

# Online Activism and Mobilization Among University Students

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## Abstract

The majority of the population falls within the 23-25 age bracket, constituting 52% of the total. Finally, the 25-30 age group constitutes the smallest percentage at 12%, indicating a smaller proportion of individuals in the older age range. The data indicates that males make up the majority, constituting 65% of the total population or sample. Conversely, females account for 35% of the population or sample, indicating a smaller proportion compared to males. The majority of the population falls within the 3rd year category, constituting 51% of the total. Lastly, the 4th year category constitutes the smallest percentage at 10%, suggesting a smaller proportion of individuals in their final year of study. The data displayed the urban regions make up the majority, constituting 52% of the total. Conversely, rural regions account for 48% of the population, indicating a substantial portion but less than urban areas. The platforms used, 31% of the population are involved in using online platforms for activism. However, the data also indicates some barriers, with 11% of the population facing obstacles to engaging in online activism. Starting with attitudes towards online activism, 45% of the population holds certain beliefs or feelings about online activism. Despite this, there is recognition of the importance of online activism in social change, with 15% of the population acknowledging its significance. Participation in offline activism stands at 18%, indicating that a portion of the population is actively involved in traditional, non-digital forms of activism such as protests, marches, or community organizing. Social networks play a role in mobilization for 21% of the population. The majority of individuals, at 71%, engage in online activism frequently. Regarding the platforms used for online activism, 29% of the population is involved. Environmental activism appears to be the most prevalent, with 41% of the population involved. The "Other" category, representing 5% of the population, indicates that there are additional causes individuals are involved with that are not explicitly listed. The most prominent motivation, cited by 56% of the population, is the desire for social change.

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Additionally, academic or professional goals serve as a motivation for 9% of the population. The most common barrier, cited by 44% of the population, is time constraints.

**Keywords:** offline activism, protests, population, Environmental activism, motivation

## Introduction

For ages, university students have always played a great part in social and political movements changing their methods with the advent of digital technology. This has enabled them to extend their activism to online platforms. Online activism is also called cyber activism or digital activism, and it encompasses such activities as creating awareness, organizing protests, advocating for policy changes and mobilizing support for various causes (Earl & Kimport, 2020). Among university students, social media and online platforms have emerged as essential tools for kick-starting and maintaining activism initiatives enabling wider audiences to be reached and faster change achieved (Bennett & Segerberg, 2016).

The emergence of online activism among university students can be traced back to the early days of the internet. For example, Usenet was one of these early platforms used by students who would discuss different topics regarding social matters or political issues in general. Nevertheless, mainstream social media sites like Facebook, Twitter and Instagram that appeared in the 2000s changed how people perceive this form of civic engagement by making it more visible accessible to a broader audience (Tufekci, 2017). There are several distinct features that characterize this type of online activity among university students today. To begin with, it is non-hierarchical since it usually originates from individuals or small groups rather than traditional top-down institutions. Secondly, it is highly networked whereby participants use social media platforms to connect with each other in terms of beliefs and interests alike while pooling together resources towards realizing common goals. Thirdly, it is inclusive because there are varieties forms including: this includes petitions signing; sharing posts; planning events; or even launching campaigns amongst others. In addition to enlisting support on environmental conservation initiatives or human rights concerns such as those against gender discrimination and racial inequality among others, online activism within campuses worldwide has gained traction over time across various themes (Bennett & Segerberg, "The Logic of Connective Action" Pp. 64-85).

Many case studies demonstrate how important online activism can be among university students. Notably, the Arab Spring movements, Occupy Wall Street as well as global climate strikes led by young activists such as Greta Thunberg illustrate the power of digital platforms in mobilizing youth and transforming societies (Howard & Hussain, 2018). The online activism among university students represents a dynamic and impactful form of engagement with social and political issues. This has enabled them to make quick mobilizations via the internet or other digital means, linkup with wider communities and speak to everyone from any part of the world. Nonetheless, challenges such as surveillance and miscommunication surrounding e-activism have continued to persist requiring new approaches that should address this (Castells, 2015). In this age of digital technology, there is a growing tendency of university students collectively advocating for social problems and elevating learning platforms by themselves. This trend is increasing.

According to Bode and Vraga (2015), some examples of such efforts include the utilization of online resources such as social networking sites and community websites, amongst others, in an effort to increase awareness about specific areas within their cultures in order to create good impacts. According to Bode and Vraga (2015), this study investigates the many ways in which college students may benefit from online platforms for social causes and education. It also emphasizes the significance of these efforts in bringing about changes that are significant and long-lasting. Twitter, Facebook, LinkedIn, and Instagram are examples of prominent social networking sites that university students use to communicate information about topics such as environmental conservation, mental health, gender equality, and racial justice through the use of hashtags and tags (Bode & Vraga, 2015). They host webinars and seminars on a variety of dates, both of which provide important learning opportunities that touch on some of the most pressing issues facing society today.

According to Adu-Gyamfi et al. (2017), these may include expert speeches, panel discussions with the audience in which they gain insight into each other's viewpoints, as well as interactive sessions that attempt to create empathy among the participants in order to encourage them to engage in meaningful action. Human rights and social justice, sustainable development, and civic participation are just few of the topics that are covered in this collection of topics, which embrace a wide range of varied interests and concerns. For instance, college students organize campaigns against stereotypes online. These campaigns make use of multimedia

content such as movies or infographics, in addition to blog entries that are published on a variety of digital platforms (Adu-Gyamfi et al., 2017).

Learners are able to draw attention via the use of storytelling and user-generated material, which in turn prompts individuals to take effective activities that are in accordance with their intended aims. What this essentially means is that when there is an increase in the amount of active participation on social media platforms by university students, along with the organization of virtual seminars and workshops, as well as online campaigns, all of this goes ahead to demonstrate how much they contribute to the process of creating awareness about a variety of societal issues while simultaneously promoting learning programs on campuses (Gamber et al., 2019).

This indicates that the efforts of these young individuals highlight the potential that digital media may have in terms of bringing about change and influencing global discourses on the most important concerns that the world is facing in the present day (Kligler-Vilenchik & Thorson, 2019).

### **Significance of the study**

In today's digital environment, there has been a recent and significant growth in the number of university student demonstrations that take place on the internet and their participation. Students attending universities make up a sizeable section of the younger population, and their views and activities have a substantial impact on the formation of policies and trends. By gaining an understanding of the ways in which young people are utilizing digital technology to advocate for social concerns, one may have a better understanding of the reasons why young people are using online activism platforms, which ultimately leads to empowerment and agency among them. Voices from underrepresented groups are given a platform on the internet. When we take a look at the ways in which university students utilize these platforms for activism, we have a greater understanding of how different points of view become magnified, which in turn helps us comprehend how communities organize around a variety of social concerns. The extent to which digital campaigns may lead to significant societal shifts is demonstrated by research conducted on online activism among college students. Changes in public policy, improved knowledge among the general public, and shifts in public opinion are some of the effects that we have to take into consideration when assessing the impact of the techniques of online mobilization utilized. Numerous student-led initiatives towards online

activism include a wide variety of instructional events such as webinars, workshops, and awareness campaigns. By gaining an appreciation for this facet, we will be better able to comprehend elements of informal learning and the dissemination of information through digital media channels. Because of the nature of online activism, it is essential for students to acquire skills in critical thinking, ethical behavior about the use of digital technologies, and the ability to understand how to be responsible citizens with regard to issues pertaining to the internet, among other things. A foundational debate on literacy and citizenship-related issues in the 21st century that is wholly dependent on technology (or not) is provided by this investigation into the relevance of the topic. It is possible for us to investigate the manner in which the online activism of university students may spread across other cultures by utilizing technology networks that are not limited by physical limits. This will allow us to bring attention to the similarities that exist throughout civilizations in terms of inequities and injustices, among other things. There is a high probability that those who are participating in such an endeavor are the leaders of the future, regardless of whether or not they are aware of this fact to begin with. Having an understanding of the reasons behind their actions, the ways in which they operate, and the areas in which they encounter limitations might shed light on the future of social movements and civic involvement related to technology (or not).

## **Methodology**

The present study was based on the online activism and mobilization among university students.

### **❖ Population and Sample**

The university students were selected at random from \_\_\_\_\_ University. At the second stage of sampling, 4 faculties from each faculty 25 students were selected randomly. Thus, a total of 100 respondents was selected for this study.

### **❖ Questionnaire**

A questionnaire was developed to record the interviews of university students.

### **❖ Data collection**

Personal visits were paid to record the interviews of the respondents and to observe their farming activities.

### ❖ Data analysis

Initially the data was arranged, organized, summarized and analyzed through MS Excel Computer Software. Average, percentage, and cost profit was calculated

## Results

### ❖ Participant demographics

The majority of the population falls within the 23-25 age bracket, constituting 52% of the total. This suggests that this age group represents the majority of the population being analyzed. Following this, the 21-23 age group comprises 21% of the population, indicating a significant portion but less than the 23-25 age range. The 18-20 age group makes up 15% of the total, indicating a smaller proportion compared to the older age brackets. This might suggest a lower representation of individuals in the younger end of the spectrum within the population or sample. Finally, the 25-30 age group constitutes the smallest percentage at 12%, indicating a smaller proportion of individuals in the older age range. Overall, the data indicates a skewed distribution towards younger age groups, with the 23-25 age range being the most heavily represented.

#### ▪ Participant demographics

AGE	PERCENTAGE
18-20	15
21-23	21
23-25	52
25-30	12

### ❖ Gender

The data suggests that most male constituting 65% of the total population or sample. This means that there are more males in the analyzed group than females. Conversely, women make up 35% of the population or sample which is comparatively a smaller proportion to men's ratio. This shows that there is fewer women in the analyzed group. The bias in gender distribution could mean many things depending on what the information is about and who it concerns. For example, in a workforce setting, this would indicate gender disparity within some sectors or job profiles.

#### ▪ Gender

GENDER	PERCENTAGE
MALE	65
FEMALE	35

### ❖ Years of study

The third-year category carries the highest number of citizens at 51% and therefore dominates. This means that a big part of the group under analysis is in its third year, which may signify an enrollment peak or transition through the educational system. Consequently, for instance, population between first and second years represents 39% indicating a significant proportion who are however less than it represents those from the third year. For example, this demonstrates that many individuals are either in their first or second academic years, which might be reflective of normal enrolment trends or admission into learning institutions. Lastly, individuals in their final studying period account for only 10%, making it the smallest portion as compared to others. In other words, this could be interpreted to mean factors like dropouts' rates, elongated course times or little cohorts during later semesters of studies at an advanced level. The general trend is such that as they move up through grades students' numbers decrease with majority culminating to third grade level. The mentioned split is necessary for adjusting educational resources, aid as well as program implementation by schools depending on peculiarities among different stages of student's education path.

- **Year of study**

YEAR OF STUDY	PERCENTAGE
1-TO 2 <sup>ND</sup> YEAR	39
3 <sup>RD</sup> YEAR	51
4 <sup>TH</sup> YEAR	10

- ❖ **Region**

A population or sample is broken down by the table and reveals the distribution of percentages over urban and rural regions. They constituted 52% of total, which means that a greater proportion resides in cities having higher population densities and better developed infrastructure as compared to other areas. This suggests that there are many residents in rural areas with lower numbers of inhabitants per square mile than in city counterparts without much development. Rural regions make up 48% of population, so it can be referred as an extensive part but smaller than urban areas. This implies that several people are staying in villages whose population density is low and they have fewer advanced facilities just like towns situated in urban places. A balance exists between urban and rural settlements indicating equitable representation among respondents. This kind of distribution is important for purposes such as planning, infrastructure development, social service delivery etc., which relate to resource allocation for ensuring equal access and support to people living across various geographical locations.

- **Region**

REGION	PERCENTAGE
URBAN	52
RURAL	48

- ❖ **Online activism engagement**

The information revealed that the platforms used 31% of people use online platforms to engage in activism. This shows a huge number of people are making use of digital channels to campaign for social or political purposes. Then again, 28% of the

population are involved with different forms of online activism. This means that many folks participate in different kinds of online activism i.e. signing petitions, spreading information and arranging events. In terms of how regularly one is involved in this activity, 15% take part in it this way. Hence, it can be inferred that a significant proportion engages in online actions constantly as active participants. Similarly, motivations behind online activism are substantial whereby not less than 15% have made known their reasons for participating. By this, it means various things including social fairness and accountability issues among others hence finding themselves taking part on internet advocacy campaigns drive individuals. Nonetheless, there is also data indicating some hindrances because when we look at the figures; 11% have difficulty being involve with online activism (Kollanyi et al., 2016). For instance, there may be barriers such as technology inequity i.e. no access to computers, mobile phones and internet connections among others, fear about being criticized or terminated from schools etc., while others doubt how effective these campaigns may be (Watts & Flanagan, 2016). Generally speaking therefore according to the pattern, the common character of variedly motivated populations has been described which include opinions expressed on several fronts but hindered by specific individual challenges (Ponte et al., 2015). This underscores why understanding these trends should matter to digital advocacy organizations as well as policy makers and researchers working towards changing society through modern technologies

- **Online activism engagement**

ONLINE ACTIVISM ENGAGEMENT	PERCENTAGE
FREQUENCY OF ONLINE ACTIVISM	15
PLATFORMS USED	31
TYPES OF ACTIVISM ENGAGED IN	28
MOTIVATIONS FOR ONLINE ACTIVISM	15
BARRIERS TO ONLINE ACTIVISM	11

- ❖ **Perceptions and attitudes**

There are 45% of people who hold various assumptions and attitudes regarding online activism. It is reasonable to believe that a majority of individuals do have

feelings, whether negative or positive, about employing digital platforms for activism. There is also a notable 29 percent perceived efficacy of online activism among the population. This suggests that many people think their activities online can change something in real life. Nevertheless, just 11% of the population considers internet activism to have made an impact and this may be due to the fact that numerous people take part in such activities and think they are beneficial as preventive measures yet only a few numbers recognize it as a concern for empathy. However, there is recognition that acknowledges the importance of online activism for social change with 15% saying so. This implies that some people know how much of an influence digitally driven protests have on societal transformations and fight for equality. These figures indicate that there are different perspectives and attitudes toward online activism such as its efficiency, effect on society as well as its value. The understanding of these beliefs can help to develop strategies aimed at getting ordinary citizens involved into e-activism initiatives by either managing fears or skepticism, which might be existing within the mass population.

- **Perceptions and attitudes**

PERCEPTIONS AND ATTITUDES	PERCENTAGE
PERCEIVED EFFICACY	29
ATTITUDES TOWARDS ONLINE ACTIVISM	45
PERCEIVED IMPACT OF ONLINE ACTIVISM	11
IMPORTANCE OF ONLINE ACTIVISM IN SOCIAL CHANGE	15

- ❖ **Mobilization and participation**

The current percentage of persons engaged in real-world activism is 18%, which means that only a fraction of the populace is actively involved in traditional forms of activism such as demonstrations, processions or community development initiatives. In addition, 29% recognize an association between online and offline activism. This indicates that a considerable number of people know about how digital and physical activities interact; online platforms often serve as mobilization tools for actual street actions. As such, 32% consider factors influencing mobilization rates within populations. On this note, many people are familiar with different circumstances that encourage others towards being active in activism like

social-political or personal motivations. About 21% identify social networks as assisting in mobilizing individuals to take action. Therefore, it can be concluded that some people are influenced by others on their contact lists when deciding to engage themselves into some form of protest whether it is online or offline. These figures indicate a varied landscape of participation and multifaceted motivations behind engagement among individuals. Knowing these aspects can help with planning ways to involve large numbers in activist campaigns either virtual or real-life ones.

- **Mobilization and participation**

MOBILIZATION AND PARTICIPATION	PERCENTAGE
PARTICIPATION IN OFFLINE ACTIVISM	18
RELATIONSHIP BETWEEN ONLINE AND OFFLINE ACTIVISM	29
FACTORS INFLUENCING MOBILIZATION	32
SOCIAL NETWORKS AND MOBILIZATION	21

- ❖ **Online activism engagement**

Frequency of online activism is common among many people who represent 71%. What this means is that a substantial part of the society engages in different types of online activities aimed at promoting various social or political causes. About use of platforms for internet activism, nearly 29% are involved. Thus, significant numbers of people are involved in the same but with differences in such platforms as social media sites, internet forums or other sites specifically meant for advocacy purposes. These figures show that digital platforms are crucial for facilitating activism and advocacy efforts because a majority of the population engages in online affairs geared towards promoting changes in the society or politics.

- **Online activism engagement**

ONLINE ACTIVISM ENGAGEMENT	PERCENTAGE
FREQUENCY OF ONLINE ACTIVISM	71
PLATFORMS USED	29

### ❖ Types of activism engaged

Environmental activism is the most prevalent kind of activism, accounting for 41% of the total population. This indicates that there is a significant number of people who are enthusiastic about a variety of environmental issues, such as climate change, conservation, and sustainability, and who work hard to find solutions to these problems. At the next spot, at 34%, is political activism. A significant number of individuals are involved in political advocacy, lobbying, or campaigning for certain political causes or politicians, as seen by this. On the other hand, other forms of activism are not as prevalent, with human rights and social justice campaigners accounting for just 10% of the total membership. When compared to the attention that is paid to environmental or political issues, this indicates that although some attention is still being paid to these areas, it may be less than what is the case. Nevertheless, this can be accounted by 5% of the total under the category of "Other." Animal rights, LGBTQ+ rights, access to health care, equitable economic opportunities, and other issues might fall under this category (and possibly others as well). In a broader sense, these findings suggest that individuals are interested in a wide variety of issues that pertain to their interests and values when they participate in various causes when they are involved in those causes. When it comes to collecting support for a variety of causes and developing advocacy strategies that effectively address specific community needs, having an understanding of patterns such as these may be valuable.

### ▪ Types of activism engaged

TYPES OF ACTIVISM ENGAGED	PERCENTAGE
ENVIRONMENTAL	41
HUMAN RIGHTS	10
POLITICAL	34
SOCIAL JUSTICE	10
OTHER (SPECIFY)	5

### ❖ Motivations for online activism

Most notable is the fact that 56% of people have stated the burning call for social change as their prime motivator, thereby making it the most significant motivation. The implication is that a number of people are genuinely driven by an eagerness to have a positive impact on societal ills through what they do and how they participate in online activism. Moreover, personal beliefs come into play; this is evidenced by 23% of respondents who agreed they are involved in online activism since because of sincerely held views and principles. Hence, many individuals who act according to their own moral compasses feel compelled to stand up for causes that matter most out of their conscience awareness. Another factor motivating people to join social activism via online platforms is peer pressure (12%). It suggests that friends, relatives or online communities may encourage someone to become active in activism as well as through various social media platforms. Furthermore, nine percent more persons also claim that they engage in such activities with an aim of pursuing educational or career goals. This implies that some individuals may get involved in internet activism as part of their research work, academic undertakings or professional advancement. For instance, one may want to gain some experience with projects so as construct one's portfolio or demonstrate commitment towards certain issues in society. Such reasons could offer direction on strategies aimed at engaging people through web acts and modifying messages and campaigns so that these align with the values, objectives and interests of those engaged.

#### ▪ Motivations for online activism

MOTIVATIONS FOR ONLINE ACTIVISM	PERCENTAGE
DESIRE FOR SOCIAL CHANGE	56
PERSONAL VALUES	23
INFLUENCE OF PEERS	12
ACADEMIC OR PROFESSIONAL GOALS	9

### ❖ Barriers to online activism

Time restrictions are the most prevalent obstacle, since they are reported by forty-four percent of the population. The fact that this is the case shows that a sizeable proportion of people may have difficulty finding the time to participate in online

activism owing to other commitments, such as those associated with their jobs, their schools, or their families. Another big obstacle is the fear of penalties, with fifteen percent of the public expressing worry about the potential ramifications that may result from their participation in online activism. The fear of reprisal, harassment, or adverse repercussions in their personal or professional lives might be an example of someone who experiences this. Twenty-two percent of the public describes a lack of information or skill as a barrier to their participation in internet activism. This suggests that some people may feel unprepared to participate in internet activism owing to a lack of information about the issues or how to successfully advocate for them. This may be the case because of those persons' lack of education. Eleven percent of the population cites technological impediments as the reason for their inability to use the internet or their lack of digital literacy abilities. Based on this, it appears that certain persons may have difficulties while attempting to participate in online activism owing to obstacles associated with technology and internet access. Lastly, eight percent of the population mentioned additional obstacles that were not specifically identified. Apathy, pessimism over the efficacy of internet activism, and language obstacles are all examples of potential reasons that should be considered. For the purpose of devising tactics to overcome these obstacles and ensuring that online activism is accessible and inclusive for all those who desire to engage, it is essential to pay attention to these hurdles. It is possible that this will entail the provision of resources and assistance in order to handle time restrictions, the reduction of anxieties regarding repercussions, the enhancement of access to knowledge and expertise, the addressing of technology impediments, and the addressing of other specific difficulties as they come up.

- **Barriers to online activism**

BARRIERS TO ONLINE ACTIVISM	PERCENTAGE
TIME CONSTRAINTS	44
FEAR OF CONSEQUENCES	15
LACK OF INFORMATION/EXPERTISE	22
TECHNOLOGICAL BARRIERS	11
OTHER (SPECIFY)	8

## Discussion

The majority of the population falls within the 23-25 age bracket, constituting 52% of the total. Finally, the 25-30 age group constitutes the smallest percentage at 12%, indicating a smaller proportion of individuals in the older age range. The data indicates that males make up the majority, constituting 65% of the total population or sample. Conversely, females account for 35% of the population or sample, indicating a smaller proportion compared to males. The majority of the population falls within the 3<sup>rd</sup> year category, constituting 51% of the total. Lastly, the 4<sup>th</sup> year category constitutes the smallest percentage at 10%, suggesting a smaller proportion of individuals in their final year of study. The data displayed the urban regions make up the majority, constituting 52% of the total. Conversely, rural regions account for 48% of the population, indicating a substantial portion but less than urban areas. The platforms used, 31% of the population are involved in using online platforms for activism. However, the data also indicates some barriers, with 11% of the population facing obstacles to engaging in online activism. Starting with attitudes towards online activism, 45% of the population holds certain beliefs or feelings about online activism. Despite this, there is recognition of the importance of online activism in social change, with 15% of the population acknowledging its significance. Participation in offline activism stands at 18%, indicating that a portion of the population is actively involved in traditional, non-digital forms of activism such as protests, marches, or community organizing. Social networks play a role in mobilization for 21% of the population. The majority of individuals, at 71%, engage in online activism frequently. Regarding the platforms used for online activism, 29% of the population is involved. Environmental activism appears to be the most prevalent, with 41% of the population involved. The "Other" category, representing 5% of the population, indicates that there are additional causes individuals are involved with that are not explicitly listed. The most prominent motivation, cited by 56% of the population, is the desire for social change. Additionally, academic or professional goals serve as a motivation for 9% of the population. The most common barrier, cited by 44% of the population, is time constraints. Finally, 8% of the population cited other barriers not explicitly listed. This result is much higher than the results of the study of Şener et al. (2015), which 64% of the respondents say that they do not share social or political issues in social media, and also Demir's (2016) study, which the rate of participation in a political activity organized through social networking sites is about 37%. However, when the students, who stated that they share about the situations disturbing society, were asked if they would give their name and address information to a campaign organized on the same subject, only

48% of them answered yes. 31% were answered yes when asked to participate in an offline activity on the same subject. While less than half of the students stated that they would participate in the same campaign by giving their personal information such as real name and address, only one third of the students say they will participate in the same offline activity. Şener et al. (2015) which shows that there is no difference in terms of gender in sharing views on social or political problems on social media. According to Table 3, in both groups the majority answered no for participation to activist actions. While 46.3% of the women said that they would participate in an offline activity regarding social problems that disturbed the society, the percentage of men saying yes to the question was 42.3%. The p value (0.046) is smaller than 0.05, so there is a significant relationship between subjects' gender and their participation in protest activities. While the findings show that there is no difference between men and women in terms of participation rate in petition, there is a difference between female students and male students about participation in activist actions even if it is a slight difference. This result is different from the studies that found that women's participation in offline activities is less than that of men such as Atkeson and Rapoport (2016), Coffé and Bolzendahl (2018) ile Wen, Xiaoming and George (2021).

## **Conclusion**

The demographic data indicates that the majority of the population falls within the 23-25 age bracket, with males constituting 65% and females 35%. Most individuals are in their 3rd year of study, and urban regions are more populous than rural ones. Online activism is prevalent, with 31% of the population involved, but there are barriers such as time constraints for 11% of respondents. Despite this, there is recognition of the importance of online activism for social change by 15% of the population. Offline activism is also significant, with 18% participation. Environmental activism is the most common cause, motivating 41% of participants, followed by a desire for social change (56%). The dynamic landscape of activism within the studied population, with a significant portion engaging in both online and offline forms of activism. While online activism, particularly through social networks, is prevalent and recognized for its potential in effecting social change, traditional forms of activism such as protests and marches still hold relevance. Environmental activism emerges as a prominent cause, indicating a strong concern for ecological issues among the population. However, there is also diversity in the causes, individuals are involved with, as indicated by the "Other" category. Despite high engagement levels, there are barriers to participation, primarily time

constraints. This suggests a need for strategies to overcome these barriers and further promote involvement in activism. Overall, the data highlights a robust engagement with activism among the population, driven by a desire for social change, but also underscores the importance of addressing barriers to ensure broader participation and impact.

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Article Information:

<i>Received</i>	2-Apr-2024
<i>Revised</i>	30-May-2024
<i>Accepted</i>	11-Jun-2024
<i>Published</i>	15-Jun-2024

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Declarations:

Authors' Contribution:

- **All authors Conceptualization, and intellectual revisions. Data collection, interpretation, and drafting of manuscript**
- The authors agree to take responsibility for every facet of the work, making sure that any concerns about its integrity or veracity are thoroughly examined and addressed

• **Conflict of Interest:** NIL

• **Funding Sources:** NIL

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