

## **International Workshop**

# **CONTEMPORARY ANTI-WAR MOBILIZATIONS Agonistic Engagement Within Social Movement Networks**

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## **ABSTRACT**

**Moses Boudourides,\* Iosif Botetzagias<sup>&</sup> and Dimitris Kalamaras\***

**\*University of Patras (Greece), <sup>&</sup>University of Keele (UK)**

### ***Evaluating Web Sites of Online Activism***

Our aim is to study a sample of activist web sites, the main types of which are either devoted to specific campaigns or protest events or providing informational support to various (offline) activist organizations or constituting online advocacy networks delivering their services to politically weak actors in the global arena. The research questions underlying this study are the following. First, what are the tackled themes in the content of the web pages of these activist web sites? In particular, which are the held positions on a number of socio-political issues of contemporary interest such as globalization, inequalities, citizenship, the environment etc.? Second, how are the services of online information provision structured within the web sphere of online activism? What image do they construct for themselves, how do they frame the hot political stakes and issues and what patterns of linkage among these sites are generated? Third, how is public participation and mobilization sustained by such online activism implemented on the web? Do they extend on the web a number of practices met offline (like recruitment and membership, donations, scheduling of activities and posting calendars etc.)? Are there any features of the activities hosted by these sites of online activism which are exclusively characteristic of the new media? And fourth, how interactive do these web sites afford and manage to be? Do they encourage e-mail correspondence and feedback, discussions in mailing lists and other electronic fora, bloggers etc.? Do open discussions foster within these web sites? Are their visitors permitted to post their opinions (synchronously or asynchronously), which might range from comments or annotations to objections and expression of opposite opinions? Furthermore, by mapping (or 'web-scaping') the pattern of (hyper)links among these sites, we intend to investigate how the political or content affinities of these sites are co-evolving with the self-referential participatory trajectories of online activism. In this way, we are attempting to propose an evaluative methodology to assess the impact, the efficiency and the specificities of online activism.