



Role Of Social Media In Popular Mobilizations With Comparative Analysis Of Facebook And Twitter

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Abstract

There is a silent and hidden impact of influencers on social media during popular mobilizations. Social media alone is not effective without presence of other means of Popular Mobilization. It is found from the present study that Social Media connects through two way dialogue, hence Leaders can make real time strategies to influence people and Social Media has a mass reach are two most important roles that social media plays. These two are closely followed by Social Media has a viral impact and Multiple impact and Top Social discussion on movements attract enough mass media attention. Social media has covered all the verticals no matter business, politics, education everything which shows the mean as, Social media is at the convenience of Leaders and Followers, Social media covers people beyond geographical boundaries, Social Leaders amplify their impact through social media and Social media communication and connectivity is the best methods of peaceful protest. It makes the good impact in the sense Social media converts classes into masses. These two are closely related mean variables which are Social media plays a great role in putting pressure on government and local authorities and Content on Social media stays for long and remains quickly ready for reference.

Key words: social media, popular mobilizations, geographical boundaries, social leaders

INTRODUCTION

Social media is basically connecting with people over social platforms based on internet connected devices. Social media platforms are increasing day by data and engaging masses in way it had been never done. Social media connectivity fulfills the very important social need as discussed by Abraham Maslow, a renowned psychologist. Primarily people are connected on social media to show their achievements, share their views on particular aspect, search about the new trends, lifestyle, relations, beauty and fashion, products and other commercial and non- commercial purposes. Social media gives people change to make groups and communities, become influencers and opinion leaders. Social media has also motivated people to make the groups of likeminded people and as a result, interactions between and among the groups always take place.

It would not be an exaggeration to say that social networking is restructuring the dynamics of contemporary communications arena. Today, the Communication and Media revolutions have acquired an unstoppable momentum. The internet has changed the whole game of marketing, most recently by the emergence of social media, or consumer-generated media. Push marketing has now been replaced by pull marketing making it a 24/7/365 activity. The new communication platform of “social media” also known as consumer-generated-media embraces numerous channels on which the contents can be made, published, shared and circulated by consumers with an intent on informing each other regarding anything from brand to the personalities and political issues (Blackshaw and Nazzaro, 2004).

The evolution of social networking has transformed the complete communication process; with feedback being almost instantaneous. The latest report by Nielsen has demonstrated that there are almost 240 million Indians on Facebook, making it the second biggest populace of Facebook in the world. On the other hand, Twitter has around 33 million clients while LinkedIn has 18 million clients in India.

Social media power

There are a huge number of social media platforms active in the world some of the major social media platforms along with their intensity and reach in the year 2018 are as below:

Table 1. Social Media Platforms and their Power

Networking Sites	No. of Users Millions	Month/Year
Facebook	2.23 billion	June, 2018
Twitter	335 million	June, 2018
Instagram	1 billion	June, 2018
Youtube*	1.8 billion users login every month	August 2018
LinkedIn	562 million	May, 2018

Facebook is the largest platforms having 2.23 billion of users followed by YouTube with 1.8 billion users. The average watch time of YouTube is 1 billion hours per day and average upload time is around 576,000 hours per day. Instagram is the third largest with 1 billion users. LinkedIn has 562 million users and lastly Twitter has 335 million users. However, if critically seen only Twitter and Facebook accept all kinds of multimedia message as well as text. Text predominates on these platforms and they are general platforms and not Business to Business like LinkedIn. The above-mentioned social media platforms are the most powerful media vehicles as on date.

Types and Content on Social Media

- **Social Networking Sites:** Websites specially created to make people socially active. On which the user can create his personal profile, describe his choices, his likes and dislikes, and people connect virtually through these sites.
- **Blogs:** Blogs are an interesting part of social media platforms gives knowledge of a particular area, Reader cannot alter the content it can only be done by the blogger himself e.g., Fashion blog, Travel Blog, Cooking blogs e.g., Nishamadhulika.com
- **Collaborative Projects:** These are wiki sites in which contents are open to users. Contents are uploaded by different users. The best example is Wikipedia.
- **Community sites based on “Ugers’ Generated Content”:** These platforms are specially designed for the purpose of the text, videos, photo etc.). People can upload anything interesting taking the permission of the site creator. e.g., YouTube
- **Review sites:** These websites are exclusively designed for the users to share their experience of product or services. People can post their reviews, read a review, discuss and give ratings on the variety of things e.g., Fiat.world.in, mouthshut.com

These social media platforms have resulted in a significant growth of social conversations. People can not only talk to each other about social issues but they can also connect with communities of likeminded people, politicians and opinion leaders. Social conversations can be initiated by the users or leaders or torch bearers on social media platforms like Twitter, Facebook, and Blogs etc. This change in the information flow has empowered consumers to a great extent (Mangold and Faulds, 2009).

Content is the king on internet. In a nutshell this content may be classified into two categories – Social Content and Personal Content and Social Content. Personal content is about oneself like his or her achievements, personal gatherings and his own appearance in the events. However, social content means anything that has some relationship with the society and country at large.

However, the objectives and formats of the content matter a lot in social media. Any content cannot go viral and cannot fulfill the objectives when it comes to the social media amplifications. Social media content format plays an important role in boosting the content over social media platforms. Some of the formats and objectives of the social media content have been discussed in the figure given below:

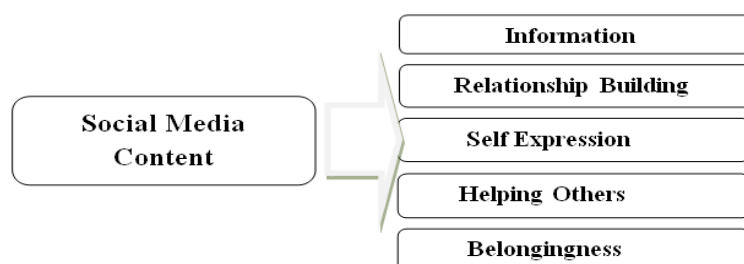


Figure 1. Social Media Content

All the five types of objectives discussed in the figure help the social movements.

- **Information:** Under information part, social media users give useful, pertinent and contemporary information to the connected users regarding the social movements or other happenings around them. This content format is also suitable for disseminating the personal information.
- **Relationship Building:** While building relationship the appeal in the content is to tag people, join and follow a particular group, page or community on social media, basically such type of appeals is more pertinent when there is either a social movement or a brand or product is being promoted on social media.
- **Self-Expression:** Self-expression is mainly about the personal thoughts sharing. However, it also belongs to the society and social movement because when other see you expressing something and if it suits their approach, they contact you and make you a part to the movement or drive.
- **Helping others:** social media is a platform where people help others by solving their problems and connecting them to the likeminded people. Either social media platforms solve the issues or social media platforms take you somewhere, where you can solve your problems. As per a general behavior people like to share the problem of others.
- **Belongingness:** Belongingness is the life blood of the social media. A new category of friends is now 'Facebook Friends' or Twitter Friends. Belongingness to a person makes large number of friend and belongingness to a cause or unrest makes a movement.

LITERATURE CITED

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.

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. Lidiya (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.

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) found that during the movement of Anna Hazare, it was noticed the sometimes the mass media gave attention, and sometimes it did not.

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) analyzed 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 publicized 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 its 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 its view against communal injustice.

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 his MBA from Georgia State University. 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.

SOCIAL UNREST AND POPULAR MOVEMENTS

Social unrests mean the protests and outrage by people in large number that affect the society. The popular unrests considered in this study are Arab spring and Anti-corruption movement of Anna Hazare. A Later Indian protestants used Facebook and Twitter to pipe their rebellion on the suicide of Rohith Vemula, a Dalit student and on the arrest of JNU student leader Kanhaiya Kumar. This study focuses on Facebook and Twitter messages to measure the effect of social media in tackling socio-political reforms in distinct social contexts of Egypt and India.

Why Social Media for Popular Movements/ Social movement

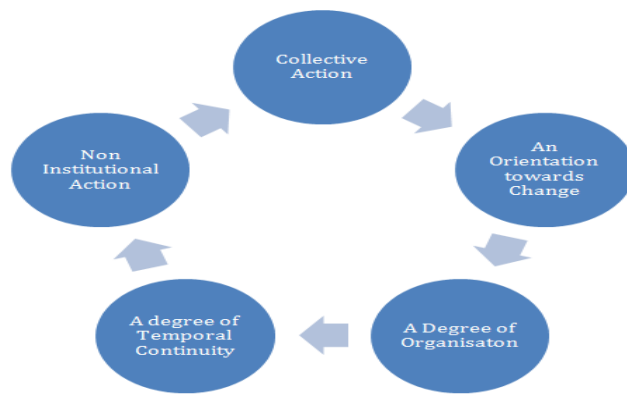


Figure 2. Elements of Social Movements

Social movements are a particular kind of associative actions within which huge groups of individuals or associations work informally for or against transformation in particular political or social issues.

Types of Stakeholders

There are four Stakeholders in the social movements / popular movements

a) Government / Corporate Authorities

Government is one of the prime and most important parties of the social movements. Government has to respond to the social activists. It has to answer to the general public and activities regarding the current situation and issues that are raised opponents and non-opponents.

b) General Public

In general public those people are included who are neither the activities nor against the movement. In a nutshell these are not the parties to the movement. Still, the other parties keep on attracting them towards themselves and government mainly address them.

c) Movement Activists

The movement activists are the most active mass including movement leaders and movement participants. These participants raise their voice over various platforms, tries to convince government to accept their demands. The activists also try to attract and pull the neutral people or free riders towards themselves. Maximum use of social media is done by the activists only.

d) Movement Opponents

Opponents are those who go against the movements. They do not like either the approach or the way or the very objective of the movement correct. The opponents may be sometimes those who are in support of government, non-government organizations, specific communities etc.

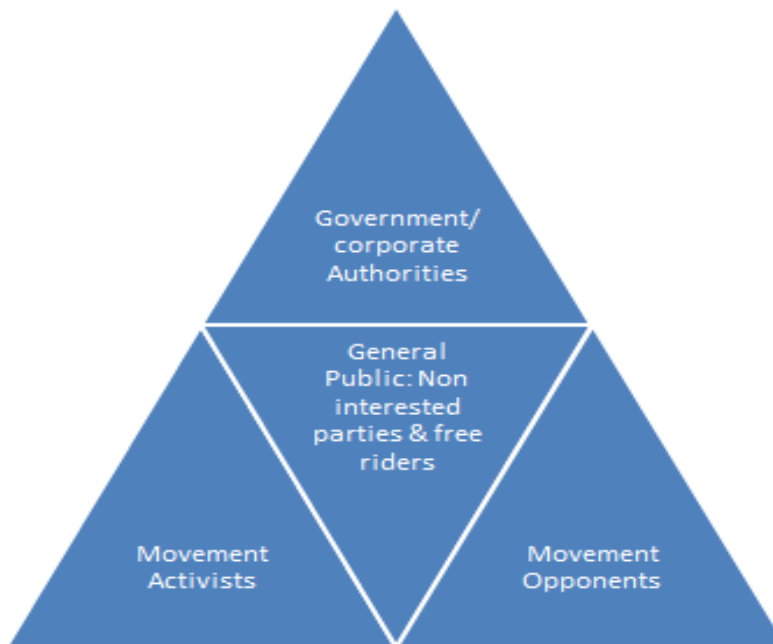


Figure 3. Components of Social Media Movements

Types of Social Movements

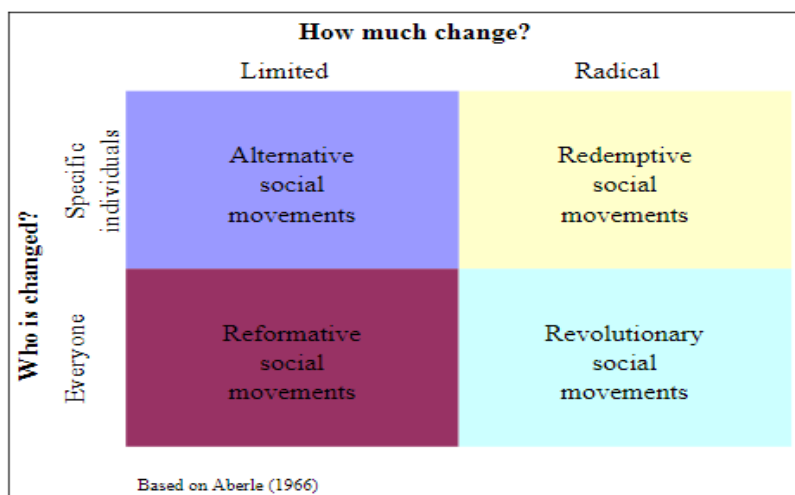


Figure 4. Types of Social Movements

PROPAGANDA AND THE MASS MEDIA

Blumer, Mauss, and Tilly have explained the various levels through which public protests usually pass. Primarily, movements emerge due to various causes (and there are so many distinct sociological theories that deals with these reasons). They later coalesce thus, transform a perception of agreement in ways of membership, aims and principles. In the next level, protests usually turn into bureaucratized by setting their own set of norms and regulations. At this point, social protests can then diverge into various, starting from winning to defeat, the cooptation of leaders, repression by bigger groups (e.g., government), or can be the establishment of a movement in the mainstream.

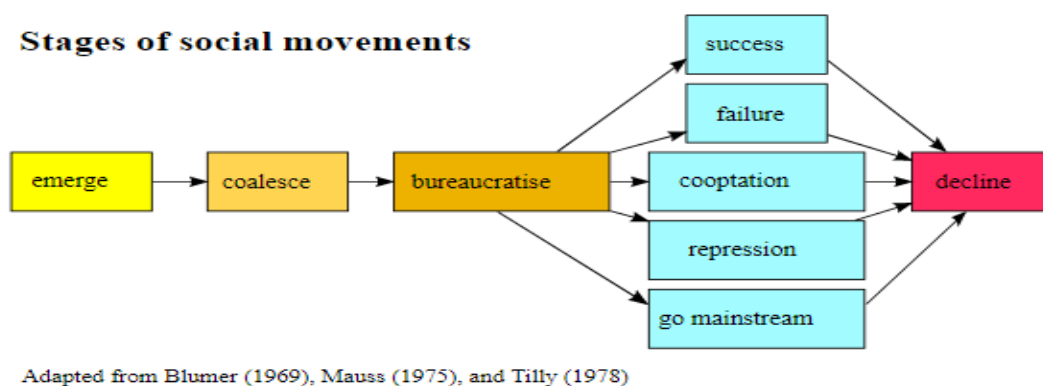


Figure 5. Stages of Social Movements

Social Feedback Cycle

Social media, like other communication mediums, also has a feedback system. This system was explained by Evans in 2008 (modified). The same has been modified as per the purpose of the present study. Figure 6 shows how the social media communication works. Communication may be either Activists Generated or User Generated. Activists Generated communication starts with Awareness, consideration and Action. Activists first get aware about the social problem; they then consider whether they should get involved into it or not and finally they take action of joining and influencing others to put pressure on the major stakeholders.

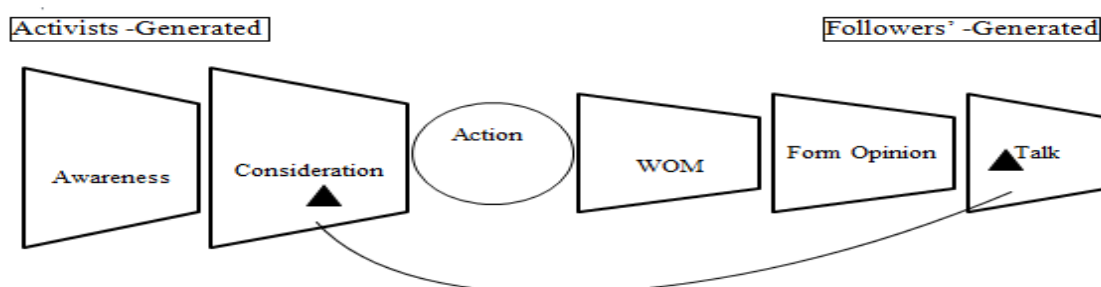


Figure 6. Social Feedback Cycle

Source: Evans (2008), Modified

Followers use to first talk and form opinion, they read all types of posts on social media and based on their own personality, background and other elements they form suitable opinion. After forming opinion, they spread the Word of mouth to connect more like-minded people. The communication over social media has several advantages such as they have dialogue or interaction, they are quite instant, their reach is beyond the geographical boundaries. Figure 7 expresses the amplification and power of communication over social media.

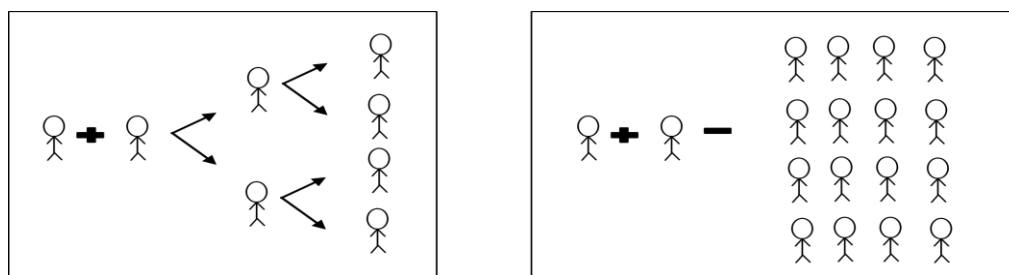


Figure 7. Interactions over Social Media

Here, through social media the speed of sharing message is remarkable. In traditional media if we like something we tell it to others but we do not have option of sharing it instantly. In social media people can like, comment and share and this improves and visibility and amplifies the reach of the content. The sudden transformation in the sector of communication has led to huge advancements in the lives of the people. The daily life and the current happenings have to be significantly reported as the present-day apparatus has decreased the perishability of news. The modern network system provided by the progress has allowed people to expect trustworthy and transparent information regarding a situation. It diminishes the possibility of the disruption of the message through secondary sources.

The social media can help in keeping a track of the traffic in different pages over the internet. The recent communication system demands the sharing personal interested, images, thoughts and likes for the entire world to ogle on. The instant communication facility allows the world to instantly connect with anyone around the universe. The visibility of different pages and website gives freedom to people in order seek facts. The power of the network helps to disseminate news a click of a button. These advantages make social media to be on the top most priority of the contemporary world. For instance, the recent years social movements that were hugely made with the assistance of social media could defeat domineering rulers or dictators in North Africa and Middle East. These instances are a proof of relevant formative affairs of state and communal movements. In this research, collision and magnitude of social media on “Arab Spring” which has gained most of the attractions in Middle East had a different significance and the role of these media mechanism in the wake of the event is stressed on separately. However, the fact that social media has not been grown out of “Arab Spring” but it has worked as a wheel towards social actually it has turned into a vehicle which made huge contributions to these social activities through immense contributions.

There have been a lot of researches regarding the social movements. The scientists have opined about the change in the kind of social movement in the twentieth century. The movements have started getting more exposure and value due to its swift telecast through different means of communication, preferably the internet. The social movements had a different meaning and theory according to classic conceptions it is

possible that social movements have a response in the classical scientific conceptions. Nonetheless, the orthodox implications along with the indulgence of the modern expansion have reordered the meaning of it and the deliberations that are attached to it.

MOST POPULAR ACTIVITIES ON SOCIAL MEDIA

The mostly done activity on social media by people is identified as the Sharing Personal Accomplishments followed closely by Sharing Special Movements of Life and Sharing events and activities. One more closely followed activity on social media is Sharing Achievements. Other important activities done on social media are Connecting with and supporting cause and noticing and appreciating others. The most important aspect of the form of social media having impact on social movements was found to be that the people get motivated when they come to know through social media that how others are participating these movements followed by People wanted to show others through social media that they are also participating in the said movements of mean value. These two are the closely followed mean values of the activities for movements viz, Social media provided a platform to the people who were interested in discussion regarding these movements and Social media connected people to each other who wish to discuss about the said movements. The other statements were also close to the above statements such as Social media connected people towards the movements, Social media helped the movements in mobilizing more number of people and Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it.

Table 2. Overall Impact * Forms of Social media Message / Impact

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Overall Impact of Social media on Arab Spring and Anna Hazare's Anti-corruption movement	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

	Social media helped the movements in mobilizing more number of people
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Our findings show that the five forms of social media impact the overall impact of social media on popular movements. These five forms are providing platform, connecting people, motivating people and helping the movements in getting numbers. Significant association has been found between the overall impact and the above mentioned five variables. Here, for the above five points, it was concluded that **“The various Forms of impact of Social Media affect the overall impact of social media”**. With the help of excluded variables, it came out that people do not deliberately connect on social media to discuss these matters specially, they are already connected beforehand and then these matters are discussed on the spur of the moment. Further connecting with the social movement is not much a show-off, when it comes to the role played by social media in popular movements.

DYNAMICS OF SOCIAL MEDIA IN RELATIONS TO THE POPULAR MOVEMENTS

The most important dynamics of social media were found as easily accessibility and scalability, Social media platforms give democratization to the information and knowledge, closely followed by Social Media gives opportunity for a two-way dialogue. Social media posts have a timeline and Major objective of Social media is to fulfill social need of people; supporting cause is a by-product.

Impact of various determinants of Dynamism of Social Media on Determinants of Social Media:

Table 3. Determinants of Dynamism of Social Media

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Social media is highly dynamic	Social media posts have a timeline
	Major objective of Social media is to fulfills social need of people; supporting cause is a by-product
	Social media has no check on right or wrong of a message
	Social media messages have a better life than TV news or Newspaper
	Social Media is easily accessible and scalable

Table 3 shows the Impact of various determinants of Dynamism of Social Media. These determinants are social media posts have a timeline, it connects people for social needs not specially for the cause of protests, Social media has no check on right or wrong message, Social media messages have better life than TV, it is easily accessible and scalable. Three aspects of 'Dynamics of Social Media were not found to have significant impact on dynamics of social media marketing these aspects are Social Media gives opportunity for a two-way dialogue, Social media connect is a virtual and it may not have the same Impact on ground.

DEPENDENCY OF POPULAR MOBILIZATIONS ON SOCIAL MEDIA

Table 4. Determinants of dependency * Overall Dependency of Popular Mobilizations on Social Media

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Dependency of Popular Mobilizations on Social Media	Social media has a viral impact
	Social media has a mass reach
	Social media has a power of sharing messages
	Social media messages are updated in real time
	Social media is quicker and speedier

Table 4 shows the factors affecting the dependency of popular mobilization on social media. these five variables that have significance on Overall dependency are Social media has a viral impact, Social media has a mass reach, Social media has a power of sharing messages, Social media messages are updated in real time, Social media is quicker and speedier and Social Media messages are more convincing.

Four aspects of dependency of Popular Movements on Social Media were not found highly connected to overall dependency of popular movements on social media, these variables are - Social media is convenient, Social media involvement takes less time, Social media presence and engagement is free of cost, Social media is interactive platform; it records actions and reactions both. Convenience of social media has not been connected with the overall dependency of popular movements on social media. Similarly, less time taken and free of cost engagements has also not significantly connected because engagements may contribute to further amplification of the movement rather than direct dependency. Actions and reactions are also not contributing to the dependency.

QUALITY ASPECT OF CONTENT AND COMMUNICATION ON SOCIAL MEDIA

Table 5. Overall Impact * Overall content and communication quality on Social Media

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Overall content and communication quality on Social Media	There is no robust mechanism to ensure the quality of content on social media
	Communication content shared on social media is not reliable
	Facts shared on social media are not verified
	Common men can not verify the social media content

Table 5 shows four variables namely **There is no robust mechanism to ensure the quality of content on social media, Communication content shared on social media is not reliable, Facts shared on social media are not verified** and **Common men can not verify the social media** content explains the maximum variance and are the determinants of Quality. Most important variables that contribute to the quality of the social media content depict mechanism to ensure the quality. Social media disseminate the information that is uploaded on it rather there has to be a mechanism to ensure its truthfulness. This is the reason that the content is not considered reliable on social media and also the facts shared are not verified because no one on social media bothers to verify the facts before posting. Variables such as Social media content is biased, Social media content is Inflammatory, It is difficult to filter the factual and fake content that is shared on social media and Influencers' messages are considered of better quality do not contribute to the Overall content and communication quality on Social Media. The respondents do not out rightly say that due to the less filtering or non-celebrity related content and being the contact inflammatory, the content quality goes down.

INTRICACIES OF MEDIA MATRIX

Social media intricacies were evaluated by the respondents and it was found that Social media communications may easily be directed / redirected away from the ground realities; Social media communications give results when they are connected and shared with people. These two are closely followed by Social Media numbers are just figures, the real engagements are much lesser than the numbers seen and there is a silent and hidden impact of influencers on social media during popular mobilizations. One more aspect which was also rated well by the respondents was Social media number put a pressure on administration and authorities.

Table 6. Determinants of Intricacies of Media Matrix * Social media alone is not effective without presence of other means of Popular Mobilization

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Social media alone is not effective without presence of other means of Popular Mobilization	Social media communications give results when they are connected and shared with people.
	Social media communications may easily be directed / redirected away from the ground realities.
	Social media number put a pressure on administration and authorities

Table 7 shows that Social media communications give results when they are connected and shared with people, Social media communications may easily be directed / redirected away from the ground realities and Social media number put a pressure on administration and authorities. The variables that do not have significant impact, or which are not supporting that 'Social Media alone is not effective' are There is a silent and hidden impact of influencers on social media during popular mobilizations and Social Media numbers are just figures, the real engagements are much lesser than the numbers seen.

ROLE OF SOCIAL MEDIA IN POPULAR MOBILIZATIONS

There are many ways social media help in popular mobilizations. In the analysis it was found Social Media connects through two way dialogue, hence Leaders can make real time strategies to influence people and Social Media has a mass reach are two most important roles that social media plays. These two are closely followed by Social Media has a viral impact and Multiple impact and Top Social discussion on movements attract enough mass media attention.

The other important factors that determine the role of social media are - Social media has covered all the verticals no matter business, politics, education everything which shows the mean as, Social media is at the convenience of Leaders and Followers, Social media covers people beyond geographical boundaries, Social Leaders amplify their impact through social media and Social media communication and connectivity is the best methods of peaceful protest. It makes the good impact in the sense Social media converts classes into masses. These two are closely related mean variables which are Social media plays a great role in putting pressure on government and local authorities and Content on Social media stays for long and remains quickly ready for reference.

Table 7. Determinants of Social Media * Overall Role of Social Media in Popular Mobilizations

Dependent Variable (DV)	Independent Variables significantly affecting the DV
Overall Role of Social Media in Popular Mobilizations	Social Media has a mass reach
	Social Media has a viral impact and Multiple impact
	Social media communication and connectivity is the best methods of peaceful protest
	Social Leaders amplify their impact through social media
	Social media plays a great role in putting pressure on government and local authorities

The major variables of social media that affect the overall Social Media has a mass reach, Social Media has a viral impact and Multiple impact, Social media communication and connectivity is the best methods of peaceful protest, Social Leaders amplify their impact through social media and Social media plays a great role in putting pressure on government and local authorities.

The variables that do not contribute Social media converts classes into masses, Social Media has a viral impact and Multiple impact, Social media is at the convenience of Leaders and Followers, Social Media connects through two way dialogue, hence Leaders can make real time strategies to influence people, Top Social discussion on movements attract enough mass media attention and Content on Social media stays for long and remains quickly ready for reference. There are many variables that were found not contributing significantly while defining the Overall Role of Social Media in Popular Mobilization. The reason of so many variables being out of the model may be due to the multicollinearity.

DIFFERENCE BETWEEN FACEBOOK AND TWITTER WITH RESPECT TO THEIR IMPACT ON POPULAR MOBILIZATION

Facebook and Twitter both are very powerful platforms of social media. These platforms contribute in connective people and amplifying the content of social media. The Facebook and Twitter both contribute in making the posts viral. This section discusses about the difference between Twitter and Facebook regarding their contribution in the popular unrests. Only those variables have been shown in this section, regarding which, significant difference have been found. It is found from referring table 8, that regarding various forms of messages on social media Twitter is more effective than Facebook in all

respects such as number of people, their connectivity, social media as a platform, social media is the need for everyone and when people wanted to show off other that they are also participating in the movement.

Difference between Twitter and Facebook with respect to their roles in Popular Mobilization

Table 8. Points of Differences between Twitter and Facebook

SL. No.	Statements	Direction of Difference
1	Social media helped the movements in mobilizing more number of people	Twitter is more effective than Facebook
2	Social media connected people towards the movements	Twitter is more effective than Facebook
3	Social media connected people to each other who wish to discuss about the said movements	Twitter is more effective than Facebook
4	Social media provided a platform to the people who were interested in discussion regarding these movements	Twitter is more effective than Facebook
5	Social media fulfilled a social need which everyone requires when they connect to something, Social movements are also part of it	Twitter is more effective than Facebook
6	People wanted to show others through social media that they are also participating in the said movements.	Twitter is more effective than Facebook

Difference between Facebook and Twitter with respect to Dynamics of Social Media in Relations to the Popular Movements

Since all the statements are related to the general aspects of social media and not that specific on content flexibility, hence only a negligible difference it found between the mean values of all the statements.

Effectiveness of Twitter and Facebook for Dependency of Popular Mobilizations on Social Media

It may be observed from table 9 with respect to Social media messages are updated in real time, the mean value for Twitter is more than the mean value of Facebook, hence twitter is considered more sensitive in real time. Twitter is more effective as an interactive platform and in recording actions and reactions both. Similarly, twitter has come out to be better in all the aspects than Facebook but in many cases the difference is not so high.

Table 9. Point of Differences between Twitter and Facebook regarding Dependency of Popular Mobilizations on Social Media

SL. No.	Statements	Direction of Difference
1	Social media messages are updated in real time	Twitter is more effective than Facebook
2	Social media is interactive platform; it records actions and reactions both.	Twitter is more effective than Facebook

Through the table 9, it was found that regarding the statements Social media messages are updated in real time and Social media is interactive platform; it records actions and reactions both Twitter is more effective than Facebook.

Quality Aspect of Content and Communication on Social Media

Regarding quality aspect of communication, it was found that Twitter has a higher mean value in most of the cases than Facebook. There is a significant difference between Twitter and Facebook with respect to their effectiveness on the basis of quality of content.

Table 10. Point of Differences between Twitter and Facebook regarding Quality Aspect of Content and Communication on Social Media

SL. No.	Statements	Direction of Difference
1	Social media content is biased	Twitter is more effective than Facebook

Comparative Mean Values for Intricacies of media matrix created through the fabric of social networking sites

It is found that there is a negligible difference in the values with respect to the effectiveness of Twitter and Facebook regarding the above area. However, in all the cases Twitter has a better mean value but the difference is not so high. An important reason is that the statements are more or less related to general intricacies of media matrix rather than specific about the content and amplification through Twitter or Facebook. There is no difference between Twitter and Facebook with respect to their effectiveness on various aspects of 'Intricacies of media matrix created through the fabric of social networking sites

A good level of difference is observed between Twitter and Facebook with respect to the statement that Social media communication and connectivity is the best methods of peaceful protest. Here Twitter has got more value than Facebook. Same is the case with statement - Content on Social media stays for long and remains quickly ready for reference. Due to more effective usage of # tag on Twitter the content on social media stays for a longer period of time. Regarding the statement that Social media communication and connectivity is the best methods of peaceful protest, the mean value of Twitter is quite high in this case as compared to the Facebook. In some of the cases Facebook has got a better mean value, however the same seems to be negligible.

Table 11. Point of differences between Intricacies of media matrix created through the fabric of social networking sites

SL. No.	Statements	Direction of Difference
1	Social media communication and connectivity is the best methods of peaceful protest	Twitter is more effective than Facebook
2	Content on Social media stays for long and remains quickly ready for reference.	Twitter is more effective than Facebook

There is a significant difference between Twitter and Facebook with respect to their effectiveness on various aspects of 'Role of Social Media in Popular Mobilizations' for the statements such as Social media communication and connectivity are the best methods of peaceful protest and Content on Social media stays for long and remains quickly ready for reference. This shows there is a significant difference between effectiveness of Twitter and Facebook for these two statements. Here, Twitter is more effective than Facebook.

CONCLUSION

The present study aims at finding out the role of social media in the popular mobilizations. One of the major findings is that social media cannot create a popular mobilization rather social media can only amplify it. Further the social media content is biased and there is no mechanism with people to verify it. The study has found that social media connect people in a normal and regular way. People deliberately do not come on social media specially to become a part of the popular movements. From this study, it has been also found that, Twitter is more effective than Facebook in most of the aspects, specially where the difference is high. With respect to mobilization, connectivity towards the movements, giving a platform to interested people, fulfillment of social need etc. with respect to Social media messages are updated in real time, the mean value for Twitter is more than the mean value of Facebook, hence twitter is considered more sensitive in real time. Twitter is more effective as an interactive platform and in recording actions and reactions both. Content of Twitter was found more biased. Similarly, twitter was also

found better in case of communication and connectivity and also stability of content with quick reference. Since # tag is prominently used in Twitter than Facebook hence finding relevant content is easier on Twitter than Facebook.

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