



Social Media and the Tunisian and Egyptian Revolutions

Special thanks to Thomas Hémery

**Relatively few local users
powered by global
networks**



80 M inhabitants

75% mobile penetration - 5% smartphone

23 M Internet users - 24% of the population

5 M Facebook users - 6% penetration rate

160.000 blogs



10.7 M inhabitants

85% mobile penetration - 13% smartphone

3,6 M Internet users - 34% of the population

2 M Facebook users - 16% penetration rate

Source : Internet Stats

***"We analyzed 52 million Twitter users,
and discovered that only 14,642, or
0.027%, identified themselves as being
from Egypt, Yemen and Tunisia.***

***Of these people, 88.1% were from Egypt,
9.5% from Tunisia and 2.13% from
Yemen".***

Source : Sysomos

**Produce/
Document/
Witness**

**Distribute/Synchronize
Identify/Check/Source
Debate/Measure**

**Globalize/
Legitimize**



twitter

bambuser BETA
Live from your mobile!

Ushahidi

Google maps

TAKRIZ.COM
TAKRIZ

nawaā نوآ

You
Tube

facebook



ALJAZEERA

BBC
WORLD
NEWS

The New York Times

theguardian

flickr

*“ No one I spoke to in Tunis today mentioned twitter, facebook or wikileaks. It’s all about **unemployment, corruption, oppression** ”*

Ben Wedeman, CNN senior correspondent in Cairo

*“ The Tunisian revolution was barely covered by traditional media until Ben Ali fled, but the **#tunisia** and **#sidibouzyd** hashtags **allowed protesters to follow the events for the whole month beforehand.** I think that further convinced us of the power each of us has to effect change ”*

@alya1989262, a 21-year-old Egyptian student who sent the first tweet with the **#Jan25**



Social media do not create social movements



Social movements are echoed & powered by social media



Egypt: Local impact of social media

Grassroots mobilization

Organize the protests

**Counter rumor or
propaganda tool**

**Helped people analyze
government statements**

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Facebook played the role of community organizing platform

The *We Are All Khaled Said* page (885 000 fans) first called for the Jan. 25 protests that sparked the uprising, playing a major role in breaking the barrier of fear that had kept Egyptians in their homes.

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Citizens used social media to identify and alert one another about the positions of snipers, police and looters.

When there were concerns about water being poisoned, people sharing information on Facebook helped to counter that falsehood.

**A
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When government went on TV, people went online to analyze what president said and to form a consensus on whether the positions met their requirements.

New Tools, New Opportunities and Threats



The New Accountability and Participation Agenda



The Risk of Instrumentalisation



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