

Twitternutzung durch politische Aktivisten am Beispiel #S2I

Andreas Jungherr
Universität Bamberg

andreas.jungherr@gmail.com
[@ajungherr](https://twitter.com/ajungherr)

Unterthema von:
Digitale Werkzeuge für Kollektives Handeln

Ermächtigung von Aktivisten vs Slacktivism



Here Comes Everybody

Clay Shirky

THE POWER OF
ORGANIZING
WITHOUT
ORGANIZATIONS



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ANNALS OF INNOVATION

SMALL CHANGE

Why the revolution will not be tweeted.

BY MALCOLM GLADWELL

OCTOBER 4, 2010

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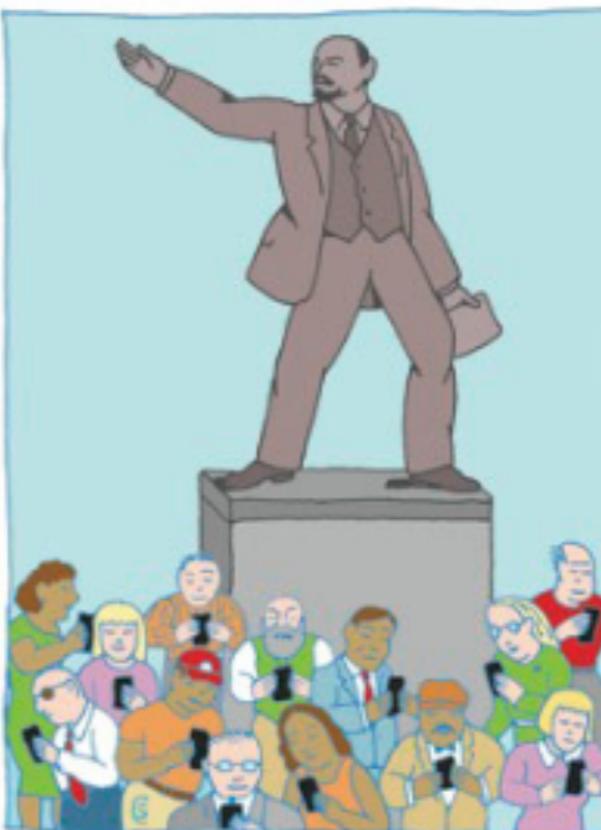
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At four-thirty in the afternoon on Monday, February 1, 1960, four college students sat down at the lunch counter at the Woolworth's in downtown Greensboro, North Carolina. They were freshmen at North Carolina A. & T., a black college a mile or so away.

"I'd like a cup of coffee, please," one of the four, Ezell Blair, said to the waitress.

"We don't serve Negroes here," she replied.

The Woolworth's lunch counter was a long L-shaped bar that could seat sixty-six people, with a standup snack bar at one end.



Stuttgart 21

www.kopfbahnhof-21.de

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Through a Glass, Darkly: Tactical Support and Symbolic Association in Twitter Messages Commenting on Stuttgart 21

Andreas Jungherr andreas.jungherr@gmail.com**Pascal Jürgens**

Abstract

Political actors increasingly use the microblogging service, Twitter, for the organization, coordination, and documentation of collective action. These interactions with Twitter leave digital artifacts that can be analyzed. In this article, we look at Twitter messages commenting on one of the most contentious protests in Germany's recent history, the protests against the infrastructure project Stuttgart 21. We analyze all messages containing the hashtag #s21 that were posted between May 25, 2010, and November 14, 2010, by the 80,000 most followed Twitter users in Germany. We do this to answer three questions: First, what distinguishes events that resulted in high activity on Twitter from events that did not? Second, during times of high activity, does

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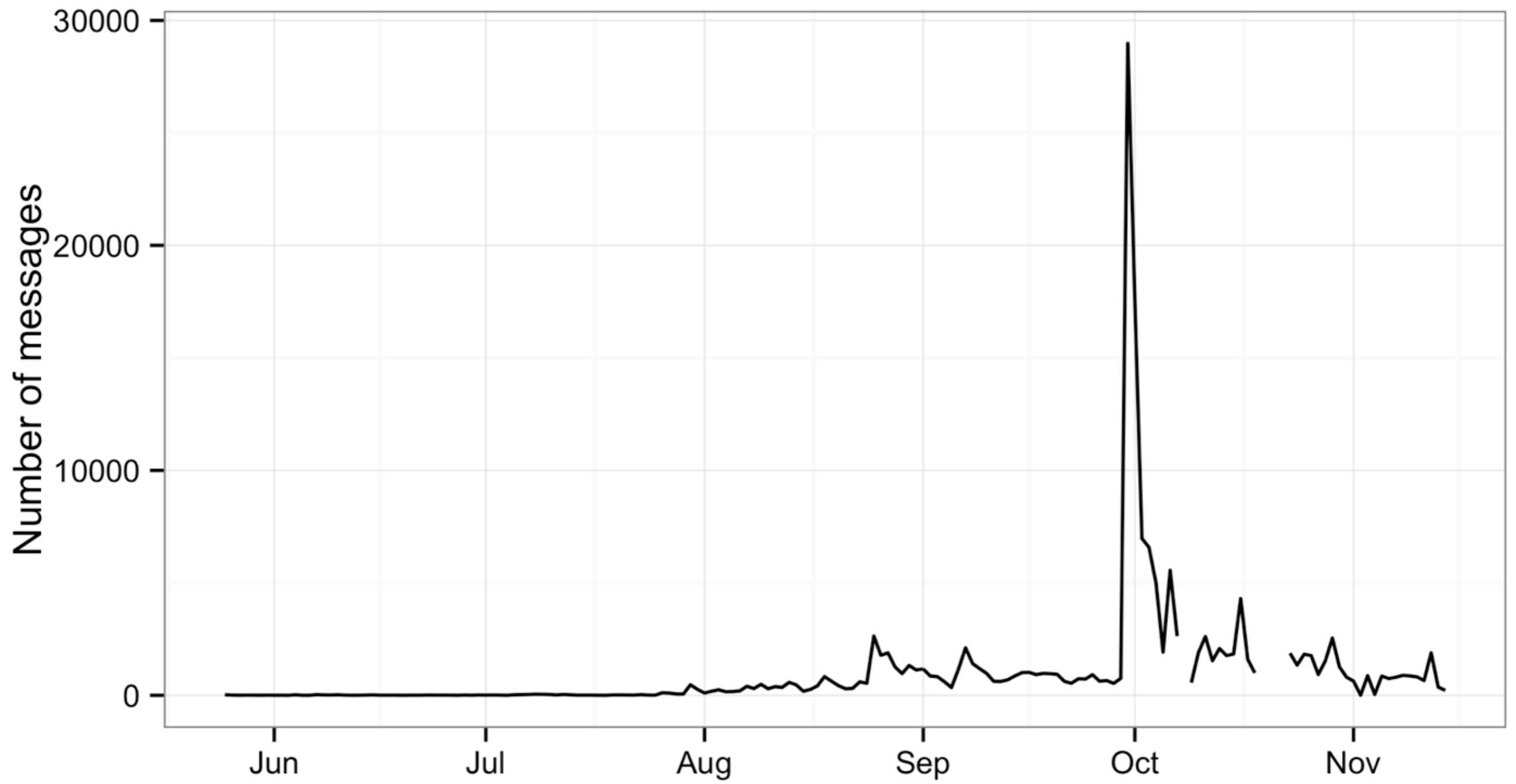
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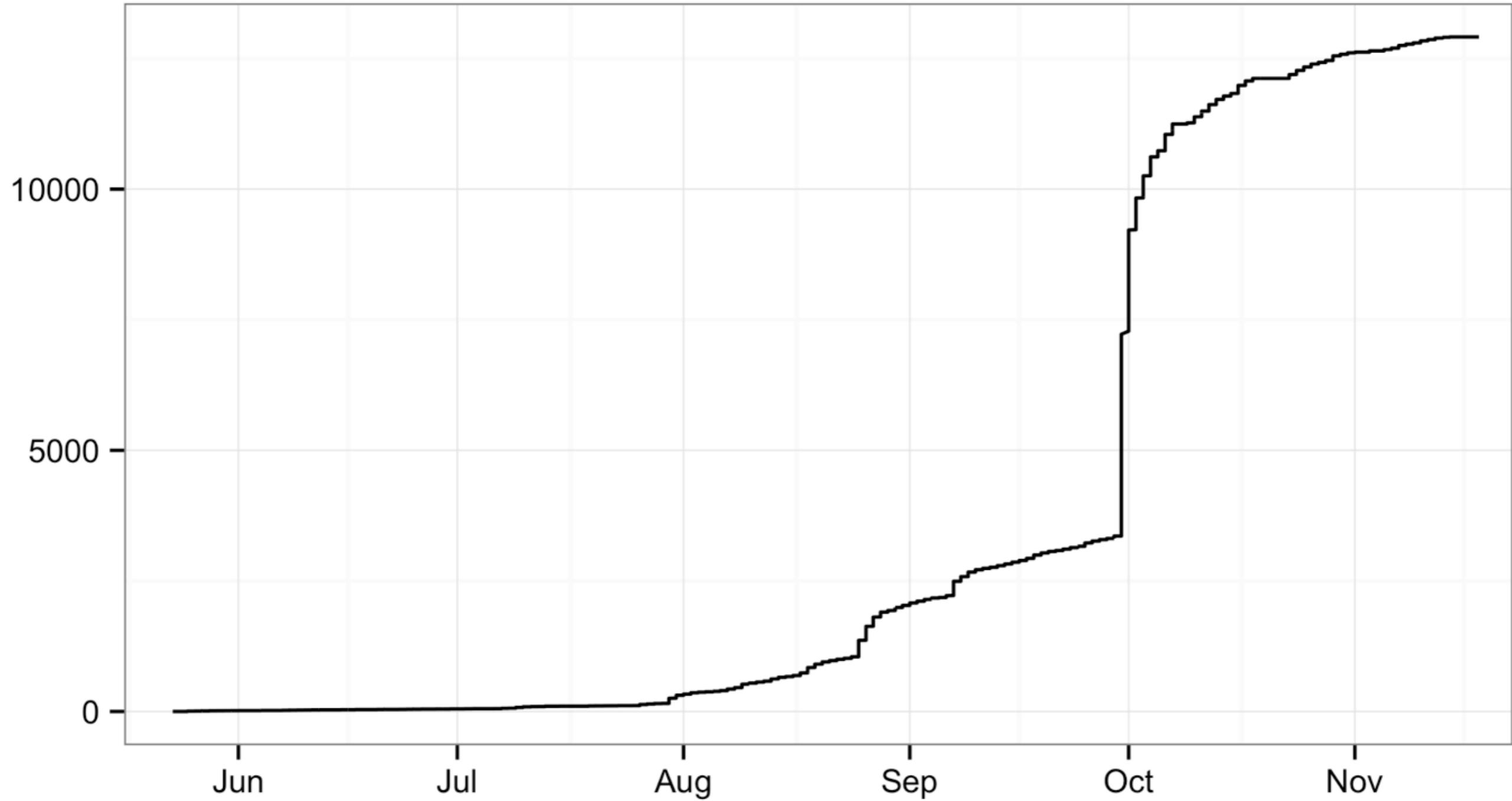
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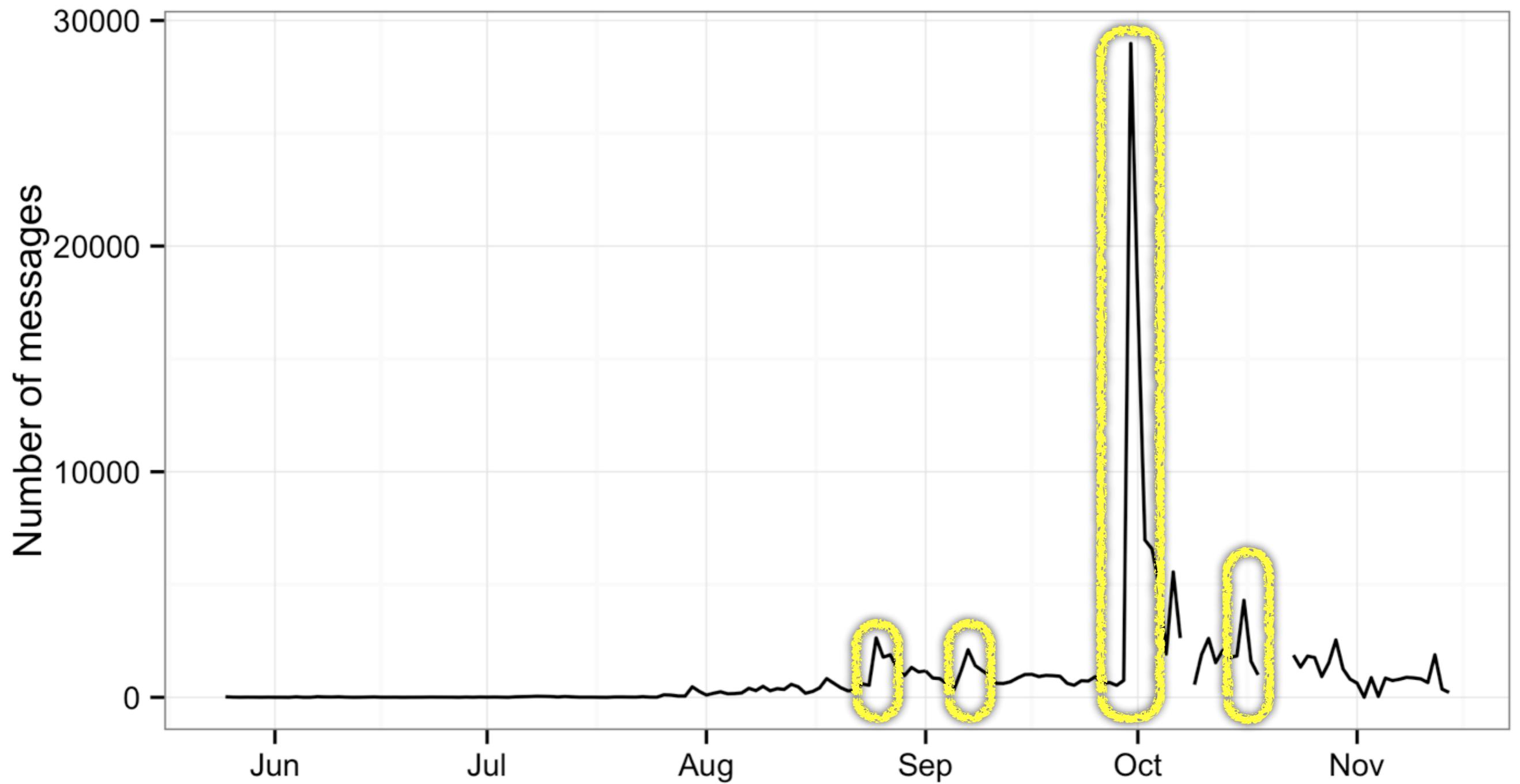
Table 2. Conventions in Use in Messages Containing s21 Between May 25, 2010, and November 14, 2010.

Usage Convention	Counts
Messages	165,059
Users	12,916
Messages containing URLs	78,777
Unique URLs	26,272
URLs not identifiable	203
Retweets	97,982
@messages	20,147
@mentions	9,403



Number of users







Badische Zeitung

Fotos: Stuttgart 21- Polizei räumt Baumhaus

BILD 5 VON 11



Südwest

06. September 2010

Der Protest gegen Stuttgart 21 ist immer auch auf Öffentlichkeitswirksamkeit aus. Eine der Aktionen: Gegner des Projekts errichteten ein Baumhaus, das nach wenigen Tagen von der Polizei geräumt wurde.

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Aktivisten der Umweltschutzorganisation "Robin Wood" bauten in Stuttgart im Schlossgarten ein Baumhaus. | Foto: ddp

When examining the events that resulted in heavy activity on Twitter, we found that they all shared attributes like surprise, harm, controversy, and personalization. Also, these events allowed for strong emotional reactions, visualization, and ironic commentary. Thus, in the case of Stuttgart 21, Twitter data offer no unbiased account of events, but instead document a view of the events guided by the collective attention of participants.

Taktische und symbolische Nutzung von Twitter

Table I. Functions of Twitter Based on Usage Conventions.

Function	Usage Convention	Description
Curating	@message, @mention, retweet, hyperlinks	<i>Curating</i> is an ongoing collective process by which Twitter users' individual decisions to post messages addressing specific individuals, retweet messages, or links lead to the prominence of users, messages, and links in the aggregate communication space of a hashtag
Tactical support	Content of tweets, destination of hyperlinks	<i>Tactical support</i> is the use of Twitter in direct support of collective action (i.e., messages that contribute to the organization, coordination, or documentation of collective action)
Symbolic association	Content of tweets, destination of hyperlinks	<i>Symbolic association</i> is the use of Twitter for the symbolic association of users with collective action (e.g., public claims of association, phatic or ironic commentary, or links to corresponding content)

Top 100 RT

Table 4. Retweets.

	August 25/26	September 6/7	September 30/October 1	October 16/17
Use				
Tactical support	69	75	54	39
Symbolic association	31	25	46	61
Usage practice				
Information (tactical)	14	17	23	15
Coordination (tactical)	28	12	9	3
Documentation (tactical)	27	46	16	21
Disinformation (tactical)	0	0	6	0
Association (symbolic)	6	3	3	8
Commentary (symbolic)	16	17	24	16
Satirical/ironic (symbolic)	9	5	19	37

Top 100 Hyperlinks

Table 5. Hyperlinks.

	August 25/26	September 6/7	September 30/October 1	October 16/17
Use				
Tactical support	91	82	76	72
Symbolic association	2	9	11	19
n.a.	7	9	13	9
Usage practice				
Information (tactical)	53	43	45	47
Coordination (tactical)	0	5	9	3
Documentation (tactical)	38	35	22	23
Association (symbolic)	0	3	1	2
Commentary (symbolic)	2	2	4	1
Satirical/ironic (symbolic)	0	3	6	15
n.a.	7	9	13	9
Creator of linked source				
Activist organizations	8	16	4	6
Traditional organizations	5	10	9	1
Traditional media	35	26	37	35
New media	3	14	16	10
Alternative media	42	25	21	39
n.a.	7	9	13	9



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ACTIVISM IN THE INTERNET AGE

JENNIFER EARL AND KATRINA KIMPORT

Ereignisbasierte Mobilisierung

Co-Presence wird weniger wichtig für politische
Partizipation

Wechselwirkung mit Medien

-> Berichterstattung erzeugt Aufmerksamkeit/
Aktivität online, die kann wiederum Anlass für
Berichterstattung werden

Nicht jeder Gruppe wird es gelingen, digitale Werkzeuge so zu nutzen, bzw. nicht jeder Gruppe wird wählen sie so zu nutzen. Nicht jeder Protest (auch nicht jeder erfolgreiche Protest) wird also durch starke Onlinepräsenz begleitet werden. Es handelt sich um eine Ergänzung des Werkzeugkasten politischen Aktivismus und keinen Ersatz.

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