



**EXPLORING THE ROLE OF SOCIAL MEDIA IN MOBILIZING SOCIAL
MOVEMENTS IN GHANA: A COMPARATIVE STUDY OF OCCUPY JULORBI
HOUSE PROTEST AND FIX THE COUNTRY MOVEMENT.**

BY

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DECLARATION BY STUDENT – DISSERTATION

I hereby declare that this research is a result of my original research and that, no part of it has been presented for another degree in this university or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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DEDICATION

I dedicate this work to myself, Jessica Fati Gyimah, for committing to this course and persevering through the challenges along the way. I also dedicate it to my mother, whose unwavering motivation and endless patience made this journey possible. Your support has been my anchor through every challenge.

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ABSTRACT

This study examines the role of social media in mobilizing social movements in Ghana, focusing on two influential cases: the Occupy Julorbi House protest and the Fix the Country movement. Both movements utilized platforms such as Twitter, Instagram, and TikTok to frame socio-political issues, engage the public, and coordinate offline activism. Using a quantitative descriptive design, the research surveyed 384 respondents to analyze platform preferences, engagement levels, and perceptions of these movements' impact on public discourse and policy. Data collection was conducted through online surveys, and the analysis was carried out using SPSS to generate descriptive statistics and cross-tabulations for detailed insights. The findings indicate that Twitter is the most popular platform, preferred by 29.2% of respondents, with Instagram and TikTok following closely. Social media was shown to be effective in awareness-building, as 81.3% of respondents first learned of the Fix the Country movement through social media, while 78.4% learned of Occupy Julorbi House through the same means. Active engagement was significant, with 73.4% of respondents sharing content and participating in hashtag campaigns, leading to offline mobilization, as 73.2% and 71.9% joined physical protests organized by Occupy Julorbi House and Fix the Country, respectively. While Fix the Country resonated more broadly (57% of respondents felt strongly connected to its message compared to 54.4% for Occupy Julorbi House), challenges included misinformation, government surveillance, and limited direct influence on policy. Only one-third of respondents perceived that either movement directly influenced government decisions, although 57.3% believed Fix the Country led to significant societal change. Based on these findings, the study recommends enhancing digital and media literacy to help citizens critically engage with information online, addressing the digital divide by improving internet infrastructure in underserved areas, and fostering stronger connections between online and offline activism to increase policy influence. Additionally, activists are encouraged to establish formal dialogue channels with policymakers to help translate social media momentum into actionable policy outcomes. Future research should explore the long-term policy effects of social media-driven activism in Ghana and its impact across diverse demographics, offering a more comprehensive understanding of digital platforms in Ghanaian civic engagement and activism.

Keywords: Social Media, Digital Activism, Public Discourse, Civic Engagement, Policy Influence, Online Mobilization, Ghanaian Activism, Occupy Julorbi House, Fix the Country, Digital Divide.

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LIST OF ABBREVIATIONS

SPSS – Statistical Package for the Social Sciences

IRB – Institutional Review Board

IG – Instagram

NGO – Non-Governmental Organization

GIG – Ghana Internet Group

SP – Social Platforms

DM – Digital Mobilization

SMM – Social Media Movements

SMDA – Social Media-Driven Activism

P&E – Policy and Engagement

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter will set the foundation for this study by introducing the topic, "Exploring the Role of Social Media in Mobilizing Social Movements in Ghana: A Comparative Study of Occupy Jolorbi House Protest and Fix the Country Movement." It begins with a background discussion that contextualizes the rise of social media as a powerful tool for activism and its significance in shaping public discourse and political engagement in Ghana. The chapter then outlines the problem statement, emphasizing the need to explore how social media has been utilized by these two prominent movements to frame issues, mobilize supporters, and influence change. This chapter also presents the research objectives and questions guiding the study, discusses the significance of the research in contributing to both academic knowledge and practical activism, and concludes with an overview of the structure and organization of the entire study.

1.1 Background to the Study

Social movements have long played a crucial role in advocating for political, social, and economic change. Traditionally, these movements relied on face-to-face communication, print media, and broadcasting to mobilize supporters and disseminate their messages (Tarrow, 2011). However, the rise of digital technologies, particularly social media, has significantly altered the ways in which social movements operate. Social media platforms such as Twitter, Facebook, and Instagram have become indispensable tools for organizing, communicating, and sustaining movements, offering both opportunities and challenges for activists worldwide (Castells, 2012). In the context of Ghana, the use of social media has become increasingly prominent in recent years, particularly in the

mobilization of social movements such as the Occupy Jolorbi House protest and the Fix the Country movement.

The Occupy Jolorbi House protest, which began in 2023, was a response to growing public dissatisfaction with the Ghanaian government's handling of economic and social issues, including corruption, unemployment, and inadequate public services (Agyepong, 2023). Social media played a central role in the organization and spread of this protest, allowing activists to quickly disseminate information, coordinate activities, and rally support from a broad base of citizens. The movement leveraged platforms like Twitter and Facebook to frame the government's actions as a betrayal of public trust, thereby generating widespread indignation and participation (Agyepong, 2023). The rapid spread of information through social media also enabled the protest to gain international attention, further amplifying its impact.

Similarly, the Fix the Country movement, which emerged in 2021, sought to address systemic issues in Ghana, such as poor infrastructure, unemployment, and economic inequality (Owusu, 2022). Like the Occupy Jolorbi House protest, Fix the Country relied heavily on social media to mobilize support and communicate its message. The movement used hashtags, viral posts, and online petitions to draw attention to the failures of the government and to frame these issues as urgent national concerns (Owusu, 2022). Social media not only facilitated the rapid spread of the movement's message but also allowed for the creation of a collective identity among participants, fostering a sense of solidarity and shared purpose.

The role of social media in these movements reflects broader global trends in digital activism. Scholars have noted that social media has become a powerful tool for organizing and sustaining social movements, enabling activists to bypass traditional media gatekeepers and directly engage with the public (Tufekci, 2017). For example, the Arab Spring uprisings of 2010-2011 and the

Black Lives Matter movement in the United States have demonstrated how social media can be used to coordinate protests, share real-time information, and shape public discourse (Howard & Hussain, 2013; Freelon, McIlwain, & Clark, 2018). In these cases, social media has been instrumental in amplifying the voices of marginalized communities, challenging dominant narratives, and holding those in power accountable.

In the Ghanaian context, the use of social media in mobilizing social movements is particularly significant given the country's evolving political and media landscape. Ghana has a relatively high level of internet penetration and social media usage compared to other African countries, which has facilitated the growth of digital activism (Internet World Stats, 2022). Moreover, the increasing disenchantment with traditional political processes and the perceived inefficacy of mainstream media have led many Ghanaians, especially the youth, to turn to social media as a platform for expressing their grievances and demanding change (Gyampo, 2021). The Occupy Jolorbi House and Fix the Country movements are examples of how social media can be harnessed to galvanize public support and push for political and social reforms.

The effectiveness of social media in these movements can be attributed to its ability to facilitate rapid communication, reach a wide audience, and create a sense of immediacy and urgency (Bennett & Segerberg, 2012). Social media allows activists to quickly respond to developments, coordinate actions across different locations, and maintain momentum over time. Additionally, the interactive nature of social media enables activists to engage directly with their supporters, receive feedback, and adapt their strategies accordingly (Jenkins, Ford, & Green, 2013). This dynamic and participatory approach to activism contrasts with more traditional, hierarchical forms of organization, allowing for greater flexibility and responsiveness.

However, the use of social media in social movements is not without challenges. While it can facilitate rapid mobilization and widespread participation, it also poses risks, such as the spread of misinformation, surveillance by authorities, and the potential for online activism to remain confined to the digital realm without translating into tangible outcomes (Morozov, 2011). In the case of Ghana, activists have had to navigate these challenges while leveraging social media to achieve their goals. The success of the Occupy Jolorbi House and Fix the Country movements in sustaining public engagement and pressuring the government to address their demands highlights the potential of social media as a tool for social change, but also underscores the need for strategic planning and offline action.

The comparative study of these two movements provides valuable insights into the dynamics of social media-driven activism in Ghana. By examining how social media was used to frame issues, mobilize support, and sustain momentum, this research contributes to a deeper understanding of the role of digital technologies in contemporary social movements. It also sheds light on the specific factors that influence the effectiveness of social media in the Ghanaian context, such as the political environment, media landscape, and the strategies employed by activists.

The Occupy Jolorbi House protest and the Fix the Country movement exemplify the growing importance of social media in the mobilization of social movements in Ghana. These movements have successfully harnessed the power of social media to frame their messages, engage with the public, and push for political and social change. As digital technologies continue to evolve, it is likely that social media will play an increasingly central role in the organization and operation of social movements, both in Ghana and globally. This research seeks to explore these dynamics in greater depth, contributing to the broader discourse on digital activism and its implications for social and political change.

1.2 Problem Statement

The rise of social media has dramatically reshaped the way social movements are organized and executed, providing activists with powerful tools for communication, mobilization, and advocacy. In Ghana, the Occupy Jolorbi House protest and the Fix the Country movement have exemplified the significant role social media can play in rallying public support and bringing attention to pressing societal issues. However, while the impact of social media on social movements has been well-documented globally, there is a gap in the literature concerning its specific influence within the Ghanaian context. The dynamics of social media-driven activism in Ghana, including how these platforms are utilized to frame issues, mobilize resources, and sustain collective action, remain underexplored (Ems, 2014; Tufekci, 2017).

Both the Occupy Jolorbi House and Fix the Country movements emerged in response to widespread dissatisfaction with governance, economic conditions, and social inequality in Ghana. These movements have leveraged social media to amplify their messages, engage with the public, and coordinate protest activities. However, there is a need for a deeper understanding of how social media has influenced the framing and public perception of these movements. Specifically, questions remain about how these movements have used social media to construct narratives, mobilize supporters, and challenge the status quo in a politically charged environment (Agyepong, 2023; Owusu, 2022).

Moreover, the comparative study of these two movements provides a unique opportunity to examine the different strategies and outcomes associated with social media use in social mobilization. While both movements have successfully harnessed social media, they differ in their approaches, messages, and levels of success. A critical analysis of these differences can shed light on the factors that contribute to the effectiveness of social media in mobilizing support and

influencing public discourse in Ghana. This comparison also raises important questions about the role of social media in shaping the trajectory and impact of social movements in other similar contexts (Tilly & Tarrow, 2007; Gitlin, 1980).

Furthermore, the broader implications of social media's role in Ghanaian social movements extend beyond the immediate outcomes of these protests. Understanding how social media influences social movements can provide insights into the changing nature of political participation and civic engagement in Ghana. As digital platforms continue to evolve, there is a need to explore how they might further transform activism and social mobilization in the future. This study aims to contribute to the growing body of literature on social media and social movements by providing a detailed analysis of its role in these two significant Ghanaian protests (Castells, 2012; Ems, 2014).

This research seeks to address the gap in the existing literature by exploring the role of social media in mobilizing social movements in Ghana, with a comparative study of the Occupy Julorbi House protest and the Fix the Country movement. By examining how these movements have used social media to frame issues, mobilize resources, and sustain collective action, this study aims to enhance our understanding of the influence of digital platforms on contemporary social movements in Ghana and contribute to the broader discourse on social media and activism (Tufekci, 2017; Snow & Benford, 1992).

1.3 Research Objectives

The general objective of this study is to explore and analyze the role of social media in mobilizing social movements in Ghana, specifically focusing on the Occupy Julorbi House protest and the Fix the Country movement, and to compare the strategies, outcomes, and impact of these movements in influencing public discourse and political change.

The specific research objectives include the following;

1. To examine how the Occupy Jolorbi House protest and the Fix the Country movement utilized social media platforms to frame their causes and communicate their messages to the public.
2. To analyze the effectiveness of social media in mobilizing support and participation for the Occupy Jolorbi House protest and the Fix the Country movement.
3. To compare the impact of social media on the outcomes of the Occupy Jolorbi House protest and the Fix the Country movement in terms of their influence on public policy and societal change.

1.4 Research Questions

1. How did the Occupy Jolorbi House protest and the Fix the Country movement use social media to frame their issues and construct narratives that resonated with the Ghanaian public?
2. What were the key social media strategies employed by the Occupy Jolorbi House protest and the Fix the Country movement to mobilize support, and how effective were these strategies in engaging and sustaining public participation?
3. In what ways did the use of social media by the Occupy Jolorbi House protest and the Fix the Country movement influence public policy and contribute to societal change in Ghana, and how do these outcomes compare between the two movements?

1.5 Hypothesis

Hypothesis 1: The Occupy Jolorbi House protest and the Fix the Country movement effectively used social media platforms to frame their issues around governance, economic challenges, and social accountability, creating narratives that strongly resonated with the Ghanaian public.

Hypothesis 2: The use of key social media strategies, such as hashtag campaigns, visual storytelling, and direct calls to action, by both the Occupy Jolorbi House protest and the Fix the Country movement significantly increased engagement and sustained public participation.

Hypothesis 3: Social media use by the Occupy Jolorbi House protest and the Fix the Country movement had a measurable influence on public policy awareness and contributed to societal change in Ghana, though the degree and nature of influence varied between the two movements

1.6 Significance of the Study

First of all, this study will contribute to the growing body of literature on social media's impact on social movements, particularly within the African context. By focusing on Ghana, this research addresses a gap in the existing scholarship, which often centers on social movements in Western or Middle Eastern contexts. The study provides valuable insights into how social media platforms are being utilized by activists in Ghana to mobilize support, frame issues, and challenge governmental authority. This contributes to a broader understanding of how digital tools are reshaping activism in developing countries, offering a nuanced perspective on the intersection of technology and social change.

Secondly, the study has practical implications for activists, policymakers, and civil society organizations in Ghana and similar contexts. By analyzing the strategies and outcomes of the Occupy Jolorbi House protest and the Fix the Country movement, this research can identify

effective social media tactics that can be leveraged in future activism. It also highlights potential challenges and limitations, such as government censorship or digital divide issues that need to be addressed to enhance the effectiveness of social media-driven movements.

Lastly, this study will contribute to the broader discourse on digital democracy and civic engagement. As social media continues to play an increasingly central role in political and social life, understanding its impact on mobilization and public discourse is crucial. The findings of this research can inform global discussions on the potential of social media to foster democratic participation and civic engagement, particularly in emerging democracies. By examining the case of Ghana, the study adds to the global understanding of how digital platforms can be harnessed to promote social justice, accountability, and political change.

1.7 Scope of Study

This study will encompass an in-depth examination of the role of social media in mobilizing social movements in Ghana, with a specific focus on the Occupy Jolorbi House protest and the Fix the Country movement. The research will analyze how these movements utilized social media platforms to frame their causes, mobilize public support, and influence public discourse. The study will be limited to the period during which these movements were most active, providing a comparative analysis of their strategies, outcomes, and impact on Ghanaian society and policy. The study will also explore the challenges and opportunities presented by social media in the context of activism in Ghana, offering insights that are relevant to similar contexts in other emerging democracies.

1.8 Organization of the Study

This study is organized into five main chapters. The first chapter introduces the research topic, outlining the background, problem statement, research objectives, research questions, and the

significance of the study. Chapter two provides a comprehensive review of related literature, examining existing research on social media's role in social movements globally and within the Ghanaian context, and introduces the theoretical framework of framing theory. Chapter three details the research methodology, including the research design, data collection methods, and analysis techniques used in the study. Chapter four presents the findings of the research, offering a comparative analysis of the Occupy Jolorbi House protest and the Fix the Country movement in terms of their use of social media for mobilization and framing. The final chapter, chapter five, discusses the implications of the findings, provides recommendations for future activism and policymaking, and concludes the study by summarizing key insights and contributions to the field.

1.9 Chapter Summary

This Chapter introduced the research topic and established the context for exploring the role of social media in mobilizing social movements in Ghana. It contained the problem statement, highlighting the gap in existing literature concerning social media-driven activism in Ghana. The chapter has also defined the research objectives and corresponding questions that will guide the study. Furthermore, it underscored the significance of the research for scholars, activists, and policymakers, and provided an outline of the study's structure. This chapter lays the groundwork for the subsequent exploration and analysis of the Occupy Jolorbi House protest and the Fix the Country movement in the next chapter on Literature Review and Theoretical Framework.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter delves into the literature and theoretical frameworks that underpin the study of social media's role in mobilizing social movements in Ghana, with a specific focus on the Occupy Jolorbi House protest and the Fix the Country movement. It provides a comprehensive review of existing research on the impact of social media on social mobilization, examining how digital platforms shape the strategies and outcomes of contemporary social movements. The chapter also introduces and discusses the theoretical frameworks of framing theory and which offer critical insights into how social media facilitates the organization, communication, and success of these movements. By integrating the literature review with theoretical perspectives, this chapter lays the groundwork for understanding the dynamics of social media-driven activism in Ghana.

2.1 Review of Related Literature

The review of related literature in this chapter explores the intersection of social media and social movements, emphasizing key studies that show how digital platforms influence activist strategies and outcomes. It begins with an examination of scholarly work on the role of social media in modern social movements, focusing on how these platforms enable the framing of issues and mobilization of support. The literature review covers both global and local contexts, highlighting research that addresses the effectiveness of social media in fostering engagement, shaping public discourse, and sustaining collective action. By synthesizing these studies, the review provides a

foundational understanding of how social media impacts social movements in Ghana and sets the stage for the application of theoretical frameworks to this context.

2.1.1 Introduction to Social Media

Social media has revolutionized global communication, transforming how people interact, share information, and engage with society (Duong, 2020; Anuashok et al., 2024). Platforms like Facebook, Twitter, and Instagram have created spaces for connecting with friends, family, and strangers over shared interests and causes (Duong, 2020; Setyaningsih & Nur, 2023). This digital revolution has reshaped interpersonal relationships, business-consumer interactions, and civic engagement (Anuashok et al., 2024; Chandralekha, 2023). Social media facilitates global connectivity, information access, and participation in social and political life (Setyaningsih & Nur, 2023). This digital landscape has facilitated the rapid exchange of information, breaking down geographical barriers and allowing for the global dissemination of news and opinions (Kaplan & Haenlein, 2010). Social media's interactive nature, characterized by user-generated content and real-time communication, has made it a vital tool in modern society, influencing everything from personal relationships to political movements (Kietzmann et al., 2011).

The rise of social media has significantly altered information consumption patterns, challenging traditional media's monopoly on news dissemination (Li, 2023). Social media platforms have become gateways to diverse information, enabling users to act as readers, publishers, and creators (Hasyim & Arafah, 2023). This shift has democratized information sharing, enabling ordinary people to contribute to public discourse and challenge established narratives (Shirky, 2011). However, this also means that misinformation can spread just as quickly, complicating the media landscape and requiring users to critically evaluate the content they encounter online (Vosoughi, Roy, & Aral, 2018).

Social media has become an essential tool for non-governmental organizations (NGOs) to engage with their audiences and promote their causes. Studies show that 88-97% of environmental NGOs use major social media platforms, though their follower counts vary significantly (Hanna Kim et al., 2023). NGOs primarily use social media for information dissemination, community building, and action mobilization (Lovejoy & Saxton, 2011). The ability to target specific demographics with tailored messages has made social media an invaluable resource for these entities (Mangold & Faulds, 2009). This targeted communication capability has also been instrumental in the rise of social movements, where activists can rally supporters and coordinate actions with unprecedented efficiency.

Social media has emerged as a powerful force in shaping public opinion and influencing societal dynamics. It provides a platform for diverse voices, challenging traditional media's dominance and fostering a more pluralistic public sphere (Benrazek, 2021). By facilitating interaction, information sharing, and collective discussions, social media significantly impacts opinion formation on various issues (Abu Muna Almaududi Ausat, 2023). This has been particularly important in contexts where media freedom is restricted, as social media provides an alternative avenue for expression and information sharing (Tufekci, 2017). The accessibility of these platforms has empowered marginalized groups, enabling them to amplify their voices and advocate for their rights on a global stage.

Social media has emerged as a powerful tool for facilitating cross-cultural communication and understanding on a global scale. These platforms enable users from diverse backgrounds to connect, collaborate, and exchange knowledge, transcending geographical boundaries (Abdul Wajid Fazil et al., 2024; O. Astakhova, 2015). Research indicates that social media usage enhances cross-cultural competence by providing opportunities for interaction with individuals from

different cultures, promoting awareness of diverse values and perspectives (Jialin, 2023). This has had profound implications for social movements, which can now mobilize support from across the world. The ability to engage with a global audience has expanded the scope of activism, allowing local issues to gain international attention and support (Castells, 2012). In this way, social media has become a powerful tool for social change, enabling individuals and groups to challenge the status quo and advocate for a better world.

2.1.2 Social Movements

Social movements have been instrumental in driving social change and advocating for marginalized groups throughout history (Zald et al., 2005; Snow et al., 2007). These movements have addressed various issues, from civil rights and environmental concerns to women's rights and pay equity reform (Zald et al., 2005). Defined as collective efforts to challenge or promote societal norms and policies, social movements have played a vital role in shaping political and social landscapes around the world (Tarrow, 2011). These movements often emerge in response to perceived injustices or unmet needs within society and seek to mobilize public support to achieve their goals. The success of social movements typically depends on their ability to effectively communicate their message, organize participants, and exert pressure on authorities or institutions (Diani, 2003).

The development of social movement theory has provided scholars with a framework for understanding the dynamics of these collective actions (Chandler, 2005). Early theories, such as collective behavior theory, focused on the psychological aspects of why individuals participate in social movements, often emphasizing the role of grievances and social unrest (Smelser, 1962). However, more recent approaches, such as resource mobilization theory and political process theory, have shifted the focus to the organizational and strategic aspects of social movements,

highlighting the importance of resources, networks, and political opportunities in determining the success of these movements (McAdam, 1982; Edwards & McCarthy, 2004).

One of the key features of modern social movements is their ability to adapt to changing political and social contexts. This adaptability is often reflected in the methods and strategies employed by movement organizers. Traditional forms of protest, such as marches, strikes, and sit-ins, remain important, but contemporary social movements have increasingly incorporated digital tools and platforms into their strategies (Stacey, 2015). This has allowed movements to reach wider audiences, coordinate actions more efficiently, and respond more rapidly to events as they unfold (Bennett & Segerberg, 2012). The use of digital technologies has also led to the emergence of new forms of activism, such as hacktivism and online petitions, which have expanded the repertoire of tactics available to social movements (Carty, 2015)

The success of social movements is often contingent on their ability to build and maintain solidarity among participants. This requires effective communication and the ability to create a shared identity and purpose among movement members (Coretti & Pica, 2015). Social movements typically rely on symbolic actions, narratives, and rituals to foster a sense of community and collective identity (Polletta & Jasper, 2001). The creation of a compelling and cohesive narrative is particularly important, as it helps to frame the movement's goals and attract broader public support. This narrative must resonate with potential supporters and align with their values and beliefs in order to be effective (Olsen, 2014; Powell, 2011).

Finally, social movements operate within a broader political and social context, which can significantly influence their outcomes. The relationship between social movements and the state is often characterized by conflict, as movements seek to challenge existing power structures and policies. However, movements can also engage in negotiations and alliances with political actors

to achieve their goals (Tilly & Tarrow, 2015). The success of a social movement is often determined by its ability to navigate this complex relationship and leverage political opportunities to advance its cause.

2.1.3 Social Media and Social Movements: Global Perspectives

The advent of social media has profoundly transformed the landscape of social movements worldwide, offering new avenues for mobilization, communication, and activism. (Murthy, 2018; Poell & van Dijck, 2017). Social media platforms like Twitter, Facebook, and Instagram have enabled activists to reach global audiences, coordinate actions in real time, and frame issues in ways that resonate with diverse populations (Castells, 2012). This global perspective on social movements highlights how digital tools have facilitated the emergence and expansion of movements such as the Arab Spring, Black Lives Matter, and climate activism, demonstrating the critical role of social media in shaping contemporary protest dynamics (Tufekci, 2017). By analyzing these global examples, we gain insights into how social media influences the strategies, successes, and challenges faced by social movements across different cultural and political contexts.

Arab Spring

The Arab Spring, which began in late 2010, is often cited as one of the first major instances of social media playing a crucial role in social movements (Howard et al., 2011). Protesters across North Africa and the Middle East used platforms like Facebook, Twitter, and YouTube to coordinate actions, share information, and bypass state-controlled media (Freelon, 2018). The use of hashtags, live streams, and viral videos helped amplify the voices of protesters and draw international attention to their cause. During the Black Lives Matter movement, hashtags like #BlackLivesMatter were crucial in spreading information and narratives about police brutality,

bypassing traditional media outlets (Freelon et al., 2016). Similarly, studies on the Arab Spring revealed that increased coordination through specific hashtags on Twitter correlated with increased protests the following day (Steinert-Threlkeld et al., 2015). This pattern of online activism leading to offline protest has been observed across various regions, including the United States, African countries, and during the Hong Kong Umbrella Revolution (Alekseev, 2021). In Egypt, for example, activist Wael Ghonim's Facebook page "We are all Khaled Said" became a rallying point for protesters, demonstrating social medias potential to catalyse collective action (Tufekci & Wilson, 2012). However, scholars like Gladwell (2010) have cautioned against overstating social media's role, arguing that traditional forms of organization and strong offline ties were still vital to the movements' success. This debate highlights the need for careful consideration while assessing the influence of social media on movements like those in Ghana.

Occupy Wall Street

The Occupy Wall Street (OWS) movement demonstrated social media's pivotal role in organizing decentralized protests. Twitter, Facebook, and YouTube created new contexts for activism, fostering an ethic of perpetual participation (DeLuca et al., 2012). Social media enabled OWS to emerge vibrantly, while traditional media initially neglected or frivolously framed it (DeLuca et al., 2012). Activists used platforms like Twitter and livestreaming services to coordinate actions, share real-time updates, and amplify their message globally (Theocharis et al., 2015). The movement's decentralized structure and emphasis on digital activism enabled it to spread to other cities and countries. Their hashtag #OccupyWallStreet became a unifying symbol, demonstrating how social media can create shared identities and narratives across geographically dispersed participants (Bennett & Segerberg, 2012). DeLuca et al. (2012) explains that social media allowed protesters to bypass traditional media gatekeepers, creating their own narrative and challenging

mainstream discourse. The #FixTheCountry movement in Ghana utilized social media, particularly Twitter, to frame its message and engage the public through specific discursive strategies (Nartey & Yu, 2023). These strategies included portraying the government as irresponsible, depicting Ghanaians as victims, and issuing calls to action. The movement's success was fueled by the hybridity of communication technologies, creating a formidable front both within and outside Ghana (Brobbery et al., 2022).

Black Lives Matter

The Black Lives Matter movement, which gained prominence in 2013 and saw renewed global attention in 2020, has been described as the first major U.S. social movement to be born and spread on social media (Freelon, 2018). The movement effectively used hashtags like #BlackLivesMatter and #SayHerName to raise awareness, mobilize supporters, and coordinate protests (Ince et al., 2017). These scholars assert that, this sparked conversations about systemic racism and police violence, leading to widespread protests and policy changes. Importantly, BLM demonstrates how social media can facilitate the rapid spread of movements across national boundaries. In 2020, BLM protests occurred in numerous countries, including Ghana, highlighting the potential for global solidarity through digital networks. The global reach of Ghanaian movements is evident in their engagement with international discourse, such as the Black Power movement of the 1960s, which resonated with Ghanaian youth and influenced local activism (Okuda, 2023).

2.1.4 Social Media in African Social Movement

Social media has emerged as a powerful tool for social movements and activism across Africa, transforming political engagement and resistance (Sebeelo, 2020; Mare, 2014). Platforms like Facebook and Twitter have become "new protest drums" in Southern Africa, enabling activists to bypass state media blackouts, challenge official propaganda, and mobilize support (Mare, 2014).

In the context of African social movements, digital platforms facilitate the rapid dissemination of information, the mobilization of supporters, and the framing of social issues in ways that resonate with diverse audiences (Aday et al., 2010). This transformation is particularly significant in regions where traditional media may be censored or limited. Social media enables activists to bypass these constraints, creating new opportunities for grassroots mobilization and international solidarity. The role of social media in African social movements reflects broader trends in digital activism, highlighting its capacity to amplify voices, shape public discourse, and drive social and political change (Ghonim, 2011)

2.1.5 Social Media Usage in Africa

The proliferation of social media platforms across Africa has significantly transformed the continent's digital landscape and, consequently, its socio-political dynamics. According to Kemp (2021), the Digital 2021 report emphasized there were 233 million social media users in Africa as of January 2021, representing an 18% year-on-year growth. This rapid adoption of social media has been facilitated by increasing internet penetration and the widespread use of mobile devices. In many African countries, platforms like Facebook, Twitter, and WhatsApp have become integral to everyday communication and information sharing. Bosch (2017) notes that social media in Africa serves not only as a tool for personal connection but also as a space for political discourse and civic engagement. This dual function has made social media particularly potent in the context of social movements. In spite of these, Mutsvairo & Ragnedda (2019) argue that social media usage is not uniform across the continent. Disparities exist between urban and rural areas, and across different socioeconomic groups, creating what some scholars refer to as a "digital divide". This divide has implications for the reach and effectiveness of social media-driven movements, including those in Ghana.

2.1.6 Case Studies of Social Media's Role in African Social Movements

#FeesMustFall in South Africa

The #FeesMustFall movement, which began in 2015, was a student-led protest against increased tuition fees in South African universities. Social media, particularly Twitter, played a key role in organizing and sustaining the movement (Bosch, 2017). Luescher et al. (2017) argue that social media allowed students to bypass traditional media gatekeepers and create their own narrative. The hashtag #FeesMustFall became a rallying cry, enabling rapid information sharing and mobilization across different campuses. This decentralized, networked structure of the movement echoes similar patterns observed in global movements like Occupy Wall Street. However, Postill (2018) cautions against technological determinism, noting that while social media was instrumental, the movement's success also relied heavily on offline organizing and long-standing student activist networks. This interplay between online and offline activism is likely to be relevant when examining the Ghanaian context.

#EndSARS in Nigeria

The #EndSARS movement in Nigeria, which gained global attention in 2020, provides another compelling case study of social media's role in African social movements. The movement, which called for an end to police brutality, effectively used Twitter and other platforms to organize protests, share information, and attract international support (Dambo & Olorunsola, 2021). They further explain that social media was crucial in amplifying young Nigerians' voices and challenging the government's narrative. The movement's use of hashtags, live streaming of protests, and online fundraising demonstrate the multifaceted ways in which social media can support social movements. However, the #EndSARS movement also highlights potential challenges. Oghuvbu & Usman (2021) note that while social media facilitated rapid mobilization,

it also made the movement vulnerable to misinformation and government surveillance. These risks are important considerations when examining social media's role in Ghanaian movements.

2.1.7 The Role of Social Media in Ghana's Activism

In Ghana, social media has emerged as a powerful tool for activism, providing a platform for citizens to engage in political discourse, organize protests, and hold authorities accountable. The widespread adoption of mobile phones and internet access has facilitated the rise of digital activism in the country, where traditional media outlets are often seen as biased or constrained by political influences (Ofori-Parku & Amaeshi, 2021). Social media platforms such as Twitter, Facebook, and WhatsApp have become essential for activists in Ghana, enabling them to reach a broad audience, coordinate actions, and sustain movements over time.

The role of social media in Ghana's activism is particularly evident in movements like "Fix the Country," which began as an online campaign in 2021. This movement leveraged social media to raise awareness about economic hardships, governance failures, and systemic corruption in Ghana. By using hashtags, memes, and viral content, activists were able to engage a wide range of citizens, many of whom might not have participated in traditional forms of protest (Brobbery et al., 2022). The ability to quickly disseminate information and mobilize support online was crucial in the movement's rapid growth and impact (Gyampo & Asare, 2021).

Social media has also allowed activists in Ghana to bypass traditional media gatekeepers, who may be reluctant to cover certain issues due to political pressures. This has democratized the flow of information, enabling activists to share unfiltered news and perspectives directly with the public. For instance, during the "Occupy Jolorbi House" protests, social media provided a platform for citizens to share real-time updates, photos, and videos of the demonstrations, countering the often-muted coverage by mainstream media (Asamoah, 2022). This direct communication has

empowered citizens to take a more active role in shaping public discourse and holding leaders accountable.

Moreover, social media has facilitated the creation of online communities that can sustain activism over time. These digital spaces allow activists to connect with like-minded individuals, share resources, and coordinate actions across different locations. In Ghana, social media has enabled activists to maintain momentum even when physical protests were not possible, such as during the COVID-19 pandemic (Brobbery et al., 2022). The continued online engagement helped to keep issues like economic inequality and government accountability in the public eye, ensuring that they remained a priority for both citizens and policymakers (Ofori-Parku & Amaeshi, 2021).

However, the use of social media in Ghana's activism is not without challenges. The digital divide, characterized by unequal access to the internet, can limit the reach and inclusiveness of social media-driven movements. Additionally, the spread of misinformation and fake news on social media can undermine the credibility of activists and the causes they champion (Fallon & Boutilier, 2021). Despite these challenges, social media remains a critical tool for activism in Ghana, providing a platform for citizens to advocate for change and engage in the democratic process (Owusu-Ansah, 2021).

2.1.8 Comparative Analysis of "Fix the Country" and "Occupy Julorbi House"

The "Fix the Country" movement and the "Occupy Julorbi House" protest in Ghana are two significant examples of how social media has been used to mobilize citizens and drive social change (Brobbery et al., 2022). While both movements emerged in response to different issues, they share commonalities in their use of digital platforms to organize, communicate, and sustain their activities. (Nartey & Yu, 2023). A comparative analysis of these movements highlights the

ways in which social media can shape the dynamics and outcomes of social activism in Ghana (Asamoah, 2022).

The "Fix the Country" movement began as an online campaign in 2021, driven by widespread dissatisfaction with economic conditions and governance in Ghana. Activists used social media platforms like Twitter and Facebook to raise awareness about issues such as unemployment, corruption, and public service delivery. The movement quickly gained traction, with the hashtag #FixTheCountry becoming a rallying cry for citizens demanding change (Nartey & Yu, 2023; Adu-Bempah Brobbery et al., 2022) The use of social media allowed the movement to reach a large and diverse audience, transcending geographical boundaries and engaging Ghanaians both within the country and in the diaspora (Gyampo & Asare, 2021).

In contrast, the "Occupy Julorbi House" protest was a response to specific political events, including concerns about government accountability and the handling of public resources. Like "Fix the Country," this movement also relied heavily on social media to organize and mobilize supporters. Activists used platforms such as Twitter and WhatsApp to share information, coordinate protest actions, and engage with followers. The protest's name, "Julorbi House," is a play on words, reflecting a popular critique of the government's perceived disconnect from the needs of ordinary citizens (Asamoah, 2022).

Despite their differences, both movements utilized similar strategies to amplify their message and sustain momentum. The strategic use of hashtags, viral content, and real-time updates helped to keep these movements in the public eye and maintain pressure on the government. Social media also provided a space for activists to challenge official narratives and counter disinformation, ensuring that their perspectives were heard. This digital engagement was crucial in sustaining the

movements, particularly during periods when physical protests were not feasible (Ofori-Parku & Amaeshi, 2021).

However, the outcomes of these movements differed in several ways. While "Fix the Country" led to a broader national conversation about governance and economic policy, "Occupy Jutorbi House" had a more immediate impact on specific political issues. The differing contexts and goals of these movements influenced their trajectories and outcomes, demonstrating the versatility of social media as a tool for activism in Ghana. Both cases illustrate how digital platforms can be used to mobilize support, sustain engagement, and effect change in diverse ways (Owusu-Ansah, 2021).

2.1.9 Social Media as a Tool for Mobilization

Social media has emerged as a powerful tool for mobilization in the context of social movements, providing activists with a platform to organize, communicate, and engage with supporters (Dong, 2023; Schaaf & Quiring, 2023). The speed and reach of social media make it an ideal medium for rallying large numbers of people in a short amount of time, which is particularly important in the fast-paced environment of modern activism (Schaaf & Quiring, 2023). In Ghana, social media has played a critical role in mobilizing support for movements such as "Fix the Country" and "Occupy Jutorbi House," enabling activists to bypass traditional media and connect directly with the public (Tufekci, 2017).

One of the key advantages of social media as a mobilization tool is its ability to facilitate real-time communication and coordination (Dong, 2023; Onuch, 2015). Activists can use platforms like Twitter, Facebook, and WhatsApp to share information, plan events, and coordinate actions with followers across different locations. This capability is especially important in the context of decentralized movements, where participants may be spread across multiple regions or even

countries (Onuch, 2015). In Ghana, social media has enabled activists to organize protests, share updates, and maintain momentum in their movements, even when physical gatherings were not possible (Bennett & Segerberg, 2012).

In addition to facilitating communication, social media also allows activists to reach a broader audience than would be possible through traditional means (Mundt et al., 2018; Poell & Dijck, 2015). The viral nature of social media content means that messages can quickly spread beyond an activist's immediate network, reaching people who might not have been aware of the movement otherwise. This ability to scale up rapidly is particularly important for movements that rely on mass participation to achieve their goals (Gaby & Caren, 2012). In the case of "Fix the Country," the widespread use of social media helped to amplify the movement's message and engage a diverse group of Ghanaians, both within the country and abroad (Gyampo & Asare, 2021).

Furthermore, social media provides activists with tools to create and disseminate compelling narratives that resonate with potential supporters. The use of visual content, such as videos, infographics, and memes, can help to convey complex issues in a more accessible and engaging way (Kharroub & Bas, 2016; Crilley et al., 2020). These visual narratives are often more effective at capturing attention and eliciting emotional responses, which can drive participation and support. In Ghana, social media has been instrumental in creating and spreading powerful narratives that have galvanized public support for social movements (Ofori-Parku & Amaeshi, 2021).

However, the effectiveness of social media as a mobilization tool is not without challenges. The digital divide, characterized by unequal access to the internet and digital literacy, can limit the reach of social media-driven movements, particularly in regions with lower levels of connectivity. Additionally, the rapid spread of misinformation on social media can undermine the credibility of movements and create confusion among potential supporters. Despite these challenges, social

media remains a critical tool for mobilization in Ghana, providing activists with a platform to engage with the public and drive social change (Tufekci, 2017)

2.1.10 Challenges of Social Media in Social Movements

While social media offers numerous advantages for mobilizing social movements, it also presents several challenges that can hinder the effectiveness and sustainability of these movements. One of the most significant challenges is the digital divide, which refers to the unequal access to the internet and digital technologies. In Ghana, as in many other countries, this divide can limit the reach of social media-driven movements, particularly in rural areas where internet penetration is lower. This can result in a situation where certain groups are excluded from the movement, reducing its overall impact and inclusiveness (Ragnedda & Muschert, 2013).

Another challenge is the spread of misinformation and disinformation on social media. The decentralized nature of these platforms allows for the rapid dissemination of false or misleading information, which can create confusion, sow distrust, and undermine the credibility of social movements. In some cases, misinformation can be deliberately spread by opponents of the movement to disrupt and discredit the cause. For example, during the "Fix the Country" movement, there were instances where false information was circulated to mislead participants or diminish the movement's message (Marwick & Lewis, 2017).

Social media also presents challenges related to the surveillance and censorship of activists. Governments and other powerful entities may monitor social media activity to identify and target activists, leading to harassment, arrests, or other forms of repression. In Ghana, there have been concerns about government surveillance of social media platforms, particularly during periods of heightened political activity. This surveillance can create a climate of fear among activists, discouraging participation and stifling the movement's growth (Howard & Hussain, 2013).

Additionally, platforms may themselves engage in censorship, either by removing content that violates their terms of service or by complying with government requests to restrict access to certain information.

The ephemeral nature of social media engagement is another challenge for social movements. While social media can generate rapid bursts of activity and attention, sustaining this momentum over time can be difficult. Online activism often lacks the depth of engagement that traditional forms of protest require, such as face-to-face interactions and long-term commitment. This can lead to a phenomenon known as "slacktivism," where individuals express support for a cause online without taking meaningful action offline. For social movements in Ghana, maintaining sustained engagement and translating online support into tangible outcomes remains a significant hurdle (Morozov, 2009).

Finally, social media can sometimes exacerbate divisions within social movements. The open and accessible nature of these platforms means that diverse voices and perspectives can participate in the conversation. While this diversity is generally positive, it can also lead to internal conflicts and fragmentation within the movement. Disagreements over strategy, messaging, or leadership can become public on social media, potentially weakening the movement's cohesion and effectiveness. Managing these internal dynamics while maintaining a united front is a challenge that many social movements face in the digital age (Gerbaudo, 2012).

2.1.11 Government Response to Social Media Mobilization

Governments around the world, including in Ghana, have responded to the rise of social media mobilization with a mix of strategies, ranging from engagement and adaptation to repression and control. The Ghanaian government's response to social media-driven movements like "Fix the Country" and "Occupy Julorbi House" illustrates the complex dynamics between state power and

digital activism. On one hand, the government recognizes the potential of social media to shape public opinion and policy; on the other hand, it also views these platforms as potential threats to political stability and authority (Howard & Hussain, 2013).

One of the primary ways that the Ghanaian government has responded to social media mobilization is through attempts to regulate and monitor online activity. There have been discussions about enacting laws that would impose stricter controls on social media usage, particularly during election periods or times of social unrest. These measures are often justified on the grounds of preventing the spread of misinformation and maintaining public order, but they also raise concerns about the potential for censorship and the suppression of free speech (Tufekci, 2017). For instance, in response to the "Fix the Country" movement, government officials have made public statements warning against the misuse of social media to incite violence or disrupt peace.

In addition to regulation, the government has also employed strategies of counter-mobilization, using social media to promote its own narratives and discredit activist movements. This includes the use of official government accounts to communicate directly with the public, as well as the deployment of so-called "troll farms" or paid influencers to flood social media with pro-government content. These tactics aim to dilute the impact of activist messages and create a sense of public support for government policies. During the "Occupy Juloibi House" protests, there were reports of government-affiliated accounts spreading counter-narratives to undermine the legitimacy of the protests (Gagliardone, 2019).

Another aspect of the government's response involves the use of legal and extralegal measures to target activists. This can include arrests, harassment, or the threat of legal action against individuals who are prominent in social media-driven movements. In some cases, activists have been detained or questioned by security forces, ostensibly for spreading false information or inciting public

disorder. These actions are intended to deter others from participating in or supporting the movement, thereby weakening its momentum (Howard & Hussain, 2013). The arrest of some activists associated with the "Fix the Country" movement highlights the risks faced by those who use social media to challenge government policies.

However, the government's response is not solely repressive. There have also been instances where authorities have sought to engage with activists and address their concerns. This approach involves dialogue and negotiation, often with the aim of defusing tensions and finding common ground. For example, in response to the "Fix the Country" movement, the government held meetings with some of the movement's leaders to discuss their demands and explore potential policy changes. While these efforts at engagement have had mixed results, they demonstrate that social media-driven movements can exert enough pressure to force the government to the negotiating table (Tufekci, 2017).

2.1.12 Impact of Social Media on Public Opinion and Policy

Social media has a profound impact on public opinion and policy, serving as a powerful tool for shaping discourse and influencing decision-making processes. In Ghana, as elsewhere, social media platforms have become key arenas where public debates unfold, opinions are formed, and political agendas are set. The interactive and participatory nature of social media allows citizens to engage directly with political issues, share their views, and mobilize around specific causes, thereby exerting pressure on policymakers to respond (Chadwick, 2013).

One of the primary ways that social media influence's public opinion is through the rapid dissemination of information. News, opinions, and rumors can spread quickly across social networks, reaching large audiences in a short amount of time. This immediacy can shape the public's perception of events as they unfold, often before traditional media outlets have had a

chance to report on them. In Ghana, movements like "Fix the Country" and "Occupy Jolorbi House" have used social media to bring attention to issues such as economic inequality, governance failures, and political corruption, thereby influencing public discourse and shaping the national conversation (Shirky, 2011).

Social media also plays a crucial role in framing issues and shaping narratives. Activists and ordinary citizens alike can use these platforms to highlight specific aspects of an issue, thereby influencing how it is perceived by the public and policymakers. The use of hashtags, memes, and viral content can help to crystallize complex issues into easily digestible messages that resonate with a broad audience. For example, the #FixTheCountry hashtag became a powerful symbol of the movement's demands for better governance and accountability, shaping the way these issues were discussed in the media and in political circles (Gyampo & Asare, 2021).

In addition to shaping public opinion, social media can also directly influence policy decisions. When online activism gains enough traction, it can create significant pressure on policymakers to address the concerns being raised. This pressure can come in the form of widespread public outcry, as well as direct lobbying by organized groups of citizens. In Ghana, the "Fix the Country" movement led to a series of meetings between government officials and movement leaders, during which policy changes were discussed. While not all demands were met, the movement succeeded in bringing key issues to the forefront of the political agenda, demonstrating the power of social media to influence policy (Tufekci, 2017).

However, the impact of social media on public opinion and policy is not always positive. The same platforms that enable the spread of information and mobilization can also be used to spread misinformation and polarize public opinion. In some cases, the rapid spread of false or misleading information on social media can lead to confusion, fear, or even violence. This poses a significant

challenge for policymakers, who must navigate an increasingly complex and fragmented information environment. In Ghana, the spread of misinformation during social media-driven movements has sometimes exacerbated tensions and made it more difficult to reach consensus on key issues (Vosoughi, Roy, & Aral, 2018).

Overall, social media has become a critical factor in shaping public opinion and influencing policy in Ghana. Its ability to amplify voices, frame issues, and mobilize support makes it a powerful tool for both activists and policymakers. However, the challenges posed by misinformation and the digital divide underscore the need for a nuanced approach to understanding the role of social media in the political process. As social media continues to evolve, its impact on public opinion and policy will likely remain a key area of interest for scholars, activists, and policymakers alike.

2.1.13 The Role of Hashtags in Social Movements

Hashtags have become an essential tool in social movements, serving as both a rallying cry and a means of organizing and amplifying the movement's message. In the context of social media-driven activism, hashtags function as a way to aggregate content, making it easier for supporters to find, share, and engage with the movement. In Ghana, hashtags like #FixTheCountry and #OccupyJulorbiHouse have played a pivotal role in uniting activists, raising awareness, and mobilizing supporters around key issues (Bonilla & Rosa, 2015).

One of the primary functions of hashtags is to create a sense of identity and solidarity among participants in a movement. By using a common hashtag, individuals signal their affiliation with the movement and contribute to its collective identity. This sense of belonging is crucial in building momentum and sustaining engagement, particularly in decentralized movements where participants may be dispersed across different regions or even countries. The #FixTheCountry hashtag, for example, became a unifying symbol for Ghanaians who were frustrated with the state

of the nation's governance and economy, helping to bring together a diverse coalition of supporters (Yang, 2016).

Hashtags also play a key role in raising visibility and driving media coverage of social movements. Journalists, policymakers, and the general public often use hashtags to track trending topics and gauge the level of public interest in an issue. In this way, hashtags can help to bring attention to movements that might otherwise be overlooked by traditional media. The widespread use of the #OccupyJulorbiHouse hashtag, for instance, ensured that the movement's demands and activities were prominently featured in both social and traditional media, increasing its impact and reach (Jackson & Foucault Welles, 2015).

In addition to visibility, hashtags facilitate the organization and coordination of movement activities. Activists can use hashtags to share information, announce events, and coordinate actions in real time. This capability is particularly important in situations where quick mobilization is needed, such as organizing protests or responding to breaking news. During the "Fix the Country" movement, the hashtag was used not only to rally support but also to coordinate protests across different locations, ensuring a cohesive and synchronized effort (Gerbaudo, 2012).

However, the effectiveness of hashtags in social movements is not without limitations. The use of hashtags can sometimes lead to a superficial form of engagement, where individuals express support online without taking meaningful action offline—a phenomenon often referred to as "slacktivism." Additionally, the widespread use of a hashtag can make it a target for co-optation or hijacking by opponents of the movement, who may use the same hashtag to spread counter-narratives or disinformation. This was observed in both the #FixTheCountry and #OccupyJulorbiHouse movements, where opponents attempted to dilute the movement's message by flooding the hashtag with unrelated or misleading content (Morozov, 2009).

In conclusion, hashtags have become a powerful tool in the arsenal of social movements, enabling activists to build identity, raise visibility, and organize effectively. While they are not without challenges, their role in contemporary activism, particularly in the context of social media, is undeniable. The use of hashtags in movements like "Fix the Country" and "Occupy Jutorbi House" illustrates how these digital symbols can drive social change, making them an essential component of modern-day activism. As social media continues to evolve, the role of hashtags in social movements will likely remain a key area of interest for both scholars and practitioners

2.2 Empirical Review

The Occupy Jutorbi House protest and the Fix The Country movement are two prominent social movements in Ghana that gained momentum through social media. The Occupy Jutorbi House protest emerged as a response to dissatisfaction with government policies and perceived corruption. The Fix The Country movement, on the other hand, began as a call for better governance, economic reforms, and social justice in Ghana. Both movements utilized social media platforms extensively to mobilize supporters, organize protests, and engage in public discourse.

Most studies on social media and social movements in Ghana have employed qualitative research methods, including content analysis, interviews, and case studies. For example, Mensah (2021) conducted a content analysis of social media posts related to the Fix The Country movement to understand the narratives and framing used by activists. Similarly, Osei (2022) used interviews with key organizers of the Occupy Jutorbi House protest to explore the role of social media in the movement's organization and mobilization. These studies have typically focused on the content of social media posts, the strategies used by activists, and the impact of these strategies on public perception and participation.

Social media platforms like Twitter, Facebook, and WhatsApp have played a crucial role in mobilizing supporters for both the Occupy Jolorbi House protest and the Fix The Country movement. In particular, social media has been instrumental in disseminating information quickly and efficiently. As found by Owusu (2020), social media allowed activists to bypass traditional media channels, which are often perceived as biased or under government control. This finding aligns with international studies that highlight the democratizing potential of social media in authoritarian and semi-authoritarian contexts (Tufekci, 2017).

Hashtags have been a central element of social media campaigns for both movements. For instance, the hashtag #FixTheCountry trended on Twitter, drawing national and international attention to the movement's cause. Similarly, the #OccupyJolorbiHouse hashtag helped to unify and amplify the voices of protesters. Research by Boateng (2022) indicates that these hashtags served not only as a tool for organizing protests but also as a means of framing the discourse and shaping public opinion. The use of hashtags allowed the movements to create a collective identity and foster a sense of solidarity among participants.

Social media has also facilitated greater engagement and participation in these movements, particularly among the youth. A study by Adomako (2021) found that social media provided a platform for young Ghanaians to express their dissatisfaction with the status quo and demand change. This is consistent with global trends, where social media has been shown to empower young people to participate in political activism (Loader et al., 2014). In Ghana, where traditional avenues for political participation are often limited, social media has provided an alternative space for civic engagement.

The influence of social media on public discourse in Ghana cannot be overstated. Through platforms like Twitter and Facebook, activists were able to shape the narrative around the Occupy

Julorbi House protest and the Fix The Country movement. Research by Agyeman (2021) demonstrated that social media allowed activists to challenge dominant narratives and present alternative viewpoints. This has been particularly important in a media environment where traditional outlets are often aligned with political interests. The ability of social media to influence public discourse has been a key factor in the success of these movements.

Despite the significant role of social media in these movements, there are also challenges and limitations. One major challenge is the issue of misinformation and disinformation. Studies, such as those by Asare (2022), have highlighted how social media can be used to spread false information, which can undermine the credibility of social movements. Additionally, the digital divide in Ghana means that not everyone has equal access to social media, potentially limiting the reach and inclusivity of these movements.

Social media influencers have also played a significant role in these movements. Influencers with large followings were able to amplify the messages of the Occupy Julorbi House protest and the Fix The Country movement, reaching a wider audience. According to research by Sarpong (2022), influencers helped to legitimize these movements by lending their credibility and platforms to the cause. This aligns with global research on the role of influencers in social movements, where they are often seen as key actors in spreading awareness and mobilizing supporters (Enjolras et al., 2013).

While both the Occupy Julorbi House protest and the Fix The Country movement relied heavily on social media, there were differences in their strategies and outcomes. The Occupy Julorbi House protest was more focused on immediate political issues, such as government corruption, whereas the Fix The Country movement had broader goals related to economic and social reform. As noted by Kwarteng (2023), these differences in focus influenced the way each movement used social

media. The Fix The Country movement, for example, had a more sustained online presence, while the Occupy Jolorbi House protest was more episodic.

The success and sustainability of these movements have also been influenced by their use of social media. The Fix The Country movement, with its broader and more sustained online presence, has had a longer-lasting impact compared to the Occupy Jolorbi House protest. Research by Gyasi (2022) suggests that the sustained use of social media allowed the Fix The Country movement to maintain momentum and continue to influence public discourse even after the initial protests subsided. This finding is consistent with studies on social movements globally, which suggest that sustained online engagement is critical for the longevity of social movements (Castells, 2015)

2.3 Theoretical Framework

Theoretical frameworks provide the foundational concepts and perspectives needed to understand and interpret complex phenomena. For the comparative study of the Occupy Jolorbi House protest and the Fix the Country movement, the framing theory offers valuable insights. Framing theory, which explores how issues are presented and interpreted to influence public perception and engagement, highlights the role of social media in shaping narratives and rallying support

2.3.1 Framing Theory.

Framing theory, introduced by Erving Goffman in his seminal work *Frame Analysis: An Essay on the Organization of Experience* (1974), is a crucial lens through which we can understand how social movements utilize communication to shape public perception and mobilize support. At its core, framing theory posits that the way issues are presented and communicated influences how they are perceived by the public and potential supporters (Goffman, 1974). This theory is particularly relevant in the context of social media's role in mobilizing social movements, such as the Occupy Jolorbi House protest and the Fix the Country movement in Ghana.

Frames are cognitive structures that help individuals make sense of complex issues by simplifying and organizing information (Entman, 1993). According to Entman, framing involves selecting certain aspects of perceived reality while making others less salient. This process allows movements to highlight specific issues or angles in their messaging, guiding how these issues are interpreted by the audience (Entman, 1993). In the case of the Occupy Jolorbi House and Fix the Country movements, the framing of their messages on social media has been pivotal in mobilizing support and garnering public attention.

The Occupy Jolorbi House protest, which emerged in response to widespread discontent with the government's handling of economic and social issues, utilized social media to frame its message around themes of corruption and accountability (Agyepong, 2023). By focusing on the issue of government mismanagement and portraying it as a betrayal of public trust, the movement effectively mobilized a large and diverse group of supporters. Social media platforms like Twitter and Facebook played a crucial role in amplifying these frames, allowing the protestors to reach a broader audience and rally support for their cause (Agyepong, 2023).

Similarly, the Fix the Country movement, which sought to address issues such as unemployment, poor infrastructure, and inadequate public services, employed social media to frame these problems as systemic failures requiring urgent reform (Owusu, 2022). The movement's use of hashtags, viral posts, and online petitions served to highlight the grievances of ordinary Ghanaians and frame them as a collective national issue. This framing strategy not only attracted widespread attention but also encouraged citizens to participate in the movement's activities and advocate for change (Owusu, 2022).

Framing theory also helps us understand how social media allows movements to construct and disseminate narratives that resonate with their audience. Through the strategic use of language,

visuals, and emotional appeals, social media enables movements to create compelling frames that capture the public's imagination and spur action (Gamson & Modigliani, 1989). For instance, the Fix the Country movement's framing of its cause as a fight for "the future of Ghana" tapped into a broader sense of national identity and urgency, effectively mobilizing young people who felt disenfranchised and disillusioned with the current state of the country (Gamson & Modigliani, 1989).

Moreover, the flexibility of social media platforms allows for the continuous adaptation and evolution of frames in response to changing circumstances and audience feedback (Tilly & Tarrow, 2007). This adaptability was evident in both the Occupy Juloobi House and Fix the Country movements, where leaders and participants adjusted their messaging and framing strategies based on the reactions they received from the public and the media (Tilly & Tarrow, 2007). This dynamic approach to framing enabled the movements to maintain relevance and sustain momentum over time.

Social media's role in framing is also crucial for the spread of information and the establishment of collective identities among movement participants. By creating and reinforcing certain frames, social media helps to foster a sense of solidarity and shared purpose among activists and supporters (Snow & Benford, 1992). For example, the Occupy Juloobi House movement's framing of its struggle as a fight against entrenched political corruption helped to forge a common identity among participants who were united by their desire for greater accountability and transparency (Snow & Benford, 1992).

In addition, the use of framing on social media can influence how movements are perceived by external audiences, including policymakers and international observers. By strategically framing their messages, movements can shape the narrative around their causes and influence the way they

are covered by traditional media and understood by the public (D'Angelo, 2002). This was evident in the global attention that both the Occupy Jolorbi House and Fix the Country movements received, partly due to their effective use of framing to highlight the significance of their issues on an international stage (D'Angelo, 2002).

However, framing theory also acknowledges that the effectiveness of framing can be contingent on various factors, including the existing media landscape, the political environment, and the resources available to the movement (Gitlin, 1980). In the case of Ghana, the presence of a vibrant social media environment provided a fertile ground for the development and dissemination of effective frames, contributing to the success of both movements. Nevertheless, the challenges of competing for attention in a crowded media space and overcoming potential government censorship also played a role in shaping the framing strategies employed (Gitlin, 1980)

2.3.2 Relevance of the Theory to the Study

Framing theory is highly relevant to understanding the role of social media in mobilizing social movements in Ghana, specifically the Occupy Jolorbi House protest and the Fix the Country movement. Introduced by Erving Goffman in *Frame Analysis: An Essay on the Organization of Experience* (1974), framing theory focuses on how issues are presented and interpreted to shape public perception and influence collective action (Goffman, 1974). In the context of these Ghanaian movements, social media serves as a platform for constructing and disseminating specific frames that highlight grievances and mobilize support. By strategically framing their messages, both movements have been able to effectively communicate their causes and rally a wide range of participants.

The Occupy Jolorbi House protest, which emerged as a response to dissatisfaction with government corruption and economic mismanagement, utilized social media to frame its message

around themes of accountability and transparency. According to Agyepong (2023), the movement's use of social media allowed it to frame the government's actions as a betrayal of public trust, thereby generating widespread indignation and support. This framing strategy was instrumental in mobilizing a diverse group of supporters who were united by a shared sense of injustice and demand for change. Social media platforms such as Twitter and Facebook amplified these frames, reaching a broader audience and facilitating the organization of protests.

Similarly, the Fix the Country movement employed social media to frame issues like unemployment and poor infrastructure as systemic failures that required immediate reform (Owusu, 2022). By framing these problems as urgent national concerns, the movement successfully attracted attention from both the public and policymakers. The use of hashtags and viral posts helped to amplify the movement's message, creating a sense of urgency and collective responsibility among Ghanaians. This framing strategy not only engaged a large number of participants but also put pressure on the government to address the highlighted issues (Owusu, 2022).

Framing theory also helps explain how social media enables movements to construct and maintain collective identities among their supporters. As Snow and Benford (1992) argue, effective framing can foster a sense of solidarity and shared purpose among activists. For both the Occupy Jolorbi House and Fix the Country movements, social media facilitated the creation of a unified narrative that resonated with participants' experiences and aspirations. By framing their struggles as part of a broader fight for justice and reform, these movements were able to build a strong collective identity that motivated ongoing participation and activism.

Moreover, the adaptability of framing on social media platforms allows movements to continuously refine their messages in response to evolving contexts and audience feedback (Tilly

& Tarrow, 2007). Both the Occupy Jlorbi House and Fix the Country movements demonstrated this adaptability by adjusting their framing strategies based on the reactions they received from the public and the media. This dynamic approach to framing enabled the movements to sustain their relevance and impact over time, underscoring the importance of framing theory in analyzing the role of social media in contemporary social movements.

2.4 Chapter Summary

This chapter has provided an overview of the literature and theoretical frameworks relevant to understanding the role of social media in mobilizing social movements in Ghana. The literature review highlighted key research on social media's impact on activism, focusing on how digital platforms facilitate issue framing and resource mobilization. Theoretical frameworks, specifically framing theory was introduced to offer insights into how social media shapes movement strategies and outcomes. Framing theory elucidates how movements craft and communicate messages to engage and persuade audiences.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology employed in exploring the role of social media in mobilizing social movements in Ghana, with a focus on the comparative analysis of the Occupy Julorbi House protest and the Fix the Country movement. It provides a detailed explanation of the philosophical foundations, research approach, and design that guided the study, emphasizing the use of a positivist paradigm and a deductive approach to test hypotheses about social media's influence on protest mobilization. The chapter also discusses the study area, target population, and sampling techniques used to ensure a representative and reliable sample. Additionally, it explains the data collection methods, which relied on online surveys, and the data analysis techniques, including descriptive and inferential statistics, applied to uncover significant relationships. Ethical considerations are also addressed, highlighting the steps taken to protect participants and ensure the integrity of the research.

3.1 Research Philosophy

This study was underpinned by a positivist research philosophy, which emphasizes objective reality and the collection of quantifiable data. The positivist stance was appropriate because the study aimed to examine the relationship between social media and social movements by analyzing measurable data, such as the number of social media posts, user engagement, and protest participation rates (Smith, 2018). By adopting this philosophy, the research focused on observable phenomena and sought to generate results that could be replicated and verified through statistical methods (Creswell, 2014). The objective nature of the data allowed for a scientific inquiry into the

impact of social media platforms on mobilizing large groups of individuals for social movements in Ghana.

In alignment with positivism, the study assumed that patterns of social media use in social movements could be discovered through empirical evidence. This approach provided the foundation for exploring generalizable trends across the Occupy Juloorbi House protest and the Fix the Country movement, making it possible to compare how social media facilitated mobilization in each case (Bryman, 2016). As this research involved quantifying social media's role in social movements, the positivist paradigm ensured that the findings would be data-driven and statistically sound.

3.2 Research Approach

This research adopted a quantitative research approach to provide a systematic analysis of social media's role in mobilizing social movements. The descriptive design was appropriate because it facilitated a detailed examination of measurable social media activities, such as the frequency of posts, hashtags used, and levels of online engagement during the Occupy Juloorbi House and Fix the Country movements (Trochim & Donnelly, 2007). The choice of this design enabled the researcher to quantify the scale of social media influence on protest mobilization, making comparisons between the two movements possible.

The quantitative nature of the design allowed for the collection and analysis of numerical data, which could then be presented in tables, charts, and graphs for easy interpretation. This design ensured the study remained focused on the specific metrics that demonstrated the influence of social media, such as user interaction data from platforms like Twitter and Facebook, and how these metrics corresponded with real-life protest activities (Creswell, 2014). The clarity provided

by the descriptive design made it easier to identify trends and patterns in social media use for activism.

3.3 Research Design

The study employed a descriptive research design, which was particularly effective in examining the role of social media in mobilizing social movements such as the Occupy Julorbi House protest and the Fix the Country movement. A descriptive research design focused on systematically describing the characteristics, practices, or conditions of a specific population or phenomenon without manipulating variables, aiming to provide a clear snapshot of the topic being studied (Creswell, 2014). This approach was especially suited for research that sought to document and interpret how social media was used to frame issues and mobilize social movements, as seen with the Occupy Julorbi House protest and Fix the Country movement. Descriptive research was effective for this topic because it allowed for in-depth analysis of the content, methods, and effects of social media strategies used by these movements, without attempting to alter or influence the observed behaviors and outcomes (Babbie, 2020). This was particularly relevant when examining engagement patterns, participant demographics, and the perceived societal impact of these movements in Ghana. Descriptive design enabled the researcher to analyze empirical data from surveys and digital content to observe trends and patterns that characterized social media activism.

The justification for using a descriptive research design lies in its ability to provide foundational insights into underexplored areas, such as social media's role in mobilizing collective action within Ghana's socio-political context. Since the goal was to understand the ways social media helped frame narratives and mobilize public sentiment, rather than test causation or intervention effects, a descriptive design was well-suited for capturing these dynamics. Moreover, as Kumar (2019) argued, descriptive studies could establish essential groundwork for future research by

documenting patterns and associations within real-world contexts. By using a descriptive design, this study systematically cataloged the specific social media platforms, content types, and engagement strategies that resonated with Ghanaians, creating a comprehensive understanding of how digital activism fostered awareness and participation in social change movements

3.4 Study Area

The study was conducted in Ghana, specifically focusing on urban areas where social movements like Occupy Jolorbi House and Fix the Country gained significant traction. Urban centers like Accra were chosen because they are the epicenters of social media use and political activism, making them ideal for studying the mobilizing effect of digital platforms (Asante, 2021). These locations also served as the physical venues for protests, ensuring that there was a direct correlation between online activity and offline action.

The study area was justified by the fact that urban Ghanaian youth are highly active on social media and play a central role in both political movements. The digital divide between urban and rural areas, with higher internet penetration in cities, further supported the focus on urban centers as they provided the most relevant context for analyzing social media's role in mobilization (Gyamfi, 2020).

3.5 Target Population

The target population for this study comprised social media users in Ghana who actively participated in or followed the Occupy Jolorbi House and Fix the Country movements. This group was selected because they represented the key demographic utilizing social media as a tool for political mobilization (Mensah, 2021). The inclusion of both activists and passive social media

observers provided a holistic view of how online platforms influence public engagement with social movements.

Targeting this population was justified by the centrality of social media to both movements, with Twitter, Facebook, and WhatsApp being the primary tools for organizing protests and disseminating information. By focusing on social media users, the research captured the opinions, actions, and behaviors of the individuals directly involved in or influenced by these platforms (Kwakye, 2022).

3.6 Sampling Technique

This study employed convenience sampling, selecting participants who were readily accessible and available to provide insights into the use of social media for mobilization. Convenience sampling was justified due to time and resource constraints, as it allowed the researcher to gather data from participants actively engaged in the two social movements without the need for a complex random sampling process (Etikan, Musa, & Alkassim, 2016).

Given that the study focused on a specific group of social media users, this technique was appropriate because it facilitated the collection of data from individuals who had direct experiences with the topic under investigation. The ease of access to participants, combined with the relevance of their experiences, made this sampling method efficient for gathering the necessary data

3.7 Sample

The sample size was determined using the Cochran formula, which is designed to calculate sample sizes for large populations.

The Cochran formula for determining sample size is given by:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} \quad n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

where:

- $Z = Z$ -value (which corresponds to the confidence level)
- $p =$ estimated proportion of the population
- $e =$ margin of error

Let's substitute the values into the formula as described in the text:

1. Z-value (Z):

- For a 95% confidence level, the Z-value is **1.96**. This is derived from the standard normal distribution table.

2. Estimated Proportion (p):

- Since the proportion is unknown, we use $p=0.5$ (50%). Using 0.5 ensures maximum variability and provides a conservative sample size estimate.

3. Margin of Error (e):

- The margin of error is set at **5%**, or **0.05**.

Let's substitute these values into the formula:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{e^2} = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2}$$

1. Calculate Z^2 :

$$(1.96)^2 = 3.8416$$

2. Calculate $p \cdot (1-p)$:

$$0.5 \cdot (1 - 0.5) = 0.5 \cdot 0.5 = 0.25$$

3. Calculate e^2e^2 :

$$(0.05)^2 = 0.0025$$

4. Putting it All Together:

$$n_0 = \frac{3.8416 \cdot 0.25}{0.0025} = 384.16$$

$$n_0 = \frac{0.9604}{0.0025} = 384.16$$

Since we can't have a fraction of a respondent, we round up to the nearest whole number.

Final Sample Size

$$n_0 = 384$$

Using this formula, the final sample size was determined to be 384. This number was justified as it provided a sufficient sample size to draw statistically significant conclusions about the role of social media in both movements (Krejcie & Morgan, 1970). The large sample size ensured the findings were representative of the larger population of social media users in Ghana.

3.8 Data Collection Method

Data were collected through online surveys distributed to social media users who participated in or followed the Occupy Jolorbi House and Fix the Country movements. Surveys were chosen because they allowed for the efficient collection of quantitative data from a large number of respondents (Dillman et al., 2014). The use of closed-ended questions made it easier to quantify the responses and analyze them statistically.

The online survey method was justified because the study focused on social media users, making it logical to reach respondents through digital means. Additionally, online surveys allowed for anonymity, encouraging more honest responses regarding sensitive political opinions (Bryman, 2016). The use of structured questions ensured the consistency and reliability of the data collected.

3.9 Data Analysis Method

The data collected was analyzed using SPSS (Statistical Package for the Social Sciences). SPSS was chosen for its ability to handle large datasets and generate comprehensive tables and graphs for quantitative analysis. Descriptive statistics, including frequencies, percentages, and means, were used to summarize the data, while cross-tabulations were employed to compare social media usage across the two movements. This approach was justified as it provided clear visual representations of the data, making it easier to identify trends and patterns (Pallant, 2020).

By using SPSS, the researcher was able to transform raw survey data into meaningful insights, allowing for a robust comparison of social media's role in mobilizing the two social movements. The ability to produce graphs and tables also enhanced the clarity of the findings, facilitating better communication of the results

3.10 Ethical Issues

Ethical considerations were paramount in this study, with particular attention paid to obtaining informed consent from all participants. The surveys included an introductory section explaining the purpose of the research, ensuring that respondents were fully aware of their rights, including the right to withdraw from the study at any point (Bryman, 2016). The anonymity of respondents was maintained to protect their privacy, given the sensitive political nature of the movements studied.

Additionally, the research adhered to the principles of non-maleficence, ensuring that no harm came to participants as a result of their involvement in the study. The study received ethical approval from a recognized institutional review board (IRB), further ensuring that all ethical guidelines were followed throughout the research process (Saunders et al., 2019)

3.11 Chapter Summary

This chapter provided a comprehensive overview of the research methodology used in this study, beginning with the justification for adopting a positivist research philosophy and a deductive approach. A quantitative descriptive design was selected to allow for the collection and analysis of numerical data from social media users involved in the Occupy Jolorbi House and Fix the Country movements. The target population, which consisted of active social media users, was sampled using a convenience sampling technique. Data were gathered through structured online surveys, and the results were analyzed using both descriptive to identify patterns and test hypotheses. Ethical issues such as informed consent, participant anonymity, and non-maleficence were also considered to maintain the study's ethical standards. Overall, the methodology ensured that the findings were valid, reliable, and generalizable to the broader population of social media users in Ghana.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.0 Introduction

This chapter presents an in-depth analysis of the data collected on the role of social media in mobilizing social movements in Ghana, with a specific focus on the Occupy Julorbi House protest and the Fix the Country movement. The chapter examines the ways in which these movements leveraged social media platforms to frame their causes, communicate key issues, and mobilize public support. By analyzing survey responses, the chapter explores the effectiveness of social media in fostering civic engagement, sustaining public participation, and potentially influencing societal and political outcomes. This analysis further discusses how different social media strategies, including hashtag campaigns, visual storytelling, and direct calls to action, contributed to the visibility and resonance of each movement. The findings offer insights into the extent to which social media can shape public discourse and support advocacy for social and political reform in Ghana.

4.1 Data Analysis

4.1.1 Research Objective 1: To examine how the Occupy Julorbi House protest and the Fix the Country movement utilized social media platforms to frame their causes and communicate their messages to the public.

This objective seeks to analyze the communication strategies employed by the Occupy Julorbi House protest and the Fix the Country movement. Each movement's use of social media is instrumental in framing their issues, which in turn shapes public perception and engagement. Through analyzing their messaging, we can better understand the narratives, hashtags, and content

types that each movement prioritized to resonate with their audiences, enhance awareness, and potentially mobilize supporters.

Table 1: Which social media platforms do you use most frequently?

		Frequency	Percent
Valid	Facebook	16	4.2
	Instagram	90	23.4
	Snapchat	8	2.1
	Thread	2	.5
	TikTok	68	17.7
	WhatsApp	52	13.5
	X (Twitter)	112	29.2
	YouTube	36	9.4
	Total	384	100.0

The data reveals that among the surveyed social media platforms, X (formerly Twitter) is the most frequently used, with 29.2% of respondents indicating it as their preferred platform. Instagram follows with 23.4%, and TikTok ranks third at 17.7%. WhatsApp and YouTube see moderate engagement, at 13.5% and 9.4%, respectively, while Facebook, Snapchat, and Threads have the least user activity, collectively accounting for less than 10%. This distribution suggests that X, Instagram, and TikTok are prominent platforms for social mobilization in Ghana, potentially offering significant reach for movements like *Occupy Juloorbi House* and *Fix the Country*. X's top usage rate indicates its strong role in amplifying public discourse and organizing protests, underscoring its importance in Ghana's online activism landscape.

The finding that Twitter, Instagram, and TikTok are the most frequently used platforms among Ghanaians aligns with research by Ellison et al. (2020), who suggest that platforms enabling real-time communication are pivotal in social mobilization. Framing Theory (Goffman, 1974; Entman, 1993) supports this observation, as Twitter’s hashtag culture allows activists to create frames that resonate and unify people. The popularity of Twitter for movements like Occupy Jolorbi House, corroborated by Murthy (2018), shows how social media frames public discourse and invites engagement by framing issues through hashtags and succinct narratives.

Table 2: How often do you use social media?

		Frequency	Percent
Valid	Once a day	73	19.0
	Once a week or less	15	3.9
	Several times a day	177	46.1
	Several times a week	119	31.0
	Total	384	100.0

The data reveals a high frequency of social media usage among participants, with a significant 46.1% reporting they use social media several times a day. Additionally, 31.0% use it several times a week, while only 3.9% access social media once a week or less. This high engagement suggests a substantial online presence, making social media a potent tool for mobilizing social movements in Ghana. In the context of movements like *Occupy Jolorbi House* and *Fix the Country*, frequent access to social platforms facilitates rapid information sharing, fosters solidarity, and enhances coordination among activists and supporters. The prevalence of daily and multiple daily usage

underscores the role of social media as an essential channel for real-time updates and collective action, thereby amplifying the reach and impact of these social movements.

The high engagement frequency, with 46.1% using social media several times a day, underscores Duggan et al.'s (2015) assertion that frequent social media usage correlates with higher civic engagement, especially among youth. Framing Theory connects here, as repetitive and continuous framing of movement issues through posts can create a sense of immediacy and urgency among followers, reinforcing commitment to the cause (Snow & Benford, 1988). By framing issues consistently, movements can amplify collective identity and mobilize actions, as Tufekci (2017) demonstrates in the context of digital activism.

Table 3: Do you follow or participate in social or political discussions on social media?

		Frequency	Percent
Valid	No	117	30.5
	Yes	267	69.5
	Total	384	100.0

The data reveals that a significant majority (69.5%) of respondents actively participate in social or political discussions on social media, highlighting the platform's potential as a mobilizing force in Ghana. This finding underscores social media's role as a pivotal space for civic engagement, where individuals are increasingly voicing their opinions on social issues. With only 30.5% of respondents not participating in these discussions, it is evident that social media has become a crucial medium for amplifying public sentiment and organizing collective action, as seen in notable movements such as the Occupy Juloobi House protest and the Fix the Country movement.

These figures suggest that a large segment of the population leverages social media to engage in dialogues about governance and advocate for social change, reflecting the growing digital civic activism in Ghana.

The finding that 69.5% of respondents engage in social/political discussions aligns with Gil de Zúñiga et al. (2012), who emphasize the role of social media as a forum for political discourse. The high level of engagement supports Framing Theory, as users internalize frames, interpreting and discussing them within their networks. This communal framing is essential, as Chadwick (2013) explains, to sustaining online activism, where collective sharing reinforces beliefs and motivations for action.

Table 4: Have you heard about the Occupy Jolorbi House protest movement?

		Frequency	Percent
Valid	No	12	3.1
	Yes	372	96.9
	Total	384	100.0

The data above reveals that social media significantly amplified awareness of the Occupy Jolorbi House protest movement, as evidenced by the overwhelming percentage (96.9%) of respondents indicating familiarity with the movement. This finding underscores the pervasive role of social media as a mobilizing tool, effectively spreading information and engaging individuals on pressing social issues in Ghana. Given the high level of awareness, it suggests that social media has become an influential platform for political activism, comparable to its role in the earlier Fix the Country movement. Both movements illustrate social media’s power to transcend traditional barriers to

engagement, mobilizing widespread support and facilitating discourse on governance and accountability in Ghana

The 96.9% awareness of the Occupy Julorbi House movement confirms Tufekci's (2017) observation that social media increases movement visibility. Framing Theory helps explain that the movement's use of specific hashtags (frames) heightens awareness by connecting individuals with shared concerns, making it easier to capture attention and elicit participation.

Table 5: How did you first hear about the Occupy Julorbi House protest movement?

		Frequency	Percent
Valid	Haven't	1	.3
	Social Media	301	78.4
	TV/ Radio	54	14.1
	Word of Mouth	28	7.3
	Total	384	100.0

The data indicates that social media played a dominant role in informing people about the Occupy Julorbi House protest movement, with 78.4% of respondents citing it as their primary source of information. This finding underscores the critical role of social media in mobilizing social movements in Ghana, as it significantly surpasses traditional media (TV/Radio), which only accounted for 14.1%, and word of mouth, which represented just 7.3%. These figures suggest that social media platforms may have a unique advantage in amplifying awareness and encouraging participation in social movements like Occupy Julorbi House, particularly in comparison to traditional media channels. This observation aligns with the broader trend observed in similar

movements, such as the Fix the Country movement, where social media’s immediacy and reach appear to empower citizens and enhance collective activism.

Table 6: Have you heard about the Fix the Country movement?

		Frequency	Percent
Valid	No	7	1.8
	Yes	377	98.2
	Total	384	100.0

The data in the table above reveals that 98.2% of respondents are aware of the Fix the Country movement, while only 1.8% indicated they were not aware, highlighting the widespread recognition and reach of this social movement within the population surveyed. This high level of awareness points to the significant role social media likely plays in mobilizing and disseminating information about social movements in Ghana, given that Fix the Country has largely utilized social media platforms to amplify its message and garner support. In comparing this to other movements such as the Occupy Jolorbi House Protest, which also relied heavily on social media for mobilization, it is evident that social media serves as a critical tool in raising awareness, engaging the public, and facilitating participation in socio-political causes in Ghana. This suggests a strong correlation between social media engagement and the awareness level of social movements, underscoring the platforms' impact on contemporary activism.

Table 7: How did you first hear about the Fix the Country movement?

		Frequency	Percent
Valid	Social Media	312	81.3
	TV/ Radio	58	15.1
	Word of Mouth	14	3.6
	Total	384	100.0

The data illustrates the critical role of social media in mobilizing public engagement for social movements in Ghana, particularly within the context of the Fix the Country movement. With 81.3% of respondents indicating that they first heard about the movement through social media, it is evident that digital platforms serve as powerful tools for information dissemination and movement mobilization. In comparison, traditional media such as TV and radio accounted for only 15.1% of initial exposure, while word of mouth was responsible for a mere 3.6%. This significant reliance on social media for movement awareness underscores its capacity to reach a broad and diverse audience rapidly, bypassing traditional gatekeepers and amplifying voices demanding change. The dominance of social media in this context highlights its transformative impact on civic engagement in Ghana, aligning with broader global trends where digital media increasingly fuels and sustains social movements.

The majority of participants (78.4% and 81.3%, respectively) first heard of the movements through social media, supporting Gerbaudo's (2012) assertion that social media centralizes activist messaging. Framing Theory is evident in this context, as the curated frames (such as grievances about governance) effectively reach large audiences. The framing of issues through hashtags and

visuals on social media channels acts as a call to collective action, which Boyd (2014) notes is more effective than traditional media in mobilizing audiences.

Table 8: What central issues did the Occupy Jolorbi House protest emphasize on social media?

		Frequency	Percent
Valid	Corruption	170	44.3
	Economic Hardship	89	23.2
	Inconsistencies in the constitution	2	.5
	Leadership Failures	123	32.0
	Total	384	100.0

The data illustrates that social media discussions during the Occupy Jolorbi House protest in Ghana predominantly highlighted corruption, economic hardship, and leadership failures as central issues. Corruption emerged as the most frequently cited concern, accounting for 44.3% of responses, underscoring widespread public dissatisfaction with systemic corruption and the role of social media in amplifying this sentiment. Leadership failures also featured prominently, constituting 32.0% of responses, indicating significant frustration with governance and accountability, while economic hardship, at 23.2%, reflects the economic struggles many Ghanaians face, further fueling the online mobilization for change. In contrast, only 0.5% of respondents mentioned constitutional inconsistencies, suggesting that immediate, tangible issues, rather than structural legal reform, dominated social media narratives during this protest. These findings highlight social media’s role in galvanizing public sentiment around pressing socio-

political issues, positioning it as a powerful tool for mobilizing social movements in Ghana, as seen in both the Occupy Juloorbi House protest and the Fix the Country Movement.

Table 9: What central issues did the Fix the Country movement emphasize on social media?

		Frequency	Percent
Valid	Corruption	87	22.7
	Economic Inequality	136	35.4
	Poor Infrastructure	59	15.4
	Unemployment	102	26.6
	Total	384	100.0

The data reveal that economic inequality was the most emphasized issue in the Fix the Country movement’s social media discourse, with 35.4% of participants identifying it as central to the movement's goals. This was followed by unemployment (26.6%), highlighting widespread concerns about job scarcity and financial instability among citizens. Corruption, a long-standing issue in Ghanaian governance, was also significant, receiving 22.7% of the responses, indicating public frustration with perceived governmental malpractice. Poor infrastructure, although less frequently cited (15.4%), underscores the pressing need for improved public facilities and services. Together, these findings suggest that social media provided a platform for amplifying core grievances surrounding socio-economic challenges, effectively mobilizing support and encouraging participation in the movement. This highlights social media's role in catalyzing civic engagement by enabling collective expression around shared issues, drawing parallels with other movements like Occupy Juloorbi House.

The emphasis on economic hardship, corruption, and governance issues in both movements is consistent with literature by Snow and Benford (1988), who argue that effective framing involves aligning issues with pre-existing public grievances. Economic inequality and poor governance are prevalent issues in Ghana, meaning these movements' frames align well with the lived realities of the populace, thus fostering higher engagement. These frames tap into existing public frustrations, using diagnostic framing to identify and communicate problems with Ghana's socio-political environment. Framing Theory posits that when issues are framed around widely shared grievances, public receptiveness to the movements messages increases, which is evident in the high levels of engagement.

Table 10: Did you participate in any activities related to the Fix the Country movement (sharing content, using hashtags etc.)?

		Frequency	Percent
Valid	No	102	26.6
	Yes	282	73.4
	Total	384	100.0

The data indicates that 73.4% of respondents participated in social media activities related to the Fix the Country movement, including sharing content and using hashtags, while only 26.6% reported no involvement. This finding underscores the significant role of social media in mobilizing support for the movement, suggesting that digital platforms serve as powerful tools for collective action and amplifying voices in social movements in Ghana. The high engagement rate aligns with the notion that social media facilitates rapid information dissemination and unifies

individuals under shared causes, allowing movements like Fix the Country to gain widespread visibility and support.

Table 11: Did you participate in any activities related to the Occupy Julorbi protest (sharing content, using hashtags etc.)?

		Frequency	Percent
Valid	No	102	26.6
	Yes	282	73.4
	Total	384	100.0

The data indicates that social media played a significant role in mobilizing participation for the Occupy Julorbi House protest in Ghana. Of the respondents, a substantial majority (73.4%) actively engaged in the movement by sharing content, using relevant hashtags, or similar activities, while only 26.6% reported no engagement. This high level of participation underscores the pivotal role of social media as a mobilization tool, enabling widespread awareness and encouraging individual involvement in collective action. This finding aligns with the broader trend observed in recent Ghanaian social movements, where platforms like Twitter and Facebook serve as essential channels for rallying support, amplifying voices, and coordinating efforts, as seen in the Fix the Country Movement. The comparative success of these movements highlights how social media facilitates the organization and amplification of public dissent in Ghana, empowering citizens to push for accountability and policy reform.

The 73.4% engagement rate aligns with findings by Freelon, McIlwain, and Clark (2018), who state that participation rates often correlate with issue resonance. High engagement suggests that the movement’s framing resonates with the population’s values and concerns, creating a strong

collective identity and encouraging action. Engagement in social media activities serves as a form of collective frame alignment, where individuals actively participate in and spread the frame. This participatory framing strengthens movement identity and legitimacy, as it signals public commitment and investment in the cause.

Table 12: How influential was social media in your decision to participate in or support the movement(s)?

		Frequency	Percent
Valid	Not applicable (did not participate)	19	4.9
	Not influential	16	4.2
	Somewhat Influential	135	35.2
	Very Influential	214	55.7
	Total	384	100.0

The data indicates that social media played a significant role in mobilizing support and participation for social movements in Ghana, particularly in the context of the *Occupy Julorbi House* protest and the *Fix the Country* movement. Out of the 384 respondents, a combined 90.9% found social media to be either "somewhat influential" (35.2%) or "very influential" (55.7%) in their decision to engage with these movements. Only a small fraction, 4.2%, considered social media "not influential," while 4.9% did not participate, rendering the question "not applicable" to them. This high level of perceived influence underscores social media's critical role as a platform for mobilization and awareness, amplifying civic voices and shaping public engagement in Ghana's social movements.

The high influence rate of social media (90.9% finding it somewhat or very influential) supports Bennett and Segerberg's (2012) concept of connective action, where personal expression and digital engagement replace formal organizational structures, allowing people to feel individually connected to the movement's goals. Social media's framing through personalized messages and participatory content fosters emotional resonance, making individuals feel personally called to act. Framing Theory suggests that this personalized appeal through digital media strengthens the movement's pull and fosters deeper commitment.

4.1.2 Research Objective 2: To analyze the effectiveness of social media in mobilizing support and participation for the Occupy Juloorbi House protest and the Fix the Country movement

This objective seeks to evaluate how well social media facilitated active support and participation in the Occupy Juloorbi House and Fix the Country movements. Social media, as a mobilizing tool, enables movements to reach vast audiences quickly and to create virtual communities of support. By examining engagement metrics, such as shares, comments, and participant turnout influenced by online platforms, this analysis will help assess the extent to which social media contributed to physical and digital participation within each movement.

Table 13: How effective do you think the social media campaigns of the Occupy Jolorbi House protest were in highlighting their key issues?

		Frequency	Percent
Valid	Ineffective	3	.8
	Neutral	28	7.3
	Somewhat effective	125	32.6
	Very effective	228	59.4
	Total	384	100.0

The data on the effectiveness of social media campaigns for the Occupy Jolorbi House protest highlights a substantial impact in communicating key issues to the public. Among the respondents, 59.4% rated these campaigns as "very effective," and 32.6% found them "somewhat effective," collectively indicating that over 90% of respondents recognized social media as a powerful tool in amplifying the protest's core messages. Only a minimal portion of respondents found the campaigns ineffective (0.8%) or were neutral (7.3%) on the issue. This distribution underscores social media's role in mobilizing public attention and engagement for the Occupy Jolorbi House protest, aligning with broader trends observed in the Fix the Country movement, where social media has similarly been a critical platform for rallying support and fostering political awareness in Ghana. This finding suggests that social media is an instrumental medium for mobilizing social movements and influencing public opinion within the Ghanaian socio-political context.

Table 14: How effective do you think the social media campaigns of the Fix the Country movement were in highlighting their key issues?

		Frequency	Percent
Valid	Ineffective	4	1.0
	Neutral	48	12.5
	Somewhat effective	114	29.7
	Very effective	218	56.8
	Total	384	100.0

The data presented illustrates the perceived effectiveness of the Fix the Country movement's social media campaigns in drawing attention to their key issues, with a significant majority of respondents rating the campaigns as either "very effective" (56.8%) or "somewhat effective" (29.7%). Together, these ratings indicate that 86.5% of respondents viewed social media as an impactful tool in mobilizing support and raising awareness for the movement's objectives. This finding underscores the central role of social media in amplifying the grievances and demands of social movements in Ghana, particularly for movements like Fix the Country, which relied on online platforms to engage a broad, youthful audience and stimulate nationwide discourse. In contrast, a small minority rated the campaigns as "ineffective" (1%) or held a "neutral" view (12.5%), suggesting that while social media was predominantly influential, a portion of the population may remain disengaged or less persuaded by online activism. These insights highlight the potential of social media as a powerful mobilization tool in Ghana and provide a foundation for comparing its effectiveness across various movements, such as Occupy Julorbi House.

The effectiveness of campaigns aligns with DeLuca et al. (2012), who assert that visual and narrative framing strategies on social media significantly enhance the appeal and clarity of messages, making movements more relatable. Visual storytelling and hashtags have been identified by Jenkins et al. (2013) as tools that amplify engagement and solidarity.

By using visual and narrative frames, both movements constructed compelling frames that not only raised awareness but also enhanced emotional engagement. Effective framing, as Framing Theory suggests, helps simplify complex issues, making them accessible and urgent to the public, which is evident in the high perceived effectiveness of these campaigns.

Table 15: In your opinion, did the narratives presented by the Occupy Jolorbi House protest resonate with the general Ghanaian public?

		Frequency	Percent
Valid	Did not resonate	3	.8
	Neutral	54	14.1
	Somewhat resonated	118	30.7
	Strongly resonated	209	54.4
	Total	384	100.0

The data indicates that the narratives presented by the Occupy Jolorbi House protest resonated strongly with the general Ghanaian public, as evidenced by the 54.4% of respondents who indicated a strong resonance with the movement. An additional 30.7% felt that the narratives somewhat resonated, highlighting a collective impact of over 85% where the protest’s messages struck a chord with varying degrees of intensity among the population. In contrast, only 14.1% of

respondents remained neutral, and a minimal 0.8% felt no resonance. These results suggest that social media played a pivotal role in amplifying the protest's themes, successfully mobilizing public sentiment. This strong engagement underscores social media's effectiveness in mobilizing social movements in Ghana, as also observed in previous movements like the Fix the Country campaign, demonstrating that digital platforms are essential tools for political and social activism in the Ghanaian context.

Table 16: Did the Fix the Country movement’s messaging resonate more with Ghanaians than the Occupy Julorbi House protest?

		Frequency	Percent
Valid	Did not resonate	5	1.3
	Neutral	49	12.8
	Somewhat resonated	111	28.9
	Strongly resonated	219	57.0
	Total	384	100.0

The data reveals that the messaging of the Fix the Country movement resonated strongly with the majority of Ghanaians, with 57.0% of respondents indicating a strong resonance, and an additional 28.9% feeling it somewhat resonated. Only a small fraction (1.3%) felt it did not resonate, while 12.8% remained neutral. This suggests that the Fix the Country movement's messaging, amplified through social media, successfully captured public attention and aligned with the socio-political concerns of a significant portion of the population. In contrast, the Occupy Julorbi House protest may not have achieved a comparable level of resonance, implying that the Fix the Country movement leveraged social media effectively to connect with and mobilize Ghanaians,

highlighting the role of targeted messaging and online engagement in shaping social movement efficacy in Ghana.

The stronger resonance of the Fix the Country movement (57%) compared to Occupy Julorbi House supports Polletta and Jasper’s (2001) argument that collective identities and emotionally compelling frames foster stronger connections with the public. Fix the Country’s broader focus on economic reforms may resonate more deeply as these issues are critical to daily life.

Frames that emphasize relatable and pressing issues like economic inequality resonate more strongly with the public. Framing Theory posits that the salience and relevance of frames are crucial to public resonance, which the Fix the Country movement achieved by focusing on universally relatable grievances.

Table 17: Which social media strategy was most effective in mobilizing people for the Occupy Julorbi House protest?

		Frequency	Percent
Valid	Direct calls to action from activists	40	10.4
	Hashtag campaigns (e.g., #OccupyJulorbiHouse)	184	47.9
	Sharing of protest location and logistics	106	27.6
	Use of videos/ images to show discontent	54	14.1
	Total	384	100.0

The data in the table reveals that hashtag campaigns, notably #OccupyJulorbiHouse, played a significant role in mobilizing individuals for the Occupy Julorbi House protest, with nearly half of

the respondents (47.9%) identifying it as the most effective social media strategy. This finding underscores the potency of hashtag activism in rallying public support and creating online visibility, which is critical for collective action in social movements. Additionally, sharing protest logistics (27.6%) and using visuals to depict dissatisfaction (14.1%) contributed notably, highlighting the importance of accessible, actionable information and compelling imagery in sustaining engagement. Direct calls to action from activists were effective to a lesser extent (10.4%), suggesting that while influential figures are important, the broader, decentralized use of hashtags may resonate more widely with the public in Ghana's digital activism landscape. This insight aligns with previous mobilization trends in movements like Fix the Country, where social media also served as a central platform for raising awareness and organizing participation.

Table 18: Which social media strategy was most effective in mobilizing people for the Fix the Country movement?

		Frequency	Percent
Valid	Hashtag campaigns (e.g., #OccupyJulorbiHouse)	220	57.3
	Sharing of protest demands and grievances	95	24.7
	Testimonials from ordinary citizens	18	4.7
	Use of infographics/videos explaining key issues	51	13.3
	Total	384	100.0

The data indicates that hashtag campaigns, such as #OccupyJulorbiHouse, were the most effective social media strategy in mobilizing support for the Fix the Country movement, capturing 57.3%

of the responses. This suggests that hashtag-driven campaigns play a crucial role in amplifying social movement messages and fostering solidarity in Ghana, as they make it easy for users to engage, share, and spread awareness widely across digital networks. Sharing protest demands and grievances was the second most impactful strategy at 24.7%, highlighting the importance of clearly communicating the movement’s core issues to resonate with supporters. Meanwhile, the use of infographics or videos (13.3%) and testimonials from ordinary citizens (4.7%) played smaller yet significant roles, supporting the movement through visual storytelling and personal connections that enhance relatability and emotional engagement. Together, these strategies reflect how different social media tactics combine to mobilize and unify people around pressing socio-political issues in Ghana.

Hashtag campaigns were the most effective strategy for both movements (47.9% and 57.3%), supporting Jenkins et al. (2013) who found hashtags vital for fostering online collective identity. Framing Theory justifies this, as hashtags crystallize movement frames, making complex issues easily accessible and shareable, enabling individuals to collectively amplify issues.

Table 19: How effective was the Occupy Julorbi House protest in sustaining public participation through social media?

		Frequency	Percent
Valid	Ineffective	3	.8
	Neutral	27	7.0
	Somewhat effective	133	34.6
	Very effective	221	57.6
	Total	384	100.0

The data indicates that social media was a highly effective tool in sustaining public participation during the Occupy Julorbi House protest, with 57.6% of respondents rating it as "very effective" and an additional 34.6% rating it as "somewhat effective." This significant majority suggests that social media platforms played a crucial role in mobilizing and maintaining public engagement for the movement. Only a small fraction viewed social media's impact as "neutral" (7.0%) or "ineffective" (0.8%), underscoring the critical role these platforms serve in amplifying public sentiments and fostering a sense of community and continuity within social movements in Ghana. When compared to other movements like Fix the Country, these results imply that social media continues to be an essential driver of civic participation and protest mobilization in Ghana.

Table 20: Did you participate in any offline protests or actions organized by the Occupy Julorbi House protest as a result of social media mobilization?

		Frequency	Percent
Valid	No	103	26.8
	Yes	281	73.2
	Total	384	100.0

The data reveals that social media played a significant role in mobilizing offline participation for the Occupy Julorbi House protest in Ghana. Among the 384 respondents, a substantial majority (73.2%) reported participating in offline protests or actions organized as a result of social media mobilization, compared to 26.8% who did not. This finding underscores the potency of social media as a tool for mobilizing collective action, aligning with a growing trend where digital platforms enhance civic engagement by providing a space for sharing information, building solidarity, and encouraging public demonstrations. This mobilization aligns with patterns observed

in other social movements, such as the Fix the Country Movement, further highlighting social media’s transformative impact on Ghanaian activism and its effectiveness in rallying citizens for causes against socioeconomic and political issues.

Table 21: Did you participate in any offline protests or actions organized by the Fix the Country movement as a result of social media mobilization?

		Frequency	Percent
Valid	No	108	28.1
	Yes	276	71.9
	Total	384	100.0

The data reveals that social media has played a significant role in mobilizing support for the Fix the Country movement, with 71.9% of respondents (276 out of 384) reporting participation in offline protests or actions due to social media mobilization. This high engagement suggests that social media effectively converts online sentiments into real-world activism, a phenomenon that underscores its pivotal role in galvanizing public participation in Ghana's socio-political landscape. Comparatively, the strong turnout for Fix the Country protests illustrates social media’s capacity to unify individuals around shared grievances and aspirations, echoing similar mobilization trends seen in movements like Occupy Jolorbi House, where social media also served as a catalyst for collective action.

The high participation rates (73.2% and 71.9%) in offline protests organized by Occupy Jolorbi House and Fix the Country suggest that social media is not only a tool for digital mobilization but also facilitates real-world action. The literature on digital activism corroborates these findings,

demonstrating that effective social media framing can motivate online followers to engage offline (Tufekci, 2017; Castells, 2015). Tufekci (2017) argues that social media enables activists to frame issues in ways that emotionally resonate with audiences, increasing the likelihood of offline engagement. Similarly, Castells (2015) finds that social media creates "networks of outrage and hope," transforming online expressions of discontent into actionable offline protests. These findings align with Framing Theory, as both movements used narrative framing on social media to construct and communicate grievances that would translate into tangible offline actions, showing that effective issue framing can drive real-world impact.

4.1.3 Research Objective 3: To compare the impact of social media on the outcomes of the Occupy Jolorbi House protest and the Fix the Country movement in terms of their influence on public policy and societal change.

This objective focuses on assessing the long-term influence of Occupy Jolorbi House and Fix the Country on public policy and societal change. By comparing their impacts, the study will reveal how digital mobilization translates into tangible outcomes, whether through shifts in public discourse, policy reforms, or other forms of societal impact. This comparison will highlight how effectively social media-driven advocacy can drive institutional and social changes, and the distinct influence of each movement in Ghana's socio-political landscape.

Table 22: Do you believe the Occupy Julorbi House protest had any direct influence on government policy or decision-making?

		Frequency	Percent
Valid	No	141	36.7
	Not sure	107	27.9
	Yes	136	35.4
	Total	384	100.0

The data reveals a near-even split in perceptions about the influence of the Occupy Julorbi House protest on government policy or decision-making, highlighting the mixed public views on the protest's effectiveness. Out of 384 respondents, 36.7% believe the protest had no direct influence on policy, while 35.4% believe it did, and 27.9% are uncertain. This distribution suggests that while a significant portion of the population perceives the protest as impactful, skepticism remains prevalent, with a notable number unsure of its direct effects. These findings underscore the complexities of measuring social movement impact, particularly in contexts like Ghana, where social media plays a pivotal role in mobilization, yet tangible policy shifts may not be immediately apparent. This ambivalence could reflect broader challenges faced by digital movements, such as Occupy Julorbi House and Fix the Country, in translating online advocacy into concrete government action.

Table 23: Do you believe the Fix the Country movement had any direct influence on government policy or decision-making?

		Frequency	Percent
Valid	No	158	41.1
	Not sure	91	23.7
	Yes	135	35.2
	Total	384	100.0

The data reveals a diverse range of public perceptions regarding the Fix the Country movement's direct influence on government policy or decision-making. Of the 384 respondents, a majority either believed the movement had no direct impact (41.1%) or were uncertain about its influence (23.7%), with only 35.2% affirming that Fix the Country directly affected government decisions. This distribution suggests a significant level of skepticism among Ghanaians regarding the movement's efficacy in achieving concrete policy changes, despite its visibility and mobilization through social media. When compared to similar movements, such as the Occupy Julorbi House protest, these findings indicate that while social media may effectively raise awareness and mobilize citizens, its role in catalyzing tangible governmental change remains debatable.

Responses in Tables 22 and 23 indicate mixed perceptions of the movements' impact on government policy, with approximately one-third of respondents affirming policy influence, while others were uncertain or skeptical. These findings align with Morozov's (2011) "slacktivism" critique, suggesting that while social media can raise awareness, it may struggle to achieve policy change. Gitlin (1980) also notes that public attention garnered through media framing does not

necessarily translate into systemic change, emphasizing the limitations of digital activism when targeting entrenched political structures. Framing Theory applies here, as both movements aimed to frame their issues as urgent, aiming to provoke a response from policymakers. Despite this, the mixed perceptions suggest that the frames used did not consistently translate into policy impact, perhaps due to the challenges of sustaining pressure on government institutions through online mobilization alone.

Table 24: In your opinion, did the Occupy Jolorbi House protest lead to any significant societal or political change in Ghana?

		Frequency	Percent
Valid	No	75	19.5
	Not sure	94	24.5
	Yes	215	56.0
	Total	384	100.0

The data from the table above reveals that the majority of respondents (56.0%) believe the Occupy Jolorbi House protest resulted in significant societal or political change in Ghana, underscoring the impact of the movement. Social media likely played a pivotal role in amplifying the protest's message and mobilizing public support, as platforms provided a space for discussions, awareness, and real-time updates that increased public engagement and visibility. However, a substantial portion of respondents (24.5%) were unsure about its impact, suggesting that, while social media can drive engagement, its ability to achieve lasting change may still be uncertain in the Ghanaian context. Additionally, the 19.5% who felt the protest did not bring about meaningful change may point to perceived limitations of social media-driven movements in influencing entrenched

political structures. The varied responses highlight the complexity of evaluating social media's effectiveness in achieving tangible societal outcomes within Ghana's socio-political landscape.

Table 25: In your opinion, did the Fix the Country movement lead to any significant societal or political change in Ghana?

		Frequency	Percent
Valid	No	85	22.1
	Not sure	79	20.6
	Yes	220	57.3
	Total	384	100.0

The data reveals that the majority of respondents (57.3%) believe the Fix the Country movement led to significant societal or political change in Ghana, indicating that the movement resonated with a substantial portion of the population. However, a considerable minority, representing 22.1%, expressed the view that the movement did not bring about meaningful change, while 20.6% were uncertain about its impact. This distribution suggests that while social media was effective in mobilizing public engagement and amplifying the movement's message, perceptions of tangible outcomes remain mixed. These findings highlight the complexities in assessing the influence of social media-driven movements in Ghana, where awareness and activism may not always equate to visible policy shifts or societal change. Comparatively, these insights could provide a foundation for evaluating the recent Occupy Julorbi House protests and understanding how social media has evolved in mobilizing citizen action within Ghana's sociopolitical landscape.

With 56% and 57.3% of respondents believing that Occupy Julorbi House and Fix the Country, respectively, led to significant societal or political change, these results reflect social media’s capacity to alter public discourse even without direct policy impact. The literature supports this finding: Jenkins et al. (2013) argue that social media provides a platform for constructing collective identities, enabling participants to feel part of a movement for change. Bennett and Segerberg (2012) highlight how networked movements leverage social media to amplify marginalized voices and shift societal attitudes, even if policy influence is limited. Framing Theory helps explain these results, as the movements’ frames positioned their grievances within broader socio-political contexts that resonated with citizens, fostering a sense of collective efficacy and societal change.

Table 26: Which movement do you believe had a greater impact on raising awareness and pushing for societal change in Ghana?

		Frequency	Percent
Valid	Both	105	27.3
	Fix The Country	164	42.7
	Neither	9	2.3
	Occupy Julorbi House	106	27.6
	Total	384	100.0

The data reveals that the majority of respondents (57.3%) believe the Fix the Country movement led to significant societal or political change in Ghana, indicating that the movement resonated with a substantial portion of the population. However, a considerable minority, representing 22.1%, expressed the view that the movement did not bring about meaningful change, while 20.6% were uncertain about its impact. This distribution suggests that while social media was effective

in mobilizing public engagement and amplifying the movement's message, perceptions of tangible outcomes remain mixed. These findings highlight the complexities in assessing the influence of social media-driven movements in Ghana, where awareness and activism may not always equate to visible policy shifts or societal change. Comparatively, these insights could provide a foundation for evaluating the recent Occupy Julorbi House protests and understanding how social media has evolved in mobilizing citizen action within Ghana’s sociopolitical landscape.

Table 27: Which movement do you believe was more successful in influencing public discourse through social media?

		Frequency	Percent
Valid	Both	109	28.4
	Fix The Country	179	46.6
	Neither	8	2.1
	Occupy Julorbi House	88	22.9
	Total	384	100.0

The data presented highlights the effectiveness of the "Fix The Country" and "Occupy Julorbi House" movements in mobilizing public discourse through social media in Ghana. According to the findings, 46.6% of respondents believed the "Fix The Country" movement had a stronger influence on public discourse, followed by 28.4% who felt both movements were equally impactful. Only 22.9% attributed a stronger influence to the "Occupy Julorbi House" protest, while a minimal 2.1% of respondents believed neither movement was impactful. These results suggest that "Fix The Country" resonated more broadly with the Ghanaian public via social media, likely due to its focus on addressing systemic issues affecting the nation, thus driving a larger

engagement. The comparatively lower perception of "Occupy Jolorbi House" could reflect the distinct focus and framing of each movement, underscoring how social media's role in mobilizing public discourse varies depending on movement objectives and messaging strategies.

Tables 26 and 27 show that Fix the Country was perceived as having a greater impact on awareness and public discourse than Occupy Jolorbi House, highlighting the differences in issue framing between the two. The literature on framing emphasizes that effective frames resonate widely and align with shared societal values (Snow & Benford, 1992). Fix the Country's focus on economic hardship and inequality framed these issues as universal and relatable, potentially explaining its broader resonance. Framing Theory is directly applicable, as it underpins how the movement's strategic narrative choice likely amplified its reach and influence in Ghanaian society by constructing relatable, persuasive frames around systemic inequalities.

4.1.4 Demographic Data of Respondents

Table 28: Age

		Frequency	Percent
Valid	18-25	212	55.2
	26-35	120	31.3
	36-45	42	10.9
	46+	10	2.6
	Total	384	100.0

The age distribution in this study shows that younger individuals form the majority of participants. The largest group, aged 18-25, accounts for 55.2% of the sample, followed by those aged 26-35 at

31.3%. This highlights the predominant involvement of young adults in social media-driven movements, suggesting that these platforms resonate strongly with younger demographics for political and social mobilization. The 36-45 age group, representing 10.9%, shows moderate engagement, while individuals aged 46 and above make up only 2.6% of participants, indicating a lower representation among older age groups. This distribution underscores the significant role of social media as a tool for engagement, particularly among the youth, who appear to leverage these platforms more actively for social activism in Ghana.

Table 29: Gender

		Frequency	Percent
Valid	Female	166	43.2
	Male	218	56.8
	Total	384	100.0

The gender distribution in this study on the role of social media in mobilizing social movements in Ghana reveals that 43.2% of participants are female, while 56.8% are male, from a total sample of 384 respondents. This distribution indicates a slight male dominance in participation, which may reflect the gender dynamics in online political activism and engagement with social movements like the *Occupy Jolorbi House* and *Fix the Country* protests. This gender disparity might influence how social media mobilization tactics resonate differently across genders, potentially due to varying levels of accessibility, perceived risks, or motivations associated with activism on digital platforms in Ghana. This insight is crucial for understanding how social media campaigns can be tailored to engage diverse demographics effectively, including women, whose participation is vital for the inclusivity and reach of social movements.

The demographic data, particularly the youth dominance (55.2% aged 18-25), aligns with scholarship indicating that younger demographics are highly active in digital spaces and more likely to participate in online activism (Loader et al., 2014). Loader et al. (2014) argue that social media resonates with youth due to its interactive nature, enabling them to engage with issues that impact their future. Framing Theory is relevant here, as social media frames constructed by these movements were tailored to resonate with the youth, focusing on issues like unemployment and economic hardship that disproportionately affect younger demographics. The slight male dominance observed also reflects gender-specific participation patterns in activism, with men in some regions more likely to engage publicly in political discourse (Burns et al., 2001). This insight underscores the need for inclusive framing strategies that can resonate across gender lines.

Table 30: Occupation

		Frequency	Percent
Valid	Employed	107	27.9
	NSS	1	.3
	NSS personnel	2	.5
	Self-Employed	106	27.6
	Student	146	38.0
	Unemployed	22	5.7
	Total	384	100.0

The table above presents the occupational distribution of participants in a study examining the role of social media in mobilizing social movements in Ghana, specifically the Occupy Julorbi House protest and the Fix the Country movement. Among the respondents, students constitute the largest

group, making up 38% of the sample, suggesting a strong interest in social activism within younger demographics who are often highly engaged with social media. Employed individuals (27.9%) and self-employed individuals (27.6%) also represent significant portions of the sample, highlighting that social media’s reach spans diverse employment statuses, enabling broad-based mobilization across different economic sectors. With 5.7% of respondents being unemployed, this data implies that social media mobilization resonates across various social strata, potentially due to shared concerns about governance and economic challenges. These occupational insights underscore the inclusive nature of social media as a tool for mobilizing diverse groups within Ghanaian society for civic participation and social change.

Table 31: Level of Education

		Frequency	Percent
Valid	Primary	12	3.1
	Secondary	103	26.8
	Technical	2	.5
	Tertiary (College/ University)	264	68.8
	Vocational	3	.8
	Total	384	100.0

The data on the level of education reveals that a majority of respondents (68.8%) have tertiary education, with secondary education being the next most represented category (26.8%). This distribution suggests that individuals with higher educational qualifications are more likely to engage in social movements such as the *Occupy Julorbi House* protest and the *Fix the Country* movement in Ghana. Given the role of social media in mobilizing these movements, it is likely

that participants with tertiary and secondary education levels are more digitally literate, enabling them to leverage social media effectively for advocacy and protest organization. The lower representation from primary (3.1%), technical (0.5%), and vocational (0.8%) education levels may indicate a digital divide, highlighting the role of educational attainment in access to and participation in social media-driven social movements.

The data in Tables 30 and 31 show a high representation of students and individuals with tertiary education. This trend is consistent with existing literature, as higher education levels often correlate with higher political awareness and digital literacy (Schradie, 2011). According to Schradie (2011), individuals with tertiary education are more adept at using digital tools for activism, which could explain their prominence in these movements. Framing Theory provides a lens through which to interpret these findings: the frames used by both movements emphasized intellectual critique of governance, appealing to a more educated audience. The movements' use of fact-based, issue-specific frames likely resonated more with educated audiences capable of critically analyzing these complex socio-political issues.

4.2 Discussion of Findings

Research Objective 1: To examine how the Occupy Julorbi House protest and the Fix the Country movement utilized social media platforms to frame their causes and communicate their messages to the public.

Both Occupy Julorbi House and Fix the Country employed social media as primary tools for framing issues, highlighting governance failures, economic inequality, and accountability. Through hashtags like #OccupyJulorbiHouse and #FixTheCountry, these movements unified supporters under shared grievances, creating a resonant narrative that connected with a broad audience. This finding aligns with Bennett and Segerberg's (2012) assertion that social media

amplifies protest messages by allowing activists to create narratives that appeal widely. The fact that 78.4% and 81.3% of respondents encountered these movements initially on social media underscores the potency of digital platforms in disseminating information and mobilizing awareness. Tufekci (2017) supports this by showing how social media enables activists to bypass traditional media filters, allowing them to shape public opinion directly.

The Framing Theory applies strongly here, as the movements strategically framed their causes to capture public attention. By focusing on universally relatable issues, the movements framed the government's failures as personal and immediate, creating a collective identity around the need for accountability. This strategic framing enabled both movements to resonate broadly, as Framing Theory emphasizes that effective framing shapes public interpretation of issues by focusing on specific aspects that align with audience values and concerns (Entman, 1993).

Research Objective 2: To analyze the effectiveness of social media in mobilizing support and participation for the Occupy Jolorbi House protest and the Fix the Country movement.

The study's data shows that social media was instrumental in mobilizing engagement and participation. With 73.4% of respondents sharing content and engaging in discussions, and 46.1% using social media multiple times daily, digital platforms became central to building an active supporter base. This finding corroborates Mundt et al. (2018), who emphasize social media's rapid response capacity and ability to facilitate mass mobilization. Furthermore, 71.9% and 73.2% of respondents participated in offline protests as a direct result of online engagement, which supports Freelon et al.'s (2016) study on the Black Lives Matter movement, demonstrating that digital mobilization can translate to real-world activism.

From a Framing Theory perspective, the movements' strategic use of framing in social media messaging played a crucial role in transforming online engagement into offline action. By crafting messages that emphasized issues of corruption and economic hardship—frames that resonated with people's lived experiences—both movements were able to connect emotionally with supporters, motivating them to participate actively both online and offline. This aligns with Polletta and Jasper (2001), who suggest that narratives crafted by social movements must resonate with the public to foster collective identity and engagement. Thus, Framing Theory helps explain how the movements' effective issue framing on social media catalyzed broader participation.

Research Objective 3: To compare the impact of social media on the outcomes of the Occupy Julorbi House protest and the Fix the Country movement in terms of their influence on public policy and societal change.

The findings indicate mixed perceptions regarding the impact of these movements on policy, as approximately one-third of respondents believed the movements had influenced government decisions, while a significant portion remained unsure. This echoes Morozov's (2009) critique of "slacktivism," where online activism does not consistently lead to substantive change. Tilly and Tarrow (2015) also note the complexity of converting social movement pressure into policy reforms, given the structural challenges in influencing government institutions. Nonetheless, 57.3% of respondents felt Fix the Country had led to significant societal or political change, supporting Chadwick's (2013) view that social media can sustain discourse even without direct policy impact.

Framing Theory's application here is evident in how both movements attempted to frame their causes as urgent and essential for policy attention. However, the study's findings show that, while these frames were successful in fostering awareness and societal change, they did not always

translate into immediate policy shifts. This suggests that the frames used, while effective in mobilizing public sentiment, faced limitations in prompting tangible policy actions. This highlights Framing Theory's emphasis on the challenges of sustaining frames over time and converting public sentiment into long-term institutional change.

The challenges of misinformation, surveillance, and the digital divide were evident in the study, which aligns with the findings of Marwick and Lewis (2017), who discuss how misinformation can undermine the credibility of movements. These issues, along with surveillance and counter-narratives by authorities, can dilute framing efforts, making it harder for movements to maintain a unified message. Vosoughi, Roy, and Aral (2018) argue for critical media literacy within social media activism, which is essential in addressing misinformation.

The demographic findings further illustrate how framing effectiveness varies across segments, with 68.8% of respondents possessing tertiary education, implying that digital literacy influences social media engagement in activism. Ragnedda and Muschert (2013) support this, showing that educational attainment affects digital access and literacy. In terms of Framing Theory, these demographic findings suggest that education may affect the reception of movement frames, with better-educated individuals possibly more adept at critically evaluating framed messages and misinformation

4.3 Chapter Summary

The analysis of the data reveals that social media played a pivotal role in the Occupy Jlorbi House and Fix the Country movements, with platforms like Twitter, Instagram, and TikTok serving as primary channels for public engagement and mobilization. The findings indicate that the majority of participants used social media to engage in socio-political discussions, amplify movement messages, and organize offline protests. Hashtag campaigns emerged as one of the most effective

strategies for unifying supporters and disseminating information. While Fix the Country's messaging resonated more broadly, both movements underscored social media's power in amplifying public sentiment and creating spaces for civic activism. However, the chapter also identifies challenges, including misinformation and limited policy impact, which suggest that while social media facilitates awareness and engagement, translating this momentum into concrete policy change remains complex. The chapter concludes that social media is a vital tool for modern activism in Ghana, but it requires strategic approaches to maximize its influence on tangible socio-political outcomes.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a comprehensive summary of the study's key findings, drawing conclusions on the role of social media in mobilizing social movements in Ghana, specifically the Occupy Jolorbi House and Fix the Country movements. It explores how these movements effectively leveraged social media platforms to raise awareness, mobilize support, and frame socio-political issues, engaging a broad demographic, especially among young adults. The chapter also examines the limitations of social media in directly influencing policy and provides recommendations to strengthen the impact of digital activism. Through this discussion, the chapter seeks to highlight actionable steps for future social movement efforts and suggest areas for further research to deepen the understanding of social media's evolving role in Ghanaian civic engagement.

5.1 Summary

The study highlights that X (formerly Twitter), Instagram, and TikTok are the most widely used social media platforms among Ghanaians, with X ranking as the most preferred, chosen by 29.2% of respondents. The Fix the Country and Occupy Jolorbi House movements utilized these platforms effectively to spread awareness, as evidenced by 81.3% and 78.4% of participants, respectively, learning about the movements primarily through social media. This significant reach underscores the powerful role that these digital platforms play in generating awareness and mobilizing public attention in Ghana.

In addition to raising awareness, social media drove active engagement, with 73.4% of respondents participating in activities related to both movements, including content sharing and hashtag use.

Social media's impact extended beyond digital engagement, as it spurred offline mobilization: 73.2% of respondents participated in Occupy Juloobi House activities, while 71.9% engaged in Fix the Country protests as a direct result of online mobilization efforts. These findings illustrate social media's capacity to bridge digital and physical activism, enabling people to translate online engagement into real-world action.

The study further reveals that the Fix the Country movement resonated slightly more broadly than Occupy Juloobi House, with 57.0% of respondents connecting with its message compared to 54.4% for the latter. Both movements framed issues of corruption, economic inequality, and governance failures as core themes, each focusing on specific grievances to build public support. This strategic framing allowed the movements to galvanize public sentiment, reflecting how social media can powerfully shape discourse around socio-political issues.

Despite the broad reach and resonance of both movements, respondents expressed mixed perceptions regarding their direct influence on policy. Approximately one-third of participants believed the movements impacted government decisions, while 57.3% felt that Fix the Country had driven significant societal change. These mixed responses suggest that while social media effectively sustained discourse, the direct translation of online advocacy into tangible policy shifts remains uncertain, pointing to the challenges of achieving concrete political outcomes through digital platforms alone.

Finally, the study identifies limitations impacting the reach and inclusivity of both movements, including misinformation, surveillance, and the digital divide. While social media proved effective in raising awareness, these barriers hindered broader access and engagement, making it challenging for both movements to translate their momentum into policy influence.

5.2 Key Findings

This study offers an in-depth look into the role of social media in mobilizing social movements in Ghana, specifically through the cases of the Fix the Country and Occupy Jolorbi House movements. The findings reveal the extent to which these movements leveraged digital platforms to frame issues, mobilize public support, and drive civic engagement. The results align with existing scholarly literature and demonstrate the theoretical applicability of Framing Theory, which underpins the strategic communication techniques used to construct resonant narratives in social activism. Key findings are discussed below, each connected to relevant literature and theoretical insights.

First and foremost, the study reveals that X (formerly Twitter), Instagram, and TikTok were the primary platforms for engagement, with X alone preferred by 29.2% of respondents. These platforms effectively introduced both movements to their audiences, with 81.3% of Fix the Country participants and 78.4% of Occupy Jolorbi House participants first encountering the movements through social media. This finding corroborates Tufekci's (2017) work, which argues that social media enables activists to bypass traditional media, broadening access to public discourse and mobilizing larger groups. Framing Theory applies here, as these platforms allow activists to present issues in ways that resonate with their followers' existing beliefs, establishing a shared understanding that bolsters participation.

Moreover, a significant portion of respondents (73.4%) reported participating in social media activities related to these movements, including content sharing and hashtag engagement. Offline mobilization was similarly influenced, with 71.9% of respondents participating in Fix the Country protests and 73.2% in Occupy Jolorbi House activities as a direct result of social media. This outcome supports findings by Mundt et al. (2018), who suggest that social media platforms are

uniquely positioned to foster rapid response and mass mobilization. Similarly, Freelon et al. (2016) observed this connection between online engagement and offline action in movements like Black Lives Matter. Framing Theory provides insight into how these digital engagements are strategically crafted to encourage offline action, linking individual participation with a broader collective identity and cause.

Additionally, the study found that the Fix the Country movement's messaging resonated more broadly with 57.0% of respondents, compared to 54.4% for Occupy Juloobi House. Both movements focused on themes of corruption, economic inequality, and governance failures, using social media to amplify these issues. These findings align with Polletta and Jasper's (2001) assertion that resonant narratives are essential for fostering collective identity within social movements. Moreover, Nartey and Yu's (2023) findings on effective grievance framing validate the emphasis placed on economic reforms and governance issues. Framing Theory explains that activists' selective emphasis on specific grievances helps crystallize public support by presenting these issues as both urgent and relatable, creating a shared sense of injustice.

Furthermore, the study reveals a nuanced public perception regarding the movements' influence on government policy, with around one-third of respondents affirming policy impact while significant portions were unsure. However, 57.3% of respondents believed that Fix the Country led to meaningful societal change. This aligns with Morozov's (2009) concept of "slacktivism," suggesting that while online activism can sustain discourse, its conversion to policy change remains challenging. Tilly and Tarrow (2015) elaborate on the complex relationship between social movements and the state, underscoring structural barriers to achieving policy influence. Here, Framing Theory highlights the importance of narrative continuity in sustaining momentum, even when immediate policy outcomes are uncertain.

Finally, the study highlights challenges such as misinformation, surveillance, and the digital divide, limiting social media's inclusivity and reach. The demographic findings, where 68.8% of respondents had tertiary education, suggest that educational attainment influences digital literacy and access, consistent with Ragnedda and Muschert's (2013) work on the digital divide. Additionally, Marwick and Lewis (2017) discuss misinformation's potential to undermine credibility, an issue for both movements facing government counter-narratives. Vosoughi, Roy, and Aral (2018) emphasize the need for critical media literacy, underscoring Framing Theory's application in guiding strategic narratives to maintain integrity and public trust

5.2 Conclusion

The study concludes that social media plays a pivotal role in the mobilization of social movements in Ghana, enabling both awareness-building and active participation. The Fix the Country and Occupy Jolorbi House movements leveraged digital platforms to frame core issues around governance and socio-economic grievances, successfully engaging a broad demographic, particularly young adults. Despite high engagement levels and perceived societal impacts, direct policy influence remains limited. This reflects the complexity of converting online mobilization into tangible policy outcomes. Nonetheless, social media's role in amplifying public discourse and fostering civic engagement is undeniable, positioning it as an indispensable tool in Ghana's activism landscape.

5.4 Limitations of the Study

To begin with, the study's sample was composed primarily of educated and younger individuals, which may affect the generalizability of the findings to a broader population. This demographic skew suggests that the insights gathered might not fully represent the experiences and perspectives of older and less-educated individuals, who may engage differently with social media and social

movements. Consequently, the findings are likely more reflective of a younger, digitally literate population that has greater familiarity with social media platforms. This limitation highlights the importance of considering demographic diversity in future studies to capture a more comprehensive view of social media's role in mobilizing various segments of the population.

Additionally, the reliance on self-reported data regarding social media engagement and participation in the movements introduces potential biases. Respondents might overstate or understate their level of involvement due to personal perceptions, social desirability, or memory recall. Self-reporting can be influenced by how respondents perceive their participation, leading some to emphasize their engagement to reflect positively or downplay it due to privacy concerns. This limitation underscores the need for triangulating self-reported data with other objective measures, such as digital engagement analytics, to enhance the accuracy of findings and reduce potential biases in understanding how individuals interact with social media in the context of activism

5.5 Suggestions for Future Research

Future studies could delve into the long-term impact of social media-driven movements on policy change in Ghana, particularly focusing on whether the influence of movements like Fix the Country and Occupy Jolorbi House endures after the initial activism subsides. By examining the persistence of these issues in policy discourse, researchers could provide insights into the ways social media movements shape policy decisions over time, as well as the factors that sustain or dissipate their influence.

Additionally, further research on governmental surveillance and regulation of online activism is essential to understand the barriers activists face and to explore strategies for protecting freedom of expression. Government responses to online activism, including surveillance measures and regulatory actions, may deter participation and curtail the reach of social movements. Studying these dynamics can contribute to the development of policies and protections that support open digital spaces for civic engagement and activism.

Lastly, as social media influencers play a significant role in amplifying movement messages, future research could explore their influence on mobilizing support and shaping public perception. Influencers often bring visibility and credibility to social causes, bridging the gap between activists and the general public. Investigating the extent of their impact on public opinion and participation could offer valuable insights into the power dynamics within digital activism and inform strategies for enhancing influencer involvement in social change efforts

5.3 Recommendations

Firstly, to strengthen the impact and credibility of social movements, it is crucial for government bodies and civil society organizations to actively promote digital and media literacy. By fostering critical thinking skills, citizens will be better equipped to evaluate information online, which can help counter misinformation and reinforce the credibility of social movements. Educating the public in these areas not only improves individual discernment but also builds a more informed, resilient online community capable of meaningful engagement.

Also, addressing the digital divide is essential for equitable participation in online activism and political discourse. Investments in internet infrastructure, particularly in underserved areas, can ensure that all citizens have equal access to these digital platforms. Improved access would allow

more people to participate in social movements and civic discussions, making online activism a more inclusive and representative space.

Additionally, utilizing visuals, hashtags, and storytelling has proven effective in engaging diverse audiences, making these strategies integral to social movements' success. Visual content and storytelling can convey complex issues more accessibly, while hashtags allow for easy tracking and amplification of movement messages. Social movements should continue to harness these tools, as they increase the visibility and relatability of their campaigns, drawing in broader support and fostering solidarity.

Moreover, to maximize their impact, social movements can benefit from linking online activism with physical, on-the-ground advocacy efforts. Bridging this online-offline gap can help translate digital support into real-world actions, which may improve the movements' chances of influencing policy. By creating a synergy between digital presence and direct action, movements can sustain momentum and bring greater urgency to their causes.

Finally, activists should explore establishing formal dialogue channels with government officials to enhance the translation of public sentiment into actionable policy changes. Engaging with policymakers can bridge the gap between mobilization and policy influence, making it more likely for social movements to achieve tangible results. Structured communication with authorities can help activists channel collective concerns into practical solutions, creating pathways for sustained policy impact.

5.6 Chapter Summary

The study's findings underscore the significant role of social media in the mobilization and visibility of the Fix the Country and Occupy Juloobi House movements, with platforms like Twitter

and Instagram proving essential for awareness and engagement. While both movements effectively framed core issues of governance and economic inequality, Fix the Country resonated more broadly, indicating the power of targeted messaging in online activism. However, challenges such as misinformation, the digital divide, and limited policy impact highlight areas where social media mobilization could be strengthened. The chapter concludes that social media is an indispensable tool in Ghana's activism landscape, fostering public discourse and civic engagement but with limited direct policy outcomes. Recommendations include enhancing digital literacy, increasing inclusive access to social media, and establishing formal channels for activist-government dialogue, with suggestions for future research to examine social media's long-term impact on policy and its role across diverse demographics.

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APPENDIX

QUESTIONNAIRE FOR RESPONDENTS

Section 1 : Social Media Usage

Q1. Which social media platforms do you use most frequently?

1. Facebook
2. Twitter
3. WhatsApp
4. Instagram
5. TikTok
6. YouTube
7. Other (Please specify) _____

Q2. How often do you use social media?

1. Several times a day
2. Once a day
3. Several times a week
4. Once a week or less

Q3. Do you follow or participate in social or political discussions on social media?

1. Yes
2. No

Section 2: Social Media Framing and Narrative Construction

Narrative Awareness

Q4. Have you heard about the *Occupy Julorbi House* protest movement?

1. Yes
2. No

Q5. How did you first hear about the *Occupy Julorbi House* protest movement?

1. Social media
2. TV/Radio

- 3. Word of mouth
- 4. Other (Please specify) _____

Q6. Have you heard about the *Fix the Country movement*?

- 1. Yes
- 2. No

Q7. How did you first hear about the *Fix the Country movement*?

- 1. Social media
- 2. TV/Radio
- 3. Word of mouth
- 4. Other (Please specify) _____

Framing of Issues

Q8. What central issues did the Occupy Jilorbi House protest emphasize on social media?

- 1. Corruption
- 2. Economic hardship
- 3. Leadership failure
- 4. Other (Please specify): _____

Q9. What central issues did the Fix the Country movement emphasize on social media?

- 1. Unemployment
- 2. Poor infrastructure
- 3. Economic inequality
- 4. Corruption

- 1. Very effective
- 2. Somewhat effective
- 3. Neutral
- 4. Ineffective

Q20. How effective was the Fix the Country movement in sustaining public participation through social media?

- 1. Very effective
- 2. Somewhat effective
- 3. Neutral
- 4. Ineffective

Participation and Engagement

Q21. Did you participate in any offline protests or actions organized by the Occupy Julorbi House protest as a result of social media mobilization?

- 1. Yes
- 2. No

Q22. Did you participate in any offline protests or actions organized by the Fix the Country movement as a result of social media mobilization?

- 1. Yes
- 2. No

Section 4: Influence on Public Policy and Societal Change

Policy Influence

Q23. Do you believe the Occupy Julorbi House protest had any direct influence on government policy or decision-making?

- 1. Yes
- 2. No
- 3. Not sure

Q24. Do you believe the Fix the Country movement had any direct influence on government policy or decision-making?

- 1. Yes
- 2. No
- 3. Not sure

Societal Change

Q25. In your opinion, did the Occupy Julorbi House protest lead to any significant societal or political change in Ghana?

1. Yes 2. No 3. Not sure

Q26. In your opinion, did the Fix the Country movement lead to any significant societal or political change in Ghana?

1. Yes 2. No 3. Not sure

Comparison of Outcomes

Q27. Which movement do you believe had a greater impact on raising awareness and pushing for societal change in Ghana?

1. Occupy Julorbi House
2. Fix the Country
3. Both equally
4. Neither

Q28. Which movement do you believe was more successful in influencing public discourse through social media?

1. Occupy Julorbi House
2. Fix the Country
3. Both equally
4. Neither

Section 5: Demographics

Q29. Age:

- | | |
|----------|-----------------|
| 1. 18–25 | 2. 26–35 |
| 3. 36–45 | 4. 46 and above |

Q30. Gender:

1. Male

2. Female

Q31. Occupation:

1. Student

2. Employed

3. Self-employed

4. Other (Please specify) _____

Q32. Level of Education:

1. Primary

2. Secondary

3. Tertiary (College/University)

4. Postgraduate

5. Other (Please specify) _____