



The Relationship between Social Media and Traditional Forms of Activism: A Comparative Analysis

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Abstract

This research has offered insights into the distinctions and similarities between online activism and traditional offline activism. Through the studies of the motivation, the level of engagement and the perceived effectiveness of both types of activism, we have understood better the way people are participating in the social movements in the digital era. The results show that the two activism types are motivated by the need to bring social change and moral conviction. Nonetheless, social validation and peer pressure have a stronger effect on online activism, which is characteristic of immediate satisfaction and psychological payoff social media can give. On the contrary, offline activism is more likely to be driven by a superior sense of commitment and moral responsibility since it is more personally invested, e.g. physically and through effort. This implies that effective online activism may be able to assemble people within a short period and create awareness, however, it may not be as effective as offline activism which can be characterized as being more emotionally driven and identification oriented. Regarding effectiveness, the study established online activism to have a better performance in creating awareness and reaching a global audience as compared to offline activism which has been perceived to be more effective in affecting policy as well as attaining real-life social change. This supports the notion that even though social media may help raise voices and become more visible, the effect is not always translated into action and does not always have long-term consequences. On the whole, the findings imply that online and offline activism possess their own benefits and both methods might offer the best solution to evoking social change when being combined into a hybrid form of social activism. Future studies need to concentrate on ways in which these two forms can be merged to achieve their best results combined to ensure more engagement and permanent transformation of the whole society. Online activism was considered more useful in the creation of awareness, whereas offline activism was considered to be more influential in the process of policy development and social change. This paper sheds light on the complementary relationship between the online and offline activism, implying that a hybrid of the two strategies can be best applied in the quest to bring about long-term social change.

Keywords: Social Media Activism, Traditional Activism, Online Activism, Offline Activism, Motivations, Engagement, Effectiveness, Social Change, Hybrid Activism, Psychological Motivations, Digital Activism

Background of the Study

One of the sectors that has undergone an enormous transformation within the past two decades is the aspect of activism with the advent of social media. Traditionally, people used to rely on

physical mobilization as a type of protest, sit-ins, and rally where people could assemble in an open area and raise their voices and concerns to bring change (Germain et al., 2019). These movements were often measured using the number of people who attended, the duration of the protests and whether they can influence the policy makers or the minds of the people that takes the decisions (Gukelberger & Meyer, 2021) and determine whether they would succeed or not. In this regard, conventional activism gave rise to the perception of shared identity and togetherness, which was important in establishing sustained social and political transformation (Bari, 2025). Nevertheless, the appearance of digital platforms like Twitter, Facebook, Instagram, and TikTok has upset the entire state of activism radically. Social media allows activists to plan and disseminate more messages in an unparalleled manner. People become able to get support in world networks with a couple of clicks and without the need to meet in person (Jude & P, 2025). The change has given rise to a new kind of activism that is commonly referred to as slacktivism which is described as activism requiring little effort or commitment like liking or sharing posts, signing online petitions or using hashtags (Abbas et al., 2022). In some cases, this may be considered as a kind of superficial interaction, however, there is also a point of view that digital activism, in spite of all its simplicity, may be valuable in increasing awareness and making a change. Online activism has given rise to an increasingly controversial debate on the effects of this form of engagement as opposed to traditional engagement. Experts have looked at the possibility of online platforms working to bring meaningful change or whether it only acts as a substitute to a more meaningful participation that is offline (Belotti et al., 2022). On the one hand, social media allows the movements to be disseminated instantly, having reached much more individuals and being represented by a much more diverse audience than traditional activism could have ever found. Some of the highest examples of how social media can be applied to get a voice heard and challenge societal perceptions on a global scale are the social movements like the #MeToo, Black Lives Matter, and the Fridays for Future (Pardosi et al., 2024). On the other hand, these critics feel that the online activism may not be as committed and physical as the traditional one. To illustrate this, in case a person participates in a protest, he or she makes a concrete sacrifice, which is a sacrifice of time, energy and, in certain cases, even personal risks (Crespo & Cruz, 2023). Online activism, in its turn, does not necessarily imply the same level of personal investment as the demanded actions are not necessarily that time consuming i.e. posting like content or signing petitions (Scherman et al., 2022). This kind of mismatch has raised questions on whether online activism is effective in the real sense (at least in comparison with offline activism) based on their effectiveness in the long terms (Sainz & Hanna, 2023). This activism shift of gears is critically problematic in regard to the mental motivation that pushes such individuals to participate in either of the types. Do online activists need to be seen, validated, or feel like they are part of something or do they want change? On the same note, do traditional activists have a strong moral belief or urge to make a tangible difference? The difference in these is important to judge the long term effectiveness of both types of activism.

Research Problem

While online activism has gained immense popularity, there is a concern that it lacks the depth and sustained effort of traditional, offline activism. This study seeks to investigate the psychological motivations, engagement patterns, and impact of both forms of activism to understand whether they complement each other or if social media has fundamentally altered the activism landscape.

Objectives of the Study

The study aims to:

1. Compare the methods and approaches of social media activism with traditional activism.
2. Analyze the psychological motivations driving participants in both forms of activism.

3. Assess the effectiveness of social media activism in achieving long-term societal change.
4. Provide insights into the potential integration of online and offline activism strategies.

Research Questions

1. What are the key differences between social media activism and traditional activism in terms of participation and engagement?
2. What psychological factors influence individuals to participate in either form of activism?
3. How effective is social media activism in achieving its goals compared to traditional activism?

Literature Review

Social Media Activism

The emergence of social media has transformed the way people and organizations develop activism. Social networks like Twitter, Facebook, Instagram, and Tik Tok are now potent with mobilization, awareness, and campaign organization (Castillo Esparcia et al., 2023). Social media activism helps individuals communicate to more individuals without time and space constraints. This allows movement to send messages at an exceptionally fast pace across the borders to reach audiences across the world mobilizing them in the process in real-time (Ma & Zhang, 2022). In addition, social media is a low effort low cost involvement and therefore individuals can participate in movements at least commitment. Such hashtags as MeToo, BlackLivesMatter, FridayForFuture have proved the immense power of social media in raising awareness about the global issues, which is most frequently viralized, and draws millions of masses and the media attention. The availability of social media activism is one of its greatest strengths. Any citizen, who has an access to an internet, can participate in campaigns regardless of his or her geographical location or socio-economic status (Shen, 2022). Social media makes activism more democratic, as it allows people with various social backgrounds to express their views and impact the public discussion. In addition, it promotes participatory interactions where one is able not only to receive information but also to produce and distribute information, organize people, and raise their voices in a manner which is impossible in conventional forms of activism (Waite, 2025). Nevertheless, the emergence of social media activism has not gone without criticism especially among scholars who claim that internet activism can propagate some kind of slacktivism (Baik et al., 2022). Slacktivism can be defined as the form of activism that involves minimum effort or individual input, like liking a post, using a hashtag, or signing an online petition. The opponents claim that social media activism can give people an illusion of achievement whereby they think they have done something yet they do not take any tangible steps that will result in a real progress. To demonstrate, the hashtag BlackLivesMatter has enjoyed a lot of praise as a successful social media trend, but critics claim that the hashtag has failed to deliver any meaningful change in terms of policy (Kaufman et al., 2025). This opinion implies that social media might be able to intensify feelings and views and do not require the same level of dedication and effort that a physical activist activity requires. Therefore, one can discuss that social media is definitely effective in terms of generating awareness, yet we cannot still provide the answer to the question related to the long-term effectiveness and effects of those online movements (Marshall et al., 2024a).

Psychology of being involved has also been analysed when it comes to the social media activism research. Social validation the sense of receiving social media likes, shares and other forms of comments can be an addition to the dopamine-induced reward that many actors are accustomed to (Munger et al., 2019). Nonetheless, this form of reinforcement can only motivate short term but not long term commitments. Face-to-face activism, in particular, physical

appearance activism, may on the other hand lead to more emotional attachments and a sense of greater responsibility in the participants.

Traditional Activism

Active action, physical expression, and interaction of communities are the primary pillars of social movements in the history, and this is the traditional form of activism. Traditional activism has been very demanding on individual sacrifices in terms of time, energy and resources since the days of the civil rights movements to labor strike. The members of the offline movements also share some sense of collective identities that further builds upon the emotional and psychological bond among people involved in a cause (Cooper, 2023). Such collective experiences may result in more close social connections and provide an environment, in which people are more personally devoted to the cause. According to such scholars as (Duncombe & Harrebye, 2022; Sloam et al., 2022), traditional activism can be more genuine and effective than online activism since it makes people feel more united and coherent as a group. Marches, sit-ins, protests, and strikes make those who take part in it directly involved in the process and make them feel part of the group and co-owners (Cervi & Marín-Lladó, 2022). These physical interaction experiences tend to be very emotionally charged and this increases the level of commitment of the individuals involved towards the cause and may result in long term involvement (Chagas et al., 2022). These movements frequently require their members to risk their lives physically, including being arrested or even beaten, thereby giving them a sense of personal and collective commitment to the movement. This is more than merely posting or endorsing a petition on the internet- it demands sacrifice and as a result one will be in more of a genuine activism (Hossain, 2025). Conventional activism is also more apt to create practical implications since it introduces the demands of the movement into the limelight of the public and may coerce institutions and governments to act (Anisin, 2025). Physical protests are directly visible which makes them more influential in the perception of the population and can change the policy (Firinci Orman, 2025). Although social media activism may be used to help in raising awareness on issues, traditional activism is normally considered to be more effective in bringing about actual change since it involves real actions and physical presence. Nonetheless, classic activism has its problems, especially regarding availability. The practical involvement in demonstrations and protests may be challenging or even risky to the people in authoritarian states or places where the government suppressed activism is a regular occurrence (Wicaksono et al., 2025). Besides, logistical problems like transport, finance, and organization may restrict the amount of individuals who can be actively involved in offline movements, especially in less accessible or geographically distributed areas.

Psychological Motivations in Activism

Psychological theories can be useful when analysing the motivation of activism. As per the Self-Determination Theory (Henderson, 2025), people become activists due to intrinsic drive like moral conviction, empathy and the need to be connected with the society. These are primary impetuses to both online and offline activisms. As an example, when a person is emotionally engaged with a cause, he or she might have a moral sense of duty to do something, be it sharing information about it on social media, or attending a protest. In addition, a social requirement to be connected and a sense of belonging can encourage people to either join social movements online or offline. The social activism uses the urge of the validation and recognition, which is a psychological need. The process of posting, sharing and getting likes or comments elicits certain form of social reinforcement and encourages the individual to engage more (Eklöf et al., 2025). Such kind of psychological reward can bring a sense of personal satisfaction and belonging to the community and this can motivate people to continue participating in online campaigns (Novak, 2025). Quite the contrary, the traditional activism is usually more psychologically invested. The emotional responses of the participants groups are increased due to the physical proximity and shared experience among the participants groups as a result of the offline activism that entails physical presence (Leroy et al., 2024). The kind of activism requires individual compromises, e.g., time, energy, and even danger, which can

make one more dedicated to the cause. Individuals who act directly or take part in protests usually report more emotional events including anger, fear or excitement and this contributes to their feeling of belongingness to the movement (Vestergren et al., 2024). Psychology too indicates that long-term alteration of beliefs and behavior on individuals can be brought by both on-line and off-line activism (Cherney & Koehler, 2024). Activists tend to be more politically oriented and feel more of an agency. Nevertheless, online and offline activism may vary in terms of the level of change and the duration of the change. Online activism is more effective at creating awareness and generating short term emotional reactions whereas traditional activism has a prolonged effect on how committed individuals are to making a social change.

Comparative Studies

A number of researches have attempted to make comparisons between the effectiveness and the impact of social media activism and traditional activism. Although online activism has proven to be effective in creating awareness and drawing masses within a short period of time, some research findings have indicated that traditional activism has more chances of leading to long-term participation and change of policy. According to (Bennett et al., 2018), online activism can be extremely useful in creating awareness and making a large number of participants. Nevertheless, not necessarily can it turn into long-term behavior and practical transformation. Despite this, more direct and long-term social and political consequences can be produced by the more physical presence-based traditional activism. To explain this point, the traditional protests and strikes have been efficient in the past to support legislative changes and shape the will of the people. The group element of the offline activism is a potent social phenomenon that can make an impact persuasive on the decision-makers in a way that the online campaigns may not be able to repeat (Chavalaras et al., 2024). Despite these differences, social change as a form of hybrid activism has been identified to possess the potential of being a powerful practice, which incorporates on-line and off-line strategies. The hybridization will also allow the two schemes to possess synergies that will assist to maximize the reach, impact, and sustainability of social movements (Rouse & McDonald, 2023). Such combination allows the activists to employ the speed and the diffusion of social media and at the same time have the emotional burst and the physical impact of the traditional activism.

Methodology

Research Design

The current paper is a comparative research paper intended to discuss and compare the two forms of activism i.e. the social media activism and the traditional activism. This design aims to investigate major differences and similarities in the way people approach the two types of activism, what makes them participate in each, and which one is perceived to be more effective. The study plan is organized into the gathering and evaluation of quantitative information in the form of a survey as that enables to compare the two types of activism objectively. The research design is cross-sectional, i.e. it is the data that is gathered at one point in time of the participants who participate in both online and offline activisms. Thanks to this design, we are able to take a picture of an existing state of activism and learn how individuals interact with both types. The design will be especially helpful in the sense that it will allow the study to draw a comparison between different variables (motivation, engagement, and effectiveness) in the context of online and offline activism regarding a large and diverse group of individuals.

Data Collection: Surveys and Quantitative Data Analysis

To carry out this research, surveys were mostly used as the means of data collection, aimed at determining the motivation of participants, the level of their engagement, and the perception of the effectiveness of on-line and off-line activism. The survey technique is most suitable in the collection of quantitative information since it gives a chance to analyze trends among a great number of respondents, and the results will be statistically important and transferable.

The surveys were designed according to the psychological and behavioral motivation factors leading to activism, and the comparison of the various effects of online versus offline engagement. It was a survey with a mixture of Likert scale and closed-ended questions to determine motivations and the level of engagement of respondents and their attitude to the effectiveness of the activism. The main emphasis of the survey was to learn about why people were involved in having committed some form of activism, both online and offline, and how successful they regarded each type of activism to make a real-world change. The respondents were required to answer questions with the level of agreement to the statement like "I have a moral obligation to engage in activism and I think online activism is an effective strategy in bringing change. The other questions involved asking the participants to give their frequency of activism, the kind of activities they were involved in, and the amount of time they spend doing so. These questions formed a good basis of studying the motivation and level of engagement of the activists in the digital and traditional activism. Distribution of the survey occurred in very many channels in order to have a diversified sample. The questionnaire was distributed via social media, including Twitter, Instagram, and Facebook to address individuals who are active in the online movement. It was also spread through the activist circles, focusing on people who are involved in more traditional forms of activism like protests, rallies, and marches. The sample size was mainly 18-35 and represented different geographic areas. The wide range of demographic will make sure that the research incorporates the experiences and attitudes of younger and more active participants in the various regions and social-political backgrounds. After data collection, Python was used to analyze it and extract meaningful insights out of the responses. In the analysis process, data cleaning was the first step, and it involved processing of the missing values, making the responses consistent and in the cases where the open ended responses were required to be categorized. The data were summarized by descriptive statistics to give the overview of the motivations of the participants of the research, the forms of activism they are involved in, and the level of their engagement. To summarize the data on motivation and engagement, the values of mean, median, and standard deviation have been obtained that give a clear vision of the value tendencies in the responses. In addition to the descriptive analysis, correlation analysis has also been conducted to prove relationship between different variables such as correlation of the level of engagement and perceived effectiveness.

Analysis and Results

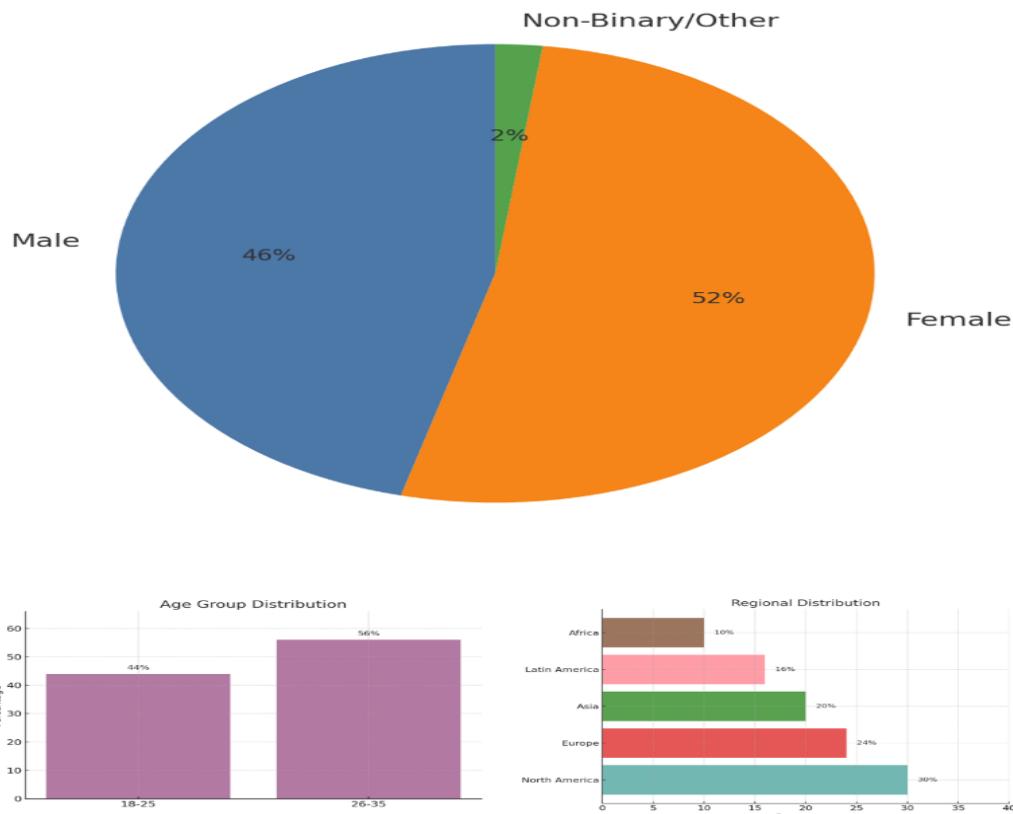
Participant Demographics

The sample size of 500 participants, who participated in the survey, was actively involved in online and offline activism. The following is the demographic breakdown of the participants:

Table 1: Demographic data

Demographic Category	Count	Percentage
Gender		
Male	230	46%
Female	260	52%
Non-Binary/Other	10	2%
Age Group		
18-25	220	44%
26-35	280	56%
Region		
North America	150	30%
Europe	120	24%
Asia	100	20%
Latin America	80	16%

From this table 1, we can observe that the sample primarily consisted of young adults aged 18-35, with a higher proportion of females (52%) compared to males (46%). Most participants were from North America and Europe. This demographic is reflective of younger, more active participants in digital activism, making it relevant for analysing engagement in online and offline activism.



Motivation for Participation in Activism

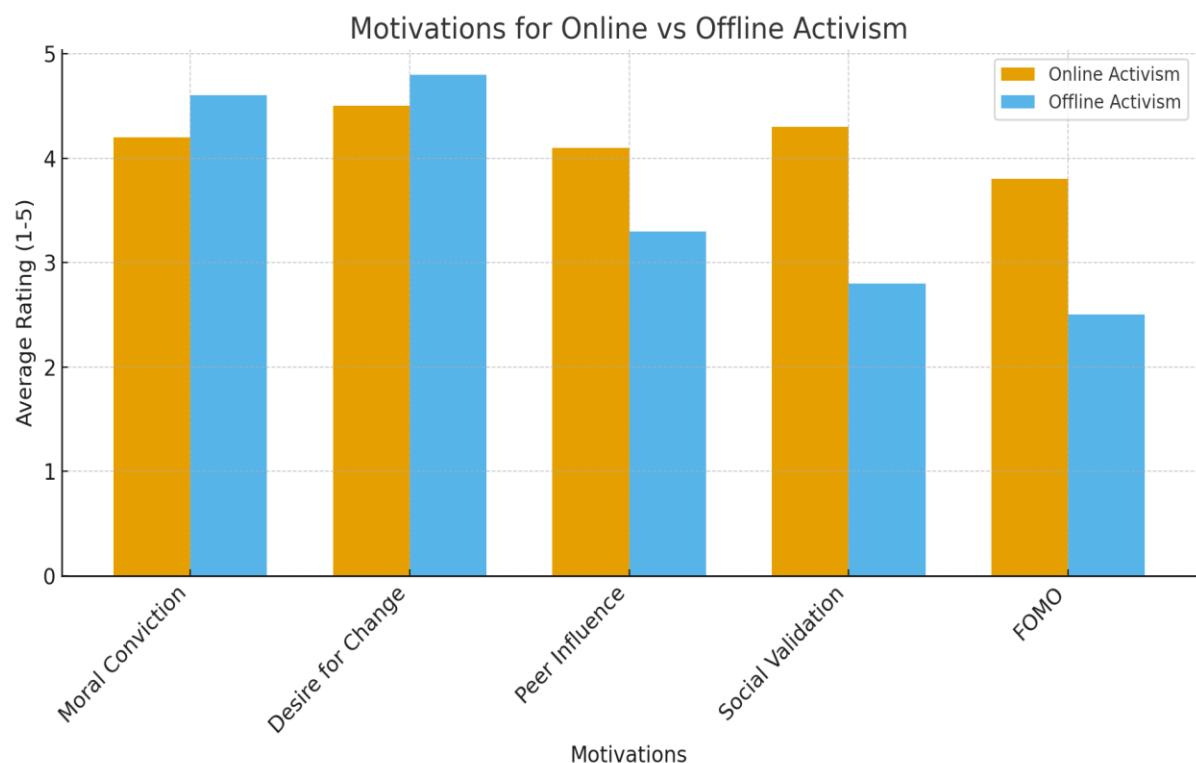
The survey asked participants to rate their motivations for participating in online and offline activism on a **Likert scale** from 1 (strongly disagree) to 5 (strongly agree). The top motivations for both forms of activism were **moral conviction** and the desire to **create social change**. The data showed some interesting contrasts in the motivations for online versus offline activism.

Table 2: Average Motivation Ratings for Online vs. Offline Activism

Motivation	Online Activism (Mean)	Offline Activism (Mean)
Moral Conviction	4.2	4.6
Desire to Create Social Change	4.5	4.8
Peer Influence	4.1	3.3
Social Validation (likes, shares)	4.3	2.8
Fear of Missing Out (FOMO)	3.8	2.5

As shown in Table 2, the desire to create social change was rated as the most important motivation for both forms of activism, though participants rated it slightly higher for offline activism (mean = 4.8) compared to online activism (mean = 4.5). The results also reveal a higher level of social validation as a motivating factor for online activism (mean = 4.3) than for offline activism (mean = 2.8). Peer influence was also a more significant motivator for online activism (mean = 4.1) than for offline activism (mean = 3.3), suggesting that social media platforms may encourage individuals to join movements due to the influence of their social networks.

Motivations for Activism



The above bar chart illustrates the differences in the motivations for online and offline activism, where moral conviction and the desire to create social change are high for both forms, but social validation is considerably higher for online activism.

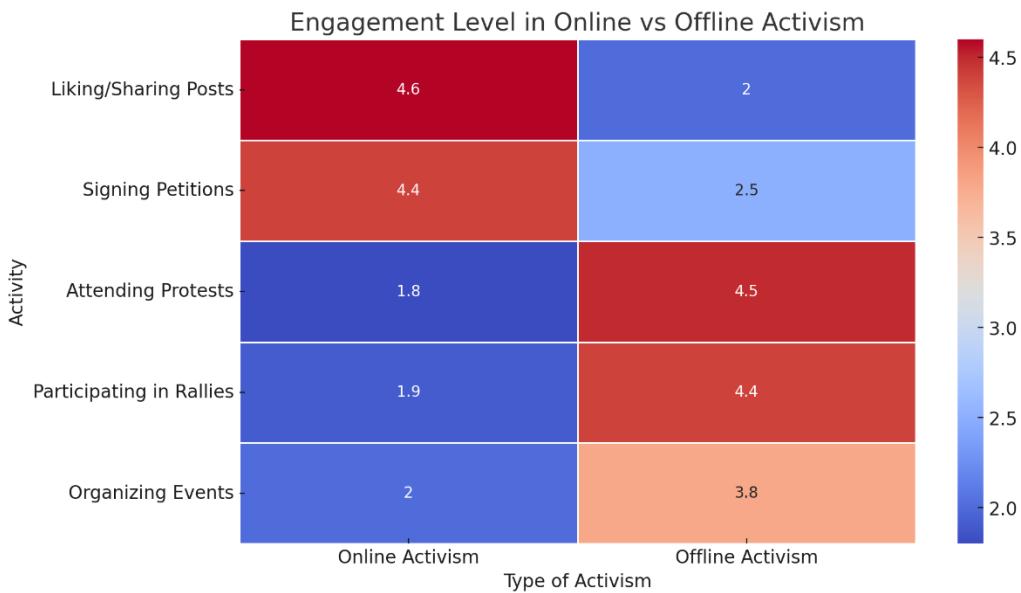
Engagement Level in Activism

Another question that the participants were asked was their engagement in online and offline activism. This section was concerning the extent to which many of them participated in different forms of activism, beginning with like or share posts on social media to taking part in a protest or rally.

Table 3: Frequency of Engagement in Online vs. Offline Activism

Activity	Online Activism (Mean)	Offline Activism (Mean)
Liking or Sharing Posts	4.6	2.0
Signing Petitions	4.4	2.5
Attending Protests	1.8	4.5
Participating in Rallies	1.9	4.4
Organizing Events	2.0	3.8

The respondents are far more active in terms of liking, sharing and signing petitions as the tables (Table 3) reveal that the average scores of these activities are 4.6 and 4.4 respectively. On the other hand, off line activism is more engaged in such activities as protest (mean = 4.5), rallies (mean = 4.4). These would be differences to be expected; online activism is usually less time consuming as compared to offline activism which requires physical attendance and a lot of energy.



The above heatmap reveals the sharp difference on the levels of engagement in the two types of activism. Online activism is very much focused on activities where the physical effort is insignificant (e.g., liking posts), whereas offline activism experiences more involvement in activities that require a more serious commitment, e.g. either participation in protests or events organization.

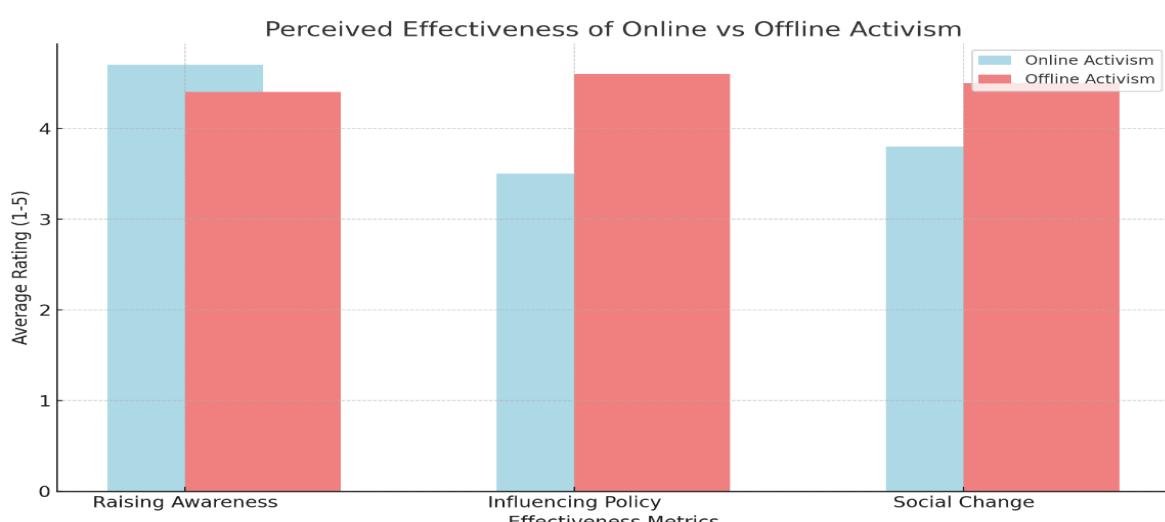
Perceived Effectiveness of Activism

Lastly, the participants were questioned to evaluate the effectiveness of online and offline activism on the aspects of creating awareness, policy change and real-world social change.

Table 4: Perceived Effectiveness of Online vs Offline Activism

Effectiveness Metric	Online Activism (Mean)	Offline Activism (Mean)
Raising Awareness	4.7	4.4
Influencing Policy Change	3.5	4.6
Achieving Social Change	3.8	4.5

Table 3 shows that online activism was seen to be much more effective in creating awareness (mean = 4.7) than offline activism (mean = 4.4). Nevertheless, offline activism scored significantly higher regarding the ability to change policy (mean = 4.6) and to change the social change (mean = 4.5). This implies that as much as online activism is considered as an effective tool of information dissemination within a short period of time, offline activism is viewed to be more effective in regard to changes that are long-term and tangible.



The bar chart above clearly shows that online activism is believed to be more effective in creating awareness, offline activism is perceived to be more effective in the creation of a policy and social change.

Discussion

This research was directed at the comparison of social media and traditional activism regarding the motivation, the degree of involvement, and the effectiveness. The results of this piece of work shed light on the nuanced relationship between the two types of the object of activism, the strengths and the weaknesses of each of them, and allowed learning more about the psychological drivers of the activism in the digital age.

Key Findings and Comparison of Motivations

The study revealed that the two significant motivating factors of both online and offline activisms were moral conviction and the necessity to make a social change. However, offline activism was somewhat rated higher in these points, and it means that these people who practice the traditional form of activism may be more motivated by the intrinsic factors. This point can be compared to previous works by (Crespo & Cruz, 2023; Pardosi et al., 2024) who believe that offline activism is more likely to increase a deeper feeling of moral obligation due to the personal expenses involved such as attending a protest or a rally. The offline activists might have a greater commitment to the cause as it normally takes them more time, effort and in many cases risk lives.

Conversely, the motivators of online activism were social validation and peer influence that rated 4.3 and 4.1, respectively. This observation is in line with the criticism of social media activism by (Neag et al., 2024), who describes social media activism as a kind of slacktivism, i.e. the desire to be socially accepted and the convenience of participating in the action instead of having a strong inclination towards social change. Likes, shares, and comments are the other forms of psychological rewards of online activism that are instantaneous and can lead to further interaction, but usually on a superficial level (McCabe & Harris, 2021). This difference in motivations is important since it addresses both the emotional and psychological distinction between the online and offline interactions. Online activism offers immediacy, world-wide impact, but the traditional activism offers a feeling of commitment and emotion-evoking that can potentially lead to engagement in the long term. The above differences in the motivations of online and offline activism give reason to believe that these two might not be mutually exclusive, but rather complementary. Social media can be an example of mobilization tool, which can be spread to masses to make people aware, but real change should be brought to the ground, through offline activism to bring long time, tangible change (Knupfer et al., 2023).

Engagement Levels and the Role of Physical Presence

The degrees of involvement that will be presented in this study represent a principal difference in two forms of activism. Online activists were also reported to have participated in much more activities such as liking, posting, and signing petitions as compared to offline activists who said they were attending more protests, attending rallies, and organizing events. This is unlike what Zur & Hatuka, (2023) has written where they claimed that social media activism, regardless of its ability to assemble large numbers of people, cannot necessarily be done with a meaningful personal investment as opposed to other forms of activism. Such an outcome as low offline results in online activities such as likes posts or online petitions can prove that despite the fact that digital activism can mobilize people with as little effort as possible, its results may not lead to the same degree of involvement as traditional activism engages. Activism offline also involves people spending time, energy and even danger and this creates a sense of dedication to the cause (Smith et al., 2019). It is specifically so in the saliently high engagement levels of the activities to attend protests and rallies, the physical presence, and the collective experience that is usually followed by high emotional reactions (Marshall et al., 2024b). It is important to note that this difference in engagement is that even though social media can be used to mobilize

effort quickly and engage more people, it might not be as useful in creating strong and sustained involvement as activism used in the traditional sense. The offline activism has psychological and social rewards, including group solidarity, and shared experience, that probably lead to increased engagement and sense of belonging (Gray-Hawkins, 2018).

Perceived Effectiveness: The Strengths and Limitations of Each Form

The results of perceived effectiveness of both types of activism are one of the strongest findings of this research. Online activism was considered to be much more effective in terms of awareness raising and participants rated it high in terms of spreading information fast, and reaching a large audience. This point of observation supports the argument made by Chon & Park, (2020) who thought that social media can not only provide voices but also create a global solidarity, and this can be mobilized and easier to pass on message to different audiences. The campaigns online are viral and as such allow movements to be seen fast, and that is significant in the case of the issues that require urgent actions. However, offline activism was perceived to be more effective as far as policy change and the achievement of social change are concerned. The same is observed to be aligned with previous research, which shows that online campaigns can cause massive awareness, though it does not exhibit the tangible effect that standard campaigns can have (Ham, 2025). The immediate and individual commitment created by the effect of offline activism may not necessarily occur by the internet activism. It might prove to be effective in the creation of long-term change because of the sense of purpose, the commitment that can be attained through the collective identity and emotional energy generated during physical protests, rallies and sit-ins (Li et al., 2021). Traditional activism, as far as policy change is concerned, is more effective since it puts the participants directly in contact with the decision-makers and they are held to account with a visible, sustained action (Kutoglu Kuruç & Opiyo, 2020). Social media could prove useful in creating awareness or getting people mobilized, but it does not always result in the same amount of sustained commitment and pressure that offline activism can produce.

Psychological Motivations and Emotional Intensity

A crucial learning of this research is the psychological incentives of engaging in either of these types of activism. According to Self-Determination Theory (Yip et al., 2024), people become activists because of intrinsic motivations, specifically, moral beliefs, compassion, and the necessity to belong to society. The research established that the motivations guiding online and offline activists were the same though the levels of motivation varied. Indicatively, the respondents to offline activism ranked the moral conviction and the need change more than the online activists. This implies that off-line activism will be more subjected to an emotional attachment to the cause. Social validation and peer influence, on the other hand, affected online activism somewhat more. This finding is in line with the claim by Tufkeci (2017) that the exposure to social media that causes an immediate gratification of likes and comments encourages a more superficial form of interaction. Apparently, emotional power of activism is greater in offline setting when activists convey their experience and mutual feelings that the psychological gains of activism are more profound and longer-lasting. The exposition of the comparison of online and offline activism psychological motivation reveals the importance of emotional charged setting in promoting increased adherence to social change. Despite the possibility of social media activism turning into an immense mobilizing power and raising awareness instrument, traditional activism remains a necessity to create a shared identity and generate interest over an extended period of time (Odağ et al., 2023).

Implications for Future Research and Hybrid Activism

This study reveals certain useful lessons that upcoming research of the activism in the digital era can pursue. First of all, the more advanced understanding of the cognitive drives, which make people participate in an online and offline activism will be needed. The relationship between intrinsic and extrinsic motivation, which form the engagement and commitment in the long-term, can be explored in the future research. Second, the research paper claims that an

online and offline model of activism might be most effective in terms of social change. Social media can provide the kind of speed and coverage needed to build awareness and attract reactions in masses when compared with traditional activism that can be deployed to ensure that it is long term and has an actual impact. The future research should be founded on the way the two kinds of activism can be integrated to achieve the maximum of their potentials. Finally, the implications of the present study include the provision of the relevance of the emotional engagement in the activism. In order to enhance the success of online activism the scholars should investigate how online platforms can be enhanced to facilitate emotional affiliation and sense of collectivity. Similarly, the offline activism would also utilize the mobilizing power of the social media to mobilize more people and reach.

Conclusion

The paper has been able to offer important perspectives on the differences and similarity between online activism and offline traditional activism. Through the studies of the motivation, the level of engagement and the perceived effectiveness of both types of activism, we have understood better the way people are participating in the social movements in the digital era. The results show that the two activism types are motivated by the need to bring social change and moral conviction. However, online activism is more influenced by social validation and peer pressure and peculiar to immediate satisfaction and psychological reimbursement that social media could offer. On the contrary, offline activism is more likely to be driven by a superior sense of commitment and moral responsibility since it is more personally invested, e.g. physically and through effort. This means that perhaps online activism is capable of gathering people within a limited time span and build awareness, but it is not as proactive as offline which can be defined as an emotion-driven and identificationally oriented one. In the effectiveness, the study made online activism perform more effectively than offline activism in building awareness and reaching the global audience but not in influencing the policy and achieving real-life social change. This allows to support the idea that despite the fact that social media have the potential to help to be heard and to be seen, the impact is not always applied and not always has the long-term effect. Overall, the results suggest that online and offline activism have their advantages and both approaches could be the most effective way of creating social change when they are merged into a hybrid variant of social activism. New research is required to focus on how these two forms can be combined to get their optimum output collectively to make sure of a higher involvement and lasting change of the entire society.

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