

Final Report Presentation

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MAGNOLIA CREATIVE





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Hello!

We are **Magnolia Creative**, a Public Relations research group purposed to explore social movements on social media platforms like Twitter.

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Our Study

We are studying the effects social media has on social movements. Our research is aimed at defining how much of an impact social media trends on Twitter have on social movements for college students.

WHO ARE WE STUDYING?



College Students

We are studying college students who are active users of Twitter.

Our goal is to determine how Twitter social movements can affect the user's perception of different social movements.



Our Publics

- College Students
- Users of Social Media
- Active on Twitter



Background Research





Background Research

- Psychological Components
- Twitter Trends and the Effect on Social Movements
- Social Media Identity and Social Movements
- Social Media's Impact on College Students

PSYCHOLOGICAL COMPONENTS

Involvement in social movements through social media is now a form of online “personal expression and self-validation”

It allows them to feel personally connected to the content, but it also validates their engagement in the movement

Taking part in these social movements allows people to feel like they are part of something bigger than themselves



TWITTER TRENDS AND THE EFFECT ON SOCIAL MOVEMENTS

Due to the universality of Twitter, users are able to contribute to political and social movements with the absence of activist hierarchies and traditional protest structures.

Twitter users are able to challenge higher authorities from the comfort of being shielded by a phone or computer screen.

The use of Twitter hashtags and sharing Twitter trends can have “powerful theoretical and practical implications” when it relates to policy and social reform.





SOCIAL MEDIA IDENTITY AND SOCIAL MOVEMENTS

Identity in social movements has created an importance in being involved in online social media movements.

“34% of Americans have taken part in a group on social media that share an interest in an issue or cause,

Creates Network Structures - Twitter users who are “connected by strong, direct ties to people highly motivated to participate in a protest are more likely to participate [themselves] than someone... with weaker ties”

SOCIAL MEDIA'S IMPACT ON COLLEGE STUDENTS

College students are known to be active users and contributors to social media. Specifically, on Twitter, they are known to express their feelings freely and participate in conversations.

Self- Disclosure - This behavior would make people more likely to react to social movement related content and maybe even become involved too.

In the study "Can Social Media News Encourage Activism? The Impact of Discrimination News Frames on College Students' Activism Intentions" , found by using the Anger Activism Model that news frames can impact college students to the point where they join social movements.



Focus Group
Findings



Focus Group

To propel conversation among participants

How they identify themselves in social movements

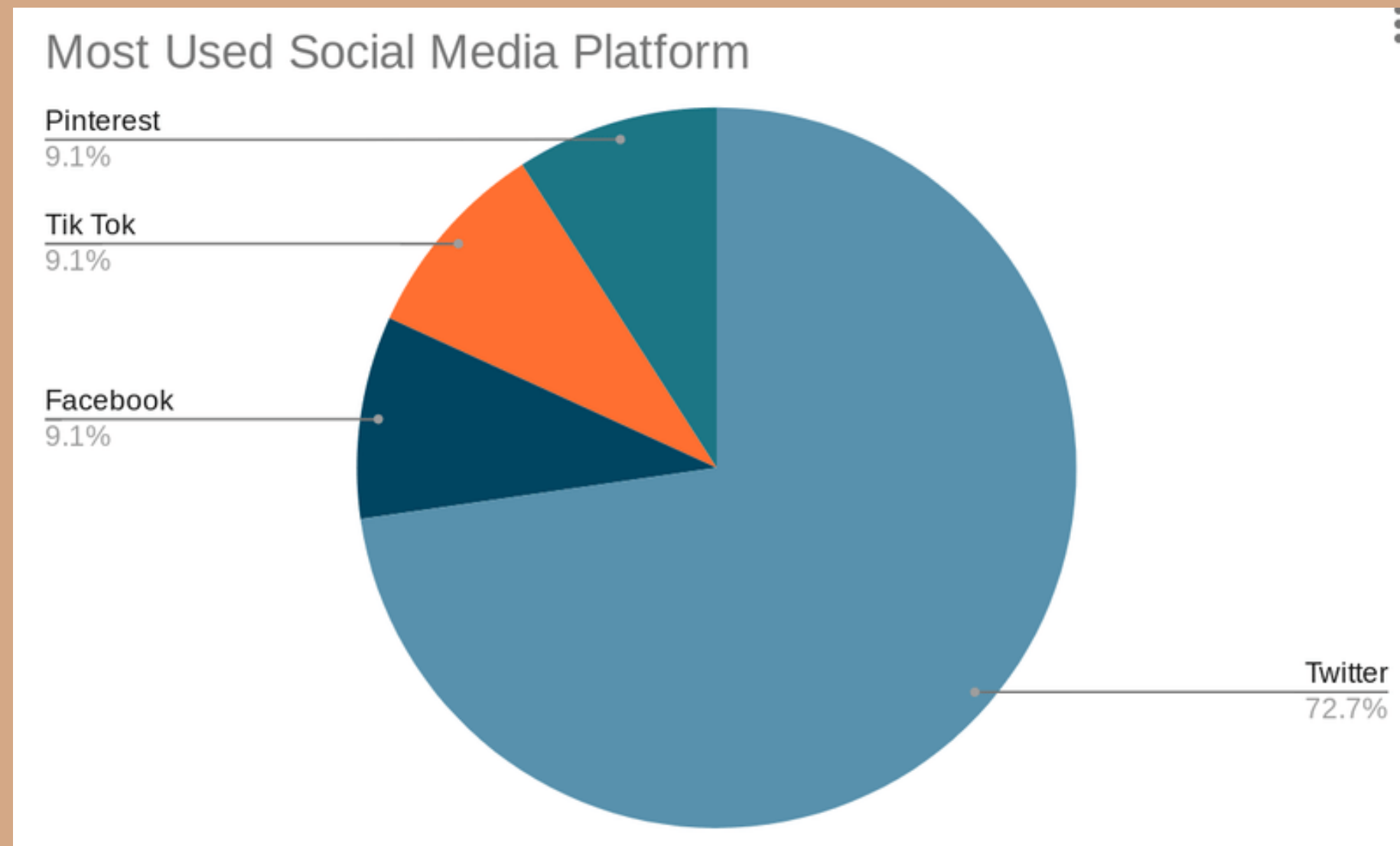
How Twitter plays a role in their social movement involvement

Findings

Our focus group findings will help us assess Twitter usage impact on social movements

- Social Media Usage
- Twitter Feed Content
- Social Movements on Twitter
- Emotions toward Social Movements
- Representation of Social Movements on Twitter
- Friends, Followers and Twitter Usage

Social Media Usage



- Of our participants, 72.7% reported Twitter as the most used platform
- Twitter is the main platform for news, entertainment and content creation
- Universality of the Twitter app was unanimous among members

News Content on Twitter

- Difference between social movement representation on Twitter vs. Mainstream News
- News is most prominent content on news feed
- Find most news on Twitter
- Found out about social movements through Twitter





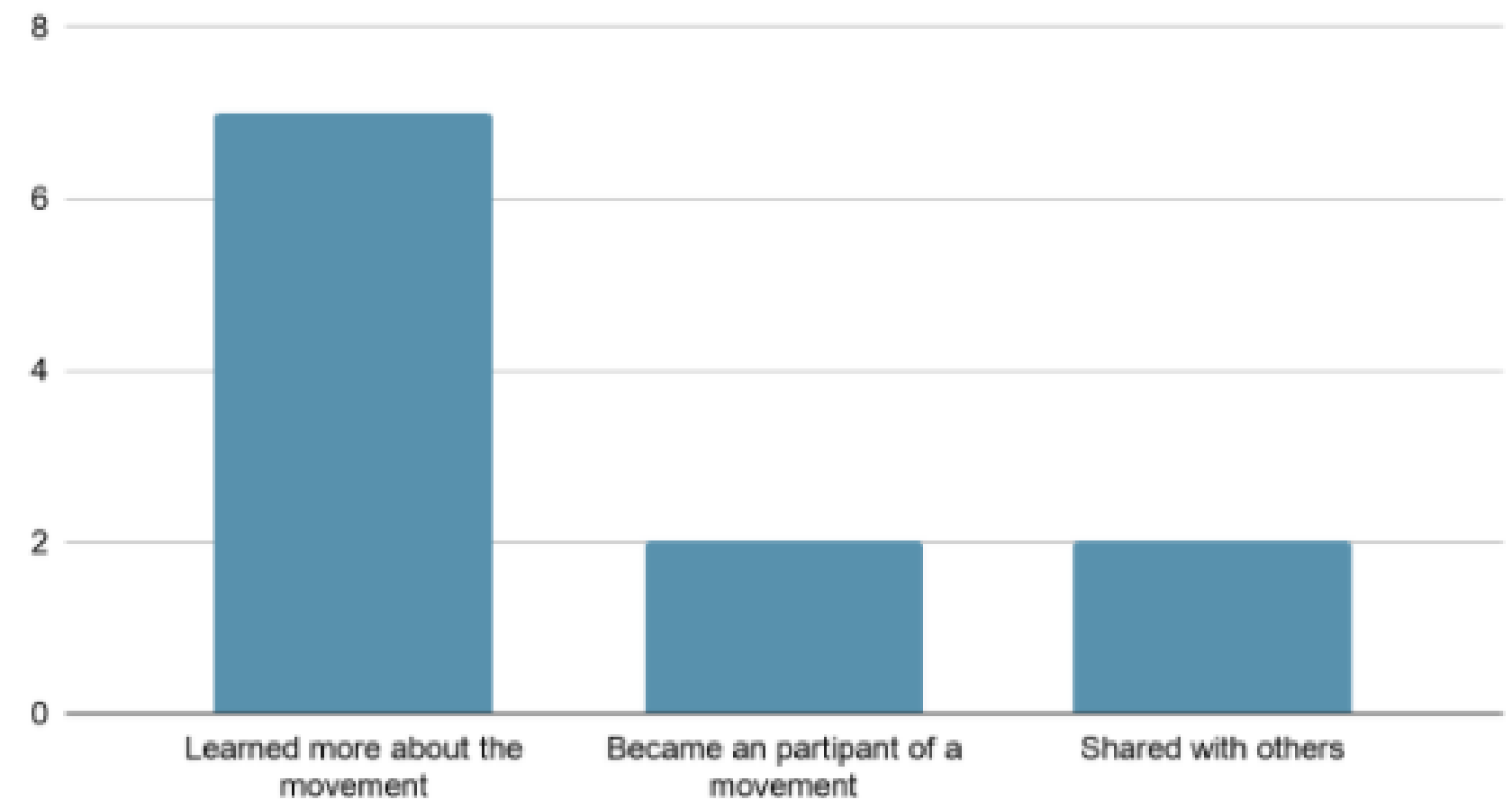
Social Movements on Twitter

- protest-related content on Twitter made them either participate or research more about the current social movements
- more prevalent during the summer of 2020
- BLM as a catalyst
- Protest against LSU
- First encounter with social movements usually happen on Twitter
- Main forms:
 - donating, signing petitions, researching and becoming activists.

Emotions Toward Social Movements

- Participants said testimonials on Twitter had a major impact on their life when it comes to social movements.
- BLM – found their voice
- LSU Mishandling Sexual Assault – related to experiences in their own voice
- Focus Group participants listened to those that shared personal stories.

How Did Social Movements on Twitter Impact Your Life





Representation of Social Movements on Twitter

- Less Bias on Twitter
 - Some members of the focus group felt that Twitter gave a different perspective of social movements.
- More content
 - Some members agreed that Twitter gave more access to full videos, photos and firsthand experiences from people participating in social movements or protests.
 - Member One shared that they enjoyed reading comments under social movement photos or videos to see what others were saying or sharing on the topic, giving the participant a broader viewpoint of what others are saying on Twitter.
- Accuracy
 - Focus group members felt that Twitter sometimes represents social movements accurately.
- The unfair use of algorithms
 - Twitter users do not always have a full view of what is happening in social movements.
 - Members also felt that Twitter users may miss dissenting viewpoints and skewed information due to the algorithm of Twitter to feed a user information that relates or is similar to their existing beliefs.

Friends, Followers and Twitter Usage

- Not pressured by what their friends believe in
 - There was unanimous agreement among all members that their friends' tweets about social movements give them new ideas or perspectives, but it does not fully change what they believe.
- The importance of education
 - They felt that due to their college education, they were able to make more accepting decisions with people and broaden their viewpoints on social and political issues.
 - Numerous participants mentioned that they were from rural towns in Louisiana, which they felt gave them a small worldview in comparison to the diverse experiences they have had at LSU.



Survey Questionnaire & Explanation





SURVEY INFORMATION

- online survey through Qualtrics
- The purpose is to help expand our findings from our focus group
 - it will be similar to the focus group, but be more specific
- focusing on participants' frequency of Twitter usage
- includes multiple choice questions, likert scale questions, matrix questions and more
- Quota sampling to gain participants



Questions?

THANK YOU!



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