



Social Media Influence and Political Activism: A Literature Review and Research Agenda

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Abstract. This study aims to examine the influence of social media and political activism. In summary, the researcher found that social media is all around, giving people who can occupy a lot of media space, always has an advantage, especially the dominance of political ideas and decision-making according to the policies of political parties. It also influences youth activism, which is the premise that Friendship-Driven and Interested-Driven online activity fosters political participation. This highlights the political significance of weak ties as embodied in large social networks. In doing so, the study deepened the understanding of how common forms of engagement with social media can influence youth political development and participation in the digital age. Discussions and suggestions were discussed in the latter part of this paper.

Keywords: political activism · social media · political motivation · social movements · intention

1 Introduction

Large political parties must formulate strategies for omnichannel communications [1]. Focus on social media communication and use data science to study the behavior of target political markets to maintain a significant political party. Medium-sized political parties must target the political market, and then design a targeted communication strategy through communications on social media should be emphasized. Still, using social media and data science to study the behavior of political market constituents will contribute to increasing the political market. Minor political parties must define political marketing targets using representatives who can convey confidence to society, such as the party leader or the party's influential voter with good ratings, to communicate the party's ideology, creating content that is easy to understand and concise. Creativity leads to responses from target groups, leads to word-of-mouth, and becomes a trend to attract attention from major media. The research of Ketverapong [2] on social media use found that most sample groups used social media (Facebook) 3–4 h a day and from 21:01–24:00. Most social media users used social media at home or in accommodations. They also use a mobile phone for most applications. Users mostly use social media to keep in touch, communicate with friends and family, and join their favorite stars/artists' social media.

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Moreover, create their pages/content motivation aspect of using social media. Duangpornprasert & Pornsakulvanich [3] found an incentive to use social media to investigate political issues, and motivation to use social media to share political information positively influences social media use. Online research results are based on application and satisfaction theories focusing on motivation. They are stating that people are the recipients. According to Duangpornprasert & Pornsakulvanich [3], a message actively affects the media choice or content according to their intentions and motivations. Different media choice behaviors influence different motivations for using media, and a study by Chen, MPhil, and Chan [4] found that motivation in terms of screening. Examining political issues and motivation regarding peers' use of political information to communicate with others will have a positive relationship with using social media to follow political news; that is, people in Thailand are an active audience in using social media to examine political issues. Moreover, political information to communicate with others according to their motives, which will affect the use of social media online to follow political information differently; for example, if the public is motivated to investigate politics, issues Hash tags may be used via Twitter, or if citizens have the incentive to share political information with others. People comment with members via Facebook fan pages of various political groups or choose to produce video clips via YouTube to investigate political issues and share political opinions with others.

Therefore, the researchers are interested in studying Social Media Influence and Political Activism in order to use the results to study trends and factors, including motivations, that affect People's Political Movement In order to prevent the problem of incorrect political guidance or prejudice in social relationships between social media use and political activism.

2 Literature Review

2.1 Political Activism

Drozd [5] suggested treating political activism as a mental process based on a person's demands and interests and is realized in the system of aims and values scale that exists as readiness for the action and regulates individual behavior.

So, political activism is a multifaceted definition that reveals the aggregate output of individual and social groups' energy to change their political status and encirclement. Political activism is considered in the unity of 2 components: material (a fundamental change of political relations) and spiritual (accumulation and translation of political knowledge and experience, information exchange, and coordination between individuals and groups). Political activism reveals in political forms of activity, speaking, and behavior and can be directed both on constructive reform of political situation and destruction of old political forms. Personal activism displays activities assisting persons involved in an active politician that touches their interests and values.

Political activity has two levels. Political participation realized through elections, meetings, manifestations, strikes, etc., is the lowest level. The higher level is professional political activity.

It is necessary to stop considering factors that affect political activism if we would learn about it as a phenomenon.

Scientists mark out such factors that affect political activism:

- Macro-level factors (world mainstream, political regime character, moral and political conditions in the country);
- Middle-level factors (individual wealth, relations in collective, marital status);
- Micro-factors (education, life experience, will, motives, temperament, identity).

There is controversial contact between citizen political activism and the efficiency of the political system. The increasing number of citizens and social groups involved in the political process, displayed in the growth of political parties and movements, the politicization of ethnic minorities, strikes, and demonstrations, leads to a reduction of political system efficiency and may even paralyze it. On the contrary, political activism helps to increase political system efficiency if it is regulated by law.

According to “The Political science encyclopedia,” political activism is a form of political activity that affects political decisions and lobbies of own interests. Political activism is determined through the activity phenomenon, the specific of which consists of actions aggregation both of individuals and social groups (classes, parties, community organizations, etc.) which are directed on the realization of their political interests, firstly on the conquest, retention, and using of power. Political activism is the professional political activity of MP, high-level officials, political parties, and organizations leaders and their members, nations, and even states.

So, political activism is a multifaceted definition that reveals the aggregate output of individual and social groups’ energy to change their political status and encirclement. Political activism is considered in the unity of 2 components: material (a fundamental change of political relations) and spiritual (accumulation and translation of political knowledge and experience, information exchange, and coordination between individuals and groups). Political activism reveals in political forms of activity, speaking, and behavior and can be directed both on constructive reform of political situation and destruction of old political forms. Personal activism is directed at displaying vital activity ways that assist persons involved in active political process participation that touches its interests and values.

Therefore, it can provide a summary that political activism is now influenced by social media, from the factors of Political activism according to the research of Droz [5]. Furthermore, it is in line with Karamat, and Farooq [6] who suggested that social media is a tool that allows people to create and share different ideas, information, and pictures/videos. It is an online way of communication to develop interaction and collaboration among people. Thus, social media might be changing the attitude and behavior of youth. It also spreads awareness among people by creating different online pages and accounts for sharing their agendas and information via these mediums. The role of social media in building public perception is being analyzed. The study also examines the role of Facebook and Twitter in influencing political activism. It also intends to assess the level of empowerment due to awareness through social media. The survey method was used as a strategy to collect primary data. This study will enable us to understand the emerging role of social media in political activism and the significant role of online social media in political change.

2.2 Social Movement Theories

Ngamlamom [7] revealed that social movement theory, refers to the collective action of people with a common goal. To push a society to move in the desired direction or to meet the demands of the common interests of the people participating in the social movement. Distinguish social movements from other forms of collective action, such as business interest groups and political parties. It depends on the continuation of the action that lasts for a long time. Participants with the same ideals or goals are mobilized for change. It is not an ad hoc gathering or a collaboration within an institution or organization to achieve the agency's goals without operating a movement to push society movingly.

The primary origin of the "New Social Movement" is a criticism of the resource mobilization theory interested only in answering how social movements arise (How) while also criticizing Marxist theory. One is that there are limitations in explaining new social phenomena/movements, such as environmental movements, the Women's Rights Movement, and Gender Identity that occurred in the 1960s and 1970s Donatella Della Porta and Mario Diani [8], which raised a question among European theorists. Why these non-class conflict-based movements have emerged so widely and the social changes after the Second World War raise questions about the focus of the conflict analysis. The conflict lies in the relationship between "capital labor" or the conflict based on controlling economic resources, a crucial characteristic of the Old Social Movement.

Alberto Melucci pointed out the formation of these phenomena of postmodern social conflict. Moreover, the social science theory is used to explain, namely, class theory and collective action theory of the American school. Alternatively, resource mobilization theory is limited because they are only interested in organization, movement, strategy, tactics, and success or failure. Understanding the phenomenon of social movements by theorists, explained under the existing social science theories, can answer only how social movements arise (How) but cannot answer whether or why (why) social movements arise. It was an important starting point for the analytical framework of the school of thought called the "New Social Movement."

Social movements in Thai society in many forms will be good for the country because, at present, we can see that the movement "Social Group" (Social Group) has played a more significant role in succession. The social movements that are evident in Thai society may be divided into.

Two types: the Mob and the New Social Movement. These two groups are different. Both in terms of creating definitions/meanings, contents, objectives, and new social movements. However, substantial differences are examples of the process of the establishment, such as new social movement groups originating from ideology. However, the mob groups are based on profit or hired, alternatively, about the distortion of the principles of the rule of law, court jurisdiction, and judicial process, such as gathering a large number of people to move to close roads that are used as public areas to protest the court's ruling on forest encroachment by capitalists to make a resort and proposed to negotiate with the state to solve the problem by opening it as a rental area which is a problem arising from personal interests, not public interests, etc. Therefore, the movement in the form of the New Social Movement should be more creative.

For example, it can be interpreted as a new social movement.

(New Social Movement) Interestingly, it is a new social movement against the corruption of various groups. It started with gathering the private sector with Mr. Dusit Siritwan as the initiator, combined with the public sector, media, and academic network, trying to connect with the government sector. Join as a network partner in the fight against corruption in Thailand. It is hoped that it will be a positive movement against and rejects all forms of corruption in the country. Both reduce the growth of corruption. Including the creation of new values and social norms related to corruption in the next generation that “will hate cheaters and all forms of corruption.”

However, the new social movement against corruption will achieve more precise results Only when all sectors have apparent cooperation and severe expression in all situations where fraud occurs. We will all be cheated if we do not help each other and are still afraid of cheaters. The root of anti-corruption has emerged. Now it is on all of us, “Together Against Corruption for the future of Thailand.”

In summary, from the concept of social movement, A review of the status and role under the current political conflict situation is of great importance. It opens up an opportunity for all involved, interested, and concerned parties to jointly consider carefully how they should react to the current political conflict situation. Also, social movement can quickly motivate social movement, which is consistent with the research by Giugni, Bosi, and Uba [9], which found that Political outcomes are often understood in terms of the political responsiveness to social movement demands developed. The approach looks beyond the questions of failure or success of mobilization and examines how social movements affect different stages of the political process: (1) Access to Policy Process refers to the changed political procedures that open a channel of participation for the movements as legitimate political actors; (2) Agenda Setting examines how the movements manage to increase the salience of their issues, which can but does not have to, guarantee the positive outcome in terms of legislation; (3) policy responsiveness is the most frequently examined outcome of social movements and refers to legislation that has been adopted as a result of mobilization (see Policy Outcomes); (4) output responsiveness, or the Impact on Policy Implementation and Beneficiaries, is rarely examined, but this impact would be significant in demonstrating the substantial influence of social movements’ mobilization on the society at large.

2.3 Motivation Theories

Many scholars have come to different conclusions in giving the meaning of motivation each other as follows:

McClelland’s Theory of Success Motivation [10]. This is because many demands are due to a culture of demands. Three of these needs are the need for achievement (n-Ach), the social need for affiliation (n-Aff), and the affiliation need. Based on the McClelland Research, the need for power (n-pow) identifies several factors reflecting business needs. These factors are: 1. Success-motivated individuals require responsibility for solving complex problems. 2. Individuals. Success-motivated people are less [11] likely to accept risks. Social needs reflect the desire to engage in social relations and the importance of social relationships. Important person; therefore, the relationship social performance will be more important than job success for such individuals. A person with

a strong desire for power is focused on acquiring and exercising authority. Overcome various challenges.

Maslow, A.H. [11] defined motivation as a set of concepts and models explaining why individuals are motivated to act in a particular way. It seeks to understand the reasons behind human behavior and how it can be influenced. It is whatever power a human being is. Under some persuasion, Humans will do something too, which is an action to remove the so-called stable condition or the condition of lacking or replacing specific energy.

That is to say, it is a way to induce other people's behavior to act according to one's objectives, and for behavior to occur, it must be motivated. Persuasion means an attempt to persuade others to act or act on the persuasion. Incentives can come from both inside and outside the person itself.

From the preceding, it can be concluded that motivation motivates a person to act or strive to achieve something. Achieve particular objectives which can be seen. Motivational behavior is not a response to normal stimuli but must be an intense behavior with serious direction. Have a clear goal of where you want to go and the behavior that occurs. As a result of the push or impulse, that is called motivation.

2.4 Concept of Social Media

The concept and types of social media are a medium that spreads through social interaction, where Khang, Ki, and Ye [12] said that no different from the past. Some people have interesting stories. Interesting until the state of Talk of the town, but media diffusion is possible online. Easier to share content (Content Sharing) with anyone. Social media may be in the form of content, images, audio, or video. In addition, social media is a medium that has changed the traditional media that spreads news in a one-way way. -to-many) is a type of conversation that can have multiple participants. (many-to-many) when it is on social media, does the conversation matter? It may be joining a group discussion in common interests or criticizing various products or services without anyone taking control content of the conversation, even the content producers themselves, because the recipient has the right to participate in the form of a different opinion. Alternatively, you can even go in and edit that content yourself. It is also a medium that converts people from content consumers to content creators. From a small person in a society that originally had no mouth, what sound is so much because it is just a media receiver. At the same time, media such as television, radio, and newspapers are very influential. Able to point out the destiny of anyone or any product or service without us having almost no appeal, but when it is a social media that has almost no cost, this allows anyone to produce content and distribute it freely to audiences. If anyone produces content that is liked by the masses will be an influencer (Influencer), especially if it is in marketing. It can convince followers to make a purchase decision. Or services easily.

Social media can be classified into types of social media. (Type of social media: online) has classified the type of social media with a common characteristic that users or consumers create such content, known as Users Generated Content or Consumer Generated Content as follows:

1. Blog, a reduced form from the word Weblog, is considered a form of Content Management System (CMS), allowing users to write Post articles and is easy to publish. It

is simple to sit and learn HTML language or a website program. However, the sorting of content will be sorted from the newest content first, then descending in chronological order (Chronological Order). The blog's birth allowed anyone with any talent to freely spread that knowledge through writing. There are no more technical limits like in the past, resulting in many blogs. Moreover, it can add content to the online world, an enormous amount of money that has never been seen before. In addition, an essential tool that causes social appearance is allowing friends to express their opinions.

2. Twitter and other microblogs are a form of blog that limits the size of each post to 140 characters. Initially, Twitter's designers wanted users to write a story about what they are doing now. This (What are you doing?), but various businesses use Twitter in business, whether it is to create word of mouth, increase sales, create a brand, or as a tool for Customer relationship management (CRM) can also be used as a tool to promote new articles on the Blog, with Twitter becoming very popular very quickly. Until causing various social networking websites add a feature that allows users to tell what they are doing now
3. Social Networking is a network that connects us. With friends to become social, Users will begin to create their own identity in the Profile section, which consists of personal information (Info), photo (Photo), note (Note), or video (Video), and others. The key to creating more friends is in the Invite Friend and Find Friend sections, including creating friends from friends of friends. Marketers use Social Networking to interact with customers. It may be in the form of brand building through games or various applications, or it may be used as a tool of CRM through Pages, and in addition to the Customers, if they like the product or service, can join the group to form a Group. Many websites have the characteristics of Social Networking. Still, they may be divided into two types: the first type is interested in creating a network between Friends or family like Facebook. Another type is interested in building a business network. That is open to putting a resume and various professional information such as LinkedIn or Plaxo.
4. Media Sharing is a website that allows us to upload pictures or videos to Share with family, friends, or even publicly. Marketers today can invest in something other than high-cost advertising. This may be a cheap digital camera. Convey your ideas in video format. Then lead up to Media Sharing sites like YouTube. If the idea is liked, it causes widespread word of mouth. Or if the business sells products that focus on beautiful design, Maybe take a picture and bring it up to a website like Flickr for customers to see. or may be used as a tool to tour the factory or the working atmosphere of the business, etc., or in the case of Multiply, where Thai people like to bring their photos to show their skills like a private gallery Make the employer see the abscess hand before hiring

Social networking (Social Network) refers to a group of people who form a social network. Activities on the Internet (Computer Institute Focus on information technology development to support Ramkhamhaeng University: Online) in the form of a website have been spreading continuously as a form of online communication. Make a computer network, or the internet more social Creating new communities on the Internet is an essential tool for communication. Able to do various activities for education, business,

and entertainment. Nowadays, more and more people live with online social media every day and use social media that users communicate. Alternatively, write about content, stories, experiences, articles, pictures, and videos that users write or find from other media and then share them with others in their network, Through the Social Network website that provides services online. Currently, this type of communication is done via the Internet and mobile phones, such as forums, blogs, wikis, podcasts, pictures, and videos, with technologies supporting content (content), including blogs and photo music-sharing video-sharing sites. Webboard, email, IM (Instant Message), and tools provide services such as Voice over IP, while websites that provide Social Network services include Google Group, Facebook, MySpace, and YouTube. Social Media can be categorized into five categories as follows:

1. Communication categories (Communication) such as Blogs (blogger (Google), Blognone, gotoKnow, Typepad, WordPress), Internet forums (vBulletin, phpBB), Micro-blogging (Twitter, Plurk, Pownce, Jaiku), Social networking (Facebook, LinkedIn, MySpace, Orkut, Skyrock, Netlog, Hi5, Friendster, Multiply) and social network aggregation Such as FriendFeed, NutshellMail, Spokeo, Youmeo
2. Collaboration and Sharing Category Collaboration sites such as Wikis (Wikipedia, PBwiki, Wetpaint), Social bookmarking (Delicious, StumbleUpon, Stumpedia, Google Reader, CiteULike), Social news (Digg, Mixx, Reddit) and Opinion sites (epinions, Yelp).
3. Multimedia categories such as Photo sharing, Photo sharing sites (Flickr, Zoomr, Photobucket, SmugMug), Video sharing (YouTube, Vimeo, Revver), Art sharing (deviantART), and live casting. Live broadcasts (Ustream.tv, Justin.tv, Skype); Audio and Music Sharing sites also share music from radio stations and music or music sites (imeem, The Hype Machine, Last FM, ccMixer).
4. Category Reviews and comments (Reviews and Opinions), such as Product Reviews (epinions.com, MouthShut.com, Yelp.com) and Q&A (Yahoo Answers).
5. Entertainment categories such as Virtual worlds (Second Life, The Sims Online), Online gaming (World of Warcraft, EverQuest, Age of Conan, Spore (2008 video game), and Game sharing (Miniclip).

In conclusion, social media Has a wide variety to suit everyone's needs. Moreover, they were everywhere around us, making social media easily influence any action decision. People who use the media must be careful in expressing or expressing their opinions because that action will result in public awareness. This is consistent with the research by Velasquez and LaRose (2015) [13], who suggested the distinction makes sense as the conceptualization of efficacy beliefs specific to the social media context had a stronger relationship with political activism than the global measure of political efficacy beliefs used in previous studies and also, examined successful enactive experiences as one of the sources of efficacy beliefs. Results showed that this concept had a positive relationship with both efficacy concepts.

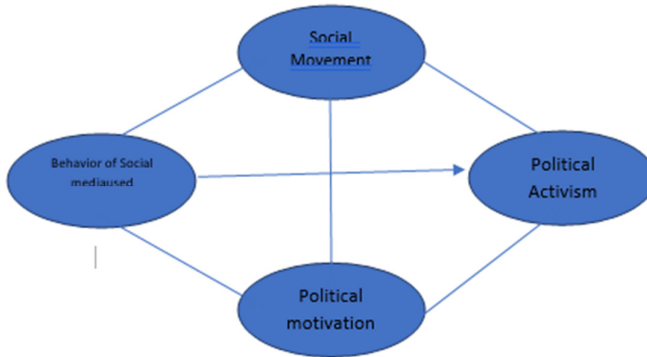


Fig. 1. Conceptual Framework

3 Conceptual Framework

From the literature, review researcher established the concept and theory as a framework that consisted of Behavior of social media use, Motivation, Social Movement, and Political Activism as follows (Fig. 1):

4 Discussion and Conclusion

In summary, the researcher found social media is all around, giving people who can occupy a lot of media space, always has an advantage, Especially the dominance of political ideas and decision-making according to the policies of political parties, which is consistent with the research results of “Cambridge Analytica: A Case Study” by Kanakia et al. [14] study with a scandal involving Cambridge Analytica, Facebook, and the US Elections, where available information was used to deceive and manipulate people in order to change their political views and votes. Cambridge Analytica was found to be using Facebook Data sourced from a Cambridge University professor to work for a US Presidential Candidate. The former director of Cambridge Analytica, Christopher ‘Chris’ Wylie, exposed this malpractice. The estimated user data breached ranges anywhere from 30 million ~ to 80 million profiles. Moreover, it also influences youth activism which is consistent with the research results of Khane & Boyer [15], which said the premise that Friendship-Driven and Interested-Driven online activity fosters political participation and highlights the political significance of weak ties as embodied in large social networks. In doing so, the study deepened the understanding of how common forms of engagement with social media can influence youth political development and participation in the digital age.

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