



## International Journal of Advanced Mass Communication and Journalism

E-ISSN: XXXX-XXXX  
P-ISSN: XXXX-XXXX  
IJAMCJ 2020; 1(1): 08-15  
© 2020 IJAMCJ  
[www.masscomjournal.com](http://www.masscomjournal.com)  
Received: 04-11-2019  
Accepted: 05-12-2019

**Dr. Neeraj Karan Singh**  
(Dean and Principal, Faculty of Journalism & Mass Comm, Swami Vivekanand Subharti University, Meerut), Uttar Pradesh, India.

**Dr. Mudasir Sultan Zerger**  
(Assistant Professor, Faculty of Journalism & Mass Comm, Swami Vivekanand Subharti University, Meerut), Uttar Pradesh, India.

### Correspondence

**Dr. Neeraj Karan Singh**  
(Dean and Principal, Faculty of Journalism & Mass Comm, Swami Vivekanand Subharti University, Meerut), Uttar Pradesh, India.

## Impact of hash-tag activism in changing trends of social media

**Dr. Neeraj Karan Singh and Dr. Mudasir Sultan Zerger**

### Abstract

Social media have become increasingly pervasive. However, the literature on social movements and social media has not fully grasped just how much social media have fundamentally changed the landscape of organizational communication, ranging from stakeholders being able to directly mobilize resources to making grassroots transnational social movements more organizationally feasible. A major gap in the literature is this lack of understanding how social media have shaped social movement organizations (SMOs) and the organization of social movements.

Hashtag activism is the act of fighting for a cause or supporting a cause that people are supporting through any social media platform like Facebook, Twitter, Instagram and other networking websites. It is no secret that the 21st century is the world's first digital age. We are bounded by social media platforms, global trends, and viral videos. With the growth of globally active social media users, hashtag activism has been changing the complexion of advocacy. The digital age has curate an environment through which ordinary citizens can galvanize for global change. This is the kind of activism that does not require any action from the person other than sharing or liking a post or "retweeting" tweets on Twitter. The term gets its name from the liberal use of hashtags (#) that are often used to spread the word about a cause over Twitter.

Hashtag activism is also known as social activism. This research Paper takes a look into the social media activism on various social issues, and looks into where claims of slacktivism are based.

On the same background this Research Paper is aimed to find out The Impact of Hashtag Activism in changing trends of Social Media. For that Questionnaire survey of 50 respondents from Meerut and Interview of 2 Subject Experts will be held.

### Objectives

- To know the Impact of Hashtag activism in changing trends of Social Media.
- To know the Impact of Hashtag on Feminism.
- To find the role of Hashtag in Youth Mobilization.
- To know the role of Hashtag in uplifting Social Awareness

**Keywords:** Social media, global change, hash-tag activism, Hashtag in Youth Mobilization

### Introduction

#### Concept of hashtag activism

#### The first hashtag

Chris Messina, a social technology expert, is said to come up with the first hashtag on Twitter. He first posted the hashtag #barcamp in August 2007. Chris tweeted with this hashtag with the purpose of gathering discussions and online exchanges regarding Barcamp, a technology unconference gathering activity that spans worldwide.

Since then, hashtags have spread to other social media sites and all over the internet to become one of the most widely used functions. According to reports, Evan Williams, Twitter founder, shared to Chris Messina that he didn't think that hashtags were going to be very popular because of their very technical approach. Messina said that IRC influenced this pioneering concept. Hashtags were rather common in IRC before Twitter came into existence and dominated the way people communicated online.

Messina posted on Twitter on August 25, 2007 with the idea of creating inner circles on the website. The goal was to provide users the proper restrictions that would limit conversations to more specific ones that would only relate to a particular audience. He shared how tweets should target certain members of the inner circle so that people can easily respond to these. Creating the inner circles would also lead to targeted users and avoid random visits from individuals who may not be truly interested in a particular issue or topic.

**What is #Hashtag and its Benefits and Damages?**

If you use social media, you also think that when you post a post or any other photo. So you get a lot of attention on your photos or posts or they reach a lot of people. Special technique has been created for this, which has been given the name of Hashtag.

You had seen many times on Twitter, Instagram, Facebook there was a sign of “#” next to the post. It works to convert any word into a link. For example, if I write on #Deep on Facebook, it will be converted to a link and by clicking on it I can read all the posts that have been #Deep.

In Hashtag you can use alphabets and numbers, but it does not use special careers. Whenever you click on Hashtag, all the related topics will appear on your Instagram or on your Facebook page. This makes it easy to search any topic. For this reason, it is being used much more nowadays. From this, we can reach our article to more and more people and share their opinion. Through this, you can do promotions without any money. It can also be used to promote business and website.

**Benefits of Hashtag**

- The biggest advantage of hashtag appraisal is that you can see those people who are giving their opinion on a brand, an event or a promotion.
- This is the best way to promote any brand. It was first used on Twitter. After that it is now being used on many platforms such as Instagram, Facebook, Google Plus, Pinterst, Google Search.
- Hashtag is a good suggestion in which the user can choose the topic of his account. They just have to click

on the Hashtag imposed link and they will have all the posts that are relatable to it.

- If you want to be Popular on Facebook, you can advertise yourself via Hashtag. This is a free promotional technique. If you keep your post in public privacy, then it gets promoted to you by accessing the whole world.

**Damages of Hashtag**

- If you use Hashtag on Facebook, then it leaks to your privacy. So if you are writing something on a personal meter, do not use Hashtag in it.
- If you have uploaded a photo, then you should not use the Hashtag on it too. Because if you use Hashtag, then this unique user is also visible.
- If you do not use Hashtag correctly, it is ignored. That's why you have to put a housed tag related to your article. So that your article can reach as many people as possible and people like it.
- You do not have to type any Hashtag in your article which is not relatably correct from the article. Because when you look at your article, you may become a part of their joke. Therefore, before putting the hashtag in any of the articles, check it well. That's if Hashtag is right for you and before posting an article, you must also check the spelling of your Hashtag.
- Before applying the hashtag you can see the word well. Because if you put Hashtag on the wrong word, then it does not become so popular and you cannot get past it. Your social media site may ignore it and your article may not reach more people.

**Different Types of Hashtags**

- **Trending:** These hashtags are what’s hot and currently running, and can change by day or by hour depending on what the current topic is all about. You can see what hashtags are trending on Twitter, Facebook or Instagram. You can join the conversations that are suitable or meaningful to your business.

**Example:** Just a few days before Elections, trending hashtags include #Chowkidar and #PhirSeModi.

Hashtag	Twitter	Facebook	Views	Instagram	LinkedIn	Full stats
#newprofilepic	4,808	2,230	3,248,917	98.79%	98.79%	1.56%
#peing	4,704	400	4,392,450	70.68%	70.68%	0%
#faceyourselfoutnow	4,225	10,146	6,023,546	24.76%	24.76%	36.88%
#hadith	3,208	67	4,076,142	0.25%	0.25%	0%
#quran	3,150	150	2,962,400	0.13%	0.13%	0%
#btsblackhairparty	3,092	14,837	2,249,192	44.73%	44.73%	33.83%
#mtvbrfandombts	3,042	10,158	2,810,012	15.61%	15.61%	90.01%
#exo	2,788	19,500	1,553,679	23.46%	23.46%	88.63%

➤ **Brand:** If you have decided to use hashtags, the very first thing you should do is to develop a brand hashtag. You can do this by using tagline of your own, area of

expertise, location, or some of the combination of these. **Example:** KitKat used their tagline #HaveABreak for their brand hashtag.



**Campaign:** These hashtags are a little different than your brand hashtag because they will promote a new campaign you're about to run for any cause, service, issue, event, message, etc. You should choose your campaign hashtags wisely and you should be sure no one else is using them and

that they do not have a bad reputation. **Example:** Many social issues hashtags have been made, #BetiBachaoBetiPadhao was one of the very famous social hashtag which motivated to save girl and to educate girls.



**#metoo**  
In its original form this movement began to help women who were victims of sexual abuse. In 2006, American Civil Rights Activist Tarana Burke launched this movement. Tarana Burke is a sexual assault Survivor herself. In an interview he had told that he has been sexually assaulted three times from childhood to adulthood. These two words of Tarana Burke took the form of a movement in the Myspace social network, in which sexual abuse was tried to give the victims a feeling that you are not alone. In October 2017, the famous newspaper New York Times and The New Yorker made big disclosures about American film producer Harvey Weinstein. In this report, during the course of 3 decades, more than 80 women on Winnestin charged with rape, sexual abuse. Meanwhile, on October 16,

2017, Hollywood actor Elisa Milano received a message on the social site. It was written in this message that if you have a sexual harassment ever, then you should position Me Too so that people are aware of the seriousness of this problem. Milano tweeted Metoo and their tweet became viral. All women started using this hashtag on social media to mention sexual abuse with them. In view of this movement, women from all the other sectors were added after Hollywood, and it took the world wide form.

**Tanushree charges start #MeToo in India**  
The #MeToo movement on social media in India started recently after the allegations made by actress Tanushree Dutta. Tanushree Dutta has alleged that she was about to shoot an item number for the movie 'Horn OK please' in the

year 2008. On the shooting, Nana Patekar was also present on the set. Tanushree has alleged that Nana came near to her in the middle of the shoot and he started touching her wrongly. Tanushree also accused the choreographer Ganesh Acharya of joining Nana and lodged a complaint against both.

So far, many great names have come in its surrounding. Most of the names are from Bollywood, the director of the Queen film Vikas Bahal, writer Chetan Bhagat, actor Rajat Kapoor, singer Kailash Kher and actor Alok Nath are some of the big names of the film industry who are accused of sexual harassment. Apart from this, some women have accused the minister of MG Akbar in the Modi government. These allegations are leveled when MJ Akbar was active in journalism but not in politics.



**Research methodology**

In this study, survey method was adopted. For surveying Questionnaire technique was adopted and Interview of 2 subject experts was taken.

**Sampling**

For the study, a sample of 50 respondents, containing both genders from Meerut was taken. Stratified Random Sampling technique was used.

**Data collection**

**Primary Data**

Primary data is the original data collected from respondents through survey and Personal Interviews.

**Secondary data**

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process also used in this study. The sources of secondary collection are reference books, articles and magazines and internet websites.

**Sample size**

An integral component of a research design is the sampling plan. A sample is only a portion of the universe of population. The sample size chosen for the study is 50 respondents of age group 18-25 years chosen from Meerut.

**Analysis of data**

**Q.1: Do you use Social Media?**

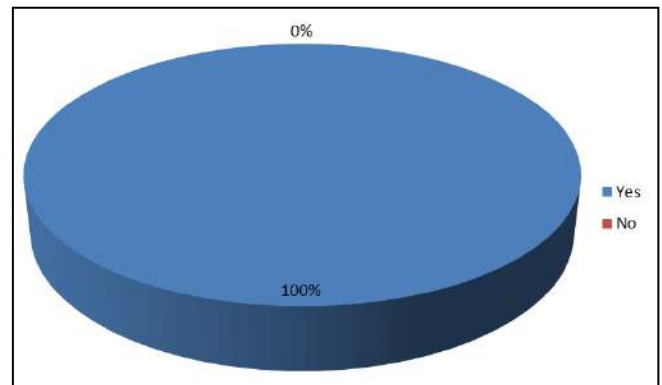
- A) Yes
- B) No

When we asked our respondents whether they use Social Media or not, all 50 respondents said yes in favor of the question. This shows that Social Media is being used by

each and every one of them.

<b>Yes</b>	<b>No</b>
50	0

This can be well described by following pie chart:



**Q.2: Which Social Media Platform you use?**

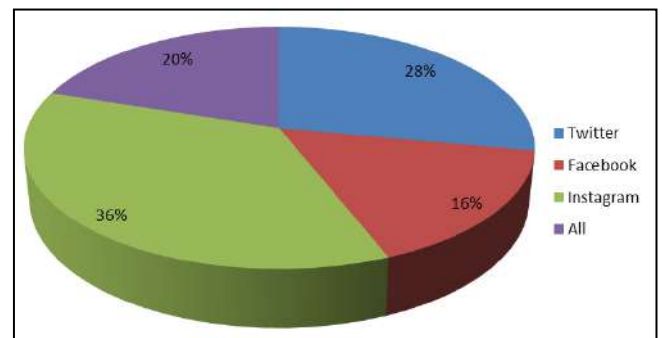
- A) Twitter
- B) Facebook
- C) Instagram
- D) All

When asked which social media platform they use, 14 respondents said they use Twitter, 8 respondents said that they use Facebook, 18 respondents said that they use Instagram and 10 respondents said they use all these social media platforms. This gives a good idea about how these social media platforms are being used.

**Q: Which Social Media Platform you use?**

Twitter	Facebook	Instagram	All
14	8	18	10

It can be well described by the following pie chart:



**Q.3: Do you know about Hashtags?**

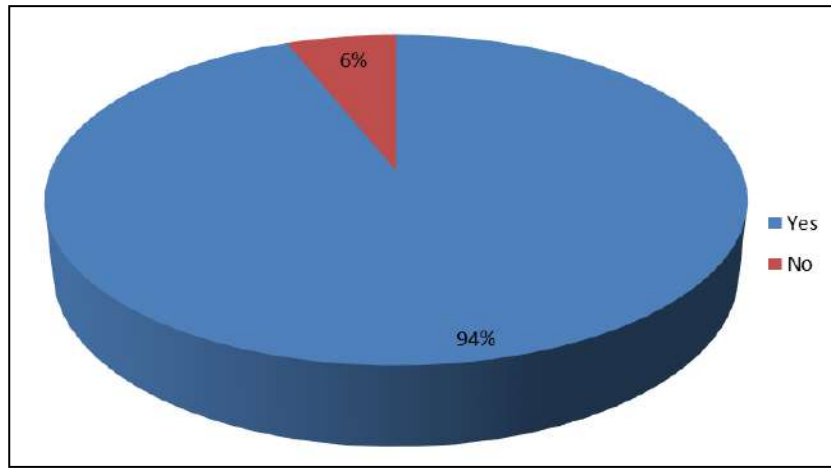
- A) Yes
- B) No

When we asked our respondents whether they know about Hashtags or not, 47 respondents said yes and 3 respondents said no. This gives us a good idea that almost all the people know about the hashtags.

**Q: Do you know about Hashtags?**

<b>Yes</b>	<b>No</b>
47	3

It can be well described by the following pie chart:



**Q.4: Do you use Hashtags while posting anything on Social Media?**

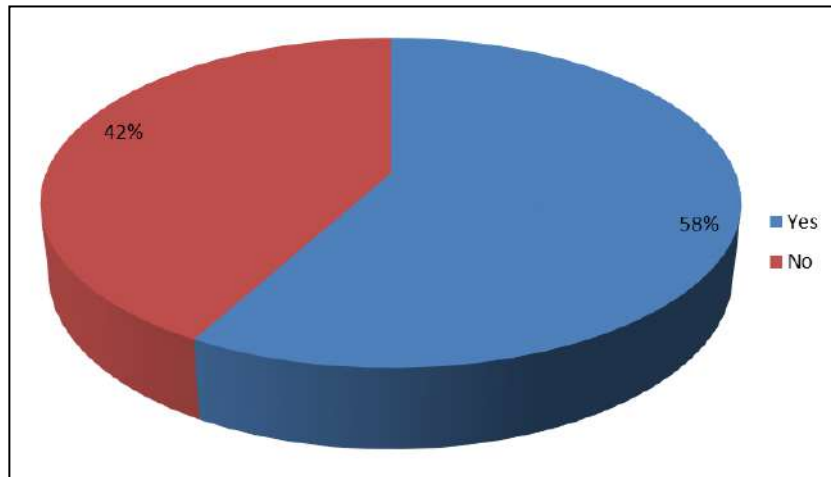
- A) Yes
- B) No

When asked about that do they use hashtags while posting anything on social media, 29 respondents said yes and 21 respondents said no.

**Q: Do you use Hashtags while posting anything on Social Media?**

Yes	No
29	21

It can be well described by the following pie chart:



**Q.5: Do you participate in hashtag campaigns?**

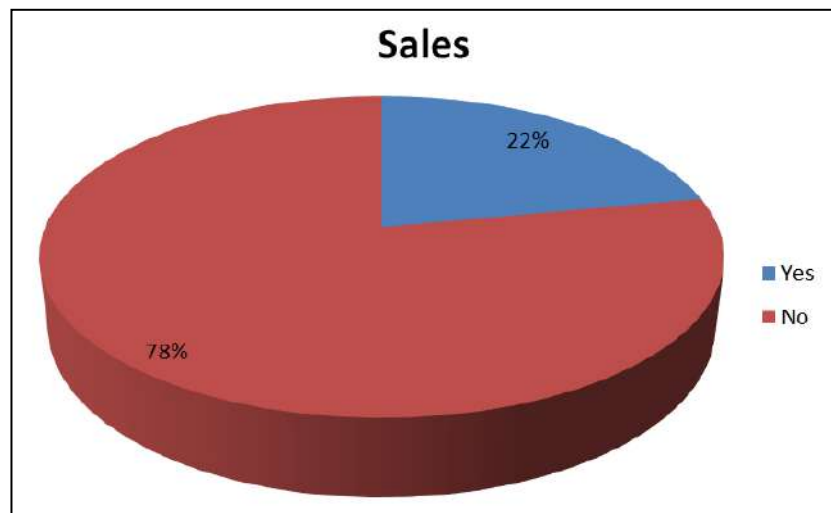
- A) Yes
- B) No

When asked to the respondents about whether participate in hash tag campaigns or not, only 11 respondents said yes and 39 respondents said no.

**Q: Do you participate in hashtag campaigns?**

Yes	No
11	39

It can be well described by the following pie chart:



**Q.6: Which Social media is more effective in raising awareness through hashtags?**

- A) Twitter      B) Facebook      C) Instagram      D) Other

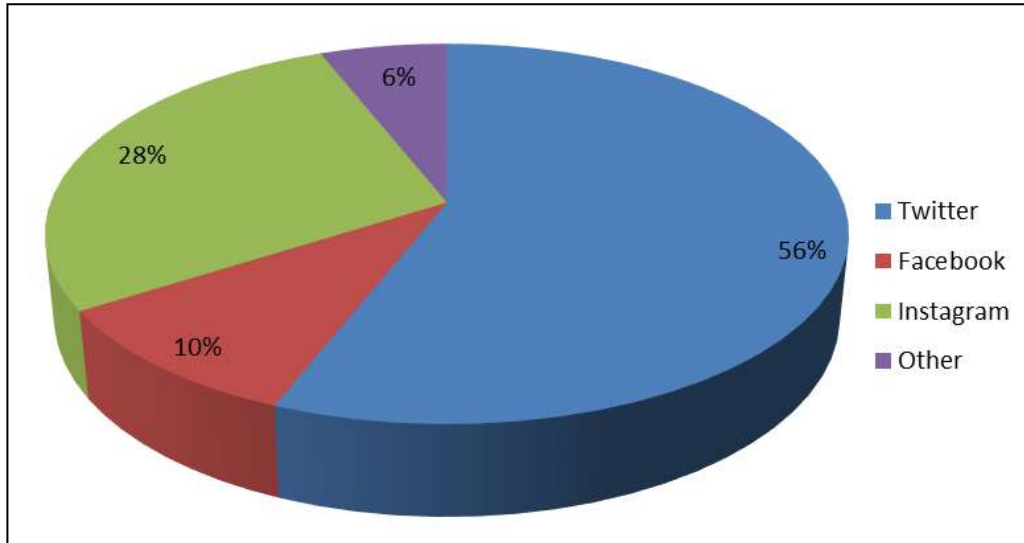
When asked which social media is more effective in raising awareness through hashtags, 28 respondents said Twitter, 5 respondents said Facebook, 14 respondents said Instagram

and 3 respondents said other social media platform.

**Q: Which Social media is more effective in raising awareness through hashtags?**

Twitter	Facebook	Instagram	All
28	5	14	3

This can be well described by following pie chart:



**Q.7: According to you, should youth participate in these types of Hashtag Campaigns?**

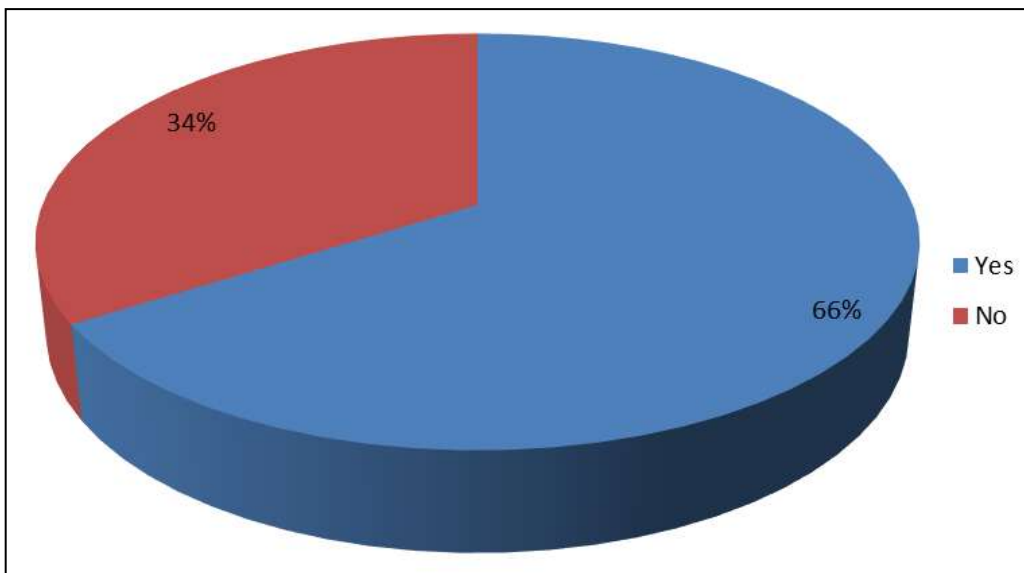
- A) Yes      B) No

When asked to the respondents that, should youth participate in hashtag campaigns, 33 respondents said yes and 17 respondents said no.

**Q: According to you, should youth participate in these types of Hashtag Campaigns?**

Yes	No
33	17

This can be well described by following pie chart:



**Q.8: According to you, which social issues are discussed in Hashtags Campaigns?**

- A) Child Abuse      B) Feminism      C) Youth Mobilization      D) Other

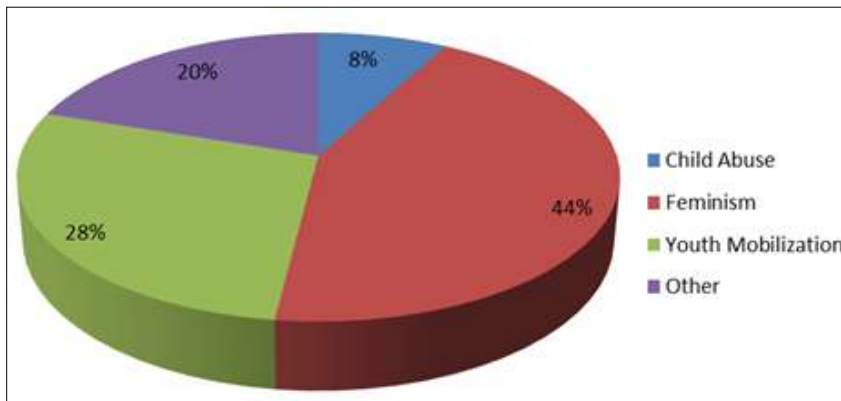
When asked that which social issues are most likely to be discussed in hashtag campaigns, 4 respondents said Child Abuse, 22 respondents said Feminism, 14 said Youth

Mobilization and 10 respondents said other issues.

**Q. According to you, which social issues are discussed in Hashtags Campaigns?**

Child Abuse	Feminism	Youth mobilization	Other
4	22	14	10

This can be well described by following pie chart:



**Q.9: Do you know about any of these hashtag campaign?**

- A) #metoo
- B) #pinjratod
- C) #savegirlchild
- D) Other

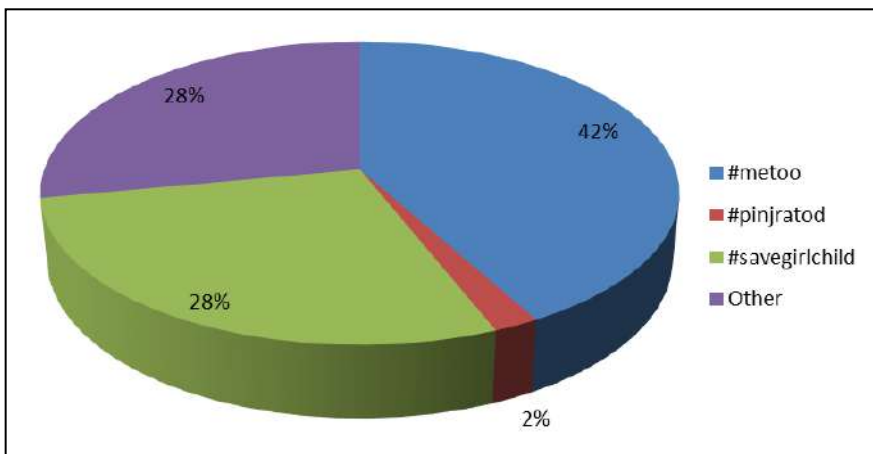
When asked the respondents whether they know about any of the hashtag campaigns, 21 respondents said that they know about #metoo, 1 respondent knew about #pinjratod, 14 respondents said they knew about #savegirlchild and 14

respondents know about other hashtag campaigns.

**Q: Do you know about any of these hashtag campaign?**

#metoo	#pinjratod	#savegirlchild	Other
21	1	14	14

It can be well described by the following pie chart:



**Q.10: Do you believe that hashtag campaigns can successfully aid in raising social awareness**

Issues?

- A) Yes
- B) No

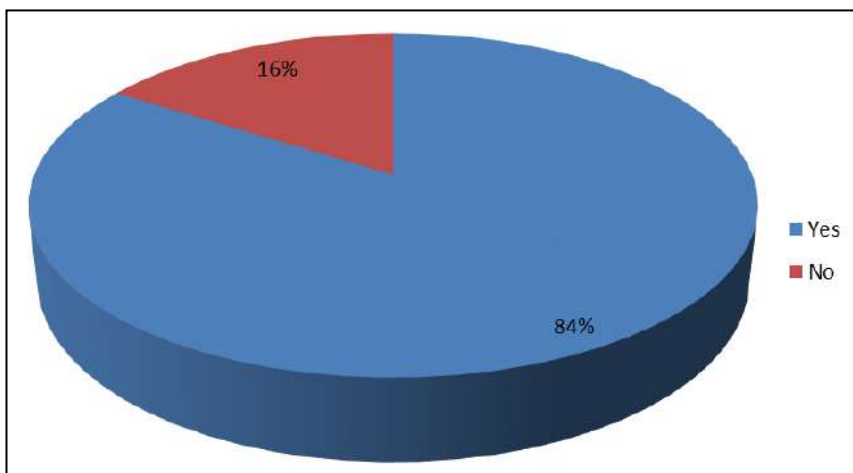
When asked to the respondents that do they believe that hashtag campaigns can successfully aid in raising social awareness about issues, 42 respondents said yes and 8

respondents said no.

**Q: Do you believe that hashtag campaigns can successfully aid in raising social awareness about issues?**

Yes	No
42	8

It can be well described by the following pie chart:



## Conclusion

Young people are in a prime position to use technology and the internet as a tool-many of us grown up with various forms of technology in the home and at school, we understand how to use social media to our advantage and the internet isn't new or intimidating to us. This isn't to say that the older generation isn't able to do the same things or even better- but for most young people, using several kinds of digital media on a daily basis has just become another aspect of our lives. Even most skilled adult users have still had to adjust from a time before this became the norm and the new concept in this age of technology and social media revolution is Hashtag Activism, that is the act of fighting for or supporting a cause that people are advocating through social media like Facebook, Twitter, Instagram and other networking websites. It is no secret that the 21st century is the world's first digital age.

When it comes to activism, we can quickly reach more people than ever before in a variety of different ways. From lower levels of action such as signing petitions or sharing an article to more time-consuming efforts like posting a blog or video, activists have an array of tools at their disposal. Spreading awareness and organizing gatherings or events no longer has to take up a lot of time and resources, meaning these can be directed elsewhere. The researcher in this study found that people use Social Media Platforms like Twitter, Facebook, Instagram very frequently these days. We found that 94% of people know about the Hashtags and often use hashtags while posting anything on Social Media. The study found that. The impact of hashtag activism is Positive in changing the trends of social media as 75% of people are in the view that Hashtag Activism is playing a vital role in changing the trends of social media. In this study, the researcher found that social issue related to Feminism is more likely to be discussed rather than any other topic and we found that 66% of people think that Youth should participate in Hashtag Campaigns. In this study we found that 84% of people that Hashtags Campaigns are successful in raising Social awareness about issues.

According to Social Media experts, Hashtag Activism has a positive approach in raising social awareness as with this platform we can change the mindset of the people as well as the policy makers if the hashtag activism is joined by a maximum number of people. Hence, Hashtag Campaigns can raise awareness, educate and motivate great numbers of people in ways that can't be measured- there's no knowing how many people might be deeply affected or who might be spurred into a lifetime of action from one person making a particular issue known to them.

## References

1. Book: Social Media and Youth Engagement.
2. Published by: Scholar Publishing House.
3. Research Scholar: Dr. Gunjan Sharma; research paper entitled as: Advancing women's Rights through Social Media.
4. Research Scholar: Dr. Upasana Khurana & Mr. Vipul Pratap, research paper entitled as: Youth, activism and power of digital media.
5. <https://www.hashtags.org/featured/hashtag-history-when-and-what-started-it/>
6. <https://www.indiatoday.in/india/story/one-year-of-metoo-movement-8-interesting-things-to-know-1368727-2018-10-16>
7. <https://www.telesurenglish.net/news/Pinjratod-Indian-Women-Students-Movement-Against-Sexist-University-Policies-20181007-0012.html>
8. <https://www.socialsamosa.com/2018/12/india-twitter-statistics-2018/>
9. <https://mill.agency/content/different-types-of-hashtags-and-when-to-use-them/>
10. <https://mention.com/blog/social-media-hashtag-campaigns/>