DIGITAL ACTIVISM:
HOW SOCIAL MEDIA PREVALENCE HAS IMPACTED MODERN ACTIVISM
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FILLING THE VOID

• Lack of academic research
• Primarily analyzed secondary sources (journals, articles, etc.)
• Two-fold process of analysis
  • Synthesis
  • Reevaluation
• Emphasize cultural and rhetorical
CHARACTERISTICS OF DIGITAL ACTIVISM

• Low-Bar to Entry
• Decentralized Power Structure
• Lack of Regulation
CASE STUDY: THE 2014 ALS ICE-BUCKET CHALLENGE
ICE-BUCKET CHALLENGE: PARTICIPATION

Accept
• Accept the challenge on behalf of nominator

Record
• Take a video of yourself dumping a bucket of ice water over your head to increase awareness of ALS

Upload
• Upload your video to social media, tagging/challenging at least three of your friends

If nominee fails to participate within 24 hours, nominee must donate $100 to the ALS Foundation
ICE-BUCKET CHALLENGE: MOTIVATIONAL RHETORIC

- Financial Motivations
- Social Motivations
ICE-BUCKET CHALLENGE: MOTIVATIONAL RHETORIC CONT.

"LAST SUMMER, I WAS THE ONLY PERSON I KNEW WHO DIDN'T DO THE ICE BUCKET CHALLENGE. FIVE MONTHS LATER I WAS DIAGNOSED WITH MOTOR NEURONE DISEASE."

MICHAEL, 34

There is no cure for Michael's MND. There is very little time – 50% of people die within two years of diagnosis. But thanks to the Ice Bucket Challenge and the incredible awareness and understanding raised, there is now the knowledge they are not alone.

You can read Michael's story and more at mndassociation.org

#LastSummer
ICE-BUCKET CHALLENGE: MONETARY SUCCESS VS. LONG-TERM VALUES
REFERENCES

