicating its multifaceted role in galvanizing individuals and resources to drive the objectives of social movements forward.

Figure 17 show the importance of case studies to comprehensively understand the relationship between social media and collective movements

In your opinion, how important is it to conduct case studies to comprehensively understand the relationship between social media and collective movements?
302 responses

- Extremely important
- Very Important
- Moderately important
- Slightly important
- Not at all important

53.3%
20.5%
20.9%

According to the survey findings, a majority of respondents, 53.5%, consider conducting case studies to comprehensively understand the relationship between social media and collective movements as very important. Additionally, 20.6% of respondents each indicated that it is moderately important and extremely important. These responses collectively underscore the significance attributed to case studies in unraveling the complexities of how social media intertwines with collective movements.

Figure 18 show the specific experiences where social media significantly contributed to the coordination, resource mobilization, or cross-boundary networking within an organizational context
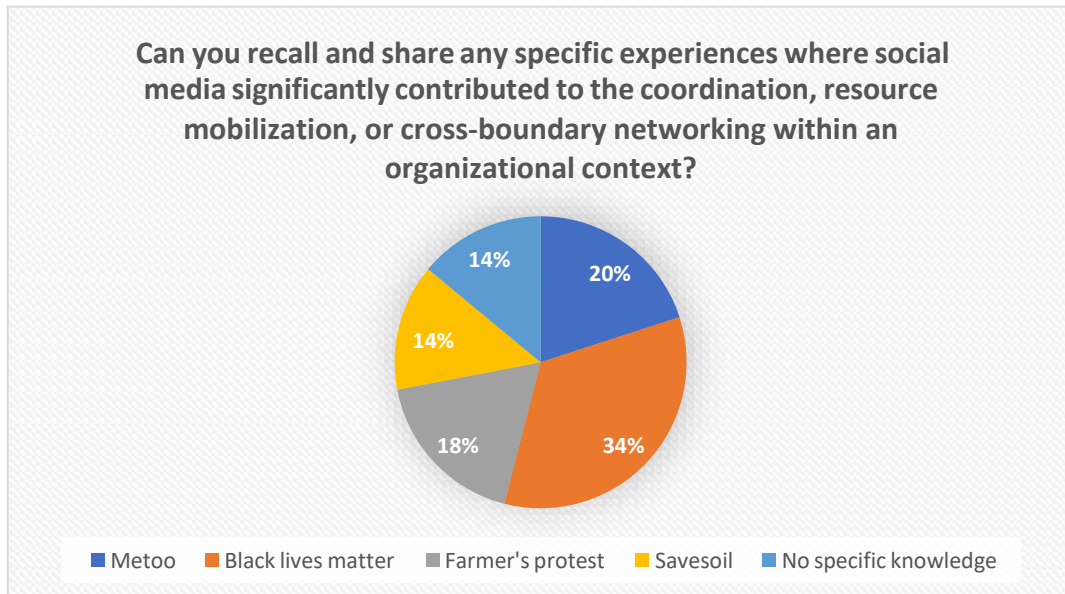
Respondents shared diverse experiences where social media significantly contributed to coordination, resource mobilization, or cross-boundary networking within organizational contexts. Notably, movements such as Black Lives Matter and the Farmer's Protest were prominently mentioned, comprising 34% and 18% of responses respectively. Additionally, the #MeToo movement and the Savesoil initiative were cited, representing 20% and 14% of responses respectively, demonstrating social media's influence in empowering survivors and advocating for environmental conservation. While campaigns for girls' education were also highlighted, other respondents mentioned having no specific knowledge of social media's impact.

Figure 19 show how social media can better contribute to collective action and social movements

Do you have any suggestions or comments regarding how social media can better contribute to collective action and social movements?
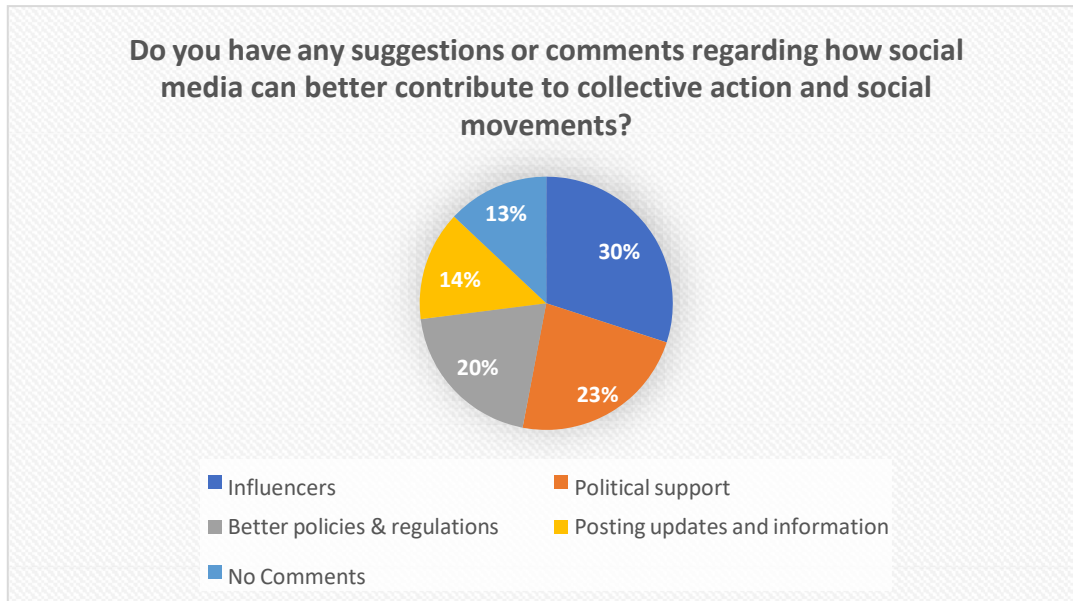
Respondents offered various suggestions and comments on how social media can better contribute to collective action and social movements. Notably, 30% of respondents emphasized the use of influencers as a means to amplify messages, reach broader audiences, and garner support for movements. Additionally, 23% highlighted the importance of government support in providing resources, legitimacy, and protection for activists and movements operating on social media platforms. Another 20% of respondents called for better policies and regulations to address issues such as misinformation, harassment, and censorship, ensuring a safer and more conducive environment for online activism. Furthermore, 14% of respondents advocated for utilizing social media as a platform for posting updates, sharing information, and actively participating in movements, emphasizing the importance of individual engagement and grassroots mobilization.

5.2   Major findings

Research conducted on the topic "Unveiling the Influence of Social Media on Social Movements: Analyzing Mobilization, Organization, and Outcomes through Case Studies" yielded some important and interesting results.

- Majority (49%) of the respondents are from the age group that ranges from 18-24 years.

- The respondents were (52.6%) male and (47 %) female

- Majority (52%) of the respondents have Bachelor's degree in education

- Majority (52%) of the respondents are employed

- According to (87.1%) of the respondents, Instagram is actively used for social or political engagement

- Most of the respondents (50%) use social media multiple times a day for staying informed about social or political issues

- Majority (65.6%) of the respondents are somewhat aware of social movements happening globally

- Most of the respondents (69.2%) participated in a collective action or social movement that originated or gained momentum through social media

- 35.4% of the respondents believe that Human rights was the primary social or political cause that motivated your participation

- Majority (61.3%) of the respondents believe social media platforms are somewhat effective in disseminating information about social or political issues

- According to (56%) of the respondents, social media fostered a sense of solidarity among participants in social movements by Facilitating discussions and shared experiences

- Majority (55.6%) of the respondents social media amplify the voices of marginalized groups within social movements by Highlights specific issues faced bymarginalized groups

- Most of the respondents (46%) agrees that social media has played a significant role in the success of social movements in recent years

- Majority (69.5%) of the respondents thinks rapid dissemination of information has social media positively influenced the outcomes of social movements

- Majority (48%) of the respondents thinks that Erosion of local focus has social media negatively influenced the outcomes of social movements

- Most of the respondents (44.7%) believes that social media plays a significant role in shaping the narratives of social movements

- Majority (45.4%) of the respondents thinks that social media played a role in sustaining social movements beyond their initial phases by mobilizing resources overtime

- Majority (68.2%) of the respondents are familiar with any social movements that gained prominence through social media

- Most of the respondents (53.6%) are think the strategies employed by social movements somewhat effective on social media are effective in achieving their goals

- Most of the respondents (44.7%) thinks that social media contribute to the mobilization phase of social movements by fostering solidarity among activists

- Majority (53.3%) of the respondents thinks that its very important conduct case studies to comprehensively understand the relationship between social media and collective movements

- Most of the respondents (34%) recalled Black Lives Matter is where social media significantly contributed to the coordination, resource mobilization, or cross-boundary networking within an organizational context

- Most of the respondents (30%) suggested that through influencers social media can better contribute to collective action and social movements

6. Limitations

While the research on the influence of social media on social movements is comprehensive and insightful, several limitations should be acknowledged to ensure a nuanced interpretationof the findings:

- **Generalisation:** The focus on case studies from various sociopolitical and geographic contexts may limit the generalizability of the results. Every social movement function in a distinct setting, hence the particulars of these examples might not apply to other social movements.

- **Temporal Dynamics:** The rapidly evolving nature of social media platforms and the digital landscape poses a challenge in capturing the most current trends and dynamics. The research may become outdated over time, and continuous updates are necessaryto account for emerging platforms and changing user behaviors.

- **Platform-Specific Analysis**: Though social media is important for social movement organisation, mobilisation, and results, the research does not fully explore the unique ways that different platforms influence these outcomes. Focusing on certain platforms, like Facebook, Twitter, or more modern platforms like TikTok, may yield more in-depth details.

- **Ethical Considerations**: The exploration of ethical considerations is briefly touched upon, but a more in-depth analysis of the ethical implications and dilemmas faced by activists in diverse cultural and socio-political landscapes is warranted. Ethical challenges may vary across regions and require a more granular examination.

- **Respondent Bias**: Despite being informative, the survey results are prone to respondent bias. Due to the self-reported nature of the data, social media usage and the reasons behind joining social movements may be overestimated or underestimated.

- **Limited Exploration of Negative Outcomes**: The majority of the research focuses on the beneficial effects of social movements that are made possible by social media. A more impartial strategy would entail a careful analysis of any potential drawbacks, including the propagation of false information, polarisation, or unforeseen

repercussions for underrepresented populations.

- **Dynamic Nature of Activism**: The study could benefit from a more dynamic analysis of how social movements evolve over time and adapt to changing circumstances. The research tends to focus on specific phases (mobilization, organization, outcomes), buta longitudinal perspective would offer a more comprehensive understanding of the life cycle of social movements

- **Limited Exploration of Resistance**: The study does not go into great detail on instances in which social movements encountered opposition or counter-movements that were made possible via social media. Examining cases of resistance or pushback would offer a more thorough understanding of the intricacies involved in internet activism.

- **Self-Selection Bias in Survey Respondents**: The respondents who participated in the survey might have a higher-than-average interest in social or political issues, potentially introducing self-selection bias. This could impact the generalizability of survey results to the broader population.

Recognising these shortcomings would help future research fill in these gaps for a more thorough knowledge of the interaction between social media and social movements. It would also help to strengthen the interpretation of the study findings.

7. Conclusion

This research endeavours to significantly contribute to the evolving discourse on the influence of social media on social movements. Through the implementation of a thorough methodology that incorporates case studies, theoretical frameworks, and survey results, we have investigated the complex processes influencing the state of activism today. The multifaceted impact of digital communication on mobilization, organization, and outcomes has been thoroughly explored, providing valuable insights for scholars, activists, and policymakers navigating the complexities of the digital age.

The literature review, which featured significant works like Network Society Theory, Connective Action Theory, and several case studies addressing global movements, laid the groundwork. Apart from providing context-specific perspectives, every case study underscored the commonalities in the relationship between social media and group action. The results of the survey shed light on the variety of reasons people participate in social movements that are started on social media. The frequency with which the respondents usedsocial media to remain informed demonstrated the platforms' important role in influencing public opinion and creating a sense of community among like-minded people. Human rights became the main driving force, highlighting the world's dedication to social fairness and basic freedom. This study also recognises several limitations, such as issues with temporal dynamics, generalizability, and the requirement for additional platform-specific analysis. By addressing these constraints, future research will be able to proceed with greater rigour and complexity. In light of these findings, the recommendations put forth emphasize the importance of platform-specific analyses, a deeper exploration of ethical considerations, and a global perspective to capture the cross-cultural dimensions of digital activism. By addressing these gaps, researchers can further advance our understanding of the intricate relationship between social media and social movements.

As we navigate the challenges and opportunities presented by social media in shaping contemporary social movements, this study contributes to the broader conversation on how

technology can be harnessed for positive social change, while also acknowledging and mitigating potential pitfalls. In order to ensure the ongoing effectiveness and sustainability of

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social movements in our increasingly interconnected world, the ultimate goal is to equip academics, activists, and policymakers to navigate the constantly changing landscape of digital activism with knowledgeable techniques and ethical considerations.

8. Recommendations

Based on the extensive research conducted, several recommendations emerge to enhance the understanding of the complex interplay between social media and social movements. First, in order to obtain a better understanding of how activists use particular features for mobilisation, organisation, and results, a more nuanced investigation into the platform- specific contributions of social media is required. This investigation should concentrate on sites such as Facebook and Twitter. It could also be helpful to conduct more research on the moral dilemmas and ethical concerns that activists face in the digital age while taking different cultural contexts into consideration. Comparative studies of social movements in diverse contexts reveal aspects of the connection between social media and activism that are both context-specific and universal. It is imperative to investigate the enduring viability of social movements on digital platforms, tackling obstacles such as short attention spans and adaptable tactics.

Also, A deeper understanding of digital activism can be achieved by looking into the intersectionality of movements, the ways that different causes overlap, and the patterns of user interaction that appear during movements. A more thorough grasp of how social media affects group activity will come from taking a more global viewpoint that takes into account various cultural contexts. Our comprehension of the dynamics of digital activism can be improved by applying and testing theoretical frameworks like Connective Action Theory and Network Society Theory more thoroughly.

Important insights will come from examining how users behave when evaluating the quality of information and how social media platforms empower and amplify the voices of the marginalised. The research can make a substantial contribution to the changing face of modern activism in our increasingly digitalized society by addressing these recommendations.

Understanding the frequently evolving terrain of social media activism and usage requires taking new platforms and trends into account. Examining how social movements are affectedby more recent platforms such as Instagram, TikTok, and Snapchat can shed light on how

multimedia storytelling, short-form videos, and visual content influence activism in the modernera. Also, understanding the role of influencers and content creators in amplifying

social justice causes on these platforms can offer a nuanced perspective on the changing dynamics of digital mobilization.

Subsequent investigations may delve into the ways in which content moderation guidelines and algorithms influence the prominence and accessibility of social movements on digital media. Investigating how algorithms influence the dissemination of content related to social movements, and how platform policies impact the freedom of expression for activists, can contribute to discussions on the democratization of digital spaces

Exploring the intersection of technology and activism also warrants attention towards emerging technologies such as virtual reality (VR) and augmented reality (AR). Understanding how thesetechnologies may be utilized for immersive storytelling and virtual mobilization can offer freshinsights into the potential future trajectories of digital activism.

At last, a detailed examination of the role those online communities and forum like Reddit and Discord—which are not a part of the mainstream social media scene—play in fostering activism and facilitating group action is required. A thorough grasp of the complex dynamics of community development, information exchange, and cooperation in these digital spaces can be achieved by looking into these aspects of these spaces.

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6. Appendix 1

Questionnaire

- Which social media platforms do you actively use for social or political engagement?
- How frequently do you use social media for staying informed about social or political issues?
- How aware are you of social movements happening globally?
- Have you ever participated in a collective action or social movement that originated or gained momentum through social media?
- If yes, what was the primary social or political cause that motivated your participation?
- To what extent do you believe social media platforms are effective in disseminating information about social or political issues?
- How has social media fostered a sense of solidarity among participants in social movements, in your opinion?
- In your experience, how does social media amplify the voices of marginalized groups within social movements?
- Do you believe that social media has played a significant role in the success of social movements in recent years?
- In your opinion, how has social media positively influenced the outcomes of social movements?
- (Select all that apply)
- In your opinion, how has social media negatively influenced the outcomes of social movements? (Select all that apply)
- Do you believe that social media plays a significant role in shaping the narratives of social movements?
- In your experience, how has social media played a role in sustaining social movements beyond their initial phases?
- Are you familiar with any social movements that gained prominence through social media?
- If yes, please specify the social movement(s) you are familiar with.
- To what extent do you think the strategies employed by social movements on social media are effective in achieving their goals?
- In your opinion, how does social media contribute to the mobilization phase of social movements?
- In your opinion, how important is it to conduct case studies to comprehensively understand the relationship between social media and collective movements?
- Can you recall and share any specific experiences where social media significantly contributed to the coordination, resource mobilization, or cross-boundary networking within an organizational context.
- Do you have any suggestions or comments regarding how social media can better contribute to collective action and social movements?

APPENDIX-2

Figure 1: Social Movement in Digital age
Source: Modern Diplomacy
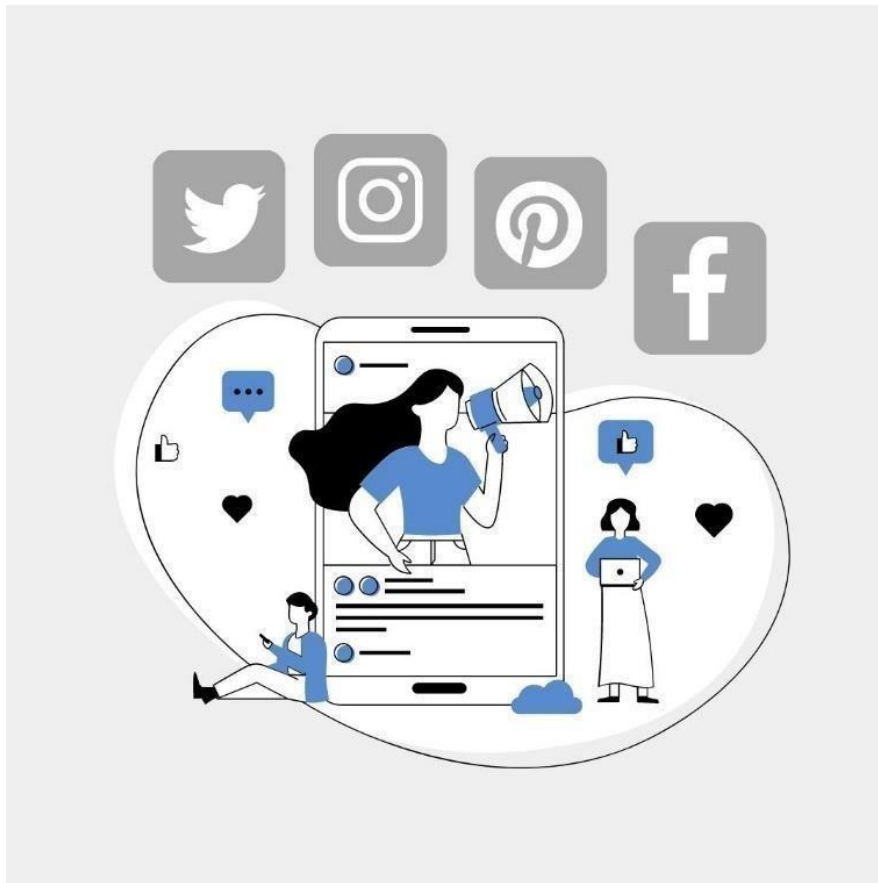Reasons: This image illustrates how social movements have been Impacted digitally
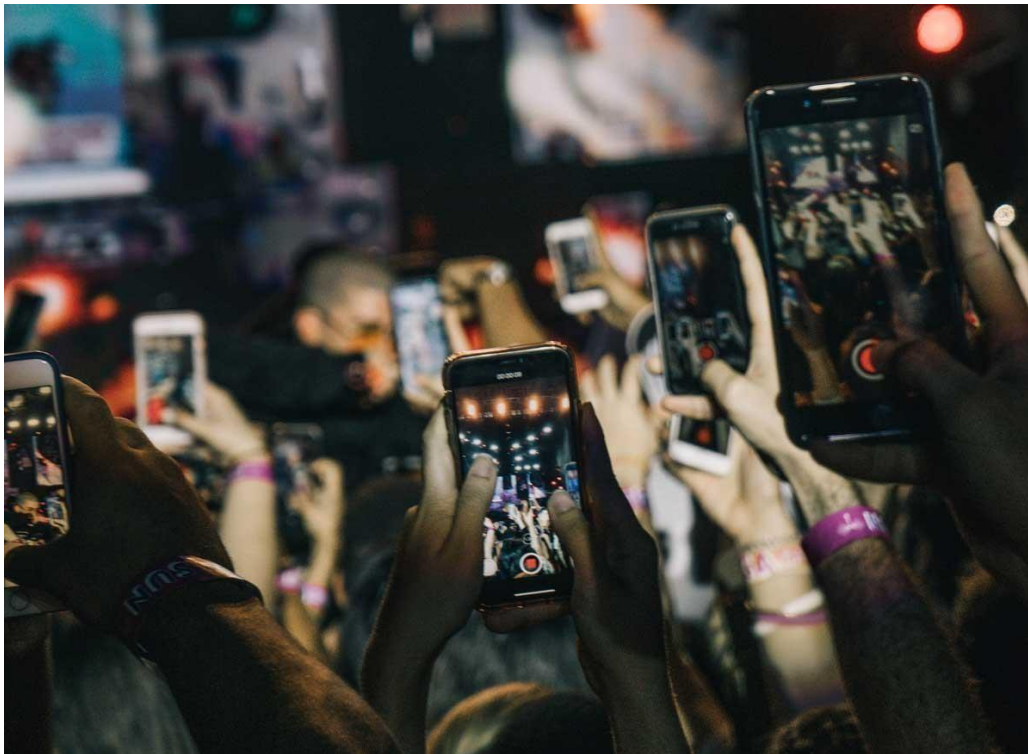
Figure 2: Social movement integration with Social Media

Source: Flintridge Press

Reasons: This illustrates the integration of social movements with social media in today's time.

Figure3: Black Lives Matter

Source: CNN

Reasons: People being displayed on the roads protesting and supporting for Black Lives Matter.

Figure4: MeToo Movement

Source: CNN

Reasons: People displaying protests and banner for supporting MeToo Movements

Figure5: Climate Activism

Source: Earth.Org

Figure3: The picture displays people protesting over climate chang

Figure6: Arab Springs

Source: history.com

Reasons: This picture illustrates people displaying their emotions owner arabs

Figure7: Farmer's Protest

Source: NY times

Reasons: This picture illustrates the farmers going for the protest on tractors