



METHOD	START	END	PLACE	AGE	UNEMPLOYED
Meta Analysis	2010	2015	Wall Street and Tahrir Square	18-35 years	10-15%

School of Management
University at Buffalo The State University of New York

Leaderless Revolutions: The Global Diffusion of a Participatory Culture

@KelseyFlanagan @MahwishKhan
@KathleenGaul @DominiquePoslinski

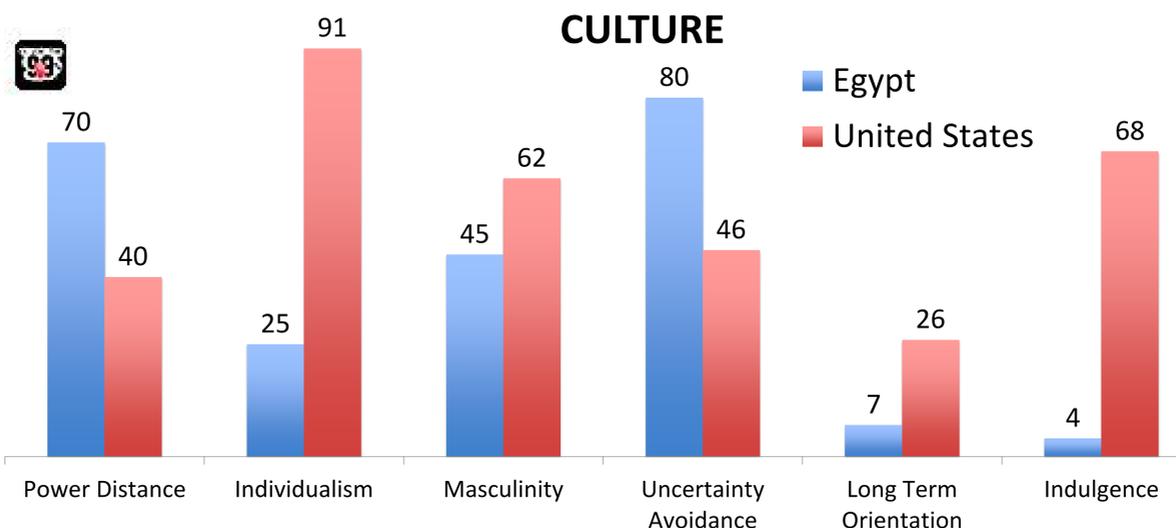
OBJECTIVE

- Social media's ability to democratize information has originated a participatory culture: where the ordinary public can simultaneously become the creator as well as the consumer of news. By implementing the theory of Diffusion of Innovations on social media, our objective is to question the prevalence of the traditional medium of a one man/woman leadership, as social media provides a platform for the public to exhibit and engage in citizen journalism.
- We hypothesize that such a liberation of ideas from a group of "apolitical" young people, suggest a lack of a clearly defined charismatic leader. Instead, we believe the homogeneity of the demographics, attitudes and status of the protestors/visionaries involved in these two revolutions, has encouraged them to exhibit resonant leadership.

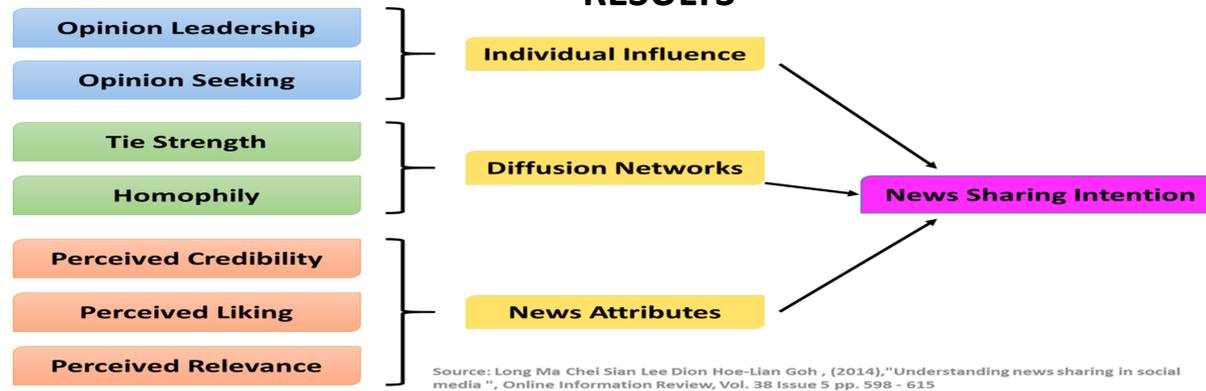
BRIEF HISTORY

- *Occupy Wall Street* was a protest movement brought on by social and economic inequality and greed.
- The *Egyptian Revolution* came into being to overthrow the 30 year old Mubarak regime, which fostered corruption, unemployment, and inequality.

Tweets Tweets & replies



RESULTS



Source: Long Ma Chei Sian Lee Dion Hoe-Lian Goh, (2014), "Understanding news sharing in social media", Online Information Review, Vol. 38 Issue 5 pp. 598 - 615

- Opinion leadership in informal networks is categorized by similar demographics, attitudes, and informational interests which motivated the two revolutions to learn from each other. The genuineness of the content present on social media platforms like YouTube, added to the believability of news content, which includes the dimensions of reliability, trustworthiness, bias, and other related concerns.
- The pragmatic utility of how the Egyptian people overthrew a 30 year old dictatorship, provided Americans to question their leadership by stating, "America needs its own Tahrir."

Who to follow - Refresh - View all



Facebook
Follow



YouTube
Follow

Trends: Other Social Media Revolutions

- #euromaiden
- #IranElection
- #grecerevolution
- #spanishrevolution

A WAY FORWARD

- Whilst, we acknowledge that there are many uprisings currently going on which are fueled through social media (often termed as the "Twitter Revolutions"), we also question the long term sustainability of such a neo-anarchist spirit, by gauging its long term fight for social justice.
- It is essential that when a revolution brings down a repressive regime, a new organizational and institutional structure must replace it. If revolutionaries neglect the importance of such formal institutions, authoritarian organizations will seize power, as the Muslim Brotherhood has done in Egypt.

ACKNOWLEDGEMENTS

Professor Dorothy Siaw-Asamoah (Faculty Mentor MGG 498)
Cynthia Tysick (Associate Librarian)