

DIGITAL CIVIC ACTIVISM IN ROMANIA: FRAMING ANTI-CHEVRON ONLINE PROTEST COMMUNITY «FACES»

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INTRODUCTION



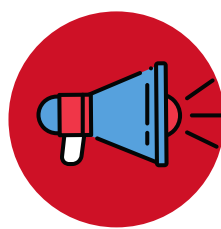
Cyberactivism

The internet and social networks as the space for protest and political analysis.



Civic Activism

Online communities favor the social development of society.



Collective Identity

The new values and objectives that are produced through collective movements.

METHODOLOGY

DEDUCTIVE METHOD

Visual and verbal framing in Facebook posts, finding similarities.



MÉTODO INDUCTIVO

Collective framing, an in-depth analysis of the visual and verbal framing of online communities.

RESULTS

Table 2. Collective action frames - Romanian Facebook communities against Chevron

Collective action frames	Pungești-Resistance		Pungești-TV	
	Frequency	Percentage	Frequency	Percentage
Land struggle	719	64	173	48
Conflict	188	16	106	29
Solidarity	168	15	76	21
Political opportunity	7	1	3	1
Ecology	39	4	3	1
Total	1,121	100%	361	100%

Both communities use the struggle for land, conflict and solidarity as the first three most relevant frames of collective action.

CONCLUSIONS



Visual strategies help nurture and give more context to the information.



The union for the struggle for land and natural rights, were the protagonists.



Social networks as scenarios for social encounters.

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