

Social Media and Change

How have online communities used social media to promote change?



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PERSONAL CHANGE

- EMOTIONS
- HEALTH

SYSTEMS CHANGE

- ADVOCACY
- EDUCATION

History of Social Media

Invention of Internet: Modern day



World wide web



Developed social community sites:



What social media do you use most?

- A. Facebook
- B. Twitter
- C. Instagram
- D. Pinterest
- E. YouTube



How Social Media is Used for Personal Change?

A silhouette of a person's head and shoulders is shown in profile, looking towards the right. The background is a blue gradient with the word "facebook" in white lowercase letters. The person's head is positioned in front of the "o" and "o" of "facebook".

facebook

CONNECTION
COMPARISON
IDENTIFICATION
EXPERIENCE

Moreno, M.A., Kota, R., & Whitehill, J.M. (2013) The Facebook influence model: A concept mapping approach. *Cyberpsychology, Behavior, and Social Networking*, 16(7), 504- 511. doi: 10.1089/cyber.2013.0025

Personal Changes

High use of social media is associated with lower happiness levels (Brooks, 2015).

Facebook browsing leads to more positive emotions over negative emotions (Lin & Utz, 2015).



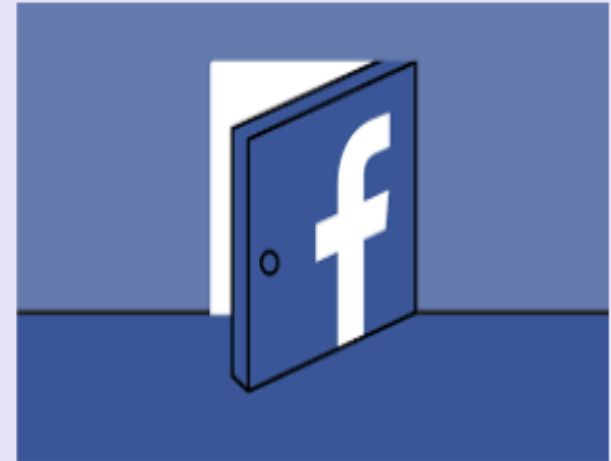


Emotional Contagion

Expressed emotions of others on Facebook affect our own emotions (Kramer, Guillory, & Hancock, 2014).

How Social Media is Used for Change- Personal Health

- Facebook
- Twitter
- Snapchat
- Instagram



How Social Media is Used for Change- Personal Health

- Education

- Smoking dangers (Ling, Youn, Hong, Neilands, Jordan, Glantz, 2014)
- General (Syred, Naidoo, Woodhall, Baraister, 2014)

- Physical health

- Weight management (Cavallo, Tate, Ries, Brown, DeVellis, Ammerman, 2012)
- Organ donation (D'Alesandro, Peltier, Dalh, 2012, & Cameron et al, 2013)

- Emotional health

- Mental health (Livingston, Cianfrone, Korf-Uzan, Coniglio, 2014)

- Sexual Health

- Education (Bull, Levine, Black, Schmiede, Santelii, 2012 & Evers, Albury, Bryon, Crawford, 2013)
- Behavioral STI prevention (Jones, Baldwin, Lewis, 2012)
- HIV (Young, Holloway, Jaganth, Rice, Westmoreland, Coates, 2014)



How Social Media is Used for Change- Personal Health

- Issues of privacy- how to sustain community of learners
- How to go from having people like the social interaction to it having an impact
- Immediate impact versus long-lasting
- How to go from one-way dissemination of information to a community of learners



How Communities use Social Media for Change- Community Advocacy



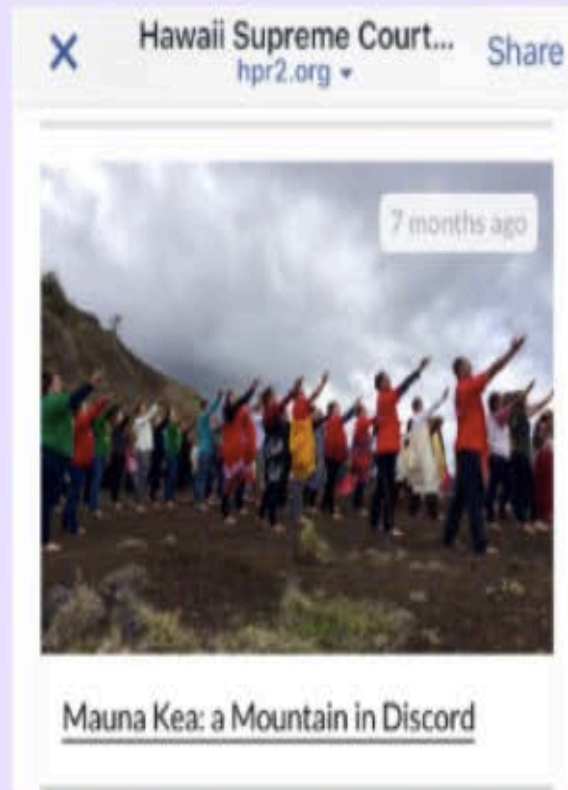
2012 Invisible Children group did a movement against Joseph Kony, who abducted kids to put into his army. US puts a \$5 million dollar bounty. Social media used to find him.

President of University of Virginia (UVA) Teresa Sullivan, fired from her position on June 8th, 2012 and reinstated on June 26th 2012. Faculty, students and news media mobilized to support to reinstate: used Facebook and Twitter.

How Social Media is Used for Change- Community Advocacy



Discriminatory elections of a Hawaiian Government.
(Facebook/Twitter)



Peaceful demonstration on top of Mauna Kea against TMT.
(Facebook/Twitter)



Friends reaching out the Paris shooting.
(Facebook/Twitter)

How Social Media is Used for Change- Higher Education

- Most Common Tools Used: YouTube, Facebook, Twitter, Pinterest
- Communities of practice amongst students in course
 - Knowledge can be shared through posts and receive feedback by the general public
 - Higher quality work posted knowing work will be available to the general public
- Communities of practice for Student Organizations
 - Used by students new to the institution to meet other students; engage in institutional activities
- Online communities can allow students to feel less isolated which is a challenge that many online students face



Future Research/ Next Steps

- More diverse populations
- Longitudinal studies
- Deeper studies
- Use of different types of research studies
 - Experimental design studies
 - Design-Based studies





#ThankYou
#AnyQuestions?

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