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Social Networking as a Motivator for Social Gathering

Henrietta Abeley Abbey
Walden University

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Walden University

College of Social and Behavioral Sciences

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Henrietta Abeley Abbey

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Walden University
2021

Abstract

Social Networking as a Motivator for Social Gathering

by

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MA, Walden University, 2020

MA, City University of New York School of Professional Studies, 2015

BA, Lehman College, 2012

Dissertation Submitted in Partial Fulfillment

of the Requirements for the Degree of

Doctor of Philosophy

Public Policy and Administration – Public Management and Leadership

Walden University

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Abstract

In the United States, many activists use social media platforms to interact with protesters to organize demonstrations and protests rapidly. Some politically motivated social gatherings are organized online without the knowledge of government or law enforcement personnel. Gatherings can become violent and result in chaos. The purpose of this research is to determine the extent to which a variety of social media platforms contribute to New York City protesters and activists' participation in demonstrations that potentially pose a threat to the community. The study involved a qualitative methodology explicitly focused on a phenomenological understanding of responses provided by activists and protesters understood and interpreted primarily according to the social support theory developed by Park. Sixteen protesters and activists were interviewed for the study. Data were coded and themes assessed resulting in findings of that support that email remain one of the present communication mediums. At the same time, Facebook was the number one networking channel commonly used in the propaganda of news and interaction for mobilization efforts. Findings, interpretation of data, and implications will facilitate opportunities for protesters and activists to collaborate more effectively with city officials and law enforcement officers. Data revealed protesting as an effective cause for positive social change.

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Dedication

This study is dedicated to Emmanuel and Emmanuella Mensah and Nancy
Victoria Akyeampong.

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Chapter 1: Introduction to the Study

Introduction

The history of American riots dates back to the 18th century. Mass protests arising from reactions to perceived injustices involving racial oppression, the deployment of the military, crises of sovereignty, and disparities in education, housing, and health services have continued to lead to riots and produce violence.

This study stems from a 2016 incident that happened in Dallas, Texas regarding BLM protests in which five officers were killed while several other people, including law enforcement agents, were wounded. Micah Xavier Johnson, the sniper, was 25 years of age and had a Facebook account on which he supported the Black Panther Party group that advocates violence against White and Jewish people especially. Johnson is one example of millions of individuals who use social media with many preferences to groups well known and unknown. Some of these groups constitute gangs and terrorists.

Another example is the Black Lives Matter (BLM) movement. The rate at which some of these protests escalate into violence requires a study to find answers and avoid continuous replication across the states. Because social networking is ubiquitous, it is cumbersome to track all criminal activities without strict legislation to monitor social networking platforms. Activities that might be prevented by overseeing social media include cyber theft, security threats, digital inequality, terrorism, Internet hacking, unauthorized Internet use, Internet addiction, psychological effects, online bullying, and crimes such as harassment, aggravated harassment, computer fraud, and potential misuse of the Internet.

The purpose of this phenomenological study is to address how New York City protesters react to online communication before and during demonstrations. The research focuses on how various social media platforms influence society to the extent that some individuals and organizations have seized upon that opportunity to recruit followers instantly. Not only do social media platforms allow organizations to attract followers, but these platforms also lack oversight that could prevent the dissemination of potentially false or inflammatory information. Additionally, perceived intimacy among like-minded individuals on social media platforms leads to radicalization and certain behaviors that require resolution. Through quality interviews, results may encourage law enforcement authorities and legislatures to help remedy the situation. Organizations and individuals may change the way they send messages to their followers while educating their followers on how to react peacefully during social gathering in ways that might prevent death, violence, or the irrelevant arrest of protesters and subsequent litigation.

Chapter 1 includes the introduction to the study, its context and problem, as well as its purpose, guiding research questions, and the theoretical framework. Additionally, this chapter includes definitions of concepts that are crucial to the study as well as research assumptions, scope, delimitation, and biases. The chapter also includes limitations and the significance of the study.

Background

Humankind is noted for embracing advances in technology. Since the evolution of human existence, inventors have developed machinery when humans saw the need to use them for sustenance or the meeting of various needs. Since the hunting and gathering era,

inventors have expanded the human ability to grow crops using machinery. Due to needs to produce more efficient goods or food, humans developed machines for work in place of manual labor. Advances in agricultural innovation were followed by developments in transportation that allowed more efficient transportation of people and goods.

The invention of locomotives, planes, trains, and cars led to an increased need for long-distance communication. Humans later invented technologies like the telephone, telegraph, and radio. Again, needs shifted, and humans required technology capable of collating information. The computer is an example of technology created by scientists to respond to such needs. World War II produced radical milestones in technology. For instance, the Apple computer and IBM surfaced in the 1960s, using technologies developed for the war. As human beings became increasingly reliant upon computers, technological invention advanced to expedite the making of new software, which led to the radical expansion of what machines could be used to do. Developments in communication technology led to related developments in personal computing, which include social media platforms such as Facebook, Instagram, MySpace, Twitter, and YouTube. Today, people from across the political and social spectrum use these platforms to organize real-world gatherings, conduct business, participate in education, and entertain themselves.

Social media platforms provide some of the fastest means of interpersonal interaction for individuals, including organizational and institutional personnel. Social media has transformed the dissemination of news and information. Political actors including governments, terrorists, and activists use developments in online

communication to continuously communicate with populaces. The viral nature of information dissemination on such platforms is not limited to officially sanctioned messaging. According to Chan (2016), there is a relationship between social networking and political activities. Goode, Krishnan, Roan, and Ramakrishnan (2015) said online interaction can lead to disruptive riots. During Occupy Wall Street, activists recruited and mobilized insurgents via Twitter. There is a correlation between developments in social media and increased incidences of protest and potential violence. There are not enough studies on social media, protesting, and the police in the field of Public Policy and Administration or on law enforcement leadership. Social networking can sometimes be a motivator for social gatherings that bring about anarchy. This requires law enforcement personnel to investigate and to act. Whenever there is a public demonstration of protest, police officers are deployed to the area for safety and precautionary reasons.

Problem Statement

Violent protests can quickly be organized online, without the knowledge of government or law enforcement personnel. Online incitement to protest has led to the obstruction of government activities, costly lawsuits, rioting, property damages, outbreaks of anarchy among the populace, and death. Many of these online protests are politically motivated. Lohmann (1994) described political demonstrations as informational cascades that served to inform others by making “public some of the previously hidden information” (p. 44) about a social issue. Some of the messages communicated by online activists involve conveying urgent call to remedy social ills even if violence must be used to do so.

A possible cause of violence stems from the fact that the speed of online communication allows activists to organize unofficial protest actions without proper permits. Law enforcement officials are often unprepared to enforce orders during these impromptu gatherings. This study will contribute to research by providing policymakers with data to develop and improve political strategies for monitoring activist activities.

Rationale

As leaders with inconsistent popularity, it is necessary that they research the influence of social media on demonstrations and other events that may lead to violence. For example, during and after the presidential election of 2016, some of the U.S. populace protested Trump winning the election. Hence, there is a need for government legislators and policymakers to examine these violent actions and exert authority to enforce order, respect, and safety in communities and neighborhoods.

Families may or may not rely on government assistance, and family hardship may become another social problem. Through data analysis, this study highlights opportunities to resolve negative interactions that prompt civil disobedience resulting in death, destruction, and property damage.

In regards to crime rates and domestic violence issues, the New York Police Department (NYPD) conducts data analyses of complaints and reports to help combat crime. Police departments need data analysis to measure the performance of the way officers handle demonstrations and how their actions affect crime rates.

Purpose of the Study

The purpose of this phenomenological study was to explore the role of social media in political activism in New York City. Most research on the influence of social media has been limited to Facebook, Twitter, and email. This study responds to a gap in research: activists are using several types of social media as an alternative to traditional media sources to construct platforms encouraging social dissent that they can control (Chan, 2016). This study is a broader inquiry that involves cost-effectiveness, outcomes, and new models of social protest. NYC is currently hosting community policing in various boroughs. However, constant violence and disruptive behaviors among protesters may not lead to effective neighborhood and community policing because officers have to exercise force and strong authority when quelling disorder, which produces negative feelings among onlookers and does not encourage the general public to feel comfortable with the police.

Research Questions

The three research questions were:

RQ1: What is the role of ethnically diverse social media as a means of communication between activists and protesters in NYC?

RQ2: How do protest participants come to participate in demonstrations in NYC?

RQ3: To what extent do activists and protesters react to mandates they oppose in NYC?

Theoretical Framework

The theoretical framework for this study was the social support theory, which provided a foundation for describing and explaining how online social networks

contribute to information dissemination that drives protest and subsequent violence. The purpose of this study was to answer research questions regarding social media influence on protesters seeking to mobilize in NYC. Postpositivists hold a determination philosophy that asserting causes of probabilities determine the effects or the outcomes of a situation (Creswell, 2014). Accordingly, there is a need to examine and reflect upon New Yorkers' choices of various modes of social networking and how it contributes to innovations in mobilization. According to Zhang et al. (2015), the social support theory is applicable because activists use social networks as a means of low-cost, grassroots organizing. The more social interaction among people, the more an individual knows, learns, and adapts to particular behaviors (Zhang et al., 2015). It follows that the more social media platforms and online communities an individual is affiliated with, the higher their chances of acting on the received information; the more exposure an individual acquires through social networking increases the chances of taking the initiative to respond (see Chapter 2).

Law enforcement officers are role models and leaders in society. They are also supporters of the law, order, security, and safety (Berg, 2012; Tulumello, 2018). Leaders are made up of a network of elements. Without these elements, they are ordinary people, "because what counts as leadership cannot be shaped into a consensual form" (Grint, Goethals, Sorenson, & Burns, 2004, p. 6). Law enforcement agents communicate online and offline with the general populace. Social support relates to law enforcement operations because officers interact with the nation's citizens, immigrants, children, teenagers, adults, elderly, communities, and neighborhoods. Their interactions require

support from government officers and the populace. Therefore, the social support theory is relevant to law enforcement involvement in solving social problems that reflect public policy and administration because law enforcement workers are a subgroup of civil servants who solely rely on public interaction to execute mandates. Thus, the study's focus is on how government officers will address social networking as a motivator of social gathering that urges some individuals to engage in excessive force and violence.

Nature of the Study

The study involved using a qualitative methodology with a phenomenological approach. The research included conversations with protest and activist participants. Protest and activist individuals were interviewed and observed via their reactions, responses, body language, and answers to questions regarding the BLM protest that killed five officers and wounded several others. Also, discussions included the impact of ethnic implications of information disseminated through a diverse variety of social networking platforms concerning protests and law enforcement responses geared toward promoting peace in NYC. The total number of participants was 16, all aged 18 or older with minors excluded (see Chapter 3).

Interview questions included open-ended questions. Appropriate sites were selected for interviews (see Chapter 3). This involved recording, transcribing, and coding conversations while paying attention to ethical issues including anonymity and the comfort of interview subjects. According to Creswell (2014), a qualitative research interview with face-to-face communication permits the researcher to have firsthand experience with participants. I was also able to extract detailed and sensitive information

while using caution. In-depth interviews involved collaborative relationships among activists, protesters, and the police.

According to Creswell (2014), qualitative research is used “as a broad explanation for behavior and attitudes and it may be complete with variables, constructs, and hypotheses” (p. 64). Grint’s theory is an explanation of the character of leaders and how they are networked by other mechanisms. Studying law enforcement reactions to protesters and activists in society involves the study of people who perform leadership roles. This study involves an inductive reasoning application. This research involved examining the roles of law enforcement and policymakers as leaders in line with social networking as a motivator for social gatherings.

Operational Definitions

Activist: An individual who mobilizes protesters to demonstrate for change (Han, 2016). Activists interviewed included individuals who solicit for change in areas including political practice, educational reform, social, religious, or economic equity.

Law enforcement agents: Government personnel who ensure the populace complies with the law to ensure the country and its citizens are safe, peaceful, and secured (Gallo, 1998). Law enforcement workers are public servants.

Phenomenology: A qualitative research design that identifies human essence regarding the phenomena of real experiences of people; the researcher uses explicit description to bring understanding to the audience regarding participants’ adepts (Whitaker, 2007).

Protesters: Individuals who come together to form a group to express their dislike of institutional practices or advocate for political change. Interview participants include activists and protesters, with some subjects potentially filling both roles.

Public Management and Leadership: The study of a civil servant's ability to motivate, manage, influence, and act to improve the effectiveness of a government organization (Newcomer & Brass, 2015). It is a subcourse of Public Policy and Administration.

Public Policy and Administration: The study of government workers who implement and manage government rules and regulations that affect citizens in a country. It is also the study of civil servants in the public sector and nonprofit organizations (Tulumello, 2018). Law enforcement personnel are civil servants under government authority. References to law enforcement officers and officials, governments, policymakers, and legislatures in this study fall within the academic discipline of Public Policy and Administration.

Social gathering: Any form of in-person association with intent to demonstrate support for or against a practice. Thus, social gathering relates to individuals coming together to march, perform sit-ins, demonstrate, riot, strike, lobby, rally, or otherwise protest.

Wildcat: Impromptu events that happen in a society without foreplanning (McConnell & Drennan, 2006). For instance, riots are examples of wildcat activities.

Assumptions

Activists' expectations of communication channels for organizing individuals are high. One assumption is that Facebook is one of the pioneers of social media. Therefore, some activists rely on that connection as a safe tool for interaction among participating protesters. Some law enforcement agencies allow the use of Facebook at work, but do not permit the use of most social media such as Twitter, Instagram, LinkedIn, Yahoo, and Gmail so, it is difficult to track operations and communications of protesters and activists who use other social media tools aside from Facebook (NYPD, n.d.). This study assumes that when authorities are aware of forthcoming protests, adequate preparation will allow the police department to send enough officers to demonstrations to prevent riots. Therefore, permitting the use of only Facebook in the police work domain is insufficient. Because activists are mobilizing from social media, and unknown sizes of crowds of protesters leads to an inadequate number of officers sent, protesters can take advantage of and harm officers, as happened during the BLM protest in Texas. Subsequently, law enforcement cannot predict outcomes of riots when accurate information is absent regarding the march.

Scope and Delimitations

It was appropriate to use eight males and eight females for the interviews. Minors were excluded because they did not fall into the appropriate category of participants of demonstrators or activists included in this study. There were no boundaries regarding adults needed for interviewing. Recruiters hailed from different protesting sites and likely possessed diverse agendas to envision and enact change across a broad spectrum of

issues. The research specifically addressed the impact of a wide range of social media platforms on activists' efforts to mobilize large crowds of individuals without attempts to screen for violent behavior, focusing specifically on identifying the extent of activists' disregard for unruly behaviors at protests that cause havoc and do not promote peaceful demonstration. Interviews included questions about how protesters and activists could collaborate with the police to increase the likelihood of peaceful social gatherings while maintaining a safe environment in NYC.

Bias

It would be an error to assume all protests end in violence. There are times when demonstrations in NYC have been peaceful as well as times when protesters behaved unruly while destroying property, leading to mass arrests by law enforcement officials. Sometimes protesters do not plan to be violent, but impetus from activists and the emotionally intense nature of demonstrations leads to disruptive actions whether anticipated or not. It is also an error to accept the commonly escalating violent behavior of protesters when education may cause individuals to react positively to achieve results or express their dislike for something in society.

Also, as a Senior Police Administrative Aide with the police department, I may be inclined to side with the officers. My identity may produce bias that could induce errors in the study; hence, there was a need for professionalism and the maintenance of neutrality. Additionally, activists hailed from locations policed by my local union. Therefore, there could have been errors arising from a conflict of interest between myself

and the research subjects. For the sake of the study, all interviews with activists were strictly in line with research ethics protocols.

Limitations

There are certain restrictions to this study. Study materials will likely be outdated after 5 years, due to the evolution of advanced technology, and it is likely that more social media platforms will have surfaced within that period. New technologies will devalue the findings of this study and lead to calls for new additional research. Also, interviews were limited to a few NYC protesters and activists. Therefore, the study's conclusions will be limited to NYC protesters and activists, although implications could affect other localities.

Another limitation is resources to conduct the research. Possible incentives for participation were given to interview individuals, but such compensations were subject to limited funds and required limiting the number of people needed for talks.

Significance

The study might fill gaps left by existing studies on communication, online social networking, political activism, and public policy and administration by addressing the role of social media platforms in the organization of protests in NYC. Government policymakers will be in a better position to enact laws to educate the populace on how to relate information in a positive manner that will prevent individuals from taking adverse actions. Policymakers could encourage positive measures that may promote peaceful protests, while law enforcement personnel could perform their duties involving ensuring safe demonstrations.

The study might promote social change in the field of Public Policy and Administration in that law enforcement personnel will be better able to perform their duties of maintaining law and order while remaining free from personal threats from protesters. Law enforcement agencies will upgrade policing mandates and techniques while endeavoring to grant employees maximum access to social networks to serve as watchdogs and fully participate in social networking efforts to promote peaceful protests.

The U.S. government is looking for ways to resolve conflicts between law enforcement personnel and members of minority groups while protecting civilians in a cooperative association, keeping public spaces safe, and safeguarding private and city property. Effective network monitoring by officers and activists might support peaceful protests. When the safety of communities is secured, such developments will attract more tourists and fuel revenue for the tourist industry and the support of infrastructure, recreational amenities, and educative programs for the general public. Strategic planning to manage protests and limit the damage from violent demonstrations is appropriate for modern societies and may serve as models for other cities that face similar challenges (Bryson, 2011; Fernandez, Perez-Pena, & Bromwich, 2016).

Summary

Throughout history, protest gatherings have been prominent in American culture. Such demonstrations are a form of any forum where individuals come together to express their needs and desires. There are more protests in the 21st century than ever before, with some of them being very disruptive. Additionally, with several social networking platforms, it is common to communicate a need or desire to mobilize without the

extensive preparation required for strikes or official demonstrations. These factors require the study of social networking and protests to reduce unintended consequences while protecting the right of residents to network and demonstrate.

Security is a priority. Citizens of the United States depend on government officers to guarantee safety, enforce law and order, and secure a peaceful environment. Police officers' salaries come from city funds; their job is to be vigilant and protect communities by interacting with the general public.

In Chapter 1, the focus was on the introduction, social problem of the study, research questions, and the overview of the research. Chapter 2 reviews literature regarding protests, social media, social networking, law enforcement activities, and violence resulting from demonstrations. For Chapter 3, the methodology of the study and processes involved in collecting data for analysis are provided. In Chapter 4, I present findings and data analysis of interviews. Chapter 5 includes a summary of information and knowledge acquired from the research with implications, recommendations, and concluding thoughts.

Chapter 2: Literature Review

Introduction

Violent protests can quickly be organized online without the knowledge of government or law enforcement personnel. Wildcat riots can cause disruptive behaviors that can lead to property damage, injury, or death to law enforcement officers, protesters, and others involved in or nearby the demonstration. The purpose of this research was to interview activists and protesters in NYC to discover their perspectives and experiences with online activism as a means of mobilization and protesting, with a particular focus on the ways that the dissemination of specific kinds of information might trigger violence. Berg (2012) said that “ongoing violence has stood in the way of efforts to promote broader adherence to the law and public accountability” (p. 5). Results of this study might assist in finding methods to reduce the likelihood that protests and demonstrations will become violent. Ample literature has been collected to understand the core of the problem in the hopes of finding a solution.

Some of the articles used for the literature review featured studies focused on email, Facebook, Instagram, Twitter, and Yahoo. There are several social media networks, but only a few studies used them for research purposes. Young people respond to social media by becoming involved in demonstrations with alarming regularity and rapidity (Condeza, Bachmann, & Mujica, 2014; García-Galera, Del-Hoyo-Hurtado, & Fernández-Muñoz, 2014; Harlow, 2016; Hensby, 2017; Rocha, Gutiérrez, & Cortés, 2017). This pattern raises concerns for the youth who are the next generation. Coretti and Pica (2015) said that social media messages or news could have negative or positive

influences depending on the nature of the information. Social media can be a tool that brings about division or connection, both inside online communities and amongst different populations, depending on the intent of activists sending information, as illustrated by the anti-Berlusconi protest (Coretti & Pica, 2015; Uldam, 2018). Wildcat riots can cause violence and damage property in neighborhoods in which demonstrations take place (Goode et al., 2015). Social media communication is known to reinforce and codify ethnic identities among communities and groups (Nekmat, Gower, Gonzenback, & Flanagan, 2015). From the literature, some activists have identified the advantages of social media's networking influence and are recruiting protesters more than ever via social media without any mechanism by which to screen behaviors. Meanwhile, law enforcement has outdated equipment to pursue and track violent protesters. Activists are exercising rights to recruit protesters and mobilize without caution to screen out unruly behavior.

Through the lens of law enforcement personnel, I studied social networking advancements and usage that project epic attendance of social gatherings that may lead to excessive violence. This study is an exploration of the best ways for government policy leaders to control these situations and resolve issues. Government officials and policymakers may remedy some social ills through strategic research by soliciting funds to upgrade technology in law enforcement operations and educating the populace and organizations about how to relate positive information that will not trigger extreme reactions (Tulumello, 2018). Law enforcement agents should inform citizens and

organizations of techniques and strategies for conveying messages that emphasize order, security, and peace to reduce crime. Thus, these are the subtopics of the literature review.

Chapter 2 of this study includes an introduction to the problem and purpose statements, followed by a disclosure of literature search engines explaining where literature was retrieved as well as relevant search terms. Further, the chapter includes the logical layout of the study and the primary theoretical framework used to interpret research. Chapter 2 focuses on the literature review, introducing and explaining information acquired from other authors.

Literature Search Strategy

In support of the study, extensive research was conducted using several databases. Search engines included Walden University databases such as EBSCOHost, Political Science Complete, Business Source Complete, SAGE Journals, SocINDEX with Full Text, ProQuest, Google Scholar, and ABI/INFORM Collection.

Search terms were: *Social media, internet usage, networking, education, social capital, law enforcement, violence, protest, strike, demonstration, riot, activism, Abraham Maslow, Elinor Ostrom, ethnic identity, public policy, politics, youth, teenagers, economy, adolescent, leadership, communities, groups, social support theory, mobilization, Black Lives Matter (BLM), Occupy Wall Street (OWS), and New York.* These terms were searched individually and in combinations to locate various journals and articles for the literature review.

Theoretical Foundation

A theoretical framework is a theory used by the researcher to explain, predict, and comprehend phenomena relating to the topic of the study. Rudestam and Newton (2015) said that “Theories are premises to account for data or, more informally explanations of how things work based on data” (p. 28). Theories buttress data to contribute to the feasibility of the research. Therefore, it is necessary to establish a framework to form the basis of any study.

For this dissertation on social media interactions and increased rates of protesters participating in riots, I chose the social support theory because it relates to social networking operations. The social support theory allows for interviews and discussions to explain and understand social networking’s impact on the reactions of activists and protesters in demonstrations in NYC as well as reasons behind wildcat activities that result in death, injuries, illegal activity, and random arrests. It is possible that effective communication via education and the application of knowledge can resolve some of the chaos that results from some of the protests.

According to Tulumello (2018), democracy is founded on the notion that law enforcement agents guarantee security and reserve the rights to protect the country they serve. Law enforcement officers interact with the populace. I used the qualitative methodology to examine social ills. Activist and protester reactions to social media are human scientific behaviors that demand exploration. The field of Public Policy and Administration involves civil servant operations that attract the general public.

Grint et al. (2004) said leadership supports law enforcement's position as underpinning leaders in society. White-collar officers affect the community through law and order interactionism. Officers enforcing security communicate with the citizens they serve. However, disruption from an individual may trigger an adverse reaction between the individual and the officer. The social support theory was used since activists, demonstrators, and law enforcement officers interact with followers offline or online in all their dealings.

Literature Review

Upon reviewing literature regarding the effects of various social media communication on protesters, information about networking and politics, the rise of youth involvement in networking and mobilization, white-collar officers' responses to protesting, and motivations for protesters organizing in the first place were described. The cause of most protest stems from individuals' discontent with recent events, political actions, ethical concerns, or institutions that infringe on human rights. Research concerning politics, youth mobilization, and the economy has already been explored through the lenses of Facebook, email, Yahoo, and Twitter. However, there are other networking engines such as Instagram, Microsoft Outlook, Reddit, Pinterest, LinkedIn, Google, MySpace, YouTube, Micro Blog, and Stumble. Law enforcement has the challenge to research the advancement of different networking engines since such interactions cause vast numbers of individuals to mobilize in terms of civil disobedience with consequences. For government officers to solve the issue, research on the plight is necessary to evaluate the problem and provide strategic remedies. Therefore, to conduct a

thorough examination of online networking, it is vital to exhaust social networking engines and expand on previous studies that mirror public policy procedures.

Acquiring and using the Internet is often central to participating wholly in society (Helsper & van Deursen, 2016). According to Helsper and van Deursen (2016), there are not enough studies regarding the impact of social media networks on individuals' social engagements or an ideal set of metrics to measure different types of support for online users. This is why the study is necessary because it might offer law enforcement governments information on how to resolve social ills. Individuals gain support, especially from people they are frequently in contact with (Helsper & van Deursen, 2016). Individuals who are in constant communication with activists are more likely to support demonstrations because online interaction focuses their connection upon a specific theme or identity that may provide reasons for the social protest (Helsper & van Deursen, 2016). Accordingly, social media has developed as an essential means by which to encourage civic involvement and activism (Comunello, Mulargia, & Parisi, 2016). Therefore, law enforcement personnel should consider investigating the problem. Law enforcement should strategically enhance communication rapport with the public to be aware of activists' efforts in mobilizing mass crowds of people.

Social media is one of the fastest means of interaction among individuals, organizations, and institutional personnel. Activists successfully use media technologies to mobilize large groups of supporters and fulfill their ambitions of reaching out to the larger population (Kaun, 2017). In response to the rapid dissemination of news and information via social networks, activists communicate with the general public to

organize protests. Through the capacity to reach large numbers of people instantly, social media platforms can serve to amplify the intentions of activists. For example, 8 weeks before the first OWS protest in September 2011, activists issued calls on Twitter to recruit participants for the movement. Such demonstrations can turn violent. Tremayne (2014) said that unorganized protests commonly used violence as a resource to sustain their social movements. Sometimes, riots resulted in harm to protesters, bystanders, and even the death of law enforcement personnel (Goode et al., 2015). Government officers and legislatures must endeavor to minimize the violence that erupts in protests because when there is disruption, security is affected and does not make the nation safe. When the nation is not secured, it affects the economy and may lead to a recession. Therefore, security and safety are essential for public powers to run the country peacefully.

Internet Usage and its Effects on Social Networking, Education, Social Capital, Income, Gender, and the Economy

Internet use has a substantial impact on social networking, education, social capital, income, gender, and the economy. Helsper and van Deursen (2016) explained the three levels of proficiency that defined the comfort levels of internet users: self-reliant internet users, online users who depend on informal social networks of friends and families, and formal assistance seekers who seek assistance from sources such as help desks, computer experts, colleagues, and other courses. Helsper and van Deursen (2016) said that there were similarities between users advocating for and acquiring support from family members and users whose access was supported by colleagues, friends, and other

groups, including Internet users who expand their network of relationships online.

Internet association has become a kind of second family environment.

Education, social capital, gender, and age relationships all have relevance to the formation of social support networks (Haight, Quan-Hasse, & Corbert, 2014). Younger people use the Internet more frequently than older people, and men historically use the Internet more often than women. Females use offline help or assistance more than online networking. Women conduct fewer Internet activities compared to men (Brooks & Longstreet, 2015; Haight et al., 2014). These findings call for further studies on social media use and gender equality. Social support networks and social capital have a significant influence on quantitative and qualitative measures of Internet use (Helsper & van Deursen, 2016). Social and economic networking conversations promote professional social support and advice in the form of social force for workers who use the Internet (Nunan et al., 2018). Education and income predict levels of increased Internet usage for individuals with higher levels of education (Helsper & van Deursen, 2016). Students prefer using social media for chatting rather than educational purposes (Apuke & Iyendo, 2017). Therefore, it is evident that the higher the level of education and income, the higher the chances of acquiring Internet access and awareness. Additionally, training can prove useful during the evaluation of online content (Helsper & van Deursen, 2016). An individual's use of the Internet differs based on education, gender, and age (Haight et al., 2014). Likewise, several developed countries such as the USA, England, and Switzerland encourage the use of computers and Internet usage through the incorporation of online access in private and public libraries, Internet cafes, and small computer institutions.

More individuals of varying backgrounds are receiving free computer and Internet access via public libraries especially. Most developing countries still struggle with expanding Internet access to the less fortunate in comparison to developed countries. Most activists' activities include the use of networking in developed countries such as the U.S. where the mandate of freedom of association protects the rights of these activists.

Goode et al. (2015) said individuals are likely to respond to calls for social gatherings and share discontent regarding news events, information, and political concerns affecting communities with which they identify. Tremayne (2014) explained that, before the OWS movement, activists recruited and mobilized protest participants via Twitter. Law enforcement organizations have responsibilities to ensure the proper use of their operation. There has been increasing interest in understanding factors relating to the increase of social mobilization relative to the rise in social justice.

Political Implications

Social media platforms have become so popular that its political implications are obvious and glaring. Chan (2016) revealed that most social gatherings have political implications. Facebook is one of the official channels used by politicians in mobilizing supporters to win elections that occurred in Hong Kong and Italy (Chan, 2016; Coretti & Pica, 2015). Cabalin (2014) observed that Facebook is one of the most dominant online communication channels in Asia, Chile, and the United States. The effects of communication habits depended on the development of collective identity in networked movements (Coretti & Pica, 2015). The focus on communication habits could reveal ways interaction patterns contribute to society by engineered power relationships among

constituents of social changes as described by Coretti and Pica (2015). According to Coretti and Pica (2015), and Chan (2016), themes of politics were examined among Facebook users as the primary factor regarding the magnitude effects of Facebook interaction on social identity and politics in general. Most researchers prefer using Facebook regardless of the environment because it is one of the most common sources of news (Barthel, Shearer, Gottfried & Mitchell, 2015; Chan, 2016). The use of Facebook as a tool for analysis by Coretti and Pica (2015) and Chan (2016) suggest that it is likely that most researchers prefer using Facebook when examining social networking's influence on people, specifically in terms of politics and the mobilization of supporters. This pattern showed that most social network users preferred Facebook as opposed to other social media when it comes to politics.

Social media is an essential tool for 21st century social movements (Freelon, McIlwain, & Clark, 2018). Online habits are prominent in both quantitative and qualitative studies (Freelon et al., 2018). Internet diversity boosts mobilization effects (Valenzuela, Correa, & Gil de Zúñiga, 2018). Any successful social movement has exerted power and influenced society “to help bring about their chosen social goals” (Freelon et al., 2018, p. 991). It is apparent that social networking has advantages and disadvantages. Coretti and Pica (2015) applied the numeric approach to their study by using inductive reasoning in the context of the anti-Berlusconi protests to explain how political division among the Berlusconi protester resulted in a short-lived movement, even with extensive use of Facebook. The Italians observed fragmentation among movement leadership through the lens of networking. Chan (2016) also applied a

quantitative approach to his study by using epistemology and the law of positivism and while examining Facebook's political influence and effects in Hong Kong. The Hong Kong movements succumbed to chaos even though its members made extensive use of social media.

Social movements such as BLM have considered social media essential to their formation and implementation of strategic action (Freelon et al., 2018). Social media is likely linked to everyday life activities because of consumers' massive thirst for its usage. Since individuals use social media regularly to comment upon goings-on, such platforms would inevitably house political dissent and propaganda. Pro-government individuals employ various interactional strategies, specifically on Twitter to manufacture the political illusion in servicing marginalized voices of dissent (Spaiser, Chadeaux, Donnay, Russmann, & Helbing, 2017). In the past, Social media offered relatively effective communication between users who shared a common ideology or group identity. The ability to cluster around hashtags or in the timeline of celebrities helped establish specific platforms as an effective means of building and codifying a social movement (Bivens & Cole, 2018). However, Kruse, Norris, and Flinchum (2018) discovered that, after the advent of digital operations including the use of bot farms, millions of people became skeptical of its use, concerned it was the return of Habermas's notion of public relations. Kruse et al. (2018) interviewed millennials and Generation Xers, and the results showed that while online users are happy using social media, they rarely delight in discussing political issues because of risks involving harassment and work cameras screening employees' online activities. Public and work computers are not

secured for private conversation because superiors and LAN managers can control and read private discussions. This notion explains why some law enforcement agencies do not have several networking platforms on their LAN system. Cox (2017) interviewed millennials and reported that billions of individuals use social media and though platforms will come and go, it continues to grow as a digital and social phenomenon. Social media gives users opportunities to reframe ideas free from controlling bodies or censorship. Social media allows users to reinsert their voices in political conversations (Bivens & Cole, 2018).

Although there are several networking platforms, the majority of internet users preferred Facebook because it was one of the first to evolve when social media was introduced to society. The authors Coretti and Pica (2015), and Chan (2016) used quantitative approaches to measure Facebook's effects on society. Though there were differences in their respective samples, the majority of the population in these two studies preferred the use of Facebook as a primary tool for interaction. For instance, there was a 60% penetration of Facebook users in Hong Kong (Chan, 2016). Apart from Facebook, Twitter, and YouTube were shown to be the platforms most central to fueling contemporary demonstration movements (Owen, 2017). Soon, online users wishing to engage in more political discourse will call for new technological advances in social media and such needs may lead to the rise of other social media platforms. Meanwhile, Tulumello (2018) revealed that "local politics drives local security policy, at the same time, security and safety have been structured by global trends and neoliberalism" (p.

173) with less examination on the social ills involving law enforcement, social media, politics, and social association.

Social Networking on a Micro Level

Online social networks have provided avenues for the rapid transitions of information and misinformation, particularly among virtual communities of like-minded users. Goode et al. (2015) exploration of protest diffusion models based on Oliver and Myer's evidence showed a large volume of protest events that left scars on social media as in Brazil and Venezuela. Also, studies showed that micro-mobilization relies on the influence of personal networks to trigger participation in collective action. Evidence proved that online communities' ability to mimic the influence of close friends and family members influenced the motivation of individuals' participation in online interaction and subsequent involvement in wildcat events (Nekmat et al., 2015)

A cascade analysis proved that some effects of social media resulted from social discontent as expressed by Brazilians and Venezuelans in reaction to political and economic issues (Good et al., 2015). Micro-mobilization efforts are enhanced by social media's unique ability to sway an individual's motivation efforts to produce collective action (Nekmat et al., 2015). Nekmat et al. (2015) study found that most people who participate in online interactions around specific issues were more likely to be affiliated with micro-mobilization when compared to group members who rarely or never interacted with such causes online. Because social media is the fastest means of communication, particularly across barriers of distance, it serves as the most efficient means for activists and groups to disseminate information and incitement. This finding

explains why strikes in NY, and the United States in general, have become so popular in the 21st century (Gainforth, Latimer-Chemung, Moore, Athanasopoulos, & Martin Ginis, 2015; Tremayne, 2014).

Studying online users across a cross-section of society is a micro-level. Studies found that patterns in usage of social platforms serve as predictors of both official and unofficial protests (Goode et al., 2015; Nekmat et al., 2015). Social media use can yield positive or negative actions depending on the group's motives, information received, and specific triggers that result in action.

In China, public discourse within private firms utilized microblogs as a form of social media communication to create and codify communities on the internet (Wei, Xu, & Zhao, 2015). Several social media platforms are available to meet the mass population's demands for global conversation and additional technological innovation and platforms continue to surface yearly. China, in particular, had Fortune 500 firms that solely used microblogs (Wei et al., 2015).

Family-centered networks are more cohesive than mezzo and macro systems (Kaleem, Safdar, & Ali, 2016). In recent times, communication online has proven effective in mobilizing assistance for disaster victims and communities (Kaleem et al., 2016). This action has reduced the damage caused by natural disasters (Kaleem et al., 2016). However, the examination of social media in research has become more challenging due to the increase of instant messages received that lead to prompt actions.

A study drawing on the disciplines of Sociology and Computer Science, focusing on association and communication, represented the formation of virtual communities in

graphs (Doty, Davis, & Aritti, 2017). Doty et al. (2017) used charts to map cluster communities. Social media conversations create large patterns of clustering among a diverse range of organizations, families, and individuals (Kanavos, Perikos, Hatzilygeroudis, & Tsakalidis, 2018). The clusters and groups at the micro level join to form social networking communities (Kanavos et al., 2018). Further studies of micro-level organizations should include implications on the behavior and emotional responses of the community members (Doty et al., 2017). Hypothetically, the production of positive emotions can allow individuals to increase long-term resources that could enhance resilience and allow virtual social support to benefit individuals, families, and communities (Doty et al., 2017).

Flache et al. (2017) agreed with Axelrod that most individuals who communicate frequently become more alike in beliefs and attitudes because of mimesis. Because protesters and activists have common aims that, through interaction and exposure, become even more codified and similar, it follows that increases in online communication would produce an increase in collaborative action. Some of these behaviors become expressed as demonstrations; some of these mimetic attitudes produce shared responses that, in the context of protests, produce riots. Violence is inevitable due to individuals with cohesive traits among protesters and activists. Constant conversation formed relationships and reduced social differences (Flache et al., 2017). Additional studies are needed to test micro-level assumptions to predict the social effects of online communication when extended to the mezzo and macro-level (Flache et al., 2017).

Implications of Youth Involvement in Social Media

Recent studies showed a trend among the youth regarding the consumption of news through social media (Cabalin, 2014; Condeza et al., 2014). Students and young people are particularly receptive to digital information due to the attachment to computer games and the educational utilization of social media (Çakır & Serkan, 2017). The young can be motivated to react to news through interaction on social media. Social media can impact a student's academic performance positively or negatively, depending on the hours spent online (Ali Aljabry et al., 2017).

Online interaction urges recipients to contribute to the conversation, making the process fulfilling and engaging, which attracts the contemporary youth to participate fully (Garcia-Galera et al., 2014). In Spain, 80% of adolescents are engaged extensively in online interaction. With 80% of the youth involved in networking, what will be the outcome of the youth's future and effects regarding assorted social networking in 2020-2050? According to studies by Cabalin (2014) and Condeza et al. (2014), youth living in Chile are actively engaged with social media as their primary source of information and news. The actions of the Chilean youth have become the topic of several authors such as Cabalin (2014) and Condeza et al. (2014) who wrote separate articles geared towards demonstrating the intensity of youth involvement on social media. Also, Figueroa Farfan and Cavieres Fernandez (2017) supported the Chilean students' activism efforts. Figueroa Farfan and Cavieres Fernandez saw the Chileans' efforts as democratic (2017). This observation leads to concern that some communication from activists may lure the young people to disruptive actions including riots resulting in mass arrests.

Cabalin (2014) used a qualitative design to inform readers about the Federation of the University of Chile student movement of 100,000 young people on August 18, 2011, in the streets of Santiago. Cabalin (2014) discovered increased mobilization via social media during the seven-month-long duration of the movement. Both Cabalin (2014) and Condeza et al. (2014) examined Facebook as the primary medium of communication among Chilean young people and protest organizers.

Condeza et al. (2014) reported that further research on the youth cited social inequality, unemployment, and vulnerability to suffering as a motivation for participating in protests organized through social networks. Cabalin (2014) and Condeza et al. (2014) also discovered that the Chilean youth condemned traditional media and expressed a preference for receiving news via social networking. This behavior shows that young individuals are receptive to communication via the internet or social networks rather than television or radio. Condeza et al. (2014) further revealed that adolescents dislike traditional politics but prefer social media news, which supports the freedom to react and interact with others.

The modern student is a force to reckon with. Students from Mexico organized a student movement for political and tort participation in the heart of Mexico City (Rocha et al., 2017). Students saw involvement in the political campaign as a way of freely expressing themselves and by utilizing social networks, interacting with other college students - friendships and relationships developed during these moments of association (Rocha et al., 2017). According to Rocha et al. (2017), the multi-cultural identity of students favor hybridized political participation. Students from different ethnic

backgrounds enhance the variety of will-power efforts in organizing. Student learning centered on multimedia artifacts explores knowledge, efficacy, attitudes, awareness, and activism on community problems around their surroundings (Karahan & Roehrig, 2015). Activists' use of news and communication technology has gained keen interest from scholars and students (Hensby, 2017). Social media platforms have become ubiquitous and prominent tools for the mobilization of social movements even in the context of evolving logic regarding those very movements (Hensby, 2017). In 2010 and 2011, radical students in the UK recruited for leaderless self-organization created new opportunities for engaging with and organizing the populace online and offline (Hensby, 2017). More recently, social media outlets known as dedicated channels spread ideology in the form of participatory democracy. In the UK demonstration, students were encouraged to express their dismay for education-related issues including tuition hikes.

According to Levitan (2017), social media use could portray social personality as social anxiety among students who misuse the internet. Social media can help some youth with mental illness because it is an engaging and fulfilling activity (Levitan, 2017). Suicide is a top cause of death among the youth in America (Gritton et al., 2017). This study suggested that the youth may reveal suicidal attempts or symptoms via social media (Gritton et al., 2017). Previous studies discovered that between 25% and 33% of American young people expressed depression symptoms on their Facebook wall (Gritton et al., 2017). Thus, social media can serve to alert support groups such as law enforcement officers for students who share suicidal ideation or mental illness issues online.

Ethnic Identity and the Formation of Online Communities

Rubenzer (2016) examined the political use of social media platforms by ethnic identity groups in the USA and showed that Facebook and Twitter are heavily utilized in America. Liljeblad's (2017) study on Pyu Ancient Cities showed that social capital and networking permits online users to use relationships to generate a collective outcome. Although Liljeblad did not mention the specific social media platforms cited by Rubenzer (2016), the facts remain that ethnic groups and communities continue to expand and create more relationships online due to the extent with which online groups are expanding globally. Both authors agreed that networking continuously leads to social power and visibility. Networking also results in online users gathering momentum and strength to recruit colleagues and friends to create groups that function like online families. This function creates attachment and may result in an obligation or a sense of loyalty that may lead to positive or adverse reactions.

Thus in examining these articles, the question remains, how important is social media for today and the future? Does social networking matter (Moreno, Navarro, Tench, & Zerfass, 2015)? If it matters, then law enforcement must monitor its usage to protect lives, promote peaceful protests and social gatherings, and make the world a better place to live instead of letting social media create an interaction that leads to disruptive demonstrations, the death of law enforcement, and damaging of property.

Ethnic identity is linked to genealogy. Scodar (2016) was able to identify networking systems through ethnic identity and genealogy. Scodar discovered that ethnicity and genealogy could be traced through the use of social media for statistical

purposes. Through Global Family Reunion's Scodar found that genealogy could be represented as an action that served as "counter-hegemonic ends" (2016, para. 1). Online users could be identified by their race, ethnicity, and genealogy. Through social media, online users could report their ethnic identity and have the option of tracking their genes. For instance, Tibetans living and commuting in Xining City exposed their ethnic identity in light of perceived harassment (Grant, 2017). Through online posts, Tibetans created an ethnic community group in the battle against unjust treatment by the Chinese State, and the Han groups (Grant, 2017). This action showed solidarity. Through a common quest for unity, groups and communities do unite through social media by identifying the groups they belong to establish an ethnic community.

Amazonians are examples of an ethnic community that formed amongst rural communities along the Amazon River. The Amazonians shared a traditional lifestyle by labor, agriculture, and soccer on the Napo River in Peru (Abizaid, Coomes, Takasaki, & Arroyo-Mora, 2018). Abizaid et al. (2018) reported that Amazonian ethnic groups' networking in the urban areas were more effective than those in rural communities. According to Abizaid et al., this outcome is due to limited inter-community trading, low-density populations, and direct city-market links found in rural areas. Networking experience creates space and time for the recognition of inter-ethnic ties (Dekker, Belabas, & Scholten, 2015).

Local state and government entities are other forms of ethnic identified groups or communities studied in Public Policy and Administration. According to Roluahpuia (2017), local state and government personnel are defined by their profession rather than

by their racial origin. Roluahpuia asserted that most local media movements are the result of socio-political connections within the state. For example, the state of Manipur was massively affected by local politics due to relationships formed online (Roluahpuia, 2017). Miething, Rostila, and Rydgren (2017) noted that life span and status achievements functioned independently from the association created by conditional ethnic backgrounds. Hofstra, Corten, van Tubergen, and Ellison, (2017) found network division concerning ethnicity and gender data through analysis of survey data. This discovery is contrary to other findings and there may be a reason for this discovery that is dependent on the specific environment.

Outcomes of Social Gatherings

According to Lin, Huang, and Chang, (2015), law enforcement agencies were able to track smartphones and determine physical locations, server identities, and server time with LAN operating systems. This approach is outmoded compared to the universal mobile telecommunication system (UMTS) tool used in the private sector. This insufficient domain system limits law enforcement endeavors in tracking online criminal disruption by entities that participate in wildcat riots.

Without networking assimilation and progression in the area of hypertext transfer protocol secure (HTTPS) systems in law enforcement, there are not enough ways to track the intentions of the large crowds that activists mobilize for these social gatherings (Lin et al., 2015). Meanwhile, global statistics on Facebook and Twitter report that, in 2013, there were approximately 1.23 billion users and the volume of users corresponds with an increase in online crime (Duijn, Kashirin, & Sloot, 2014; Lin et al., 2015). These

alarming facts regarding the rapid expansion of social networking, coupled with constant updates of data, amount to a loss of control and provide evidence that the ability of law enforcement to ensure public peace is hampered.

Some officers have died and others have been injured while responding to protests and enforcing the rights of citizens to peaceful assembly. In addition to the wounding or death of law enforcement personnel, some protesters have been arrested or given summonses that may unnecessarily tarnish their image and records (NYPD, n.d.). Some protesters have been apprehended for disobeying police orders during demonstrations and were arrested for obstruction of government administration. Some protesters destroy property, which often leads to civil litigation and disputes that, in turn, lead to retaliation and sometimes death. The reactions of the protesters sometimes stemmed from negative information received via networking (Zavala & Kurtz, 2016). Also, some New Yorkers are noted for their willingness to participate in protests, which sometimes end in chaos or violence (Tremayne, 2014).

According to Zhang et al. (2015), communication can trigger criminal behavior. The BLM march organized online, and Johnson killed five officers and injured several caused the police to question protesters' respect for authority. Johnson acted in concert with the protesters. The protests erupted after the showing of online videos depicting the shootings of two African-American men by law enforcement personnel in Louisiana and Minnesota. An outcry arose quickly via online organization through social networking. In South Africa, the country has experienced the world's most massive climax of widespread protests, sit-ins, and violence since the mid-2000s (Bohler-Muller et al.,

2017) Also, the Riot Girl movement in Washington DC was an example of a demonstration that resulted in anarchy as reported by Kaltefleiter (2016). Kaltefleiter discovered that the Riot Girl movement resulted in a non-hierarchical leadership, showing actions of mutual aid, volunteerism and cooperation, and confusion among propaganda actions involving feminism, youth activism, and anti-war campaigns (Kaltefleiter, 2016). Group violence is related to Public Policy and Administration, Criminology, and Sociology studies (Bohler-Muller et al., 2017; Moule, Richard, Decker, & Pyrooz, 2017). Technology serves as a channel that spreads gossip and rumors of events, news, and individual's expressions (Moule et al., 2017). Gangsters also communicate online (Moule et al., 2017). The growing importance of technology interaction enhances gang violence (Moule et al., 2017).

According to Wong (2017), the China Daily depicted the police as vulnerable though professional in taking care of violent demonstrations. In the South China Morning Post, the police officers were portrayed as the aggressors in protests (Wong, 2017). Protesters could have been violent, and that could cause the police to react aggressively towards the demonstrators. Kutmanaliev (2015) explained why some demonstrations result in violence while others are non-violent. Kutmanaliev (2015) analyzed two protests in the Osh neighborhood where public space provided conditions conducive to rioting. Residential areas with private houses were more inclined to produce peace, calmness, and privacy whereas dense neighborhoods produced protests more prone to violence (Kutmanaliev, 2015). Violence in protest is dependent on the individuals' behavior, public space, affiliated groups, and the inciting messages received. The revelation

suggests that white-collar officers will have to patrol rural areas more often than residential localities. Law enforcement conducts during violence is another topic that has to be researched in the area of Public Policy and Administration.

Activism

Activism is formed and activists are made. Han (2016) stated that research showed that many activists began operations of activism through civic association. However, a few studies revealed how organizations shape activists. This notion means that anyone can become an activist especially adults ages 17 and above. Han defined activism as assigning of petitions, showing up to meetings and events, communicating with elected officials, and requesting these officials to join an assembled activity which is part of democracy. Democracy is a useful and acceptable form of ruling and activism in recent years is increasingly seen as a democratic effort.

Also, activism can be said to be actions of exercising rigorous campaigning to bring about social or political change. Civic organizations and activist activities are for promoting and encouraging Americans to engage in democracy. According to Han (2016), 79% of activists stated they started their career as activists through a civic organization. Studies showed that Individuals seeking their voices heard reach out to several activists in America (Han, 2016). Some recent developments of activism include the fact that activists have built many relationships online through effective communication and that very little offline connection is needed by activists (Han, 2016; Tremayne, 2014). This practice means that online discussion is rapidly enhancing and motivating activist followers recruited into social gatherings within the shortest possible

time. The more relationships are built, the more activists and recruits develop certain behaviors and relationships to act with uniform disregard for norms and order (Han, 2016).

Income, professional stature, gender, and age are mostly positively correlated to activism (Louis, Amiot, Thomas, & Blackwood, 2016). Activists have their community groups within social media platforms. Activists build relationships, control behavior, codify social identity, and disseminate information as outreach regarding specific causes that they serve (Louis et al., 2016). Social media serves as an active domain in facilitating the propaganda regarding democracy through activism (Louis et al., 2016). Uldam (2018) declared that activists have progressed from local media platforms to corporate social media platforms due to the enormous response of participants. According to Uldam, some government surveillance regarding activism online security and privacy has been researched but not on the commercial platforms utilized by activists.

Local activists are more involved in digital means of disseminating information and connecting with participants by acquiring and securing physical space and extending local community identity among online responders of social movements (Dahlberg-Grundberg & Orestig, 2017). Velasquez and LaRose (2015) stated that social media activism is exceedingly relevant to several student activist communities. Students' and activists' social media efficacy are generally successful because of political inclination and experience (Velasquez & LaRose, 2015). Fullam (2017) recounted the story of an activist Justin Rodriguez, a high school student of 17 years of age in Newark, New Jersey

as an example of a social media activist who learned to cultivate a social media identity to mobilize a campaign against educational budget cuts (Fullam, 2017).

Another case study showed that a Salvadoran youth activist group faced challenges because of a preference for digital media culture as opposed to offline media (Harlow, 2016). The youth are more into social media even as activists because they find it to be a mediated hybrid and multi-dimension channel of communication (Harlow, 2016)

Philosophical Ideologues Explaining Human Choices and Reactions

Human Behavior Motivation and Rational Choice Theories suggest that social networking is a motivator of association. Maslow's concept of Human Behavior Motivation and Ostrom's idea of Rational Choice Behaviors are examples of motivational factors used to describe certain behaviors that erupt during a social gathering. According to Crumpton (2016), Maslow's theory of Human Motivation also known as the Grumble Theory involves hierarchical levels. The first level includes the desire for biological or physiological needs such as sleep, shelter, food, and rest (Crumpton, 2016). The second level is high which involves concerns the needs of esteem, respect, praise, dignity, and reward (Crumpton, 2016). The third level of the hierarchy was meta-Grumbles which involved higher-level complaints concerning values of life such as truth, justice, beauty, and perfection (Crumpton, 2016). Thus Maslow's third concept reflects individuals' need to protest against something to which they are opposed.

Maslow's third level theory of motivation applies to most individuals who have free will and receive free-rider social networking operations as depicted by Ostrom's

concept (Sabatier & Weible, 2014). Once the individual or network user receives news, information, and messages from others via social networking, it does not stop there. The words motivate the individual to respond and sometimes act on the information or news received. Therefore, activists' communication with protesters' participants provoke such participants and stir them up to gather for justice which is the meta-Grumble stage of Maslow's theory (Crumpton, 2016). It is not surprising that an overnight announcement for mobilization causes individuals to show up at a specific location for gatherings such as rallies and wildcat activities. Although activists' intentions may be positive and the law permits social association, the outcome of these gatherings and their effects arise from the motivational messages received from social network interaction.

Furthermore, Ostrom identified that social behavior relates to actions where an individual's acts are mainly based on ideological motivation (Forsyth & Johnson, 2014). Activist's agenda to mobilize individuals to participate in protests aligns with the concept of Ostrom's theory and individuals will act on information received in finding answers to issues discussed online. Such behavior is explained as the rationale behind opting to react. Therefore, a date to mobilize from activists could boost the individual's intention to bring justice to society as described by Shafritz, Ott, and Jang (2016).

Maslow's and Ostrom's respective theories of human behavior and rational choices imply that individuals are driven to act on messages received through social networking. It is the nature of humans to respond to specific information. It is a fact that some humans thrive for social justice for humanitarian reasons, and this explains why activists of the 21st century can mobilize successfully (Tremayne, 2014).

Qualitative studies of phenomenology are typically associated with the disciplines of Sociology and Public Policy and Administration. Emily Durkheim was a French Sociologist whose work included social network analysis (Hamilton, 2014). Belvedere in his article called, “Durkheim as the founding father of phenomenological society” asserted that Durkheim is the originator of phenomenology (2015). Belvedere discovered that the practice of phenomenology in Durkheim’s methodology shared “convergences with Husserl and they share some ontological definitions such as the idea of objectivities as a particular kind of things and the intent to conceive society as a form of conscientiousness” (2015, p. 370). This notion means that Durkheim and Husserl share a stance when it comes to the definition of phenomenology. Additionally, before Durkheim’s era, phenomenological studies had not yet been appropriately defined. Furthermore, a particular perspective of Durkheim declares him the founding father of phenomenology because of his practice and spirit of positivism connoted to qualitative studies. Other philosophers argued that Durkheim was concerned with human lives, an interest that falls under phenomenology studies (Belvedere, 2015).

According to Belvedere (2015), French philosophers argued that Durkheim’s stances were signs of phenomenological interpretation even though they were not recognized during Durkheim’s era. Thus the three different positions are 1) one against Durkheim; 2) another ambivalent; and 3) a last one positive indicate that Durkheim applied events and human experience in explaining phenomena (Belvedere, 2015, p. 371). Durkheim’s reading of phenomenology traced to Monerot in 1946 who was inspired by Sartre and Husserl who are also fathers of phenomenology (Belvedere, 2015).

Therefore, since phenomenology deals with human understanding and interpretation of human behavior and events, it coincides with Henry's concrete description of Durkheim as conceiving society of "specific reality whose law rules individual life even though they are, as laws," (Belvedere, 2015, p. 371) which depicts realities of human experience and phenomena. The statement rather implies the study of life and justifies Belvedere's affirmation that Durkheim was the founding father of phenomenology.

BLM Movement

Racism is one of the reasons why the BLM Movement started across the United States. According to Leach and Allen (2017), the formation of BLM was a reaction to the death of unarmed persons of color, often at the hands of law enforcement officers. Leach and Allen declared that since Trayvon Martin's (17 years old) killing in 2012, much publicity about the police shooting of unarmed black women and men have erupted with intense attention to racial bias and the systemic differences regarding how people of different races are policed. The BLM movement is understood as a political movement advocating that Critical Race Theory (CRT) be applied to understand better how systems of power, including those by which Americans are policed and imprisoned, function to reinforce racial inequity (Dixon, 2018). CRT is often used in analyzing problems related to race. Since police brutality and shootings involved black minorities and white officers, it is considered a racial issue. Hooker (2016) asserted that racism in the 21st century is the dark side of democracy suffered by minority groups in the USA. The origin of the BLM movement started 50 years ago on several college campuses across America (Forsgren, 2017). In 1968 and 1969, respectively, Malcolm X was assassinated and

Stokely Carmichael led protesters to demonstrate for their rights. Both events served as an impetus for black student activists to organize and strike in some colleges and universities across the U.S. (Forsgren, 2017). Some student grievances that created the demonstration were about institutional policies regarding race, discrimination of black residents, financial aid opportunities, and affirmative action. Decades later, many of the same colleges and universities provided fertile ground in America for the spread of the BLM and OWS movements (Hunter & Polk, 2016). Some of the students' concerns stemmed from seeking to repel racism and ideology of inequalities in the sociocultural system of the USA (Hunter & Polk, 2016). Hunter and Polk (2016) stated that a half-century ago, some college students across America set draft cards on fire and closed administrative offices while fighting for African American and Women's Studies courses by using the National Guardsmen event as an excuse in the battle for blacks rights (Hunter & Polk, 2016). It is intriguing that students in the past have fought for their rights and changes to academic situations and have continued to link such issues with civil rights, feminism, anti-war efforts, and labor problems in the United States.

The BLM movement has religious implications. Winstead (2017) examined the BLM movement through an ethnographic study. Winstead discovered that many black Catholics joined and identified themselves with the BLM movement due to black killings in the United States. According to Milkman (2017), millennials were the first generation of electronic natives regardless of their religion. Educated millennials are central to the BLM movement, (Milkman, 2017). It is worth noting that Cox (2017) and Kruse et al. (2018), used millennials in their research on social movements. 21st century protests often

utilize decentralized leadership made possible through the use of social media and digital artifacts; accordingly, such platforms have vital roles to play in addressing social justice concerns (Hoffman, 2016). The BLM movement offers a productive cultural critique driven by anger, suffering, and pain that advocates for universal human respect and extensive changes to the institutions that define American culture (Hoffman, 2016). In San Francisco Bay, in the fall of 2014, BLM evolved to respond to gentrification and displacement issues (Maharawal, 2017). The BLM movement has similarly expanded its focus to include protests regarding intersections between race and politics, religion, incarceration, climate change, housing, and issues of the economy (Maharawal, 2017).

Many individuals joined the BLM movement in reaction to black shootings across the country. In Missouri, after the death of the black man Michael Brown (18 years old) on August 9, 2014, activists used social media platforms to stimulate the public reaction to public discourse and systemic racism regarding governance, police accountability, and justice (Carr, 2016). Recent police actions brought about the BLM organization, which Ray, Brown, Fraistat, and Summers (2017) suggested as an empirical case study within the perimeters of social media and collective identity. Jackson and Foucault (2016) were impressed by activists' and journalists' use of the hashtag Ferguson (#Ferguson) in response to the killing of Michael Brown. According to Ince, Rojas, and Davis (2017), the BLM movement used many hashtags on Twitter while communicating with the populace. The OWS organization also employed such strategies. Strategically, social networking plays a crucial role in modern society's communication. Because, within a twinkle of an eye, news and information spread quickly through social media and

individuals can mobilize and react quickly as in the case of Brown's death, an event which sparked activists and reporters and triggered series of protests, many of which resulted in property damages and arrests. Not only is social media effectively, but offline channels such as television, radio, and phone messages utilized by reporters are also proving useful in conveying messages to the populace.

OWS Movement in New York City

The OWS movement in NYC took place between September and November of 2011 (Moore, 2017). Activists and protesters settled in Zuccotti Park, in the Wall Street neighborhood, for three months. The movement attracted the attention of a national audience and sparked similar events in several areas (Moore, 2017). Moore referred to the related OWS events and actions as the Occusphere and reported that the campaign was primarily engineered and made possible by the internet and social media platforms at least as much as it was by the political ideology driving the protests. The three critical channels of the OWS movement revolved around intellectual premises, urban spaces, and online electronic spaces (Moore, 2017). Geography and networking play vital roles in these demonstrations. Protesters' occupying the metropolitan area, was a tactic explicitly designed efforts to disrupt lives and daily activities. Many businesses owners in downtown Wall Street complained about the effects of the OWS movement, and how it caused disturbances and conflicts regarding business and customers.

According to Savio (2015), previous studies have shown that formal organization results in successful mobilization. However, although there was decentralization in the OWS movement in terms of developing coordination, the movement successfully gained

global attention even if such recognition was not the result of a centralized or formalized structure (Savio, 2015). One contributing factor to the movement's success laid in the fact that the primary venue of occupation was the center of the global transaction for stocks and bonds. The movement evolved from its small beginnings at this specific location and grew into loosely linked and coordinated efforts 'occupying' various cities and institutions around the world. Romanos (2016) observed that the Spanish residents in NYC served as brokers for the OWS movement. The Spanish behavior had a substantial effect on the move in expanding the campaign to be more inclusive by empathetically understanding protesters and activists' experiences (Romanos, 2016).

The OWS movement in Zuccotti Park, lower Manhattan, attracted hip-hop stars such as Russell Simmons, Jay-Z, and 50 Cent. The hip-hop moguls made rap music and wore attire in support of the movement (Quinn, 2016). Critics of this behavior suggested that traces of neoliberalism tainted Russell Simmons, Jay-Z, and 50 Cent (Quinn, 2016). It is interesting to note that the movement was made up primarily of students who were fighting for income equality. The hip-hop moguls were often seen as neoliberals serving a purpose counter to what the students were combating. However, the rappers drew attention to the activists and protesters engaged in the OWS movement (Mari, 2016). The moguls contributed to the extension of the movement internationally. For instance, Kumkar (2016) documented the work of an Occupy Movement in Germany affiliated with the OWS movement. According to Kumkar, the campaign had young adults participating in both NYC and Germany. Despite the significant influence of the movement, the young adults faced stumbling blocks while associating with small

bourgeoisie groups and in building friendships with other social groups in a post-recession phase of the U.S. economy (Kumkar, 2016).

Tyler, Barak, Maguire, and Wells (2018) based their study of OWS on quantitative testing. Tyler et al. (2018) discovered that the level of and attitude toward violence by some protesters lead police to use violence and force in suppressing protesters and activists. Many authors used ethnography and case studies as a qualitative methodology to examine the OWS movement. For instance, Moore used ethnography in studying the OWS to bring real-life stories and experiences while providing an understanding of activists' and protesters' behavior, an approach distinct from the statistical method employed by Tyler et al. (2018).

Asal, Testa, and Young (2017) pointed out that the OWS movement expanded because of support among students and faculty members across the United States. These related protests shared the underlying agenda, and individual Occupy movements often focused on local issues facing students and faculty members at particular colleges. These local protests were framed by shared language focusing on shared goals in drawing attention to the income inequality, the gap between "the 99%" and "the 1%," disparities in financial debt, tuition hikes, and a weak labor market for students who pay colossal tuition for education with no work after school (Asal et al., 2017). Data showed that most protesters in the Occupy movement came from four-year colleges and universities with a sizeable white population (Asal et al., 2017). It is worth noticing that 50 years ago black students created the BLM Movement in regards to college plights as explained by Forsgren (2017), and the OWS Movement was engineered by the majority white

population students as pinpointed by Asal et al. (2017). Today both black and white students fight for social injustice in demonstrations.

According to Kavada (2015), activists strategically used social media, created code, processed documents, and spoke in a shared language to draw the attention of the press, potential participants, and the general public. Tedla (2016) used a case study to examine the impact of integrational culture within Occupy groups. Morgan and Chan (2016) discovered that anger and identity predicted low-cost collective action, while many activists used collective power to produce effects only possible through collective action. The movement occupied a crucial area and provided opportunities for growth and development in the campaign. The responses of some non-protesters and some onlookers residing in the Zuccotti area showed concern about the uproar in their neighborhood. The eviction of the protesters and activists from Zuccotti Park three months later caused the movement to dwindle. Nonetheless, the campaign established an organization currently recognized globally.

Summary

According to the literature, social media interaction prompting mobilization to protest has advantages and concerns. The rate at which authors are vividly describing the youth involvement in social networking and demonstration demand thorough investigation for future matters. Policymakers and government officers need to notice when youth involvement in public events escalate into overreactions. Activists organize protesters easily and rapidly with social media. Social media communication creates ethnic community groups with the obligation of the recipients to exercise their rights and

respond to calls for a social gathering to protest regardless of whether the demonstration is peaceful or violent. The study will fill the gap of existing studies on social media interaction between activists and protesters in NYC while exploring and interviewing participants on their experiences and perspectives about ensuring peaceful protests while promoting positive news and information online.

Government officials must rely on the knowledge that relationships between network users and the history of riots have affected society and disrupted order, and it is an ongoing social ill. It is possible to track organizations that encourage violence and to prevent them from causing disorder in society. Social networking is a modern form of community that requires continuous monitoring and frequent technology upgrades to remain current with groups who use these methods to negatively affect society. The goal of police leaders must be to project the positive aspect of social communication via public policy regulations.

It is worth noticing that current classic literature on Public Policy and Administration and Public Management and Leadership in connection to law enforcement, social media, and social gathering were limited. Some of the articles on Public Policy and Administration were outdated. There were not enough articles on the discipline of Public Policy and Administration regarding networking and demonstration. This is why the study is so crucial to the inquirer examining the problem from Public Policy and Administration perspective. More research must be conducted on that effect. Facebook has widely been preferred for research purposes. Facebook and Twitter have mostly been used in qualitative and quantitative studies with emphasis on networking,

social media, and civil disobedience. Therefore, it was imperative to interview activists and protesters to understand the phenomena of social networking as a motivator for social gathering which reflects Public Policy and Administration discipline because of the role law enforcement play about the social ills. This study might set the tone for subsequent research on the topic to be studied. The specific design of this study is discussed in chapter 3.

Chapter 3: Research Method

Introduction

Violent protests can quickly be organized online without the knowledge of government or law enforcement personnel. Wildcat riots can lead to dangerous and disruptive behaviors that cause property damage and injury or death for protesters, law enforcement officers, pedestrians, and onlookers involved in or adjacent to protest demonstrations. Using the lens of the social support theory, this research study involves links between social media and social protest, paying particular attention to potentials for dangerous escalation. This research featured interviews with activists and protesters in NYC regarding their perspectives on and experiences with mobilizing and protesting in the era of social media. The results might potentially assist policymakers in finding remedies to reduce the likelihood that false information and toxic rhetoric present on a variety of social media platforms lead to violence in the protest space.

Chapter 3 consists of the research design and methodology in preparation for collecting data for analysis. The chapter also justifies the logic for the study's research approach, clarifies the role of the researcher, and establishes the study's interview setting and target population. Additionally, this chapter includes a rationale for the study's sample size, sampling strategy, data collection procedures, instrumentation, data analysis, issues of trustworthiness, and ethical procedures.

Research Questions

Three research questions were used in exploring the essence of participants' perceptions and experiences:

RQ1: What is the role of ethnically diverse social media as a means of communication between activists and protesters in NYC?

RQ2: How do protesters come to participate in demonstrations in NYC?

RQ3: To what extent would activists and protesters react to mandates they oppose in NYC?

Research Design and Rationale

Qualitative research involves several disciplines while offering research models useful for the examination of diverse topics of study as well as the successful application of a study's findings. According to Creswell (2014), qualitative methods rely on conversations, data, images, memos, note-taking, photos, recordings, and text. Analysis of this method produces developments in social inquiry as readers rely on syntax of experiments to understand social phenomena. According to Erickson (2011), the investigative method involves anecdotal reports of social practices. The approach preserves the potency and power of authentic lived experiences and provides a nuanced representation of things, objects, and people. The researcher applies skill, design, and style to synthesize reported experience (Denzin & Lincoln, 2013). Denzin and Lincoln (2013) said qualitative research reveals, produces, and establishes such knowledge. Similar studies unearth, capture, and analyze customs and cultural habits of interview

subjects as well as firsthand accounts of lived experience. The general methodology involves using terminology specific to and originating from the subjects of the research.

According to Creswell (2014), the qualitative approach accommodates constructivist and transformative worldviews by employing open-ended interviewing central to ethnography. The researcher establishes the meaning of a social phenomenon through the collective response of participants. With the transformative, narrative, and interviewing designs, the researcher collects stories of individuals and transcribes their expressions; subsequently, the inquirer uses narration to link, contextualize, and explain responses. Additional, qualitative approaches include the case study and grounded theory design. Qualitative research also includes foundationalism, postfoundationalism, postpositivism, and poststructuralism associated with culture.

Qualitative research provides data for use in understanding behavior patterns among case studies as well as interpreting unusual instances. Qualitative studies using interviews which involve synthesizing and deciphering individual accounts to describe collective experiences of groups and communities. Additionally, such research provides more generalized details about human behavior, emotion, personality, needs, and desires while potentially drawing attention to routines and practices that are beneficial to groups, communities, or populations (Creswell, 2014).

Given the historical efficacy of such methodology and this study's focus on protests in the era of social media, the study was designed primarily according to a qualitative method.

The qualitative methodology includes different types of designs. The research design most applicable to this study is phenomenology. Phenomenology is defined as the study of individuals, groups, or events, their perceptions, and the meaning of a phenomenon (Whitaker, 2007). Phenomenology emphasizes the understanding of people's attitudes regarding a particular subject. Self-consciousness and self-awareness are also essential when evaluating human reactions to phenomena (Moustakas, 1994).

It is essential to interview protesters and activists because recent protests have caused death and the destruction of property in the United States (Fernandez et al., 2016; Park & Lah, 2017; Shoichet & Stapleton, 2014). It is vital to study group attitudes involving the use of social media for policymakers to find solutions that neither deprive activists of the right to peacefully protest, nor lead to violence, death, injury, or the destruction of property. Investigating why and how protesters and activists operate online will lead to insights and the potential for creative resolutions that would promote peaceful protest while limiting negative consequences.

Quantitative and qualitative methodologies are used in conducting research. Quantitative studies involve the precise focus on a survey and experimental methods (Babbie, 2008). The quantitative research design involves analyzing figures and numeric data while drawing implications and assumptions. Such models mirror assumptions common to postpositivist ideology (Creswell, 2014). Qualitative research involves descriptive language to explain and understand phenomena through experience, reflecting a constructivist and transformative theory of knowledge production (Babbie, 2008). A researcher using qualitative methodology draws from a rich data source by reflecting

upon and understanding events. Qualitative research better suits this study because the study attempts to explain the complex moral phenomena of protests while documenting the influence of various social media platforms upon the emotional and decision-making facilities of participants. There are five types of qualitative models. They are phenomenology, grounded theory, ethnography, case study, and historical study. Upon thorough investigation, phenomenology was best applicable to this study.

The primary phenomena investigated by this study demanded a qualitative approach because of their complexity. The rate at which technology changes creates a gap in the literature regarding the role of different social media platforms in modern dialogue. Activists and protesters rely on social media to interact. Experiences, ethnicity, and motivation of protesters and activists contribute to their relative successes in communicating effectively and attracting large crowds to protests. Examination of motives and activities of protesters and activists is best conducted via a qualitative approach because the methodology is equipped to determine and comment on norms, beliefs, and ethics of people responsible for potentially violent demonstrations (Erickson, 2011).

Phenomenology is well suited to describe knowledge produced in and by information systems. According to Whitaker (2007), phenomenology has been used to understand how systems designed to disseminate information contribute to the production and understanding of knowledge. Ultimately, this study involves a phenomenological model because phenomenology relies on interviews and provides a method by which to interpret the role of complex information systems such as social media.

The Role of the Researcher

As an author and researcher desiring to effect social change in society, I wanted this study to contribute to the discourse regarding protesting and its relationship to social media. I question unruly behavior in protests that deprive innocents of their lives, while some demonstrators cause damages to the environment and property. Security and safety are considered the fundamental aim of public powers in the field of Public Policy and Administration. Public safety affects reducing criminal activity (Gallo, 1998, p. 1475). Practices of security are a synecdoche in terms of understanding current transformation in public policymaking (Gallo, 1998, p. 1476). The rate at which protesters are rallying, often causing havoc and material damage, raises concerns; the potential that protesters can gather peacefully and achieve a positive impact makes their motives and use of social media worth studying. Through the eyes of law enforcement in the field of Public Policy and Administration, I am writing to evaluate social media platforms and the ways online discussion motivates activists and protesters to congregate, paying special attention to links between particular kinds of communication and gatherings with positive or negative outcomes. Additionally, this study is an opportunity to solicit peaceful remedies that may prevent harm and destruction.

According to Bastug, Ertem, and Keskin (2017), the researcher assumes “the role of empathy and reflection” (para. 2). Bastug et al. described the researcher as someone who dances between empathy and attitude by using phenomenological reflection. Therefore, the goal is to examine the core of the problem and find answers that would be sound, safe, and worth practicing. Creswell (2014) explained that “the inquirer is

typically involved in a sustained and intensive experience with participants” (p. 187).

Thus, I developed an intensive rapport with participants to engage in dialogue to contribute to the study.

Most participants remained unknown until data collection commenced. As a part of the local union where I recruited activists, it was likely I might be acquainted with some of the activists, but I did not interview any personally known persons. When there were known or unknown participants, I exhibited professionalism during interviews and maintained ethical principles to make meetings successful. Incentives were offered to participants to encourage individuals to participate and create a compelling sense of how necessary the study was. This investigation promised to prepare me to effect social change in the field of Public Policy and Administration by using appropriate methodology and language that seemed explicit to the audience. The role of a researcher is to choose suitable sites for interviews, decide on activities that happen on sites and through discussions, code transcripts and transcribe them, and lastly evaluate the results (Creswell, 2014).

Methodology: Participant Selection Logic

Research Setting

The study involved interviewing participants. Therefore, it was vital to determine an environment that was comfortable for the interviewees. According to Ravitch and Carl (2016), it was crucial to disclose a contextual and specific description of the site of the interviews. Participants hailed from Brooklyn, the Bronx, Manhattan, Staten Island, Queens, or NY State. I conducted some interviews in Manhattan due to proximity to all

locations. Some of the meetings took place by phone. I interviewed participants in three locations in Manhattan. I interviewed all protesters by phone. Some activists were interviewed from their offices and others from their work conference rooms.

Population

The population selected for the study was activists and protesters who had experiences and knowledge regarding the use of social media interactions that lead to demonstrations. Both union members and non-union participants were recruited. Some participants hailed from protest premises and not necessarily from local union headquarters.

The term activist refers to an individual who mobilizes protesters to demonstrate for change (Han, 2016). Activists interviewed were individuals who solicited for change in terms of political practice, educational reform, and social, religious, or economic inequities. Protesters can be defined as individuals coming together to form a group to express their dislike of an institutional practice or advocate for political change. Interview participants include activists and protesters, with some subjects potentially filling both roles.

Participants strictly hailed from NY who had participated in previous protests as adults ages 18 and above. Minors from birth to 17 years old were excluded because they were considered immature to participate in the study. The study targeted activists and protesters because of their experiences regarding concerns on social networking platforms in advance of disruptive demonstrations.

Sample Size

The sample size was approximately 16 participants, enough to meet the criteria of data saturation. When at the recruiting site to solicit participants, approximately 25 individuals were invited. Some individuals had reasons to change their minds or refused to be interviewed, but there were enough people to sample. I hoped to reach data saturation with approximately 16 individuals. If not, I would have continued until data saturation was reached. The target of roughly 16 people was chosen because it was an ample size to confirm human experiences and events involving protesting and social media in NYC. If data saturation was not reached with 16 participants, I would have continued interviewing participants until saturation was reached. The target size seemed large enough to examine responses to actions they oppose in NY, other states, or around the world. Rallies and demonstrations happen almost every week in NYC. This research was a micro-level study and demanded an adequate sample size for extracting information. Interviews only commenced when the Institutional Review Board (IRB) approved the study to progress (confirmation number 11-21-19-0530586 expiration date November 20th 2020). Following permission, I proceeded to contact and interview participants.

Rationale of Sample

The sample size depends on the study inquiry as well as participants. This inquiry was to understand social media's effects on protesters as well as activists' motives for and approaches to demonstrations. Additionally, the research endeavored to examine protesters' and activists' experiences regarding Internet messages that prompt social

gatherings. The rationale was to investigate how to promote peaceful associations and prevent or limit chaos during protests that law enforcement officers could reenforce in NYC and possibly in other states in America. In pursuing this agenda, it was crucial to have sufficient participants that might answer questions. Selecting a sample of roughly 16 from an initial pool of 25 individuals increased the chances of the data saturation.

Sampling Strategy

Purposive sampling is a nonprobability sampling strategy that is appropriate for this study. Purposive sampling includes selection criteria for sampling based on a group or population that serves as the subject or object of research. Participants consist of protesters and activists involving group A, made up of protesters, and group B, made up of activists. Activist and protesting participants were composed of four men and four women. The subjects for this study were protesters and activists and the objects were social media and demonstration events. Purposeful sampling is also judgmental and selective. Some activists and protesters did qualify to participate in interviews for data processing. The sampling strategy included purposeful selection of participants and the site where the meetings took place including visual materials used for the data collection. For a quantitative study, a large number of subjects might lead to limitation errors in data analysis. By contrast, an ample selection of participants in qualitative research might be enough to attain data saturation and validate data with concrete evidence (Creswell, 2014).

Data Collection Procedure

The criteria for participation required one year of active experience protesting or organizing. Participants proved to have previously participated in mobilization and activism. In establishing that subjects met the standard, the inquirer requested dates and times when the individuals were involved in such demonstrations. The recruit volunteers were from live protest sites who were not necessarily union members and union member participants were recruited from the local union headquarters. It was vital to introduce the interviewer to each promising volunteer and asked if the individual was willing to be interviewed in regards to the social networking experience that lures individuals to demonstrate. Upon agreement, the interviewer gave contact information for the potential participant to act upon. The researcher provided consent forms that were taken home and completed by those willing to be interviewed. The participants submitted the consent forms via email, mail, and in-person to the inquirer and signed them. While some emailed the forms others faxed the forms before the interviews were conducted. The demography forms were completed after the meetings (see Appendix A). The interview request was voluntary and of free will with no coercion. Later in the same week of soliciting, the researcher contacted appropriate persons to schedule interviews at their discretion or the local union offices. The recruitment and interview process took approximately six and a half months. Each interview lasted approximately 15 to 45 minutes.

The creation of the interview questions, research questions, and interview protocol were for consistency and in balancing the meetings. For the interview sessions, upon introduction and the basic greetings as stated in appendix D, the interviewer

proceeded to ask the questions from the questionnaire. The inquirer asked the questions exactly as typed and numbered as enumerated on appendices B and C. The researcher listened attentively and requested clarification for responses that needed more insights or examples. Also, it was vital to urge the respondent on by re-phrasing some of their reactions for understanding. It was necessary to take notes as well. Each participant interviewed was assigned an identification number such as Participant 1, Participant 2, Participant 3, and so forth. The inquirer documented the interviewees' attitudes, mannerisms, tone of voice, body language, and reactions to the interview questions. It was crucial to make notes of facial and body expressions as well as the tone of voice as the respondents' reacted to the questions. The respondents' date of birth, the time the meeting commenced and ended were recorded.

Before ending the session, each interviewee was asked if he or she had any questions or comments. The verification process was explained to the respondents and followed up with an email or phone call for transcript verification. Each participant was emailed the transcript of the meeting with instructions on responding by email for acceptance of the contents of the meeting, and any changes required, was returned by email. When there were no responses by day 5, the transcript was considered valid. After validation of all 16 transcripts, the researcher proceeded with data analysis.

Rationale Involving Data Collection

According to Creswell, (2014) data collection entails setting boundaries for the research, gathering information via semi-structured or unstructured conversation and interviews' active visual materials following a protocol that ensures accuracy during the

recording process (p. 189). Some researchers chose qualitative study specifically because purposeful selecting of participants and appropriate environments assists the inquirer in understanding the problem and research questions (Creswell, 2014). The premises utilized and the phone conversations encouraged maximum discussions because the atmospheres were comfortable and relaxing for talks.

Data collection forms the basis of evidence of analysis. In this study, the researcher interviewed participants to gather insights regarding their experience on social media and rallying. According to Ravitch and Carl (2016), “interviews are at the center of many qualitative studies since they provide rich, individualized, and contextualized data that are centrally important to qualitative research” (p. 146). Most qualitative researchers use interviews; individual studies require interviews to be conducted in different forms. Interviewing is an essential technique used in collecting data.

Interviews are the core of many qualitative investigations because they provide deep, rich, and contextualized information that is essential to understanding complex events (Ravitch & Carl, 2016). Interviews are different from ordinary conversations that feature more formal discussions. Interviewing is a strategic mode of data collection because it “involves unstructured and generally open-ended questions that are few in number and intended to elicit views and opinions from the participants” (Creswell, 2014, p. 190). The perception posed by Creswell substantiates the decision to officiate face to face dissents which auger well with phenomenology.

Instrumentation

The term questionnaire is defined as questions useful in obtaining personal information from individuals. There are many ways of administering surveys such as oral, written, or electronic in collecting responses regarding specific topics. The instrument listed in appendices B and C were presented to participants to provide information for the study.

The interview questions had been prepared following the research questions stated earlier (Appendices B and C). Based on the research problem and purpose statements, research questions were written with the aid of a mentor and committee member. Interview questions for participants were original instruments developed by the inquirer, and they were based on and linked to the formal research questions. Interview questions were understandable and straightforward; they referred directly to participants' experiences to encourage productive dialogue. Due to conducting quality and consistent research, a pilot test involving three volunteers was performed on the interview questions. The pilot test was to test the instrument for consistency, feasibility, and validity. The field test included phone conversation and any revision needed on the survey questions corrected before the actual face-to-face meetings.

Data Analysis

The data analysis processes of various studies collectively described as qualitative research are each unique because of the necessity of using individualized models. The method of data analysis was drawn from Husserl's theory of transcendental and horizontalization of essence description (Moustakas, 1994). A rich, thick story of the

interview responses were analyzed in describing the phenomena (Rubin & Rubin, 2012). The artifacts utilized for the study were a dictionary, computer, tape recorder, and calculator along with software such as Excel, Microsoft Word, and NVivo for data analysis. It was essential to include matrix, visual exhibits, maps, and charts from NVivo and Microsoft Word to develop participant responses. The NVivo software was utilized in processing and analyzing the participant responses to the interview questions.

The data was processed on a laptop and a desktop computer. Audio recordings from the laptop and tape recorder transferred to NVivo for transcription. From the onset, the audio recordings were uploaded onto the NVivo transcriber. The NVivo transcriber converted the conversation of the recordings from the interviews into readable text format. The text interviews from the transcriber then uploaded onto NVivo software and nodes created. The nodes were then analyzed and themes were derived from the nodes in permitting the researcher to answer the research questions for the study. Any data not related to the topic was addressed in the findings. Any data and notes that did not fit existing categories were manually coded with the use of Microsoft Word and described in chapter 4. Interviewees were notified concerning the outcome of the findings of the study via email (Howson-Santana, 2015).

Data analysis involves in-depth descriptions of participant responses regarding the noema. Data analysis sought to involute commonalities respondents shared about social media and social gatherings through eidetic descriptions. The data emerged from the research questions: (1) what is the role of ethnically diverse social media as a means of communication between activists and protesters in NYC? (2) How do protesters come to

participate in demonstrations in NYC? (3) How do activists and protesters react to mandates they oppose in NYC? The responses were coded and grouped into categories. Syntax with considerable implications emphasized in creating clusters and organized into themes (Creswell, 2014). According to Creswell, coding produces the significant meaning of the various divisions in the data analysis process. Emergent coding of participants' particular experiences were analyzed in inducing broad perspectives. Thus, it was relevant to utilize coding and nodes in creating descriptive themes. This process assisted the inquirer in being innovative by using thematic analysis, and in presenting charts, matrices, tables, and visual display of results.

The minor themes derived from the nodes and literature involved the impact of ethnically diverse social networking, protesting, and law enforcement involvement in pushing for peaceful social gatherings in NYC. Hoerber, Snelgrove, Hoerber, and Wood (2017) explained that some researchers use thematic analysis in identifying the overarching frame in describing a phenomenon. Thus, the inquirer sought to quantify statements from participants that were identical, similar, or conformed to data already in existence. When the nodes revealed three or more participants describing similar things in syntax, or participants used the same words in a sentence that was an indication that it was an emphasis on participants' experiences which served as evidence in answering the research questions. From that analysis, the researcher drew conclusions.

Trustworthiness

Trustworthiness has become popular in explaining the virtues of a qualitative approach outside the parameters of other research studies. Reliability in a study supports

the debate of inquiry outcome, the notion of the study's worth, and the need of the audience to pay attention to the contents of the research (Connelly, 2016). Therefore, trustworthiness in qualitative research should align with generalization, reliability, validity, and objectivity. The inquirer's evidence in the investigation relied on honesty in the study.

Reliability and validity are truthful, justified means of confirming and conforming to the standard of trustworthiness as guidelines of a study. In ensuring the likelihood of the research findings, it was worth drawing attention to the article by Kezar (2014) that commented on the lasting results of change stemming from studies using appropriate trends of communication. Kezar postulated that engaging in active dialogue with the audience or readers as a researcher writing to effect change; the inquirer must include a detailed step by step analysis of the study to build trust while using other sources effectively for credibility. In building trust, the researcher ensured continuous observation, a repeatable research procedure, and drew from multiple references to confirm results and outcomes. Also, in building trust, the interviewer protected the rights of participants. Trustworthiness was essential in this research because of the utilization of a qualitative methodology.

There are different types of trustworthiness. According to Connelly (2016), ensuring integrity involves four components that include credibility, dependability, transferability, and confirmability. These four components reflected on how the study proceeded in establishing validity. This research indicated positive and productive dialogue among the audience because the researcher stated the worth and importance of

order. The interviewer used guiding tools of qualitative research to lay out the goals of the study and applied consistency in proving that the message from this study might affect readers to effect social change. Neutrality wards against bias and errors; therefore, as a researcher, it was crucial to remain neutral, and permit the participants to respond from their perspectives. According to Shenton (2004), trustworthiness ensures rigor in the study. Researchers satisfy their quest for knowledge and convey knowledge by addressing credibility and providing a detailed context of fieldwork for readers to decide the prevailing environment. It was relevant to other settings whether applicable (Shenton, 2004). Additionally, Shenton suggested that when researchers strive to enable future investigation, repetition of the study is possible. Finally, researchers must demonstrate that the findings emerged from data and not from the researchers' predisposition.

The findings of the proposed study were verified for truth rather than validated. In the process of establishing the fact in conclusion, the inquirer used negative (deviant) case analysis, member checks clarifying research bias, and thick description of participant responses for verification. In the case of deviant case analysis, the inquirer looked for discussion elements in the data that presented contradictions while the interviewer sought to identify patterns or explanations that emerged from the data (Mikkelsen, 2017). For member checks, it was crucial to use techniques that helped improve the accuracy of credibility and repeatability of the study. Each participant received a copy of the transcribed interview. Kornbluh (2015) asserted that specific strategies utilized via the techniques of member checks establish trustworthiness. Checks include: (a) understanding of the participants; (b) refining of data collection and having

an open mind for change; (c) comparing themes, (d) using member checks in the data analysis process; and (e) carrying out the data analysis through a methodical process (Kornbluh, 2015). Therefore, it was necessary to quickly omit any word or sentence the interviewee wished and reacted to with a revised version sent to the participant. Also, the interviewer clarified any research bias with unintended influence during the interviews and established a strong relationship with participants in delving deeply into social media and protest formation (Galdas, 2017). Through a thick description, it was vital to convey the behavior and context of the participants, which might provide the exact truth to readers. According to Freeman (2014), through thick descriptions, research can be seen as an aesthetic approach as the researcher navigates the study from its inception to its conclusion. Freeman's explanation is a pointer to the fact that the narration for chapter 4 included an in-depth spectrum account of the interviewer's encounter with participants.

Ethical Procedures

The IRB is made up of faculty members that review students' dissertations to monitor and provide guidelines to the students for the sake of conforming to professional standards for ethical research. Students are well prepared for meeting ethical standards when the IRB combs through the student's study plan and corrects any ethical errors in the study structure. Some significant roles of the IRB are to direct and guide students in the proper procedures of ethical standards and in solving any moral conflicts or risks while enhancing a quality study that promises to be meaningful and benefit society. Ethical guidance is typically recommended by the IRB while planning proposal drafts (Walden University, Doctoral Capstone Resources, n.d.). Risks in the IRB application

involve potential omissions of a detailed explanation of how the inquirer intends to collect data or population parameters. The benefit of providing an explicit and sufficient description of the study to the IRB was to ensure the research plan passes the initial IRB review.

Chapters 1 through 3 served as the proposal that had to be approved by the IRB. The three branches had to be examined by the IRB to consider ethical risks and to maintain a quality research platform for the study. The researcher completed the required certificate for training offered by the National Institutes of Health on Protecting Human Research Participants. The interviewer did not contact the participants or start the interview process for data collection until the IRB provided the authorization number 11-21-19-0530586 expiration date November 20th 2020. Therefore, as soon as IRB approved the proposal, recruiting and interviewing of participants begun.

Upon approval, the consent forms detailing the rights of the participants regarding their participation in the research project were obtained. The interviewing of participants was of their own free will. No coercion or impetus was used. A maximum of twenty-five participants were contacted for participation. Any individual that opted out did not alter the ideal number of participants needed to reach data saturation.

Individuals were guaranteed confidentiality. An ethical issue that might arise out of the study involved an informal introduction. During the opening, the interviewer stated the purpose of the study, the rights of the participants, and asked participants if it was okay to record and take notes and to transcribe the discourse (see Appendix D for details). All of these actions were requested before the interview. Since some

interviewees were sensitive, especially discussing violent behaviors in protests, “It was necessary to mask names of people, places, and activities” (Creswell, 2014, p. 189). Therefore, the participants were numbered 1 to 16. A copy of the transcribed interview was given to the participants. It was essential to notify participants for follow-ups to approve the transcription. Participants were contacted via phone or online to confirm that the transcript was accurate. Any phrase or syntax a participant wished to repeal was done willingly. When a correction was required, the interviewer did so easily and quickly and email the participant for ratification again. Once the transcript was approved verbally by email, member check was completed and verified. The documents and materials used for the interviews and the subsequent study will be kept in a locked drawer at the researcher’s residence for five years. After five years, the materials and documents will be eradicated.

Summary

This phenomenological study aimed to understand the influence of social media on activists and protesters that inspired such groups into forming massive crowds to protest. The focus of chapter 3 was on the methodology of this research process. The topics discussed in section three included research methodology, the justification for the chosen tradition, and the role of the researcher. Any ethical issues regarding the relationship of the inquirer with participants were explained in detail. The sampling strategy was described, establishing how participants might be understood to have met the criteria. The venues of the recruiting sites and the premise where the interviews took place were stated. Methods by which the participants were identified and contacted were

established. The population and sample size were defined, as was the rationale for such choices.

The data collection instrument was identified and the researcher interviewed participants face-to-face and by phone. Research questions were formulated with the help of the researcher's mentor and committee member, as were subsequent interview questions. Data analysis involved coding, and categorizing the use of NVivo, Excel, and Microsoft Word. Next, trustworthiness engaged in the study was defined. The chapter concluded with ethical issues that might arise out of the reviews and an outlined process designed to deal with these ethical issues. It was important to note that until the IRB approved the proposal, the researcher could not contact the participants or collect data. The IRB was there to guide students in meeting with the university and federal mandates regarding protecting participants involved in the study. Chapter 4 will discuss findings and the analysis of data collected through phone and one-on-one interviews.

Chapter 4: Results

Introduction

It is possible to organize violent protests online without the knowledge of government or law enforcement personnel. Wildcat riots can cause disruptive behaviors, which can lead to property damage, injury, or death to law enforcement officers, protesters themselves, and others involved in or nearby the demonstration. The purpose of this research was to interview activists and protesters in NY to discover their perspectives and experiences involving online activism as a means of mobilization and protesting, with a particular focus on the ways that the dissemination of specific kinds of information might trigger violence. I aimed to explore the role of social media intercourse and political activism in NY. Law enforcement leaders, government officials, and policymakers should address issues in political activism. Social media is the fastest communication means in the world today (Hsu, Chen, & Ting, 2018). Activists use social media to recruit protesters and attract large crowds because they can disseminate information quickly, and recipients respond promptly to these messages (Valenzuela et al., 2018). However, some activists are careless in screening for unruly behaviors in protests. As a result, some of these riots and rioters have caused harm to the environment, individuals, and law enforcement officers (Harvey, 2020). Law enforcement agents can enact laws and inform society regarding how best to communicate and socialize that will not result in chaos.

This research is a broader inquiry into the impact of social media, specifically their cost-effectiveness, on new social protests and their outcomes. I used a qualitative

phenomenological approach to examine social media as a motivator for social gatherings and their aftermaths. The study design involved the use of Husserl's descriptive phenomenology of participants' experiences and responses to the phenomena. In Chapter 4, I present responses gathered from interviews conducted with 16 participants. After interviews, NVivo 12 software helped me organize responses into nodes and themes and code them for the analysis.

Chapter 4 includes an introduction to the research problem and purpose statements, followed by the research questions. The focus of Chapter 4 includes the pilot test, setting, demographic information, recruitment, data collection, data analysis, evidence of trustworthiness, researcher bias, and results of research findings.

As indicated in Chapters 1 and 3, the research questions for this study were:

RQ1: What is the role of ethnically diverse social media as a means of communication between activists and protesters in NYC?

RQ2: How do protest participants come to participate in demonstrations in NYC?

RQ3: To what extent would activists and protesters react to mandates they oppose in NYC?

Pilot and Field Tests

After gaining approbation from the IRB, I conducted pilot and field tests on three pilot interviewees. The purposes of the pilot and field tests were to try out the survey instrument with a small group of the target population to proceed to the actual interviews. Participant 1, an executive director of a union, had 30 years of activism experience. Participant 2 was a Senior Police Administrative Aide who had been a shop steward for 6

years and has worked as a delegate for the Police Administrative Clerical Chapter (PACC) for the last 4 years, with 20 years of overall actions in protesting. Participant 3 was a current union representative, formal shop steward, and previous union delegate for PACC with political endeavors for 10 years.

I conducted the first and second field test interviews via the phone. The third trial interview occurred face-to-face during a time conducive to participants. The first pilot interview took place on November 25, 2019, from 2:45 p.m. until 3:30 p.m. The second field interview was on November 26, 2019, and commenced at 5 p.m. and ended at 5:35 p.m. The third field interview occurred on December 9, 2019, and lasted from 5:28 p.m. to 5:50 p.m.

All three field test participants evaluated the interview process and survey instrument. They agreed that the research questions were understandable, comprehensive, feasible, and met the criteria for effective responses from activist and protest participants.

Setting

Participants' interviews took place in NY. Activists showed up at union headquarters. They answered questions regarding social media transmission and diversity and its impact on social gatherings. Some of the interviews occurred by phone, with protesters responding from their offices and suitable locations in NY. All sites were located in Manhattan. Manhattan is approximately 784 kilometers in area. It is located in the southern part of the state of NY. Currently, 44.6% of the population is White, 27.5% Hispanic, 25.1% Black, and 11.8% Asian (World Population Review, n.d.).

Manhattan is a significant borough because it is one of the world's most famous megacities. The city is situated in the world's most massive natural harbors. It is the center of the NY metropolitan area. Almost every day in Manhattan, individuals gather to protest in parks, squares, and streets. NYC is a very large city requiring protection, safety, and peace for its inhabitants.

Just as I was continuing to solicit participants for interviews, COVID-19 broke out in February 2020, and NYC quickly became one of the most severely affected cities in the U.S. On March 22, Governor Andrew Cuomo announced a statewide shelter-in-place order, and recruiting ceased until the ban was lifted. Most of the US was on pause from March through May due to the pandemic. The coronavirus pandemic affected and expanded the time frame and duration of the study, especially the data collection period.

Demographic Information

Population groups selected for the study consisted of activists and protesters. I interviewed protesters and activists and observed their reactions, responses, body language, and answers to interview questions. Those questions concerned the effect of social networking and news on large demonstrations with or without violence. Also, discussions included the impact of ethnic implications of information broadcast via a diverse variety of social networking platforms. The pool of protest participants interviewed comprised 16 people aged 18 and over. Interview questions included open-ended, semi-structured, and unstructured questions. I recorded, transcribed, and coded all the interviews. Interviews also included me focusing on ethical issues, including anonymity and the comfort of interview subjects.

Tables 1 and 2 include participants' demographic information. Table 3 contains the formulation of themes. Table 4 exhibits research participants' preferences for communication mediums. Table 5 displays interviewees' social media choices in terms of interacting with members, friends, families, employees, and mobilization efforts. Tables 6 and 7 show the three research questions that connoted two interview questions for protesters and activists. Interview questions guided participants in responding to the social problem, which assisted me in answering the research questions.

Table 1

Manual Framework of Survey Information of Participants

Participant	Gender	Age Range	Ethnicity
1	Female	47-58	Native Indian American
2	Male	58-67	Hispanic
3	Male	68 and over	White
4	Male	58-67	Black
5	Female	38-47	Asian
6	Male	58-67	Hispanic
7	Female	48-57	Hispanic
8	Female	58-67	Black Hispanic
9	Female	48-57	Black
10	Female	48-57	Black
11	Female	28-37	Black
12	Female	48-57	White
13	Male	18-27	Multi-racial
14	Male	18-27	White
15	Male	58-67	Black
16	Male	48-57	Black

Table 2

Manual Framework of Demographic Information of Participants

Participant	Experience	Religion	Work Status	Education
1	35 years	None	Full-time worker	Some college degree
2	48 years	Spiritual	Full-time worker	Diploma
3	50 years	None	Retired	Bachelor's degree

4	19 years	Protestant	Full-time worker	High school diploma
5	24 years	Jewish- Buddhist	Full-time worker	Bachelor's degree
6	30 years	Catholic	Full-time worker	Some college degree
7	25 years	Catholic	Full-time worker	Bachelor's degree
8	20 years	Moravian	Part-time worker	Associates degree
9	1y 14 months	Christian	Full-time worker	Associates degree
10	26 years	Christian	Full-time worker	Master's degree
11	14 years	Christian	Full-time worker	Bachelor's degree
12	20 years	Agnostic	Full-time worker	Bachelor's degree and Professional certificate
13	10 years	Buddhist	Full-time worker	Bachelor's degree
14	2 years	Orthodox	Full-time worker	High school diploma
15	4 years	Baptist	Retired	2 years of college
16	15 years	Christian	Full-time worker	High school diploma And advanced Certificate

Recruitment

After obtaining approval from Walden University IRB, I proceeded to solicit individuals for the study. Approximately, out of 25 participants solicited, I chose 16 to be interviewed. The 16 individuals met the criteria of being 18 years of age and above and had activism or protesting experiences. Participants were allowed to choose a setting conducive to the discussion. Some participants opted to be interviewed in their work conference rooms, while others granted interviews in their offices. Participant 7 gave an interview by phone. Participants opted to be interviewed by phone with email correspondence due to time, space, distance, confidentiality, anonymity, and the epidemic.

I ensured the confidentiality and privacy of the setting and interviewees. I solicited participants by showing up at their offices and demonstration sites for potential intake. I scheduled some interviews by phone and others in person. On the first day of

soliciting in the offices, Participant 1 wanted to be interviewed right away. I also went to live demonstration sites and a local advocacy conference to solicit participants.

I introduced myself to potential interviewees and stated the study's purpose and importance of acquiring their perspectives regarding social networking as a motivator for social gathering. I delivered consent forms to available individuals. Most activists immediately agreed to participate. However, initial aspiring participants took consent forms with them and did not call back. I started to acquire email addresses and contact numbers of potential individuals from protest sites and contacted them later. Some protesters agreed to be interviewed by phone, while others declined to participate. Other protesters did not respond to the request to participate in the study.

Each participant received demographic forms after initial exchanges with me. Except for Participant 7 and Participant 15, all protesters emailed signed consent forms and filled out their surveys. All individual participants and myself signed the consent forms. I then made copies of both parties' signed consent forms and gave each interviewee a copy. I manually typed up demographic responses of activists and protesters in a Microsoft Word table before coding their responses using NVivo 12 software.

Participants included eight males and eight females, making up a total of 16 individuals interviewed. There were four male activists and four female activists, and four male and four female protesters. Altogether, I solicited 25 individuals. The remaining nine participants who were not interviewed changed their minds and did not respond to phone calls or emails sent to them.

Data Collection

I reached out to both protesters and activists with one or more years of experience in activism. Data collection began on December 9, 2019 and finished on July 14, 2020. The process commenced with me showing up at activists' offices or inquiring by phone when it would be possible to schedule interviews with activists who would be willing. Activists' scheduled dates and times were between December 2019 and January 2020. By the end of January 2020, I completed interviews with all activists who qualified for the study. Next, I started soliciting protesters by searching for protest events in NYC online. Then, I attended demonstration events from December of 2019 to June 2020. In February 2020, after completing activist interviews, I received an invitation to a political advocacy conference. There, I distributed consent forms to protesters who had 1 or more years of experience in rallies. Also in February, I attended a Manhattan protest where I solicited potential protest participants.

Initially, consent forms distributed to protest individuals in December 2019 and February 2020 did not produce any responses. Therefore, on February 3, 2020, while attending another protest event for soliciting, I changed the technique of requesting potential participants' engagement. I approached individuals, introduced myself, explained the study, and requested emails or contact numbers and names of potential individuals who willingly consented. At the protest sites, individuals had a variety of placards, signs, and flyers. It appeared to be more effective to email protest participants the interview forms.

Subjects received some incentives to participate in the form of \$10 gift cards. Some participants received them by mail. For most activists, I handed them gift cards personally because they were interviewed one-on-one. Some protest participants responded more to email; therefore, they received gift cards via email.

Allsop et al. (2015) and Kuehn and Ridener (2016) recommended that 16 participants were enough for a phenomenological study. Therefore, even though approximately 25 people were solicited, data saturation had already been attained by the 16th participant.

Interviews

The purpose of the interviews was to explore views, experiences, and beliefs of participants and motivate them to discuss the subject matter. Semi-structured interviews include open-ended questions (Christensen, n.d.). Each interviewed individual received a chronological number for anonymity and confidentiality, from Participant 1 to Participant 16. Firstly, I interviewed eight activists and transcribed data within 2 months. I was available at times stipulated by the participants. On the first day, I went to distribute consent forms. Participant 1 wanted to be interviewed right away, so the interview took place right there. During the second visit to the activists' office, I interviewed two more activist participants. The next day, Participant 4 was available to be interviewed. Then, there was a break for 3 weeks due to the December holiday season. Following the New Year, Participant 5, Participant 6, Participant 7, and Participant 8 were ready, and I interviewed each separately. The interview with Participant 7 occurred by phone due to her busy schedule and availability.

Data Saturation

The interviews provided rich and thick information regarding social networking that prompts social gatherings and their aftermaths. Upon interviewing the sixteenth participant, the interviewer noticed much redundancy of data previously acquired from other individuals interviewed. There were neither new data nor new patterns (Ness & Fusch, 2015). The extent of data repetition confirmed Ness and Fuchs' (2015) description of how data saturation is attained in phenomenological studies with quality interviews.

Evidence of Saturation

To fulfill the research criteria, the researcher measured data saturation in this qualitative study. Francis et al. (2010) asserted that data saturation occurs when the interviewer has attained enough data to answer the research question. Upon interviewing sixteen participants, the author noticed sufficient redundancy in the individuals' responses. While interacting with the fifteenth participant, the reviewer noticed no new information. The sixteenth person interviewed contributed similar ideas and experiences as most participants. His response was the final data included as the repetition and redundancy confirmed data saturation, as depicted by Francis et al. (2010) and Rudestam and Newton (2015).

Member Checking

Each individual that participated in the study received a copy of the transcription. Participant 10 corrected some information on her responses and emailed the interviewer the corrected data. Apart from Participant 10, most participants replied that they were satisfied with the data. Others did not respond within five days. The researcher then

deemed data to be verified per the transcription message that when the participant does not respond within the five days, the interviewer would deem the data valid and use it for data analysis.

Manual Coding

The researcher manually created tables for the demographic responses using Microsoft Word before uploading them to NVivo software as well as editing each transcription for accuracy and consistency to upload the responses to the NVivo system. The author hand-coded the themes emerging from data and transferred the results to the documents. The coding and themes derived from NVivo coincided with the manual coding concepts previously created by the researcher. The researcher edited and modified some laborious coded ideas using the NVivo software.

Table 3

Creation of Themes

First Cycle Sorting	Second Cycle Sorting
Communication	Community, Networking, Dissemination of News
Education	Special Training for Protest Events
License	Permit
Passion	Personal
Predators	Intruders
Self-Protection	Self Defense
Social	Community
Social Events	Peaceful Demonstrations
Social Change	Humanitarianism, Social Justice
Technology	Phone and Social Media Engines

Coding is a system of actions and signals used as a representation for classification and identification (The Free Dictionary, n.d.a.). Using the coding style of first and second cycles in creating themes for analysis was very crucial. The author manually sorted pure data and statements of the interviewees through a first and second cycle process shuffling, which resulted in the thirteen concepts (The Free Dictionary, n.d.a.). The researcher grouped similar ideas and remarks into concepts. The first cycle concepts gave way for the materialization of thirteen themes relevant to the participants' statements which formed the second cycle. The themes were formulated with the notion of the interviewees' constant stressed facts and answers to the interview questions. The themes which appear in the first cycle are arranged alphabetically.

Data Analysis

Data Analysis for this study commenced with the interviewer transcribing all the audio recordings using NVivo transcription. After the transcription of the data, the researcher uploaded all of the sixteen participants' responses to NVivo software for coding and the creation of themes (Saldaña, 2016). The researcher specifically paid attention to responses concerning social networking, mobilization efforts, and collaboration with the police as the model objective. The transcribed data was imported into NVivo software, and the node menu from NVivo was chosen, and the data was transformed into nodes or concepts by the NVivo software. This process was used in creating the word tree (see Figure 1). The criteria for the emerging themes were the distinguished and repetitive syntax and ideas expressed by the participants that were highlighted after the transcription process. Also, the researcher manually coded data and

sorted out the ideas through a first and second cycle sorting as stated in the title Manual Coding. So the manual coding was transferred unto NVivo node template and was emerged with the NVivo coding in creating the thirteen themes. The researcher then formulated thirteen themes corresponding to the three research questions of this study. Moustakas' (1994) description of the horizontal and transcendental phenomenological approach was useful in theme analysis. The researcher then interpreted and elaborated on the concepts. The NVivo software enabled the interviewer to perform the analysis of all sixteen responses of the participants.

Emerging Themes

Thematic Category 1: Communication

Communication is the means of imparting or exchanging information by electronics such as the telephone, computer, apps, telex, fax, or word of mouth. Tianru (2020) postulated that communication in recent years has encompassed political communication, electronic communication, and oral interaction. Participant 1, Participant 2, Participant 3, Participant 4, Participant 5, Participant 6, Participant 7, and Participant 8 stated that social media plays a vital role in reaching out to their members and informing them about social events and stuff happening in the organization. Participant 9, Participant 10, Participant 11, Participant 12, Participant 13, Participant 14, Participant 15, Participant 16 protesters agreed that social media is vital to disseminating information to friends, relatives, families, co-workers, and a call for mobilization.

Participant 2. By communication by reaching out to members, you have lunchtime meetings, whatever it takes to get somebody to find out who is active because

everybody is not active. We use other unions on the labor movement later if we need to. How do we reach out? We sent out notices. We communicate. As second vice president, we send notices to the members, to the members that are important.

Participant 4. How do they communicate with one another? We will bring our leadership out. So, if you wanted to make a peaceful statement, we would bring our leaders out, and we will organize it with the police department as well as the mayor's office. So, if I was privy to space, we want to utilize, if like across the street, we would go across the street, and set the various stages. And then it might be six-seven blocks long. So, there are speakers running all down the way, and that is our way. What do we need? A raise! You know, shouting out aloud a sound.

Because you can lead people like that, like if we want to say it was healthcare, what do we want? Healthcare! You know then somebody says what do we want? And then they would follow. So, that is why the league leads. That is what they do. Usually, they amp the crowd and pull; It also goes in the direction it should go peacefully.

Participant 5. So we use it as a mechanism for people to gather and to get information out quickly. So, for example, when we have a rally, we do many different forms. So we use social media. We have the DC 37 Facebook page. The department I work in political action also has a Facebook page, and we have a Twitter account. We have the DC 37 Facebook page, and our communication department handles that. So if we know something that is timely instantaneous and people who subscribe to it are the ones who are interested.

Participant 6. “Well, we communicate by phone, we communicate by email and mostly do that. Or we go to meetings, and we get our information at meetings. We use traditional communicative tools such as phone calls and faxes.”

Participant 7. Well, they communicate on the phone, on social media, Facebook, and Instagram, or by word of mouth. We have to go back to what we used to do. Back in the days, we did word of mouth. We will pick up the call and be like, listen; there is a protest about the closing of the hospital. We need to open out. Call your elected officials. Bring one person. We used to bring two or three people with us, and each activist brought a couple of new members. And that is how we all started building our coalition. So, I went back. I always have a one-on-one conversation with my members. I go to their site. I introduced myself, and I go back to a one-on-one conversation. I shake their hands; I introduce who I am and have a conversation. I do not do texting a lot. I do not believe in that. I believe in the one-on-one cause, which is how I was taught to organize back in the days. I was taught that way.

I think what we need to do is have a discussion with them. Everybody is not a bad apple in the group. In every nationality, there is always somebody that does things they are not supposed to do out of their character. And so, it is also with the officers too. But they are not being trained to do the right thing, and they need to be retrained to do the right thing when it comes to the community. Well, it has to be communication; it has to be committed. Everything cannot be an aggressive force to deliver your message.

Participant 8. I am able to interact with protesters. They can give them the information. They give them information on upcoming meetings or upcoming protests.

We send them the information on locations, and you give them updates on what is going on. It is a lot of ways that they can use social media. Text, we can text messages, use verbal communication, and emails to gather information. You give information, and you get information. It is effective, yes.

Participant 10. We communicate by cell phone to people, you know, Twitter, Facebook, people continue to communicate because sometimes, you know, you need to meet the people there, and so they have to reach out to you or by using the phone. Or sometimes, you know, you say you want to meet at such and such a place like by the train station or something like that.

Participant 16. “They talk to the people.”

Table 4

Manual Demographic Responses of Participants’ Means of Communication

Interviewee	Channel of Interaction
Participant # 1	Online
Participant # 2	Meetings
Participant # 3	Online, offline, and Facebook
Participant # 4	Online
Participant # 5	Online and offline
Participant # 6	Offline
Participant # 7	One-on-one conversation
Participant # 8	Online and texting
Participant # 9	Online and offline
Participant # 10	Online and offline
Participant # 11	Online and offline
Participant # 12	Online
Participant # 13	Online
Participant # 14	Online and offline
Participant # 15	Phone and text
Participant # 16	Online and offline

Thematic Category 2: Community

The theme *community* for the study refers to a fellowship feeling with groups, law enforcement agents, individuals, families, friends, neighbors, organizations, and people with common interests (Grant, 2017; Rubenzer, 2016). Activists and protesters share common interests. For safety reasons, law enforcement officers relate to the community and the neighborhoods in protecting the surroundings. Some activists wanted to see more police officers' actions in the form of community policing. In the Netherlands, community policing practice is thriving, whereas in NYC, while practiced, its effectiveness is questionable and there has been no research on it at the time of this study (van Steden, 2017).

Participant 1. “So, whatever I am passionate about, and I am concerned about all that affects my family or community.”

Participant 2. For us, we use or try to get our members involved like our shop stewards and activists. We try to really come together, and if we had to do like a rally, we go out there and do what we have to do, protest. How do you do it? First, you reach out to your members. This is how we do it and how you do it because you get your activists. You have the activists make sure they convince their co-workers' and staff to reach the community because you got some members who are very active in the church. Right! So, if you are an active person in the church, you really bring it to your pastor or your level of service in your church. If you are active in the community right, if a person is active, you bring it there. We use churches to reach out to community people who are very active in the community.

Participant 7. Well, they get protesters informed in NYC by you starting with the union, with your activism, and your community-focused to your family-focused to your friends, your colleagues, people you know back then; and take it to the union, and take it to your political action meetings.

I recall having police officers; they would take us instead. They would handcuff, I used to see them handcuff guys, but they were not rough. They would take them to the precinct; un-cuff them. We, the activists in that community, would sit down with that young man or that young lady, with the officers and the powers to be and talk to them. Find out what was going on with them. There has to be something that is triggering them to do this. And we will find programs. Some of them were on drugs; some of them had a mother, only a mother in the house. Some of them only had a father. Both parents were working; they did not have time for them. This is going back days, but back in the day, it was not so aggressive like they are now. They have lost touch with society. They have lost touch in being and dealing with humans.

Participant 8. “You got volunteers. The network gets the volunteers. We have people, in a list of people; we have people on the street, at church, you get volunteers to help you out.”

Participant 9. “Well, the whole thing is to impact change in the community and in the lives of the people.”

Thematic Category 3: Dissemination of Information

Broadcasting and distributing information, ideas, and stories of people and audiences frequently take place online. Social media is one of the most advanced current

means of spreading news (Hsu et al., 2018). Messages sent by an individual are received instantly, and the message is registered in the recipient's mind. Overly emotional individuals or those with poor behavioral regulation react to such news stronger, whether it is negative or positive. It is appropriate to receive news. However, the reaction to the news is what matters. Some of the activists and protesters strongly react to issues or news they receive through all forms.

Participant 2. And also reaches out to the media. If you know people, and you know the different channels you receive news. From the news, it is a new season for 10000 or 30000 people, and that is news to them, right! They put it on TV. Oh, today there was a big demonstration in front of City Hall when Bloomberg refused to give the union members their contract. Their contract expired. This is news to people. That is what they do because the key is to sell the news. If I work for news, I have to sell paper I had to sell the channel right!

Oh, I want to know. Did you see the news? Did we come out in the news? No! No! No! No! Oh no, we did not. But what I am saying is that everything works outright. The news will take it if it is a good story. The next day, oh, did you? I checked it out, but Channel 5 did not pick it up, but 7 did, you know? It depends. So it is really working out. You know everybody likes to be heard.

Participant 3. Well, we use newsletters that we mail out to our members. We also use our web site. We tell members to go to our web site. We refer members to the web site sometimes when we text them to come to meetings.

Participant 4. There is a blast. So they will send the blast out to the chapters' chairs of the organization. Then they will text them out to the shop stewards of the organization. The shop stewards will disseminate information as either verbally, or they go from desk to desk. So, this is one-on-one way and the other one is flyers as I said.

I think they do. And the answer is yes. It is just that simple. I see that engagement. Yes, and why. Because how else do you get people on board like you if you post someone on Instagram where a police officer beat the heck out of a pedestrian? Am I saying that right a pedestrian, a citizen, or a civilian? A police officer beat the heck; then it gets posted and posted and posted and sharing my post. Somebody is going to see it, and then they are going to jump on board. Or let us say Sharpton sees it. Then he makes a phone call to the parents. The next thing you know, they are standing before podium or ten microphones, and the news and channel 7, channel 5, and channel 2. And then what happens is that whatever the situation is as far as let us just say the police beat the crap out of somebody, a civilian. Okay, so we know how that set up that this post did. Then the right person sees it that sets up the format. Now here comes another mother who saw it. So now all mothers who are coming out whose sons were beaten up by officers, they create a form which creates an ironclad gate. Obstruction is a force to be reckoned with forcible rape victims. And they engage the protesters. Just because it was your son does not mean I would not show up. I do not have to have anybody hurt; I can feel yours. It is empathy involved in there as well. I feel your pain. It is just the sheer fact that I can only imagine that I am going to be right there with that candle. There are so many ways where

we have been victims for so long that we know how to get attention. Time has given us, and time has allowed us to get attention.

Participant 5. So, again, there are different forms. We have the paper form and the Public Employee Press (PEP) paper; back then, we did not have a Facebook page, so now we are moving into the 21st century so with our older activists they still use papers, the paper still appeals to them, so we still give out coupons at meetings, general membership meetings, and we still advertise in the PEP which is the public employees' paper, but we also get the word out through our DC37 Facebook page as well as our DC37 political action page and Twitter account.

We do paper notifications. We are still a little bit antiquated that way, but we are still trying to get away from the paper, but the older activists like it, and because again, they do not have data plans, they do not have things like that. So again, they are core and will not be forgotten or disregarded, so we do, do the paper, but for the millennials and the younger generation whom we try to capture, we do social media, and they like it. So okay, for example, yesterday, my co-worker went into a 911 meeting at a new place, and they like that. So we try to capture and hand them papers.

Again, it depends on the media. It sounds like what you say sound more contemporary than others, channel 5 may have it. They have a longer new cycle, so they have 10 to 11, whereas the 11 O'clock news is only half an hour, so that you may get cut, but on Twitter, on Facebook, you know, and on Instagram, it is there. So as long as you like our page or whatever, you are interested in what we are doing, and elected officials take notice.

Participant 6. We have a newspaper; we have our union paper. We communicate with our membership through our own newspapers. We also have a newsletter. But the newsletter that we communicate, we provide both to you at some time. We mail those items to your house; sometimes, we provide them to you at meetings. So, that is the basic way that we communicate.

Participant 7. Send them a letter. We give out leaflets. You are talking about TV media; you are talking about buttons, hats, and banners. So, it has to cost a lot of money. I do not know the figures. Honest with you, it has to cost a lot of money because they know they have got to order hats, they have to order tee shirts, you know.

Participant 8. You can send out messages to them about upcoming matters. You can gather information from them on what they are capable of doing. I do that now. I have that company focus now, where we go back and forth in messages. I do more flyers and texts.

Participant 10. “TV or you just walking, you see, and you join them.”

Participant 11. It is a huge factor, it plays a big part because we are following news outlets reporting those stories, and a lot of us would not know that they are happening. So it is really important to see those stories, and they play a huge part in setting a stage for people to go out to the streets and protest.

Participant 12. I do not think that there is much effect on what happens during the protest. I do not think that explains everything. I will say this because some people try to bring a network or TV or something as far as during the protest, actually about what is happening. I think it is about getting the message out beforehand and about getting the

message out afterward, and about trying to leverage the protest to let whoever is in positions of power know that there are a lot of individuals who care about this.

They have figured out people that are supposed to be the right people and that are supposed to be distributing information for the next protest, somewhat people that are able.

Participant 13. Absolutely, there have definitely been flyers that have been passed to me by folks. They have been extremely useful because usually whenever they pass me flyers, they are accurate, and they do want people to go. And the information is very up-to-the-minute.

Participant 14. Because there are two stages, the coordination where we set things up and try to spread the word, so that many people will know as possible. And that is solely through social media. I personally, yes, because I have made very good contacts over the past few years because I am very good at networking.

Participant 15. “Yes, by media reporting.”

Participant 16. “Well, they send you memos, flyers, text messages.”

Thematic Category 4: Humanitarianism

Beneficence is the action of one who exhibits concern for others’ well-being, especially acting to promote the living conditions of those impoverished or less fortunate. Most activists expressed the desire to promote the welfare of their union members. Some protesters and activists also declared they wanted their communities and neighbors to have fair dealings with other people or groups. Hansen (2019) explained that some individuals have what we call the “Deservingness Heuristic.” These humanitarians tend

to believe that other people in society are indigent or cannot help themselves unless helped by a more substantial hand of authority. Participant 5, Participant 6, Participant 8, Participant 10, Participant 11, and Participant 14 believed strongly that some people need help, and they were willing to assist in the form of social mobilization.

Participant 5. When they see it, they are like, it is helpful, so it is fulfilling. Because when I get something done with my coworker, it is a cliché! But it makes me happy because I am not only impacting you, but it also brings food on the table for your family. I always say this about most of my members, they want to work, and they can make an honest living, go home, and are able to provide for their family. That is why they have been able to be behind us.

I believe, again, going back to our roots, people pay attention when you hit the streets. Again if you tie up rush hour, people are like, what the hell is this? You know, I cannot get home or whatever, but sometimes you have to shut it down for people to say, hey, maybe I am wrong. You can get people who are very angry, and you are going to get people who say you know what! They are pushing for fair wages, or they are pushing for something that they believe in, and you know, and it is not like we hit the streets just to hit the street. We are at the negotiation's table, and it is not just one time. We sit at the table consistently until the administration gets up. We have nothing else to talk about here, and that is when we know we have to take another direction. And you know we do not do it all the time because if you do it too much, it is not effective. Because they are like, they are out in the street again, and you know what are you, what are you fighting

for now? Like if you use it again, and you go to the well too much, it is not effective. We only hit the streets when everything else has been exhausted.

Participant 6. Yes, of course. When you can see workers support what you are saying, what you are trying to communicate to them is fulfilling. When you are helping people, when you are fighting for justice and fairness in the workplace, yes, that is fulfilling, because we all need to provide a living. We all have to work. You have to provide food for yourself and your family. So yeah, that is fulfilling when you are able to achieve that when you are able to help people find a job. When you are able to help people that are being abused or mistreated at the workplace, yes, that is fulfilling because you are putting a spotlight on it. You are creating awareness of the issues. So, that is how we communicate that. That is what basically you are doing. You are bringing attention to the abuse, and you are putting it in a public forum now.

Participant 8. “Organizing has so many different figures, especially with jobs, because in districts and our locals, it is the people who keep jobs, people who get raises, and there is definitely fulfillment.”

Participant 10. “Yes, I feel I do. I mean, at least I feel I am moving the job, I am making a difference. I feel like I was there, and if I am able to say something in writing, I say it to support.”

Participant 11. Yeah, there is fulfillment. I definitely think it is great to be out and be with hundreds or thousands or millions of other people. It feels like you are being listened to; it feels like you have a chance to make a difference. It feels like doing more

than just saying something on Twitter or complaining to your friends or family about an issue; it is a way of actually trying to do something.

Participant 14. There is fulfillment in the ideals for the reasons why you are there, meaning that I want to see actual social change. So, when I am surrounded by people and if it is so-called successful, that means we have a large gathering of participants. I feel a sense of hope and optimism that we will achieve that change that has motivated me to be a part of it. So that is the primary reason.

Participant 16. “Well! I do not even think about that. I just go.”

Thematic Category 5: Intruders

In this study, an intruder refers to an individual who is not invited to participate in a protest. Some of the protesters and activists stated that most of the time, they experienced peaceful social gatherings. However, sometimes there may be an unwelcome person, an individual with a violent motive, or an uninvited, destructive person who may spark chaos at the event (Karimi, Shoichet, & Ellis, 2016). Xavier Johnson from the Black Lives Matter Protest in Dallas, Texas, was such an intruder, as his actions caused the five officers' deaths and wounded several others. Such individuals demand the attention of commotion and may have expressed hatred of disorder online or to others before the event (Karimi et al., 2016). However, some participants believed that, occasionally, violence may be inevitable at a demonstration event.

Participant 1. Because it depends on whom you are dealing with and the temperament. It all depends on the cause, the nature of the cause. You know, sometimes violence is violence. You understand because people just heat it, and they discuss it. You

know your opposition could be saying something to you; you know it is a cause and effect. Of course! That is what I said the opposition. I called them opposition. Oh yeah! If we go up there for positive, they come up negative, you understand? Every action has a reaction.

Participant 3. It was individuals that did it. It was not Black Lives Matter that did it. There are always people that are doing things outside against whoever is in charge of the demonstration. You cannot control everyone that comes. If you are calling for a demonstration, people are going to come with all kinds of agendas. Black Lives Matter's official thing is not to kill police officers.

Participant 4. "Yeah, and it might be set, but they do not know they will be recognized at the drop of a dime. At the drop of a dime, they will be recognized. Oh no, you are at the wrong party, buddy."

Participant 9. Yes, people walking by. People just walking by; they do not like what they hear. If they hear a chant or see a sign, then they will say something, you know, they have nothing to do with the protest. I find that happens.

Participant 11. I think I do not know that I would say that in my experience of participating in rallies and protests and marches, more than I can even count. I cannot say that I have seen activists encouraging others to be violent.

Yeah, and I feel, I mean, there have been arrests. They tried to get police officers to infiltrate some of the actions and tried to rile people up to be destructive. There are also anarchists that come, a lot of the time, different anarchists come, and they want to be disruptive. But I feel like those are people that already came for that.

Participant 12. I think that was not even the case. What happened in Dallas was not the organizers. That was not the people who were organizing the protest. It was not one of the people who showed up. It was one of those things where if you have one person involved who is horrifying, like shoot at people, something like that. That is not the intention of the people who are organizing the protest.

It is just someone showing up that is not, usually, not somebody who had anything to do with the organization or encouraging the protest over a long period. I do not know, but they are fighting, or they are very angry, but they are not. I would say that they are coming from the outside of the organization trying to get people to show up at the protest.

Participant 14. Now, for bystander's sake, some people may join the march, and they may start that. But we, as an organizer, I have actually made sure not to encourage it. Luckily the vast majority of peaceful marches do not end in violence.

The best thing to do, if anyone is breaking the law, so that means a rioter or a person committing an assault on someone else, is to move away from the person. Contact the closest officer near you, and inform them that there is currently a crime being committed. This person is not a part of us. We did not know this person. We do not associate with his actions. Then you leave it to the authorities to deal with that individual or group of individuals.

Participant 16. News does not tell you to act violently. It is different people of all agendas. Sometimes people come from all over just to come and destroy things to make

the protest look bad, but sometimes they purposely destroy stuff to put pressure on the mayor to act.”

Thematic Category 6: Networking

The term networking generally refers to the exchange of messages and services among individuals, groups, families, friends, organizations, and institutions that cultivate the relationship among these entities for diverse purposes. Networking includes online communication, phone conversation, and text messages, phone apps interaction and groups’ conversation, Skype, video conferences, and YouTube messages. According to Hsu et al. (2018) and Harlow and Harp (2012), networking embraces technological communication forms. Also, big corporations take advantage of modern technology's cheap means of networking to acquire wealth and project production and profit (Ritter & Gemünden, 2013). Participants 1, 3, 4, 5, 6, 7, 8, 11, 12, and 13 reacted very positively to social media utilization.

Participant 1. Absolutely it can, like Facebook and Twitter. You know those types of things. No, the big cooperation DC 37 deals with Facebook and social media. We just deal with emails. I only use emails and mailings. I do not do Facebook and things of that nature, but the local and DC 37 deal with Twitter, Facebook, and things of that nature.

Participant 3. “We use social media in explaining points of view.”

Participant 4. One of the ways to interact with them, I do not know if you call this social media, but there are adverts, there is Instagram, there is Facebook. So there are several ways. There are various presentations in various different forms. We see different

organizations. You know, just like you have your power speakers, you have your inspirational speakers. You have the motivational speakers, and all that is probably projected on either a Powerpoint presentation. There are various; there are different sources of media you following?

Participant 5. “Again, through social media, Facebook, Twitter, and Instagram things like that; if you want them quickly. It is the younger generation. The older activists tend to be older because they built the union and want to keep their investment.”

Participant 6. “Well, we at the union use social media through our union counterparts and to our parent company.”

Participant 7. They use it to get their words out, get a gathering, and have people's opinion regarding the protest. It could be protesting why are they building a Walmart over there in Long Island City? That is a post. They use social media because people cannot come out to meetings. Sometimes they have a call in, that you call in and you dial, and they will send through social media. They use social media for protests for the good and the bad. People use it to their benefit, but sometimes people use it also not for their benefit.

Participant 8. “You got volunteers. The network gets the volunteers. We have people and a list of people, we have people on the street, at church, and you get volunteers to help you out.”

Participant 9. “Absolutely, absolutely it provides a platform. It provides a platform where you can communicate how you feel back and forth with one another to share that information without having to go from one place to another.”

Participant 11. Yes, I would say so. I think it is a really fast and effective way to spread the word about an issue. Highlight what is going on so that as many people can hear the message. But also people know what is going on, they know, they have a way of getting involved and have a way of showing their distress around certain situations. Because I remember when I was younger, in my late teens and early twenties, I remember having a lot of frustrations about things that were happening in the country and the world. And I remember wanting to do something about it, wanting to be a part of the fight, but not really knowing how to do it. But that was before Facebook and Twitter and all these things, so now I have a way of meeting up with like-minded people and participating in mobilizations and protests with other people.

Participant 12. Yeah! Absolutely! Social media is very helpful for getting information to people about what is happening. Media makes a difference in how I understand those things and whether I prioritize them and then decide whether I go to a protest.

Participant 13. Well, usually it is through social media. There have been times where I have met activists, and I have one-on-one kept in touch with them. And some of those people went on to become really good friends of mine. But outside of that, there were always certain apps that certain social media pages would suggest that you use like Fire Chat is one.

Thematic Category 7: Peaceful Demonstrations

Nonviolent resistance or action of expressions of individuals or groups disapproving plights through gatherings and statements without cohesion is known as a

peaceful demonstration. A study by Anastasopoulos and Williams (2019) revealed that violent protests receive more publicity. However, in the live protest experience, violent events occur only rarely while most protests remain peaceful. Anastasopoulos and Williams (2019) also discovered that dissemination of news triggers specific patterns of demonstrations. Most activists have never experienced violence in the protests they attended (Anastasopoulos & Williams, 2019). Some of the activists stated the union is more organized, and events feature prominent leaders, preventing violence in most social gatherings. Some activists also explained that union members are called into several meetings before launching social association events in preparation for the scheduled event. Just before the union sparks an association, the members or protesters are called on the side and coached on how the event will occur. These steps equip the protesters in conducting themselves at most events. Protest participants interviewed also stated they never experienced any form of violence since they started marching. However, they mentioned that certain news and information online trigger excessive behavior of rioters.

Participant 1. They (the police) have to respect us. We have to give respect, and they have to give respect. So you see that it is yeah. And it goes hand in hand. Well, well again, they have to respect. Like you said, I am happy for the cameras that the police officers are wearing now. So they could be monitored. And that is what I am saying. Hopefully, there is more accountability, less violence.

Participant 2. It could be done. Listen, in life, things could happen or be done. It depends on what you put in there. If you want to demonstrate, if you want to do a peaceful demonstration, then the people that are going to demonstrate have to show. It

was like Martin Luther King when he used to do a demonstration, but he believed in peace, not violence. If they curse you, then do not do anything, which is what they want. Some of those people will call us names. No, no, no, no, but I am just saying no! Not an officer no, what I am saying happened to Martin Luther King, and he was an example. He did it for peace. How do you make peace? You know, it depends on the demonstration. No, my people, I mean the people, we demonstrate, we work together. But also, you have to let them know what this demonstration is about. You put your head upright. You are not going to demonstrate and start cursing and fighting and get into a fight right, because who is going to listen to you? We have to make sure we have to send a message to the mayor or the governor or whoever it is.

How could they resolve this? Training! Talk to people. Respect the uniform. But the uniform also has to respect people too. It is in two ways. I respect the police officer; he respects me as a human being. I know you can arrest me. You can arrest me, but that does not mean arrest me because it could be wrong. You know what I mean. You know 50 or 60 years ago, people got arrested because they were scared. They were found guilty, right. They had nobody to speak to. But today, it is different. Now people, if you talk to a cop, they are ready to fight, you know what I am saying. So, what is there? If we can build a community and build more social clubs; if we could take this out to the street! When I was growing up, they used to have school programs. You took the kids, and you know it was really communication, helping, understanding, and nursing. When I say nursing, it is not like you know, but respect. What is happening today? I do not know what it is.

Participant 3. Peaceful protests could be handing out flyers. People could hand out flyers on the street or march on a sidewalk. It does not cost anything. You have the right to do that. You do not have a right to run into the middle of the street and hold up traffic. You can get arrested for that, need a permit for that, you know, so it is all different. It was a peaceful protest. I was in the protests in NY. There are peaceful protests. That is how you do it in NY. There were peaceful protests. And a lot of people showed up, and you did have some people yelling at the police. But nobody really incited violence in NY, which always has some things like there is always a reaction and you always get it. You cannot control every human being. When you have thousands, you cannot control every single person.

Participant 4. Usually they amp the crowd and pull. It also goes in the direction it should go peacefully. I have not had in all the years that I have been rallying and lobbying and protesting, I have never seen one get wild. It is true. For the Black Lives Matter, if you want its organization, you probably would have to go up to Al Sharpton's headquarters. Because if you notice most or certain organizations you see Al Sharpton, you will see that he is political.

He was out there after Trayvon Martin's. He was out there after the choking of the guy with the pack of cigarettes. He is out there. But those are relegated from his office, his headquarters, and he has to be peaceful because politics is peaceful. You cannot wave a gun in a politician's face and think he is going to answer. It is not going to happen. What you wave in his face are votes. Look how many people came out of it. These are

men. You want to be where you are at next year. Look how many people came out. That is peaceful.

Participant 6. Well, for a peaceful demonstration, I think respect is the key. We should have respect for law enforcement. Law enforcement should have respect for our right to voice our opinions on a particular matter. Even express them loudly, and that will go a long way to have a peaceful demonstration. We do have a right to demonstrate. Because if you do not fight for that, they will not let you have a rally or demonstration. But you have to understand that; you have to have an open relationship with the police and know that you are not there for civil unrest. Basically, you are there to discuss the issues that are important to your group.

Participant 8. “Yeah, when we have demonstrations; usually those community affairs officers are there, so it is usually peaceful. It is always peaceful.”

Thematic Category 8: Permit

A permit is a notice of approval that allows activists, organizations, or individual groups to demonstrate in NY. A permit must be sought at least five days before the event. However, if one applies for a permit in less than five days, the applicant or the organization is entitled to a permit anyway. The NYPD is in charge of the permitting system for public demonstrations. The permit’s purpose is to allow the city to regulate significant congestion in the city and suburbs.

Participant 3. It costs a lot of money, but it depends. If the protest is done by people just doing protest, it does not cost anything. If you have to get a permit, then you would have to look up the city of NY and get what the permit would be. Peaceful protests

could be handing out flyers. People could hand out flyers on the street or march on a sidewalk. It does not cost anything. You have the right to do that. You do not have a right to run into the middle of the street and hold up traffic. You can get arrested for that, need a permit for that, you know, so it is all different.

Participant 4. Well that might just be incorporated in the protests like because you actually believe it or not you have to get a permit. You cannot just go out there and stand in front of somebody's store and protest. You have to have a permit. If I am not mistaken, I believe you have to have a permit. You cannot just go set up because with the permit comes with clean up, comes quality control from police officers. Yes, and the police will stand by and protect you. Yes, everybody has it. It is in the Constitution. That is the permit. Like they do a function where there is also the function wherein certain places allow you to have large gatherings at developments. You have to get the permit. The permit covers a lot of things. It covers the potty, the thing you take a leak, and defecate in. The restrooms are covered in the permit.

Participant 5. You have to get a permit too. But the thing is, from our end, I want to say besides the permit cost, there is no money, so for buddies. These are people who are interested. They want to come out; they want to have their voices heard. They do not cost anything, but if you look at it from the city's end, the police, you know, sanitation, they have to have an ambulance there. So, there are available services and a cost to that but not to the union. So, there is always a cost associated with things like that.

Participant 6. “Well, again, I do not handle that part of it. We make sure we have all the proper permits and licenses for that because you need that in NYC to have a demonstration. We just apply for them.”

Participant 11. I feel like instead of having the purpose of protecting those rights, the police are instead trying to do everything possible to diminish those rights. So, even in the organizing, I have done before. In the coalitions that I have worked with, the police have been more of an obstacle in the thing when we organized protests. They make it difficult for you to organize, change things at the last minute, and do not want to give permits for locations you want to have. And when we establish location more for a protest or rally, they want to lock people into barriers, like the French barriers.

Thematic Category 9: Personal

The interviewed activists and protesters take community, economics, politics, and employment-related issues close to their hearts (Grant, 2017; Rubenzer, 2016, & Tianru, 2020). The activists and protesters choose to demonstrate due to issues they are interested in and are motivated to fight to resolve or have their voices heard. They wish to promote justice and bark out aloud for people to hear and know what is going on in the city or society.

Participant 1. It is just things; things that are near and dear to me. It all depends on the cause like the- me too movement, just unfair treatments, a lot of things. You know it is not one specific thing. It all depends on what it is. So whatever I am passionate about and I am concerned about all that affects my family or community.

Participant 2. It is. It is not a waste of time. Organizing is not, because sometimes you are not going to get everything, the answer is no. When we organize, I will give an example of Metro Plus. We organized Metro Plus and Metro Plus; they had the other title called nursing. We have nurses. District Council 37 wanted to organize them, but they did not win the organizing, but another union pays. So, it is what you put out there. It is like saying, I mean all right. It is like right now you have got Metro Plus medical. Then you have the first choice. You get different types of insurance, so each insured person is going to make sure I am better than the other. Demonstration; there is a reason why people demonstrate, right? Let the world know what is happening. Does it help? It does help if people listen, and people do something. I have seen things like the Labor Day Parade. You do not get a crowd that you did not want. If there is a crowd like the West Indian parade, right. Why? Why do you get a big crowd and not a big crowd in the Labor Day parade? Right! Why is it that people are not interested because do they find it boring? They find it aahhh! But what comes out of it? Ok, but we continue to do the Labor Day Parade, there is a purpose, and we do it. Not because there will be anything, but we do not want it to die out of the labor movement, it is a different way.

Participant 3. A problem gets people to mobilize wherever the problem is. If there is a problem, you have to do something about it. If there is something you do not like that needs to be corrected, you got to do something about it. If there is a problem and you see it, and you do not do anything about it or if you recognize the problem, and there is an issue that bothers you, and you do not do anything about it, it is going to continue or maybe get worse.

Participant 4. It starts from within. When you give out, you do that periodically as shop stewards, in union wise, as delegates, as chapter chairs, each one of us goes away. It might be for three to four days. And we do training. So, we do a shop's stewards training, we do a delegate training. Then we do chapter chair training. Then we do officers training. So, we are pretty much engaged in what our responsibilities are. Whatever we do or indulge in something.

One word! Change! What the union does is create precedence. We say the difference. We do not create change because change has a way of defaulting back to its original form once the parties have left. Precedence means ironclad. When you leave, and I leave it still in place, because we have made it precedence that cannot be changed. Oh, of course, it is a lot of energy, and you feel it when you are out there, and you do it peacefully. Well, it is like jumping up and down, and you know, not negative jumping up and down. It is like what do we want? You know, and it is being a part of something, and when that happens, and it did not bring negativity. No one is talking about you like a dog because it was done positively and respectfully, I think that makes a difference.

Participant 5. That makes me so happy, and I am touched. You get to see whom you impact. So I always say it does make a difference. You know, we have had people get laid off but were brought back because, and again, it is not just me, you know, I worked with researchers and our legal counsel to figure things out. I may be the face of the institution, but I have a lot of help, so it is fulfilling.

Participant 6. What motivates me is fairness and justice for everyone, especially as it relates to the labor movement and your job. We believe that you should be paid a

fair wage and fair benefits for the work that you put in. So, that is what motivates me.

When I see that those things are not being done, and I see workers being abused, or not being given justice, or their rights are not afforded to them, which motivates me to speak out.

Participant 7. What motivates me to mobilize is my passion. I have a passion that I do not like injustice. I experienced injustice in my work years at the office of the comptrollers. That motivates me more than justice when I see people being awarded justice that they would not have had. A perfect example; I had gone to TJ Maxx, and they were accusing a black man of robbing a lady's wallet. And I stood for him because I felt in my heart that I was behind that young man and all he was carrying was a doll box for his daughter for Christmas. And I saw he never touched her, but because he was black and she was white, this is the injustice that pushes me to motivate myself and motivate others.

The story I tell, my story, helps motivate people to come out and be proud of the process. Yes, I achieved the goal that I have achieved as an organizer. Being a shop's or a vice-chair for my chapter has led me to the position I have now, which is a grievance representative. You have got to have baby steps. You got to size it as activists and do the shop steward's election and stuff like that with a secretary. So, it is baby steps before you reach your goal. This was my goal, and I have done it.

Participant 10. Well, I mean, like I said, it depends on the issue that is dear to my heart. Like right now, the two things that are dear to my heart is food justice guiding and street vending. Of course, women's issues are the things you know I am very committed

to. I mean, if it is something I like, and I am interested in, and I have the time, I will go and support it. Yes, sometimes it does. But the most important thing is you need it. It is you. We are out to be heard.

Participant 11. I can speak for me personally, no; it has not inspired me to act violently. I can understand how it can make people feel that way, and I can understand how angry it makes people feel. And I also have had a different definition. I think of violence more than some people may. I do not personally, and I think that we need to be a little more careful about how we define violence. When you look at what was happening in Ferguson or in Baltimore, when people were destroying property, which is destruction, yes. I do see that as violence. I think sometimes society reacts. We react more to properties being destroyed than to actual people losing their lives. I think that would tend to be a lot of these sentiments that took place. There was more anger around properties being destroyed than anger around people being mistreated or being assaulted or killed by police officers.

Participant 13. I honestly go to demonstrations in NYC because I want to feel heard when I feel like I am not heard. When I feel like all the voting that I did, did not mean anything. Or fighting for this candidate or that candidate did not do anything; that is what drives me to protest in frustration.

Thematic Category 10: Phone and Social Media Engines

Blast, emails, Facebook, Instagram, texting, Twitter, and other social networking engines are channels by which most protesters and activists interact. They disseminate news and information through social media to be rapidly and instantly received by the

recipients (Harlow & Harp, 2012). Most participants stated that, for the purpose of activism, they use emails and Facebook most of the time. Other participants use blast, Instagram, texting, Twitter, Yahoo, Outlook, LinkedIn, Google, BlueJeans Zoom Apps, and other forms of social media.

Participant 1. Emails! We email them; personal emails! Prior to emails, well, I guess I would say we send out cards and mailings. We have memberships, we ask for your emails, and we could interact with you. We have a list of all the members in NYC. We have your home address and things like that. No, the big cooperation DC 37 deals with Facebook and social media. We just deal with emails. I only use emails and mailings. I do not do Facebook and things of that nature, but the local and DC 37 deal with Twitter, Facebook, and things of that nature.

Participant 2. Everything is email. Because of emails, you do not fax a thing. I do not know about that, but it is emails coming after emails. I mean, I could email but not like when people send documents and stuff like that. So that is part of communication. Communication is not technology. So, you have the tape recorder because you put everything there. You record, you email, whatever you have to do. That is like your right hand. I will be honest with you now that there is technology people talk about and more like maybe a percent. I do not know the percentage; Facebook could be seen in it. We send emails. If we email people, we have to make sure we email our members their personal emails, not the job email. If you are working, and I send you an email to your job, and you open it, and that is the city, we cannot do that because then you are doing something wrong. You are doing a violation since I pay you, I do not pay you so you

could answer your personal email at work. Somehow I might email your address or text you, people text, people email, people do a thing, whatever it takes to reach out. I mean, this is a big thing. It is like when you are on Facebook, you will know everything. Right! You may have Facebook that you accept people that you do not even know.

Participant 3. Emails right, texting! They might text information because it is hard to hear. It is hard to call. They do not hear the phone, or you know. So texting would be the only way I could figure to do it during a protest that is to be texting. You can also use that, or I guess, take pictures and send them on Facebook or whatever. That is another way. But it is not direct. If I want to contact you right then, I will text. If I wanted to send it out, so people knew there was a rally and look at people participating, and standing up, I would use Facebook every day! I communicate on Facebook every day or by email. I use Facebook to the public or my list and emails to groups. I have email groups I will send to activists, people I know, union people, family, and friends. Facebook is quicker than doing emails. And Facebook reaches more people. We do a lot of texting.

Participant 4. One of the ways to interact with them, I do not know if you call this social media, but there are ads, Instagram, and Facebook. There is text messaging. There is email, and there is distribution of flyers. And some of them call it a blast. There is a blast. So they will send the blast out to the chapters' chairs of the organization. Then they will text them out to the shop stewards of the organization. The shop stewards will then disseminate information either verbally, or they will go from desk to desk. So this one-on-one way and the other one are flyers as I said. Blast and text messaging because keep in mind that we are already prepared.

Participant 5. We try to say listen put your email and then they have to check a box that they like us to reach out to them through their emails like text messages or I mean I can try text message as well. Like our pack meeting, we tell our T person, listen, we have a pack meeting coming up Thursday. Can you send a blast just to remind them?

Participant 6. Mostly through the phone. If we are out at a protest; we need to do some of that protest, we will most likely call each other or text one another live at the protest. Texting calls. We reach out to them by text and blast. We can text a lot of people at one time to join us at a rally.

Participant 7. Start reaching out and sending them emails. For protesters, I send some blasts out rarely, but I would rather pick up the call. I would rather pick up the phone and call someone. The meaning of blast is like a blast message. You get everybody's emails, and you put it in one, you send like a blast, like a blast text. You know, you send it to all the elected officials. It is like a number and that number they send to all the activists. This is where we are going to meet. This is what the protest is about. Please be there.

Participant 8. "Email, texting, letters, telephone, telephone messages, verbal communication."

Participant 9. "Through email, through Facebook, Messenger, Twitter, and all social media outlets."

Participant 10. Well, I mean it is through emails, social media, and word of mouth because that is how you communicate. Some people, you know, while they are at

the mob use Twitter and Facebook to let people know what is going on and why they are there at the event.

Participant 11. Yes! So mainly through Twitter. Because when I use Twitter, I am able to see at that moment where people are, where the protests are. I follow the people who are very active, and who are always on the street, and I am able to see exactly what is happening and where.

Participant 13. “It is pretty limited in terms of mainstream social media and in terms of Facebook and stuff like that.”

Participant 14. I went home to do some research, and I looked online specifically at my Facebook. That is how I stay in contact with other activists. I have been protesting for Black Lives Matter for at least two years. Well, that is because Instagram is owned by Facebook. Facebook is one of the shadiest corporations in America right now. Facebook is infamous for selling your private information to foreign countries. Why would they not also be whistleblowers to the FBI saying, hey, we found stuff that is a leading difficulty for you, we can close it down on your behalf, and we can give you the contact information of everyone involved so you can put them on the blacklist?

Well, yes, because it is actually quite common for any organized attempt, especially if it is a website, even if it is a blog, it gets closed down. The government could file a suit because some websites or blogs are suspects for violence and crimes committed during protests. On that basis, we are allowed to terminate your site, which is the primary reason why most things do not last after a few months.

Participant 16. “By text messages.”

Table 5*Demographic Framework of Participants' Use of Social Media*

Interviewee	Social Media Communication
Participant # 1	Email
Participant # 2	Email, Facebook, and town hall Meetings
Participant # 3	Newsletter and Facebook
Participant # 4	Email, Facebook, Gmail, and Google
Participant # 5	Email and Facebook
Participant # 6	Email
Participant # 7	Email, Gmail, Yahoo, Zoom App, BlueJeans App, and meetings via Phone conferences
Participant # 8	Email, Facebook, Google, Linkedlin, and Outlook
Participant # 9	Email, Facebook, Gmail, Google, Instagram, and Twitter
Participant # 10	Email, Facebook, Gmail, Google, Instagram, Outlook, Twitter, And Yahoo
Participant # 11	Email and Twitter
Participant # 12	Email and Facebook
Participant # 13	Email, Facebook, Instagram, Twitter, and Yahoo
Participant # 14	Facebook and Instagram
Participant # 15	Phone
Participant # 16	Email and Facebook

Thematic Category 11: Self-Defense

Self-protection refers to the defense of an individual's interest, especially with physical force, which is allowed in some cases as in response to a charge of violent crime (NYPD, n.d.). Some activists oppose the idea of violence in demonstrations. Other activists said violence could be inevitable in protests, even if not anticipated. Most of the protesters over-reacted and stated they have never experienced violence in the protests

they attended. Most protesters said they would defend themselves when attacked at a protest.

Participant 9. “From someone who is trying to attack me, physically attack me.”

Participant 10. “Oh no, no, no; I am not interested in that kind of activism because I am not going to jail. Oh, I am not doing anything violent.”

Participant 11. I am not sure that I would be violent. I mean I would, I think people have the right to defend themselves. I think if people are being subjected to violence, then they have the right to defend themselves. I guess the only instance in which I would see a need for that.

Participant 12. “I mean, I would say I could see where in self-defense something like that. I have not had that happen in the context of a protest ever, in any protest.”

Participant 13. Sure! I would because I will be enraged, and I also feel the necessity to defend the other activists that are there. You have people who could be dehydrated, people with asthma, sick people, and people who are dying. And it is like lo and behold, the officer that is beating us is not even thinking about that, but then they think we are calling him inhuman for no reason.

Participant 14. The only reason why I would be violent is if I saw a police officer or a counter-protester, example of a counter-protester could be a fascist who assaults you. So, my reason would solely be self-defense. It would in no way be vandalism.

Thematic Category 12: Specific Training for Protest Events

Training, in general, is suitable for all purposes of work and learning. Officers, paramedics, activists, protesters, and city workers who participate in demonstration events require specialized training, according to some interviewees. Training boosts performance; it develops techniques and tactics that will contribute to the well-being of all parties involved in protests. Also, officers need adequate and efficient direction in supervising these demonstrations. Education and learning promote skills crucial in attaining experience and cognitive development (Menning, 2019). Learning new skills and upgrading an individual's experience justifies the curiosity of development whereby such a learner can control or overcome previous setbacks that were not possible before (Menning, 2019).

Participant 2. "How could they resolve this? Training! Talk to people".

Participant 4. Blast and text messaging because keep in mind that we are already prepared. Why are we already prepared? Because we do seminars and we have inspirational things. We have something coming up recently where it teaches you how to lobby. It teaches you how to engage. So, when we say engage, you are already there. It is not like somebody sitting there like well, what should we do, no. We spend too much time training and not just training people or office people or power people who hold positions; we train members. We train the workforce, so if you come down, we sell out, and how we do that? You have to fill out a form at the bottom of that paper. There will be a form you tear apart, tear it off, and suddenly begin, so you are already prepared. It is just a phone call, bam, and everybody is there. That is right. That is why they are peaceful. We are not saying just come down there and just ramble ah ah ah. No, you are

prepared. How do you lobby? How do you protest? And that is what makes it remains peaceful.

Participant 6. “The police force should get training in that area. I think that would go a long way to ease the tension between the community and the police force.”

Participant 7. “But they are not being trained to do the right thing, and they need to be retrained to do the right thing when it comes to the community.”

Participant 8. “Right, definitely need more training. Oh, well yeah, they definitely need more training on how to deal with protesters.”

Thematic Category 13: Social Justice

Justice refers to fair treatment and peace to people. Leydens and Lucena (2014) declared that any form of humanitarian effort that aims to identify a problem and find solutions in social justice requires justified means and norms accepted by society. Impartiality requires genuine respect for people, to be fair-minded, and to act in fair play. Police officers are supposed to show fairness even in social gatherings. Even if an officer detests a protest, he or she should not over-react or use belligerent syntax that could spark violence in such an event. Most of the activists and protesters believe in social justice and integrity and expect police officers assigned to demonstration events to be honest and fair. Social justice, equity, law enforcement leadership all fall under the sub-topic of Public Management and Leadership, an umbrella of Public Policy and Administration, hence studying the subject. The participants’ statements showed the core of issues pending in NY that have to be highlighted, broadcasted, and brought to light for policymakers and leaders to address.

Participant 1. It depends on whom you are dealing with, the temperament. It all depends on the cause, the nature of the cause. You know, sometimes violence is violence you understand because people just heat it and they discuss it. You know your opposition could be saying something to you; you know it is a cause and effect. And we are reacting and reacting.

Participant 2. Sometimes it depends on the demonstration and what is there and what is the purpose. You see, sometimes people do not mind. There are people who love activism, and they like to go there. I mean, how am I going to go to a demonstration if not to participate? If I am there, it is for a good cause, but I am not going to waste my time. Ok, but if it is dealing with people's lives, like the black lives matter issue. Why, because people were getting killed right. Ok to me, like I say, I am a people person. I love it. I have my days. We are humans, right. You have feelings; we all have feelings. So you get rejected, you get angry, you want to cry, sometimes you just want to quit. I mean at the moment. We have moments. I love it. I like to organize. I love to help people. I like to.

Participant 3. It depends, sometimes, yes, sometimes you win, and sometimes you do not. Sometimes you do not have to win the thing for whatever you are fighting for that time. But the fact that you protested to let people know. Even if you lose that battle let people know you will fight them again. They are less likely to do something against you. It depends. Sometimes you got to compromise. Sometimes you just cannot win. Sometimes you got to keep fighting. It all depends on the issue of how important the issue is. Like social justice is known around about violence against people of color. Right! There is no end to that. So, you need to keep protesting every time it happens. If

you do not, then that is saying nobody cares. Even if you do not win, you know even if you cannot win, you have to keep fighting. Because it brings a lot of people together and everyone together who is willing to go out and be seen in public to protest something or fight for something, it is either against something or for something.

Participant 6. Because if you are being abused and harassed, and I am able to intervene and get that stopped, as far as you are concerned, that is a very important thing that you have resolved, that I have been able to resolve. Well, I consider that as an action. It might not be if I am not demonstrating. I am a member here taking action to resolve a problem that you are having at work.

Participant 7. No, I think if we have to, we have to like route the troops, like I call it, and make a lot of noise. Just one or two people are not going to make a noise. We have to be unified no matter what local you come from. We will have to gather together and make it happen. Stick together for the cause that we are fighting for. One or two people are not going to help it. Thousands and thousands of members, yes that is going to help your cause.

Yes, it does. Because you have to, sometimes you have to take it to the streets so your name could be heard and your issues to be heard. Because if you just talk among yourselves and nothing is happening, it affects you, your livelihood, the next person, your coworker, the union, and your job. Of course, take it to the streets. Why not? Protest about it.

Participant 8. We mobilize when necessary. It depends on what the cause is. I am an activist, wherever the cause is at, then I mobilize. Yeah, definitely for justice. It

gathers people's attention. It does not solve the social; it makes them aware of the social problem. The more awareness you have, the more help you will be able to get. When people are more aware of what is going on, they are more willing to help. Usually, say you go out and protest, and there is power in numbers, the more people who hear about it, the more people will help you. The more people that you let know, the better. So, things can get resolved like that.

Participant 11. Because I think that numbers matter. I think that the more people you have out there, the more that people in charge will see that something needs to be done. And I do think that it is possible to change things, and I think that we have already seen it. We have seen it with the Black Lives Matter Movement and that translating into legislation that translated into policy that translated into who gets elected to office. There is a lot of people who campaign around criminal justice reform. Depending on how unjust I think it is, I am willing to go quite far. I mean I am; I have slept over in the State Capitol before in protest of budget cuts. So depending on how harsh I feel, that is, I am going to do whatever it takes.

Advice and Experiences from Participants

It is appropriate that readers remain informed about some of the more thoughtful responses of the interviewees. St. Cyr Brisine and Solomon (2020) postulated that most individuals consider advice from expert sources and people. The participants' discourses and advice present pure value of experiences based on their genuine stories. The least experienced activist of those interviewed had nineteen years and the most experienced activist had fifty years of active activism. The least experienced protester had one year

four months of activism, while the most experienced protester had twenty-six years of activism. Most of the activists had more experiences than the protesters. However, both activists and protesters contributed thoughtfully to the discussion on social networking, protesting, and law enforcement involvement in rally events. Here are some insightful sayings and experiences of some of the interviewees. These remarks by Participant 2, Participant 3, Participant 4, Participant 5, Participant 6, Participant 7, Participant 9, Participant 10, Participant 11, Participant 13, Participant 14, Participant 15, and Participant 16 resonate and present food for thought.

About Participant 2. When you unite every color, whether you are black, Latino, white, or Jewish; when you come together as one, people say oh wow, this is different. I mean and when people say black lives matter, some people from different cultures, and they are always crying. But it is true, what they are saying is they are tired of being arrested, they are tired of being killed. And thank God they can demonstrate. Fifty years ago, Sixty years ago, in the Sixties, you could not demonstrate like that. You would have been shot. You would have been locked up. So in the union movement, the union has opened up, and that is when you have what is going on in the world. You know, now it is easy what is going on. You have to be very careful, just like they got the information. If it was not for those people who were carrying their phones out and recorded the incident. If I see something, I can record you, or I could take pictures, it becomes evidence. Just like when that guy got killed in Staten Island when they beat him up, he could not breathe. They got somebody who was taping them. Thirty, forty years ago, there were no tapes. So do social media play a part? Sure it does.

I did a lot of protest in my life. I protested for more employees. I remember in front of 250 Jay Street when I was just a shop steward; we would bring all the buses down to different locations. We used to protest at 250 Jay Street Human Resources Administration (HRA) when they refused to give us more work or whatever it was. We protested from the commissioner's office building and his office. We would bring buses whether they approve or disapprove. We bring buses that we just rally for two hours three hours. I have done that. I have been in protest when we wanted a raise. At that time, I was the president of the council intern. I spoke about that. I was one of the speakers. We protested. I protested when one of my presidents knew the process was happening at HAC. We protested in front of Lincoln Hospital. There were lots of protests, let me see if I can show you. See, I protested here. (Pointing of protest pictures to the interviewer). If you see me, it was at a protest. I protested, I forget; there were so many. This is where I helped one of my common Charles from 420. We did something. They will not take care of the members. So I was invited as a speaker.

All types of protest. You have to protest for further jobs. You are going to have to protest for the city of NY. It all depends on what to protest. So you see as you came in, and the secretary was sitting there. She was talking to somebody from labor relations because one of my members is denied. And think of this union. And I would say why, because there is a policy that does not mean it should affect my members, but it is because some management said no. Is it law or procedure, no it is not! Is it really, that the nurses cannot take off from this day Christmas time? It has nothing to do with my

members. But these are things that are happening. So I am part of that. So they called me then again. So it is like that, and I like it.

I love it when I am helping, and I get results. I get angry and frustrated sometimes in both ways. Whether it is the management or the members because when I see that you have read so many years, why do you not know this notice? They do not know this notice. I mean, it is in the paper if you pick up the paper. If you read or you came to meetings, how come you did not know? You have been around for ten years. You know I could go to some places if I could walk around. I do not know if you knew I was the president. I could go to some places I have been able to assist. Not many knew I was the president. Not many did. They did not know. I have ten to fifteen years, and they did not know because people do not read, and it is sad because I said, what am I doing? I have been the president since 2001; I have been here a bit. So that means you do not read the paper.

You know, what is this coming to? And I think it is a lack of respect. We do not care. Even kids today do not respect adults and teachers. So what is there? How do you make it? If we build a community, maybe we teach our young children what the labor movements are about. What is respect? People need to stop blaming people because we all have flaws. I cannot blame you all because you know what I mean. I have to take responsibility too. What is there that, if I am a union leader or if I want people out there, when I am not doing right? What is missing is that I have to take responsibility too? We all do. And we do not know what is going to happen. And these days you do not know

the people whom we are going to respect when we are voting. It takes power. Vote! Get involved in this life.

About Participant 3. Sometimes a protest is worth it and sometimes it is not. If you have a protest about something and have a bus let us say, and you wait for people to come, and if no one shows up, what are you going to do? But if people show up, you feel good, and then you go and protest. But sometimes a protest is worth it because it could lead to some kind of change. And sometimes if the people are not showing up at all and you are left by yourself, there is nothing more you can really do. You know, so it tells you that, that maybe this is not the right thing to do at that time.

About Participant 4. Social conditions! Okay, so with climate change. They just recently did a protest. I have never seen so many young people come out. My God, it is usually the older ones. For climate change, I went down there. I went knee-deep into it, and I have not seen anything like this, you know just young people like they want to save the planet. Which is a message in itself? So it is not the elders running around saying save it for our children. No, it is the children that are saying this. We have to live here when you go. That is a powerful message you know for any adult. You know what I am saying? This was just recently, as a matter of fact, I watched the news this morning and this little girl, she was in the paper because she went to the UN, the president spoke, other dignitaries spoke, but all they heard was this little girl as she spoke on climate change.

What I said is there is a Malcolm X and there is a Martin Luther King. Malcolm X was by any means necessary, gun for gun, knife for knife (or life for life) which got

absolutely nowhere. Martin Luther King was peaceful. He was hosed down. They were bitten by dogs, and they were arrested, but they did it peacefully, and it promoted change.

About Participant 5. I believe, again going back to our roots, people pay attention when you hit the streets. Again if you tie up rush hour people are like, what the hell is this you know I cannot get home or whatever, but sometimes you have to shut it down for people to say hey maybe am wrong. You can get people who are very angry. You are going to get people who say you know what they are pushing for fair wages. They are pushing for something that they believe in, and it is not like we hit the streets just to hit the street. We are at the negotiation's table, and it is not just one time. We sit at the table consistently until the administration gets up. We have nothing else to talk about here, and that is when we know we have to take another direction. And you know we do not do it all the time because if you do it too much, it is not effective. Because they like, they are out in the street again. You know what are you, what are you fighting for now? If you use it again, and if you go to the well too much, it is not effective. We only hit the streets when everything else has been exhausted.

So they need; the police need to go to sensitivity training, and they need to go through understanding as well. I mean, I see from both angles because I have family in law enforcement as well. Every day, they go to work, not knowing when they are going to come home because you never know when you get off. But as a civilian, I always say I could go out and get run over by a bus. However, they are willing to run into a situation, so they also have to understand that there is a stigma out there between African Americans and the police. We always have this conversation here in our department.

Because they always say you do not know what it is like to be targeted, it is like you are Asian. You do not have the police always profiling, you do not have, and you do not ever get followed around the department store like you do not know what that is like. I know I do not know what that is like, but in the same token, you also got to remember as a law enforcement officer when you stop somebody in a car. You do not know if they have a gun in that car; what they are going to do to you, so I see it from both angles. I did not agree with the fact that the officers were retaliated against, but again officers who use excessive force I do not agree with either. So there has to be a happy medium. It is a matter of educating them to be more culturally sensitive. Maybe that is in the academy or maybe that is somewhere, but it is lacking in training. It is not just shoot him straight or target practice. You have to know what communities you are hitting and being sensitive to that like everybody. I always say there is good and bad in all nationalities.

About Participant 6. Well, I think with the police officers; the ideas of prejudice and racism are issues. I do not think that is an issue just in NY but across the country. I think that has to be addressed head-on. Where there are racism and prejudice that is going to be a problem. There is going to be a problem in minority communities, and an integrated police force is important. My understanding is that there are lots of police forces that do not have minorities on them. They are patrolling by communities of color. There is no one of color on their police force, and this leads to prejudgment, racism, and abuse, in my opinion, by any police department. There are many hundreds of examples of how that evolves and how that actually takes place. So, I think, first of all, you should have people of color in the police force; you should have women on police forces. All

types, whether they would be black or white or Hispanic, Asian, or any other ethnicity. That would not be one way. And also, people have to know and understand cultures. People's cultures could be different, and the police force should get training in that area. I think that would go a long way to ease the tension between the community and the police force.

About Participant 7. Yeah, it does play, but it also can hurt you because people forget how to communicate with one another. People have forgotten the one-on-one conversation. People have forgotten what it is to organize. They are not doing that. We used to knock on doors. We used to go and protest. We used to get signatures for the candidate. People forgot how that was a true grassroots organization and we needed to go back to that. We need to sit down and talk. Everybody is so busy texting. Everybody is so busy on social media. It is good in a way, but then we combat it because we lose our social skills, and we need that.

In my experience, social media has been enjoyable because you get to meet a lot of new, different people from different states. When we go to conferences, and they are just listening to their stories, we have it good in NY compared to Wisconsin, Illinois, all those states, and Hawaii. They have got it hard. Also, I know it is horrible. I have really enjoyed telling people to get involved because you know what it is. I am not sitting here and going to have the torch forever. I used to be a shop steward at the comptroller's office, and I pushed a young lady that did not even want to run, and she is now the shop steward, and I am happy about that. I accomplished something and passed the torch down to her. You cannot do this forever. You cannot.

About Participant 9. Ok, why NY? It is because NYC is like the biggest city in the United States. And this is where the law happens. If you want your message to reach the masses, the masses of people, you know, NY is the place to initiate rallies and protests. Because people, all they have to do is hear about it, and they will just come from nowhere. They will just show up because there are so many people here.

I would recommend as a means that both people in the community, protesters, and police try to establish relationships with one another. And also, the arrival of NYC police officers that come out of these communities where a lot of these riots are happening. So instead of sending them to a different jurisdiction outside of where they come from, send those police officers back into their community.

Right! If something happens in Brownsville, Brooklyn, right. If something happens in the Bronx right. If they are having a rally or something like that, send police officers that come from out there because a lot of NYC police officers come out of the projects. And they will be more sensitive to the needs of the people. And they would know how to communicate and can handle situations differently. And people would trust them more because they are them. You understand?

About Participant 10. It is important to plan demonstrations, so you know who is going to do what. Also, in some situations, you do not want to get people arrested. It is about planning. I mean, during the planning, I never volunteered to do anything to get arrested. Because I have to work, my safety, you know, it is important. No, as long as you are not breaking the rules, you will not get arrested. They arrest people that are not following their demands. So it just does not work that way. The only time there is police

in protests is when you have a permit and in order to get a permit, you have to notify the city if we want the police at the rally.

About Participant 11. I think it forces elected officials to listen because I think at the end of the day these politicians want to be elected if possible, or they want to be re-elected. So when they see thousands of people out in the streets around an issue, they know that the press is going to ask them questions. Somebody is going to ask them questions about it. So it really is a way of holding people accountable. And also, it helps because it helps not just politicians, but it helps other people, people who do not necessarily have the privilege or ability to come out for a protest. It highlights for them, this is something that is happening, and this is something that they should be paying attention to.

About Participant 13. It solves the issue because most of these issues involve a lack of awareness on the people's part. I think of just how many people in the U.S. do not even know all the laws in play that prevent them from suing the police or getting this help or access to this or that. And because there is this lack of education in this country, people just do not know. People do not know just what they can do and how they can affect most of the time. I feel like my protest brings that awareness that is otherwise missing in education that people need.

About Participant 14. Yes. So, my answer to this is very, very simple. It is good to educate people and to advocate online, and in-person, that is fine. But it is even better if you join a protest and then people see that you are at the protest and then they will ask themselves, why is he there? Then following that initial question, they may continue to be

quiet and say to themselves, well, if he is there for that reason, maybe I should be there too. So, I do it primarily to inspire individuals to question why they are not joining. The thing I would recommend is what I said before, where you just inform the authorities and stay away from the criminal activity.

About Participant 15. When we have a point to make, and that point is communicated to the officials, and they know exactly what we want as a union that brings us all together on the same page. We are making a point by point, requests, and truth to get our point across so that things could be worked on.

Well, the violence needs to cease. The police's tactics against black people, brown people, and yellow people and such, sometimes you do not need that type of discipline. People are dying because of the tactics that the police use, which are sometimes unnecessary. They need to change the way they handle certain situations.

About Participant 16. Well, as you said, you are working, and you know the money is not enough, and you know the high standard of living, inflation, and all those things take place. So your voice has to be heard. The only thing to do is to protest. The police should join the demonstrators and for them to be respectful. They should treat people with respect and not treat them like their enemy.

Observation

When interviewing participants face-to-face, the researcher also observed their responses, facial expressions, and body language. For those interviewed by phone, the researcher noted their tone of voice and vivid choice of words. Some of the activists had mixed feelings about the police reaction to minority groups. Some of the activists know

these officers, have family relations with them and work with them. To some extent, several activists expressed their understanding that police officers risk their lives to save others. However, these activists also felt that it was not right for the officers to enforce the law using brutality and showing hostility with minority groups. The activists and some protesters' expressions and explicit words portrayed sensitive images of injustice in society that warrant further investigation. These are the same officers that arrest some activists and protesters when there is a disorder in demonstrations. Nevertheless, some activists have relations with these officers and require the officers' presence in controlling large groups of people at protest sites.

Some participants suggested more ambulances, emergency personnel, and trained officers would help control issues that arise at these events and curtailing intruders' effort to disrupt the demonstrations, especially in protest events. The officer's duty at protests is complicated, and law enforcement authorities must train and deploy special officers to such events.

Evidence of Trustworthiness

According to Ravitch and Carl (2016), trustworthiness is an effective procedure and a core value of qualitative research. The researcher affirmed that the findings were faithful through a systematic and careful retrieval of information from participants' experiences. Some statements of the participants coincided with data from studies discussed in chapter 2. The techniques of rigor and full vivid description of the dialogues enforced by the interviewer netted in the credibility of the findings. To ensure accuracy,

the researcher reviewed each recording and transcription and performed member checks with participants to ensure the validity of the findings.

Transferability

Transferability means that the research study's findings could apply to other times, other contexts, situations, and populations (Ravitch & Carl, 2016). More important is the fact that the sample size does support a generalization. The findings remain a model from NY, which can be replicated in other states in the U.S. and globally.

For transferability reasons, the findings emerged from New Yorkers across different boroughs and counties. The interviews took place with a purposeful selection of sixteen individuals who lived in several boroughs and counties. Some of the participants hailed from union offices. In contrast, the researcher recruited others at demonstration sites in establishing random selection and purposive sampling style.

The measuring process of this research relies on the fact that previous studies' conclusions tally with the findings of this study. When re-tested, the facts remain that social networking is a motivator for primary social gathering operations internationally (Valenzuela et al., 2018; Xu, Hu, Yu, & Xie, 2017). Due to technology, individuals can socialize from long distances within the shortest possible time, which is less costly (Hsu et al., 2018). An individual does not have to travel or spend lots of money to interact with a fellow person.

Dependability

Dependability, in a study, refers to the stability of the data (Ravitch & Carl, 2016). It also establishes a stable and consistent inquiry (Crosby, DiClemente, & Salazar,

2006). Ensuring consistency, the researcher provided a detailed and systematic overview of data collection in the appendices. The interviewer followed logic and consistent procedure in recruiting participants as well as in interviewing each individual. Due to adhering to the written procedures described in the appendices, the author conducted the interviews with ease. The participants were comfortable in producing information and experiences.

Confirmability

This criterion deals with confidence that the research study's discoveries are grounded in the activists' and protesters' narratives and explicit words rather than potential researcher biases. The emerging themes in this chapter included the actual syntax of the participants as evidence of real data. Ravitch and Carl (2016) postulated that to have confirmable data, the researcher must apply "relative neutrality and reasonable freedom from unacknowledged researcher biases at the minimum" (p. 189). The author confirmed neutrality by permitting a doctoral alumnus of Walden University to review participants' responses and findings. The researcher also quoted precise syntax, lucid expressions, and candid experiences of the participants. Most of the participants' notions and statements confirmed some previous research studies that reaffirmed the notion that Facebook is the most used mode of disseminating news in the 21st century. The fact is that online interaction is the norm of the modern world (Chan, 2016; Coretti & Pica, 2015; Kord, 2008; Valenzuela et al., 2018). Participant 2, Participant 4, Participant 5, Participant 8, Participant 9, Participant 10, Participant 12, Participant 13, Participant 14, and Participant 16 stated they use Facebook in political activism.

Researcher Bias

During the research process, the writer maintained a neutral stance (Ravitch & Carl, 2016). The researcher took precautions to provide findings in their original and genuine context. The results convey the authentic voices of activists and protesters who narrated their social networking experiences and demonstrations. Two activist participants were very busy and were less informative which limited information received from those two participants; there was also memory loss bias.

Furthermore, while George Floyd's tragic death occurred while the researcher was conducting interviews and caused mass national and international protests, the results of the interviews after those protests began did not diverge significantly from those before George Floyd's protests. That bias did not appear to be introduced.

Results

The researcher designed three research questions to address the core of the social mishap concerning the disseminating of news and social gathering that possibly end in violence with the subsequent demise of innocent lives in the 21st century. The data analysis with emerging themes revealed remedies and suggestions to improve the quality of demonstration events. Specifically, to improve law enforcement relationships with citizens, in the context of protests, activists, and protesters, there should be respect from all parties involved, and law enforcement officers must understand why individuals fight injustice and other social problems. It is worth noticing that communication and social association help individual voices to be heard and to receive the attention of government officials and society in general. The theme of "Communication" was eminent throughout

the three research questions. Communication plays a significant role in the dissemination of news, activism, and mobilization.

Table 6

Manual Components of Protesters' Interview Questions

Research Questions	Twenty Protest Interview Questions
RQ1	7, 8, 9, 10, 11, 13, 14, 15
RQ2	2, 7, 8, 9, 10, 11, 13, 14, 15
RQ3	1, 3, 4, 5, 6, 12, 13, 14, 15, 16, 17, 18, 19, 20

Table 7

Manual Characteristics of Activists' Interview Questions

Research Questions	Fifteen Activist Interview Questions
RQ1	1, 2, 3, 4
RQ2	2, 3, 4, 5
RQ3	6, 7, 8, 9, 10, 11, 12, 13, 14, 15

RQ1 concerned the communication efforts of activists and protesters with the use of social media diversity. The data analysis revealed themes of Communication, Networking, Phone and Social Media Engines, and Dissemination of Information in response to research question one. Most of the activists and protesters explained that they communicate daily, some weekly, some frequently through social media, including Facebook, Instagram, Outlook, Twitter, Yahoo, LinkedIn, Google, emails, and phone use for texting, blast, phone apps, BlueJeans, Zoom, Fire Chat, and face-to-face conversation. Most of the interviewees confirmed what recent researchers noticed about social networking and communication. Although some participants did not utterly support the use of social media entirely and believed there are flaws with social media, most

interviewees agreed that social media had enhanced communication and rapid flow of information, which helps a lot in organizing (Gan, Li, Wang, & Zhang, 2018). Based on most of the participants' responses, interaction and networking are necessary to attract attention and gather huge crowds of people in associations, (Gan et al., 2018; Wynn, & Borrie, 2020).

RQ2 did concern activists' and protesters' mobilization efforts. In response to question two, the following themes emerged: Networking, Dissemination of Information, Community, and Humanitarianism. Participants 2, 4, and 5 from union activism stated that the younger generation and the millennials love social media more than the old union members. So they reach out to both the young and the old by social media, newsletters, mailings, and networking. The older people prefer to receive newsletters and union information by mail while the younger generation prefers networking. All the interviewed protesters, except Participant 15, who is retired and not active, use social media and networking in the mobilization efforts. Facebook helps them disseminate news and stories. Email works best to engage people in deeper conversation regarding mobilization efforts and other news propaganda, and a call to associate.

RQ3 concerned protesters and activists' reactions to mandates or issues in society that they oppose. The question had to do with activists and protesters' behavior patterns towards policies, law, and order enforced by law enforcement. The emerging themes included Personal, Social Justice, Humanitarianism, Community, and Communication. Participant 9 articulated the following view on policy and change in the community: "And another piece of it is to get Albany to enforce the new legislation to create laws and

policies better for the people. It will incite change.” All the protesters and activists said they would protest to issues they are not happy with. All the participants did not mind spending money on fighting for social justice and matching. They were willing to go to the media; they would go to the extent of getting their voices heard to bring about change. Some stated that sometimes the demonstration did not bring about change to the issue, but they acted right. Onlookers and society were made aware of the issue at stake. They explained that in marching, it is impossible to know who is watching or listening. All participants declared that rallying is fulfilling. When the issue is resolved or solved, the protesters’ spirit is elevated, and they feel content with the accomplishment. They feel that they have contributed to social change in society.

Figure 1

NVivo Word Picture



Summary

As shown in Chapter 4, the use of Husserl's methodology of the phenomenological essence of data description allowed the researcher to collect pure and exotic information on the protesters' and activists' lived experiences. Each participant contributed to the study with the yardstick of the three research questions, which underpinned the semi-structured interviews, consisting of open-ended questions that allowed recording and analyzing rich and thick stories of the sixteen participants. From the activists' and protesters' responses, the research culled thirteen themes that projected social networking as a motivator for social gathering and police efforts in promoting peaceful demonstrations.

The findings of this study support that emails remain one of the present communication mediums. At the same time, Facebook is the number one networking channel commonly used in the propaganda of news and interaction for mobilization efforts. From the demographic data, all the participants declared that they use emails in political activism except for participant three and participant fifteen. Fourteen participants chose emails as the most means of communication, and it can be said that email is commonly used in transmitting syntax exchange for mobilization efforts. It is reliable within the confines of NY jurisdiction and based on the participants interviewed. Facebook is also used but in spreading news and information.

The responses of the participants supported extant literature and fundamental data concerning social networking that prompts gigantic socialization. Participants perceived networking as the current practice used in different forms. Communication takes place to

inform and alert society in prompting individuals to organize and enhance activists' and protesters' voices to be heard.

In Chapter 5, I articulate themes and results of the 16 interviews. The chapter contains detailed insights into the findings, interpretation, limitations of the study, and implications of social networking as a motivator for social gathering, recommendations, and the conclusion of this phenomenological investigation.

Chapter 5: Conclusion

Introduction

The purpose of this study was to provide a review of literature and collect primary data concerning social networking operations that generate voluminous social associations, triggering possible physical threats and violence when gatherings turn chaotic. I used a phenomenological study design by interviewing participants specifically regarding how social networking attracts participants to mobilize in demonstrations, and why news received online could account for reactions leading to violence. Another aim of the study was to investigate if it was possible for law enforcement personnel, protesters, and activists to work peacefully in collaboration during social gatherings for the sake of peace and protect the safety of communities, society, the environment, and the state economy.

Individuals fight for justice because of personal attachments and the desire to stand up for their beliefs (Goode et al., 2015; Harvey, 2020). Participants stated that Facebook and emails are mostly used in communication efforts to mobilize people and interact (see Table 2). Technology has advanced so rapidly that activists can use current and valid communication applications to reach out to mass demonstrators immediately (Moreno et al., 2015). Organizations preparing to mobilize are required to obtain city permits to organize. Most organizations that receive permits have city workers assigned to gatherings who can help conduct peaceful rallies; however, organizations and groups that do not get permits to organize do not have the full backing of municipal government.

They may still protest, but resulting violence is more likely and destructive because there is no protection and support from the city.

In Chapter 5, I summarize the results of the study, as well as research questions, interpretations of the study's findings, theoretical considerations, limitations, recommendations, implications, and concluding thoughts of this investigation.

Research Questions

The research questions for this study were as follows:

RQ1: What is the role of ethnically diverse social media as a means of communication between activists and protesters in NYC?

RQ2: How do protest participants come to participate in demonstrations in NYC?

RQ3: To what extent would activists and protesters react to mandates they oppose in NYC?

Interpretation of Findings

Technology Advancement

The aim of this study was to examine social networking as a motivator for social gatherings. Technologies such as modern phones and apps, computers, the Internet, and online apps are essential channels in terms of reaching out to mass society within the shortest possible time frame (Hsu et al., 2018). Some of these technologies permit communication between individuals and large groups of people at the same time (Wang, Madnick, Li, Alsott, & Velu, 2015). Such technologies include, for example, email blasts usually used by activists to reach many union members at the same time, texting by phone to individuals wishing to be notified of social gathering events and information.

Moreover, new apps such as Zoom and BlueJeans are frequently used in activism to mobilize. These forms of communication show that technology has advanced. New software and applications surface every year, and society is challenged to embrace and learn all these new and advanced technologies. Participant 2 said, “They got Facebook and everything. That is how people do now. So, technology is playing an important role in our young children, the young generation and also, people like us. So, these days everything is done by technology.”

Difference Between Union and Private Activism

Extant literature and participants’ responses revealed that there are different forms of social mobilization. There are social gatherings organized by the union organizations as well as private organizations such as BLM and civil rights movement organizations. The union movement is more organized because members follow strict instructions from their leaders in social gatherings as well as adhere to government policies, as observed by Participant 4, Participant 9, and Participant 14. Participant 1 stated, “We would only deal with members here. You do not deal with the outside community. We do not deal with those outsides of the union. We only deal with members.”

Private organizations launch social associations, but they are not as well organized as union associations. This point did come up during interviews with the protesters and activists. Union organizations are more structured and adhere to mandates, unlike other activist organizations that mobilize. None of the interviewed activists talked about fights during protests. According to Participant 1, before launching a protest, they do have several meetings at union headquarters. They practice what they are going to do

with protesters and union members before they commence the demonstration. Participant 1 and Participant 4 confirmed that there are constant meetings for participants before events, and during the protest, a leader orchestrates the entire operation.

Thematic Category 5: Intruders

Based on interviews with Participant 1, Participant 3, Participant 4, Participant 11, and Participant 14, I learned that most of the time, intruders cause harm to some of these social gatherings. Intruders who are not part of the mobilization group, some of them bystanders, come with the intent to cause havoc. Most protesters are not responsible for chaos; however, in NY, protests and violence and destruction have led to arrests. These unanticipated intruders could be monitored by police officers assigned to these demonstrations, as suggested by Participant 14.

Moreover, apart from union organizations, most civil disobedient groups that mobilize must be responsible for their actions, comply with rules and regulations, and endeavor to build a structured organization to lead protesters through peaceful and safe demonstrations. Policymakers plan useful and educative procedures for protesting for groups and organizations to use.

Benefits of Acquiring a Permit to Demonstrate

Several participants insisted on the permit's importance. Organizations that acquire a permit from cities to mobilize are assigned police officers and city workers such as sanitation workers to clean after the event. Most times, activists can conduct peaceful demonstrations, as explained by Participant 3 and Participant 4. Conversely, when organizations and groups do not request city permits but mobilize social gathering

without the city's permission, such events, although allowed, are prone to disruption because the group did not pay for the permit, and the town did not assign city workers to protect them and the environment during social gatherings, according to Participant 4 and Participant 6. Intruders who take advantage of such associations may create massive disruption, disorder, and chaos, which may lead to physical injury or even deaths of innocent individuals, as happened in the BLM protest in Dallas, TX. After hearing news about killed minority males in Louisiana and Minnesota, Texans reacted the next day by holding a protest. As a result, there was no time to acquire a permit, and due to disruption and violence, lives were lost, and individuals were wounded (Karimi et al., 2016).

According to Harvey (2020), mass demonstrations across the United States, which began overnight with the news of George Floyd's chokehold that killed him, resulted in looting, disruptive actions, damaging property, and arrests.

Participant 3 believed that Dallas police had great community policing and communication efforts with the city; however, it was inevitable that despite all their experience, lives were lost at the BLM rally. Therefore, NY has to be vigilant and instill policies to prevent similar violence and disruption from happening. This year's events demonstrate that minority killings by police officers trigger news propaganda, and many U.S. citizens reacted through riots. George Floyd's murder caused social unrest in America, which, coupled with the pandemic, led to anarchy in some cities and several arrests. Some states even introduced curfews to quell social unrest (Harvey, 2020). Policymakers and law enforcement should be on alert for such incidents; the police must fully be prepared and trained to counter such social unrest and uproar across states. Also,

in the current technologically advanced society, the dissemination of any news occurs overnight. Hence, law enforcement agents need to be fully trained in techniques and tactics to combat impromptu gatherings.

Thematic Category 11: Self-Defense

The majority of participants anticipate peaceful protest events; however, Participant 10, Participant 11, Participant 13, and Participant 14 stated they would use force only in self-defense, meaning that when attacked by an intruder, insider, or outsider, they would defend themselves in such a fight. Most individuals aspire, desire, and envision attending peaceful associations. However, some interview participants agreed that sometimes force from the police or intruders is inevitable. Police officers could provoke protesters by using offensive syntax, or an intruder will provoke other event participants or the police, which could lead to fighting and disruption. These provocations could lead to anarchy in some demonstrations. Perhaps practical and specialized training of specific officers to handle such events, in particular, could contribute to solving disruptions in protests; furthermore, educating mass society about the importance of gaining city permits for protests would enhance safety and peace during protest events.

Advantages and Disadvantages of Social Networking

Although social networking has definite advantages, it also has some drawbacks. All activists and protesters interviewed use social media and find it very useful, except Participant 15. The benefits of networking and social media outweigh the negative aspects (Valenzuela et al., 2018). However, Participant 2 said “On Facebook, it helps us,

and it could also hurt us. It is good or bad. It depends on how you use it and implement it.” According to Participant 3, social media informs union members and nonunion members about current events, especially concerning rallies and reasons for marching. However, Participant 3 believed that social media outlets are limited in their use because the user cannot explain things in detail, such as in emails or newsletters. Still, activists must campaign for supporters using older types of organizing, that is, by meeting individuals personally and physically and shaking hands with aspiring members. Participant 7 believed social media is excellent yet overused, which can be a detriment in terms of networking practices.

Theoretical Considerations

Participant 1, Participant 2, Participant 3, Participant 6, Participant 7, and Participant 13 all stated that they engage in protest activities because of issues dear to their heart. Participant 1, Participant 2, Participant 3, Participant 4, Participant 5, Participant 6, Participant 7, and Participant 8 said they wanted to fight for social justice and have their voices heard. Sometimes, protests do not yield results, but the fact that they protested brings some comfort to themselves and others.

Social interaction and integration in society are vital in exhibiting human behavior (Hamilton, 2014). Hsu et al. (2018) said that “it is a communicative action that leads to adequate comfort, and information, knowledge, and material exchange” (p. 2.3). Another noteworthy idea is the concept of community. Participant 1, Participant 2, Participant 7, and Participant 8 felt that when the police had positive reactions toward protesters and get involved in community policing, things will change drastically.

Limitations of the Study

The research was limited to 16 activists and protesters in NYC, NY. Some volunteers were both protesters and activists, while others were either one or the other. Most of the participants were middle-aged persons, and only three individuals fell under the category of youth (see Table 1). Only those 18 years old and above participated in the study. The research involved Husserl's transcendental phenomenology, coupled with rich and thick stories of participants). I conducted face-to-face and phone interviews focusing on individuals' lived experiences and perspectives regarding the concept of social networking as a motivator for social gatherings. The truthfulness of participants' experiences is ensured by the integrity of volunteers' true statements. I did not make any assumptions about or alter any perspectives provided by participants. The soundness of the study is weighed in terms of its truthfulness and ethical principles. Interviewing additional individuals may or may not support current conclusions. Seasonal circumstances and the COVID-19 pandemic affected, to some extent, the data collection process. Two responders were unable to relax and stay longer to complete the interview in a more thorough and informative manner, which could have resulted in memory loss bias in their responses. They were busy and did not have ample time to interact. They provided insufficient data because their minds were preoccupied with their workload.

Recommendations

The best course of action regarding social interactions that prompt massive gatherings is to educate the populace on how to disseminate news and accept stories in a positive way that does not stir ill feelings or cause over-reaction (Bruin, Dekker, &

Groot, 2019). Individuals can get upset about stories, but that does not call for over-reacting to the extent of causing havoc in associations. Moreover, law enforcement must track down perpetrators who use social media to plan destructive actions in demonstrations. The Facebook committee can notify the police of anyone who attempts to use online news to cause commotions. Not much is known about the company's procedures. It is legitimate to gather, and individuals, or groups, or organizations wanting to mobilize must acquire the city permit. In this way, they will have the support and protection of the police department and other city workers' services to have a successful protest. It is recommended that the police commissioner create a new unit and a specialized training department for officers capable of dealing with demonstrations. Furthermore, as suggested by some interviewees, more ambulances, paramedics, and other skilled city workers must be dispatched to such protests. In case of havoc or inappropriate behavior of any persons around the gathering, the experts should immediately remove such a person or group from the location to curtail disruption.

However, some citizens ignore protests and actions from activist organizations. Not all that the demonstrators stand for is indeed a win-win. However, society needs to pay attention to such activities of protesters. Some citizens prefer to avoid protests because of potential havoc; yet, based on the interviews, most participants have not experienced violence since they started demonstrating despite many years of experience. The researcher visited numerous protest sites, and none was violent. This observation implies that not all protests end in violence. The researcher proposes that before attending

demonstrations or joining an organization that protests, citizens should research the event's past practices, experiences, and previous demonstration records to participate.

In 2020, NY has not come to experience violent protests to the extent that Texas did. However, this study showed that individuals stand up for what they believe is right, and there may be consequences. Therefore, law enforcement, government, and policymakers must take social gathering seriously by implementing policies and designing strategic plans to oversee such associations with practical tactics and techniques that support Public Management and Leadership and Public Policy and Administration efforts in managing social ills (Bryson, 2011). Based on the literature review (chapter 2), and the interviews of Participant 2, Participant 4, and Participant 5, all mentioned the young generation, youth, students, and the millennials' rising momentum of embracing demonstrations. There should be research on youth participation in protest events, so they can be taught the correct procedures for holding peaceful demonstrations. Only three of the participants in this study were youth which limits the representation of the younger generation. Some protesters and activists expressed their dislike for officers who use excessive force on perpetrators and the killing of minority group members (Harvey, 2020). Such murders instantly ignite riots, and the reactions of the protesters are uncontrollable (Harvey, 2020). There should be research on police brutality and officers dealing with minority groups. Perhaps, additional training is required to handle some problematic minority groups that cause the officers to mishandle them.

Based on the literature review and research findings, Facebook and Yahoo were mostly used some time back. According to the sixteen participants interviewed, emails

were more dominant. Thus, previous studies that showed Facebook and Yahoo as dominant communication channels must be re-investigated because the information is outdated, and new technologies surface every year. The claim of almost all the participants using emails in this study is limited to NY and the sixteen individuals interviewed.

Implications

The objective of social change is to effect and affect society in a positive way that would invigorate individuals. Safety and peace in a country are gateways to a nation having a sound economy. When there is chaos in a community or a nation, it tarnishes the image of the country and prevents tourists from visiting that nation or community. NY is a quintessential state in America. Therefore, pushing for peaceful association and understanding will cause peace and sound mind to be experienced in the communities and the neighborhoods. It could serve as a role model for other states and countries to replicate.

Furthermore, when the communities and neighborhoods are safe, it will draw tourists to visit the state, find out what makes it unique, and spend money in the communities, which will generate revenue for the state (Jeyacheya & Hampton, 2020). Revenues generated from tourism could be used in recreational amenities for the citizens of the communities, families, neighborhoods, and for infrastructures, such as building and repairing of highways, roads, bridges, airports, tunnels, public libraries, parks, and community centers.

Moreover, by overseeing the right services regarding social networking and demonstrations, law enforcement leadership could remove corrupt individuals or wrongful perpetrators from the communities and neighborhoods to prison where they will receive services and be given a chance to change to return to society at a later time. However, a different type of study would be necessary to see if the time served in prison led the perpetrators to become better members of society.

Also, since law enforcement officers are leaders and role models in society, they are expected to participate in caring and curing social ills in dealings of safety, precautions, security, and protection to people and the environment. Therefore, officers are expected to live up to those expectations and fully embrace their leadership role in society. The police officer's job requires responsibility and must not be taken lightly. Some participants were happy about the body cameras and sensitivity training police receive but were not satisfied with police dealings with chokeholds and minority groups, which calls for further studies to discover the root of the issue and to find the solution for the problem.

Technology is a good thing and has helped society to develop in several ways, especially in the field of communication, tracing back from the hunting and gathering era to modern 21st century (Gan et al., 2018). Monitoring and planning strategic ways of embracing advanced technology are great for the nation, so that the positive side outweighs the negative side. Since every year new technologies arise, every year there should be further studies to examine these technologies and their effects on society (Bryson, 2011).

Conclusion

Social networking that prompts massive gatherings has both negative and positive sides. The aim of this qualitative study was to determine the extent to which social networking contributes to the gathering of large crowds that activists mobilize and to the havoc that stems up from news disseminated on social media as well as reveal how the police could collaborate with protesters and activists by all involved performing their roles in bringing about peace, safety, and a sound environment in NY. In conducting the study, the researcher was inspired by events at the Dallas, TX, Black Lives Matter protest where five officers were killed and several others wounded. NY is famous, and many protests occur in various parts of the city. Therefore, it is essential to study NY, to come up with suggestions and requirements to monitor demonstrations, social networking, and police involvement in social gatherings, to prevent the Texas incident from happening in NY. Also, to provide literature in the field of Public Policy and Administration, especially as well as other connecting disciplines such as Criminology, Criminal Justice, Communication, and Sociology for students to study, learn, and be aware of this research's knowledge.

The study covers a topic that has been only scarcely studied before, that is, protesters and activists' use of different types of social media as an alternative to traditional media sources to construct platforms promoting social discourse and gatherings that they can control. Some of the studies reviewed in the Literature Review focused on using electronic media, including emails, Facebook, Instagram, Twitter, and Yahoo. Based on the interviews, activists and protesters still use emails and Facebook

most of the time in interacting with members, even though there are several social media networks. Also, developers constantly create and expand new apps, such as Zoom, BlueJeans, Fire Chat, and Blast. The police and policymakers are interested in social problems which trouble the citizens in America. They must set laws to prevent negative excessive control of communication from causing destructive damages to property and environment, injuries, deaths, and chaos in the communities.

The results of the study revealed that communication and propaganda channels are instrumental and lure all kinds of people, including extremists and oppositionists, to mobilize. Since activists and protesters frequently exercise their right to associate; as a result, policymakers and law enforcement personnel must attempt to control this social problem through effective circulation and education. Educating the mass public and society on how to accept negative or positive news is essential. Training law enforcement agents in innovative and sensitive techniques and tactics will help them deal with a mass crowd of people, activism, news dissemination, demonstrations, and in quelling intruders in events as keys to managing this social problem. Community policing in NY must be re-enforced. Constant violence and disruptive behaviors among protesters, activists, and police officers will prevent the state from having a peaceful environment and negatively affect the NY State economy. NY State already lost economically, and there was a global recession when the World Trade Center was hit on September 11, 2001. Division and anarchy invite terrorists once again if the citizens do not live in harmony with law and order. All these reasons make the study significant and relevant to activists, protesters,

police officers, and policymakers as well as, more generally, to the field of Public Policy and Administration studies.

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Appendix A: Demography on Social Networking

Please answer all questions to the best of your ability. Please place an X in the boxes [] or provide answers in the space marked dots (.....).

1. Gender

[] Male

[] Female

2. Choose the age range

[] 18 to 27 years

[] 28 to 37

[] 38 to 47

[] 48 to 57

[] 58 to 67

[] 68 and above

3. Religion

[] Protestant

[] Catholic

[] Jewish

[] Pentecostal

[] Other Explain

[] None

4. Ethnicity

[] White non-Hispanic

Hispanic

Asian

Native Indian American

Black (Non-Hispanic)

Other/Specify

5. Choose one working status that applies to you.

Student part-time worker (working less than 7 hours a day)

Student part-time worker (working 7 or more hours a day)

Student full-time worker (working less than 7 hours a day)

Student full-time worker (working 7 or more hours a day)

Non-student part-time worker (working less than 7 hours a day)

Non-student full-time worker (working 7 or more hours a day)

Other/Specify

None

6. What is the highest level of your education?

High School

Diploma

Some College Degree

Associate Degree

Bachelor Degree

Master's Degree

Doctorate Degree

PhD Degree

Other/Explain

None

7. How do you typically keep in touch with activists, protesters, and the mobilization efforts?

By online activities

By offline activities

Other (please specify)

None

8. Check social media that you utilize in communicating with activists and protesters

Email

Facebook

Gmail,

Google

Instagram

LinkedIn

Microblog

Microsoft

Myspace

Outlook

Pinterest

Reddit

- Stumble
- Twitter
- Yahoo
- Other (please specify)
- None

Thank you very much for filling the questionnaire. Please return the answered questionnaire to the interviewer after the interview.

Appendix B: Sample of Interview Questions for Protesters

Interview Protocol Group A

Date -----

Location: -----

Name of Interviewer: -----

Name of Interviewee: -----

Participant Number: -----

Age -----

Interview Questions

1. Tell how you came to engage in demonstrations in NYC?
2. How long have you participated in demonstrations?
3. Apart from NYC, have you been involved in protests outside the five boroughs?
Can you give examples?
4. Tell how you have traveled to participated protests?
5. How much does it cost to participate in protests inside and outside NYC?
6. Do you know about the BLM movement? What is your experience in BLM protests?
7. How do activists and protesters communicate during protests in NYC?
8. How do you get informed about protests in NYC?
9. How often do you use online interaction with other protesters? How often do you interact with protesters offline?

10. Do social media play a role in the effective interaction between protesters and activists? Please explain?
11. Is there communication during protesting? If so how and by what means?
12. To what extent are you willing to oppose mandates in NYC?
13. How does the news or information online or offline urge you to protest?
14. Does the news or information online incite you to act violently at a demonstration? Can you elaborate?
15. How do activists encourage participants to get violent at protests?
16. Please explain why you would be violent at a riot if the need arises?
17. Why do you go to demonstrations in NYC?
18. Is there any fulfillment in protesting? How so?
19. How does the demonstration you attend solve the social issue at the heart of the protesting?
20. What do you recommend as a means of collaborating with the police in having a peaceful demonstration?

Appendix C: Sample of Interview Questions for Activists

Interview Protocol Group B

Date -----

Location: -----

Name of Interviewer: -----

Name of Interviewee: -----

Participant Number: -----

Age -----

Interview Questions

1. How do activists use social media to interact with protesters?
2. How do activists get protesters informed in NYC?
3. How do activists and protesters communicate during protests in NYC?
4. How often do you use online interaction versus offline interaction with protesters?
5. Do social media platforms play a role in the effective communication between protesters and activists? How so?
6. How much does it cost to organize a protest in NYC?
7. How do you go about organizing?
8. What do you do in reaction to mandates you oppose?
9. What motivates you to mobilize?
10. Is there fulfillment in organizing?
11. How do you believe that demonstration contributes to the solution of social issues?

12. Which kind of protests have you held?
13. Tell about your experience organizing?
14. What do you recommend as a means of collaborating with the police to have a peaceful demonstration?
15. What is your opinion on the BLM protest in Dallas Texas that killed the five officers and wounded several others? What can the police do in NYC to prevent such a thing from happening?

Appendix D: Interview Protocol Procedure for both Groups A and B

1. Arrive half an hour early before participant entry
2. Prepare the environment
3. Wait for the arrival of the participant
4. Upon arrival of the participant and settlement, start to introduce self and the research study
5. Thank participant for his or her time
6. Review consent form
7. Ask permission to record the interview
8. Turn the recording device on and note date, time, and number participant
9. Commence discussion from question # 1 to the last question
10. At the response to the previous question, ask if the participant has any question.
11. End the interview by discussing member checks with the interviewee.
12. Request the participant to fill out the demography forms
13. Thank the participant
14. Give out incentive
15. End session