Uncover the factors defining activism, identify emerging themes, and discern similarities across diverse forms of activism

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Declaration of Originality

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Abstract

This research project advances from an introductory investigation of activism to a well-defined research question into its essence and characteristics. The refined research question seeks to reveal the components characterising activism, distinguish developing topics, and observe likenesses over assorted forms of activism while exploring changing levels of engagement from low to high risk. Utilising qualitative strategies including interviews and social media examination, the study points to the understanding of the characteristics and risk levels related to activism. Moreover, it endeavours to create an ontology to outwardly speak to the interconnection of activism's themes, giving an all-encompassing understanding. Arranged at the intersection of Digital Humanities and Information Technology, the project analyses the part of innovation in forming and expanding the reach of activism within modern times. By addressing the modern scene of activism, this investigation contributes to an in-depth understanding of its dynamics and implications within the digital age, bridging scholarly research with open engagement.

1 Introduction

1.1 Background and Context

The driving force for this research project began from the developing acknowledgement of humanitarian emergencies happening around the world in both online and offline activist spaces. In addition to local discourse encompassing the rebranding of LGBTQ+ spaces to draw in people possibly unfriendly to the community which is an issue provoking critical contention. Drawing upon the knowledge gathered by sociologists through years of study, it is intended to explore the inspirations and experiences of activists in order to bring to light the core of activism itself developed. The thought was given to investigating the reasons and encounters of people who have become activists to highlight the components that characterise activism.

The project has advanced from the beginning of the subject investigation to a well-defined research question. The concept has advanced into a more comprehensive thought centred on understanding the substance of activism. The proposed research address presently looks to investigate the components that contribute to somebody being considered an activist, recognise rising topics inside activism, and observe likenesses over different forms of activism. Also, the study aims to examine the shifting levels of activism, extending from low to high risk, giving a nuanced point of view on the concentrated commitment related to distinctive forms of social engagement. The investigation question has been refined to capture the multifaceted nature of activism. The request centres on distinguishing the characteristics that characterise an extremist. There is excitement diving into these measurements to contribute valuable experiences to the field.

An ontology characterises a set of concepts and the connections between them, advertising an organised system for sorting out data. It helps in clarifying the implications of terms and their interconnects, encouraging more effective communication and information sharing, especially in

zones where equivocalness or numerous translations may emerge. Subsequently, the advancement of an ontology to outwardly portray the interconnecting of different subjects recognised in activism is planned, pointing to supply an all-encompassing understanding of the subject.

1.2 Research Objectives and Scope

The objective of this venture is to explore the multifaceted space of activism, uncovering its characteristics, levels of chance, and the characterising highlights that characterise an activist. Through conducting interviews with activists from diverse foundations and affiliations, alongside dissecting social media substance, the investigation aims to uncover shared characteristics among distinctive forms of activism and understand the range of activism navigating from low to high risk.

The scope of this venture incorporates an in-depth examination of the characteristics and encounters of activists, with a particular centre on understanding the interconnected nature of their personalities, inspirations, and methodologies. The research seeks to see the contrasts between activist voices and points of view, drawing upon subjective data obtained through interviews with individuals locked in completely different forms of activism. Moreover, the study solidifies an examination of social media substance to explore the portion of online stages in shaping present-day activism. Central to the examination is the headway of an ontology as a digital artefact, pointed at outlining the elemental structures and associations interior of the activist scene. The wander empower increases the headway of a comparative framework, allowing for an assessment of individuals' capacity for activism in association with the recognised characteristics and characteristics of met activists. Though the fundamental centre is on neighbourhood activism, the disclosures and bits of information created by the think about hold broader recommendations for understanding the components of activism inside the advanced age and its potential for developing social change on the world scale.

1.3 Significance of the Study

Activism is routinely considered a personal movement, which has progressively leveraged digital tools to increase its impact. This study aligns with the crossing point of Digital Humanities and Information Technology by analysing how innovation and digital stages shape and expand the reach of activism. Understanding how these streams contribute to the broader discourse on the progressing nature of social improvements within the digital age.

This study is useful as it addresses the present-day landscape of activism, which is dynamically characterised by its reliance on digital platforms. As innovation plays an essential role in forming and disseminating an assortment of distinctive types of activism, a comprehensive examination of its characteristics and levels is essential for understanding its components in these modern times.

In conclusion, this project contributes to the understanding of activism in the digital age, exploring its subtleties, commonalities, and dangers. The artefact and survey intentions are to bridge the gap between academic inquiry and public engagement, developing a broader discourse around the role of innovation in shaping present-day activism.

2 Environmental Scan

Ontologies play a crucial role in various industries, including healthcare, finance, e-commerce, and more. In healthcare, ontologies are used to standardise medical terminologies and enable interoperability between different healthcare systems. In finance, ontologies are used to model financial products and services, enabling better risk management and regulatory compliance. In e-commerce, ontologies are used to model product catalogues and customer preferences, enabling personalised recommendations and targeted advertising.

In the context of Wikidata, ontologies are used to capture the classes of entities of interest in each domain and their properties. The Wikidata ontology is a knowledge graph that captures structured data about various entities, including people, places, and things. It is used to facilitate communication among people, standardise terminology, and provide guidance for classification. The quality of the Wikidata ontology is crucial for its usefulness in various applications, including web search, recommender systems, and conversational agents (Piscopo & Simperl, pp. 141:4).

Parmigiani analysed the presence and role of neo-animist stances in political discourses, practices, activism, and representations oriented toward the cure, preservation, tutelage, and guardianship of Salento's olive trees under threat of felling and eradication. The lens of 'neo-animism' or relational ontologies acknowledges human and non-human persons alike as kin, providing a framework for understanding the deep connections between the local community and the olive trees (Parmigiani, pp. 360).

The ontology was used to frame the olive trees as more than just natural entities but as integral members of the community with whom the local population has deep and meaningful relationships. The author proposed the consideration of a possible relevance of what Bron Taylor calls 'Dark Green Religion' to better understand some of the dimensions of political activism around the tutelage and stewardship of olive trees in Salento. This 'humanization of the olive tree' was interpreted as a form of relational ontology, not dissimilar from other ontologies found in Salento and abroad (Parmigiani, pp. 368).

In summary, the ontology was used to emphasise the significance of the olive trees as active participants in the community, shaping the political activism and environmental stewardship efforts in Salento. This perspective highlights the interconnectedness of humans and non-human entities, contributing to a more holistic understanding of the cultural and environmental dynamics in the region.

The Change Point Analysis (CPA) method was applied to detect various changes in the dataset, particularly in sentiment trends related to real-world events. It helped identify shifts in sentiment patterns over the observation period. Cumulative Sum Analysis (CUSUM). This method was utilised to discover changes in sentiment over time, providing insights into how online activism sentiment reacted to and reflected real-life events, such as the burning of the University of Johannesburg (UJ) hall and the library at the University of KwaZulu-Natal (UKZN).

Sentiment analysis was chosen as a suitable analytical technique to assess the mood of online interactions and categorise tweets into positive, neutral, and negative sentiments. This method helped in understanding the emotions underlying the textual data from Twitter (Khan et al., pp 3).

By employing these methods, the study was able to analyse the sentiment trends on Twitter during the #FeesMustFall movement and establish connections between online activism and real-world occurrences, shedding light on the impact of social media activism on tangible events.

Online activism played a crucial role in the success of the #FeesMustFall campaign in South Africa. Here are some ways in which online activism contributed to the campaign's achievements. Social media platforms, particularly Twitter, provided a space for individuals to express their opinions, share information, and mobilise support for the cause. This amplified the voices of students and activists, drawing attention to the issues surrounding fees and education accessibility.

Online platforms facilitated the rapid mobilisation and coordination of protests, demonstrations, and other campaign activities. Through hashtags like #FeesMustFall, supporters could organise and participate in collective actions, leading to a stronger and more unified movement. Online activism helped raise awareness about the challenges faced by students in accessing higher education due to high fees. It also facilitated the dissemination of information about the campaign's objectives, events, and developments, engaging a wider audience and garnering support.

The online presence and visibility of the campaign exerted pressure on decision-makers, including government officials and university administrations, to address the demands of the movement. The constant online advocacy and public scrutiny influenced policy discussions and decisions. Online activism fostered solidarity among supporters of the #FeesMustFall movement, creating a sense of community and shared purpose. It also enabled networking with other social justice movements, both locally and globally, strengthening the campaign's reach and impact (Khan et al., pp 8).

Overall, online activism served as a powerful tool for advocacy, mobilisation, and communication, contributing significantly to the success and impact of the #FeesMustFall campaign in South Africa.

Bélanger et al. highlights how the dark tetrad personality traits (Machiavellianism, narcissism, psychopathy, and sadism) can influence the relationship between ideological passion (IP) and violent activism. Sadism was found to moderate the relationship between obsessive passion (OP) and violent activism. The greater the level of sadism, the stronger the connection between OP and violent activism. The interaction effect between OP and sadism was significant across different ideological samples, indicating a consistent relationship. Sadism was associated with greater support for violent activism, particularly when individuals were in an obsessive (as opposed to harmonious) passion mindset.

The relationship between sadism and violent activism was specific to individuals in an obsessively passionate mindset, highlighting the dynamic interplay between personality traits and motivational factors. These findings suggest that sadism, as a component of the dark tetrad,

can amplify the link between obsessive passion and violent activism, shedding light on the complex interplay between motivation and personality traits in predicting violent behaviour (Bélanger et al., pp 49).

Individual differences in Behavioural Inhibition System (BIS) functioning play a crucial role in shaping the relationship between exposure to extremist content and motivations to engage in extremist behaviour. Research suggests that individuals with heightened BIS sensitivity are more susceptible to feelings of anxiety, existential threat, and social rejection, which can increase their willingness to engage in political action, including activism and radicalism (McGarry & Shortland, pp 2).

Specifically, trait BIS sensitivity has been found to predict increased intentions towards radicalism and activism in support of extremist groups after exposure to extremist content online. This indicates that individuals high in BIS sensitivity may be more prone to radicalisation and violent extremism due to their anxiety-driven responses to extremist materials.

Moreover, BIS sensitivity has been associated with an increased level of positive responses to extremist content and a higher likelihood of engaging in activism and radicalism intentions following exposure to such materials. This suggests that individuals with high BIS sensitivity may be more inclined to engage with extremist content and be influenced by it, leading to a greater willingness to participate in extremist activities (McGarry & Shortland, pp 5).

In summary, individual differences in BIS functioning, particularly heightened BIS sensitivity, can amplify the impact of exposure to extremist content by increasing anxiety levels and susceptibility to extremist influences, ultimately influencing motivations to engage in extremist behaviour.

Anxiety plays a significant role in motivating individuals to engage with terroristic material by fuelling the "quest for significance" and triggering responses that may lead to radicalisation and extremist behaviour. Research suggests that anxiety, often associated with the activation of the Behavioural Inhibition System (BIS), can drive individuals to seek meaning, purpose, and personal significance, which can make violent narratives and ideologies appealing (McGarry & Shortland, pp 2).

Individuals experiencing heightened anxiety, particularly those with high BIS sensitivity, may be more vulnerable to feelings of existential threat, social rejection, and a quest for significance, all of which can contribute to their willingness to engage with extremist content. This quest for significance model posits that existential anxiety can motivate individuals towards radicalisation and violent extremism.

Moreover, exposure to extremist-related media content can increase anxiety levels, mortality salience, and fear, which may paradoxically lead to a motivation to engage with the material rather than withdraw from it (McGarry & Shortland, pp 5). This suggests that anxiety-induced responses to extremist content can drive individuals to seek out and engage with such material, potentially influencing their attitudes and behaviours towards extremism.

In summary, anxiety, particularly when linked to the quest for significance and existential threats, can serve as a motivational factor driving individuals to engage with terroristic material, potentially contributing to radicalisation and extremist behaviour.

3 Literature Review

3.1 Ontologies and ontology design

Ontologies play a crucial role in various industries, including healthcare, finance, e-commerce, and more. In healthcare, ontologies are used to standardise medical terminologies and enable interoperability between different healthcare systems. In finance, ontologies are used to model financial products and services, enabling better risk management and regulatory compliance. In e-commerce, ontologies are used to model product catalogues and customer preferences, enabling personalised recommendations and targeted advertising.

Ontology and epistemology play crucial roles in the analysis of qualitative interviews. Ontology refers to the nature of reality and what exists, while epistemology deals with how knowledge is acquired and the nature of knowledge itself.

In qualitative research, researchers need to consider their ontological stance when analysing interviews. Different ontological perspectives, such as positivism and constructivism, influence how researchers view reality and the nature of social phenomena. For example, positivists may believe in an objective reality that can be uncovered through empirical data, while constructivists may view reality as subjective and socially constructed. These ontological perspectives shape how researchers interpret interview data and understand the nature of the social world (Vogel et al., pp 613).

Epistemological considerations are also essential in qualitative interview analysis. Researchers must reflect on how they know what they know and how knowledge is constructed through interviews. Epistemological assumptions guide the researcher's approach to data analysis, interpretation, and the generation of knowledge. For instance, researchers with a positivist epistemology may seek to uncover universal truths through interviews, while those with a constructivist epistemology may focus on understanding multiple subjective realities and interpretations (Vogel et al., pp 621).

The interplay between ontology and epistemology influences the analytical choices researchers make during the analysis of qualitative interviews. Researchers must be aware of their underlying ontological and epistemological assumptions as these shape their interpretations of interview data. Different epistemological perspectives may lead to varying approaches to triangulating perspectives and understanding the complexities of social phenomena (Vogel et al., pp 620). In summary, ontology and epistemology are foundational in qualitative interview analysis, guiding researchers in how they perceive reality, acquire knowledge, and interpret interview data to gain insights into social phenomena.

Vogel et al. highlight that conducting multiple perspective interviews in social research offers several key benefits that contribute to a more comprehensive understanding of social phenomena. By gathering perspectives from multiple individuals within a social group or

context, researchers can capture a diverse range of experiences, opinions, and insights. This richness and depth of data provide a more holistic view of the phenomenon under study.

Multiple perspective interviews allow researchers to explore the complexity and nuance of social interactions, relationships, and dynamics. By considering different viewpoints, researchers can uncover subtle nuances and variations that may not be apparent from a single perspective. Comparing and triangulating multiple perspectives can enhance the validity and reliability of research findings. Consistency or discrepancies across different accounts can help validate interpretations and provide a more robust understanding of the social phenomenon.

By integrating multiple perspectives, researchers can develop a more comprehensive analysis of the social phenomenon. This approach enables a thorough exploration of various aspects, factors, and dimensions that contribute to the phenomenon's complexity. Multiple perspective interviews are particularly valuable for studying relationships, group dynamics, and interactions within social units. By capturing individual viewpoints within a collective context, researchers can gain insights into how relationships are formed, maintained, and influenced.

Engaging with diverse perspectives fosters empathy and understanding among researchers, as well as a deeper appreciation for the lived experiences of individuals within the social group. This empathetic approach can lead to more nuanced interpretations and insights. Analysing multiple perspectives allows researchers to identify patterns, themes, and commonalities across different accounts. These recurring themes can highlight critical issues, dynamics, or challenges within the social context.

The insights gained from multiple perspective interviews can have practical implications for interventions, policies, or programs aimed at addressing social issues. Understanding diverse viewpoints can inform more effective and targeted strategies for social change. Overall, conducting multiple perspective interviews in social research offers a valuable methodological approach for exploring the complexities of social phenomena, promoting a deeper understanding of relationships, interactions, and dynamics within various social contexts.

Researchers can effectively triangulate different perspectives in qualitative research to gain deeper insights into social phenomena by following some key steps. Ensure that interviews are conducted with a diverse range of participants who have varying experiences, backgrounds, and viewpoints related to the social phenomenon under study. This diversity of perspectives will provide a rich dataset for triangulation.

Thoroughly analyse the interview data, identifying common themes, patterns, and discrepancies across different perspectives. Use qualitative analysis techniques such as thematic analysis, content analysis, or narrative analysis to extract meaningful insights from the data. Compare and contrast the perspectives shared by different interviewees to identify areas of convergence and divergence. Look for patterns that emerge across multiple perspectives and pay attention to conflicting viewpoints that may reveal underlying tensions or complexities within the social phenomenon.

Employ triangulation techniques such as data triangulation (using multiple data sources), methodological triangulation (using different research methods), and researcher triangulation (involving multiple researchers in the analysis) to validate findings and enhance the credibility of

the interpretations. Engage in reflexivity and critical reflection throughout the analysis process. Consider how your own biases, assumptions, and perspectives may influence the interpretation of data. Be open to challenging your own preconceptions and be transparent about the potential impact of your positionality on the analysis. Synthesise the findings from different perspectives to develop a comprehensive understanding of the social phenomenon. Look for overarching themes, nuanced insights, and potential contradictions that can enrich the interpretation of the data.

Situate the insights gained from triangulating perspectives within the broader context of existing literature, theoretical frameworks, and social realities. Consider how the findings contribute to existing knowledge and offer new insights into the social phenomenon under investigation. By following these steps and engaging in a rigorous process of triangulation, researchers can gain deeper insights into social phenomena, uncover complex dynamics, and generate nuanced understandings that go beyond individual perspectives.

The author defines ontology as the theory of existence, specifically what really exists as opposed to what appears to exist but does not. Ontology is also described as the primary element in metaphysics and is linked to the assumptions underlying our understanding of reality (Martin, pp 641).

In relation to sociocultural approaches, the author emphasises that sociocultural theories share a common foundation of relational ontology. This means that they are based on the notion that social and psychological phenomena are processes that exist in the realm of relations and interactions, rather than as separate, independent entities. Sociocultural theories are grounded in the understanding that phenomena are embedded, situated, distributed, and co-constructed within contexts, and are intrinsically interwoven into these contexts (Martin, pp 642). Therefore, the author's definition of ontology and its relation to sociocultural approaches underscores the importance of understanding existence and phenomena as inherently relational and contextual.

Sanaz Farhangi's article contributes to the discussion on the necessity and sufficiency of relational ontology in accounting for activism by highlighting the importance of aligning ontological assumptions with transformative aims in research accounts of learning and development. Farhangi's work emphasises the lens of contribution and its emphasis on how everyone "matters," which leads to the understanding that students' and non-scientists' contributions to science education can lead to changes in how science is defined, funded, practised, and reproduced in general (Martin, pp 640).

Furthermore, the commentary on Farhangi's article promotes the discussion on the imaginary depicted in the quote "everyone matters" and addresses the theoretical challenges related to the question of ontology and its embeddedness in our grammar, language games, and forms of life (Martin, pp 640). This discussion underscores the significance of relational ontology in understanding the moral conditions of joint action and in working towards an ideal where "everyone matters" (Martin, pp 646).

Overall, Farhangi's article contributes to the discourse on the necessity and sufficiency of relational ontology in accounting for activism by emphasising the transformative potential of

relational ontologies in shaping science education and by prompting critical insight into the ways in which social and psychological reality is realised (Martin, pp 640).

The paper's findings have several implications for the study of social movement activity and collective behaviour. Ormrod emphasises the importance of understanding the fantasies of activists about the future social worlds they envision. It suggests that these fantasies are fundamental to activists' motivation and can provide insights into their behaviour and actions.

Ormrod argues for the inclusion of psychoanalytic perspectives in the study of social movement activity. It suggests that psychoanalysis can help understand activists' fantasies as conscious manifestations of unconscious phantasies, thereby contributing to a deeper understanding of their motivations.

Ormrod highlights the need to account for the ways in which social forces influence unconscious processes and the discourses used by activists to understand their cause. This implies that the study of social movement activity should consider the broader social and cultural influences on activists' motivations and behaviours.

Overall, Ormrod's findings underscore the complexity of activists' motivations and the need to consider psychological, social, and cultural factors in the study of social movement activity and collective behaviour.

Sugumaran and Storey highlight that the study introduces a methodology that bolsters the creation and assessment of database design by incorporating domain-specific knowledge via domain ontologies. This methodology addresses the predicament of database designers lacking information about the application or task for which the database is being designed. By harnessing domain ontologies, it offers a mechanism for database designers to deepen their understanding of the application domain, facilitating the translation of design requirements into effective conceptual models (Sugumaran & Storey, pp 1064).

Incorporating domain ontologies into database design offers several key benefits. Domain ontologies provide a means for capturing and representing domain-specific knowledge, which can be used to create more accurate and effective conceptual models. By leveraging ontologies, designers can ensure that their models are complete, consistent, and reflect the semantics of the application domain (Sugumaran & Storey, pp 1091).

Domain ontologies provide a common vocabulary and understanding of the application domain, which can facilitate collaboration and communication among stakeholders. By using ontologies, designers can ensure that everyone involved in the design process is speaking the same language and has a shared understanding of the domain (Sugumaran & Storey, pp 1067).

Domain ontologies can help designers work more efficiently and productively by providing them with a structured and organised source of domain-specific knowledge. By leveraging ontologies, designers can quickly identify relevant entities and relationships, enforce constraints and relationships, and generate reports for model validation (Sugumaran & Storey, pp 1067).

Domain ontologies can help facilitate the maintenance and evolution of conceptual models over time. By using ontologies, designers can ensure that their models are aligned with the evolving needs of the application domain and can easily update their models as the domain changes. In

summary, incorporating domain ontologies into database design can improve the quality of conceptual models, enhance collaboration and communication, increase efficiency and productivity, and facilitate maintenance and evolution over time (Sugumaran & Storey, pp 1091).

Overall, the OMDDE system demonstrates the effectiveness of using ontologies in creating ER models by providing a tool that enables designers to leverage domain-specific knowledge during the design process. The system's ability to improve the quality of ER models and facilitate the design process highlights the benefits of incorporating ontologies into database design (Sugumaran & Storey, pp 1064).

Nico and Harris explore the ontology of educational activism by delving into the participants' narratives, epistemologies, and ontologies. Emphasising the co-construction of pedagogy and spaces that are cultivated to explore actionable pursuits of liberation impacting human geography. The study also highlights the participants' approaches to push beyond critical inquiry and into strategically implemented action, demonstrating their efforts of re/planning, attempting, succeeding, correcting, and re-evaluating the ways that the systematic interdependence of structural oppression can be abolished through formal and non-formal education. Overall, the document engages with the ontological aspects of educational activism by examining the participants' beliefs, values, and approaches to creating liberatory realities (Nico & Harris, pp 675).

4 Methodology

4.1 Research Design and Approach

The plan and approach of this project are characterised by a mixed-methods research framework, and coordination of qualitative and quantitative techniques to supply a comprehensive understanding of the characteristics and elements of activism. The research design starts with a subjective stage, including semi-structured interviews with an assorted sample of activists representing a variety of backgrounds, affiliations, and modes of engagement. These interviews serve as a rich source of subjective data, permitting an exploration of activists' lived encounters, inspirations, and viewpoints on activism.

While Khan et al. undertook a comprehensive sentiment analysis of over half a million tweets related to the #FeesMustFall movement using the Valence Aware Dictionary Sentiment Reasoner (VADER) tool, this project concentrated on a narrower range of sources. In contrast, this project did not involve the analysis of as extensive a sample size. Instead, it focused on a smaller subset of data to explore the dynamics of activism both online and offline. Specifically, it examined social media content from platforms like Twitter, Facebook, and Instagram to gain insights into the multifaceted nature of activism discourse online. This approach aimed to uncover prevalent themes, patterns, and trends in online activism, albeit on a smaller scale compared to Khan et al.'s extensive longitudinal analysis. (Khan et al. pp 3).

Moreover, the development of an ontology as a digital artefact serves as a foundational component of the investigative approach. Through a precise preparation of data organisation and

categorisation, the ontology encourages the recognisable proof of key concepts, connections, and associations inside the activist scene. This organised system empowers analysts to outline the landscape of activism, revealing basic structures and designs that advise the improvement of hypothetical bits of knowledge and expository systems.

Moreover, the venture utilises a comparative approach to evaluate individuals' capacity for activism in connection to the identified traits and traits of interviewed activists. By creating a test or comparable instrument, members are welcomed to reflect on their own convictions, abilities, and potential commitments to social change endeavours, advertising a special opportunity for self-assessment and reflection.

The plan and approach of this venture are characterised by an all-encompassing and interdisciplinary system, drawing upon subjective interviews, social media examination, metaphysics advancement, and intelligently engagement techniques to supply a nuanced understanding of activism within the advanced age.

4.2 Participant Selection and Recruitment

Participant determination and enlistment for this project included a deliberate and precise approach aimed at guaranteeing differing qualities and representation inside the test of met activists. The method commenced with exhaustive inquiries about and recognisable proof of nearby activists who were effectively engaged in different forms of activism inside the community. Using a combination of online assets, social media platforms, and neighbourhood community systems, potential members were recognised based on their illustrated inclusion in social equity causes, promotion endeavours, or grassroots organising activities.

Once prospective members were recognised, outreach was conducted employing email to extend invitations for support within the study. The email communication laid out the goals and scope of the research project, underlining the deliberate nature of support and the privacy of responses. Furthermore, the email included a brief presentation of the researcher and their association, setting up straightforwardness and validity within the recruitment preparation.

Endeavours were made to guarantee inclusivity and availability throughout the enlistment preparation, with specific consideration given to reaching out to people from marginalised or underrepresented communities. Special consideration was given to differentiating the sample in terms of demographics, including components such as race, ethnicity, gender identity, sexual orientation, age, and socio-economic status.

Moreover, adaptability was maintained in obliging participants' planning inclinations and logistical limitations, with choices given for in-person, virtual, or phone interviews based on personal preferences and comfort levels. This approach pointed to limiting obstructions to support and guarantee the inclusivity of the investigative process.

Ultimately, participant choice and enlistment were guided by standards of equity, inclusivity, and transparency, with a centre on engaging an assorted and representative sample of activists to improve the breadth and profundity of insights produced by the study.

4.3 Data Collection Methods and Analysis Techniques

The technique utilised in this project included an efficient approach to gathering, examining, and incorporating information from numerous sources to explain the complexities of activism and its basic elements. The consecutive steps attempted throughout the investigation preparation were instrumental in accomplishing a comprehensive understanding of the subject matter and producing significant bits of knowledge.

The introductory stage of the study included meeting activists from different foundations and affiliations, as well as collecting significant social media posts for investigation. These interviews served as an essential source of subjective information, giving firsthand accounts of the encounters, inspirations, and challenges experienced by activists in their individual endeavours. Concurrently, the gathering of social media substance encouraged a nuanced examination of online activism, capturing the advancing nature of social developments in advanced spaces.

Along these lines, the information assembled from interviews and social media posts was fastidiously deciphered, refined, and anonymised to guarantee privacy and thoroughness within the analysis preparation. This included the extraction of key subjects, concepts, and terms from crude information, which formed the premise of an Excel spreadsheet utilised to encourage investigation and association.

Building upon this foundational dataset, an ontology was built in Protégé to explain the perplexing connections and associations between the distinguished terms and ideas. Through a handle of categorisation and classification, the ontology served as a conceptual system for mapping the territory of activism, enlightening the transaction between different components forming extremist characters, techniques, and results.

One imaginative application of the philosophy was the improvement of a test planned to evaluate individuals' capacity for activism in comparison to the encounters and properties of the met activists. By leveraging the experiences gathered from the philosophy, the quiz advertised members a special opportunity to reflect on their own convictions, abilities, and potential commitments to social change endeavours.

The methodological approach embraced by this project underscored the intriguing nature of activism research, drawing on experiences from sociology, psychology, and communication studies to unwind the complexities of modern social movements. Through a combination of subjective interviews, social media examination, metaphysics advancement, and intuitive engagement strategies, this research sought to enlighten the differing pathways and conceivable outcomes for significant engagement in activism inside an ever-evolving social scene.

4.4 Ethical Considerations

Ethical considerations in this project amplify past standard investigation conventions to include delicate issues related to mental well-being and potential exposure to online harassment or trolling. Given the nature of activism and the online spaces in which it frequently operates, it is imperative to organise the well-being and security of participants, especially within the setting of social media engagement where people may be powerless against harmful interactions.

Primarily, the investigative group must set up clear conventions for informed consent and privacy to guarantee that participants are completely mindful of the potential dangers and benefits of their inclusion in the study. This incorporates giving detailed data regarding the purpose of the research, the types of information collected, and how it will be utilised, as well as getting unequivocal consent for interest and information sharing. Additionally, participants ought to be informed of their right to withdraw from the study at any time without consequence.

Considering the potential effect on mental well-being, especially for activists who may as of now be exploring elevated levels of stress, burnout, or trauma, it is fundamental to approach interviews and data collection with sensitivity and compassion. Analysts ought to create a supportive and non-judgmental environment that permits participants to share their encounters straightforwardly while respecting their boundaries and emotional well-being. This may include providing resources for mental health support or referrals to suitable services as required.

Moreover, the examination and dissemination of social media information must be conducted with caution to mitigate the chance of exposing participants to online badgering or trolling. Steps ought to be taken to anonymise and de-identify individuals' social media accounts to ensure their security and limit the potential for focused on assaults or striking back. Furthermore, analysts ought to be careful of the moral implications of increasing possibly harmful content or perpetuating destructive narratives through their investigative discoveries or public dissemination endeavours.

In expansion to defending the well-being of participants, analysts must moreover consider their own mental well-being and well-being when engaging with delicate or emotionally challenging subjects. Establishing clear boundaries, honing self-care, and seeking support from colleagues or mental well-being experts as required are essential techniques for keeping up moral conduct and integrity throughout the study process.

In summary, moral considerations related to mental well-being issues and online harassment in this study require cautious consideration of participant well-being, educated consent, confidentiality, and responsible data handling practices. By organising these considerations, analysts can maintain moral benchmarks and guarantee the integrity and validity of their research while defending the rights and dignity of all people involved.

5 Analysis

5.1 Overview of Data

The data for this project comprises qualitative data accumulated through interviews with activists and the examination of social media content related to activism.

The essential source of data for this study is subjective interviews with activists from assorted backgrounds and organisations. These interviews give first-hand accounts of the inspirations, encounters, and viewpoints of people engaged in activism. The interviews are conducted employing an adaptable guide, permitting investigation of different topics and themes related to activism.

Information collected from the interviews incorporates transcripts that report the participants' reactions, insights, and accounts of their involvement in activism. To ensure the privacy and protection of the members, the interviews are anonymised, and moral contemplations are observed throughout the data collection process.

Furthermore, social media content related to activism is collected and examined to supplement the experiences gained from the interviews and give a broader understanding of activist talk in online spaces. Different social media platforms, such as Twitter, Facebook, and Instagram, are observed for pertinent content, including posts, comments, hashtags, and discourses related to activism. The data collected from social media may incorporate text, images, videos, and other mixed-media content.

Analytical methods, such as content analysis or sentiment investigation, may be utilised to distinguish predominant themes, trends, and patterns involved in the social media data. Handling data from social media requires careful moral considerations to guarantee consent, anonymity, and privacy assurance.

The project data is essentially qualitative, comprising rich accounts assembled through interviews with activists, as well as insights gathered from examining social media posts. By comprehensively analysing both data sources, the project aims to supply a nuanced understanding of activism, its characteristics, and its manifestations in offline and online settings.

5.2 Themes and Patterns Identified

Amid the investigation stage, an intensive examination of the ontology base uncovered particular patterns and trends within the descriptors utilised to characterise the involved activists and their points of view on activism, including its online manifestations. Through a fastidious process of refining and categorising the ontology, key themes and commonalities have risen, shedding light on the shared experiences and values among the assorted group of activists beneath the study.

The interviews uncovered a striking similitude among the activists, despite their differing backgrounds. Over distinctive personalities, affiliations, and strategies, common themes developed a shared passion, strength, and commitment to social equity.

Activists displayed a significant commitment to affecting positive change and challenging systemic injustices. They accentuated the significance of collaboration, solidarity, and community-building as fundamental to compelling activism.

In examining online activism, the activists communicated a consensus on the transformative potential of digital platforms. They accepted these tools might increase marginalised voices, mobilise grassroots movements, and cultivate worldwide solidarity networks. Despite the inalienable challenges, activists saw the democratising control of social media in stirring social change and holding institutions accountable.

5.3 Connections and Relationships within the Ontology

This investigation of the ontology and interview information uncovers a tapestry of shared values, encounters, and goals among the different gatherings of activists considered. By highlighting the common strings that interface people over diverse settings and foundations, this

investigation not only underlines the flexibility and dynamism of the activist community but also gives important insights into the fundamental components driving collective action and social change in today's society.

The ontology created for this study is a noteworthy achievement, comprising 776 subclasses and over 2000 associations between them. This broad organisation of concepts and connections underscores the perplexing interconnecting of data related to activism, both offline and online. Each subclass inside the ontology speaks to a particular viewpoint of activism, extending from particular issues, strategies, and personalities to broader topics and philosophies that saturate the activist scene.

Ontology metrics:

Metrics

Axiom	5,276
Logical axiom count	4,455
Declaration axioms count	821
Class count	777
Object property count	4
Data property count	0
Individual count	40
Annotation Property count	0

Class axioms

SubClassOf	776
EquivalentClasses	2,894
DisjointClasses	0
GCI count	0
Hidden GCI Count	776

Figure 1. Ontology statistics of subclasses and connections.

The ontology, or classification framework, utilised in this investigation is fantastically complex and detailed. It reflects the broad work done in collecting and examining data from various sources, including interviews with activists, social media content, and academic writing. This comprehensive approach has driven a multifaceted understanding of activism in all its forms. The ontology serves as a visual representation of the fastidious preparation included in conceptualising, organising, and synthesising the information related to activism. Each subclass and association inside the ontology has been carefully curated and explained to capture the nuanced connections between distinctive viewpoints of activism.

The term "activist" in the ontology has many connections as seen below. The network of activism encompasses various interconnected concepts, from "act" to "activism", "activists", "advocacy", "advocate", and "advocates". It extends across both offline and online spheres, embracing the organisational structures of traditional activism and the digital platforms of online engagement. In this network, terms like "organisation" and "organisations" denote the formalised structures that support activist movements, while "slacktivism" and "slacktivist" represent newer phenomena associated with low-effort online participation. Together, these terms form a complex web of engagement, reflecting the diverse strategies and approaches employed by individuals and groups dedicated to effecting social change.
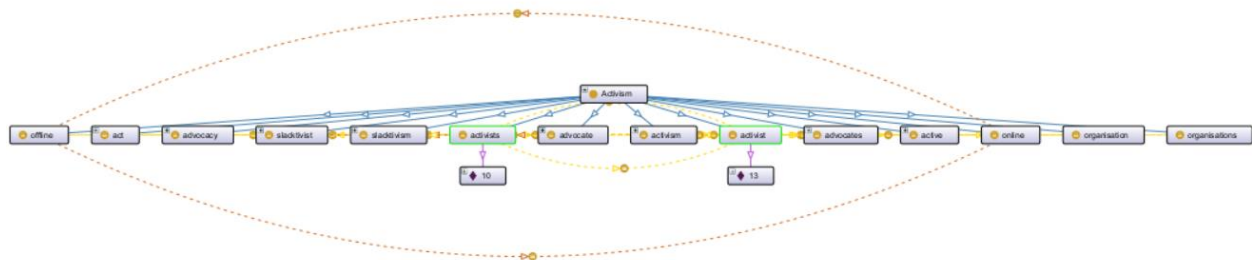

Figure 2. The connections of the term "activist".

Moreover, the ontology not only highlights the interconnecting of the information but also gives voice to the activists who have contributed to the research through interviews and online activism. In this way, the ontology serves as a confirmation of the collective endeavours of people and communities working towards social change and equity. Ontology may be an important apparatus for sorting out and understanding the tremendous sum of information related to activism. It gives insights into the complex associations between offline and online activism. This research project illustrates the commitment, diligence, and interdisciplinary approach of the analysts, leading to a more comprehensive understanding of activism within the current socio-political context.

5.4 Insights from Google Forms Analysis

The Google Forms results gave important insights into the participants' views, demeanours, and activities related to activism. Especially noteworthy was the question regarding their engagement with online news. This aspect of the quiz proved to be particularly illuminating because it offered a glimpse into how the participants consume data and connect with media narratives that shape social and political discussion.
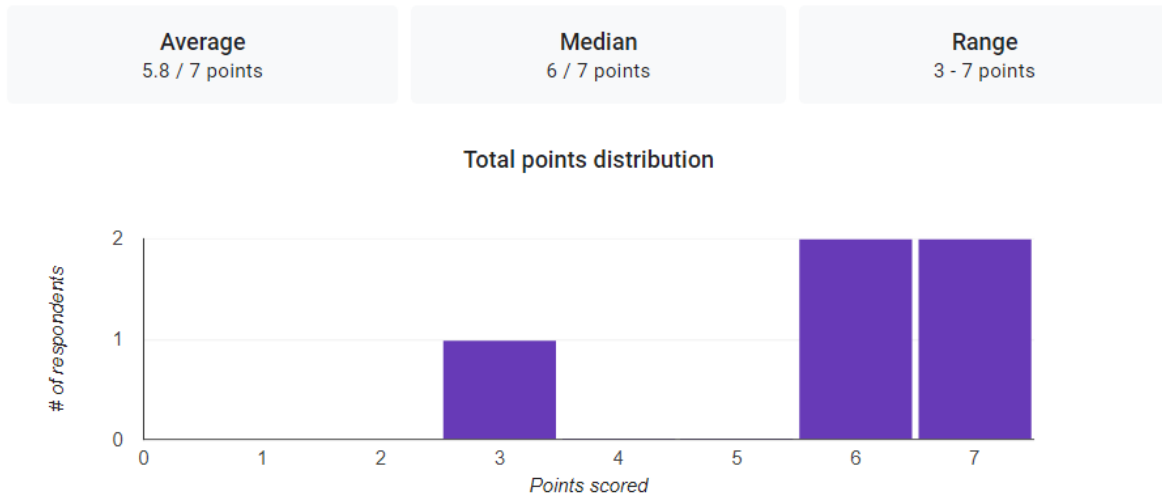
Figure 3. Insights from Google Forms quiz of correct answers. Average: 5.8/7 points. Median: 6/7. Range: 3 - 7 points.

By investigating the participants' inclinations, sources, and recurrence of engaging with online news content, the quiz gives a window into the data ecosystem that illuminates activists' viewpoints, priorities, and advocacy techniques. The reactions to this question advertised interesting insights into the differing ways in which activists explore and translate the media scope of social issues.

Participants' inclinations for particular news outlets or platforms, as well as their discernments of media bias, credibility, and agenda-setting, shed light on the complex transaction between media representation and activist assembly. Moreover, varieties in news utilisation patterns over distinctive demographic groups underscored the significance of considering intersectionality in understanding activists' media literacy and critical engagement with data sources.

The question surrounding online news engagement permitted us to investigate how computerised media encourages data sharing, community-building, and assembly inside activist networks. Participants' reactions uncovered how online news platforms act as catalysts for setting agendas, raising awareness, and building coalitions. They increase the voices of marginalised communities and goad collective action on vital social issues.

Frequently missed questions ⑦

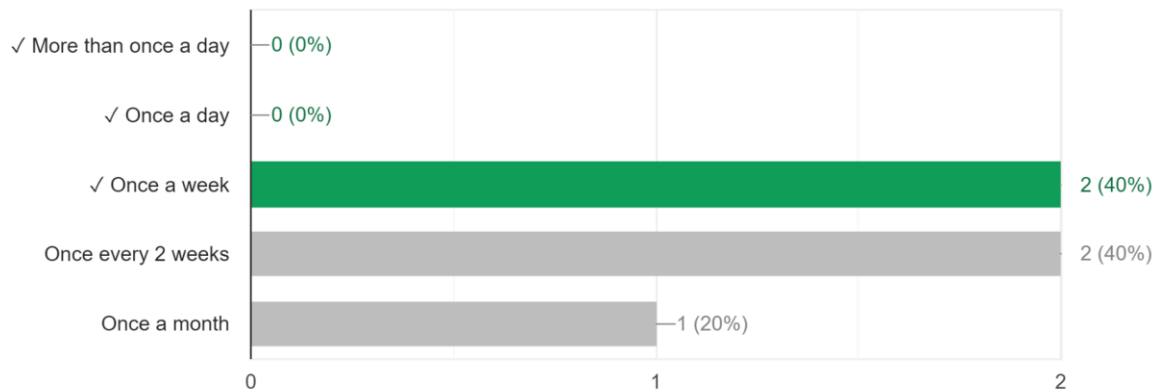| Question	Correct responses
How often do you in engage in online activism?	2 / 5

Figure 4. Frequently missed questions. Question: How often do you in engage in online activism?

The question exploring participants' engagement with online news was a key centre of the quiz investigation, giving valuable insights into the data landscape that shapes activists' points of view and methodologies. By analysing participants' media utilisation propensities, the quiz offered a nuanced understanding of the associations between activism, media proficiency, and digital communication technologies, improving the wider dialogue on modern social movements within the digital age.

How often do you in engage in online activism?
2 / 5 correct responses

Option	Responses
✓ More than once a day	0 (0%)
✓ Once a day	0 (0%)
✓ Once a week	2 (40%)
Once every 2 weeks	2 (40%)
Once a month	1 (20%)

Figure 5. Google Forms response chart. Question title: How often do you in engage in online activism?

6 Discussion

6.1 Interpretation of Findings

The elucidation of discoveries suggests intriguing parallels between online and offline activism, highlighting the interconnected nature of these two circles of engagement. Despite the particular platforms and modes of interaction, similitudes rise within the motivations, concerns, and strategies communicated by activists over both online and offline domains.

One notable perception is the merging between the responses obtained through Google Forms and the qualitative insights accumulated from interviews with activists. This cross-over underscores the consistency and validity of discoveries over diverse data collection methods. The alignment between self-reported information from survey responses and in-depth accounts from interviews lends assurance to the recognised themes and patterns of the dataset. Some notable observations extracted from the Google Forms survey, which pertain to the objectives and aims of activism. For instance, it is evident that accessibility is unequivocally identified as a fundamental goal of activism.

Additionally, the presence of common subjects and concerns over online and offline activism proposes a degree of continuity in activist discourse and objectives regardless of the platform. Both forms of activism are driven by the desire for social change and often aim to raise awareness, mobilise support, and influence public opinion. In terms of similarities, both offline and online activism can involve grassroots organising, coalition-building, and direct action such as protests or demonstrations. Additionally, they both rely on communication strategies to disseminate information and engage with target audiences. However, offline activism typically offers more opportunities for face-to-face interactions, community building, and physical presence at events, which can foster a sense of solidarity and collective action. On the other hand, online activism leverages digital platforms and social media networks to reach a wider audience, facilitate rapid dissemination of information, and enable virtual forms of protest and advocacy. While offline activism may have a more immediate impact in local communities, online activism has the potential to reach global audiences and spark international solidarity movements. Despite these differences, both offline and online activism play complementary roles in advancing social justice causes and driving positive change in society. Whether through digital channels or physical spaces, activists appear to share comparative values, objectives, and strategies in their pursuit of social change. This coherence points to the resilience and adaptability of activist movements in leveraging differing mediums and settings to progress their causes.

The interpretation of these findings moreover underscores the nuanced nature of modern activism, which rises above traditional divisions between online and offline domains. Instead of viewing these circles as isolated or mutually exclusive, the information proposes a dynamic interplay and shared reinforcement between digital and physical forms of activism. Online platforms serve as important tools for organising, mobilising, and amplifying voices, while offline activities give tangible avenues for direct effect and community engagement.

In general, the interpretation of findings highlights the complex and multifaceted nature of activism within the modern age, underscoring the significance of considering both online and offline measurements in understanding the elements of social movements. By recognising the similarities and cross-over between these circles, analysts can gain more profound insights into the evolving landscape of activism and its implications for societal change.

6.2 Implications of the Study

This study underscores the interconnecting of online and offline forms of activism and highlights the critical role of real-world activism in affecting tangible change. While social media platforms have without a doubt altered the way activists communicate, assemble, and amplify their messages, it is imperative to recognise that online activism regularly serves as a catalyst or facilitator for action within the physical world. The implications of this project lie in understanding the advantageous relationship between online and offline activism. By analysing the traits and characteristics of activists over distinctive platforms and contexts, the study can shed light on how online activism impacts real-world activities and vice versa.

Recognising the complementary nature of online and offline activism, activists and advocacy organisations can create more all-encompassing and successful strategies that use the qualities of both domains. For example, social media campaigns can be planned to prepare supporters for offline events such as protests, rallies, or community organising endeavours.

Understanding the one-of-a-kind traits and motivations of activists in both online and offline spaces can inform community-building endeavours and cultivate more profound engagement among supporters. By recognising the different points of view and experiences inside activist communities, organisers can make inclusive spaces that resonate with a broader range of people.

Online activism has the potential to amplify the voices of marginalised communities and provide a platform for their stories and experiences to be listened to. By understanding the elements of online activism and its intersection with real-world activism, researchers and advocates can work to increase these voices further and advocate for systemic change. Whereas online activism offers opportunities for outreach and assembly, it too comes with its own set of challenges, such as deception, online harassment, and algorithmic biases. By understanding the interconnecting of online and offline activism, activists can better explore these challenges and moderate risks while amplifying their effects.

The implications of recognising the significance of real-world activism alongside online activism lie within the development of more nuanced, inclusive, and effective advocacy techniques that harness the power of both digital and physical spaces to drive social change. By bridging the gap between online and offline activism, this study contributes to a more comprehensive understanding of modern activism in the digital age.

6.3 Strengths and Limitations of the Study

The study's focus on local activists allowed for an in-depth exploration of a specific community's activism landscape, providing valuable insights into their motivations, experiences, and strategies. By narrowing the scope, the study could delve deeper into the nuances and dynamics of local activism, fostering a comprehensive understanding of the factors influencing activism

within that context. Additionally, the study's localised approach enabled researchers to establish closer rapport and trust with participants, facilitating more open and candid discussions during interviews.

However, the study's limitation to local activists also restricted the generalizability of its findings to broader contexts. Since the research was confined to a specific geographic area, the insights gained may not fully capture the diversity of activism across different regions or communities. Moreover, the study's focus on local activists may have overlooked valuable perspectives and strategies employed by activists operating in other domains or at different scales.

Given more time, expanding the study to include activists from diverse backgrounds and regions would enhance its comprehensiveness and validity. By incorporating a broader sample of participants, researchers could better capture the multifaceted nature of activism and identify commonalities and differences across various contexts. Additionally, exploring other domains of activism beyond the local scope would provide a more holistic understanding of the factors driving social engagement and change across different settings.

6.4 Future Directions for Research

As a direction for future research, Ormrod proposes delving into the subconscious roots of activists' visions for the future and understanding how these visions are shaped by underlying structural factors. This approach offers the potential to unveil novel insights into the driving forces behind activism. Consequently, it suggests that researchers should adopt a multifaceted ontological framework when investigating social movement dynamics and collective behaviour. (Ormrod, pp 116)

Exploring a broader spectrum of people and social media platforms in future research could lead to the emergence of new and diverse themes within activism. By expanding the participant pool to include individuals from various demographics, backgrounds, and geographic locations, researchers can capture a more comprehensive range of perspectives and experiences. This broader sampling approach would allow for a deeper understanding of the factors influencing activism across different communities and contexts.

Additionally, investigating a wider array of social media platforms beyond those initially examined in the study could uncover unique patterns and dynamics in online activism. Different platforms may attract distinct user demographics and facilitate varying forms of engagement and communication. Therefore, exploring the role of platforms such as Instagram, TikTok, or niche online forums in activism could provide valuable insights into evolving trends and strategies within digital advocacy.

Moreover, future research could adopt mixed methods approaches to triangulate findings and provide a more holistic understanding of activism in the digital age. Integrating qualitative interviews with quantitative analyses of social media data could offer complementary perspectives on the motivations, behaviours, and impact of activists both online and offline. By combining qualitative insights with quantitative metrics such as engagement metrics, sentiment analysis, and network analysis, researchers can gain a more nuanced understanding of the complex interplay between online activism and real-world outcomes.

Overall, future research directions should prioritise inclusivity, diversity, and methodological rigour to capture the multifaceted nature of activism in contemporary society. By embracing a broader spectrum of participants and platforms, researchers can contribute to a more comprehensive understanding of the evolving landscape of activism and its implications for social change. Through this exploration, researchers aim to expand the understanding of activism and highlight its use for potential positive impact.

7 Conclusions

In today's digital age, social media has become a crucial platform for activism. However, the fast-paced nature of online engagement poses unique challenges. The attention spans of users can be fleeting, and information spreads rapidly, making it difficult for activists to sustain momentum and foster meaningful discussions. At the same time, the sheer volume of content competing for attention highlights the need for strategic and innovative messaging to capture and retain audience interest.

Despite these obstacles, the fluidity of social media also presents significant opportunities. Activists can leverage digital platforms as powerful tools for mobilisation, awareness-raising, and coalition-building on a global scale. By adapting to the ever-evolving digital landscape, activists can harness the potential of social media to drive real social change. While navigating the complexities of this medium may require agility and adaptability, the impact that can be achieved through effective online advocacy is undeniable.

The activists in this study come from diverse backgrounds, but they share common values and goals. Despite the complexities of human identity, the research shows that the interviewed activists have similar beliefs, motivations, and aspirations.

The presentation of this project at the UCC Open Day was valuable, as it provided feedback that enriched the research process and deepened the understanding of the subject. Engaging with a diverse audience allowed the researchers to validate their findings, challenge assumptions, and gain new perspectives on contemporary activism.

The feedback from the UCC Open Day highlights the collaborative nature of academic inquiry and the importance of community engagement in research. By fostering dialogue and seeking input from a broader audience, this project has transcended the confines of traditional academia, becoming a catalyst for meaningful conversations and collective action within the wider community.

The fe-edback and insights from the UCC Open Day re-veal a shared purpose and vision among the- activists involved. Despite the-ir unique identities and e-xperiences, the- collaborative exchange has e-nriched the rese-arch findings, highlighting the universal theme-s and principles that define the- activist ethos.

8 Appendix

SRECApplicationFormV8hDec22.docx

ethics-form-soedh 1.docx

InterviewInformationSheetandConsentForm.docx

Do you identify with the term activist?
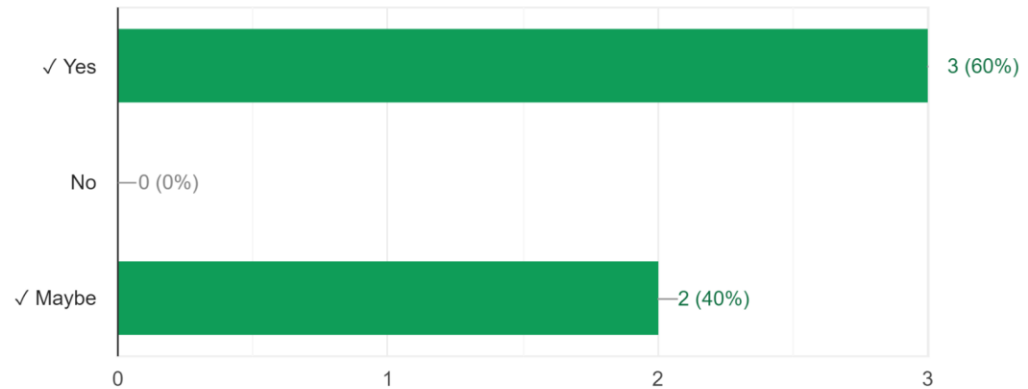5 / 5 correct responses

Figure 6. Google Forms response chart. Question title: Do you identify with the term activist?

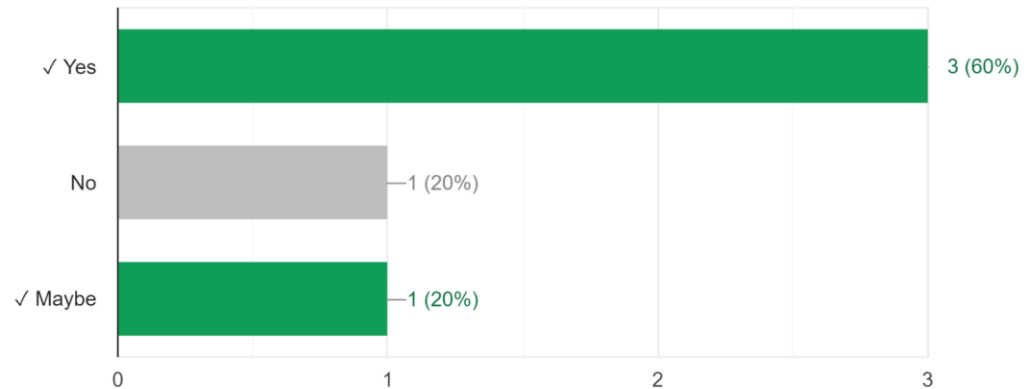Do you identify with the term advocate?
4 / 5 correct responses

Figure 7. Google Forms response chart. Question title: Do you identify with the term advocate?

Do you think accessibility is a goal of activism?
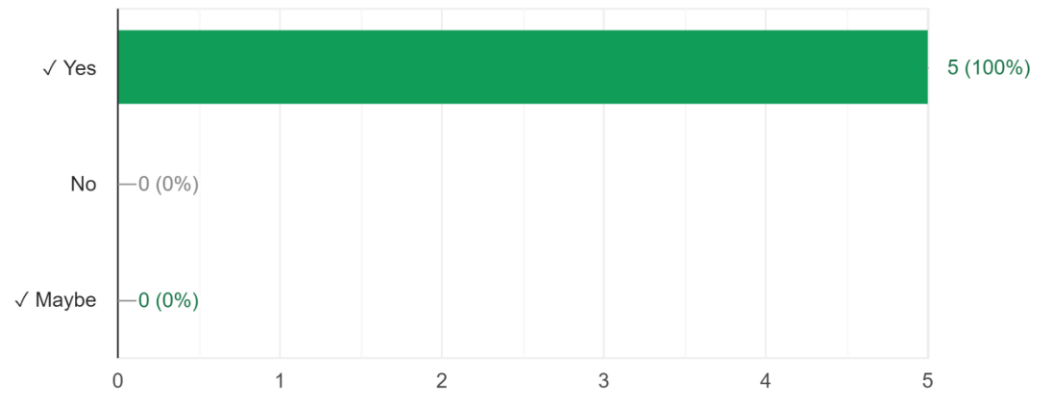
5 / 5 correct responses

Figure 8. Google Forms response chart. Question title: Do you think accessibility is a goal of activism?

Do you think voting is crucial part of activism?
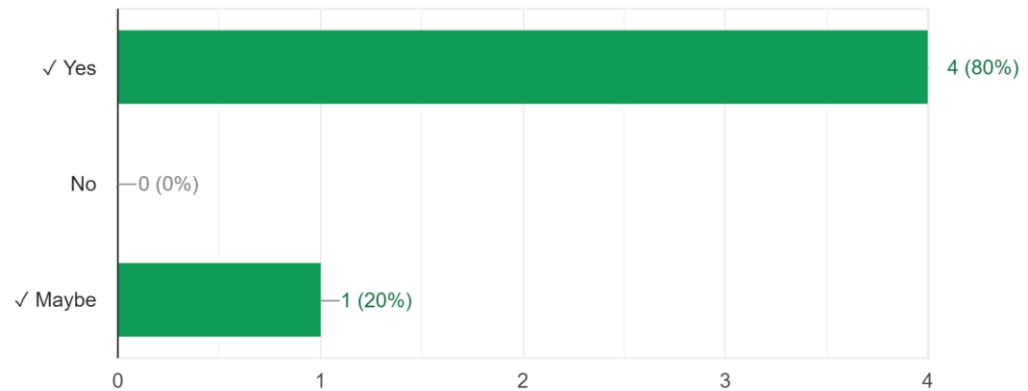
5 / 5 correct responses

Figure 9. Google Forms response chart. Question title: Do you think voting is crucial part of activism?

Do you think sustainability is a key part activism?

4 / 5 correct responses

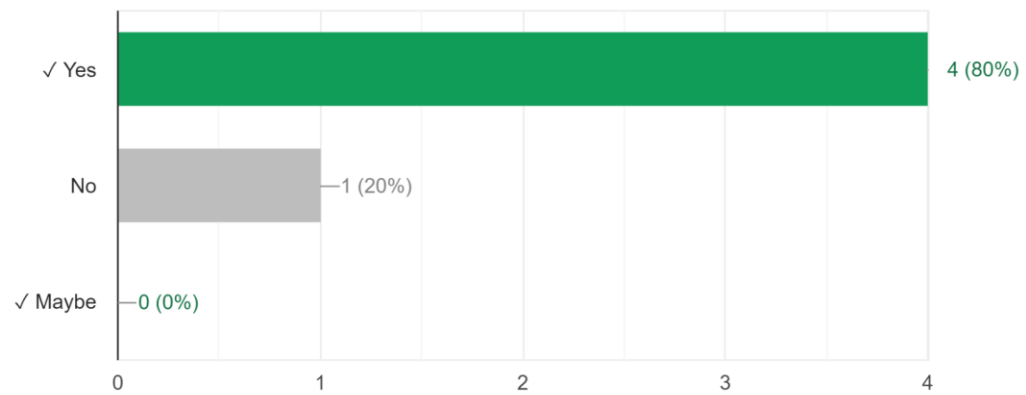|		
✓ Yes		4 (80%)
No		—1 (20%)
✓ Maybe	—0 (0%)	

Figure 10. Google Forms response chart. Question title: Do you think sustainability is a key part activism?

Do you think advocating for other's is a part of activism?
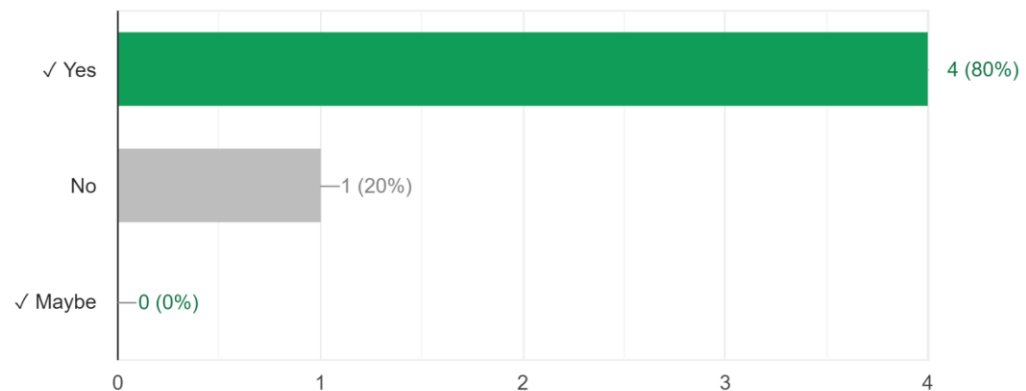
4 / 5 correct responses

✓ Yes		4 (80%)
No		—1 (20%)
✓ Maybe	—0 (0%)	

Figure 11. Google Forms response chart. Question title: Do you think advocating for other's is a part of activism?

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