



DIGITAL ACTIVISM ON SOCIAL MEDIA: A CORPUS ANALYSIS OF #CHAKKAJAM TWEETS DURING FARMERS' PROTEST IN INDIA

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ABSTRACT

This paper presents a unique examination of the role of hashtags in digital activism, with a specific focus on the #ChakkaJam hashtag used during the farmers' protest in India. Analysing a corpus of tweets uncovers how hashtags like #ChakkaJam are vital tools for connecting users with shared interests and goals on Twitter. These hashtags act as digital signposts, consolidating information, enhancing discoverability, and promoting user interaction and engagement. The #ChakkaJam hashtag, in particular, facilitated a continuous flow of updates, opinions, and calls to action, fostering a sense of community and shared purpose. It also extended the movement's reach beyond immediate networks, supported the formation of sub-communities, and bolstered the overall effectiveness of the protest. Notably, prominent media houses and social media influencers played a significant role in amplifying the hashtag's impact, leveraging their offline presence to set the agenda in the digital space. This analysis underscores hashtags' syntactic simplicity, semantic richness, and pragmatic effectiveness. It highlights their crucial role in contemporary social movements where digital and physical realms intersect to shape public discourse and mobilise action.

Keywords: #ChakkaJam, Farmers' protest, India, Farm Laws, Social Media, Social activism, Social movements, Twitter, Collective Action Theory, Olson, Hashtag activism, Hashtags.

INTRODUCTION

In the digital era, social media platforms have transformed how individuals communicate, express emotions, and mobilise movements. Twitter (Now X), in particular, leverages hashtags and emojis to enhance message dissemination and engagement. This paper investigates hashtags' functions and communicative roles through a Case Study of one prominent hashtag used during the Farmers' agitation- #ChakkaJam. The tweets related to the farmers' protest in India using this particular hashtag are being examined. The study aims to understand how digital symbols contribute to constructing meaning, community building, and activism.

Chakka Jam: The Call for Road Blockade

The 'Chakka Jam' was a significant event during the farmers' protests in India, held in

response to the three farm laws enacted by the Indian government in September 2020. 'Chakka Jam' translates to 'road blockade' in Hindi. This planned nationwide event, which took place on February 6, 2021, was a peaceful three-hour protest from 12 PM to 3 PM. Farmers from various states participated in this blockade, particularly Punjab, Haryana, and Uttar Pradesh. Multiple farmers' unions organised the event under the Samyukta Kisan Morcha (SKM), a coalition of over 40 unions. Although essential services like ambulances and school buses were allowed to pass, the Chakka Jam caused significant disruptions to traffic and daily life in several states. However, it was a peaceful protest to garner national and international media attention to highlight the farmers' plight. The government, too, had deployed additional police and security forces to maintain order and prevent

violence. The public's response was mixed, with some supporting the farmers' cause and others inconvenienced by the blockades.

Farmers' Protest in India

The farmers' protests began as a response to the three farm laws, which many farmers perceived as favouring large corporations over small-scale farmers. The laws aimed to deregulate the sale of crops, allowing farmers to sell directly to private buyers rather than through government-regulated markets.

From their onset, these laws sparked widespread discontent among farming communities, particularly in states like Punjab and Haryana, where agriculture forms a crucial part of the economy. Farmers feared that dismantling the traditional system of government-regulated markets (*mandis*) would lead to exploitation by corporate entities and undermine their bargaining power. The protests began initially with localised demonstrations and rallies in Punjab and Haryana.

As the protests gained momentum, thousands of farmers, predominantly from Punjab, Haryana, and Uttar Pradesh, converged on Delhi's borders in late November 2020. They aimed to pressure the government into repealing the laws. The protest sites at Delhi's borders, mainly at Singhu, Tikri, and Ghazipur, became symbolic epicentres of the movement. Farmers set up makeshift camps, stood their ground even during harsh winters, and continued the protests indefinitely.

The protest sites themselves became hubs of community and discussion. In addition to traditional protest methods such as marches and sit-ins, farmers organised cultural programs, *langars* (community kitchens), and educational workshops to sustain morale and keep the movement inclusive.

Parallel agitation

A parallel agitation continued online, primarily on social media platforms. Farmers utilised social media to unite farming unions and engage with urban populations and international audiences. They effectively used these platforms to articulate their grievances, debunk misinformation, and showcase their protests' scale and peaceful nature. Celebrities, activists, and politicians also leveraged their

social media influence to amplify the farmers' cause, drawing further attention to their demands. This online movement played a crucial role in amplifying the farmers' voices and garnering domestic and international support.

Social media played a crucial role in amplifying the farmers' voices and garnering domestic and international support. Unique pages, handles, and hashtags were created across platforms like Twitter, Facebook, and Instagram to share real-time updates, videos and personal stories from the protest sites. These digital platforms became vital for mobilising supporters, organising logistics and countering government narratives.

Social media was instrumental in organising and spreading information about the Chakka Jam. Hashtags like #ChakkaJam, #FarmersProtest, and #StandWithFarmers were widely used on platforms like Twitter to mobilise support and share updates. Twitter has also coordinated offline actions, such as protests, rallies, marches, online campaigns, petitions and letter-writing. It has played a crucial role in challenging the government's narrative on the farmers' agitation, demonstrating the power of social media in shaping public discourse and holding those in power accountable. (Singh, 2024)

The Chakka Jam was a powerful demonstration of the farmers' resolve and unity. It was a vital part of the broader farmers' protest movement, highlighting the farmers' ability to organise large-scale peaceful protests and the significant role of social media in modern activism. The unity and determination displayed by the farmers during the Chakka Jam is a testament to the power of collective action and the resilience of the human spirit.

REVIEW OF LITERATURE

The intersection of hashtags and emojis in social media communication offers a rich field for thematic analysis. These digital symbols significantly influence how users create and share meaning, form communities, and engage in activism.

Hashtags have been used for community cohesion and searchability because they bring like-minded users to the same page of

thought. (Zappavigna, 2015). They enable users to categorise content, making it easily discoverable and facilitating the formation of online communities around shared interests. By the year 2024, hashtags had started to be used to garner attention to a topic due to their popularity. Users have begun inserting hashtags only to get better traction for their content regardless of its connection to the topic under discussion. (Singh, 2024).

Hashtags are metadata tools that help organise and retrieve user-generated content. By functioning as digital signposts, hashtags streamline the navigation of vast information on social platforms. (Page, 2012).

Hashtags serve as folksonomies, enabling collaborative tagging and content classification. (Laniado, 2010). In addition, they perform a dual role in categorising content and creating discursive spaces for public conversations. (Rambukkana, 2015). Hashtags play a pivotal role in political activism, with their capacity to amplify marginalised voices. They serve as rallying cries for social movements, helping to unify participants and disseminate critical messages, (Evans H. K., 2017) thereby curating the collective action frames and narratives of digital activism (Papacharissi, 2015). Hashtags also impact political movements, enabling rapid mobilisation and visibility. (Tufekci, 2014). Hashtags have also been used in social and academic discussions, showing how they help scholars connect and share knowledge. (Smith, 2018). Hashtags enhance searchability, community formation, and activism. These digital symbols create a complex landscape of meanings that shapes modern social media interactions, almost similar to emojis, which are also digital symbols ranging from absurd to profound. The usage of emojis and hashtags is diverse. While one adds emotions to interpersonal conversations, the other adds direction to group or mass communication messages.

Several studies have analysed the use of emojis in conveying sentiment and emotions in social media communication (Guntuku, 2019). The interplay between visual and textual elements in digital communication emphasises the importance of emojis in enhancing message clarity. Emojis complement the text by providing visual cues

that clarify tone and intent (Highfield, 2016). The impact of emojis on the perception of written messages also shows how they help avoid misunderstandings (Rodrigues, 2018). Emojis evoke emotional responses, creating a more immersive and relatable experience in almost all communication. Ge studied the semiotic functions of emojis in tourism marketing, demonstrating their role in emotional engagement (Ge, 2018). Ge delves into how these visual symbols enhance emotional engagement and communication effectiveness. He found that emojis serve as a visual shorthand for emotions, making it easier for marketers to convey excitement, joy, and relaxation associated with travel experiences. This can create a more vivid and appealing message compared to text alone. In his study titled *Sentiments of Emojis*, Novak provides a large-scale analysis of emoji usage across different languages and cultures, highlighting their universal appeal in expressing emotions (Novak, 2015). Emojis enhance social presence and relational communication in computer-mediated communication (Derks, 2008).

Emojis, as digital paralanguage, convey emotions and intentions beyond text. They function as visual markers that express feelings, attitudes, and nuances not easily captured by words alone. (Carter, 2018). They manage interpersonal relationships and convey nuanced emotional states in digital communication. (Kelly, 2015). Different types of emojis influence the interpretation of messages and the perceived sender's emotions. (Li, 2018).

This study was not intended for interpersonal communication amongst individuals but as a measure of social movements using symbols for a parallel online agitation. Therefore, hashtags have been considered the appropriate symbol for the study. This literature review explores hashtags' multifaceted roles in social movements, examining their impact on mobilisation, discourse, identity construction, and public awareness. Some studies delve into the role of emojis and the interrelationship between emojis and hashtags. However, the stress point of this study concentrates on the use of hashtags and hashtag activism. Social media has transformed how social movements are organised, communicated, and perceived.

Central to this transformation are hashtags, which serve as powerful tools for activism, advocacy, and community building.

Much work was done toward the beginning of the 2020s on using Hashtags in social media posts related to social movements. Hashtag activism: The discursive ecology of social movements on Twitter is a paper by Bouvier that discusses the implications of hashtag activism for social movements, focusing on digital strategies. Hashtags are critical in organising and mobilising participants and serve as strategic tools for advocacy and awareness. (Bouvier, 2020) In his 2016 study, 'Beyond the hashtags: #Ferguson, #BlackLivesMatter, and the online struggle for offline justice,' Freelon emphasises that hashtags are critical in organising and mobilising participants within social movements. They provide a way to quickly disseminate information about events, actions, and updates, which is crucial for the timely coordination of efforts. Hashtags also help synchronise activities and amplify voices, enhancing the movement's overall impact. Hashtag activism campaigns are structured, and their implications for public discourse are apparent (Freelon, 2016). By coalescing around specific hashtags, activists can steer public discourse, highlight particular aspects of their cause, and create a cohesive message. This framing is vital for garnering media attention and influencing public opinion. The activists shape narratives and frame issues within social movements (Jackson, 2020). Digital symbols in cross-cultural communication clearly emphasise meaning-making processes.

Hashtags contribute to virtual community formation and identity construction. These digital symbols help create a sense of belonging and solidarity among participants, essential for sustaining long-term engagement in social movements.

Through shared hashtags, users signal affiliation with particular groups and causes, reinforcing communal bonds. (Panciera, 2010). Gruzdz's study, 'Enabling community through social media', highlights how hashtags help create and sustain online learning communities. Hashtags enable users to share knowledge, resources, and experiences by aggregating content related to specific issues

or events. This communal learning process fosters a more profound understanding and commitment to the movement's goals. This is how hashtags help create and sustain online learning communities. (Gruzdz, 2013).

In his study, 'This is a throwaway account': Temporary technical identities and perceptions of anonymity in a massive online community' Leavitt examines the role of hashtags in fandom communities, illustrating how they facilitate the sharing of fan-created content and discussions. The study also explores the concept of temporary technical identities and perceptions of anonymity, which can be crucial for participants who wish to engage without revealing their real identities. (Leavitt, 2015).

There is a synergetic use of hashtags and emojis. Yang comprehensively analyses social media posts' visual and textual dynamics in his paper, 'Exploring the Synergy of Text and Emojis in Social Media Conversations'. He found that this combination enhances the richness and depth of digital communication, making messages more engaging and multifaceted (Yang, 2016). The combination of hashtags and emojis can affect the virality of social media posts (Cunha, 2017). The co-occurrence patterns of hashtags and emojis show how they create multi-layered meanings in tweets (Tian, 2017). Emojis and hashtags transcend language barriers, facilitating understanding and connection across diverse cultural contexts (Rashidi, 2012). There are cultural variations in emoji usage, as different cultures use emojis to convey distinct meanings (Ai, 2017). Emojis in cross-cultural interactions can often bridge cultural gaps and enhance communication (Barasa, 2021). This study concentrates on social media activists' use of hashtags, not emojis. Although emojis are a very significant resource, they are beyond the scope of this work.

As Twitter has become a significant platform for information dissemination and public discourse, there is an increasing need for systematic analysis methods to understand tweeting activities. This paper by Burns et al. presents a set of metrics designed to capture the various dimensions of Twitter use. These metrics address the frequency, distribution, and patterns of tweets and retweets, user interactions, and network structures. By

applying these metrics to case studies, the paper demonstrates their utility in uncovering insights into Twitter user behaviour and communication dynamics. The proposed framework aims to enhance the rigour and depth of Twitter research, providing a foundation for more sophisticated and comprehensive analyses. (Bruns A. &, 2013).

The literature on hashtags in social media posts during social movements underscores their pivotal role in modern activism. Hashtags facilitate organisation, mobilisation, and communication within movements, helping to shape public discourse and build virtual communities. While they offer significant advantages in reach and engagement, understanding hashtag usage's cultural and contextual nuances is crucial for maximising their effectiveness. The gaps in the above literature point towards a lack of studies related to hashtag activism in the Indian sub-continent.

India, the most populous country in the world, has a very high proportion of young people. Social media is popular amongst the youth. Initially used for making online friendships, developing relationships and business contacts, and interacting with the global masses, social media has recently been used to mobilise youth for revolutions and riots. (Bute, 2014).

In a research project asking how social media changed the fundamentals of journalism at the BBC, it was found that the 2008 Mumbai terrorist attack, the 2009 Iranian elections, and the 2011 Arab Spring are among international news stories broadcasted by the BBC, highlighting the contribution of social media in journalism and also how important the medium is for the institution, not just at the User Generated Content (UGC) level but also at the social media level which includes UGC (Belair-Gagnon, V, Mishra, S. and Agur, 2014). In her 2024 book *Beyond the Hashtag: A Decade of Twitter Activism in India*, Singh Archana R, one of the co-authors of this paper, analysed two of India's most significant social media-driven movements: the Nirbhaya Case of 2012 and the Farmers' Agitation of 2021. (Singh, 2024) The book expresses the lack of adequate literature concerning India's social movement.

This paper tries to fill two gaps.

1. Knowledge gap: How do Indian social media users use Twitter during social movements? How effectively is collective action being carried out during these movements?
2. Methodology gap: The study uses a corpus of tweets related to one particular hashtag. This unique methodology provides reliable data and reduces errors and biases in data collection.

Theoretical perspective: Theory of Collective Action

This theory was first proposed in a 1965 book, *The Logic of Collective Action: Public Goods and the Theory of Groups*. Olson was an economist and political scientist who focused on collective action in the context of interest groups and public policy. His work has been influential in the social sciences and widely cited and applied in the allied fields of sociology and economics. This theory seeks to explain why and how individuals engage in collective action to achieve a common goal. The theory posits that individuals have limited resources and face collective action problems, making coordinating and achieving their goals difficult. Collective action problems refer to situations where individuals may be better off if they cooperate and work together but face obstacles that make it difficult. Examples of collective action problems include the free-rider problem, in which individuals may choose not to participate in collective action because they can benefit from the efforts of others without contributing themselves. It suggests that individuals will engage in collective action if they perceive that the benefits outweigh the costs. This means that individuals will weigh the potential benefits of achieving their goal against the costs of participating in collective action, such as time, effort, and resources. The theory also suggests that individuals will be more likely to engage in collective action if they perceive that their actions will make a difference in achieving the goal. It has been applied to various social and political phenomena, including social movements, political protests, and labour strikes. It has been used to explain why some collective action efforts are successful while others fail and to identify the factors that contribute to the success or failure of collective action. (Olson, 1965)

In the context of digital activism, Collective Action Theory can provide a robust framework for analysing how social media platforms like Twitter mobilise, organise, and sustain social movements. This study, therefore, aims to apply this theory to understand the role of the #ChakkaJam hashtag during the Farmers' Protest in India. Collective action often involves the production of public goods (e.g., social change, policy reform) that benefit all group members, regardless of their contributions. This can lead to the free-rider problem, where individuals may benefit from the collective action without actively participating or contributing. To overcome the free-rider problem, movements may offer selective incentives—benefits available only to active participants. In digital activism, these incentives include social recognition, increased social capital, or a sense of belonging and identity. Effective communication is crucial for collective action. Social media platforms facilitate rapid information dissemination and coordination among participants, enhancing the movement's ability to mobilise resources and coordinate actions. The theory posits that a critical mass of participants is necessary for successful collective action. Once this critical mass is achieved, the likelihood of achieving the group's objectives increases significantly. Twitter, through the use of hashtags like #ChakkaJam, acts as a catalyst for mobilising participants. It provides a platform for disseminating information about protest logistics, objectives, and the broader context of the Farmers' Protest. Participants are motivated by selective incentives such as social recognition, community support, and validation. Active engagement on Twitter can lead to increased visibility and influence within the movement, encouraging more individuals to participate actively. The digital nature of the protest allows for broad participation with minimal individual effort, thus mitigating the free-rider problem. Even minimal actions, such as retweeting or using the hashtag, contribute to the movement's visibility and perceived support.

Hashtags like #ChakkaJam enable efficient information dissemination, ensuring participants are informed about protest plans, locations, and changes in strategy. This rapid communication is crucial for real-time coordination and collective action.

The more individuals use the hashtag, the greater the network effect, amplifying the movement's message and attracting more participants. This aligns with achieving critical mass, where increased visibility and participation lead to a more significant impact. Using colloquial hashtags such as #ChakkaJam fosters a sense of solidarity and collective identity among participants. Shared hashtags create a virtual community, reinforcing the participants' commitment to the movement. As more individuals engage with the hashtag, the movement gains momentum, making achieving and sustaining collective action easier. The visible support on social media can also pressure policymakers and attract media attention.

It is with this perspective that the following research design has been adopted.

RESEARCH DESIGN

The study adopts the Corpus analysis method using one hashtag as the unit of analysis. The hashtag being studied is #ChakkaJam. This approach comprehensively explains how digital symbols contribute to the protest's narrative and mobilisation.

The study uses the term 'Twitter' rather than X, as the platform was known as Twitter during the sample selection period.

Tweets related to #ChakkaJam during the Farmers' Protest in India are collected. The method used here is an extensive data analysis of the corpora of Tweets related to the case under observation. Analysis of a corpus of tweets can be a helpful way to gain insights into how people use Twitter and what they use it for. Using inductive reasoning, an effort is made to garner specific observations that have the potential to move from particular instances to broader generalisations through the data collected and analysed with the help of the Twitter feed. Data was collected using a third-party tool that provides access to historical tweet data. The tweets are extracted utilising the sample #ChakkaJam. Hashtags are typically denoted by the "#" symbol followed by a word or phrase without spaces. Analysing a corpus of tweets using hashtags as the unit of analysis can provide valuable insights into the trending thought process, conversations, and user engagement. A computerised computer-mediated text

analysis through the online tools of www.twitterbinder.com is employed to identify volume and content patterns, topics, and prominent influencers in the Twitter posts.

Frequency analysis was conducted by counting the occurrences of the hashtag in the dataset, and sentiment analysis was performed to gauge the overall sentiment surrounding particular topics. The latter involved natural language processing techniques to classify tweets as positive, negative, or neutral, as in the case of the farmers' call for a road blockade. The tool used was www.twitterbinder.com for all the data collection. Finally, interpretation and insights from the data were conducted, and conclusions were drawn.

RESEARCH OBJECTIVES:

- To Utilise a corpus of tweets to systematically collect and analyse tweets associated with a specific hashtag to understand the dynamics of hashtag-based collective action during social movements.
- To investigate the patterns and behaviours of Indian social media users on Twitter during social movements, analysing how these users engage, mobilise, and coordinate collective action within these movements.
- Study the syntactic, semantic, pragmatic, and statistical dimensions of #ChakkaJam on the Twitter platform within the corpus of tweets collected through www.twitterbinder.com
- To find the sentiment analysis of the tweets and their economic value
- To identify the most prolific Tweeters of #ChakkaJam

Data Presentation and Analysis:

Social media played a crucial role in amplifying the farmers' voices and garnering domestic and international support for the farmers' agitation, which is under discussion. Unique pages, handles, and hashtags were created across platforms like Twitter, Facebook, and Instagram to share real-time updates, videos and personal stories from the protest sites. These digital platforms became vital for mobilising supporters, organising logistics and countering government narratives.

The protestors used social media to unite farming unions and engage with urban populations and international audiences. They effectively utilised platforms to explain their grievances, debunk misinformation, and showcase their protests' scale and peaceful nature. Celebrities, activists, and politicians also used their social media influence to amplify the farmers' cause, drawing further attention to their demands. The details of the same have been explained through data in the following sections.

The hashtag #ChakkaJam emerged as a prominent digital symbol during the farmers' protests in India, reflecting the convergence of traditional protest tactics with contemporary digital activism. The term "Chakka Jam" denotes a physical act of resistance transposed into a digital context. This analysis will explore the syntactic, semantic, pragmatic, and statistical dimensions of #ChakkaJam on the Twitter platform within the corpus of tweets provided.

Total Data

As depicted in Figure 1, the total number of tweets collected over two hours on one day related to the hashtag #ChakkaJam was 39,219 from 19,936 contributors. However, the original tweets per contributor were less than 2.

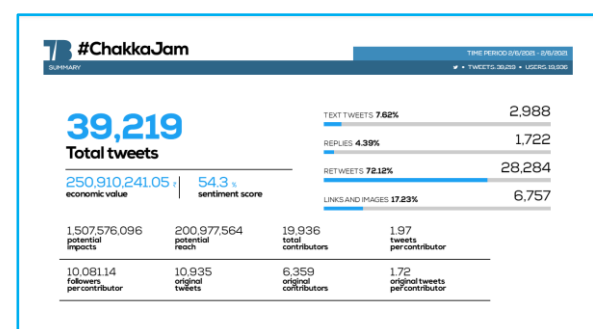


Figure 1: Total tweets collected on 2nd June 2021 during the call for road blockade by the protesting farmers in New Delhi. The hashtag used was #ChakkaJam.

SYNTACTIC DIMENSION

Syntactically, the hashtag #ChakkaJam is a compound of "Chakka" (wheel) and "Jam" (block), which together form a direct and impactful phrase. This straightforward construction is conducive to easy recognition and replication across social media platforms. The high frequency of retweets (72.12%) and

the inclusion of the hashtag in tweets containing images and links (17.23%) suggest that the hashtag served as a central organising tool within the digital discourse (Refer Figure 1). This syntactic simplicity facilitates widespread usage, contributing to the hashtag's virality and cohesion as a digital marker of the protest.

Semantic Dimension

Semantically, #ChakkaJam encapsulates the essence of the farmers' protest, symbolising disruption and solidarity. The tweets associated with the hashtag predominantly convey a sense of collective action and defiance. For instance, the tweet by @kashyapnandan_, which highlights "Massive protest across Karnataka against #FarmBills2020" (Refer Figure 2), semantically aligns the physical act of blocking roads with the broader struggle against governmental policies. The frequent appearance of positive sentiment (54.3%) within the tweets indicates that #ChakkaJam was primarily perceived as a successful and empowering tactic by its proponents (Refer to Figure 1).



Figure 2: Most retweeted tweets

The use of the hashtag in tweets from high-profile users and media outlets, such as @ndtv and @boxervijender, underscores its semantic potency. These tweets often blend textual content with visual elements, enhancing the emotive and persuasive power of the hashtag. For example, the tweet from @ndtv featuring a langar organised for protesting farmers visually reinforces themes of community and mutual support, which are semantically embedded within the hashtag (Refer Figure 2).

Pragmatic Dimension

Pragmatically, #ChakkaJam functions as both a call to action and an identity marker. The hashtag mobilises participants and signals

affiliation with the farmers' movement. The economic value associated with the hashtag (₹250,910,241.05) highlights its significance in driving digital engagement and media attention. Tweets from influential accounts, such as those of @aajtak and @IndiaToday, further amplify its reach and pragmatic impact, transforming individual acts of tweeting into a collective digital demonstration. (Refer Figure 3)

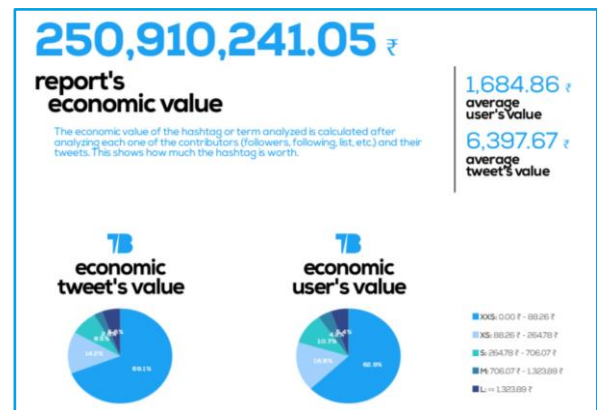


Figure 3: Economic dimension of tweets related to #ChakkaJam

Statistical Dimension

During the #ChakkaJam movement on February 6, 2021, Twitter witnessed a significant surge in activity. The two-hour period analysed in the report shows that the peak time for tweets occurred primarily in the afternoon, coinciding with the planned duration of the Chakka Jam event. This indicates participants' strategic use of social media to amplify the movement's visibility during critical protest hours. (Refer Figure 4)

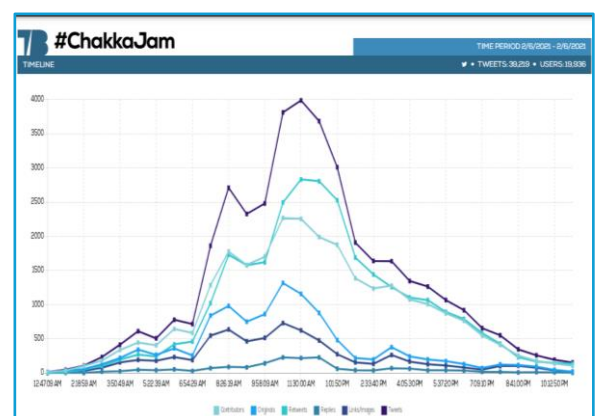


Figure 4: Timeline of activity

The frequency of tweets during this period is noteworthy. The data indicates that 19,936

users posted a total of 39,219 tweets. This high volume of tweets within a short span reflects the intense online engagement surrounding the protest. Specifically, the most active contributors, such as @MohanSh00535948 and @Jasmine83303398, posted 251 and 232 tweets, respectively. This activity level suggests certain users' coordinated efforts to drive the narrative and keep the hashtag trending. (Refer Figure 5)

were pivotal in shaping the narrative and ensuring the hashtag trended. (Refer Figure 5)

Contributor Rankings

The analysis identifies the most active and influential contributors to the #ChakkaJam hashtag. These rankings are categorised into several metrics:

Most Active: The users with the highest number of tweets. For example,

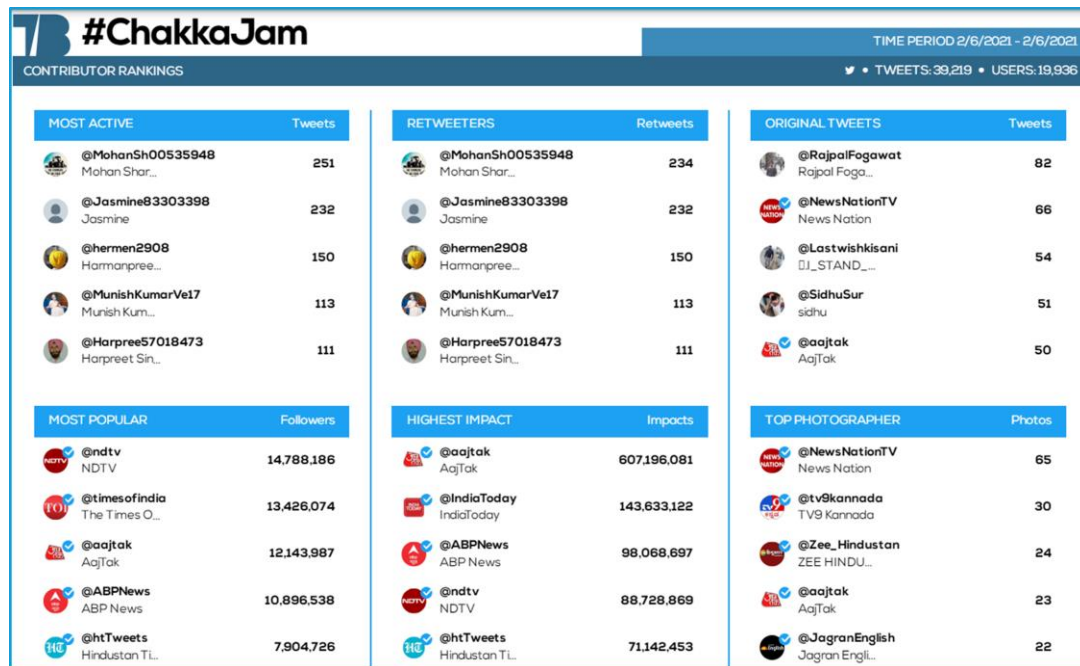


Figure 5: Most active contributors

The breakdown of tweet frequency per contributor further highlights the collective effort. Users with more than seven tweets were significant, making up 6.3% of the contributors but producing a substantial portion of the content. **This indicates that while many users participated in the conversation, a smaller, highly active group played a crucial role in maintaining the momentum.**

Most Active Users

The data identifies the top five active users who posted the most tweets during the event. @MohanSh00535948 leads with 251 tweets, followed by @Jasmine83303398 with 232 tweets, @hermen2908 with 150 tweets, @MunishKumarVe17 with 113 tweets, and @Harpreet57018473 with 111 tweets. These users were prolific in their tweeting and significantly contributed to the visibility and spread of the #ChakkaJam movement on Twitter. Their high activity levels suggest they

@MohanSh00535948 tweeted 251 times, @Jasmine83303398 tweeted 232 times, and @hermen2908 tweeted 150 times.

@MohanSh00535948 (Mohan Sharma): Mohan Sharma was the most active participant, with 251 tweets. His engagement extended to 234 retweets, making him a central figure in disseminating information related to #ChakkaJam. Sharma's tweets likely contained a mix of original content and retweets to amplify the voices supporting the farmers' protest.

@Jasmine83303398 (Jasmine): Jasmine followed closely with 232 tweets and an equal number of retweets. Her activity underscores her role as a significant amplifier of messages about the protest. Jasmine's tweets contributed to the spread of information, mobilising support and awareness among her followers.

@hermen2908 (Harmanpreet Singh): Harmanpreet Singh, with 150 tweets and

retweets, also played a crucial role. His engagement in the discussion demonstrates a committed effort to highlight the issues farmers face and support their cause through constant interaction and sharing relevant content.

@MunishKumarVe17 (Munish Kumar): With 113 tweets, Munish Kumar was another key player. His activity included original tweets and retweets, reflecting his dedication to keeping his audience informed and involved in the ongoing protest activities.

@Harpreet57018473 (Harpreet Singh): Harpreet Singh contributed 111 tweets and retweets. His involvement indicates a robust effort to sustain the protest's momentum on social media platforms by continuously engaging with his followers and spreading the protest's message.

These handles exemplify the core of digital activism, where individuals leverage social media to support and amplify protest movements. The high volume of tweets and retweets by these users indicates their commitment to the cause and their strategic use of Twitter to engage with a broader audience.

Top Retweeters

The retweeter rankings mirror the activity rankings, indicating that the most active users were also the most engaged in amplifying content. @MohanSh00535948 and @Jasmine83303398 lead with 234 and 232 retweets, respectively. This pattern underscores these users' dual role in creating and propagating content, thus maximising the hashtag's reach and impact.

Most Retweeted: Users whose tweets were retweeted the most. Here, @MohanSh00535948 again leads with 234 retweets, followed by @Jasmine83303398 and @hermen2908.

Original Tweets:

When examining original tweets, @RajpalFogawat was the top contributor with 82 tweets, followed by @NewsNationTV with 66 tweets, @Lastwishkisani with 54 tweets, @SidhuSur with 51 tweets, and @aajtak with 50 tweets. Original content creators are crucial as they introduce new perspectives and information into the discourse rather than

merely amplifying existing messages. Major news outlets like NewsNationTV and AajTak in this category indicate a significant media engagement with the protest, potentially driving public interest and coverage. Through their active participation and engagement, these contributors played a pivotal role in shaping the online narrative and spreading the message of the farmers' protest. (Refer Figure 5)

Most Popular and Highest Impact Users

The data also highlights the users and organisations with the most extensive follower base and the highest impact in terms of tweet impressions:

Most Popular: @ndtv with 14,788,186 followers, @timesofindia with 13,426,074 followers, and @aajtak with 12,143,987 followers.

Highest Impact: @aajtak with 607,196,081 impressions, followed by @IndiaToday and @ABPNews.

These media outlets and influential users significantly amplified the reach of the #ChakkaJam hashtag, ensuring that the farmers' protest received widespread attention across social media platforms.

Sentiment Analysis Statistics

The sentiment analysis provides a detailed breakdown of the emotional tone of the tweets. The data shows a diverse range of sentiments among the 39,219 tweets analysed from 19,936 users.

Neutral: 14,510 tweets (37%)

Positive: 2,106 tweets (5%)

Negative: 3,150 tweets (8%) (Refer Figure 6)

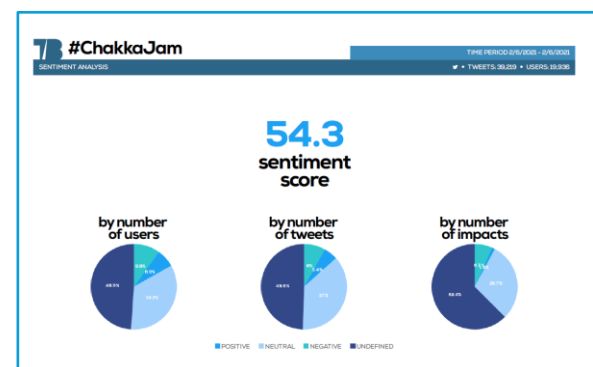


Figure 6: Sentiment Analysis

The neutral sentiment dominated the conversation, suggesting that a significant portion of the tweets were either informational or simply stating facts without a strong emotional tone. The positive tweets were fewer than the negative ones, highlighting the contentious nature of the farmers' protest and the mixed public reaction to the #ChakkaJam initiative.

- **Neutral Tweets:** 14,510 tweets (37%) were classified as neutral, suggesting that a significant portion of the conversation was factual or informational rather than opinionated.
- **Positive Tweets:** 2,106 tweets (5%) were positive, reflecting supportive or optimistic sentiments towards the protest or its objectives.
- **Negative Tweets:** 3,150 tweets (8%) were negative, indicating criticism or opposition to the protest or related issues.

The economic value attached to these tweets varies significantly based on their sentiment. Neutral tweets had the highest financial impact, valued at ₹812,972.77, negative tweets at ₹181,484.94, and positive tweets at ₹31,934.84. This discrepancy in economic value highlights the broader reach and influence of neutral content, possibly due to its factual nature, making it more shareable and credible.

The sentiment score of 54.3, calculated based on the number of users, tweets, and their impacts, provides an overall measure of the emotional tone of the discourse. This score reflects a balanced sentiment landscape, with neutral and positive sentiments slightly outweighing the negative.

Sentiment Analysis Timeline

The sentiment analysis timeline for tweets related to #ChakkaJam during the farmers' protest on February 6, 2021, reveals critical insights into users' emotional responses and engagement patterns. The timeline demonstrates fluctuations in sentiment throughout the day, reflecting the dynamic nature of digital activism and public discourse.

Early in the day, there was a surge in positive sentiment as the protest activities commenced. Tweets during this period often highlighted solidarity, support for the farmers, and the peaceful nature of the protests. Many users shared images and videos of the demonstrations, contributing to the overall positive sentiment. This initial wave of positivity was crucial in setting a supportive tone for the hashtag.

As the day progressed, a notable increase in neutral sentiment was observed. Factual reporting and updates on the events characterised this phase. Media outlets and journalists played a significant role during this period, providing real-time coverage of the protests. The neutral sentiment likely reflects the informational nature of these tweets, which aimed to disseminate updates rather than express personal opinions. Towards the afternoon and evening, negative sentiment rose. This shift coincided with reports of confrontations between protesters and authorities, logistical challenges, and other on-ground issues. Negative tweets often included frustration, anger, and calls for action against perceived injustices. The increased negative sentiment highlights the protests' emotional intensity and contentious nature as the day unfolded.

Throughout the day, the sentiment timeline also captured heightened activity driven by influential users and viral content. For instance, tweets from prominent figures and organisations generated significant engagement, influencing the overall sentiment trajectory. These spikes in activity underscore the role of key influencers in shaping public perception and amplifying specific narratives.

Overall, the sentiment analysis timeline for #ChakkaJam illustrates the ebb and flow of emotional responses during a day of significant social and political activity. It underscores how sentiment can vary based on the evolving context and highlights the importance of monitoring real-time sentiment to understand public engagement in digital activism. (Refer Figure 7)

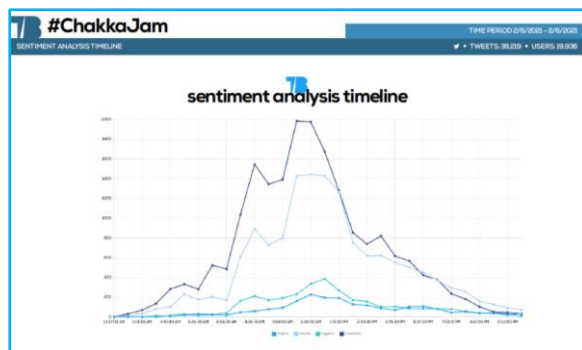


Figure 7: Sentiment Timeline

Contributor Influence

The contributor influence section highlights the reach of individual users based on their follower count. It categorises users into categories from XXS (0-10 followers) to XXL (5000-∞ followers). This classification helps understand each user's potential impact on spreading information. The data shows that most contributors had between 50 to 200 followers (21.65%), followed by those with 0-10 followers (13.7%), indicating a broad base of average users contributing to the hashtag's trend. (Refer Figure 8)

The categorisation further reveals that most tweets originated from relatively new accounts, specifically those established within the past year. This observation suggests that many users joined the platform primarily to participate in the agitation. This finding is noteworthy as it indicates that the activity on these accounts was deliberate and premeditated.

Language and Sources

The tweets were predominantly in English (19,749) and Hindi (12,188), with other languages like Indonesian, Punjabi, and Marathi in smaller numbers. The primary sources of tweets were Twitter for Android, Twitter Web App, and Twitter for iPhone, indicating the widespread use of mobile devices and web platforms for participation in the discourse.

Economic Value and Impact

Data about the potential economic impact of these tweets is also shared. The economic value of tweets under the hashtag #ChakkaJam during the farmers' protest in

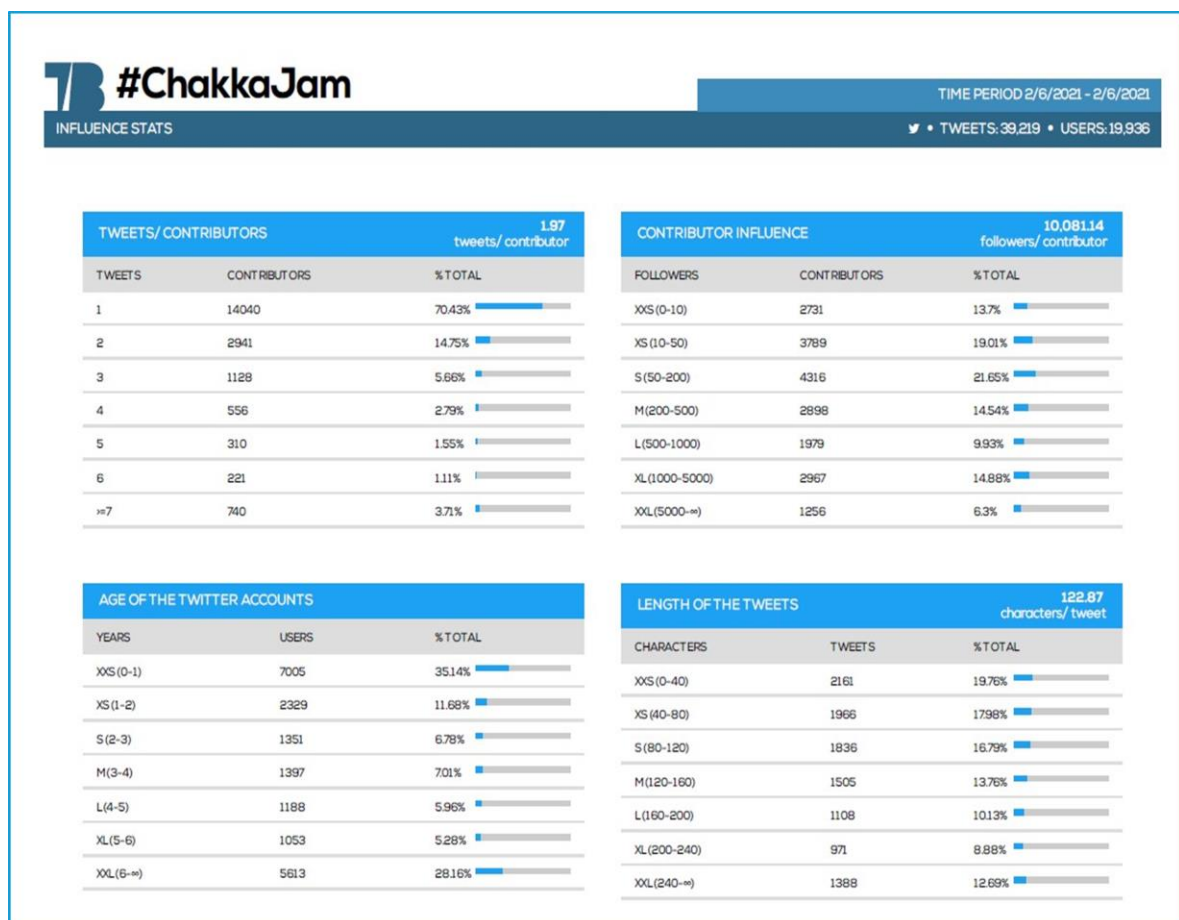


Figure 8: Contributors influence

India is a significant aspect of understanding the broader impact of digital activism. The economic value is calculated based on the engagement metrics, such as retweets, likes, and overall visibility. The total economic value generated by the #ChakkaJam hashtag on February 6, 2021, amounted to Rs. 250,910,241.05. This value is derived by analysing each contributor's followers, following, lists, and tweets. This figure is a direct reflection of the immense influence and reach of the hashtag, implying its capacity to mobilise public opinion and generate significant online activity.

Here are some key figures:

Neutral Tweets: Estimated economic value of Rs. 812,972.77 with a potential impact of 447,897,356 impressions.

Positive Tweets: The estimated economic value of Rs. 31,934.84 with a potential impact of 17,353,370 impressions.

Negative Tweets: Estimated economic value of Rs. 181,484.94 with a potential impact of 100,608,636 impressions.

The higher economic value and impact of neutral and negative tweets hint at the heightened public and media attention to the protests, further reflecting this hashtag's controversial and conflicting aspect. (Refer Figure 9)

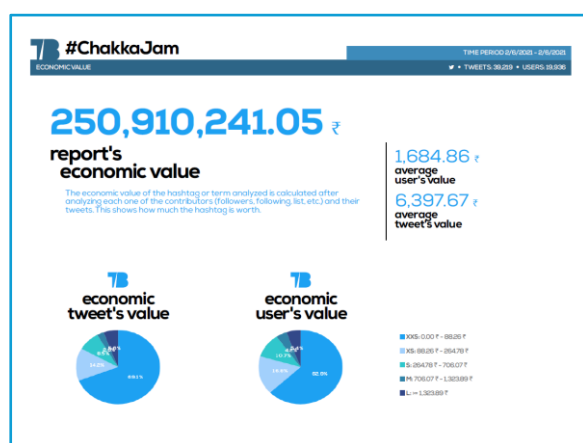


Figure 9: Economic Value of the hashtag

Breakdown of Economic Value

Average Economic Values

Average Tweet Value: The average economic value per tweet is Rs. 1,684.86.

Average User Value: The average economic value per user contributing to the hashtag is Rs. 6,397.67.

These averages indicate that each tweet and each user participating in the #ChakkaJam hashtag contributed substantially to the overall economic impact.

Top Accounts and Their Economic Contributions

Several prominent accounts significantly boosted the hashtag's economic value:

@ndtv (NDTV): Rs. 2,043,848.97

@timesofindia (The Times of India): Rs. 1,871,954.86

@aahtak (AajTak): Rs. 1,704,420.74

@ABPNews (ABP News): Rs. 1,544,912.01

@htTweets (Hindustan Times): Rs. 1,156,720.69

@BDUTT (Barkha Dutt): Rs. 1,070,436.04

@the_hindu (The Hindu): Rs. 991,167.99

@IndiaToday (India Today): Rs. 835,646.80

@ZeeNewsEnglish (Zee News English): Rs. 812,786.84

@ANI (ANI): Rs. 795,390.99

These accounts, mainly from leading news outlets, had a high economic value, indicating their broad reach and significant influence in spreading the #ChakkaJam narrative. As per the researchers' requirements, all data are part of the analysis conducted by www.twitterbinder.com. The data is exclusive to this study.

The economic value of a hashtag provides a conceptual framework for evaluating its market worth. However, in this context, the economic value is theoretical, representing the potential value of the tweet and hashtag. The tweets were not directly selling products; instead, they were enhancing the brand value of the users.

In the analysed report, @NDTV has emerged as the most valuable tweeter, with the cumulative value of all the tweets being Rs. 2,043,848.97/-

This valuation provides an economic estimation of the hashtags and contributors if they were utilised for a business venture. It substantiates the notion that ideas and opinions can be effectively promoted through Twitter. Moreover, the report indicates an average user value of Rs. 6,397.67/-, and the

average value of a tweet is remarkably high at Rs. 1,684.86. This analysis underscores the influential nature of each user and each tweet, serving as a potent source of inspiration, connection, and motivation toward the cause. It further emphasises the power of hashtags in driving engagement and impact.

Most Expensive Users

The 'most expensive users' are those whose individual economic value was highest due to their considerable influence and follower base:

@aajtak (AajTak): Rs. 100,321,742.34
 @IndiaToday (India Today): Rs.26,088,795.54
 @ABPNews (ABP News): Rs.16,654,126.44
 @ndtv (NDTV): Rs.15,451,457.24
 @htTweets (Hindustan Times): Rs. 11,312,719.12

The vast economic value associated with these users reflects their pivotal role in amplifying the protest's message and engaging a broad audience. Notice that all the expensive users are media houses.

Notably, established media houses, already prominent corporate entities, actively participate alongside social media influencers in agenda-setting on digital platforms. These media organisations generate high-value tweets and amass substantial followings, effectively advancing their agenda-setting efforts. This success can be attributed to their pre-existing strong presence in traditional media channels.

Engagement Metrics

The engagement metrics further illustrate the economic impact:

Top Likes Engagers: For example, @boxervijender (Olympian Boxer Vijender Singh) garnered 16,025 likes.

Most Retweeted: @ndtv (NDTV) with 3,846 retweets.

Most Favoured: @ndtv (NDTV) with 20,829 favourites.

These engagement figures highlight how these users contributed economic value and facilitated widespread dissemination and interaction.

Contributor Influence and Distribution

The analysis also provides insights into the distribution of economic value across different contributors:

Tweets per Contributor: An average of 1.97 tweets per contributor.

Contributor Influence: Each contributor had an average of 10,081.14 followers.

This data indicates that while the number of tweets per user was moderate, the high average follower count per contributor significantly amplified the hashtag's reach and economic impact.

Length of Tweets

The data reveals the distribution of tweet lengths for the hashtag #ChakkaJam. The average tweet length is approximately 123 characters. Here is the breakdown by character range:

XXS (0-40 characters): 2161 tweets
 XS (40-80 characters): 1966 tweets
 S (80-120 characters): 1836 tweets
 M (120-160 characters): 1505 tweets
 L (160-200 characters): 1108 tweets
 XL (200-240 characters): 971 tweets
 XXL (240+ characters): 1388 tweets

Most tweets fall into the shorter character ranges, with the highest concentration in the 0-40-character range. This suggests that users preferred concise messaging for this hashtag, likely due to the nature of Twitter's platform, which encourages brevity. However, many tweets also exceed 240 characters, indicating that some users used Twitter's extended tweet feature to provide more detailed messages.

(Refer Figure 8)

Other trending Hashtags in this period

The most used hashtags in conjunction with #ChakkaJam were:

#ChakkaJam: 39,198 tweets
 #FarmersProtest: 10,389 tweets
 #IndiaSupportsChakkaJam: 6,042 tweets
 #FarmersProtests: 2,419 tweets
 #आज_चक्का_जाम_रहेगा: 1,622 tweets
 #FarmersrProtest: 1,395 tweets
 #Farmers: 1,259 tweets
 #KisanAndolan: 1,235 tweets
 #FarmLaws: 1,170 tweets
 #FarmersAreIndia: 1,045 tweets

These hashtags highlight the interconnected nature of the discussion, with #ChakkaJam being the focal point. Hashtags like #FarmersProtest and

#IndiaSupportsChakkaJam indicate solidarity and broader engagement with the farmers' protest. Using Hindi hashtags shows regional language engagement, enhancing local participation and resonance.

Discussion and analysis

The data used for the study was related to the strategic use of social media during the #ChakkaJam event on 2/6/2021, focusing on the organised deployment of the hashtag, high engagement metrics, and the diverse and widespread nature of digital activism. The study was conducted against the backdrop of Olson's Collective Action Theory. Analysing the findings of this study against the backdrop of Mancur Olson's Collective Action Theory offers insights into the dynamics of collective action and public goods in the context of digital activism.

Let us revisit the critical points of Olson's Collective Action Theory:

1. **Rational Self-Interest:** Olson's theory posits that individuals will not act for the collective good without a personal incentive. Individuals often expect others to contribute to large groups, leading to free-riding.
2. **Provision of Public Goods:** Collective action is more challenging to organise for the provision of public goods because benefits are shared by all, regardless of individual contribution. Selective incentives are usually necessary to motivate participation.
3. **Group Size and Effectiveness:** Smaller groups are more effective in achieving collective action because it is easier to coordinate and ensure participation. Larger groups face more significant challenges in mobilising participants and maintaining engagement.

Key takeaways from the study are:

- The tweets are concentrated on a single day (2/6/2021) and are two hours long, reflecting the organised and strategic deployment of the hashtag. This temporal concentration indicates a coordinated effort to maximise visibility and impact within a specific timeframe, leveraging social media's immediacy and virality. This organised deployment aligns with

Olson's idea that effective collective action requires coordination. In this case, the temporal concentration maximises visibility and impact, akin to the selective incentives that Olson mentions.

- The high engagement metrics, including likes and retweets, suggest that #ChakkaJam galvanised digital participation, extending the protest's reach beyond physical boundaries. During the two hours of the #ChakkaJam event, several Twitter handles were notably active, contributing significantly to the discourse surrounding the farmers' protest in India. Five handles stood out due to their high volume of tweets, retweets, and overall engagement. Prominent news organisations and influential personalities can be seen as providing the selective incentives necessary to overcome free-rider problems by amplifying the reach and impact of individual contributions.
- The data reveals the significant role of a few highly active users and news organisations in driving the conversation. The sentiment analysis and economic valuation provide insights into the nature and impact of the discourse, highlighting the complex dynamics of digital activism on social media platforms. The significant role of a few highly active users aligns with Olson's notion that in large groups, it often takes a few key players to drive collective action. These users likely provided the necessary motivation and visibility to encourage participation from the wider public.
- The data reflects diverse and widespread engagement, emphasising the power of social media as a tool for mobilising support and raising awareness on critical issues. The multilingual and multimedia approach further underlines the movement's inclusive nature, catering to local and global audiences. The text highlights the power of social media in mobilising support across diverse and widespread audiences, reflecting Olson's idea that collective action for public goods requires mechanisms to engage many participants. Social media serves as a tool to lower the barriers to participation, making it easier for individuals to

contribute to the collective action without significant personal cost.

- The substantial economic values associated with individual tweets and users, mainly from prominent news organisations and influential personalities, reflect the critical role of social media in shaping public discourse and mobilising support for social causes. This economic assessment provides a quantifiable measure of the digital impact and underscores the potential of hashtags like #ChakkaJam in driving substantial online engagement and influence. The economic valuation of tweets and users underscores the tangible impact of digital activism, suggesting that individuals perceive their contributions as valuable, thereby addressing the incentive problem outlined by Olson.
- The sentiment analysis provides a nuanced understanding of the public's reaction to the farmers' protest, capturing the diversity of opinions and emotions that digital activism on social media can elicit. This multifaceted engagement shows the power of social media platforms in spreading information and reflecting and shaping public sentiment during significant socio-political events. Sentiment analysis reveals a spectrum of public opinion, indicating that digital platforms can capture and reflect the diversity of opinions necessary for robust collective action.
- The data shows a diverse range of tweet lengths, with a notable number of concise tweets (0-40 characters) and detailed (240 characters or more). This variety in tweet lengths suggests different strategies were employed to convey messages, from short, impactful statements to more elaborate explanations or calls to action. The range of tweet lengths, from concise statements to detailed explanations, suggests different strategies to engage various audience segments, akin to offering selective incentives to appeal to a broader group.
- The sentiment analysis indicates that while most of the discourse was neutral, both supportive and critical, significant emotional undercurrents shaped the narrative of the #ChakkaJam event. The

presence of positive tweets shows solidarity and support for the protesting community. In contrast, the negative tweets highlight the contentious nature of the protest and the varied public opinion surrounding it. The supportive and critical emotional undercurrents show that collective action around contentious issues can generate diverse reactions, which can be both a motivator and a barrier to participation. Positive tweets showing solidarity are a selective incentive for supporters, while negative tweets highlight the contentious nature, which can either discourage participation or motivate counteractions.

The data shows that the #ChakkaJam event's social media strategy illustrates several aspects of Olson's Collective Action Theory. The coordinated effort, reliance on influential users, diverse engagement tactics, and economic valuation of contributions all demonstrate how digital activism can overcome traditional barriers to collective action. By leveraging social media's immediacy and virality, the organisers could provide selective incentives, mobilise support, and engage a broad audience, effectively addressing the challenges Olson identified in providing public goods through collective action.

The Importance of Hashtags

During the #ChakkaJam protest, the hashtag served several vital functions in connecting users on Twitter.

To begin with, hashtags create a centralised stream of information. Using #ChakkaJam, users could access a continuous feed of tweets related to the farmers' protest. This enabled them to stay updated with the latest developments, opinions, and calls to action, fostering a sense of community and shared purpose.

Secondly, hashtags enhance discoverability. Users interested in the protest but not following specific activists or organisations could search for #ChakkaJam to find relevant content. This helps broaden the movement's reach beyond immediate networks and engage a wider audience.

Further, hashtags facilitate interaction and engagement. They allow users to participate in conversations by replying to, retweeting, or liking tweets under the hashtag. This interactive element is crucial for building momentum and encouraging more users to join the discourse. For example, during the #ChakkaJam event, prominent users like @ndtv and @aajtak, with millions of followers, used the hashtag, amplifying its reach and impact.

Hashtags also support the formation of sub-communities within the more significant movement. Users can create or follow related hashtags to focus on specific aspects of the protest, such as #FarmersProtest or #IndiaSupportsChakkaJam. This enables more targeted discussions and collaborations, enhancing the overall effectiveness of digital activism.

Hashtags like #ChakkaJam emerge as powerful tools for connecting users on Twitter. They aggregate content, enhance discoverability, facilitate engagement, and support the formation of sub-communities, all of which are essential for the success of digital activism campaigns. By leveraging hashtags, activists can create a cohesive and dynamic online presence that amplifies their message and mobilises support.

The hashtag #ChakkaJam served as a powerful tool within the context of the farmers' protest in India. Its syntactic simplicity, semantic richness, and pragmatic effectiveness collectively contribute to its role as a digital symbol of resistance and solidarity. By analysing the corpus of tweets, it becomes evident that #ChakkaJam transcends its literal meaning, embodying the spirit of the movement and facilitating a dynamic form of digital activism. This analysis underscores the importance of hashtags in contemporary social movements, where digital and physical realms increasingly intersect to shape public discourse and mobilise action.

Recommendations and Implications: This study shall provide a foundation for further exploration into the dynamic interplay between text, symbols, and context in digital communication, particularly in social movements and activism. It particularly highlights the role played by every social

media user through the economic implications of their tweets. Also, it underscores the importance of online leaders in steering the uprising through hashtags. Given below are the specific implications of the study, along with recommendations for different stakeholders:

For Policy Makers

- **Policy Communication and Transparency:** The widespread use of social media, particularly Twitter, by protestors indicates a need for transparent and clear communication from policymakers to address public concerns. Ensuring policies are well-explained, and their benefits are communicated can help mitigate misunderstandings and opposition.
- **Digital Engagement Strategy:** Given the significant impact of digital activism, policymakers should develop strategies to engage with citizens on social media platforms. This involves monitoring social sentiment, responding promptly to public queries and using digital channels to disseminate accurate information. Social media can gather public views through sentiment analysis, surveys, and direct engagement. Sentiment analysis tools can track and analyse public opinion trends on social platforms in real-time. Policymakers can conduct online surveys and polls to gather specific feedback on policy proposals. Engaging directly with citizens via social media discussions and Q&A sessions allows for real-time interaction and understanding of public concerns. This data can then be analysed to identify common themes and issues, helping policymakers to refine policies to better align with public needs and preferences, ultimately fostering more inclusive and responsive governance.
- **Inclusive Policy Development:** The Farmers' Protest highlighted the importance of involving various stakeholders in the development process, especially those directly affected by policies. Policymakers could have ensured that the farmers and other grassroots communities have a voice in the legislative process to create more inclusive and accepted policies.

For Media Houses

- **Balanced Reporting:** Media houses should aim for balanced coverage with diverse perspectives. The data shows significant engagement from news outlets, indicating their crucial role in shaping public opinion. Responsible journalism that fairly represents all sides of an issue is essential.
- **Leveraging Digital Platforms:** Media organisations must enhance their presence on social media to engage with a broader audience. This includes using multimedia content to increase the impact and reach of their reporting on significant events like the farmers' protests.
- **Fact-Checking and Misinformation Management:** The prevalence of misinformation during the protests underscores the need for robust fact-checking mechanisms. Social media acts as gasoline for misinformation due to its rapid information dissemination, algorithm-driven content amplification and the lack of traditional editorial oversight. While beneficial for timely updates, this speed also means that misinformation can circulate widely before it is challenged or corrected. The viral nature of posts or a Twitter hashtag can lead to false information reaching large audiences quickly, creating widespread misconceptions and panic. Media houses should prioritise verifying information before dissemination to maintain credibility and inform the public accurately. Misinformation can lead to real-world consequences, including violence, economic harm, and public health risks. Fact-checking can mitigate these risks by correcting falsehoods and preventing the spread of harmful content.

For Media Literacy

- **Critical Thinking Skills:** Educating the public on critically evaluating information from social media is essential. This paper hints at the need for Media literacy programs focusing on teaching individuals how to distinguish between credible sources and misinformation.
- **Understanding Digital Activism:** Media literacy initiatives should include modules on digital activism, helping individuals understand how social movements use

digital platforms to mobilise support and how to participate in such movements responsibly. Given the emotional tone of many tweets, media literacy programs should teach users to recognise and critically assess emotionally charged content to avoid knee-jerk reactions and foster a more reasoned discourse.

For Celebrities

- **Engagement in Social Issues:** Celebrities can play a vital role in raising awareness. Their involvement should be informed and purposeful, aimed at constructive dialogue and support for legitimate causes.
- **Influence and Responsibility:** Since the data noticed tweets from many celebrity handles, it's observed that celebrities need to recognize the significant influence they wield on social media. They should use their platforms responsibly, ensuring the information they share is accurate and constructive.
- **Managing Public Image:** Engaging in contentious issues can affect a celebrity's image. They should be mindful of their endorsements and statements, ensuring they align with their values and understanding the potential backlash or support their involvement might generate.

For Academia

- **Research on Digital Activism:** Scholars should study the dynamics of digital activism, including the strategies and impacts of movements like Farmers Protest. This research can contribute to a deeper understanding of modern protest tactics and their effectiveness.
- **Curriculum Development:** Incorporating case studies of digital movements into academic curricula can help students understand contemporary social issues and the role of technology in shaping public discourse and policy.
- **Interdisciplinary Studies:** Academia should promote interdisciplinary studies that combine political science, communication, technology, and sociology to provide a holistic view of how digital platforms influence social movements and policymaking.

For Social Media Practitioners

Content Moderation: Social media strategists and managers should use platforms like Twitter consciously and enhance their content moderation policies to address misinformation and hate speech while ensuring freedom of expression. This study reflects the need for a delicate balance between these priorities.

Algorithm Transparency: Social media platforms like Twitter and Facebook should be more transparent about how their algorithms work, especially how they amplify certain types of content. Understanding these mechanisms can help mitigate the spread of harmful misinformation.

Supporting Civic Engagement: Social media platforms can develop tools and features that support civic engagement and facilitate constructive dialogue. This includes features for fact-checking, reporting false information, and promoting verified content from credible sources.

CONCLUSION

The hashtag #ChakkaJam social media strategy, analysed through the lens of corpus analysis against the perspective of Olson's Collective Action Theory, illustrates the power of digital platforms in facilitating coordinated and effective collective action. The study demonstrates how strategic deployment, influential users, diverse engagement, economic valuation, and sentiment analysis contribute to the success of digital activism. By leveraging social media's immediacy and virality, the organisers of the #ChakkaJam event effectively mobilised support raised awareness and extended the protest's reach beyond physical boundaries. This research underscores the potential of digital tools in shaping public discourse and driving social change in contemporary socio-political movements. The study has successfully fulfilled the stated objectives.

The study also addresses two significant gaps in the literature on digital activism and social movements. Firstly, it fills the knowledge gap regarding how Indian social media users utilise Twitter during social movements, specifically examining the #ChakkaJam hashtag used during the farmers' protest in India. The study offers valuable insights into the dynamics of collective action on Twitter by

providing a detailed analysis of user engagement, tweet content, and the role of both individual users and media organisations. Secondly, the study addresses the methodology gap by employing a corpus analysis of tweets related to a single hashtag. This approach ensures a focused and comprehensive dataset, minimising errors and biases often associated with broader or more generalised data collection methods. By leveraging this unique methodology, the study provides a reliable and nuanced understanding of how digital activism is orchestrated and how effectively collective action is carried out during social movements in India.

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