

Normative contestation in the age of social media / Presentation notes / by Dr. A. Granmo

In general terms, this presentation is divided into two parts. The first 20 slides are dedicated to introducing and contextualising key concepts, while the remaining slides attempt to incorporate concepts and factors that I intend to incorporate into existing theoretical frameworks. The slides are occasionally illustrated by interspersed images. The information on the slides largely speak for themselves, though I have provided a list below for further explanation on certain slides:

Slide 2: An example of norm enforcement in the context of Apartheid South Africa.

Slide 7: An example aiming to illustrate that just because platforms are now more readily available, new suggested norms must have a reasonable footing in order to gain traction. This is often achieved through connecting a new norm to established ones.

Slide 9: An example of framing, connecting a suggested norm with an established one (everyone is against murder, therefore everyone should also be against eating meat).

Slides 14 & 15: Examples of corporations explicitly signalling support to/attempting to make a profit/mitigate losses during a norm cascade (slide 15 is a still from a somewhat infamous Gillette ad).

Slide 18: Having an understanding the dynamic of securitisation is beneficial to understanding how certain norms are more effective than others in the emergent phase.

Slide 21: This Trump tweet to is to show that blatant inconsistencies by members in the in-group are ignored or explained with the benefit of the doubt.

Slide 24: An example of a meme: a still photo relatable to a large or small subset of people's lived experience.

Slide 31: A recent example of astroturfing involved the president of Barcelona FC hiring social media teams to appear as 'civilians' criticizing the club's own players, for example for not signing new contracts.

Slide 32: Another example is 'greenwashing', or how corporations outwardly signal their commitment to eco-friendly practices/products.

Slide 39: The link included directs to a spreadsheet created by the youtube channel 'Rebel Wisdom', a prominent commentator on Internet/global culture and politics/systems.

Slide 44 & 45: See James Charles and Contrapoints (particularly with keyword 'cancel') for more information.

Please get in touch with me at anders.granmo@gmail.com for any questions, clarifications or points of discussion.