

Does Social Media Promote Civic Activism? Evidence from a Field Experiment

Nikolay Marinov

marinov@sowi.uni-mannheim.de

Political Science
University of Mannheim
Mannheim, Germany

Frank Schimmelfennig

frank.schimmelfennig@eup.gess.ethz.ch

Political Science
ETH Zurich
Zurich, Switzerland*

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Abstract

Does social media promote civic activism or merely attract activists? Many features of social media such as the ability to identify like-minded people, to spread information and to attract supporters for actions, suggest that it should be a good instrument for promoting civic activism. Casual observations, from pro-democracy protests and elsewhere, suggest this is the case. We conduct a field experiment to study the effects of social media. We select a random sample of 3000 respondents in Bulgaria through a in-person interview. A filtering question lets only respondents with Facebook account to participate (network participation is high, with 2 out of every 3 respondents having an account). We randomly assign some participants to a group receiving an encouragement to like a Facebook page devoted to the preservation of a threatened natural resource, the country's Black Sea coast. We encourage another group to sign up for an email newsletter promoting the same campaign. Our remaining respondents constitute the control group. In a survey distributed two months later, we probe respondents' attitudes about the effectiveness of civic action. We find respondents assigned to the Facebook group to be more optimistic that civic action will succeed, as compared to the control or newsletter groups. We use data from the Facebook page and survey instruments to say more about the ways in which the network appears to contribute to increased confidence in success.

1 Introduction

It has been noted that social media can help civic activism. Dramatic events in the Arab world, Ukraine and Turkey have been made possible, the argument goes, at least in part, by the rise and popularity of social media.¹ In principle, social networks and technology can help overcome two main difficulties confronting civic action: informing large and diffuse groups of people on an issue of common concern, and helping such groups overcome the various collective action problems involved in organizing for action (Olson, 1971).

Civic action is central to the functioning of any democracy. In established democracies, traditional civic associations (Putnam, 2000), well-functioning party networks and working state institutions together make sure that political choices broadly reflect grassroots social preferences. Politics is often boring, revolutions - rare. Not so in the scores of 'new' democracies, produced as much by external pressure as by domestic evolution. Countries such as Bulgaria, Turkey, Ukraine feature a veneer of political freedoms, behind which poorly-run or outrightly venal governments cater to special interests. Powerful self-interested actors take over traditional media outlets, infiltrate state institutions and forge alliances with like-minded political functionaries against the public interest.

The resounding success of special interests in hollowing out established institutions creates a paradox. Existing institutions lose all credibility with the public. Thus, a market is created for new ways of doing things. Informal institutions arise, assuming counter-culture overtones of resistance, centered around communities of creative defiance. They often grow out of Facebook pages or Twitter feeds. The decentralized, grass-roots nature of social networks make it difficult and impractical for special interest to colonize online communities. An outright ban is tempting but may be ruled out by a country's external commitments, or by surviving curbs on government authority.

These processes create a band of countries where rent-seeking governments exploit weak institutions for the benefit of the few but have to guarantee full freedom of speech to the many, and connectivity to the network. If Facebook is right that as much as half of the voting age population can be on the network in some countries, the potential for online civic activism is clearly high. In this setting, the questions of whether social media helps people

¹Anderson (2011); Tufekci and Wilson (2012).

acquire politically-relevant information and organize for action become especially pointed. Yet, the actual impact is not well understood - and not for lack of interest.² Empirically, because most or all studies are observational, we lack a proper understanding of the size of the effect social media can have on social activism. We can ask people on Tahrir square whether they heard about the protest on Facebook but we do not know how many people heard but did not show up, nor whether this is more about the sort of people who use the social media than the effect of using it. Deploying experiments has been hampered by the difficulty of imagining plausible, realistic manipulations.

We offer three hypotheses about social media networks and civic activism, and we test them experimentally in a specific case. Our hypotheses arise from work on networks and communication, on social movements (Chong, 1991) and psychology (Cuddy and et al, 2009), and rational choice work on collective action problems (Akerlof and Kranton, 2000; Benabou and Tirole, 2006). We hypothesize that social media can play three functions conducive to civic action on an issue of common concern: (1) it can provide participants with necessary information; (2) it can foster engagement by increasing the benefit accruing to individual action; (3) it can decrease the marginal cost of collective action by resolving coordination problems. These functions are facilitated by three features of being embedded in a social network. First, the constant, engaging flow of information to individual users, based on interests and individual choices, creates and builds knowledge. Second, the presence of other users, linked in circles of ‘friends’, provide peer-pressure as a means of increasing the costs of inaction, while increasing the benefits of action. Third, the possibility of publicly committing to a course of action provides mutual reassurances and facilitates coordination.

In our field experiment we inform people about a campaign to conserve and protect natural resources from illegal development. Our case is drawn from Bulgaria, a democratic member of the EU, where environmental causes are popular yet ruling parties have done little to ensure that private development in protected territories is consistent with legal requirements and the public interest. We deploy two related experiments. The first relies on a large random sample drawn from the country’s 25 towns with population of 50,000 or more. A professional pollster approaches respondents, and asks whether a respondent has a facebook account, continuing the interview if the answer is positive. The in-person interview produces basic demographic information, including on respondents’ facebook profile and email. We

²There is a large and vibrant literature on the topic in sociology, political science and economics.

then distribute, via email, an online questionnaire to participants. Via the questionnaire, we enroll people, in a random manner, in one of three treatment groups. We interview all respondents on their views to save the remaining Black Sea coast from further development. The first group is then encouraged to like a Facebook page dedicated to the preservation of the coast. The second group is encouraged to sign-up for a newsletter campaign with the same objective. The third group is given no encouragement and serves as the control. In the following weeks, the campaign, coordinated by a representative associated with the country’s largest NGO group, posted regularly in the Facebook page information on surviving wild beaches, threats and initiatives to save them. We sent out the same information via email to the newsletter group. The control group received nothing. We then distributed via email a questionnaire to all participants, probing their attitudes toward the cause of saving the coast and civic activism more generally.

In addition, in a downstream experiment, we repeated the same experiment but this time we used the webpage of an environmental NGO to recruit participants. Our goal was to see how the experimental effects vary between the general population and that of activists.

Our preliminary analysis indicates experimental effects for the group assigned to the Facebook page and no effects elsewhere. Our tentative conclusion is that social media helps civic activism.

2 Theory

Social media has entered research in political science through a variety of scholarly literatures. Studies on voter turn-out in democracies have used experimental methods to demonstrate a relationship between seeing socially shared content or political actions and voting (Robert M. Bond and Fowler, 2012; Messing, Bakshy and Fiore, 2014).³ Other studies have looked at the issue of polarization, arguing that social networks aggravate polarization (Settle, 2014), or help reduce it (Barbera, 2014).⁴

³These studies revisit, in a new setting, classic voter turnout experiments by (Gerber and Green, 2000) and others.

⁴Studies such as those build on work on social networks and polarization (Klofstad, Sokhey and McClurg, 2013), applying it to digital social networks.

Scholars studying authoritarian regimes have looked at the threat social media poses for regimes devoted to controlling citizens access to information. The wikileaks scandal showed that information control has become an issue of civic concern in Western democracies (Wong and Brown, 2013). In autocratic regimes, leaked information, even merely revealing public preferences online, can cause regime breakdown. Non-traditional citizen journalists can use social media to have their voice heard in larger contentious discourses, where state forces are censoring traditional media outlets. The more skillful authoritarian regimes such as Russia and China have striven to co-opt peer-to-peer online networks and to adapt them for the needs of regime survival (Gusinski, 2015). Civic ingenuity, embedding anti-regime comments in “cute” pictures continues to challenge the determination of censors (Zuckerman, 2014).

Scholars of protest and those in the field of communication studies have documented the role of social media in the dramatic events of the Arab Spring (Howard and Hussain, N.d.).⁵ The regime in Egypt used surveillance to learn the identity of its opponents. Details of protesters’ planned activities and locations gleaned from captured data were repeatedly used to arrest and imprison opposition activists. One of the prominent cases was that of online activist and Google employee Wael Ghonim, who was arrested in January 2011 after being identified as the anonymous administrator of the We Are All Khaled Said Facebook Page (Youmans and York, 2012). Tufekci and Wilson (2012) shows that interviews from Tahrir square repeatedly pointed to social media as the reason people took part in the massive anti-regime protests. Breuer, Landman and Farquhar (2014) argues that in Tunisia, bloggers and others believed their use of the network was important for how the revolution unfolded. More recently, Gohdes (2014) has argued that shutting down peer-to-peer networks is an important part of how regimes fight modern civil wars.

The literature on social capital has long focused on the loss of connections among people in everyday social activities (Putnam, 2000). The internet and social media can, at least in part, help counteract such tendencies by enabling people to be socially engaged through the internet. In early work, Wellman et al. (2001) argued that the internet increases social engagement. More recently, Michael Xenos and Loader (2012) conclude: “Our results suggest a strong, positive relationship between social media use and political engagement among young people across all three countries, and provide additional insights regarding the

⁵See also “New study quantifies use of social media in Arab Spring” by Catherine O’Donnell in WU News, a report on the Project on Information Technology and Political Islam by Philip Howard and others.

role played by social media use in the processes by which young people become politically engaged.”

Organizing for political action and advocacy in advanced democracies have become another natural focus of research on social media. Shirky (2009) notes that we have started to organize spontaneously for a variety of things, often using the internet. Karpf (2012) argues the online media played a big role in how MoveOn, a liberal grassroots group, was setup. Interviews of leaders of advocacy groups indicate that they believe social media, and specifically Facebook, help them achieve their goals in ways other means cannot (Obar, Zube and Lampe, 2012).

The observability of one’s own actions, one’s place in a social network, and personality traits have been linked to whether people sign petitions, and how much they contribute to a cause. Alexander Coppock and Ternovski (2014) use experiments to show that being designated a follower means you are more likely to pass message to sign a petition on Twitter.⁶ Scott A. Hale and Yasseri (2014) find that trending information in signature gathering for online petitions is an important predictor of whether someone will sign.⁷ McClendon (2014) finds that participation in social rallies is more likely when people feel that others observe and value their participation.

This study focuses specifically on civic activism in facade democracies. Civic causes are typically cases where large and diffuse groups need to organize to defend common interests. To the extent that in such settings social media can promote civic awareness and citizen action, democracy gets a boost. We argue that this is the case.

Facade democracies feature of the form of democracy but not its substance ???. Citizens are free to vote and to petition official institutions. However, politicians and the civil service is often corrupt and inefficient. Popular grievances can be easily blocked by organized special interests, regardless of who is elected. Overtime, the politics of corruption multiplies popular grievances. Traditional media is easily silenced and gutted by the people ‘with the money’.

⁶Their work reinforces a conclusion of an experimental study by Kirk Kristofferson and Peloza (2014), who show that an initial act of observability and offering token support may correlate with subsequent contributions to a cause. Their work is not set in a social media setting but uses some of the same network roles present in a peer-to-peer network.

⁷In earlier work, by Margetts et al. (2013) on personality traits, they found that extroverts are more likely to start petitions, others to follow.

The co-existence of nominal political freedoms and a political process that does not represent popular preferences creates a demand for organizational forms and means to address grievances in ways outside of and parallel to official processes.

Social media offers a perfect means to do so. Citizen can act as journalists to quickly reach like-minded supporters via point-to-point networks. Others can contribute information. Citizens can organize for action such a protest to break media taboo around an issue. Publicity, or getting help from others in preparing official grievances, can be decisive in turning around policy on an issue. Where political processes do a good job channeling grievances, social media's primary function may be to entertain. In facade democracies, real politics often happens on the network.

Furthermore, the regime in facade democracies is at least nominally committed to individual rights and freedoms. Network disruptions to stop or harass civic activists are difficult or impossible. A recent quantitative study found that Sweden, an advanced democracy, shuts down the internet more often than Bulgaria, a facade democracy.⁸ The state is not free to monitor or pursue online activists for their actions. Organized corrupt interests may not have the wherewithals needed to effectively block civic activity online.

In facade democracies, therefore, we expect social media to play an outsize interest for civic activism. Unlike the case with authoritarian regimes, such as Egypt, where the main objective of citizen activists is to bring down the government, in facade democracies the issues are classic collective-goods problems: keeping a patch of the city green such as in Gezi Park, Istanbul. In advanced democracies, popular flashes quickly enter mainstream politics. In Stuttgart, grievances against plans to cut down trees quickly lead to a popular referendum, in cases such as Turkey the only hope for activists is to build enough of an online momentum to break through official embargo on the issue.

Below, we trace some of the ways in which social media can help activists achieve success.

⁸The data range from 1995 to 2010, and within this time period offer details and circumstances of network shutdowns and disruptions in 101 countries. See [Howard, Agarwal and Hussain \(2011\)](#).

2.1 Information

Good, reliable information is a necessary condition for effective action on a common cause. By design, social networks facilitate the flow of information. In countries where traditional media and other outlets of information are known to be poor sources of politically-relevant and credible information, social media can assume an outsized importance. The low costs of entering the media market via social media means anyone enthusiastic enough can start providing information. They can acquire followers and forge a reputation for reliability.

In the case of specific campaigns, centered around a single issue or an array of related issues, the advantages of social media stand out even more clearly. Other information sources may need to address a wider set of issues, whereas a network community can choose to zero in on a common cause.

2.2 Grievance community

A key stumbling block before common action on a collective good is identifying others who care about the good in question. Potential beneficiaries are often a diffuse and dispersed group (Olson, 1971) who would need to work against concentrated special interests. When people join (like) a Facebook page dedicated to a cause, one of the first things they usually see is that there are others who care about the same thing. When the numbers start to climb, an individual joiner is likely to increase their optimism about the odds of success.

An online community comprised by many people is more likely to make an impression on official authorities. It can also get noticed and receive support by other groups, when specialized legal or other help is required. Such help would make success before the official authorities more likely.

People who join a page may also notice that their friends are already fans, and may make them fans by invitation. The cause can thereby become more personally-relevant.

In all, a grievance community can come into existence around a set of shared goals. Less tangible benefits of community include a feeling of belonging and of dedication. Individual participants in campaigns need the social esteem of others (Fiske, 2010), a sense of belonging

in a group (Kitts, 2000), and being a prized part of a common cause to motivate them to pay the costs of participating in a campaign. Social networks can create communities, centered around a cause (Goodwin, 1997).

2.3 Collective action

Collective action, such as formulating and spreading a common position, signing petitions, taking legal action, holding rallies and protests, is the holy grail of civic activism. Protest can lead to change (Bratton and van de Walle, 1992), and contentious politics helps social interests achieve representation (Tarrow, 1998).

Social media can increase the personal benefits of contributing to a common cause. For example, sharing one's opinion online can work differently depending on whether one is involved in a community or not. One would also see how others react to the same issue, and feel their own opinion and contribution is prized by others. People can thus become more engaged because their opinion matters more directly to others, and they receive benefits in the form of praise from sharing it. Respondents would feel that others observe my contribution, and will value it and embrace me for it (Immordino-Yang and Damasio, 2009).

The relative visibility of acting within a network can create a variety of possible benefits to personal action, and costs to not acting (Klandermans, 2002). One way to raise the individual costs of inaction is committing publicly to undertake a specific action. Again, social-esteem and peer-pressure, are more likely to be operative in a network setting (Van Zomeren and Spears, 2008), are likely to raise the costs of inaction and motivate individuals to follow-through on their commitment. In the context of voting, whether others know one's action has been shown to increase turnout (Funk, 2010; Gerber and Larimer, 2008).

Coordinated effort is central for a group's success. When individuals contribute towards common causes, they need to know that others will also pay some costs so that their effort is not wasted. Resolving coordination problems helps individuals decide to participate and contribute effort (Klandermans and Oegema, 1987). Coordination is easier if people can reassure each other that they will contribute effort. Social media is well-suited for that purpose: people receive information about the intentions of others, and can set their actions

in response to the anticipated behavior by others. Cheap-talk communication can help lower the costs attendant in collective action.

A network can bring together different types of people. Research in psychology shows that some people are more likely to take the initiative and lead [Verplanken and Holland \(2002\)](#). Research on personal values and decisions argues that action on congruent values is more likely when people perceive values central to their well-being as being activated. A network can ensure that natural leaders are paired with natural followers, ensuring successful common action.

2.4 Hypotheses

Email newsletters cannot match the engagement this sense of participation creates ([McAdam and Tilly, 2001](#)).

Hypothesis 1 *Encouraging participants to take part in a civic campaign via social media will lead to more attitudinal measures of success than email newsletter campaign or no campaign.*

Hypothesis 2 *Social media is associated with higher measures of success than newsletters or no campaign because of the benefits joining a community offers to participants*

3 Research Design

Our specific application comes from Bulgaria, where FB is often used to launch and promote campaigns with diffuse beneficiaries. The threats to nature in Bulgaria are various but perhaps foremost among them is the ability of special interests to take over land for commercial development while circumventing the country's legislative requirements for local and national review of the proposed development. While the country's legal system is weak and seldom indicts suspected malfeasance, public opinion holds many cases of rezoning in natural parks to be deliberate, possibly illegal, and socially suboptimal developments.

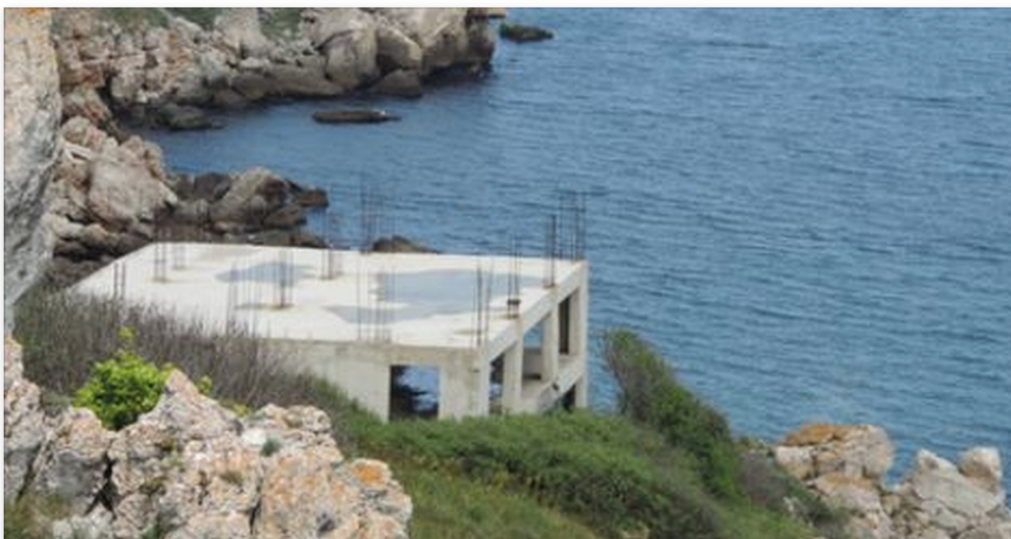


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Figure 1: Yailata: A FB page helped stop this development

Figure 1 is one illustration of what can go wrong with nature conservation, and a suggestive case for the power of social media. Without any publicity, local businessmen acquired papers to build on the rocks in a nature-preserve, Yailata. Development began suddenly and briskly, on an election-weekend. Images circulated on social media and a group was formed to help stop the development. After three days, authorities issued a stay on the building permit. The Facebook group, with help, continued to investigate until central authorities established the permit to be illegal and revoked it. The wide-spread perception remains that authorities work for special interests, and civic initiatives work against considerable odds, battling a steady stream of attempts very similar to this one.

NGO coalition *ZaDaOstanePriroda* (which translates as “SoThatNatureRemains”) pulls together different organizations with some common goals: preserve natural habitats, conserve national parks, and ensure that the public’s interest in lawful and sustainable development of Bulgaria’s natural resources has a voice. The coalition has existed for a number of years. Members include scientists, activists and a small staff. The financing is project-based, and includes financing through the World-Wide Wild Fund, the World Bank and EU agencies.

Spreading information about endangered territories and organizing large and diffuse groups for social action in this case is a classic case of collective action problem. The coalition has considerable experience with this, running, among other things, an active and vibrant Facebook page. People who like the page find out who of their friends, virtual and often real, have also liked the page. They also start receiving posts made to the page in their daily Facebook news stream. The Facebook page circulates pictures, news, stories from people and media, and announces events. Events, in turn, may include calls for citizen actions such as petitioning the government or international authorities, and taking part in rallies for nature. While the campaign is non-political, some protests target specific government actions or inactions and so may be characterized as civic protest.

3.1 What can the Facebook page of environmental activists tell us?

We know that Facebook pages promoting causes, whether green causes, regime change, or human rights, tend to attract people with relatively intense preferences for these causes. We may conjecture that these people are the ones that are also more active (Norris, N.d.), as citizens. What we suspect, but have not been able to establish to date, is that joining a community of other activists, by joining a Facebook page, produces independent causal effects on the joiners. They may change their views and become more active as a result of being given this online media and organizing tool.

As part of our study, we were able to compare the profiles of a group that we would characterize as a representative sample of social media users, to the profile of activists, in this case the set of people who have liked the Facebook page of *ZaDaOstanePriroda*. The page is in Bulgarian, and the sample is drawn within Bulgaria. We describe the representative sample

in greater detail in next section. The Facebook page sample was generated by recruiting people to fill out an online survey via the page.

The histograms on Figures 2 and 3 show how a representative sample compares to a the Facebook-page recruited sample (activists) on two measures - a measure of nature-loving personality of the respondent and a reported measure of civic activism (sum of positive answers to five questions such as ‘have you taken part in protest’, ‘contacted a politician in the last 12 months’). The figures are unequivocal - the people recruited via the NGO’s page are significantly more likely to describe themselves as nature-loving personalities, and to report civic activism in the past 12 months. What we cannot see from this data is whether the preferences and actions of the activist sample are purely a product of selection (the page attracting the right types), or whether there is also an independent effect from joining. Thus, we do not know whether the differences between each panel are selection-only, or selection, compounded by changes to the joining population. This is what we aim to establish, via a custom-created page, around a new initiative to protect the remaining undeveloped beaches and to ensure they stay wild. Essentially, we use the launch of an initiative civic activists wanted to launch, cooperating with them, to build the following research design.

3.2 Experimental Setup and Time-line

Our research design is based on creating a campaign, vary the means of conducting it between a facebook page or an email newsletter, enroll subjects randomly in one of the two treatments (or the control of no exposure to the campaign), and assess a variety of attitudinal measures of change for the participants.

At the opening of the experiment, a professional pollster agency approached 3,000 people between the ages of 18 to 60 in all of Bulgaria’s towns with population of 50,000 or more. The pollsters collected basic demographic information, including social network presence, email of the respondent, and some information on views about the environment. A filtering question made sure that only people with Facebook accounts could take part. Between 1/2 and 2/3 of all respondents in the country are on the social network. People were told they are taking part in a study lead by university researchers.

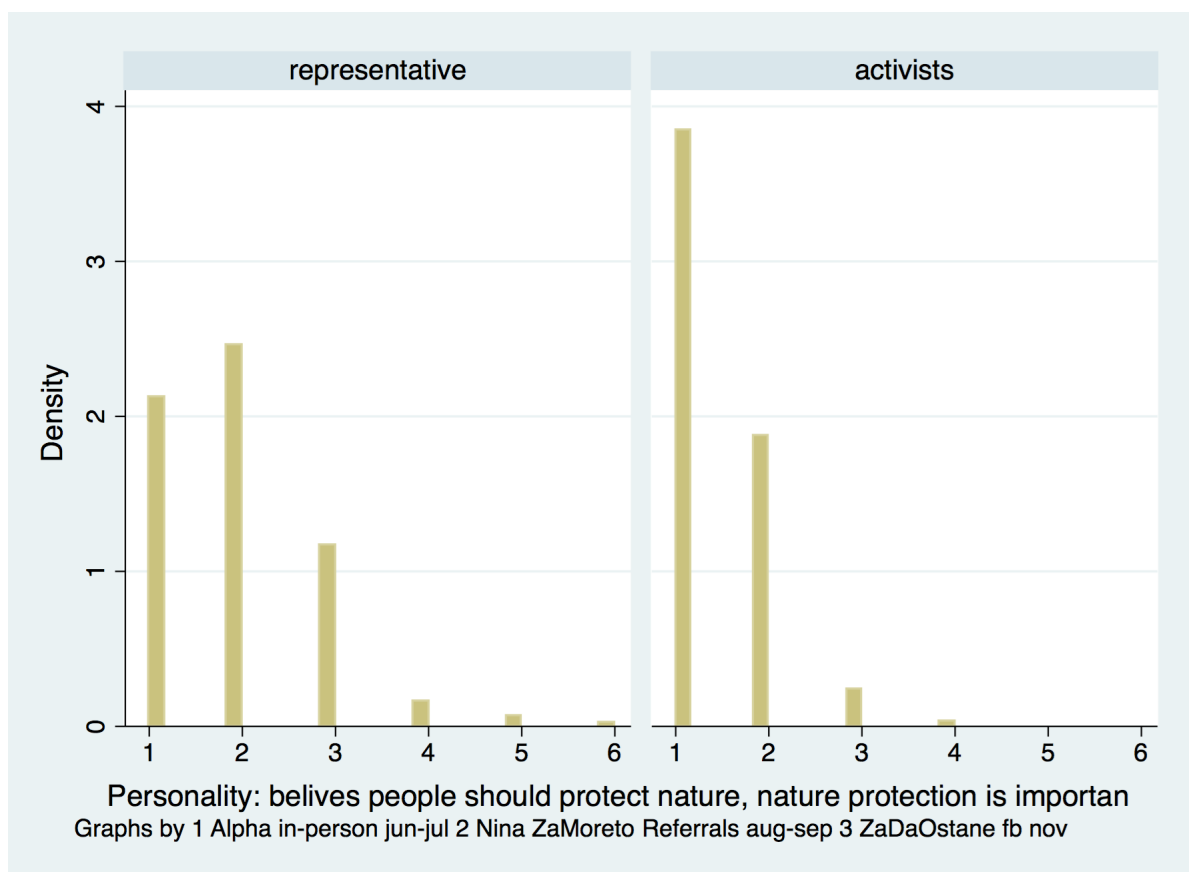


Figure 2: Comparing the type of respondents attracted by a green page, ZaDaOstane, to a representative sample of FB users on a personality measure: to what degree would you describe yourself as someone who loves nature and for whom nature-preservation is important

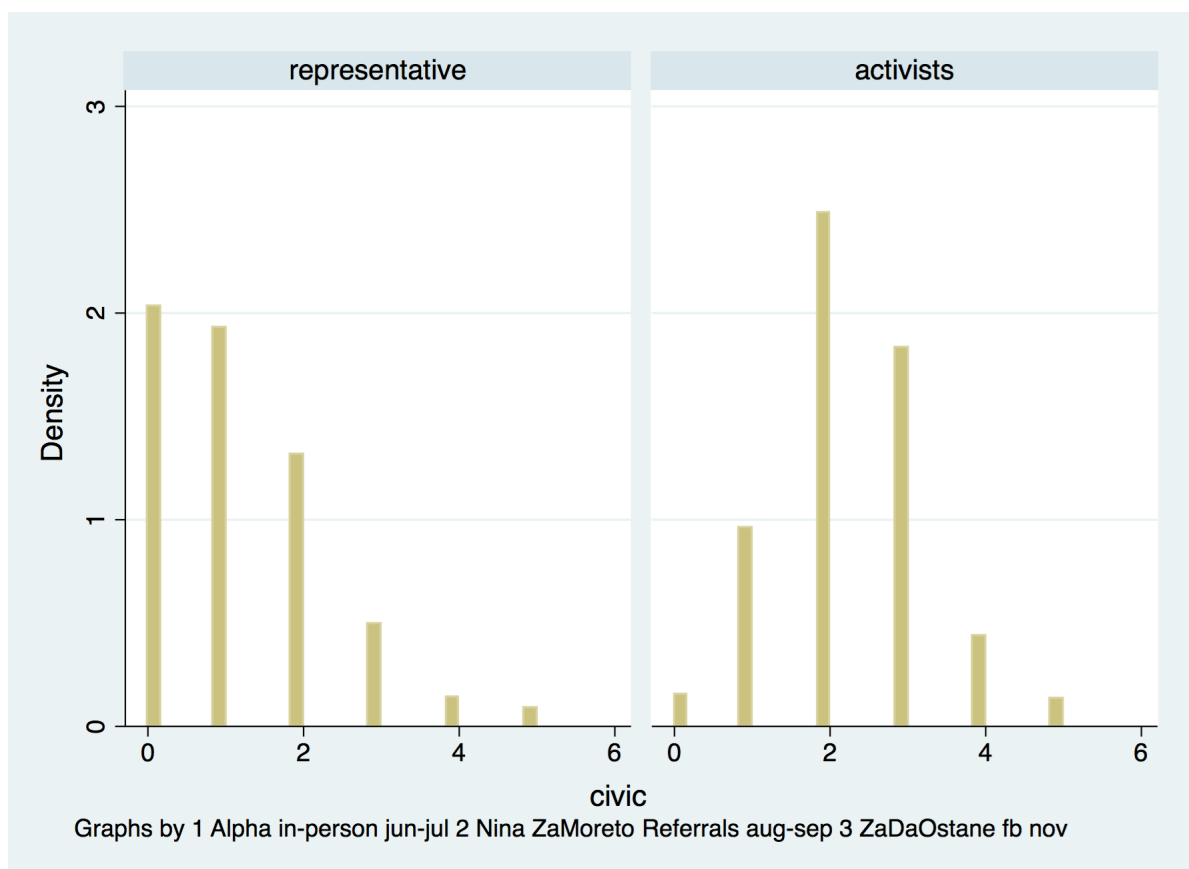


Figure 3: Comparing the reported civic activism of the type of respondents attracted by a green page, ZaDaOstane, to a representative sample of FB users

The research team then used this information to ask people via email to confirm their participation by clicking a link in response to an email. A dedicated application saved information about the respondent’s Facebook account. About 1000 people confirmed participation.

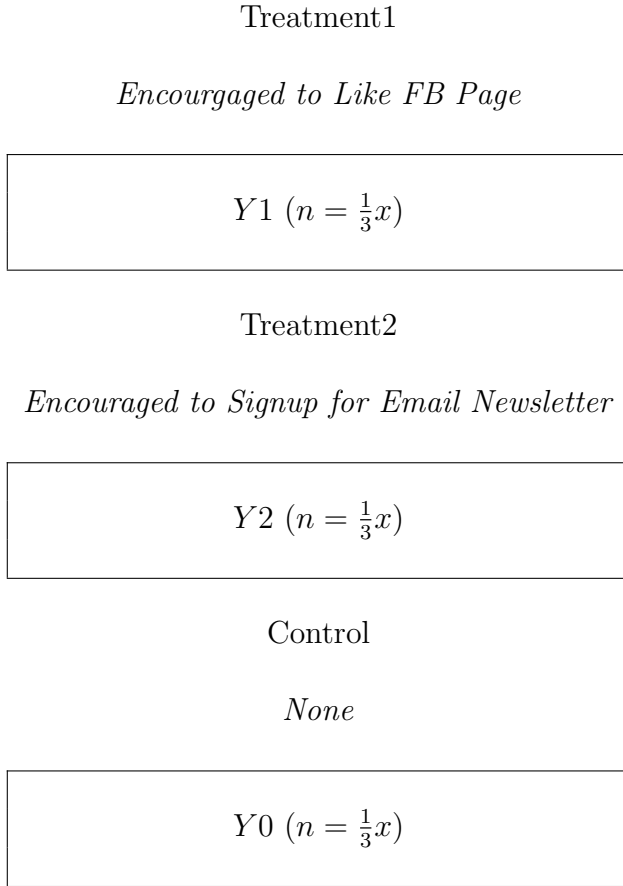
We next sent an online survey to all who had confirmed participation, generating more information on people’s views on the environment and some information on social attitudes and political views. At the end of this survey, a third of respondents were encouraged to like a Facebook page dedicated to protecting the remaining sea coast from development, another third were encouraged to sign for an email newsletter dedicated to the same objective and the remaining third did not receive any encouragement. Figure 4 shows the division of groups.

Assignment to groups was random, with randomization carried out at the individual level. About half of the respondents in the facebook and newsletter group complied with the request. A clarification should be made that our subjects were dispersed around the country, and represented a tiny portion of all facebook users, as a result we do not believe they were connected in any way among themselves at the start of the experiment. The facebook page we created, *ZaMoreto* was relatively newly-launched and had a small following (about 200 likes) by the time people got the encouragement. Also, while the page was ran in cooperation with the NGO-coalition “ZaDaOstane”, there were no links to that page, the NGO’s involvement was informal and low-key.

Over the next eight weeks, with the cooperation of members of the NGO, the newly created page was filled with content about specific surviving wild areas around the sea coast, including threats to their survival, and possible strategies for keeping them wild. About 5 posts per week were posted, always including a picture and brief text. The same content was assembled and once a week mailed to the email newsletter group. We logged activity on the Facebook page, including shares, likes and comments.

A snapshot of the page, which has continued to be active, follows on the next page.

Figure 4: Experiment



$Y = \{y_{i...n}\}$ is a vector of outcome variables

After the 8 weeks, we deployed another online survey, where we asked respondents about their views on the state of the environment, the likelihood of success of different civic initiatives and other items. Respondents always received a customized link that made sure everyone's answers were matched to the correct interviewee. The customized link was unobtrusive so that the online survey looked like a generic, rather than personalized, online survey from the point of view of the respondent.

To reduce attrition with the second online survey, we pre-announced and entered everyone filling out the survey in a raffle with a few small prizes, such as environmentally themed T-shirts and a GPS-walking band.

About 75 per cent of the respondents assigned to treatment filled out the last, outcome, survey. The attrition is essentially the same for the two treatment groups and the control. Since the effect of our intervention was expected to be relatively modest, we assume that the proportion of respondents dropping out is comparable on unobservables.

The overall time-line of the experiment is depicted on Figure 5. Compliers in each treatment group, about half, are color-coded. Attrition is represented by the shrinking bars for each group at the last stage.

3.3 Measurement

Measuring outcomes is done by deploying an online questionnaire to the treated and control groups, via an email invitation.

- **Information**

At the conclusion of the study, we seek to establish the knowledge of participants on campaign issues, as well as their feeling of civic involvement more generally.

- **Engagement**

We ask participants about their opinion on an issue, and their motivations.

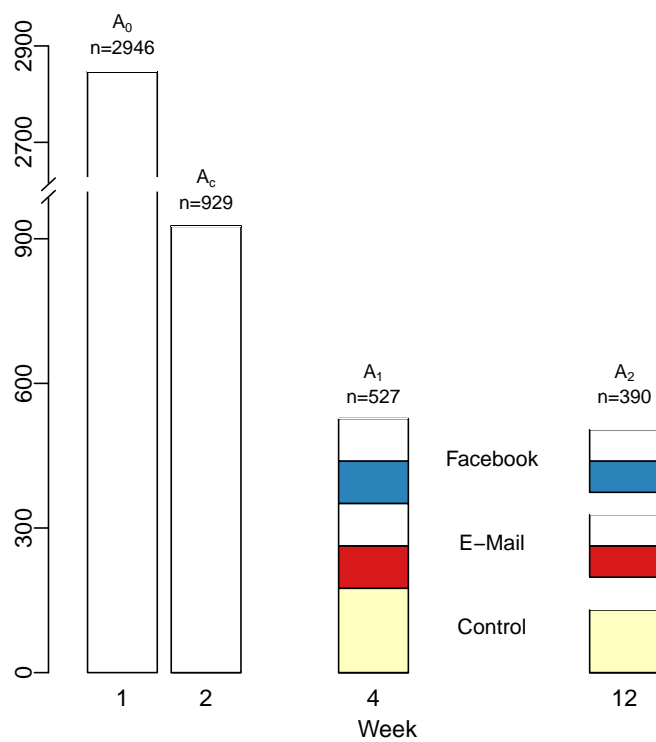


Figure 5: Timeline of Fieldwork

We want to know whether respondents shared information with friends, and whether they believe their actions were part of a coordinated and effective effort.⁹

3.4 Ethical considerations

Participation in the study did not pose risks for the participants. All participants were informed about the general area of the study, but were not informed about the research design because that would have undermined the ability of the researchers to carry out the study’s objectives. Participants could elect to be updated, upon completion of the study, when a full summary will be passed on to them. The identity of the respondents was never passed on to the researchers, as a standard confidentiality measure.

Upon completion of the study, the control group also receives invitation to like the FB page (both the *ZaMoreto* and the *ZaDaOstane* pages). The hypothesized benefits of the treatment for civic action will thus accrue to that group as well. The temporary delay in signing up that group is warranted by the objective of assessing the benefits of treatment, something of value to researchers, the campaign and scholars and practitioners more widely.

4 Results

We start out with some relevant descriptives, based on the in-person interview of 3000 participants. We also define and describe some of the variables we refer to in the subsequent analysis. First, illustrating the reach and potential of social media, we find that more than two-thirds of people use Facebook at least once a day, that approximately the same proportion have access to the internet via a smart phone or a similar device with a dataplan, and that about 40 % of people say social media, rather than traditional newspapers, TV and radio, are their primary, most reliable first stop for news and political commentary. Furthermore, people report that they have more online friends than friends in real life. The mean *age* in our sample is 34 years, somewhat younger than the population overall, but

⁹It is possible that we can use the FB page to establish more about the behavior of users which would provide independent validation of claims of information-sharing and joining events. This is to be determined based on feasibility.

well-around the middle-class. Together, these patterns illustrate the existence of a powerful online community that can be mobilized for social action.

Second, on the specific issues of nature and the Black Sea Coast, only 4

Third, many respondents report having been active in nature-preserving initiatives. About 1/3 state they have taken part in a protest or some other civic initiative designed to preserve nature (variable *participation*). A total of 40 % believe that civic society should play a leading role in nature-conservation, relative to official institutions. This comes against a background of overwhelming distrust of Parliament, the courts and the police (median ranking between 1 and 2 on a 1-10 scale of mistrust-trust). By contrast, the mean trust in civil society and European (EU) institutions is between 5 and 6. This picture rhymes well with the image of society where official institutions have been effectively captured by special interests and gutted from their ability to represent broad interests, something that is especially evident in the case of the state's handling of natural resources.

Finally, on a 1 to 5 scale of *civic* activism, composed of the sum of positive answers to questions probing things such as have you gotten in touch with central or local politicians (in the last 12 months), respondents average 2. In terms of subcomponents of the index, most people have taken part in a demonstration or signed a petition, as opposed to worked for a political party or association. Thus, activism is not channeled through official channels but occurs in dispersed and informal ways. People are also reasonably informed - they are able to correctly answer most questions about the number of illegal developments in existing nature parks on the Black Sea coast.

What is unique in our study is that it allows us to model the process of respondents selecting themselves into social media campaigns, based on their underlying interests. In our study, people choose to continue participation, beyond the in-person interview, and then choose whether to take the encouragement of liking a page (signing for a newsletter) the goal of which is to fight for the preservation of the remaining coast. Figure 6 shows a histogram of the set of respondents we start out with, and the set of respondents who like the facebook page, in terms of the degree to which they define themselves as nature-loving. The distribution of those who like the newly created page is skewed, in terms of people with certain propensities ending up in the group designed to promote the goals they care about. What is also unique

about our study is that we can model the process of selection while taking the extra step of understanding the causal effect of joining a social media community. We do so by exploiting the exogenous nature of experimental assignment to the treatment groups.

Assignment to either the FB or newsletter group satisfies the requirements for an instrument in a 2SLS regression setting. We cannot simply compare means across groups because not all respondents take the treatment. Still, whether a respondent likes the page or signs the newsletter is predicted by whether they were included in *fbgroup* or *newsgroup*, which means we can use those exogenous variables to purge any bias from the *fblike* and *newsletter* variables and to generate the local average treatment effect of liking a page or signing for the newsletter.

Table 1 reports first-stage results, where the dependent variables are whether respondent takes the treatment. Selection is of interest independently. The included covariates mostly work in the expected ways. Someone who reports being a nature-loving personality is more likely to like the FB page and our youngest respondents are less interested in joining a relatively serious cause. People who have been active citizens are more likely to take the treatment. Interestingly, these covariates are less likely to predict signing up for the newsletter. If people do not believe an email campaign is likely to work, this makes sense. Since our numbers are low, comparing the FB group to the control involves comparing two groups of about 160 each, we can also report results of treatment group against the aggregate of other treatment group and control. Thus, if we believe that being assigned to the newsgroup has no effect, putting the newsgroup with control allows us to look at a larger sample of about 500. This increases the power of the test. This is what column three of Table 1 does (the last column aggregates the facebook group with control and is provided for symmetry).

Tables 2 shows results of the treatments. The dependent variable is the degree to which respondent believes a civic campaign can save the remaining coast from development, instrumented by treatment assignment. The effect of the facebook treatment is positive but insignificant, and the effects of the newsletter group are negative in the most restrictive models in columns 1 and 2. Adding more observations to increase the power of the test, the effect of being assigned to treatment remains positive and reaches statistical significance. Thus, there is some evidence that liking the facebook page, but not signing for a newsletter, increases the optimism among participants that a socially-desirable objective can be

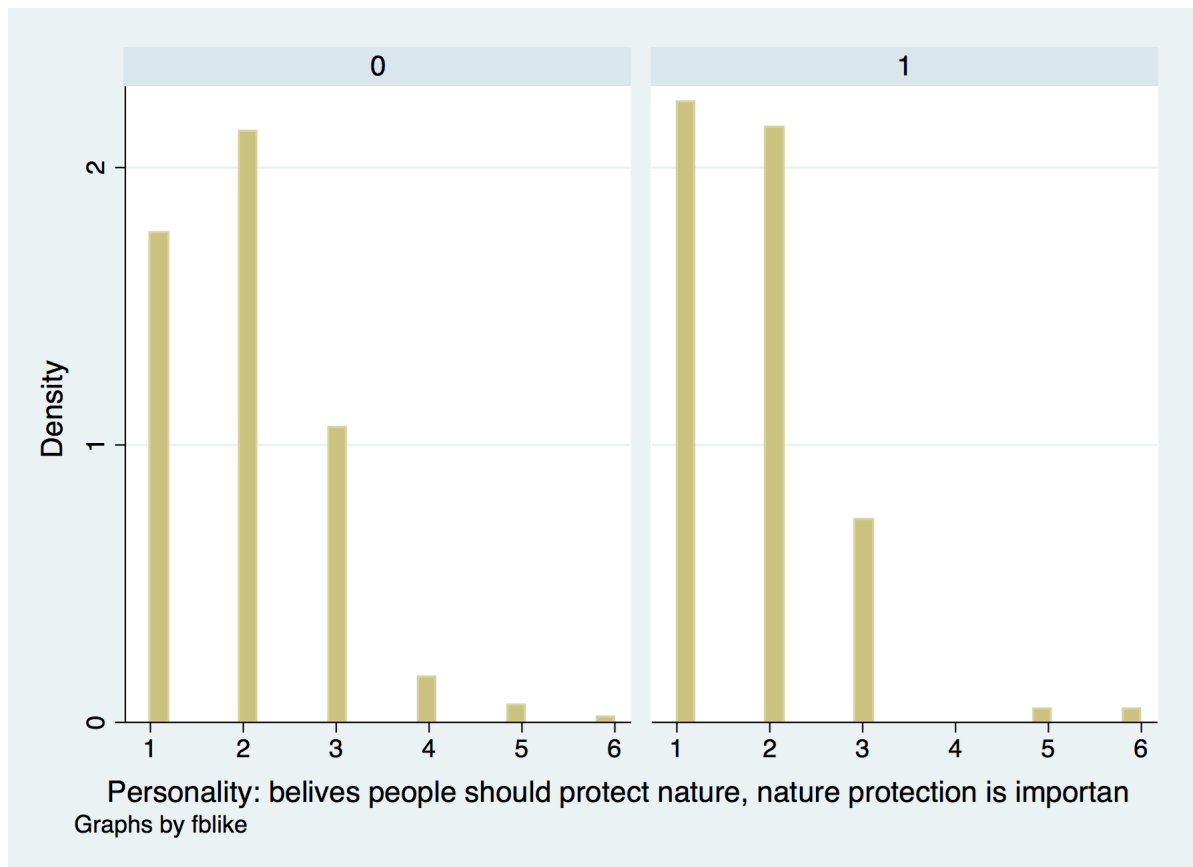


Figure 6: *The process of selection at work: different people end up on FB activist pages. Comparing the population we started with, with those who eventually liked the FB page ZaMoreto*

Table 1: Assignment to treatment

	Likes FB	Signs for newslttr	Likes FB, all	Signs for, all
nature-loving personality	0.0387* (0.0212)	0.0171 (0.0233)	0.0252* (0.0139)	0.0109 (0.0151)
participation	0.0589 (0.0425)	-0.0537 (0.0420)	0.0363 (0.0276)	-0.0409 (0.0298)
fbgroup	0.511*** (0.0375)			
age	0.00490*** (0.00159)	0.00332** (0.00162)	0.00305*** (0.00102)	0.00226** (0.00110)
civic	0.0494*** (0.0179)	0.0175 (0.0190)	0.0323*** (0.0119)	0.0116 (0.0128)
log town pop	0.00259 (0.0181)	0.0188 (0.0182)	-0.00123 (0.0117)	0.0135 (0.0126)
newsgroup		0.474*** (0.0390)		
fbpagegroup			0.505*** (0.0265)	
newslettergroup				0.476*** (0.0279)
Observations	331	347	508	508
R^2	0.389	0.318	0.430	0.378

achieved.

Table 2: 2SLS, chances a civic campaign can save the coast

	FB	Newsletter	FB, all	Newsletter, all
fblike	0.313 (0.242)		0.395* (0.211)	
nature-loving personality	0.134 (0.0946)	0.222*** (0.0800)	0.173** (0.0690)	0.178*** (0.0685)
participation	0.168 (0.159)	0.225 (0.142)	0.156 (0.123)	0.138 (0.123)
age	0.00426 (0.00603)	0.00236 (0.00568)	0.00401 (0.00463)	0.00643 (0.00467)
civic	0.0764 (0.0668)	0.0700 (0.0611)	0.0608 (0.0517)	0.0756 (0.0516)
log town pop	0.0373 (0.0718)	0.0369 (0.0622)	0.0281 (0.0536)	0.0300 (0.0535)
newsletter		-0.185 (0.286)		-0.384 (0.248)
Observations	235	267	374	374
R^2	0.030	0.065	0.037	0.049

We hypothesize that this effect arises because respondents identify the various, material and intangible resources, that come from becoming a member of a community. We asked respondents to tell us why the cause of saving the Black Sea coast is important to them. We offered them a range of choices, including: because I like nature, because I hate corruption, because it makes me feel cool and creative, because it makes me feel part of a community. Table 3 show results. People who like nature report the cause is important to them because they are nature-loving personalities, people who have taken part in protest report that it such because they hate the corrupt practices embodied in coastal development, and younger people identify with saving the coast because it makes them feel cool and creative These are observational data. The last column is of greatest interest to our study. It shows that the instrumented effect of liking the FB page dedicated to saving the coast produces a feeling of community among participants. Liking the page (first row of coefficients) has no comparable effect on any other identification with the cause of saving the coast (people do not start loving nature more, nor hating corruption). In other results, we ran a similar analysis for being assigned to the email bulletin group and we found no changes in respondents' evaluation. Thus, there is some experimental evidence that people feel optimistic of the chances of success

of a cause because they feel part of a newly-found community when they join a social media page.

Table 3: 2SLS, Why is the cause of saving the coast important to you?

	nature	corruption	creative	community
fblike	0.0516 (0.0619)	-0.0225 (0.0985)	-0.00279 (0.0698)	0.118* (0.0672)
nature-loving personality	0.0531*** (0.0202)	-0.00258 (0.0322)	0.0201 (0.0228)	-0.00151 (0.0220)
participation	0.00446 (0.0361)	0.0976* (0.0575)	-0.00997 (0.0407)	0.0300 (0.0392)
age	-0.00111 (0.00134)	0.000527 (0.00214)	-0.00323** (0.00152)	-0.00000283 (0.00146)
civic	0.0264* (0.0152)	0.00229 (0.0242)	0.0138 (0.0171)	0.0166 (0.0165)
log town pop	0.00686 (0.0156)	0.0393 (0.0249)	0.00439 (0.0176)	0.000822 (0.0170)
Observations	375	375	375	375
R^2	0.038	0.014	0.016	.

5 Discussion

A debate on the rise of the internet aims to see whether the new opportunities for social communication deepen divisions between people who are already active in traditional ways, and those that are not. Our results help speak to that debate. Online communities attract activists, or people with higher than average preference for an issue. But they also help them do more, give them optimism in the chances of success. People who believe they are more likely to succeed will be more likely to then undertake actions that make results more likely. Selection leads to transformation.

Interpreted against the background of rising popularity of social media, this is significant. Some of our most striking findings concern the rise of a demographic group that relies for their news and information on social media. These people are also most active and socially-engaged. Forming and joining online communities is one way this group can fight against a corrupt and hollow system of traditional state institutions.

Finally, this is important when interpreted against the oft-bemoaned demise of traditional civic associations, underscored by Putnam and others. If social media can organize diffuse groups for action on civic causes, this is a powerful addition or alternative to a form of civic organization that does seem to be on the decline. Our study demonstrates experimentally that this may be happening.

The news, therefore, seems to be good.

6 Conclusion

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A Survey Instruments

ВЪПРОСНИК

Добър ден, казвам се.... и представлявам агенция Алфа Рисърч. Ние работим по проект "Граждани и Природа" с клиент Федерален технологичен институт Цюрих. Вашето мнение е важно за нас. Бихте ли отделили няколко минути, за да отговорите на нашия кратък въпросник, касаещ природата на страната?

ИНТ. Филтър – интервюто се провежда само с респонденти отговорили на въпроси F1; F2 и F3 с ДА!

F1. Ползвате ли Internet (Интернет) ?	
1/ Да	1
2/ Не - ПРЕКРАТЕТЕ ИНТЕРВЮТО!	2

F2. Ползвате ли E-mail (Е-мейл) ?	
1/ Да	1
2/ Не – ПРЕКРАТЕТЕ ИНТЕРВЮТО!	2

F3. Ползвате ли Facebook (Фейсбук) ?	
1/ Да	1
2/ Не – ПРЕКРАТЕТЕ ИНТЕРВЮТО!	2

1. Какво е състоянието на околната среда в България, според вас? (Моля, отговорете по скалата от 00 до 10, където 00 означава „много лошо“, а 10 означава „много добро“)											
00	01	02	03	04	05	06	07	08	09	10	88
Много лошо										Много добро	Не знае/ не може да прецени

2. Смятате ли, че е допустимо да продължи да се застроява българското Черноморие?	
1/ Да	1
2/ Не	2
3/ Не знае/ не може да прецени	3
99/ Без отговор (Не се чете)	99

3. Включвали ли сте се досега в граждански инициативи за опазване на природни ресурси: градски, национални паркове, гори, крайбрежия?	
1/ Да	1
2/ Не	2
99/ Без отговор (Не се чете)	99

4. Колко често ползвате:

4A. Email:	
1/ Няколко пъти на ден	1
2/ Поне веднъж дневно	2
3/ Няколко пъти седмично	3
4/ Поне веднъж седмично	4
5/ По-рядко	5

4B. Facebook:	
1/ Няколко пъти на ден	1
2/ Поне веднъж дневно	2
3/ Няколко пъти седмично	3
4/ Поне веднъж седмично	4
5/ По-рядко	5

5. Ползвате ли интернет през смартфон или друго подобно устройство?	
1/ Да	1
2/ Не	2

В рамките на следващия месец изследователите **от технологичен институт Цюрих** ще ви запознаят с една гражданска кампания за опазване на българското Черноморие. Те биха желали да ви включат в две кратки онлайн анкети във връзка с целите на тази кампания. Вашето мнение може да помогне за успеха на тази и други бъдещи граждански инициативи. Изследователите ценят вашата оценка и позиция.

Ако сте съгласен/-на, моля да ни предоставите информация за връзка. Необходимата информация за изследването е:

6. Активно използван Е-Мейл адрес за контакт, на който ще ви бъде изпратена анкетата:

7. Фейсбук адрес за контакт (име на профил или ключови думи за намиране на профила):
ИНТ. нека интервюиращият го запише сам

8. Мобилен телефон за контакт – със SMS на него ще ви бъде съобщено, когато анкетата е изпратена на вашият е-мейл.

I. Пол:	
1/Мъж	1
2/Жена	2

II. Как бихте определили вашето настоящо материално положение?	
1/Много добро	1
2/ По-скоро добро	2
3/ По-скоро лошо	3
4/ Много лошо	4

III. Възраст в навършени години:
---	-------

IV. Вашето завършено образование:	
1/ Висше	1
2/ Полувисше	2
3/ Средно	3
4/ Основно или по-ниско	4

Местоживееене(име на населеното място):

Благодарим Ви за участието!

Survey Instrument

Hi, my name is I represent Alpha Research. We are working on a project "Citizens and Nature", contracted by ETH Zurich. Your opinion is important to us. Would you take a few minutes to answer questions concerning nature conservation?

Filter – Interview proceeds only if F1-F3 are yes!

F1.Do you use the internet ?	
1/ yes	1
2/ no -	2

F2. Do you use email ?	
1/ yes	1
2/ no	2

F3. Do you use Facebook ?	
1/ Yes	1
2/ No	2

1. What is the state of the enviroment in Bulgaria (00 very bad to 10 very good)

00	01	02	03	04	05	06	07	08	09	10	88
Very bad										Very good	DK/not sure

2.Do you believe further commecial development on the Black Sea Coast should be allowed?	
1/ Yes	1
2/ No	2
3/ DK/Not sure	3
99/ No answer (do not read)	99

3. Have you taken a part in civic campaigns to protect natural resources such as city parks, forests, national parks, coastal areas?	
1/ Yes	1
2/ No	2
99/ / No answer (do not read)	99

4. How often do you use

4A. Email:	
1Several times a day	1
2/ At least once a day	2
3/ A few times a week	3
4 At least once a week	4
5/Less often	5

4B. Facebook:	
1Several times a day	1

2/ At least once a day	2
3/ A few times a week	3
4 At least once a week	4
5/Less often	5

5.Do you use the internet through a smartphone or similar device	
1/ Yes	1
2/ No	2

In the next several weeks, the researchers will conduct a study of civic society and nature protection. They value your position and opinion.

If you agree to take part, provide the following information

6 Actively used email so that we can send you the surveys

7Facebook address (respondent writes in)

8. Mobile number to alert you when survey is sent to you

I. Sex	
1/M	1
2/F	2

II. How would you define your material level of well-being	
1/Very good	1
2/More good than bad	2
3/More bad than good	3
4/ Very bad	4

IIIYour age in years
-----------------------------	-------

IV. Your education	
1/ University	1
2/ Between hischool and university	2
3/ Hischoold	3
4/ Middle school or less	4

Town

Thank you for participating!

Начало

Анкета

Какво е състоянието на околната среда в България, според вас?

0 много лошо

1

2

3

4

5

6

7

8

9

10 много добро

Без отговор

Смятате ли, че е допустимо да продължи да се застроява Българското Черноморие?

Да

Не

Не знае/ не може да прецени

Без отговор

Включвали ли сте се досега в граждански инициативи за опазване на природни ресурси:градски, национални паркове, гори, крайбрежие

Да

Не

Без отговор

Колко често ползвате Email

Няколко пъти на ден

Поне веднъж дневно

Няколко пъти седмично

Поне веднъж седмично

По-рядко

Без отговор

Колко често ползвате Facebook

Няколко пъти на ден

Поне веднъж дневно

Няколко пъти седмично

Поне веднъж седмично

По-рядко

Без отговор

Ползвате ли интернет през смартфон или друго подобно устройство?

Да

Не

Без отговор

Мобилен телефон

На този телефон ще ви изпратим електронен опит, за да ви напомним, когато следващите две анкети се получат на емайла ви. Само за номера извън България: започнете с +, кода на страната, следван от номера.

Пол

Мъж

Жена

Без отговор

Как бихте определили вашето настоящо материално положение?

Много добро

По-скоро добро

По-скоро лошо

Много лошо

Без отговор

Възраст в навършени години

Вашето завършено образование

Висше

Полувисше

Средно

Основно или по-ниско

Без отговор

Подкрепяте ли създаването на повече възможности за природно-съобразено къмпингуване в останалите дива места България.

да, определено

по-скоро да

не съм сигурен/на

по-скоро не

определено не

Когато решавате къде да почивате в България, какъв вид настаняване отговаря най-добре на вашите предпочитания:	напълно отговаря	по-скоро отговаря	по-скоро не отговаря	не отговаря изобщо
В хотел	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
На палатка сред дивата природа	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
В къмпинг	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
В къща за гости	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>

Когато решавате къде да почивате в България, какво е важно да има в избраното от вас място:	много важно е да го има	донякъде е важно	не съм сигурен/на дали е важно или не	по-скоро не е важно	изобщо не е важно
Дива природа	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Добри пътища/инфраструктура	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Културни и исторически забележителности	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Разнообразни туристически услуги (разходки, езда, игри и т. н.)	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Био/селска храна и др. продукти	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Добри хотели и ресторанти	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>

Регион

Select a value

Е-поща

Валуден имейл адрес. На този емайл ще ви изпратим поканя за останалите две кратки анкети от нашето проучване. Той няма да бъде публично показван или споделен.

Изпрати



Радваме се, че сте част от нашето изследване!

Остава само една стъпка! За да продължите участието си, е необходимо да потвърдите Фейсбук профила си с този бутон:

 Потвърдете Facebook профила си

За да научим повече за социалните медии и опазването на природата, изследването ни засяга само текущи потребители на Фейсбук. Целта на бутона е да удостовери наличието на валиден профил. Той няма да бъде показван или споделян.

„Граждани и Природа“

Съвместен проект на Технологичния Институт Цюрих и Университета Манхайм





Успешно потвърдихте своя Facebook профил.

Успешно потвърдихте своя Facebook профил

Докрая на седмицата ще ви изпратим втората от общо три кратки анкети. Ако желаете да я попълните още сега (около 3 минути), можете да натиснете тук:

[Към Анкета 2](#)

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Анкета

Радваме се, че споделяте Вашето мнение за гражданите и българската природа с нас!

1. Кой, според Вас, са природните дадености на България, които имат най-належаща нужда от защита?

- ☐ реките
- ☐ горите
- ☐ планините
- ☐ Черноморието
- ☐ не мога да преценя

2. Дколкото Ви е известно, какъв е защитният статут на всяко от изброените места?

	национален парк	природен парк	защитена местност	археологически резерват	не съм сигурен/на
Яйлата	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Калиакра	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Камчийски пясъци	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Странджа	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. В колко от горезиброените защитени територии - Яйлата, Калиакра, Камчийски пясъци, Странджа, - има опити за частично строителство?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ не мога да преценя

4. В сравнение с ролята на официалните институции, каква трябва да е ролята на гражданското общество за опазване на природата в България:

- ☐ водеща
- ☐ равна
- ☐ малка
- ☐ не мога да преценя

5. Колко приятели имате?

	много	по-скоро много	нищо много, нищо малко	по-скоро малко	малко
Приятели ми в живота са:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Приятели ми в социалните мрежи са:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Ще ви опиша накратко някои хора. Моля, кажете ми до каква степен всеки от описаните прилича на вас?

	Изцяло като мен	Като мен	Донякъде като мен	Съвсем малко като мен	Не е като мен	Изобщо не е като мен
За него е важно да показва своите способности. Исква хората да оценяват това, което прави.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
За него е важно да живее безопасно. Избягва всичко, което би могло да застраши неговата сигурност.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
За него е важно да се забавлява и да си прекарва добре. Обича да си доставя лични удоволствия.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Търси приключения и обича да поема риск. Исква да има възбуждащ живот.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Осилно вярва, че хората трябва да опазват природата. За него е важно да се грижи за околната среда.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. В каква степен имате доверие на всяка от институциите по-долу? От „0“ нямам никакво доверие, до „10“ имам пълно доверие.

	Никакво доверие	1	2	3	4	5	6	7	8	9	Пълно доверие
Българския парламент	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Българската съдебна система	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Българската полиция	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Гражданското общество в България	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Европейския парламент	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Колко често гласувате на избори?

- ☐ винаги
- ☐ често
- ☐ понякога
- ☐ рядко или никога

9. Откъде получавате най-достоверна информация за това, какво се случва в обществения живот в България?

- ☐ телевизия и радио
- ☐ печатни медии
- ☐ онлайн медии и/или социални мрежи
- ☐ нито едно от изброените

10. Има различни начини да се помогне нещата в България да се подобрят или да не се влошат повече. През последните 12 месеца, вие лично дали...

	Да	Не
... сте се свързали с политик, с член на централната или на местната власт	<input type="radio"/>	<input type="radio"/>
... сте работили за политическа партия или сдружение	<input type="radio"/>	<input type="radio"/>
... сте работили за друга организация или асоциация	<input type="radio"/>	<input type="radio"/>
... сте подписвали петиция, подписка и др.	<input type="radio"/>	<input type="radio"/>
... сте вземали участие в протест или демонстрация	<input type="radio"/>	<input type="radio"/>

Много хора смятат, че освен ако България не вземе цялостно решение за проблема със застрояването и унищожаването на крайбрежието, съвсем скоро няма да остане дори един незастроен и девствен плаж. Ако има гражданска кампания за запазването на морето, вие бихте ли се информирали? *

- ☐ Да
- ☐ Не

Изпрати анкетата

Анкетата бе изпратена успешно!

Благодарим ви, че споделихте Вашето мнение за гражданите и българската природа с нас!

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Анкета №2

Радаваме се, че споделяте Вашето мнение за гражданите и Българската природа с нас!

1. Какви са шансовете една гражданска кампания да опази останалата природа по Българското Черноморие?

- ☐ много малки
☐ малки
☐ нито големи, нито малки
☐ големи
☐ много големи

2. Кои от тези статуты биха могли да предпазят останалото диво Черноморско крайбрежие от застрояване и друга инвазивна човешка намеса (изберете всички, които важат)

- ☐ национален парк
☐ природен парк
☐ защитена местност
☐ археологически резерват
☐ не мога да преценя

3. Колко важна е лично за вас каузата за спасяването на Българското Черноморие?

	НЕ Е ВАЖНА				МНОГО ВАЖНА
Колко важна е лично за вас каузата със спасяването на Българското Черноморие?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Защо е толкова важна?

- ☐ защото обичам природата
☐ защото мразя корупцията
☐ защото е вдъхновяващо и креативно
☐ защото хората около мен говорят за това
☐ защото чувствам, че имам значение
☐ защото ми дава усещане за общност

5. Колко пъти, през последните няколко седмици, сте коментирали нещо свързано с опазването на Черноморието с ваши приятели или познати?

	НЕ СЪМ КОМЕНТИРАЛ	НЯКОЛКО ПЪТИ СЪМ КОМЕНТИРАЛ	МНОГО ПЪТИ СЪМ КОМЕНТИРАЛ
в реалния живот	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
в социалните мрежи или други онлайн форуми	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. За колко от вашите приятели е важна каузата за запазване на природата по Черноморието?

	ЗА ПОЧТИ НИКОИ	ЗА НИКОИ ОТ ТЯХ	ЗА МНОГО ОТ ТЯХ	ЗА ПОЧТИ ВСИЧКИ ОТ ТЯХ	НЕ МОГА ДА ПРЕЦЕНЯ
за приятели в реалния живот	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
за приятели в социалните мрежи или други онлайн форуми	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Като цяло, какво смятате, че другите мислят за хората, които се ангажират с граждански каузи?

- ☐ Другите са благодарни/признателни
☐ Другите не оценяват/не се интересуват
☐ Другите са подозрителни/недружелюбни

8. В каква степен смятате, че можете да влияете на нещата в политическия и обществен живот на страната?

- ☐ в много голяма степен
☐ в голяма степен
☐ в нито голяма, нито малка степен
☐ в малка степен
☐ в много малка степен

9. Ако в следващите няколко седмици научите за протестна акция или друга гражданска проява в защита на Черноморието във вашия град, ще се включите ли?

- ☐ По-скоро да
☐ Трудно ми е да кажа, но ще направя всичко възможно
☐ По-скоро не

10. Доколкото си спомняте, виждали ли сте досега това лого?

- ☐ Не, не съм го виждал
☒ Да, виждал съм го



11. Колко често смятате че сте го виждали в такъв контекст?

	НИКОГА	ПОЧТИ НИКОГА	ПОЧТИ МНОГО	ЧЕСТО	МНОГО ЧЕСТО
в емейла си	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
във фейсбук и/или други социални мрежи	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
в новинарски сайтове	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
в страници на държавни институции	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
в друг контекст	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Петиция: Искане за проверка на строителството в Приморски парк Варна

- ☐ Да, изпрати ми линк към петицията, за да я подпиша.

Изпрати анкетата

„Граждани и Природа“

Съвместен проект на Токсикология Институт Цюрих и Университета Макеййм



Благодарим ви!

Вие успешно приключихте участието си в нашето изследване!

☒ Желая да бъда осведомен за резултатите.

Имейл адрес

Имейл адрес, на който ще получите резултатите от проучването.

Изпрати

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Facebook страница „За Морето“

Линк към страницата - <https://www.facebook.com/zamoreto>

Facebook страница „За Морето“ е създадена на **23.06.2014 г.** като част от изследването „Граждани и Природа“ - проект на Федерален технологичен институт Цюрих, в сътрудничество с Университета Манхайм. Първият пост е публикуван на **10.07.2014 г.** В края на проекта – 01.10.2014 г., общите харесвания на страницата са на брой **443**, като **276** от тях могат да бъдат идентифицирани с техните профили. **8** души от всички харесали, са от експерименталната група. Още **16** биха могли да се причислят като част от изследването, но са под въпрос. Имаме общо **12** харесвания на постове от хората, които са част от изследването; **0** – коментара; **28** – споделяния на постове.

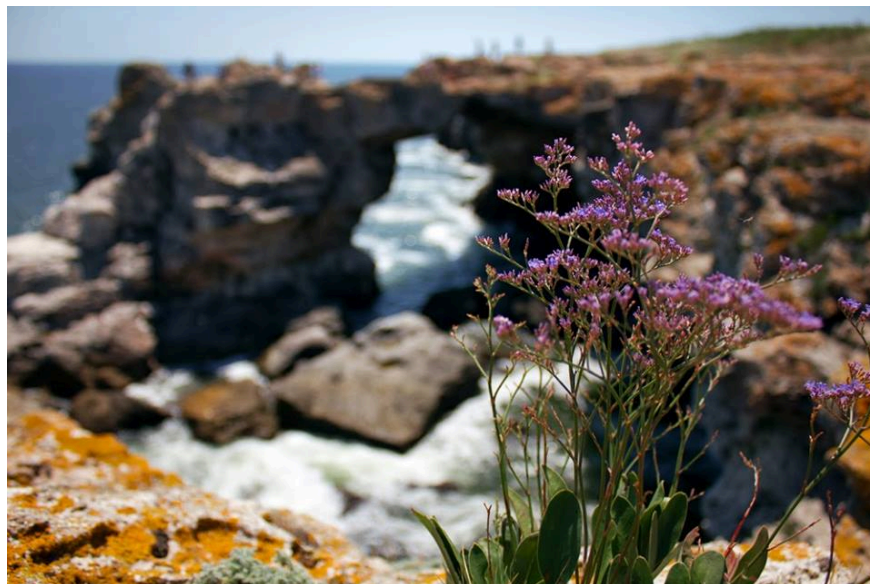
Общият брой на постове в FB страницата „За Морето“ са **44**. Най-много харесвания (122) има пост №22. Най-споделян (45) е пост №8. Най-коментиран (5) е пост №17.

Примерен пост:

Текст:

По Северното Черноморие, се откриват повече незастроени и незасегнати изцяло от човешка дейност места. Едно от тях е клифовият бряг на Тюленово – съхранена природа, прекрасно място за скално катерене, гмуркане и палатки. Районът попада в защитена зона от НАТУРА2000 - “Калиакра”. Но като знаем как „законосъобразно“ се управлява зоната, според вас трябва ли да се притесняваме и за това райско кътче?

Снимка:



Анкетите

A0 – Анкетите са събирани в периода 00.00.00 – 00.00.00.

След вкарване на хората от експерименталната група в онлайн системата, им бяха изпратени няколко вълни от мейли, с които те трябваше да потвърдят своето участие.

Първата вълна с мейли е изпратена на 135 души на 27.06.2014 г.

Втората вълна с мейли е изпратена на 347 души на 03.07.2014 г., но е разделена на 3 групи (сутрин, обяд, вечер)

Третата вълна с мейли е изпратена на 2356 души на 10.07.2014 г., но е разделена на 3 групи (сутрин, обяд, вечер)

Четвъртата вълна с мейли е изпратена на 601 души на 17.07.2014 г.

След изпращането на всички вълни, са изпратени sms-и.

Примерен sms:

Zdraveite! Molq da proverite mail-a si, za da uchastvate v kampaniata s anketa za Bulgarskata priroda! - ekipat na "Grajdani i Priroda"

A1

Преди изпращането на голямата вълна с мейли с Анкета 1, бяха изпратени няколко пробни вълни – 1 – 19.07.2014 г. (113 души); 2 – 22.07.2014 г. (100 души); 3 – 24.07.2014 г. (100 души). Основната вълна с мейли за A1 е изпратена на **25.07.2014 г.** (2934 души).

След изпращането на пробните вълни и основната вълна, бяха изпратени sms-и.

Примерен sms:

Zdraveite! Molq da proverite maila si i papka Spam, za da uchastvate v kampaniata s anketa 1 za Bulgarskata priroda!- "Grajdani i Priroda"

Изпратени бяха още няколко вълни мейли:

A1 (Потвърдили, но не попълнили A1) – 504 души на 30.07.2014 г.

A1 (На Вълна 5) – 138 души на 04.09.2014 г.

След изпращането на тези вълни мейли, също бяха изпратени sms-и.

На **01.09.2014 г.** беше изпратена вълна с мейли за Анкета 1 до хората от downstream експеримент – 79 души

След изпращането на тази вълна мейли, също бяха изпратени sms-и.ази

A2

Мейли с Анкета 2 бяха изпратени на всички участници в изследването (без групата от downstream експеримента) на 19.09.2014 г., след което бяха изпратени смс-и. За подсилване на резултатите, беше обявена томбола, в която всички, които попълнят Анкета 2, участват за спечелването на: фотоапарат, спортна гривна и 10 тениски от ЗаДаОстанеПрирода в България.

Примерен sms:

Zdraveite! Proverete maila si za poslednata kratka anketa na "Grazhdani i Priroda" i spechelete eko orientirani nagradi!

На 23.09.2014 г. е изпратена втора вълна мейли с Анкета 2 на всички (2637), които не са я попълнили (без групата от downstream експеримента).

На 26.09.2014 г. е изпратена вълна мейли с Анкета 2 на всички, които са попълнили Анкета 1, но не са попълнили Анкета 2. След което са изпратени смс-и до всички тези 459 души.

Пример sms:

Zdraveite! Proverete maila si za poslednata kratka anketa na "Grazhdani i Priroda" i spechelete eko orientirani nagradi!

На 29.09.2014 г. е изпратена вълна мейли с Анкета 2 на **всички** от downstream експеримента (206 души)

Бюлетини

Бюлетин 1 – 07.08.2014 г. (до 720 души)

Бюлетин Напомняне – 13.08.2014 г. (до 211 души) – Бюлетин за напомняне да харесат Facebook страницата „За Морето“


Бюлетин 2 – 14.08.2014 г. (до 723 души)


Бюлетин 3 – 22.08.2014 г. (до 721 души)

Бюлетин 4 – 28.08.2014 г. (до 719 души)

Бюлетин 5 – 04.09.2014 г. (до 717 души)


Бюлетин 6 – 11.09.2014 г. (до 711 души)

 Update Status

 Add Photos/Video

Как гражданите помагат за опазването на Българската природа?
Включете се в изследването
“Граждани и Природа” - проект на Федерален технологичен институт
Цюрих, в сътрудничество с Унивеситета в Манхайм. Изследването се
състои от три кратки анкети, и е отворено за всички които ползват
имейл и Фейсбук, както във, така и извън България. Анкетите са
достъпни само на български език. Вашето участие може да помогне за
успешното опазване на българското Черноморие, както и за успеха на
други граждански инициативи!

<http://bit.ly/zamoreto>







×

Начало | Граждани и Природа

Съвместен проект на Технологичния Институт
Цюрих и Университета Манхайм

WWW.SURVEYMODULE.COM



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Post

Figure 7: *Downstream experiment recruitment message*