A phenomenon in SNSs that strikes me is how expression of opinion can turn into a micro-activism. People started to believe that by signing online petitions or confirming participation in protest they are doing something for the society but in fact, it seems to me just a new form of **uncompromising conversation with a neighbor in the elevator , or the search for solutions eccentric policies on a bar table .** So much so that most of the protests that I 've followed in Brazil, Uruguay and Argentina ended up turning into a true itinerant ballad, something to do instead of to stay at home on a Sunday afternoon. All the activism, social concern that people have shown in their SN profiles end when they arrive at the protest venue. Then, one realizes that it is like a carnival out of season and the participantes there are more concerned with having fun than with a social cause .

It is clear that social networks are important for communication, exchange of information and even mobilizing people, but they are not a magic tool for democracy that will bring people in political discussions. In fact what can happen is the opposite, since due to the excess of information to which we are exposed in social networks, this might distract and move us away from these important concerns . The amount of information and the speed that it comes to us, may impact with the level of the superficiality with what we share , and thus do not undertake , and this may be an indication that there is an exaggerated hope in the internet as a tool for change . Retweet this means not participating , sharing is not the same as compromise.

The fast and superficial relationship we have with what we share , makes the protests gain more prominence within social networks than outside , see the large number of people confirmed their presence and the very low number of people who attended . Apparently , the outbreak stopped gaining space by the effect they have on society to gain prominence by the number of views , shares or retweets that had , like the aesthetics of protest had become more important than your goal .

And to win a highlight in the social networks that does not match the reality of the facts , these streams of good intentions can turn into a big deception . It is interesting to think that one of the cases that most mobilized social networks was the Kony 2012 campaign. You must remember that at the beginning of that year , the North American NGO Invisible Children , campaigned to secure the dictator Joseph Kony , who kidnapped children in Uganda to assemble his army . With a campaign very well made , and very well produced video , which was selling the idea that social networks could change the world , many people have joined the campaign that became a rage on the internet , and many even came to donate large amounts of money but it was soon discovered that it was all a hoax . Therefore , the share without repeating , without question , just participating in protests and demonstrations without knowing its meaning and without knowing what will be its consequences .

We live in a time that we are thrilled with the proximity and ease of communication provided by social networks , and largely demonstrations , protests , campaigns , are a consequence of this incantation. However we know that digital activism alone is ineffective and social changes still require involvement , discussions , much broader than simply retweet / share . Social networks have brought us who have a similar thought with us , but at the same time alienated us what is different . We are associated with groups that have similarities , but ended up moving away from those who think differently which does not agree . It is interesting to think that the greatest achievement of social networks that connect with us was what we want , perhaps caused a side effect , get away from what we do not want , avoid what is undesirable , etc. . So be wary of anyone selling the idea that social networks make the world a better place , why not just causing people to have physical access to FB or Twiiter , the world is a fairer place. Social networks are not good or bad , they are a tool and as such its capacity will depend on the use we give to it. Not enough to have access to information is necessary to reflect on it . But it seems , social networks will continue to be just a way to keep our persona , finding lost dogs , confirm the presence in different barbecues , and organize marches and protests .