

Ecstasy and Despair: How Powerful Emotions Trigger Digital Activism

DEANNA ZANDT

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#rp13



BINGO

LEAN	GAMIFY	"BIG DATA"	LEAN	GAMIFY	"BIG DATA"	CLOUD	SHARK TANK
OUT SOURCE	KILL	BADGE	OUT SOURCE	KILL	BADGE	PIVOT	_AAS
X FOR Y	ROCK STAR	FREE 156 SPACE	X FOR Y	ROCK STAR	FREE 156 SPACE	PERFECT STORM	PIN
BLUE OCEAN	APP	ACQUI HIRE	BLUE OCEAN	APP	ACQUI HIRE	FREE MIUM	NINJA
SOCIAL CRUNCH		GURU	SOCIAL CRUNCH		GURU	PEYTON	HOCKEY STICK

BINGO

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SOCIAL CRUNCH		GURU	SOCIAL CRUNCH		GURU	PEYTON	HOCKEY STICK

BINGO

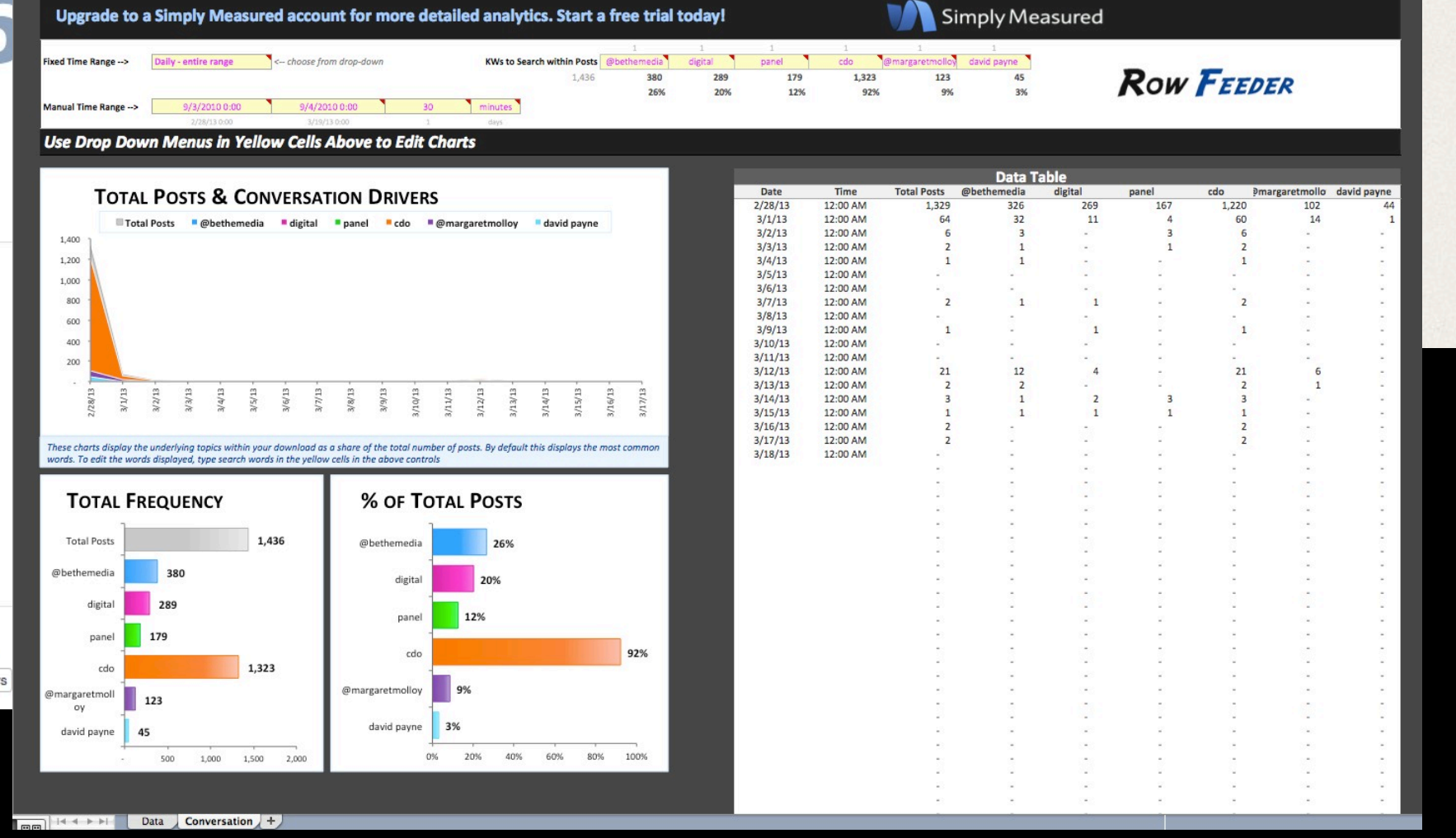
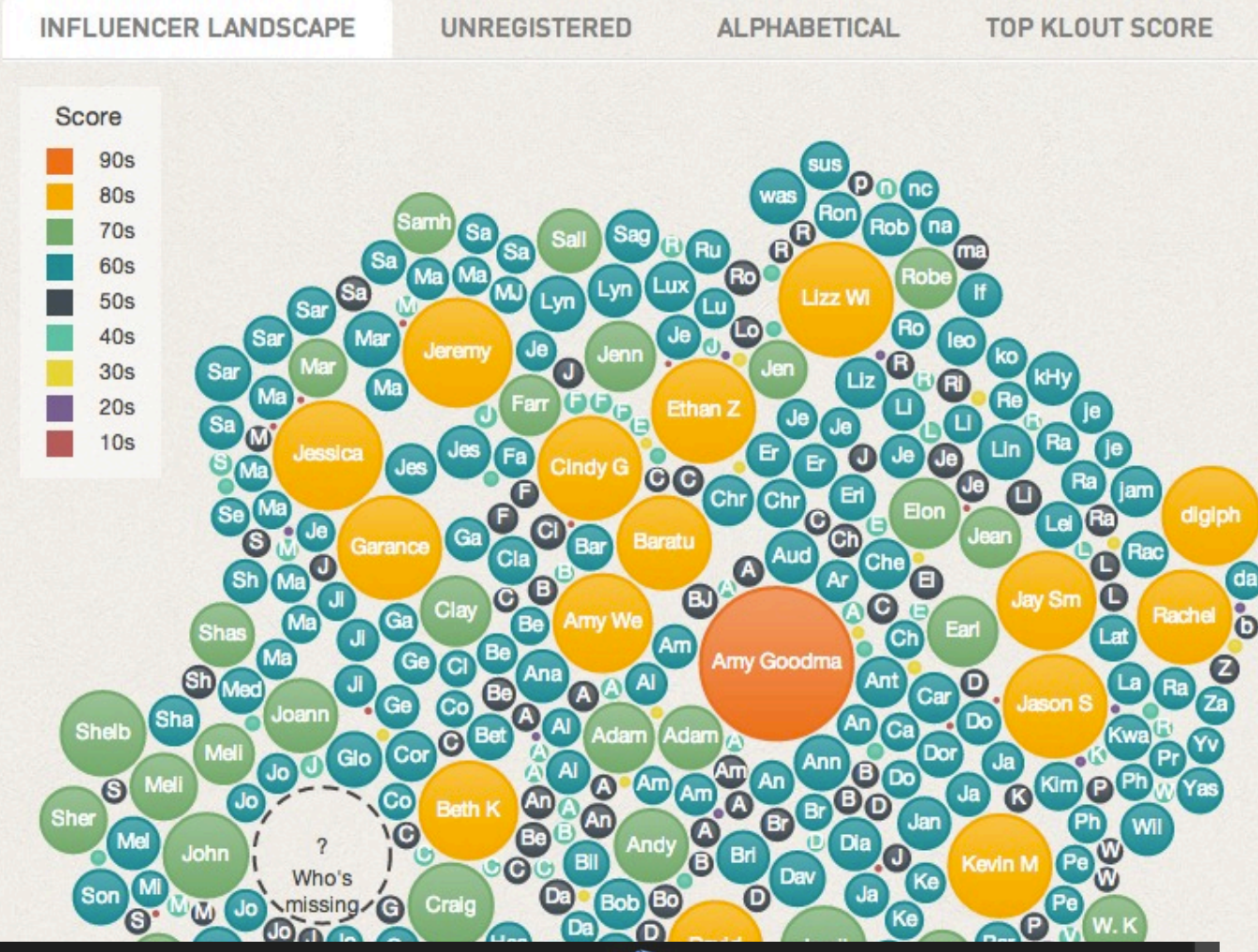
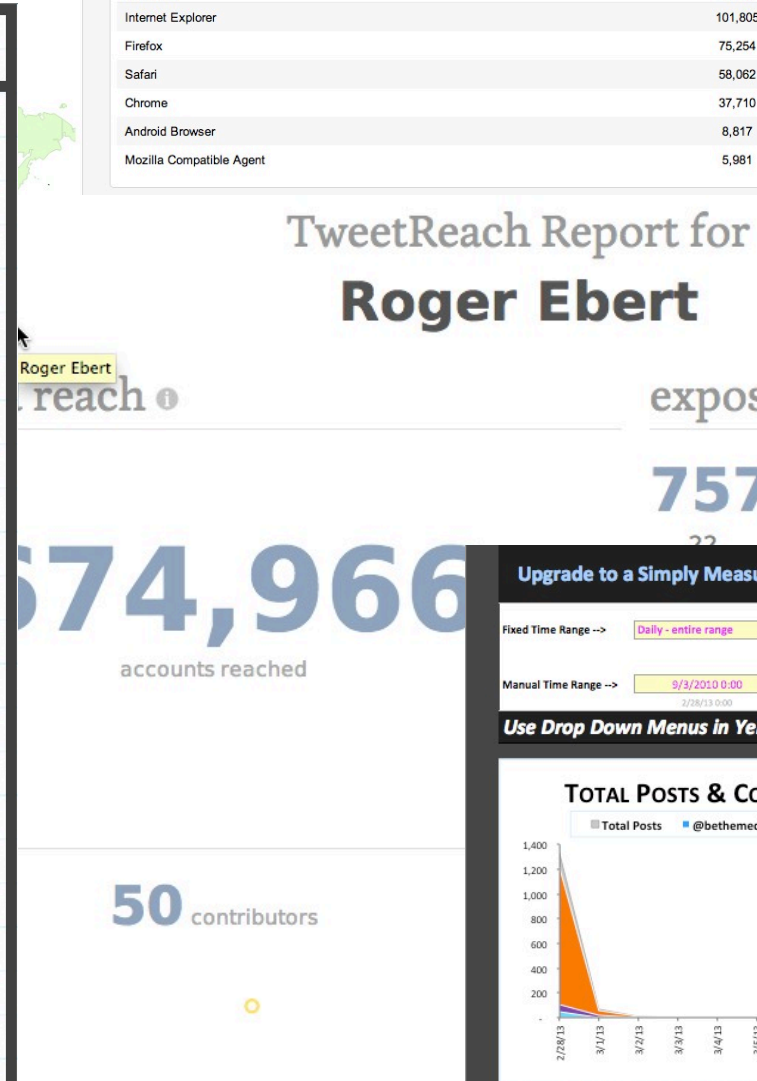
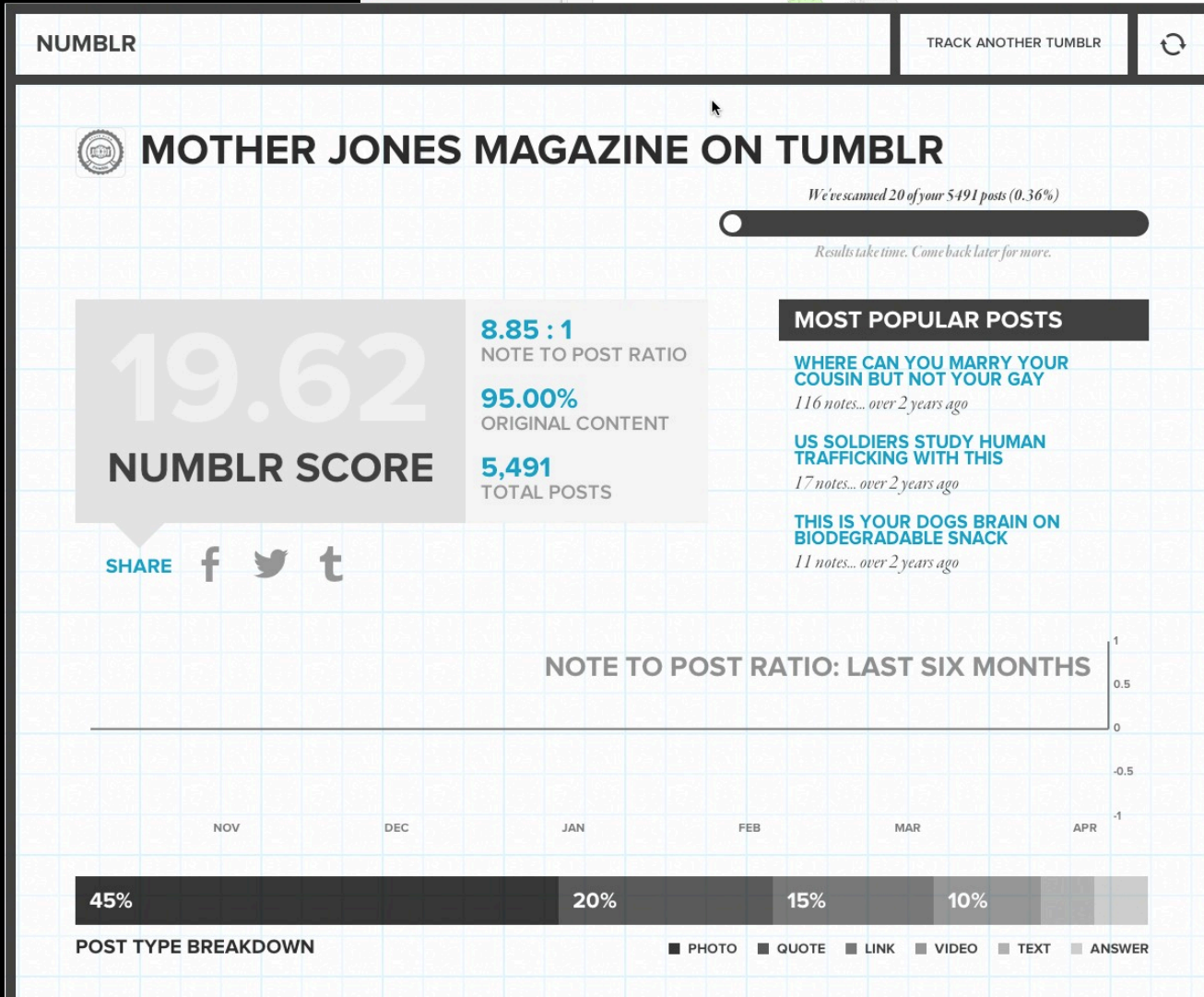
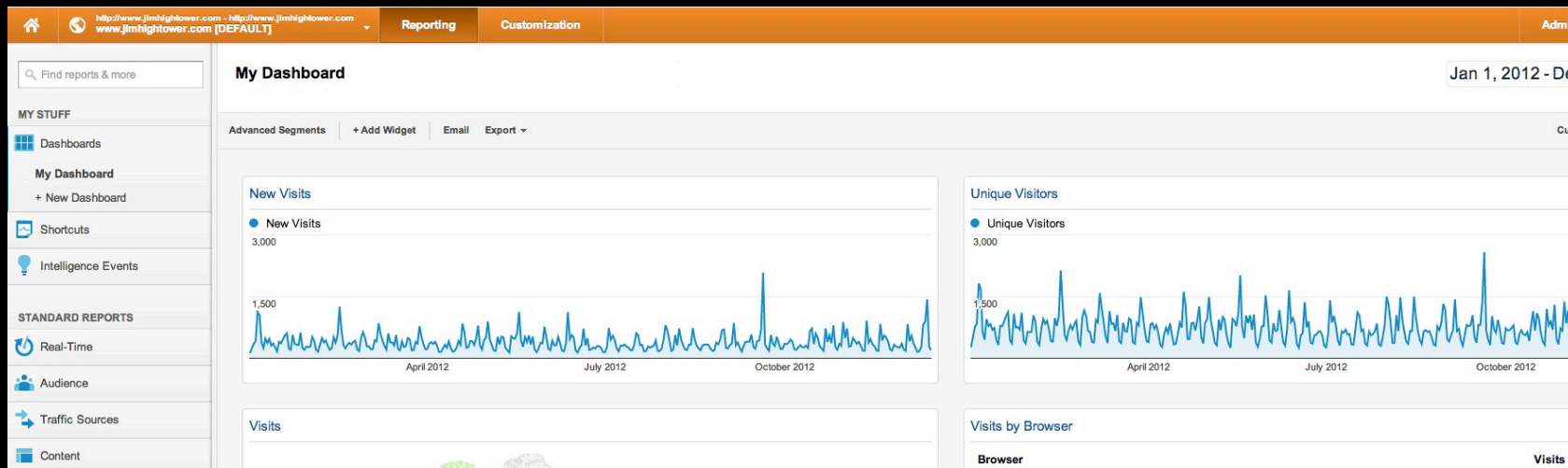
LEAN	GAMIFY	"BIG DATA"	LEAN	GAMIFY	"BIG DATA"	CLOUD	SHARK TANK
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SOCIAL CRUNCH		GURU	SOCIAL CRUNCH		GURU	PEYTON	HOCKEY STICK

photo: @tekhneCO

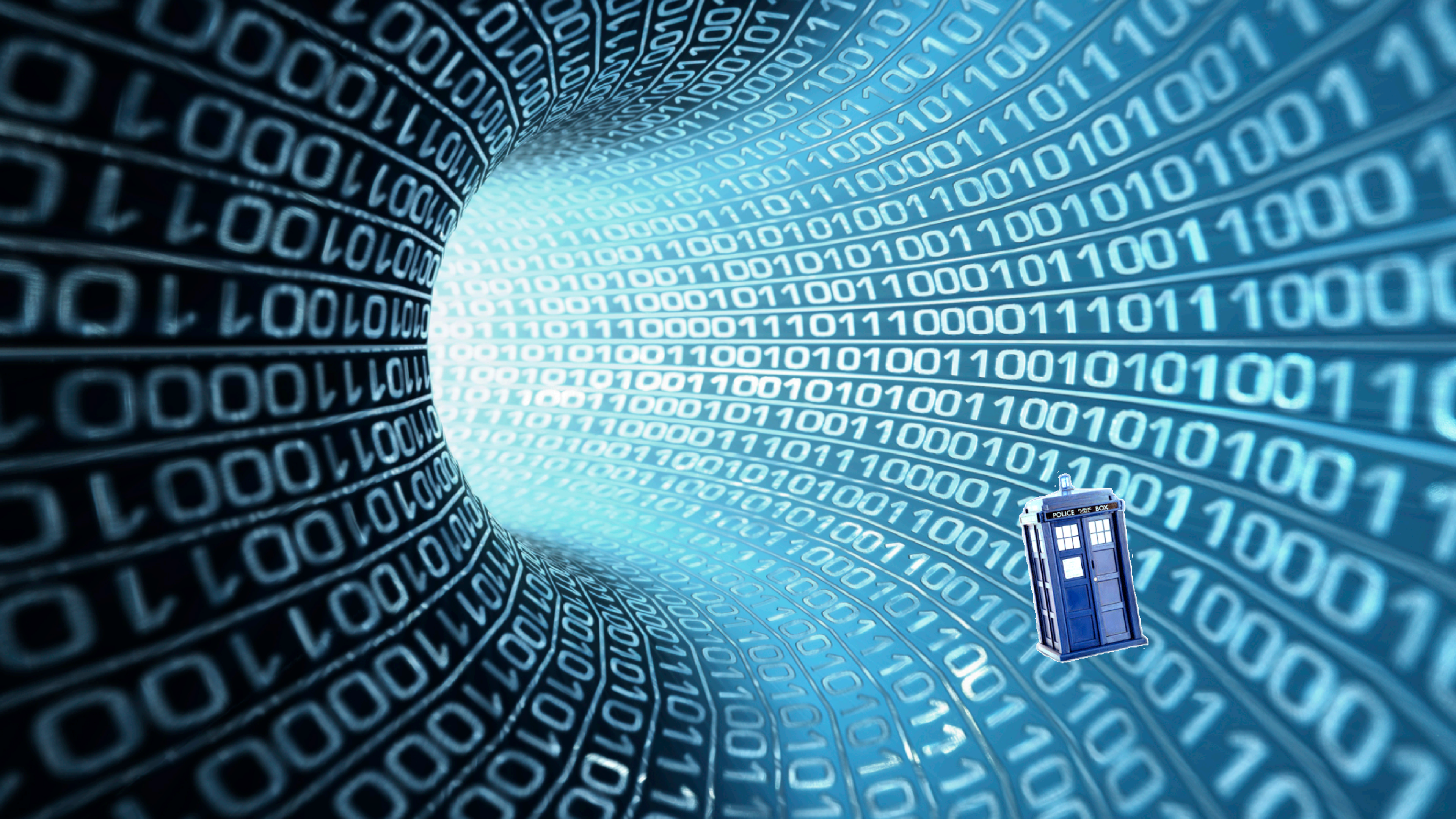


**KEEP
CALM
AND
DON'T TRY TO
UNDERSTAND KLOUT**

**“you took away
a little bit of
my shame”**



(graphs = VERY important for saying "things")





fröken von Horst

@vonhorst



Following

Der Arzt, der meinen Po tätschelte, nachdem ich wegen eines Selbstmordversuchs im Krankenhaus lag.

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5
RETWEETS

11
FAVORITES



6:08 PM - 24 Jan 13



maike

@ruhepuls



Following

der ferienclubchef, der mich, bevor ich nach spanien flog, um dort zu arbeiten, per sms bat, doch auch die strapse einzupacken.

[#aufschrei](#)

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5
RETWEETS

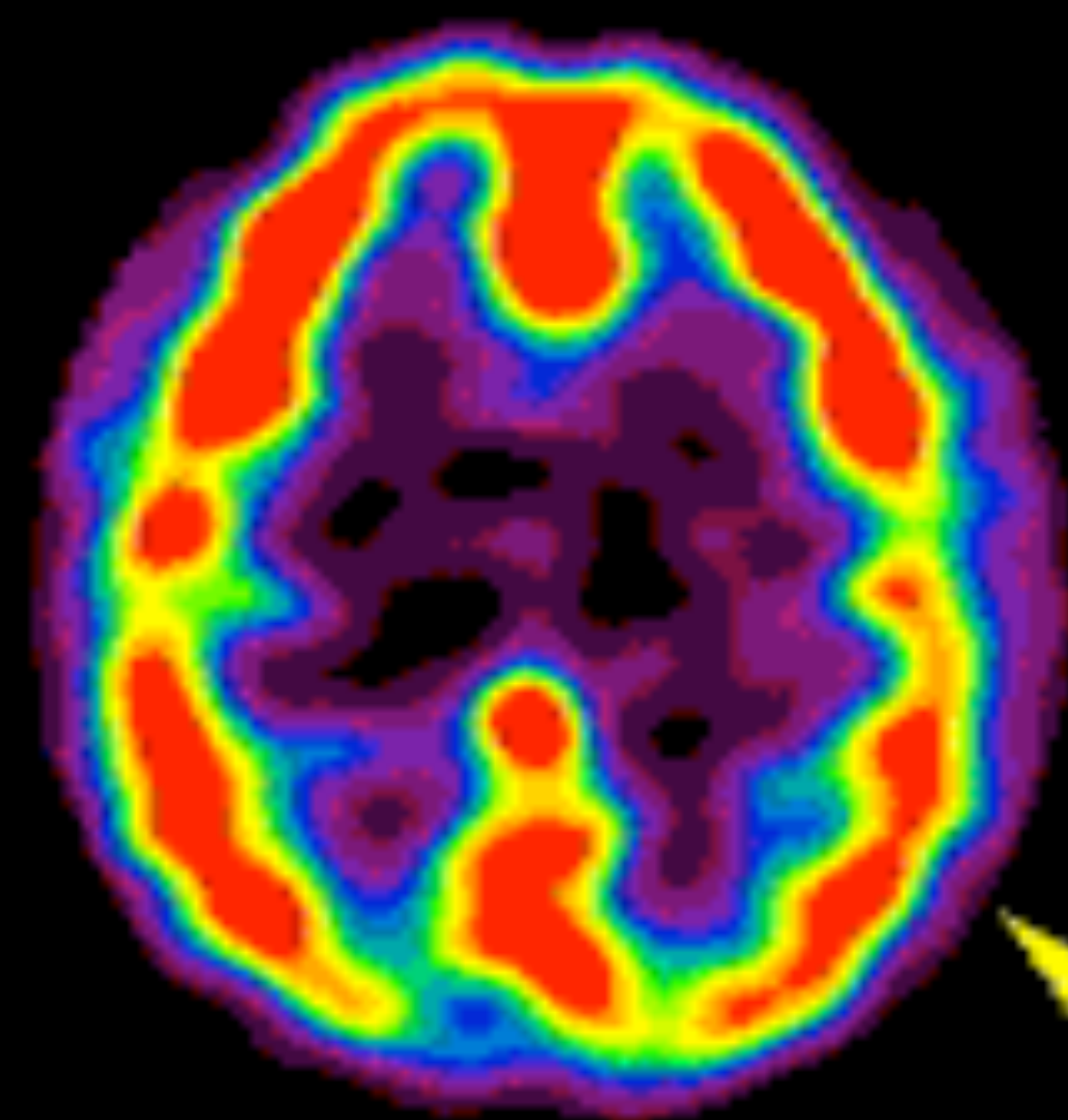
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FAVORITES



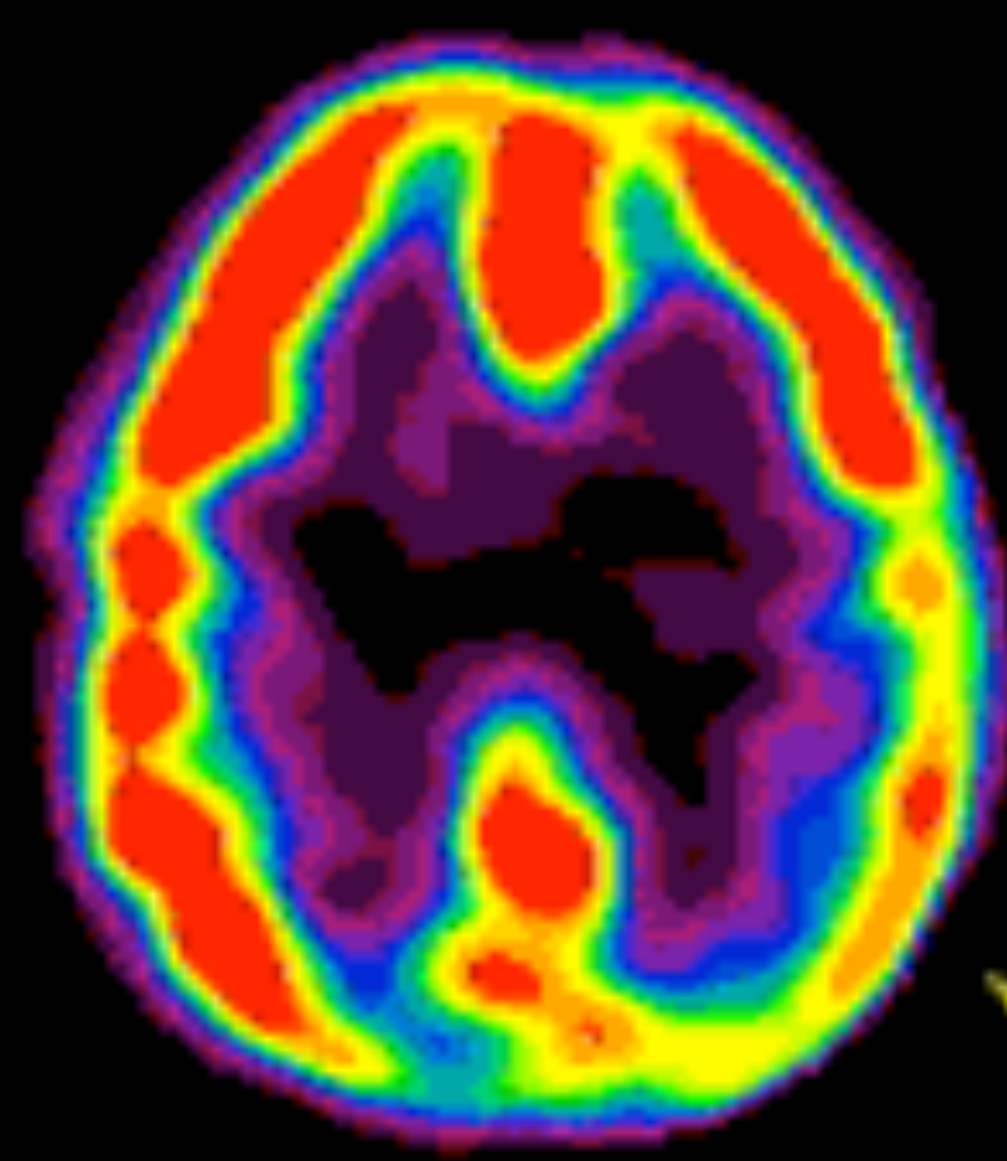
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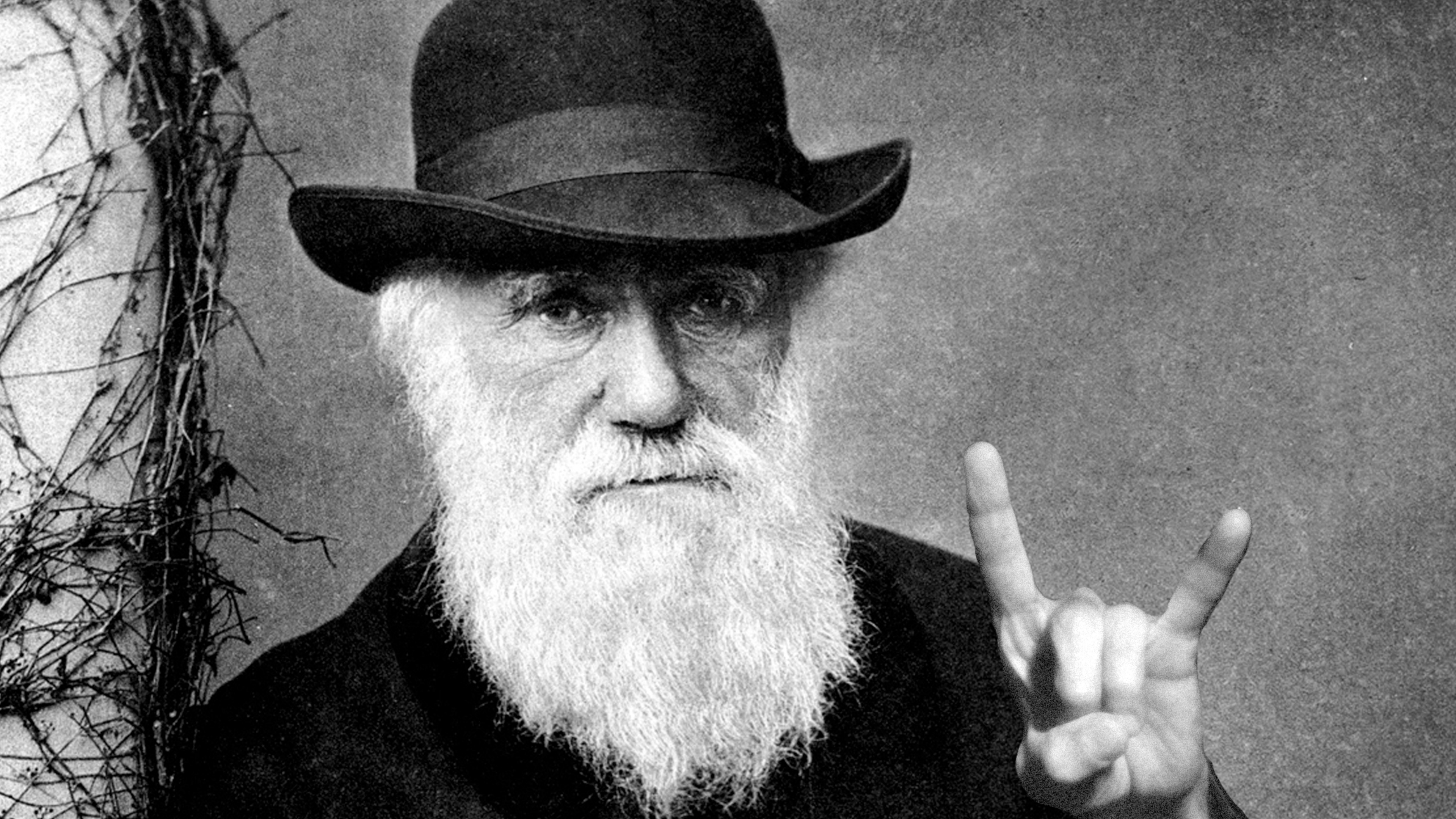


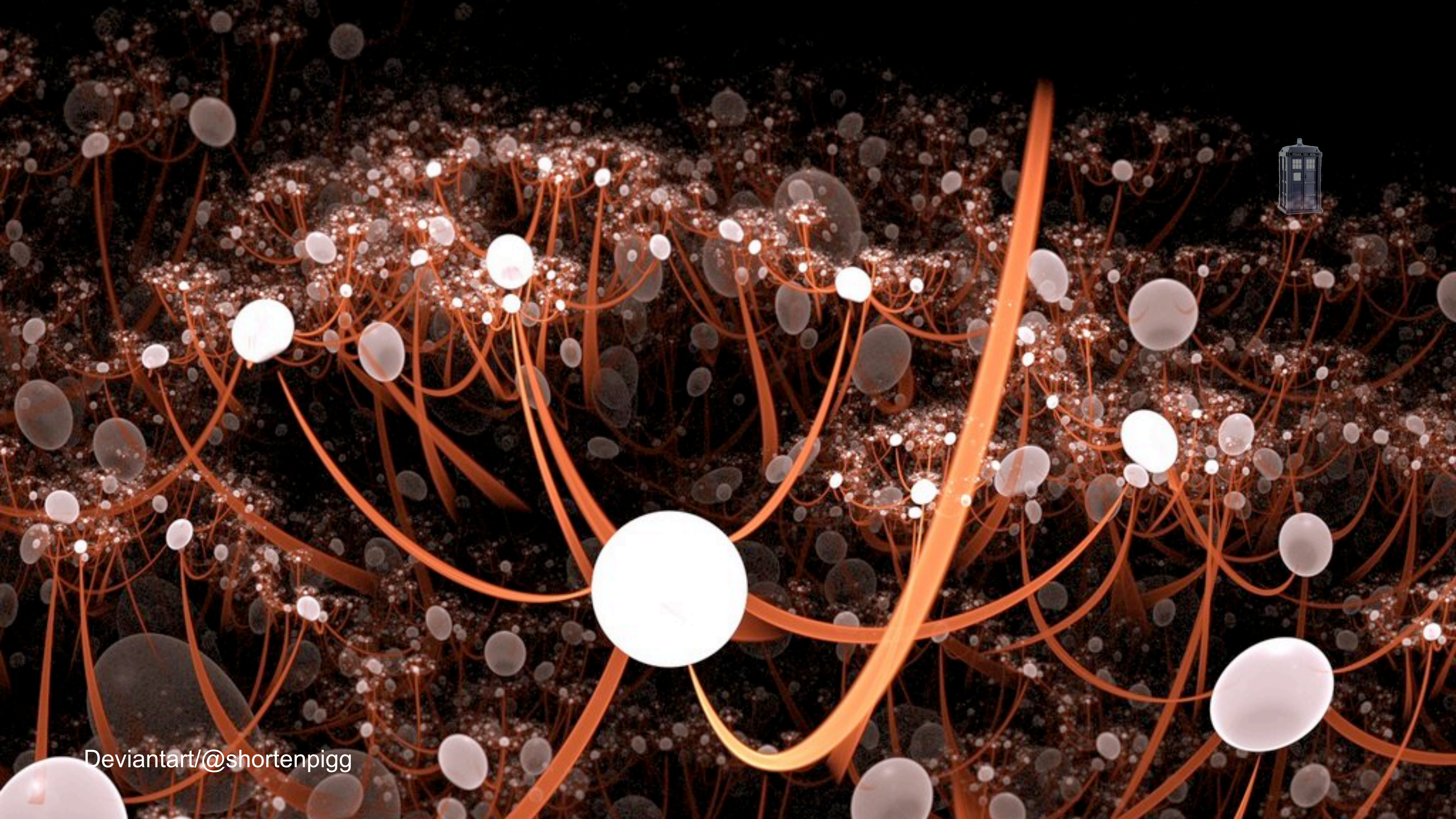


Parietal Lobe



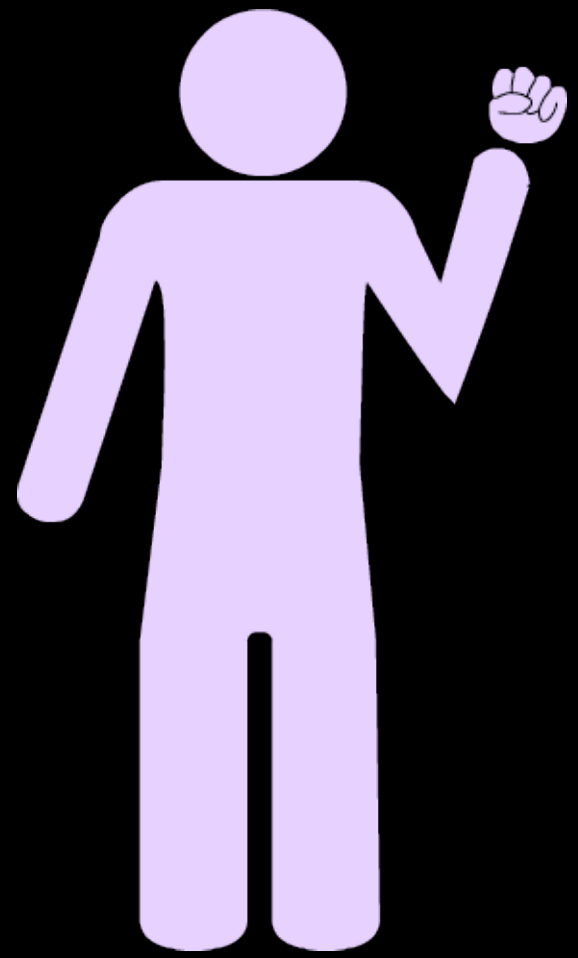
Parietal Lobe

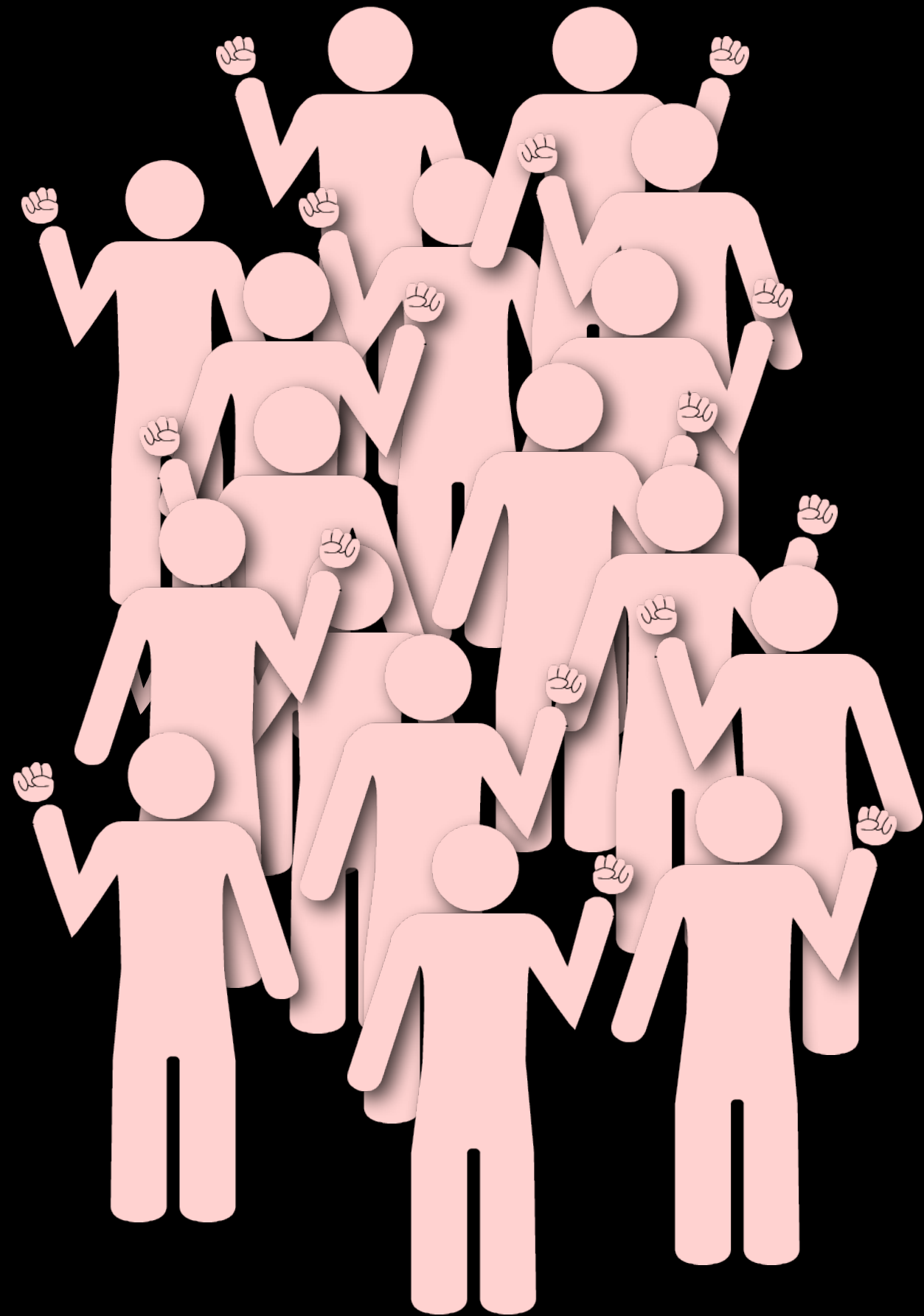
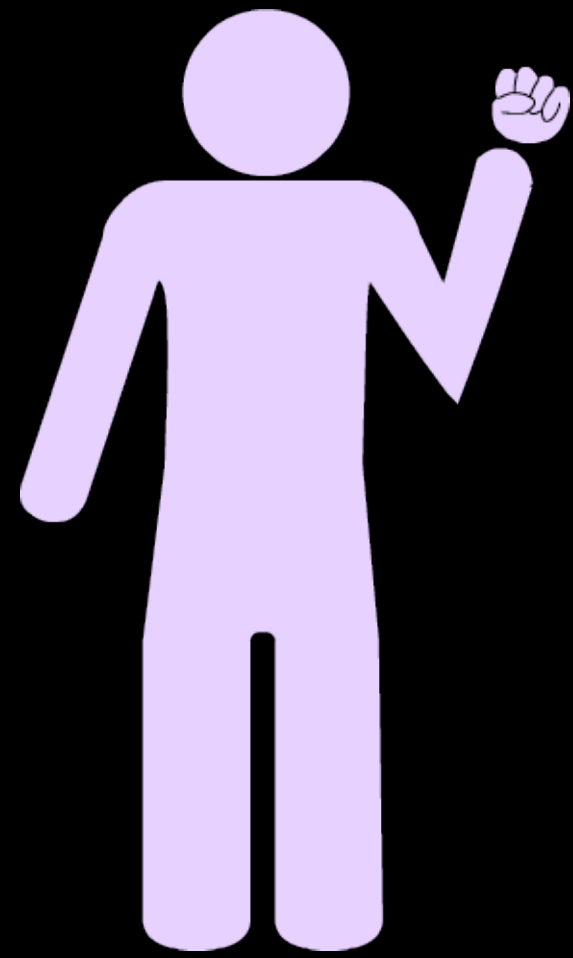


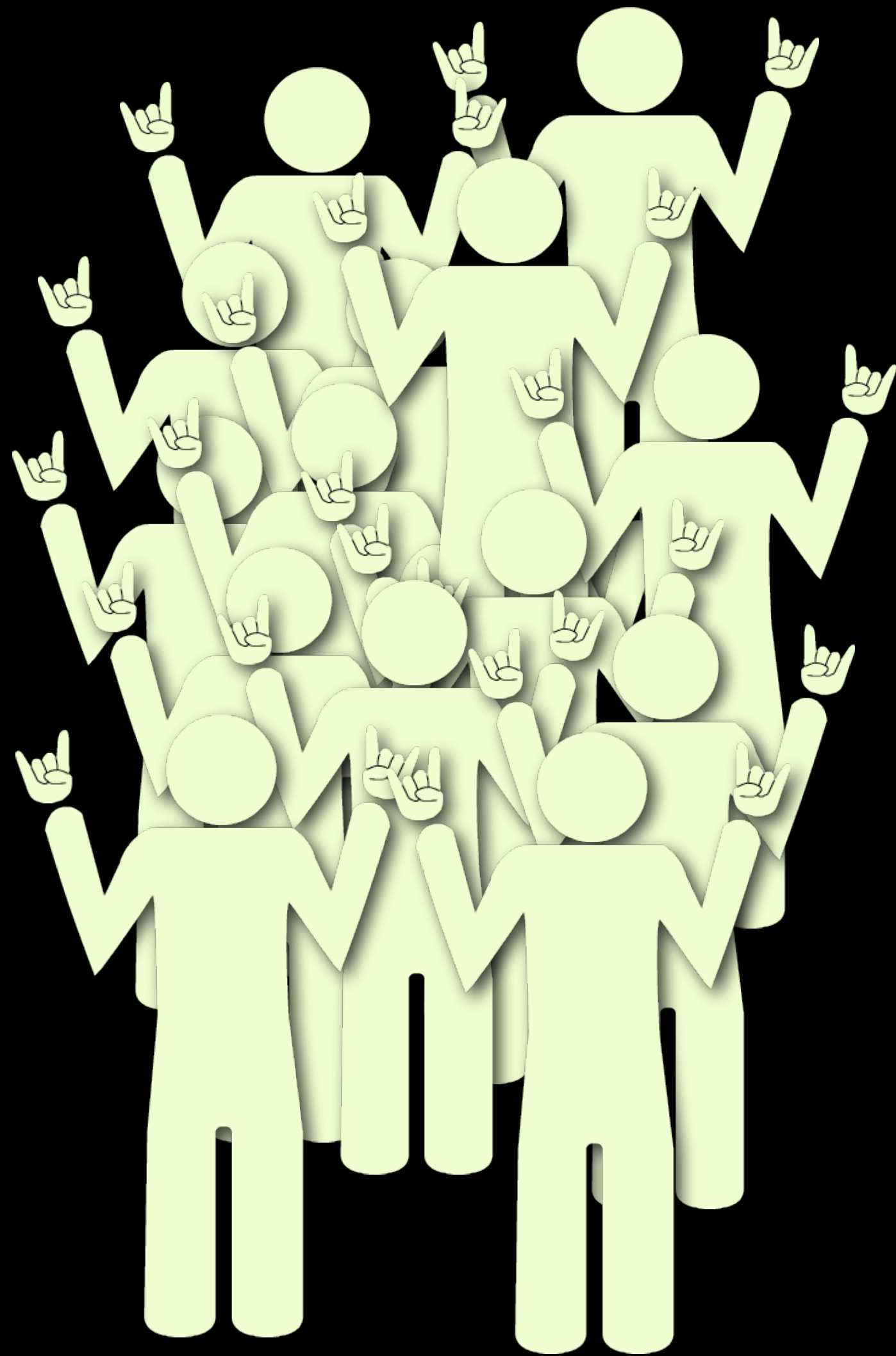
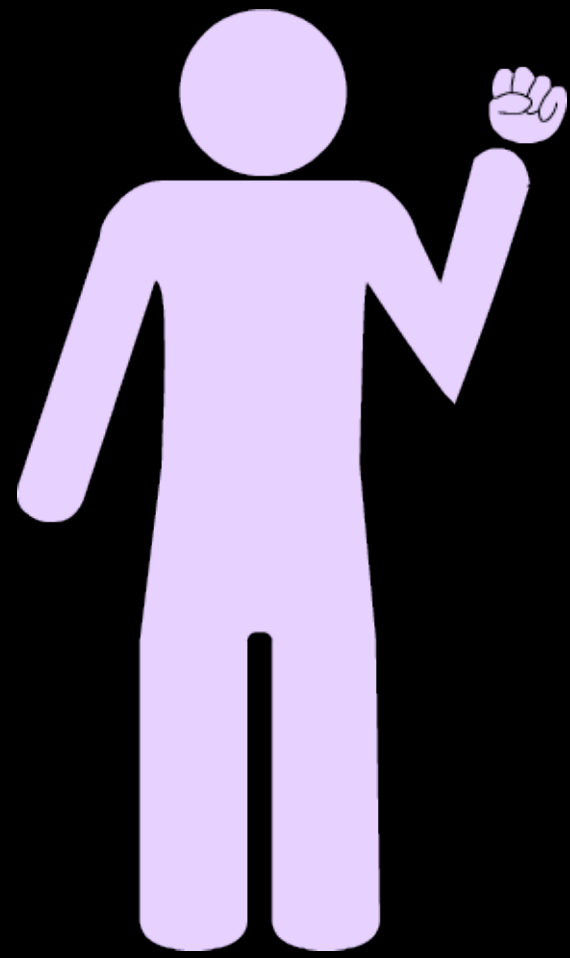


Deviantart/@shortenpigg

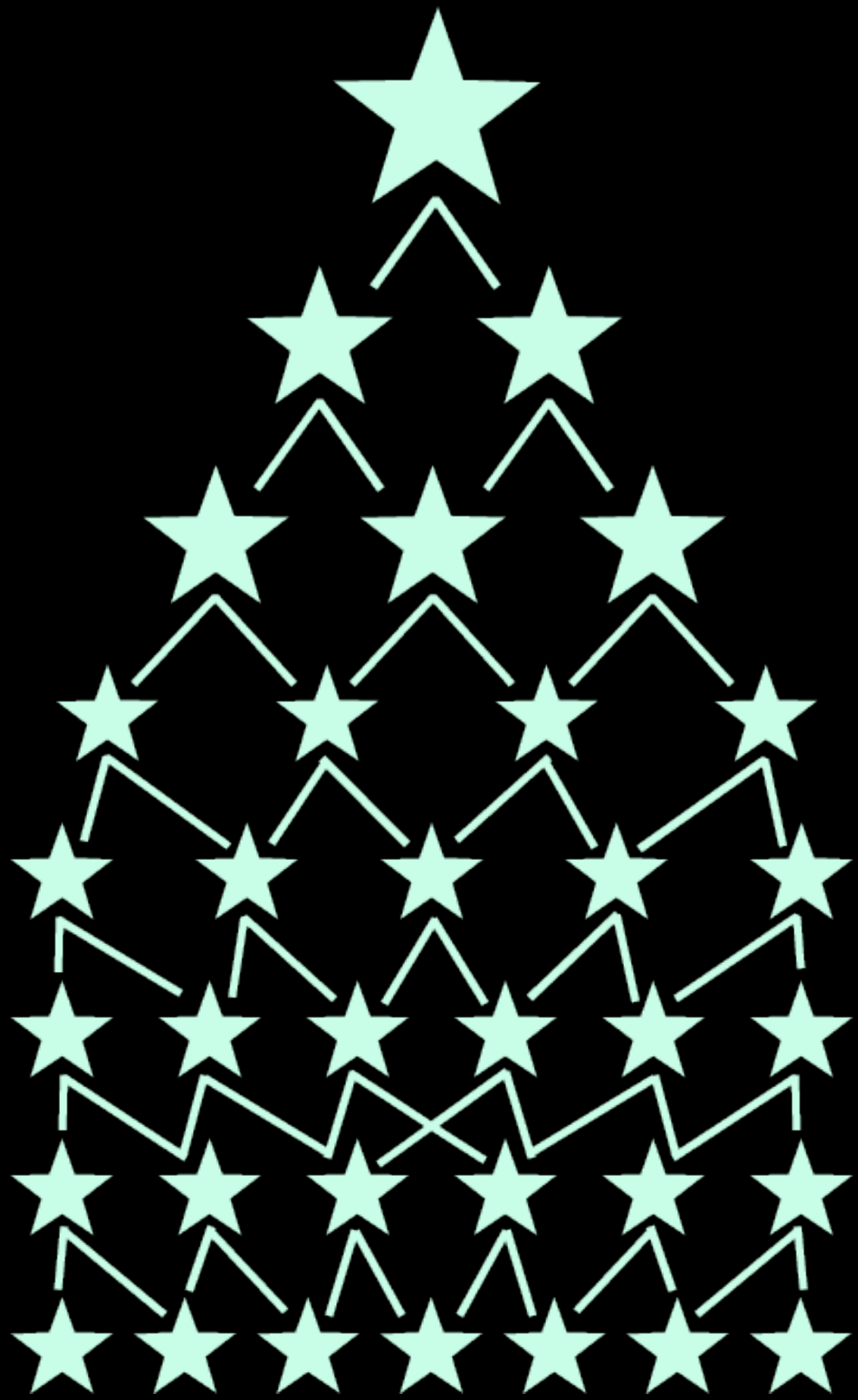
**empathy is the
opposite of
apathy**

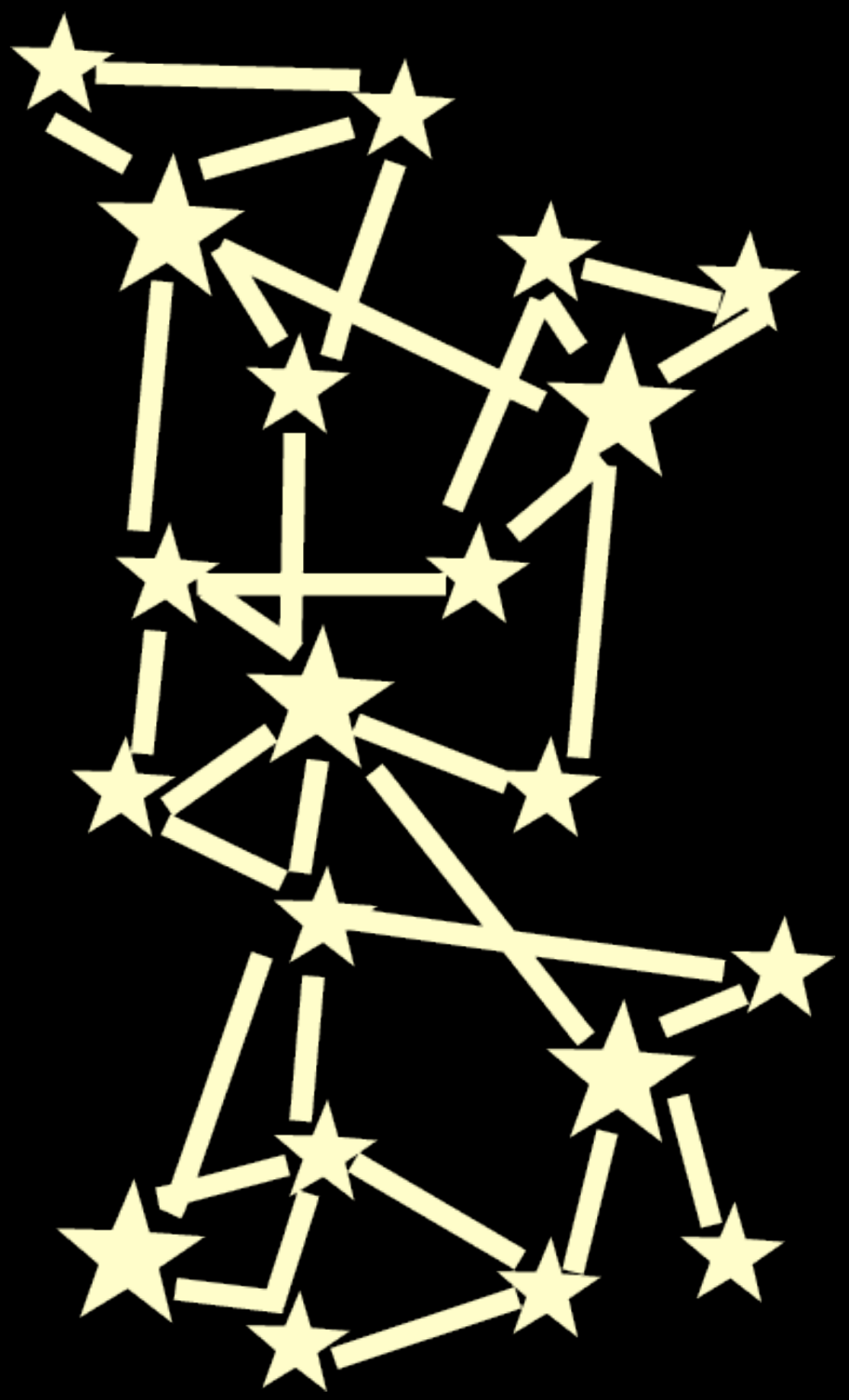
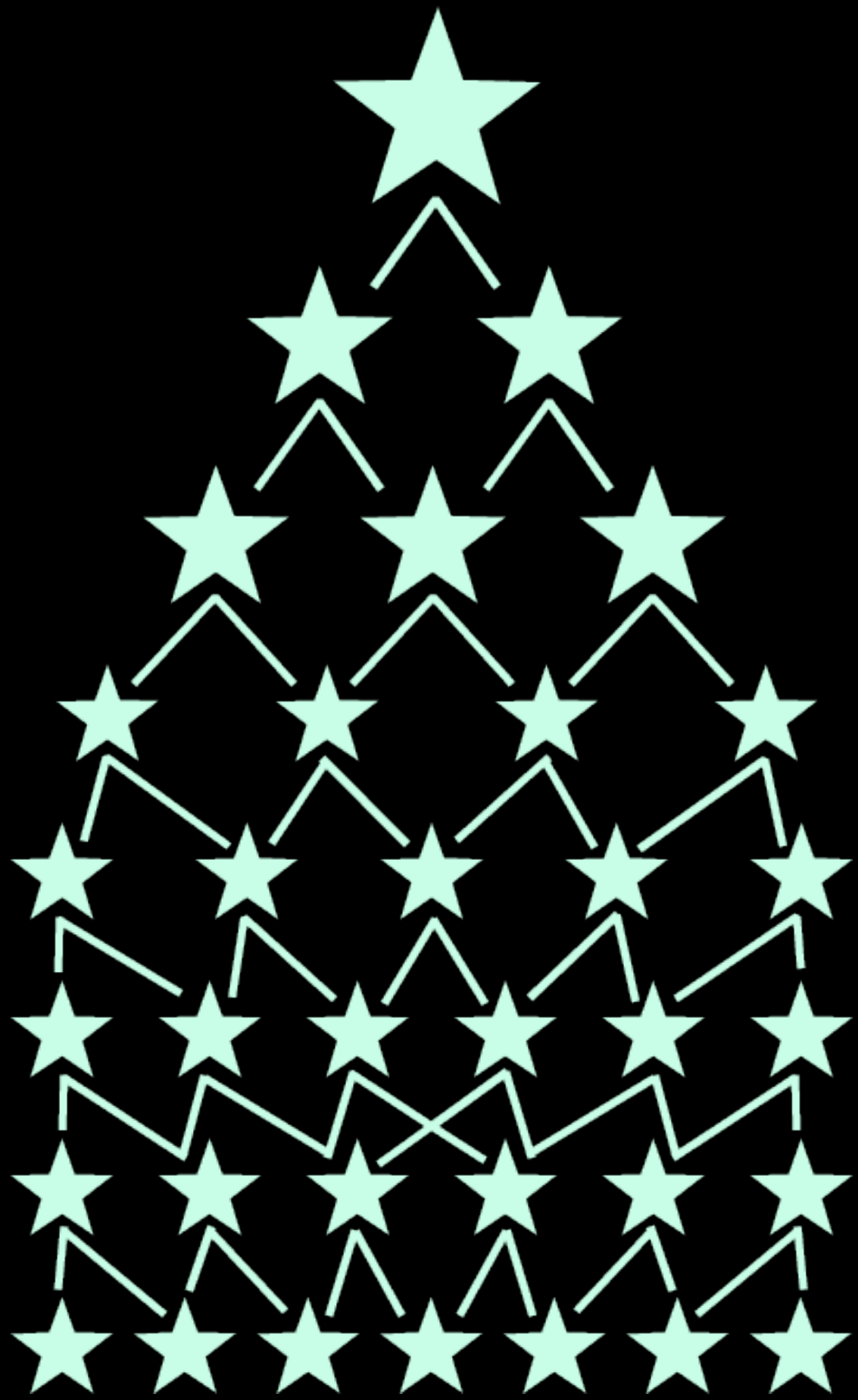


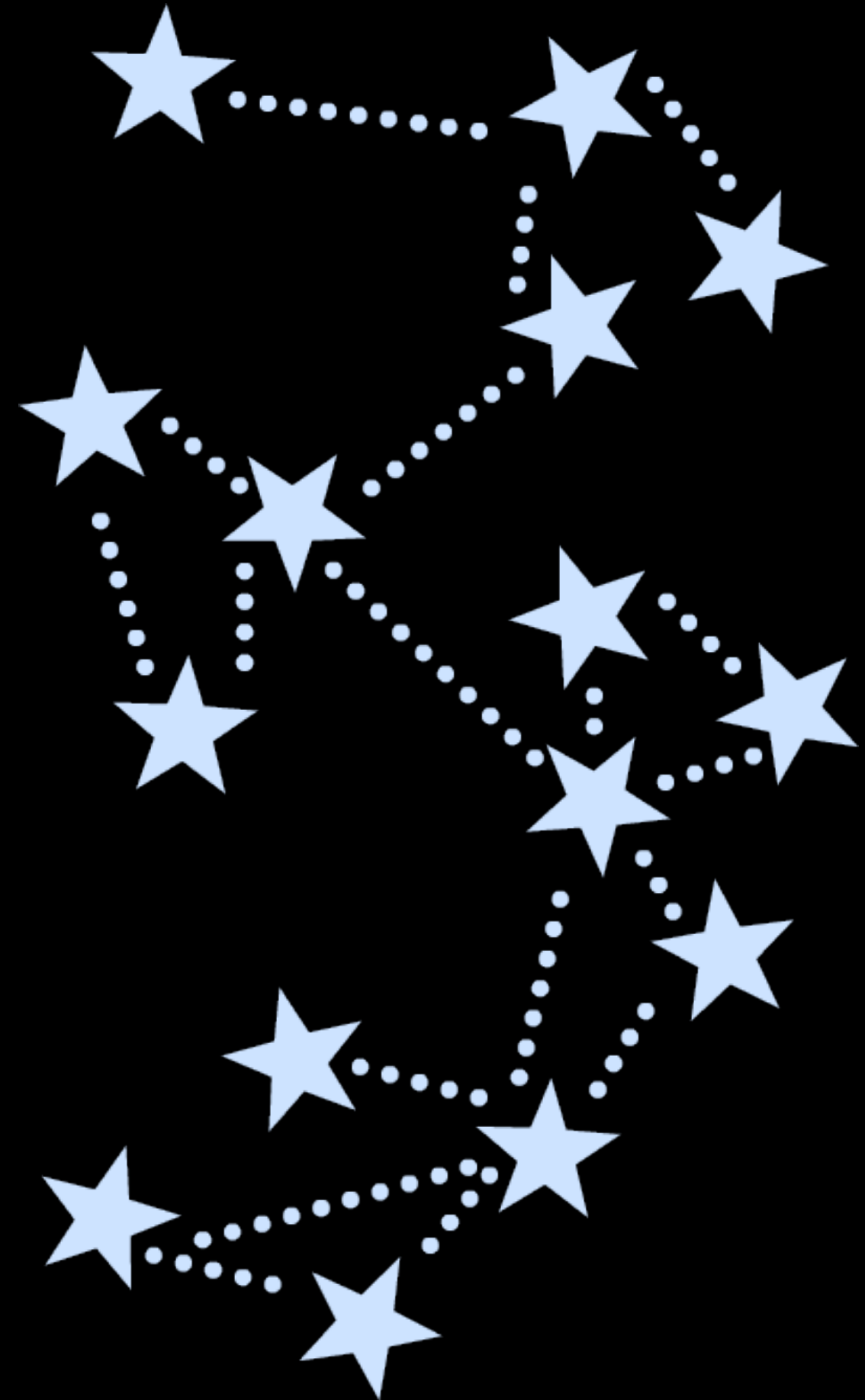
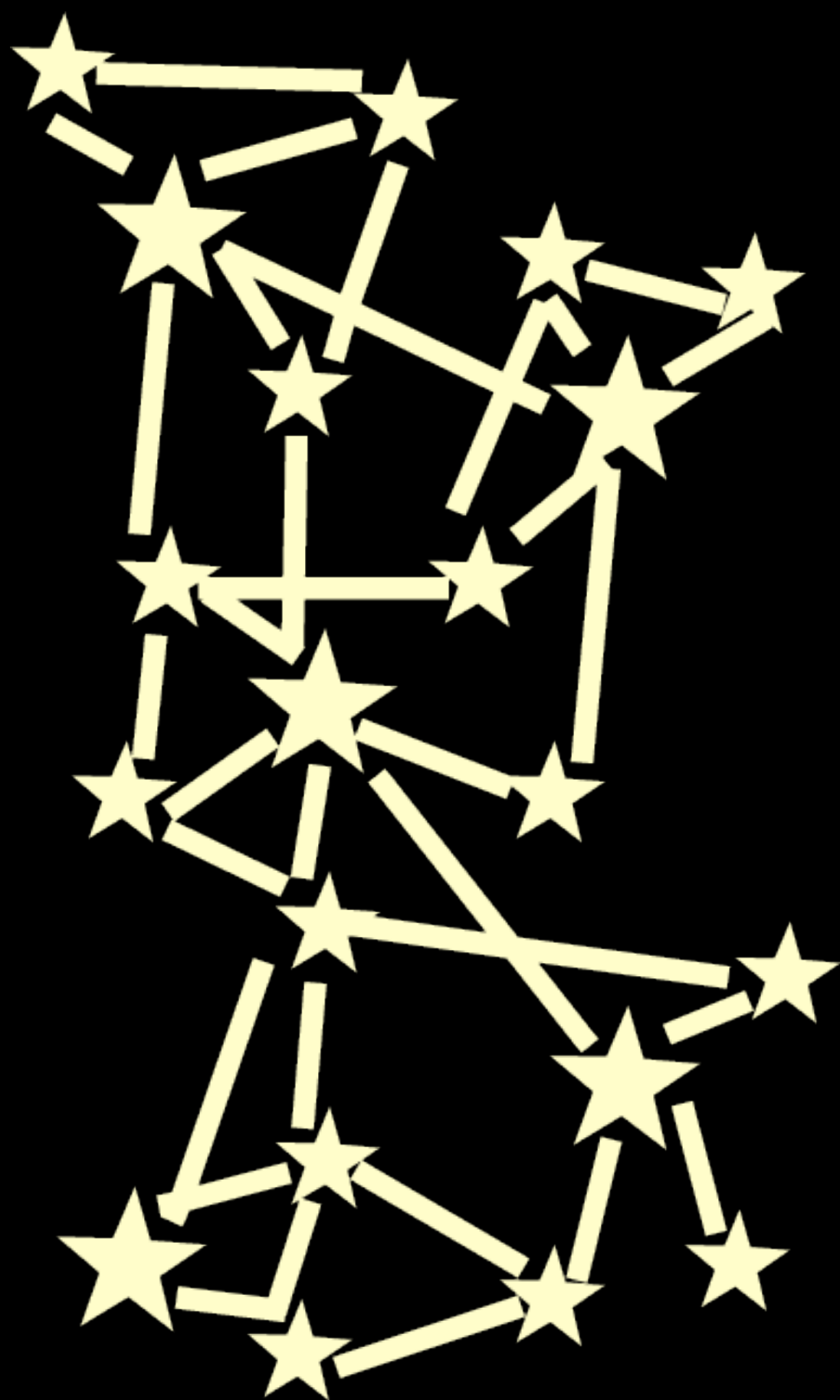
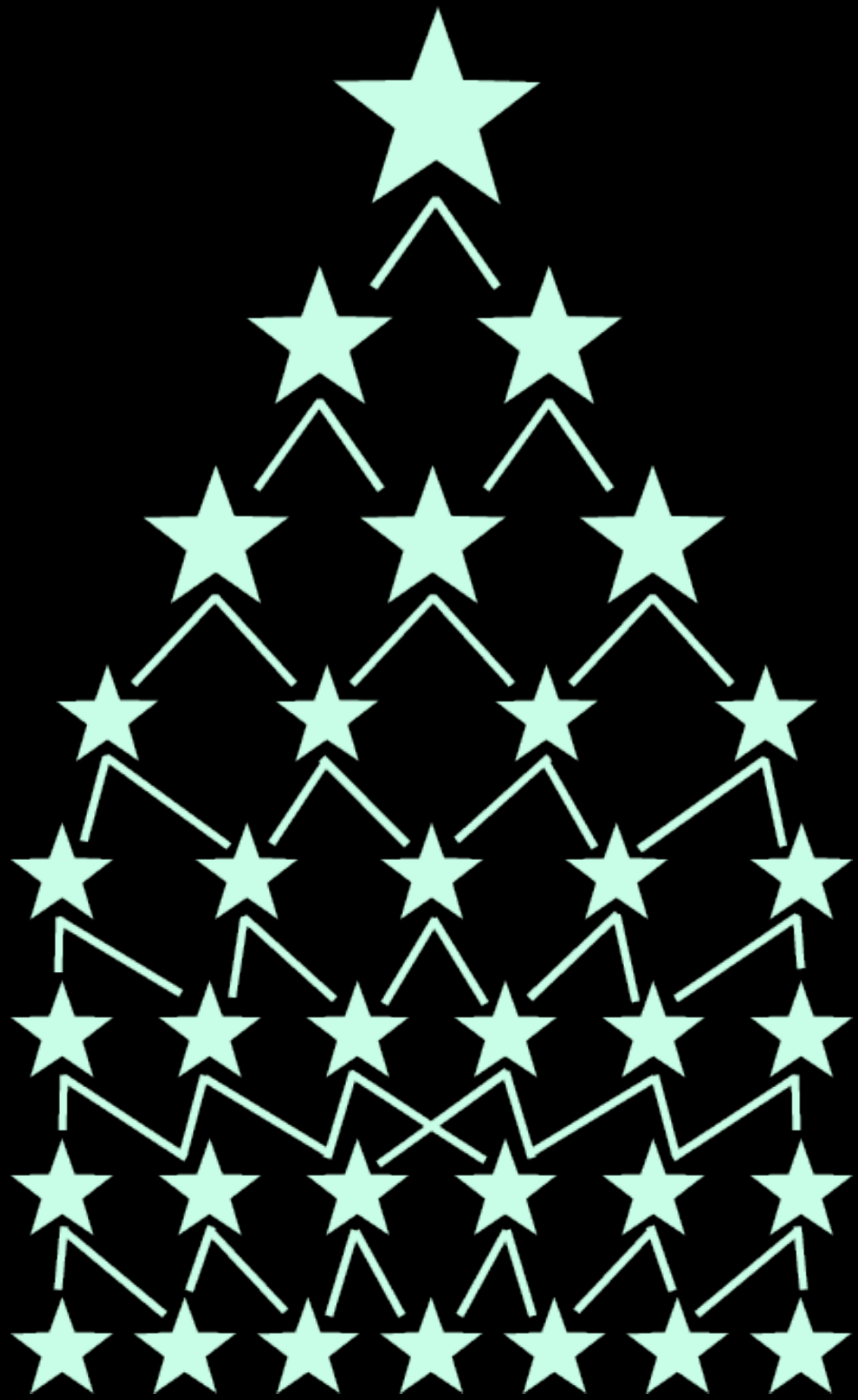












SUSAN G.
Komen
FOR THE *cure*



Planned
Parenthood

I ALMOST BLED TO DEATH.

**PLANNED PARENTHOOD SAVED ME
FROM GETTING CANCER.**

**PLANNED PARENTHOOD ALLOWED
ME TO COME TO TERMS WITH MY
SEXUAL ASSAULT**

**PLANNED PARENTHOOD GAVE ME, A
POOR PERSON, FREE HEALTHCARE -
WITH DIGNITY**

29,000 unique visits

and they came from...

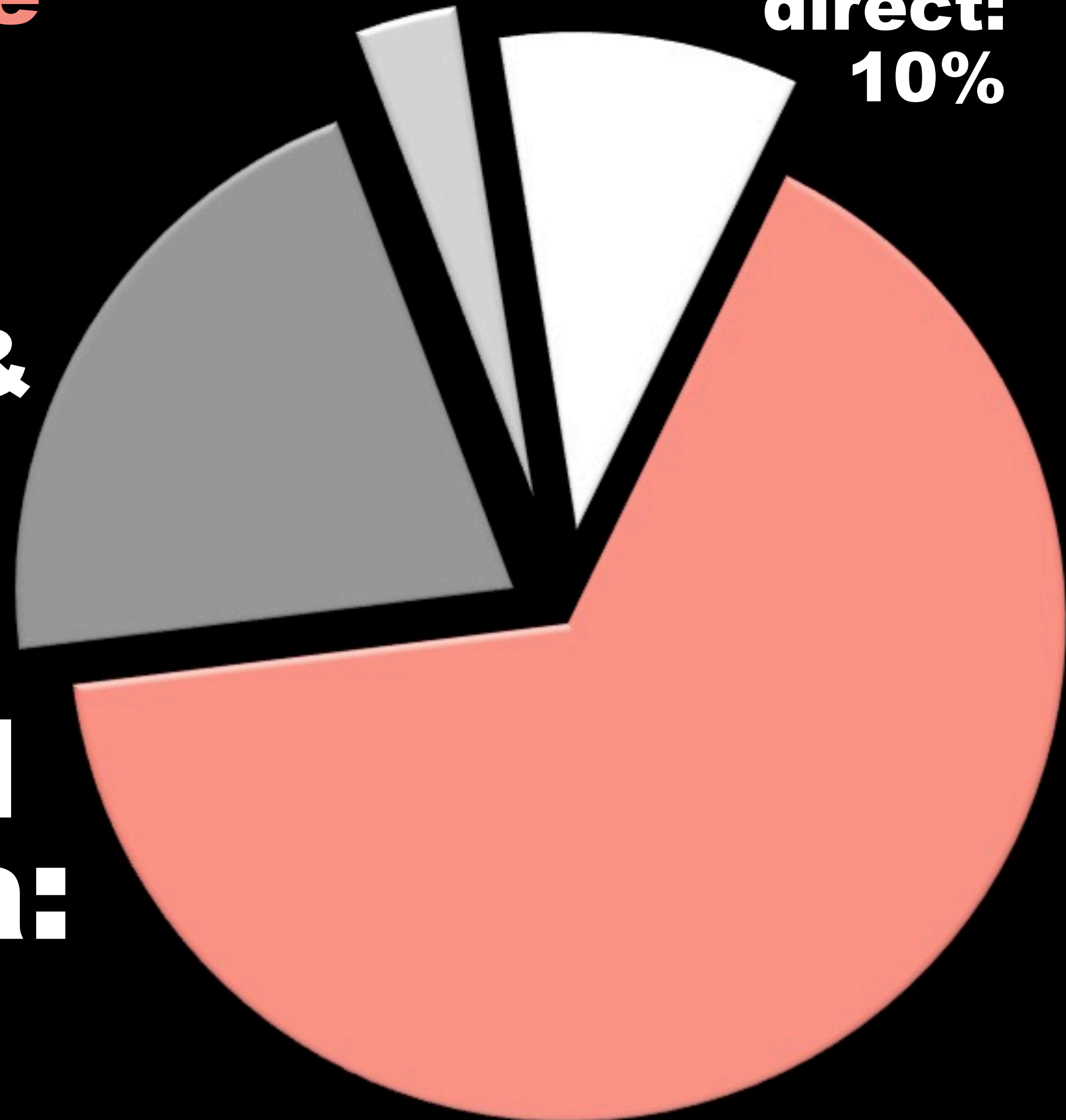
search: 3%

direct: 10%

news & blogs: 21%

social media: 66%

(see, I told you graphs were important)





Google Analytics

1.	/		29,158
2.	/page/2		4,623
3.	/page/3		2,816
4.	/post/16921896844/planne d-parenthood-put-me-first		2,196
5.	/page/4		1,714



Google Analytics

1.	/		29,158
2.	/page/2		4,623
3.	/page/3		2,816
4.	/post/16921896844/planned-parenthood-put-me-first		2,196
5.	/page/4		1,714

PLANNED PARENTHOOD SAVED ME

1 2 3 4 5 Older »

this is how data can
show emotional
resonance

**social media are
relationship
management tools**





“My mother had no escape route. There were no refuges she could run to; no helplines to call; no advocates to speak out for her. No one came to help, even though everyone knew what was happening behind our closed doors.”

“I am a feminist. That means I care about women and women’s rights. It’s not that complicated. Violence against women will not end until men take a proactive role. Calling it a ‘women’s’ issue allows men to ignore it.”

“I was at a clinic we run in Africa called Bhubezi Clinic [...] The women said, ‘Ask the question: Has anybody in this room not been raped?’ Not one woman put up her hand.”

#ringthebell



Decker Ngongang

@Ngongang



Follow

To me dreams aren't just something that happens when sleeping. Its about ability of black men to self-actualize [#BrotherSpeak](#)

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Ludovic

@LudovicSpeaks



Following

As the dad of a toddler i'm (re)learning@how unbound our dreams start. Its so important 2 leave them that way A1 [#BrotherSpeak](#)
[#brotherspeak](#)



Twi-Life

@TwiLifeMusic



Follow

Love is best expressed when one is strong and selfless enough to help others
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Jamil Smith

@JamilSmith



Following

Q2: I fear that we as black men will focus so exclusively on our own solutions that we will (continue to) forget about women.
[#BrotherSpeak](#)



Sonal Bains/Yayoi Kusama's Fireflies on the Water, NYC