

Human and Political Grievances for Mobilization:

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

Change Seminar

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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

facebook Search for people, places and things

6th of April Youth Movement - حركة شباب 6 إبريل
407,410 likes · 62,915 talking about this

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

407k Likes

يوم أسود في تاريخ الثورة...
تود في تاريخ الثورة...
لن يبعد اليوم هو أسوأ

About Photos Likes Events Notes 51

We are all Khalid Said

facebook Search for people, places and things

كلنا خالد سعيد
2,538,279 likes · 417,944 talking about this

Public Figure
نحلم بمصر تحترم حقوق الإنسان، بتسلطة بتخضعها للشعب، بدولة مستقلة تجبر العالم على احترامها

2.5m Likes

باب السايح: مقاومة
نحكام وعدم الامتنان
السايح مقاومة الحكام
ندم الامتنان لاوامرهم

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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 death 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

Facebook Group ID	<input type="text" value="9973986703"/>
Start date (UTC time)	<input type="text" value="Jan 1, 2008"/>
End date (UTC time)	<input type="text" value="Mar 25, 2008"/>
Number of posts	<input type="text" value="1000"/>
<input type="button" value="Submit"/>	

- **2008-03-24T12:41:07+0000:** تصحيح كثير مننا عايش بره مصر الحبيبة. لكن لازم نسلاند كفاية تعينا بجد من اللي شحنا المره في إضرابه العام يوم 6 إبريل ضد الغلاء و الفساد.. كفاية تعينا بجد من اللي ينسوفه كل يوم في التلفزيون.. رغيغ العيش.. الألباء.. أساتذة الجامعات.. عمال المطبة.. موظفو أرجو مساندة الإضراب برمز بسيط. تغيير صور بروفايلاتنا.. الضرائب القارية إلخ إلخ بصورة تعبر عن الإضراب من صور هذا الجروب بصوا.. ركزوا في دنيتكم دلوقتى. اعملوا اللي عليكم. و **2008-03-24T12:15:37+0000:** كم اعملوا متكلموش الا اما صوتكم يكون مسموع. علقنا انتم بتكلموا من بدري. و الحكومة قائله.. اللي انت عايزينه اعملوا اضراب. ولعوا في نفسكم. احنا 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 dy kdbet April... 3la 2asas en elsha3b masry meshfady 3'eir fel kalam wel tarya2a we bas **2008-03-24T11:47:59+0000:** اي نعم كل يوم الاسعار عماله تزيد بس احنا مش كل يوم هنعمل اضراب يبقى لما نحب نبين للحكومة عضينا يتغضب صح يبلش وان تورنا يا نتور صح يبلش **2008-03-24T11:42:01+0000:** تمان نضرب و منردش و تقولى نتيجة لا بقي احنا مش هنودع ايجابية اننا لازم نعملها ايجابية على دماغهم **2008-03-24T11:34:30+0000:** ()))) جامده حكاية العلم دي ياميزو **2008-03-24T11:32:53+0000:** غاندي كان بيعترض على الاحتلال الأنجليزي للهند بنوع من نا الاحتجاجية و لوفوات الاحتلال اعتدت عليهم مكتوش العصيان المدني السلمى كانت زي وقفات بيردو بالممثل واعتقد ان النتيجة كانت ايجابية جدا

Summary of Findings | Please revise

	A6YM	WAAKS	Convergences
Pre-Tahrir	<ul style="list-style-type: none">• Demanding State responsibilities.• Uniting people and groups among common goals.• Mobilizing people for protests (operational).	<ul style="list-style-type: none">• Exposing police brutality.• Calling for mobilization (informational).• Mobilizing for goodness.	<ul style="list-style-type: none">• Expressing solidarity.• Common call for 25th.• Motivating people to go out and take on the streets.
From protests toward a revolution	<ul style="list-style-type: none">• Reporting from the protests.• Creating bridges btw online and offline actions.• Calling for Mubarak step down	<ul style="list-style-type: none">• 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).

	A6YM	WAAKS	Convergences
The battle to keep the square	<ul style="list-style-type: none"> • Preventing and informing on the blackout. • Reporting results of clashes and abuses of armed forces from the field. 	<ul style="list-style-type: none"> • Informing on disappearing of Wael Ghoneim • Honoring martyrs. • Reporting on the events from outside of the country. 	Calling for staying and resisting at Square
Defending the revolution	<ul style="list-style-type: none"> • Keeping alive the goals of the revolution. 	<ul style="list-style-type: none"> • Surveying about next steps (short and long run). 	<ul style="list-style-type: none"> • Informing on meetings and communications with SCAF. • calling new protest for the old regime to fall

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 PARTICIPATION



#Tweetnadwa Twitter format face to face

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



Tweetnadwa
Healthcare



Tweetnadwa
Education



Tweetnadwa
Corruption