The Social Media and Civic Engagement Matrix

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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

Social Media and Civic Engagement Matrix

- 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

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


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

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

“Civic engagement would be… working as a community to fight for something.”
- Kalamazoo Interview Participant 16

“There’s this greater system that’s oppressing people, which has left a lot of people not wanting to be civically engaged or having those conversations.”
- Kalamazoo Interview Participant 16

“I think most of the time [civic engagement] has a positive intent, but it can go wrong.”
- Kalamazoo Interview Participant 13