COURSE NAME: MSC IT

MODULE NAME: SOCIAL MEDIA AND WEB

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THE ROLE OF SOCIAL MEDIA IN ACTIVISM AND DISASTER RELIEF: A **CASE STUDY**

Introduction

Social media, in particular, has had a significant impact on political movements, activism, and disaster relief efforts around the world. Widespread use of social media has facilitated the dissemination of information and ideas, leading to increased political participation, activist mobilization and the distribution of relief supplies in times of crisis.

RESEARCH QUESTION

How has social media impacted political movements, activism, and disaster relief efforts, and what are the implications?

Ans: Social media has greatly influenced political movements, activism, and disaster relief efforts.

Does social media facilitate or hinder communication and coordination in activism and disaster relief?

Social media can both facilitate and Ans: hinder communication and coordination in activism and disaster relief efforts.

SUMMARY OF BACKGROUND

- Social media has played a significant role in recent political movements and protests, allowing activists to communicate and coordinate more easily and reach a wider audience than traditional forms of media.
- Social media has also been used to support disaster relief efforts by providing real-time information about the situation on the ground, connecting volunteers with those in need, and facilitating fundraising and donation efforts.

DATA SETS

TWEETS

Tweet 1

Tweet 2 Tweet 3

Tweet 4

Tweet 5

CONSIDERATIONS

The study is limited to Twitter data and may not represent the full range of social media usage related to political movements, activism, and disaster relief efforts.

METHODOLOGY

DATA COLLECTION

Using the Twitter, I harvested tweets and retweets containing relevant hashtags related to political movements, activism, and disaster relief over a period of one week. The hashtags used were identified based on previous research and included #politicalmovement, #activism, #disasterrelief, #protest, #socialjustice, and #humanitarianaid.

DATA CATEGORIZATION

- Each tweet was manually categorized using Microsoft Excel based on a predetermined list of themes, including but not limited to:
- Types of political movements or activism (e.g., environmental, social justice, human rights, etc.)

FINDINGS









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DATA ANALYSIS

Microsoft Excel was used to count the prevalence of each theme, and I run a sentiment analysis of the tweets. I also manually extracted common hashtags used in the tweets and used Wordclouds.co.uk to create a tag cloud of the hashtags.

The role of activism in social justice: Many of the tweets focus on the pursuit of social justice and equality. Explore the importance of activism in challenging systemic oppression, dismantling inequalities, and creating a more equitable society.

Supporting disaster relief and humanitarian efforts: One tweet highlights the need for supporting disaster relief and humanitarian aid initiatives.

Conclusion

In conclusion, Social media provides a platform for individuals to connect, organize and mobilize around shared interests and causes.

However, social media also has its limitations, and it is not a panacea for all social and political problems. It is essential to recognize the potential negative effects that social media can have, including the spread of misinformation and disinformation, echo chamber effects, and polarization.

RECOMMENDATIONS

To fully realize the potential of social media for political movements, activism, and disaster relief efforts, the following recommendations are suggested:

• Develop strategies for combating misinformation and disinformation on social media. This can include increasing media literacy, creating factchecking initiatives, and promoting responsible online behavior.

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