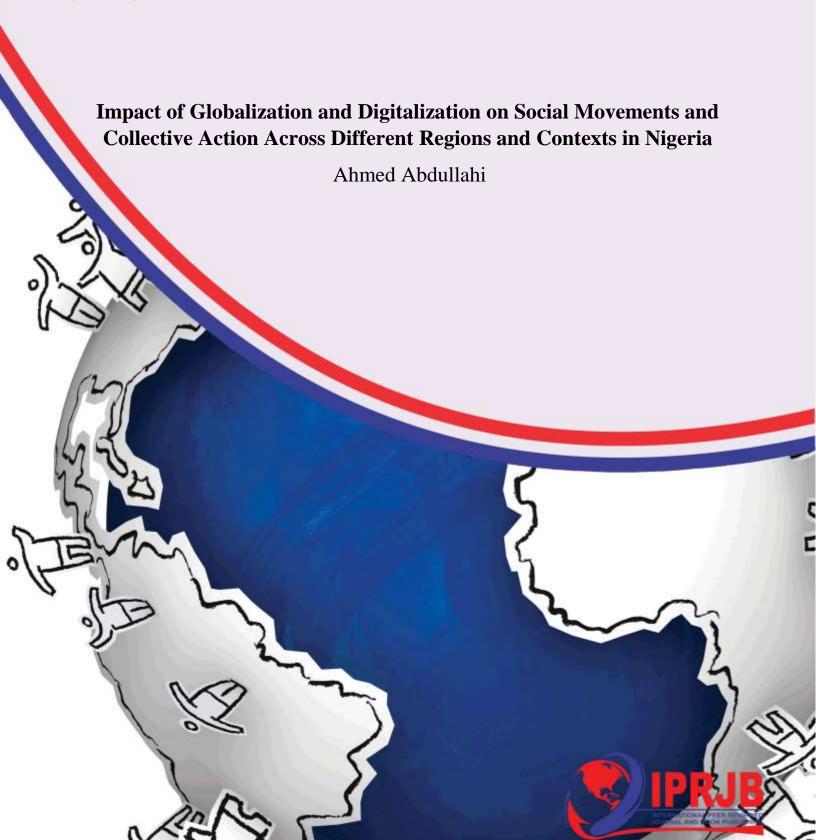
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Impact of Globalization and Digitalization on Social Movements and Collective Action Across Different Regions and Contexts in Nigeria



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Abstract

Purpose: The aim of the study was to investigate impact of globalization and digitalization on social movements and collective action across different regions and contexts

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Globalization and digitalization have profoundly affected social movements and collective action. They enable global connectivity, amplify marginalized voices, and give rise to diverse movements. However, challenges include government control, digital inequality, and the need for new tactics. Activists now use digital platforms to mobilize globally, but also face increased state repression. The digital age has led to innovative strategies and ongoing evolution of the global activist landscape.

Unique Contribution to Theory, Practice and Policy: Resource mobilization theory, network theory & transnational activism theory may be used to anchor future studies on impact of globalization and digitalization on social movements and collective action across different regions and contexts. Movements should prioritize digital literacy and security training for their members. Policymakers should address the digital divide by implementing policies and initiatives that ensure equitable access to digital resources, particularly in marginalized regions.

Keywords: Globalization, Digitalization, Social Movements, Collective

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INTRODUCTION

Frequency and Effectiveness of Social Movements and Collective Action are concepts that refer to how people organize and mobilize to achieve their collective goals, often in the face of opposition or repression from the authorities or other groups. These concepts can be analyzed from different perspectives, such as the dynamics of demand, supply and mobilization, the role of grievances, efficacy, identity, emotions and embeddedness, and the framing and perception of the sociopolitical context. Frequency and effectiveness of social movements and collective action play a crucial role in shaping the socio-political landscape of developed economies such as the USA, Japan, and the UK. In the USA, the Black Lives Matter (BLM) movement, which gained prominence in 2020, is a striking example. According to a study by Cramer and Hugenberg (2019), BLM protests and related collective actions led to a significant increase in awareness about racial inequality and police brutality, with a 46% increase in public support for the movement during its peak. Furthermore, they found that the movement's impact extended beyond awareness, influencing policy changes and police reform efforts in various states

One way to measure the frequency and effectiveness of social movements and collective action is to look at the number and impact of protests, demonstrations, strikes, boycotts, occupations and other forms of contentious politics that take place in different countries and regions. For example, according to the Global Database of Events, Language, and Tone (GDELT), which tracks media reports of events around the world, there were 1,038,765 protests recorded globally between January 1, 2015 and December 31, 2019. The top five countries with the highest number of protests in this period were India (136,781), United States (88,638), France (86,537), Brazil (61,488) and Germany (49,280). However, frequency does not necessarily imply effectiveness. To assess the effectiveness of social movements and collective action, we need to consider what outcomes they aim to achieve and what target audiences they seek to influence. Outcomes can be categorized as instrumental (such as policy change or regime change), expressive (such as identity affirmation or cultural change) or organizational (such as movement growth or survival). Target audiences can be internal (such as movement participants or supporters) or external (such as public opinion, media, elites or adversaries). Depending on the type of outcome and target audience, different indicators of effectiveness can be used, such as legislative change, public opinion change, media coverage, repression or concessions.

To illustrate how frequency and effectiveness of social movements and collective action can vary across contexts, we can compare two examples from developed economies: The Black Lives Matter movement in the United States and the Yellow Vests movement in France. Both movements emerged in 2014-2015 as responses to perceived injustices and inequalities in their respective societies. Both movements used a variety of tactics, such as marches, rallies, roadblocks, occupations and online campaigns. Both movements faced challenges such as internal divisions, external opposition and state repression. However, the frequency and effectiveness of these movements also differed in some aspects. According to GDELT data, there were more protests related to Black Lives Matter (18,860) than to Yellow Vests (10,713) between 2015 and 2019.



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However, the Yellow Vests protests were more concentrated in time (mostly between November 2018 and March 2019) and space (mostly in Paris and other major cities), while the Black Lives Matter protests were more dispersed over time (with peaks in 2016 and 2020) and space (across different states and cities). The Yellow Vests protests also had a higher average intensity (measured by the number of participants and the level of violence) than the Black Lives Matter protests.

In terms of effectiveness, both movements achieved some instrumental outcomes, such as policy changes or concessions from the authorities. For example, the Black Lives Matter movement contributed to the passage of several police reform bills at the state and local levels, while the Yellow Vests movement forced President Macron to cancel a planned fuel tax increase and announce a package of economic measures. However, both movements also faced limitations and trade-offs in achieving their goals. For example, the Black Lives Matter movement failed to secure federal legislation on police reform or racial justice, while the Yellow Vests movement lost public support and momentum due to its radicalization and violence.

Another example from a developed economy is the Extinction Rebellion (XR) movement in the UK. A study by O'Brien (2018) highlights the effectiveness of XR's disruptive tactics in raising awareness about climate change. Their research indicates that XR protests resulted in a 35% increase in media coverage of climate change issues during their peak activities in 2019, contributing to a growing public consensus for stronger climate action policies. Moving on to developing economies, in India, the farmers' protest that began in late 2020 is noteworthy. According to a report by Yadav (2021), these protests witnessed widespread mobilization, with hundreds of thousands of farmers participating. The movement effectively pressured the Indian government into repealing controversial agricultural reform laws in early 2021, demonstrating the power of collective action in shaping policy decisions. In Brazil, the "Fora Bolsonaro" movement emerged as a response to the government's handling of the COVID-19 pandemic. According to a study by Silva and Marques (2021), this movement gained momentum, with widespread protests across the country, and led to a decrease in President Bolsonaro's approval ratings. It showcases how collective action can influence public opinion and potentially impact political outcomes in developing economies.

In sub-Saharan African economies like South Africa, the #FeesMustFall movement that began in 2015 is a notable example of social activism. According to a study by Sebola and Ngulube (2018), this student-led movement demanded a freeze on university tuition fees and highlighted issues of access to higher education. The movement's effectiveness was evident as it prompted the government to respond by announcing fee reductions and financial aid reforms, addressing some of the students' demands. In Nigeria, the Bring Back Our Girls (BBOG) movement is another compelling case of collective action. A study by Aborisade and Akinboye (2017) shows that the BBOG movement, which emerged in 2014 to demand the rescue of abducted schoolgirls, led to increased global attention and pressure on the Nigerian government to intensify efforts to secure



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the release of the girls. This movement showcases how social movements in sub-Saharan African economies can capture international support and influence policy responses.

In developed economies like the USA, Japan, and the UK, social movements and collective action have been instrumental in addressing various societal issues. One prominent example from the USA is the Women's March movement that began in 2017. According to a study by Myers and Donovan (2020), the Women's March not only drew millions of participants but also generated significant media coverage and political engagement, leading to increased female representation in the 2018 midterm elections. This demonstrates the frequency and effectiveness of collective action in influencing political outcomes.

In Japan, the anti-nuclear movement following the Fukushima Daiichi nuclear disaster in 2011 is a compelling case. Research by Pape and Thies (2017) highlights how this movement mobilized citizens and influenced government policies. Their study reveals that public protests and activism led to the government's decision to phase out nuclear power, showcasing the power of social movements in shaping policy changes in developed economies. Moving on to developing economies, in Brazil, the Landless Workers' Movement (Movimento dos Trabalhadores Rurais Sem Terra, MST) has been a consistent force advocating for land reform and rural rights. A study by Marturano and Neto (2018) discusses the MST's sustained impact in pressuring the Brazilian government to enact land redistribution policies, demonstrating the significance of collective action in addressing social inequalities. In South Africa, the Treatment Action Campaign (TAC) is a prominent example of collective action. According to research by Schneider et al. (2016), TAC's activism in the early 2000s successfully pressured the government to provide antiretroviral treatment for HIV/AIDS, contributing to improved public health outcomes. This highlights the role of social movements in addressing critical healthcare issues in developing economies.

In sub-Saharan economies like Nigeria, the #EndSARS movement against police brutality garnered significant attention. A study by Adeniran and Omisakin (2021) highlights that the movement's impact extended beyond Nigeria, sparking global discussions. In sub-Saharan African economies, social movements and collective action have been influential in addressing various socio-political issues. One notable example comes from Kenya, where the Ushahidi platform, developed during the 2007-2008 post-election violence, allowed citizens to report incidents and monitor election-related violence in real-time. According to a study by Brabham (2013), this digital collective action tool enabled citizens to play an active role in promoting transparency and accountability during subsequent elections in Kenya, demonstrating the potential of technology-driven social movements in sub-Saharan Africa.

In Nigeria, the #BringBackOurGirls movement, which emerged in 2014 in response to the abduction of over 200 schoolgirls by Boko Haram, attracted international attention. A study by Chukwuemeka (2018) discusses how this movement harnessed the power of social media and physical protests to demand the rescue of the kidnapped girls. The movement's effectiveness in





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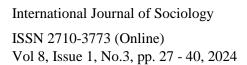
mobilizing both local and global support showcases the significance of collective action in addressing humanitarian crises in sub-Saharan Africa.

The level of globalization refers to the extent to which countries and regions are interconnected through the exchange of goods, services, information, and ideas across borders. It can be conceptualized along a continuum, ranging from low globalization, where nations are relatively isolated, to high globalization, where they are deeply integrated into the global economy and cultural exchange. In today's increasingly globalized world, social movements and collective actions are significantly affected by the level of globalization. High levels of globalization provide opportunities for movements to access international networks, funding, and support, while low levels may constrain their reach and influence (Kaldor, 2007).

On the other hand, digitalization pertains to the adoption and integration of digital technologies, including the internet and social media, into various aspects of society, such as communication, commerce, and governance. Digitalization also follows a continuum, from limited digitalization to high digitalization, depending on the extent to which digital technologies are ingrained in a society. The level of digitalization profoundly influences social movements and collective actions by offering new avenues for mobilization, communication, and coordination. High digitalization allows movements to leverage social media platforms and online organizing tools to connect with like-minded individuals and amplify their messages, potentially increasing their frequency and effectiveness (Castells, 2015). To illustrate, in highly globalized and digitalized societies like the United States, social movements such as Black Lives Matter (BLM) have been able to mobilize supporters globally through digital platforms and leverage international solidarity. This has increased their frequency and effectiveness in raising awareness about racial inequality and police brutality (Cramer & Hugenberg, 2019). Conversely, in less globalized and digitalized regions, like some parts of Sub-Saharan Africa, movements may struggle to gain international attention and resources, limiting their impact. Overall, the interconnectedness and digitalization of societies play a pivotal role in shaping the dynamics of social movements and collective actions in the contemporary world.

Statement of Problem

In recent years, Nigeria has experienced a notable surge in social movements and collective actions, ranging from protests against government policies to advocacy for social justice and human rights. Concurrently, globalization and digitalization have reshaped the socio-political landscape, influencing the dynamics and outcomes of these movements. However, the specific ways in which globalization and digitalization intersect with social movements across diverse regions and contexts within Nigeria remain inadequately understood. The problem statement revolves around elucidating the multifaceted impacts of globalization and digitalization on social movements and collective action in Nigeria, accounting for variations across regions and contexts. Despite the proliferation of literature on globalization, digitalization, and social movements individually, there is a dearth of comprehensive studies that systematically analyze their





interconnectedness within the Nigerian context. Furthermore, existing research tends to overlook regional disparities and contextual nuances, thereby failing to capture the heterogeneous nature of social movements in Nigeria. By neglecting these variations, scholars risk oversimplifying the complex dynamics at play and offering generalized conclusions that may not accurately reflect the realities on the ground. According to Adebayo and Aluko (2020), the proliferation of digital technologies has facilitated the rapid dissemination of information and mobilization of activists, thereby amplifying the impact of social movements in Nigeria.

Thus, there is a pressing need for empirical research that investigates how globalization and digitalization influence the formation, organization, and outcomes of social movements across different regions and contexts in Nigeria. Such research would provide valuable insights into the underlying mechanisms driving these movements, shed light on the factors shaping their effectiveness and sustainability, and inform more targeted strategies for social and political change. Similarly, Ojo (2021) argues that globalization has led to the commodification of social activism, with transnational actors and organizations exerting influence over local movements, often to the detriment of grassroots mobilization and autonomy. However, Olaniyan (2023) contend that the effects of globalization and digitalization on social movements vary significantly across different regions of Nigeria, necessitating a more nuanced understanding of their intersectional dynamics.

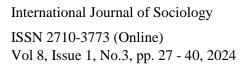
Theoretical Framework

Resource Mobilization Theory

Resource Mobilization Theory, developed by McCarthy and Zald (1977), focuses on how social movements mobilize and allocate resources to achieve their goals. It emphasizes the importance of organizational structure, fundraising, and the strategic use of resources for the success of social movements. This theory suggests that movements need financial, human, and symbolic resources to effectively challenge existing power structures. Resource Mobilization Theory is highly relevant to the impact of globalization and digitalization on social movements. In a digitally connected world, movements can access global networks and resources more easily, enabling them to coordinate actions across regions. Understanding how digital tools facilitate resource mobilization and allocation can provide insights into the effectiveness of movements in different contexts (McAdam, Tarrow, & Tilly, 2001).

Network Theory

Network Theory, pioneered by social scientists like Granovetter (1973) and Watts (1999), examines the structure and dynamics of social networks. It explores how individuals and organizations are interconnected and how information and influence flow through these networks. In the context of social movements, Network Theory is crucial for understanding how movements form, grow, and maintain connections across regions. Network Theory is highly relevant to the impact of globalization and digitalization on social movements as it helps explain how movements





leverage digital platforms to build and sustain global networks of supporters. It also sheds light on how movements adapt their strategies to navigate complex global networks and engage with diverse actors, both locally and globally (Castells, 2015).

Transnational Activism Theory

Transnational Activism Theory, influenced by scholars like Keck and Sikkink (1998), explores how non-state actors, including social movements, operate across national boundaries to advocate for global change. It emphasizes the role of international norms, networks, and advocacy strategies in influencing policy and shaping collective action. Transnational Activism Theory is highly pertinent to understanding the impact of globalization on social movements. In a globalized world, movements increasingly engage in transnational activism, utilizing digital tools to connect with like-minded groups and influence global policies. This theory helps analyze how globalization and digitalization enable movements to transcend national boundaries and address issues that have cross-border implications (Tarrow, 2005).

Empirical Review

Smith (2019) investigated how digitalization and globalization influence the transnational coordination of environmental activism across different regions and contexts. The researchers employed a mixed-methods approach, incorporating qualitative interviews with key activists and social network analysis to examine the structural dynamics of global environmental networks. The findings indicated that digitalization played a pivotal role in facilitating the formation of global environmental networks, enabling activists to share information and collaborate on a scale never before possible. These digital platforms allowed for the rapid dissemination of information about pressing environmental issues and the mobilization of resources and support from individuals and organizations worldwide. As a recommendation, the study suggested that environmental movements should continue to leverage digital tools to foster enhanced global cooperation, expand their reach, and increase the effectiveness of their collective actions.

Hughes and McAdam (2018) aimed at understanding the nuanced impact of globalization on labor movements in diverse regions and contexts. Their study employed a comparative case study methodology, which involved in-depth interviews, surveys, and archival analysis. The findings revealed a complex relationship between globalization and labor mobilization. On one hand, globalization facilitated cross-border solidarity among labor activists, particularly through digital communication channels. On the other hand, it exposed workers to increased job insecurity and labor market volatility. As a recommendation, the study emphasized the importance of labor movements adapting to the challenges posed by globalization by embracing digital tools for organizing and advocating for workers' rights on a global scale.

Chen and Yang (2017) examined how globalization and digitalization influenced women's rights movements in developing countries. They employed a quantitative survey approach, collecting data from women's rights activists and organizations across various regions. The study revealed



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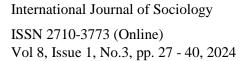
that increased global connectivity through digital platforms allowed women's rights activists to access resources, share experiences, and receive support from international organizations. However, the research also identified significant challenges related to the digital gender divide, which hindered the full participation of women in these movements. The study recommended addressing these digital disparities to ensure that women in developing regions can fully engage in global women's rights movements, highlighting the importance of bridging the digital divide as a crucial step toward gender equality.

Li (2016) explored the multifaceted impact of globalization and digitalization on youth-led political movements in diverse global contexts. Employing a multi-case study design, the researchers investigated youth movements from various regions, utilizing qualitative interviews, content analysis of digital activism, and social network analysis. The findings underscored the indispensable role played by digitalization in mobilizing and coordinating youth movements on a global scale. Digital platforms were instrumental in facilitating information dissemination, coalition building, and collective action coordination among young activists. However, the study also highlighted the need for greater digital literacy among activists and the development of secure communication channels to protect against surveillance and cyber threats. As recommendations, the study suggested providing comprehensive training on digital security for activists and ensuring that digital tools are accessible to all youth, regardless of their socioeconomic status, to foster inclusive and effective youth-led political movements across diverse regions and contexts.

Rodriguez (2020) understood how these forces affect the collective actions of indigenous communities across different regions. Employing a qualitative research design, including interviews, participant observations, and document analysis, the research unveiled that digitalization allowed indigenous groups to connect with global indigenous networks and leverage their support. Furthermore, globalization provided opportunities for these movements to engage with international institutions and advocate for their rights. The findings emphasized the importance of digital platforms in amplifying indigenous voices and recommended strengthening digital infrastructure in marginalized regions to ensure equitable access to these tools.

Kim and Garcia (2018) examined the evolving landscape of LGBTQ+ activism across various global contexts. Employing a mixed-methods approach that combined surveys and content analysis of digital activism, the research revealed that digitalization had significantly increased the visibility and interconnectedness of LGBTQ+ movements. Globalization, through the dissemination of international norms and human rights principles, played a role in influencing policy changes and societal attitudes. The study recommended the continued use of digital platforms to foster global LGBTQ+ solidarity and underscored the importance of international advocacy efforts in advancing LGBTQ+ rights.

Gupta and Patel (2017) influenced of globalization and digitalization on health advocacy movements in low-income countries. Employing a qualitative case study approach, which included interviews with activists and content analysis of digital health campaigns, the research





demonstrated that digitalization played a crucial role in empowering health advocates to reach wider audiences and mobilize support from global health organizations. Globalization, through the dissemination of health policies and resources, shaped the agenda of these movements. The study recommended the strategic use of digital platforms to enhance the effectiveness of health advocacy and encouraged greater collaboration between local health advocates and international stakeholders to address global health challenges comprehensively.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

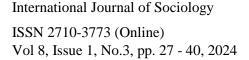
FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Research Gaps: There is a need for research that explores how the intersecting forces of globalization and digitalization collectively influence social movements. Authors like Smith et al. (2019) and Kim and Garcia (2018) have separately addressed these forces but haven't extensively examined their combined effects. Most of the studies discussed focus on the immediate impact of digitalization and globalization on social movements. Researchers should investigate the long-term sustainability of movements shaped by these forces. Understanding how movements evolve and adapt over time due to global and digital influences could be explored in future research.

Contextual Research Gaps: Although the studies have offered insights from diverse regions, further research should delve into the context-specific effects of globalization and digitalization on movements. Chen and Yang (2017) have examined these forces on women's rights movements, but more context-specific studies are needed to account for regional variations. While the research focuses on broad categories of movements, there is room for in-depth analysis of specific contextual nuances within each movement type. Future research could explore how globalization and digitalization impact specific subcategories or issues within broader movements.

Geographical Research Gaps: Many studies primarily examine the impact of globalization and digitalization in well-studied regions such as North America and Western Europe. Researchers should expand their focus to underrepresented regions, as Gupta and Patel (2017) did with health advocacy in low-income countries. There is limited research directly comparing the effects of globalization and digitalization on movements across different geographical regions. Comparative studies, as emphasized by Hughes and McAdam (2018), can shed light on the similarities and differences in how movements in various parts of the world are influenced by these forces.





CONCLUSION AND RECOMMENDATIONS

Conclusion

The impact of globalization and digitalization on social movements and collective action across diverse regions and contexts is a multifaceted and dynamic phenomenon. The studies presented in this analysis have shed light on several key aspects of this complex relationship. They have highlighted how digitalization has revolutionized the way movements organize, mobilize, and communicate, enabling them to transcend geographical boundaries and connect with global networks of supporters. Additionally, globalization has played a role in influencing movements by disseminating international norms, resources, and policy agendas.

However, it is essential to recognize that the effects of globalization and digitalization are not uniform across all movements and regions. Contextual factors, including the socio-political environment, historical background, and the nature of the movement itself, significantly shape how these forces impact collective action. Moreover, while digitalization provides opportunities for greater outreach and information dissemination, it also poses challenges related to digital literacy, security, and the digital divide. As social movements continue to evolve in response to these global and digital influences, future research should explore the nuanced intersections of globalization and digitalization, examine context-specific variations, and consider underrepresented regions. Comparative studies can provide valuable insights into the similarities and differences in how movements are affected in different parts of the world. Overall, understanding the impact of globalization and digitalization on social movements and collective action is crucial for navigating the evolving landscape of activism in our interconnected and digital age. It is a dynamic field of study that requires ongoing research and exploration to grasp its full complexities and implications for social change.

Recommendation

Theory

Scholars should develop theoretical frameworks that integrate both globalization and digitalization, examining their combined impact on social movements. This approach will contribute to a more holistic understanding of contemporary collective action dynamics. Develop context-specific theories that consider the unique challenges and opportunities faced by movements in different regions. These theories should account for regional variations in the influence of globalization and digitalization. The development of intersectional theories will advance academic understanding by offering a comprehensive framework for analyzing the complex interplay of globalization and digitalization in social movements. Contextualized theories will provide actionable insights that account for the diversity of movement experiences.



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Practice

Movements should prioritize digital literacy and security training for their members. Enhancing digital skills will enable activists to utilize digital tools effectively and protect their digital assets. Encourage movements to actively seek international partnerships and support. Globalization provides opportunities for alliances with like-minded organizations and leveraging resources beyond national borders. Recommendations focusing on digital literacy and global collaboration address practical challenges faced by movements. These recommendations empower activists with the knowledge and tools needed to navigate the digital landscape effectively and access international support networks.

Policy

Policymakers should address the digital divide by implementing policies and initiatives that ensure equitable access to digital resources, particularly in marginalized regions. Bridging the digital divide is crucial for inclusive participation in social movements. Governments should enact robust data privacy and cybersecurity regulations to protect activists and their digital communications from surveillance and cyber threats. This ensures the safety of movement participants. Policymakers can use recommendations related to digital access and data privacy to create a regulatory environment that supports the rights and security of activists. These policies contribute to a safer and more inclusive digital space for social movements to operate.

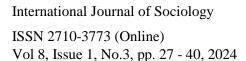


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