

Slacktivism as a form of citizen participation through social media in protests against rising living costs in Albania

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ABSTRACT: Taking steps concerning what happens around you to change a phenomenon or situation or to engage as a citizen, is no longer a term limited to the conditions of the physical world. With the development of technology and the proliferation of social networks, civic engagement has expanded into new dimensions. Now everyone can get involved in online initiatives, express their opinions in real-time, or repost on eventstrending in one corner of the world. All this engagement that takes place in the virtual realm, where minimal effort and sacrifice is required, has been called slacktivism (Christensen 2011). This paper seeks to analyze this type of engagement in Albanian society and explore slacktivism as a form of civic participation. The paper will focus on the price hike and cost of living protests in Albania in the spring of 2022. The main aim is to understand if online activism prevails over activism in the physical world. Through a survey with 470 participants in the 16-40 age group, we analyze their involvement in civic engagement, identifying how they perceive and demonstrate this engagement. Additionally, this paper highlights the role of social media and slacktivism in shaping citizens' participation in protests related to the rising cost of living.

KEYWORDS: *slacktivism, participation, activism, social media, internet, protest.*

I. INTRODUCTION

The widespread use of social networks such as Facebook, Twitter, Instagram, or other platforms has made it increasingly easy for citizens to participate online (Skoric 2012). These social networks have developed and accelerated communication practices with each other and have also been used as a means of engagement and political communication. The use of these communication tools has sparked significant theoretical debates regarding the extent to which social networks contribute to, or hinder, the democratization of the online public sphere. The first debates have mainly had a positivist view, where social media have played a de-communicating role in the public sphere (Yetkinel and Çolak 2017, Çela 2017, Lingren 2017). With the continued evolution of these platforms, an increasing number of individuals and socio-cultural actors have gained direct access to the media system, thereby enhancing pluralism and facilitating new forms of public debate concentration. (Delfant and Arvidsson 2019, Tufa and Çela 2021). Contemporary debates, however, take a more particular stance on social media and specifically on curtailing or hindering the development of democracies. In his book "Social Media: A Critical Introduction", Cristian Fuchs takes up critical media theory and analyzes it in the context of social media. His main ideas are related to exploitation, capitalism, and aspects of addiction or propaganda through social media (Fuchs 2013). When social media researchers address the role they play in public discourse, they suggest that these media succeed in changing the public narrative as well as shaping public opinion. Audience researcher John Sullivan, in his book *Media Audiences: Effects, Users, Institutions, and Power*, deals with the case of the election of President Donald, where using the Facebook platform, through the use of trolls (fake accounts), the entire narrative of public opinion was changed in the digital space (Sullivan, 2019). The findings of some other studies show that social media, and specifically Facebook, are being used by central and local government politicians in Albania, in a centralized form and in the function of increasing the politicians' profiles. These patterns of usage hinder the development of Albania (Tufa and Çela 2021, Tufa 2022).

In such a communicative context, citizens are responsible for how they will react to governmental actions. Thus, one of the most democratic mechanisms for influencing political situations, the phenomenon, of exerting pressure on governing authorities, remains public protest. However, along with the change in access that citizens have to new forms of communication, new forms of protest have also been associated, or the exercise of pressure on those who govern (Christensen 2011).

Fulfilling our civic responsibilities and shaping our societal image is closely related to our content engagement online. It often happens that as soon as we open our social networks, we see posts about the economic situation, the high level of corruption, the increase in prices, or other important issues that affect certain layers of society. In many cases, we come across posts that come as a call to action, to repost or share a tweet, post, or story, about climate change, the situation of women in Afghanistan, the war in Ukraine, or the famine in Syria. Making your Instagram profile black in support of the Black Lives Matter movement, making your profile red in support of Palestine for the Gaza attacks, throwing a bucket of ice water on your head in support of the Ice Bucket Challenge, or posting with hashtags like “#Ukrainianswillresist”, and others like these, are just some of the forms of what is called “Slacktivism”. This is the term that describes online activism that is low-cost, low-risk and requires little or no commitment (Christian 2019). The origin of the word slacktivism is debatable, but the credit for the use of this term goes to Fred Clark since 1995 when he used it for the first time in a seminar with Dight Ozard (Stanisa 2022). Before this term became more widely used, it was also known as “performative activism”. Boston Medical Center defines performative activism as activism that is done to increase one's social capital rather than because of commitment to a cause (BMC, 2024). There is the view that a person who participates in performative activism is more trying to make it known that they are not racist than actually seeking to change the racist structures within the country they live in (Turner 2021). So from this, it is understood that performative activism, even in cases of protest, is more of a statement of attitude than an act of being. However, like any phenomenon, slacktivism has its advantages and disadvantages.

Media scholar Sue Ellen Christian introduces us to some of the positive sides of slacktivism. She believes that slacktivism brings attention and awareness to an issue by getting people to talk about it in the physical world as well. According to her, these acts performed online sometimes translate into concrete actions in real life (Christian 2019). Many researchers, to delve further into the aspect of how digital media attract the attention of public opinion, take the Arab Spring as an example. In a study developed by the Pew Research Center, it is emphasized that the networks formed on the Internet were decisive in organizing a core group of activists, especially in Egypt (Mitchell 2012). However, this form of engagement is not considered a concrete effort to exert pressure on policymakers.

In a TED Talk, related to slacktivism, Melissa Langdon says that slacktivists are people who hide behind their iPads thinking they are saving the world with a repost or hashtag (Langdon 2012). Scholars have looked critically at this form of protest. They agree that nothing matters if no concrete effort is made to bring about the change that is being talked about online. Nothing beats the power of the citizen movement in the streets, no amount of idle noise online trumps real action in the physical world (Langdon 2012, Christensen 2012). However, Langdon argues, slacktivism raises awareness and prompts people to read or obtain information about what is happening, to which physical action must necessarily be added (Langdon 2012). This paper tries to examine and evaluate slacktivism behavior by analyzing the relationship of citizens with this form of engagement in public space. Further, the paper focuses specifically on the protest over the increase in prices and living costs in Albania. In this way, this study aims to understand the trends towards slacktivism as a form of civic participation.

II. RESEARCH QUESTIONS

To understand this phenomenon, three research questions were posed:

1. *What are the behaviors and attitudes of social media users towards the protests concerning rising prices and the cost of living in Albania??*
2. *Which social media are mostly used by Albanian citizens for demonstrating their slacktivism behaviors?*
3. *How do citizens perceive and assess activism versus slacktivism concerning protests against rising prices and living costs in Albania?*

III. METHODOLOGY

To collect the data for this paper, the survey method was used. After collecting and reviewing the literature related to slacktivism, a draft survey was created. The draft survey was divided into three main parts. The first part focuses on demographic data, such as gender, age, and level of education. The second part focuses on the relationship of citizens with social networks and the knowledge they have about the protests developed in the spring of 2022 in Albania. In this part of the survey, data is collected via multiple choice or checkbox. The third part focuses on the perception and relations that citizens have with activism and slacktivism. These data are collected through nine statements which the citizens have evaluated through their agreement according to the Likert scale 1-3 (1-disagree, 2- neutral, 3-agree), they have expressed their uncertainty regarding these phenomena

Table 1. Activism and slacktivism statements

Group	Statement	Code
Activism statements	I think activism is the best way to contribute to society.	Act1
	I usually engage with the economic problems of the society where I live.	Act2
	I think participation in protests is necessary for solving problems	Act3
	I think social media helps engage citizens in issues and protests	Act4
	I think people who post awareness materials usually participate in price-cutting protests	Act5
Slacktivism statements	I think slacktivism is the most comfortable form for me to contribute to society.	Slac1
	I think people who participate in protests always share content about price increases on social media.	Slac2
	By the posts I share on social networks, my duty as a citizen in solving problems ends.	Slac3
	I have felt better after sharing something about the price-cutting protests, despite my physical contribution to them.	Slac4
	When I notice that my post about an important cause gets a lot of likes and reactions from my followers, it makes me active with this content on my social media.	Slac5

After testing and subsequent adjustments, the survey was coded into a Google Form. Then, it was shared in groups and pages of social media of activists and organizations that engage in public opinion. During ten days, the survey was completed by 470 respondents whose ages ranged from 16 to 40 years. Finally, the data were coded and analyzed in SPSS.

IV. LITERATURE REVIEW

The study of slacktivism is a relatively recent area of inquiry. Studies of this phenomenon begin with the mass study of social media. In a modest article, Dennis McCafferty discusses the role of social media in the development of this phenomenon. He compares slacktivism and activism, emphasizing the fact that more than activism, slacktivism derives from not very significant thoughts, thoughts that have no impact on society (McCafferty 2011). In the same year, some researchers analyze the results of online engagement (Rotman; et al 2011). The ideas, even though they are treated in a critical view, remain in line with those of Dennis McCafferty. However, when we talk about slacktivism and criticism of this form of participation, we must keep in mind that these discussions would not be possible if the Internet and social media did not have the boom they have today. To explore how the Internet is reshaping society and influencing identity in a period of acute political turbulence, the studies of Tom Chatfield, a British author and philosopher of technology, help us (Chatfield 2012). A year later the Finnish researcher Henrik Christensen conducted a study entitled "Simply slacktivism? Internet participation in Finland". In this paper, he concludes that the Internet and social media have neither diminished nor further developed political participation, but have simply made citizens more knowledgeable about political issues while remaining detached from formal politics (Christensen 2012). Other studies show that the main motives underlying slacktivism are the desire to present a positive image to others and the desire to be consistent with their values (Kristofferson, White and Peloza 2014).

In his paper, researcher Norbert Kersting addresses how social media and the Internet are being used by the government and civil society. The main argument in his paper is that some online participatory instruments, which were originally developed for discussion and dialogue, seem to be refocusing on the function of demonstrative participation. They are more oriented towards identity constructions and community building than towards dialogue and political discussion (Kersting 2013). Along the same line, other studies were developed where they discussed the role of social media in increasing slacktivism as well as the influence it has on the fading of traditional engagement practices (Lee and Hsieh 2013, Glenn 2015)..

Further studies on this phenomenon were focused on literature review (Malinen 2015), dealing with social media, civic engagement, and slacktivism in Mexico (Howard and Etal 2016). The countries most concerned about this phenomenon remain the Nordic countries because a year later Christoph Lutz and Christian Pieter Hoffmann studied the negative aspects of online engagement. They discussed the differences between participation and non-participation, active and passive, and positive participation and negative (non-)participation (Lutz and Hoffmann 2017). Further, online activism and participation were studied in the context of feminism and specifically analyzed hashtags related to these issues (Chen, Pain and Barner 2018). In the same year, some researchers from the University of Michigan concluded that positive perceptions of social

media indirectly increase political participation offline, through the influence of political expression on social media (Kwak; et al 2018). Two years later, some researchers from the University of Tehran in Iran, in a study of their own, after conducting a critical evaluation of slacktivism, reached six main conclusions. They state that slacktivism leads mainly to Superficial Engagement, Substitution for Meaningful Action, Illusion of Achievement, Dilution of Serious Issues, Clicktivism, Attention without Accountability (Zohouri, Darvishi and Sarf 2020).

On the other hand, it is worth mentioning that the literature and studies exactly in this field in Albania are lacking, if not non-existent. However, there are studies about the use of social media and how the Internet has affected our society. This study, as the first of its kind, also serves as a call that this field should be studied and explored in the region.

V. THE PROBLEM OF SLACKTIVISM

Of the multitude of definitions of slacktivism, the most significant is the explanation that is initially given for the meaning of this word. The term slacktivism, a combination of the words slacker and activism, has been increasingly used to describe the gap between awareness and action through the use of social media (Zohouri, Darvishi and Sarf 2020). This term illustrates the shift from “traditional” views of activism, associated with interdependent groups mobilizing through tangible resources, including space, to organize protests, rallies, or boycotts. A much more neutral definition of slacktivism is presented by Rodolfo Leyva, describing it as a “risky and low-cost activity through social media whose purpose is to raise awareness, produce, change, or give satisfaction to the person engaged in the activity”(Leyva, 2016). Sklactivism as a term and as a phenomenon, often compared to activism, has also been seen by researchers as something negative (Elden 2016). Slacktivism has been linked to seemingly similar phenomena such as clicktivism or hacktivism. All three of these terms have a negative connotation associated with laziness, ease of application, and in the case of hacktivism, illegality (Elden 2016). However, slacktivism also takes other forms such as tweeting, posting, sharing, liking, (Leyva 2016)and in other cases even creating memes (Vie 2014). These forms of online engagement are not on the same level as online activities that are based solely on entertainment (Leyva 2016). However, the Internet is evolving rapidly, changing the way we interact with websites and each other online. Given these changes and the forms that online engagement takes, slacktivism remains a complex field of study, as researchers' work becomes out of date as quickly as they can publish it(Leyva 2016).

What is emphasized the most when discussing the issues of slacktivism is related to the fact that there is always a need to call for concrete actions. For example, UNICEF in Sweden in 2013 launched a campaign titled “Likes do not save lives” to encourage people to make financial donations instead of simply liking or sharing social media posts for prevent diseases that affect children in developing countries (UNICEF 2013). This campaign, despite the call that activism does not save people's lives, emphasizes concrete actions in real life.

However, there are specific cases where the use of social networks has increased engagement in various movements. The most representative example remains the “Arab Spring” in 2010. Research about the events in Egypt revealed that ¼ of the protesters had heard about the protests from Facebook and that 25% of them had used Facebook and Twitter to publish and distribute photos and videos from the scene (Wilson 2012). What was crucial for the protesters was the significant use of social media as a tool of a grassroots revolution that took place in Egypt or Tunisia. Protesters in Arab countries used Facebook and Twitter to organize and mobilize, to pursue their goals of changing the social reality in which they lived (Kuhn 2012).

VI. CIVIC MOVEMENTS AND THE USE OF SOCIAL NETWORKS IN ALBANIA

The Balkan region, which comes from a communist past, is dominated by so-called fragile democracies, or developing democracies. During these last years, this region has been involved several times in several waves of protests where citizens have openly expressed their dissatisfaction, demanding responsible governance, and holding governments accountable. Technological developments have presented a series of new opportunities and challenges regarding the communication and distribution of information about protests, their scope, the number of participants, and the socio-political environment, but also on changes in communication technology and the use of media (Hodžić and Pajnik 2016). The development of communication platforms and social networks has changed every communication practice, including how protests are organized and communicated. In particular, social networks have helped in the notification of protests, their rapid organization, and their communication in the public space. In a study by the Albanian Media Institute, it is shown how student movements in Macedonia and Albania demonstrated the role of social media, identifying these as the main forms of communication for organizing and mobilizing for protest actions (Hodžić and Pajnik 2016). These forms of protest organization and communication are an essential part of the emergence of slacktivism and have found a suitable ground for organizing and mobilizing the masses through social networks. As the engagement of citizens in many social, political, and environmental issues shows, the communication of political actions in the online space does not exclude Albania from this phenomenon either. Social media such as Facebook, Twitter, and Instagram have provided an effective platform for Albanians to express opinions, share

information, and organize protests and demonstrations. The use of technology and social networks has allowed citizens to quickly connect and communicate to organize joint actions and share important messages (Londo 2016).

Typical examples of when social media have served to develop protests in Albania started in 2013, with the chemical weapons protest in our country. Likewise, the protest of students in opposition to the law on higher education in 2018 was organized and found wide support on social networks. Another protest where the use of social networks was highlighted to raise awareness and organize gatherings was the protest for price increases during October 2021 and after. The increase in the price of bread and food products and the warning of an electricity crisis, accompanied by the increase in its price, brought citizens, activists, actors, etc. together in protest. The experts announced that the increase in the price of wheat, fuel and, if it happens, that of electricity, will affect the increase in the price of all products consumed by citizens. (AbcNews 2021)Protests both physically and online continued in the following months. However, the role of social networks and slacktivism is undeniable, remains unclear, and is always controversial.

VII. DISCUSSION AND DATA ANALYSIS

As mentioned in the methodology, the survey method was used to collect data for this study. After the survey was conceived based on the research questions and literature review, it was distributed for completion to sites and groups active in protest and public debate. The survey was left to be completed for only 10 days, seeing the intensity of completion decrease after the passing of the week. In total, the survey was completed by 470 citizens. Considering the size of the population, this is a modest number and has a small degree of representation of the population. But if we consider people who engage politically online, the number of citizens who completed the survey is significant. What is noticed from the demographic data of the survey is the pronounced gender imbalance. If we look at the table below, we notice that most of those who completed the survey belong to the female gender. There is such a trend in many studies carried out in Albania, where most of the participants in completing the surveys belong to the female gender. Beyond the debate about whether or not to intervene in encouraging the completion of the survey by different genders, given that the survey was conducted online and its object is the measurement of online engagement, we chose to get a panorama as organic as possible and in conditions of unimproved. However, the causes of these demographic distortions should be further investigated in other studies specifically. Regarding the age of the respondents, most are young, from the 16-23 age group. While other age groups are in a much smaller percentage. This can be explained by the number of hours they spend online, as well as their engagement in social networks or chat groups, for example, WhatsApp.

Table 2. Statistic data

		Gender	Age	Level of education
N	Valid	470	470	470
	Missing	0	0	0
Mean		1,24	2,07	2,81
Median		1,00	2,00	3,00
Std. Deviation		,468	,970	,417
Variance		,219	,941	,174
Minimum		1	1	1
Maximum		3	7	3

While most of them have or attend higher education. Of course, this is related to the fact that the higher education of a society increases its engagement in politics or public debate. Thus, the topic of the study and its shared channels invite those educated with at least secondary education.

7.1 Behaviors and Attitudes Regarding Protests

Respondents were asked about their behavior and attitudes towards the protests. Although they agree on the existence of economic problems first, although they have been aware of the development of protests related to their living costs, they have not participated in them. So, looking at the table below, we notice a discrepancy between their thoughts and actions.

Table 3. Behaviors and attitudes regarding protests

Question	Yes (%)	No (%)
Has rising prices affected your life?	96,6	3,4
Are you aware of the protests that have taken place over price	66,3	33,7

increases?

Were you physically part of any of these protests?	12,7	87,3
Have you ever shared posts about a cause you support?	63,4	36,6
Have you posted or shared any posts specifically about these protests?	21,2	78,8

Further, the participants were asked if they shared posts related to the protests in general on their social networks, and the majority, 63%, stated that they shared posts related to the protest. However, that doesn't go down the same line when asked if they've shared posts specifically to protest rising living costs, they say no. If we look at their answers, 78% have not shared any posts related to these protests on social networks.

7.2 Social media and slacktivism

Respondents are social media users. More than 93% of them use social media, at least Instagram. A smaller part uses TikTok, occupying a space of 56%. Even fewer use Facebook, with 31%, and in descending order Twitter and Snapchat with 16% and 3% respectively, as well as 8% of other social networks.

Table 4. The usage of social media platforms

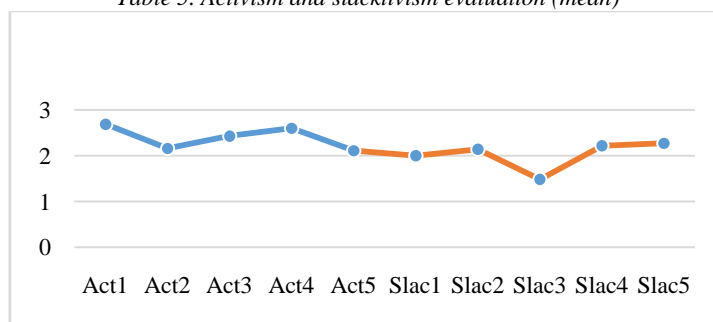
Social media	Usage in general (%)	Usage for slacktivism (%)
Facebook	31,5	15,2
Instagram	93,1	54,6
TikTok	56	5,1
Twitter	15,9	2,2
Snapchat	4,3	0
Others	8,8	2,4

However, the use of social networks for slacktivism is very low compared to their overall use. The surveyed citizens, to demonstrate their slacktivism behavior, mostly use Instagram. 53% of them use this social network for slacktivism, against 93% for general use. Half of those who use Facebook in general also use it for slacktivism. However, this remains a very low figure, reaching up to 15%. When it comes to the use of social networks as a form of reaction, and especially as tools for exercising slacktivism, it is understood that the two most used social media are Instagram and Facebook. Although other social networks such as TikTok, Twitter, and Snapchat find use among respondents, when it comes to their use of slacktivism, the percentages remain negligible.

7.3 Evaluation of activism and slacktivism

In the descriptive analysis of the data, regarding the assessment that the respondents make of activism and slacktivism, statements related to activism are generally evaluated more positively than statements related to slacktivism. This can be explained by the fact that slacktivism itself seeks to promote, or is in itself a form of activism. Thus, activism is valued as the best form to make changes in society, while slacktivism is a comfortable form to participate in society.

Table 5. Activism and slacktivism evaluation (mean)



As can be seen in the following table, the most valued statement on a scale of 1-3 is the statement Act 1, "I think activism is the best way to contribute to society.", with an average of 2.69. Respondents perceive and value activism as the best way to contribute. The second most valued statement is Act 4, "I think social media helps engage citizens in issues and protests", with an average rating of 2.60. Respondents estimate that social media helps engage citizens in the issue and various protests. What comes out of this statement is the fact that social media only helps and that to solve problems, our task does not end here. This is clearly explained by the third statement most appreciated by the respondents, Act 3, "I think participation in protests is necessary for solving

problems”, which was rated an average of 2.41. The idea that our duty as citizens does not end with posting on social media, but also requires physical engagement, is further reinforced by the lowest rating received by the statement Slac3, “By the posts I share on social networks, my duty as a citizen in solving problems ends, with an average of no more than 1.48.

In the ten statements submitted to be evaluated by the citizens, the citizens remain neutral against slacktivism as a comfortable form of engagement. Statement Slac1, “I think slacktivism is the most comfortable form for me to contribute to society.”. Although the meaning and use of the term “Slacktivism” have been explained at the beginning of the survey, we still have doubts that for some respondents it remains an unknown term. However, we do not doubt the motives of each one, to see the comfort offered by slacking off to engage in different issues or causes.

On the other hand, the two statements that are specifically related to the physical and online engagement in the protests for the reduction of maternity and living costs, have been evaluated positively. The statement Act 5, “I think people who post awareness materials usually participate in price-cutting protests”, was evaluated positively, but with a very modest result, not exceeding 2.11. While the statement Slac4, “I have felt better after sharing something about the price-cutting protests, despite my physical contribution to them.”, was evaluated with an average of 2.22.

Table 2. Descriptive Statistics of activism and slacktivism evaluation

		N	Min	Max	Mean	Std. Deviation	Variance
Activism statements	I think activism is the best way to contribute in society.	470	1	3	2,69	,541	,292
	I usually engage with the economic problems of the society where I live.	470	1	3	2,16	,703	,494
	I think participation in protests is necessary for solving problems	470	1	3	2,43	,658	,433
	I think social media helps engage citizens in issues and protests	470	1	3	2,60	,631	,398
	I think people who post awareness materials usually participate in price-cutting protests	470	1	3	2,11	,628	,395
Slacktivism statements	I think slacktivism is the most comfortable form for me to contribute to society.	470	1	3	2,00	,584	,341
	I think people who participate in protests always share content about price increases on social media.	470	1	3	2,14	,635	,404
	By the posts I share on social media, my duty as a citizen in solving problems ends.	470	1	3	1,48	,720	,519
	I have felt better after sharing something about the price-cutting protests, despite my physical contribution to them.	470	1	3	2,22	,695	,483
	When I notice that my post about an important cause gets a lot of likes and reactions from my followers, it makes me active with this content on my social media.	470	1	3	2,27	,709	,503
Valid N (listwise)		470					

Interestingly, the respondents accept what is considered “social reinforcement”, thus proving that the promotion of distributions or likes in social networks plays an important role in the repetition of slacktivism behaviors. This is shown by the statement Slac5, “When I notice that my post about an important cause gets a lot of likes and reactions from my followers, it makes me active with this content on my social networks.”. This statement, although modestly, is evaluated by the respondents with an average of 2.27.

VIII. CONCLUSIONS AND RECOMMENDATIONS

Even though Albanian citizens agree on the increases in the cost of living in their country, even though they tend to engage in protests or various causes, very few have engaged in the said protests. This lack of engagement is observed both in the physical space and online. Citizens use social media in general, at almost maximum levels. These social media are used a little to engage in various issues and causes, and very little to engage in protests against increases in the cost of living in Albania. However, in all forms, Instagram is the most

used social media. In general, citizens perceive and value activism as the best way to solve problems in society, while slacktivism is only an incentive or an integral part of activism itself.

In the context of slacktivism, citizens often engage in slacktivism behavior even though they are not clear if slacktivism is the most comfortable form of engagement. The ease of engagement, accessibility, and perception of virtual inclusion have contributed to the widespread prevalence of slacktivism in today's digital age. Moreover, the influence of opinion leaders and social reinforcement, as we saw in the conducted survey, play an important role in the continuation and repetition of slacktivism. While sharing, posting, and liking, that is, online interactions are important in supporting causes, it must be recognized that there are significant limitations regarding this virtual engagement, slacktivism, in the long-term effects it plays on sustainability and the concrete changes it can bring. It is important to acknowledge the potential shortcomings of slacktivism in forming a more active and influential civil society.

In this situation, some recommendations are presented as follows. First, it is recommended to make efforts to educate society on the “invisible” effects of using social networks such as slacktivism, and educate them on the importance of combining the actions they take in the virtual world with the actions in the physical world. Also, activism in all its forms should be promoted so that individuals are more informed about the consequences or results of their actions. Second, we should think about increasing the effectiveness of digital activism. If we see that slacktivism is a growing phenomenon, how can we make it more effective? Organizations and activists can develop campaigns with concrete steps for individuals to engage beyond social networks. Thirdly, cooperation and collective action should be encouraged, thus inspiring young people not only to go outside the screens of the virtual world but to remind them that we can all engage and mobilize to bring about change on the issues that interest us and touch our lives, but it takes more than just a post. Fourth, we must always evaluate the impact and results of online activation to see changing trends and what can be done more concretely to formulate more effective strategies. Finally, it is suggested to do other studies on slacktivism, especially in the region.

IX. LIMITATIONS

This study has some limitations that should be acknowledged. Firstly, there is no unified measuring scale to evaluate the slacktivism behavior of citizens. This makes lists of statements, even though tested before the survey was distributed, even though generated from the literature review, remain arbitrary. In addition, the number of statements limits the study to the measurement of some dimensions, not capturing the panorama in all its angles. Second, the number of respondents can be increased in other studies of this nature, providing us with a broader view of the issues of slacktivism and the use of social media to engage. Thirdly, the survey as a whole and the evaluation of the statements are based on the self-perception of the citizens. In other words, more testing methods may be explored.

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