

SWIN BUR \* NE \*

Subscribe

SEARCH

Advertise

Contribute

NESEARON & EVIDENCE BASE

Topics Sections Browse Collections

Creative & Digital Economics Education Environment Health Indigenous International Justice Politics Social Policy Urban Policy & Design

Cultural institutions . Policy & law . Culture & society . Creative workforce . Entertainment . Information technology . News media . Screen & broadcasting . Publishing

# Broadcasters and hidden influentials in online protest diffusion

Yamir Moreno, Javier Borge-Holthoefer, Sandra González-Bailón | Social Science Research Network 28 March 2012

This paper explores the growth of online mobilizations using data from the

'indignados' (the 'outraged') movement in Spain, which emerged under the influence of the revolution in Egypt and as a precursor to the global Occupy mobilizations.

Broadcasters and hidden influentials in online protest diffusion

The data tracks Twitter activity around the protests that took place in May 2011,

which led to the formation of camp sites in dozens of cities all over the country and massive daily demonstrations during the week prior to the elections of May 22. We reconstruct the network of tens of thousands of users, and monitor their message activity for a month (25 April 2011 to 25 May 2011). Using both the structure of the network and levels of activity in message exchange, we identify four types of users and we analyze their role in the growth of the protest.

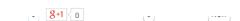
Drawing from theories of online collective action and research on information diffusion in networks the paper centers on the following questions:
How does protest information spread in online networks? How do different actors contribute to that diffusion? How do mainstream media interact with new media? Do they help amplify protest messages? And what is the role of less popular but far more frequent users in the growth of online mobilizations? This paper aims to inform the theoretical debate on whether digital technologies are changing the logic of collective action, and provide evidence of how new media facilitates the coordination of offline mobilizations.

PUBLICATION TYPE Journal Article
PUBLISHER TYPE Other

COVERAGE Europe UK Worldwide
PERMANENT URL http://apo.org.au/node/28802

HITS 1183

Like 🗸 0



Report broken link

## **Topics**

## **Creative & Digital**

Cultural institutions
Policy & law
Culture & society
Information technology

#### **Economics**

Business

#### International

International relations
International issues

### Politics

Government

## Keywords

Social media Networks Mobile technology Affirmative action

Advertisement



# Most viewed this week

Creative & Digital

Tackling on line safety for children

Creative & Digital

ACCAN Guide to customer service and the communications industry

Economics

A "self-fulfilling, rolling disaster"?

Creative & Digital

ACCAN Guide to broadband access

Creative & Digital

How a nation engages with art: highlights fr 2012 survey of public participation in the a

Subscribe

Page 1 of 2

3

**Subscribe to APO Weekly Newslett** 

Copyright © 2014 Policy Online, licensed under a Creative Commons Attribution-NonCommercial 3.0 Australia (CC BY-NC 3.0 AU) License.

Email: admin@apo.org.au | Phone: 03 9214 5609

Policy Online is a not-for-profit research database providing access to publications and resources.

Policy Online partners are: Swinburne Institute for Social Research | RMIT University | School of Government, Victoria University of Wellington | University of Adelaide

Policy Online is supported by the Australian Research Council (ARC) through the Linkage Infrastructure and Equipment Grants (LIEF) program.