

SOCIAL MEDIA

As redes sociais são cada vez mais utilizadas pelas pessoas e oferecem uma poderosa ferramenta política nos dias de hoje. São plataformas altamente acessíveis e difusas que permitem a cada indivíduo partilhar informação de forma instantânea e para o mundo inteiro, dando o poder a cada um de ser um editor da actualidade, independente da informação generalizada e filtrada dos mainstream media. Assim, as pessoas podem usá-la para alertar e expôr certas situações e, conseqüentemente, tomar acção que de outra maneira não alcançaria o conhecimento do público geral.

Ricardo Mateus—Política e Social media (podem mudar o mundo?)

ACCESSIBILITY



EMPOWERMENT

VISIBILITY

Social media has democratised content. Till a few years ago producers of content were a privileged minority. With Twitter, Facebook, Tumblr, Instagram, Pinterest, YouTube and blogs everyone now has a voice. Consumers of content can today themselves produce content at no cost - except their time. This has transformed the relationship between traditional media - print and TV - and its audience. Op-ed writers, accustomed to a one-way conversation with readers, now have to deal with instant feedback - some of it discomfiting.

Minhaz Merchant (DailyO)

PROTEST

My view is pretty straightforward — I believe that social media is a tool of liberation and empowerment. (...) But the freedom to communicate openly and honestly is not something to be taken for granted. In countries where traditional media is a tool of control, these new and truly social channels have the power to radically alter our world.

Pierre Omidyar (The WorldPost)

Armed with mobile devices and social media, citizen journalists around the world have become essential agents of democracy, bearing witness to criminal behavior and abuses of power that might otherwise remain obscured and unseen.

Amber van Moessner (Mic)



Social media and a proliferation of online news organizations are undercutting the power of political and media elites, resulting in an electoral system that's more open — and more chaotic — than ever before.

Timothy B. Lee (Vox)

EQUALITY

AWARENESS

Facebook and Twitter posts have the capacity to provide truthful, fairly unbiased, unedited stories and photos with an organic system of checks and balances, where the high number of people who are able to see posts at any given moment refute information they believe is false, helping to ensure that fictitious stories are nipped in the bud.

Sabina Khan-Ibarra (The Huffington Post)

CHANGE



Hashtags have the power to bring attention to and mobilize a large population. Petitions, protests, letters to politicians and those in power are disseminated through social media, but what brings attention to a movement or a hashtag is the high number of mentions of a hashtag, which is what brings it worldwide attention.

Sabina Khan-Ibarra (The Huffington Post)

DIVERSITY

In my eyes, social media is one of the most important global leaps forward in recent human history. It provides for self-expression and promotes mutual understanding. It enables rapid formation of networks and demonstrates our common humanity across cultural differences. It connects people, their ideas and values, like never before.

Pierre Omidyar (The WorldPost)

It became clear to me that while it's true that polarization is primarily driven by our human behaviour, social media shapes this behaviour and magnifies its impact.

Wael Ghonim

PERSONAL



Underlying the accusations of skewed reporting toward the media is what's known as "implicit bias", or subconscious prejudices that can change how we approach and treat people of a different race, ethnicity, and religious affiliation. (...) The fact these biases exist is at the very least something media outlets and pundits should be aware about in their reporting. Because the fact is such biases could be coloring how we approach these stories, even if we like to think that's not true.

German Lopez (Vox)

MAINSTREAM MEDIA

PUBLIC

POLITICS

POWER

MAINSTREAM MEDIA