# Understanding the discourse around ACTIVE CITIZENSHIP in India

BY QUILT.AI | JUNE 2022





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### Introduction

Citizen participation has played a pivotal role in building and improving democratic societies across the globe. Previously, institutions incorporated offline channels such as in-person surveys and panchayat meetings to ensure active citizen participation [1].

However, with an increase in digital adoption and internet accessibility, society has moved towards a more hybrid channel of citizen participation which integrates offline and online platforms [2]. The evidence of this transition is seen on social media platforms such as Twitter, Facebook, YouTube and on search platforms such as Google.

Quilt.Al partnered with Aapti Institute, Porticus and Rohini Nilekani Foundation to study the shift in citizen participation. This study uses search and social media data to understand the four pillars of active citizenship in India: volunteerism, co-creation, claim making and resistance and mobilization.





## The aim: To **understand** the online discourse on active citizenship in an Indian context

This report aims to understand interest and online discourse around the fours pillars of active citizenship—volunteerism, co-creation, claim making and resistance and mobilization in India. The time frame for this research is December 2019 to March 2022.

Within the digital ecosystem analysis, there is a national overview of the online discourse, as well as a focus on three geographical regions in India—Maharashtra, Delhi, and Karnataka.

These findings will be used to complement the offline study conducted by Aapti Institute on assessing the discourse on active citizenship in India.





## Methodology

#### We used multiple data sources to ensure a broad view and robust sampling

#### Finalizing the hypotheses:

01

02

03

04

We brainstormed and finalized the hypotheses for each pillar with the teams at Aapti Institute, Porticus and Rohini Nilekani Foundation.

The demographic and geographical scope for each hypothesis was defined in consultation with all partners.

#### **Extracting social data:**

We extracted and studied 10,000 social media posts (from Twitter, Facebook, Instagram, and Youtube) across all four pillars of active citizenship at a national and in three states: Maharashtra, Delhi, and Karnataka. We also curated a list of up to 400 keywords that make up to a total of 32,000,000 search data points to study search behavior around active citizenship at a national and state level.

#### **Extracting Influencer data:**

We extracted up to 6000 social media posts for a curated list of 30 influencers to conduct influencer analysis for investigating the digital evidence for respective hypotheses.

#### **Extracting Institution & CSO data:**

We extracted up to 5000 social media posts for a curated list of 50 institutions and CSOs to conduct an analysis for investigating the digital evidence for respective hypotheses.



#### Search data analysis:

03

05

06

 We categorized search data into behavioral categories suitable for the respective hypothesis to analyze the shift in their volume or rate of change (RoC) over a period of one year. Average monthly volume for each search term was extracted using the data provided by Google adwords.

#### Social media analysis:

- We studied the social media posts extracted for each query qualitatively to identify the online discourse around each pillar and collect evidence to assess the validity of the hypotheses at national and respective state levels. Urban/rural skew was determined by the difference in volume of posts from the rural and urban areas using the geotagging feature on Twitter. The gender and age skews were determined using the data from Twitter ads for specific queries.

#### Influencer analysis:

 We extracted the posts addressed to and from the influencers around the keywords curated for the respective hypothesis. We studied the posts qualitatively to ensure the relevance of the posts. We then analyzed the shift in the volume of keywords with respect to the influencer data to gauge the correlation between influencer participation and shift in user behavior trends.

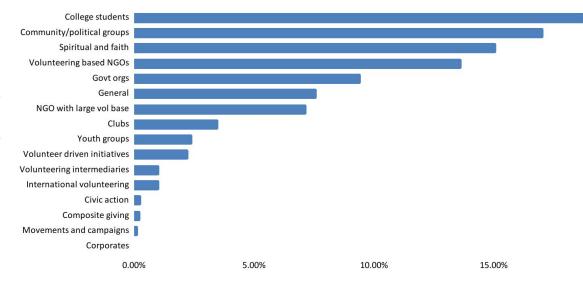


## VOLUNTEERING DISCOURSE ANALYSIS

Volunteering involves providing service to the most vulnerable and marginalized communities, and the individual contribution of time and resources towards a cause.



## Delhi: What are people searching for around volunteering?



% of search of volunteering category compared to total volunteering search In Delhi, interest towards different types of volunteering is generally evenly spread among most categories ranging from college activities to NGOs.

College volunteering activities are the most popular among locals, making up 19% of all searches.

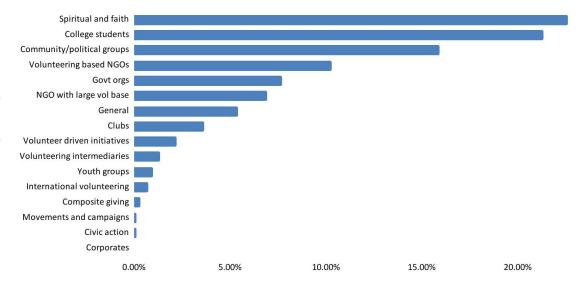
Some of the top interests include:

20.00%

- Symbiosis (college students)
- Rashtriya Swayamsevak Sangh (political groups)
- Isha foundation (spiritual and faith)
- Child Rights and You (NGOs)



## Maharashtra: What are people searching for around volunteering?



% of search of volunteering category compared to total volunteering search In Maharashtra, interest is skewed towards spiritual and faith based organisations, college activities, political groups and NGOs, making up 70% of total searches on volunteering.

Most popular organizations within these categories are:

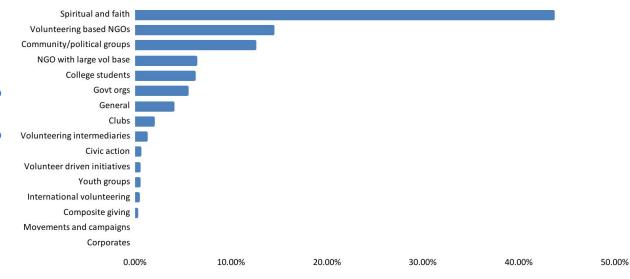
- Symbiosis (college students)
- RSS (political groups)

25.00%

- Isha foundation (spiritual and faith)
- Art of Living (spiritual and faith)
- Child Rights and You (NGO)



## Karnataka: What are people searching for around volunteering?



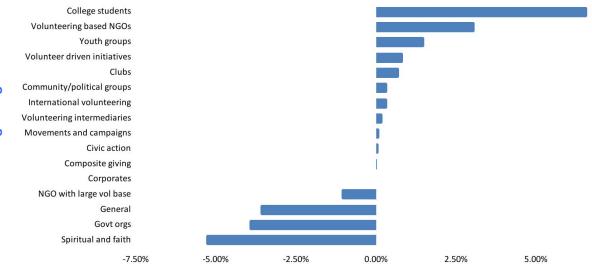
% of search of volunteering category compared to total volunteering search In Karnataka, interest for volunteering activities is heavily skewed towards spiritual and faith based organisations, making up 44% of total searches.

Isha foundation and Art of Living have the greatest search volume, which grew by +206% and +69% from 2020 to 2022.

In other categories, political groups and NGOs that are popular include RSS, NSUI, Bhumi, and Teach for India.



## Delhi: What are people searching for around Volunteering?



#### % of search compared to India overall

In Delhi, college volunteering activities were observed to have significantly higher volume as compared to India overall, showing its popularity among locals as a channel to volunteer. Of this, **Symbiosis** has the highest search, growing by **+8%<sup>1</sup> in 2021** and a further **+12% in 2022.** 

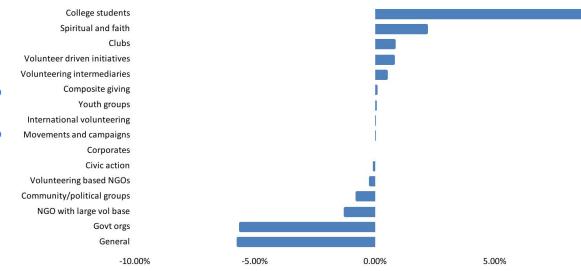
#### **Teach for India** and **Smile foundation** are the most popular NGOs in Delhi, growing by **+22%** and **+2%** respectively in 2022.

7.50%

**Spiritual and faith based** organizations have the lowest popularity in Delhi.



## Maharashtra: What are people searching for around volunteering?

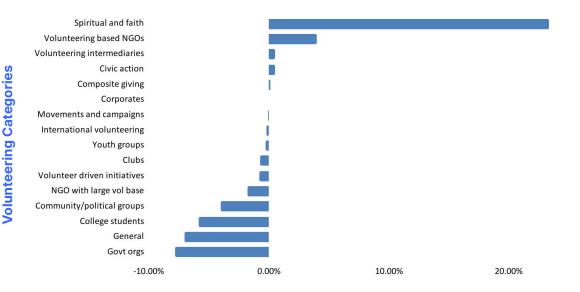


#### % of search compared to India overall

In Maharashtra, college volunteering activities are were observed to have significantly higher volume as compared to India overall. Similar to Delhi, Symbiosis also showed the highest search, and grew by **+33% in 2021** and **+23% in 2022**.

Interest towards volunteering through government organizations, and general searches on volunteering are **lower in Maharashtra** compared to India overall. 10.00% Examples of general search terms include: "volunteering opportunities", "volunteer online" or "where to volunteering".

## Karnataka: What are people searching for around volunteering?



% of search compared to India overall

In Karnataka, interest towards spiritual and faith based organizations far outweighs all other categories. Of this, Isha foundation and Art of Living have the highest search interest, and showed a growth of **+133%** and **+9%** respectively in 2022.

In Karnataka, interest towards volunteering in general is **seen to be low**, with most categories were observed to have significantly lower volume as <sup>30.00%</sup> compared to India as a whole.



## VOLUNTEERISM

#### **Hypothesis:**

Citizens prefer to volunteer from home using digital platforms over on-ground volunteering.

#### **Questions:**

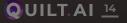
Do citizens look for volunteer from home opportunities more than on-ground opportunities?

Is this an emerging trend or just post COVID-19 behavior?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



## Covid has caused a shift from volunteering offline to online at home

Gender skew:	Age skew:	Geo skew:
Male	25-34	Maharashtra / Urban

The studied organizations and individuals adopt social media to show existing volunteering efforts. This is a way to raise awareness towards the availability of various volunteering programmes, their objectives and the importance towards the betterment of the lives of the underprivileged.

From the researched posts, it is observed that offline volunteering dominates: they are usually conducted offline initially, and posted online afterwards to educate the public and spur action towards increased volunteering efforts.

However, the pandemic has led to volunteering exercises to be held online at home, such as using android or IOS based applications to conduct online fitness classes to keep citizens healthy during the Covid lockdown.

Posts around online volunteering also grew by **111%** during the lockdown period pan India.

Pradeep Kumar Panda @Pradeep25687 · Mar 28, 2020 #IVNFightsCorona #StayHome #Home2HomeVolunteering #H2HV

During the lockdown period a volunteer can take responsibility of volunteering from Home. If you wish to join the mission, please register at ivn.org.in





Thank you @TheShilpaShetty for volunteering to partner #ShilpaShettyApp with SAI to provide fitness tips free of cost during 21-Day lockdown as 'Weight Loss Program'. An effort to make every Indian fitter & healthier in the fight against the pandemic. shilpa.app.link/sI55I1JY84

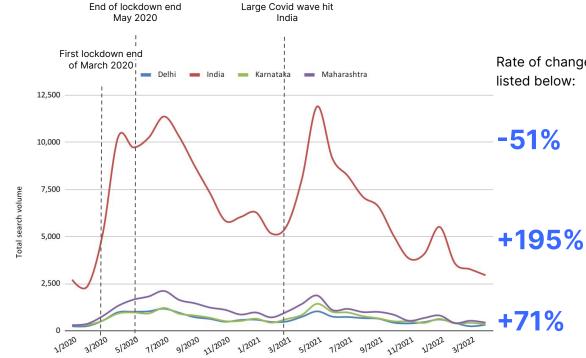


Care For Life Charitable Trust @cflct\_ngo

Volunteer are the roots of our @cflct\_ngo . We feel so proud to have dedicated team members working with us Day & Night to support needy societies. We thanks to our Young Trustees for showing us an amazing path of humanity & really thanks to valuable Donors for supporting



## Searches indicates surge around online volunteering due to Covid



**Average Search Volume** 

Rate of change of online volunteering keywords are listed below:

Overall, searches related to online volunteering showed a **decrease of -51% from 2020 to 2022**. However, interest towards online volunteering still showed a spike during the 2 intervals of Covid as in indicated on the graph.

India showed a surge of **+195%** in searches for online volunteering **during the first lockdown**, which happened in early 2020<sup>7</sup> (March 2020 -May 2020)

Overall, India showed a surge of **+71%** in searches for online volunteering when the large Covid wave hit in **March and April 2021**<sup>1</sup>

#### Month

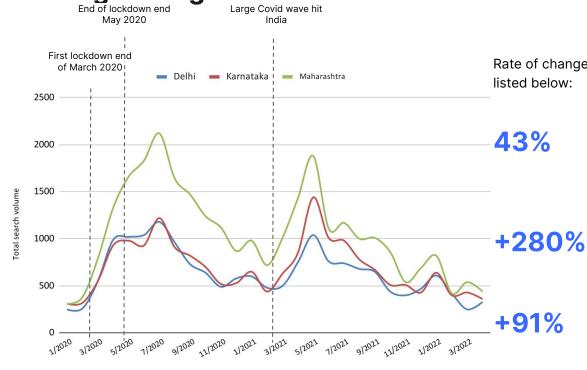
<sup>1</sup> This shows that COVID may have caused a shift from offline to online volunteering, especially during lockdown period. However, people prefer to go back to offline volunteering afterwards.



## Maharashtra displayed the greatest interest towards online

## volunteering among the three states

**Average Search Volume** 



Rate of change of online volunteering keywords are listed below:

Searches in Maharashtra makes up **43%** of total searches in the 3 states, indicating a greater interest towards online volunteering there.

Maharashtra showed the highest surge in
 searches for online volunteering in the first half of 2020 (Jan'20 - Mar'20 VS Apr'20 - Jun'20), by +280%.

Karnataka showed the highest surge in searches for online volunteering during the Covid wave in 2021 (Jan'21 - Mar'21 VS Apr'21 - Jun'21), by +92%.



## VOLUNTEERISM

#### **Hypothesis:**

Citizens rely on online platforms to seek awareness about volunteerism and participate actively in volunteering exercises.

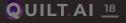
#### **Questions:**

What are citizens using the online platforms for when it comes to volunteerism?

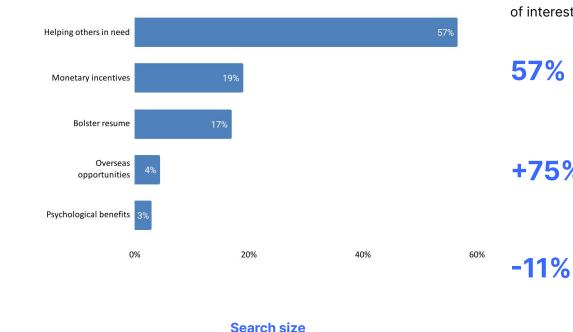
Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



## Motivations sought for volunteering are similar across the three states



On search, the three states showed similar distribution of interest towards different incentives of volunteering.

57%

Overall, helping others in need is the greatest motivation for volunteers. Search keywords include "volunteer opportunities near me" and "ngo near me to volunteer"

+75%

Volunteering to bolster resumes showed the greatest increase amongst other motivations from 2020 to 2022 by +75%. Search terms include "volunteer experience on resume" or "student volunteer resume"/

Overseas opportunities is the only category that showed a decline in interest from 2020 to 2022 by -11%. Search terms include "volunteer opportunities abroad" and "volunteer abroad free".



## Citizens seek incentives and other benefits from volunteering programmes

Gender skew:	Age skew:	Geo skew:
Male	25-34	Maharashtra / Rural

While most social media posts focus on the altruistic side of volunteering, citizens are also observed to seek incentives through volunteering activities. The evidence of this behavior is found on search data where searches related to incentive based volunteering opportunities are found to increase by 75% between Jan 2020 to March 2022.

A small group of people is observed to seek more holistic benefits, such as improved mental health from working together and interacting with new people on Twitter. On the other hand, majority of participants are looking for some form of financial incentive. This could be anything from a monthly salary to compensation on a per job basis. For students, the incentive of bolstering their resume while gaining related work experience is observed to be popular on social media. Informant incentive for ASHA /AANGANWADI WORKERS/COMMUNITY VOLUNTEERS on reffreing TB cases to public health facility and get diagnosed as TB

@SpeakTB @iecbharatpur @StopTB @Rntcp\_Rajasthan @TbHivActivist @ntep\_UP @ddgtb2017 #ntep #nikshay @SpeakTB @Jeetind18 @TBHDJ





Check all the hospitals and give proper treatment for them or else those who are jobless youths in Bangalore hire them as volunteers and pay them and also give vaccines for those guys. Make them to inform every day on particular area.



Incentive to healthcare professionals (contractual, outsourced n volunteers) working for #COVID\_19: To get extra one month consolidated remuneration.



Benefits of Volunteering:-Studies have shown that 1.volunteering helps people in loneliness and depression. 2.volunteering has positive implications that go beyond mental health. Please volunteer for Mykartavya #VolunteerwithMyK @MyKartavya @digitalvidya



Bharat Pandey @BharatP21144689

Replying to @BharatP21144689 and @IASassociation

Contd-I PERSONALLY FEEL THAT MARKET ORIENTED HEALTH CARE SYSTEM IS A WRONG CONCEPT PERFORMANCE RELATED PAY MAY IMPROVE THE EFFICIENCY AND EFFICACY OF THE HOSPITALS WITH TIGHTENED ADMINISTRATION .AN ASHA VOLUNTEER GETS INCENTIVE FOR IMMUNIZING CHILDREN AND PERSUADING MOTHERS..



## VOLUNTEERISM

#### **Hypothesis:**

What are different actions/activities being done as a part of volunteering? What are the different types of volunteering that people are taking up?

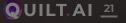
#### **Questions:**

Which categories/actions are trending around volunteering? Is there evidence for online to offline translation of volunteering?

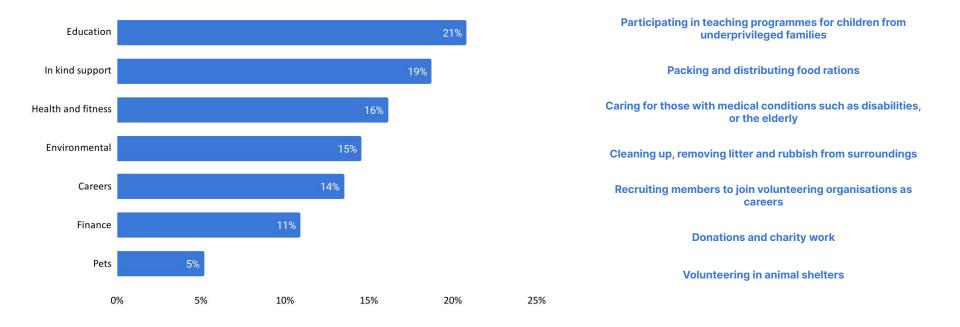
> Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



## Interest towards different types of volunteering on social media are evenly spread among several categories<sup>1</sup>



<sup>1</sup> Interest was calculated using search keywords that represent each type of volunteering activity: 21% means out of all the searches for different volunteering activities, 21% are related to participating in teaching programmes and education



# Online platforms act as a gateway to offline participation

Gender skew:	Age skew:	Geo skew:
Male	18-24	Maharashtra / Urban

Information on volunteering programmes and initiatives are observed to get disseminated through social media platforms. Organizations and foundations are able to broaden their audience, share their visions and values with a larger audience through seminars, talks and talking about them online. At the same time, they are able to scale up their outreach and reach out for support and participation beyond their geographical barriers.

On the other hand, people are observed to seek out different volunteering opportunities that best suit their interests and goals on search and social media. Digital platforms are observed to act as a junction between the demand and supply for volunteering opportunities. Rainbow Homes Program @rainbowhomesin

#### #rainbow #reaches #colleges !!

Yesterday our #delhirainbowhomes #team had a blast pitching on #responsiblevolunteering and how #collegestudents can come forward to support the plight of #vulnerable #chidlren in #India today through #sparsh #volunteer program #rainbowhomesprogram



Sawan Kanojia @iamsawankanojia

Day 2 Started with Panel Discussion on ''Personal Liberty and Freedom''. People Thanking to @YouthKiAwaaz for organizing this 2 Day Event. I'm Working as Writer of Hindi Editorial Board in YKA. @anshul\_tewari @Su4ita #first\_time\_volunteering #YKASummit



Aastha Nishtha Foundation

You Can Help. DONATE | FUNDRAISE | VOLUNTEER Join us at aastha-nishtha.org You can also contribute at this link aasthanishtha.org/contribute This is the time to bring the change.#ngo #womenempowerement #donate #fundraiser #volunteer #helpinghands #coronawarriors #healthcare

Niraj Gera is C feeling blessed with Kamala Mishra and 25 others at Triveni April Vridhashram. April 14 - Oehi, India - O

WWBehind the Scenes- Oldies Got Talent

Volunteers of 'Team Humanify' creating more smiles & happiness in this world !!

These volunteers who are also known as 'Angels of Happiness' are preparing these old age home residents for 'Oldies Got talent ' – A Talent Show for old age home residents !! ... See more





## VOLUNTEERISM

#### **Hypothesis:**

Citizens are inspired and influenced by social media influencers to participate in volunteerism.

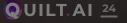
#### <u>Questions:</u>

Has there been a change in trend before and after involvement of influencers in volunteering exercises?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



## Positive online testimonies are used to attract potential volunteers



One of the narratives observed to be used by volunteer seeking organizations is promoting positive testimonies by local/national prominent personalities. to attract more volunteers and scale up the outreach.

These posts make use of communication cues that include slogans such as "they smile we smile", "serving the underserved"— that are catchy and leave a long lasting positive impression on viewers.

Posts from these organizations and individual influencers are gain traction encouraging greater volunteering engagement and participation. Dr. Alka Chaudhary @Alka80796682 · Mar 6 It's high time we humans wake up from our deep slumbers! #savetheplanet ##savetheewironment #envirionmentfriendly #fsavesoil #conserveresources #SAVE #saveearth #savetheearthsavetheplanet

#### 🞯 Sadhguru 🤣 @SadhguruJV · Feb 18

We are behaving as if we are the last generation on this planet. If we value life and the lives of future generations, we have to take care of our Soil and Water. #SadhguruQuotes #SaveSoil ConsciousPlanet.org





Meal distributed to needy people's today by me n my few Volunteer friends. They smile we smile.



Smile Foundation 🤣 @smilefoundation

With the motto of "Serving the Underserved", Smile Foundation has launched <u>#SmileOnWheels</u> in 5 new locations of Mumbai, Kalyan, Bangalore, Pune & Jaipur, continuing its 3 year long partnership with @DeutscheBank.



Dera Sacha Sauda @ @DSSNewsUpdates · Feb 17 · · · A RATION DISTRIBUTION BY DERA SACHA SAUDA VOLUNTEERS | ALWAR, RAJASTHAN #SaintD/MSG #SaintMSG #SaintGurmeetRamRahimJi

#SAINTDRGURMEETRAMRAHIMSINGHJIINSAN #DeraSachaSauda #dss #food #ration #foodbank #RationDistribution #welfare #135humanitarianworks #135WelfareWorks #humanity





## Rural areas are influenced by religious, political groups than individuals

Gender skew:	Age skew:	Geo skew:
Male	24-35	Delhi - Rural

Posts in the local language (Hindi, Marathi, Kannada) were observed to talk mostly about local religious and political organisations and their leaders. This includes paying tribute to renowned leaders and contributors towards volunteering causes, or celebrating significant milestones of the organisations. Rashtriya Swayamsevak Sangh (RSS) is the most frequently mentioned organisation in this discourse.

Mentions of volunteering activities in local languages were found to be initiated by religious or political organizations than prominent personalities (This observation is made excluding national political figures). The comment sections of these posts also observed sporadic underscoring of volunteering activities conducted by the organizations for ulterior political gains.



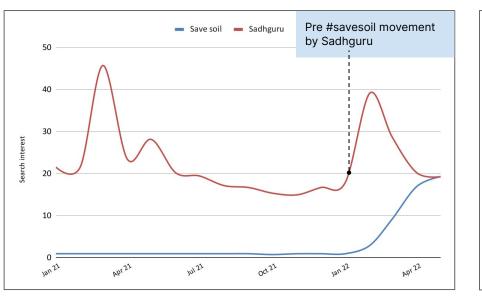
Sudhakara Rao @imSudhakaraRao - Apr 28, 2021 .... "ಸಂಭ" ಅಂದರೆ ತ್ಯಾಗ!! RSS ಪ್ರಯಂತ್ಗೇವಕ ಶ್ರೀ ಸಾಧಾಯಣ್ ಜಿ ನನಗೆ 85 ವರ್ಷವಾಗಿದೆ ಜೀವನವನ್ನು ನೋಡಿದ್ದೇನೆ, ಆದರೆ ಅ ಮಹಿಳೆಯ ಪತಿ ಸತ್ತರೆ ಮಕ್ಕಳು ಅನಾಥರಾಗುತ್ತಾರೆ, ಆದ್ದರಿಂದ ಆ ವೃತ್ತಿಯ ಜೀವ ಉಳಿಸುವ ಕರ್ತವ್ಯ ನನ್ನದಾಗಿದೆ ಅ ರೋಗಿಗೆ ತನ್ನ ಬೆಸ್ ಸೀಡಿ ಎಂದರು. ಮೂರು ದಿನಗಳ ಬಳಿಕ ಕೋವಿಡ್ ನಿಂದ ನಿಧನಹೊಂದಿದರು. @ ಓಡಾಂತ್ರಿ... #RSS





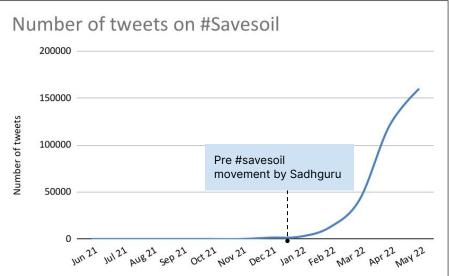


### Correlation between influencers post and volunteering discourse online



#### Search:

We observed a surge in searches related to Sadhguru starting January 2022, followed by a surge in interest in the SaveSoil campaign led by him, starting March 2022. This indicates that influencers can act as a catalyst to generate greater awareness and interest towards a cause online.

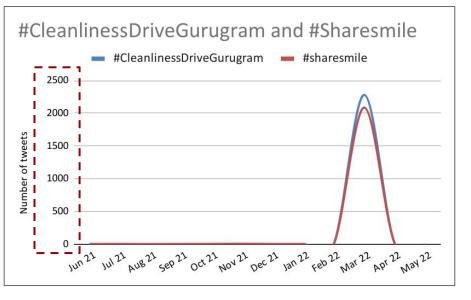


#### Twitter:

We observed a surge in the number of tweets related to #SaveSoil between Feb 2022 to May 2022 after the start of the campaign by Sadhguru.

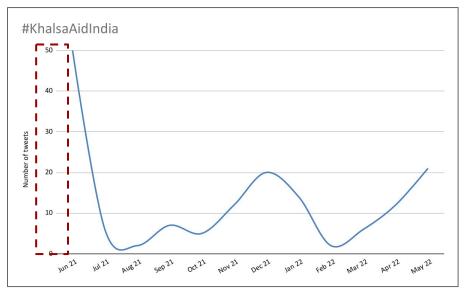


### Volunteering activities promoted by faith based organisations are observed to garner most online traction



#### Faith based organisations

We observed a surge in the number of tweets for #Sharesmile and #CleaninessDriveGurugram in March 2022, led by volunteers of the faith based organization, Dera Sacha Sauda. These tweets highlighted teachings of *Saint Gurmeet Ram Rahim Singh Ji* and the influence from the organization that inspired them to participate in such volunteering initiatives.



#### <u>NGOs</u>

On the other hand, tweets related to NGOs were observed to not receive as much traction (likes, retweets, comments) compared to faith based organizations online. One of the reasons for this could be that faith based organizations launched a digital outreach campaign(including personalized hashtags) along with the offline drive to attract attention on social media.



## Volunteerism on social media: in context

#### Key stakeholders:

#### **Organizations:**

NGOs Government organisations Spiritual and faith based organizations Community groups

#### **Participants:**

College students Individuals volunteers

#### Associated activities / sectors:

#### **Online:**

Online tutoring services Online classes and workshops Campaigns, recruitments, seminars

#### Offline:

Packing and distributing food rations Healthcare, Coronavirus related initiatives: in kind distribution of masks, sanitizers etc. Hashtags:

#### Hashtags:

There are no particular hashtags that stand out as they are specific to the volunteering organization/event. For example:

**Organisation**: #delhirainbowhomes, #IVNFightsCorona, #SmileOnWheels

**Events**: #RationDistribution, #IndiaFightsCorona, #SaveSoil, #Home2HomeVolunteering,



## **Concluding summary:**

- Although offline volunteering is preferred by locals, the pandemic has caused a shift from offline to online platforms. This is reflected in the rise in both searches and social media posts related to volunteering online. Main activities conducted include online classes, tutorials, and workshops.
- Even though volunteering activities are most often conducted offline, citizens use social media to seek information and opportunities for volunteering. On the other hand, volunteering organisations are also using social media to recruit more like minded individuals to join their cause.
- Despite most people joining volunteering programmes to help the needy, there is still a big number of people who use it for personal benefits. This is mainly monetary incentives and, for students, bolstering their resume.
- Testimonials online act as a positive influence to drive more citizens to volunteer. In addition, the involvement of influencers in a cause further spurs their followers to join the same cause.



## CO-CREATION DISCOURSE ANALYSIS

Co-creation involves citizens in the production process of public services by creating relevant processes and institutional structures.



## **CO - CREATION**

**Hypothesis:** 

Citizens are inclined towards using Youtube, Instagram, and Twitter as platforms for co-creation

**Questions:** 

Which topics in citizen led co-creation are dominant on the social media?

Which platforms are citizens using for co-creation quantitatively?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban

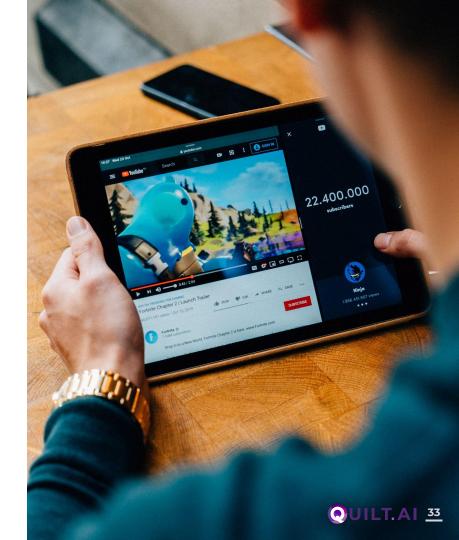


## YouTube is the *go to* platform for co-creation

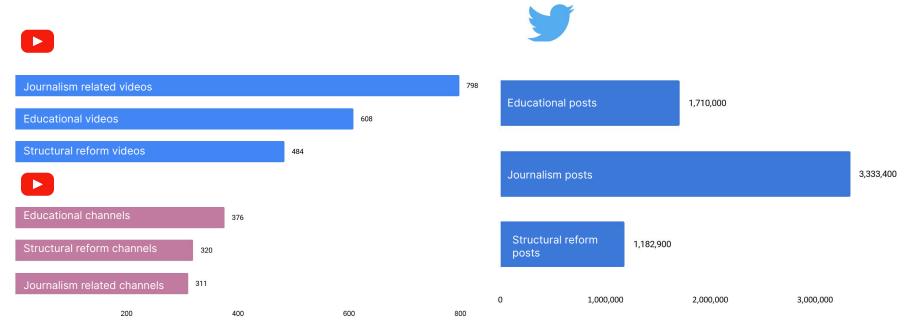
Research suggests that India added approximately 19M new Youtube users between 2020 and 2021 [1]. India is reported to have one of the highest number of YouTube channels with million plus followers in the Asia Pacific region [2]. Apart from music and entertainment, co-creation related topics such as politics, news, and education were observed to be a few of the most viewed topics on YouTube in India [3].

Apart from Youtube, our research suggested prominent usage of Twitter for co-creation related activities such as posting live videos as a part of active journalism or discussing institutional to local level reforms under the relevant Twitter threads initiated by political bodies, social advocacy organisations, and influencers.

A deep dive into the state level co-creation patterns indicated that Maharashtra contributed with the highest number of YouTube videos and Delhi with highest number of tweets.



## **DELHI - CO CREATION PLATFORMS**



\*Numbers represent the number of videos and channels on education / journalism / structural reform in the past 1 year (June 2021 to present).

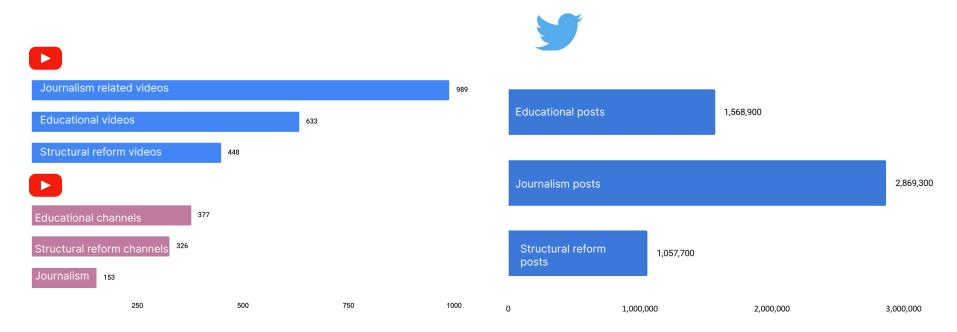
Source: https://mattw.io/youtube-geofind/location

\*Numbers represent the number of posts related to education / journalism / structural reform in the past 30 days (as of 6 June 2022). This is obtained by using proxy keywords such as "educational", "#news", "policy" to find number of posts related to them.

#### Source: https://ads.twitter.com/



## MAHARASHTRA - CO CREATION PLATFORMS



\*Numbers represent the number of videos and channels on education / journalism / structural reform in the past 1 year (June 2021 to present).

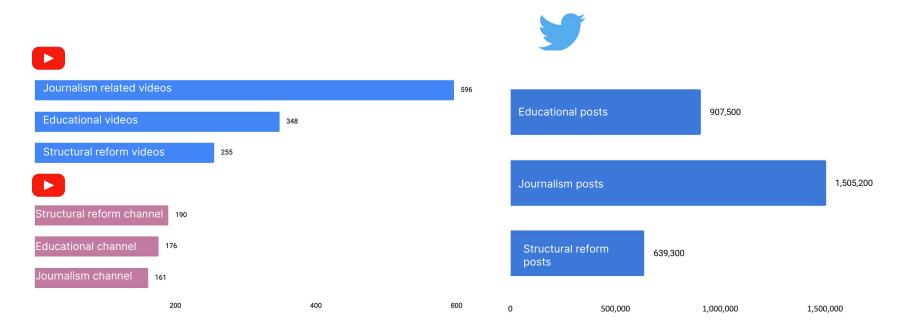
Source: https://mattw.io/youtube-geofind/location

\*Numbers represent the number of posts related to education / journalism / structural reform in the past 30 days (as of 6 June 2022). This is obtained through using proxy keywords such as "educational", "#news", "policy" to find number of posts related to them.

#### Source: https://ads.twitter.com/



## **KARNATAKA - CO CREATION PLATFORMS**



\*Numbers represent the number of videos and channels on education / journalism / structural reform in the past 1 year (June 2021 to present).

Source: https://mattw.io/youtube-geofind/location

\*Numbers represent the number of posts that are related to education / journalism / structural reform in the past 30 days (as of 6 June 2022). This is obtained through using proxy keywords such as "educational", "#news", "policy" to find number of posts related to them.

#### Source: https://ads.twitter.com/



## **INDIA - CO CREATION ON INSTAGRAM**



Type of Co Creation	Hashtags / engagement (number of posts)
Education	#educateindia (14,902) #educationindia (12,514) #educateindiankids (372)
Journalism	#newsindia (97,544) #newsdelhi (623) #newsmaharashtra (103) #newskarnataka (4,755)
Structural reform	#indianpolitics (425,263) #indiapolitics (10,649) #politicsindia (2,495)

We are not able to target by specific location on instagram unless it's captured in the hashtag (eg. #educatedelhi, #newsmaharashtra etc.) Therefore, we gave a broad overview on India in general, since hashtags like #educateindia are more commonly available and with higher numbers.



## **CO - CREATION**

#### **Hypothesis:**

Government institutions are using social media platforms to facilitate co-creation.

### **Questions:**

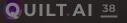
What kind of structures are created by the government institutions for co-creation using social media? (eg: policy making, feedback)

Which platforms dominate in government led co-creation?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



# Promoting government initiatives online became a stimulus for greater offline participation

Gender skew:	Age skew:	Geo skew:
Male	24-35	Maharashtra - Urban

Increased usage of social media platforms by institutions to promote government initiatives such as Swachh Bharat Abhiyan [1], COVID-19 vaccination drive is observed on Twitter during the study period (since March 2019).

The evidence of promoting government initiatives online translating into offline actions could be found on Twitter where netizens are seen advocating for government initiatives. For example: The number of conversations around advocating vaccination increased by 125% between Jan 2021 to Jan 2022. Many user posts are observed to educate the public, through posts about their own experiences of vaccination, sharing vaccination dates, and latest vaccination-related news.



#### Good Luck India!

Big Day for us as Vaccination Drive in India to be launched today at 10:30 am by PM Narendra Modi. The world will be looking at us.

#VaccineForIndia #Vaccination #VaccinationDrive #Vaccine #Corona #CoronaVirus #COVID19 #COVID19Vaccine #FrontlineWorkers

Sreenivas Goud Byragoni @ByragoniGoud

PM Launches pan India rollout of COVID-19 vaccination drive nm-4.com/1PIUVA via NaMo App

> PM Launches pan India rollout of COVID-19 vaccination drive

> > January 16th, 2021



Sunil Choudhary @Sunilch aap

Got my 2nd dose of vaccination today.....thanks to Delhi govt for this smooth vaccination drive.

Request to all please register you & your family members and get vaccinated.

@ArvindKejriwal @raghav\_chadha @SanjayAzadSln @CMODelhi @RaghavChadhaOfc @AAPDelhi @msisodia





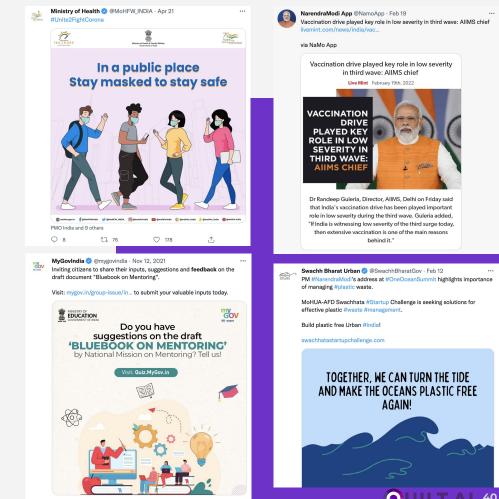
# Shifting away from conventional government platforms into social media

Gender skew:	Age skew:	Geo skew:
Female	18-24	Delhi - Urban

Government institutions were observed to use social media, especially Twitter, extensively to engage and communicate with the public. It has become an all-in-one platform for information exchange, launching initiatives, and gathering feedback.

Based on observations, the largest part of posts involved updating their followers with the latest news in the country, from different sectors such as politics, development, or healthcare; followed by launching initiatives and campaigns through social media posts - using their online reach to improve notability and effectiveness of these programmes (eg. #United2FightCorona).

A smaller number of posts studied involved getting feedback from citizens. Although most of these posts provided links to access actual government portals, there are some institutions that directly obtain feedback from the platform itself.



Q 2 1 38 ♥ 105

# Social media is utilised extensively for job postings and recruitments

Gender skew:	Age skew:	Geo skew:
Male	18-24	Delhi - Rural

Government institutions are observed to use Twitter to advertise job postings otherwise published on government websites.

Any new vacancy is not only posted by the official social media handle, but also by people associated with the institution. Other common groups such as coaching institutions, student support groups, student forum handles etc., which predominantly cater to aspirants post the same.

Such postings are largely limited to government positions, as opposed to private/non-governmental jobs.



#### #vacancy #iob #Consultant #opening #appointment Pls send your detailed #resume in confidence for the below opening in our Government Advisory Division.

Share the job opening with your friends too. We encourage #freshers too.

Environmental/ Solid Waste Management Expert: degree in Civil/ Environmental Science/ Engineering: 10/5years minimum experience. Expert in drafting Detailed Project Report, Feasibility Analysis Report on Integrated Solid Waste Management Project (ISWM). Financial Expert: should be a CA having worked for Municipal Administration. 10 years minimum experience. Structural Engineer: 5/10vears experience in Civil/ Mechanical Structural designing and estimation. Landfill designing also preferred. Site Engineer: Civil Engineer Syears, BOQ preparation, Site Supervision & Quality checks. Min. Syears experience Project Management Expert: MBA/ Engineering background, understanding on Solid Waste Management, Project Execution and Liaison with Government Officials. Min. Syears experience. Position: Gwalior (MP) | Morena (MP) | Amaravati (Maharashtra) Salary: Negotiable | Joining: Within 30days | Min. Assignment Period: 12months, subject to extend Please share your updated resume: omendra@wastemanagementcorp.in | WhatsApp #+91-817112222 Government Rozgar in INDIA is in Delhi, India. February 28 - 🚱

https://www.governmentrozgar.in/delhi-judicial-service.../

#sarkarinaukri #sarkariiobs #sarkariresult #governmentiobs #BSFJobs #GovernmentRozgar #governmentjobsinindia #Armyjobs #governmentjob #governmentjobs2021 #PublicSectorJobs #PSU #jobsinindia #Bankjobs #UPSCJOBS #sscjobs #defencejobs #uttarakhandjobs #RailwayJobs #bpscvacancy #IIMVacancy

Right JOB ..... Right PLACE ......



**DELHI HIGH COURT** 

**DELHI JUDICIAL SERVICE EXAMINATION 2022 - APPLY ONLINE** 

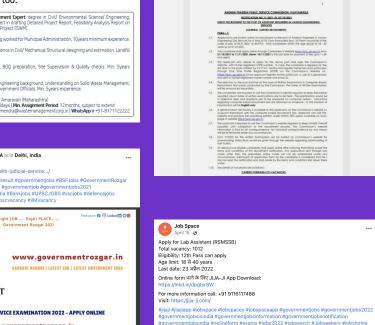
www.governmentrozgar.in

#### Civilpedia EduTech is in Delhi, India. October 8, 2021 - @

#Andhra Pradesh Public Service Commission (APPSC) invites applications for the recruitment of Assistant Engineers in various Engineering sub-services for a total of 35 Carry Forwarded and 155 fresh vacancies.

Official Link to apply : https://psc.ap.gov.in/

Total vacancies- 190 (Civil & Mechanical Engineering)... See more



#jobsinindia #labassistance #RSMSSB

## **CO - CREATION**

#### **Hypothesis:**

Civil society organizations are using social media platforms as a tool for citizen-led co-creation.

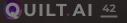
## <u>Questions:</u>

What are CSOs using social media platforms for around co-creation?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban

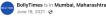


# Online and offline actions are undertaken collectively to augment citizens' voices

Ger	nder skew:	Age skew:	Geo skew:
Mal	le	24-35	Delhi - Urban

The main focus for CSOs is resolving public issues around civic amenities and civic welfare by joining various causes, such as the Feedtheneedy50's initiative in Okhla, to provide better education and cleaner environment for locals. Through engaging in such programmes collectively as a larger community- both online and offline- they are able to gain greater prominence and recognition.

In addition, some of such initiatives are also "reinforced" by calling upon a renowned activist, political member, or officer to endorse the cause. It is observed that the influencer participation garners more online and offline outreach for the initiatives promoted by the CSOs



#### #JohnAbraham

Humanity's true moral test, its fundamental test.. consists of its attitude towards those who are at its mercy : ANIMALS.

Here's an appeal to join this mission launched by Karan Patel and Ankita Bhargava in support of Bezubaan public welfare trust that's striving everyday to ensure medical, food and shelter requirements of our furry friends are taken care of, no matter what the situation.... See more



Feedtheneedy50 NGO is at Alshifa Hospital

As responsible and aware people of Okhla, we all should come forward to raise our voice for environmental issues, health, education and public welfare.

It is not the responsibility of just one man/woman or organization, we all need to discuss and solve together for any problem in our locality.

Any migrant student, local resident of Okhla or any organization can join this initiative to make Okhla a better place to live.

#youthsadda #ftn50 #youthsofokhla #youth #love #feedtheneedy50 #community #socialmediamarketing #nonprofit #environment #health #educational #ngo



For Sarees is in Mumbai, Maharashtra March 2, 2021 · @

iamforsarees

A month back, while shooting for a public welfare message on vaccination, Vidya Balan was spotted in a Laal paar saree from our cotton collection.

Her penchant for handloom sarees is well known

I read somewhere, that she wore her first saree when she was just 4. And for years now, the saree has been her go-to piece of clothing - be it red carpet events or any kind of public appearances.

She has been #vocalforlocal, and someone who has been actively promoting SMBs throughout the pandemic, and that's something we all truly appreciate.

SixYards #SareeLover #Sarees #Jaalpaar #handloomcotton #handloomsofindia #SupportSmallBusiness #VocalForLocal #SareesOfInstagram #Sarees #SareeStyle #SareesOfIndia #SareeShopping #SareeMahrashtra #SareeSwag #SareeShoot #sareestory #handcrafted #sareesusa



#### Project Litindia is at Manjhar Kund Dehri on S February 7 · Delhi, India · @

Raising public awareness of the environmental benefits of using and recycling dustbins.

It was Field Work Day for students at Gopal Narayan Singh University as they installed dustbins made of plastic bottles (collected from in and around their campus) at different places on top of Manihar Kund on February 1, 2022.

This program was presided over by Mr. Govind Narayan Singh, led by Mr. Mani Raj Singh, Co-Founder of Project Litindia, and Professor Dr. Pramod Kumar. Mr. Latit ... See more



### **QUILT.AI** <u>43</u>

# Social media as a gateway to provide greater access to information and services

Gender skew:	Age skew:	Geo skew:
Male	24-35	Maharashtra - Urban

Social media platforms are the key channel for both citizens and Civil Society Organizations (CSOs) to either seek or disseminate information and provide services, aimed at building greater civic engagement and encouraging greater civic learning.

CSOs on these platforms were observed to post extensively around local issues ranging from flooding and vaccination updates, to connecting with their respective ward committees. These posts allow their followers to access important information and gain useful knowledge on their local civic life.

These social media platforms are also used by CSOs to introduce useful services, such as emergency reporting applications, or online discussion sessions. Through such interactions, CSOs are able to obtain valuable feedback from users while citizens get easily accessible tools at their fingertips. Reap Benefit @ReapBenefit · May 23

#citizens of #Kerala map the water logging issue using this reporting tool on whatsapp.

If you're experiencing urban flooding or similar problems due to heavy rains, please help yourself by reporting it. You can do so in less than 7 clicks starting here: bit.ly/3LpPKMn

#### Suby #ReleaseSanjivBhatt @Subytweets · May 23

Kerala is already having a fragile ecosystem with floods, landslides. And #KRail is going to make it worse. Some of the arterial roads are in pathetic condition after the rains. #MedhaPatekar



Whitefield Rising @ @WFRising · Dec 26, 2021 Important #vaccine update.

- #boosterjab for seniors and HCWs
- kids 15-18 can now get shots

Vaccines to begin Jan 3, 2022

ľ

PM Modi address to the nation 25/12/20201

- We have decided to open up vaccinations for those in the age group of 15-18. The drive will begin from January 3rd

-Healthcare and frontline workers will get precaution (booster) doses from January 10

- Those above 60-yr old with illnesses to also get booster doses from January 10th

- India will soon launch nasal vaccine and the world's first DNA vaccine"

Citizen Matters @citizenmatters · Apr 21

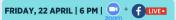
<sup>85</sup> We bring together a panel of experts to discuss how Chennaiites can track the work of their ward councillors, ensure effective functioning and establish platforms where the collective will of the residents is given due consideration.

Registration Free: bit.ly/ChennaiCouncil...



Citizen Matters invites you to an online session on

#### TRACKING THE WORK OF YOUR CHENNAI WARD COUNCILLOR



With the newly elected council in place, how can residents keep tabs on the work of their councillors? How can they engage with councillors and civic authorities to make the city better?

Join our panel who will share their experience and insights.

FREE REGISTRATION bit.ly/ChennaiCouncillors



# **Concluding thoughts**

- Desk research on digital co-creation led by citizens indicated three major categories of created content: journalism, awareness & education, and structural reform(this included content commenting on bills, laws and policies)
- Studied government institutions were observed to use Twitter as a medium to scale up the outreach and adoption of government initiatives and schemes through citizen led co-creation such as sharing vaccination experience on the social media to increase vaccine uptake
- Civil Society Organizations are observed to engage and promote co-creation related efforts using social media platforms— particularly Facebook and Twitter. CSOs focus more on co-creation related action for more local issues in the community such as floods, cleaning, local vaccination drives etc.



# CLAIM-MAKING DISCOURSE ANALYSIS

Claim-making involves citizens making claims for the fulfillment of their rights



## **CLAIM - MAKING**

#### **Hypothesis:**

Citizens rely on social media platforms for claim-making even after having digital claim-making platforms created by the government institutions such as government-run digital grievances portals.

#### **Questions:**

Which topics in claim making are dominant on the social media?

Locations: India, Delhi, Maharashtra, Karnataka

<u>Language:</u> English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



# Civilians often seek government intervention through social media

Gender skew:	Age skew:	Geo skew:
Male	24-35	Delhi - Urban

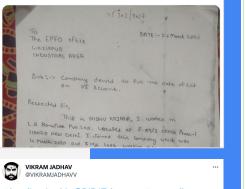
Tweeting directly to the ministry with receipts / proofs (especially on Twitter) is observed to be a common feature. Civilians turn to government bodies for solutions to their various grievances, which are often associated with their rights as Indian citizens. These could range anywhere from issuing a passport, to seeking justice for high profile murder cases.

Such actions by the civilians are often seen on social media platforms - they put up posts tagging concerned authorities and sometimes even those higher up in the hierarchy who may not be directly involved in resolving these issues. The accounts of individual politicians and larger government bodies help facilitate the exchange of information and enquiries between the government and civilians seeking their help.



#### Replying to @socialepfo

Company denied to give the signature on the joint declaration letter that is why I raised the complaint which was 18/03/2021..l want resolution..why r not taking action of this type of companies who doing dictatorship in democracy



@bandisanjay\_bjp @BJP4Telangana @aruna\_dk @kishanreddybjp @ChintalaRReddy @V6News @RajNewsLive @GPR4BJP Complaint Against CM KCR and Home Minister about Advocate Gattu Vamman Rao Garu and Nagamani Garu Brutall Murder issue to National Human Rights commission GPO Complex New Delhi



#### Suraj Chhetri @suraj\_iam

@narendramodi respected PM, it's been more now 10 years and counting that, your tax payer is not getting his rights as citizen of this nation. Nationality doubt put by a corrupt police verification guy. PIs have a look the attached image. PIs Mr.PM help

#### NEGLIGANCE IN PASSPORT ISSUANCE

#### 1" Time: Year-2010

I had applied under DLHAD5994310 Documents showed: Birth Certificate, Driving License, Ration card, Gas Bill, Father Passport (E2282539).

Police Verification decision- Passport on hold NATIONALITY DOUBT.

#### 2<sup>nd</sup> Time: Date & Year- 28/07/2017

My file No. is DL3061315923417. Police verification was done and everything has found POSITIVE.

Documents showed: Birth Certificate, Driving License, UID, Ration card, Gas Bill, Father Passport (E2282539).

Police Verification decision- Positive

PSK-R K PURAM- Case sent to Desecrate Department for Impartial verification, on 10th October 2017, Vigilance officer again visited at my place and had done the verification. He submitted his final report file to PSK so take as positive & told PSK to take the final call.

Since 9 years PASSPORT is on hold with no body to hear anything, everybody is overlooking the current state & Justice is not done yet.



# Social media as a feedback platform for poor services from organisations online

Gender skew:	Age skew:	Geo skew:
Male	24-35	Maharashtra - Urban

Social media is observed to be used as a tool to bring to notice how some services and regulations can be fraudulent or discriminatory despite them aiming to be more accommodating.

Citizens are seen sharing their experiences with bureaucracy or uncovering why some organisations are not working effectively.

Government and institution led social media pages are observed to become prominent in India as feedback platforms. Rather than being government-led, they are adopted by individuals to provide feedback and voice their opinions. Yes, We Exist is at Government of India March 25 - Delhi, India - 🗞

"I am the only intersex representative in the NCTP, and probably the first intersex person to be appointed to public office. This position is on a par with the [post of] Under Secretary to the government. It should not be given as a lip service," Mr. Gopi Shankar told The Hindu.

#transindia #transgenderindia #intersexindia #nctp

Intersex Activist quits National Council for Trans Persons citing insensitivity by the Social Justice Ministry

South Region Representative at the National Council for Transgender Persons (NCTP), Gopi Shankar Madurai, resigned from his position.

"The NCTP position was ceremonial and came with nominal powers. I am not given a salary for this job. The Ministry of Social Justice is yet to reimburse me for my trip to Delhi to attend an NCTP meeting in November, which costed me ₹30,000, some of which I had to borrow from friends. NCTP does not have a nodal office; it takes a long time for complaints to be addressed. Few months ago, I was harssed by some district officials in Mamallapuram, Tamil Madu. The police did not react to my complaint and the Ministry started an inquiry only 3 weeks after the incident. Would they have reacted like this if someone else was harassed?", said Copi to @the\_hindu

Harinder Dhingra is with Poonam Harinder Dhingra in Delhi, India. March 2, 2020 · 👁

Hon'ble Chief Minister Sir,

Kindly see enclosed Complaint/Prayer for suspension of Ms Anita Yadav IAS for violating Rule-17 of The All India Services (Conduct) Rules 1968 by sending "Defamation notice" without mandated Govt approval.

Sir, it is settled law by SC that officers involved in Corruption cases be suspended.

Kindly suspend her immediately so that investigation in this Rs200Cr #SCAM goes without any hindrances.

Jai Hind

The All India Services (Conduct) Rules, 1968 17. VINDICATION OF ACTS AND CHARACTER OF MEMBERS OF THE Provided that SERVICE:

No member of the Service shall, except with the previous sanction of the Government have recourse to any court or to the press for the vindication of official act which has been the subject matter of adverse criticism or attack of a defamatory character.

Provided that if no such sanction is conveyed to by the Government within 12 weeks from the date of receipt of the request, the member of the service shall be free to assume that the sanction sought for has been granted to him.

Explanation. - Nothing in this rule shall be deemed to prohibit a member of the Service from vindicating his private character or any act done by him in his private capacity. he shall submit a report to the Government régarding such action. To By Speed Post/Linnal Dated 2<sup>rd</sup> March 2002 The Honble Chief Minister of Haryane, 4<sup>th</sup> Riser, CMI Secretariat, Gott of Haryana, Chandgerh-160001

Sol: Proper for asspension of No Anits Yakav XAS for violating Rele-12 of The Ali Lands Sorvices (International Social Social Social Social deformation notice to undersigned with Notes, 1568 by undersigned & Asstb Sociales in TRB Bearing National Solid 2020 has been registered under Socials 1208, 420, 447, 468 & 473 of IPC abort with under action of Provousion of Computer Act on Internet Court

It is himself provide to your lead ratios that executing and field is Petition enter ratios 162(9) of CPC before temperate Addisional Beaution. Jobgs cum enter ratios 162(9) of CPC before temperate Addisional Beaution temperature and the second provide and the Addisional Beaution and the second second second second second second second realized with under each of Providence of Compton Add. (c) to Forded The isoanet Additional Beaution Judge can Repute Compton Addisional Pacitor, Compton Contact and Addisional Beaution and Compton Addisional Additional Beaution Judge can Repute Additional Compton Additional Additional Beaution Judge can Repute Additional Compton Additional Additional Beaution Judge can Repute Additional Compton Additional Additional Beaution Judge Compton Additional Compton Additional Compton Contact Additional Beautions of DPC & PC Additional Compton Contact Additional Beautions (C) Coopy of Contact Additional Repute Additional Beautions (c) Coopy of Contact Additional Beaution Sections (c) Additional Beaution (c) Additio

The SHO, Sector-14 Police Station of Garupram Police, Gurupram lodged PIS no. 56 of 2020 as directed by learned Additional Session Judge on 17<sup>th</sup> Feb 2020 Itself. (Copy of PIR enclosed)

That on 29<sup>th</sup> February 2020, the undersigned pot a legal notice by registered

Ram Kumar BK is with Allen Sebastian and 7 others at Vetenary Hospital, Queens Road.

December 8, 2021 · Bangalore, India · 🔇

Must read post about Bangalore Animal Welfare frauds, or a big SCAM.

In the morning around 8 AM, Bengaluru Huduga Vinod Kartavya Vinod messaged me that his friend by name Anand a compassionate resident in SampangiNagar, 400 meters away from CubbonPark needs help in rescuing a street dog hit by a vehicle.

I woke up around 9.20 am and saw the message. I messaged back Okay and continued with my personal stuff. I got a call around 11 AM by Anand and I decided to guide the caret... See more



# **Expressing displeasure** towards the electoral system on social media

Gender skew:	Age skew:	Geo skew:
Male	35-49	Delhi - Urban

We observed that one of the leading topics for expressing displeasure are *politics & elections*. Online conversations reflect the locals' increasing displeasure towards India's political system, with rising number of criticisms directed towards the leading political party, the Bharatiya Janata Party (BJP). This mainly stems from the concern, that BJP is causing the downgrading of India's democracy, with India heading towards an electorally autocratic system.

The uproar on social media, led by nationalists who aim to eradicate this backsliding of democracy takes on several forms, including:

- Individuals expressing grievances and distress online
- Publicly criticising and condemning BJP's actions
- Rallying supporters to stand against the suppression of democratic rights of citizens by BJP



BJP killing the democracy repeatedly, Government of Honorable Shri Narendra Modi. @ArvindKejriwal

@msisodia @AamAadmiParty @CMODelhi



No more democracy! Electoral Autocracy! Indian Democracy is over and Autocracy begins under BJP.

Vishwaguru? @RJDforIndia

> India now as autocratic as Pakistan, worse than Bangladesh: Sweden institute's Democracy Report

> After Freedom House report said India is only 'partly free' now, V-Dem Institute's Democracy Report has downgraded India from 'world's largest democracy' to 'electoral autocracy'.

By Shubhangi Misra • 11 March 2021



ജനതെ

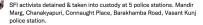
High time to cleanse the politics in India to save our Constitution and Democracy. Read my article in Deepika newspaper today.

ജനത്തെ ഇനിയും വെറുപിക്കരുത് -via Deepika deepika.com/feature/Leader...

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1001-min ministe eeum eleconide unide LACONT ADDITION

Sumit @Sumit Katariaa · Feb 11



BJP led centre govt stop curbing the voices of dissent & democratic right of protest

#NoToCommunalism #Karnataka #SI



# Deprivation of basic rights by the government is a common grievance expressed online

Gender skew:	Age skew:	Geo skew:
Male	24-35	Delhi - Urban

Claims of the government depriving citizens of basic rights are seen explicitly on social media, where many express their grievances and frustrations. This is reflected in the farmers protests: using excessive force against protestors and humanitarian organisations leading to escalation of human rights violation by the government, causing widespread outrage in the online community.

Another prominent group in this narrative are the minorities, such as Dalits or refugees from neighbouring countries, who faced continuous suppression by the government as per the social media. Neglect, mistreatment, and assault of minority activists are further highlighted online to show injustice from the Indian government. Aditya === @AdityaMorewood

We can all see there are countless human rights violations being committed right now. Inhumane actions by the Indian government. Its a free world and anyone can say what they want. Shame people don't see those same injustices happening.

#FarmersProtest 👹



Mohammad basheer @ALBASHE57871238

Replying to @UNEP

Human rights? Don't make me laugh!!! I'm since 2014 in India no one help us at all no matter what we did they are speechless deafness blindness

PEOPLE FROM IRAQ, MYANMAR, AFGHANISTAN GATHER OUTSIDE UNHCR OFFICE

#### Nowhere To Go, Refugees Stay Put On Road Hoping For Better Future

Adjusted to the over a rough to the over a rough



For many days now, three disk refugees from Stadan too how shadn refugees from Stadan too how shadn no how shadn too how to med Mohamed Adam.3, citation med Mohamed Adam.3, citation and shadned Adam.3, citation and shadned Adam.3, citation al anatasiane from USHRC. Wilo Al Abdi of Somalia shadned to be borneless and manoied al availance from USHRC. Wilo Al Abdi of Somalia shadned the shadned and the shadned right years, how been stifter of and pall blocker three days and pall blocker three shadned my docter bas a shrifted samped

and gall bladder disease and my doctor has advised surgery 1 dread to think of what will happen to my kids if something goes wrong. That is why 1 want UNHCR holp." Her b0 your-old son Abduliah, a Class V1 student at agovernment school, mumbled he was unable to sleep because of his mother's condition.





## **CLAIM - MAKING**

#### **Hypothesis:**

Government institutions are adopting social media platforms to improve the access of citizens to claim-making.

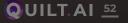
#### **Questions:**

What kind of structures are created by government institutions for claim-making, using social media?

Locations: India, Delhi, Maharashtra, Karnataka

Language: English, Hindi, Marathi, Kannada

> Demographics: Age, gender, rural/urban



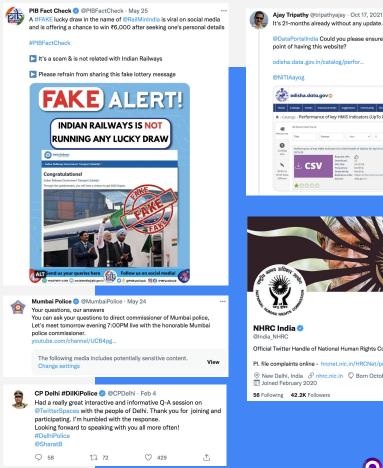
# The government uses social media to facilitate claim making through its portals

Gender skew:	Age skew:	Geo skew:
-	-	-

Like co-creation, the Indian government has set up a similar structure to facilitate claim-making through Twitter and Facebook. Through these platforms, users are able to get access to their various grievance and feedback portals.

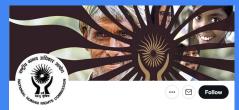
Here, Twitter is the go to platform for users, when they seek information from the government or contact official government institutions. This can be gauged through higher engagement on Twitter posts and higher number of followers on Twitter pages compared to Facebook or Instagram.

Through social media, government institutions aim not only to give citizens the freedom and convenience to access their services online, but also create a structure where they can directly provide followers with the most events and news such as official Q&A sessions, and fake accounts committing fraud online.



It's 21-months already without any update. @DataPortalIndia Could you please ensure monthly updates. What is the point of having this website? odisha.data.gov.in/catalog/perfor...





Official Twitter Handle of National Human Rights Commission, India.

PI. file complaints online - hrcnet.nic.in/HRCNet/public/...

New Delhi, India & nhrc.nic.in O Born October 12



## **CLAIM - MAKING**

#### **Hypothesis:**

Citizens in urban areas utilize social media platforms for the purpose of claim-making more than the citizens in rural areas. Is this increasing in rural and peri-urban areas with an increase in digital adoption?

#### <u>Questions:</u>

What is the frequency of using digital platforms in urban and rural areas for claim making?

How is the trend of using social media for claim-making in the rural area changing?

### Locations:

India, Delhi, Maharashtra, Karnataka

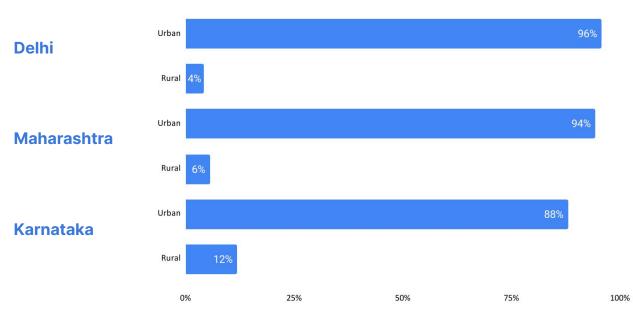
Language: English, Hindi, Marathi, Kannada

# Demographics:

Age, gender, rural/urban



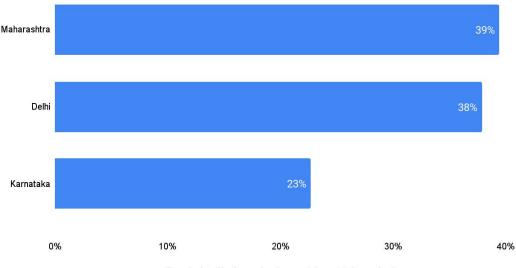
# Citizens in urban areas utilise digital platforms far more than those in rural areas



- Among the 3 states, Delhi has the highest share of urban digital platform users.
- For digital platform usage in rural areas, Maharashtra showed the greatest increase among the 3 states:
  - Delhi: **+6%**
  - Maharashtra: +81%
  - Karnataka: +13%

\*Search was conducted using keywords for government claim making organisations (eg. India portal, National Human Rights Commission India) 💽 UILT. AI 🎂

# Digital platforms are utilised by citizens from Delhi and Maharashtra in similar ways, for claim-making

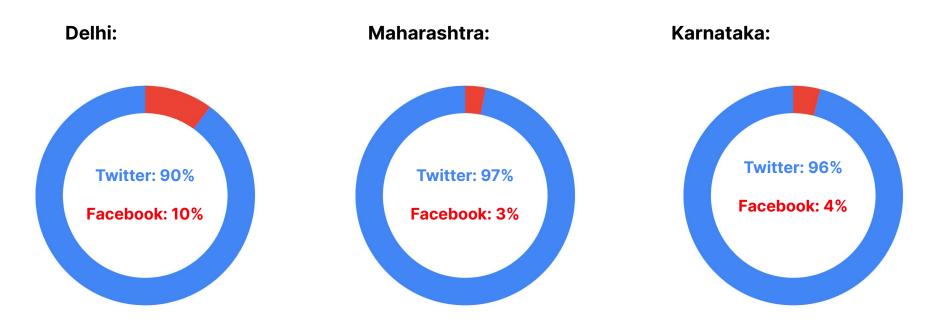


Search size (% of searches in one state vs total searches)

- Maharashtra has the highest number of searches related to claim making on social media among the 3 states.
- Delhi showed the highest growth in search interest towards claim-making on digital platforms from 2020 to 2022, compared to Maharashtra and Karnataka
  - Delhi: **+30%**
  - Maharashtra: +21%
  - Karnataka: +24%



Twitter is used extensively by citizens in all three states for claim making, while usage of Instagram is not prominent





# **Concluding thoughts**

- It is observed that social media has become one of the leading avenues for citizens to express their grievances online, despite having official government grievance portals. They use it not only to raise problems they encounter, but also to seek intervention from related stakeholders (such as the Prime Minister, Home Minister, etc.) directly or indirectly involved in the matter.
- Most of the grievances expressed online are related to exercising their rights as citizens. Many users seek intervention by higher authorities for denying or delaying their rights as citizens.
- Claim making through Twitter was predominantly observed in urban areas as opposed to rural areas, and Twitter was observed to be the dominating online social media platform for claim-making related activities.



# RESISTANCE & MOBILISATION DISCOURSE ANALYSIS

Resistance and mobilisation includes sustained efforts by individuals, groups, or movements, to assert their rights and fulfill their responsibilities. This involves activities in the domain of resistance, advocacy, protest movements, and journalism.



## **RESISTANCE AND MOBILISATION**

#### **Hypothesis:**

Online mobilisation in India is more inspired by the national issues than local issues. However, local issues have started receiving prominence.

### <u>Questions:</u>

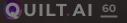
What is the quantitative reach of online national issues as compared to local issues?

#### Locations: India

Language: English, Hindi, Marathi, Kannada

### **Demographics:**

Age, gender



# **Farmers protest conversations** reflect dissatisfaction towards the government online

Gender skew:	Age skew:	Geo skew:
Male	24-35	-

The farmers protest has gained attention from media all over the country. While protests are happening on a large scale offline, conversations on social media have also gained traction over the months-from 2020 to present.

While posts online shared news and updates around the farmers protests happening around the country, many of these conversations have taken a supportive stance towards the farmers, showing sympathy to their plight.

At the same time, criticisms have been directed towards the BJP, for "betraying" and mistreating the farmers. Other local organisations such as the media, have also been accused for their biased reportage.



1] 29

0 16

<u>۱</u>

Harkesh Dhankhar @HarkeshHaryana · Feb 5 We are feeding the nation they are treating us like this. #FarmerProtest #किसान विरोधी मोदी





@Devinder Sharma

Addressing a national seminar in New Delhi today I explained why it is important to ensure that no trading be allowed below the #MSP. Not only in India, farmers all over the world need an assured living income. #farmerprotest @Kisanektamorcha



# **Injustice against a Hindu** saint led to mass protests offline

Gender skew:	Age skew:	Geo skew:
Female	24-35	-

The case of the prosecution of Sant Shri Asharamii has been keenly followed by civilians within the country. The general sentiment is that the Hindu Saint was wrongfully accused, detained and mistreated by state officials. This led to protests by the public, seeking justice and criticising local government bodies.

These protests are seen to be largely led by women offline. At the same time, pictures and videos of these protests were posted on social media platforms to spread awareness towards the issue. These posts are often accompanied by hashtags such as #justiceforbapuji, #womenforjustice, and #womenstand4bapuji. The scale of these protests have also expanded to include international events such as international women's day, where women from around the country gather to raise their collective voice regarding the injustice against the religious figure.

Dilip @DilipNama1 · Mar 8 #InternationalWomensDay

Hundreds of women from diff. areas of the country took out huge rallies in protest against the injustice being done on Sant Shri Asharamji Bapu.

All women are the same demand that #Bapuli should be released immediately.

Break The Silence #WomenForJustice



👰 😰 Mokshi Shandilya 💫 @Mokshi146 · Mar 13, 2021 While innocent Sant Shri Asharamji Bapu has been kept in jail on the fabricated charge of a girl, on the other hand, lakhs of women are taking to the road in protest in support of INNOCENT #Bapuii. #WomenStand4Bapui



Amrita Yadav @AmritaY41747475

In protest against the atrocities on Sant Shri Asharamii Bapu , नारी शक्ति Break The Silence and demanding justice for bapuji . If one girl's voice can be heard, then why the voice of crores women is ignored? #WomenForJustice #InternationalWomensDay #अंतर्राष्टीय महिला दिवस





Dr.Y. Biswal @drybiswal · Mar 2 This was the voice raised by thousands of people who gathered in Thane to protest against the injustice done to Hindu saint for so long. Justice For Bapuji #बापुजी को रिहा करो ! navbharattimes.online/4461163.html



# Unification of civilians against the government seen through online citizen-led campaigns

Gender skew:	Age skew:	Geo skew:
Male	24-35	-

The Citizenship Amendment Act protests have seen the unification of civilians against government bodies in the country. Since the Anti CAA movement [1] resulted in the arrest of multiple activists, police brutality and torture, civilians have since "formed an alliance" against the government, and sought justice for those that have been wrongfully captured and abused.

Such unification is not only seen offline, but online as well. Social media users have used hashtags such as #stopCAA #StopTargetingMuslims etc. to not only spread awareness towards the issue, but also call a stop to acts of violence against the protestors. Faiz khan @Sbzfaiz

A Pregnant woman activist in Jail. A hate monger roaming without FIR.

#StopTargetingMuslims #StopTargetingMuslim #StopTargetingMuslim



Sarabjit Singh Saini (AAP) ORGAN DONOR @sarabjitsingh61

23 yo labour right activist No deep kaur was arrested & tortured in police custody..She has been detained without bail for over 20days @rashtrapatibhvn @mlkhattar @cmohry @PMOIndia @HMOIndia @pbhushan1 @Kisanektamorcha @PTI News @ndtvindia @ANI



Danish Imam (دائش امام) @iamdanishimam

My Brother Sharjeel Imam is an IIT Graduate and a research scholarof JNU, who has been at the forefront of Anti CAA-NRC protests in Delhi. He was arrested on28thJanuary 2020 and has been behind bars for the past 78 days.@\_imaams #ReleaseSharjeelImam #ReleaseAllPoliticalPrisoners





We The People of India @ThePeopleOfIN

Anti-CAA protestors in Chennai's Washermanpet were subjected to police brutality a little while ago. #CAA NRC Protests



# Local issues lack notability, but quickly gain prominence through sharing online

Gender skew:	Age skew:	Geo skew:
Female	18-24	-

We observed that certain local issues also gained prominence online, and received attention from users around the nation.

The Karnataka Hijab Row [1] is a local issue that escalated online - since it involved the religious freedom of minorities in the country i.e. Muslims. Posts reflect not only the support of citizens all over the country towards the Muslim minorities, but also anger towards violence and brutality against the protestors.

Local issues such as the Karnataka Hijab Row are not as widely discussed online compared to national issues, but they are observed to gain significant traction: although local issues are less prominent online, they quickly gain attention on social media through likes and shares by citizens.



"Hijab is ours Constitutional Rights" Protest against the #Hijab row in all over #Karnataka at Clock Tower, Mangalore..!

#HijablsIndividualRight #HijabisOurRight #HijabRow



10:28 PM · Feb 7, 2022 · Twitter for iPhone

1,058 Retweets 31 Quote Tweets 2,320 Likes

Rishika Sadam ダ

In solidarity with sisters in #Karnataka, students from #Hyderabad's Unani Medical College protest against the #Hijab row in #Udupi. #HijabRow #KarnatakaHijabRow



6:31 PM · Feb 9, 2022 · Twitter for iPhone

120 Retweets 14 Quote Tweets 622 Likes



Karnataka | Congress MLA Kaneez Fatima & her supporters hold protests against the Udupi hijab row

"Girls are being oppressed... their entry is being denied in schools 2 months prior to exams, so people of all castes & religion have gathered in DC office, Kalaburagi," she said



10:36 AM · Feb 6, 2022 · Twitter Web App

403 Retweets 121 Quote Tweets 2,201 Likes

Avirat Thoda Social @avirat\_ts

#Harsha a 26 y/o student was brutally killed in Shivmogga Karnataka, just because he wore a saffron shawl in protest against Hijab row in #karnataka **!!** #HinduLivesMatters #JusticeForHarsha #KarnatakaHijabRow 1/7



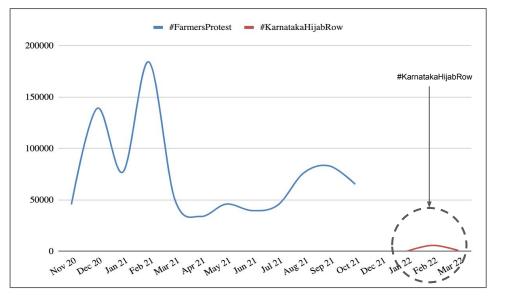
Karnataka hijab row: 26 year old Harsha brutally murdered in Shivamogga, situation tense, had demanded uniform dress code

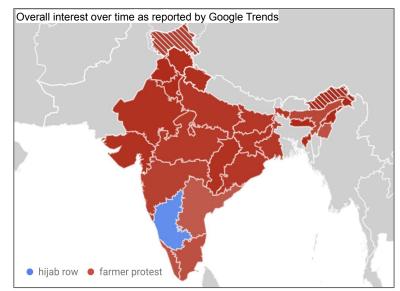
1 February, 2022

26 yr old college student, HARSHA, vas brutally murdered in Shivamogga district, ling to his FB profile, it was found that he did wea Shawi in protest against Hijab Row in his Colleg



# More conversations around national issues, spread over a longer time frame, while local issues have limited discourse online





#### <u>Social</u>

After comparing a national issue (Farmer's bills) with a state level issue (Karnataka Hijab ban), we observed that the number of tweets for local issues were significantly lower than that of national issues (18,000 vs 5,800 at the peak). It needs to be noted that many other factors may play a role in the outreach of social issues apart from the geographical jurisdiction such as internet accessibility, political, cultural, religious environment at the time of event etc.



## **RESISTANCE AND MOBILISATION**

#### **Hypothesis:**

Resistance on social media platforms behaves as a trend on social media platforms ensuring awareness more than the impact on the topic of interest.

### <u>Questions:</u>

What is the life cycle of hashtags linked with the event of online mobilisation?

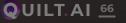
Does online mobilisation translate into offline action?

<u>Locations:</u> India

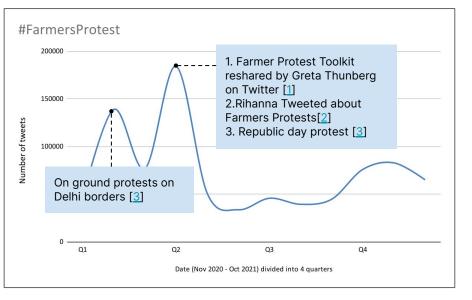
Language: English, Hindi, Marathi, Kannada

**Demographics:** 

Age, gender



# **#Farmersprotest - social media as the main source of information, raising awareness on the topic of interest**



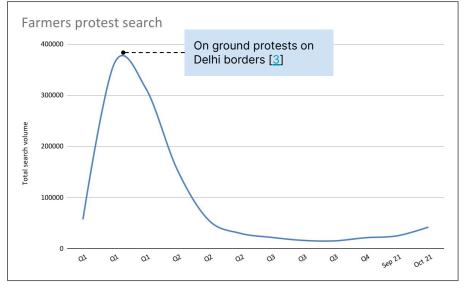
#### <u>Social</u>

There are 2 peaks seem in tweets related to farmers protest: December 2020: which could be attributed to talks by farm unions and the central government during that period, and February 2021: following the violent clashes between protestors and Delhi police during India's Republic Day. These peaks reflect the the public's response to these events, and raising awareness of them on social media.

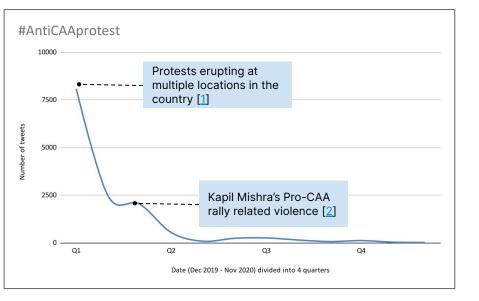
#### <u>Search</u>

On the other hand, searches related to farmers protest related news and farm bills peaked around December 2020 and dropped since. This shows information around significant events is disseminated and obtained through social media conversations in compared to search.

### OUILT.AI 🔤

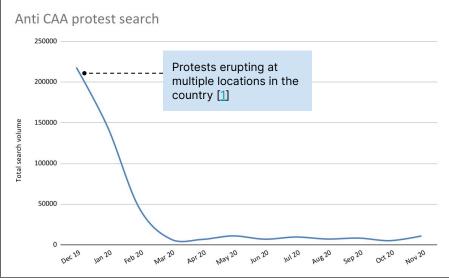


# #AntiCAAprotest - social media as the main source of information, raising awareness on the topic of interest



#### <u>Social</u>

Conversations for Anti CAA protest peaked in December 2019, before sharply dropping afterwards (although rising slightly in February 2020). The higher number of conversations during these 2 dates could potentially be caused by the "intensity" of the event, wherein violence protests and deaths occurred.



#### Search

On the other hand, searches for Anti CAA protest peaked around Dec 2019, and dropped sharply in the next 2 months, again reflecting that citizens are more likely to look to social media as a main source of information during these significant events.

### OUILT.AI 🔤

## **RESISTANCE AND MOBILISATION**

### Hypothesis:

The intensity of resistance is amplified by the involvement of influencers on social media platforms.

<u>Questions:</u>

What impact is created by involvement of an influencer in mobilisation efforts?

Locations: India, Delhi, Maharashtra, Karnataka

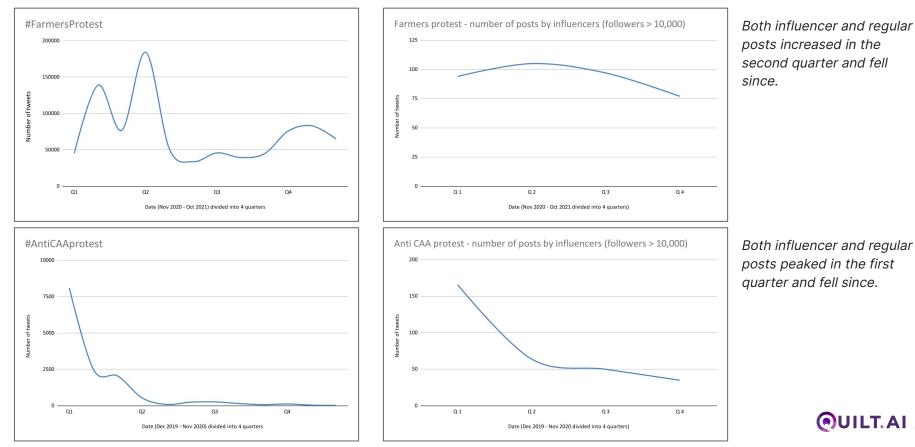
Language: English, Hindi, Marathi, Kannada

### **Demographics:**

Age, gender



# Positive correlation between number of influencer posts and regular posts indicate that involvement of influencers acts as a catalyst, spurring conversations among the public



# **Concluding thoughts**

- Issues of national interest such as Central government related laws and policies facing resistance are observed to garner attention more number of times on Twitter, unless the issue is around a particular heinous event such as minor gangrape, death due to police brutality etc. Local issues that garner attention on social media and turn into trending posts are observed to blow up, leading them becoming national issues such as the Karnataka Hijab row.
- Evidence of online mobilisation translating into offline action could be observed on Twitter for the studied events. However, a correlation between the two does not suggest a causal relationship. Further research would be recommended to gauge the possibility of causation.
- Evidence of higher volume of online discourse around higher influencer participation could be observed through the data. However, this does not necessarily indicate higher offline action.

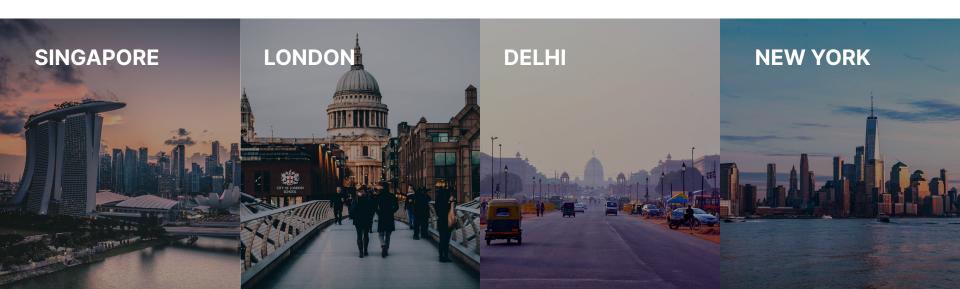


# Thank you

**CONTACT US** <u>shaohui@quilt.ai</u> <u>akanksha.narode@quilt.ai</u> <u>biva@quilt.ai</u> <u>anurag@quilt.ai</u>

WEBSITE LinkedIn Instagram Human empathy at scale





# Appendix A: Links

Overall discourse	List containing the following keywords Volunteerism - Search Keywords - Social Media Keywords Co-Creation - Search Keywords - Social Media Keywords Claim Making - Search Keywords - Social Media Keywords Resistance and Mobilisation - Search Keywords - Social Media Keywords - Social Media Keywords
Influencers	- List of influencers
Institutions	- List of Institutions

## Volunteering Ecosystem Map

<ul> <li>Civic Action         <ul> <li>Citizen groups: IAmGurgaon, Whitefield Rising</li> <li>Organisations: Reap Benefit, Sensing Local, Janaagraha</li> <li>Cause-based: Beach cleanup groups, The Ugly Indian</li> </ul> </li> </ul>	<ul> <li>College Students</li> <li>Credit-based: Symbiosis, UPES</li> <li>Club-based: Manipal, BITS (Nirmaan), VAPP-LSR</li> </ul>	Volunteering Intermediaries <ul> <li>Being Volunteer</li> <li>Chennai Volunteers</li> <li>Chezuba</li> <li>ConnectFor</li> <li>Goodera</li> <li>iVolunteer</li> </ul>	Volunteering-based NGOs <ul> <li>Angel Xpress Foundation</li> <li>Bhumi</li> <li>eVidyaloka</li> <li>Make A Difference</li> <li>Mentor Together</li> <li>Team Everest</li> <li>U&amp;I</li> </ul>
<ul> <li>Corporates</li> <li>Employee engagement: Piramal, Cognizant, Accenture</li> <li>Senior leadership volunteer: HSBC</li> <li>Hackathons: Ford, Paypal, Microsoft</li> </ul>	<ul> <li>Youth Groups &amp; Initiatives</li> <li>Enactus</li> <li>Global Shapers</li> <li>Rotaract</li> <li>Yuwaah, Kites</li> </ul>	<ul> <li>Movements &amp; Campaigns</li> <li>Narmada Bachao A.</li> <li>MKSS</li> <li>Farmer/CAA</li> </ul>	Composite Giving • EdelGive • LetsEndorse • United Way
Associations CII- India@75 FICCI FLO My Kartavya	International Volunteering <ul> <li>Doctors without Borders</li> <li>FSL India</li> <li>PYXERA Global</li> <li>VSO India, UNV</li> </ul>	<ul> <li>Volunteer driven initiatives</li> <li>LetsTeachEnglish</li> <li>Pad Squad</li> <li>Robin Hood Army</li> <li>Seva Kitchen</li> </ul>	<ul> <li>Govt. orgs</li> <li>NSS and NYKS</li> <li>Digisevak, Self4Society, Vidyanjali</li> <li>State Govt initiatives-Illam Thedi Kalvi, Desh ke Mentors</li> </ul>
<ul> <li>Spiritual and Faith-based orgs</li> <li>Art of Living</li> <li>Caritas India</li> <li>Isha Foundation</li> <li>Langars</li> </ul>	<ul> <li>Community/Political Groups</li> <li>Caste-based groups: Marwari associations, Bunt Sangha, Leuva Patel Samaj</li> <li>RSS, BVF, NSUI</li> </ul>	Clubs AIESEC Lions International Rotary International Round Table India	<ul> <li>NGOs with large vol-bases</li> <li>CRY</li> <li>Educate Girls</li> <li>Project Mumbai</li> </ul>