

New Social Media

Social Movements are informal networks of people. They share identity and mobilize resources.

Some notable examples: Labour Movements, Women's Movements, Environmental Movements, Social Welfare Movements, Animal and Human Rights Movements, Global Justice Movements

Internet

- Transnational facility
- Enables social movements to go online
- Circulates messages of political and commercial organizations
- Many to many communication
- Direct communication to the citizens of the world
- Electronic media such as email, mailing lists, websites, electronic forums coordinate activities of physically dispersed movement actors.

Information Communication technology(ICT)

Contribution

- Shaping collective identity
- Countering the claims and arguments of established political interests
- Dissemination of arguments

New media's value to social movements

Email:

- High speed and cheaper communication between social movement actors
- Frequent communication between international, national and local branches of the same organization
- Communication between coalitions of social movements -National and international

- Movements actors can participate in debates on issues

Websites:

- Powerful and cost effective tools for social movements
- World-wide visibility of movements
- Information resources available to download

Campaigns can be launched and supported through websites enabling:

- Financial donations
- Electronic petitions
- Notification of demonstrations
- Recruitment of new activists
- Up-to-date news of events

Computer Mediated Communication (CMC)

- A powerful means to aggregate, dispersed, aggrieved individuals into a group for collective action and to mobilize social movement actors

New Social Movements (NSMs)

- New media have appeal to NSMs
- These groups are different from traditional movement actors
- They have interest in lifestyle conflict and campaigns of affinity
- They are oriented around universal principles and moral values: animal rights, environmentalism, sexuality, gender differences, human rights and dignity
- They combine traditional approach with their own way of illuminating concerns and issues of conflicts

Distinct types of websites

Culture Jamming : It is a protest against the commercialization of public spaces

- Public are made aware of unfair practices
- Intention is to empower consumers
- Websites are devoted to promoting fair trade for small producers of developing countries

RTMark Registered Trademark Website:

- Use of internet to empower the consumers
- Group of digital artists
- They have established a brokerage for the promotion of citizens, and to raise awareness about corporate products
- Highlight the gender based stereotyping of children's toys
- Drawback – Non face to face communication