Social Media and Protest Behavior

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Abstract
The study adds a great deal of understanding about the use of social media for political purpose. The current review paper brings to the knowledge that the consumption of social media for news stimulates political debates among the users that ultimately leads them to find solutions of their political problems. The paper tells that if the authorities do not address the concerns of the users then new media technologies serve as instruments and facilitate them to contrive different devices to achieve their goals. So the use of social media for getting news, discussing political issues and other public affairs ultimately fetch protest behavior among its users in order to raise demands for solving their political problems. Moreover, disintermediation of social media and its anti-hegemonic nature make it more appealing as a global agenda setter for the users to highlight their disquiets at international level.

Keywords: Social Media, News Consumption, Opinion Expression, Protest Behavior, Gatewatching, Disintermediation.

Introduction and Background
During the last one-decade, the ICTs and the social media have played a gigantic role in different social and political movements and revolutions across the world. The expansion of social media and socio-political unrest in Tunis, Egypt, Libya, Yemen, Italy, Spain and UK have raised many questions about the political potential of social media for communication scholars to answer through their research. It is widely accepted fact that technologies greatly influence the behaviors of the individuals and society that eventually alter the social and political dynamics of the system. The invention of radio gave birth to media effects related concepts, which were endorsed by the magic bullet theory. After that, television changed the patterns of media consumption behavior of the viewers and now new media has altered the landscape altogether. Despite of the fact that television is the main source of information and easiest to use; the citizens of the US consider Internet as more informative (Abida, 2013). The invention of Internet has generated a serious debate because of its wider acceptance and gigantic impact upon different aspects of the society. Graham (1999) articulates that a real transforming technology creates a dual impact; on the one hand it has the ability to serve the recurrent needs of the society in a better way (both qualitatively and quantitatively). On the other hand it must create an impact on the social and political life of the individuals.

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