

# FEMINIST RESEARCH INSTITUTE



## ***FRI Lecture Series***

### ***Social Media as a Recruitment Tool to High-Risk Movements in Gender Restrictive Regimes: The Case of the 2011 Egyptian Uprising***

***Monday, October 5 | 12:00 - 1:00 PM***

***Email [femresin@unm.edu](mailto:femresin@unm.edu) for Zoom registration***

Social movements have used social media for recruitment since the mid-2000s. Scholars agree that Facebook and Twitter especially mobilized people during the 2011 world-wide protest wave. However, the literature largely ignores the gendered effect of social media on mobilization. I argue that social media is especially mobilizing for women in high-risk gender restrictive contexts. In such instances, on-line ties with fellow citizens offer women access to information about political issues in their countries, opportunity to articulate political views, and a space to interact with activists. I investigate this claim using the Arab Democracy Barometer survey (2011), a representative sample of Egyptians administered five months after the 18-day anti-regime uprising of 2011. I find that social media mobilized women but not men. My findings challenge the Western perception of Egyptian women as either Westernized protestors or oppressed non-activists and emphasize the gendered nature of social media.



### ***Dr. Marian Azab, Lecturer of Sociology at Nevada State College and 2019 FRI Graduate Student Paper Prize Recipient***

Marian Azab is a Lecturer of Sociology at Nevada State College. She is a disabled Arab immigrant. Marian received her Master's in Social Justice and Human rights from Arizona State University in 2011. She started her career as a PhD student in the Sociology Department at UNM in the same year. Her main areas of expertise include social movements, race, Arabs and Arab Americans, social media, and quantitative methodology. Marian's published work examines the effect of the post-9/11 backlash on protest participation among Arab Americans. Her dissertation is a quantitative study of participation in the Egyptian uprising of 2011, the gendered nature of activism, and the impact on Egyptian political attitudes. Marian's future research will investigate protest participation among minority populations both in the Arab world and the US.