

# **Social Movements & social media: Case Study of Iran Protests 2022**

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## **Abstract**

Iran Social Movement 2022 serves as the best example of how social media can support protests and create awareness at the local and global levels. For the current study, the content analysis of the tweets with hashtags; #IranProtests2022 #MahsaAmini; is conducted to investigate the impact of Twitter in establishing the Identity Construction of Iran's youth during an ongoing movement. Since hyper-mediated movements are largely based on out-group grievances resulting in the sharing and re-sharing of tweets/posts/hashtags, therefore, activism has become global, resulting in 'Identity Construction, Actions, Connections and Resolve', on and through social media. The Tweets from October to December 2022, also help in understanding if social media is responsible for activism or slacktivism. The findings show a global awareness through social media resulting in 'Actions and Resolve'.

**Keywords:** content analysis, #iranprotest2022, slacktivism, social movements,