

INDEX

- Activism
 - civic participation and, 124–125
 - community, 154
 - definition of, 121–122
 - educational, 15
 - feminist, 117
 - online and offline, 58, 60, 67–68, 81, 83
- Activist identities, 10, 123–124, 128–129, 132, 134–135, 137–138, 144
- Activist nonprofit, 157
 - contemporary youth, 154
 - funded youth, 159, 163
 - offline youth, 149
- Activists
 - fan, 12, 27, 38, 42, 48, 50
 - feminist, 97, 114
 - organizational form, 202
 - self-identification, 127–130, 132
 - wizard, 43
- Actualized citizenship, 58
- Adults
 - educating, 162
 - miniature, 12
 - powerful, 161–162
 - younger, 152
- Advocacy groups, 31–32, 238
- Advocacy organizations, 29, 31–32, 68
- Anti-marriage equality bill, 40
- Application program interface (API), 218
- Arab Spring, 11
- Authentic protesters, 4
- Automated content analysis, 98
- Bloc recruitment, 29–32
- Bloggers and online activism, 112
- Blogs
 - contemporary, 96
 - political, 6
 - public, 91–92
 - trafficked, 109
- Campaigns
 - anti-Monsanto, 199
 - election, 17, 84
 - legislative, 167
 - media recruitment, 237
- CDA. *See* Critical discourse analysis (CDA)
- Civic attitudes, 123
- Civic behaviors, 123, 138
- Civic identities, 87, 119, 121–123, 127–128, 132, 135–136, 140, 142–143, 239
- Civic organizations, 151, 209–211, 216, 222, 230, 233–234
- Civic participation and activism, 124–125
- Civics and activism, definition of, 121–122
- Collective identity and activism, 206

- large-scale, 113
 - maintaining, 86
 - and political strategy, 204
- Collective identity/collective consciousness, 92
- Communication
 - authentic, 49
 - digital, 154
 - external, 93
 - feminist, 96
 - formal leaders structure, 183
 - one-directional, 211
 - political, 9, 19, 56, 58, 63, 79, 82, 205
 - social movement, 18, 83, 95
- Community change, 175, 240
- Computer content analysis, 99
- Consensus mobilization, 70
- Content
 - circulating political, 122
 - edit, 50
 - negative, 17
 - posted, 192
 - supporter, 185
 - tweet, 99
- Contexts
 - digital, 120–122, 138–139
 - offline movement, 150, 174
 - organizational nonprofit, 157
 - social, 124
- Corpus of Contemporary English (CCAЕ), 102
- Critical discourse analysis (CDA), 94
- Cross-sectional data, 66
- Cultural acupuncture, 14, 24, 29–32, 31–32, 44–46, 48–49, 52–53
- Culture
 - civic, 235
 - fan, 26
 - local political, 164
 - oppositional, 17
- Decision-making processes, 210, 212, 216, 233
- Deficit model, 65
- Descriptive data, 224
- Digital media, 3–8, 4, 7
 - feminist politics, 95–101
- Digital protest, 3
- Discourses
 - abortion, 18
 - aggregative, 100
 - uncivil, 137
- Discursive activism, 92
- Discursive activism strategies, 14, 92, 96, 100, 107, 113–114
- Dumbledore’s Army, 24–25
- Engaged citizens, 58
- Facebook, 1–2, 70, 76, 117, 121, 131–132, 134–137, 157, 162, 184–187, 189–190, 221, 223–228, 235, 239
 - feminism, 50, 97, 116
- Fan activism, 7–8, 18, 23–27, 29, 32, 36, 41, 46, 51–52
- Fan communities, 7, 24–29, 31–33, 38–39, 45, 47–50, 145
 - bloc recruiting, 31
 - global, 41
 - self-sustaining, 46
- Federal Communications Commission (FCC), 39
- Feminism, 92, 96–97, 100–101, 106, 108, 110, 115–117
 - contemporary, 94, 113
 - contemporary US, 50, 116

- radical, 116
- reinvigorating, 6
- Feminist
 - activists, 97
 - analysis, 106
 - claims, 14
 - contemporary, 92
 - critical, 102
 - discourse, 107
 - education, 97
 - important emergent, 114
 - intersectional, 93–94, 114
 - resource, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117
 - sensibility, 105–106
- Funding
 - equitable student, 165
 - increasing student, 156
 - state library, 40
 - tax-based school, 165
- Games
 - complex, 167
 - football, 73
 - video, 71
- Genetically modified organisms (GMOs), 47, 72, 187–188, 197–199, 207
- Harry Potter Alliance (HPA), 7, 13–14, 23–25, 27, 30–33, 36, 38–52, 124
 - ability, 30
 - approach, 33, 43
 - campaign, 45
 - campaign decisions, 32
 - cultural acupuncture, 31
 - efforts, 25
 - energy, 40
 - fan-community, 25–32
 - members, 40–42, 44
 - mission, 49
 - origins of, 36–38
 - social movement theory, 25–32
 - success, 41, 49
 - and values to connect, 28
 - work, 42
- Harry Potter fan community, 33
 - internalizing the story, 35–36
 - wizard rock, 34–35
- Hashtag
 - activism, 116–117, 120
 - analysis, 101
 - cross-tagged, 108
 - feminist, 95, 108
 - inclusive, 15
 - politics, 111
 - protest-related, 98
- HPA. *See* Harry Potter Alliance (HPA)
- Institutional leverage, 159–161
- Internet, 8–10
- Internet Communication Technologies (ICTs), 2
- Internet Service Providers (ISPs), 39
- JSON (JavaScript Object Notation) format, 99
- Leadership online
 - conceptualization of, 180
 - engaging in, 192–200
 - fight against monsanto, 187–188
 - organizational identity, 182–186
 - tasks online, 168–171
- Learning activism, 73–75

- LGBTQIA issues, 35, 39, 42, 44, 48
 Louder over time, 134–135
- March against Monsanto (MAM), 16
- Media
 long-term negative effects for movements, 4
 unexamined, 7–8
 youth, 12–13
- Media systems, 5–7
- Negotiating multiple factors, 76–77
- Newspaper-based data, 4, 18. *See also* Newsprint
- Newsprint, 3–8
- Occupy Monsanto (OM), 16
- Online civic expression, 130–132
- Online expression over time, 132
- Organizational effectiveness and efficacy, 212–214
- Organizational identity, 182–186
- Participation, motivation for, 75–76
- Participatory politics, 57
- Political education, 158–159
- Political efficacy, 161–163
- Potter Generation, 35
- Pro-genetically modified organisms (GMO), 47
- Protest participants, 27
- Public interest connection, 32
- Silencing, 132, 136–137, 140
- Snapchat, 2
- Social liminality, 96
- Social movement organizations (SMOs), 4
- Social movement theory, 3, 58–59
- State anti-LGBTQ bill, 76
- Statewide school reform bill, 165
- Supportive and encouraging family ties, 71–73
- Teenage activists, 157–163
- Transmedia, 29
- Unexamined media, 7–8
- Web server bill, 34
- #YesAllWomen, 94–95
 collective identity/collective consciousness, 102–107
 mediation dynamics, 107–113
 mobilizing conversation, 101–102
 recirculation and mediation, 101
- Young people's political power, 150–153
- Youth
 activism curious, 61
 activist nonprofit, 150–153
 activist space, 158–159
 deficit model, 79
 micromobilization, 58–59
 offline activism, costs and benefits of, 153–155
 organizations and efficacy, 211–217
- Youth nonprofit civic organizations
 influential factors, 214
 media use, 214–215
 organizational characteristics, 217
 organizational effectiveness and efficacy, 212–214
 participant inclusion, 215–216