The Social Media and Civic Engagement Matrix

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Introduction

- Studies of online civic engagement often focus on how it improves quality-of-life in democratic countries
- Online engagement activities may benefit communities while violating democratic norms
- We present a matrix for classifying engagement activities along two dimensions: sociality and effect

What We Did

- We conducted interviews of nonprofit affiliates
- Some participants said civic engagement can be a negative experience
- We developed a way to classify the full range of engagement examples from our interviews while taking norm-violating behaviors into account

The Matrix

- Classifies perceptions of civic acts and engagement behaviors
- Civic acts either improve or exacerbate quality-of-life
- Antisocial behavior violates or disregards democratic norms
- Prosocial behaviors are positive and align with democratic norms

- Prosocial-effective actions include registering voters and raising money for a charitable cause
- Antisocial-improve actions are disruptive but effective due to the conflict they create or reveal
- Prosocial-exacerbate actions follow social norms but have little impact
- Antisocial-exacerbate actions violate norms and make life worse

“Civic engagement would be… working as a community to fight for something.”
- Chicago Interview Participant 14

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“I see people share a lot of articles, but then that’s all they do.”
- Chicago Interview Participant 12

Engagement Examples

1. Changing a Facebook profile picture as a show of solidarity for the survivors of a natural disaster rather than donating to relief efforts.
2. Registering citizens to vote via social media.
3. Posting stolen emails to WikiLeaks to prevent the election of a candidate with a history of supporting unilateral military action.
4. Teachers striking and students protesting schools closures.
5. Harassing individuals associated with a social movement you disagree with.

Conclusions and Next Steps

- Online engagement activities may violate social, democratic norms
- We presented a framework to classify an expanded range of online engagement activities
- This matrix decouples the sociality and effectiveness of various actions
- We plan to test the matrix by collecting and analyzing data about citizen attitudes related to a range of online activities

Further Reading