Thinking about Mobilization & Events

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What are Social Movements?

Social movements are the complex products of conflicts, perceptions and resources.

They begin with the transformation of a threat into an opportunity, giving rise to reiterative patterns of contention between groups of actors, most commonly a more or less broad segment of non-elite society on the one hand and the ruling elites, in whole or part, on the other.

What are Social Movements?

Charles Tilly (1984):

"…it is a mistake to think of a social movement as a group of any kind. Instead, the term social movement applies most usefully to a sustained interaction between a specific set of authorities and various spokespersons for a given challenge to those authorities. The interaction is a coherent, bounded unit in roughly the same sense that a war or a political campaign is a unit."

Data:
- Duration / durability
- Coherence over time
- Boundaries

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Threats & Opportunities

Sidney Tarrow (1998):

Social movements are likely to arise *"…only when a threat is accompanied by perceived opportunities for action and seen as potentially irreversible if not stopped. … The problem for movement organizers is to create organizational models that are sufficiently robust to structure sustained relations with opponents, but are flexible enough to permit the informal connections that link people and networks to one another to aggregate and coordinate contention."*

Data:
- Network ties
- Discourse
- Organizational structure
- Relationship between the three

Injustice Frames

William Gamson (1992):

"To sustain collective action, the targets identified by the frame must successfully bridge abstract and concrete. By connecting broader socio-cultural forces with human agents who are appropriate targets of collective action, one can get the heat into the cognition."

Data:
- Discourse over time
- Discourse across boundaries
- Discourse evolution & recruitment

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Injustice Frames

David Snow, E. Burke Rochford Jr., et al (1986):

"What is at issue is not merely the presence or absence of grievances, but the manner in which grievances are interpreted and the generation and diffusion of those interpretations."

Data:
- Genesis & spread of frame markers across time & social space

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Injustice Frames

James Jasper (1998):

Moral outrage depends on the interpretation of shocks in context, while "*shocks depend on preexisting patterns of affect, which channel the interpretation of announcements and revelations.*"

Data:
- Markers of emotion across time & social space

Identity & Solidarity

Francesca Polletta and James Jasper (2001):

Movement participants are in need of a collective identity, defined as "*an individual's cognitive, moral, and emotional connection with a broader community, category, practice or institution….*"

Data:
- Relationship between discursive & network connections

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Identity & Solidarity

Bert Klandermans (1997):

The issue that sparked the movement, by affecting an entire class of people in roughly the same way, and with blame traceable to a well-defined group, is sufficient to "*…produce a 'we' feeling and causal attributions that denote a 'they' which is held responsible for the collective grievances…*" in order to "*…transform routine ingroup-outgroup dynamics into political conflict*".

Data:
- Genesis and consolidation of strongly connected groups
- Discursive polarization

Identity & Solidarity

The shared experience of protest solidifies perceptions of shared grievances and shores up expectations of solidarity, while providing a common starting point for discussions of further action and organization.

Movements & Regimes

Jack Goldstone & Charles Tilly (2001):

"*…different regimes will have different boundary lines governing their possible responses to protest, and different conditions of conflict – that is, various levels of resources and popular support for the regime and opponents – will determine how much in the way of concessions or repression will be needed to suppress a challenging movement.*"

Regimes & Uncertainty

The interpretation of grievances is potentially a 'confusing' process, particularly in contexts in which individuals are unable to form reasonably certain expectations as to the actions and reactions of authorities.

This 'confusion' is different from uncertainty.

Regimes & Uncertainty

Charles Kurzman (2004):

"*To the extent that the rules of the game stay relatively constant, we expect the unexpected. But when we sense that the rules of the game are suddenly changed, and we no longer know what to expect, that is confusion. To attempt a more formal definition, confusion is the recognition of deinstitutionalization.*"

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Thinking Carefully about Movements

Herbert Kitschelt (1991):

"*In reality … movement goals are ambiguous and open to challenges and disagreements…. Often the practices of protest behaviour and the internal organisation of movements are more indicative of the motivations why people join and the potential impact of movements on society than their explicit discourses on objectives and strategies. In this situation, not a rational reconstruction, but only a contextual interpretation of actors' practices, values, objectives, and aspirations helps to understand the patterns of collective behaviour.*"

Civil Society vs. Social Movements

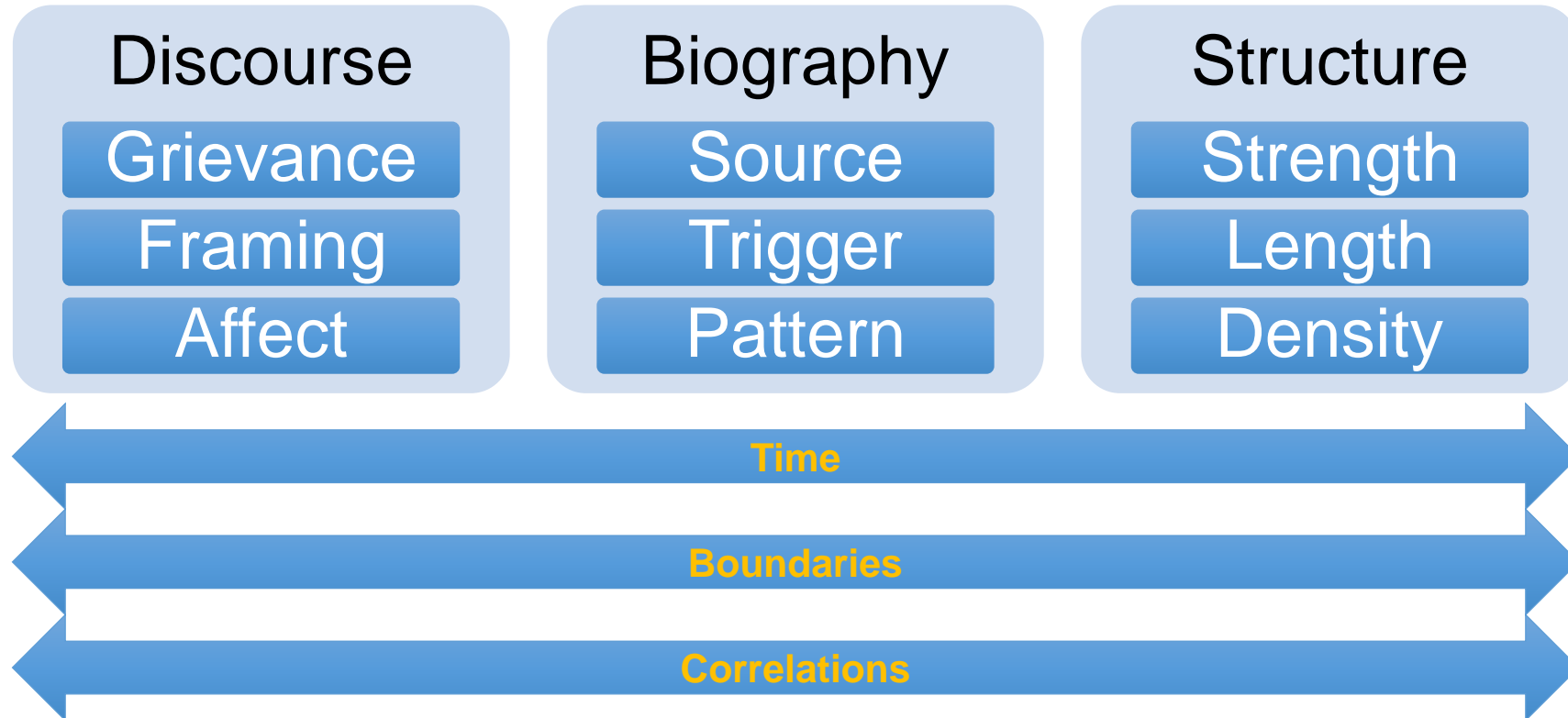|	Civil Society	Social Movements
Object of Study	Organizations and structures	Interactions and processes
Mode	Static	Dynamic
Roles & Meanings	Ascribed, categorical, formal	Perceived, complex, socially constructed

Obligatory Monty Python Moment

Ethical Considerations

- Follow the API terms and the user agreement

- Collect only what is public (or get consent)

- Anonymize and sequester

- Consider vulnerabilities

Mining Networks

- Structure
    - Strong / weak ties
    - Extensivity
    - Clustering

- Dynamics
    - Recruitment
   - Permeability
    - Density

Example 1: Movement Recruitment

1. Question: What contribution do previous waves of mobilization make to new waves?
2. Hypothesis: New wine in old bottles
3. Data: Three Facebook* datasets
    1. People involved in Bolotnaya & anti-war mobilization 2012-15
    2. People involved in Navalny mobilization 2017
    3. People involved in Anti-renovation mobilization 2017

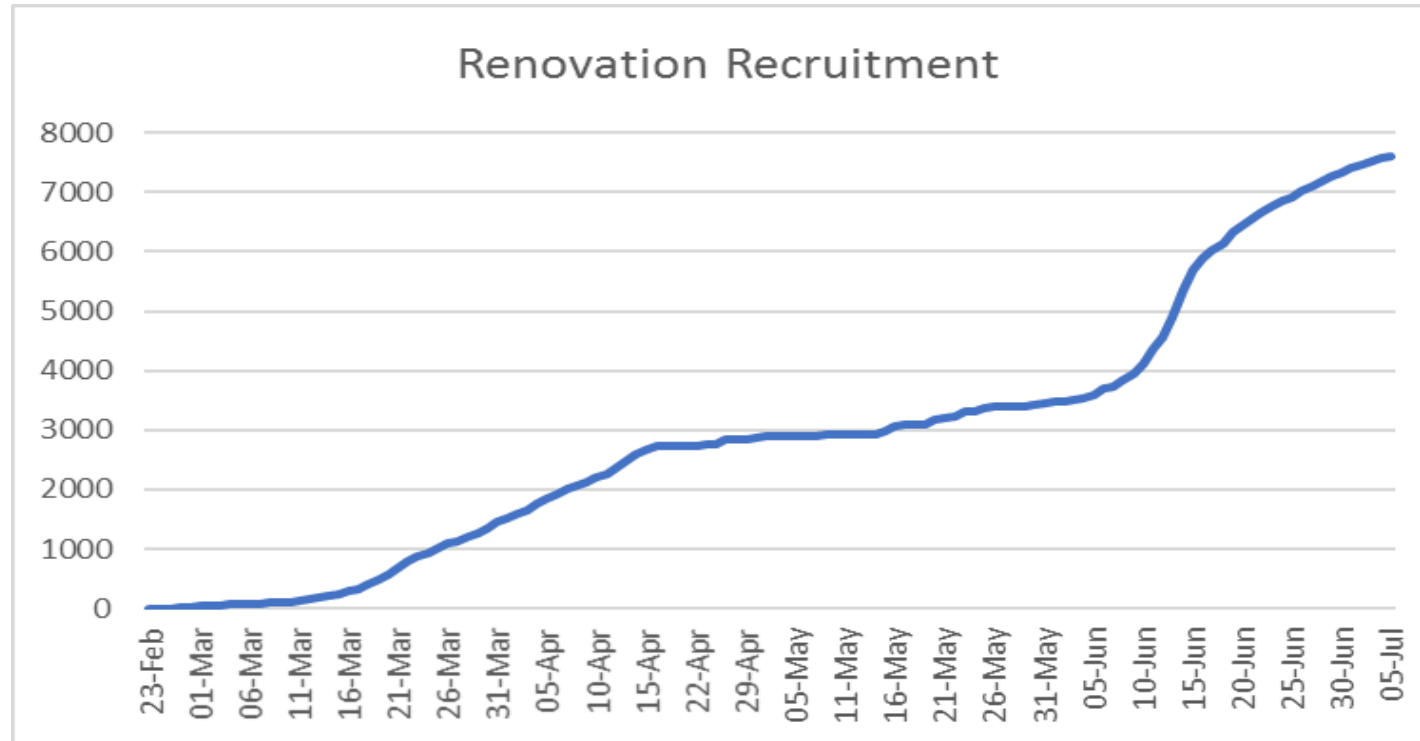* This research isn't possible anymore!

Example 1: Movement Recruitment

Navalny Recruitment

Example 1: Movement Recruitment

Renovation Recruitment
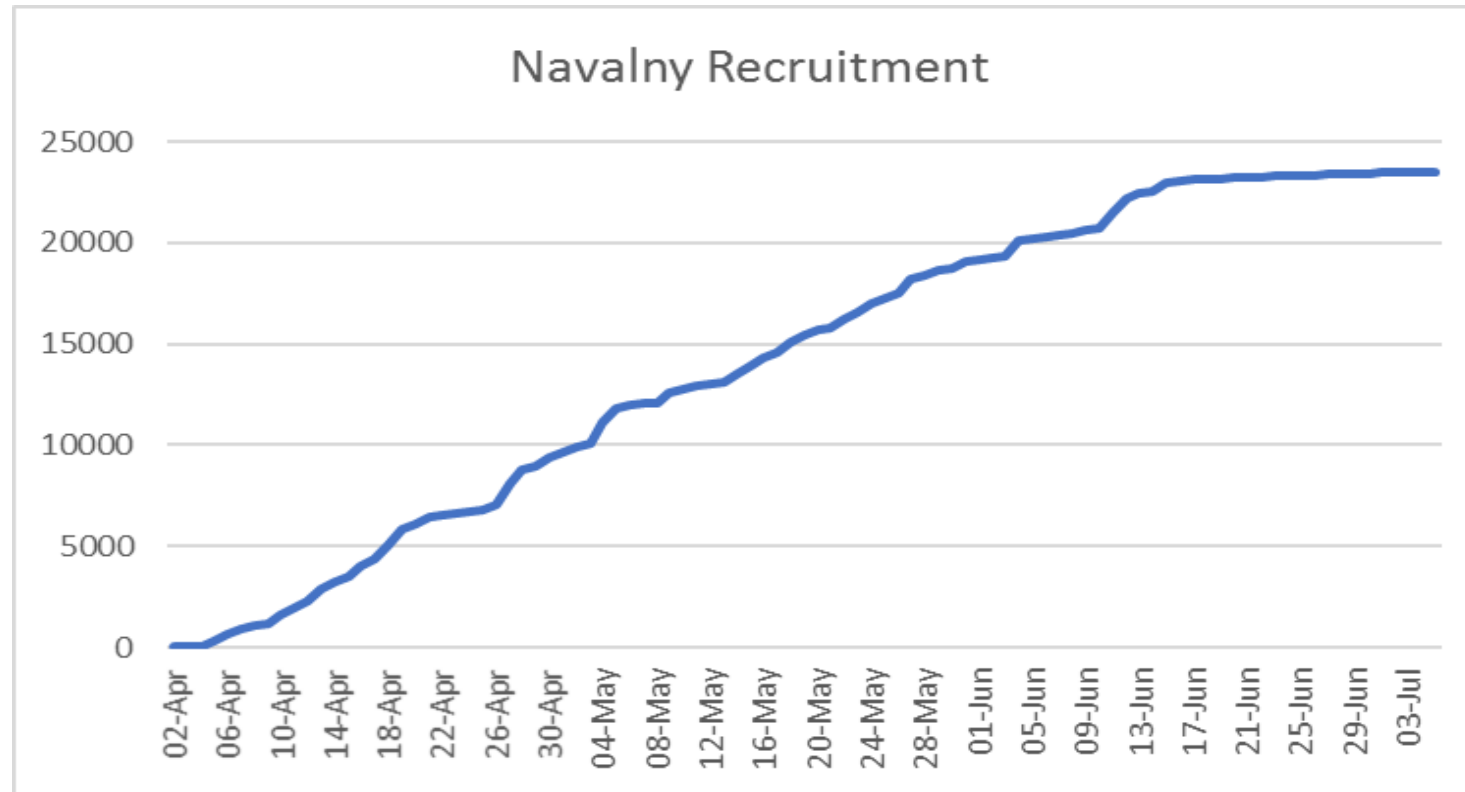
Example 1: Movement Recruitment

	Proportion of New Movement Members	
	Алексей Навальный	Москвичи против сноса (против закона о реновации)
Transparency International - R	0.15%	0.11%
Алексей Навальный		10.69%
Гражданин Наблюдатель	0.18%	0.45%
Команда Навального	2.96%	2.60%
Комитет гражданских инициати	0.42%	0.34%
Лига избирателей	1.59%	1.67%
Международный Мемориал	0.15%	0.30%
Москвичи против сноса (проти	3.47%	
Мы были на Болотной площад	5.40%	6.62%
Мы против вмешательства во в	4.74%	5.69%
Партия народной свободы	2.55%	1.86%
Русь Сидящая	0.73%	0.72%
New Entrants	81.13%	79.64%
2012-15 Wave	18.87%	20.36%

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Mining Discourse

- Content
  - Discourse analysis
  - Topic modeling
  - Discursive networks

- Resonance
  - Interactions
  - Diffusion
  - Recruitment

Example 2: Media Audiences

1. Question: What makes readers of Meduza & Mediazona different?
2. Hypothesis: Media decisions driven in part by social factors (network) and pre-cognitive factors (discourse)
3. Data A: 2.3 million Twitter users in three cohorts
    1. Followers of Meduza and/or Mediazona
    2. Followers of one/more of thirteen other Russian media sources, ex-Meduza/Mediazona
    3. Followers of one/or more outlets from each of 1 and 2
4. Data B: Random sample of 2.7 million tweets across the three cohorts

Example 2: Media Audiences

Automated discourse analysis: Process

1. Remove stop-words
   (https://github.com/stopwords-iso/stopwords-ru)
2. Stem & lemmatize
   (http://snowball.tartarus.org/algorithms/russian/stemmer.html)
3. Descriptive analysis
   (frequencies, etc, for data cleaning)
4. Topic modeling
   (https://cran.r-project.org/web/packages/topicmodels/vignettes/topicmodels.pdf)

Example 2: Media Audiences

Cohort 1

	GAMES	MISC_1	MISC_2	EDUCATION	GEOPOLITICS	ENTERTAINMENT	LOCAL	POLITICS	ANGLO-NEWS	YOUTUBE
	Topic_1-1	Topic_1-2	Topic_1-3	Topic_1-4	Topic_1-5	Topic_1-6	Topic_1-7	Topic_1-8	Topic_1-9	Topic_1-10
[1,]	нов	люд	дом	дума	росс	фильм	город	путин	people	виде
[2,]	фот	стран	работ	как	украин	перв	област	росс	love	[at]youtube
[3,]	#gameinsight	дет	недел	говор	российск	лучш	дорог	суд	video	мо
[4,]	рад	люб	куп	школ	сша	истор	цен	прав	russia	хорош
[5,]	москв	жизн	рук	нормальн	русск	побед	машин	власт	trump	чита
[6,]	#android	одн	улиц	поня	крым	[at]nealles	район	президент	us	новост
[7,]	ед	котор	мам	правильн	украинск	последн	компан	выбор	great	добр
[8,]	#androidgames	счита	девушк	дела	киев	смотр	твер	рф	world	написа
[9,]	выпуск	друг	лет	прост	войн	заб	метр	навальн	na	друз
[10,]	узна	мир	пришл	называ	стран	игр	#endomondo	закон	news	сдела
[11,]	качеств	цел	ход	вопрос	сир	игра	получ	депутат	russian	помн
[12,]	книг	возможн	вод	туп	готов	матч	квартир	глав	go	нрав
[13,]	велик	вид	оста	уч	воен	сер	центр	митинг	photo	интернет
[14,]	собра	никак	глаз	нужн	трамп	красив	пенс	пенсион	[at]varun_dvn	песн
[15,]	активн	женщин	кот	бог	европ	главн	плат	полиц	#nowplaying	любим

Example 2: Media Audiences

Topic Label	Meduza/Mediazona Cohort	Mainstream Media Cohort	Omnivorous Cohort
Geopolitics	воен	владимир	владимир
	войн	воен	власт
	готов	войн	войн
	европ	крым	закон
	киев	новост	прав
	крым	президент	президент
	росс	путин	путин
	российск	росс	росс
	русск	российск	российск
	сир	русск	рф
	стран	рф	стран
	сша	стран	суд
	трамп	сша	счита
	украин	украин	сша
	украинск	украинск	украин

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Software Packages

- In R:
  - Facebook: https://cran.r-project.org/web/packages/Rfacebook/index.html
  - Twitter: https://cran.r-project.org/web/packages/twitteR/README.html
  - VK: https://cran.r-project.org/web/packages/vkR/index.html
  - NLP: https://cran.r-project.org/web/views/NaturalLanguageProcessing.html
- In Python:
  - Facebook: https://github.com/Jaibw/facebook-mining-python
  - Twitter: http://www.tweepy.org/
  - VK: https://pypi.org/project/vk/

- Other software packages:
  - NodeXL: https://www.smrfoundation.org/nodexl/
  - Gephi: https://gephi.org/
  - NVivo / NCapture
  - QDA Miner

Hurry!