Impact Of Social Media Upon Social Unrest Of The Arab Spring And India Spring Of Anna Hazare Anti-Corruption Movement

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Abstract

The present study aims at finding out the role of social media in the popular mobilizations. The study has tested a wide spectrum of variables in both quantitative and qualitative form. This is a study of its own kind which includes both qualitative and quantitative and that also with appropriate statistical tools. The primary data of the study has supported the literature and most of the findings are consistent with the existing literature. The study has found that social media connect people in a normal and regular way. Overall, the study has found many important aspects related to the Arab Spring and Anna Hazare's Anti-corruption movement. Thus, there is no second opinion that both the events were highly supported by the social media such as Facebook and Twitter. The experts opined that the social media platforms may not be the causes of the events but they support the events in a big way.

Key words: social media, popular mobilizations, Arab Spring and Anna Hazare's Anti-corruption movement.

INTRODUCTION

The Arab Spring was a chain revolts that encircles various Muslim dominant nations that include "Tunisia, Morocco, Syria, Libya, Egypt and Bahrain". The episode in these countries generally started in the spring of 2011 that led to the date. But socio-political impression of these well-known protests are still important in the present, years beyond most of them came to an end. The vast expanse of land that consists of North Africa and Middle East was harassed by a turmoil that led to the overpowering of the tyrant rulers who captured an eternal seat in order to dominate their cruel laws over the public. Their dismissal was a result of a many blood baths that gave birth to "Arab Spring". During the time when the revolution in Tunisia resulted to developments in the nation that were mainly focused on human-rights, the result of the communal and political turmoil in the spring of 2011 did not have a positive effect on all the nations. During the gripe of Arab Spring the management of individual nations attempted to discontinue the insurgence by assuring activists about the reorganization of property but later was unsuccessful. When people observe what others do and then finalize their own decision to perform it, the information flow elevates. Rulers are only dethroned only when people collectively revolt against the insurrection. Information dissemination during the time of riots plays a vital role. The function of Arab mass media like Al-Jazeera and Al-Arabia in the outbreak of Arab spring helped in spreading news among the condition of the victims to the rest of the world.

It was nothing new for India to witness yet another protest what was done by Anna Hazaare, Padma Vibhushan. Anna has a great legacy of social work and protests through hunger strikes. However, the new thing this time was that the protest was of national level and the support of social media. The anti-corruption campaign of India, initiating in 2011, was a sequence of protests and demonstrations throughout the country expected to settle a strong constitution and emphasize against anticipated regional political corruption. The campaign was positioned among the "Top 10 News Stories of 2011" by "Time magazine". A fresh milestone in the history of the independence in India was carved with the initiation of this movement. The subtle way to fight for justice was an exact resemblance of Gandhi's preaching. His undetered determination to fast until death was an appropriate example of the modern Gandhi disciples. The influence of the non-violence taught by the great ruler once, is still winning hearts in the present era. Whilst on the other part of the globe where Libya and Yemen are on tiff which is backed with violence and bloodshed, Indians are on the same page to combat corruption but on a peaceful manner. Anna's ultimate goal to release India from the shackles of corruption is commendable.

LITERATURE REVIEW

Adoplhe (2015) found that the actual logic for the Tunisian revolt is far more than the effect of mass media and disregarding the increasing statistics of HDI (Human Development Index) of socio-economic stability, such as unemployment, the imbalanced regional growth, the lesser opportunities for educated youth, corruption, tyrannical rule, and lacking in autonomy of expression. Khonder (2011) contended that the contemporary media is one of the reasons in the communal insurgency among others factors like communal and governmental aspects in the area, it had played a significant role particularly when the freedom of media and a civil society is absent. As per Altermann (2011), Tunisia's internet censorship was the inferior as compared to other nations, moreover memberships on Facebook were not adequate in Tunisia to significantly influence the uprising. According to writers, conventional media (i.e., television), example- Al-Jazeera, instead of social media, did more significant job in propagating information, He also pin points that 10 the protests began in Sidi Bouzid, a semi-arid agricultural city which is almost two hundred miles away from Tunisia, a region with comparatively less Internet involvement.

For more research if social media was vital in initiating the Tunisian revolution, Honwana (2011) while consenting with writers who argue in favor of social media for playing a role, describe that an integration of more of other reasons had made the Tunisian revolt successful. Davison (2015) did a study by interrogating people from six "Arab Spring" nations about eagerness which is venturesome. The information sharing has this risk and security and credibility of sources of such information is also very important and to be ensured. Norris (2013) listed the major reasons of Arab Spring are to become; hence the work is in progress. There have been many speculations that social media has impacted the movement a lot but most of that is exaggerated.

Stepanova (2011) found that to youth and relatively educated generation which forms the most participating social media users, ICT networks were a lot of activities as well as a huge percentage of the population as a whole. Lidija (2017) conducted a study to find out the most important social media during 2011 while the Arab Spring protests were going on. It was argued that Iranian regime during 2009 did not succeed because there was no social media to support. The authors concluded that social media is important in both contexts - it provides level of authoritarianism, and also a mass reach. Badoura (2014) found that social media was again not the root cause for people to revolt. The root cause of The Revolt was lack of democracy, accountability, justice and presence of corruption. However social media was able to provide a good environment for the people who were reacting against these evils of governance.

Breuer (2012) found that in the Tunisian moment is surprising thing was observed that was gross class support, which was considered as a role of internet and social media because social media and internet was able to spread information across geographical and economic boundaries and helping out in the collaboration among various groups. Dewey and Kaden (2012) explored the findings from qualitative research support that a vital role is played by social media played in influencing the unrest in the Middle-East and North American countries. Hofheinz (2012) investigated the social media influence in the context of structural impact on socialization of the new generation. Social media has significant impact on networking mobilization and Organization of people in the popular movements. Martolia (2012) found that there was a great impact of social media websites like Twitter and Facebook during the Anna movement. Twitter and Facebook show that there was a strong presence of the movement on social media. Pyasi et al. (nd) investigated and found that social media, during the Anna Hazare movement influenced mostly the urban middle class. Of course, the urban middle class and specially youth were highly active on social media. Rodrigues (2014) fond that during the movement of Anna Hazare, it was noticed the sometimes the mass media gave attention, and sometimes it did not. But social media was not in the control of news houses our new channels people were not only free to post their opinion multiple times but also, they were free to post whatever they wanted to.

Harindranath and Khorana (2012) explored that the moment had a strong presence on Twitter feeds of that time. In the existence on communal media was transformed as Internet rising and it lead to Greater participation of people on the ground level. Parashar (2012) found that social media is very fast and new media that disseminate the information across globe swiftly and independently. It has contributed significantly in a large number of popular movements. CMR (2012) analysed that internet has extreme power which can efficiently stop the plague of fraudulency and took to larger clarity in life of people making public the situation of India like economic and administrative finest methods implemented all over the planet, indicating continuing fraudulency incidents and pressurizing the fraudulent departments and people. Ohri (2011) found that the followers of IAC - "India against Corruption" website increased rapidly. People were

following IAC as it had a new, emerging and innovative kind of campaign and led by that group of people who were known for their good, honest and social welfare inclined image in the society.

Goswami and Bandopadhyay (2011) came to conclusion which is worthy to mention right now is that the movement of Anna could be transformed into a dramatic development very speedily as it was hugely publicised by the media. Uninterrupted live coverage and the lot of publicity made exaggeration a very different thing. Jha (2014) pointed an incident when frustrated Indians did the demonstration against the omnipresent corruption by the anti-corruption movement which was headed by protestant Anna Hazare in April 2011. Parashar (2012) searched that the term media, in present scenario, has transformed and changed to a joined podium that involves in it various means of interaction to make it more efficient. Jain et al. (2012) discovered that for view mobilization, the modern web applications have spelled the charm of development. Individuals are freely sharing their views regarding any topic as well as young generation is also raising it view against communal injustice such as breach related to common people rights, dishonesty and many more.

Rodrigues (2014) found that the popular mobilization was a sign of the success for media as well as for Anna Hazare. We conclude about the campaign from the reports following that it is evident that the two were integrated since the beginning. Madhvan (2016) studied that to give new strength to social activism, and while doing so, has paved the way for an advanced form of governance structure – open, consultative and inclusive. Devdas (2014) studied that, Sourav Bakshi, the head of Anna's social networking team had obtained obtained his MBA from Georgia State University. Twitter, Facebook, Orkut and all social media sites, blogs, and the emails played an important role to bring individuals together in peaceful protests, candle march, etc. Rai (2012) found at the time of the Padma Vibhushan award winner's take in opposition to sleaze, a command of the community web was hugely observed and noticed a fast flow of messages through this medium and an even accelerating a lot of young people throughout the nation for supporting this movement. Harndranath and Khorana (2014) found that Facebook's known capability to channelize civil community and maintain movements by timely and meaningful conversations has been greatly used.

OBJECTIVES OF THE STUDY

1. To determine the impact of social media upon the Social Unrest of the Arab spring in Egypt and India Spring of Anna Hazare Anti-corruption movement.
2. To understand the intricacies of media matrix created through the fabric of social networking sites and to evaluate the qualitative aspect of communication spread through social media.

RESEARCH DESIGN

The present study has included both primary and secondary data and has established the relationship among various features of social media platforms and their outcome as amplification

of social unrests. The Exploratory part of study will include the analysis of 800 tweets and Facebook posts.

Sampling Design: Sampling design includes sampling population, sample size and sample methods. The details of all important aspects of Sampling Design have been discussed as under:

Population
- **For Primary Data:** Experts in the field of social media, Political Thinkers, Social Activists, Journalists/ Lawyers and Other Practitioners in the related field.
- **For Secondary Data:** All posts on Facebook and Twitter that were made by activists, news channels, government and other general public during both the movements.

Sampling Method
- **Selection of Experts (Primary Data):** Judgement sampling for collecting primary data. Only those experts were selected who had some background of speaking on these matters.
- **Selection of Tweets:** Related to the mentioned social unrests and related to the duration when these movements took place. The criteria for tweets were not the keywords but the context. The relevance was the most critical point which was taken care of.

Sample Size: 800 tweets and Facebook posts have been analyzed. 400 tweets (200 during "Arab Spring" and 200 during 200 during "Anna Hazare's Anti-Corruption Movement"), 400 Facebook posts (200 during "Arab Spring" and 200 during "Anna Hazare's Anti-Corruption Movement").

STATISTICAL TOOLS USED FOR THE STUDY

Calculating Mean Score
While calculating the mean score the number of responses for a particular option is multiplied with the value that option. The product of all the values are added and then divided by the sample size. The result is termed as the mean score.

Stepwise Regression and Data Requirement
The stepwise regression has been applied to check the effectiveness of each individual variable on the Overall Impact of social media in that Category. It is appropriate to apply stepwise regression when there is one Dependent variable and more than one independent variable. The data in the present study is on interval scale hence it fulfills the requirement for the statistical tool. In the present study Independent Sample t-test has been applied to check the differences between Facebook and Twitter. T test mainly compares the difference between mean for their significance.

Qualitative Data Analysis Tools

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Thematic Analysis: For the thematic Analysis following steps were performed in a systematic way, first the Tweets and Facebook posts related to "Arab Spring" and "Anna Hazare's Anti-corruption movement" were coded then codes were collected under sub themes or themes and finally comparing the emerged coded clusters in relation to the entire data

Keyword Analysis: In this keywords' frequency is counted and major keywords are identified to set the sentiment of the unstructured data.

Word Cloud: Word cloud shows the keywords' size as per their intensity. If the frequency of number cont of a keyword is high in the text, the word cloud will show it bigger and vice versa.

RELIABILITY AND VALIDITY

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.713	43

Validity of the Instrument
In the present questionnaire content validity was determined with the help of the experts. The questionnaire is shown to expert for checking the validity of the instrument. The total number of 10 experts gives their opinion on double-barreled, confusing, and leading questions that helps in designing the valid questionnaire.

DATA ANALYSIS AND INTERPRETATIONS – I

The demographic profile of the respondents includes gender, age, area of expertise, income and experience. The experts have been chosen on the basis of judgment sampling. They were identified from various platforms while talking about the social movements. In our study 66% (Having frequency, 396) are males and 34% (Having frequency, 204) are females. Further 31.33% (Having frequency, 188) are respondents of age below 35, 45.83% (Having frequency, 275) are of age 35-40 and 22.83% (having frequency 600) are of age above 50. According to education profile of the respondents, 46% (Having frequency, 276) are post graduate, 33.5% (Having frequency, 201) are graduate and lastly 20.5% (Having frequency, 123) have professional qualification.

All the area of expertise of the respondents are equally represented by the respondents. There are equally 25% experts from all the areas of expertise (Having frequency, 150). Around 42% respondents (Having frequency, 251) have the experience of more than 10 years, 41% (Having frequency, 245) have experience of 5-10 years and lastly, 17% (Having frequency, 104)

have the experience of less than 5 years. Maximum respondents i.e., 43% (Having frequency, 259) have an income of 1 lac to 2 lac per month followed by around 31% (Having frequency, 184) who belong to the income category of 2 lac to 3 lack. Lastly, 26% (Having frequency, 157) are below Rs. 1 lac p.m.

Most Impactful Social Media Platforms

Our study shows the most impactful social media platforms. 43% of the respondents have rated Twitter as the most important and impactful social media platforms. Facebook has been rated most impactful by 36% of the respondents. YouTube has been rated by only 12.5% of the respondents and Instagram has been rated most impactful by 7% and Google plus by 2%.

Most Popular Activities on Social Media

Our study shows the Consolidated Means for Statements related to the activities people generally do or involved into on social media. Two of the variables have got a mean value of above 4 and which means that people are generally involved onto social media. The mostly done activity on social media by people is identified as the Sharing Personal Accomplishments (4.24) followed closely by Sharing Special Movements of Life (4.03) and Sharing events and activities (3.93). One more closely followed activity on social media is Sharing Achievements (3.92). Other important activities done on social media are Connecting with and supporting cause (3.86) and noticing and appreciating others (3.79). Activities such as Being noticed and getting appreciated (3.76) etc. Following the popular persons, we admire and opening up and raising voice both has the same mean of (3.72). Activities can be like being a part of Social Movements (3.69) and Giving opinions to make a difference (3.58) are also the generally performed activities on social media. People can connect and share thoughts activities which are Knowing and reacting over other posts (3.53) and commenting and the message of interest (3.51). Last but not the least with minimum mean value is Promotion of Business (3.46).

Forms of Impact of Social Media upon Social Unrest of the Arab spring in Egypt and India Spring of Anna Hazare Anti-corruption movement

Social media helped the movements in different forms such as mobilizing number of people and connecting people to the causes. The last statement in the table 2 represents the overall impact of various forms, this is a dependent variable.

Table 2. Mean Score for Forms of Impact of Social Media upon Social Unrest Social Unrest

SL. No.	Descriptive Statistics	Mean Score out of 5	Std. Deviation

1	Social media helped the movements in mobilizing more number of people	3.64	.87899
2	Social media connected people towards the movements	3.68	.84081
3	Social media connected people to each other who wish to discuss about the said movements	3.70	.85433
4	Social media provided a platform to the people who were interested in discussion regarding these movements	3.71	.81992
5	Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it	3.63	.86081
6	People got motivated when they came to know through social media that how others are participating these movements	3.95	.84687
7	People wanted to show others through social media that they are also participating in the said movements.	3.73	1.12075
8 DV*	Overall Impact of Social media on India Spring of Anna Hazare Anti-corruption movement	3.63	.86585

DV* Dependent Variable

Table 2 shows the Consolidated Means and Standard Deviation for Statements related to the Impact of social media upon the Social Unrest of the Arab spring in Egypt and India Spring of Anna Hazare Anti-corruption movement. All the variables have got a mean value of above 3 and which means people were fully involved with social media to raise and spread the movements.

Relation of various forms of Social Media Impact on Overall Impact of Social Media
Social media affects the popular mobilization in various forms, it connects people, it spreads message and it appeals people to come up and join the movement. To find out the impact of various forms of social media on overall impact of social media on popular mobilization, stepwise multiple regression was applied.

Stepwise Multiple Regression
Stepwise multiple Stepwise regression includes regression models in which the choice of predictive variables is carried out by an automatic procedure**.** The stepwise regression model algorithm adds one independent variable at a time. It began with one, which explained maximum variation in the dependent variable i.e., Overall Impact of Social media.

Stepwise regression gives the following results

The model summary represents the number of iterations while processing of stepwise regression model and how much variance the model explains. In stepwise regression the last model is the most optimized model and explains the maximum impact of independent variables on dependent variables. ANOVA shows the magnitude of variation among the variables. The significance value in the ANOVA table shows whether the variation is significant or not. The coefficient table shows which independent variable has significant impact on the dependent variable. This table lists up only those variables that have significant impact and excludes those that have insignificant impact. These are identified in the table with significance value column (the value in each case is found below 0.05). Table shows the list of those variables that do not have significant impact ton dependent variable. These are identified in the table with significance value column (the value in each case is found below 0.05).

Table 3. Model Summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.516[a]	.266	.265	.74255
2	.555[b]	.308	.305	.72162
3	.573[c]	.328	.325	.71155
4	.584[d]	.341	.337	.70501
5	.591[e]	.349	.344	.70135
a. Predictors: (Constant) and 1 independent variable				
b. Predictors: (Constant) and 2 independent variables				
c. Predictors: (Constant) and 3 independent variables				
d. Predictors: (Constant) and 4 independent variables				
e. Predictors: (Constant) and 5 independent variables				

Predictors stands for Independent Variables or IVs

Table 3 shows the model summary. It is found from the table that under stepwise regression, 5 models were generated by the SPSS software (Refer chapter 3 for more details on Stepwise Regression analysis), which shows that the model has been optimized after 5 iterations. The Value of R in the 5th model is .591 and R square is .349, which shows that the final model explains around 35% of the variation.

Table 4. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.340	1	119.340	216.439	.000[b]
	Residual	329.725	598	.551		
	Total	449.065	599			
2	Regression	138.187	2	69.094	132.686	.000[c]
	Residual	310.878	597	.521		
	Total	449.065	599			
3	Regression	147.308	3	49.103	96.983	.000[d]
	Residual	301.757	596	.506		
	Total	449.065	599			
4	Regression	153.325	4	38.331	77.119	.000[e]
	Residual	295.740	595	.497		
	Total	449.065	599			
5	Regression	156.880	5	31.376	63.786	.000[f]
	Residual	292.185	594	.492		
	Total	449.065	599			
a. Dependent Variable: Overall Impact of Social media on Arab Spring and Anna Hazare's Anti-corruption movement						
b. Predictors: (Constant) and 1 independent variables						
c. Predictors: (Constant) and 2 independent variables						
d. Predictors: (Constant) and 3 independent variables						
e. Predictors: (Constant) and 4 independent variables						
f. Predictors: (Constant) and 5 Independent variables						

Predictors stand for Independent Variables

Table 4 shows the ANOVA statistics. Under the model column – number 5 represents the values which have come out at 5th step. The ANOVA table tells whether the dependent variable is significantly affected by the dependent variable. Referring table 4, Sig. column, the value is .000, which is less than the critical value of p (.05). Hence there is a significant impact of independent variables on dependent variable. With the value in sig. column (e) is also added with .000, which means that it is significant when the dependent variable is predicted by the five independent variables.

Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.614	.141		11.467	.000
	Social media provided a platform to the people who were interested in discussion regarding these movements	.544	.037	.516	14.712	.000
2	(Constant)	1.328	.145		9.171	.000
	Social media provided a platform to the people who were interested in discussion regarding these movements	.319	.052	.302	6.148	.000
	Social media connected people towards the movements	.305	.051	.296	6.016	.000
3	(Constant)	1.165	.148		7.878	.000
	Social media provided a platform to the people who were interested in discussion regarding these movements	.208	.057	.197	3.617	.000
	Social media connected people towards the movements	.267	.051	.259	5.267	.000
	Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it	.197	.046	.196	4.244	.000
4	(Constant)	.719	.195		3.698	.000
	Social media provided a platform to the people who were interested in discussion regarding these movements	.191	.057	.181	3.344	.001
	Social media connected people towards the movements	.264	.050	.256	5.258	.000
	Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it	.210	.046	.209	4.554	.000

	People got motivated when they came to know through social media that how others are participating these movements	.119	.034	.117	3.479	.001
5	(Constant)	.635	.196		3.238	.001
	Social media provided a platform to the people who were interested in discussion regarding these movements	.158	.058	.150	2.716	.007
	Social media connected people towards the movements	.222	.052	.216	4.245	.000
	Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it	.189	.046	.188	4.076	.000
	People got motivated when they came to know through social media that how others are participating these movements	.120	.034	.117	3.510	.000
	Social media helped the movements in mobilizing a greater number of people	.119	.044	.121	2.688	.007
a. Dependent Variable: Overall Impact of Social media on Arab Spring and Anna Hazare's Anti-corruption movement						

The table 5 is the coefficients table which shows that out of 8 independent variables 5 variables significantly affect the Dependent variable, these five variables are Social media provided a platform to the people who were interested in discussion regarding these movements, Social media connected people towards the movements, Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it, People got motivated when they came to know through social media that how others are participating these movements and Social media helped the movements in mobilizing more number of people. The list of excluded variables or the variables which do not have significant impact of Overall Impact of Social media on Arab Spring and Anna Hazare's Anti-corruption movement are listed in the table 6.

Referring the description of table 5 it is found that out of 7 forms of social media, 5 have significant impact on overall impact of social media. Hence null hypothesis is rejected for 5 statements/forms and accepted for 2 statements. These two statements have been listed in the table 6, excluded variables. Overall, it may be concluded that popular mobilizations are affected the most because

of the social connect, fulfilment of social need, the motivation is also provide by social media and finally social media is more a number game.

Variables Excluded from the model

Out of 7 independent variables, 2 variables were not found significantly contributing to the dependent variable. These variables have been mentioned in the table 6.

Table 6. Excluded Variables[a]

	Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
5	Social media connected people to each other who wish to discuss about the said movements	.076[f]	1.246	.213	.051	.296
	People wanted to show others through social media that they are also participating in the said movements.	.056[f]	1.693	.091	.069	.982
a. Dependent Variable: Overall Impact of Social media on India Spring of Anna Hazare Anti-corruption movement.						
f. Predictors: Constant and 5 independent Variables						

Table 6 shows that two forms of sharing message on social media were not found highly connected to overall impact of social media, these variables are - Social media connected people to each other who wish to discuss about the said movements and People wanted to show others through social media that they are also participating in the said movements.

DATA ANALYSIS AND INTERPRETATIONS - II

Thematic analysis of tweets of Arab spring
Based on the 200 unique tweets identified which were related to the Arab Spring conversation, the majority of the tweets fall under the five overarching thematic headings:

Sharing views on Arab Spring: Tweets falling under this theme were based on persons voicing their opinions and views about the Arab spring through the use of online social media twitter platform.

Public Mobilization: Twitter played a major role during the Arab spring by mobilizing the public by different political outfits calling them to Join the revolution and the uprising.

Solidarity: The majority of tweets within this theme were those that showered solidarity with the people who are involved in the revolution. Tweets were mainly on wall graffiti depicting the ongoing uprising, organizing meet and symposia etc.

Call for Peace and Unity: A large number of tweets falling under this theme based on expressing the significance of peace and unity.

Role of Social Media: Social media played an important role as the information relay was no longer within the restraint of traditional sources like journalists and censored by the government. The below doughnut chart illustrates the thematic distribution of Tweets.

KEYWORD ANALYSIS OF TWEETS

The word cloud above shows the major keywords that have been used in the Twitter posts and data has been shown in the figure 1 in the pictorial form.
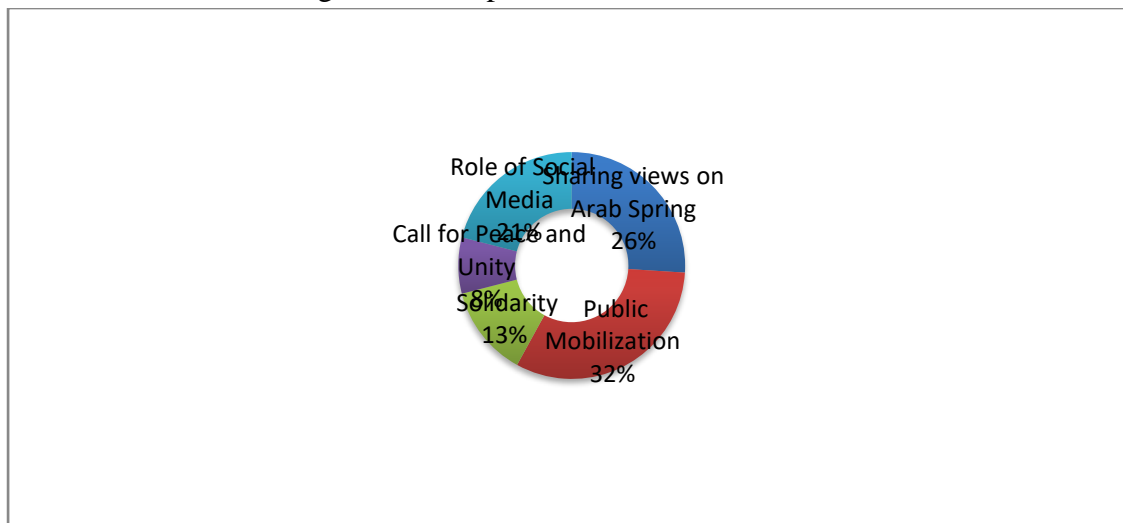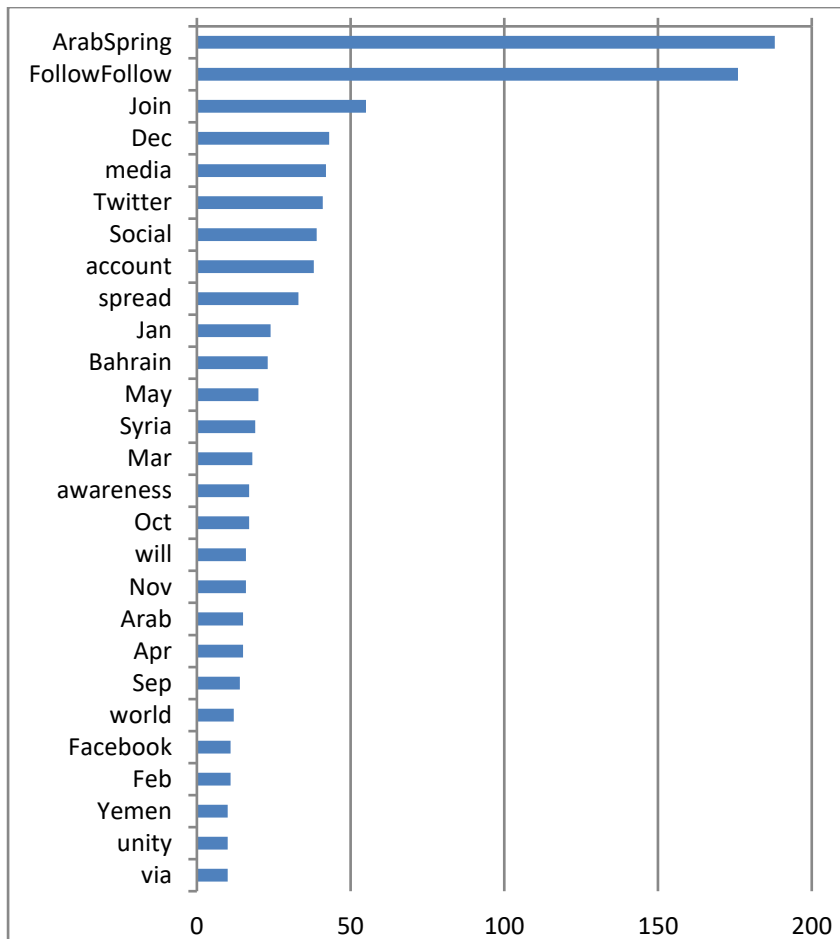

Figure 1. Thematic Distribution Pattern of Tweets

Figure 2. Frequency of Keywords

ANALYSIS OF THE FACEBOOK POSTS

200 unique Facebook post was selected related to conversation on Arab Spring. Based on the thematic analysis, the majority of the post falls under the following theme these are-

Stories of Bouazizi: A vast majority of Facebook post analyzed shared the stories of Tarek el-Tayeb Mohamed Bouazizi who is considered to be the forerunner of Tunisian Revolution and subsequently the Arab Spring.

Arab Spring and Women Empowerment: The majority of post falling under this theme discussed the Arab spring by taking into account the role of women, their rights to freedom and liberty.

Pressurizing the ruling government: Facebook was used as an important medium to question the legitimacy of the incumbent government.

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Networking with the like-minded people: Another significant way in which contributed to the Arab spring was by enabling the people to connect with others who share the same opinions about the ruling dictator.

Solidarity: People from across the globe, used the social media platform Facebook to lend their support to the growing demonstration against the government. The below doughnut chart illustrates the thematic distribution of Facebook Post.

KEYWORD ANALYSIS OF ARAB SPRING

From the word cloud given on the next page, it is found that the major keywords found in the Facebook posts are Arab Spring, Arab, Social Media, Tunisia, Egypt, people, world, countries, December, Syria, new, can, political, protests, country, social, media, Twitter, revolution, Tunisian, Libya, like, also, Middle and East.
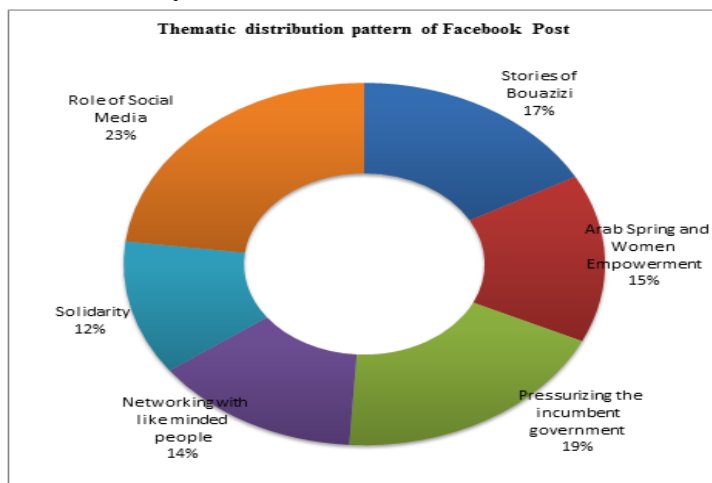

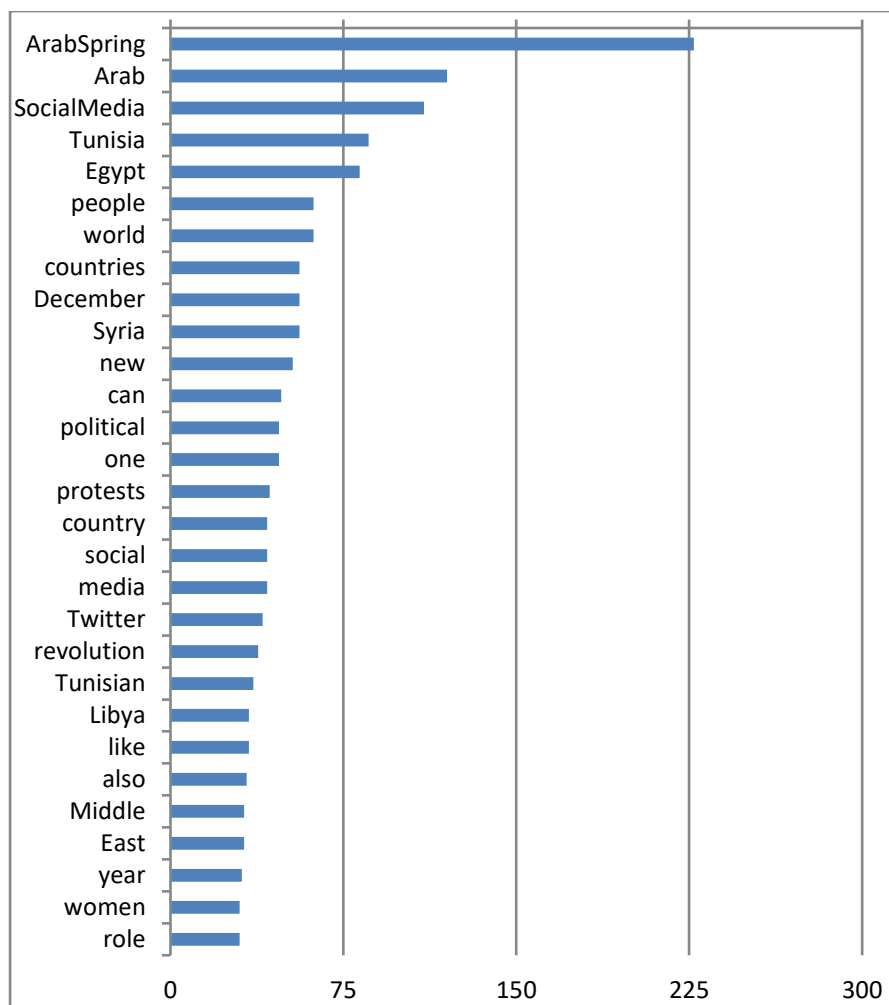**Figure 3. Doughnut chart depicting the thematic distribution of Facebook Posts**

Figure 4. Keywords Related to Arab Spring Facebook Posts

Thematic Analysis of Tweets Of "Anna Hazare's Anti-Corruption Movement"

In this section, 200 tweets related to "Anna Hazare's Anti corruption movement" have been analyzed.

Jan Lokpal Bill: The most important theme and objective of the protest by Anna Hazare was Jan Lokpal Bill. Jan Lokpal bill was the act that was demanded by Team Anna to be passed to the corruption can be curbed in the country and corrupt leaders can be arrested by taking suitable action by independent 'Lokpal'.

Fight against Corruption: Supporting Anti-Corruption and Condemning Corruption was found as the most important theme in the tweets of the "Anti-Corruption Movement of Anna Hazare".

Appeal to Support and Join: The popular movements or unrests are never successful until and unless they do not connect people with each other. The second most prominent theme that was found in the tweets of "Anna Hazare's anti corruption movement" was 'Appeal to Support' or join the movement.

Condemning Contemporary Government: The contemporary government of Indian National Congress party was condemned largely during the protest. The tweets are the live evidences for the same. The below doughnut chart illustrates the thematic distribution of Facebook Post.
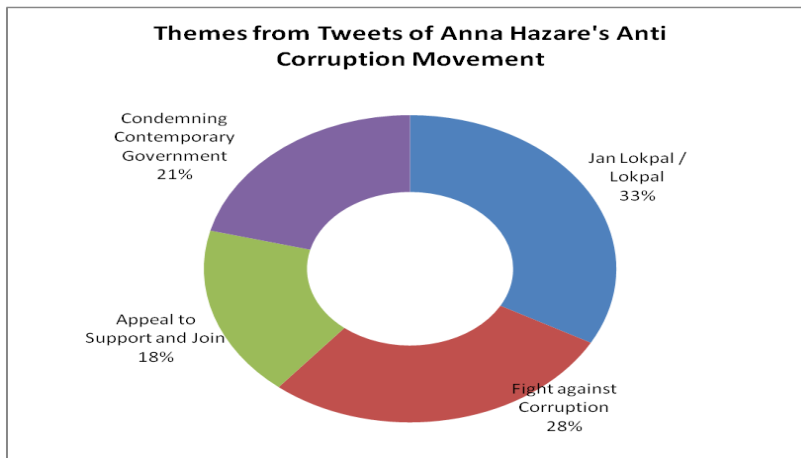

Figure 5. Themes from Tweets of Anna Hazare's Anti-Corruption Movement

Keyword Analysis of Tweets

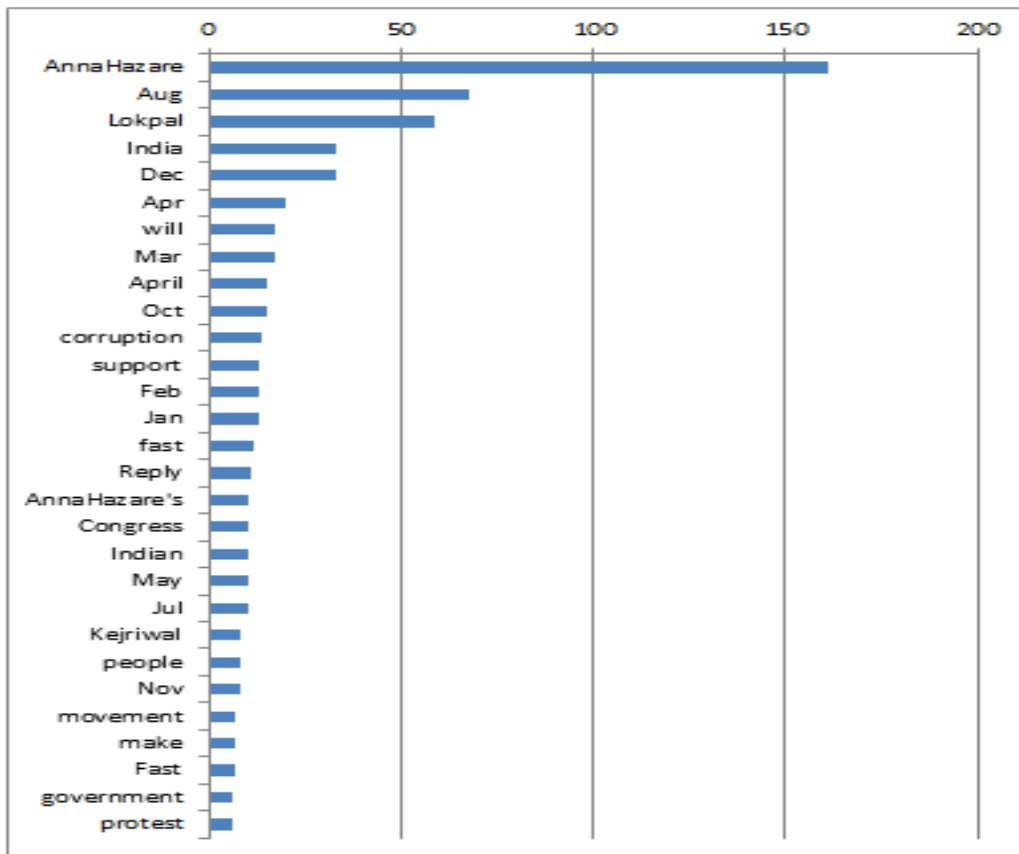Figure 6 shows the word cloud of the tweets sent by people during the movement.

Figure 6. Keyword Frequency of the tweets during AnnaHazare's Anti-Corruption Movement

Thematic Analysis of Facebook Posts

Social and Political Problems: "Anna Hazare's Anti corruption movement" began with finding issues with the existing government in many forms. The issues were mainly social and political.

Comprehensiveness of Anti-Corruption Movement: Facebook posts showed that "Anna Hazare's Anti-Corruption movement" was comprehensive for whole of the Indian and it seeks participation from everyone irrespective of religion, community, and cast of statehood.

Jan Lokpal Bill: The whole fight of Anna Hazare's Movement was centered towards the Jan Lokpal Bill. This bill was necessary to curb corruption, maintain law and order and put corrupt ministers and officers into jail.

Appeal to Raise Voice and Joint the Movement: An appeal was prominently made in the Facebook posts to join the movement in any form., by speaking loud on relevant platforms, by giving a missed call to a certain number and so on.
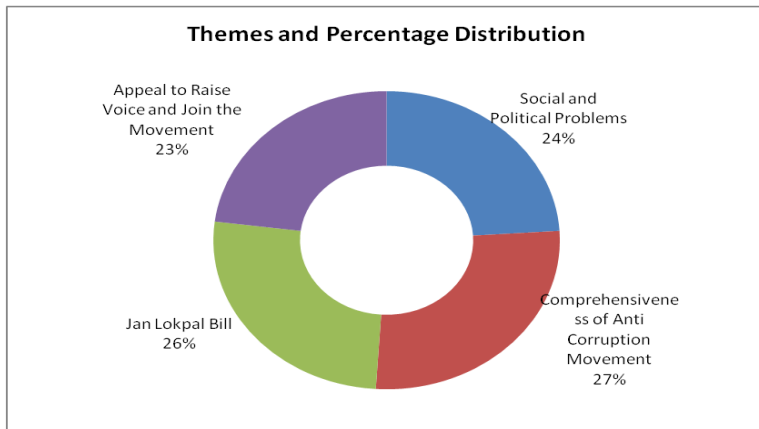
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Figure 7. Themes and percentage distribution

figure 7 shows the themes and percentage distribution for Facebook Posts regarding Anna Hazare's Anti-Corruption Movement.

Keyword Analysis of Facebook Post

The keyword count comprehensively show that the movement was purely led by Anna, he has a team that fought against corruption and the target was the contemporary government. The objective of team Anna was to get the Jan Lokpal Bill Passed.
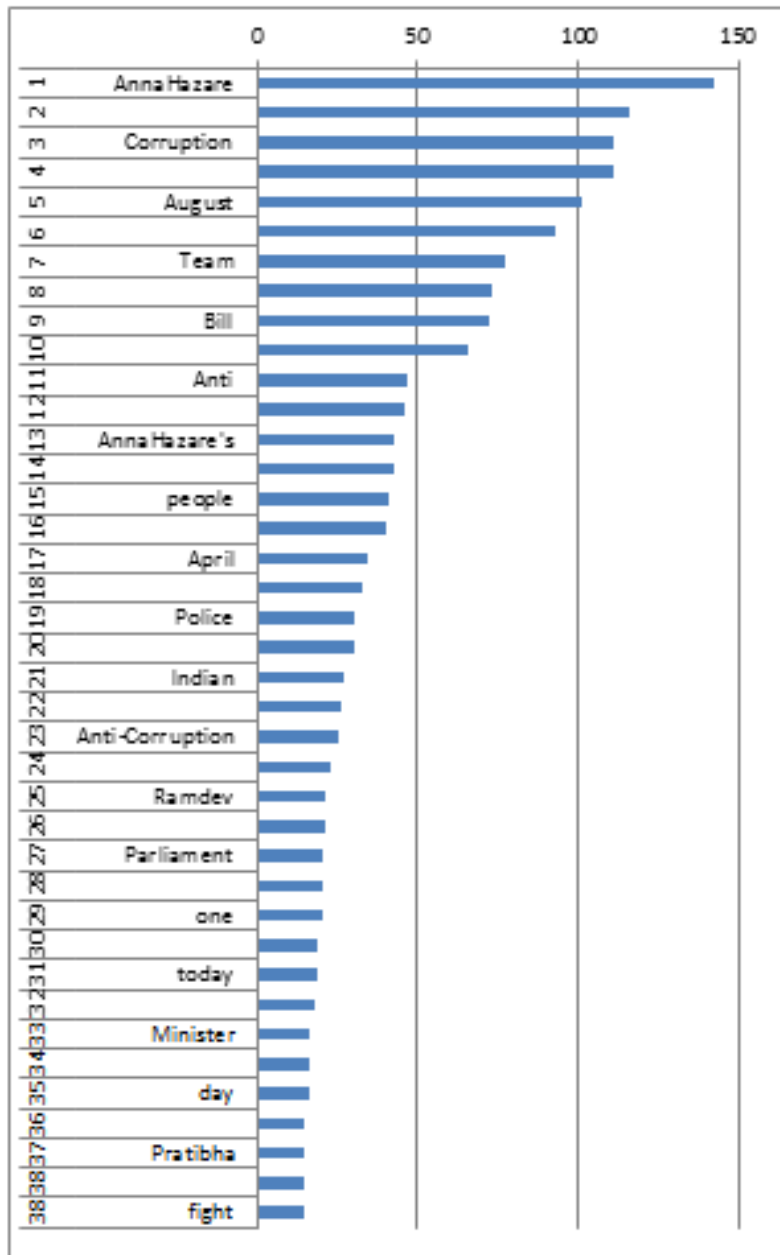
Figure 8. Keyword Frequency for Facebook Posts Regarding Anna Hazare's Anticorruption Movement

CONCLUSION OF THE STUDY

The thematic analysis or qualitative analysis of our study found the themes such as Sharing views on Arab Spring, Public Mobilization, Solidarity, Call for Peace and Unity, Role of Social Media, Stories of Bouazizi, Arab Spring and Women Empowerment, Pressurizing the incumbent government, Networking with likeminded people, Solidarity and Role of Social Media. The prominent keywords found on twitter were Twitter, Arab Spring, Follow, Follow and Join which show that Twitter played an important role in connecting people towards the movement. Similarly,

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Social Media, Tunisia, Arab Spring, Arab Egypt etc. The word 'women' also came many times in the Facebook Posts, which shows that women empowerment for Arab Spring was also given importance during the movement. The themes found on Twitter and Facebook in context of Anna Hazare's movement were Jan Lokpal / Lokpal, Fight against Corruption, Appeal to Support and Join, Condemning Contemporary Government, Social and Political Problems, Comprehensiveness of Anti-Corruption Movement, Jan Lokpal Bill and Appeal to Raise Voice and Join the Movement. Regarding keywords it was found that Anna Hazare, Jan Lokpal and Lokpal were more prominent words on Twitter and Facebook. August and India were also the major keywords along with Anna Hazare's, Janfast and congress etc. Overall, the study has found many important aspects related to the Arab Spring and Anna Hazare's Anti-corruption movement. Overall, there is no second opinion that both the events were highly supported by the social media such as Facebook and Twitter. The experts opined that the social media platforms may not be the causes of the events but they support the events in a big way.

LIMITATIONS OF THE STUDY

The study uses primary data. Primary data through questionnaire may be little biased. Similarly experts sometimes become consciousness while answering questions which are critical in nature. Due to a large sample size, existence of minor sampling errors cannot be denied. Hence, the researcher does not claim that the study is so comprehensive that it represents the whole Arab Spring Movement and whole Anna Hazare's corruption movement.

SCOPE FOR FUTURE RESEARCH

This study also opens the doors for the new research. The study has found around 20 themes regarding the social movements like Arab Spring and Anna Hazare's Anti-Corruption movement. These themes may be used to design the future research problems and tested whether these themes are also established in the other studies also. The primary research may be conducted on general people also along with the expert. The studies may be compared geographically. The future research may also compare behavior on the basis of demographics and psychographics on social media.

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