

Social Change through Microactivism

José Marichal, Ph.D.
California Lutheran University

Slacktivism (Morozov 2012) or Microactivism (Marichal 2013)

- **Slacktivism:** the positive feeling associated with affiliating with a movement”.. Without engaging political power (Morozov 2012)
- **Microactivism:** small scale efforts at community building as *microactivism* (Marichal 2013)
 - Includes sharing links or commenting on posts
 - Provides space for academics/scholars to serve public intellectual role











How to be an Effective *Microactivist*

- Creative autonomy:
 - Internet allows *mass communication of the self* (Castells 2009)
- We are all potential microactivists, but how effective are we?
- Today, I'll share five strategies...

academic

545 users / 173,455 followers

99	 TimesHigherEducation	Global higher education news, views and reviews. Publisher of the Times Higher Education World University Rankings
78	 Siva Vaidhyathan	Author of <i>The Googlization of Everything</i> (2011), <i>The Anarchist in the Library</i> (2004), and <i>Copyrights and Copywrongs</i> (2001).
75	 Gylphi Limited	Academic Arts and Humanities Publisher focused on the Twentieth Century and Beyond. Accepting book/journal proposals.
71	 Bethany Nowiskie	Director, Digital Research & Scholarship, UVA Library; Assoc. Director, Scholarly Communication Institute; President, Assoc Computers & Humanities
71	 Mark Deuze	prof at Indiana University keywords: Media@IU, digital culture, media life, media work, extreme metal, grill.
71	 Trebor Scholz	New School professor, NYC. Digital learning, free labor, global media activism. Posts in English and German.
70	 George Online	profhacker, wordherder, teacher, scholar, volunteer, indie enthusiast, nonprofit advocate.
70	 Chuck Tryon	Professor of film and media studies. Movie geek. Blogger. Runner. Author of <i>Reinventing Cinema</i> (Rutgers UP).

Strategy #1

Connect to Communities
of Interest

connect to Communities of Interest

- Advocacy groups online play a significant role in how users translate personal identity into collective action (Fenton and Barassi 2011)

(2014)

- Rise of Issue Generalists (Karpf 2013)
- Advocacy groups provide Information, community and action (Lovejoy & Saxton 2014)

Gu

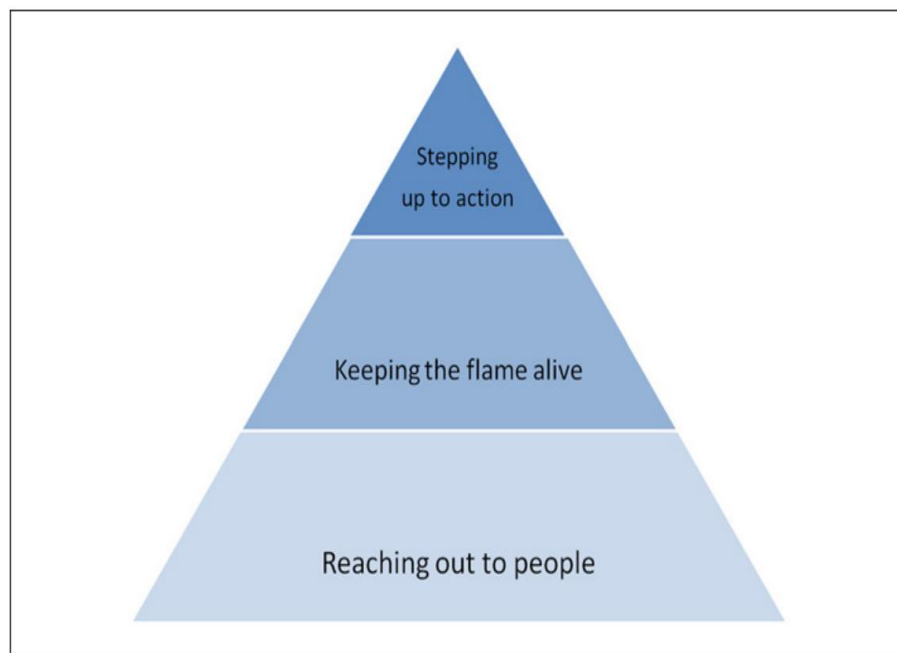


Figure 1. A pyramid model of social media-based advocacy.

Strategy #2

Learn to Speak in
Memes

Navigating the Attention Economy

Memes: simple messages packaged to become “viral” (e.g. Khalid Said, Neda, we are the 99, KONY 2012)

Mattoni (2012) precarious populations mobilize through “spectacle”

Effective at getting people to “step up to action” (fundraising and mobilization)



When Memes Work

- All memes are *heuristic devices*
- *Good memes* attach to well established pre-existing frames
- * Wendy Davis' sneakers – attach to “filibuster” frame

WATCH LIVE: Texas senator dons pink tennis shoes for 13-hour filibuster to block bill that could eliminate 90% of the state's abortion clinics

From ASSOCIATED PRESS
Last Updated: 5:02 PM, June 25, 2013
Posted: 5:00 PM, June 25, 2013



Sen. Wendy Davis, D-Fort Worth, wears tennis shoes in place of her dress shoes to prepare for a 13-hour filibuster in an effort to kill a stringent abortion bill. AP

AUSTIN — Wearing pink tennis shoes to prepare for nearly 13 consecutive hours of standing, a Democratic Texas state senator on Tuesday began a one-woman filibuster to block a GOP-led effort that would impose stringent new abortion restrictions across the nation's second-most populous state.

* Adorable care act?



Strategy #3

Speaking Beyond
Memes:
Engaging Voices

Dialogic Model (Kent & Taylor

1998)

Exchange, reciprocity, and mutual understanding.

- denotes a “communicative give and take”, where the process is open and negotiated between an organization and its publics”

Advocacy is *fact* based: fundraising is *appeal* based (Weberling 2012)

Example:



Used multiple platforms (Tumblr, YouTube, Instagram) to build community through stories (Ciszek 2013)

Strategy # 4
Social Networking
as Scaffolding:
Strengthening Ties
to Opinion Leaders

Advocacy Amplification

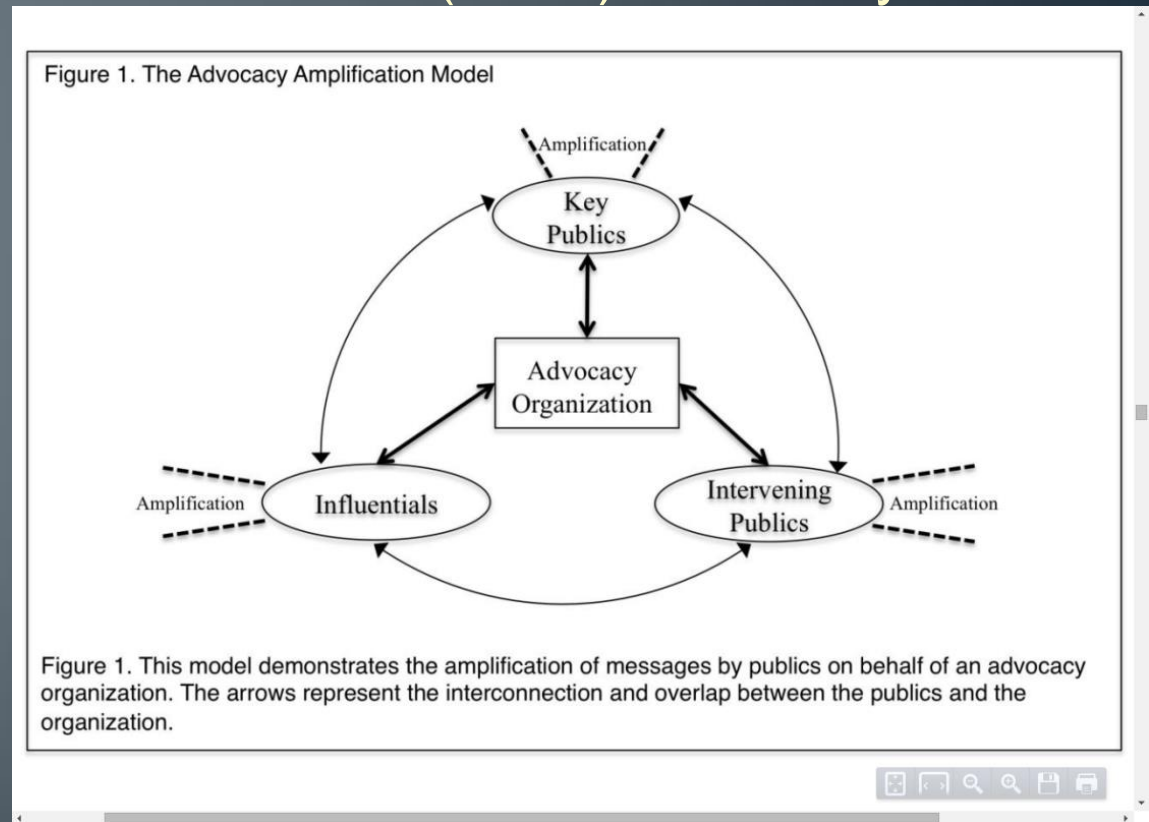
Internet flattens out organizational networks

Groups have:
amplification model

- *key publics*
- *intervening publics*
- *influentials*

Wilson (2000)

Cizsek's (2013) advocacy



Influentials (Guo and Saxton 2014)

Celebrity Poking

- PublicCounsel: @oprah in tribute video to Elie Wiesel: “you survived horror without hating

Hashtags

- #prolife, #abortion, #womenshealth, #lgbt, #prop8



Strategy #5

**It Takes More than
a Hammer:
Maximizing Social
Media Tools**

Serve Different Purposes

Information

Websites

Blogs

Reddit

Tumblr

Community

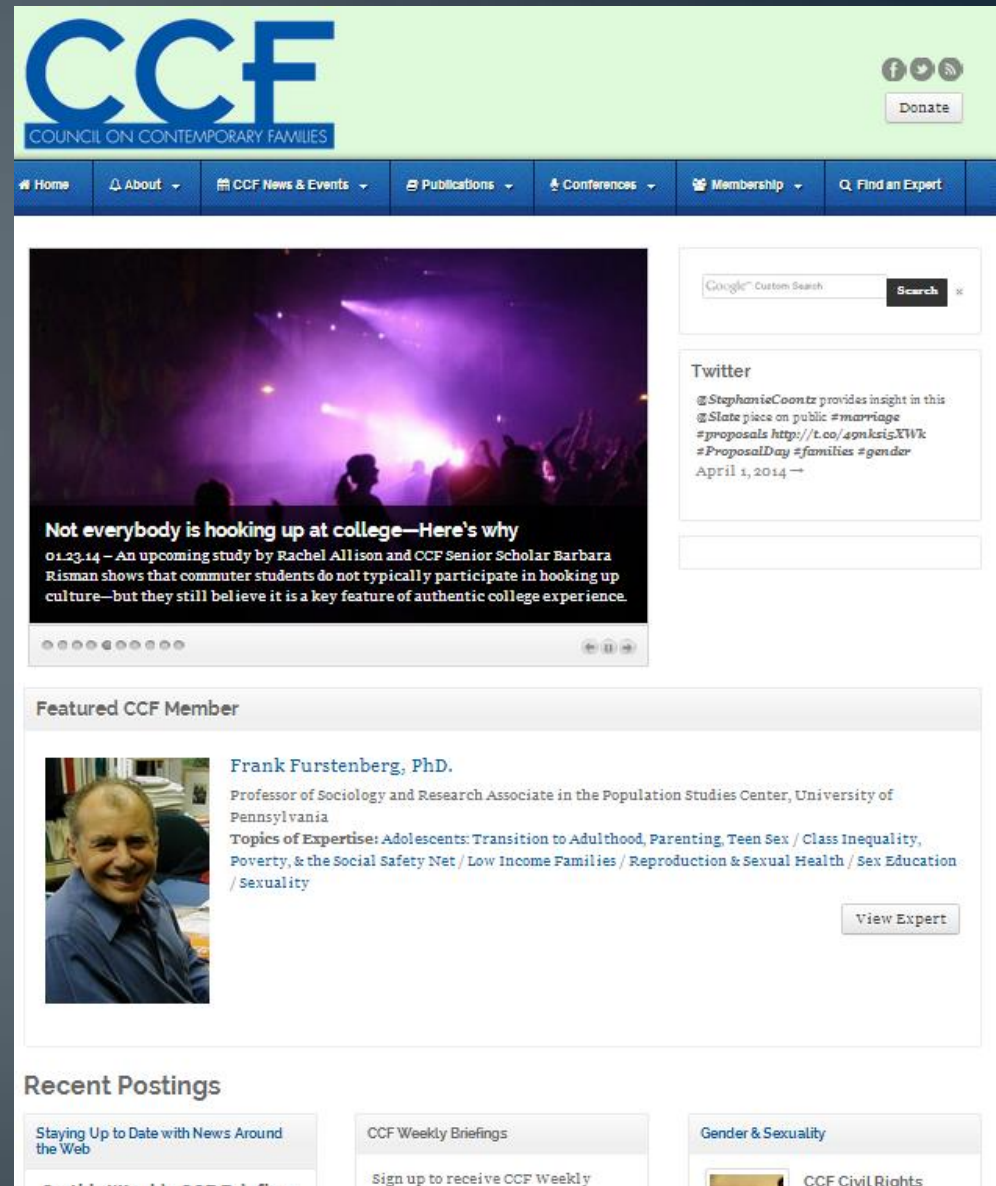
YouTube

Instagram

Action

Facebook

Twitter/Google+



The screenshot shows the homepage of the Council on Contemporary Families (CCF). The header features the CCF logo and navigation links for Home, About, CCF News & Events, Publications, Conferences, Membership, and Find an Expert. A search bar is located in the top right corner. The main content area includes a featured article titled "Not everybody is hooking up at college—Here's why" with a sub-headline and a brief description. Below the article is a "Featured CCF Member" section for Frank Furstenberg, PhD, with a photo and a "View Expert" button. The bottom section is titled "Recent Postings" and includes links to "Staying Up to Date with News Around the Web", "CCF Weekly Briefings", and "Gender & Sexuality".

CCF
COUNCIL ON CONTEMPORARY FAMILIES

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@StephanieCoontz provides insight in this @Slate piece on public #marriage #proposals http://t.co/4ynk5iXWk #ProposalDay #families #gender April 1, 2014

Not everybody is hooking up at college—Here's why
01.23.14 — An upcoming study by Rachel Allison and CCF Senior Scholar Barbara Risman shows that commuter students do not typically participate in hooking up culture—but they still believe it is a key feature of authentic college experience.

Featured CCF Member

Frank Furstenberg, PhD.
Professor of Sociology and Research Associate in the Population Studies Center, University of Pennsylvania
Topics of Expertise: Adolescents: Transition to Adulthood, Parenting, Teen Sex / Class Inequality, Poverty, & the Social Safety Net / Low Income Families / Reproduction & Sexual Health / Sex Education / Sexuality

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