A phenomenon in SNSs that surprises me always is how expression of opinion can turn into a digital-activism. People started to believe that by signing online petitions or confirming participation in a protest means that they are doing something for the society. However, it seems to me that it is just a new form of uncompromising conversation with a neighbor in the elevator, or on a bar table.As Justin mentioned **“I wonder how different is to RL…RL doesn’t always necessarily lead to activism either”.** So much so that most of the protests that I 've followed through the media in Brazil, Uruguay and Argentina ended up turning into a true itinerant ballad, a fun gathering better than staying at home on a Sunday afternoon. Perhaps all the activism and/or social concern that some people have shown in their SN profiles end when they arrive at the venue. Then, one realizes that it is like a carnival out of season and that the participants there are more concerned with having fun than with a social cause.

It is clear that SNSs are important for communication, fast exchange of information, “a free voice broadcast platform” as Stephen added, but they are not a magic tool for democracy that will bring people in political discussions. This is may be an indication that there is an exaggerated hope in the Internet as a tool for change. In fact, what can happen is the opposite, the excess of information to which we are exposed might distract and move us away from important concerns. The amount of information and the speed that it comes to us may impact the level of the superficiality we handle important/non important information. Retweet doesn’t mean participating; sharing is not the same as compromise.

In addition, the fast and superficial relationship we have with what we share makes micro-activism gain more importance within SNSs than outside. Certain campaigns stopped gaining space by the effect they have on society to gain distinction by the number of views, shares or retweets collected. As if the aesthetics of these campaigns have become more important than their goals. One simple way to notice it (at least in Brazil) is comparing the number of people confirming presence in a protest through SNSs against the insignificant number of people attending (comparatively).

And by winning attention in SNSs that do not match the reality of the facts/expectations, these campaigns can turn into a big deception. It is interesting to think that one of the micro-activism campaign that most mobilized SNSs was the Kony 2012. You probably remember this campaign created by that North American NGO called Invisible Children to promote the charity's "Stop Kony" movement to make Uganda’s dictator Joseph Kony indicted war criminal. He was accused to kidnap children and to force them to work in his arm. Jason Russell, co-founder of Invisible Children, decided to capitalize on social media and conduct an "experiment" to recruit for his cause. “The mini-documentary that emerged is emotion-laden and appeals to the kind hearts of donator” was soon discovered a fraud.

Finally, I think that we live in a time that we are probably fascinated with the proximity and ease of communication provided by SNSs and the Internet in general. The large demonstrations around the globe are perhaps a consequence of this fascination. However we should 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 .