

## 10. CRITICISM

Social media have some criticism with its advantages. Have a big claim about social media that there is no accountability in this new era, where anyone can publish anything which may have no logic or totally based on false. Some times its encouraging radicalism, which increase instability in a society. Sadly, placed in the hands of the mob, the power of social media has been abused. Instead of progressiveness and innovation, social media, in this case, enhances criminal opportunism and social irresponsibility.

The other criticism is that the most of the youth of this decade are not eager to go deep into the point of an issue. They are not interest to discuss about a serious issue also. They feel good to gossip, to joke, to act falsely as a result of losing their actual capability. Social media is giving them such a platform for wasting time and to go down. Social media cannot provide deep information about a topic as a result young generation are depriving from real knowledge, which should not be continue, someone demand.

For social media social bond are becoming week day by day, where distance is increasing between friends, spouse and others, which has a longtime bad effect we see to start in family and society. Social media have a bad contribution to build up young generation as unsocial, introvert where they are busy with social media instead of doing social activities, like as visiting relative's house, volunteering and others. Scholars insist on step to overcome these types of unexpected problems.

## CONCLUSION

This case study was designed to examine the social media's impact, importance and people dependency on social media in present time. Here we tried to discuss details about social media from aspect of new Media though have some lacking's. But we can expect that this study will help those, who have an interest about social media or who want to research about social media. This study can be used as a source of advance work for new media. In this study we gave an example in purpose of United States and purpose of Bangladesh. For new technology and new media uses USA is the number country of this world, for that we used an example from USA and Bangladesh is the homeland of writer.

However, we actually may have learned more about bright future of social media and its presence all over the world from this study. First, this study is important a meaningful in two aspects. This study can be the foundation for understanding social media from eyes of a young, who born after 1990. Secondly, this study shows how young people are taking social media and what their consideration is. So it started a new journey, which will be enrich in future. Author can be optimistic that the mainstream media will consider this study and may take a stand for changing some elite policy of its own.

Here, we defined media, new media and social media at first. I think so these definitions are able to make a sense to readers about media, a tools of Mass communication. After that we discuss social media from aspect of new media with deference between mainstream and social media and the birth and history of this. We discussed the position of social media in recent time, recent world, which is considered as an era of technology in order to be a global village, we discussed about the future of this phenomenon as much as possible. Our discussed was about social role of social media, the importance of these and benefits with details, which can be helpful in general. We tried to disclose the reason of getting popularity of social media, the contribution of mainstream media behind it. How the journalist are depend on social media to get the news and the danger of using social media as news source, where general people are depend on social media in various issued from the beginning of this new form of media less is more. At the end we discussed the weakness of social media with advised of indirect speech of overcoming, which can be more useful this modern giant. Hope so wise use of it will vastly contribute to make the one world, with no borders, no ethnic audacity, no social discrimination, and no religious clash.

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## FRAMING COLLECTIVE ACTION IN ENVIRONMENTAL MOVEMENTS: AN ASSESSMENT OF THE İZTUZU PROTEST

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### ABSTRACT

*This study focuses on the interrelations between the social movement actors and frames to illustrate the online network of the İztuzu protest, highlighting collective action in its diversity. Accordingly, the research is designed firstly to explore the Twitter network of the protest, and then to reveal the framing practices of its actors. Social network analysis (SNA) was conducted to map the positioning of actors. Findings from SNA were complemented with framing analysis, thus a combination of quantitative and qualitative methodologies were employed. The interplay of a wide variety of actors with different orientations, including environmental movement organizations (EMOs), media, political figures, activists, and local residents was further investigated to demonstrate how collective action is implemented in Twitter. It has been found that certain frames hold more potential for fostering collective action, while actors of the same category typically gather around particular frames.*

**Keywords:** Framing, Collective Action, Social Network Analysis, Twitter, İztuzu Protest.

## ÇEVRE HAREKETLERİNDE KOLEKTİF EYLEMİ ÇERÇEVELEMEK: İZTUZU EYLEMİ ÜZERİNE BİR DEĞERLENDİRME

### ÖZET

*Bu çalışma, İztuzu eyleminin çevrim içi ağını sergilemek amacıyla toplumsal hareket aktörleri ile çerçeveler arasındaki ilişkiye odaklanmaktadır. Eylem içerisindeki çeşitliliği gözeten çalışma, öncelikle eylemin Twitter'daki ağını açığa çıkarmak, sonraki adımda ise aktörlerin çerçeveleme pratiklerini ortaya koymak üzere tasarlanmıştır. Aktörlerin eylem içerisindeki konumunu haritalamak üzere sosyal ağ analizi uygulanmıştır. Sosyal ağ analizinden edinilen bulgular çerçeve analiziyle desteklenmiş, dolayısıyla nicel ve nitel yöntemlerin bir bileşimi kullanılmıştır. Çevre hareketi örgütleri, medya, siyasi figürler, aktivistler ve yerel halk gibi farklı yönelimleri olan aktörler arasındaki ilişki incelenerek kolektif eylemin Twitter'da nasıl oluştuğu gösterilmiştir. Belli çerçevelerin kolektif eylem oluşumuna daha fazla katkı sağladığı, aynı kategorideki aktörlerin benzer çerçeveler etrafında toplandığı görülmüştür.*

**Anahtar Kelimeler:** Çerçeveleme, Kolektif Eylem, Sosyal Ağ Analizi, Twitter, İztuzu Eylemi.

### 1. FRAMING COLLECTIVE ACTION IN MOVEMENT NETWORKS

The formation, harvesting, and gains of a social movement depend very much on how it is framed by its adherents. In the context of social movements, the concept of framing refers to the process of meaning construction by social movement actors. It calls attention to the interactional processes that occur at every level of a movement, both within the movement organization, and between the movement and outsiders (Oliver & Johnston, 2005: 194). The practice of framing involves a multitude of actors, and it takes place within a field of struggle or contest. Instances of framing occur at the social movement organization (SMO) level, and

can be observed in interaction at the membership level (Oliver & Johnston, 2005). These instances encourage consensus and solidarity among movement participants on one hand, but result in controversies on the other. In this sense, framing is significant in establishing meaningful relationships among SMOs, while it also helps shaping the context resulting from participants' dialogues.

Meanings are derived (and transformed) via social interaction and are fundamental to movement participation, as well as the mobilization of popular support for a movement cause (Benford, 1997: 410). Framing occurs as a process of meaning construction, and it defines the conditions that provide a rationale that urges social movement activists to engage in collective action. As Goffman (1986: 345) asserts, a frame not only organizes meaning, but also organizes involvement: "During any spate of activity, participants will ordinarily not only obtain a sense of what is going on, but will also (in some degree) become spontaneously engrossed, caught up, enthralled." Given the fact that activists or other participants of a social movement do the framing (Benford, 1997: 418), revealing the frames is essential in understanding the meaningful connections in a movement network.

Framing has infused continued enthusiasm for the analysis of ideational, interpretive, constructivist, and cultural dimensions of collective action (Benford, 1997: 410). Because frames organize the idea and common goals behind a movement's rationale, they are efficient in providing a common ground for diverse orientations. Frames are also crucial to social movement dynamics as they serve to guide individual and collective action (Benford, 1993: 678). In particular, collective efforts in the organization of a movement are formed around frames, but a movement is mainly triggered by collective action. Simply put, collective action is a concept comprising the various ways in which efforts are combined in pursuit of common ends (Tilly, 1977: 11). It is the means for bringing individual discontent to public space, where motivations are drawn and the essence of movement dynamics are built. However, collective action alone does not decide the direction of a course of action. Therefore, any study of collective action should take into account its relationship with frames.

Framing processes pertinent to the mobilization of a movement and instances of coherent practices are defined with reference to *collective action frames* in the social movement literature. These frames are action-oriented sets of beliefs and meanings that inspire and legitimate the activities and campaigns of a SMO (Benford & Snow, 2000: 614). They emerge in the aggregate network of a social movement in which shared meanings are negotiated. Collective action frames are also considered as injustice frames, because they are developed in opposition to preexisting, established, and widely accepted frames (Taylor, 2000: 511). In this sense, these frames challenge the norms of the status quo, criticize their validity, and contribute to setting new formations. Collective action frames share a number of characteristics: They put emphasis on an existing social condition and define it as being unjust, they attribute blame for a problematic condition, and they enable activists to articulate and align a vast array of events and experiences, so that they hang together in a relatively unified and meaningful fashion (Lofland, 1996: 104). Serving these functions, collective action frames can be considered as the backbone of any particular movement.

Along with its association with frames, collective action implies a social field of relationships encapsulating different levels, such as organizational structures, leadership patterns, and membership requisites (Melucci, 1996: 75). While collective action entails all these levels, the variety in a social field of relationships also defines the boundaries of the movement's network and manifests its capabilities. If the concept of social movement is defined as "a *network* of informal interactions between a plurality of individuals, groups and/or organizations, engaged in a political or cultural conflict" (Diani, 1992: 13, emphasis added), then the role of collective action becomes significant, because the network of a social movement is entirely built upon the framework of collective action.

Networks have an important role in sustaining activism. It is by virtue of their networks that activists in various SMOs come to share common viewpoints on the nature of their grievances, and form a sense of collective identity (Carroll & Ratner, 1996: 604). Based on the findings from previous research, Rosenthal et al. (1985: 1023) list four main functions of networks which signify their importance in social movements. Firstly, networks reduce sources of environmental uncertainty. Secondly, they increase the overall level of effectiveness. Thirdly, they aid in the establishment and maintenance of the legitimacy of movement programs.