• We now live in a digital society

• Internet or internet?

• Krantzberg’s first law

• Digital media and social change
• Cyberoptimism
• Cyberpessimism
• Technological determinism
• The social shaping of technology
• Media as structures
• User-created content
• “No sense of place?”
• Media as environments, environments as media
• Web 1.0, 2.0, social media

• A definition of social media
- Connecting to classic social theory
- Durkheim: Social facts
- Weber: Social action
- Simmel: Social presence
- Goffman: Self-presentation
• Networked publics
• Changed conditions for social interaction
• The space of flows
• The online disinhibition effect
• Anonymity and asynchronicity
• Community
• Affinity spaces
• Networks
• Networked individualism
• The public sphere
• Cybersalons
• Digital divides
• Power laws
• Power and authority
• Connective action
Sociological data science issues

- Identity
- Community
- Networks
- Discourse (politics)
- Social organisation (mobilisation/movements)
- Dominance/resistance
- Power/subordination
An example sociological case study

- The #metoo movement
The **hybrid** logic of hashtag activism

Untangling frames, platforms, and phases in the #MeToo campaign
Why this study?

• The major impact of the campaign

• The campaign as an example of hashtag activism

• An opportunity to get new knowledge about social media mobilisation in the face of challenges posed by the digital media setting

• Address theoretical/conceptual dimensions
  - framing
  - platforms
  - phases
#MeToo in context

- The changing face of social movements
- An emerging research field around digital contention
- The issue of #MeToo building momentum; then going viral
- The need to study digital mobilisation empirically
Data and questions

• Large dataset of tweets + a bit from facebook, blogs, youtube

• Four research questions:
  – focus of the campaign
  – tone of the campaign
  – clicktivism in the campaign
  – migration across platforms of the campaign
Note on method

- mixed-methods
- netnography
- messiness
Movement frames

• Origins of the concept in Goffman’s frame analysis

• Collective action frames and collective action (Benford & Snow)

• Personal action frames and connective action (Bennett & Segerberg)
Challenge 1: Noise and dilution
Figure 1. Strong topics by day in #MeToo tweets (n=3,808,839).
Figure 2. Number of strong topics per day in #MeToo tweets (n=3,808,839).
Challenge 2: Hate and trolling
Figure 3. Mean sentiment scores by day in English language #MeToo tweets (n= 2,608,099).
Share the hard parts — that brings us together #inRL #friended #metoo (0.2023)

Support victims. believe their stories. listen. be supportive. hold the monsters who do these things accountable #MeToo (0.3818)

When you speak the truth on experiences with sexual harassment, you relive painful events, but also become stronger #WomenWhoRoar #MeToo (0.2144)
#meToo is the dumbest shit ever. Fight me bitches (-0.9246)

All this feigned outrage over #Weinstein you bitches are whores, selling your bodies for fame, not victims. Sit the fuck down. #MeToo (-0.8965)

Modern women are a fucking joke. These #MeToo stories are mostly about them being whores and regretting it. Boo fucking hoo (-0.6378)
Until you’ve been raped, assaulted, or anything shut the hell up. You have no idea the damage it does to you. #metoo (-0.9584)
Some of the saps using #MeToo for things like a wolf whistle. Get a grip stop attention seeking and being so f*cking hysterical. (-0.0954)

Hey, #Metoo feminists, where were you when migrants attacked women during N. Yr's Eve 2015 in Köln? When attacker is a "refugee", it's OK? (-0.6282)

only pure scum would berate sexual assault victims for speaking out. you are part of the problem fuck off trying to be controversial, prick #metoo (-0.9382)

What the fuck is wrong with you? Highjacking a hashtag to victim blame and further traumatize victims? Sick. #MeToo (-0.961)
Challenge 3: Clicktivism and disengagement
Figure 4. Percentage of mentions, replies and retweets in #MeToo tweets.

- More than 80% are mentions or replies
- Around 6% are retweets
- The retweet proportion is growing
- Replies are dropping drastically
- Decline in replies and mentions, 30% are now retweets
Challenge 4: Fragmentation and co-optation
Figure 5. #MeToo activity across social media platforms.
A hybrid logic

Connective action

Agitation, propaganda, randomness

Personal action frames

virality, speed, publicity, chaos

Phases

Ideology, formalisation, institutionalisation

Collective action frames

accountability, commitment, privacy, order

Platforms

e.g. Twitter

e.g. Facebook
Thank you!