Social Media & Global Change

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Social media

Learn

• through social media
• social media
• about social media
Everything has changed

- Awareness & aid through social media
- Focus on shoddy construction of schools
Nothing has changed

- Feminist punk-rock collective in Moscow
- Performance on the soleas of the Cathedral
- Stopped by church security officials
- Youtube video: "Punk Prayer - Mother of God, Chase Putin Away!"
- Iron fist in a velvet glove
Feb 21, 2012, Pussy Riot's gig at Christ the Saviour; five members perform a "punk prayer" from the altar: "Holy Mother, Blessed Virgin, chase Putin out!"

https://www.youtube.com/watch?v=LW-JbhBCouE
Social Media and Global Change

- Envisioned by the area centers (Latin America, East Asia, Russia, etc.)
- How social media participates in global change, especially in political struggles
- LEEP: Blackboard Collaborate, Moodle, Wordpress, face-to-face
- Upper-level undergraduate, graduate
Syllabus

• Ann Abbott, Latin America, social entrepreneurship

• Adrianne Wadewitz, Wikipedia, women’s representation

• Markus Schulz, Chiapas, transnational mobilization

• Olena Zhylinkova, Ukraine, legal awareness and regulation

• Ieva Dmitricenko, Latvia, political technology
• Sarah Kendzior, Uzbekistan, cynicism and solidarity

• Tim Wedig, Burma, democracy and human rights

• Sarah Gaby, Occupy

• Yan Li, China, digital divide

• Jon Gant, GIS and e-government
Focus

- Personal, family relations
- Commerce: advertising, sales, collaboration
- Science, art, religion, sports, fashion
- Community, civil society, government
- Political, legal, ethical relations
Plans

- Continue as LEEP course
- Undergraduate on campus
- Doctoral seminar
- Coursera (MOOC)
Social media

- What is it?
- Is it good or bad?
- What should we do about it?
What is Social Media?
• Q: What do humans have in common with English bulldogs, but with no other animal?

• A: They are the only two species that suffer from obstructive sleep apnea

• How: Face has been considerably flattened; vocal tract has been pushed back and down, forming an acute right angle between the mouth and the vocal cords in the larynx
if we weren't prone to sleep apnea, we might not be able to speak. If we weren't able to speak, we might not have language. If we didn't have language, we wouldn't have art, religion and science. In other words, if we weren't prone to sleep apnea, we wouldn't be human. –Robert Sack, *Open Spaces*
• 215 Roman coin; chi-rho scratched behind the emperor’s head
• 1855 French coin; overstamped with an advertisement for Pears Soap
• 1903 British penny; Edward VII’s face has been stamped with “Votes for women”

Source: Money talks: The use of money as social media goes back millennia
Broadsides & underground books, 1789, France

ASSEMBLÉE
DE LA COMMUNE DE PARIS.

LETTRE de M. le Comte de la TOUR-DU-PIN,
à M. le Marquis de la FAYETTE, sur les six mille Fusils
que le Roi a accordés à la Ville de Paris.

Paris, le 20 Novembre 1789.

Le Directeur de l'Artillerie, qui été à Choisy, m'avait chargé de vous présenter, Monsieur, le projet d'une ordonnance pour faire remonter à la Tour du Pin les six mille fusils que le Roi a accordés à la Ville de Paris, pour le service de la Guerre Nationale.

L'honorable et respectueux, que, après avoir examine la question, je m'adresse à vous pour vous demander si vous êtes d'accord avec le Directeur de l'Artillerie, et si vous me permettez de lui dire que je suis d'accord avec lui.

Je vous prie de bien vouloir me faire connaître vos opinions sur cette question.

Cordialement,

[Signature]
1848 revolutions

- Sicily in January, France in February
- “Spring of Nations” challenge to traditional authority
- Railroads, steamship lines spread the news
- Europe-wide; Latin America; 50+ countries
-Collapsed within a year, reactionary forces won out
Gospel, spiritual, folk music

- I'm boun' for de promised land, / On the oder side of Jordan – Bradford, 1869, Scenes in the Life of Harriett Tubman

- Do bana coba, gene me, gene me – W.E.B. Dubois, 1901, The Souls of Black Folks
Telegraph as social media

- message routing, instant messages, mailing lists, spam
- social networking among Morse operators
- cryptography, text coding, abbreviated language slang
- network security experts, hackers, wire fraud
- e-commerce, stock exchange reports

–Tom Standage, *Victorian Internet*
Mundaneum

- 1934, Paul Otlet sketches plans for a global network of computers ("electric telescopes")

- search & browse through millions of interlinked documents, images, audio and video files

- send messages to one another, share files, & congregate in online social networks

- called a "réseau," which might be translated as "network" or "web"
1934, Paul Otlet
In the future, marriages will no longer be haphazard. The electronic brain (rear wall) and other instruments will tell prospective couples if it is safe for them to mate, or not.
1973, Computer Memory Terminal
Popular social networking sites
(March, 2013)

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
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<tbody>
<tr>
<td>Pinterest</td>
<td>mySpace</td>
<td>Google+</td>
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<tr>
<td>deviantART</td>
<td>LiveJournal</td>
<td>TAGGED</td>
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<tr>
<td>Orkut</td>
<td>CafeMom</td>
<td>Ning</td>
</tr>
<tr>
<td>Meetup</td>
<td>myLife</td>
<td>Multiply</td>
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</tbody>
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Broader definition

- Wikis
- Podcasts, internet/community radio
- Social bookmarking
- Skype
- Multiplayer games
- GPS/GIS
- Collaborative search
- E-government: petitions, access,...
- Open source software
- Ratings
Social media characteristics

- User-based (many-to-many)
- Interactive
- Community-driven
- Relationships
- Emotion over content
Is It Good or Bad?
Issue: Self determination

Collapse of the Soviet Union (late 1980's)

Fax machines, photocopiers, video recorders, personal computers, satellite TV, the babushka network
2011-12, Occupy

• Occupy Wall Street spreads offline to hundreds of locations around the globe

• Social media: link supporters, recruit people & resources, share information, stories

• US Facebook activism highest in college towns and in state capitals
Beyond reach & speed

Web offers two key affordances relevant to activism: sharply reduced costs for creating, organizing, and participating in protest; and the decreased need for activists to be physically together in order to act together [e.g., online petition]

• Indigenous peasants struggle over land; self-determination; democratization

• Feb 9, 1995, the government launches a military offensive

• President Zedillo announces on television arrest warrants for EZLN leaders, including the masked Subcomandante Marcos

• Chase Manhattan analyst’s memo says that “the government will need to eliminate the Zapatistas to demonstrate their effective control”
• February 11, 1995, tens of thousands protest in support of Zapatistas on the Zócalo; crowds chant "We are all Marcos!"

• Computer networks used to spread Zapatista message

• Supporters in Mexico and countries abroad forward documents by email to news groups & maintain websites, such as www.ezln.org

• Emails call for "international general mobilization", which occurs in numerous European, Australian, and US cities
• Army cracks down; national & international protest; government stops its campaign & seeks negotiation

• NAFTA integrates Mexico deeply into the world market; image concerns; prolonged dirty war would be too costly

• Zapatistas' struggle has become a war of words to win public opinion
• Few Chiapas peasants use social media, because they lack computers & electricity

• Few read newspapers

• Community radio is important

• Government uses TV & newspapers to shape public opinion

• Social media serves transnational mobilization

Issue: Censorship & surveillance

- Blue Coat: filtering & surveillance
- used around the world
- OpenNet Initiative
Issue: Identity

Gulsumoy Andijon

Worked at Ўзбекистон Халқ Ҳаракати

Studied at УзУМР

Lives in Munich, Bayern, Germany

Married

From Kurgantepa, Andijon, Uzbekistan

Wall

Aziza Makhmudova

Aziza gave a Beautiful Flower to Gulsumoy

Flowers

:: Click Here To See The Gift

Beautiful Flower: Accept

More Gifts: Click here to see

Send a Gift * December 1 at 9:39pm via Flowers *

Gulsumoy Andijon

Kimning aslida kim ekanligini boshingga ish tushgach bilarkansan inson.

Share * November 15 at 10:39am via mobile *

9 people like this.

View all 4 comments

Gulsumoy Andijon Raxmat.

November 16 at 7:26am
Issue: Digital divides, e.g., China

Rural Education Action Project, Stanford U, 2010
Issue: Privacy

Google Glass will also have an automatic picture-taking mode, snapping pics at a preset intervals (such as every 5 seconds).– Sergey Brin
Issue: Access

- 1996, Internet Archive; Wayback Machine
- 2001, Creative Commons
• Apr 17, 2012, Harvard: faculty should publish open access; resign from publications with paywalls

• Mar 10-16, Sunshine Week

• Mar 11, 2013, "Deterring and Detecting Unauthorized Disclosures, Including Leaks to the Media, Through Strengthened Polygraph Programs"
Aaron Swartz

- Internet activist, co-authors RSS 1.0, anti-SOPA, Reddit,...
- Jan 6, 2011, downloads journal articles from JSTOR; arrested; JSTOR drops civil charges
- Jul 19, 2011, federal charges: wire fraud, computer fraud, unlawfully obtaining information, reckless damage
- Jan 9, 2013, JSTOR: allows open reading
- Jan 11, 2013, Swartz commits suicide; protest/tribute, using #pdftribute
Reconstruction of beliefs

• What do we mean by access, privacy, equity, truth, identity, community, etc.?

• What do we value?

• How should we live?
What Should We Do?
Transformation of the public sphere

- 1700’s England, new arenas of public life: theater, museums, opera houses, coffeehouses, taverns
- Link press, publishing, circulating libraries
- Trust in reasoned discourse
- Public sphere mediates between society & state

–Habermas, 1962, *Structural Transformation of the Public Sphere*
Informed citizens

- absolutely necessary that knowledge of every kind, should be disseminated –Benjamin Rush, 1787
- To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right... –US Constitution, 1787
- bar the government from reading or interfering with citizens’ communications; subsidize the dissemination of newspapers; encourage political debate and dissent –1792, Postal Act
Freedom of the press

1956, Theodore B. Peterson, Fred Siebert, Wilbur Schramm, publish *Four Theories of the Press*

- Authoritarian
- Libertarian
- Social Responsibility
- Soviet Communist
From the vernacular engineering of Latino car design to environmental analysis among rural women, groups outside the centers of scientific power persistently defy the notion that they are merely passive recipients... they reinvent these products and rethink these knowledge systems, often in ways that embody critique, resistance, or outright revolt.
–Ron Eglash, 2004, Appropriating Technologies
Recommendations

• Encourage circumvention efforts
• Develop safe spaces for online discourse
• Translate online media
• Copy and preserve online media

–Sarah Kendzior, 2012
Application to the USA?
Each generation is inclined to educate its young so as to get along in the present world instead of with a view to the proper end of education: the promotion of the best possible realization of humanity as humanity. –John Dewey, *Democracy & Education*, 1916
Critical, socially-engaged intelligence

Learn

• in a connected way
• how to act responsibly
• to transform the world