Research Paper   **Law**

An Analysis Of The Influence The Role Of Modern Technologies In Social Movements

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ABSTRACT

Walter Lippmann insisted that "... Social movements are at once the symptoms and the instruments of progress. Ignore them and statesmanship is irrelevant; fail to use them and it is weak."
Social Movements have emerged as group responses to the various events that take place in any given society. They are large informal groupings of individuals or organizations focused on specific issues political or economical or social, etc and carrying out resisting or undoing a social change.
The world is gearing day by day with advancements in human society and technology. With the changing dimensions of time, needs and wants human society have adapted social movements as a trait to fulfil their unstoppable wants. With the advancements in the field of media and technology especially in area of information technologies, social networking sites such as blogs, facebook, twitter, etc has become the chief tool to disseminate quick information and mobilize the mass. The recent success story of the ANNA HAZZARE movements is the best example in this context. The aim of the paper through this doctrinal study is evaluate how the advancements' in information technologies and social new media has both positively and negatively affected the social movements across the globe. The aim of the author is to analyse the influence the role of Modern technologies in Social Movements.

1. INTRODUCTION

The term "social movements" was introduced in 1850 by the German Sociologist Lorenz von Stein in his book "History of the French Social Movement from 1789 to the Present" (1850). In early stages social movements were connected to broad economic and political changes including parliamentarization, market capitalization, and proletarianization. As the history say's that in the late 18th century political movements such as French revolution and Polish constitution of may 2 , 1971 were among the first social movements but "some claim" that British abolitionist(removing Slave trade) was among the first. Social Movements also include labour movements, Russian Revolution and many others in the 19th century. Post the second war ,women's rights, gay rights, peace, civil rights, anti-nuclear and environmental movements emerged, often dubbed the New Social Movements. The end of 1990's , emerged as a era of new social movements globally due to the introduction of the anti-globalization movement. 1

2. CONCEPT AND DEFINITION OF SOCIAL MOVEMENTS

While technology, population, environment factors, and racial inequality can prompt social change, only when members of a society organize into social movements does true social change occur. The phrase social movements refer to collective activities designed to bring about or resist primary changes in an existing society or group. There are various definition to the social movements according to different sources, below are the following definitions':

Social movements can be viewed as collective enterprises to establish a new order of life. They have their inception in the condition of unrest, and derive their motive power on one hand from dissatisfaction with the current form of life, and on the other hand, from wishes and hopes for a new scheme or system of living.2

Women's movements are characterized by the "conscious and collective revolt on behalf of women, defined as a general category with a set of problems and needs specific to themselves, which in turn are created by a socio-cultural system that categorically disadvantages them relative to men." 3

Social movements can be described most simply as collective attempts to promote or resist change in a society or group. The degree of change advocated and the level at which changes are pursued vary across all types of social movements, whether religious, political, or student. Some movements clamour for sweeping, revolutionary transformations, whereas others pursue specific moderate reforms. The level at which changes are sought varies from global and national alterations of social structures to attitudinal, spiritual, and lifestyle changes. 4

Our study of movement dynamics has led us to identify five key factors which are operationally significant and which we believe must be present and interacting before a collectively of whatever size becomes a true movement. These five key factors are: 1. A segmented, usually polysepalous, cellular organization composed of units reticulated by various personal, structural, and ideological ties. Face-to-face recruitment by committed individuals using their own pre-existing, significant social relationships. .2 Real or perceived opposition from a society at large or from that segment of the established order within which the movement has arisen. 5
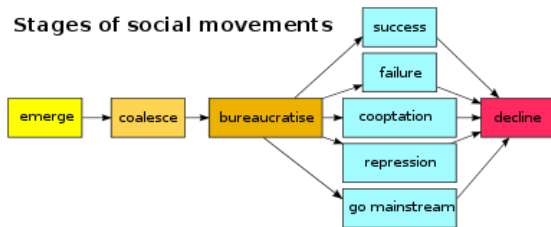
3. FACTORS INFLUENCING THE SOCIAL MOVEMENTS

For anything to be started , it can be done a personal instigation or else there should be some influencing factor. The following are few factors influencing the social Movements: Urbanization led to larger settlements, where people of similar goals could find each other, gather and organize. This facilitated social interaction between scores of people, and it was in urban areas that

those early social movements first appeared. Industrialization which gathered large masses of workers in the same region explains why many of those early social movements addressed matters such as economic well-being, important to the worker class. Universities also created many organizations and played an important role. Development of COMMUNICATION AND TECH-NOLOGYIES: With the development of communication technologies, creation and activities of social movements became easier - from printed pamphlets circulating in the 18th century coffeehouses to newspapers and Internet, all those tools became important factors in the growth of the social movements. 6

4. STAGES IN SOCIAL MOVEMENTS
For every big organization or business or association or for that matter social movements, there has to proper and solid steps/stages to followed. According to the following books which is given in the foot note (7) there are different stages social movements.

The following picture will shows all the stages:

Adapted from Blumer (1969), Mauss (1975), and Tilly (1978)

Source: 8

Stage 1: Emerge

Stage 2: Coalesce- To blend and come together

Stage 3: Bureaucratise: To divide

Stage 4: The movement is dived into, "Success", "Failure", "Cooptation", "Repression", "Go Mainstream".

Movements emerge for a variety of reasons coalesce, and generally bureaucratize. At that point, they can take a number of paths, including: finding some form of movement success, failure, co-optation of leaders, repression by larger groups (e.g., government), or even the establishment of the movement within the mainstream. Whether these paths will result in movement decline or not varies from movement to movement.

5. MAJOR THEORIES ABOUT SOCIAL MOVEMENTS
These are various theories which explain how the social movements develop.

#Deprivation Theory argues that social movements have their foundations among people who feel deprived of some good(s) or resource(s). According to this approach, individuals who are lacking some good, service, or comfort are more likely to organize a social movement to improve (or defend) their conditions. Mass-Society Theory argues that social movements are made up of individuals in large societies who feel insignificant or socially detached. Social movements, according to this theory, provide a sense of empowerment and belonging that the movement members would otherwise not have.9

Structural-Strain Theory proposes six factors that encourage social movement development: structural conduciveness - people come to believe their society

has problems ,structural strain - people experience deprivation, growth and spread of a solution - a solution to the problems people are experiencing is proposed and spreads, precipitating factors - discontent usually requires a catalyst (often a specific event) to turn it into a social movement, lack of social control - the entity that is to be changed must be at least somewhat open to the change; if the social movement is quickly and powerfully repressed, it may never materialize, mobilization - this is the actual organizing and active component of the movement; people do what needs to be done. 9

#Political Process Theory is similar to resource mobilization in many regards, but tends to emphasize a different component of social structure that is important for social movement development: political opportunities. Political process theory argues that there are three vital components for movement formation: insurgent consciousness, organizational strength, and political opportunities and .9
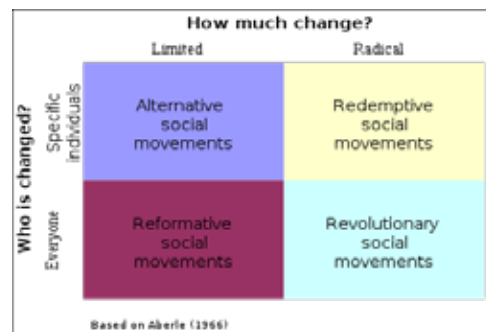
#Resource-Mobilization Theory emphasizes the importance of resources in social movement development and success. Resources are understood here to include: knowledge, money, media, labour, solidarity, legitimacy, and internal and external support from power elite. The theory argues that social movements develop when individuals with grievances are able to mobilize sufficient resources to take action. 9

6. TYPES OF SOCIAL MOVEMENTS
According to David Friend Aberle, 85, distinguished cultural anthropologist represented a perfect model describing four types of social movements based upon two characteristics:

(1): Who is the movement attempting to change?
(2): How much change is being advocated ?
The following diagram explains it well:

Based on Aberle (1966)

Source: 10

Reformative Social Movements: The change is for everyone but the change is limited. Reform movements are organized to carry out reforms in some specific areas. The reformers endeavor to change elements of the system for better.

For example: Civil Rights Movement, Women's Liberation Movement, Arya Samaj Movement, Brahmo Samaj Movement etc. 11

Alternative Social Movements: The change is for the specific individuals and the change is limited. In sociology, an alternative movement refers to a social movement that seeks limited societal change. They target a small group of people and a specific behaviour, and attempt to change the behaviour of individual people in relation to that issue.For example: MADD Mothers against Drunk Driving (MADD) is an example of an alternative social movement because it targets one behaviour-- drunk driving. Through its efforts, MADD has

caused tougher drunk driving laws to be enacted and thus changed peoples' behaviour. 12

Revolutionary Social Movements: The change is everyone and the amount of change is radical. These kinds of movements are huge and at national and International levels. For example Anna hazare movements to remove corruption . The revolutionary movements deny that the system will even work. These movements are deeply dissatisfied with the social order and work for radical change. They advocate replacing the entire existing structure. Their objective is the reorganization of society in accordance with their own ideological blueprint. Revolutionary movements generally become violent as they progress. For Example: The Protestant Reformation Movement, the Socialist Movement, the Communist Revolution of China. 13

#Redemptive social Movements: This movements are for specific people but the change is radical. A redemptive social movement is a phenomenon where a society creates a movement to repent for what it perc. 14

7. ASSESSMENT ON ADVANCEMENT IN TECHNOLOGY AND SOCIAL MEDIA

Advancement in technology and social media is shortly termed as "New Media". New media is a broad term in media studies that emerged in the latter part of the 20th century. For example, new media holds out a possibility of on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content. What distinguishes new media from traditional media is the digitizing of content into bits. There is also a dynamic aspect of content production which can be done in real time, but these offerings lack standards and have yet to gain traction. Wikipedia, an online encyclopaedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants.15 Normally New media are manipulated, networkable, dense, compressible, and interactive.16

Social movement media has a rich and storied history (see Agitprop) that has changed at a rapid rate since New Media became widely used (Chris Atton).17 .Social Network Sites (SNS), such as Twitter, Youtube and Facebook can help to bring about the social and political changes that are the goal of social movements. In January 2011, protesters in Tunisia and Egypt utilised the social network sites, Facebook and Twitter to organise protests that saw the removal of their respective leaders from power (Ghannam, 2011). It is wrong, however, to suggest that social networks are responsible for the civil uprisings in Egypt, Tunisia, Bahrain, Libya, Yemen and other African and Middle East nations; however they do provide the means for individuals to disseminate information and to mobilize (Channam, 2011), two important features of social movement communication (Stein, 2009).Determining the advantages and disadvantages on social media, web 2.0, and blogging technologies. Fund raising is often a core activity of Social Movement Organizations (SMOs) due to the expense of maintaining a sustained collective action over many years (Staggenborg, 1998). Both, Amnesty International, which strives to protect the rights of all humans (Amnesty International, n.d.), and Save the Children which works to improves lives of children and families (Save the Children, 2011), seek to affect change through collective action and to do so they engage in fund-raising activities. What these two groups have in common is the successful use of SNS to

raise funds to support their causes, although there is doubt as whether organizations are effectively using SNS for fundraising purposes. The recent activities of Zynga, the company that created the social network game Farmville that is played by an average 47 million Facebook users a month (AppData, 2011). Zynga provides players with a means of buying virtual goods in Farmville, the proceeds of which go to the Save the Children organisation (Snider, 2011). A further example of the use of social movements making use of SNS for their fundraising purposes is successful campaign launched by Amnesty International. The organization utilized Facebook, Twitter and MySpace to raise sufficient funds to place an advertisement protesting the activities of Royal Dutch Shell (Matherne, 2010).18

Other majaor benefit of SNS is Democratization of media. The Indymedia movement also developed out of this action, and has been a great tool in the democratization of information, which is another widely discussed aspect of new media movement. Some scholars even view this democratization as an indication of the creation of a "radical, socio-technical paradigm to challenge the dominant, neoliberal and technologically determinist model of information and communication technologies." 19

The promotion of interaction is seen as the third feature of social movements due to the idea that interaction between members is necessary for developing a collective purpose (Stein, 2009). Relationships and conversation. the study conducted by Harris et al (2010) discovered was that rather than being directly involved in social movements, they were participating in smaller and more individual ways by participating in online discussions around social change. A final, but equally important consideration for social movements is the ability to mobilize resources. SNS have proven to be an extremely effective tool for organizations to mobilize large groups of people, whether it is for actively demonstrating against governments or corporations or for petitioning for action. An example of this the successful anti-FARC rallies that took place in 2008. It was reported at the time that between 500,000 and 2,000,000 people attended rallies in 165 cities around the world in support of the people of Colombia (Neumayer & Raffl, 2008). These rallies were organized via Facebook and are an important example of how SNS provide a tool for social movements to bring people together physically where they have previously been virtually connected. And few other benefits also include, Creativity and re-mix culture, Embrace your passion and identity,• Community, sharing, and connecting. Increase transparency in government and organizations.*20

Criticisms of Social Media
Social Media has also been a great harm to various Social Movements specially the one in Syria. There is lot of criticisms discussed about the social media.
Lots of great content still gets overlooked. The content which is important will not be portrayed but other bifurcations will be put online. This can lead to privacy issues, which has been faced once by Facebook during 2007. The PHP code was made public which lead to privacy issues.21 Social Media can lead to Co-optation in the society. When charges of greenwashing are justified and a corporation becomes involved in a social movement while simultaneously engaging in damaging social or environmental activities, the movements that it supports are in danger of being co-opted by the corporation's underlying agenda. This is particularly true in the case of corporate support for public media. Once a public radio or television station becomes dependent on the financial support of an industry, pressure can be applied to prevent any criticism of that

industry from being broadcast.22 Current lack of good filters creates problems finding the best content , Writers have problems delivering content consistently. Anonymity can engender polarization and hate. Information overload and social networking overload. Work/Life balance is hard to achieve.

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