

Comments on *Connective Action in European Mass Protest*

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Two Aims of the Paper

- 1 Empirically differentiate between types of protest movements
 - ▶ Traditional collective action (TCA)
 - ▶ Digital networked action (DNA)
 - 2 Catalog differences in characteristics of
 - ▶ Organizations
 - ▶ Protesters
 - ▶ Frames
- ▶ Survey data
- ▶ 70 demonstrations in 9 countries
 - ▶ 14,700 protesters and 100 staging organizations

Connective Action (Bennett and Segerberg)

- ▶ The rise of crowd-sourced inclusive *personal action frames* that lower the barriers to identification
 - ▶ “We are the 99%”
- ▶ Participation channeled through dense social networks via social technology
 - ▶ Twitter, Facebook, newly developed platforms
 - ▶ Allows people to share their own stories and concerns
- ▶ Contrasting DNA and TCA
 - ▶ DNA frames can be personalized
 - ▶ More reliant on social media
 - ▶ Less formal and more loosely aligned organizations
 - ▶ Participants tend to be younger and less politically active

Key Findings

- ▶ Personalization is key for connective action
- ▶ Do not find a significant difference between DNA and TCA
 - ▶ Wrong sign for frame alignment
- ▶ DNA events attract young, unemployed, less politically involved, and less likely to associate with organizations

▶ Sample

- ▶ ~ 30% heard about events from organizations or co-members
- ▶ 47% were members of staging groups
- ▶ Is this a lot?
- ▶ How were events chosen to be in the sample? How were participants found?

▶ Limitations

- ▶ Movements may evolve along the DNA - TCA continuum over time and the survey only gives you a snapshot
- ▶ Is it possible that respondents joined organizations as a result of participating in a movement
- ▶ Issues of recall when asking open ended questions

- ▶ Arbitrary definition of DNA and TCA
 - ▶ Why not create a third hybrid category like Bennett and Segerberg suggest
 - ▶ Continuous measure
- ▶ Non-survey measures
 - ▶ Social media messages regarding movements
 - ▶ Perhaps better measures of personalization
 - ▶ More information about organizations involved in events

- ▶ Why do we care about distinguishing DNA from TCA?
 - ▶ Is one type more likely to occur given types of grievances?
 - ▶ How do we measure success?
- ▶ What types of individuals are likely to participate in each and how might their participation influence other (more traditional) modes of engagement
 - ▶ Substitute?
 - ▶ Compliment?
 - ▶ Efficacy