Annotated Reference List Extract

Primary Research Methods

Online Questionnaire

My first primary research method was an online questionnaire, which generated a total of 104 responses. It was created and distributed online, through social media platforms such as Facebook and through emailing systems. The aim of the questionnaire was to investigate the public and macro sphere's understanding and level of engagement with digital activism, in order to understand which age demographic was most aware of digital campaigns and the different generations perspectives of digital activism. The questionnaire revealed that a majority of individuals' gain their information digitally and was somewhat aware of online campaigns and agree that digital platforms and social media have a positive effect on activism. The questionnaire also revealed the different attitudes towards the younger generation, with some individuals' stating that the youth are educated and wise, whereas some saying they are unaware and oblivious, which was utilised in Chapter One of my PIP. Nonetheless, this was able to provide the perceptions of youth by the macro sphere and aided my PIP. The data from the questionnaire was largely corroborated by the results of my secondary research, particularly concerning the importance of digital activism in today's society. However, there are a number of limitations that must be considered when utilising the data collected from this research method. As the questionnaire is limited to my micro and meso spheres, the results are not reflective of the wider public views, and thus is limited. There was also a significant gender bias, as 88.5% of respondents were female. This exacerbates the limitations of using data that does not accurately reflect the views of the macro sphere. The sample size was also small, and thus makes the results unreliable for achieving a comprehensive and accurate understanding of the perceptions of youth and the power of digital activism. Although care was taken to ensure clarity of the questions, if miscommunication did occur, thus could reduce the validity of the data if the question was not fully understood. Additionally, the respondents of my questionnaire were presumably not experts and thus were not well informed about the deeper context behind my investigation. Despite these limitations, the online questionnaire was highly valuable in providing my PIP with public views of my topic and the extent of awareness and knowledge the general public has about social and political issues.

Secondary Resources

Yankah, S., Adams, K., Grimes, Lee. and Price. A. (2017). Age and Social Media behaviour Predict Social Activism. The Journal of Social Media in Society, 6(2).

Age and Social Media Behaviour Predict Social Activism, written by Sandra Yankah, Katharine Adams, Lee Grimes and Anne Price was highly beneficial in providing information about the factor of age and growth of social media to affect social activism. This source was predominantly used in Chapter One but provided a basis of information throughout this PIP. It provided information about the history of social movements and the change occurring over time due to the influence of media and new generations, which was useful in this PIP as it focuses on age and activism. However, the study conducted within the text researched participants' behaviour from the South-eastern region of the United States, however, was still highly relevant as it provides information about macro statistics and research on how age predicts activism behaviour. This text was thoroughly researched, with extensive footnotes and primary research integrated throughout, signifying its academic reliability.

Lindgren, S., Sociologiska institutionen, Samhällsvetenskapliga fakulteten, amp; Umeå universitet. (2015). The work of audiences in the age of clicktivism: On the ins and outs of distributed participation. Media Fields Journal, 10.
Simon Lindgren's *The work of audiences in the age of clicktivism: On the ins and outs of distributed participation*, provided my PIP was an overview of information about the social network dimensions of people's uses of digital media and how people interact and organise on the Internet and through social media. This source was utilised in Chapter One as it explores the positive uses of the growth of media and its impact on modern society in the present. However, this source may be outdated due to it being published in 2015, and therefore may have different perspectives in the present. Nevertheless, it was highly beneficial in providing both the positive and negative impacts of social media on activism, which was integrated throughout my PIP.