Global Perspectives on Social Media Usage Within Governments

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Table of Contents

Chandan Chavadi, Presidency Business School, Presidency College, Bengaluru, India
G. Manoj, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India
Sathis Kumar Ganesan, Populus Empowerment Network, India
Sendhilkumar Manoharan, Presidency Business School, Presidency College, Bengaluru, India
Dhanabalan Thangam, Presidency Business School, Presidency College, Bengaluru, India

Nadia Sha, Dhofar University, Oman
Bitha S. Mani, Rajadhani Business School, India
B. Ganesh, Am Maxwell International Institute for Education and Research, India
*Sankar Ganesh, Veltech Rangarajan Dr. Sagunthala R&D Institute of Science and
    Technology, India*
R. Velmurugan, Karpagam Academy of Higher Education, India
J. Sudarvel, Karpagam Academy of Higher Education, India

Mirshad Rahman, Department of Social Work, Acharya Institute of Graduate Studies, India
*Madhusudanan Sundaresan, Department of Social Work, Dwaraka Doss Goverdhan Doss
    Vaishnav College, India*
Akhila, Department of Social Work, Sree Sankaracharya University of Sanskrit, India
Bagavathi C., Department of Social Work, Vellalar College for Women, India
*Kumaraswamy Channabasaiah, Department of Social Work, Acharya Institute of Graduate
    Studies, India*

Chapter 7
Role of Social Media in Greta Thunberg's Climate and Sustainability Action

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ABSTRACT

Climate change remains a threatening issue to humanity, and lots of people still think of climate change as a growing issue that needs regular measures to curtail it. However, it is not such an easy task to influence a huge mass, but now it has become possible by social media. Because the role played by social media is enormously huge nowadays and many are relying on the internet to gain knowledge, gather data, and socialize. A 16 year old Swedish environmental activist Greta Thunberg has used social media to raise her voice against climate change and started her first school strike, Fridays For Future, against this in August 2018 at the Swedish parliament. In propagating this narrative, she uses various social media and digital platforms to attract people and institutions in developing a climate activist movement with a united voice and intention. This chapter reveals Greta's social media activity, how Greta uses the affordances of social media to frame the climate crisis and to build a worldwide action-based conversation.

INTRODUCTION

Social Media, is comparatively a powerful slogan in our recent society. The phenomenon of social media has begun its operations in the new millennium, when the first social media network called Myspace has attracted a large number of users and enables them to create a bespoke wall, thus facilitating their friends to visit the digital wall. It was also the platform to share the things that the users have in their minds. After the success of the Myspace network, many other similar social media networks such as Facebook, LinkedIn, Twitter, YouTube, and Google+ have come to the scene and are popular today. Social media has helped a lot of different users to communicate their idea and information across the globe within a short period and make the people up-to-date about the happenings. Though the usage of social media is wide-ranging, its common goal is the same. The ultimate objective of each social media is to reach the information to the users (Ortiz-Ospina, 2019). Thus the role of social media is a tremendous one and it supports all sorts of user segments such as individuals and businesses. Even there are political leaders and activists have been using this social media to propagate their intention and ideology toward the betterment of the society, environment, economy, and country (Bria, 2013). Greta Thunberg is one among those who use this social media to propagate her climate actions and to reach millions of people throughout the world, as it is more effective and powerful. Greta Thunberg is a 19-year Swedish girl who initiated the largest movement called "Fridays for Future". It is one of the most prevalent social movements in history, as it was initiated by a quite small girl in front of the Swedish Parliament in August 2018. Further a single child potholed in opposition to the adults, a child against the global political system (Jung, Petkanic, Nan, & Kim, 2020). The same has been tweeted immediately and reached hurriedly and this phenomenon received global attention. Thus one single girl in Sweden shortly became six million remonstrate children throughout the world. All these possibilities are because of social media. Thus, social media have played a major part in Greta Thunberg's climate movements and made her a Global icon single-handedly. However, Greta Thunberg's efforts cannot be removed from the social media atmosphere in which it placed (Prakoso, Timorria, & Murtyantoro, 2021). Regarding the same Thomas Olesen explained that it is difficult to envisage the iconization relating this way and to this degree with no social media. He also revealed that the smattering of social media features influences the course of the iconization progression. They also diminish the communication cost, highlight visual depiction, maintain intimacy between icon and spectators, consist of a fresh and younger audience, and disseminate communication throughout different media platforms. Through this, Greta Thunberg was capable to attain young minds and direct them towards her climate actions and therefore she could achieve the status that she is today, bearing in mind her feeble starting point and absence of resources, being a girl child and haulage a load of psychological challenges (Olesen, 2022). As a result, Greta Thunberg, the name has familiarised in all households as she initiated omitting school to begin actions against climate change in August 2018, as she was motivated by the Parkland school students in the USA, they started nationwide school strikes to remonstration against the inaction of government on gun violence (Beckett, 2019). She demands political leaders of all the country to follow the conditions of the Paris agreement and, if she has to contain any other demands, these would be to announce a global climate crisis (Vice, 2019). Hence, she initiated the Fridays for Future movement and thereby skipped school and sit in front of the Swedish parliament with a slogan board "skol strejk för klimatet" ("school strike for climate" in Swedish). Though this movement started by her alone, very soon she became familiar with her remarkable actions and stimulated the School Strike meant for the Climate movement (Alter, Haynes, & Worland, 2019).

In connection with this movement, Greta has been posting a photo on Twitter and Instagram each Friday, with a heading that explains which week of school wallop. It hence looks like a hybrid method of both online and offline platforms to create awareness about climate change with the help of a mixed media system. This phrase reveals that various forms of media not only co-exist but form a structure that progresses through common actions amongst newer and older media logic (Chadwick, Dennis, & Smith, 2016). It is a common ideology that a single medium cannot propagate all the information successfully, but all the information can be propagated successfully by the manifold media collaboration and concurrently being in stable power combat. Chadwick and colleagues (2016) mentioned in their research work that, campaign information considered online can be categorized as a hybrid, at first its life starts offline either through television or in the print media, which after that goes on to digital media through promotional campaigns. This same kind of hybrid also happened in Thunberg's case as her awareness campaign information took place with her offline strike; it then passed through online since the media exposure on it, as well as national conversation, and soon after as a sort of movement promotion to obtain others to join in her climate change movement. As a result, the phrase hybrid media structure is helpful in this background as it cannot converse simply like old or new media; all sorts of media have supported Greta Thunberg's reputation and as a result, her Fridays for Future movement has stretched throughout the world (Hakala, 2021). With this backdrop present paper has proposed to address three questions:

Question 1: What made Greta Thunberg present on social media?
Question 2: what type of media platform she has used to motivate and mobilize people to join the strike?
Question 3: How the social media support Greta Thunberg's strike and climate movement?

These questions have been answered in the following sections by reviewing the existing published articles and materials. Where section one explains Greta Thunberg's Social Media Presence and activism, section two speaks about Greta's media Transition from social media to a hybrid media platform, the Role of social media in Greta's Global Climate change movement presented in section three, section four depicts Greta's Digital media and climate striking Interconnection through Social Media and final part of the paper concludes in section five.

Greta Thunberg's Social Media Presence and Activism

Greta has very clear about her goal and taking numerous steps to reach it. She has chosen social media as the right platform to share her information and message. Greta has posted her first strike photo on Twitter and Instagram; however, the other social media accounts have taken up her quickly as a cause. Well-profile young social activists have augmented her climate strike photo on Instagram, as a result on the second day, the number has increased from one to many, due to social media. Thus social media supports her a lot to Greta, and now she is having more than 14.5 million followers. Further, Greta's social media account fascinated more local news reporters, as Greta's stories attracted more international coverage in the short span of a week. Further, a Swedish-based social media company called We Don't Have Time (WDHT) observed the activities of Greta, as this company also focuses more on climate change-related activities. The founder of this company Ingmar Rentzhog joined hands with Greta in her climate change movement. Regarding this, he told that Greta's school strike has started to attract the attention of the public, only after the company has posted Greta's photo on his Twitter, Facebook, and Instagram accounts. There was a video also prepared in English and the same has posted on the

WDHT's YouTube channel, thereby they have attracted millions of followers and popularised her climate action-related messages. As a result, Greta's climate action has become popular all over Europe, to her demonstrations including several rich-profile public speeches, and thereby she has been mobilizing a huge number of supporters on social media platforms (Bergmann, & Ossewaarde, 2020). Later 2018 October she formed her so-called movement "Fridays for Future," thereby every Friday has been used for a school strike. Through this movement, she has inspired millions of school students throughout the world and made them take part in school strikes. Thus more than 25,000 students have conducted strikes in more than 275 cities (Boulianne, Lalancette, & Ilkiw, 2020).

Greta also has used social media to raise her voice not only for the climate but also for various issues happening around the world. She has also talked a lot about the National Eligibility cum Entrance Test for Undergraduate coerces and Joint Entrance Examinations arranged in the year 2020, September in India. She revealed that these entrance exams are unfair for students to materialize for exams amid the global pandemic. In an interview, Greta said to the reporters that all these protests have been possible because of social media. Further, she knows the power of the messages and their importance for all sorts of communication. Because, when a message is utilized successfully, someone comes to occupy their message in the act of propagating. It is like, how a politician's message is an essential part of politics (Thunberg, 2020). Moreover, a piece of information or a message is a result of promotion and it can be perceived as somewhat related to the brand. In the same manner, all the politicians will be using online messages and offline messages. While a big shot is on the message, they will disseminate some notion, with certain genuineness that will help to appeal to the audience targeted. Thus a message supplies a reliable, increasing, and substantial image among the audience when it propagates by someone famous in the area. Further, messages utilize some styles strategically to generate an image in a significant way. This image not essentially is visual, as it is a conceptual representation of distinctiveness. Good speaker creates an image about themselves through their communication and the suitability of the times (Olesen, 2022). Even though Greta Thunberg's climate change message and her image turned around in the society, still Greta requires the politicians' support at this juncture to achieve some more. As she is in her young age, it is being an obstacle to her efforts and she has to overcome it. Since she is eighteen; it does not influence the people seriously to listen to her message and support her movement. 60 years old tope gear presenter Jeremy Clarkson mentioned in his interview that Greta Thunberg is a "moron" and wants to say herself a "good girl, shut up and allow them to acquire on with it. You won't stay out past 10. And you won't go out in a sarong that small" (Radford, 2019). Moreover, the actuality that he calls Thunberg a moron and reprimands her to stay away from this movement, as he is focusing on her age of hers, by performing like he is fining Thunberg like a father would his daughter. In the same way, Donald Trump, former president of the USA has also criticized Thunberg's "Fridays for Future" movement, and he also has mentioned in his Tweeted that "Greta is so ludicrous. She has to learn how to manage anger, as she is having an anger management problem, further she should also need to watch the good fashioned film with her friend! Cool Greta, cool!" Greta has then responded to Trump's tweet by altering her Twitter bio that' A teenage girl is good in anger management, and watching an old fashioned with her friend with cool mindset." Thus Greta has changed her Twitter bio in response to Trump's messages about her, and this is not the first time she is changing her Twitter bio. Thunberg has given a talk at United Nations in the year 2019, about the climate change reasons and steps that need to take by the nations. Followed by her talk, Trump has written ironically that "Thunberg looks like a cheerful young girl gazing ahead a magnificent and vivid future. It is good to see her on this platform!", as Greta had conveyed annoyance and bitterness towards the world leaders who have congregated to listen to her address. However, Greta

had altered her Twitter bio this time stating that "a cheerful young girl gazing ahead to a magnificent and vivid future (Juliette Berndsen, 2020). While Greta tweets, she also had been using a green image as part of her message. Regarding the same, there was a question asked by Democracy Now, towards Thunberg, "of course, your image spins around climate change; you will become a charlatan if you are not following your suggestion. Thunberg has answered this question stated that "not only my image but I am also green because I am eating vegetarian foods, I have avoided flights to travel and I am a shop stop. A shop stop means not buying anything unnecessarily unless there is a necessity (Democracy Now, 2019). This shop stop concept reveals that it is a no-buy defied by influencers, they may have diverse rules for each one but the ideology remains the same. Thus no one should buy anything unless there is a need. However in many cases, people have some exceptions for reinstating existing goods they need when they run out or not working anymore, but in addition, one is not permitted to purchase something. Further, Greta and her entire family follow a vegetarian food style. Thereby they are ensuring ecological benefits by not consuming animal protein and milk, and the same has been proved by several research works (Carrington, 2018; Harrabin, 2019).

Further Greta has determined not to use the flights for the travel, and it would be the benefit for saving the environment from various pollution, and she also has been using the electric vehicles, cars, trains, and sometimes boats. Though Greta has been using the boats for various travel purposes, her first choice to travel to various areas is by train. Thus Greta is walking as per her talk, and people from different parts of the world eulogize her climate actions or efforts, however, she is not free from the criticism, as still many censures her for her actions. Greta has posted her train travel photo a day, where she was sitting on the floor of the train. It happened when Greta traveled to her hometown after attending the Climate conference held at the UN in 2019 (Bergmann & Ossewaarde, 2020). For the same, a Germanian train company called "Deutsche Bahn" offered a first-class seating facility; however, she has been traveled on the floor of the train. The company tweeted the same that, though we had given a first class travel facility to Greta, she simply traveled on the floor for making herself as fame (Connolly, 2019). Once she sees this tweet, responds immediately that she was sitting on the floor of the train for four hours after spending two hours on the seat. Further, she said that I didn't consider this issue as a problem of course and I never said it was. Overfull train travels are revealed that the demand for train travel is increasing day by day and it also seems like a good sign. On the other side, Greta has been traveling to various parts of the world to disseminate the impact of climate change and the actions that need to take. However, she has been using her mother tongue Swedish to communicate the information, but it won't be much effective. Further, all her tweets were in Swedish in the initial stage. She had received some suggestions to change her communication language to make her efforts to be more effective. After such suggestions, she started to use English to tweet and respond to other tweets, thus she has made her efforts more effective and easy to understand. Meantime she has also been using the Swedish language, whenever she is responding to Swedish tweets. As Greta has gotten more media attention from all parts of the world, she has changed her communication language from Swedish to English, to expand public coverage, and to make it more sense (Boulianne, Lalancette, & Ilkiw, 2020).

Greta's Media Transition From Social Media to Hybrid Media Platform

Greta Thunberg could inspire the entire world and make them involved in the Fridays for Future movement. As per the statistics available on of Fridays for Future website, more than 14,000,000 people have participated in this movement from 7500 cities across 140 countries. All this was not possible by a

single person or a single group; however, the entire world has participated collectively in this Friday for Future movement (fridaysforfuture.org, 2022). So many teams are working for this movement to make sure those activists gather in their country in various cities, or any one particular city; however these teams are working jointly and communicating with each other team to share the ideas, tips, and data. In a manner, this movement has become a hybrid mobilization, and such kinds of movements will not be functioning without the Internet and communication technology, as these technologies set up multifaceted communications between the offline and online atmosphere (Chadwick, 2007). Further, this type of movement will also not work properly without a multifaceted spatial and sequential relationship of political life and it has been established by digital communication (Chadwick & Dennis, 2017). Thus, the Fridays for Future movement become a strong one as it has moved from online to offline in a flourishing manner. As a result, this movement becomes a successful one as it is being a slacktivism type; it means good activism will not have a political or societal brunt however as a substitute it will generate a delusion of having a significant brunt on the globe not demanding something more than unification in a Facebook cluster (Gerbaudo, 2012).

However, this movement cannot be considered slacktivism, as it is letting it expand worldwide. Because this movement made climate change an important issue in global politics and it also influence the school-going teens to enter this movement throughout the world. As social media played a major role in this movement to communicate movement-related information, its effectiveness seems to be an extraordinary one. A German climate activist Luisa Neubauer mentioned that Greta and her friends initially shared the strike information through a Whatsapp group, where they have been texting each other to share their ideas, and information, thereby they have prepared the ways and means of the first strike (Ted.com, 2019). After some time the climate activists have started to use some other social media platforms in addition to WhatsApp, of which Facebook played a major role in organizing more participants through different Facebook groups throughout the world, very specifically some towns have formed their groups for the same. There is one Facebook group called "#ClimateStrike" is having more than 30,000 followers, and it has been administered by Greta Thunberg. Where they have shared the posts related to climate change, share the ideas about climate change control, strike plans from members, and the clips of the strikes. The countries which are having Fridays for Future facebook group also used one more social media platform called Instagram to share strike-related information. Where the strike photos and participants' details have been shared, and the forthcoming strike information such as place, time, and other pertinent details have been shared. Furthermore, this Friday for Future movement's Instagram account has more than 5, 00,000 followers all over the world. Thus various social media played a major role to organize and expand this movement, and this phenomenon can be considered an assembly of choreography. Because this movement is a process of developing common space through various symbolic actions and it has been revolving around a psychological setting and make the participants be assembled physically (Boulianne, Lalancette, & Ilkiw, 2020). Further, this physical assembly can be divided into two segments. The first segment is developed through common characteristics into a widespread prejudice with the competence to function as a combined subject with control over their accomplishments. All these accomplishments are possible by disseminating the information along with psychological investment on the group members' side (Gerbaudo, 2012). The same situation has also been explained by Luisa Neubauer in Greta's case, Greta used to arrange weekly meetings to discuss how the Fridays for Future should be in Germany. In the meeting Greta mentioned that "we need people those who are ready to mingle, get to know each other and willing to work together, hence the like meeting has been arranging in every week". Further, she used a mobile phone to communicate with the group organizers

and members, however, the members have understood quickly that people need to have a personal bond towards the strikes, if not the self-commitment won't happen (Videovice.com, 2019). Gerbaudo (2012) explained substance precipitation in the second segment, through a radio example. When there was a problem between Algerians and French colonizers, this Radio has been used as a community symbol for the Algerians; thereby it has attracted more people in public places to raise voices against the French colonizers. In the same way, Greta's Fridays for Future movement has been using internet technology as a tool for attracting people to raise their voices against climate change. However, Greta realized that using internet technology and mobile phones will not be enough to organize people for this movement, hence planned to organize the weekly meetings under this movement. Thus, Greta has used social media as a complementary to various forms of face-to-face meetings and not as an alternative for them (Gerbaudo (2012). As a result, people who have engaged themselves in this movement were inspired by Greta for her worldwide movement. Further people have expressed their emotions, as they have been seeing Greta as the first personality who unfastened this discussion and encouraged other youth activists. A Belgium climate activist Anuna de Wever told that "No one talked about before Greta started this" (Maeve Campbell, 2020). Anuna de Wever also told a lot about Greta and her meeting "this movement is amazing and Greta is my motivation to initiate this, and with the Global support, we jointly have made this insurrection, as Greta is being a vehicle of this movement". Even though such positive things have been made by Greta, it not essentially perceived as a leader. Gerta by herself called a "messenger" not a leader. Further, Greta has never expected that her Fridays for Future movement will go viral. All such things reveal the fact that Greta is not willing to be a leader in the first situation, however, her efforts and the message that she is using in the movement will make the people participate spontaneously with innovative participation the movements. Even though social media have not been the reason for the leaderlessness, to certain extent assists in the rise of multifaceted leadership which makes use of the collective and cooperative character of the novel communication technologies. Greta has initiated strikes through conversation, it has expanded to various countries through social media platforms and it is also supported by climate activists of various countries in the world (Gerbaudo, 2012).

ROLE OF SOCIAL MEDIA IN GRETA'S GLOBAL CLIMATE CHANGE MOVEMENT

Social media have contributed a lot to Greta's Fridays for Future movement. The contribution of Twitter in this movement is extraordinary, as it has extended much coverage support to Greta's Swedish parliament strike. Around 18,00,00 tweets have been generated by 6,00,000 members of this movement within 14 months from August 2018 to October 2019, about Greta and her Movement around 14.5 million followers have been following Greta on Twitter as of 27th, May 2022, and 849 uploads have been done. On Facebook 20million followers have been following this movement, as far as Instagram is concerned, the Fridays for Future movement is having 4, 81, 733 followers, and posted 528 photos as of 30th, May 2022 (fridaysforfuture.org, 2022). In the same manner on the Fridays for Future YouTube channel, 21,500 subscribers are engaged, and around 280 videos have been uploaded about climate change, and movement-related (thesocialflame.com, 2022). Thus, if a single message or video has been uploaded by Greta; it will be reached throughout the world in a matter of a few minutes. As a result, Greta's strike-related information once posted will go viral and become a trend worldwide, ultimately it can be seen and understood by so many people in the world, about Greta's actions. The same has been mentioned and tweeted by Barrack Obama in 2019, "Just 16, @GretaThunberg is already one of our planet's greatest

advocates. Recognizing that her generation will bear the brunt of climate change, she's unafraid to push for real action. She embodies our vision at the @ObamaFoundation: A future shaped by young leaders like her. - Barack Obama (@BarackObama) September 17, 2019" against this tweet, Barrack Obama received 54,763 re-tweets and 452,726 likes (The Indian Express, 2022). Thus, the propaganda of this movement has been utilized by Greta as a tool of communal activism. Further, Greta has started to use various social media to attract people and organize a mega strike throughout the world. Thus, people around the world could understand and recognize the seriousness of climate change, and the action needs to take to curtail this issue gravely. The same also has been discussed earlier by Postmes and Brunsting that social media activism has the power to attract the public and promotes collective action among them (Jung, Petkanic, Nan, and Kim, 2020).) As a result, more people have been joining every day in her movement; thereby it is increasing the possibility of taking the climate change-related concerns to the knowledge of the politicians, governments, and the global leaders. Further, the people's mass participation in this movement could attract the attention of the politicians and have a look at it. The number of strikes conducted this Friday for the Future and the stability of the strikes can be considered as one of the yardsticks to measure the success of the movement. It can also understand that, if the people are conducting the climate strike continuously and discussing the seriousness of climate change, it means the real purpose of the movement has been served. All these things can be possible only through social media. Thus social media are having the power to transform the society's existing social and political structure and ensure a new system that can be removing the problem associated with the society. However, such kind of social change through social media is comparatively new.

GRETA'S DIGITAL MEDIA AND CLIMATE STRIKING INTERCONNECTION THROUGH SOCIAL MEDIA

Greta has organized the climate change movement on various social media, particularly Twitter. Though Greta has posted many posts on various social media platforms, however the first Twitter post was anticipated to inform and attract the common public to join her movement on December 14, 2018. As it was expected, the first post has received a huge response, all this success is because of the post shared among the public, and as a result, many people have the same opinion of Greta and have a similar idea to save the Globe from climate change. There was a conference conducted at the United Nations to discuss the seriousness of the Climate Change in 2018, where several school students also participated by skipping their school, and thereby they supported Greta. However, the conference committee members have mentioned that "it is very difficult to understand the climate change at the age of 12, even it is impossible to know about the entire overhaul of the worldwide energy system. But in the conference, the students have sung a song that reflects their hope that they could prevent climate change and its impacts on their better future. Al this thing has happened because, Greta has asked the students worldwide, to raise their voices against climate change and global warming (Prakoso, Timorria, and Murtyantoro, 2021). The rationale behind this is very obvious and simple youngsters will reinstate adults eventually in the future. If the youngsters do not participate in such movements, the place where they are living now will be smashed and too perilous for their lives and health. Hence, Greta has targeted global youths and appealed to them to discuss the jeopardy of global warming and climate change to the global. Thus it seems that Greta has followed the theory of Jonathan Steven's Collaborative Internet Utilities, with the help of internet technology and social media, posted apprehensions, ideas, and views, by anticipating reaching the same

to everyone, and thus making them join in the Fridays for Future Movement. As Greta expected the posts have gone viral and gained the interest of the public, especially the youngsters who have joined more than the elders. As a result, Greta has realized the biggest outreach of posts among the youngsters, as the majority of the youngsters have been involved in various social media and dominating the same. As Greta's intention, global youths are started to concentrate on the climate issues and started the Fridays for Future movement, to spot their steps to skip the class and arrange a strike every Friday. This movement also leads to establishing global connectivity towards the Fridays for Future movement and acting against global warming and climate change. Stevens (2010) stated in his work that when more people join the movement, it will have a higher possibility to influence particular stakeholders to pay attention and give a response to the budding movement. However, if the government is reacting to the movement, it would be expected to collapse the social and political condition and situation of a country. Hence, the leaders and politicians should consider their requests to continue stability in the political realm. In the same way, Greta's Fridays for Future movement has been stretched to more than 124 countries, and it is also expected that the number to increase (theguardian.com, 2019). Throughout the world, the political leaders, and experts are wondering about Greta's sudden raise against Global warming and climate change, and all this because of the support of digital media. A young girl and her initiatives have got popularized throughout through social media, as they have written articles about Greta and her strikes; they also have published her speeches, and activities through famous social media platforms such as Twitter, Facebook, and Instagram. Greta also demands the global political leaders follow the crux of the Paris agreement, and also reverberated with global youths, who consider Greta as an instance and started to participate in the climate striking activities. As a result, the Fridays for Future movement have been organized throughout the world, and around 4.5 million people have participated in the climate strike to fight for our environment. This has happened as possible because of the support of digital media. They have helped a lot to disseminate the idea to the entire world and as a result, people felt an individual bond and accountability to the case. Though Greta is still involved in the climate strike, and it inspires people, it does not denote that Greta is their leader. However, Greta has been treated as a catalyst for other activists to raise voices against climate change, throughout the world (mavenroad.com, 2019).

DISCUSSION AND CONCLUSION

This work has attempted to provide insights into how social media have been supporting Greta Thunberg to organize and achieve her climate action movement called Fridays for Future, how Greta connects with people, and how she interacts with the public online. Supporters who have participated in the Fridays for Future movement become more vibrant politically as well as socially, they have also become active to take care of their futures by saving their environment. It could be taken into consideration of various published works and their findings, it could understand that climate change is a serious issue as it is determining the quality of the environment and future life. Despite this issue, global nations have come up with various climate change agreements to manage this issue; many also see that the actions are more like argot. Meantime many individual social activists have also organized various movements to raise voices against climate change and its impacts. As a result, a trigger of activities needs to organize essentially to tune the things towards creating awareness about climate change. In line with this, a young Swedish girl Greta Thunberg has taken initiatives to create awareness about climate change, for the same she has also announced a strike called Fridays for Future. For promoting the strike Greta has been using

different social media platforms for disseminating the strike information such as date, time, and place. She has been using social media platforms, called Facebook, Twitter, Instagram, and some others to broaden her concerns and thoughts about climate change. Greta has received lots of feedback in return for her strike, and the majority of the supporters have seen her as a youngster, especially school-going students, as they are concerned about their future and the generation to come (Brooks, 2021). Greta has been calling and approaching the youths who are worried about climate change and global warming to support strikes. Millions of youths from various cities and countries join hands with Greta and speed up the school strikes every Friday to display their concern and anxiousness. Social activism theory and collaborative internet utilities (Dumitrascu, 2015) reveals that when more join for a reason, the better the opportunity that exertion or the issue will be brought to the knowledge of a particular stakeholder, thereby the presumed goal can be achieved easily and effectively. Thus, Greta has good goals and tried to reach them through her activities, however, it is not free from opposition. Greta has received so many negative thoughts about the strike from all sides. Many political leaders too disparaged Greta's school strike, such as Trump, the former American president tweeted that "Greta must work on her anger management problem, and then go to a good old fashioned movie with a friend! Chill Greta, Chill!" (Theindianexpress.com, 2020). Australian Prime Minister Scott Morrison told that school students should not skip school and try to learn new things instead of protesting. He also mentioned in some places that students must stop climate strikes and do fewer activities (AAP, 2018). In some cases, some told that politicians purposively use the students to accomplish their political agenda. Its hidden meaning is that the students should not involve in any such protest in the future. However, some governments announce through social media that action will be taken against the participants who have joined the movement. Meantime, Greta replied with this statement that no actions control the participants; instead, the threats may be put into a museum, as these actions look old-fashion. It can be understood from this paper that social media plays a major role in interconnecting the people with the events, as per the requirement, and the same has also happened in Greta's case.

The authors have identified that even though many people and the world leaders were criticizing, and commenting on Greta's climate actions, to put her efforts down and endorse their perspective. But, Greta herself turns into a well-renowned figure globally with a huge number of followers on social media, especially on Twitter. The use of Social Media data has become a modern approach among researchers, though any field; in the same way the present paper assesses the role of social media communications in connection with a social figure, and it is a subject that has not been explored much so far. Hence the authors recommend that more new studies should conduct on the user profiles, as it is a comparatively new research area in social media research. Accordingly, some of the implications have been found and summarized in the study.

IMPLICATIONS OF THE STUDY

The first implication is the usage of social media can be a platform for attracting and connecting to leaders, and thereby required information and actions can be circulated swiftly through influential connections. Greta has utilized social media effectively to communicate climate movement activities among the interested people, organizations, and social entrepreneurs, and it has helped to enlarge her exposure in a short time, as her followers have responded to her message actively. The global political leaders have wondered how effectively a teenage girl has been using social media as a communication channel.

The second implication reveals that, those who are using social media platforms to attract and encourage supportive people in a common opinion place. Social media made available a common sharing platform for the minority faction to exchange ideas and thoughts with other similar parties easily and directly, rather than depending on conventional media, to disseminate their events and thoughts. The same has been proved in Greta's case, as she has used Twitter and Facebook for sharing information among her followers. Thus social media has transformed the communication process more speedily, easy, and more convenient than the conventional media have done so far.

It is observed from the Third implication that, Greta's social media interactions replicate the different forms of contemporary societal conflict happening globally. Social media has been used as a political combat zone for fighting each other. Further, the Climate changes problems have become a notable issue globally; as a result, it is progressively related to government policies and political perspective. The same has happened in Donald Trump's election case, as it was unpredictably related to Greta's climate actions endorsed in a political perspective in the United States. But, the discussion also developed to take in similar other social and political problems such as gender discrimination, and culture and social divisions.

LIMITATIONS AND DIRECTIONS FOR FUTURE STUDY

As the present paper has been formatted based on the review of available literature related to Greta Thunberg's climate action, future studies should apply some methodologies such as sentiment analysis to assess social media effectiveness. Though climate change seems one of the most important discussions on social media, almost many of the messages look as not taking sides. However, many of the posts look pertinent to climate change. Hence there may be a possibility for conducting feedback analysis, by assessing social media messages generated by the followers or users. Further, there are possibilities for researching social media content and it can be assessed besides user profiles to establish whether the attitudes of the users are different among various user groups. The present study analyzed the role of social media in organizing the campaigns, and how it has supported Greta. This facet of the study can be used in various promising directions by consequent research. Future researchers may also include messages or posts shared by Asians so that the attitude of the Asians towards climate actions can be studied. Thus, it would help to improve the accuracy of the research, particularly when comparing with the Global level data.

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