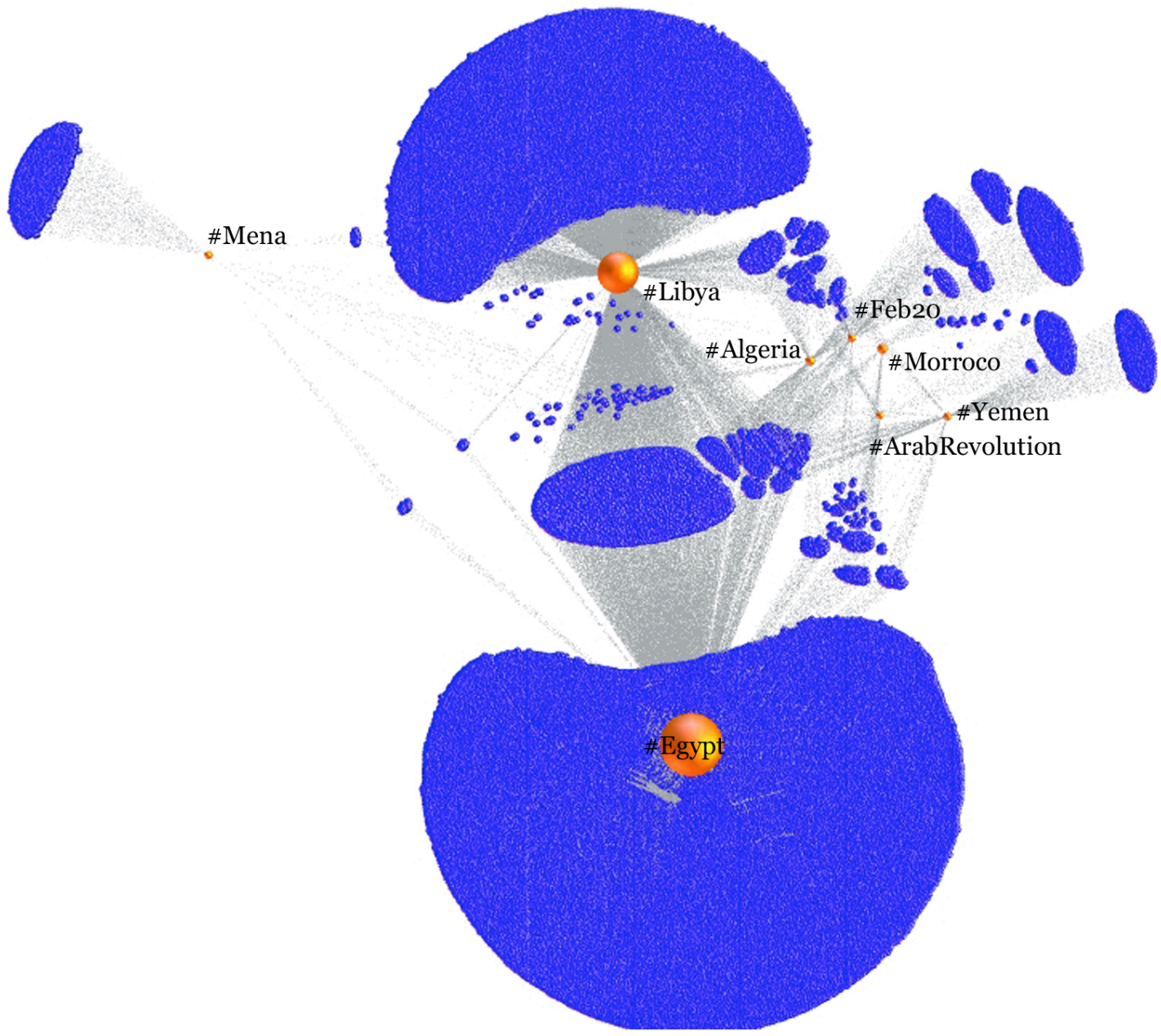


A Critique of Social Media Activism

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Social media as tools

‘Social media have become coordinating tools for nearly all of the world's political movements’ (Shirky 2011)

How hard is it to imagine a site like Facebook inadvertently disclosing the private information of activists in Iran or China, tipping off governments to secret connections between the activists and their Western funders? (Morozov 2011)

Social media as assemblages

Theoretically, the challenges primarily lie in understanding the uniqueness of social networking sites as assemblages where software processes, patterns of information circulation, communicative practices, social practices, and political contexts are articulated with and redefined by each other in complex ways (Langlois et al. 2009)

Tunisian Revolution

The image displays a world map with the hashtag #sidibouزيد overlaid in various sizes and positions across several continents, including North America, Europe, Africa, and Asia. The map also shows country names in multiple languages, such as 'Suomi Finland', 'Sverige Sweden', 'Norge Norway', 'Россия Russia', '中国 China', '대한민국 S Korea', '日本 Japan', 'India', 'Indonesia', 'Papua New Guinea', 'Australia', 'New Zealand', 'Brazil', 'Peru', 'Bolivia', 'Argentina', 'Chile', 'Colombia', 'Venezuela', 'Mauritania', 'Mali', 'Niger', 'Sudan', 'Ethiopia', 'Kenya', 'Tanzania', 'DR Congo', 'Angola', 'Namibia', 'Botswana', 'Madagascar', 'South Africa', 'South Atlantic Ocean', 'Indian Ocean', 'North Atlantic Ocean', and 'Southern Ocean'. In the top left corner, there are navigation icons for a globe, a building, a camera, and a search icon. On the right side, there is a social media sidebar for the hashtag #sidibouزيد. It features a header with the hashtag, a section for 'See more trending topics' with a search bar, and a grid of video thumbnails. Below this, there are several news snippets:

- BBC News - Live: Tunisia turmoil a d...**
- Tunisia gets third leader in 24 hour...**
- EA WorldView - Home - Tunisia LiveBl...**
- RT @EbtihalMubarak: Saudi cartoonist @Nejer mocks Gaddafi's latest speech on Tunisian revolution: Mooooo <http://bit.ly/fsw25R> so true! #SidiBouزيد #Qaddafi** 9 minutes ago
- RT @ecleel: "@88Mona88: RT @AliAldafiri: قالوا ل محمد البوعزيزي: أبند طاوونك من هنا، فأراحهم عن المشهود بومه #sidibouزيد #benali** 8 minutes ago
- RT @Tharwacolamus: Hundreds of Tunisian expats in Brussels celebrate the ouster of #Tunisia's president - Winnipeg Free Press - <http://goo.gl/YQ3I5> #sidibouزيد** 8 minutes ago
- RT @halmustafa: أعظم خطاب قدمه لتراقي في حياته <http://bit.ly/fJRUC> #SidiBouزيد #Tunisia #BenAli #Gaddafi** 8 minutes ago
- RT @rimerrante: Not Twitter , Not WikiLeaks: A Human Revolution <http://illiansyork.com/2011/01/14/not->**

Bennett & Segerberg (2012)

Connective action networks that self-organize largely without central or 'lead' organizational actors, using technologies as important organizational agents.

Two elements of 'personalized communication' that we identify as particularly important in large-scale connective action formations are: (1) Political content in the form of easily personalized ideas (...) (2) Various personal communication technologies that enable sharing these themes.

Create New Group



Create a shared group for you and some of your friends, like your movie night buddies, sports team, siblings or book club.

Group Name:


Members:

Which people do you want to add to the group?

Privacy:

 **Open**

Anyone can see the group, who's in it, and what members post.

 **Closed**

Anyone can see the group and who's in it. Only members see posts.

 **Secret**

Only members see the group, who's in it, and what members post.

[Learn more](#)

Create

Cancel



Sami Ben Gharbia (interview 2012):

Our aim is first to get the information out of Facebook because it's a closed platform. Not everybody has access, or knows how and where to find the information on Facebook. After that we publish it on a blog with a clear structure, pages, archives, where the usability of the information is refined. It can also be re-publish on YouTube. Then we tweet the url to inform, where one can see the information.

Nasser Weddady (interview 2012):

We have been working for years on developing a strategy that includes the complete media machine: understanding media relationships between broadcasted media, printed media, satellite channels, and news agencies.

Conclusion