

#Act!

Humanitarian  
Hashtag Activism



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## the project

As an integral part of our daily lives, the Internet has become an essential means for obtaining information and communicating with distant, yet close, individuals. The ease of contact and sharing of information and opinions it provides, namely on social or political issues, has the potential to encourage social mobilization. Political activists have turned to the Internet and social networks to share their causes and gain wider support. Thus emerges a form of Internet activism that resorts to the use of social media hashtags to spread a cause and promote civic engagement and social mobilization, creating an engagement chain. However, following a hashtag, as an indicator of adherence to a cause, does not necessarily mean taking concrete action to advance that cause.

**#Act!:** Humanitarian Hashtag Activism addresses hashtags associated with human rights issues, visualizing their peaks of relevance according to a mapping of the events that popularize them. This visualization is presented on a website allowing a comparison of the temporal evolution of hashtags, which are organized by themes such as Racial Equality, Women's Rights, Political Activism, LGBTQ+ Rights, Disability Rights, Justice, and Solidarity. A brochure complements the website providing information on the hashtags selected according to their relevance and impact, further addressing the motivations and consequences of this form of activism.

Assuming that the hashtag provides a means to localize discourse about a cause and foster its broader discussion, the project provides an overview of humanitarian activism in the context of social media, as essential means for the communication and dissemination of ideas.

women's rights

# #yesallwomen

## origin

Year: 2014

Following a killing spree in Isla Vista, California that left six people dead and fourteen others wounded, the killer's Internet activity was described as misogynistic, and hatred of women was cited as a factor in his crimes. In the wake of the killings, some Twitter users made the argument that "not all men" are like this, or would commit such crimes. Others responded by satirizing those arguments and deeming them defensive and an attempt to deflect from uncomfortable topics such as violence and sexism.

In reaction to the hashtag "#NotAllMen," an anonymous Twitter user then created "#YesAllWomen" to express that all women are affected by sexism and misogyny, even though not all men are sexist. Some sources have reported that the hashtag creator appears to be twitter user @gildedspine, which was confirmed when The Toast published a reflection piece by her on the hashtag's anniversary in 2015. The hashtag quickly became used by women throughout social media to share their experiences of sexism and harassment.

Some tweets included "'I have a boyfriend' is the easiest way to get a man to leave you alone. Because he respects another man more than you. #yesallwomen", "I shouldn't have to hold my car keys in hand like a weapon & check over my shoulder every few seconds when I walk at night #YesAllWomen", and "Because every single woman I know has a story about a man feeling entitled to access to her body. Every. Single. One. #YesAllWomen." (wikipedia.com)

## social-media impact

Within four days of the first use of #YesAllWomen, the hashtag had been tweeted 1.2 million times, surpassing predecessors that also drew attention to violence and sexism toward women. [2] Four days after its first use, The Guardian commentator Jessica Valenti wrote that the YesAllWomen hashtag helped illustrate the prevalence of everyday sexism against women. Rebecca Solnit described it as a watershed moment "in which you could see change happen" and credited it for popularizing the concept of "sexual entitlement", which she characterized as male fury at women for not having met their emotional or sexual needs.

In an interview with Democracy Now!, Solnit stated that the hashtag helped change the way that society talks about rape. Cynthia Calkins Mercado, an associate professor of psychology, told The Kansas City Star that the hashtag changed her mind about the prevalence of misogyny in American society, and has raised awareness of women's experiences. Writing in The New Yorker, Sasha Weiss called the campaign "a kind of memorial, a stern demand for a more just society", and praised Twitter as a powerful vehicle for activism. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #yesallwomen

## online statistics

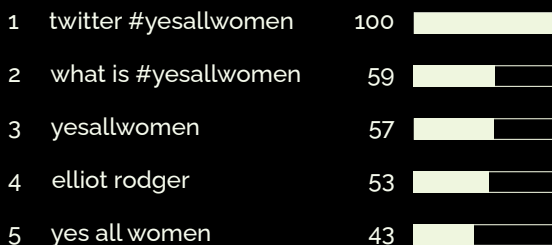
### interest per region



### related topics



### related searches



## real-life impact

Students and community members gathered at Anisq'Oyo Park in Isla Vista on the evening of May 24 for a candlelight memorial to remember the victims. 20,000 people attended a memorial service at UCSB's Harder Stadium on May 27.

On May 23, 2015, the first anniversary of the attacks, hundreds of people gathered at UCSB for a candlelight vigil commemorating the six slain victims. The mother of George Chen made a speech at the event. (wikipedia.com)



(source: wikipedia.com)



(source: wikipedia.com)

# #womensmarch

## origin

Year: 2016

On November 9, 2016, the first day after Donald Trump was elected President of the United States, in reaction to Trump's election campaign and political views, and to his defeat of presidential nominee Hillary Clinton, Teresa Shook of Hawaii created a Facebook event and invited friends to march on Washington in protest. Similar Facebook pages created by Evvie Harmon, Fontaine Pearson, Bob Bland (a New York fashion designer), Breanne Butler, and others quickly led to thousands of women signing up to march. Harmon, Pearson, and Butler decided to unite their efforts and consolidate their pages, beginning the official Women's March on Washington.

To ensure that the march was led by women of differing races and backgrounds, Vanessa Wruble, co-founder, and co-president of Okayafrica, served as Head of Campaign Operations and brought on Tamika D. Mallory, Carmen Perez and Linda Sarsour to serve as National Co-Chairs alongside Bland. Former Miss New Jersey USA Janaye Ingram served as Head of Logistics.[46] Filmmaker Paola Mendoza served as artistic director and a National Organizer. (wikipedia.com)

## social-media impact

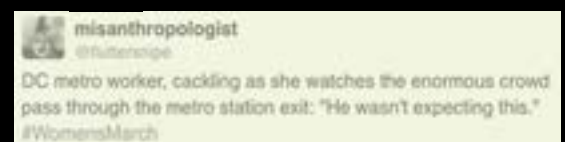
The Women's Marches that took place in cities across the world on Saturday dominated almost every social media platform, but one platform in particular stood out: Instagram. The photo-heavy social media site accounted for 47% of the hashtag mentions related to the marches—far higher than any other platform. Facebook was next in line with 28% of the mentions, followed by Twitter with 18%.

Digimind analyzed the most popular Women's March hashtags between January 16 and January 22, a dataset comprising 72,000 posts. #WomensMarch was the top hashtag, followed by #MeToo, #TimesUp, and #PowerToThePolls, according to the data. Instagram's prowess is understandable given its emphasis on visual posts and the fact that sharing pictures of signs from the marches is becoming a ritual in its own right.

The gender breakdown of the mentions was about even, with women sharing 51% of the posts and men 49%. But men edged out in the top hashtag—#WomensMarch—with 51% of posts mentioning that hashtag shared by men. Meanwhile, the vast majority of posts with that hashtag were in favor of the march, with 72% showing a positive sentiment, 9% showing a negative sentiment, and 19% remaining neutral. (fastcompany.com)



(source: twitter.com)



(source: twitter.com)

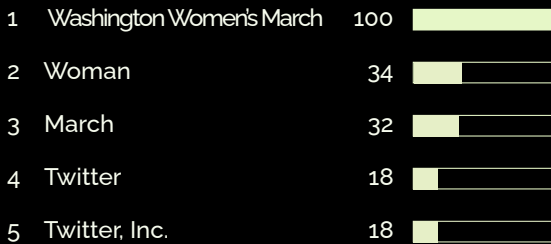
# #womensmarch

## online statistics

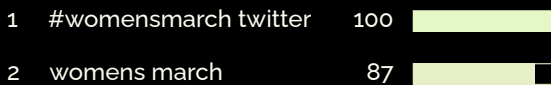
### interest per region



### related topics



### related searches



## real-life impact

The main protest was in Washington, D.C., and is known as the Women's March on Washington with many other marches taking place worldwide. The Washington March was streamed live on YouTube, Facebook, and Twitter. The Washington March drew over 470,000 people. Between 3,267,134 and 5,246,670 people participated in the marches in the U.S., approximately 1.0 to 1.6 percent of the U.S. population. Worldwide participation has been estimated at over seven million. At least 408 marches were reported to have been planned in the U.S. and 168 in 81 other countries. After the marches, organizers reported that around 673 marches took place worldwide, on all seven continents, 29 in Canada, 20 in Mexico, and 1 in Antarctica. The crowds were peaceful: no arrests were made in D.C., Chicago, Los Angeles, New York City, or Seattle, where a combined total of about two million people marched. The organization's website states that they wanted to adhere to "the nonviolent ideology of the Civil Rights movement". Following the march, the organizers of the Women's March on Washington posted the "10 Actions for the first 100 Days" campaign for joint activism to keep up momentum from the march. (wikipedia.com)



(source: wikipedia.com)



(source: wikipedia.com)

# #whyistayed

## origin

Year: 2014

#WhyIStayed became a trending hashtag in November 2014 in defense of domestic abuse victims after a media release of security camera footage that appeared to show former Baltimore Ravens running back, Ray Rice, punching his then-fiancee, Janay Rice, sparked public conversation on why Janay and other victims of abuse choose to stay in abusive relationships.

On February 19, TMZ obtained and released initial footage of a potential altercation between former Ravens running back Ray Rice and then fiancee Janay Palmer. The footage showed Rice dragging an unconscious Palmer out of an elevator in the Revel Casino of Atlantic City, New Jersey, until security arrived and Rice walked away from the situation.[4] Rice's attorney Michael Diamondstein stated that the released footage was not the whole picture, and that his client would not pursue any action.

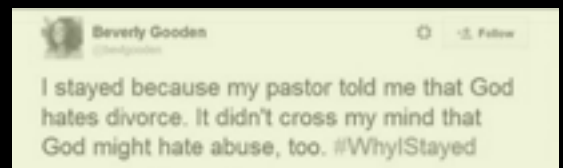
In the wake of the media covering the released footage, Janay Rice expressed that she has no intention of divorcing her now-husband and does not view herself as an abuse victim. On Instagram, Janay wrote, "To make us relive a moment in our lives that we regret every day is a horrible thing." [16] Beyond the pull to stay together for the sake of their daughter, Rayven, Janay argued that the violent night in Atlantic City was an anomaly in their relationship. In an interview with ESPN, she said, "As angry as I was, I knew it was something that we could move on from because I know Ray." She added that the violence was not one-sided; Janay was the one to initiate it, slapping Ray before he assaulted her.[15] She stressed that she hopes people can see the love that the two have for one another despite one isolated incident, and how much they have grown because of it.

The hashtag was started by writer and domestic abuse survivor Beverly Gooden via Twitter in an effort to "change the tone of the conversation." It began to trend nationally five hours after its creation and was used more than 100,000 times in less than two days, according to the Web analytics tool, Topsy. (wikipedia.com)

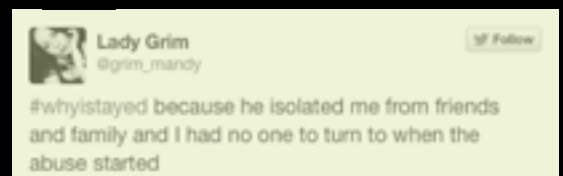
## social-media impact

The tags now contain thousands of stories from survivors, whose perspectives are often conspicuously missing from discussions of high-profile cases of domestic abuse. The result is a whole that's much harder to ignore than its parts. By the time Janay Rice released a statement defending her husband this morning via Instagram, #WhyIStayed had successfully redirected any skepticism, victim-blaming, or general backlash before they even began. (wikipedia.com)

Big Mountain Data recognized the importance of this Twitter phenomenon as a turning point in the public conversation on domestic violence. The organization aggregated the activity over the period September 8 to December 1, 2014, to reveal the scale and magnitude of the survivor voices who came forward. The conversation spiked on September 9 with 77,544 tweets in one day. With 85,687 original hashtagged posts and mentions, and nearly 185,794 posts and retweets for #WhyIStayed and 63,883 posts and retweets for #WhyILeft, the results provide a glimpse into the complexity and scale of intimate partner violence. Most importantly, the fast-paced, viral exchange empowered survivors to come forward en masse from out of the shadows of an abusive past. Survivors found refuge and resolve in the community that grew organically with each subsequent tweet and media mention. (tremendo.us)



(source: twitter.com)



(source: twitter.com)

# #whyistayed

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

Based on the scale of the viral #WhyIStayed #WhyILeft Twitter conversations, the event represents a milestone in domestic violence history, as thousands of abuse survivors came forward independently on social media to tell their stories. (tremendo.us)

For the most part, though, the hashtags demonstrate that Twitter has a remarkable power to host spontaneous communities and act as a resource for those inside and outside them. #WhyIStayed and #WhyILeft allow survivors' stories to reach, and therefore educate, many who've never experienced an abusive relationship themselves. That connection between survivors and strangers is unprecedented, as is the empathy it makes possible. Both have become a part of the tags themselves. (flavorwire.com)



(source: usatoday.com)



(source: gwhatchet.com)

# #shoutyourabortion

## origin

Year: 2015

On September 18, 2015, the U.S House of Representatives passed legislation to suspend funding of Planned Parenthood Federation of America for one year, pending investigation of allegations regarding Planned Parenthood's practices with respect to fetal organ and tissue donation. Shout Your Abortion co-founder Amelia Bonow reported she "cried all day" in response to the House of Representatives attempts to defund Planned Parenthood.

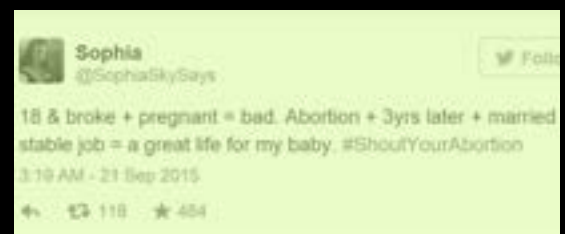
On September 19, 2015, Bonow turned to social media, speaking out in defense of Planned Parenthood on her Facebook page. Bonow expressed gratitude for what she described as an "incredibly positive experience" of an abortion procedure she had at a Planned Parenthood facility and Bonow publicly discussed her abortion without "sadness, shame or regret." Two other activists, Lindy West and Kimberly Morrison, became involved. West took a screen shot of Bonow's Facebook post, added the hashtag #ShoutYourAbortion, and then sent Bonow's Facebook post out to her over 60,000 Twitter followers with the introduction: "The campaign to defund PP relies on the assumption that abortion is something to be whispered about." An image of Kimberly Morrison's unshaved armpit with a tattoo that reads "fuck the patriarchy" was used as the logo for the Shout Your Abortion social media campaign. (wikipedia.com)

## social-media impact

Tens of thousands of people worldwide have shared their abortion experiences online using the hashtag #ShoutYourAbortion.

The Shout Your Abortion campaign was started on September 19, 2015, by American activists Lindy West, Amelia Bonow, and Kimberly Morrison, in response to efforts by the United States House of Representatives to defund Planned Parenthood following the Planned Parenthood 2015 undercover videos controversy. The hashtag has received both positive and negative attention within social media and the mainstream media.

The hashtag #ShoutYourAbortion soon trended worldwide, including in the US, Australia, UK, and Ireland. On September 22, 2015, the #ShoutYourAbortion hashtag was used over 100,000 times in a 24-hour period. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #shoutyourabortion

## online statistics

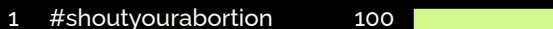
### interest per region



### related topics



### related searches



## real-life impact

The hashtag took off and by the end of the afternoon, a social media movement uniting generations of women had been born. Bonow said she received dozens of messages, including one from a 67-year-old grandmother who said she held her 3-and-a-half-year-old grandson for the first time without feeling guilty about an abortion she had had 20 years ago.

"The ripple effect that that had in her life to me, is like, I can't believe that that came from one woman's social media activity," Bonow said, her eyes welling up.

Bonow has suddenly found herself on the front lines of the decades-old abortion rights debate, now increasingly waged at the grassroots level and on the Internet, with both sides using social media as their weapon of choice.

She has received supportive "shouts" from women of all generations as well as what she characterizes as vitriol. She wouldn't go so far as to say she had received death threats, but said she has received message that made her feel "unsafe." (abcnews.com)



(source: nbcnews.com)



(source: washingtonpost.com)

# #metoo

## origin

Year: 2017

2017 was a landmark year for the conversation of sexual abuse and violence. In October 2017, the #MeToo movement spread virally as the use of the hashtag on social media platforms brought attention to the pervasive issue of sexual assault and harassment among women. This movement followed the public revelations of sexual misconduct allegations against Harvey Weinstein, an award-winning film producer and long-time sexual predator. More than 100 women who worked on Weinstein's films accused Weinstein of sexual abuse over the last 30 years, including harassment, assault and rape. Shortly after, countless women came forward with allegations of sexual abuse against hundreds of other powerful men in Hollywood and various other industries with varying repercussions. This outbreak of accusations paved the way for women all over the world to share their experiences of sexual abuse on social media with the hashtag #MeToo.

The hashtag was first recognized when actress Alyssa Milano tweeted it with the message "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet." However, years before Milano publicized the idea of "Me Too" as a way to give people a sense of the magnitude of the problem of sexual abuse, activist Tarana Burke originally created the phrase. In 2007, Burke created Just Be Inc., a nonprofit organization focused on the health, well-being and wholeness of young women of color. Its programs center around empowerment and guidance for girls between the ages of 12 and 18 as they grow and begin to define themselves (JustBeInc.). Program topics vary, but many aim to help victims of sexual harassment and assault. This is where the "Me Too" movement began. Burke uses "Me Too" to unify survivors of sexual abuse and violence. She began it to promote "empowerment through empathy" among women of color who experienced sexual abuse, particularly within underprivileged communities, to unify survivors in a community of healing so that they do not feel alone in their experiences. While Burke's movement was empowering and helpful within her community, it was not widely recognized because of its beginning before the existence and regular use of social media. She never imagined her movement to become a worldwide social media movement. - (medium.com)

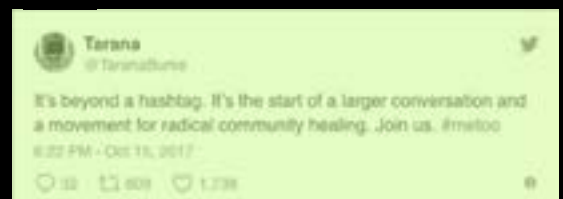
## social-media impact

#MeToo is an extraordinary example of a successful social media activist campaign. After Milano's initial tweet, social media quickly flooded with stories of sexual harassment and assault that women experience every day. This was monumental because it not only broke the silence around the constant harassment women face daily, but also created a safe space for survivors to be able to tell their stories and receive support and solidarity rather than shame and backlash.

The hashtag reached dozens of countries and millions of people. Twitter confirmed that in less than a week, over 1.7 million tweets included the hashtag, with 85 countries having at least 1,000 #MeToo tweets. Facebook released statistics that showed in less than 24 hours, there were more than 12 million posts, comments and reactions regarding #MeToo. Forty-five percent of Facebook users in the United States, have friends who posted "me too." This high volume of posts regarding #MeToo and the far reach on these platforms is unique. - (medium.com)



(source: twitter.com)



(source: twitter.com)

# #metoo

## online statistics

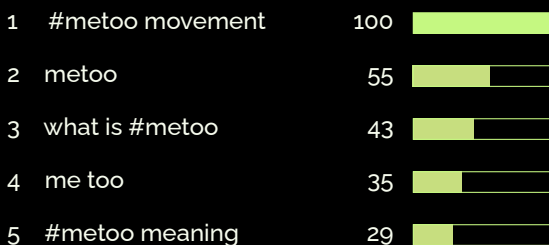
### interest per region



### related topics



### related searches



## real-life impact

Because the #MeToo movement went viral following the allegations against Hollywood's high-profile producer Harvey Weinstein, as well as other members of the entertainment industry, the entertainment industry took action almost immediately.

Many high-profile men accused of sexual abuse including Harvey Weinstein, Kevin Spacey and Matt Lauer were fired from their jobs and condemned in the industry. These actions show that the industry wants to create a community in which women can have a voice and share their experience without being shamed or blacklisted from the industry. For example, many women who accused Weinstein of sexual harassment said that they were denied roles in many films after they denied or reported Weinstein's advances. Because of this reason, many women refrained from reporting to maintain their careers.

After the Harvey allegations, actresses including Ashley Judd and Mira Sorvino said they were punished for accusing Weinstein of his crimes by being blacklisted from the industry during the prime of their careers, which affected their well-being and livelihood. (wikipedia.com)



(source: news.harvard.edu)



(source: theguardian.com)

# #ilooklikeanengineer

## origin

Year: 2015

The #ILookLikeAnEngineer campaign was based on a 2015 movement led by Isis Wenger, a female platform engineer at OneLogin, who faced backlash after appearing in her company's recruitment campaign. Many internet users claimed that the company had hired a model for the ad, asserting that Wenger couldn't have been a "real engineer" because she was "too attractive." In response, Wenger created a blog post addressing her experiences with sexism and bias in the tech industry. Making use of the attention, Wenger also posted a photo of herself holding a sign that reads #ILookLikeAnEngineer and invited others to do the same. Her aim was to challenge stereotypical notions of who engineers are and what they look like.

In bringing the effort to CU Boulder's campus, Banchefsky and her supervisor, Professor Tiffany Ito, proposed to test the efficacy of the campaign in reducing stereotypes and biases within engineering. The goal was to reduce the number of students who experience impostor syndrome, increase student retention, and increase overall performance in engineering. In two years, CU Engineering has photographed 80 participants and shared profiles of 50 engineering students and alumni through social media. - (colorado.edu)

The movement aspired to break the stereotypes and promote diversity around underrepresented groups, particularly women, POC, and LGBTQ+ individuals in engineering fields. Its primary tactic is the use of the hashtag #ILookLikeAnEngineer on social media sites such as Twitter, Facebook, and Instagram, along with pictures of engineers or engineering students. (wikipedia.com)

## social-media impact

Canadian rocket scientist Natalie Panek also joined in. She tweeted that she became an engineer so she could change the world — and that's part of her hope in participating on Twitter.

"The hashtag is powerful because we can instantaneously, through the click of a mouse, start a global conversation and redefine what being an engineer really means," she said. And hopefully, it has a galvanizing effect that produces positive change, she said.

"Most of us 'lady nerds' work on engineering teams where we are the only female engineer, having to deal with institutionalize sexism on our own, and it's nice to see that we are not alone, we are not fighting this fight solo," Jolene Hayes, a computer engineer, said. (techrepublic.com)

The I Look Like an Engineer movement has sparked other similar movements that also seek to break stereotypes in their industry, such as I Look Like a Surgeon, I Look like a Professor and I Look Like a Civil Engineer. (wikipedia.com)



(source: npr.org)



(source: twitter.com)

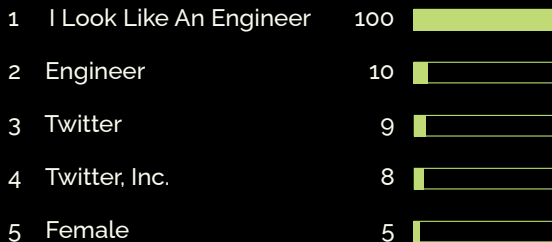
# #ilooklikeanengineer

## online statistics

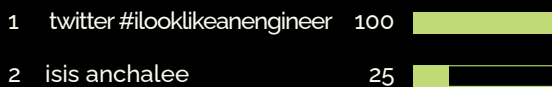
### interest per region



### related topics



### related searches



## real-life impact

The experience of one female engineer and the power of social media is helping to dispel the myth that all engineers are men.

Thousands of women working in engineering, science and computing have tweeted photos of themselves to the hashtag #iLookLikeAnEngineer explaining what they do for a living to try and break down gender barriers that exist in their sectors.

Her hashtag #iLookLikeAnEngineer has now been taken up by women engineers from across the world and Isis' story covered by leading newspapers. Isis is also in the process of developing a team to build a website [www.ilooklikeanengineer.com](http://www.ilooklikeanengineer.com), where people are invited to post their stories and experiences relating to diversity issues in the tech sector.

A trawl through the #iLookLikeAnEngineer site is truly inspiring and gives a real view of the broad scope of women engineers from all disciplines working in the sector today. It can only be hoped that out of what was a negative experience for one young women engineer can come real progress in terms of changing attitudes and encouraging more women to consider engineering as a viable career. ([www.warleydesign.co.uk](http://www.warleydesign.co.uk))



(source: [illawarramercury.com.au](http://illawarramercury.com.au))



(source: [illawarramercury.com.au](http://illawarramercury.com.au))

# #heforshe

## origin

Year: 2014

HeForShe, often referred to as He for She, is a solidarity movement for the advancement of gender equality, initiated by the United Nations. Grounded in the idea that gender inequality is an issue that affects all people, socially, economically and politically, HeForShe is a global effort that seeks to involve men and boys in achieving equality by taking action against negative gender stereotypes and behaviors. Its logo represents the union of women and men working together to achieve gender equality, by joining together aspects of both the female and male symbols. HeForShe was launched by UN Women's Executive Director Phumzile Mlambo-Ngcuka and led by her former Senior Advisor Elizabeth Nyamayaro until 2019. Since then, HeForShe has been led by Edward Wageni, former director of Save The Children International Kenya. (wikipedia.com)

HeforShe starts at the junction of several historic processes: the review of the Millennium Development Goals ; the deliberations on the post-2015 development framework and Sustainable Development Goals; and the twentieth year review and appraisal of the Beijing Declaration and Platform for Action.

The campaign is based on the idea, outlined in the core principles of UN Women's Strategic Plan 2014-2017 paragraph 33 C, that the achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women's rights. These principles build upon the agreed conclusions of the 48th Session of the United Nations Commission on the Status of Women held in 2004, which urged that men and boys have a greater role and accountability in the achievement of gender equality. (wikigender.org)

## social-media impact

A special event was held to kick-start the HeForShe movement on 20 September 2014 at the headquarters of the United Nations in New York City. It was hosted by UN Women Goodwill Ambassador Emma Watson, whose speech about her call to involve men and boys in promoting gender equality was widely circulated via social media.

The video of the launch has over 11 million online views and there were 1.1 million #HeForShe tweets by more than 750,000 different users within two weeks. The launch was named by Twitter as a catalytic moment of 2014 and painted the hashtag on its wall in its HQ.

On the HeForShe website, a geo-locating map records the global engagement of the movement through counting the number of men and women around the world who have taken a pledge for the HeForShe initiative, registering over 2.1 million online commitments worldwide. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #heforshe

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

On 23 January 2015, UN Women launched the HeForShe IMPACT 10x10x10 initiative to gain further momentum in advancing gender equality and women's empowerment at the 2015 World Economic Forum in Davos. The HeForShe Champions initiative is a unique ecosystem that engages 10 world leaders, 10 global CEOs and 10 university presidents to address some of today's most pressing gender issues. Each Champion has made three specific, measurable and transformative commitments towards achieving gender equality. The unwavering commitment of the HeForShe Champions is providing the leadership needed to reach the goal of gender equality in society. Global leaders serving as the founding champions include former H.E. President Ernest Bai Koroma of Sierra Leone; H.E. Prime Minister Stefan Löfven of Sweden; Paul Polman, former CEO of Unilever; Rick Goings, former chairman and CEO of Tupperware Brands Corporation. In 2016, the Thematic Champions initiative was launched to engage further global leaders, who make gender equality an institutional priority by implementing one bold, game-changing commitments to advance and achieve gender equality. As part of these initiatives, HeForShe has been holding an annual summit since 2015, where global HeForShe Champions from both initiatives and other high-profile people present their gender equality solutions to the world. (wikipedia.com)



(source: nbcnews.com)



(source: washingtonpost.com)

# #freethenipple

## origin

Year: 2013

The #freethenipple hashtag started going viral on social networks everywhere after 17-year-old student Adda Bóreyjardóttir Smáradóttir, chair of the Feminist society at the Commercial College of Iceland, declared Thursday "Free The Nipple Day" at school. When a guy friend told her that she'd be letting herself in for trouble, she posted a topless selfie of herself to prove him wrong – only for a troll to start attacking her online.

"It was difficult and I had to delete the picture for a few minutes, but it was enough to start a revolution," she wrote on Facebook. Feminist student societies and women all over Iceland rushed to her support, posting images of their own nips on social media and daring the trolls to get them, too.

American filmmaker Lina Esco came up with the hashtag to promote her 2014 movie, Free The Nipple, which follows a group of women in New York as they launch a revolution against unfair laws in the city banning female public nudity. Lola Kirke, sister of Girls' actor Jemima, plays a gutsy feminist activist who lands in jail for streaking around Wall Street. But while the film was badly received when it came out (the Guardian called it an "unwatchable passion project"), Esco has moved onto bigger and brighter things – getting the world to free the nipple IRL. (dazeddigital.com)

## social-media impact

Some celebrities have expressed support for the #FreeTheNipple movement on social media, including Miley Cyrus, Lena Dunham, Jennifer Aniston, Scout Willis, Rihanna, Cara Delevingne, and Naomi Campbell. Miley Cyrus said, "The nipple, what you can't show, is what everyone has. But the jug part that everybody doesn't, you're allowed to show underboob. I've never understood the way it works" on Jimmy Kimmel Live where she spoke about the campaign. (wikipedia.com)

The daughter of Bruce Willis and Demi Moore – Scout Willis – took a stroll around Manhattan's East Village topless in order to raise awareness for the campaign. She says her conversion moment came when she got kicked off Instagram for posting a sweatshirt featuring a picture of two bare-chested women. "Women are regularly kicked off Instagram for posting photos with any portion of the areola exposed, while photos sans nipple – degrading as they might be – remain unchallenged," she wrote in a post on xoJane. "So I walked around New York topless and documented it on Twitter, pointing out that what is legal by New York state law is not allowed on Instagram." (dazeddigital.com)



(source: twitter.com)

# #freethenipple

## online statistics

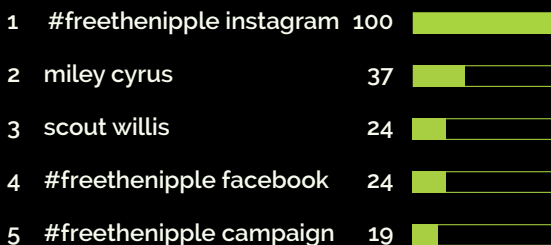
### interest per region



### related topics



### related searches



## real-life impact

"Free the Nipple" groups have sprung up around the world. In 2016, a "Free the Nipple Brighton" annual march was kicked off, and two members of "Free the Nipple New Hampshire" were fined for doing topless yoga on a beach.

In 2019 the "Free the Nipple Fort Collins" association filed a federal lawsuit and won, effectively giving women the right to go topless in Wyoming, Utah, Colorado, New Mexico, Kansas, and Oklahoma. This year a "Free the Nipple" group has unsuccessfully sued Ocean City, Maryland's restriction on exposed female breasts.

"Free the Nipple" is the viral slogan which brought together artists, activists and advocates from around the world, pointing out the double standard many of us deal with daily. The ubiquity of its presence in our society should emphasize the continued need for it.

While court cases have helped to shape this movement from the 1930s until today, the social-media landscape has generally remained deaf to calls for change. ([hyperallergic.com](http://hyperallergic.com))



(source: wikipedia.com)



(source: wikipedia.com)

# #dresslikeawoman

## origin

Year: 2017

Donald Trump's attitude towards women can be diplomatically described as retrograde. The pageant-owner-turned-President has bragged about grabbing women's genitals; was accused of sexual harassment and assault by multiple women (he denied these allegations); has objectified women; and has described a "wife" working as "dangerous."

Labor advocates have already expressed concern that working women will experience a Mad Men-style backlash under his administration. A report published on Thursday by political news startup Axios suggests it's already begun, and close to home for POTUS: the White House.

A Trump campaign worker told Axios that the reality TV veteran "likes the women who work for him 'to dress like women'": "We hear that women who worked in Trump's campaign field offices — folks who spend more time knocking on doors than attending glitzy events — felt pressure to wear dresses to impress Trump."

Immediately, working women and their allies across genders took to social media, both to balk at the notion that there's any one way an entire sex should dress and to show off their own professional attire, from surgery scrubs to army fatigues. (wikipedia.com)

## social-media impact

The hashtag #DressLikeAWoman was swiftly propelled to the top of Twitter's trending topics chart:

A mother posted a photo of her wildland firefighter daughter. Another user, in a nod to the Trump administration's Muslim ban, posted a much-shared image of computer scientist Anousheh Ansari, the first Muslim woman to go to space. One Twitter wag used the hashtag to point out the hypocrisy of any sort of dress code while the permanently rumpled Stephen Bannon remains in proximity to the White House.

It didn't take long for brands to get in on the action. Quirky womenswear company Wildfang sells suits and snapback hats; its aesthetic is miles away from, say, the jewel-tone shifts and stilettos of Ivanka Trump's collection (which, coincidentally, was dropped by mall chain Nordstrom the day this report surfaced).

On its popular Instagram account, Wildfang showcased such diverse, boundary-breaking women as Justice Ruth Bader Ginsburg, clad in her robes; Nobel-winning activist Malala Yousafzai, in a headscarf; and U.S. soccer star Megan Rapinoe, in the uniform she wore as part of the FIFA Women's World Cup-winning team. (forbes.com)



(source: twitter.com)

# #dresslikeawoman

## online statistics

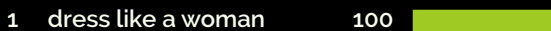
### interest per region



### related topics



### related searches



## real-life impact

To be fair and gender-balanced about Oval Office dress codes, President Trump was reported to have been annoyed by Sean "Spiceboy" Spicer's appearance in an "ill-fitting" suit at the president's first press conference. You (and the massive crowds you trail in your wake) might not remember that press conference for Spicer's suit, but there you go.

Let's face it, why would anyone be surprised that a man who has called women pigs, slobs and disgusting animals would prefer the gentler sex to pussy foot around him wearing skirts and high heels?

Should anyone be surprised that the man who bought the Miss USA contest in 1996 and vowed to enhance proceedings by getting "the bathing suits to be smaller and the heels to be higher" prefers the women in his eyeline to #dresslikeawoman?

"If you're looking for a rocket scientist, don't tune in tonight, but if you're looking for a really beautiful woman, you should watch," President Trump said of Miss USA.

The man who has ridden reality TV to the reality of the US Presidency is turning the White House into real Housewives of Washington DC. What did any of us expect? (irishtimes.com)



(source: twitter.com)

racial equality

# #thisis2016

## origin

Year: 2016

In a season of heightened racial tension, the hashtag is being used to document racist moments Asian Americans have faced in the U.S.

Michael Luo, a New York Times editor, started the trend Monday after he shared his own experience over the weekend. He told CNNMoney he has received "an avalanche" of responses.

"It's resonating because Asian Americans have this feeling that racism against them is not taken as seriously as other groups," said Luo.

This is the second time in recent days that a hashtag has helped users share a painful experience. On Saturday, it was "#notokay," which marked tweets from over a million victims, mostly women, of sexual assault. Luo was walking on the Upper East Side of Manhattan with his family and friends on Sunday when a woman in her late 40s or early 50s shouted to the group, "Go back to China...go back to your f---ing country."

He ran after her and yelled, "I was born in this country!" His 7-year-old daughter later asked why the woman said "go back to China" instead of "go to China."

"She keeps talking about it," he said. "She's really analyzed the grammar of what the woman said."

Luo recounted the incident in a series of tweets which have been shared thousands of times. The posts even prompted New York Mayor Bill de Blasio to react.

"I've never met the mayor, so I was surprised that he responded," Luo said.

The tweets struck a nerve with many Asian Americans. "It [was] a reflection on 'otherness' ... this feeling of 'Are we ever going to feel like we belong?'" (money.cnn.com)

## social-media impact

In October 2016, The New York Times editor Michael Luo, who is an Asian American, posted a tweet, where he described how while walking with his family in Upper East Side in NYC he met an aggressive woman who told him to go back to China: "Go back to China...go back to your f---ing country," she said. Luo added a hashtag #thisis2016 to his post.

The post soon became viral on social networks and inspired other Asian Americans to share the cases when they have encountered similar aggression. A flashmob #thisis2016 was started, where the users quoted intentional or unintentional insulting statements they had heard in their address.

In late November, the students of Bowdoin College joined the flashmob: the Students Association Facebook page features photographs where they are holding posters with insulting or unpleasant statements they had heard from the others. These photographs quickly went viral and had over 37,000 likes. (birdinflight.com)

On October 13, The New York Times released a video called "#thisis2016: Asian-Americans Respond," showing Asian-Americans' responding with their own stories of racism. As Erika Lee, the author of "The Making of Asian America : A History," has pointed out, the video and Luo's letter and the response on social media, "definitely marked a new turning point in our conversations about Asian Americans and race." (storybench.org)



(source: twitter.com)

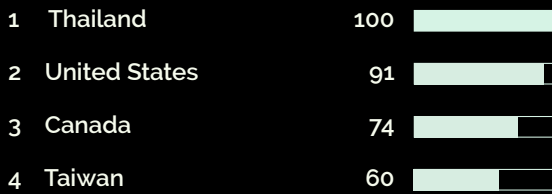


(source: wikipedia.com)

# #thisis2016

## online statistics

### interest per region



### related topics



## real-life impact

"As a young woman who is Asian American, I question how my future will look. Will I be treated equally once I get out of college? Will I be welcomed in other countries if I were to travel overseas? Will I be able to one day say that this is the American dream so many people strive to achieve? Right now, I cannot change the outcome of the election. I will not go to social media and post about my anger and sadness about the outcome either. The only thing that I can do now is hope for change. I hope that people will be able to make decisions based on facts, not just based on outrageous and extravagant opinions. I also wish that people will be able to take learn from their decisions, not just brush them under the rug and forget about them. Years of ignoring something just gives it time to fester until the moment to strike arrives. I don't know what these next four years will hold, but I hope that we as people will be able to surpass the criticism and discrimination and prove to the world that we are better than what this election has made us out to be." - Abbi Mogan (abbimogan.ourcreate.com)



(source: twitter.com)

# #takeaknee

## origin

Year: 2016

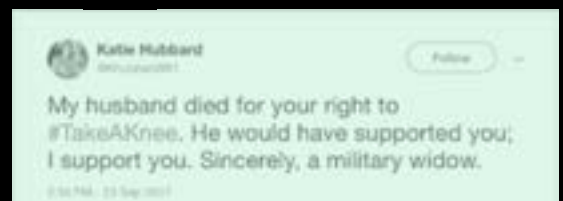
In August 2020, players in the NBA, WNBA, Major League Baseball, and Major League Soccer decided to go on strike, walking off courts and playing fields in protest of systemic racism and police brutality. These strikes, which unfolded in the wake of protests after the deaths of unarmed Black people at the hands of law enforcement, build on a long tradition of Black athletes using their platform to protest racial injustice in the United States. In 2016, Colin Kaepernick, who was a quarterback for the San Francisco 49ers at the time, decided to take a knee as the national anthem played before football games. His goal was to protest police brutality, racial injustice, and systemic inequality. Kaepernick's gesture of taking a knee was adopted by a number of other NFL players, including Eric Reid, Jeremy Lane, and Brandon Marshall, among others. Initially, NFL leadership objected to the protest, but after the death of George Floyd, NFL Commissioner Roger Goodell endorsed the protests, and they have gained popular support. Over the summer of 2020, taking a knee became a common gesture of protest during Black Lives Matter protests. Colin Kaepernick, however, has not been able to find employment as a professional football player since he left the 49ers in 2017. (facinghistory.com)

## social-media impact

Social media played a significant role in widespread awareness of the #TakeAKnee movement and became a topic of national conversation. The movement went viral after President Donald Trump said at a rally, "Get that son of a bitch off that field right now. Out! He's fired. He's fired!" Additionally, he reinforced his points online by tweeting numerous tweets opposing the actions of Colin Kaepernick and many other athletes, stating that it was disrespectful to the flag and the country. President Trump's opposing actions brought attention to the movement that had already been going on for about one year, especially to those who did not watch or follow the NFL. #TakeAKnee was mostly used on Twitter, particularly due to the fact that one of the contributing factors to the initial spark of this movement was President Donald Trump's tweets about the NFL, referring to kneeling during the anthem. Twitter saw approximately 3.8 million tweets with the hashtag #TakeAKnee or #TakeTheKnee in just three days. Facebook and Instagram were also used, but not nearly as significantly as Twitter. Yet notably, Instagram marks 236,000 posts with the hashtag to this day (April 2019). (moveme.berkeley.edu)



(source: twitter.com)

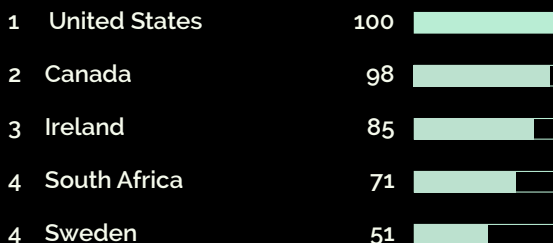


(source: twitter.com)

# #takeaknee

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

The #TakeAKnee movement was brought into the attention of a larger population of people.

The movement was only locally known to NFL fans prior to the attention on social media. Additionally, the NFL released an official statement stating that players were required to stand for the national anthem if they were on the field. Those who chose not to stand were required to stay in the locker room. Players and team personnel would be subject to fine if they violated the policy. The diversion of the #TakeAKnee movement has grown large enough where it was necessary for the NFL owners to take action upon it. As for Kaepernick, the impact of this movement has greatly affected his career. While Kaepernick places about average compared to other NFL quarterbacks, he hasn't played for the past 2 years and it doesn't look like he will be chosen anytime soon. Teams have strayed away from Kaepernick because of his controversial status and as a result, he will most likely be unable to play in the NFL ever again. (moveme.berkeley.edu)



source: nbcnews.com



source: washingtonpost.com

# #publishingpaidme

## origin

Year: 2020

On June 6, the YA author L.L. McKinney, who is black, started the hashtag #PublishingPaidMe, calling for authors to transparently share the advances they received for their books. And the numbers immediately began to clarify things.

"We expected there to be disparities," McKinney said over the phone to Vox. "We did not expect them to be as wide as they were."

What the #PublishingPaidMe campaign showed is that publishing's systemic biases spread all the way down to the numbers. These biases affect which books publishers choose to invest in, and that, in turn, affects which books end up succeeding. And while black authors have always known the biases were there, #PublishingPaidMe showed just how dramatic their effects could be. (vox.com)

About the name, McKinney said in an interview, "It was short and to the point. I like alliteration, so it was just one of those things that clicked together. It was for the people who would be using it, so it's like the beginning of a sentence." Information shared using the hashtag has focused on book publishing advances, because they are easy to tweet and understand. A publishing advance is a payment authors receive while still writing a book. (wikipedia.com)

## social-media impact

The same week the hashtag was created it was tweeted and retweeted thousands of times. News outlets such as the New York Times, National Public Radio, and the Guardian covered the story. Although started in the US, within days the hashtag sparked conversations in France and the UK about racial disparity in publishing. (wikipedia.com)

The disparity #PublishingPaidMe documented is indeed shockingly widespread. The hashtag is not the same thing as a database — although it has generated an anonymous spreadsheet where authors are documenting their advances — and it's not comprehensive. But enough successful black authors and enough less-well-known white authors participated to make the industry's trend lines clear.

The trend shows that beloved black authors with well-established fanbases earn comparatively small advances that grow only slowly and over time. Virtually unknown white authors, meanwhile, report getting astronomical advances on debut novels, with no track record to speak of. (vox.com)



(source: shelit.com)



(source: twitter.com)

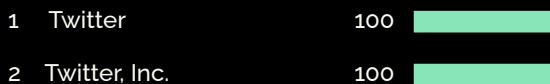
# #publishingpaidme

## online statistics

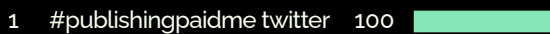
### interest per region



### related topics



### related searches



## real-life impact

Quickly after the hashtag went viral a Google Document was created and writers began crowdsourcing and sharing information about advances. As of June 12, 2020 the Google document had information for over 2,500 books. The document shows that well-known and award-winning Black authors earn comparatively small advances compared to some virtually unknown White authors with little to no publishing history who have received incredibly large advances.

Jesmyn Ward, who is black and also the first woman ever to win two National Book Awards for fiction, tweeted that after she won her first National Book Award in 2011, she had to "wrestle" her way to a \$100,000 advance. N.K. Jemisin, who is black and the only person ever to win three Hugo Awards in a row for her Broken Earth trilogy, got an advance of \$25,000 for each volume in the series. Her follow-up trilogy, Great Cities, netted her an advance of \$60,000 per volume.

"#PublishingPaidMe an \$800k advance for my debut, which changed my life. I'm still in shock about it," tweeted Chip Cheek, a white man and the author of 2019's Cape May. "But I'm more shocked to see the numbers from writers of color like the extraordinary Jesmyn Ward. I hope this movement begins to change things." (wikipedia.com)



(source: nytimes.com)

# #oscarssowhite

## origin

Year: 2015

Twitter user and activist April Reign first tweeted "#OscarsSoWhite they asked to touch my hair" on January 15, 2015, in immediate response to all 20 acting nominations for the year's upcoming Academy Awards being given to white actors.

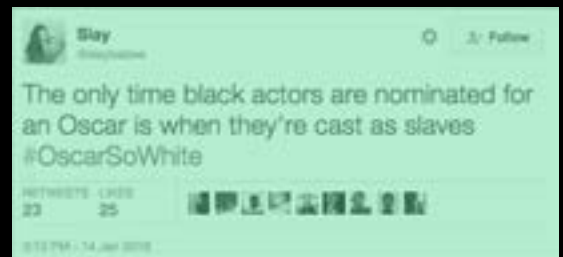
In 2016 the Academy announced its slate of acting nominations for the upcoming awards, and it was once again exclusively composed of white actors. The hashtag #OscarsSoWhite was revived, ensuring that the spotlight continued to be on long-existing inequities in the awards recognition—as well as on the larger Hollywood film industry for lacking authentic representation of diverse people.

Critics of the Academy asserted that nothing would change in the way of recognition as long as its membership—and, hence, the voting body—was still mostly white men. The argument was that such a homogeneous voting body would always be less inclined to advocate for films that do not represent their experiences—i.e., films that represent the experiences of the marginalized. (britannica.com)

## social-media impact

Within that day (January 15, 2015), the hashtag became viral and was trending on Twitter; many Twitter users and prominent people of color in the film industry riffed on the hashtag with humor but not without also leveling serious criticisms against the Academy of Motion Picture Arts and Sciences. #OscarsSoWhite was the catalyst for an enduring social justice campaign. (britannica.com)

With the use of social media platforms like Twitter and Tumblr, #OscarsSoWhite was able to grow in popularity from its inception in 2015. The use of these social media platforms helped spread and attract attention to the movement, largely impacting the scale of its outreach. Twitter alone had the largest impact to inspire people to join the boycott and spread the discontent many shared with how the entertainment industry was being managed. Without social media support, this movement would have had great difficulty retaining its subsistence and existing as more than just another People magazine headliner. (moveme.berkeley.edu)



(source: knowyourmeme.com)



(source: cinemacked.com)

# #oscarssowwhite

## online statistics

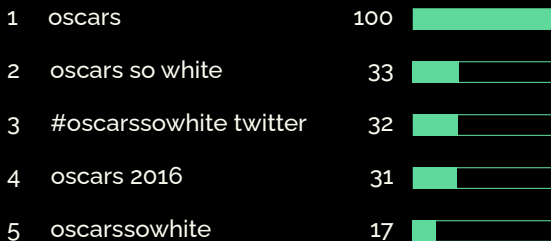
### interest per region



### related topics



### related searches



## real-life impact

The Academy responded to the second wave of criticisms in 2016 with the announcement of set goals to invite a wider breadth of actors and filmmakers to join their ranks by 2020, which would ultimately make the Academy Awards voting body more diverse in gender, race, and ethnicity. As of June 2020, the Academy board announced that it had actually surpassed its goals of inclusion, and the new 2020 member class was "45% women, 36% underrepresented ethnic/racial communities, and 49% international from 68 countries."

While the Academy of Motion Picture Arts and Sciences sought to make these actionable changes to the demographics of its membership, there are still those who do not feel this is sufficient systemic change for Hollywood. #OscarsSoWhite was still relevant when it came to acting nominations for the 2020 Academy Awards. They included only one person of color: Cynthia Erivo for her portrayal as Harriet Tubman in *Harriet*, which arguably affirmed a long-standing trend for Black actors to be recognized at the Oscars only for playing enslaved characters or fulfilling racist tropes.

Around the five-year anniversary of the hashtag's inception, The New York Times spoke with the campaign's creator and with Black filmmakers about their views on the Academy Awards ceremony and the industry as a whole. Many of them acknowledged the historic wins for underrepresented actors in recent years, but they were adamant that individual wins do not connote structural change. (britannica.com)



(source: medium.com)

# #notinmyname

## origin

Year: 2017

The alarming rate at which South African women and children are killed and abused has motivated a group of men from Mamelodi, east of Pretoria, to stand up and fight against femicide and gender-based violence (GBV).

The year-old civil rights movement, #NotInMyName, was formed by activists Siyabulela Jentile and Themba Masango after the murder of the young Johannesburg woman Karabo Mokoena in 2017.

Mokoena was 22 when she was killed by her ex-boyfriend Sandile Mantsoe, who was found guilty of the crime and sentenced to 32 years in prison earlier this year. Speaking at a march held in Pretoria last year, Jentile said men were responsible for the deaths of women like Mokoena.

"It is us men who are killing and abusing women," Jentile said.

In South Africa, femicide and rape, targeting women and girls, is a serious problem. (globalcitizen.org)

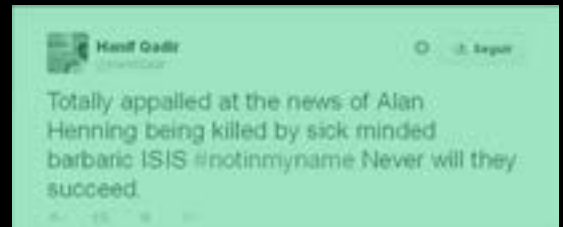
## social-media impact

Muslims around the world took to social media to condemn the terrorist attacks in Paris (2015) and fight against Islamophobia.

Reviving the #NotInMyName hashtag campaign, many Muslims sent the message that ISIS, the group claiming responsibility for the attacks that killed over 120 people, does not represent Islam. The campaign originally launched in September 2014 by Young British Muslims at the Active Change Foundation, a London-based organization working to end violence among youth.

"As British Muslims we utterly condemn ISIS who are abusing the name of Islam with their acts of terrorism," the group says on its website. "We call on fellow British Muslims to unite and denounce this evil group and their acts – which are done #NotInMyName"

Since the attacks, the hashtag has been used on Twitter 94,000 times, as of Tuesday morning (until nov 17, 2015). (msnbc.com)



(source: media.rtp.pt)



(source: media.rtp.pt)

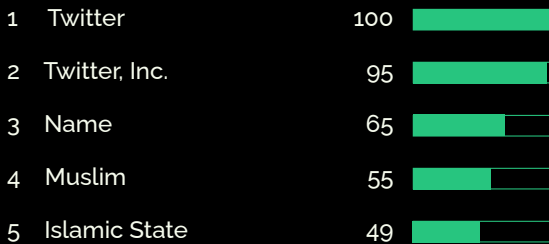
# #notinmyname

## online statistics

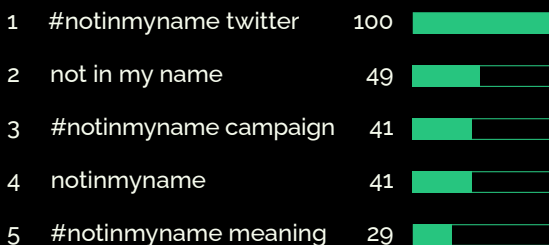
### interest per region



### related topics



### related searches



## real-life impact

Braving heavy rain in some cities, thousands of people across the country took to the streets (2017) in an unprecedented citizens' protest against the then-recent incidents of mob violence across the country that have targeted Muslims and Dalits on one pretext or the other.

Holding placards that read: "Break the Silence", "No Place for Islamophobia" and "Shed Hate not Blood" among others, the protesters said they had gathered to send out a message that they stood united in defence of all those citizens who were under attack.

The overall theme of the protest was 'Not in My Name' – a civic act of dissociation from the violence committed by individuals and organisations who claim to be acting in the name of the 'nation', the 'public', 'Hindus' and whose crimes have not attracted the kind of official condemnation and prosecution that the rule of law normally involves.

Apart from Delhi, similar protests were held in cities like Allahabad, Bangalore, Chandigarh, Chennai, Jaipur, Kochi, Kolkata, Lucknow, Mumbai, Patna and Thiruvananthapuram. (thewire.in)



(source: wikipedia.com)



(source: thewire.in)

# #myasianamericanstory

## origin

Year: 2015

On 2015, Republican presidential candidate Jeb Bush referred to Asian "anchor babies." By Monday night, a 15-year-old Redondo Beach high school student created a response: #MyAsianAmericanStory, a Twitter conversation on the lives and experiences of Asian Americans.

The Florida governor's comments came during an interview as he tried to explain that his controversial comments about "anchor babies" were "more related to Asian people" who he said were committing "fraud" in order to "take advantage of a noble concept, which is birthright citizenship."

"Anchor baby" is a term for a child birthed by a mother who is in the U.S. without a visa, for the purpose of gaining citizenship for their child – or "fast-tracking" the citizenship process for themselves. Similar to referring to immigrants as "illegals" or "aliens," the term is considered by many to be pejorative. Donald Trump has used the word frequently, without reservation. The word is often used to refer to Latinos, though the Washington Post reported that in addition to a majority of "birth tourists" from East Asia, many Eastern Europeans also travel to the U.S. each year to have babies.

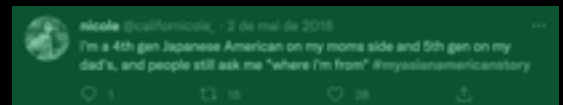
In the interview, Jeb Bush also criticized "political correctness," and said that those criticizing him needed to "chill out a little bit." (latimes.com)

## social-media impact

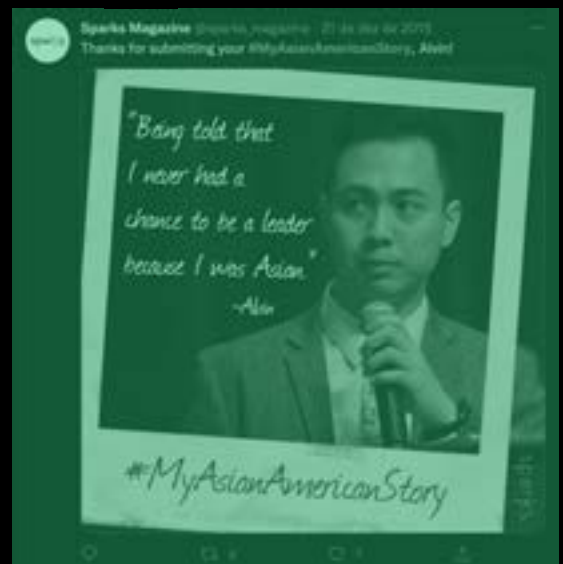
Asian American culture blog AngryAsianMan.com referred to Jeb Bush's comments as xenophobic. Reappropriate.co published a more lengthy criticism, saying that Bush's comments were similar to "Yellow Peril" fears that prompted the 1882 Chinese Exclusion Act.

For many, however, the real conversation was on Twitter.

On Monday evening, Redondo Union High School student Jason Fong posted a series of tweets, encouraging others to share their experiences with the hashtag #MyAsianAmericanStory. By Tuesday morning, the hashtag was trending in Los Angeles, and had become a gathering point for Asian Americans to tell their own stories. Some used it to express frustration at being considered perpetual outsiders in their own home. (latimes.com)



(source: twitter.com)




(source: twitter.com)

# #myasianamericanstory

## online statistics

### interest per region

1 United States 100 

## real-life impact

"#MyAsianAmericanStory is also a movement for change. It calls for awareness and understanding and it invites others to share and to listen. "It gives me a voice and an identity to speak from, but it also allows me to see how the institutions in America could be improved not only for myself, but for others," said Tien Dang.

People who are not AAPI can support this movement by listening and understanding. We are not demanding much, but we do want to clear the misconceptions against our cultures and our lifestyles that are perpetuated by people in the United States and, sometimes, even in our countries.

There is a stigma against being Asian in America that even some Asians harbor and that needs to change. By changing people's perspectives, #MyAsianAmericanStory changes lives. I live for stories and I'm telling my Asian-American story. I invite you to share yours, too." - Stephanie Cham (theodysseyonline.com)



(source: nbcnews.com)

# #istandwithahmed

## origin

Year: 2015

In 2015, Ahmed Mohamed, a 14-year-old student, was arrested after bringing a homemade clock to school that was mistaken for a bomb.

Ahmed brought the clock into MacArthur High School in Irving, Texas, to show his engineering teacher. After another teacher saw it, police were summoned and Ahmed was interrogated, handcuffed and placed in juvenile detention.

No charges were filed. The police later acknowledged that Ahmed's work was not dangerous. Those on social media who feel that the event was unjust and racially motivated have used #IStandWithAhmed to show their support.

The hashtag was created by Amneh Jafari, who wrote, "If his name was John he would be labeled as a genius. Since its Ahmed he's labelled as a "suspect". #doublestandards #IStandWithAhmed."

Jafari, a 23-year-old psychology student at the University of Texas Arlington (UTA), was shocked that such a young student was arrested in her state. (bbc.com)

## social-media impact

A Texas college student wanted to show her support for Ahmed Mohamed. Twenty-four hours later, her hashtag has started a movement.

She hoped to create a hashtag that would highlight the issue of racial discrimination, and was pleasantly surprised to find that people - not just Muslims - were echoing her support for Ahmed.

"I felt like those words just had such a strong meaning. Not only does it have to do with Ahmed, but it also can stand for anyone else that's been discriminated against because of their religion, of their race, of their name." (bbc.com)

US president Barack Obama congratulated Ahmed Mohamed, from Irving, Texas, on his skills in a pointed rebuke to school and police officials who defended his arrest amid accusations of Islamophobia.

"Cool clock, Ahmed. Want to bring it to the White House? We should inspire more kids like you to like science. It's what makes America great," Obama tweeted.

A photo of Ahmed standing in handcuffs while wearing a t-shirt with US space agency NASA's logo was retweeted thousands of times in a matter of hours and #IStandWithAhmed became the top trending hashtag on Twitter. (abc.net.au)



(source: twitter.com)



(source: businessinsider.com)

# #istandwithahmed

## online statistics

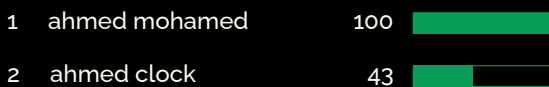
### interest per region



### related topics



### related searches



## real-life impact

White House spokesman Josh Earnest called the incident an opportunity to “search our own conscious for biases that might be there”. “At least some of Ahmed’s teachers failed him,” he said, adding that “this has the potential to be a teachable moment”.

Wired magazine was among those who responded to the incident with a mixture of humour and horror, posting an article entitled “How to Make Your Own Homemade Clock That Isn’t a Bomb”.

Facebook founder Mark Zuckerberg told Ahmed to “keep building”, saying: “I’d love to meet you”.

Mr Zuckerberg may have to wait. Along with the invitation to astronomy night at the White House next month, Mohamed also received invitations to drive NASA’s Opportunity rover and visit Google.

“Hey Ahmed — we’re saving a seat for you at this weekend’s Google Science Fair... want to come? Bring your clock!” the online giant tweeted.

Ahmed’s family launched a Twitter account Wednesday to thank his supporters using @IStandWithAhmed as his handle.

“Thank you fellow supporters. We can band together to stop this racial inequality and prevent this from happening again,” a tweet read, which included a photo of the smiling boy in his NASA t-shirt holding two fingers up in the sign of victory. (abc.net.au)



(source: nbcnews.com)

# #ferguson

## origin

Year: 2014

On Saturday, August 9, 2014, at 12:03 p.m., an unarmed black teenager named Michael Brown was fatally shot by a police officer in Ferguson, Missouri, a small town on the outskirts of St. Louis.

Within the hour, a post appeared on the Twitter social media platform stating, "I just saw someone die," followed by a photograph taken from behind the beams of a small wooden balcony overlooking Canfield Drive, where Michael Brown's lifeless body lay uncovered, hands alongside his head, face down on the asphalt. Immediately following the incident, community members assembled to demand an explanation for why this unarmed 18-year-old had been seemingly executed while reportedly holding his hands up in a gesture of surrender, pleading "don't shoot." The impromptu gathering soon turned into a sustained protest marked by daily demonstrations and violent confrontations with highly armed local police—all of which were documented in detail across social media platforms like Twitter, Instagram, YouTube, and Vine. (anthrosource.onlinelibrary.wiley.com)

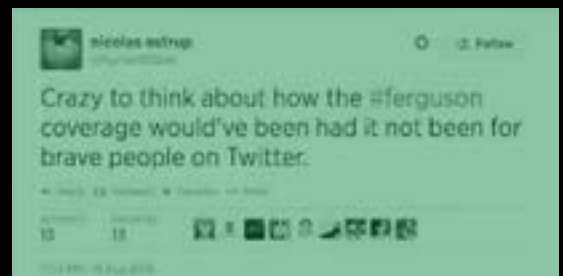
## social-media impact

The hashtag also has become a rallying cry for the social justice movement that has grown out of Michael Brown's death. Between August 9 and August 25, the hashtag #Ferguson was used on Twitter 11.6 million with retweets and 1.9 million without retweets, according to Sysomos.

Mckesson was among those boosting the hashtag as he pounded the pavement in Ferguson. He tweeted images of protests, news about rallies and demonstrations and tips for out-of-towners looking for food and places to stay.

"There was a lot of righteous rage, but also a deep sense of community and joy that outlined that anger," he said. "It turned me into being a committed protester."

He also began building relationships to form the infrastructure of an organized, peaceful movement. Through a newsletter and frequent social media updates, he shares news about campaigns, demonstrations, petitions and updates on Darren Wilson's court proceedings. He also shares passionate affirmations of the movement's mission and biting digs toward detractors and Darren Wilson supporters. (cnn.com)



(source: twitter.com)



(source: twitter.com)

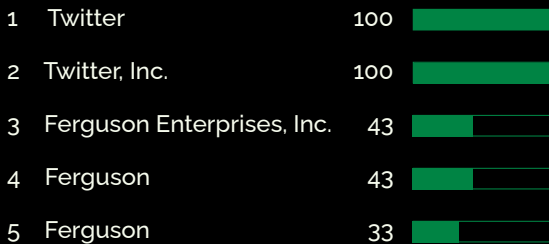
# #ferguson

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

Ferguson Action (also known as Ferguson October) was an organized social movement that uses protests and resistance to oppose police violence in the United States. The movement became notable after organizing protests that gained national attention following the shooting of Michael Brown in Ferguson, Missouri in 2014.

In October 2014, the movement organized a four-day event, called the Weekend of Resistance, in which more than 1000 protestors from across the United States marched in downtown St. Louis.

Ferguson October was organized by the Organization for Black Struggle, Hands Up United, Missourians Organizing for Reform and Empowerment and local activists including Tef Poe, Taurean Russell and Ashley Yates. Several other activist groups from across the United States supported the effort with rallies in their cities.[10] One of the movement's objectives is for police officer Darren Wilson to be criminally charged for the shooting death of Michael Brown.

In November 2014, Ferguson October was re-launched as Ferguson Action and coordinated a series of actions across the country after the Grand Jury declined to indict Officer Wilson. Over 200+ actions have taken place. (wikipedia.com)



(source: time.com)



(source: abcnews.go.com)

# #blacklivesmatter

## origin

Year: 2013

In 2013, three female Black organizers — Alicia Garza, Patrisse Cullors, and Opal Tometi — created a Black-centered political will and movement building project called Black Lives Matter. Black Lives Matter began with a social media hashtag, #BlackLivesMatter, after the acquittal of George Zimmerman in the shooting death of Trayvon Martin back in 2012.

The movement grew nationally in 2014 after the deaths of Michael Brown in Missouri and Eric Garner in New York. Since then it has established itself as a worldwide movement, particularly after the death of George Floyd at the hands of police in Minneapolis, MN. Most recently, #Black Lives Matter has spearheaded demonstrations worldwide protesting police brutality and systematic racism that overwhelmingly effects the Black community.

According to the Black Lives Matter website they were "founded in 2013 in response to the acquittal of Trayvon Martin's murderer. Black Lives Matter Foundation, Inc is a global organization in the US, UK, and Canada, whose mission is to eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes. By combating and countering acts of violence, creating space for Black imagination and innovation, and centering Black joy, we are winning immediate improvements in our lives." (library.law.howard.edu)

## social-media impact

The #BlackLivesMatter movement gained national traction in 2014 after the Brown murder, as it was used over 1.7 million times on Twitter in a span of just 3 weeks following the grand jury's refusal to indict the police officer responsible. However, while the hashtag became associated with the issue of police brutality against African Americans, there were no noticeable changes being made to public policy concerning the issue. In the coming years, there would be some awareness towards the movement in the media, mainly by activists such as football player Colin Kaepernick who famously pioneered the movement's message by kneeling during the national anthem. However, Kaepernick's display brought seemingly no legislative impact. The whole trajectory of the movement changed when George Floyd was murdered in 2020.

In June of 2020, social media became overwhelmed with content concerning the Black Lives Matter movement. Hashtags such as #BlackLivesMatter and #BlackOutTuesday were widespread on all social media platforms, and posts about protests and petitions surrounding racial injustice and police brutality were constant. This uproar was a direct response to the murder of George Floyd by a Minneapolis Minnesota police officer that was captured on video and shared on all social media networks. (sites.suffolk.edu)



(source: twitter.com)



(source: instagram.com)

# #blacklivesmatter

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

George Floyd's murder in Minneapolis in May 2020 sparked the largest racial justice protests in the United States since the Civil Rights Movement. But the movement went far beyond this nation's borders — it inspired a global reckoning with racism.

In 2020, countries across the globe had some of the largest Black Lives Matter protests in their history, all inspired by the video of Floyd's brutal death in police custody on May 25, 2020.

Crossing continents and cultures, Black activists saw Floyd's death as a symbol of the intolerance and injustice they face at home.

The protests were held around the world and the movement "Black Lives Matter" became globally known. (cbsnews)



(source: wikipedia.com)



(source: wikipedia.com)

solidarity

# #sosblakaustralia

## origin

Year: 2015

An online campaign against the closure of remote Aboriginal communities is gaining major traction online with politicians and celebrities alike supporting the call, including Hollywood superstar, Hugh Jackman.

#sosblakaustralia has become a viral phenomenon online and more and more people, not only in Australia but across the globe are becoming aware and vocalising their opposition to the West Australian Government's planned closure of up to 150 remote Aboriginal Communities.

A number of rallies have been held in Australia and many supporting the cause have also called on Māori living in Australia to show stronger support for the Aboriginal communities impacted by the decision.

Prime Minister Tony Abbott, fuelled anger and frustration after he backed the proposed closure on a visit to Kalgoorlie where he told media, "What we can't do is endlessly subsidise lifestyle choices. If those lifestyle choices are not conclusive to the kind of full participation in Australian society that everyone should have." (teaomaori.com)

## social-media impact

People in support of the #sosblakaustralia campaign have been encouraged to post a photo holding their message of support accompanied by the hashtag. (teaomaori.com)

Fueled by a slick social media campaign on Facebook, Twitter and Instagram, inspired 97 rallies in Australia and overseas, successfully galvanising people from different races, religions and countries.

The hashtag #sosblakaustralia started trending and for the first time in history demonstrations held in solidarity with Indigenous Australia took place internationally. (buzzfeed.com)



(source: twitter.com)




(source: twitter.com)

# #sosblakaustralia

## online statistics

### interest per region

1 Australia 100 

## real-life impact

The grassroots campaign suddenly and dramatically came to the nation's attention on March 19 (2015) when an estimated 25,000 people marched in a call to action around the country.

Then on April 10, barely a month after the initial Facebook post, thousands of kilometres away from the rustic red dust of the Kimberley, an estimated 4000 people staged a protest in Melbourne against the forced closures of Aboriginal communities in WA. Smaller rallies took place in Brisbane and Sydney.

SOS Blak Australia had unified several different human rights groups and social movements into a heaving rally with a single message: do not close down Aboriginal communities. (buzzfeed.com)



(source: theguardian.com)



(source: indiegogo.com)

# #stopfundinghate

## origin

Year: 2016

Stop Funding Hate is a pressure group which asks companies to stop advertising in, and thus stop providing funds for, certain British newspapers that it argues use "fear and division to sell more papers".

According to The Tab, 2016 has witnessed a "drastic increase in the number of sensationalist front pages negatively portraying refugees and immigrants, with 137 recorded so far from The Daily Mail, The Daily Express and The Sun".

The result was #StopFundingHate, a campaign that Wilson, a London-based activist, launched on Facebook in August this year. The campaign urged firms such as Aldi, Asda, Barclays, British Airways, Co-op UK, Gillette, Iceland, John Lewis, Marks & Spencer, Morrisons, Virgin Media and Waitrose, among others, to stop advertising in tabloids such as The Sun, The Daily Mail and The Daily Express. In three days, the page got 70,000 likes and the launch video was viewed over 6 million times. (wikipedia.com)

## social-media impact

The Stop Funding Hate campaign was established in August 2016 by Richard Wilson, a former Corporate Fundraising Officer at Amnesty International. The campaign gained over 70,000 likes on its Facebook page in the first three days of activity and the campaign's launch video was viewed over 6 million times.

In February 2017, Stop Funding Hate launched a crowdfunding campaign to raise funds, finishing with 102,721 raised. (wikipedia.com)



(source: twitter.com)




(source: twitter.com)


# #stopfundinghate

## online statistics

### interest per region

1 United Kingdom 100 

### related topics

1 Stop Funding Hate 100 

## real-life impact

In September 2016, Specsavers withdrew an advertisement from the Daily Express after hundreds, including Stop Funding Hate, complained that it was funding "fear and division".

Gary Lineker showed support for the campaign, saying that he had spoken to Walkers about their advertisements in The Sun. Following calls from the campaign and its supporters, Lego announced in November 2016 that it was ending its advertising with the Daily Mail, stating they were "not planning any future promotional activity with the newspaper", making it the first company to end its advertising in one of the targeted newspapers since the campaign's inception. In February 2017, the internet service provider Plusnet withdrew adverts from The Sun and The Body Shop announced they had no future plans to advertise in the Daily Mail after social media criticism. In November 2017, Paperchase also announced that they would stop advertising in the Daily Mail, saying that they had "listened to customers".

Virgin Trains West Coast stopped selling the Daily Mail onboard the trains which it operates in conjunction with Stagecoach Group in November 2017.

But the biggest success of the campaign was when Danish toy company Lego decided to end its advertising agreement with The Daily Mail, declaring that they are "not planning any future promotional activity with the newspaper".  
(wikipedia.com)



(source: wikipedia.com)



(source: wikipedia.com)

# #prayforparis

## origin

Year: 2015

The attacks in Paris on the night of Friday 13 November by gunmen and suicide bombers hit a concert hall, a major stadium, restaurants and bars, almost simultaneously - and left 130 people dead and hundreds wounded.

The attacks were described by President Francois Hollande as an "act of war" organised by the Islamic State (IS) militant group.

Shootings and bomb blasts left 130 people dead and hundreds wounded, with more than 100 in a critical condition.

"Three co-ordinated teams" were believed to have been behind the attacks, according to Paris chief prosecutor Francois Molins.

In the days immediately after the attacks, French police carried out hundreds of raids across the country, as the search for suspects continued. Raids also took place in the Belgian city of Brussels. (bbc.com)

## social-media impact

In the 24 hours following the terror attacks that claimed the lives of 129 people in Paris, more than 70 million people took to Instagram to share their support and prayers for the French capital, according to the social network.

In total 430 million interactions—that's posts, likes and comments—were created in these first 24 hours, with people in more than 200 countries participating. Jean Julien's "Peace for Paris" logo became a symbol in this wave of support, especially after Instagram shared the drawing on its official account, which has 114 million followers. The high number of interactions comes a few weeks after Instagram announced it had 400 million unique users and that it was putting more resources on curating content. "We believe you can see the world happening in real time through Instagram," (time.com)

Facebook immediately activated a crisis-focused "Safety Check" feature, which allowed users who reside in or are visiting Paris to notify their Facebook friends that they are safe. Many users praised Facebook for quickly launching the feature on Friday night. Facebook CEO Mark Zuckerberg wrote in a post on his own Facebook page: "My thoughts are with everyone in Paris tonight. Violence like this has no place in any city or country in the world. We've activated Safety Check, so if you're in Paris you can mark yourself safe or check on your friends and family." (msnbc.com)



(source: facebook.com)

# #prayforparis

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

The Place de la République became a focal point of mourning, memorial, and tributes. An impromptu memorial also developed near the Bataclan theatre. On 15 November, two days after the attacks, a memorial service was held at Notre Dame Cathedral, presided over by the Archbishop of Paris, Cardinal André Vingt-Trois, with several political and religious figures in attendance.

Muslim organisations in France, such as the Union of Islamic Organisations of France, strongly condemned the attacks in Paris. The attacks affected business at high-profile venues and shopping centres in Paris, and many Parisians were concerned the attacks might lead to a marginalisation of Muslims in the city. There was not the same call for solidarity with Islam, as in January, following the attacks. Sales of the French flag, which the French had rarely displayed prior to the attacks, increased dramatically after the attacks.

In response to the attacks, a three-month state of emergency was declared across the country to help fight terrorism, which involved the banning of public demonstrations, and allowing the police to carry out searches without a warrant, put anyone under house arrest without trial, and block websites that encouraged acts of terrorism. (wikipedia.com)



(source: wikipedia.com)



(source: wikipedia.com)

# #prayforjapan

## origin

Year: 2011

Japan earthquake and tsunami of 2011, also called Great Sendai Earthquake or Great Tōhoku Earthquake, severe natural disaster that occurred in northeastern Japan on March 11, 2011.

The event began with a powerful earthquake off the northeastern coast of Honshu, Japan's main island, which caused widespread damage on land and initiated a series of large tsunami waves that devastated many coastal areas of the country, most notably in the Tōhoku region (northeastern Honshu). The tsunami also instigated a major nuclear accident at a power station along the coast.

#PrayforJapan originated after the 8.9-magnitude earthquake and tsunami hit Japan in March 2011, killing nearly 2,000 people. (britannica.com)

## social-media impact

The hashtag was used worldwide. It has been used 4,000,000 times, resurfaced in November 2015 after a smaller earthquake triggered false reports of an impending tsunami.

Many of the YouTube clips showed gripping first-person accounts of homes shaking, grocery store shelves rocking, and scared crowds standing in the streets. In one dramatic video, the camera operator taped while fleeing a quaking home. The images of boxes falling and picture frames swaying had been viewed more than 1 million times by this afternoon.

On Twitter, hashtags such as #prayforjapan, Fukushima and Sundai rose to the top of the site's "trending topics" index as people spread news and images of the quake. Even Tokyo Disneyland jumped to the top of the list, fueled in part by a photo posted on TwitPic showing crowds of Japanese tourists seated on the ground during the quake in the middle of the Disney theme park. (abcnews.go.com)



(source: twitter.com)

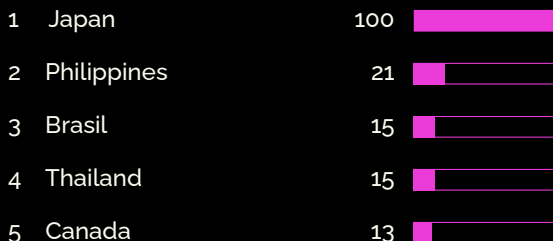


(source: twitter.com)

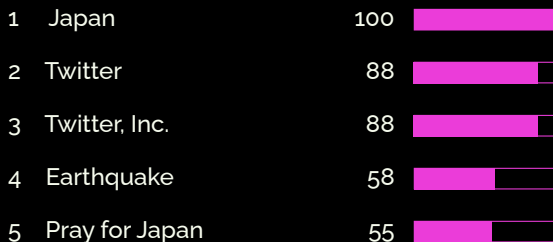
# #prayforjapan

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

Aid organizations also rushed to leverage social media to collect funds for disaster victims. "Text REDCROSS" surged as a trending topic on Twitter as the organization began to collect \$10 donations to assist victims in Japan and tsunami victims around the Pacific Rim. The Red Cross said (2011) that it's still too early to tell how much money has been received through the text system, which was used to great success to raise money after last year's earthquake in Haiti. (abcnews.go.com)



(source: alamv.com)



(source: flickr.com)

# #jesuischarlie

## origin

Year: 2015

On 7 January 2015, two French Muslim brothers, Saïd and Chérif Kouachi, forced their way into the offices of the French satirical weekly newspaper Charlie Hebdo in Paris. Armed with rifles and other weapons, they killed 12 people and injured 11 others. The gunmen identified themselves as belonging to the Islamic terrorist group al-Qaeda in the Arabian Peninsula, which took responsibility for the attack. Several related attacks followed in the Île-de-France region on 7–9 January 2015, including the Hypercacher kosher supermarket siege, where a terrorist killed four Jewish people.

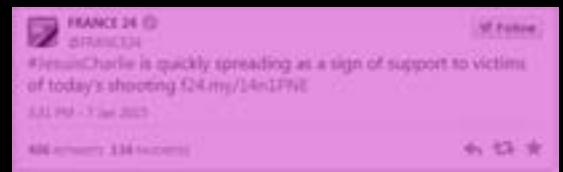
"Je suis Charlie" is a slogan and logo created by French art director Joachim Roncin and adopted by supporters of freedom of speech and freedom of the press after the 7 January 2015 shooting. It identifies a speaker or supporter with those who were killed at the Charlie Hebdo shooting, and by extension, a supporter of freedom of speech and resistance to armed threats. Some journalists embraced the expression as a rallying cry for the freedom of self-expression. (wikipedia.com)

## social-media impact

The slogan was first used on Twitter. The website of Charlie Hebdo went offline shortly after the shooting and when it became live again, it bore the legend Je suis Charlie on a black background, a PDF containing translations in seven languages was added shortly thereafter. The statement was used as the hashtag #jesuischarlie and #iamcharlie on Twitter, as computer printed or hand-made placards and stickers, and displayed on mobile phones at vigils, and on many websites, particularly media sites.

Within two days of the attack, the slogan had become one of the most popular news hashtags in Twitter history. Je suis Charlie was adopted worldwide, was used in music, displayed in print and animated cartoons (including The Simpsons), and became the new name of a town square in France.

Je suis Charlie trended at the top of Twitter hashtags on 7 January, the day of the attack. By the following afternoon it had appeared more than 3.4 million times, and was being used nearly 6,500 times per minute. By Friday, it had appeared more than 5 million times. The U.S. Embassy in Paris and the Association française pour le nommage Internet en coopération were among the people and organizations which changed their Twitter profile pictures to the Je suis Charlie placard. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #jesuischarlie

## online statistics

### interest per region



### related topics



### related consultations



## real-life impact

On the evening of the day of the attack, demonstrations against the attack were held at the Place de la République in Paris and in other cities including Toulouse, Nice, Lyon, Marseille and Rennes.

Not long after the attack, it is estimated that around 35,000 people gathered in Paris holding "Je suis Charlie" signs. 15,000 people also gathered in Lyon and Rennes. 10,000 people gathered in Nice and Toulouse; 7,000 in Marseille; and 5,000 each in Nantes, Grenoble and Bordeaux. Thousands also gathered in Nantes at the Place Royale. More than 100,000 people in total gathered within France to partake in these demonstrations the evening of 7 January. (wikipedia.com)



(source: adorocinema.com)



(source: thecaireview.com)

# #givingtuesday

## origin

Year: 2012

GivingTuesday, often stylized as #GivingTuesday for the purposes of hashtag activism, is the Tuesday after Thanksgiving in the United States. It is touted as a "global generosity movement unleashing the power of people and organizations to transform their communities and the world".[1] The organization of the same name is an independent 501nonprofit that supports the global movement.

GivingTuesday was initiated in 2012 by Henry Timms at the 92nd Street Y in New York. The co-founding organization was the United Nations Foundation, with support from BLK SHP (Black Sheep).

The date range is November 27 to December 3, and is always five days after the Thanksgiving holiday. A similar concept was also floated in 2011 at the non-profit Mary-Arrchie Theater Company in Chicago by then-producing director Carlo Lorenzo Garcia, who urged shoppers via The Huffington Post to consider donating to charity after they had finished their Cyber Monday shopping. He suggested the name Cyber Giving Monday.

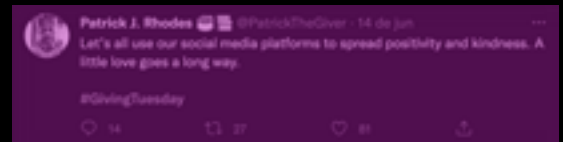
For its first eight years, GivingTuesday was housed in the 92nd Street Y's Belfer Center for Innovation & Social Impact. In June 2019 GivingTuesday split off from 92Y to become an independent organization, with Asha Curran serving as CEO. (wikipedia.com)

## social-media impact

Since the event's creation in 2012, donations collected during Giving Tuesday have grown over 2,000%. Originally created for social media with a simple hashtag, Giving Tuesday has become a global fundraising phenomenon. This 24-hour event is driven on social media and last year alone (2020) received 14.2 billion social media impressions. (qgiv.com)

Thanks to social media networks and an emphasis on digital fundraising, Giving Tuesday has been a great driver of online donations for nonprofits.

From Instagram's donation buttons appearing on stories to Facebook's easy-to-use donate buttons and internal fundraising pages, the tech giants have made it easier than ever for users to donate to their favorite causes. Giving Tuesday hinges on the increased role social media plays in our daily lives, which means your nonprofit should make sure you're set up for success by using these tools to your full advantage. (bloomerang.co)



(source: twitter.com)



(source: twitter.com)

# #givingtuesday

## online statistics

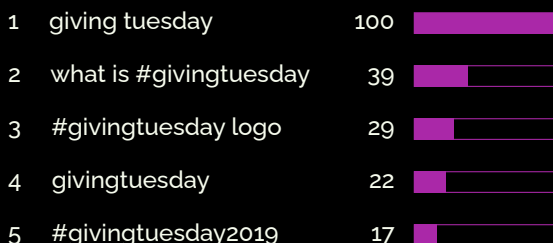
### interest per region



### related topics



### related searches



## real-life impact

The GivingTuesday Data Commons shows an estimated 35 million adults participated on GivingTuesday 2021 in the U.S., a 6% increase compared to 2020. Giving in the United States alone totaled \$2.7 billion representing a 9% increase compared to GivingTuesday 2020, and a 37% increase since 2019.

Worldwide numbers are not yet available. Donors in the U.S. gave \$2.5 billion last year. It is the first time that the year-over-year increase was not double digits.

In 2020, GivingTuesday raised an estimated \$2.47 billion — both online and offline — that was up more than 25% from \$1.97 billion in 2019. Whole Whale predicted this year's GivingTuesday would raise \$3.048 billion — that would be a 27% increase, some \$650 million.

In what organizers called an “unprecedented levels of giving in 2020,” the totals represent a significant continued trend of increased generosity. (thenonprofittimes.com)



(source: dn.pt)



(source: unicef.org.au)

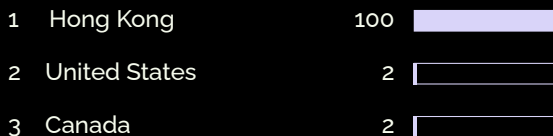
political activism



# #umbrellarevolution

## online statistics

### interest per region



### related topics



## real-life impact

On 22 September, thousands of students joined together in a demonstration organised by the Hong Kong Federation of Students. Initially, they staged sit-ins at the Chinese University of Hong Kong, but these eventually spilled through onto the streets of Hong Kong's urban centre in a movement that's come to be known as Occupy Central.

The student movement has developed into an umbrella movement where people of all ages, cultures, and social background have come together in a single unified call for democracy. On Wednesday, China's 65th National Day, the crowd continued to swell. Around 10 000 workers joined the rally, and hundreds gathered in New York in solidarity with Hong Kong's fight.

But with the memory of 1989s demonstration in Tiananmen Square, Beijing, still alive, the students are at the center of the movement. Although the Umbrella Revolution has no definitive leaders, students who have positioned themselves in the frontline have said if Leung does not resign, they would occupy government buildings. China has backed Leung, and police have threatened serious consequences should demonstrators move forward.

The young protestors believe their future is at stake; life in Hong Kong is a struggle of high costs, low paying 12-hour working days, and increased immigration from China's mainland. (thedailyvox.co.za)



(source: bbc.com)



(source: commons.wikimedia.com)

# #oromoprotests

## origin

Year: 2014

The Oromo protests were a series of protests and resistance first sparked on 25 April 2014. The initial actions were taken in opposition to the Addis Ababa Master Plan, and resumed on 12 November 2015 by university students and farmers in the town of Ginchi, located 80 km southwest of Addis Ababa, encircled by the Oromia region.

The plan was to expand the capital into the Oromia special zone, leading to fears that native Oromo farmers would lose their land and be displaced. The plan was later dropped but protests continued, highlighting issues such as marginalization and human rights. Mulatu Gemechu, Deputy Chairman of the opposition Oromo Federalist Congress, expressed to Reuters: "so far, we have compiled a list of 33 protesters killed by armed security forces that included police and soldiers but I am very sure the list will grow"[8] Protesters demanded social and political reforms, including an end to human rights abuses like government killings of civilians, mass arrests, government land seizures, and political marginalization of opposition groups. The government responded by restricting access to the internet and attacking as well as arresting protesters.

In the three days leading up to 8 August 2016, Reuters reported that at least 90 protesters[19] had been shot and killed by Ethiopian security forces, marking the most violent crackdown against protesters in sub-Saharan Africa since at least 75 people were killed during protests in Oromia Region in November and December 2015.

According to Human Rights Watch, at least 500 people are estimated to have been killed as of October 2016. (wikipedia.com)

## social-media impact

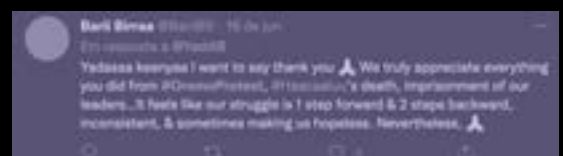
When students in Ginchi, a small town 75 km west of Addis Ababa, organized a demonstration in November 2015, US-based opposition media activist Jawar Mohammed, began posting minute-to-minute 'live' updates of the protest on his massively popular Facebook page, which has over 500k followers.

Along with Jawar's live updates about the protests on Facebook, netizens saw a flood of digital photos, videos, blog posts, and tweets on other social media platforms coming from inside Ethiopia, mostly under the hashtag #OromoProtests. (balancingact-africa.com)

From Dec. 12, internet users in Ethiopia started mentioning that they couldn't access several social media sites including Facebook, Twitter, and YouTube. Moses Karanja, a doctoral candidate at University of Toronto and researcher at the Citizen Lab, said network scans on the state-owned operator Ethio Telecom confirmed that the websites were inaccessible. The government has a monopoly over the provision of mobile and internet services, and users couldn't access these sites without using virtual private networks. The throttling of the sites didn't, however, extend to WhatsApp or Telegram, an increasingly popular application in the country, according to Karanja. (qz.com)



(source: twitter.com)

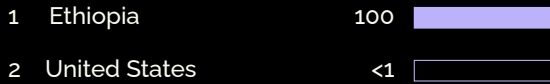


(source: twitter.com)

# #oromoprotests

## online statistics

### interest per region



### related topics



## real-life impact

The November and December 2015 protests in the Oromia Region that resulted in the killings of over 100 people by government forces. The 2015 protests were later followed by a police crackdown and the arrests of hundreds of opposition members. According to diplomatic, NGO, and opposition sources, hundreds of thousands of people marched in more than 200 towns and cities in the vast Oromia State, in protest at "the government's draconian and ever-escalating repression." This resulted in at least 148 people being killed on 5 and 6 August.

On 2 October 2016, more protests occurred where an estimated two million people were attending the annual Irreechaa festival in Bishoftu in the Oromia region. The festival is attended by Oromos from all walks of life to celebrate life and nature. An anti-government protest disrupted the event, with some claiming they involved peacefully chanting slogans against the Oromo Peoples' Democratic Organization, while others claim stones and bottles were thrown. People died in a stampede as a result of police using tear gas, rubber bullets and baton charges, falling into a deep ditch and being crushed, or drowning in a lake. While the Oromia regional government confirmed the deaths of 52 people, rights groups, the opposition leader, and local reports claim various numbers up to nearly 300 people dead. On August 6th, hundreds of protesters marched on Meskel Square in Addis Ababa and shouted "we want our freedom" and "free our political prisoners". Dozens of protesters were arrested by Addis Ababa's police. (wikipedia.com)



(source: opride.com)

# #occupywallstreet

## origin

Year: 2011

Occupy Wall Street (OWS) was a protest movement against economic inequality and the influence of money in politics that began in Zuccotti Park, located in New York City's Wall Street financial district, in September 2011. It gave rise to the wider Occupy movement in the United States and other countries.

The Canadian anti-consumerist magazine Adbusters initiated the call for a protest. The main issues raised by Occupy Wall Street were social and economic inequality, greed, corruption and the undue influence of corporations on government—particularly from the financial services sector.

The OWS slogan, "We are the 99%", refers to income and wealth inequality in the U.S. between the wealthiest 1% and the rest of the population. To achieve their goals, protesters acted on consensus-based decisions made in general assemblies which emphasized redress through direct action over the petitioning to authorities.

The protesters were forced out of Zuccotti Park on November 15, 2011. Protesters then turned their focus to occupying banks, corporate headquarters, board meetings, foreclosed homes, and college and university campuses. (wikipedia.com)

## social-media impact

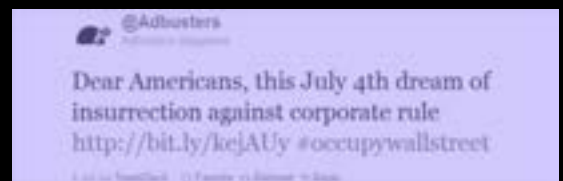
Social media has been an important tool for protesters overseas. Now that the Occupy Wall Street protests have reached a tipping point, the abundance of online organizing is staggering.

On July 13, 2011, the magazine Adbusters posted a call to occupy Wall Street on their blog - "On September 17, we want to see 20,000 people flood into lower Manhattan, set up tents, kitchens, peaceful barricades and occupy Wall Street for a few months. Once there, we shall incessantly repeat one simple demand in a plurality of voices," the post said.

Once we took a closer look at the movement and how it was being organized, we were impressed. The protesters used all forms of social media keep the movement alive. Facebook pages have popped up for major cities across the country. Twitter hashtags have been established for communication at general assemblies. Countless videos have been posted to YouTube, Vimeo and Livestream. We found some moving personal accounts of job loss and helplessness shared on the blog, "We are the 99 percent."

It's remarkable to see Middle East's protest tactics being used in a free speech society. For a movement that claims no leader, it is highly organized, making off-shoots easy to start.

Meetup groups have formed in 872 cities across the U.S., using the Occupy Together website as a central hub. (cbsnews.com)



(source: twitter.com)



(source: twitter.com)

# #occupywallstreet

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

As the movement spread across the United States, the United States Department of Homeland Security (DHS) began keeping tabs on protesters. A DHS report entitled "SPECIAL COVERAGE: Occupy Wall Street", dated October 2011, observed that "mass gatherings associated with public protest movements can have disruptive effects on transportation, commercial, and government services, especially when staged in major metropolitan areas."

Gideon Oliver, who represented Occupy with the National Lawyers Guild in New York, said about 2,000 [protesters] had been arrested just in New York City alone. Most of these arrests in New York and elsewhere, are on charges of disorderly conduct, trespassing, and failure to disperse. Nationally, a little under 8,000 Occupy affiliated arrests have been documented by tallying numbers published in local newspapers.

In a report<sup>[116]</sup> that followed an eight-month study, researchers at the law schools of NYU and Fordham accuse the NYPD of deploying unnecessarily aggressive force, obstructing press freedoms and making arbitrary and baseless arrests.

During an October 6 news conference, President Barack Obama said, "I think it expresses the frustrations the American people feel, that we had the biggest financial crisis since the Great Depression, huge collateral damage all throughout the country...and yet you're still seeing some of the same folks who acted irresponsibly trying to fight efforts to crack down on the abusive practices that got us into this in the first place." (wikipedia.com)



(source: wikipedia.com)

# #nodapl

## origin

Year: 2016

#nodapl, also referred to as the Dakota Access Pipeline protests, is a Twitter hashtag and social media campaign for the struggle against the proposed and partially built Dakota Access Pipeline.

The role social media played in this movement is so substantial that the movement itself is now often referred to by its hashtag: #NoDAPL. The hashtag reflected a grassroots campaign that began in early 2016 in reaction to the approved construction of the Dakota Access Pipeline in the northern United States. The Standing Rock Sioux and allied organizations took legal action aimed at stopping construction of the project, while youth from the reservation began a social media campaign which gradually evolved into a larger movement with dozens of associated hashtags.

The campaign aimed to raise awareness on the threat of the pipeline on the sacred burial grounds as well as the quality of water in the area. In June 2021, a federal judge struck down the Standing Rock Sioux Tribe's lawsuit, but left the option of reopening the case should any prior orders be violated. (wikipedia.com)

## social-media impact

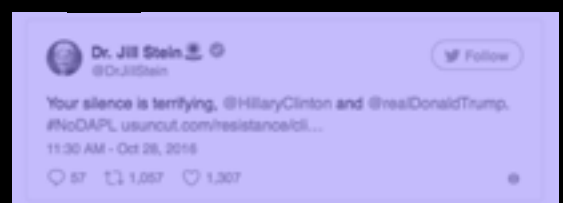
The movement was largely started by Indigenous youth, who used social media campaigns to create awareness for the cause. A young indigenous girl named Tokata Iron Eyes and her teenage friends are credited with starting the #nodapl movement. As part of the Standing Rock Youth, a group of about 30 young people from the Standing Rock Sioux community, they decided to go online and make the issue of the Dakota Access Pipeline Construction known. Protests against the pipeline project captured the attention of Social Media users across the globe under the slogan #nodapl aka "No Dakota Access Pipeline."

The #nodapl movement utilized various social media platforms, such as Twitter, Instagram, Facebook, and YouTube, to gain awareness of the issue occurring at Standing Rock. The people's petition spread across social media and gained an immense support in a short amount of time.

Activist Naomi Klein posted a Facebook video in which she interviewed a youth, Iron Eyes, which gained more than a million views in 24 hours. Facebook Live allowed large numbers of people to understand what is actually happening on the ground. For example, Facebook check-ins played a big role in spreading the issue to large audiences. Shortly after its creation, millions of tweets used the hashtags #NoDAPL or #StandWithStandingRock. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

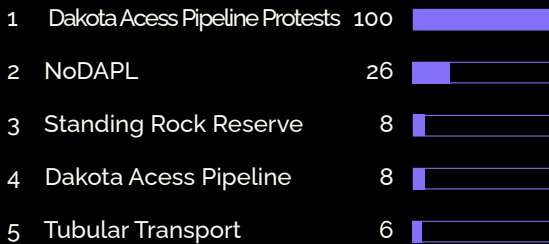
# #nodapl

## online statistics

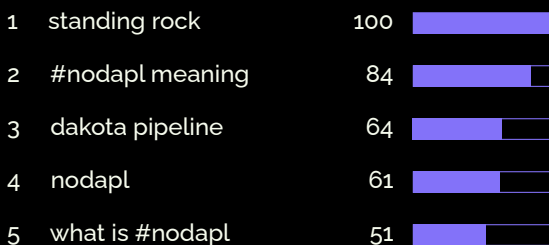
### interest per region



### related topics



### related searches



## real-life impact

Despite their apparent victory, Energy Transfer Partners came out of the experience bitter and vengeful. The #NoDAPL movement was one of the most inspiring environmental events of the last few decades. It brought thousands of people to the Standing Rock Indian Reservation in opposition to the pipeline. It has been called the largest gathering of Indigenous tribes in over a century. It garnered international attention and raised awareness of the dangers of pipelines and the importance of Indigenous sovereignty. And it cost ETP lots and lots of money. Energy Transfer Partners—and their partners, Energy Transfer Equity—decided to fight back against this grassroots uprising with a lawsuit against the environmental non-profit Greenpeace, the Netherlands-based international NGO support group BankTrack, and the radical environmental movement known as Earth First!.

So what can we do in the face of rambling lawsuits full of unsupported conspiracy theories calling grassroots activists “terrorists”? We can keep fighting, and ramp up our efforts. These tactics are meant to scare us, so we must be courageous. They are meant to divide us, so we must stick together. They are meant to rewrite history, so we must share our stories far and wide. They are meant to stop us from taking action against oppression, so we must encourage folks to sabotage the oppressors and defeat the efforts of companies like Energy Transfer Partners at every opportunity. Because, given enough time, this ETP pipeline will leak, and so will their next one—and I-told-you-so’s can’t bring back prairies or re-build livelihoods. (ccrjustice.org)



(source: nodaplarchive.com)

# #nobannowall

## origin

Year: 2017

#NoBanNoWall was a social media reaction to President Donald Trump's travel ban on entry into the United States from certain countries. On January 25, 2017, Executive Order 13769, which came into effect from January 27, 2017, to March 16, 2017 was released by the President. Officially titled "Protecting the Nation from Foreign Terrorist Entry into the United States", news reports and social media quickly began to refer to the executive order as the "Muslim Ban" [2], as individuals from Muslim majority countries were being predominantly affected.

This order barred entry to specific countries in the Middle East and Africa, including Iran, Iraq, Libya, Somalia, Sudan, Syria, and Yemen. Most of these countries are home to Muslim majority populations (populations with over 50% of its residing residents being Muslim). Additionally, it restricted the number of refugees to enter the United States from 70,000 to 50,000, suspended the Refugee Admissions Program, and suspended entry to individuals whose country did not meet certain adjudication standards. The entry of Syrian refugees was suspended indefinitely until further notice. In later iterations of the Travel Ban, Chad, North Korea, and Venezuela were added to the list.

As individuals were detained at airports, broadcasts of these detentions on news networks struck panic amongst affected communities. The globe watched in horror at the release of such an order and evoked emotional responses from many across social media in the forms of hashtags that engaged citizens to stand in solidarity with those families affected by the ban. (moveme.berkeley.edu)

## social-media impact

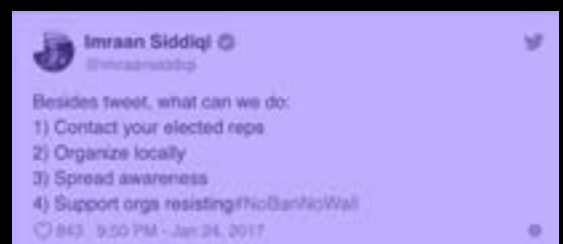
The hashtag "#NoBanNoWall" first was seen on January 24th, 2017 on social media platform Twitter, before the news of executive order 13769 was released to the public the next day. This hashtag became a symbol of solidarity for Americans across the nation that disagreed with the ruling of the "Muslim Ban" by the President and Supreme Court. The use of social media platforms such as Twitter, Facebook, and Instagram became a powerful catalyst for an opposition movement that resulted in political mobilization and awareness of the issue at hand.

Once the hashtag gained popularity on Twitter, its popularity began to rise on other social media platforms. There are multiple Facebook groups and pages on #NoBanNoWall along with events that were created for protests at various locations. Currently (2017), there are 276K posts on Instagram with the #NoBanNoWall tag.

A defining symbol that was used in association with the #NoBanNoWall movement was the iconic American Statue of Liberty hugging what is illustrated as an immigrant woman. Celebrities such as Fifth Harmony's Lauren Jauregui shared the picture on their Instagram timelines in solidarity with those being affected by Donald Trump's policy. (moveme.berkeley.edu)



(source: twitter.com)



(source: twitter.com)

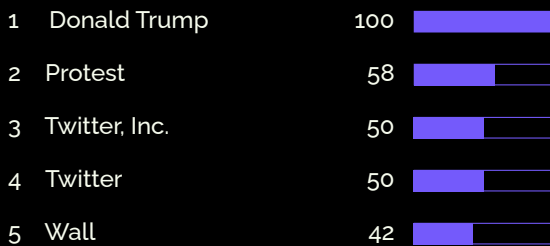
# #nobannowall

## online statistics

### interest per region



### related topics



## real-life impact

The online presence of #NoBanNoWall worked as a catalyst to create change for the individuals impacted in airports immediately after the ban was announced. A New York judge accepted a request from the ACLU to provide a national warrant to block deportation in airports.

In addition, this movement helped increase general awareness of not only the topics of immigration but religion and the refugee crisis.

This movement gave a platform for stories shared by immigrants how coming to the US had positively impacted their lives, and how their cultures and existence shouldn't be cause for fear. Public education of the countries involved increased as well: a report by found that no national from the countries listed on the travel ban had ever perpetrated a terrorist attack on American soil. Social media coverage of this fact helped inform public opinion regarding the legitimacy of the order. (moveme.berkeley.edu)



(source: shortvawards.com)



(source: muslimgirl.com)

# #neveragain

## origin

Year: 2018

Never Again MSD is an American student-led political action committee for gun control that advocates for tighter regulations to prevent gun violence. The organization, also known by the Twitter hashtags #NeverAgain, and #EnoughIsEnough, was formed by a group of twenty students attending Marjory Stoneman Douglas High School (MSD) at the time of the deadly shooting in 2018, in which seventeen students and staff members were killed by the alleged gunman, who was a former student at the school and was armed with an AR-15 style semi-automatic rifle. The organization started on social media as a movement "for survivors of the Stoneman Douglas Shooting, by survivors of the Stoneman Douglas Shooting" using the hashtag #NeverAgain.

A main goal of the group was to influence that year's United States mid-term elections, and they embarked on a multi-city bus tour to encourage young people to register to vote.

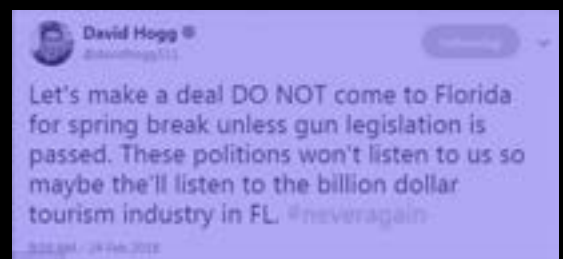
Among the organization's most prominent members are Alfonso Calderon, Sarah Chadwick, Jaclyn Corin, Ryan Deitsch, X González, David Hogg, Cameron Kasky, and Alex Wind. Corin, González, Hogg, Kasky, and Wind were featured on a cover of Time in March 2018.

In December later that year, it was announced that the activists made the shortlist for Time's Person of the Year at number four. (wikipedia.com)

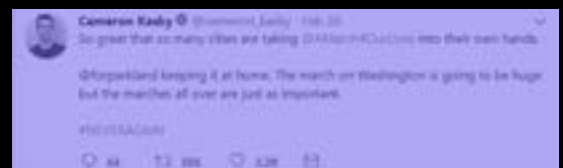
## social-media impact

The Never Again MSD movement originated online and is a result of tweets and posts of members going viral. The number of retweets and shares is what made the movement and the members of the movement gain popularity. Maly (2018) reminds us: "Numbers matter." Due to popularity being a quantified concept in the digital world, it is prone to manipulability. This, Maly says, "gives birth to a new kind of populism and new type of activism, algorithmic activism" (Maly, 2018). He further states that "Interacting with a post triggers the algorithm of the medium, which boosts the popularity rankings of this message and its messenger" (Maly, 2018).

The Never Again movement is a clear representation of algorithmic activism. Countless interactions with the posts of the students encouraged the students to form the movement. Two to three days after the shooting at MSD, students' tweets started going viral, with tweets generating between 2000 and 6000 likes and being retweeted from 300 to 2000 times. (diggitmagazine.com)



(source: twitter.com)



(source: twitter.com)

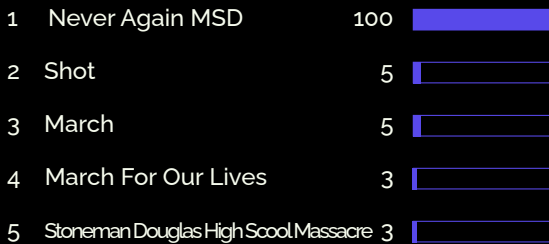
# #neveragain

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

George and Amal Clooney donated \$500,000 to the organization to help with the cost of organizing the March for Our Lives demonstration, which they also participated in. Following the Clooneys' announcement, other celebrities including Oprah Winfrey, Jeffrey Katzenberg, and Steven Spielberg pledged to match the \$500,000 donation. In a CNN editorial entitled "The NRA's worst nightmare is here," Dean Obeidallah compared Never Again MSD to the "early days of the #MeToo movement, which caused a cultural shift regarding sexual misconduct."

After some schools threatened to suspend students for participating in peaceful Never Again MSD (#NeverAgain) protests, hundreds of U.S. colleges pledged they would not penalize students disciplined for taking part.

In March 2018, Michelle and Barack Obama penned a handwritten letter to the students of Parkland, expressing admiration for their advocacy against gun violence:

"We wanted to let you know how inspired we have been by the resilience, resolve and solidarity that you have all shown in the wake of unspeakable tragedy ... Not only have you supported and comforted each other, but you've helped awaken the conscience of the nation, and challenged decision-makers to make the safety of our children the country's top priority. ... Throughout our history, young people like you have led the way in making America better."  
- Michelle and Barack Obama, March 10, 2018 (wikipedia.com)



(source: diggitmagazine.com)

# #marchforourlives

## origin

Year: 2018

March for Our Lives (MFOL) was a student-led demonstration in support of gun control legislation. It took place in Washington, D.C., on March 24, 2018, with over 880 sibling events throughout the United States and around the world, and was planned by Never Again MSD in collaboration with the nonprofit organization Everytown for Gun Safety. The event followed the Marjory Stoneman Douglas High School shooting a month earlier, which was described by several media outlets as a possible tipping point for gun control legislation.

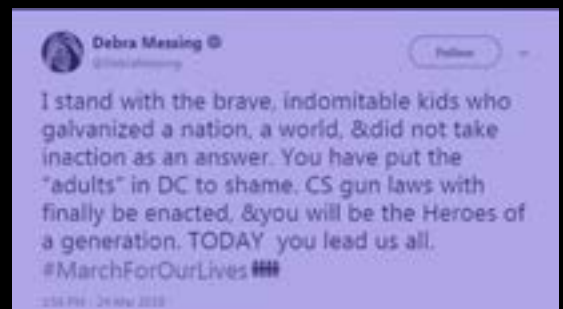
Protesters urged for universal background checks on all gun sales, raising the federal age of gun ownership and possession to 21, closing of the gun show loophole, a restoration of the 1994 Federal Assault Weapons Ban, and a ban on the sale of high-capacity magazines and bump stocks in the United States. Turnout was estimated to be between 1.2 and 2 million people in the United States, making it one of the largest protests in American history.

After the Robb Elementary School Shooting in Uvalde, Texas, MFOL Action Fund organized another nationwide protest on June 11, 2022. The main protest took place in Washington, DC, with hundreds of sibling events taking place across the United States. (wikipedia.com)

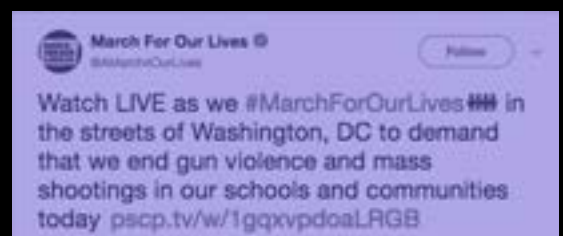
## social-media impact

With social media, more information was relayed to a larger audience in quicker time, giving more people awareness of what was happening across the nation. By National Walkout Day on April 20, 2018, the social medias had followings over 1.3 million people and in Washington, D.C., alone, 200,000 people attended the March For Our Lives protest, whom many younger adults attributed to the big social media presence.[117] The hashtag #MarchForOurLives was used 3.6 million times, and over 7.5 thousand tweets were directed at the NRA social media account.

The March For Our Lives Twitter started in February 2018, with the Twitter handle, @AMarch4OurLives. Up to date, the Twitter account has 450,000 followers and are a student-run organization with a large social media presence.[120] The March For Our Lives Twitter has real time, up to date tweets about the movement. It includes tweets about the red flag bill being signed in from other March For Our Lives accounts based in different locations, such as NYC.[121] In addition, the March For Our Lives Twitter account also alerts their followers about the events that are happening, such as meetings at Town Halls or when certain protests are happening.[122] All of their posts follow certain guidelines and relevance, and they also continue to retweet their own tweets too. (wikipedia.com)



(source: twitter.com)

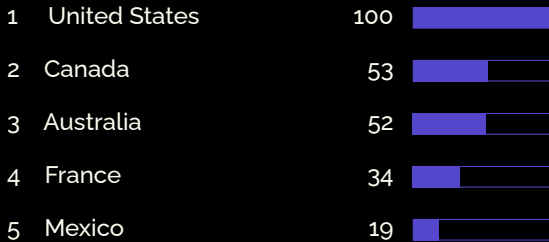


(source: twitter.com)

# #marchforourlives

## online statistics

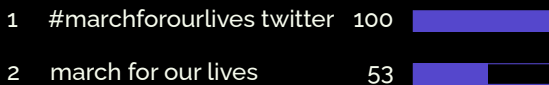
### interest per region



### related topics



### related searches



## real-life impact

March for Our Lives was among the biggest youth-led protests since the Vietnam War era. Estimates of participation at the main event in Washington, D.C., range from 200,000 to 800,000.

Celebs who took part in the rally in Los Angeles included Laura Dern, Reese Witherspoon, Olivia Wilde with Jason Sudeikis, Mason Cook, Jaden & Willow Smith, Yara Shahidi, Meg Donnelly, Roots Drummer Questlove, Amy Schumer, Lady Gaga, Charlie Puth, Mae Whitman, Connie Britton, Rita Ora, Ta’Rhonda Jones, Miles Heizer, Kendall & Kylie Jenner, Hailey Baldwin, Leona Lewis, Angelica Houston, and singer and music executive Diane Warren along with city’s mayor Eric Garcetti and State Senator Kamala Harris.

Politicians included Andrew Yang, who took part in Annapolis along with Mayor Gavin Buckley, Maryland, Nashville Mayor David Briley, Washington, D.C. Mayor Muriel Bowser, Georgia Congressman John Lewis (who took part in Atlanta and paid tribute for his colleague Dr. Martin Luther King Jr., John Fitzgerald and Robert Francis Kennedy, all of whom lost their lives from weapon violence), Representative Joseph Kennedy III in the event in Boston, Massachusetts Senator Elizabeth Warren, who snapped a few selfies during a march in Springfield, and New York Governor Andrew Cuomo during the New York City event along with Mayor Bill De Blasio and Black Lives Matter President, Hawk Newsome as well as TV Host Nick Cannon. Other advocates/activists included Malala Yousafzai, who gave a warm introduction via a video monitor during the Washington March. (wikipedia.com)



(source: abcnews.com)

# #idlenomore

## origin

Year: 2012

Idle No More is an ongoing protest movement, founded in December 2012 by four women: three First Nations women and one non-Native ally. It is a grassroots movement among the Aboriginal peoples in Canada comprising the First Nations, Métis and Inuit peoples and their non-Aboriginal supporters in Canada, and to a lesser extent, internationally. It has consisted of a number of political actions worldwide, inspired in part by the liquid diet hunger strike of Attawapiskat Chief Theresa Spence[1] and further coordinated via social media. A reaction to alleged legislative abuses of Indigenous treaty rights by then Prime Minister Stephen Harper and the Conservative federal government, the movement takes particular issue with the omnibus bill Bill C-45. The popular movement has included round dances in public places and blockades of rail lines. (wikipedia.com)

Among Treaty People in Manitoba, Saskatchewan, and Alberta protesting the Canadian government's dismantling of environmental protection laws, endangering First Nations who live on the land. Born out of face-to-face organizing and popular education, but fluent in social media and new technologies, Idle No More has connected the most remote reserves to each other, to urbanized Indigenous people, and to the non-Indigenous population.

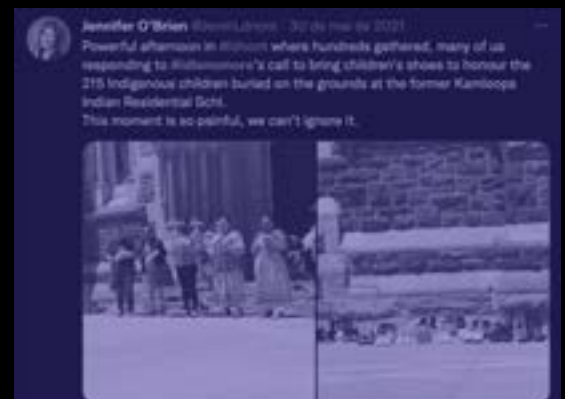
Led by women, and with a call for re-founded nation-to-nation relations based on mutual respect, Idle No More rapidly grew into an inclusive, continent-wide network of urban and rural Indigenous working hand in hand with non-Indigenous allies to build a movement for Indigenous rights and the protection of land, water, and sky. (idlenomore.ca)

## social-media impact

It was noted that in early November 2012, the #IdleNoMore hashtag had gained traction on different social media platforms. By January 2013, 743,365 tweets with the #IdleNoMore hashtag were shared on Twitter, which worked simultaneously as an online and offline protest. For example, many of these hashtags and tweets "consisted of invitations to participate in mobilization events [...] or more general calls to personal and collective political action in online and offline settings" (Raynauld et al., 2017, p. 633).

In this context, the use of social media created a wide-ranging mixture of protest tactics that encompassed traditional methods of non-violent direct actions or civil disobedience; and newer forms of political action that are shaped by digital media's interactive features as seen with the extensive use of "hashtags" (Richez et al., 2020). This generated a multitude of conversations around Indigenous issues, connected individuals to protest events and initiatives, and led to the emergence of newer crowdsourced narratives (Raynauld et al., 2017).

It allowed INM activists and supporters to develop their own narratives by bypassing traditional media and political elites, enabling activists to have more control and power over the content and circulation of their message (Callison & Hermida, 2015). Moreover, the ability to influence the public through alternative means as noted by Callison and Hermida (2015) demonstrated quantitatively that the top influencers of #IdleNoMore on Twitter included many non-elite actors that represented alternative voices to mainstream media and institutionalized groups. (paradigmshift.com.pk)

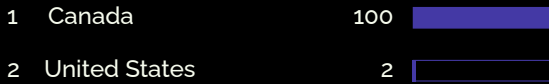


(source: twitter.com)

# #idlenomore

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

After the emergence of INM, there was a larger volume of questions related to indigenous affairs during the Question Period in the House of Commons. Some of these questions were related to their socio-economic conditions, violence against women, health, education and land claims/land-based rights, which connected back to some activists' main demands and broader issues (Richez et al., 2020).

Although there was a change in political narrative and more focus towards indigenous issues after the emergence of INM, policy outcomes remained relatively stagnant during Harper's government. It was three years after the emergence of this movement that some policies were shaped in favour of indigenous communities under Justin Trudeau's Liberal government such as the \$8.4 billion that was allocated towards indigenous peoples' programs. This also includes the establishment of the National Inquiry into Missing and Murdered Indigenous Women and Girls in 2016 (Richez et al., 2020).

As seen in this paper, the use of contentious politics in the forms of social movements and protests are necessary towards preserving the democratic culture of society. This enables citizens from outside groups to form associations and express their fundamental rights through direct actions by influencing public policies and social norms. For some groups, particularly the indigenous communities in Canada, these are the only means available to them due to being oppressed and marginalized by the same institutionalized governments that supposedly represent their "interests".  
(paradigmshift.com.pk)



(source: buddhistpeacefellowship.org)

# #elenao

## origin

Year: 2018

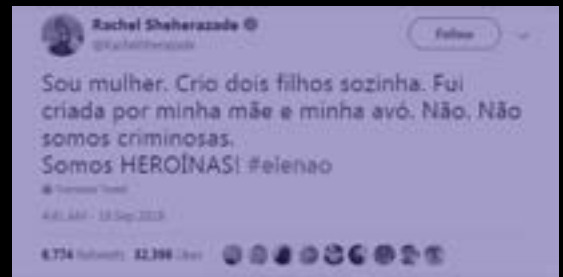
The #EleNÃO (Portuguese for "not him") movement, also known as the protests against Jair Bolsonaro, were demonstrations led by women which took place in several regions of Brazil and, with less intensity, in other countries. The main goal was to protest against Jair Bolsonaro and his presidential campaign. The protests, which occurred on September 29, 2018, were the most numerous protests by women in Brazil and the largest popular concentration during the 2018 Brazilian general election.

The protests began to be organized in the Social networking services, mainly in the Facebook group "Mulheres contra Bolsonaro" (women against Bolsonaro). They were motivated by alleged sexist declarations of the candidate and accusations of threats to democracy. Social movements, feminist groups and political parties also supported and took part in the demonstrations. Cities in other countries, such as New York City, Barcelona, Berlin and Paris also held some smaller protests. Bolsonaro was elected with over 55% of the popular vote on October 28, 2018. (wikipedia.com)

## social-media impact

The hashtag #EleNÃO was created in Brazil on 12 September, 2018, by the facebook group "Mulheres Unidas Contra Bolsonaro" (women united against Bolsonaro). Within only 12 days, the hashtag was used more than 1.2 million times in tweets pro and against Bolsonaro. It was being used even among national and international celebrities. On September 16th, the usage of the hashtag reached its peak soon after a hacker attack against the "Mulheres Unidas Contra Bolsonaro" facebook group.

Madonna was one of the international celebrities who endorsed the movement. She posted in her Instagram, where she has more than 12.1 million followers, a picture in which she appears with her mouth sealed by a tape with the saying "freedom". Above, it reads in Portuguese "Ele não vai nos desvalorizar, ele não vai nos calar, ele não vai nos oprimir" (He won't devalue us, he won't silence us, he won't oppress us)". (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #elenao

## online statistics

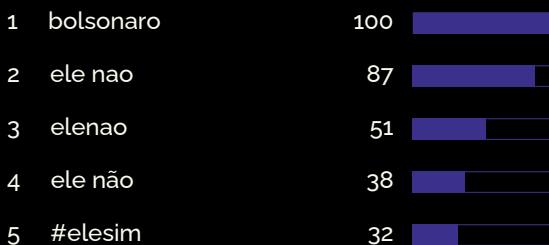
### interest per region



### related topics



### related searches



## real-life impact

On September 29, demonstrators called mostly by social networks took to the streets in all 26 states, including the Federal District, under the banner "Not Him". The demonstrations were attended not only by activists and politicians, but also by artists and intellectuals. The demonstrations were organized by women and the public was mostly female. According to the Research Group on Public Policies for Access to Information at USP, the profile of the demonstrators was composed of people from the left, white and with high education and income.

The movement was motivated by accusations of sexism, racism, homophobia, authoritarianism, and other controversies involving Jair Bolsonaro. In the days before the demonstration, polls by Ibope and Datafolha already indicated a high percentage of rejection by the Brazilian electorate. Half of the female electorate rejected the candidate.

In São Paulo the concentration took place in Largo da Batata. Organizers claimed the presence of 500 thousand demonstrators. The Military Police did not disclose their estimate. In Rio de Janeiro, the concentration took place in Cinelândia, and demonstrators marched to Praça XV, to close the demonstration. At its peak, demonstrators claimed the presence of more than 200 thousand demonstrators. In Belo Horizonte, Minas Gerais, the demonstration began in Praça sete, and gathered around 100 thousand demonstrators, according to the organizers' estimate. (wikipedia.com)



(source: wikipedia.com)

disability rights

# #ownvoices

## origin

Year: 2015

On Twitter in 2015, Corinne Duyvis, a white, disabled, bisexual author from the Netherlands, coined the hashtag #OwnVoices. A SFF YA author, she was initially looking for kid lit book recommendations. Her hashtag would have a broad impact on offline and online conversations and the publishing industry in general. It went viral across genres, age groups, and marginalized identities. Duyvis later clarified that any marginalized author could call their fiction own voices, "as long as the protagonist and the author share a marginalized identity."

The term own voices resonated with many people, encapsulating ongoing conversations regarding diversity and authenticity in publishing. Prioritizing authors who share marginalized identities with their protagonists might seem obvious now, but it was a game-changer. Ironically, even when acknowledging the need for diverse books, publishing still often sidelines diverse authors.

Because of centuries of systemic oppression, white, wealthy, able cis het, non-disabled, Christian writers still have huge advantages over marginalized people at every step of the publishing process. I'm white and disabled, and I felt alienated growing up reading stereotypical or absent disabled characters. Non-disabled relatives, friends, and doctors of disabled people are often considered experts on disabled people, over our own lived experiences. The majority is often framed as "universal" and marginalized people as a "niche market." (bookriot.com)

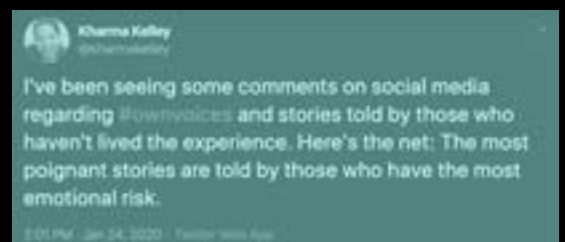
## social-media impact

The #OwnVoices movement originated as a hashtag, started by Corinne Duyvis. Duyvis is an own voices author of "Otherbound" and "The Edge of Gone". Duyvis started the hashtag with children's literature in mind, but the hashtag has expanded by its users to include all literature or publishing. The hashtag #OwnVoices is meant to showcase works that are created by authors/illustrators who share the identity of their characters, such as a book with a d/Deaf protagonist written by a d/Deaf author.

It's great that more people are talking about how to write authentic, sensitive stories outside their experience, and getting sensitivity readers involved, but it's also important that marginalized people are able to tell their own stories. And that's what #OwnVoices does—it allows us to be a voice in our own storytelling, when stories about marginalized communities have historically been told by privileged people. (yalsa.ala.org)



(source: twitter.com)

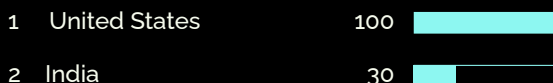


(source: twitter.com)

# #ownvoices

## online statistics

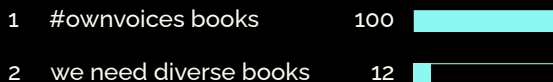
### interest per region



### related topics



### related searches

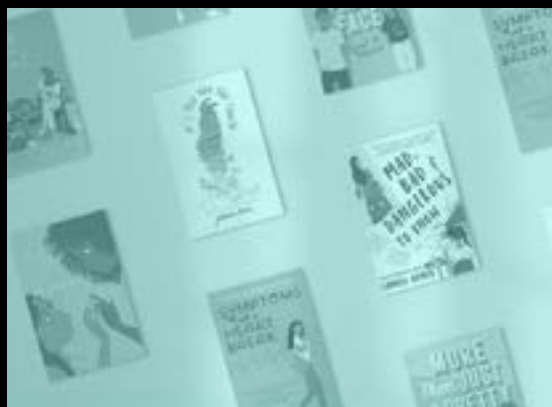


## real-life impact

Blogger Fadwa made excellent points on the ways #OwnVoices has been misused. She described marginalized authors feeling boxed in by the label. It doesn't mean that all readers from a particular background will relate to one specific own voices book. It refers to a commonality between the author and their protagonist, not necessarily their readers, she wrote.

In June 2021, a press release from the organization We Need Diverse Books explained why they no longer use the term own voices. WNDB had been an early supporter of the term, but as Alaina Lavoie explained, the term is vague and has been misused to gate-keep identities and invade authors' privacy. Around the same time, we at Book Riot opted for more specificity (for example, saying "a book with a Muslim protagonist by a Muslim author") rather than own voices.

Paradoxically, the own voices label can be both too vague and too specific. If a white writer created a protagonist of color who had the writer's own disability, for example, it would seem misleading to call the story own voices. However, readers shouldn't presume they know intimate details of an author's personal life, like diagnoses, sexual orientation, relationships, ethnicity, or religion, just by reading their fiction. Nor are they entitled to know, judge, or speculate on these details. (bookriot.com)



(source: kirkusreviews.com)

# #icebucketchallenge

## origin

Year: 2014

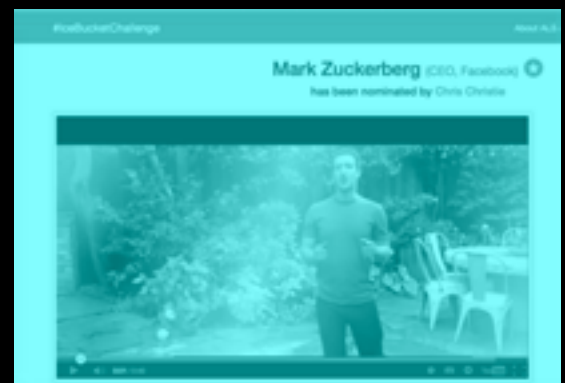
The Ice Bucket Challenge, sometimes called the ALS Ice Bucket Challenge, is an activity involving the pouring of a bucket of ice water over a person's head, either by another person or self-administered, to promote awareness of the disease amyotrophic lateral sclerosis (ALS, also known as motor neuron disease and in the United States as Lou Gehrig's disease) and encourage donations to research. The challenge was co-founded by Pat Quinn and Pete Frates; it went viral on social media during July–August 2014. In the United States, many people participated for the ALS Association, and in the United Kingdom, many people participated for the Motor Neurone Disease Association, although some individuals opted to donate their money from the Ice Bucket Challenge to other organizations.

The challenge encourages nominated participants to be filmed having a bucket of ice water poured on their heads and then nominating others to do the same. A common stipulation is that nominated participants have 24 hours to comply or forfeit by way of a charitable financial donation. (wikipedia.com)

## social-media impact

In mid-2014, the Ice Bucket Challenge went viral on social media, particularly in the United States, with people, celebrities, politicians and athletes posting videos of themselves online and on TV participating in the event. According to The New York Times, people shared more than 1.2 million videos on Facebook between June 1 and August 13 and mentioned the phenomenon more than 2.2 million times on Twitter between July 29 and August 17. At its peak, the challenge generated more than 70,000 tweets per day with hashtags such as #IceBucketChallenge, #ALSIceBucketChallenge, and #StrikeOutALS. Mashable called the phenomenon "the Harlem Shake of the summer".

Prior to the challenge, public awareness of the disease amyotrophic lateral sclerosis (ALS) was relatively limited; the ALS Association stated that prior to the challenge going viral only half of Americans had heard of the disease,[84] often referred to as "Lou Gehrig's disease", after the famous baseball player Lou Gehrig, who publicly revealed his diagnosis in 1939. After the Ice Bucket Challenge went viral on social media, public awareness and charitable donations to ALS charities soared. Hits to the English Wikipedia's article on amyotrophic lateral sclerosis grew from an average of 163,300 views per month to 2.89 million views in August 2014, and similar increases occurred in the Spanish and German Wikipedias. (wikipedia.com)

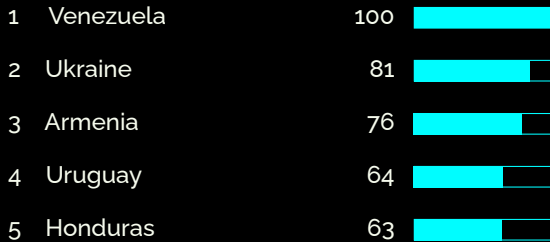


(source: facebook.com)

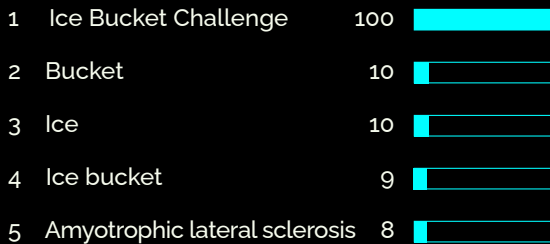
# #icebucketchallenge

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

The Ice Bucket Challenge raised over \$220M worldwide. Its combination of competitiveness, social media pressure, online narcissism, and low barriers to entry led to more than 2.4 million tagged videos circulating Facebook. Even though 40–50% of the new donors were likely to make one-time gifts only,<sup>[49]</sup> the Challenge instigated large numbers of people, videos, and donations. The challenge also benefited from a unique balance of mass interest and individual identification. In using social media as its platform, it accessed many people worldwide; in having its participants individually identify potential candidates - calling them out by "tagging" them - it felt personal. Furthermore, the videos were often entertaining. The average participants kept their videos under a minute. [citation needed] requiring limited commitment from any viewers. Another concept the Challenge benefited from was its ripple effect, inspiring features for articles, such as The Guardian's "10 More of the Best Celebrity Takes on the Ice Bucket Challenge." Despite its marketing success, critics suggested that the ease of repeating the challenge's spiel do not increase awareness of what the disease actually does and who it is so harmful to.

The success of the challenge prompted the Muscular Dystrophy Association, which also raises funds to combat ALS, to discontinue its long-running annual telethon, the MDA Show of Strength, after the 2014 edition, stating that the Ice Bucket Challenge prompted the MDA to reevaluate how it can connect with the public. (wikipedia.com)



(source: eu.usatoday.com)

# #deaftalent

## origin

Year: 2015

#DeafTalent is a hashtag used to highlight through social media the capabilities of the deaf and hard of hearing community. Prior to the hashtag's emergence, in the creative industry, hearing actors had been cast in deaf roles. The SAGE Deaf Studies Encyclopedia wrote, "In response to this, the social media hashtags #DeafTalent and #POCDeafTalent were created. The hashtags, while originally used to point out problematic portrayals of deaf characters and sign language in the media, are now also used to celebrate the wide breadth and multiplicity of deaf actors, artists, and other talent in the world."

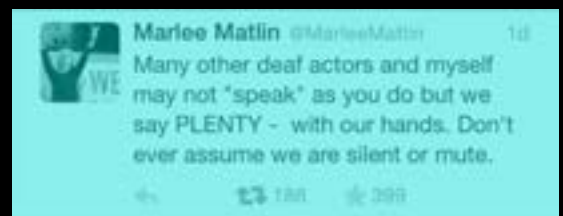
In the 2010s, #DeafTalent was initially used to protest the casting of hearing actors in deaf character roles in the films *Avenged*, *Medeas*, and *Hush*. Afterward, the hashtag's purpose evolved to recognize deaf actors and character roles. Supporters of the movement collectively prefer realistic portrayals of deaf people and characterizations developed by deaf script writers. Uses of the hashtag were tracked by filmmaker Jules Dameron, and actor Tyrone Giordano created a publicly-available database of talented deaf people. With *Medeas*, in 2015, the hashtag #DeafTalent trended for 49 days. The book *Exploring Deafness* wrote, "Many actors and activists [affirmed] support for spreading awareness about casting Deaf people in Deaf roles," and highlighted that the films *Baby Driver* and *A Quiet Place* that cast "authentic Deaf people in Deaf, signing roles has resulted in multiple awards and nominations". Deaf author Sara Novic said because the hashtag trended, a roundtable was hosted by the National Endowment for the Arts, where there was a conversation about "about how to support deaf actors, writers, and artists". (wikipedia.com)

## social-media impact

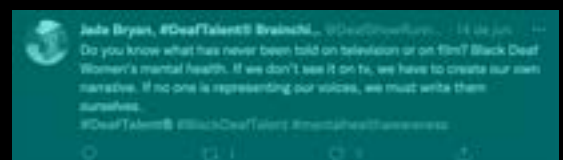
The hashtag repeatedly became a viral phenomenon with the visibility of deaf roles such as Nyle DiMarco's participation in the reality television series *America's Next Top Model* and *Dancing with the Stars*, deaf actress Millicent Simmonds in the horror film *A Quiet Place*, deaf casting and production in the television series *This Close*, and Deaf West Theatre's revival of the play *Spring Awakening*. [6] With *Spring Awakening*'s premiere in 2015, *The Atlantic* reported, "A hashtag has emerged: #DeafTalent, proclaiming the importance and power of diversity in culture."

When *A Quiet Place* premiered in 2018, Nikol Prieto, writing for *Easterseals*, called the film "another example of #DeafTalent, which is a movement that encourages Deaf actors to be cast for Deaf roles instead of hearing actors". Prieto added, "The #DeafTalent campaign is about encouraging movie and television producers to provide more opportunities for Deaf actors. This movement is not only about bringing awareness to hearing individuals, but also about creating diversity in film and a valid representation of Deaf culture."

With *Medeas*, in 2015, the hashtag #DeafTalent trended for 49 days. (wikipedia.com)



(source: twitter.com)

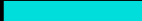




(source: twitter.com)

# #deaftalent

## online statistics

### related topics

|   |              |     |   |
|---|--------------|-----|---|
| 1 | Hearing loss | 100 |  |
| 2 | Deaf culture | 89  |  |
| 3 | Hearing      | 56  |  |

## real-life impact

As the DeafTalent movement continues to spread, influencing the very fabric of American pop culture, creative people who are deaf will build further upon these grassroots efforts. The larger intersectional discourse with regards to how the media portrays people from minority communities is bringing many advocacy groups together, thus raising the visibility of marginalized people seeking work in the industry.

Awareness about the importance and availability of deaf perspectives only increases as skilled actors, writers, directors, camera people, and consultants are gradually making their way onto major production teams and on-screen roles. (huffpost.com)



(source: ns-businesshub.com)



(source: twitter.com)

lgbt+ rights

# #lovewins

## origin

Year: 2015

On Friday, June 26, 2015, people took to social media by storm, in particular to Twitter, sharing the news and their excitement, or lack thereof.

According to USA Today, there were more than 10 million tweets surrounding the Supreme Court's decision to legalize same-sex marriage on June 26, 2015. Hashtags such as #lovewins, #SCOTUSmarriage, and #marriageequality were trending on Twitter and "broke" the internet. The general public, celebrities, politicians, and many other public figures were joining in on the excitement together and the hashtags spread to reach millions of people. (web.northeastern.edu)

## social-media impact

The hashtag #LoveWins went viral, reaching 6.2 million tweets in six hours, after President Obama tweeted: "Today is a big step in our march toward equality. Gay and lesbian couples now have the right to marry, just like anyone else. #LoveWins".

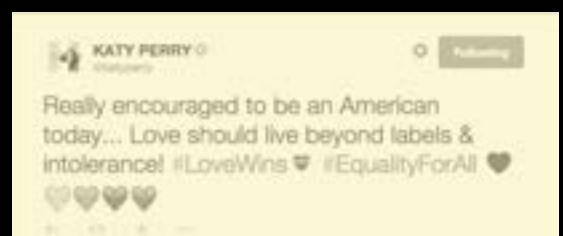
There was widespread acceptance of same-sex marriage. According to millions of tweets and previous analyses, the general public was in favor of same-sex marriage and very supportive of the LGBT community.

The social media analytics platform TalkWalker found that #lovewins had 284,730 mentions and 60,727 unique tweets, showing how historic of an event this was in the United States. The Pew Research Center took a poll that revealed the support for same-sex marriage has significantly grown.

According to Keyhole, between September 19 and September 23, #LoveWins reached over 5 million people. That is a relatively small number when compared to how rapidly #LoveWins spread to over 6 million people in a few hours, rather than five days. However, there is still a community of people who are connected and are continuing to showcase their support for the LGBT community via Twitter. (web.northeastern.edu)



(source: twitter.com)



(source: twitter.com)

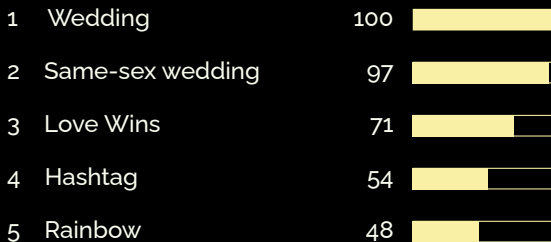
# #lovewins

## online statistics

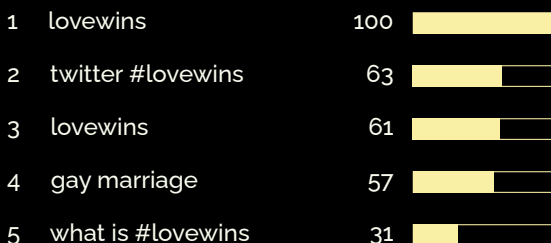
### interest per region



### related topics



### related searches



## real-life impact

We have come a long way from homosexual discrimination as a society and as a country. In general, all of this data reveals that the LGBT community is widely accepted by many, meaning that, culturally, people may have more liberal views. Journalists, while often still remaining neutral as they report on the policy debate, should be aware of these changes norms if they want to reach the millennial audience. They would also know the ways by which they can publish their article and reach a large audience - for example using certain hashtags or media platforms.

The only downfall with social media is that even though a hashtag may be widely used, people with a significantly large following have the most power in sharing news and reaching a large audience. Therefore, news that is circulated and gets the most attention is almost always limited to celebrities, politicians and other public figures.

Millennials (ages 18-34) are more tech savvy, using mobile phones and social media apps as a tool for social engagement, daily. (This was represented in the pie graph for Top Sources.) The way news is circulated and information is conveyed to people has changed due to social media. Twitter, especially, is a more immediate way to receive and share news. This social medium allows for people to create and join communities to engage with people from all over the world, using a single hashtag, meme, picture, or event-related material. (web.northeastern.edu)



(source: web.northeastern.edu.com)

# #girlslikeus

## origin

Year: 2012

In 2012, trans advocate, author, director, and TV host Janet Mock was moved to become a more outspoken activist because of the murders and suicides of queer and trans youth. She used her cultural capital as a former web editor for Marie Claire and digital tools such as YouTube videos and Twitter, to reach out to other trans women with messages of support and opportunities for community building. In explaining the origin of her hashtag #GirlsLikeUs, Mock describes her support of Jenna Talackova, a contestant disqualified from the Miss Universe Pageant for, in the words of the pageant officials, "not being a natural born female." Mock's desire to help Talackova achieve her dream led to the creation of the hashtag as a form of trans feminist community building and advocacy.

Mock has also credited activist CeCe McDonald as an inspiration for the hashtag, stating on Twitter, "#BecauseOfCeCe I was inspired to begin using the phrasing #GirlsLikeUs which led to a social media visibility movement. #CeCels-Free." As Mock notes, other trans women quickly embraced the hashtag, using it to discuss everything from the desire to transition, to the violence of being outed in unsafe situations, to dreams of success. Through the discursive contributions of other trans women, the hashtag became a space for counterpublic engagement. By sharing information through the hashtag #GirlsLikeUs on Twitter, YouTube, and various blogs, Mock and other users have created a new media network through which conversations generally reserved for members of the transgender community can, and do, reach beyond it. (bitchmedia.org)

## social-media impact

The mainstream media have responded to #GirlsLikeUs. Popular online news sites such as HuffPost now allow users to quickly find stories about trans women through the linked tag "girlslikeus." CeCe McDonald's story has been featured in Rolling Stone and other popular publications, Mock's #RedefiningRealness has been featured on almost every major network and cable channel, and #TransIsBeautiful has been featured in mainstream fashion magazines like Elle and pop culture magazines like People. Alongside mainstream attention, this universe of hashtags has garnered debate and discussion within larger LGBTQ, feminist, and racial justice counterpublics, including feature articles in the LGBTQ magazine The Advocate, on the racial justice blog Colorlines, and on the popular feminist pop culture site Jezebel.

It is also clear that the mainstream visibility of some members of the counterpublic, Mock and Laverne Cox in particular, allows a widely visible interrogation of mainstream narratives about gender identity and feminist and queer politics while supporting in-group needs. Since Mock first used the hashtag #GirlsLikeUs in 2012, issues of trans visibility and inclusion have reached an increasingly wide audience and have shaped some of the most visible popular cultural and political debates. The increasing number of representations of trans lives that are written and controlled by trans people has worked to humanize trans experiences. In niche media, #GirlsLikeUs continues to be a phrase for intragroup connection. (bitchmedia.org)

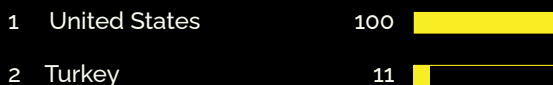


(source: twitter.com)

# #girlslikeus

## online statistics

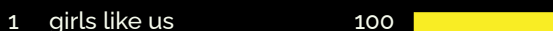
### interest per region



### related topics



### related searches



## real-life impact

In response, the U.S. Department of Education and Department of Justice issued a letter supporting transgender students' right to use the bathroom of their choice and issued an injunction to stop the North Carolina bill from being implemented. Unfortunately, the legal red tape has yet to be resolved, and trans North Carolinians remain caught in the middle for the foreseeable future. A number of other states, including Massachusetts, have passed or confirmed public accommodation access bills that uphold the rights of trans people. The successful #YesOn3 initiative in Massachusetts successfully kept language that protected trans and intersex rights. Additionally, in a Trump administration memo leaked to the New York Times, advisers proposed redefining "gender" on "a biological basis that is clear, grounded in science, objective and administrable."

While it's unclear how this redefinition could be actionable, its ability to wipe away legal gains for trans and other gender-nonconforming individuals is high. In racial justice activism the issue of transgender rights has been taken up passionately by a generation of millennial radicals unwilling to accept the respectability politics and assimilationist tactics of the past. Alicia Garza, one of the founders of the Black Lives Matter movement, has often spoken about the importance of trans and genderqueer Black lives to her and the other founders' vision of the contemporary Black liberation movement. The use of hashtags to discuss and center Black trans women victims of violence has become intertwined with Black feminist initiatives such as #SayHerName. (bitchmedia.org)



(source: janetmock.com)

justice

# #notonemore

## origin

Year: 2014

In the aftermath of the Santa Barbara shooting that left seven people dead (2014), a campaign to halt gun use in the US gains momentum on social media.

Spurred by grieving father Richard Martinez, "Not One More" became the new rallying cry against gun violence last week (2014). And, it has since gone viral on social media.

Speaking to reporters shortly after his son, Christopher Martinez, was murdered in the massacre that left seven people dead in Santa Barbara, Calif., on May 24, Martinez fought back tears and blasted gun laws in the US.

"Why did Chris die? Chris died because of craven irresponsible politicians and the NRA. They talk about gun rights. What about Chris's right to live? When will this insanity stop?" Martinez said. "We don't have to live like this. Too many have died. We should say to ourselves, 'Not one more.'"

Later, at a memorial service last week, Martinez said he was going to "ask every person I can find to send a postcard to every politician they can think of with three words on it: Not One More."

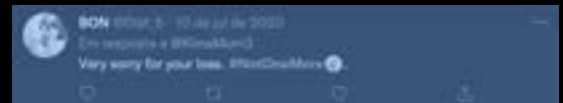
Gun control advocates heeded Martinez's advice and ran with it. One group, Everytown for Gun Safety, created an online tool that lets users input their data and then the group sends the postcard for them. Everytown widely publicized this postcard campaign on Facebook and Twitter. (cnet.com)

## social-media impact

Politician, actors, and activists have also posted photos of themselves on Twitter, Facebook, and Instagram holding signs with the hashtag #NotOneMore. Within 24 hours of Martinez asking students to tweet #NotOneMore last week, the hashtag had been posted to the social network about 30,000 times, according to Mashable.

On Tuesday, actor Julianne Moore sent out an e-mail, via Everytown, asking people to take pictures of themselves holding signs that say "Not One More" and share them on Facebook and Twitter. If people opt-in, Everytown will also share the photos on its website using a #NotOneMore Flickr feed.

"Now you are helping to put [Martinez's] words into action," Moore wrote. (cnet.com)



(source: twitter.com)

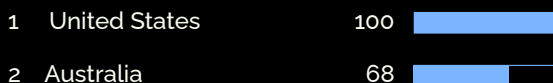


(source: twitter.com)

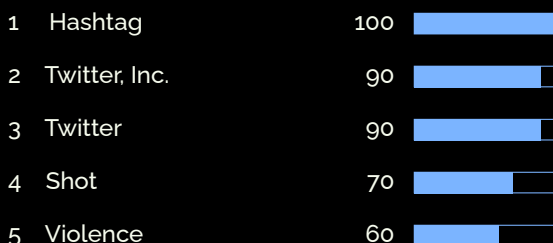
# #notonemore

## online statistics

### interest per region



### related topics



## real-life impact

Four months after Christopher's death, California Gov. Jerry Brown signed legislation that allows law enforcement or family to temporarily seize guns from people determined by the courts to be a threat to themselves or others. The family of the gunman in the Isla Vista rampage had sought help for him but he was still able to own guns. Christopher's father, with another victim's father, met with lawmakers to lobby for the legislation.

Martinez stumped and helped pass I-594, a measure that expands background checks so all gun transfers, beyond the initial point of sale, must go through a universal background check. And he traveled to multiple states in opposition of NRA-backed bills that would have eased gun restrictions on college campuses.

He says the NRA is not his enemy. While he views the gun lobby's leadership as more extreme than its membership, he believes its members, like voters, understand no one wants to be the next Richard Martinez.

"I'm not really trying to persuade anybody in particular. My approach is put the best case from my point of view, the gun safety movement point of view, before the voters and let them decide."

A spokeswoman for the NRA would not make an official comment on Martinez's efforts, despite numerous requests from CNN. She did, however, express sympathy for him and other families whose loved ones have been touched by gun violence. (edition.cnn.com)



(source: karkeraquila.com)

# #kony2012

## origin

Year: 2012

Kony 2012 is an online vigilante campaign which aims to arrest the Ugandan guerrilla group leader and head of the Lord's Resistance Army Joseph Kony before the end of 2012. The operation seeks to create viral media to raise awareness about Kony's use of children as soldiers and sex slaves in order to urge the American government to assist the Ugandan military in capturing him.

In the spring of 2003, three filmmakers Jason Russell, Bobby Bailey and Laren Poole traveled to Africa to document the genocide that was occurring in Darfur, Sudan. During their visit, they learned about the war against the government and the dangers of the rebel group's control over civilian population. In 2004, they formed the non-profit organization Invisible Children Inc.[5] in an effort to bring more attention to Kony and Lord's Resistance Army.

On February 20th, 2012, Invisible Children uploaded a 30 minute video to Vimeo titled "Kony 2012" which detailed Kony's history followed by instructions for viewers to support the cause by spreading the video and donating to the organization. It went viral worldwide. (knowyourmeme.com)

## social-media impact

As of April 26, 2022, the film has received over 103 million views and 1.3 million likes on the video-sharing website YouTube, and over 18.7 million views and over 21.8 thousand likes on Vimeo, with other views on a central Kony 2012 website operated by Invisible Children. At the time, the video was the most liked on the whole of YouTube, and is the first video ever to reach 1 million likes. The intense exposure of the video caused the Kony 2012 website to crash shortly after it began gaining widespread popularity. A poll suggested that more than half of young adult Americans heard about Kony 2012 in the days following the video's release. It was included among the top international events of 2012 by PBS and called the most viral video ever by TIME in 2013.

The film sparked a heated controversy regarding its merits, with very differing opinions being expressed by various NGO workers, government and international officials, journalists, and other groups and individuals. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

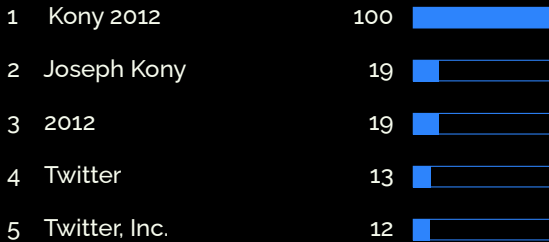
# #kony2012

## online statistics

### interest per region



### related topics



### related searches



## real-life impact

The White House released a statement of support through Press Secretary Jay Carney, who stated in a news conference, "We congratulate the hundreds of thousands of Americans who have mobilized to this unique crisis of conscience" and said that the raised awareness from the video is "consistent with the bipartisan legislation passed by our congress in 2010."

Cameron Hudson, policy director at the United States Holocaust Memorial Museum and former Africa director in the National Security Council, also praised Invisible Children for reaching "tens of millions of people who probably never previously heard of Joseph Kony."

Anthony Lake, the executive director of UNICEF, was cited as saying that a similar viral video would have made a difference during the Rwandan genocide in 1994, also suggesting that "this kind of public attention would also have helped save more lives in Darfur and in Congo's warring east." (wikipedia.com)



(source: folha.uol.com.br)



(source: dw.com)

# #freebritney

## origin

Year: 2009

Britney Spears rose to superstardom in the late 1990s and is commonly referred to as the "Princess of Pop." But, unfortunately, the singer's phenomenal success was followed by damaging media coverage. Tabloids looking to sensationalize Britney's life did so to the detriment of the singer's mental health — and the consequences have been lasting.

In 2008, closed door legal proceedings led to the pop star being placed under a strict conservatorship. The conservatorship, which was governed by her father, Jamie Spears, has not only stripped the singer of her agency, but it has cast a harsh light on how mental health is covered and discussed at large.

She ended up losing custody of her two sons, whom she'd had with ex-husband Kevin Federline. Additionally, her father petitioned the California courts to take control of Britney's personal, financial and medical decisions via a conservatorship. The court-approved mandate made the pop star a ward of her father's — and, as such, he was granted control of her \$47 million estate and her personal and professional activities.

As early as 2009, fans of Britney — who believe the singer is being unfairly held "captive" by her family and management team — started the #FreeBritney campaign to demand her release from the conservatorship (via Rolling Stone). Around this time, Britney recorded her sixth album, *Circus*; appeared on the MTV Video Music Awards; and toured, but fans continued to speak out on the singer's behalf. In response to the public backlash to the conservatorship, a lawyer claiming to represent Britney — who the singer couldn't have hired herself under the terms of the conservatorship — failed to get any restrictions removed, with the judge declaring that doing so would be a "travesty of justice." (ask.com)

## social-media impact

By July 2020, things had gone pretty silent for the #FreeBritney movement. After a judge ordered an expert evaluation on the case, there were many delays, mainly brought on by the pandemic. However, after Britney made a post on Instagram showing her support for the LGBTQ+ community, Gen Z took notice. In one video, a TikTok user questioned whether Britney was responding to a fan's sign for help. The video went viral and immediately was reshared all over social media. Thanks largely to TikTok's virality, the movement began having its resurgence. Soon after, dozens of users created their own videos questioning Britney's posts and situation, which quickly spread across the Internet. As of this writing, the #FreeBritney hashtag has garnered over 286 million views on TikTok alone. Following this event, Twitter users began creating threads to help organize factual information about Britney's situation and make it easily accessible for other users to learn more about it. Not long after, petitions from Change.org and the White House's official website requesting for Britney to be relinquished from the conservatorship began to proliferate all over the platform. As of today, the two petitions combined have been signed by over 245,000 individuals.

Additionally, fans advocating for Britney's autonomy began utilizing Instagram to create accounts such as @FreeBritneyLA (which has grown to over 20,000 followers). Updated daily with details on Britney's recent and upcoming court hearings, the accounts also help organize fan rallies to protest the conservatorship around the world. (double-forte.com)



(source: twitter.com)

# #freebritney

## online statistics

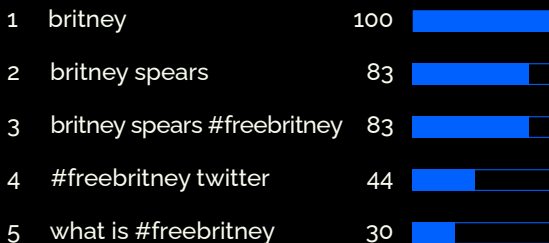
### interest per region



### related topics



### related searches



## real-life impact

Britney Spears, who has been in a conservatorship since 2008 after a mental health crisis, spent the past years trying to remove her father James "Jamie" Spears from her case, telling the court that she feels traumatized over what she said was an abusive conservatorship.

Los Angeles County Superior Court Judge Brenda Penny ruled in her favor, describing the arrangement as "toxic." Britney Spears testified in June that her father ruined her life through his role in the conservatorship, alleging that he took pleasure in controlling her and in her pain.

Britney's attorney credited the #FreeBritney movement for its role in Wednesday's ruling:

"She's free today in a sense ... but there's a larger issue here," Rosengart said. "And the larger issue is now being looked into by state legislatures throughout the country, certainly in California, and by the U.S. Congress. To the extent we can shine a light on that issue, as well, that's something that's very important."

Britney Spears thanked the #FreeBritney movement on Monday, saying fans were instrumental in last week's ruling to suspend her father as her conservator after 13 years under his control.

In a Twitter post, Britney Spears wrote: "#Free-Britney movement... I have no words... because of you guys and your constant resilience in freeing me from my conservatorship... my life is now in that direction !!!!!" (nbcnews.com)



(source: thenytimes.com)

# #bringbackourgirls

## origin

Year: 2014

In 2014, 276 school girls were abducted from the village of Chibok in northeastern Nigeria by a group of militants known as Boko Haram. Why? Because they dared to go to school, something Boko Haram – which loosely translates to “western education is forbidden” – felt entitled to prevent.

Boko Haram began as a small band of Islamic radicals, and has since emerged as an internationally recognized terrorist group. In total, over the past fifteen years Boko Haram has kidnapped some 5,000 children from at least four countries in addition to Nigeria. Some have been used as suicide bombers. The New York Times reported that one died with a baby strapped to her back.

To Boko Haram, these children are their property; their conquest. They are enslaved, assaulted and abused, and allowed to go on existing only at the pleasure of their captors. And Boko Haram are not an isolated case. This same tactic was deployed ISIS in Iraq and Syria. They kidnapped over 6,000 young Yazidi girls and held them as sex slaves, trafficked them to wealthy men and even roped them together to be sold in markets to the highest bidder.

The kidnapping of the Chibok girls fueled an international campaign: #BringBackOurGirls. Celebrities and world leaders took part, vowing that no girl should be denied her basic right to education. This demonstration of unity was important. There is power in knowing that we are not alone and that our stories matter. (reliefweb.int)

## social-media impact

The hashtag #BringBackOurGirls was initially live-tweeted by a Nigerian lawyer, Ibrahim Abdullahi during a televised speech by the former minister of education, Oby Ezekwesili whereby he said, “bring back our daughters”. This then garnered a lot of global attention by influential and notable people in the world. This was how the protest began in Nigeria, mothers whose children were taken used this hashtag to protest around the streets of Abuja, where the president resides. The hashtag was shared close to a million times on social media which really put this terrorist group on the mark and also brought attention to the group.

Although, after a year of the abduction of the Chibok girls, the hashtag died down. That was until Malala Yousafzai, who is a well known Pakistani activist, wrote an open letter to world leaders criticizing them for not putting enough effort in the release of the Chibok girls. This was due to the fact that even after a year of the abduction, a majority of the girls were still in custody, while some had escaped. After this letter was released, the hashtag was tweeted about 37 000 times by people(5). Manuel Castells states that although, “social movements have always been dependent on the existence of specific communication mechanisms...; interactive and self-configurable communication strategies allow movements to be less hierarchical and more participatory” (medium.com)



(source: twitter.com)

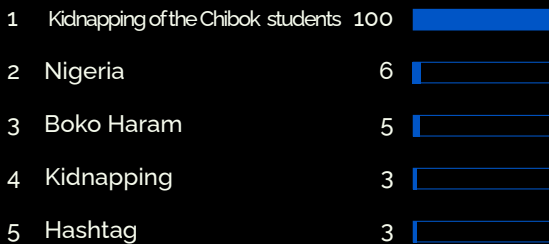
# #bringbackourgirls

## online statistics

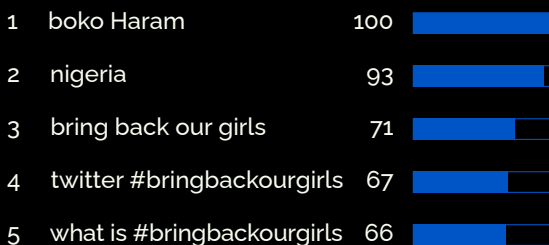
### interest per region



### related topics



### related searches



## real-life impact

Tens of thousands of children in Nigeria are missing out on their education because of the authorities' ongoing failure to protect schools, particularly in northern Nigeria, from attacks by insurgents and other armed groups, Amnesty International said today.

Today (2021) marks seven years since 279 schoolgirls were abducted by the armed group Boko Haram in Chibok. Although most escaped or were later released, more than 100 girls remain in captivity. Further mass kidnappings of schoolchildren in Nigeria have seen hundreds of children killed, raped, forced into "marriages" or forced to join Boko Haram. This has resulted in hundreds of schools being shut, with disastrous consequences for young people in a region already facing extreme insecurity.

"The Nigerian authorities' failure to protect schoolchildren from recent attacks clearly shows that no lessons have been learned from the Chibok tragedy. The authorities' only response to schoolchildren being targeted by insurgents and gunmen is to close schools, which is increasingly putting the right to education at risk." - Osai Ojigho, Director Amnesty International Nigeria.

"It is the responsibility of the government to ensure that no child is left behind. Education is a human right and the government must ensure that all children have access to basic education in an environment free from violence and threats of attacks," said Osai Ojigho. (amnesty.org)



(source: bbc.com)

# #aminext

## origin

Year: 2014

#AmlNext is a social media campaign launched on September 5, 2014, by Inuit Canadian Holly Jarrett, to call attention to the high rate of missing and murdered Indigenous women in Canada. It was one of many awareness campaigns initiated by activists since 2000.

In February 2014, Loretta Saunders (Inuit) was murdered by her roommates in an argument over rent money. Saunders was preparing to graduate from Saint Mary's University in Halifax and was working on a thesis regarding the missing and murdered Indigenous women of Canada. Following the September 2014 murder of Tina Fontaine, another young Indigenous woman, Saunders' cousin Holly Jarrett founded the #AmlNext campaign to carry on her cousin's efforts to increase national awareness about violence against Indigenous women. Jarrett said that she wanted to encourage a national dialogue about an issue that she felt was often invisible to non-Indigenous Canadians.

Jarrett began her hashtag campaign after starting a Change.org petition in August 2014 calling for a government inquiry into the issue of missing and murdered Indigenous women. Both efforts were related to the murders of her cousin Lorraine Saunders and of the administration of Justin Trudeau announced initiation of such an inquiry in December 2015; it was started in 2016.

At the time of its launch, the #AmlNext campaign called on the conservative government, then headed by Stephen Harper, to acknowledge the pattern of violence. The campaign received widespread coverage across Canada following its launch due to simultaneous news reports releasing details of the Fontaine case.[2] On September 11, 2014, the BBC aired a segment on the campaign, which resulted in international coverage. As of March 2016, the petition on Change.org has received over 300,000 signatures. (wikipedia.com)

## social-media impact

To participate, social media users were invited to post "selfie" photographs holding signs displaying the hashtag, and include a short message about why they were participating in the campaign. For more than a decade, Indigenous activists had been seeking a national government inquiry into the disproportionate rate of violence and murders perpetrated against Indigenous women. Demands for such an inquiry were reignited following the murder of Fontaine.

After starting the hashtag campaign, Jarrett announced that she was producing a documentary about Saunders and the underlying sociopolitical factors contributing to the high proportion of violence against Indigenous women. In June 2016, Jarrett on her change.org site that she had met with both Carolyn Bennett, Minister of Indigenous and Northern Affairs, and Patty Hadju, Minister of Status of Women, appointees of the newly elected Trudeau Government. During this meeting Jarrett discussed the personal responses to the crisis from petition signers and #AmlNext participants. (wikipedia.com)



(source: twitter.com)



(source: twitter.com)

# #aminext

## online statistics

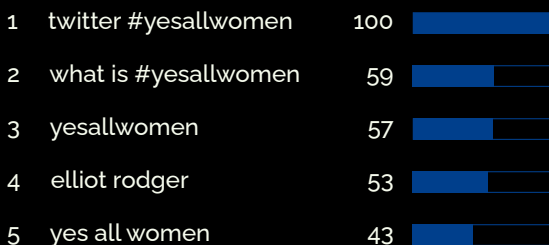
### interest per region



### related topics



### related searches



## real-life impact

The campaign's success cannot be denied: after international media picked up the story in 2015, Justin Trudeau committed to a national inquiry on the issue. In the words of academic Sarah Hunt, "The impact of both campaigns lies in the fact that they have been initiated by Indigenous women, and are examples of self-determined approaches to resisting violence."

They also brought into focus issues of representation for the 'Two-Spirit' population: people indigenous to North America who fulfil a ceremonial role in their traditions as a 'third gender'.

Hunt continues: "Social media is revealing the ways in which individual women, men, Two-Spirit and trans people are actively resisting colonialism in their everyday lives, not just waiting for state officials to 'save' them." (wikipedia.com)



(source: saftu.org.za)



(source: news24.com)

Maria Adriana Marques  
Projeto II  
Mestrado em DC  
FBAUL, 2021-2022

