



In Partial Fulfillment of the Requirements for the Degree of

Master of Science
David Morrison

Will present his scientific paper

**Social Media, Micromobilization, and Facebook's Role in
Responding to Climate Change**

Abstract

Social media use is ubiquitous among social movements, but its benefit is anomalous. Some movements, such as Occupy Wall Street or the Arab Spring, have harnessed the technology to transform the dynamics of mobilization, sustaining large-scale, decentralized protests with very little organizational resources. Other movements, such as the US climate change movement, have found these technologies ineffective for mobilization, even with popular support and comparatively greater organizational resources. Why is this so? Social movement scholars may invoke popular macro explanations, such as political opportunity, but this paper proposes micro-level mobilization processes must be systematically studied in the context of social media. Toward these ends I (i) use the perspective of micromobilization to organize knowledge from the study of social media and social movements; and (ii) apply this knowledge to an analytical case study of the role of Facebook in the US climate change movement.

Wednesday, August 15, 2018

8:30 a.m.

Wrigley Hall, Room 401

Faculty, students, and the general public are invited.

Supervisory Committee:
Erik Johnston, co-chair
Andreas Moller, co-chair
Michael Schoon, member
Hazel Kwon, member