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Modern Western Theories of Studying Digital Activism

ABSTRACT

The article introduces some modern international theories that study digital activism. Theories of "cute kittens", the problems of civic participation in the digitalization of cities, the concept of mobile management, digital ethnography are considered.

Keywords: online activism; digital activism; civic participation; citizens science;m-governance; smart cities

Internet activism (also known as web activism, online activism, digital campaign, digital activism, online organization, electronic propaganda, c'e campaign and electronic activity) is the use of electronic communication technologies such as social networks, email and podcasts for various forms of manifestation of activity, to ensure faster and more effective promotion of civil movements, to ensure the delivery of specific information to a large and specific audience, and also to coordinate between social groups. Internet technologies are used to raise funds, create communities, lobbying. The digital activism campaign is "organized public work collectively targeted by targeted authorities in which civic initiators or suporters use digital media." One of the earliest books on activism was Ekoling Don Rittner's book, A Comprehensive Guide to Environmental Information on the Internet, published by Peachpit Press in 1992.

Theory of "Cute cat"

In the context of Internet activism, it means any actions of little value in order to fill time from boredom (humor, kittens, beautiful girls), was born to Ethan Zuckerman [Zuckerman, 2008]. Most people are not inclined to solve social problems using the Internet with an active attitude; instead, they use it for routine daily activities or as a means of entertainment. However, with the spread of social networks, the audience is changing, which includes activists who disseminate information. Zuckerman notes that the more activist content is presented as "kind, sweet" (like kittens), the more citizens are involved in the process of making certain decisions. Facebook, Flickr, Blogger, Twitter and similar platforms are very useful for activists of social movements who may not have enough resources for independent development of specialized tools. Social networks make activists more protected from government repression than if they used a dedicated activism platform, because the closure of the popular public platform has more public resonance than the closure of the little-known [Bright Green, 2012].

When Google Maps became available in Bahrain, this allowed activists to answer a vital question in this small, crowded country - who owns the whole earth? From the air it is pretty clear that large chunks of the nation are reserved for royal family palaces. [Zuckerman, 2008] This document was distributed by mail to citizens. The authorities could not block the mail, but instead blocked google maps, which provoked even more discontent among bloggers, the well-known advocate for freedom of speech, Mahmoud al-Ussif, made several mass publications. After a short bloc, the authorities surrendered and allowed citizens to browse the site.

Digital anthropology

Miller and Horst list six principles of digital anthropology [Horst, Miller, 2012]:

1) digital elements are defined as participants in the interaction;

2) digital anthropology reveals the indirect nature of the non-digital world, where online worlds are another arena of social interaction;

3) no one lives a completely digital life, but digital life penetrates into different categories of real life, and becomes its integral part. So, all media are part of a broader media ecology with interdependent relationships. Media ecology [McLuhan, 1964] suggests that communication technologies not only strongly influence society, but can be the main cause of social changes in the modern world;

4) digital research opens up new possibilities for solving various social issues, where there are many discussions about democracy and manifestations of cultural differences, equality and differentiation, which are reflected in digital interaction;

5) a variety of openness and confidentiality. The importance of the role of social media in the Arab countries was shown by Facebook, WikiLeaks and Twitter helped the flow of the "Arab spring" in late 2010;

6) digital culture is no more or less material than non-digital. Without possession of both categories of material culture and digital skills, it has become more difficult to consider yourself a "civilized" person. Materiality, therefore, is the basis of digital anthropology. Materiality can be seen in digital technology, digital content and in a digital context.

Studies of performative practices can expand the study of cultural heritage, clarify the concept of "intangible heritage" ("intangible heritage"). The invention of digital technologies made it possible to transfer both production and consumption processes to social networks [Krutkin, 2017].

Digital cities and digital civic participation

world practice allows us to distinguish three conditional phases of development (generation) of smart cities that reflect infrastructural changes [Bridging Global Infrastructure Gaps, 2016].

● SMART CITY 1.0 is a technology-oriented city. Characterized by the use of technology in order to increase its stability, vitality and controllability. There is an electrification and re-equipment of the physical infrastructure, isolated IT solutions are being introduced, a semi-automatic infrastructure is being formed. The main stakeholders are companies - supliers of technological solutions and services.

● SMART CITY 2.0 is a high-tech managed city. Technologies are used to improve the quality of life and solve problems in the field of healthcare, transport, the environment and ecology, the advent of the Internet of things, 3G / 4G. The main role in the development of the city is assigned to the city authorities, residents are involved in a limited way.

● SMART CITY 3.0 is a highly intelligent integrated city. It is characterized by a combination of technologies that stimulate the development of social integration and entrepreneurship. A smart ecosystem promotes the involvement of citizens, making them active participants in the development of the city, the integration of online and offline methods, the development of adaptive and mobile learning technologies, augmented and virtual reality (for example, as part of the gamification of education), etc. electronic document management technology and electronic signature. [Gartner Highlights, 2016]. Thanks to the development of crowd technologies, residents have the oportunity to finance urban (for example, infrastructure) projects of interest to them, and the urban economy thereby receives significant previously unused resources. There are also numerous sharing services that can satisfy an existing need [Frost, Sullivan, 2017].

In Rotterdam, crowdfunding funded the construction of a bridge that connected parts of the city cut off from one another by a busy highway. As a result, economic growth of both parts was achieved. Informal social channels are becoming an important factor in urban development, residents are able to influence the development of the city through electronic platforms and other solutions. In fact, we are talking about the transition from the P model (public-private partnership, or public-private partnership) to the 4P model (public-private-people partnership), the full-fledged participants of which are the townspeople. [5 creative urban projects realized via crowdfunding, 2016] Before the World Cup in 2018, Strelka Design Bureau developed design projects for the improvement of public spaces in Kaliningrad. Question - which urban spaces do young users prefer? The map shows the number of photographs taken in different parts of Kaliningrad. Thanks to the digital footprints, it became clear which green areas are most positively perceived by residents.
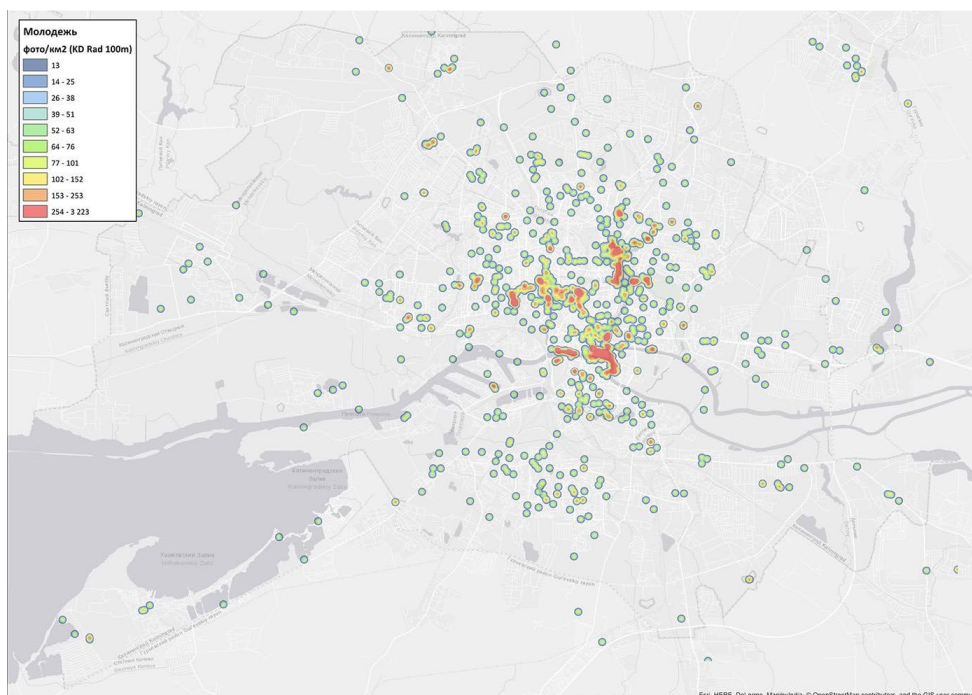
Fig. 1. The map shows the number of photographs taken in different parts of Kaliningrad. [Jeleznova A.**]**

Mobile management (M-Governance) [Ermolaeva, 2018] is a concept that covers a number of initiatives in solving problems using mobile technologies with the participation of citizens, it boils down to informing the public, managing in emergency and critical situations, and providing public services, information [Raj, Melhem, Cruse M, Goldstein, Maher, 2011]. M-management provides many oportunities for saving money for both the government and citizens, the private sector (data collection, sending a template letter for the price of one SMS). Due to their high access, coverage, technology adoption and real-time collaboration, even in poor regions of the world, mobile phones offer effective solutions to communication problems [Manzini, 2002]; [Horst & D. Miller, 2002].

In a world where the economy plays an important role, consumer desires and requirements for modern communications and services are constantly growing and changing, mobile phones provide a quick and economical solution for people all over the world. For example, a successful example of using aplications was recorded on January 12, 2010, when an earthquake of magnitude 7.0 occurred and more than a million people suffered a disaster in Haiti. On-line campaign "Day of Action" began through Facebook and Twitter, which allowed people to donate money to the Red Cross by their mobile number. This event brought in more than 3 million US dollars in just 48 hours and a total of more than 41 million dollars for the entire campaign [Sagl, Resch, Hawelka, 2012].

Mobile Ap Features:

-enlightenment on environmental issues and the impact of waste on human health and the environment;

-consolidation of civic and activist community \-collection of information from different geographical points;

-assistance to various authorities in decision-making on environmental protection;

-statistical model allows you to track activity and adjust aplication functions;

-planning and organization of domestic space aplications should create the following:

-provision of open spaces for interested parties of users, supliers and governmen;t

-financial sustainability, cost-effectiveness and affordability;

-institutional joint development of the communications and technology industry.

Types: Information / educational, Interactive / Collaboration, functional aplications - these aplications are tools that are designed to solve specific problems.

The social mechanism of action can be direct (aimed at changing a specific social problem) and indirect (as an additional element in the chain of decisions and mutual influence). The following principles are formed within the communication system:

1. The principle of feedback. Mobile aplications are focused on the consolidation or adjustment of social actions through which it is planned to change the ecological state of the environment, since the development of social systems is associated with a change in natural systems.

2. Mobile aplications are development-oriented-social elements should be considered as a catalyst for the development of society and nature Social principles by which social actions and interactions are carried out:

win-win principle all parties involved in the process win. Formation of external (social, natural) benefits and internal personal (receiving dividends, points, forms of alternative exchange or currency);

he principle of the optimal combination of centralization and decentralization - that is, the administrative principle and the principle of self-management, self-organization are included;

horizontal interaction as oposed to hierarchical distribution of management roles
formation of civic participation;

 positive sanctions (reinforcing environmentally oriented behavior).

Dictator's dilemma

Repressive regimes increase costs when they decide to reduce access to the Internet and / or mobile phone. The theory suggests that this entails financial and ultimately political losses. This term was coined by Christopher Keji, who wrote that increasing the relevance of digital / network technologies will cause repressive regimes to face a dilemma when they have to choose between open communications, which stimulate economic development, and closed communications, which can help control "dangerous" ideas, but may hamper access to the information economy. Collaborative actions aimed at explaining

"controversial political actions in the digital age" that include a new element of organization and shared content can help, [Vitak et al., 2011].

This article was prepared under the grant of the President of the Russian Federation No. MK-3338.2019.6 on the topic "Building a high-quality model for assessing the development by Russians of new forms of digital urban participation in solving social and environmental problems and conflicts".

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