

الثورة مستمرة



"Appropriating" facebook

Egypt's April 6th Movement through
the lens of a social networking site

M. Garrido, N. Abokhodair, L.F. Baron, M. Maziad & V. Lysenko

This research was supported by a grant from the Microsoft Corporation



TECHNOLOGY & SOCIAL CHANGE GROUP
UNIVERSITY of WASHINGTON
Information School

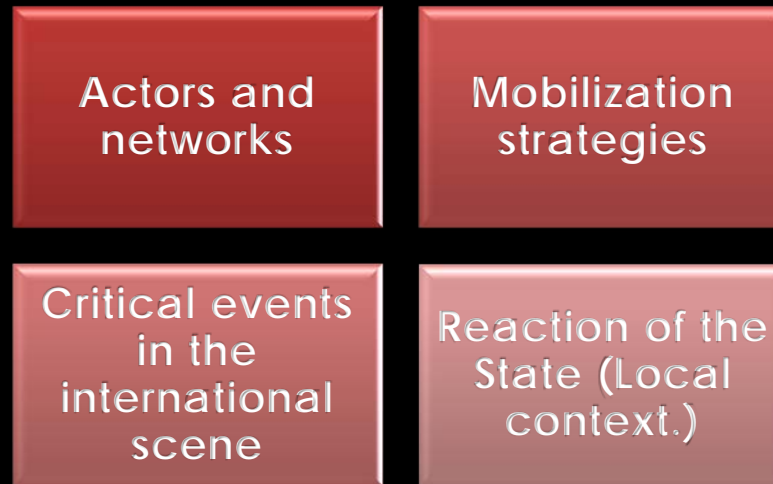


Not a Twitter or Facebook revolution... But ICT is an important tool for Social change



Our Research

- Changing roles of Facebook in the trajectory of pro-democracy movements in Egypt
- Analyze the roles through the lens of:



- ICTs engender different forms of political participation and collective action in the trajectory of a revolution

Our Case: April 6th Youth Movement

facebook Search for people, places and things

اكتوبر 11

العودة للميدان
تبدأ الآن

اكتوبر 19 .. الشعب يريد
اكتوبر 12 التأسيسية و الدستور
اكتوبر 11 عزل النائب العام . محاكمة قتلة الشهداء

6th of April Youth Movement - حركة شباب 6 إبريل
397,014 likes · 38,060 talking about this

Community
الوطنية فوق السياسة.. والمبادئ فوق المصالح | أنت الآن على الصفحة الرسمية لحركة المقاومة المصرية: شباب 6 إبريل

About Photos Likes 397k Events Notes 51

يوم أسود في تاريخ... الثورة
...ود في تاريخ الثورة...
...يف بعد اليوم هو أسوأ



April 6th Youth Movement (A6YM)

- Started as a Facebook group to support the workers' protest in Mahalla in April 6th 2008
- Facebook group attracted 70,000 supporters in few days
- Group leaders quickly realized the limits of social media to advance a democratic revolution
- 2009 April 6 members learned strategies for non-violent resistance and peaceful protests
- A major mobilizing force behind the 18 days protests that led to Mubarak's ousting in Feb. 2011





Theory

Asef Bayat's Theoretical Contributions

- Relative spaces of freedom

Social media role in creating relative space of freedoms

- Social non-movements

"Appropriating" social media for political ends.

- Collective actions of non-collective actors

Online-offline mobilization techniques and dynamic used by April 6th Movement to render non-collective actors engage in collective actions

Methodology

- Content Analysis of different media
From January 2008 – April 2011



ALJAZEERA

facebook

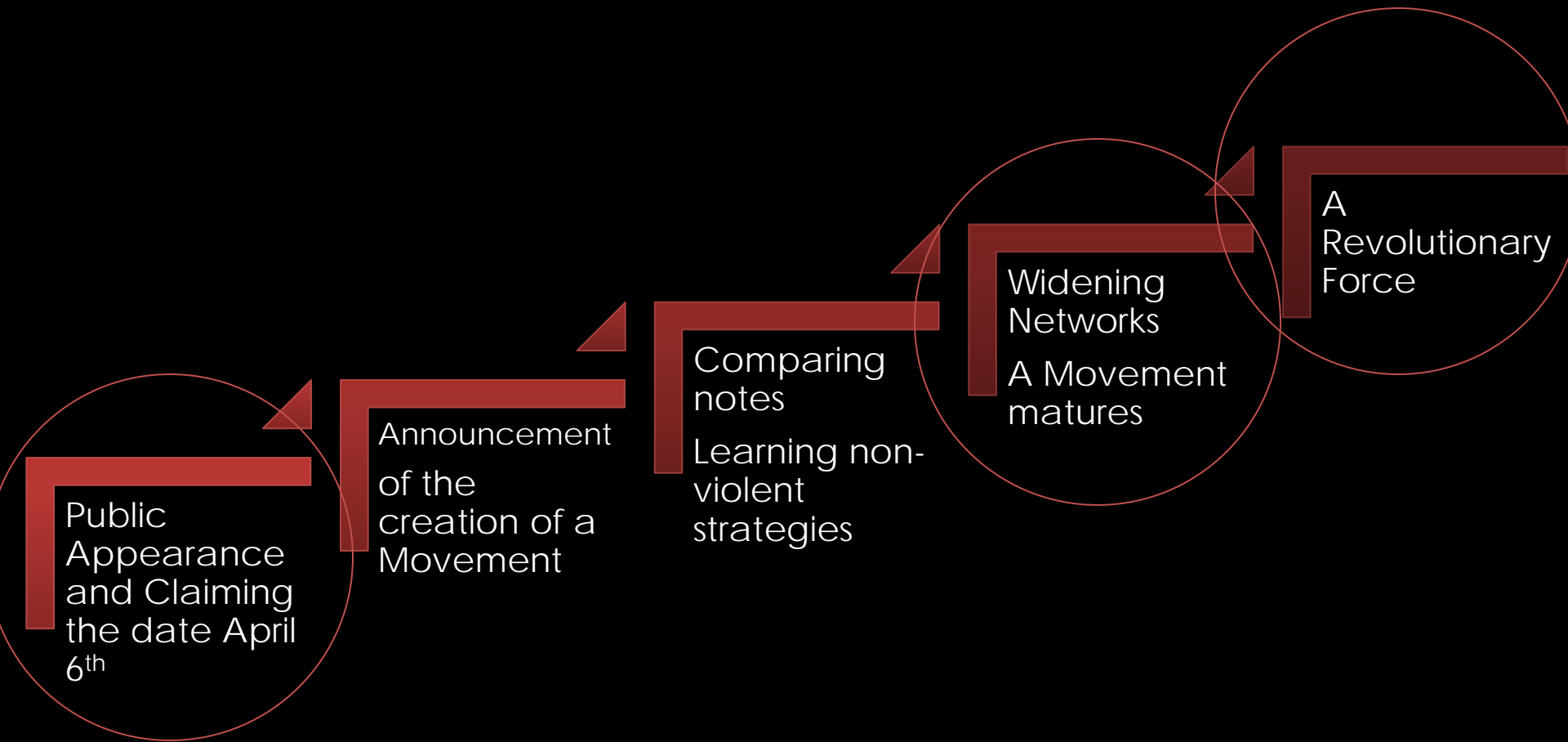
The New York Times



DAILY NEWS
EGYPT

- Interviews with key actors in Egypt

The Trajectory of AY6M



Different roles of **facebook**

- Advocacy: Persuading people to join, like, support
- Build and shape narratives of resistance
- Mobilization tool (operational and informational)
- A space for self-expression
- Build collective awareness and unity
- Forge international solidarity



April 2008 | Public Appearance



Mahalla protests, April 6th 2008

1. Linking workers struggle to Facebook audience
2. A tool for advocacy and calling people into action

Government reacted swiftly and aggressively

- Call of action on Facebook not very successful in mobilizing young people (some protests in Cairo)
- April 6th activists need a strategy for face to face engagement



2010 | Widening Networks



1. Built a narrative for resistance: pro democracy
2. Mobilization informational and calling people to action (but w/ limited info on how)
3. Build collective awareness: We are all Egypt

- Diversified ICT and street presence: @6aprilyouth, Facebook page in English, and leaflets on the streets.
- “Electronic proliferation team” dedicated team to spreading the Movement on Twitter, Facebook, Youtube, and on the streets
- Alliance between A6YM and We are Khaled Said



2011 | A Revolutionary Force



EGYPTIAN REVOLUTION 2011

1-25-2011

1. Mobilization informational (not operational)
2. Forging International Solidarity

- Million men (and women) March in Cairo Jan 28th | All roads lead to Tahrir Square
- Major mobilization to the streets organized through trusted institutions | Churches and Mosques
- Mubarak's departure leaves power vacuum. Youth become the problem not the solution



FOOD FOR THOUGHT

- A **presidential election** was held in Egypt on 23 and 24 May 2012 for the first time in almost 60 years
- The future looks uncertain – diversity of causes affecting the unity of Egyptians

Are youth a strong enough force to move their country along in the path towards democracy?

Are the new forms of political participation engendered in part through ICT effective to create consensus?



New forms of political participation



#Tweetnadwa Twitter format face to face

- 140 seconds to speak
- Raise hands to RT
- Diversity of topics



Tweetnadwa
Healthcare



Tweetnadwa
Education



Tweetnadwa
Corruption

Thank You!



Maria Garrido, Ph.D

Research Assistant Professor

migarrid@uw.edu



[@mariaigarrido](https://twitter.com/mariaigarrido)

Luis Fernando Baron, Ph.D

Student iSchool

lfbaron@uw.edu

Volodymyr Lysenko, Ph.D

Research Associate

vlysenko@uw.edu

Marwa Maziad

Ph.D Candidate Interdisciplinary
Program in Middle Eastern Studies

marwa@u.washington.edu

Norah Abokhodair, Ph.D

Student iSchool

noraha@uw.edu



[@norahak](https://twitter.com/norahak)

www.tascha.uw.edu

+1.206.616.9101

