

**Understanding the Effectiveness and Possibilities of
Hashtag Campaigns through Social Media: A Quantitative
Study on the social media users of Kerala.**

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Candidate Code

12819132053

12819132032

12819132061

12819132011

12819132022

12819132039

12819132046



**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
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**Understanding the Effectiveness and Possibilities of
Hashtag Campaigns through Social Media: A Quantitative Study on
the social media users of Kerala.**

Career related first degree programme in Mass communication and journalism Under CBCS (2a)

Year : 2021-22

CERTIFICATION

This is to certify that the project entitled, "**Understanding the Effectiveness and Possibilities of Hashtag Campaigns through Social Media**" submitted for the award of degree of BA mass communication and journalism university of Kerala, is bonafide research carried out by **Sethu Sunil, Divya S, Surya Kiran, Adarsh S, P Devana Venu, Lekshmi P, Pallavi M** under our substitution this dissertation has been submitted for the award of any other degree before.

Smt. Radhika . B
Head of the department
English and Journalism
Sree Narayana College,
Kollam.

Mr. Vaishnav. V.S.
Faculty Department
of Journalism and
Mass communication
S.N. College, Kollam

DECLARATION

We here declare that the project entitled, "**Understanding the Effectiveness and Possibilities of Hashtag Campaigns through Social Media**" is submitted to the department of journalism and mass communication, Sree Narayana College, Kollam in partial fulfillment of the requirements for the Degree of BA mass communication and journalism. This is record of original work done by us and that it has not formed the basis for award of any other degree/diploma / fellowship or any other similar titles.

1. Sethu Sunil (Reg No. 12819132053)
2. Divya S (Reg No.12819132032)
3. P Devana Venu (Reg No.12819132011)
4. Pallavi M (Reg No. 12819132046)
5. Lekshmi P (Reg No.12819132039)
6. Surya Kiran (Reg No.12819132061)
7. Adarsh S (Reg No. 12819132022)

Place: Kollam

Date:

Department of Journalism
And Mass Communication
Sree Narayana College, Kollam

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1. Sethu Sunil (Reg no. 12819132053)
2. Divya S (Reg no. 12819132032)
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4. P Devana Venu (Reg no. 12819132011)
5. Adarsh S (Reg no. 12819132022)
6. Lekshmi P (Reg no. 12819132039)
7. Pallavi M (Reg no. 12819132046)

ABSTRACT

The hashtag campaigns, the act of building up public support via social media for a cause, has been growing as a popular method to bring socio-political changes in the real world. Already, this social media means to register people's participation in virtual world to organise and coordinate social movement and mass protest has brought commendable changes in the real world. Unlike the common methods of activism, the effortless way of participating in hashtag campaigns, which doesn't require any action from the users other than 'sharing' or 'liking' or post or 'retweeting' tweets, have made the approach of many socio-political movement popular and successful in the recent times. In fact, the hashtag movement has proved to be a popular approach to bring several affirmative socio-political changes across the world. The growth of the hashtag movement may be mainly attributed to the rise in the numbers of several social media platforms and growth of active user base in the recent times.

the concept and practice of hashtag campaigns is relatively new, yet it has achieved a widespread media attention and participation of a large number of citizens for issues like raising human right abuses, justice for victims, fund raising, opposition against government policies, political campaigns, exhorting pressure to introduce law or regulations to curb crimes or people friendly rules, etc.

From the recent instances of some of the campaigns, it has been observed that the hashtag campaigns has been emerging as a data tag in advocating for a cause, connecting the social media users to participate and voice for a campaign across platforms through a concisely designed message.

The study is conducted among 304 persons from different age categories and their responses are recorded. From the study we can clearly understand that majority of the people are come across with various hashtag campaigns in social media and many are given that hashtag campaigns have process positive impact in the society. The positive response is largely from the youngsters which prove the study has future relevance.

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Chapter 1
INTRODUCTION

1.1 WHAT IS SOCIAL MEDIA ?

Social media is a virtual space and a mixture of several web pages, applications and interactive areas that are meant for the process like communication, news gathering, decision making, content sharing etc.

Social media and networks are based on the technological tools and the ideological foundations of the web 2.0 and enable the production, distribution and exchange of user generated content. They transform the global media landscape by transposing the power of information and communication to the public that had until recently a passive role in the mass communication process

1.2 ADVANCEMENT OF SOCIAL MEDIA AND CORPORATE GROWTH

Social media for business to business companies is an underutilized but powerful strategy to generate new leads, raise awareness and drive website traffic. While many people view social media as a channel only used by consumer brands, social media can significantly benefit B2B and technology companies as well.

In fact, our research found that social media produces almost double the marketing leads of trade shows, telemarketing, direct mail and pay per click campaigns. Social media lead conversation rates are also 13 per cent higher than the average lead conversation rate. This goes to show that the social media is a very important channel for B2B and technology brands.

The tactics for achieving social media goals aren't necessarily the same as the tactics in traditional marketing. We need a new version of the marketing funnel to account for social media. This updated sales funnels includes five stages:

Awareness: Making buyers aware of your product as a solution to a specific pain point or problem.

Consideration: Buyers are considering your solution instead of competitor's solution

Conversion: customer makes a final purchase decision

Engagement: staying top of mind with the customer post-purchase

Advocacy: customers become authentic brand advocates and recommend you to others.

Social media fuels a different customer journey than regular sales, and it doesn't always follow a strict path. Organic efforts can guide most B2B audiences through these five stages to create awareness build trust.

Maintain a consistent brand voice: it's critical to establish a brand persona that will serve as the foundation for social media conversations across channels integrate social media into PR and Marketing programs :social media play an important role in a multi- channel approach. Social media can amplify the success of content marketing and PR initiatives by exposing your content and placements to a broad audience.

1.3 CITIZEN JOURNALISM:

With the advancement in technology and accessibility of gadgets to communities have resulted in the participatory journalism called citizen journalism

Fourth Generation (4G) network with slashed rates of internet usage by private companies and ownership of smart phones galore amongst the middle class has initiated the onslaught of citizen journalism powered by social media. Citizen Journalism brings in transparency in the system where every consumer can be a mass communicator and vice versa. Most importantly this citizen journalism, which was quite dormant or was in search of a medium to communicate, is promoted by social media today.

Social media plays a big role in promotion of citizen journalism which later on culminates in transparency in system, the most significant role of the 'watchdog'. John Carlo Bertot, Paul T. Jaeger, Justin M. Grime's paper, "Promoting transparency and accountability through ICTs, social media, and collaborative e-government" elucidates and examines the ways in which social media and information and communication technologies (ICTs) work towards e-government transparency initiatives. It says how social media is a 'means of transparency in e-governance'. The very role of social media is today enhanced with common plebeians using it to take over the mantle of being a journalist, report the ills of society and be a watchdog themselves.

1.4 SOCIAL MEDIA IN INDIA

India is a country of diversity, people speaking different languages, wearing different attires, following different cultures and living in different geographic areas share their opinion,

cultures and strength through social media. As the constitution of India guarantees freedom of speech and expression to all citizens, social media acts as a platform to gather information and express their opinion. There are several new topics and conversations that began trending on social media in India, many of the hash tags became viral.

79% of the users in India have profiles on Facebook that makes it the second most popular platform.

Most used social media platforms in India 2021

Platform percentage

YouTube -85.80%

Facebook -75.70%

Instagram -70.60%

Twitter -50.60%

The above statistics shows how much social media influence Indian citizens.

1.5 GROWTH OF SOCIAL MEDIA AFTER JIO IN INDIA

In 2015 not long after India first got high speed 4G internet, the cost of 1GB of mobile data in India was 225 rupees .But just over five years later , the industry has witnessed a remarkable decline in pricing that helped truly launch the country's internet economy.

The dramatic fall in data prices was triggered by the sept 5, 2016 launch of Mukesh Ambani's 4G mobile network, Reliance Jio, days after India's richest man gave a 90 minute speech in which he promised to reshape the future of internet in India. India and Indians cannot afford to be left behind. Today, India is ranked 155th in the world for mobile broadband internet access out of 230 countries. Jio is conceived to change this, "Ambani said during his speech at the reliance annual general meeting. Reliance offered customers an irresistible deal -4GB of data a day for free. Within six months of reliance jio's launch, India became the top mobile data users across the world consuming over 1 billion GB of data every month in comparison with 200 million GB earlier.

With Jio's cheap data prices and other freebies, Ambani made a way for millions of poor Indians to enter the internet age, along with cheap smartphone's it also offered. Although some argue data prices were anyway declining, Jio's rock – bottom prices made possible by a combination of the deep pockets of parent company Reliance industries, lower operations costs due to only providing 4G and favourable rulings made surfing the internet as cheap as buying a samosa or a cup of tea.

That in turn has made a far wider range of tech services from entertainment to payments accessible to millions more of the country's 1.3 billion people. For example, access to the internet in the hinterland after Jio's launch had grown 35% in 2018.

In 2016, India ranked second after china in terms of app downloads globally. "Such levels of digital consumption were unprecedented a year and a half ago", observed a 2018 report by the Institute for strategy and Competitiveness at Harvard Business School. Global firms like Facebook noticed the "Jio effect" that year.

The wide internet penetration boosted the growth of several internet based start-ups such as Zomato, cab aggregator, Ola, Urban clap, among many others, and the rise of this ecosystem helped fuel deliveries and cashless payments during the pandemic. The rise of OTT platforms in India such as Netflix and Amazon can also be credited to Jio's data revolution.

Jio now plans to launch its own 5G network, reportedly by the end of 2021.

1.6 GROWTH OF VIRTUAL COMMUNITIES THROUGH SOCIAL MEDIA

Virtual communities are social networking sites that helps in connecting people virtually and this allows discussions sharing of opinions forming discussion etc...

The communication and transaction architecture of virtual communities is one example how information and communication technology renews the creation of economic value. In a virtual community all members interact, all contribute to the creation of economic value and peer-to-peer architectures facilitate transactions among peers. Particular to this new business logic of virtual communities is the role of the community as a social construct to the actual transaction and the combination of social interaction with transactions. In this paper we explore the design of this social environment for transactions. The empirical study of virtual communities shows that the social profile and the dynamics of the social momentum of the communities differ according to the business purposes. The design and managemaint of such social networks is not well understood and the emerging peer to peer architectures provide new chances and challenges for this design.

1.7 WHAT ARE HASH TAG CAMPAIGNS ?

Hash tag campaigns are campaigns that uses hash tags (#) to gain participation and popularity, it also provide a space for individuals to share their experiences , views and stands. There are several hash tag campaigns that are trending on several virtual social media sites like facebook ,twitter, instagram etc.

The world has witnessed the recent phenomenon of digital activism. In 2017 , the #Me too campaign gathered momentum on social media as the newyork times and newyorker broke the Weinstein stories eponymous of the Hollywood film producer Harvey Weinstein accused of sexual misconduct and abuse . celebrity movie stars including Rose mcgowan ,Ashley jude and Asia Argento to name only a few of them expose to stories of sexual abuse by the Hollywood producer and emboldened the #Me too movement as more women came forward to tell their stories and opening the floodgates of horror stories of sexual harassment and assaults . the time magazine honoured the women whose spokeup as the “silence breakers” and as its 2017 person of the year in salutation to the fortitude of the women whose spoke out against sexual abuse and misconduct despite the intimidations and threats which they received .

Using the hash tags #Metoo women who have been victims of sexual violence recalled through their personal stories , their traumatic and painful experience and shamed their harasses who abused of their power and authority . the movement expanded to other parts of the world as it gained magnitude and became a rallying call for women , irrespective of class and color , to use social media to shame their offenders as in France the movement came to be known as # balancetonporcand #yotambien being the Spanish version of the movement and it took several shape and shades across the world . other offshoots of the #Me too movement like Time’s up developed and aligned itself with the issues raised by #Me too.

While at the time of the launch in 2006, the social media site Twitter had not the facilities what it offers today. Twitter users were invited to answer the question “What are you doing?” in 140 characters or less, to follow the accounts of their friends, and little else (Burgess, 2011). The majority of the applications came later on Twitter that made it popular and convenient for public communication. Most importantly, the changes occurred were the result of the user-led innovation, which were later included in the Twitter functions. The term Hashtag (#) is one of the innovations which mean to coordinate Twitter conversations. With times, it became a popular term and found wide uses in other social media platforms too. The earliest mention of the term ‘Hashtag Activism’ is found on the online International

edition of British daily newspaper -The Guardian in September 2011, where it had referred to illustrate Occupy Wall Street protests. The use of hashtags in Twitter was originally proposed in mid-2007 by San Francisco-based technologist Chris Messina, both on Twitter itself and in a post on his personal blog, entitled “Groups for Twitter, or a Proposal for Twitter Tag Channels” (Messina, 2007). Twitter first introduced the hashtag as a means to coordinate conversation online, and the activists of the Occupy Wall Street Movement to coordinate spontaneous protests (Yaverbaum, 2015). Since then, the term or the symbol ‘#’ has been in use on several social media platforms, especially on Twitter, to plan and coordinate social awareness campaign, initiate protests and marches, share stories, unite communities, all connected to bring social changes.

The growth and development of new communication technologies in the last more than a decade have significantly changed the concept, method and process of initiating and coordinating social movements and mass protests. A number of studies have established the fact that internet and social media are more than useful tools to facilitate and mobilize offline protest. In this context, social media have been emerging as significant tool to promote participatory behavior, organise public discussion, disseminate information and connect new participants. As a matter of fact, most of the mass protests are born online, virtually gathering people on social media platform by isolated actors and organizations, and then float offline in the recent times. On the top of it, the added feature of Hashtag (#) in the social media site Twitter has simplified such online campaigns to streamline. It was later adopted by users to promote such campaign in different social media sites.

The birth and rise of hashtag campaigns, which unite people in the network of virtual platform i.e.. Social media via a hashtagged word, phrase or sentence for a serious issue or protest or develop awareness, is the one of the most remarkable derivative of internet in the recent times, Hashtag is a function of Twitter that allows users to streamline their tweets around a single theme, issue or focus. The term ‘Hashtag’, has evolved from use of hashtags (#) to draw attention and participation of people for a cause over social media platform Twitter. Hashtags (#) are used to index, order, and accumulate public dialog into coherent topical threads (Bonilla, 2015)

Hashtag campaigns, the act of building up public support or fight via social media for a cause, has been growing as a popular approach to voice out for change via social media. It has the ability to inject new voices into public discourse. For example, #Ferguson and #HandsUpDontShoot, hashtags that arose around the murder of Michael Brown in the US, gave marginalized citizens the opportunity to protest police brutality and media

representations of their concerns. (Bornila, 2015). Unlike the popular practices of activism, hashtag activism doesn't require any action from the users other than 'sharing' or 'liking' a post or 'retweeting' tweets on Twitter.

The growth of the hashtag movement can be attributed to the rise of several social media platforms and exponential growth of active social media users. In Hashtag movement, the social media website like Facebook, Twitter, Google+ have been found to be popular among other social networking sites in the world, including Indian subcontinent. It is proven fact that hashtag serves as a data tag while advocating for a cause, connecting the social media users to participate in campaign across platforms through a concisely designed message. Although, the concept and practice of Hashtag activism is relatively new, yet it has achieved a widespread media attention and participation of a large number of netizens for bring issues like human right abuses, justice for victims, awareness on environmental and natural disasters, opposition against government anti-people policies, fund raising, exhorting pressure for bringing law or regulations to curb crimes or people friendly rules, etc. A growing segment of social media usage on Twitter includes individuals advocating for humanitarian causes, environmental problems, or political and economic debates (Beirut, 2009). In a nutshell, the growing practice of Hashtag Activism has evolved as an influencing tool for people's participation in mass movement and protest.

1.8 #METOO

MeToo is a social movement against sexual abuse and sexual harassment where people publicize allegations of sex crimes. The phrase "Me Too" was initially used in this context on social media in 2006, on Myspace, by sexual assault survivor and activist Tarana Burke. Harvard University published a case study on Burke, called "Leading with Empathy: Tarana Burke and the Making of the Me Too Movement."

The purpose of "Me Too", as initially voiced by Burke as well as those who later adopted the tactic, is to empower sexually assaulted people through empathy and solidarity through strength in numbers, especially young and vulnerable women, by visibly demonstrating how many have experienced sexual assault and harassment, especially in the workplace.

Following the exposure of numerous sexual-abuse allegations against Harvey Weinstein in October 2017, the movement began to spread virally as a hashtag on social media. On October 15, 2017, American actress Alyssa Milano posted on Twitter, "If all the women who have been sexually harassed or assaulted wrote 'Me too' as a status, we might give people a sense

of the magnitude of the problem," saying that she got the idea from a friend. A number of high-profile posts and responses from American celebrities Gwyneth Paltrow, Ashley Judd, Jennifer Lawrence and Uma Thurman, among others, soon followed.

Widespread media coverage and discussion of sexual harassment, particularly in Hollywood, led to high-profile terminations from positions held, as well as criticism and backlash.

After millions of people started using the phrase and hashtag in this manner in English, the expression began to spread to dozens of other languages. The scope has become somewhat broader with this expansion, however, and Burke has more recently referred to it as an international movement for justice for marginalized people.

1.8.1 IMPACT OF #METOO MOVEMENT IN INDIA

Sexual Harassment of women/girls at the workplace has been alive for several years, right from the time women were emancipated and stepped out of the safety of their homes and tried to figure alongside men. This wasn't easily accepted by the males who thought these women were available and free with their favors which they really thought belonged within the four walls of their homes and within the kitchen. The role of girls was essentially considered to be that of a procreator and homemaker. There was a change within the attitude of girls but no such change within the men. At the workplace, there have been no rules or guidelines specified on what constituted harassment and what the ladies could do about it. If a lady was harassed at the workplace, her course of redressal was to lodge a complaint under Section 354 of the Indian legal code 1860, which addressed criminal assault of girls to outrage a woman's modesty, and section 509 that punishes a private for using words, gestures or act intended to insult the modesty of any woman. However, the ladies were hesitant to require such a drastic step because it could backfire on them and that they could lose their jobs and reputation, ours being a male-dominated society.

In India, the movement was started in 2018. This on social media became a shout, a semaphore, as all women shared their experiences of being harassed by male coworkers, supervisors, or people they met within the course of their work. The most important advantage of it's been to bring the difficulty to the fore. It's not a problem to be discussed in hushed tones. Because it is claimed, "what wasn't heard wasn't seen". It's most vital to voice something, be heard, and only then can it get redressed. Now because of the Me Too era, organizations haven't any choice but to take a seat up and listen and take quick action. Because if they don't, there's a public platform for ladies to make sure they're heard.

#Me Too got the organizations awakening to dust the harassment policies out of their bottom drawers and refocusing on training.

The silence was shattered. The movement marked the start of a cry against harassment. All those that finally spoke out did to urge justice or be heard or in solidarity with other women. It saw women beginning to open the closet and emboldened. Many ladies have taken the brunt of the patriarchal male behavior for too long where they were considered as playthings and sometimes senior males at that. It made women wary of complaining despite the complaint processes being in situ.

1.8.2 POSH ACT

However, there have been many lacunas within the guidelines. Many employees weren't included within the employee list and the workplace wasn't clearly defined. There was ambiguity and lots of organizations didn't follow the Vishaka guidelines. Considering the importance of girls at the workplace and therefore the effects of harassment, India's first legislation "Prevention of harassment of girls at Workplace (Prevention, Prohibition and Redressal) Act, 2013 was enacted. (POSH). It had been enacted under the Ministry of girls and Child Development. Harassment created not only an insecure and hostile environment but also affected the woman's performance at work. It also affected their social and economic process and put them through tons of physical, emotional, and psychological stress. This Act was more specific than the Vishaka Guidelines and stated the precise meaning of harassment, employee, workplace, the role and responsibility of the Employer, the interior Complaints Committee, complaint processes and procedures, penalties and redressal, actions for preventing such cases by holding training and workshops. It had been mandatory for all organizations with 10 or more employees to line up an indoor Complaints Committee. An action might be taken just in case of noncompliance.

Despite the Act being passed, there have been still many cases of harassment and unfortunately, an outsized percentage of these went unreported. Despite the advances in society, many ladies weren't reporting such cases-

They weren't beyond what constituted harassment because the employer wasn't taking this seriously and there have been no training and updates on exact meanings.

Even during this day and age, women weren't confident enough to complain about these issues especially just in case where the harasser was the Boss himself or fairly often a senior, out of fear of losing their job and reputation

The employers had not formed the interior Complaints Committee or the workers weren't updated and not conscious of whom to complain to or of the complaint and redressal procedures.

Most companies ensured compliance but overlooked the spirit of the law. The processes were in situ, ICC was found out and training was imparted. However, there was no shift within the attitude of the stakeholders. This caused the #Me Too movement, which had a greater impact than the Act itself. It made the organizations stay up and act to avoid reputational risks and loss in branding.

1.8.3 CHANGES THAT HAVE TAKEN PLACE AS A RESULTS OF #ME TOO

MeToo increased awareness about the prevalence of harassment at work and redress measures available.

Me Too movement stirred companies into action. There was alertness across corporate India. It jolted them out of their passiveness.

All companies took note to suits the luxury Act which makes it mandatory for companies with quite 10 employees to line up an indoor Complaint Committee which had not been taken seriously earlier or totally ignored.

There was renewed specialization in doing sessions with women, getting their feedback on the office situation. Giving training on aspects of harassment and getting feedbacks on any complaints and reassuring them of support.

Many Companies now feared negative publicity and undertook due diligence of all senior person profiles and encouraged self-reporting.

This saw a rise in complaints by almost 14-15% in 2018 -2019, because of the movement and increase in support by organizations fearing reputational risks. The NCW saw an increase in complaints from 570 in 2017 to 965 in 2018.

Organizations realized that if the ladies didn't get an opportunity or option to complain, they'll speak call in public, on social media, or attend the police.

Women were feeling empowered. Companies started doing more and more and ladies employees became more confident.

Many companies have gone beyond the legal requirements and put gender-neutral policies in situ.

The new employees also who were normally the targets are emboldened by this movement and upfront asked about the ICC and complaint procedures.

Earlier various service-oriented industries like advertising, travel, hospitality, even cinema where they were very complacent about the liberal attitude and a few actions and gestures were considered normal saw an attitudinal change.

It has caused fear within the minds of perpetrators, who will consider before doing something.

It motivated organizations to unravel harassment issues.

Many skeletons are beginning of the cabinet, all this is often being taken seriously by ICC and victims are becoming a justice.

Even the lower-level employees are feeling empowered. Several states have passed laws prohibiting nondisclosure agreements.

In many counties, more workers have are available in the ambit of “employees”. Many domestic and farmworkers are included.

Some states have expanded their law to hide independent contractors.

For many, it's expensive to cause a suit, the employers are providing all assistance to the victims to finish the complaint procedures and if need be to file FIR. Some organizations have found out legal funds to help such victims. YES, the #ME TOO movement has definitely impacted the implementation of the luxury ACT. But why should we await such movements to accelerate the subsequent of laws which are our rights within the first place? we'd like to seek out ways to finish such abuse and uphold the dignity of the ladies.

An excellent thanks to ensure fairness to women and gender equality is to possess more women within the organization at various levels. More the ladies, more will their voice gather strength which can cause strong social policy. The movement of the crowd always prevails. it's up to us how we stand tall and move forward.

There are numerous associations that help people fighting inappropriate behavior at the workplace by giving them a medium to retaliate using workshops and awareness modules. Yet, the essential point here is, are those workshops or preparing really leaving an impact on the disposition of representatives? Do the workshop modules depict the truth of Sexual Harassment? There are rare kinds of people that aren't kidding about really making the work environments safer for ladies representatives.

1.9 #BREAK THE CHAIN

'#Break the Chain' intends to ensure personal hygiene by using hand sanitising and hand washing at offices, public spaces and houses. The campaign was inaugurated by health minister K. K. Shailaja.

Measures to contain the coronavirus include: Avoiding social greetings that involve touch such as handshakes, avoid touching face, nose and eyes unnecessarily, cover nose and mouth with a handkerchief while coughing and sneezing. Most importantly, wash hands with soap or sanitizer.

Break the Chain campaign intends to create awareness about the above mentioned measures and take them to the public.

Besides the public, government and quasi government offices, public sector companies and banks have been directed to be a part of 'Break the Chain' campaign. If majority of the people take part in this campaign, the spread of coronavirus can be contained to a large extent. To encourage the campaign, all institutions and workplaces should make available hand sanitisers at entry points to the office, which should be used by employees before and after entering workplace

Apartment complexes should establish kiosks at the entrance and encourage people to sanitise their hands before entering or exiting the place. Ms. Shylaja said that the youth organisations should carry forward the campaign and use social media to promote #break the chain.

She appealed to all celebrities to promote the cause.

1.10 #KERALA CAN

KERALA CAN is an initiative intended to protect the society from the perils of cancer, through an effective outreach programme that includes the best cancer specialists with leading hospitals' support, that takes out cancer screening and early detection drives into all segments of the society especially the fringe groups and BPL families. The logo design has a simple idea which depicts KERALA can fight cancer.

The campaign had a pre-launch phase, a launch phase and a post-launch sustenance phase.

In the pre-launch phase, we created an awareness based campaign aimed at creating a dialogue within the society. A dialogue that will slowly become a movement, and then a collective voice of the people. We roped in Manju Warrier, an actress of repute, a tenacious

social activist, a leading dancer and a philanthropist to lead the drive. This campaign was juxtaposed with the societal outreach programmes and medical screening camps.

The camps reached out to more than 4 lakh people and their health audit was documented. This became, perhaps, the largest drive in the country against the disease.

Approx. 4 lakh people screened in the first year. Hundreds of cancer cases detected. Effective treatment deployed. The stories of cancer survivors became the campaign lead in the second year. The initiative was extremely successful in building an environment of positivity and hope. THE FIGHT CONTINUES

1.11 #BLACK LIVES MATTER

Black lives matter is a movement that raise voice for the black people and adress the discrimination, inequality,racism experienced by black people.The movement and its related organizations typically advocate for various policy changes considered to be related to black liberation.The movement began in July 2013, with the use of the hashtag #BlackLivesMatter on social media after the acquittal of George Zimmerman in the shooting death of African-American teen Trayvon Martin 17 months earlier in February 2012.

Patrisse Cullors, Alicia Garza, and Opal Tometi in 2013 formed the Black Lives Matter Network and hashtag(on twitter). Garza described the network as an online platform that existed to provide activists with a shared set of principles and goals.The movement became nationally recognized for street demonstrations following the 2014 deaths of two African Americans, that of Michael Brown,resulting in protests and unrest in Ferguson, Missouri, a city near St. Louis and Eric Garner in New York City.Since the Ferguson protests, participants in the movement have demonstrated against the deaths of numerous other African Americans by police actions or while in police custody. In the summer of 2015, Black Lives Matter activists became involved in the 2016.

The movement gained international attention and returned to national headlines during the global George Floyd protests in 2020 following his murder by Minneapolis police officer Derek Chauvin.About 15 million to 26 million people participated in the 2020 Black Lives Matter protests in the United States, making it one of the largest movements in the country's history.It comprised many views and a broad array of demands but they centered on criminal justice reform.

The features of networked social movements that fit the BLM movement certainly aided the BLM (Black Lives Matter) movement in growing as fast as it has. An article by Wired, which

drew a comparison between the BLM movement and the Civil Rights Movement poignantly illustrates how new media have helped the BLM movement to grow quickly.

Chapter 2
REVIEW OF LITERATURE

Recently, many studies and researches have focused on the major role of using the social media sites in general and hashtags in particular.

Alwagait, Shahzad, and Alim (2014) investigate the effect of excessive social media use on academic performance on universities students in Saudi Arabia. In order to recognize social media platform popularity, surveys were collected from 108 students. The results showed that there was not any relationship between social media usage in a week and GPA score. Moreover, the results pointed out that students looked at time management as a major factor that affected students' studies negatively.

Zhang, et al. (2017) indicate that female users prefer to use emotional and optimistic hashtag definitions more than male users. This research also shows a strong connection between the amount of hashtags used and the number of followers as well as the number of likes. The results show that greater male and female tweeters use somewhat similar vocabulary in their messages, but strong variations have been found in the usage of hashtags and usernames, in female tweeters citing significantly more programs and organizations with a persuaded attitude towards human activity effect on climate change, while male tweeters discuss considerably more private individuals and user's skeptical mentality.

Golbeck, J. et al. (2017) investigate why people were reading and using these hashtags and what impact it had on them. To conduct the study, a questionnaire, which contained multiple choice and free response questions, was administered to 83 people who had read or used these hashtags. The results revealed that the hashtags ended up serving as an ad hoc online community in which participants found a space of social support. Moreover, the findings pointed that building an improved sense of awareness was also an essential reason for and outcome of participation. Golbeck, J. et al. (2017) investigate why people were reading and using these hashtags and what impact it had on them. To conduct the study, a questionnaire, which contained multiple choice and free response questions, was administered to 83 people who had read or used these hashtags. The results revealed that the hashtags ended up serving as an ad hoc online community in which participants found a space of social support. Moreover, the findings pointed that building an improved sense of awareness was also an essential reason for and outcome of participation.

George, D. et al (2018) assess the characteristics of hashtag campaigns related to health in social media and compare three different campaigns in three commonly used social media platforms, namely, Twitter, Instagram, and Facebook. The campaigns were #let's talk (World Health day2017), Hands up #HIV prevention (World AIDS day 2016), and #No tobaccoWorld No Tobacco Day2017). Public posts related to each were searched from three platforms and assessed separately. Source, publicity, credibility, reach outs, and other characteristics were assessed among each campaign and comparison was also done among the three social media. The results revealed that out of 812 posts, 507 (62.4%) were related to the study. Facebook posts were more related (67.33%), popular (45.05%), and authenticated (28.22%). Among the campaigns, # let's talk was more credible (96.33%) and authenticated (33.94%). Moreover, 57.79% from individual source and 79.82% were awareness related.

Goswami, M (2018) indicates that the hashtag movement has proved to be a stimulating factor due to get entangled in socio-political events. He also indicates that the hashtag activism has emerged as a knowledge tag in advocating for a cause, connecting the social media users to participate and voice for a campaign across platforms through a concisely designed message. The researcher focused on a specific hashtag campaign called #Kony2012

Philipp, Pavica Sheldon and Herzfeldt (2019) confirm that hashtag plays a powerful role as integral element of communication via social media. The researchers present six empirical studies in order to assess motivations for using hashtags. The results revealed that there are 10 different motivations for using hashtags: amusing, organizing, designing, conforming, trend gaging, bonding, inspiring, reaching, summarizing, and endorsing. Moreover, they show that there is a relationship between these 10 motivations and the different patterns of social media behavior.

Anke, Lina and Sandra (2020) combine a recently developed automated network analysis method and content analysis to analyze two Twitter debates about animal welfare issues. Our results show that among Twitter users, citizens and environmental organizations formed a common cluster whereas media actors formed their own sub-clusters in both debates. The findings emphasize the central role of citizens for the configuration of digital counter publics. The proposed approach can be

further adapted and applied more widely for the analysis of online activism and debates.

Kouzy, et al. (2020) analyze the amount of misinformation that is posted on Twitter which related to the coronavirus epidemic. They searched Twitter with 14 popular hashtags and keywords related to the COVID-19 epidemic such as (#Corona, #Coronavirus, and #COVID19). Then they have summarized and evaluated the individual tweets looking for the wrong information compared to the verified and revised resources. Descriptive statistics have been used to compare hashtags and terms, to identify individual tweets and account properties. The study included a total of 673 tweets. Most of the tweets were posted by informal individuals/groups (66%), and 129 (19.2%) belonged to verified Twitter accounts. The majority of the tweets included contained dangerous content (91.2%); 548 tweets with 81.4% included actual information related to the COVID-19 epidemic. About 70% of the tweets processed medical/public health information, whilst others were related to financial, social, and political factors. In total, 153 tweets at percentage of 24.8% contained false information, and 107 (17.4%) included unconfirmed information related to the COVID-19 epidemic.

Jackson, S. (2016). (Re)Imagining Intersectional Democracy from Black Feminism to Hashtag Activism, *Women Studies in Communication*, discuss on how hashtag effects in attaining attention not only through online but also in democracy (in light of #black lives matter, #Girls Like Us). moreover this study also points out the limits to the democratic possibilities of online engagement and this give us a view on how internet itself, including the technological architecture of social media spaces, has complex ties to projects of militarism, advertising, and surveillance that tip the scales of power against counterpublics.

Assessment of hashtag (#) campaigns aimed at health awareness in social media
Neethu George, D. Rock Britto, Vaduva Krishnan, L. Manoj Dass, H. A. Prasant, V. Aravindhan. In this study, out of the 812 posts collected, 305 (37.56%) were unrelated to the study. Among the posts, majority of the posts were in English, credible, unpopular, unauthenticated, were from individual source, awareness related, and photographs. In our study, it is found that Facebook posts were more related, authenticated, popular, and verified. Twitter posts were unpopular and more related to awareness creation. Instagram

posts were least authenticated and credible. Hashtag campaign in social media is the recent trend of spreading the health information, especially where improvement in health literacy is targeted. This aspect is used by many major health organizations to spread the awareness. Substantial steps should be put forward to reach the people about the health campaigns, thereby effective results can be achieved. The success of the posts depends on its relatedness, credibility, authentication, and message-conveying power. The concerned people should make sure of the aptness in terms of content and audience. Social media platforms should take steps to improve the above-mentioned characteristics of the posts to make the health campaigns successful.

The Importance of Using Hashtags on Raising Awareness about Social Issues. Issam Mostafa Ta'amneh (corresponding author) Associate Professor English Language & Translation Department Isra University, Jordan Abeer Al-Ghazo Associate Professor Department of English Language and Literature Ajloun National University, Jordan.

This study attempted to highlight the importance and power of hashtags which have gained popularity, on raising awareness about social events. The findings of this study revealed that the overall degree of the expected benefits of using hashtags on raising the awareness about social events was high with a mean of 3.74. Moreover, the results showed that there were no statistically significant differences attributed to gender (male and female) in using hashtags practices and approaches in social network sites. Most people are aware of the importance of Hashtags as a powerful tool of communication in increasing the public awareness and collecting information, the points of views, perspectives and attitudes toward certain issue.

Social Media and Hashtag Activism, Dr. Manash Pratim Goswami Assistant Professor Social Media and Hashtag Activism Department of Journalism and Mass Communication Indira Gandhi National Tribal University. Many have disparaged hashtag activism as a poor substitute for “real” activism, and, indeed, some suggest that the virality and ephemerality of social media can only ever produce fleeting “nanostories” (Wasik 2009) with little lasting impact. Even though, the hashtag activism often contributes for an important cause, yet the practice has some demerits. The critics of hashtag movement often have the opinion that many participants involve in such movement to feel good and be part of a movement without even putting in any real effort. However, there are several examples that led to transform hashtag movement into real movements, by creating real change. The hashtag activism might

come and go, but the awareness and participation that it creates for several important issues are creditable.

Analyzing the Dynamic Evolution of Hashtags on Twitter: a Language-Based Approach, Hashtags are used in Twitter to classify messages, propagate ideas and also to promote specific topics and people. In this paper, we present a linguistic-inspired study of how these tags are created, used and disseminated by the members of information networks. We study the propagation of hashtags in Twitter grounded on models for the analysis of the spread of linguistic innovations in speech communities, that is, in groups of people whose members linguistically influence each other. Differently from traditional linguistic studies, though, we consider the evolution of terms in a live and rapidly evolving stream of content, which can be analyzed in its entirety. In our experimental results, using a large collection crawled from Twitter, we were able to identify some interesting aspects-similar to those found in studies of (offline) speech-that led us to believe that hashtags may effectively serve as models for characterizing the propagation of linguistic forms, including: (1) the existence of a "preferential attachment process", that makes the few most common terms ever more popular, and (2) the relationship between the length of a tag and its frequency of use. The understanding of formation patterns of successful hashtags in Twitter can be useful to increase the effectiveness of real-time streaming search algorithms

Gender Differences in Instagram Hashtag Use, Zhang Ye, Noor Hazarina Hashim, Fakhri Baghiroov and Jamie Murphy. This article draws on two theories—uses and gratification and the James–Lange theory of emotion—to investigate gender differences in Instagram hashtag use. The study content analyzes 1,382 Instagram posts with the hashtag #Malaysianfood and categorizes them as informative/emotional and positive/negative. The results show that compared to male users, female users tend to use emotional and positive hashtag descriptions. This study also finds a positive relationship between the number of hashtags used and both the number of followers and likes. Finally, the results suggest a high satisfaction with Malaysian foods based on the number of positive and negative hashtags. Academically, this study adds to the limited Instagram and hashtag literature, expands the online gender behavior literature to hashtags, and introduces hashtag sentiment to measure user satisfaction. Companies should consider gender preferences in Instagram, and other social media, hashtag use to attract and keep target customers.

Digital Methods for Hashtag Engagement Research. Janna Joceli Omena, Elaine Teixeira Rabello, André Goes Mintz First Published September 3, 2020. This article seeks to contribute to the field of digital research by critically accounting for the relationship between hashtags and their forms of grammatization—the platform techno-materialization process of online activity. We approach hashtags as sociotechnical formations that serve social media research not only as criteria in corpus selection but also displaying the complexity of the online engagement and its entanglement with the technicity of web platforms. Therefore, the study of hashtag engagement requires a grasping of the functioning of the platform itself (technicity) along with the platform grammatization. In this respect, we propose the three-layered (3L) perspective for addressing hashtag engagement. The first contemplates potential differences between high-visibility and ordinary hashtag usage culture, its related actors, and content. The second focuses on hashtagging activity and the repurposing of how hashtags can be differently embedded into social media databases. The last layer looks particularly into the images and texts to which hashtags are brought to relation. To operationalize the 3L framework, we draw on the case of the “impeachment-cum-coup” of Brazilian president Dilma Rousseff. When cross-read, the three layers add value to one another, providing also difference visions of the high-visibility and ordinary groups.

Analysis and the Role of Facebook Hashtags in Pakistan, Umbreen Tariq, First Published January 17, 2022, Over the past few years, online hashtags have gained tremendous fame mainly because of two reasons: first, as digital information trackers and second, as short and spontaneous communication tags. The present study aims to explore language factors in three types of Facebook hashtags, that is, long, short, and multiple mixed. It further investigates each factor’s role in online communication by performing an in-depth examination through activities and close-ended questions. First, it identifies factors through the writing activities where participants wrote different hashtags with their intention behind each hashtag. It follows interpretation activities in which other participants wrote their interpretations about the already written hashtags. Further, a 5-point Likert scale questionnaire was developed to note participants’ opinions about hashtags which were evaluated by the SPSS factor analysis test. Results of the study are divided into three sections and showed that lack of adequate vocabulary and lower casing is an important factor affecting digital communication in Pakistan. It is also suggested that teachers should play their part to improve informal writing and digital literacy in Pakistan.

Chapter 3

RESEARCH AND METHODOLOGY

3.1 RESEARCH

Research is a scientific and systematic search for relevant information. It's an art of scientific investigation. Research involves collection, organization and a systematic analysis of information to increase our understanding of a topic or issue. There are two basic approaches for research, quantitative approach and qualitative research.

Quantitative research from the name itself can be identified that it is the research that is Expressed using quantities. It is the generation of a data in quantitative form. This method Emphasizes the statistical, mathematical or numerical analysis of data collected through polls, Questionnaires and surveys.

Qualitative research is concerned with subjective assessment of attitude, opinion and Behaviour. Generally, the techniques of focus groups interviews, projective techniques and Depth interviews are used.

3.2 OBJECTIVES OF THE STUDY

- To Find out the effectiveness of Hashtag Campaigns.
- To find out the popularity of hashtag campaigns, through various social media.
- To Predict the positive effects of hashtag campaigns as a normal revolutionary behaviour for raising concerns in the future.
- To Understand the mental backup people are getting when participating in hashtag campaigns and the effects it creates in virtual social communities.
- To find out the importance of hashtag campaigns for social change in the current era.

3.3 RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analysing Measures of the variables specified in the problem research. Here we have both quantitative and qualitative form of analysis. Quantitative research, from the name itself can be designated that of analysing research using quantities. Studying and emphasizing the statistical, Mathematical or numerical analysis of data collected through polls, questionnaires and surveys.

Qualitative research on the other hand is an assessment of analysing attitude, opinion and Behaviour.

3.4 METHOD OF STUDY

Here we use quantitative analysis and survey as method for this study.

Here we conducted a survey from age category below 18, 18-25, 26-30 and 31-35 above seeking the opinions of "Effects of social media hashtag campaigns in society".

3.5 FIELD OF STUDY

The survey is conducted among different age categories but mainly focused on the youth of Kerala.

Total of 303 responses had been recorded Which 278 (91.75%) are from 18 to 25 age category.

3.6 PERIOD OF STUDY

The study was conducted from 1st February 2022 to April 20, 2022. The span time is mainly focused on collecting data, analysing the social media activities and hashtag campaigns and reading related books and academic articles. The study is conducted among different age groups of Society in Kerala via online through Google form and response is recorded and interpreted using visual infographic tools and software.

3.7 SELECTION OF SAMPLE STUDYING

The study is about the "Effects of social media hashtag campaigns in society" conducted among different Age categories of our society to record their reaction and approach to the Effects of social media hashtag campaigns in society.

Simple Random Sampling was used as the method for collecting data for the survey.

SIMPLE RANDOM SAMPLING

In this case each individual is chosen entirely by chance and each member of the population has an equal chance, or probability, of being selected. One way of obtaining a random sample is to give each individual in a population a number, and then use a table of random numbers to decide which individuals to include.

3.8 HYPOTHESIS

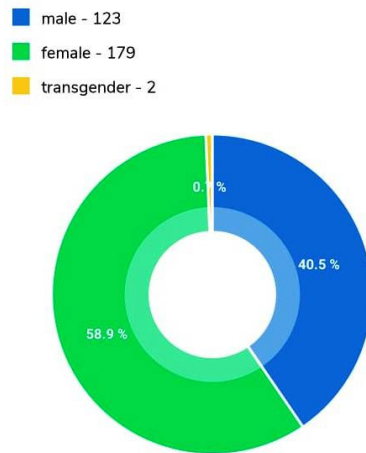
Hypothesis is a principal instrument in research. Simply speaking, hypothesis is an assumption or some supposition to be proved or disproved. But for a researcher, it's a formal question that the researcher intended to resolve.

The following Hypothesis are expected to conceive from the research.

- Hashtag Campaigns have a great role and it serves the best opportunity to raise opinions in the society through the active social media platforms.
- Hashtag campaigns are spontaneous and it creates an immediate effect among the society and especially the youth.
- The various issues worldwide are assessed in social communities all around the world through the Hashtag campaigns and it serves a major role in spreading awareness and knowledge.
- The Social Media users of Kerala are actively participating and spreading the issues raising concerns through hashtag campaigns throughout world.
- The Viral nature of hashtag campaigns can bring immediate and effective outcomes in the society.

Chapter 4
ANALYSIS AND FINDINGS

1. Gender



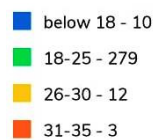
Male - 123 (40.59%)

Female - 179 (58.88%)

Transgender - 2 (0.66%)

From this figure, it is clear that the majority of the people (58.88%) are female. (40.59%) of people are in male. And the rest of them (0.66%) are transgenders.

2. In which category is your age limit?



Below 18 - 10 (3.30%)

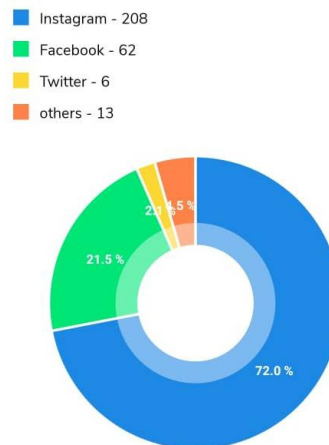
18-25 - 279 (91.78%)

26-30 - 12 (3.96%)

31-35 - 3 (0.99%)

From this figure, it can be analyzed that (91.78%) of people are in the 18-25 age group, (3.96%) of people are in the 26-30 age group, (3.30%) of people are in the below 18 age group, and the rest of them (0.99%) in the 31-35 age group.

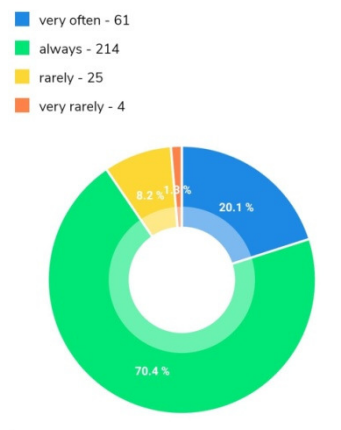
3. In which social media do you spent most of the time?



- Instagram - 208 (68.42%)
- Facebook - 62 (20.46%)
- Twitter - 6 (1.98%)
- Others - 13 (4.29%)
- No answer - 15 (4.95%)

It is clear that the majority of the people (68.42%) are using Instagram. 20.46% of people are using Facebook. 1.98% of people are using Twitter. 4.29% of people are using other social media app. And the rest of them (4.95%) are in the no answer category.

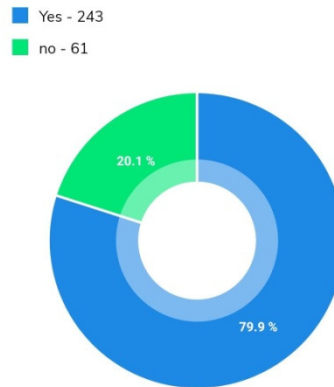
4. How often do you use social media?



- Very often - 61 (20.13%)
- Always - 214 (70.39%)
- Rarely - 25 (8.25%)
- Very rarely - 4 (1.32%)

From this figure it can be clear that majority of the people (70.39%) are always using social media. 20.13% of people are using very often (8.25%) of people are using rarely. And the rest of them (1.32%) are using very rarely.

5. Have you come across any hashtag campaigns on social media?



Yes - 243 (79.93%)

No - 61 (20.13%)

As per our question have you come across any hashtag campaigns on social media;(79.93%) of the people answered that they come across hashtag campaigns on social media. Rest of them (20.13%) answered no.

6. In which of these hashtag(#) campaigns have you come across in social media?



#blacklivesmatter - 49 (16.17%)

#metoo - 111 (36.51%)

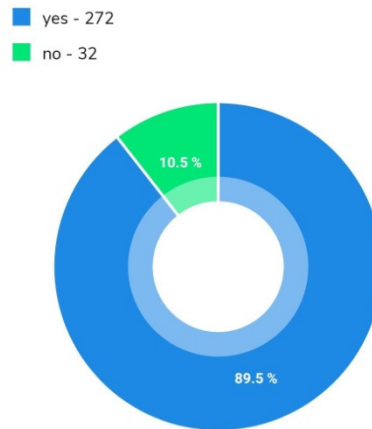
#keralacan - 32 (10.56%)

#break the chain - 107 (35.31%)

No Answer - 5 (1.65%)

As from this stats, it is clear that a large number of people are familiar with all these hashtag campaigns and majority of them(36.51%) are familiar with #metoo, (35.31%) are come across with #break the chain, (16.17%) are familiar with #blacklivesmatter, and least percentage of people(10.56%) are familiar with #keralacan and (1.65%) are given no answer.

7. Do you think hashtag campaigns have any effects on society?

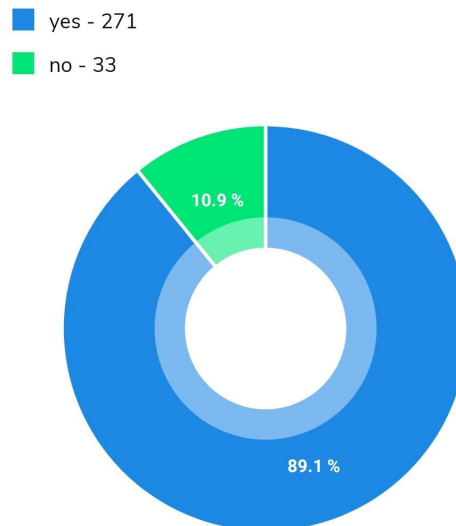


Yes - 272 (89.47%)

No - 32 (10.56%)

From this figure, it is clear that the majority of the people(89.47%) answer is yes . And the rest of them (10.56%) answered no.

8. Do you think hashtag campaigns can bring social change?

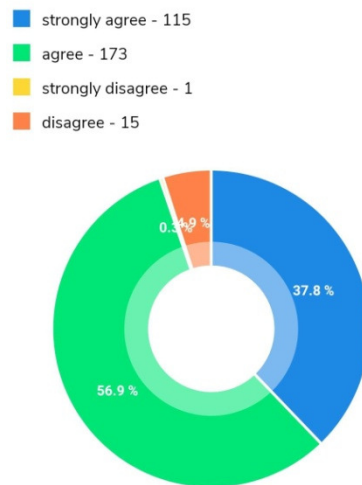


Yes - 271 (89.14%)

No - 33 (10.89%)

To the question of do you think hashtag campaigns can bring social change, most people (89.14%) have answered that hashtag campaigns can bring social change. Only a very small percentage (10.89%) of people say that no.

9. "Social media have the responsibility for social development and hashtag campaigns have a vital role in it".Do you agree with this statement?



Strongly agree - 115 (37.83%)

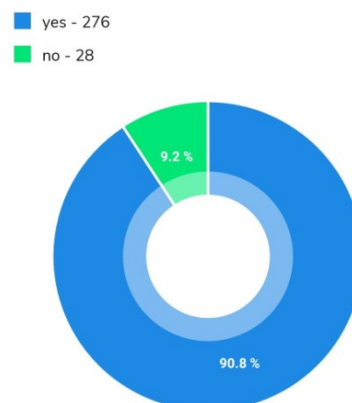
Agree - 173 (57.10%)

Strongly disagree - 1 (0.33%)

Disagree - 15 (4.95%)

Most people (57.10%) agree that hashtag campaigns have a vital role in social development. There are those who (37.83%) strongly agree without further ado. Only a very small percentage (4.95%) of people disagree. There are no people (0.00%) who do strongly disagree.

10. Do you think hashtag campaigns can act as a best medium to spread awareness in the modern society in perspective of health, social, political and economic aspect?

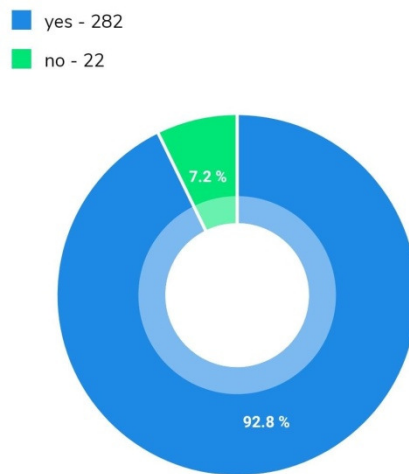


Yes - 276 (90.79%)

No - 28 (9.24%)

From this figure, it can be analyzed that the majority of people (90.79%) thinks hashtag campaigns can act as a best medium to spread awareness in the modern society. And the rest of them (9.24%) are opt as not.

11. Do you think hashtag campaigns and social media give opportunity to raise your opinion in the public domain?

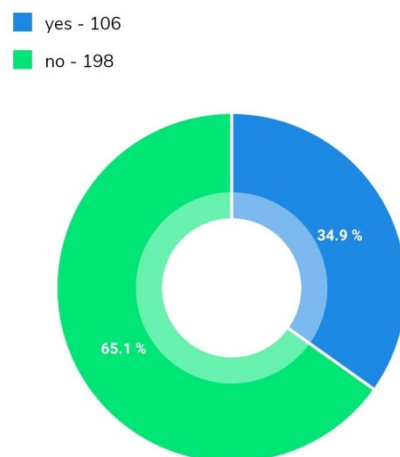


Yes - 282 (92.76%)

No - 22 (7.26%)

From the figure, it is clear that the majority of people (92.76%) are think so hashtag campaigns and social media give opportunity to raise their opinion in the public domain. Rest of them (7.26%) are don't think so.

12. Do you fear about the negative consequences like cyber attacks when engaged in hashtag campaigns?

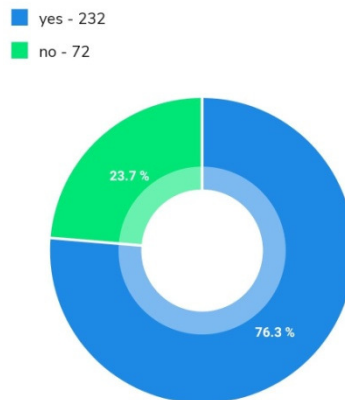


Yes -106 (34.98%)

No - 198 (65.13%)

This figure shows that a large number of people (65.13%) are not afraid of this. And the rest of them (34.98%) are afraid about this.

13. Do you spread hashtag campaigns through your post in social media?

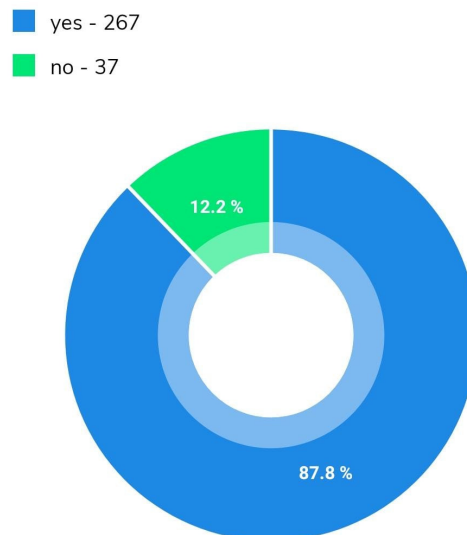


Yes - 232 (76.32%)

No - 72 (23.76%)

From this figure, (76.32%) of people are spread hashtag campaigns through their Posts in social media and (23.76%) of people do not.

14. Do you think hashtag campaigns will serve as a revolutionary act for voicing out various problems to build a collective opinion?

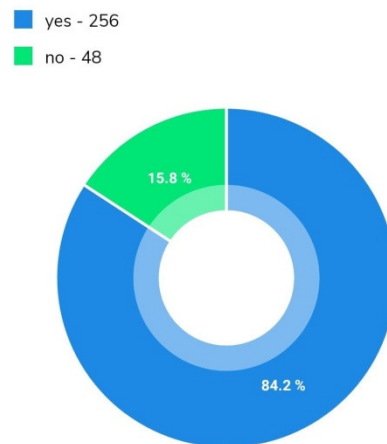


Yes - 267 (87.83%)

No - 37 (12.21%)

From the figure, it can be analyzed that most of the people (87.83%) are think so hashtag campaigns will serve as a revolutionary act for voicing out various problems to build a collective opinion. And the rest of them (12.21%) are don't think so.

15. Do you think the effect of hashtag campaigns will be consistent in cyber space?



Yes - 256 (84.21%)

No - 48 (15.84%)

From this figure, we can clearly see that most of the people think the effect of hashtag campaigns will be consistent in cyber space and the percentage of people is (84.21%). And the rest of them (15.84%) do not agree with this.

From the above findings and analysis on the topic of the "Understanding Effectiveness and Possibilities of Hashtag Campaigns through Social Media" it is understood that:

- Majority of the people who are using social media have come across different hashtag campaigns.
- A large group of people hope that these hashtag campaigns can have a great effect on social media as they address current scenarios of our society.
- Majority answered, they always use social media and this indicates that they are aware of how intensively hashtag campaigns can affect our social media platforms as well as our society.
- #me too campaign and #Break the chain campaign gained more popularity among the social media users as they are more recent as well as effective in society.

- Most of the people wish that hashtag campaigns can bring a social change in our society (270 out of 303 agreed)
- Majority of people strongly agree (114 of 303) that social media has a responsibility for social development and hashtag campaigns play a key role in building this.
- According to many(275 of 303), hashtag campaigns are the best medium to spread awareness among people especially in the modern age because all are now connected to new media.And these hashtag campaigns cover a wide range of subjects and people.
- 281 of 303 responses states that hashtag campaigns and social media supply an opportunity to raise a public opinion and standards in the public domain, which is representative of society as a whole.
- Negative consequences of hashtag campaigns (cyber bullying, defamation) are always a fear for at least 35 percent of people.
- Most of the people (231 of 303) become a part of hashtag campaigns through sharing those through their social media pages.
- About 87.79 percent of positive response indicates that hashtag tag campaigns always servers as a revolutionary act for voicing out various problems that exist in our community.
- A majority of people (255 of 303) believes that hashtag campaigns will stand constant as well as consistent in a cyber space with out losing its importance and this stand as a source of suport and backbone in future too.

Chapter 5
ANALYSIS AND DISCUSSION

In this modern world of new media, hashtag campaigns serves as a platform that promote and support people's voice. Power of hashtag campaigns (like # me too, # Back lives matter, # Break the Chain etc.) have reflected almost all areas of social life irrespective of political, economic, social boundaries etc. In Fact these campaigns can be spotted as a perfect example for media functioning as the 4th estate in a democratic government.

From the article of Athirah Nasruddin on Me too movement he justifies his hope that, this organization can extend its reach and could get maximum popularity and this match with our findings, because 89.11% of people in our survey responded positively that hashtag campaign can bring a social change, 92.74% people replied that social media give an opportunity to raise their opinion in the public domain and about 84.18% people thinks that the effects of hashtag campaigns will be consistent in cyber space.

Azhagan Chenganna in his research paper " A critical approach to media studies : Examples of # hashtag campaigns " he explains how #hashtag movements like #MeToo which has had a global impact raising awareness about sexual harassment and violence and how online media has allowed new forms of audience participation and the mediated experience of digital media cannot be undermined on the basis that only face-to-face communication matters and this supports our finding that how hashtag campaigns effects social media and how it communicates with common people.

Future of hashtag

Hashtag activism is easing the task of the social or political activists in gaining mass support worldwide and helping to raise awareness of social issues at a faster pace. Trending hashtags also helps in bringing speedy attention to the mainstream media and the authorities concerned about those issues. We can trace back several such hashtag initiated movements that have had a beneficial impact on enhancing attention towards improving social causes. For instance, #blacklivesmatter and #meeto are two among many successful examples of hashtag campaigns. These campaigns bought the issues of police brutality and racial violence against African-American people and movement against sexual harassment and sexual abuse respectively into the forefront. These movements got massive support across the globe.

If data and trends are to go by, the popularity and significance of hashtags will only continue to increase in relevance in 2020 and beyond. So, make sure every campaign, every communication, and every online presence of your brand is with a hashtag that engages your audience. Here's how Hashtags will help your brand in 2020. The right use of hashtags increases engagement and conversations among your target audience. The right hashtags help your content reach to a broader range of audience as social media platform's algorithms group your hashtags with similar content and share it with an audience who have consumed content of this pattern in the past.

Recommendations

In light of the results of the study and to gain a deeper fruitful understanding of the impact of using hashtags as a powerful tool of communication in each and every sector of society.

Following are the recommendations:

More comprehensive studies must be conducted to gain a deeper understanding of the impact of hashtag used on different social networking sites. Other comprehensive studies must be conducted to identify the factors or obstacles that may hinder the effective transfer of the received information through hashtags.

Chapter 6
CONCLUSION

CONCLUSION

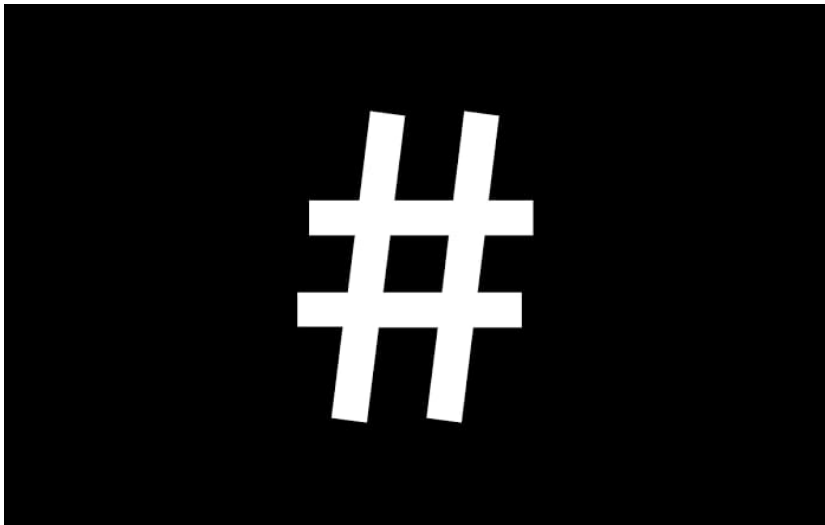
The hashtag fever took over the social media scene a few years ago. Ever since it has been a part of the social media strategies of many brands. Hashtags are a part of impressions on your social media and brands are employing different hashtags in efforts to increase brand awareness across different social media platforms.

The social media scene has seen many fads and trends and will continue to evolve as a platform for promoting your brand. One such popular, innovative trend that brands are employing for their social media campaigns is 'hashtag campaigns.'

Hashtag campaigns are social media campaigns in which brands use unique hashtags as an identity for their campaign. The idea behind social media campaigns is to create brand awareness. Unique brand hashtags for campaigns can help create an image for your brand. Hashtag campaigns can be helpful in building a buzz around your brand and drive engagement along your audience.

Over the past few years, many brands have employed hashtag campaigns to achieve different goals. Whether you are trying to build anticipation ahead of launching a new product or trying to promote your brand, hashtag campaigns are a great way to give your campaign an identity

Chapter 7
APPENDIX



**KERALA
CANCER**
തൃശ്ശൂർ ക്യാൻസർ
Supported by
e Eram Group

A pink-tinted graphic for Kerala Cancer awareness. It features a DNA double helix on the left, a stylized human figure in the center, and a large pink flower on the right. The text "KERALA CANCER" is prominently displayed in bold black letters, with a red horizontal line striking through the word "CANCER". Below it, the Malayalam text "തൃശ്ശൂർ ക്യാൻസർ" is written. At the bottom, it says "Supported by" followed by the Eram Group logo, which consists of a red square with a white 'e' and the text "Eram Group".



#WorldCancerDay2022 #CancerDay
 #KeralaCan #support #coconics
 #intel #IntelInside #windows #onsiteservice
 #makeinindia #madeinindia



🗨️ ↻️ ❤️ 2 🔗

TenPoint @TenPointMedia · Feb 4
 To the fighters

#WorldCancerDay2022 #KeralaCan
 #CancerDay #cancerfighter #cancerfree
 #boldandproud #support

Amala Pa... @Amala_... · Aug 11, 2019

My heart goes out to everyone affected by the floods back home. Let's come together to help each other out. Do circulate helpline numbers and other important information.

#KeralaCan #KeralaNeedsUs
 #keralafloods2019 #keralafloodrelief



🗨️ 8 ↻️ 52 ❤️ 574 🔗

Coconics Private ... @Coconics... · Feb 4
 Keep fighting!

#WorldCancerDay2022 #CancerDay



Kerala Government | ... @iprd... · 2h
 മികവാടെ മുന്നോട്ട്: 86

പ്ലാസ്റ്റിക് മൂത്ര കടലിനായി 'ശുചിത്വ സാഗരം സുന്ദര തീരം' പദ്ധതി

വിശദവായനയ്ക്ക്
facebook.com/10006893114037...

#mikavodemunnott #suchitwasagaram #kerala



🗨️ ↻️ 1 ❤️ 5 🔗



**#ME
TOO** 
STOP sexual ASSAULT and HARASSMENT

Chapter 8
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