Human and Political Grievances for Mobilization:

Differential roles of **facebook** during the Egyptian Arab Spring

Change Seminar

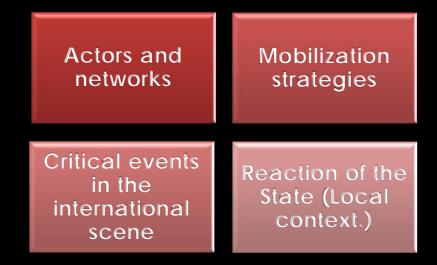
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Information School

Our Research

- Changing roles of Facebook in the trajectory of the April 6th Youth Movement in Egypt
- Analyze the roles through the lens of:



Content analysis of a variety of sources: A6YM Facebook page in Arabic & English, selected blogs, Egyptian newspapers, Al-Jazeera Arabic and NYT



Our Cases

April 6th Youth Movement

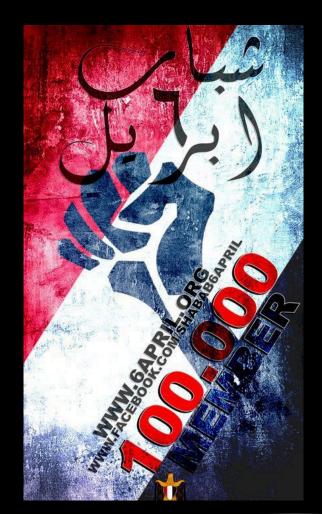


We are all Khalid Said



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





We Are All Khalid Said (WAAKS)

- Created right after the police beating and dead of Khaled Said in the city of Alexandria
- Sharing posts about Said's case and exposing other cases of police brutality and human rights abuses committed by the Egyptian regime.
- A sister Facebook page in English appeared few weeks later.
- Currently, it has 2.5m Likes



Why Are They Important?

- Built political awareness and mobilizing young people, motivating them to take to the streets
- Mobilized other social sectors of Egyptian society by reporting on the development of the protests
- Built bridges that supported the "transition from the electronic world to the real ground,"
- Raised political awareness on the meaning of the revolution and democracy in Egypt.

Different roles of facebook

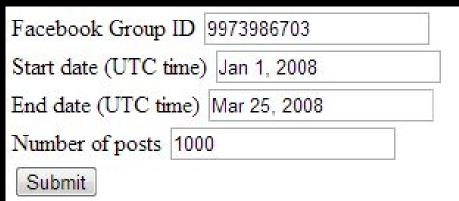
- Advocacy: Persuading people to join, like, support
- Build and shape narratives of resistance
- Mobilization tool (operational and informational)
- A space for self-expression
- Build collective awareness and unity
- Forge international solidarity

Methodology: Comparative Analysis

Describe methodology

Methodology: Tool

Describe the API tool as included in the paper



- صحيح كتير مننا عايش بره مصر الحبيبة لكن لازل نساند :2000+24T12:41:07+0000 مصر الحبيبة لكن لازل نساند :2000 كفاية تعبنا بجد من اللي شعبنا المرهق في إضرابه الصام بوم 6 إبريال ضد الفلاء و الفساد . كفاية تعبنا بجد من اللي بنشوفه كل بوم في الثلفزيون رغيف العبش الأطباء . أسائذة الجامحات عمال المحلة . موظف أرجو مسائدة الإخسراك المقارية إلى إلى إلى المقارية إلى إلى المقارية إلى المقارية المنازوب من صور بروفايلاتنا . الخسراك العقارية إلى المقارية الحروب بمن صور هذا الجروب
- بصول. ركزوا في دنيتكم دلوقتي أعملوا اللي عليكم و :0000+24T12:15:37+0000 2008-03-24T12 من بدري و الحكومة قالتل كم اعملوا متكلمون الا اما صوتكم يكون مسموع علقال انتم بتكلموا من بدري و الحكومة قالتل كم اعملوا متدراب ولحوا في تفسكم احتاها هنا يعني هنا
- 2008-03-24T12:11:10+0000: welmobilat kaman mesh hanesta3melha fe elyom da?
- 2008-03-24T12:06:33+0000: walahy ana 7ases en dykdbet April... 3la 2asas en elsha3b masry meshfady 3'eir fel kalam wel tarya2a we bas
- ای نعم کل پوم الاسعار عماله تزید بس احتا مش کل پوم هنممل: 2008-24T11:47:59+0000 این تعم کل پوم الاسعار عماله تزید بس احتا مش کل پوم هنممل وان تورنا پا نتور صبح العمال نوان تورنا پا نتور مسح العمال تورنا پا نتور مسح پیالاش وان تورنا پاتورنا پالاش
- تسان نخسرب و منزدش و تقولي نتَوِجة لا بقي احنا مش هنود ع :000+03-24T11:42:01 2008 البحان نخسرب و منزدش و تقولي نتَوِجة لا بقي احتا من مناهج المناهج على دماغهم
- ((((: جامده حكايـة العلـم دي يــاميزو :2008-03-24T11:34:30+0000
- غائدي كان يبعد ترض على الأحتالال الأنطيزي الهند بنوع من : 2008-24T11:32:53+0000 2008-03-24T11:32:53 الأحتالال اعتدت عليهم مكتبي السلمي كانت زي وفقات نا الأحتجاجية و لموقو قوات الأحتالال اعتدت عليهم مكتبي السلمي كانت زي وفقات بين المحتال اعتدت إلى المحتال المحتال واعتقد ان النتيجية كانت الجابيسة جدا

Summary of Findings | Please revise

	A6YM	WAAKS	Convergences
Pre-Tahrir	 Demanding State responsibilities. Uniting people and groups among common goals. Mobilizing people for protests (operational). 	 Exposing police brutality. Calling for mobilization (informational) . Mobilizing for goodness. 	 Expressing solidarity. Common call for 25th. Motivating people to go out and take on the streets.
From protests toward a revolution	 Reporting from the protests. Creating bridges btw online and offline actions. Calling for Mubarak step down 	 Encouraging people to go outside and stay. Creating bridges between online initiatives Calling for reforms 	Centralizing information (to report on the protest and coordinate mobilizations).

The battle to keep the square	 informing on the blackout. Reporting results of clashes and abuses of armed forces from the field. 	 disappearing of Wael Ghoneim Honoring martyrs. Reporting on the events from outside of the country. 	and resisting at Square
Defending the revolution	 Keeping alive the goals of the revolution. 	Surveying about next steps (short and long run).	 Informing on meetings and communication s with SCAF. calling new protest for the old regime to fall

WAAKS

Informing on

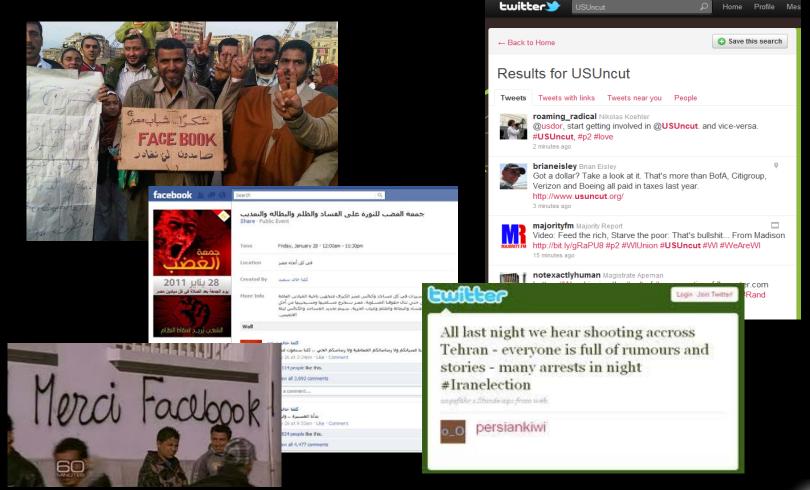
Convergences

Calling for staying

A6YM

Preventing and

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





Pre-Tahrir | Dec 15th -Jan 24th



EGYPTIAN REVOLUTION 2011

1-25-2011

1. INSERT ROLES HERE

FOOD FOR THOUGHT



Thank You!



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New forms of political participati



#Tweetnadwa Twitter format face to

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





Tweetnadwa Healtcare



Tweetnadwa Education



Tweetnadwa Corruption