



Social Media and Indigenous Protest



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Background to this research



Mobilização Nacional Indígena (Brazil, 2013)



Outline

- > Definition of protest
- > Methodology
- > Interaction Protest and Social Media
- > 5 Functions of protest
- > Protest as Grievances Mechanisms / Social Media as Stakeholder Engagement
- > Conclusion



Why is 'protest' important?

- > Protest action can increase the wellbeing, allows participation of communities and tackle possible human rights violations, such as the right to FPIC
- > Companies which can achieve a Social Licence to Operate face less protests, thus minimizing the non-technical risk to projects (and to people)
- > More projects means more protests (development pressure)



Defining Social Protest

According to Rucht et al. (1999:8), a protest is a “telling indicator for problems which are neither registered nor dealt with in an adequate manner”.

Our definition:

strategic forms of political action designed to (ultimately) influence decision-making, potentially by influencing public opinion through the use of media or the internet.



Protests are also important in other countries/contexts



Idle no More (Canada, 2014)



The rise of an international movement



People's Climate March (New York, 2014)



Methodology

Progressive listing (over 6 months) of all forms of social protest action developed from a ongoing process of literature review, internet searches, website monitoring, brainstorming, and reflections on fieldwork (participant observation).

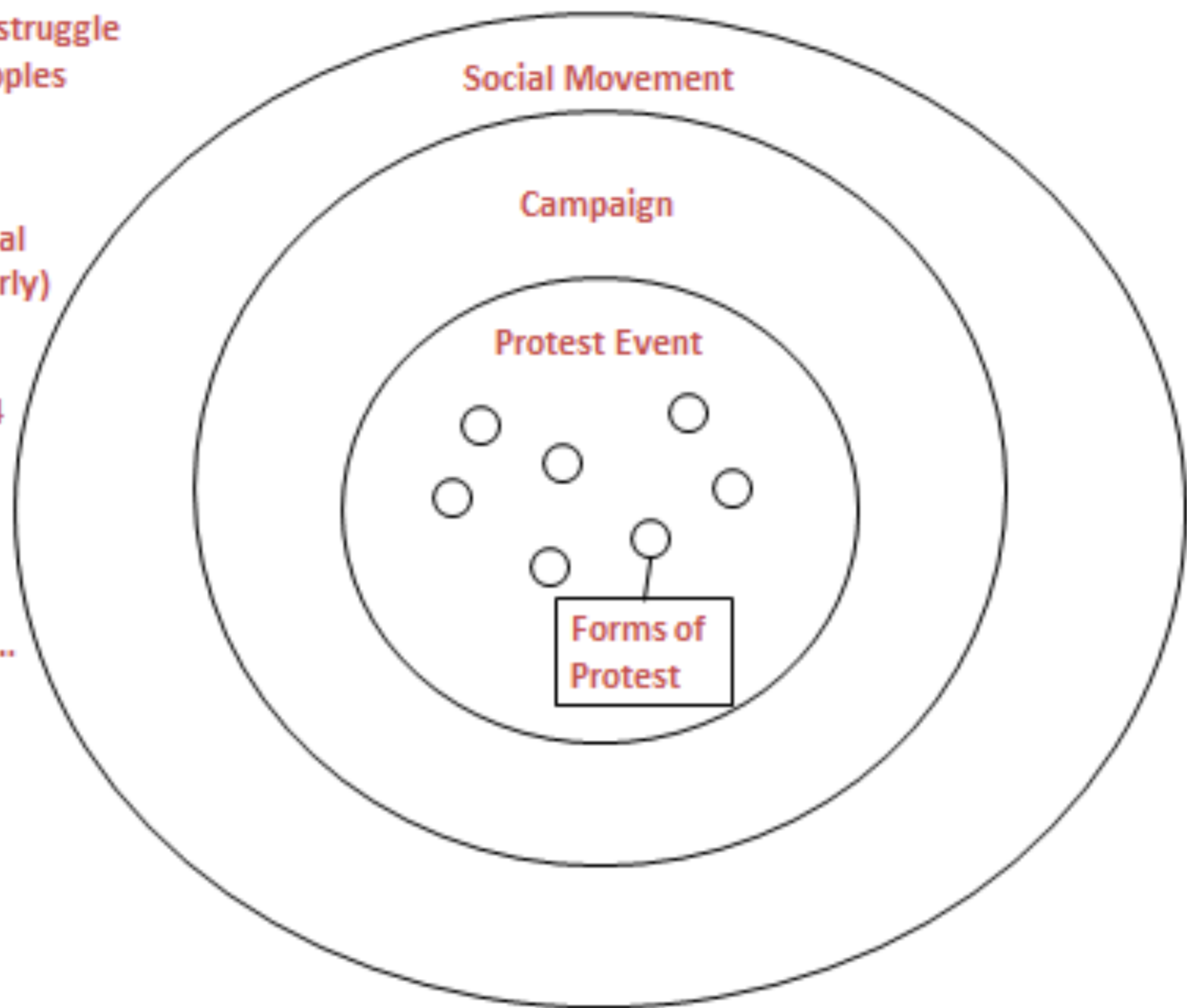
Over 70 forms of protest were listed, most of which can be directly or indirectly related to the use of social media or other ICTs

The International struggle
for Indigenous Peoples
Rights

The Brazilian
Indigenous National
Mobilization (yearly)

3 Day Protest in
Brasília, May 2014

Rallies, blockades...
[for 70 examples,
see table 1]



Social Movement

Campaign

Protest Event

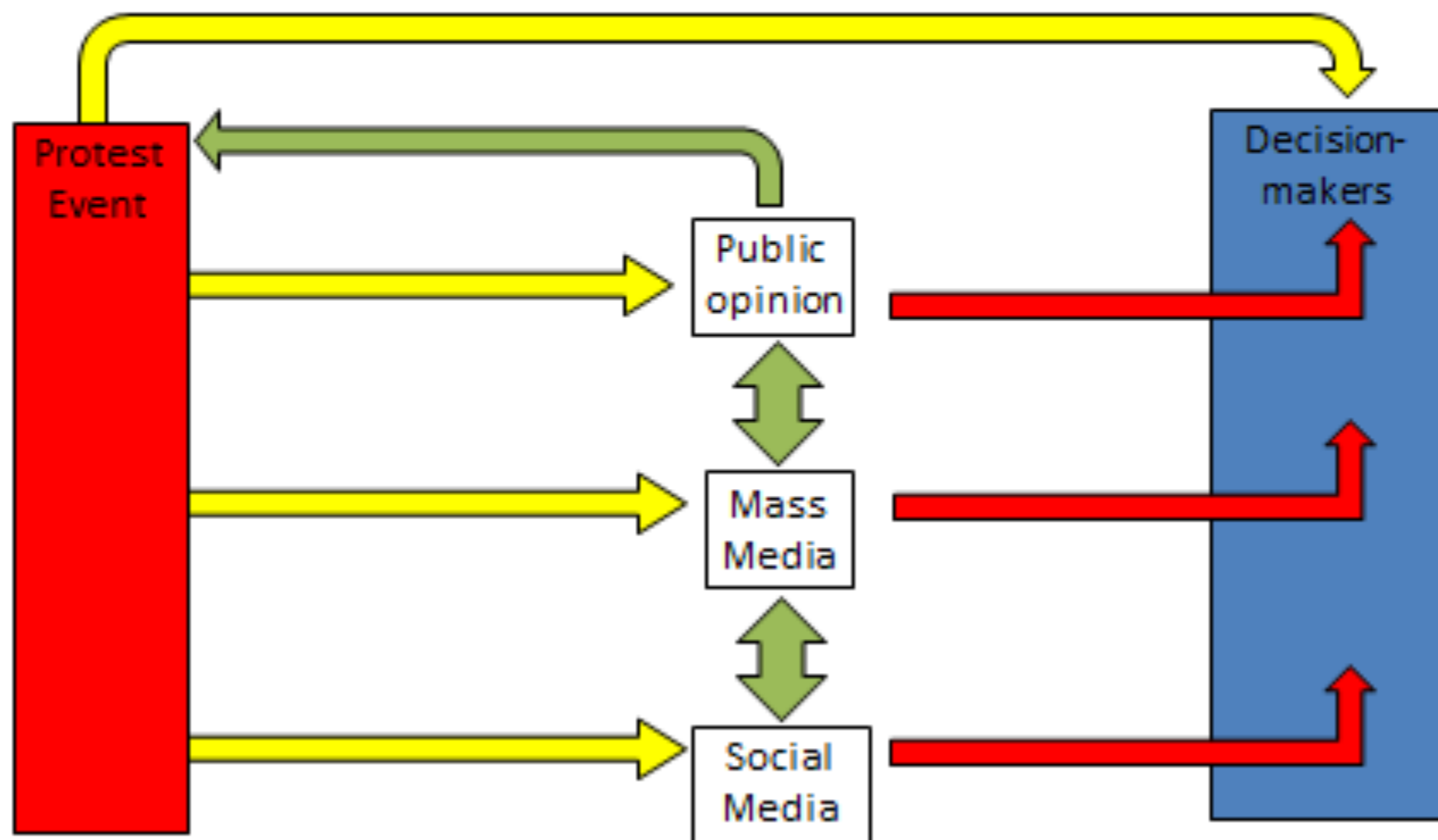
Forms of
Protest



Internet/social media play a pivotal role in protesting

- Organizing the event
- Promoting the event and mobilizing participants
- Supporting and/or countering mass media reporting of the event/movement
- Providing first hand description (or live streaming) of the event, protesters performances and demands
- Pressuring companies and governments to comply with international standards and/or address (human) rights violations
- Alignment of interests and methods (shared repertoire)

Mechanisms by which protest enable Indigenous peoples to influence decision-makers





Interaction Protest and Social Media (Digitalization – Realization)

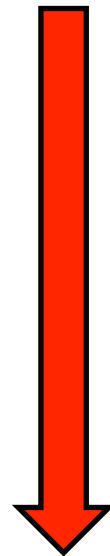
Realization: The use of digital activism to bring effects in the real world -

e.g. most recent events are organized in the digital world, with many people confirming attendance in Facebook – the higher the attendance in the digital world, the higher the chance of having a big event in the real world, thus bringing the digital to the real

Digitalization: Bringing real events or situations to the digital world. This transforms a one-time physical event in something permanent and shareable in the digital world, thus bringing the real to the digital – e.g. protests are photographed and filmed by many activists, who later share their materials in social media websites, which includes an increasingly use of live broadcasting.



Functions of Protest



1. Information
2. Fundraising
3. Mobilization
4. Political pressure
5. Direct action



Functions of Protest

1. Information – activities primarily focused on informing the public about of the protest cause or demands (and therefore influencing public opinion).

Example: Informational activist websites

DETOX LEADERS @burberry BURBERRY @ESPRIT H&M INDITEX Limited Brands MANGO M&S PRIMARK VALENTINO

GREENWASHERS Nike

DETOX LOSERS DIESEL D&G GAP LVMH Metersbonwe PVH VANCL

THE DETOX CATWALK

IT'S TIME TO FIND OUT WHICH CLOTHING COMPANIES ARE ON THE PATH TO DELIVERING TOXIC-FREE FASHION.

TOXIC FREE FASHION BY 2020

In order to bring about a toxic-free future we call on companies to adopt and implement an individual Detox solution, committing to eliminate the use and release of all hazardous chemicals from their global supply chain and products by 1 January 2020.

This should be based on three fundamental principles:

- 1. Prevention and Precaution**
Taking precautionary action towards the elimination of hazardous chemicals in the face of scientific uncertainty.
- 2. Right to know**
Acting with transparency on behalf of communities living by the discharge pipes and consumers who all have a right to know about the hazardous chemicals being released into our waterways.
- 3. Elimination**
Eliminating all releases of toxic chemicals and recognising that there are no environmentally safe levels for hazardous substances.

TAKE ACTION

CRITERIA ABOUT THE CATWALK

Over the past three years, hundreds of thousands of activists, fashionistas, bloggers and consumers came together to call for fashion without pollution. From record-breaking strip teases to social media storms, people power brought about Detox commitments from 18 major fashion companies. Take a [look down the runway](#) at the story so far.

Now we are able to see who is delivering on their commitments, and who is holding us back with nothing more than ineffective paper commitments and greenwashed promises.

Explore the Detox Catwalk to find out which companies are leading a transparency revolution across their supply chains, which have gone above and beyond to eliminate hazardous chemicals from their clothes and which companies are trying to get away with doing the bare minimum.

www.greenpeace.org/international/en/campaigns/detox/fashion/detox-catwalk/ :ompanies leading the industry



Functions of Protest

1. Information – activities primarily focused on informing the public about of the protest cause or demands (and therefore influencing public opinion).

Example: Creating a Facebook fan page or Twitter profile.

The screenshot shows a Facebook page for 'We Can Change Chevron', a non-profit organization. The page features a cover photo of a green banner that reads 'Chevron GUILTY CLEAN UP AMAZON' with a handprint graphic. The profile picture is a logo with a handprint and the text 'Chevron GUILTY chevronsguilty.org'. The page has 5,370 likes and a post from March 2 at 10:51pm. The post text reads: "Petroleum refineries are the little-appreciated bottleneck in oil's path from the well to the pump. Gasoline has to be refined from crude oil and the United States has no spare oil refinery capacity. Whenever one of our refineries goes down, gasoline prices spike. Just like they did after the Chevron Richmond Refinery fire in 2012. And the Chevron Richmond Refinery fire in 1999. And the Chevron Richmond Refinery fire in 1989."



Functions of Protest

2. Fundraising – Activities conducted with the main purpose of raising funds for the protest/cause.


Example: Crowdfunding for a protest action

Mindbombs: Let the Meme Wars begin!

Vancouver, British Columbia, Canada Politics

73 Story Updates 0 Comments 6 Funders 135 Gallery 1

Share 217 Tweet 2 +1 Email Embed Link Follow



\$7,224 USD
RAISED OF \$55,000 GOAL

13% 38 days left

This campaign started on Mar 19 and will close on April 30, 2015 (11:59pm PT).

Flexible Funding

Select a contribution amount below:

\$1 \$50 \$100

\$ USD

CONTRIBUTE NOW

ADBUSTERS
VERIFIED

Campaign Team



Help Adbusters infiltrate corporate-dominated media.

SELECT A PERK

\$15 USD

Jammer



Functions of Protest

2. Fundraising – Activities conducted with the main purpose of raising funds for the protest/cause.

Example: Donating for a protest campaign / organization

The screenshot shows the Amazon Watch website's donation interface. At the top, a navigation bar includes links for 'Our Work', 'News', 'Blog', 'Take Action', 'Get Involved', 'About Us', and a prominent 'Donate' button with a hand icon. Below the navigation, the page title is 'AMAZON WATCH' and the breadcrumb is 'HOME / DONATE'. The main heading is 'Yes, I will protect the Amazon!' followed by a descriptive paragraph: 'By making an investment in the work of Amazon Watch, you are part of the solution to climate change, rainforest deforestation, unchecked oil development, and the negation of the rights of indigenous peoples.' An 'Authorize.Net' logo is visible in the top right corner. The central focus is a dark overlay with the text 'Your contribution makes a difference!' and a grid of donation buttons: '\$25', '\$50', '\$75', '\$100', '\$250', and '\$500'. There is also an empty white box for a custom amount. Below the buttons is a checkbox labeled 'Make this a regular monthly donation!'. At the bottom of the overlay are two buttons for payment methods: 'PayPal' and 'Credit Card'. The background of the page features a photograph of two indigenous women with traditional face paint.



Functions of Protest

3. Mobilization – Activities conducted with the goal of raising the number of supporters/participants of the protest/cause.

Example: Creating a Facebook event, likely to be “attended” by a large number of people

The screenshot shows a Facebook event page for "Acampamento Terra Livre 2015 - Mobilização Nacional Indígena". The event is scheduled for Monday, April 13, at Esplanada dos Ministérios, Praça dos Três Poderes, 70068-900 Brasília, Brazil. The event is public and hosted by "Mobilização Nacional Indígena". The page features a large banner with the text "#PEC215NÃO DEFENDER OS DIREITOS INDÍGENAS É DEFENDER OS DIREITOS DE TODOS #DEMARCAÇÃOJÁ" and "Acampamento Terra Livre 2015 - Mobilização Nacional Indígena". The event has 1,017 people joined. The page also includes a "CONVOCATÓRIA DO ACAMPAMENTO TERRA LIVRE 2015 - Em defesa das terras e territórios indígenas" section with a detailed description of the event's purpose and a list of friends invited to the event.

Philippe Hanna
Edit Profile

MY EVENTS

- Upcoming 5
- Calendar
- Subscribed
- Past
- Create

THIS WEEK

60 anos do Paulé
Saturday at 6:00pm

Acampamento Terra Livre 2015 - Mobilização Nacional Indígena

#PEC215NÃO DEFENDER OS DIREITOS INDÍGENAS É DEFENDER OS DIREITOS DE TODOS #DEMARCAÇÃOJÁ

APR 13 Acampamento Terra Livre 2015 - Mobilização Nacional Indígena #DIREITOSINDÍGENAS

Public · Hosted by Mobilização Nacional Indígena

+ Join Save Invite ...

Monday, April 13

Esplanada dos Ministérios
Praça dos Três Poderes, 70068-900 Brasília, Brazil Show Map

CONVOCATÓRIA DO ACAMPAMENTO TERRA LIVRE 2015 - Em defesa das terras e territórios indígenas

Passados 26 anos da Constituição Federal, o ataque sistemático aos direitos dos povos indígenas se torna inadmissível numa sociedade democrática e plural, onde esses direitos são hoje tratados como moeda de troca e objetos de barganha política. Mas os povos indígenas já deram provas suficientes de que não cederão a essa nova ofensiva, carregada de ódio, discriminação, racismo e incitação à violência, promovidos pelos donos ou representantes do poder político e econômico.

É para dar continuidade a essa luta que a Articulação dos Povos Indígenas do Brasil – APIB, convoca a todos os povos, organizações e lideranças indige... See More

Georgia, Adriano and 4 other friends joined

1,017 joined

INVITE FRIENDS

+ Add friends to this event

- Leonardo Spagnol Abraham Invite
- Milena Argenta Invite
- Clariana Guarani Kaiowá Invite

Show More Friends



Functions of Protest

4. Political pressure – activities directly target on authorities or decision-makers regarding their action/decision on an specific issue.

Example: Mass letter/email writing to target decision-makers; petitions



العربية DEUTSCH ПРОВОКІЇ FRANÇAIS ESPAÑOL PORTUGUÊS 中文 繁體中文 英語中文 日本語 NEDERLANDS ITALIANO ދިވެހި ދަރިވަރުން TÜRKÇE POLSKI ROMÂNĂ EAHHINKKA

START A PETITION

Our clothing kills



SIGN THE PETITION

To Benetton CEO Marco Airoldi:

“ In one of the worst industrial accidents of the 21st century, thousands of Rana Plaza garment factory workers were buried alive making clothes for some of the world's richest corporations. To date, all major multinational companies with confirmed ties to the Rana Plaza Arrangement compensation scheme for the victims -- except Benetton. As citizens of the world, we urge Benetton to join the scheme, so survivors of this horrific disaster receive full compensation.

1,038,987

1,038,987 have signed. Let's get to 1,250,000

Update: 20 February 2015

VICTORY!!! Benetton has reversed its position! They told Avazet they will fund compensation! This is great news for people power and the victims of the disaster who are one big step closer to receiving what they are owed. Benetton said they'll announce their contribution before the second anniversary of the disaster on April 24. Let's make sure survivors & victims get what they're owed - sign now and stay tuned!

In just 90 seconds, an eight-storey sweatshop in Bangladesh collapsed, **1,134 people died**. Some survivors sawed through their own limbs to escape. Out of the horror, the UN set up a ground-breaking compensation and corporate accountability scheme. Incredibly, it's working -- but survivors need our help to get one complicit company to pay up.

Billion-dollar Italian clothing giant Benetton refuses to compensate the victims who made their clothes. It's time to make Benetton pay!

Already an Avazet member?

Enter your email address and hit "Send".

Email

SEND

First time here? Please fill out the form below.

Name

Email

Country

Postal code

Avazet will protect your privacy and keep you posted about this and similar campaigns.

SEND

RECENT SIGNERS

- 12 seconds ago Philippe Hanna de Almeida Oliveira, Brazil
- 24 minutes ago Esa Aepaax, Ukraine
- 25 minutes ago Lucie Richard, Canada



العربية DEUTSCH ПРОВОКІЇ FRANÇAIS ESPAÑOL PORTUGUÊS 中文 繁體中文 英語中文 日本語 NEDERLANDS ITALIANO ދިވެހި ދަރިވަރުން TÜRKÇE POLSKI ROMÂNĂ EAHHINKKA

START A PETITION

A game-changer for the Amazon



SIGN THE PETITION

To the presidents of Colombia, Venezuela and Brazil:

“ As global citizens, we are deeply concerned about climate change and the rapid devastation of the Amazon forest. We urge you to work in consultation with indigenous communities to create the largest environmental reserve in the world, protecting 135 million hectares of Amazon. This could be your most important legacy to the world, and the most significant seed to plant at the next UN climate summit.

476,176

476,176 have signed. Let's get to 500,000

An ambitious project is underway to create the **largest environmental reserve in the world, protecting 135 million hectares of Amazon forest**. That's more than twice the size of France! But it won't happen unless Brazil, Colombia and Venezuela's leaders know the public wants it. That's where we come in.

Colombia has just said it is on board. **Now, if we create a huge global push to save the Amazon** and combine it with national polls in all three countries, we can give the Colombian president the support he needs to convince Brazil and Venezuela. All three leaders are looking for opportunities to shine at the next UN climate summit. Let's give it to them.

The Amazon is vital to life on earth -- 10% of known species live there, and its trees help slow down climate change by storing billions of tonnes of carbon that would otherwise be in the atmosphere. Experts say this reserve would be a total game-changer for stopping rampant deforestation. **Sign the petition now**, when we reach 1 million signers, indigenous leaders will deliver our petition and polls directly to the three governments.

Already an Avazet member?

Enter your email address and hit "Send".

Email

SEND

First time here? Please fill out the form below.

Name

Email

Country

Postal code

Avazet will protect your privacy and keep you posted about this and similar campaigns.

SEND

RECENT SIGNERS

- just now Andrea Uccelli, Switzerland
- just now Lieke van der Ree, Netherlands
- 5 seconds ago angela benetti, Italy
- 30 seconds ago Rosa, Italy



Functions of Protest


5. Direct action – Activities with direct impact for the protest goals or target project.

Example: Sabotage, blockades (also possible in the digital world)

Operation Payback

<http://anonops.blogspot.com> est. 2010

The enemy is adapting to our strategies, Gentlemen, but they are a lumbering bureaucracy. We can change faster. We are Anonymous. We are Legion. Expect us.



Mission: Leakflood

We must remind the Corporations that the truth cannot be stopped. Mission begins at 13:00GMT, 12-13-10 and continues until 4:00GMT, 12-14-10.

Send faxes of random WikiLeaks cables, letters from Anonymous, Guy Fawkes/V (good image @ <http://imgur.com/8Ha5n>), and the WikiLeaks logo to the target fax numbers all day long. NOTHING ELSE. No Porn, no gore. BE RESPECTFUL. Use MyFax.com/free to send the faxes. Monitor channel #blackfax for updates and help.


TARGET LIST:

Amazon.com Headquarters:	206-622-2405
Amazon Legal Department:	206-266-7010
Mastercard Corporate Headquarters:	212-793-3946
Mastercard CEO, Ajay Banga:	212-517-8315
MoneyBookers:	+44 709 204 2001
Paypal:	408-376-7514
Paypal/Ebay Head President/CEO, Scott Thompson:	408-376-7414
VISA Ceo, Joseph Saunders: Fax	415-278-6028
VISA International Headquarters:	650-432-7436
Tableau Software:	206-633-3004
Tableau Software CEO, Christian Chabot:	206-633-3004

Your tool: <http://www.myfax.com/free/>
Just fill in the Form and send. Be safe! Use a Proxy!
Mailinator.net is great for throw away e-mail if you need it.

Operation: Payback

<irc://irc.anonops.net/operationpayback> est. 2010



Target: <https://www.paypal.com/>
When: In a few hours.

We will fire at anyone or anything that tries to censor WikiLeaks, including multi-Billion dollar companies such as **PayPal**.

Twitter you're next for censoring #Wikileaks discussion.

The major shitstorm has begun.

Set your LOIC HIVE server to loic.anonops.net, channel #loic

Get on our IRC network!
<irc://irc.anonops.net/OperationPayback>

<http://www.anonops.net/>



Protest is not only crisis, but also an opportunity

- › Impacts, when not properly addressed, are frequently posted directly to companies social media profiles (twitter, facebook)
- › Companies can use such input as a valuable dialogue tool with impacted communities
- › Protest as an unofficial form of grievances mechanisms





Conclusion

- › Protest are a form of participation and grievances mechanisms
- › Protest is an ongoing process, not just a single action
- › Protests tend to escalate from more conventional forms to more unconventional and disruptive forms
- › Digital forms of protest are becoming standard and they can constitute a high risk to projects
- › Social media is being used by impacted communities to inform a broader audience about the social and environmental impacts of projects and to mobilize them into the protest process to gain leverage against companies and governments
- › Protests against proponents usually happen because of a lack of dialogue or FPIC with local communities
- › Social media can be used by companies to engage meaningfully with local stakeholders
- › Protest is not only crisis but also an opportunity



Thank you!

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