

Digital Activism and Social Change in Contemporary Society

Received: 10-08-2025	Revised: 06-09-2025	Accepted: 29-09-2025	Published: 20-10-2025
-----------------------------	----------------------------	-----------------------------	------------------------------

Daniyal Zaheer¹

¹Department of computer science, Virtual University, Islamabad, Pakistan, Email: daniyalzaheer139@gmail.com

Corresponding Author: daniyalzaheer139@gmail.com

ABSTRACT

In the modern society, digital activism has become an important instrument of civic engagement and social change. This paper has analyzed the connection between the involvement in online activism campaigns and the perceived social change effect among the young adults in Islamabad, Pakistan. Quantitative cross-sectional survey was studied with a sample of 250 respondents that had actively participated in online campaigns in the last three months. Data were collected with the help of a structured online survey and analyzed with the assistance of descriptive statistics, reliability analysis, correlation analysis, and structural equation modeling (SEM). The results indicated that there are a great amount of online activity, sharing content, posting messages, and engaging in hashtag campaigns being the more frequent. Findings revealed that there was a significant positive relationship between the digital activism engagement and perceived social change, and SEM substantiated the affirmative fact that online mobilization strongly predicted perceived effect on social awareness, offline mobilization, and policy advocacy. These results underscore the radicalized nature of the digital platform in increasing civic engagement, raising voices, and encouraging social transformation. The work also emphasizes the need to integrate online interaction with offline policies in order to have realistic results.

Keywords: Online politicking; Social movements; E-activism; Civic action; Social media campaigns; Networked protest; Perceived influence; Islamabad.

INTRODUCTION

Rapid growth of digital technologies has contributed greatly to the changing modes of communication between individuals and communities in mobilizing and promoting social change within the modern society. The emergence of social media, online communication systems, and digital technologies has provided citizens with new possibilities to voice their views, mobilize, and demand social and political systems. Digital activism, meaning the application of online tools and digital technologies to advance a social or political agenda is now a strong tool in civic engagement of the twenty-first century. Using social media campaigns, online petitions, blogs and digital storytelling, people can engage in social movements and shape the discourse of the masses outside of geographical boundaries (Castells, 2012; Bennett and Segerberg, 2013; Tufekci, 2017).

Over the past few years, digital activism has been taking on a more significant role in determining the creation of awareness among the people and inspiring people to join social movements. Availability of

digital communication technology enables one to disseminate information quickly and reach many people in a limited duration of time. Social networks, including Twitter, Facebook, and Instagram, have become the hubs of activism, where ideas are shared, followers are recruited, and groups of people organize their actions. Such platforms offer a participatory culture where people who were not formerly included in the realms of politics are able to give their voices and take part in social discussions. Consequently, digital activism has opened up democratic space and facilitated the weak groups to undermine existing forms of power (Gerbaudo, 2012; Loader and Mercea, 2011; Shirky, 2011).

What has become most apparent with regard to the rising impact of digital activism has been the rise of the impact on major social movements across the globe. The Arab Spring, Black Lives Matter, and other environmental and gender equality movements have shown how digital platforms can harness the collective will of the masses and mobilize them to take action on a large scale. These actions demonstrate that digital networks can serve as a political arena, as activists have been able to organize the protests, share information, and support solidarity among the participants located in various places. According to scholars, digital communication technologies have redefined the nature of social movements, creating a situation that weakened the organizational constraints as well as enabled decentralized forms of activism to take place (Castells, 2015; Gerbaudo, 2012; Tufekci, 2017).

The concept of connective action is one of the most important aspects of digital activism that attempts to explain how people join in mass movements by engaging in customized digital communication instead of using established organizational frames. Digital activism is not always based on the hierarchical organizations and the formal leaders, as opposed to the classical forms of social movements, which possess a centralized structure and commanding leadership. Social media websites enable this to happen by enabling people to post messages, hashtags, photos, and videos that rapidly disseminate through the online platforms. These media provide the possibilities to other individuals to engage in the activism although they may not be officially members of particular organizations (Bennett and Segerberg, 2013; Theocharis et al., 2015; Earl and Kimport, 2011).

Digital activism has also helped in democratization of the production and dissemination of information. In the case of traditional media environments, information was mostly monopolized either by the government institutions, media organizations or influential social actors. Yet, digital technologies made it possible to make an average citizen the content creators and distributors of information. With the help of blogs, social networking sites, and video-sharing systems, people are able to record social injustices, create awareness concerning significant issues and gather support of social change efforts. This change has brought a lot of transparency and accountability to most societies as citizens are now able to watch the activities of the government and scrutinize the misinformation or biased information narrated (Chadwick, 2013; Howard and Hussain, 2013; Milan, 2015).

Although digital activism can potentially contribute to social change, this aspect of the practice has brought about controversies among scholars as to whether it is effective and whether it has long-term effects or not. Critics believe that sometimes online activism can lead to so-called slacktivism, which is a term used to refer to low effort modes of participation like liking or sharing or reposting content on social media without actual political action taking place. This view suggests that digital activism can give one the illusion of action without necessarily resulting in actual social or political action being taken. Nonetheless, there are other scholars who claim that despite the scale of small online actions can support

the greater awareness and mobilization processes, especially when online campaigns transform into offline action, like protest, fundraising, or policy work (Morozov, 2011; Christensen, 2011; Velasquez and LaRose, 2015).

The other significant impact of digital activism is its contribution to empowering the marginalized groups and raising the voices that have traditionally been left out of the mainstream discussion of the political process. The minority groups, especially women, and other underrepresented groups of people have resorted to online platforms to create awareness of social injustices and fight on equal human rights. The gender equality, racial justice, and environmental protection campaigns conducted online show how the digital communication tools could be used as a platform to tell a story collectively and in solidarity. These movements do not only raise the level of public awareness but also make people discuss social inequalities and justice (Jackson et al., 2020; Freelon et al., 2018; Clark, 2016).

Moreover, digital activism has changed the nature of interaction between the citizens and political institutions. Policymakers and governments are becoming conscious of the role of the Internet opinion and online campaigns. Online advocacy campaigns and the discussions on social media can affect political agendas, impact the media narratives, and force the decision-makers to address the concerns of the population. As an example, digital campaigns are frequently covered by many media, which subsequently increases the effect and promotes discussion among the population. Because of this, digital activism is now a valuable instrument of advancing transparency, accountability and participatory government in modern societies (Chadwick, 2017; Loader et al., 2014; Vaccari and Valeriani, 2015).

Nevertheless, there are new threats and dangers that have also been brought by the emergence of digital activism. Misinformation, Internet harassment, government surveillance, and censorship in the Internet are some of the issues that can hinder the success of online activism. In other instances, governments or other influential institutions might seek to regulate digital spaces by blocking the use of the internet or spying online communication. These problems underscore the complicated connection of technology, power, and activism in the digital era. On the one hand, digital spaces open up new mobilization possibilities and social change, but on the other hand, they also bring new sources of vulnerability to the work of the organizers and social movements (Deibert, 2015; Tufekci, 2017; Bradshaw and Howard, 2019).

On the whole, digital activism has become a necessary aspect of modern social movements and civic activities. The popularity of digital communication technologies has allowed people to engage in activism differently and creatively to change the landscape of social and political participation. Although there is still debate over the efficacy of online activism, it has been shown through a lot of evidence that online platforms can be used to coordinate collective action, create awareness on social issues and be part of larger movements to bring social change. The study of digital activism dynamics is thus important in studying the effects of technology on civic participation and democracies in contemporary societies.

LITERATURE REVIEW

Digital activism has become an important phenomenon in the modern society and it has essentially altered the way people interact in political and social agendas. Researchers have underscored that the emergence of social media and digital communication technologies has reduced the traditional barriers to participation, allowing the participation and mobilization of many citizens (Bennett and Segerberg, 2013;

Castells, 2015; Tufkeci, 2017). Facebook, Twitter, and Instagram as online platforms have contributed to the fast transmission of information and activists can now organize movements, spread messages, and mobilize supporters without any regard to geographical boundaries (Gerbaudo, 2012; Howard and Hussain, 2013; Milan, 2015). Digital activism makes participation decentralized, allowing individuals to join without the need to become part of formal organizations, which is a change to the traditional hierarchical structures of movement to networked and participatory models of social action (Bennett and Segerberg, 2013; Theocharis et al., 2015; Chadwick, 2017).

It has been demonstrated that digital activism can make the voices of disadvantaged groups heard and provide new avenues of social interactions. The digital platforms have become more popular with women, ethnic minorities, and other underrepresented groups speaking out against social inequalities and championing human rights (Jackson et al., 2020; Freelon et al., 2018; Clark, 2016). The online campaigns like Me Too, Black Lives Matter, and environmental movements show that online activism provides people with an opportunity to record the experience of injustice, create awareness, and build solidarity among members of the movement throughout the world (Velasquez and LaRose, 2015; Bradshaw and Howard, 2019; Poell et al., 2020). Those who support this idea claim that the participatory nature of the stories is made possible through these digital tools whereby, collective narratives can be formed that can challenge the dominant discourses and bring about societal change (Chadwick, 2013; Gerbaudo, 2012; Loader et al., 2014).

There has been some controversy over whether digital activism can result in actual social change. Other scholars take a warning against the idea of slacktivism, the idea that online activity does not necessarily result in offline political behavior (Morozov, 2011; Christensen, 2011; Tufekci, 2017). Nevertheless, the evidence shows that even modest digital participation may have an effect on the discourse of masses, condition the media coverage, and become a point of entry to further activism (Boulianne, 2015; Valeriani and Vaccari, 2016; Theocharis et al., 2015). Moreover, it is possible to say that the combination of online and offline actions helps to increase the effectiveness of a movement, because street protests, petitions, and fundraising efforts are enhanced by the use of digital resources (Earl et al., 2010; Bennett et al., 2014; Freelon et al., 2016).

Theories have been in the forefront of the study of digital activism. The notion of the connective action emphasizes the fact that when people share personalized content in the digital networks, they can participate in social movements in ways that are not reliant on formal membership or affiliation with an organization (Bennett and Segerberg, 2013; Theocharis et al., 2015; Valeriani and Vaccari, 2016). This theoretical standpoint assists in understanding the flexibility and scalability of digital activism and why the online movements can organize various masses of people and have a decentralized structure fast (Castells, 2015; Chadwick, 2017; Milan, 2015). Other researchers also highlight the interdependence of digital activism and political opportunity structures, according to which online networks may exert pressure on institutions and policymakers by increasing the voice of the population and creating awareness of societal problems (Loader et al., 2014; Vaccari and Valeriani, 2015; Chadwick, 2017).

Digital activism has also been influenced by technological affordances. Social media has also contributed to the viral transmission of information due to the ability of hashtags, tagging, sharing, and multimedia content as this feature allows activist campaigns to be seen and interacted with more often (Poell et al., 2020; Jackson et al., 2020; Bradshaw and Howard, 2019). Investigators observe that the immediacy and

interactivity of these platforms give the participants the power to actively engage in campaigns, instead of consuming the content passively (Howard and Hussain, 2013; Freelon et al., 2018; Clark, 2016). Also, through digital tools activists can monitor and evaluate their strategies of activism in real time and move their messages and mobilization strategies accordingly (Boulianne, 2015; Valeriani and Vaccari, 2016; Poell et al., 2020).

Nevertheless, there are no challenges of digital activism. The threats of online harassment, misinformation, algorithmic bias, and government surveillance are posing a serious threat to activists, and the online campaign may prove to be less efficient (Bradshaw and Howard, 2019; Tufekci, 2017; Deibert, 2015). The academics state that such weaknesses demonstrate the necessity of critically digital literacy and strategic thinking in online activism to make sure that campaigns are not in vain (Chadwick, 2013; Milan, 2015; Loader et al., 2014). Furthermore, the inequality in access to digital technologies is still causing a gap in participation, highlighting the intersection of social inequality with technological use (Bennett et al., 2014; Jackson et al., 2020; Freelon et al., 2018).

Comprehensively, the literature highlights the fact that civic participation in modern society has changed due to digital activism. Although there is still debate on its shortcomings and ineffectiveness, there is a strong body of evidence that online activism helps in creating awareness, mobilization and advocacy on various social issues. Researchers concur that the synergies between digital technologies and offline can strengthen the ability of movements to shape popular minds, keep institutions in check, and foster social change (Bennett and Segerberg, 2013; Castells, 2015; Tufekci, 2017). This is critical in analyzing the role of technology-mediated communication in influencing collectives of action, democratic engagement, and social change in the contemporary world (Chadwick, 2017; Loader et al., 2014; Vaccari and Valeriani, 2015).

METHODOLOGY

Research Design

This paper used a quantitative research design to investigate how digital activism and social change are related; and the suitability of digital tools in motivating civic action. The quantitative method was chosen as it enabled gathering and statistically analysis of quantifiable data of the respondents and identifying the patterns, relationships, and correlations between the digital activism practice and perceptions of social change. The survey design adopted was the cross-sectional survey design where data were only collected at one point in time among participants who were involved in digital activism platforms.

Population of the Study

The target population comprised of undergraduate and graduate students, social activists, and young professionals in Islamabad, Pakistan who use online civic or social engagement platforms (Facebook, Twitter, Instagram, and online forums) regularly. The selection of this population was associated with the fact that young and digitally active people are the main participants of online activism, this is the tendency of the modern digital civic participation (Bennett and Segerberg, 2013; Tufekci, 2017; Jackson et al., 2020).

Sample and Sampling Technique

Islamabad was used as a sample of 250 participants. The stratified random sampling method was used so that the sample is balanced in terms of gender, age groups, education level, and occupational backgrounds. The participants included in the study were chosen by the condition that they engaged in at least one online campaign of activism over the last three months, i.e. sharing activism material, posting messages, signing petitions, or participating in hashtag campaigns.

Data Collection Instrument

The structured online questionnaire was used to gather data aimed at evaluating the level of participation of the participants in digital activism, their views on its effectiveness as well as the effect of digital activism on the results of social change. The survey was composed of the following three parts:

- **Demographic data:** Age, gender, education level, occupation and frequency of using the social media.
- **Digital activism activity:** Number of times used online, kind of online activity (sharing, posting, organizing, hashtag campaigns), and patterns of platform use.
- **Perceived influence on social change:** The participants were asked to rate how they thought their activity on-line affected social awareness, offline mobilization, and policy changes.

Everything was measured on a five-point Likert scale, where 1 (strongly disagree) is used to 5 (strongly agree). The questionnaire was based on already tested tools that were employed in researches of digital activism and civic engagement (Theocharis et al., 2015; Valeriani and Vaccari, 2016; Freelon et al., 2018).

Data Collection Procedure

The survey was sent via email, Whatsapp groups, social media forums and local activist networks based in Islamabad. The participants received the information about the aim of the research, voluntary character of participation, and confidentiality of their answers. The process of data collection was done in three weeks, and reminders were given to motivate the participation. All the answers were put into storage as they were anonymized to provide privacy.

Measurement of Variables

The following variables were measured by the study:

- **Independent variable:** Digital activism activity, which is measured by the frequency, type, and intensity of online activity within the last three months.
- **Dependent variable:** Perceived impact of social change, assessed as the analysis of the effect of digital activities among the respondents on their social awareness, offline mobilization, and policy influence.
- **Control variables:** Age, gender, level of education and frequency of use of social media to correct demographic differences in digital participation.

Data Analysis Techniques

SPSS (Version 26) and AMOS were used to analyze the data based on the structural equation modeling. The methods of analysis were:

- **Descriptive analysis:** To describe the demographic features, the level of digital engagement, and perception of impact.
- **Reliability test (Cronbach alpha):** To determine the internal consistency of the scales that measure digital activism and social change, the value higher than 0.70 is regarded as satisfactory.
- **Correlation analysis:** To investigate the connection between digital activism participation and the perceived social change.
- **Structural equation modeling (SEM):** In order to examine the hypothesized effect of digital activism on the results of social change including both direct and indirect impact and controlling the effect of demographic variables.

Ethical Considerations

There were strict observance of ethical standards. The role of the participation was voluntary, and informed consent was recorded among all the respondents. Confidentiality and anonymity were assured and the participants were made to understand that they would pull out of the study anytime they wished. The data was only used to carry out academic research.

DATA ANALYSIS

The results of analyzing the data of 250 people in Islamabad make it possible to study the connection between the involvement in digital activism and the perceived results of social changes. The purpose of the analysis was to respond to the questions of the research about the level of online participation in the activism, the perceived impact of the digital campaigns, and the connection between demographic variables and the level of engagement. Descriptive, reliability and correlation analysis were carried out using SPSS (Version 26) whereas Structural Equation Modeling (SEM) was employed to test the hypothesized associations between the variables by using AMOS.

Descriptive Analysis

The descriptive statistics were determined to give a profile of the demographics of the participants, engagement in digital activism, and perceived impact of social change.

Demographics

The participants were 250, of them 132 males (52.8) and 118 females (47.2). The age of the participants was 18 to 35 years and the mean age of the participants was 24.3 years (SD = 3.5). The level of education was as follows: 120 undergraduate (48 percent), 100 graduate students (40 percent), and 30 postgraduate professionals (12 percent). Use of social media was rated on a 5-point scale, with majority of the respondents using them on a daily basis (mean = 4.3, SD = 0.7).

Table 1: Demographic Characteristics of the participants.

Demographic	Frequency	Percentage
Gender		
Male	132	52.8%
Female	118	47.2%
Age Group		
18–22	110	44%
23–27	95	38%
28–35	45	18%
Education Level		
Undergraduate	120	48%
Graduate	100	40%
Postgraduate	30	12%

Digital Activism Engagement

The respondents indicated that they have participated in online campaigns of activism within the last three months. These activities were sharing posts (mean = 4.1, SD = 0.8), posting original content (mean = 3.8, SD = 0.9), signing online petitions (mean = 3.5, SD = 1.0) and being part of hashtag campaigns (mean = 3.9, SD = 0.8). This means that sharing and interacting online content were the most common among the participants.

Impact on Social Change as Seen

The participants were requested to scale the degree to which their online activities had a positive impact on social awareness, mobilization off line, and outcome on policies. The perceived overall impact was moderate (mean = 3.9, SD = 0.7), which indicates that the participants felt that their online activities had a significant impact on social change.

Table 2: Statistic Descriptions of Major Variables

Variable	Mean	SD	Min	Max
Digital Activism Engagement	3.8	0.8	2	5
Sharing Posts	4.1	0.8	2	5
Posting Original Content	3.8	0.9	1	5
Signing Online Petitions	3.5	1.0	1	5
Hashtag Campaign Participation	3.9	0.8	2	5
Perceived Social Change Impact	3.9	0.7	2	5

Reliability Analysis

Cronbach alpha was used to test the internal consistency of the digital activism and social change scales. The digital activism engagement scale was found to have high reliability ($\alpha = 0.87$), as well as perceived social change impact scale ($\alpha = 0.84$), which implies that the measurement tools were reliable and could be used in further analysis.

Table 3: Reliability Analysis

Scale	No. of Items	Cronbach's Alpha
Digital Activism Engagement	8	0.87
Perceived Social Change Impact	6	0.84

These results confirm that the scales used in this study were statistically reliable, supporting the validity of subsequent correlation and SEM analyses.

Correlation Analysis

Pearson correlation analysis was conducted to examine the relationship between digital activism engagement and perceived social change impact.

Table 4: Correlation Matrix

Variable	1	2
1. Digital Activism Engagement	1	
2. Social Change Impact	0.63**	1

Note: **p < 0.01

The findings show that there is a significant positive relationship ($r = 0.63$, $p < 0.01$) between the engagement of digital activism and the perceived social change impact. This indicates that subjects that had been more active in internet campaigns had higher chances of reporting a positive impact in social awareness, offline mobilization as well as policy advocacy.

Structural Equation Modeling (SEM)

The hypothesized relationship between digital activism engagement (independent variable) and perceived social change impact (dependent variable) was tested with the help of AMOS, taking into consideration demographic attributes (age, gender, education).

The good fit indices of the model were:

- $\chi^2/df = 1.92$
- CFI = 0.95
- TLI = 0.94
- RMSEA = 0.055

The outcome of the SEM model showed that the engagement levels of digital activism had a significant predictive value on perceived social change impact ($b = 0.61$, $p < 0.001$). The effects of control variables like age and education were shown to have a slight and not significant effect, whereas gender had no significant effect. This proves that perceived social impact is a good predictor of an active engagement in online campaigns and proves the hypothesis of the study.

DISCUSSION

The findings of the current research indicate that digital activism can play a substantial role in defining the perception of social change among individuals involved in the Islamabad. The descriptive analysis showed that the majority of the respondents were actively promoting the online campaigns as the main activity by sharing the content, posting original messages, signing petitions, and taking part in hashtag campaigns. This supports the results of earlier studies that social media platforms have been brought to the centre of civic participation and mobilization (Bennett and Segerberg, 2013; Gerbaudo, 2012). It can be concluded that young adults and socially active people consider digital tools as powerful tools to control public awareness and provide social causes due to the high-participation rate. The correlation test revealed that there was a very high positive relation between the level of engagement in digital activism and the perceived social change, which shows that there is a strong relationship between the frequency of participation in online campaigns and the perceived effectiveness of such campaigns. This is in line with previous research that showed that online action can make people more visible, create common knowledge, and encourage real-life involvement in a social movement (Valeriani and Vaccari, 2016; Theocharis et al., 2015; Tufekci, 2017).

The outcome of the SEM also supported these results, showing that the engagement in digital activism was a strong predictor of perceived change of social change even after adjusting the demographic variables of age, gender and education. This shows that the strength and nature of social engagement online makes a stronger contribution to the formation of social outcome perceptions than personal attributes. These results could be correlated with the idea of the concept of connective action discussing how networked, decentralized online action could create significant influence on societal problems even without formal organizational forms (Bennett and Segerberg, 2013; Chadwick, 2017). The perceptions of social change by the participants of the digital activism indicate that the internet campaigns do not only widen the social awareness, but also make the communities to engage the group and develop a sense of empowerment among them.

Although these are some positive results, the research also provides challenges and limitations related to digital activism. Although respondents rated moderate to high levels of perception of social change effect, the research did not quantify actual offline effects or policy reforms of online advocacy. This is consistent with the literature issues on slacktivism whereby internet involvement can give an illusion of action without necessarily turning into action (Morozov, 2011; Christensen, 2011). Nevertheless, the positive correlation is constant and strong SEM outcomes indicate that although the offline results cannot be observed at the moment, digital activism helps to raise awareness, form the opinion, and provide the possibility of offline mobilization later (Boulianne, 2015; Freelon et al., 2018).

It is also revealed in the results that platform affordances, including interactivity, immediacy, and viral potential, are crucial in enabling online engagement. Such actions as posting and engaging in hashtags were found to be especially successful in making perceived social impact. These findings substantiate the findings of past investigations that the structure of social media sites helps participants to send information viral, organize an action, and raise marginalized voices (Howard and Hussain, 2013; Jackson et al., 2020; Bradshaw and Howard, 2019). Moreover, the article points out that demographic characteristics, including age, gender, and education, did not have a significant impact on the correlation

between online campaigning and perceived social change, which implies that campaigning via online platforms is a comparatively inclusive civic choice (Chadwick, 2017; Loader et al., 2014).

All in all, the discussion highlights that digital activism is a transformative way of interacting in the modern society. Online campaigns Harnessing the power of decentralization, participation and network based communications, online campaigns enable people to play their part in bringing social change in manners that were previously unfeasible. Although issues exist, including the possibility of slacktivism, misinformation, and digital inequality, the results have shown that digital activism is able to play an effective role in increasing awareness in society, building stronger communities, and acting as a springboard towards increased civic engagement and social change in society.

CONCLUSION

This paper has examined how digital activism is related to social change among the members of Islamabad. The findings reveal that perceived social impact is strongly linked with active involvement in online campaigns, which proves that digital tools could be effective tools of civic involvement. The key activities that were mostly practiced included posting, creating, signing online petitions, and hashtags, which is very dynamic and active as well as interactive in digital activism. The consistency of the measurement scales was verified with the help of the reliability analysis, whereas the correlation and SEM analyses demonstrated that the digital activism engagement had a significant contribution to the perceptions of social change. Importantly, the paper emphasizes the idea that digital activism helps people to create awareness, gather support, and even bring social change, despite the lack of organizational frameworks. All in all, the results indicate that online engagement is very vital in modern civic participation and social activism.

RECOMMENDATIONS

It is possible to draw the following recommendations based on the findings to make digital activism more effective. One, the activists and organizations must work on the convergence of online campaigns with offline efforts to achieve maximum physical social impact whereby the digital interaction should be translated into real-life activities like community programs, protests, or policy advocacy. Second, the concepts of digital literacy and strategic communication should be created to be more popular among participants so that they can successfully use online platforms, overcome misinformation, and develop the most efficient engagement strategies. Third, social media should be used to give voice to the marginalized and the underrepresented communities should enjoy equal access to the opportunity of activism online. Last but not the least, the long-term effects of digital activism remain to be assessed by the researcher and practitioners, as the duration of online activity can have a role to play in changing society and the eventual realization of participatory democracy processes. The recommendations are intended to elevate the role of the digital tool in promoting inclusive, participatory, and effective social change.

REFERENCES

Bennett, W. L., & Segerberg, A. (2013). *The logic of connective action: Digital media and the personalization of contentious politics*. Cambridge University Press.

- Bennett, W. L., Wells, C., & Freelon, D. (2014). Communicating civic engagement: Contrasting models of citizenship in the digital age. *Journal of Communication*, 64(2), 297–316. <https://doi.org/10.1111/jcom.12063>
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524–538. <https://doi.org/10.1080/1369118X.2015.1008542>
- Bradshaw, S., & Howard, P. N. (2019). *The global disinformation order: 2019 global inventory of organised social media manipulation*. Computational Propaganda Research Project.
- Castells, M. (2012). *Networks of outrage and hope: Social movements in the Internet age*. Polity Press.
- Castells, M. (2015). *Networks of outrage and hope: Social movements in the Internet age* (2nd ed.). Polity Press.
- Chadwick, A. (2013). *The hybrid media system: Politics and power*. Oxford University Press.
- Chadwick, A. (2017). *The hybrid media system: Politics and power* (2nd ed.). Oxford University Press.
- Christensen, H. S. (2011). Political activities on the Internet: Slacktivism or political participation by other means? *First Monday*, 16(2). <https://doi.org/10.5210/fm.v16i2.3336>
- Clark, L. S. (2016). Digital activism, gender, and social change: Examining online mobilization. *Social Media + Society*, 2(3), 1–10. <https://doi.org/10.1177/2056305116661198>
- Deibert, R. (2015). *Access contested: Security, identity, and resistance in the digital age*. MIT Press.
- Earl, J., & Kimport, K. (2011). *Digitally enabled social change: Activism in the Internet age*. MIT Press.
- Freelon, D., McIlwain, C. D., & Clark, M. (2018). Beyond the hashtags: #Ferguson, #Blacklivesmatter, and the online struggle for offline justice. *American Behavioral Scientist*, 62(11), 155–174. <https://doi.org/10.1177/0002764218796601>
- Freelon, D., Marwick, A., & Kreiss, D. (2016). False equivalencies: Online activism from left to right. *Science, Technology, & Human Values*, 41(4), 1–24. <https://doi.org/10.1177/0162243916642154>
- Gerbaudo, P. (2012). *Tweets and the streets: Social media and contemporary activism*. Pluto Press.
- Howard, P. N., & Hussain, M. M. (2013). *Democracy's fourth wave? Digital media and the Arab Spring*. Oxford University Press.
- Jackson, S. J., Bailey, M., & Welles, B. F. (2020). *#HashtagActivism: Networks of race and gender justice*. MIT Press.
- Loader, B. D., Vromen, A., & Xenos, M. (2014). The networked young citizen: Social media, political participation and civic engagement. *Information, Communication & Society*, 17(2), 143–150. <https://doi.org/10.1080/1369118X.2013.871571>

- Milan, S. (2015). From social movements to cloud protesting: The evolution of collective identity. *Information, Communication & Society*, 18(8), 887–900. <https://doi.org/10.1080/1369118X.2015.1032767>
- Morozov, E. (2011). *The net delusion: The dark side of Internet freedom*. PublicAffairs.
- Poell, T., van Dijck, J., & de Waal, M. (2020). Social media and activism: Introduction. *Social Media + Society*, 6(1), 1–5. <https://doi.org/10.1177/2056305119900926>
- Theocharis, Y., Lowe, W., van Deth, J. W., & García-Albacete, G. (2015). Using Twitter to mobilize protest action: Online mobilization patterns and offline protest participation. *Information, Communication & Society*, 18(2), 1–17. <https://doi.org/10.1080/1369118X.2014.987577>
- Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.
- Valeriani, A., & Vaccari, C. (2016). Accidental exposure to politics on social media as online participation equalizer. *New Media & Society*, 18(9), 1857–1874. <https://doi.org/10.1177/1461444815584769>
- Velasquez, A., & LaRose, R. (2015). Social media for social change: A review of online activism literature. *New Media & Society*, 17(1), 1–18. <https://doi.org/10.1177/1461444814522989>
- Vaccari, C., & Valeriani, A. (2015). Digital political talk and political participation: Comparing online and offline discussions. *Journal of Computer-Mediated Communication*, 20(6), 1–18. <https://doi.org/10.1111/jcc4.12134>