

Socio-Political Activism: Content Analysis of Selected Hash Tags

A. Divatia and P. Thaker

Abstract—Social media is the means to register people's participation in the virtual world and to organise, coordinate and/or drive social change, mass protest or any social movement which brings commendable changes in and around the world. The concept and practice of hashtag activism are relatively new. They are very user friendly, by just liking or retweeting the post on Twitter many social drives and socio-political movements have gone popular and successful in recent times. It has gained significance quick as a wink, due to the participation of a large number of people pan the world, for divergent issues like justice for victims, human rights abuse, political drama, fundraising, campaigns etc. This research study which has never been conducted in its current form clearly showed the use of the hashtag and socio-political activism on tweeter. The primary focus of this research was a detailed study of the selected popular hashtag in recent times.

Index Terms—Social media, communication, virtual world, hashtag, tweeting-re-tweeting, socio-political movements, social activism, Twitter, justice, political activism.

I. INTRODUCTION

The expansion and prosperity of new communication technologies in the last couple of decades had significantly changed the concept, methods and process of initiating and coordinating social movements and mass protest. The need of any human being to connect and interact with others was universal and unavoidable, and after the name of social instinct, there was an even more powerful necessity of giving senses and meaning to our world. These created a social universe made of all-together a different

language and social rules, which were shared and understood by everybody. Social media was a powerful means of social relations in the 21st century which continued to emerge as a major force in the global society and its practice was seeing a revolutionary change in interactive media and instantaneous communication. [1]. While traditional media were still the foundation of public communication, new social media provided a much more personal and interactive form of social relations. With the advent of digital technology and the internet, it became a lot easier for people to create their content, be it images, words, video or audio [1]. Jack Dorsey (co-founder of Twitter) thought Twitter was one of the SMS-based communication platforms. In its formative years, Twitter had made good space in the life of the users. What made Twitter a little different in terms of communication app was its 140-

character limit. However, it has seen a rise of 280 characters in 2017.

This helps the user to condense their thoughts. With the tremendous growth of Twitter, some funny and strange things started to happen – Twitter users invented different ways of using Twitter. The same thing happened with the #hashtag, which has now become an integral part of the Twitter ecosystem. Any word which was recognised by the Oxford dictionary becomes mainstream. Such can be the journey of the then-obscure, but now extremely popular word 'hashtag'.

The roots of the hashtag can be traced in Twitter among the list of other websites that support the tagging system. Popularized by Twitter, and later adopted by other social networking websites, the hashtag has a surprising way of making an impact in society. When one applies a hashtag in front of a word or a phrase, they open up themselves and their thoughts to the number of critics, analyses, views or protests.

According to an article posted on social media the hashtag has evolved in five different ways since it was created. They can be categorised as:

- 1: #groupdiscussion
- 2: #showyoursupport
- 3: #streamlinedsearches
- 4: # humour
- 5: #marketing

The most generalised form of Twitter was grouping, where manipulators use the hashtag to group words, conversations, and topics. While in most recent times of international crisis, where people from around the world cordially came together to support each other the hashtag has emerged as a way of binding together different communities for a common cause. With the emergence of a new trend of online marketing, the hashtag took no time in becoming an effective tool for businesses. The hashtag helps businesses to communicate to a larger group of their target audience.

Fig. 1 shows how social media has also changed the way we behave and communicate, where social customs and protocol sometimes seem restrictive and limiting, people feel they have a sagacity of freedom of expression and/or of speech when using social networks. The popular method to bring socio-political changes in the real world nowadays was hashtag activism - the act of building up public support with the help of social media for a cause. Many issues and movements were prevailing in society for a long. But all these got a voice when people started sharing their stories and open-ended conversation about them publically on social networking sites. Perhaps, most of the mass protest was born online, virtually gathering people on social media. Social media has proved more democratic than newspapers and television. Social media offers an opportunity for netizens to express their views on several issues. [2].

Manuscript received April 26, 2022; revised July 21, 2022.

Divatia, Ami is with the CEPT University, Ahmedabad, Gujarat (e-mail: ami.divatia@cept.ac.in).

Thaker, Prachi was with Gujarat University, Ahmedabad, Gujarat (e-mail- prachimt7@gmail.com).

The concept and practice of hashtags? How hashtag helps in creating free space for speech and expression? How do users see and support this new advent? What was the reach of its impact pan the world? How communication in the virtual world (if at all) was useful to people. This study will try to get answers to these upspringing questions and/or add to them.

II. JUSTIFICATION

The hashtag has been the most recent valuable advent in the era of the technological world. To stay connected with the world and sail in the same boat, it's necessary to stay updated. For policymakers, it becomes necessary to be aware of every hip and happening around the world. This shall help them to frame the policies and make necessary changes. This study was intended to find the effectiveness of hashtags in the 'Digital Era'. Also to know the magnitude of knowledge about its right use and effect. The rationale behind this was rapid growth in traffic of the practice of the hashtag in any cramped or huge event taking place pan world.

Hashtag plays a pivotal role in developing the interest of the users in social media stands, most commonly being Twitter and Instagram. From users' perspectives, the hashtag allows individuals to treasure posts and activities that relate to their curiosity and can also take part in the same by joining in the conversation. [3].

While from the business perspective, it could be a chance for a businessman to get their product or service noticed by the masses and can establish their company. This way hashtag has been proved successful in making space in the virtual world and being the voice of the people. Hashtags help increase the social media presence of the user as they can be viewed by anyone (of the same interest), immaterial to their followers. The hashtag has become a path to indicate any content's (posted) relevance and to engage the interested audience.



Fig. 1. Flow chart of changes through socio-political events.

III. OBJECTIVES

The evolution of the hashtag movement can be associated with the rise of several social media stands and the rise of active and empowered social media users. With the growing prominence of Twitter as a common-place for discussion for citizens around the world, the part of hashtag activism in the socio-political discussion has been increasing hugely. In the current paper, the following objectives were planned.

1. To identify and select various 'hashtags' to study social

activism through the hashtag.

2. To obtain and group the evident words from the selected tweets.

3. To correlate the gender of the tweeter, their opinion and known personality involved with the content of the hashtag.

4. To analyse the opinion of the tweeters for their leaning towards selected social activism.

IV. REVIEW OF LITERATURE

Social media can be seen as an extension of humankind. This 21st century was an era of social media, wherein two billion worldwide social network users exist, 500 million tweets were sent every day, 70 million images uploaded on Instagram daily and 300 times of video uploaded per minute on YouTube. 'Social Validation' was an important part of being human. A Facebook 'like' or a Twitter 'favourite' was a social signal that makes humans feel good. And added to this was FOMO (Fear Of Missing Out) was a cosmic driver of social network use. Particularly for those aged 30 or under, 67% of the user say that theory was afraid they will miss on something which leads them to stay engaged to social media. [4].

Chen, G. M; Pain P. Barner B [5] explains: Human brain was wired for managing one's place in shifting alliances. One notice when others were doing something that excludes them. It triggers some primitive survival retorts. People under thirty were still forming their own lives, developing personal and professional identities, becoming economically stable etc. Their focus will of necessity to be societal. Social networks were physically addictive as well as emotionally.

Facebook profiles become teenagers' "virtual bedrooms" [6] meant as a virtual environment to be adapted, to meet nobles and play at maturity. Several studies demonstrate that users deal with social media as a supplement to their real life and not the substitution of it.

A report published by Statista Research Department, 2019, says, one of the explicit elements of the present times was the worldwide accessibility to the internet. And that gave born to social media in the form of blogs, forums, and photo-sharing platforms chat apps and so on. The influence of social networking was such that the sum of worldwide handlers was expected to reach 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population. This report also throws light further that an estimated 750 million of these users in 2022 were expected to be from China alone and approximately a third of a billion from India. With the advent of the internet and the easy accessibility of social media, digital activism has taken place. Digital activism has transformed socio-political protest in the last couple of decades. Smartphones and ever low-cost internet had changed the way socio-political events, protests and movements were organized, helping to mobilize thousands of new supporters to a diverse range of causes.

A new form of social activism has emerged with such activity becoming an everyday occurrence. Bypassing the existing world of social, political movements and campaigns they take advantage of new technologies to provide an alternative way of organizing society. People had become used to the idea of social activism and social media being used to publicize and grow socio-political movements like

#BlockNarendraModi #BHU Protest and so on.

According to the Oxford dictionary, the meaning of the word 'social activism' was the policy or action of using vigorous campaigns to bring about political or social change.

In a study by Dumitrascu, V. social activism was explained as an instrument that shows how people can organise themselves, how they can participate to protest, the degree of involvement in decision making and social life. It reveals the degree of participatory democracy. As rightly said activism was present in every society and socio-political system. Unfortunately, it never received enough attention from historians, social or political scientists. Forms of social activism can range from writing letters to massive protests. Well, talking about social activism was more about talking about social change.

Social activism generally takes place intending to bring some kind of social change. Broadly speaking there were three kinds of activism:

1. Short term actions like strikes, protests, demonstrations and so on. This kind of demands solutions to contemporary problems.

2. Another type of activism seeks to create new alternatives within societies, social behaviour, and cooperative of labourers and so on.

3. Revolutionary activism that takes place to change the fundamentals of society or other major institutions. Hodgkinson P define social activities as "people who care enough about some issue that they were prepared to sustain significant costs and acts to achieve their goals. The social activism theory was defined on the certainty that 'learning takes place in social environments, where there were two-way activities'. Through these activities, learners communicate to interact and learn from each other as a result of constructing their domain of knowledge.

The concept and practice of hashtag activism were relatively new. They were very user-friendly, by just liking or retweeting the post on Twitter many social drives socio-political movement has gone popular and successful in recent times. It has gained significance quick as a wink, due to the participation of a large number of people pan the world, for divergent issues like justice for victims, human rights abuse, political drama, fundraising, campaigns and so on. All these forms of online social activism were essentially designed to force change by putting pressure on the leaders and other powerful groups around the world. But new kind of social activity was also attempting to change society more directly by giving the individual the ability to work and survive without government or corporate-run infrastructures. Social media has always allowed people to form new communities and share resources. But more and more groups were now turning to a different set of ideologies and practical tools, creating cooperative platforms to bring social change.

Like, comment, share, retweet and hashtag. These would be familiar words to anyone who was used to social networking sites. These conveniently serve those who wish to share amusing or mostly light harmless content. [7] But when serious issues arise, things start to become a little complicated. Social media lays the groundwork for people to effortlessly share and connect in an organized and unique way. A hashtag can be found everywhere as they were not just limited to protest and mass movements. But movements

they inspire and their long-lasting influence on social discourse raise serious questions about the effectiveness of social activism. Mostly used on Twitter, the hashtag allows a user to condense and categorize keywords and phrases around a particular topic.

The conversations had been the loudest on social media. Twitter, which has come to exemplify both the virtues and the pitfalls of being able to react immediately, from anywhere, with no filters and for free, has become a virtual confessional court. Social media has evolved into a surprisingly valuable and reliably satisfying space. Hashtag activism offers the opportunity for communal participation across the globe.

For instance, in the case of #MeToo, this hashtag has become a unifying theme of multiple stories around the harassment of women at the workplace. Hashtag activism was a great way to get involved in social justice issues, but it shouldn't be seen as the endpoint to social activism. What was regarding activism in social media can come and go, but meaning social activism generally requires patience and sustained attention and work. [8] Each movement had long-term goals, whose process shall take a much longer time to achieve. Twitter has helped mobilize and connect the global community of protesters through live tweeting, live feedback and so on. But certainly empowered the marginalized. It was evident that awareness wouldn't be enough, Twitter and the likes provide a kind of proof of their stories and existence, which otherwise wouldn't be picked up by media. [10]

Above exploration and study gives a comprehensive essence on what was the significance of virtual communication in the digital era and its influence on mass at large. The review of the literature suggested that the amount of literary work done on this subject was inadequate and also with time moving ahead newer hashtag movements had emerged online, which inspired the researcher to think and investigate their potential impact on the larger culture of the society.

V. METHODOLOGY

Research design: Hashtag activism was subjective. With every hashtag converted into a mass movement, a change was occurring, people from around the world were getting on the same page to support or oppose the movement. With the presence of these masses at one platform variation in thoughts and opinion was something very obvious. And to study the impact and growth of this newly introduced hashtag activism it was necessary to study the minds of the people (through comments and/or tweets).

To study this subjective issue of 'Hashtag Activism' on society at large researcher used facts/information already available and analysed them to make a critical evaluation of hashtags hence, content analysis was carried out to achieve the above-mentioned objectives.

Sampling procedure: Every hashtag had made a radical impact on society. To select a few hashtag movements from it all was a challenging task. Few popular hashtags were selected to make a better understanding of their effect on people. It was considered that the theme of every hashtag was different from one another, this helped in better comparison among hashtags. As the occurrence of the event happened during the different time-frame, the selection of the content

had a different time frame.

As the universal law, everything has its life cycle. Implied that every hashtag had the initiation period, which gradually went on hype and then either for one or the other reason they entered the decline stage. A couple of months after the initiation of the hashtag, a week was selected to analyse the growth and impact of the same. Hence, the time frame of each hashtag was different from that of others.

Parameters: Gender of the Tweeter, Opinion of the Tweeter (one-side or another-side), Strong/keywords, Known personalities were the parameters decided for discussion of the content. Comparison between the hashtags was made keeping in mind these parameters.

Gender of the tweeter: Every social activism has a gender perspective. Male and females look at the events differently and opine differently. It was therefore interesting to study and analyse the opinion of tweeters genderwise.

Opinion of the tweeter: Tweeter provides a platform for the person to react and reflect on socio-political events. Each individual is free to express his/her own opinion regardless of being judged right or wrong. The opinion of the tweeter was observed and analysed under the categories – one side and the other side.

Strong words/Keywords: An attempt was made to find out strong words reflective of the stand of the tweeter; which were the keywords to highlight the opinion of the tweeter. These words described many things. They expressed not only the mindset of the tweeter but also the personality, attitude, beliefs and also language of the tweeter.

Known personalities: It was interesting to study how the person who tweets gets influenced when known personalities get attached to socio-political activism. It not only influences the number of tweets but also shapes the opinion of the tweeter.

VI. FINDINGS

This section dealt with analysing each selected hashtag and discussing it according to the parameters selected.

- 1) #MeToo
- 2) #377
- 3) #BlockNarendraModi
- 4) #BHUProtest
- 5) #AntiHateChallenge

1. #MeToo

The magnitude of sexual harassment cases demonstrates the culture of discrimination against women and girls that penetrate every aspect of society. This movement deals specifically with sexual violence. And it was a framework for how to do the work of ending sexual violence-- Tarana Burke, founder of #metoo.

A researcher studied around 300 tweets from the selected timeframe. Out of which, the majority of tweets were posted by females. Only 60 Tweets were found to be tweeted by the male. This shows the absence of interest of males in the protest at the initial stage. Known personalities like Lady Gaga, actor Gabrielle Union, Comedian Lane Moore initiated to support the #metoo campaign by retweeting Alyssa Milano's tweet.

To comprehend it further, the researcher studied the two

sides of the tweets. Around 220 women took a stand and showed a sign of courage to speak up and come forward with confidence to show their support to every victimized woman out there. There were around 40 tweets wherein the researcher found that tweeter was either against the movement or felt that "false claims "were made just to fuel the fire. Few women out of them believed that these were just stunts to get fame and reach to the larger world to get sympathy.

Many tweets showed that people believe that there was no need for scratching old wounds and take the pain. These were a few of many reasons where perplexity was seen towards the #metoo movement.

2. #377

Section 377 included consensual sexual acts of adults such as oral and anal sex in private which were treated as unnatural and punishable. A five-judge constitution bench headed by Chief Justice Deepak Misra had reserved its verdict on July 17, 2018, and lifted a colonial-era ban on gay sex.

The researcher had gone through 130 tweets from the selected time frame. Amongst them the majority were male. Though this hashtag supports gender equality a minor difference was seen in the tweets of males and females.

To count six well-known personalities tweeted thinking that it's their social responsibility and it would make a difference in society. Celebrities like Sonam Kapoor, Nandita Das, Javed Akhtar, Kareena Kapoor Khan, Swara Bhaskar and Nawazudin Siddique. They supported the decriminalization of the law and influenced the followers to accept the same.

Around 80 tweets were posted in favour of the hashtag. There was a trivial difference between the number of comments of males and females. Tweeters in favour said that they appreciate the decision of the Supreme Court. They had got the freedom to choose the love of their life. This movement was also called the 'Pink Economy' of India. Where people from diverse cultural and geographic areas came forward to celebrate the decriminalization of Section 377, there were another lot of people who believed that these were against the culture of India.

The majority of the males opposed the decision of the Supreme Court saying that the constitution was trying to spoil the next generation of the country by adopting (copying) western culture. Few females (19) came forward to resist section 377, saying India was a country of culture and traditions and section 377 hurts the sentiments of the society. This was the shame on the part of the Supreme Court.

3. #BlockNarendraModi

This hashtag was trending on Twitter after a report that said Mr Modi followed handles posting abusive content about slain journalist Gauri Lankesh who was murdered in Bengaluru.

The 55-years old journalist, a known critic of the right-wing Hindutva ideology, was shot dead by unidentified attackers outside her house at night.

Nikhil Dadhich who calls himself a 'Hindu Nationalist' and was followed by Mr Modi on Twitter, called the slain Kannada journalist-activist 'a bitch' who deserved to die. (This tweet was deleted from his Twitter profile then).

After it came to light that PM Narendra Modi follows at

least four Twitter accounts that posted exultant tweets on journalist Gauri Lankesh's murder, the next morning #BlockNarendraModi was trending in India.

From the selected time frame researcher could study around 120 tweets with #BlockNarendraModi in them. The majority of the tweets were made by a male, compared to a female (32). This shows that women in India take less interest in politics or refrain from commenting on political issues. The one more reason why the female voice was minor here was, in a male patriarchal Indian society, women always were heard less or their say in politics was equal to 'NO'. Known personalities like Gaurav Pradhan, Ravi Shanker Prasad, Amit Malaviya (BJP's national chief of information and technology).

This hashtag had very little effect on Modi's Twitter handle. Perhaps, his number of followers increased from 33.7 million to 33.8 million in just 24 hours. Tweets close to 55 were 'for the hashtag'. This showed the anger and dissent against Modi and the folks he follows on Twitter. Content of every tweet just said one thing in one or the other way that 'Modi followed too many handles that propagate abuse and violence, so block him'. Perhaps, almost everyone who sophistically tried to troll Modi eventually got trolled poorly. To know a few: One of the tweeters read: "#block Narendra Modi was like blocking your crush, both of them don't even know that you do exist". Another read: "Failed to block him from PM post despite vital attempts, now all they can do was block him on Twitter and feel happy".

The majority of the people were against the hashtag. Defending against the mischief and contorted movement of #BlockNarendraModi, national chief of information and technology, Amit Malaviya tweeted, "He (Modi) was a rare leader who truly believes in freedom of speech and has never blocked or unfollowed anyone on Twitter. Few intellectual people who chose to remain neutral saw this campaign as immature and a waste of time and social media platform. Those tweets read: "disagreement had full space in democracy, but abuse does not".

4. #BHUProtest

In September 2017, a BHU student of the Arts Faculty was allegedly harassed by three motorcycle-borne men inside the university campus when she was returning to the Triveni Hostel. The student alleged that instead of raising the matter with university authorities, the hostel warden questioned her why she was returning so late. Hundreds of students sat on Dharna on campus after this string of events in protest against lack of safety and alleged victim shaming. BHU women's rights protest was a series of events beginning with a Banaras Hindu University student's September 2017 complaint that the university administration treats women's unfairly.

There were around 74 tweets following this hashtag. There was a minor difference between males and females taking part in this protest. Known personalities like Yashwant Deshmukh, Sagarika Ghose, Ashok Gehlot, and Dr Gaurav Pradhan also shared their views and commented on the worse situation at BHU.

The majority of the female took the help of Twitter to show the anger and injustice done with them by the university authorities. Even a few males came out to stand with those girls who were fighting for their rights. Few males thought

that this was a publicity stunt and their rage was seen in their tweets, "She (the victim at BHU) was a student of Visual Arts Faculty. A few days back she shoved her head for DRAMA. After the protest at university on the boil, few people thought that this was just fake and this was just a frenzy blame game. They openly said BJP was the laboratory of conflict. One more thing this protest revealed was that people in India get on their toes if any serious issue had aroused with or around them. There were near to zero comments seen for any other part of the country. This was shame on the grounds of humanity.

5. #AntiHateChallenge

On February 14, in Pulwama, Jammu and Kashmir, over 44 CRPF jawans were martyred in the terrorist attack. The terrorist outfit, Jaish-e-Mohammed has claimed responsibility for the attack. Sadness and despair engulfed the whole nation, which also further strained the India Pakistan relationship. In the thick of the hate and tensions, an independent Pakistani journalist, Sehry Mirza, had begun #AntiHateChallenge on Facebook, condemning the Pulwama suicide bombing. Mirza expressed agony over the terror attack and asked fellow netizens to join this social media campaign. In her tweet, Mirza said, "I thought it was very important to break the silence to create a healing space and the best way to do that was through giving out the message of love and warmth. So, I initiated the #AntiHateChallenge to express solidarity".

She also quoted Indian poet Sahir Ludhianvi's famous lines: "Whether blood was ours or theirs, it's the blood of humankind. Whether wars be waged in the east or west, it's the murder of world peace. Whether houses be bombed or borders, the temple of the soul was wounded. War was a problem itself. How will war resolve problems? Today it will rain fire and blood, tomorrow hunger and scarcity".

While speaking to The New Indian Express, Mirza said that a war-like situation that has arisen after the Pulwama attack was "Distressing because of silence". It was necessary to break the silence and give out love and warmth.

The first time in decades had it happened that people from enemy countries had come forward to at least show some empathy to Indians.

Around 36 Pakistani had posted these tweets using this hashtag. Though these movements had been started by a female, the majority of the male actively participated in them. No known personality did comment on this movement. This also reflects the political distress between the two countries.

Every tweet around these periods just gave one message that 'we all were humans and humanity was above all. These kinds of movements bring everyone together no matter where one lives or which religion they follow. This movement, unlike others, was not against someone it's against something (terrorism) which no one in this world would support. There was no boundary to humanity.

VII. CONCLUSION

In the era of digitalisation where the internet has become the most influential instrument in the study of activism, the study of online networks and websites had become necessary. For this study, five different hashtags were analysed. For the

hashtag #MeToo, around 220 women took a stand and showed a sign of courage to speak up and come forward with confidence to show their support to every victimized woman out there. There were around 40 tweets wherein the researcher found that tweeter was either against the movement or felt that "false claims" were made just to fuel the fire. Few women out of them believed that these were just stunts to get fame and reach to the larger world to get sympathy.

For the second hashtag, #377, the majority of the males opposed the decision of the Supreme Court saying that the constitution was trying to spoil the next generation of the country by adopting (copying) western culture. Few females (19) came forward to resist section 377, saying India was a country of culture and traditions and section 377 hurts the sentiments of the society.

Evidently, in the third hashtag i.e. ##BlockNarendraModi, the majority of the people were against the hashtag. Defending against the mischief and contorted movement of #BlockNarendraModi, national chief of information and technology, AmitMalaviya tweeted, "He (Modi) was a rare leader who truly believes in freedom of speech and has never blocked or unfollowed anyone on Twitter. Few intellectual people who chose to remain neutral saw this campaign as immature and a waste of time and social media platform. Those tweets read: "disagreement had full space in democracy, but abuse does not".

The majority of the female took the help of Twitter to show the anger and injustice done with them by the university authorities through the hashtag called #BHUProtest. Even a few males came out to stand with those girls who were fighting for their rights. Few males thought that this was a publicity stunt and their rage was seen in their tweets, "She (the victim at BHU) was a student of Visual Arts Faculty.

The last hashtag of this study-#AntiHateChallenge expressed agony over the terror attack. Around 36 Pakistani had posted these tweets using this hashtag. Though these movements had been started by a female, the majority of the male actively participated in them. No known personality did comment on this movement. This also reflects the political distress between the two countries.

Diversity of thoughts (people) who participated in various movements signifies the magnitude of reach of social media and awareness amongst people. Still, to bang on the doors of the policymakers this hashtag activism has a long way to go.

VIII. RECOMMENDATIONS

This study selected socio-political hashtags. Further various petitions through social media platforms and their impact can be studied. One can correlate tweets vs actions of the tweeters.

Further, the important announcements by political and social leaders could be analysed in terms of their quickness, reach and effect on the user of social media platforms.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Thaker, P. conceptualized the idea, collected the data and prepared the write-up. Divatia, A. Modified the concept, planned the research design and edited the write-up.

REFERENCES

- [1] P. Martin and T. Erikson, *Social Media: Usage and Impact*, Global Vision Publishing House, New Delhi, 2007.
- [2] A. Malik *et al.*, "How social media supports hashtag activism through multivocality: A case study of #looklikeanengineer," *First Monday*, vol. 23, no. 11, University of Illinois: Chicago, November 5, 2018.
- [3] A. Kosnik and K. Feldman, *#Identity: Hash-Tagging Race, Gender, Sexuality and Nation: Ann Arbor*, University of Michigan Press, 2019.
- [4] B. Kurambayev, "Social media users collectively speak up: Evidence from central Asian Kyrgyz republic," in *ONLINE Communities as Agents of Change and Social Movements*, S. Gordon Ed. Hershey, PA: IGI Global, 2017, pp. 44-66. Doi: 10.4018/978-1-5225-2495-3. Ch002
- [5] G. M. Chen, P. Pain, and B. Barner, " 'Hashtag Feminism': Activism or slacktivism ?" in: *Feminist Approaches to Media Theory and Research*, D. Harp, J. Loke, and I. Bachmann Eds. Comparative Feminist Studies Palgrave Macmillan, Cham., 2018.
- [6] P. Hodkinson and S. Lincoln, "Online journal as virtual bedrooms; Young peoples' identity and personal space," *Young: Nordic Journal of Young Research*, vol. 16, no. 1, pp. 27-46, 2008.
- [7] K. Mendes *et al.*, *Digital Feminist Activism: Girls and Women Fighting Back against Rape Culture*, Oxford University Press, New York, 2019.
- [8] S. Hill, *Digital Revolutions: Activism in the Internet Age*, World Changing: Oxford U.K., 2013.
- [9] C. A. Rentschler, "Bystander intervention, feminist hashtag activism and the anti- carceral politics of care," *Feminist Media Studies*, vol. 17, no. 4, pp. 565-584, 2017. Doi: 10.1080/14680777.2017.1326556

Copyright © 2022 by the authors. This is an open access article distributed under the Creative Commons Attribution License which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited ([CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)).