

Digital Sociology

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- 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

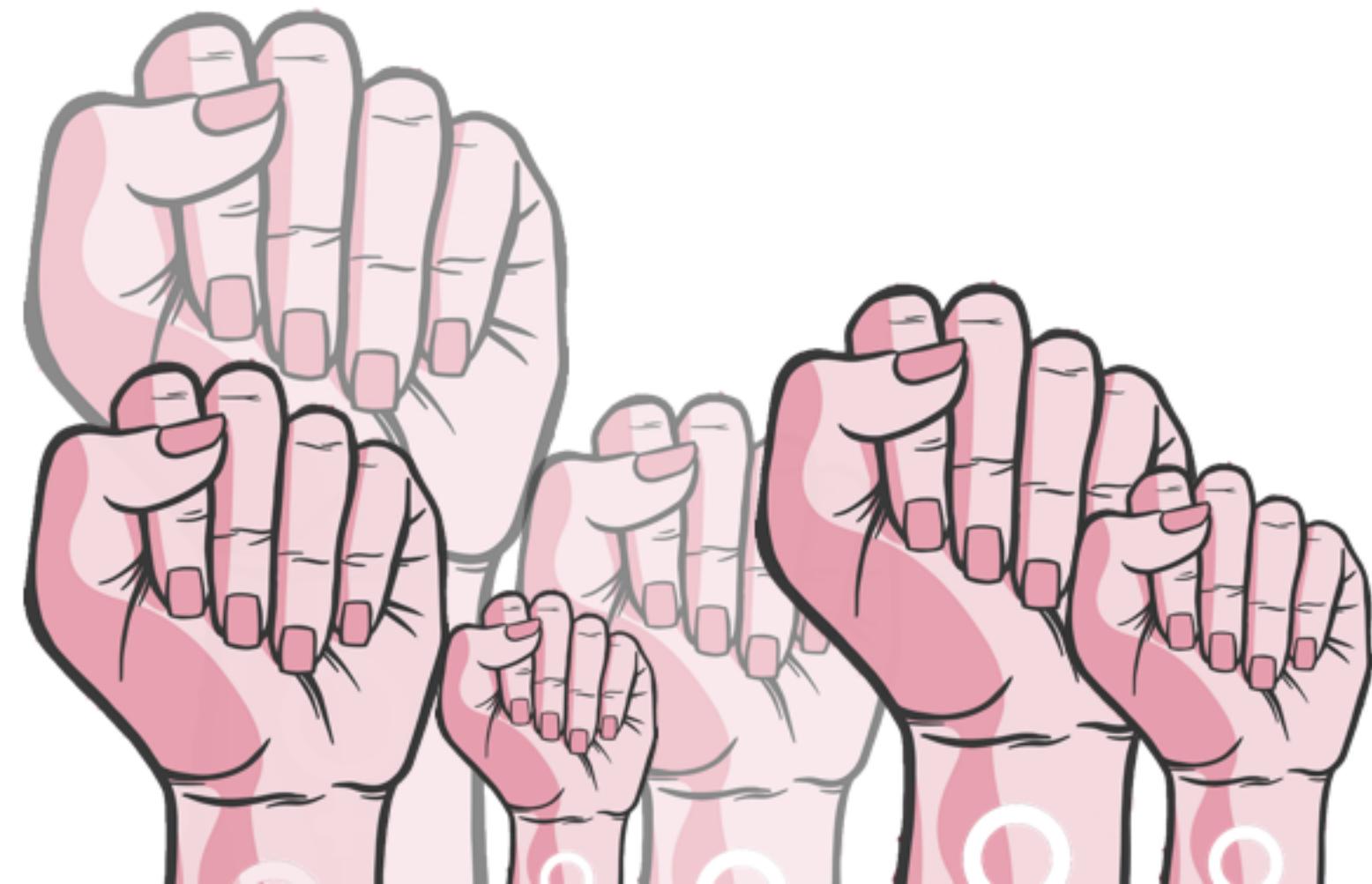


Figure 1. Strong topics by day in #MeToo tweets (n=3,808,839).

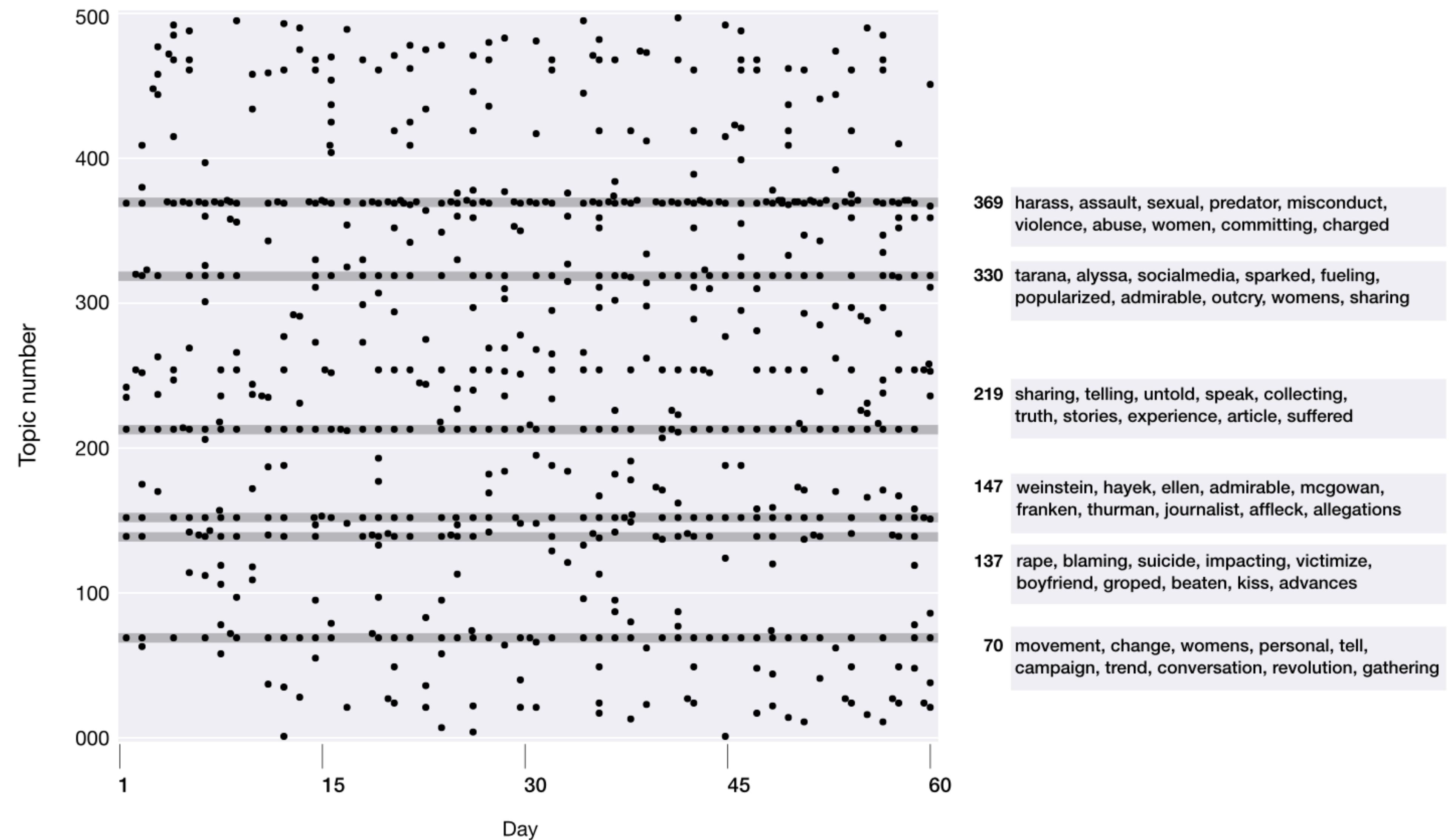
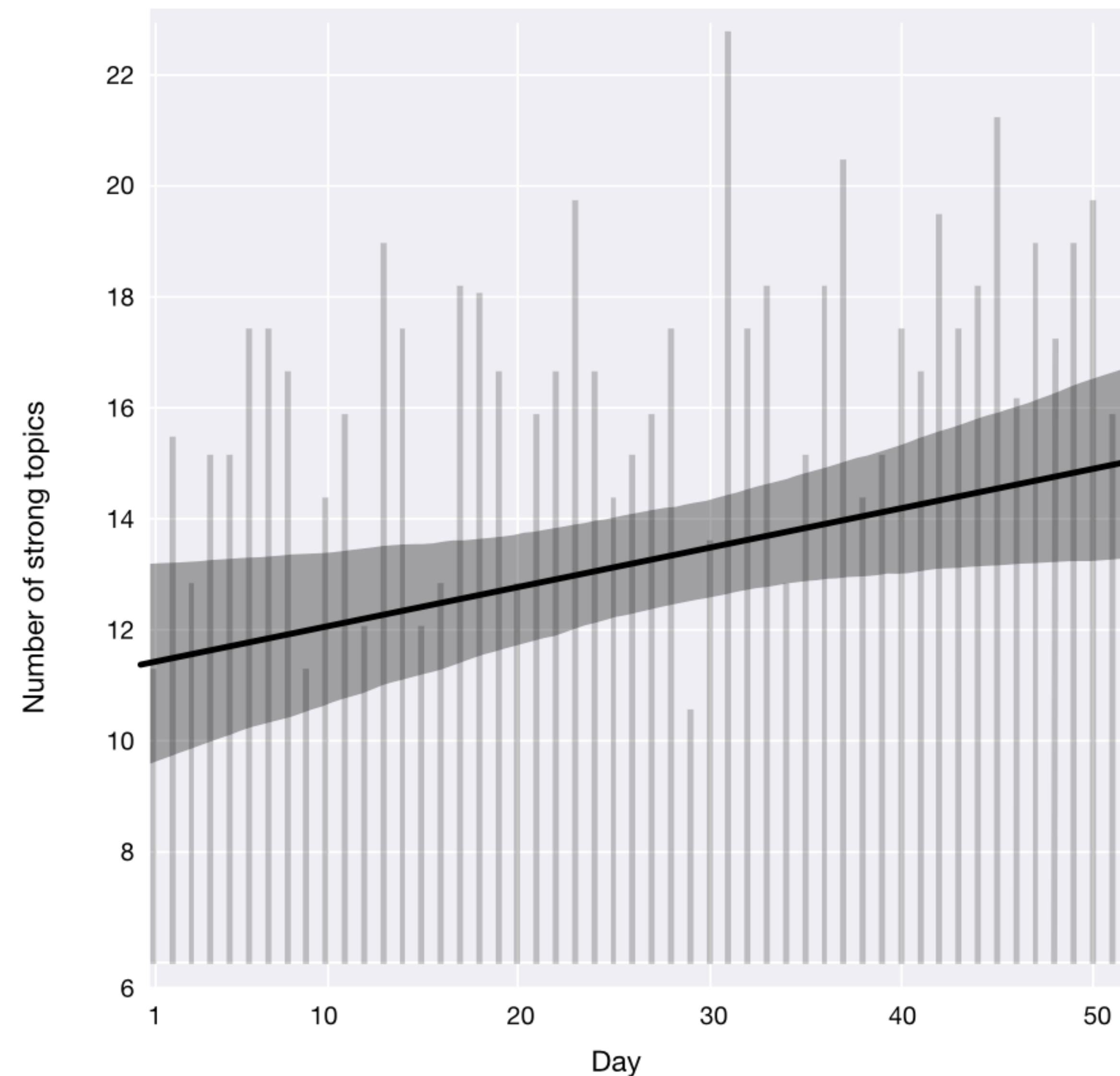


Figure 2. Number of strong topics per day in #MeToo tweets ($n=3,808,839$).



Challenge 2: Hate and trolling

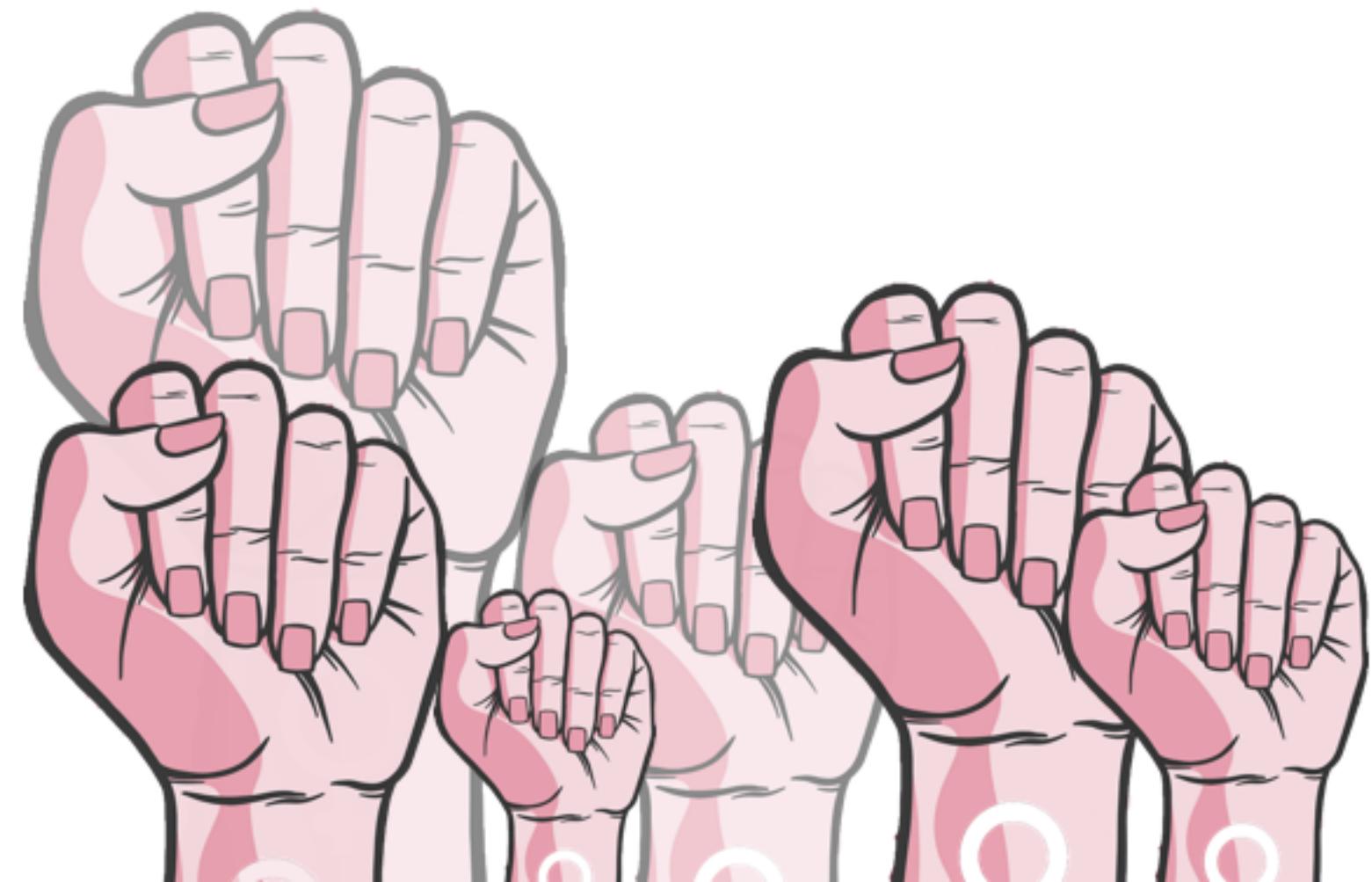
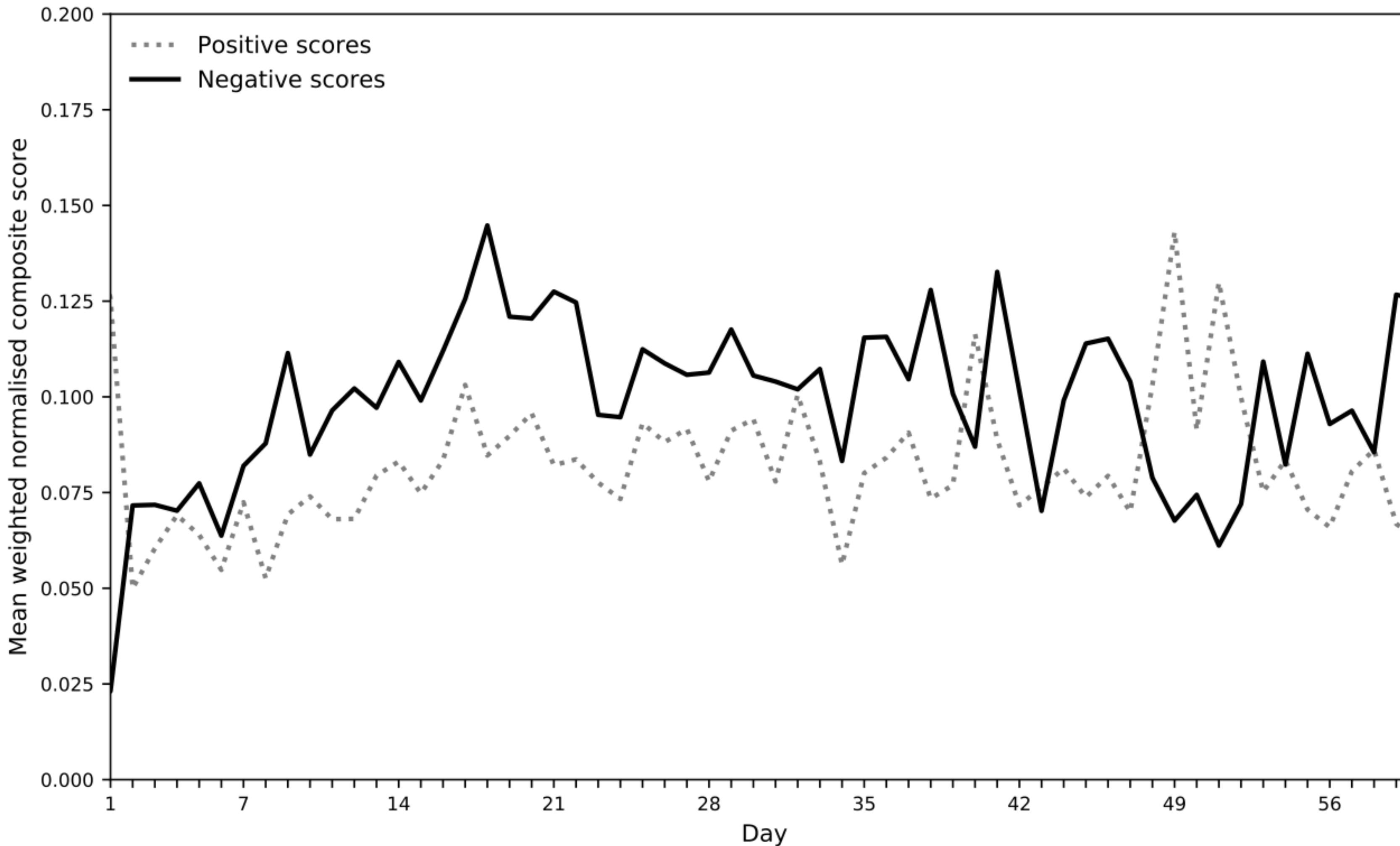


Figure 3. Mean sentiment scores by day in English language #MeToo tweets (n= 2,608,099).



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

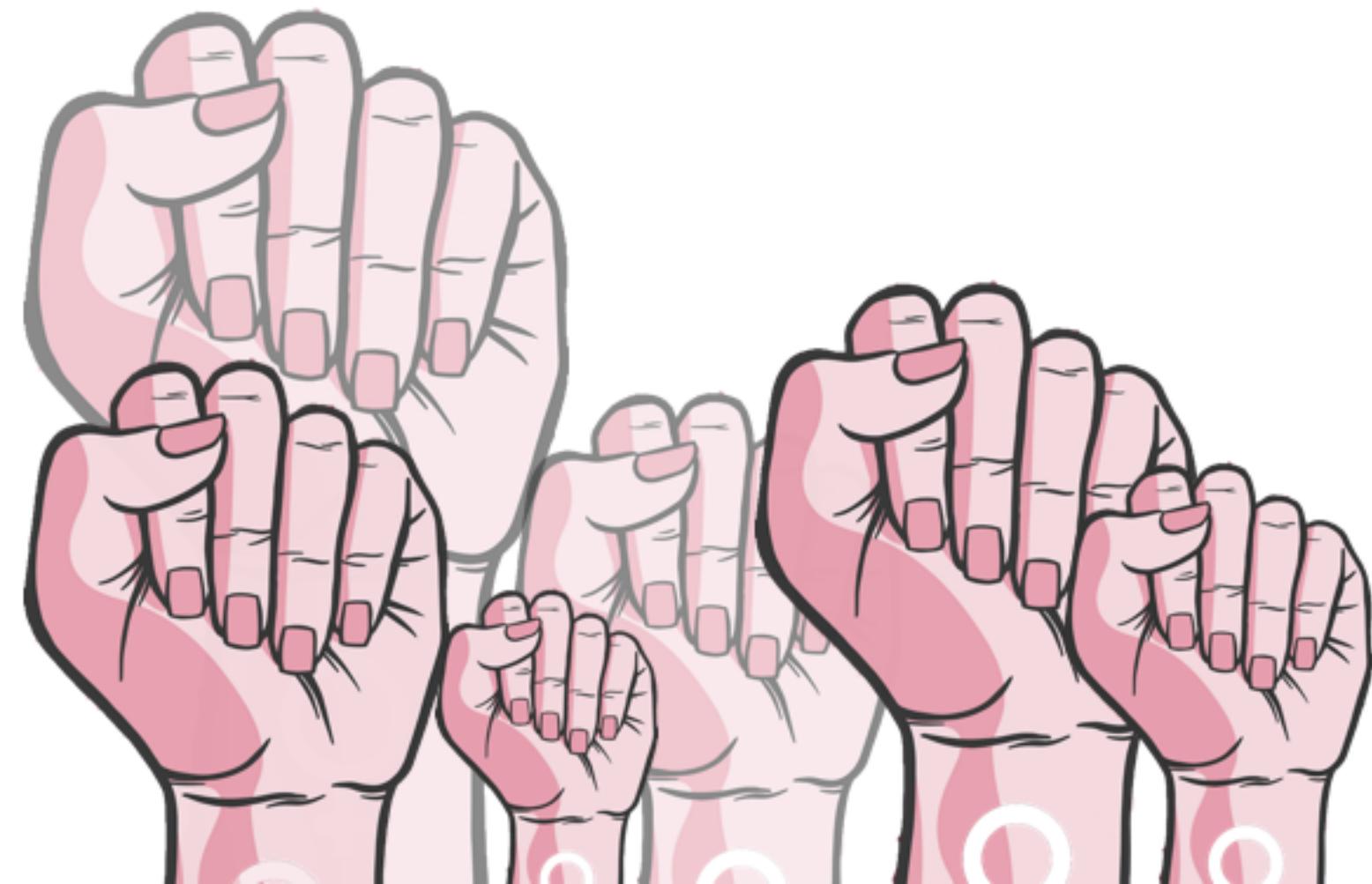
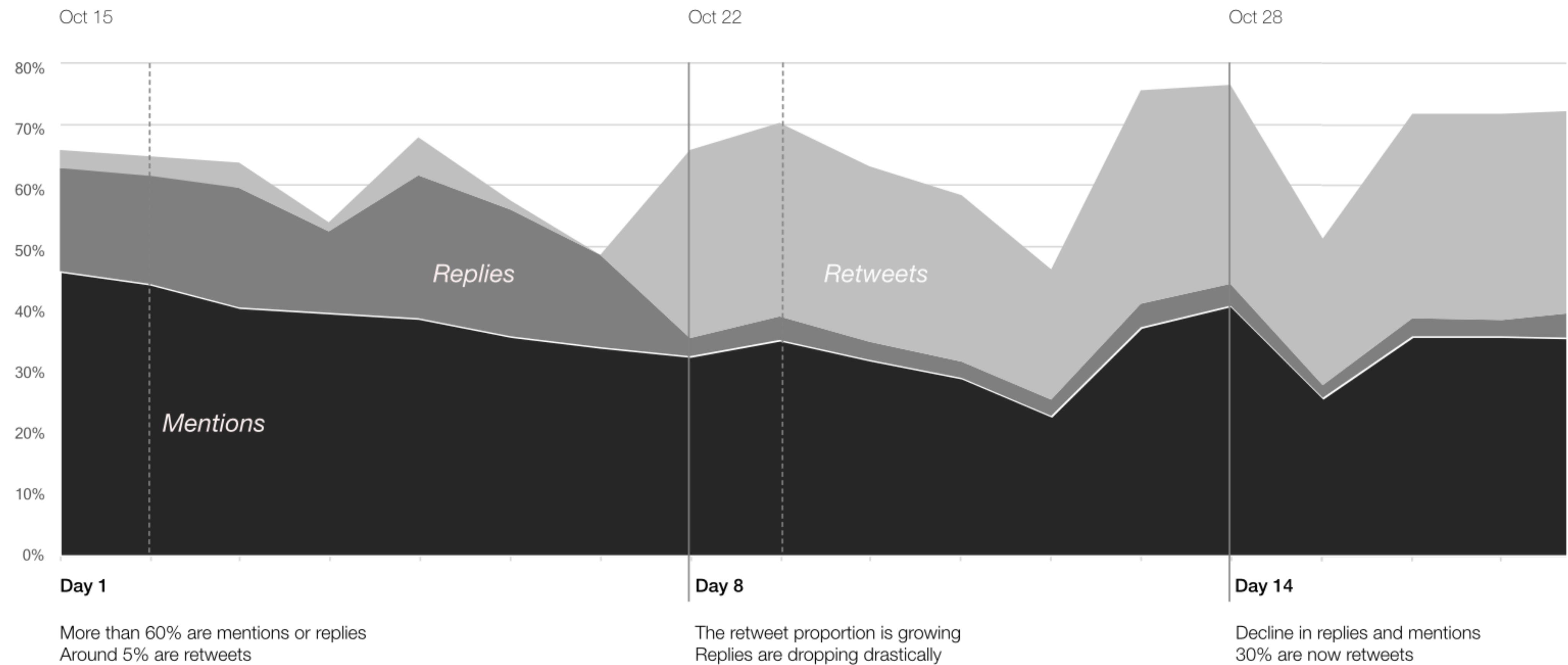


Figure 4. Percentage of mentions, replies and retweets in #MeToo tweets.



Challenge 4: Fragmentation and co-optation

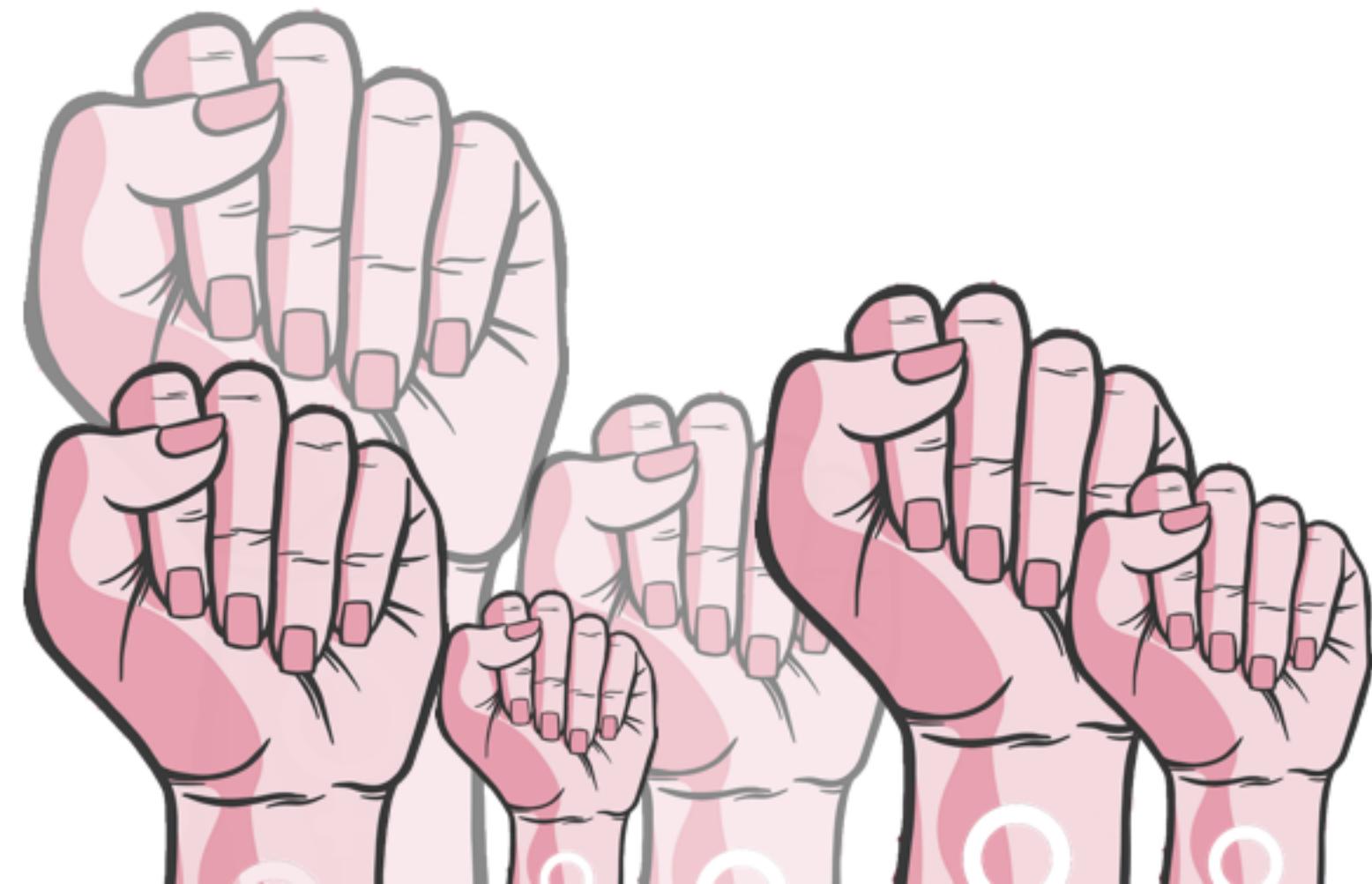
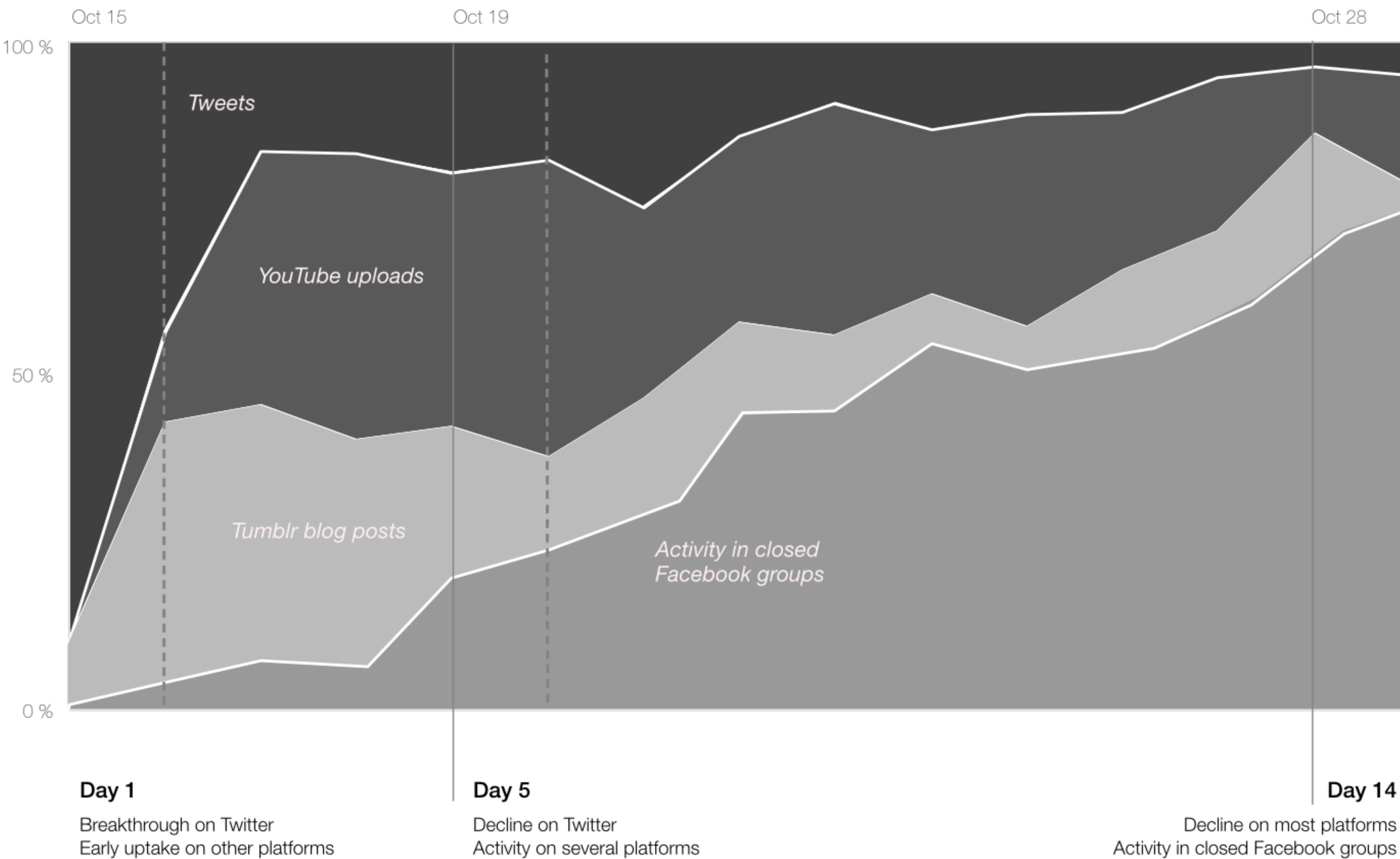
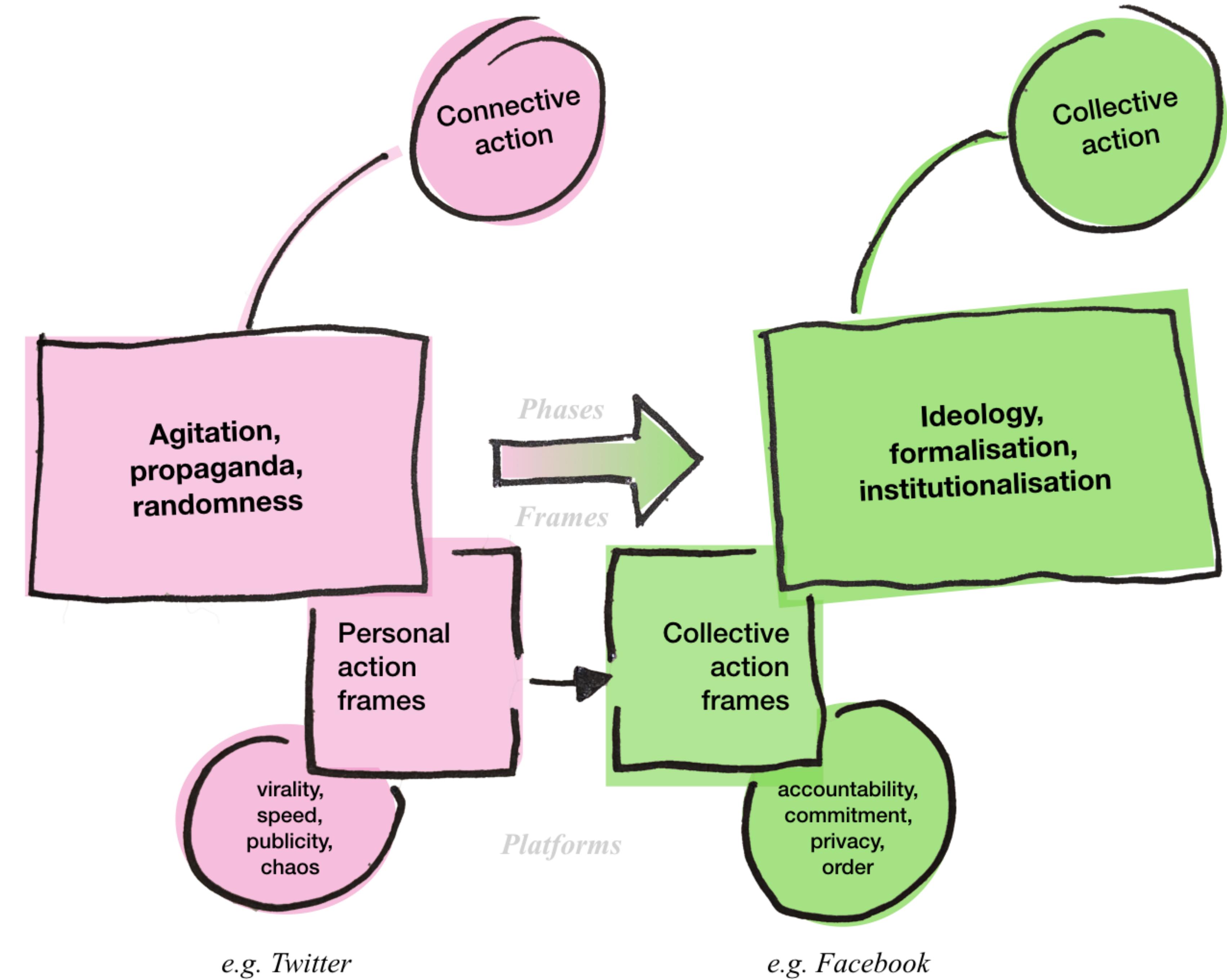
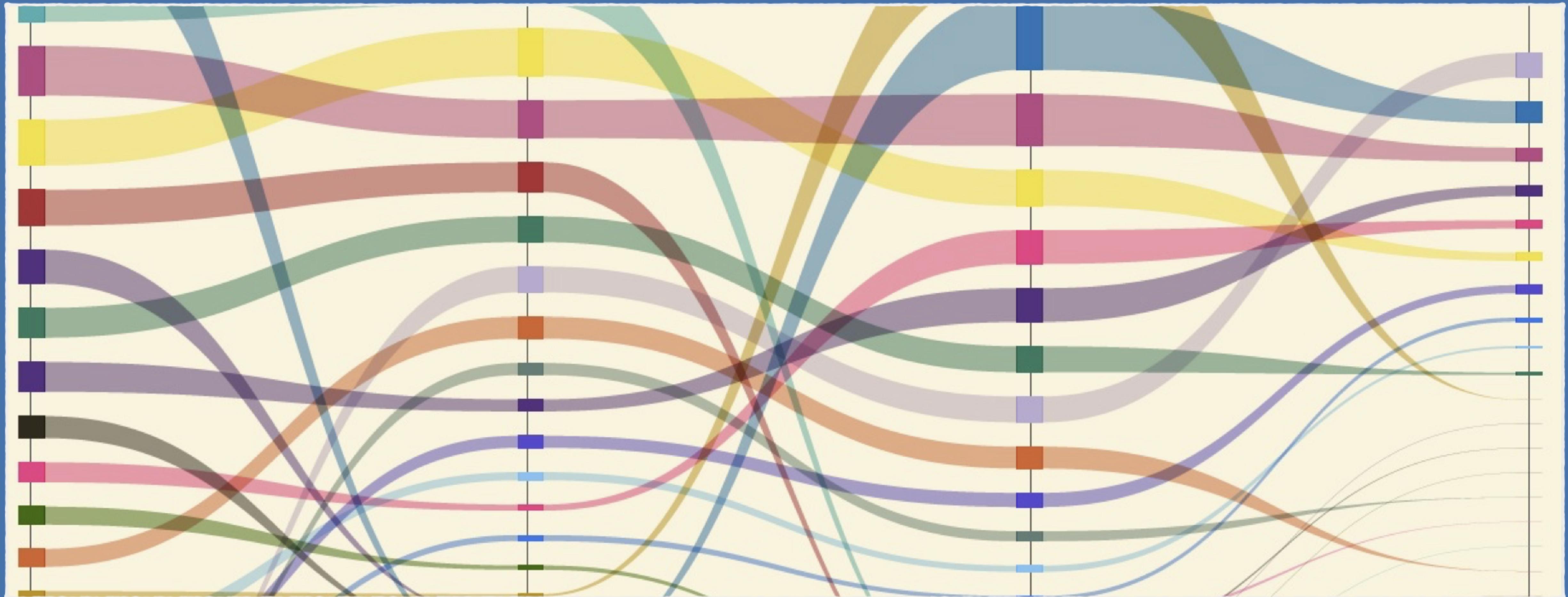


Figure 5. #MeToo activity across social media platforms.



A hybrid logic





Thank you!