

7 Activist Uses of Digital Tech: *Popular Resistance in Egypt*

Mary Joyce for the International Center on Nonviolent Conflict | April 12th, 2011



background: original photo by Ramy Raoof/Flickr (Tahrir Square, February 11th, 2011)

Digital Activism

Overwhelmed by Variety



Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

Digital Activism

Overwhelmed by Variety

+ anecdote



Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

What Can Digital Tech do for Activists?



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What Can Digital Tech do for Activists?

The Options Seem Limitless!



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What Can Digital Tech do for Activists?

The Options Seem Limitless!

Create a website to anonymously leak private information of public interest

Create a public crowdsourced crisis map

Hacking campaigns

Create a free global human rights campaign

Hold public officials accountable

Activism in Iran... it's complicated



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Direct donations to an outsider candidate

Mobilize supporters and inform the world about a crackdown the government doesn't want anyone to know about

Hold public officials accountable

Investigate your MP's expenses

Join us in our fight against corruption. We have 18483 pages of documents, of which 18312 are unreviewed.

Start

What Can Digital Tech do for Activists?

All clear now?



Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

What Can Digital Tech do for Activists?

**All clear now?
of course not!**



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What Can Digital Tech do for Activists?

**More Information
≠ More Knowledge**



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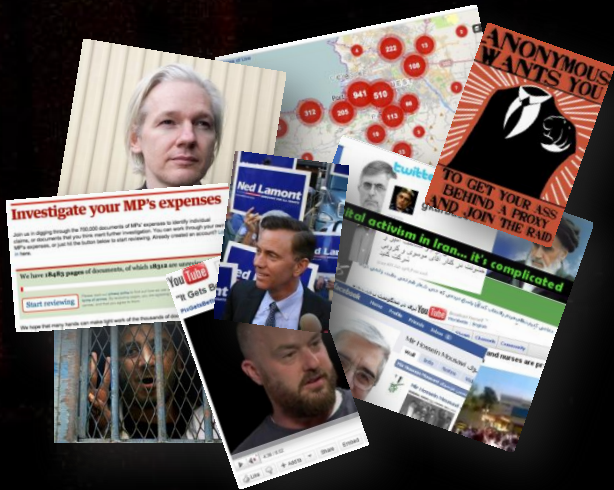
What Can Digital Tech do for Activists?

**More Information
≠ More Knowledge
≠ Better Strategy**

Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

Digital Activism

Moving From Information to Strategy

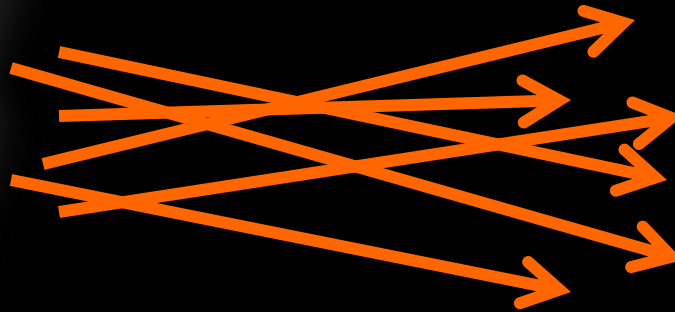


1) Start with lots of cases



Digital Activism

Moving From Information to Strategy



Strategic
Lessons

1) Start with lots of cases



What Can Digital Tech do for Activists?

Too Many Lessons

Create a website to anonymously leak private information of public interest

Create a public crowdsourced crisis map

Hacking campaigns

Create a free global human rights campaign

Create a free decentralized campaign sustained by supporter content

Mobilize supporters and inform the world about a crackdown the government doesn't want anyone to know about

Hold public officials accountable

Direct donations to an outsider candidate



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Digital Activism

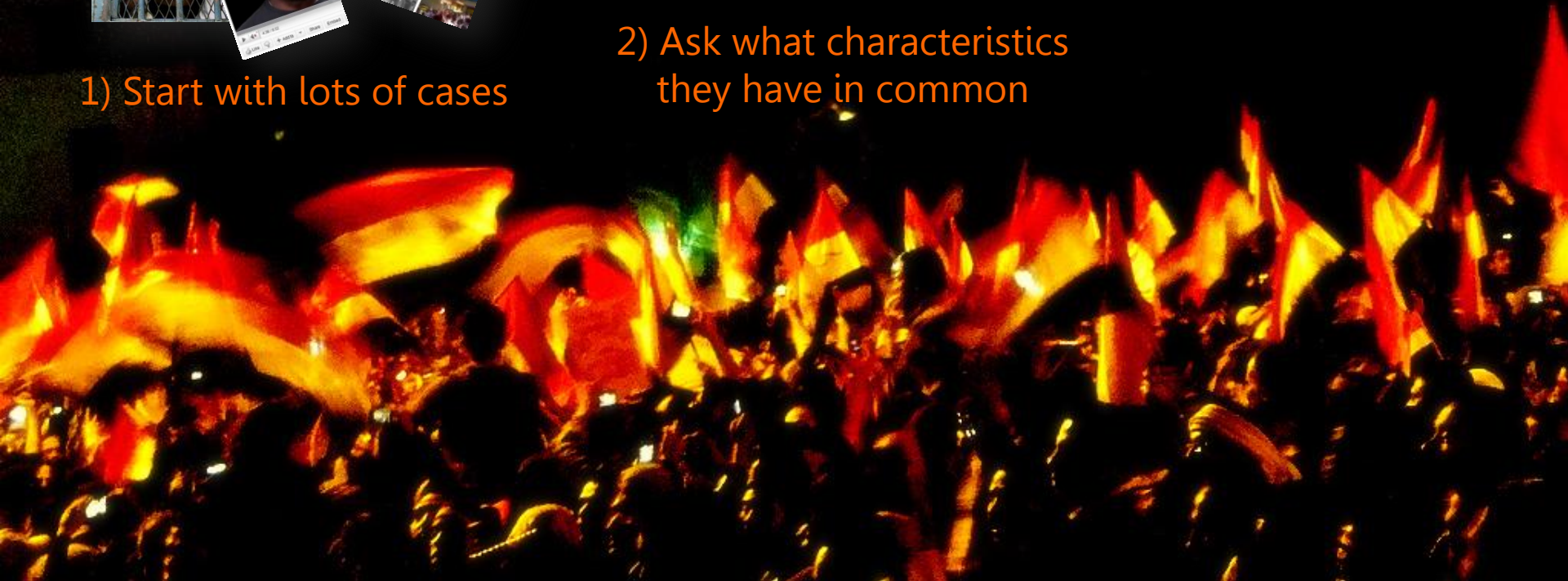
Moving From Information to Strategy



1) Start with lots of cases

create hack direct website
anonymity information public
interest crowdsourced
campaigns free global
donations decentralized
supporter content
mobilize world

2) Ask what characteristics
they have in common



Digital Activism

Moving From Information to Strategy



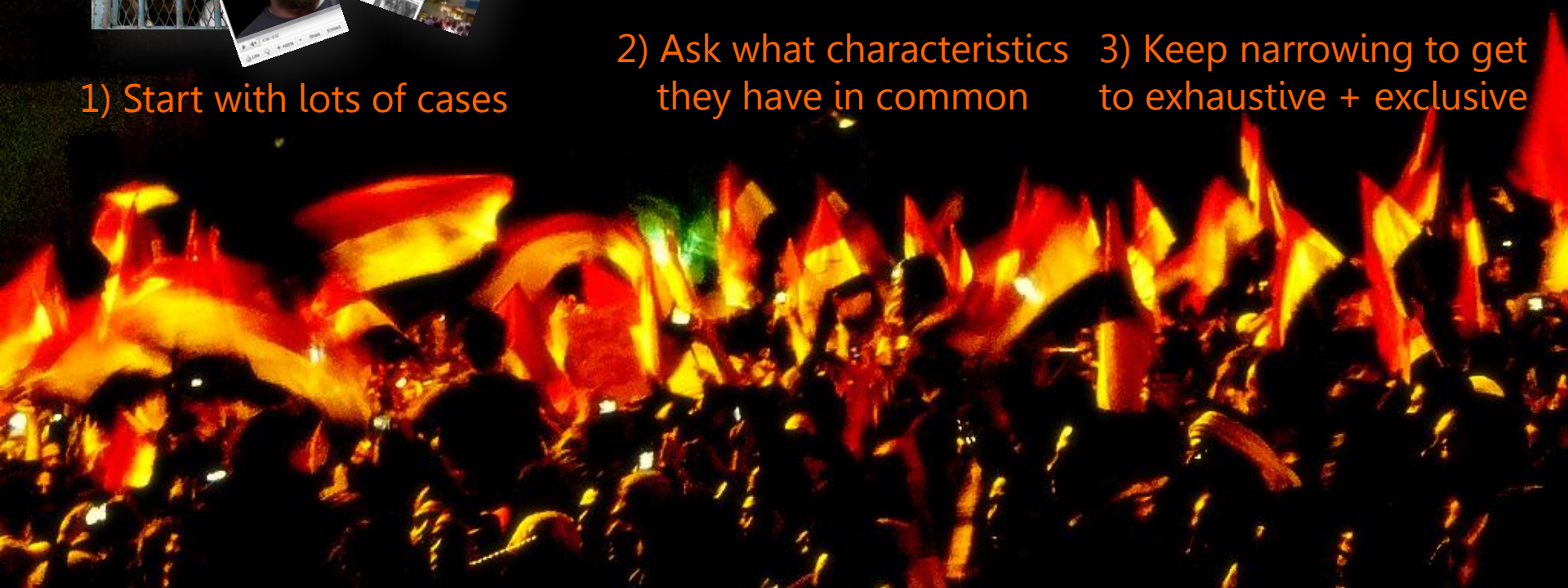
1) Start with lots of cases

create hack direct website
anonymity information public
interest crowdsourced
campaigns free global
donations decentralized
supporter content
mobilize world

create anonymity
information donations
content mobilize

2) Ask what characteristics
they have in common

3) Keep narrowing to get
to exhaustive + exclusive



The 7 Activist Uses of Digital Technology

- 1. Document**
- 2. Broadcast**
- 3. Mobilize**
- 4. Co-Create**
- 5. Protect**
- 6. Synthesize**
- 7. Transfer Resources**



The 7 Activist Uses of Digital Technology

- 1. Document:** digital content creation
- 2. Broadcast:** information-sharing, no call to action
- 3. Mobilize:** information-sharing, w/ call to action
- 4. Co-Create:** design and planning
- 5. Protect:** evading censorship & surveillance
- 6. Synthesize:** aggregation & mash-up
- 7. Transfer Resources:** \$\$\$



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

The digital encoding of text, video, or audio, regardless of the whether is subsequently shared.



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

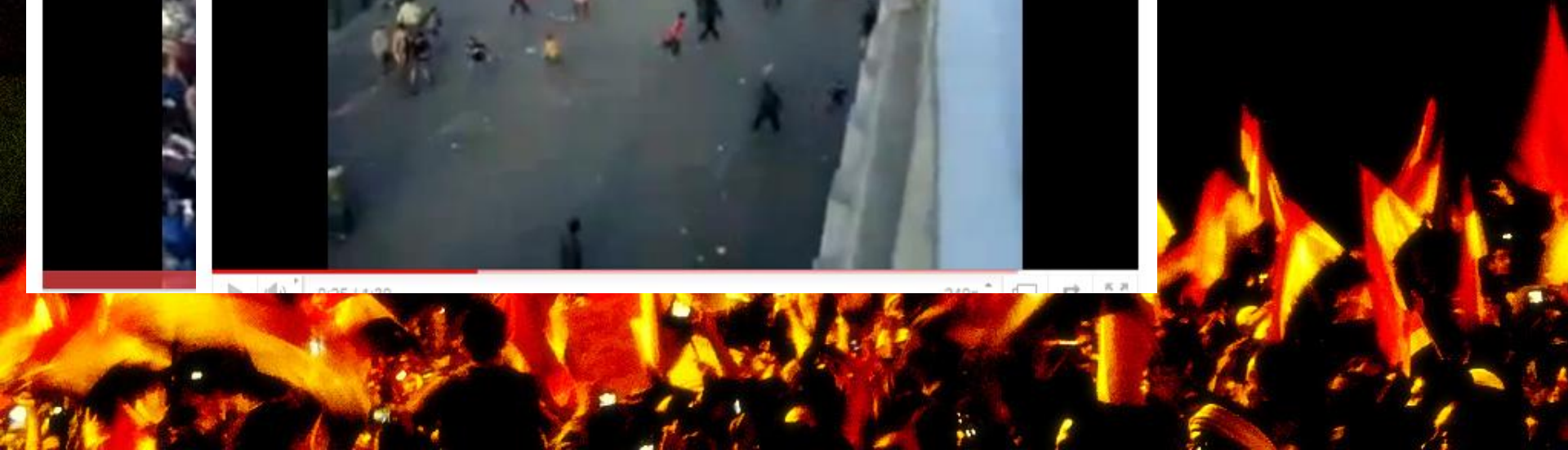
February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

The most basic form of content-sharing, aim is to create shared understanding of public issue.



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action



2. Broadcast: information-sharing, no call to action



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

**Charging
mobile
phones in
Tahrir
(BoingBoing)**




The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

bambuser BETA
Live from your mobile!

Search

Broadcasts Users Events Home Help Log in

Demonstration in Tahrir Square - 4 Feb (3146 views)
Broadcast started 2 months ago  102 people like this. Be the first of your friends.



Overview Info Comments (1) Share

By **RamyRaouf**
From Egypt



February 4 2011 12:48 Geotagged using GPS

go to site

<http://bambuser.com/channel/RamyRaouf/broadcast/1383428> (online media officer for the Egyptian Initiative for Personal Rights)

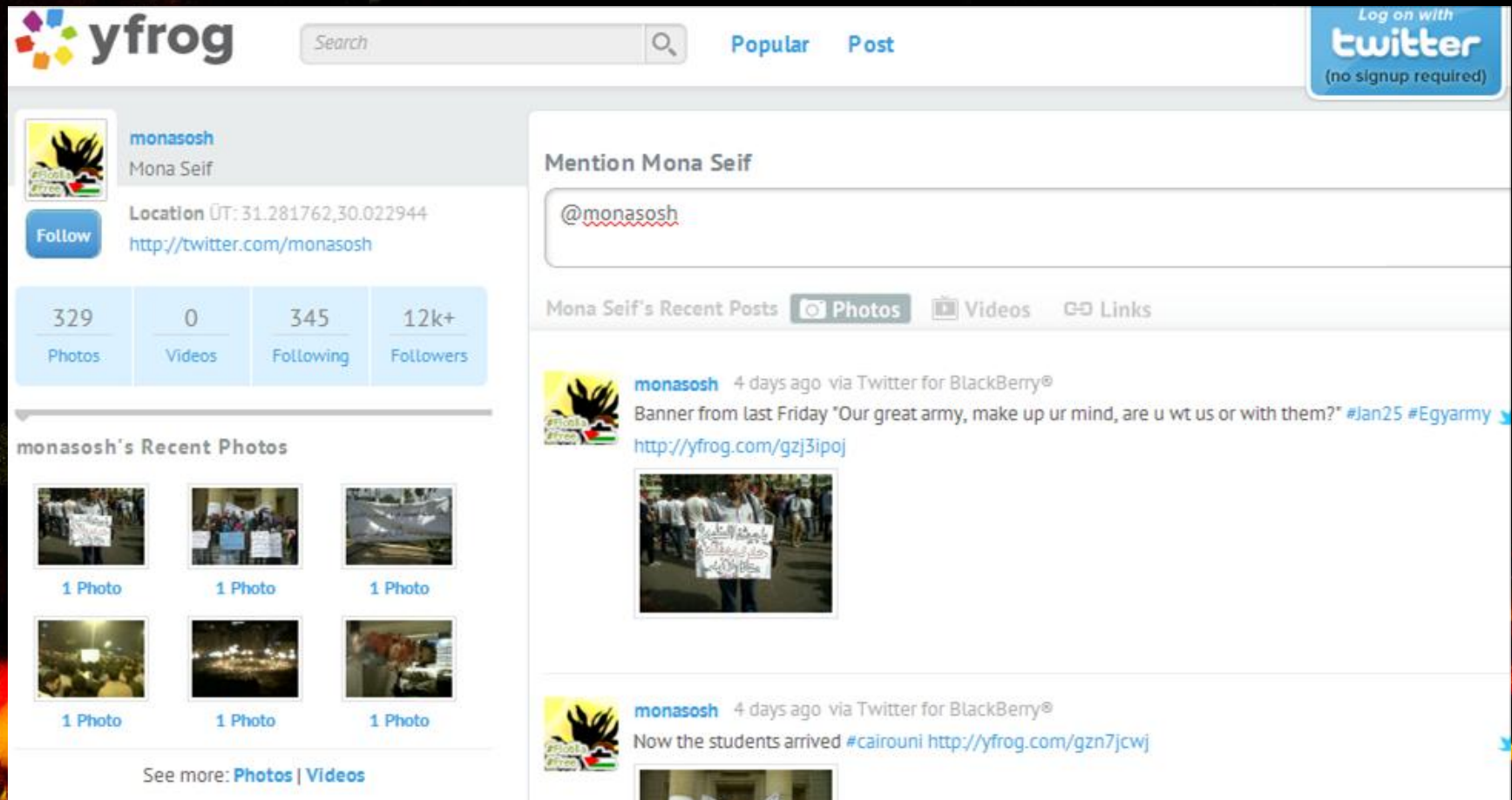
The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action



The screenshot displays a Twitter profile for a user named 'monasosh' (Mona Seif). The profile includes a bio, location (UT: 31.281762, 30.022944), and a link to their Twitter page. The profile also shows statistics: 329 Photos, 0 Videos, 345 Following, and 12k+ Followers. The 'Recent Photos' section displays six photos, each with a '1 Photo' label. The 'Recent Posts' section shows two tweets from 4 days ago, both posted via Twitter for BlackBerry. The first tweet is a banner from last Friday with the text 'Our great army, make up ur mind, are u wt us or with them?' and includes the hashtags #Jan25 and #Egyarmy. The second tweet is a photo of students arriving, with the text 'Now the students arrived #cairouni'. The background of the slide features a fiery, orange and red pattern.

yfrog Search Popular Post Log on with **twitter** (no signup required)

monasosh
Mona Seif
Location UT: 31.281762,30.022944
<http://twitter.com/monasosh>

Follow

329 Photos 0 Videos 345 Following 12k+ Followers

monasosh's Recent Photos

1 Photo 1 Photo 1 Photo 1 Photo 1 Photo 1 Photo

See more: [Photos](#) | [Videos](#)

Mention Mona Seif

@monasosh

Mona Seif's Recent Posts Photos Videos Links

monasosh 4 days ago via Twitter for BlackBerry®
Banner from last Friday "Our great army, make up ur mind, are u wt us or with them?" #Jan25 #Egyarmy
<http://yfrog.com/gzj3ipoj>

monasosh 4 days ago via Twitter for BlackBerry®
Now the students arrived #cairouni <http://yfrog.com/gzn7jcwj>

The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action

Content-sharing which includes a direct request for the viewer to take action.



The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action



The image shows a screenshot of a Facebook page for the group "We are all Khaled Said". The page is set against a background of a protest with fire. The Facebook interface includes a search bar, a "Like" button, and a "Wall" section. The "Wall" section contains a post from the group, dated "8 APRIL", with the text "Warning FRIDAY" and "REVOLUTION STILL ALIVE". The post includes a video thumbnail and a link to "Tahrir Square now - Friday of purification!". The post also shows that "Liz Henry and 581 others like this" and "View all 204 comments".

facebook

Search

We are all Khaled Said Like

Society/Culture

8 APRIL
Warning
FRIDAY
REVOLUTION
STILL ALIVE

Wall

We are all Khaled Said · Top Posts

We are all Khaled Said

Today is the Friday of purification in Egypt. We want to clean up our country from all the remnants of the former regime & enemies of the revolution. Those who supported Mubarak for 30 years cannot stay as appointed Governors & local councillors. We need a full cleanup of our country from all who fought & still fighting our revolution ...

See More

Tahrir Square now - Friday of purification!
www.flickr.com
DSC_9294

12 hours ago · Share

Liz Henry and 581 others like this.

View all 204 comments

We are all Khaled Said

In telephone interviews with Anderson Cooper from CNN, Iman spoke about her abuse at the hands of Gaddafi forces. She recalled men pouring alcohol into her eyes, repeatedly using rifles to sodomize her & being raped by 15 Gaddafi

The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action

Purification Friday
April 8
The People
Want to Know:
"What's the Plan?"



The screenshot shows a Facebook interface. On the left is a sidebar with a menu: Wall, Info, Photos (36,162), Discussions, Events, Notes, Links, Video, and Questions (14). Below the menu, it says '1,127,914 people like this' and '+offline'. The main content area shows the profile of 'كلنا خالد سعيد' (We are all Khaled Said), a Public Figure. Below the profile picture and cover photo, there's a 'Wall' section with a post. The post has a black background with white Arabic text: 'جمعة التطهير 8 أبريل الشعب يريد معرفة إيه النظام؟' (Purification Friday 8 April The people want to know: What's the plan?). To the right of the text is a photo of a protest with a red, white, and black striped banner. Below the post, there's a 'Share:' button and a 'Post' button. The post text continues: 'صورة من ميدان التحرير تتجاوز فيها أعلام مصر وسوريا واليمن، ما تعليقك؟؟' (A photo from Tahrir Square showing flags of Egypt, Syria, and Yemen, what's your comment??). Below the text is a photo of the same protest banner. At the bottom, it says '2 hours ago · Like · Comment · Share' and '4,493 people like this.' There is also a 'View all 1,887 comments' link and a 'Write a comment...' input field.

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

The iterative decision-making process by which actions and campaigns are designed and planned.

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

“By the way...the secret behind the success of the [Facebook] page is that before any decision was taken, we’d take a **survey and everyone would give their opinions, and the opinion of the majority would prevail.”**

- Wael Ghonim, February 7th, 2011

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

Most planning occurred offline for **security** reasons, but when technology was used, it was private and one-to-one (**SMS**, **phone calls**, **GChat**), unlike social media, which is public and many-to-many.



The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

Offline mobilization and planning was critically to avoiding detection, especially in the beginning.

offline organizing

(<http://video.nytimes.com/video/2011/02/09/world/1248069625583/the-road-to-tahrir-square.html?scp=1&sq=road%20to%20tahrir&st=cse>)

go to site



The 7 Activist Uses of Digital Technology

5. Protect: evading censorship & surveillance

Applications that help activists evade censorship blocks and government surveillance of their digital communication.

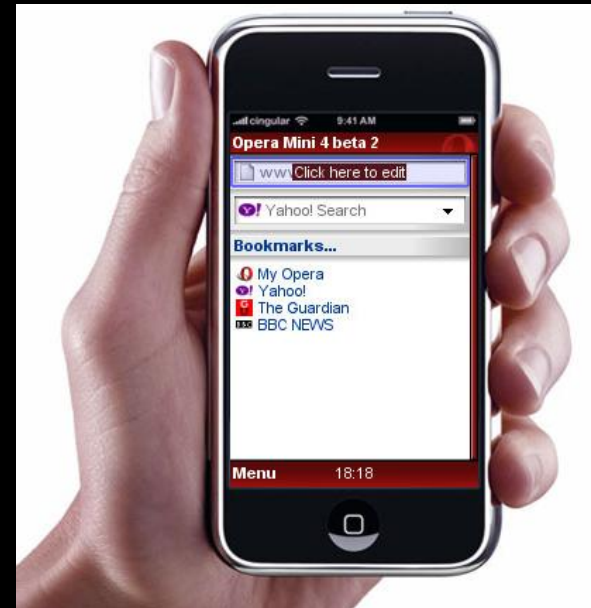


The 7 Activist Uses of Digital Technology

5. **Protect:** evading censorship & surveillance

Opera Mini is a web browser for smart phones that includes an app called **Turbo** which, when enabled, loads content through an Opera-run server. This speeds up retrieval of content if connectivity is slow, but has the side-effect of basically being a **proxy server** to circumvent restrictions on content which limit your access.

- Sesawe.net



The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

Aggregation: bringing together content of the same type (photos, news articles)

Mash-up: bringing together content of different types (GPS data, video, music, text)




The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up





flickr® from YAHOO!

Home The Tour Sign Up Explore Upload

You aren't signed in

 **Piggipedia** موسوعة الجلادين
Group Pool Discussion 173 Members Map Join This Group

Search this group's pool

Slideshow     More ▾

From osama sam From osama sam From osama sam From osama sam From osama sam From osama sam

From osama sam From osama sam From osama sam From osama sam From osama sam From osama sam

<http://www.flickr.com/groups/piggipedia/pool/>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



<http://www.flickr.com/groups/piggipedia/pool/>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

The image displays a collage of digital activism elements. On the left, a screenshot of a Twitter post from @teleraby shows a candle with a world map inside. In the center, a Facebook post from Amn Dawla Leaks features a similar candle graphic and Arabic text. On the right, another Facebook post from Amn Dawla Leaks shows a group of people protesting. The background is a fiery, abstract image.

Twitter Post (@teleraby):

Reply [@teleraby](#)

Facebook Post (Amn Dawla Leaks):

facebook Search Popular Post

Amn Dawla Leaks Like

Political Organization

Wall Amn Dawla Leaks · Most Recent

Amn Dawla Leaks

من ميدان التحرير: الضباط المعصمين عددهم حوالي 20 وبطلوا من الناس تجميعهم عشان معاهم أوراق تدين المشير

19 minutes ago

18 people like this.

View all 10 comments

Mohamed Salah

مع كامل تقديري لدوافع هؤلاء الضباط الشبان الوطنية، ولكن لازم يفهموا إن الذي بتاع الجيش له إحترامه و ميقتش إستخدامه في مظاهرة مع أو ضد أي إحتاج. دي قواعد العسكرية، و لازم يتقيدوا بقرارات المحكمة العسكرية، لازم يعرفوا إن أي محاولة لإقتسام الجيش مرفوضة بنسبة ١٠٠% من كل أبناء مصر الوطنيين العقلاء

7 minutes ago · 2 people

Sarah Khaled

bgd mb2nash 3arfeen meen kwis fi balad di ... w lma el zobat di 3rfa blawy w 3rfa en fi nas btesra2 el blad mtdmsh lih mn zman ((m3 enohom 7alfeen el yameen)) wla howia 7agat 7agat !!! w el klam l kol wa7ed kan shaf araf w ser2a w mtdmsh msh zobat bs ..dlw2ty b2a 3ndoko dameer ...

3 minutes ago

Amn Dawla Leaks

<http://www.flickr.com/photos/58247883@N07/> & <http://www.facebook.com/AmnDawlaLeaks>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

The collage illustrates digital activism through various platforms and content:

- yfrog**: A search bar for finding images.
- @teleraby**: A Facebook profile with a post featuring a candle and the text "Amn Dawla Leaks".
- flickr**: A page for "Amn El Dawla (Misc sources)" showing a candle and a document with Arabic text.
- Amn Dawla Leaks**: A Facebook post with a candle image and the text "Amn Dawla Leaks".
- Amn El Dawla (Misc sources)**: A Flickr page with a candle image and a document with Arabic text.
- Amn El Dawla (Misc sources)**: A Flickr page with a candle image and a document with Arabic text.
- Amn El Dawla (Misc sources)**: A Flickr page with a candle image and a document with Arabic text.

<http://www.flickr.com/photos/58247883@N07/> & <http://www.facebook.com/AmnDawlaLeaks>

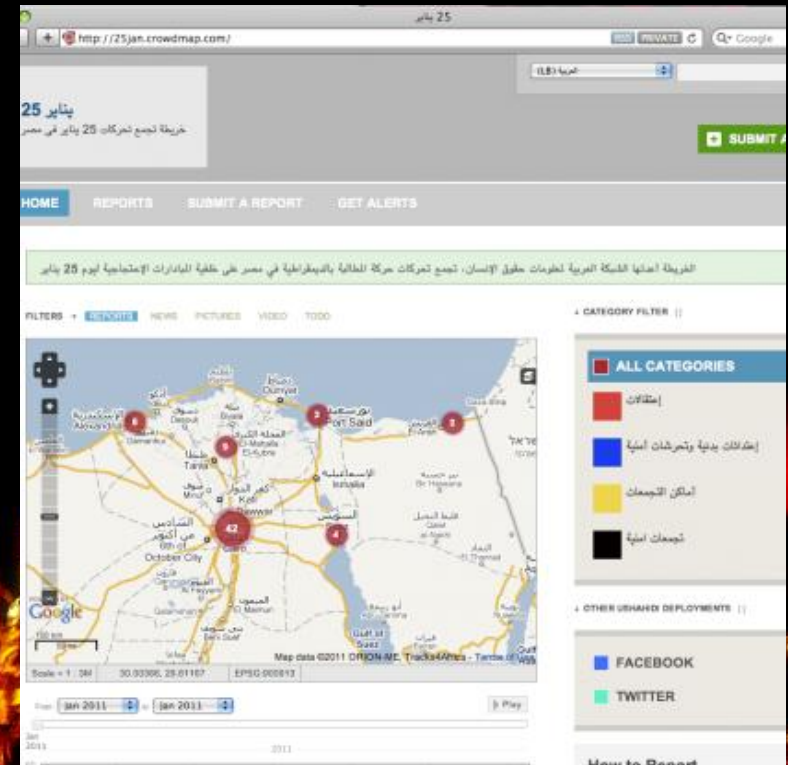
The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

U-Shahid Map (Development and Institutionalization Support Center, Cairo)



Jan 25th CrowdMap (Arabic Network for Human Rights Information, Cairo)



<http://irevolution.net/2011/02/03/egypt-jan25-ushahidi/>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



go to site

<http://www.youtube.com/watch?v=ThvBJMzmSZ>

The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$



Make a Donation



The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$

(none)



The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$

"I was kidnapped ... inside State Security prison.... They were all 100% certain that we were traitors, working for others, either brainwashed, or funded by some entity directing us. Telling us where to go, what to do, what to post online."

- Wael Ghonim, February 7th, 2011

The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

twitter

#jan25



Home

Profile

Messages

Who To Follow



Mary_Joyce

← Back to Home

+ Save this search

Results for #jan25

Tip: use [operators](#) for [advanced search](#).

Tweets

Tweets with links

Tweets near you

People



monaeltahawy Mona Eltahawy

Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)

5 hours ago

Top Tweet



sharifkouddous Sharif Kouddous

wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)

5 hours ago

Top Tweet



AlMasryAlYoun_E Al-Masry Al-Youm

Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)

People results for #jan25



Jan25voices · Follow

Jan25 Voices



Ghonim · Follow

Wael Ghonim



SultanAlQassemi · Follow

Sultan Al Qassemi



bencnn · Follow

benwedeman

More people results →

Trends

Worldwide · [change](#)

[#ChipotleGold](#) Promoted

[#atablackpersonfuneral](#)

[#unanoviaqueteama](#)

[Maldito Chavez](#)

[Rory McIlroy](#)

[#iwasthinkin](#)

[Manny Ramirez](#)

[Tom & Jerry](#)

[Posada Carriles](#)

[Monte Carlo](#)

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[Advertisers](#) · [Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2011 Twitter

The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

twitter Home Profile Messages Who To Follow

← Back to Home [+ Save this search](#)

Results for #jan25

Tip: use operators for advanced search.

Tweets Tweets with links Tweets near you People

monaeltahawy Mona Eltahawy
Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago
[Top Tweet](#)

sharifkouddous Sharif Kouddous
wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)
5 hours ago
[Top Tweet](#)

AlMasryAlYoun_E Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)

People results for #jan25

Jan25voices · Follow
Jan25 Voices

Ghonim · Follow
Wael Ghonim ✓

SultanAlQassemi · Follow
Sultan Al Qassemi ✓

bencnn · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) [Promoted](#) [#iwasthinkin](#)

[#atablackpersonfuneral](#) [Manny Ramirez](#)

[#unanoviaqueteama](#) [Tom & Jerry](#)

[Maldito Chavez](#) [Posada Carriles](#)

[Rory McIlroy](#) [Monte Carlo](#)

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[Advertisers](#) · [Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2011 Twitter

The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

The image shows a screenshot of the Twitter search results for the hashtag #jan25. The interface includes a search bar at the top with the text "#jan25" and a magnifying glass icon. Below the search bar, there are navigation links: Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column shows the search results for #jan25, with a "Results for #jan25" header and a "Tip: use operators for advanced search" message. Below this, there are tabs for "Tweets", "Tweets with links", "Tweets near you", and "People". The "Tweets" tab is selected, showing a list of tweets. The first tweet is from monaeltahawy, with the text "Demo in front of #Israeli Embassy in Cairo http://twitpic.com/4ibsf7 via @NadiaE #Palestine #Egypt #Jan25 #Apr8". The second tweet is from sharifkouddous, with the text "wish I could be in #Tahrir today. Inspiring to see so many carrying the revolution forward #Egypt #Jan25". The right column shows "People results for #jan25" and "Trends". The "People results" section lists several users: Jan25voices, Ghonim, SultanAlQassemi, and bencnn. The "Trends" section lists various topics: Worldwide - change, #ChipotleGold, #atablackpersonfuneral, #unanoviaqueteama, Maldito Chavez, Rory McIlroy, #iwasthinkin, Manny Ramirez, Tom & Jerry, Posada Carriles, and Monte Carlo. At the bottom of the page, there are links for "About", "Help", "Blog", "Mobile", "Status", "Jobs", "Terms", "Privacy", "Shortcuts", "Advertisers", "Businesses", "Media", "Developers", "Resources", and "© 2011 Twitter". Three orange arrows originate from the top of the page and point to specific tweets: one points to the tweet by monaeltahawy, one points to the tweet by sharifkouddous, and one points to the tweet by AlMasryAlYoum_E.


twitter Home Profile Messages Who To Follow


← Back to Home [+ Save this search](#)


Results for #jan25

Tip: use [operators](#) for [advanced search](#)


[Tweets](#) [Tweets with links](#) [Tweets near you](#) [People](#)


 **monaeltahawy** Mona Eltahawy
Demo in front of #Israeli Embassy in Cairo <http://twitpic.com/4ibsf7>
via @NadiaE #Palestine #Egypt #Jan25 #Apr8
5 hours ago
[Top Tweet](#)


 **sharifkouddous** Sharif Kouddous
wish I could be in #Tahrir today. Inspiring to see so many carrying
the revolution forward #Egypt #Jan25
5 hours ago
[Top Tweet](#)


 **AlMasryAlYoum_E** Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> #Egypt #Jan25

People results for #jan25

 **Jan25voices** · Follow
Jan25 Voices

 **Ghonim** · Follow
Wael Ghonim ✓

 **SultanAlQassemi** · Follow
Sultan Al Qassemi ✓

 **bencnn** · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) [Promoted](#) [#iwasthinkin](#)

[#atablackpersonfuneral](#) [Manny Ramirez](#)

[#unanoviaqueteama](#) [Tom & Jerry](#)

[Maldito Chavez](#) [Posada Carriles](#)





[Rory McIlroy](#) [Monte Carlo](#)


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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate


twitter  #jan25  Home Profile Messages Who To Follow   Mary_Joyce

← Back to Home 


Results for #jan25

Tip: use [operators](#) for [advanced search](#).


Tweets Tweets with links Tweets near you People



monaeltahawy Mona Eltahawy
Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago
[Top Tweet](#)




sharifkouddous Sharif Kouddous
wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)
5 hours ago
[Top Tweet](#)




AlMasryAlYoun_E Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)


People results for #jan25




Jan25voices · Follow
Jan25 Voices



Ghonim · Follow
Wael Ghonim ✓



SultanAlQassemi · Follow
Sultan Al Qassemi ✓



bennn · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) [Promoted](#)

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[Maldito Chavez](#)

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[Monte Carlo](#)


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The True Complexity

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Mobilize + Broadcast + Document + Bypass + Aggregate


twitter  #jan25  Home Profile Messages Who To Follow   Mary_Joyce

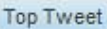
← Back to Home 


Results for #jan25


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Tweets Tweets with links Tweets near you People



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People results for #jan25





Jan25voices · Follow
Jan25 Voices



Ghonim · Follow
Wael Ghonim 



SultanAlQassemi · Follow
Sultan Al Qassemi 




bencnn · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) 

[#atablackpersonfuneral](#)

[#unanoviaqueteama](#)

[Maldito Chavez](#)

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate


twitter  #jan25 Home Profile Messages Who To Follow


← Back to Home + Save this search


Results for #jan25

Tip: use [operators](#) for [advanced search](#).


Tweets Tweets with links Tweets near you People


 **monaeltahawy** Mona Eltahawy
Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago
[Top Tweet](#)

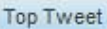
 **sharifkouddous** Sharif Kouddous
wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
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 **AlMasryAlYoum_E** Al-Masry Al-Youm
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People results for #jan25

 **Jan25voices** - Follow
Jan25 Voices

 **SultanAlQassemi** - Follow
Sultan Al Qassemi

 **Ghonim** - Follow
Wael Ghonim

 **bennn** - Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) Promoted [#iwasthinkin](#)

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[#unanoviaqueteama](#) Tom & Jerry

[Maldito Chavez](#) Posada Carriles

[Rory McIlroy](#) Monte Carlo

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

The image shows a screenshot of the Twitter search results for the hashtag #jan25. Five orange arrows point from the header text to specific features on the page:

- Mobilize**: Points to the search bar at the top.
- Broadcast**: Points to the tweet by monaeltahawy.
- Document**: Points to the tweet by sharifkouddous.
- Bypass**: Points to the tweet by AlMasryAlYoum_E.
- Aggregate**: Points to the 'People results for #jan25' section.

The search results for #jan25 include:

- Tweets**: A list of tweets, including one by monaeltahawy (Mona Eltahawy) and another by sharifkouddous (Sharif Kouddous).
- People results for #jan25**: A list of users, including Jan25voices, SultanAlQassemi, Ghonim, and bennn.
- Trends**: A list of trending topics, including Worldwide - change, #ChipotleGold, #atablackpersonfuneral, #unanoviaqueteama, Maldito Chavez, Rory McIlroy, #iwasthinkin, Manny Ramirez, Tom & Jerry, Posada Carriles, and Monte Carlo.

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The True Complexity

Org Example: Front to Defend Egypt Protestors

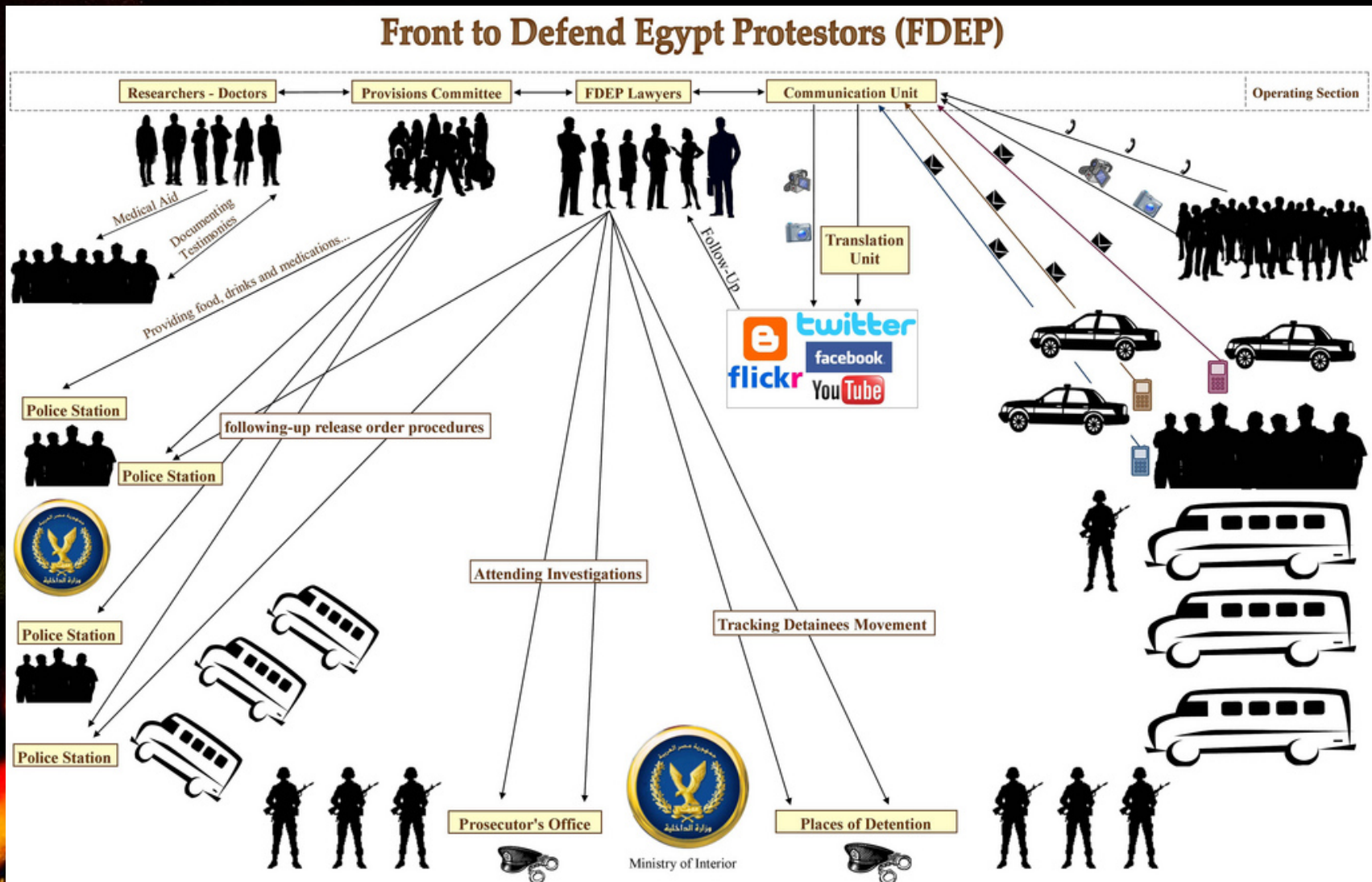


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

The True Complexity

Org Example: Front to Defend Egypt Protestors

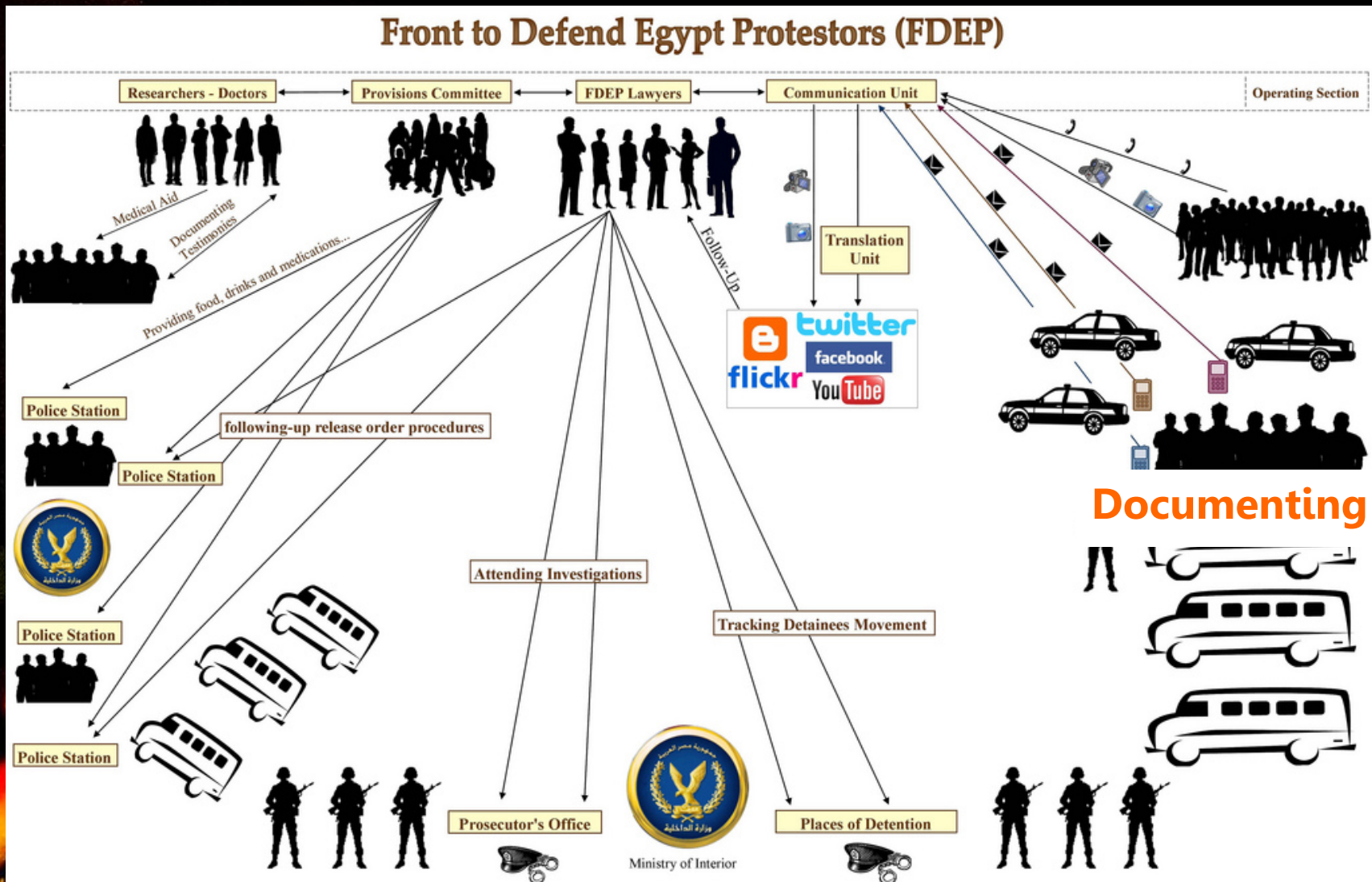


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

The True Complexity

Org Example: Front to Defend Egypt Protestors

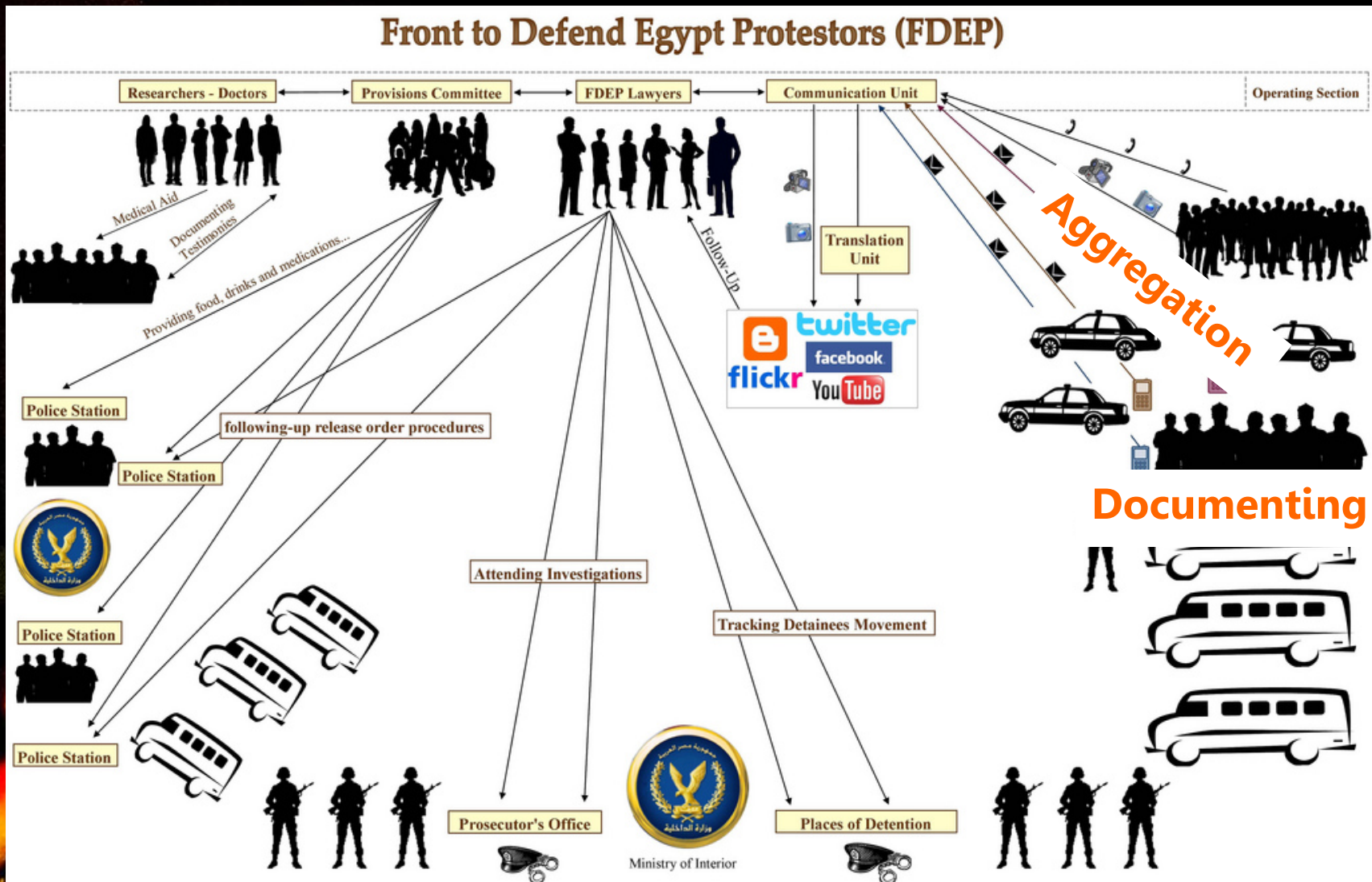
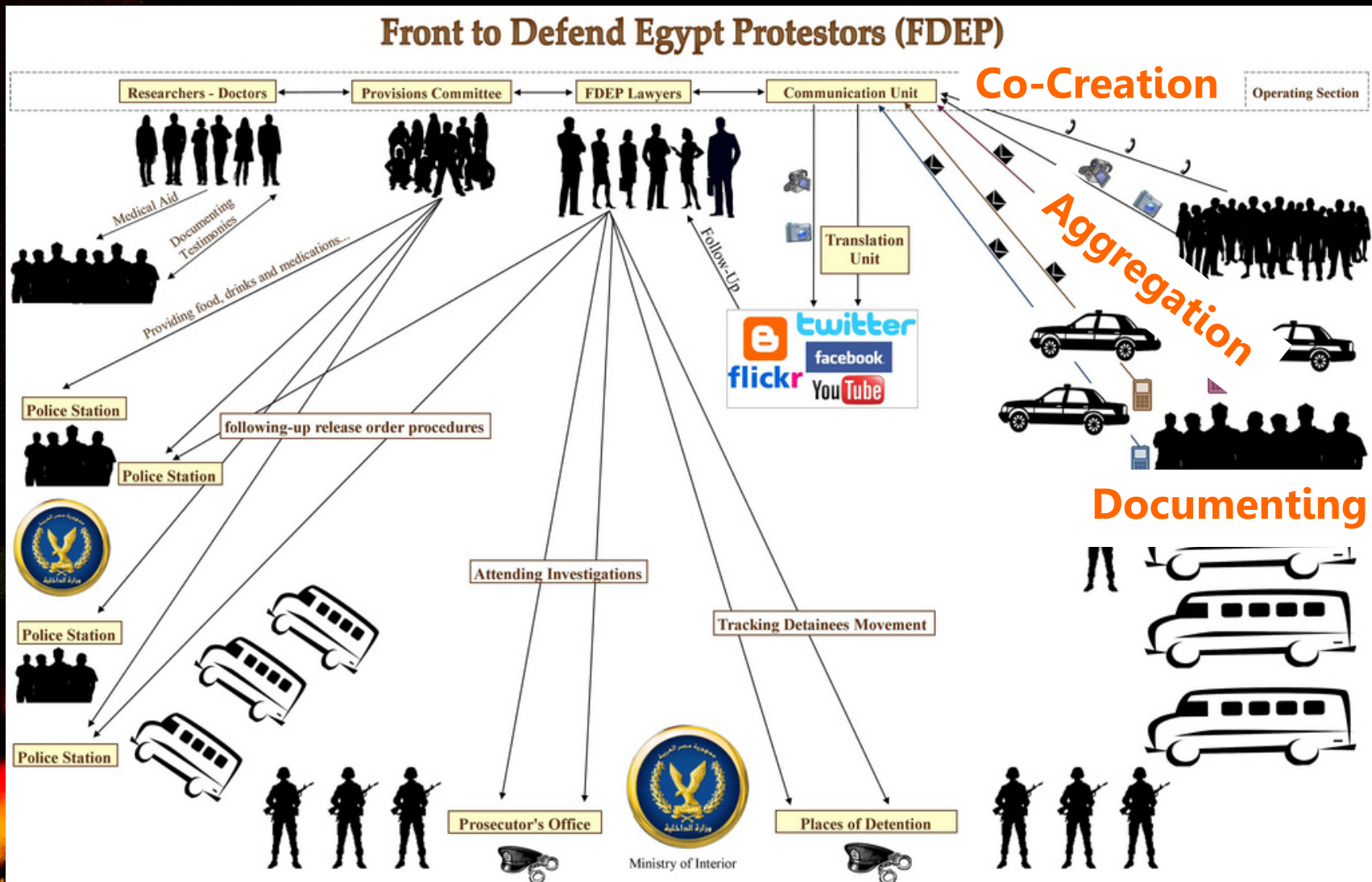


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

<http://egyptprotest-defense.blogspot.com/> (broadcast, mobilization, synthesis)
<http://www.flickr.com/photos/ramyraoof/4537322405/sizes/l/>

The True Complexity

Org Example: Front to Defend Egypt Protestors



The True Complexity

Org Example: Front to Defend Egypt Protestors

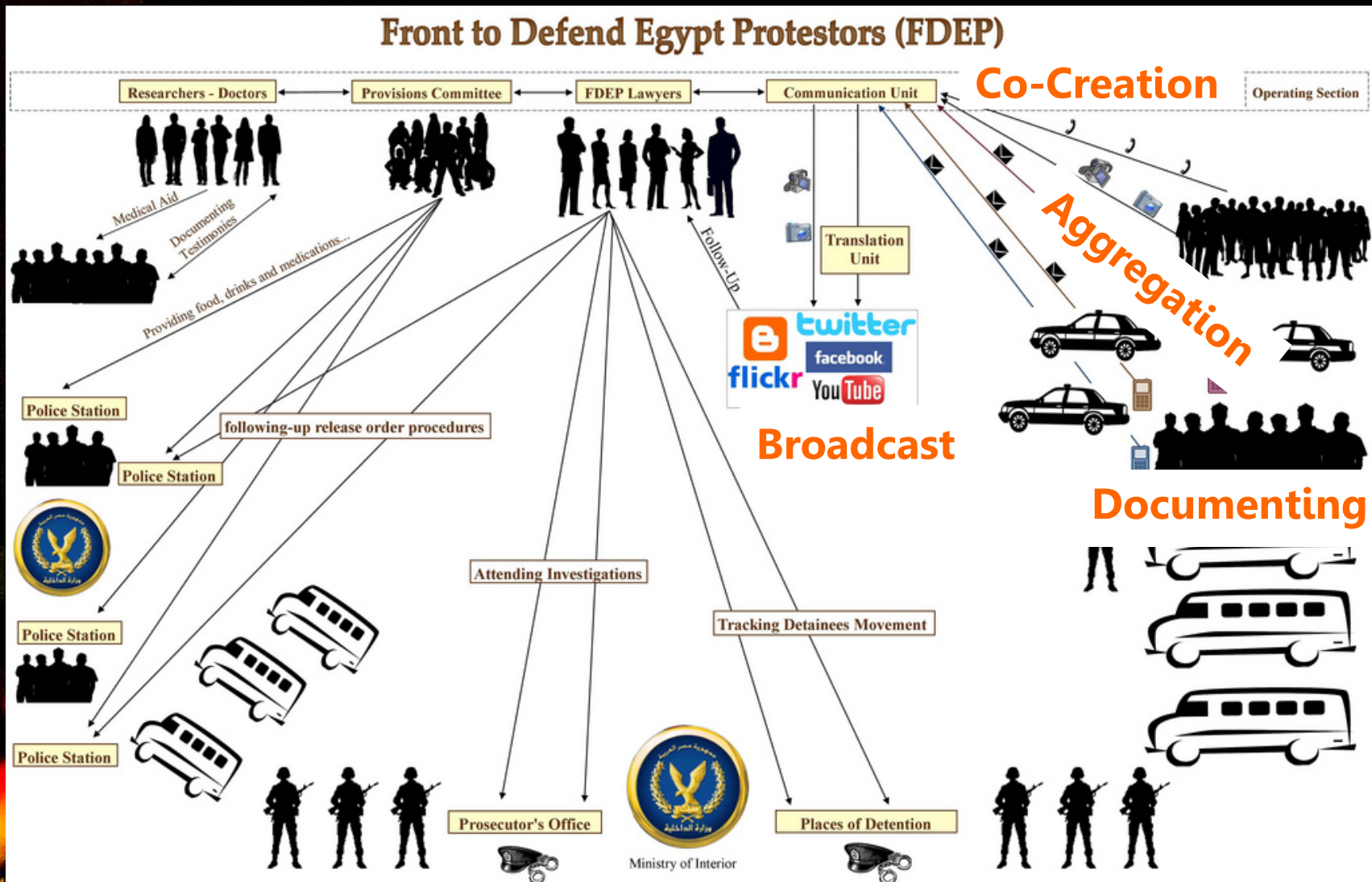


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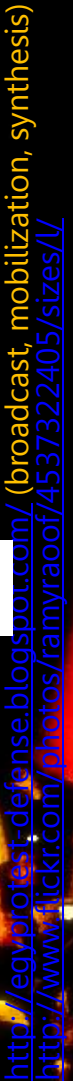


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

Applying the Framework

Finding New Trends

Document
Synthesize
Broadcast
Bypass

Document
Synthesize
Broadcast

Mobilize
Co-Create
Bypass

Document
Synthesize
Broadcast
Mobilize

Document
Synthesize
Broadcast
Mobilize

Transfer \$
Mobilize

Document
Broadcast

(all of the above)

The 7 Activist Uses of Digital Technology

Merging of Online and Offline Tactics

“The revolution belonged to the Internet youth. Then it belonged to the Egyptian youth. Then the revolution belonged to all the people of Egypt”

-Wael Ghonim

http://www.youtube.com/watch?v=yW59LZsjE_g



The 7 Activist Uses of Digital Technology

Thanks! Any Questions?

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Twitter: @Mary_Joyce

Site: www.Meta-Activism.org

+ thanks to Alix Dunn
for her Egypt expertise
(www.engineerroom.no)

