



# Логика коннективного действия. Лэнс Беннетт и Александра Сегерберг

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## Логика коллективного действия и логика коннективного действия

- large-scale protests use digital media in ways that go beyond sending and receiving messages
- technologies that enable personalized public engagement
- modes of use of digital media stay in contrast to the more familiar organizationally managed and brokered action
- organizational dynamics that emerge when communication becomes a part of organizational structure
- distinguishing between two logics:
  - **collective action logic**
  - **connective action logic** → changes the core dynamics of the action

three ideal types  
of large-scale  
action networks



## Beyond the WUNC model of protest?

Tilly (2004, 2006; London G20 protests):

- Worthiness
- Unity
- Number of participants
- Commitment

New features ('Los Indignados'):

- Low involvement of traditional institutions
- Developing a nationwide network of collaborators
- Personalized identity of the movement
- Nodes are young organizations that do not offer affiliation



## Organizational patterns in digitally enabled action networks

### Two patterns:

- Established advocacy organizations beyond the scenes
- Platform-based personalized self-organization (Indignados, Occupy)
- More personalized, digitally mediated
- Larger!
- Scale up more quickly
- Flexible in tracking moving political targets and bridging different issues
- ‘often seem to be accorded higher levels of WUNC’

## ‘At least two logics of DNA’

First, one needs to understand the **personal action frames**:

- breakdowns in group memberships and institutional loyalties
- shift in social and political orientations among younger generations
- these individualized orientations result in engagement with politics as an expression of personal hopes, lifestyles, and grievances
- DNA in developed countries does not differ in more developed ones
- the identity reference is more derived through inclusive and diverse large-scale personal expression rather than through common group or ideological identification
- Emergence of **weak-tie networks** with two new elements:
  - political content in the form of easily personalized ideas
  - personal communication technologies that enable sharing themes

## **‘At least two logics of DNA’**

Second, personal action frames:

- Do not spread automatically – ‘teach me what it means’
- Do not stop at the edges of community
- Place greater demands on individuals
- Can be regarded as memes

**Personal action frames**

**vs.**

**Collective action frames**

(not online vs. offline; identity and choice!)

## ‘At least two logics of DNA’

The logic of collective action:

- Olson (1965): public good may be better attained through forging a common cause, but people are actually not doing it, as **not to participate is more rational anyway**
- The **organizational dilemma**: you need to overcome resistance to joining, while costs may be high and the benefits marginal
- Make more difficult choices
- Adopt more self-changing social identities
- More education, pressure, or socialization
- Higher demands on formal organization and resources
- Professional facilitators and promoters

## ‘At least two logics of DNA’

The logic of collective action:

- getting individuals to contribute to the collective endeavor that typically involves seeking some sort of public good
- big organizations are needed for coercion and selective incentives («логика крута и пряника»)
- resource mobilization theory
- rejecting the idea of social movements as irrational behavior erupting out of social dysfunction
- professionalization of social movements



## 'At least two logics of DNA'

The logic of **connective** action:

How do loose audiences hard to get involved in any organized political action protest in thousands on the streets, from Madrid to Cairo?

- No symbolic 'we' construction
- No strong organizational control
- Facilitation of participation via organizational processes in social media
- Group ties are replaced by fluid networking and weak ties

**Connective action has its own dynamics!**

## ‘At least two logics of DNA’

The logic of connective action:

- Digital media as **organizing agents**! Latour: networks as agents
- Participation becomes self-motivation and self-validation
- Co-production and co-distribution replaces organizations
- The logic of sharing
- Calibrating relationships by establishing levels of transparency, privacy, security, and interpersonal trust
- May co-occur with traditional collective action

## 'At least two logics of DNA'

