

There is no hashtag for
this presentation, ok?



Tweet

if you wish to

Fragments from history

The background of the slide is a faded, grayscale image of a mobile phone and a PDA (Personal Digital Assistant) device. The mobile phone is positioned in the upper right, showing its keypad and screen. The PDA is in the lower left, with a circular trackball and a small screen. The overall aesthetic is that of a historical document or a presentation about the evolution of mobile technology.

Promise

- Self-publishing
- Horizontal communication

Perceptions of reality

- Too costly for uncertain return
- Too complicated to explore

Problematic

- 'It's not for the likes of us'
- Either/Or assumptions - 'I prefer face-to-face'

From media to movements?

- How do social movements and community groups use social technologies to organise and mobilise?
- How does this contribute to action?

Groups organising implies leadership, and mobilising, organisational status, political acceptability.

- Direct ... mobilise support and attendance (e.g. petitions, marches)
- 'Groups mobilising' implies disruption, swift radical action, voiced protest
- Indirect ... fundraising, informing, keeping engaged

SOCIAL MEDIA EXPLAINED



« I need to pee »



« I peed »



« This is where I pee »



« Why am I peeing ? »



« Look at this pee ! »



« I'm good at peeing »

Organisations' reasons given for using social networking sites (Urban Forum 2013)



BUT...

- This is *personal* networking technology – they are not naturally organisational tools.
- Organisations sometimes respond to networking technology with a hierarchical (non-networking) mentality.

Digital conversations?

The background features a group of stylized human figures in various colors (green, blue, red, pink, yellow) standing in a line. Above each figure is a speech bubble of the same color, creating a visual metaphor for digital communication.

- 'We use social media to share information and ideas, create and continue dialogue, respond to questions people have, offer people support, help to promote the work of others and ourselves and flag up activities and events...'
- 'We know that what we share has been useful when people respond to it and we know we are building relationships when there is conversation online.'
- (RAWM study 2014)

What's the big deal with 'the social web'?

- Democratisation of voice (the acoustics of the public sphere have changed significantly)
- Easy to find likeminded others
- Cheap to find ways of collaborating – and there are associated tools to make collaboration more effective

1. How do you use social technologies?
2. Do community groups use social media to organise? And to mobilise? With what results?
3. What research questions do we need to be asking?
4. Who should we be talking to?
(include groups that don't use the tech, so we can find out why not)
5. What sort of thing would you want this research to be telling you?

