

Case Study of Digital Activism and Influence of Media

(With special reference to Twitter and Instagram)

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A Dissertation Report For
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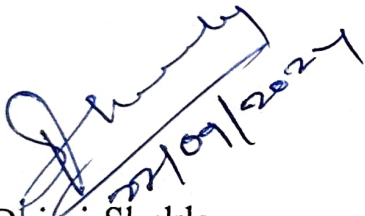
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CERTIFICATE

This is to certify that HARSHIKA NETAM, a student in M.A. in Journalism and Mass Communication, 4th Semester of Guru Ghasidas University, Bilaspur (C.G.) has successfully completed her dissertation on the title- CASE STUDY OF DIGITAL ACTIVISM AND INFLUENCE OF MEDIA. As per my knowledge her research is original.



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CHAPTER:1

INTRODUCTION

Digital Activism : Digital Activism refers to the use of digital tools, especially social media, to advocate for social or political change. It plays a key role in modern movements, using the ubiquity of the internet and mobile devices to spread information quickly, connect like-minded people, and organize collective action.

Hashtags : Hashtags are words and numbers following the # image that order and track content via online entertainment. You can add hashtags to social posts, profiles and remarks on most significant stages, including Instagram, Facebook, TikTok, Twitter, LinkedIn, YouTube and Pinterest.

The first hashtag appeared on Twitter in 2007 from an item creator named Chris Messina.

“Only hashtags allow similarly-interested folks to find each other—whether they’re on Twitter, Instagram, Pinterest, TikTok, Reddit or elsewhere. It provides a glimpse into what an interoperable, decentralized social web could be like” — Chris Messina, Creator of the hashtag.

Once a hashtag is distributed, it turns into an interactive, accessible connection.

Hashtags, a key component of many social media platforms, are a powerful tool for digital activism, allowing users to categorize and search for content related to a particular topic, thereby increasing visibility for social justice issues. For example, hashtags like #BlackLivesMatter and #MeToo have become rallying cries for the movements fighting systemic racism and sexual harassment, respectively. These hashtags not only unite disparate voices toward a common goal, but also spur conversations that lead to increased public awareness and demands for legal change.

Moreover, hashtags can broaden the reach of digital activism beyond geographical boundaries, allowing participants from different backgrounds to interact with each other and share experiences, thus enabling grassroots movements to gain momentum in a global context. This connection is key to building a sense of solidarity and empathy among supporters, which can lead to organized action both online and offline.