



Gilets jaunes, from social networks to the streets

European Science-Media Hub (ESMH)
Workshop

Emmanuel Rivière

April 3rd 2019

A favorable context

A favourable context

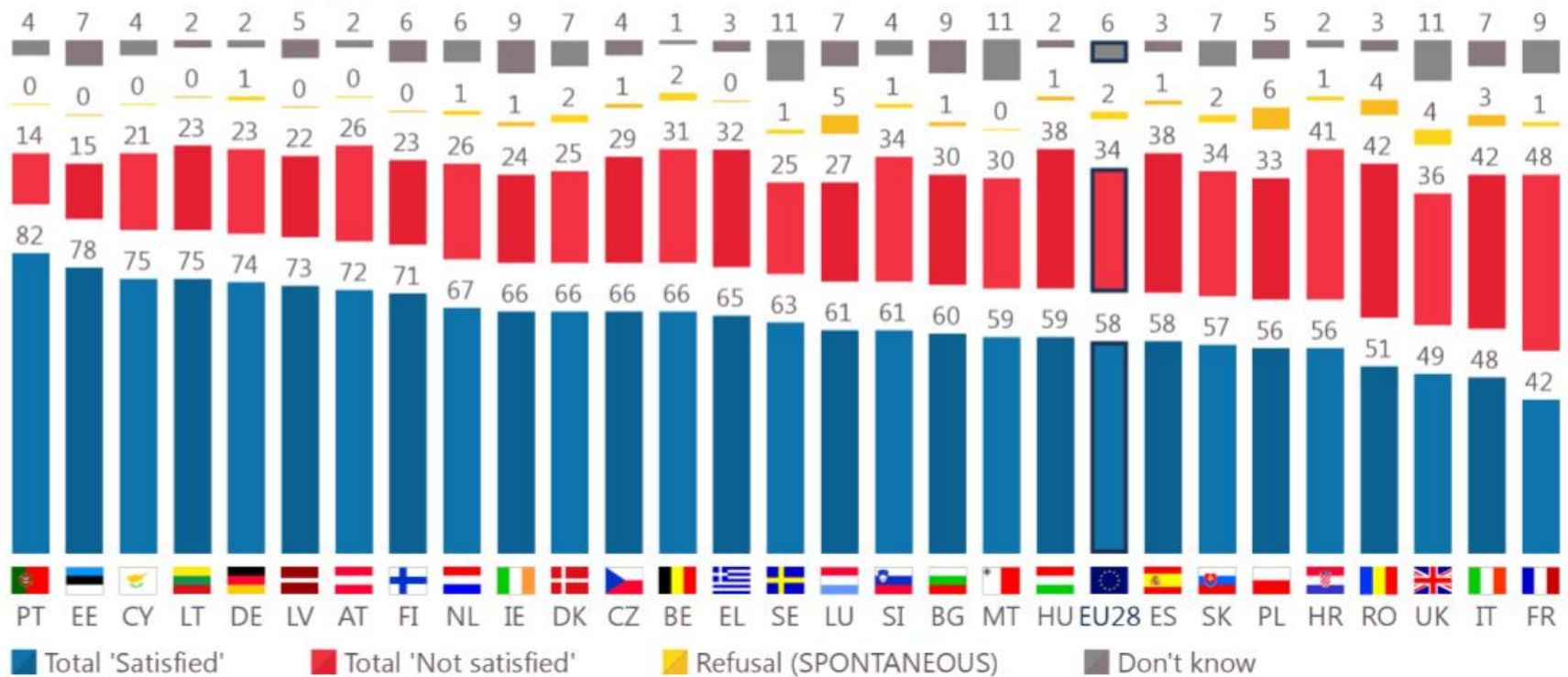
Total agree	GERMANY	FRANCE	UK	THE NETHERLANDS
Most politicians do not understand the problems of people like us	61%	86%	74%	55%
For more than twenty years, the elites in our country have completely failed	28%	81%	57%	43%
The people and not politicians should make our most important policy decisions	55%	73%	58%	44%
I would rather be represented by a citizen than by a professional politician	60%	74%	59%	35%
If politicians accept a compromise, they are selling out on their principles	42%	57%	45%	45%

A favourable context

Special Eurobarometer 477 Democracy and elections

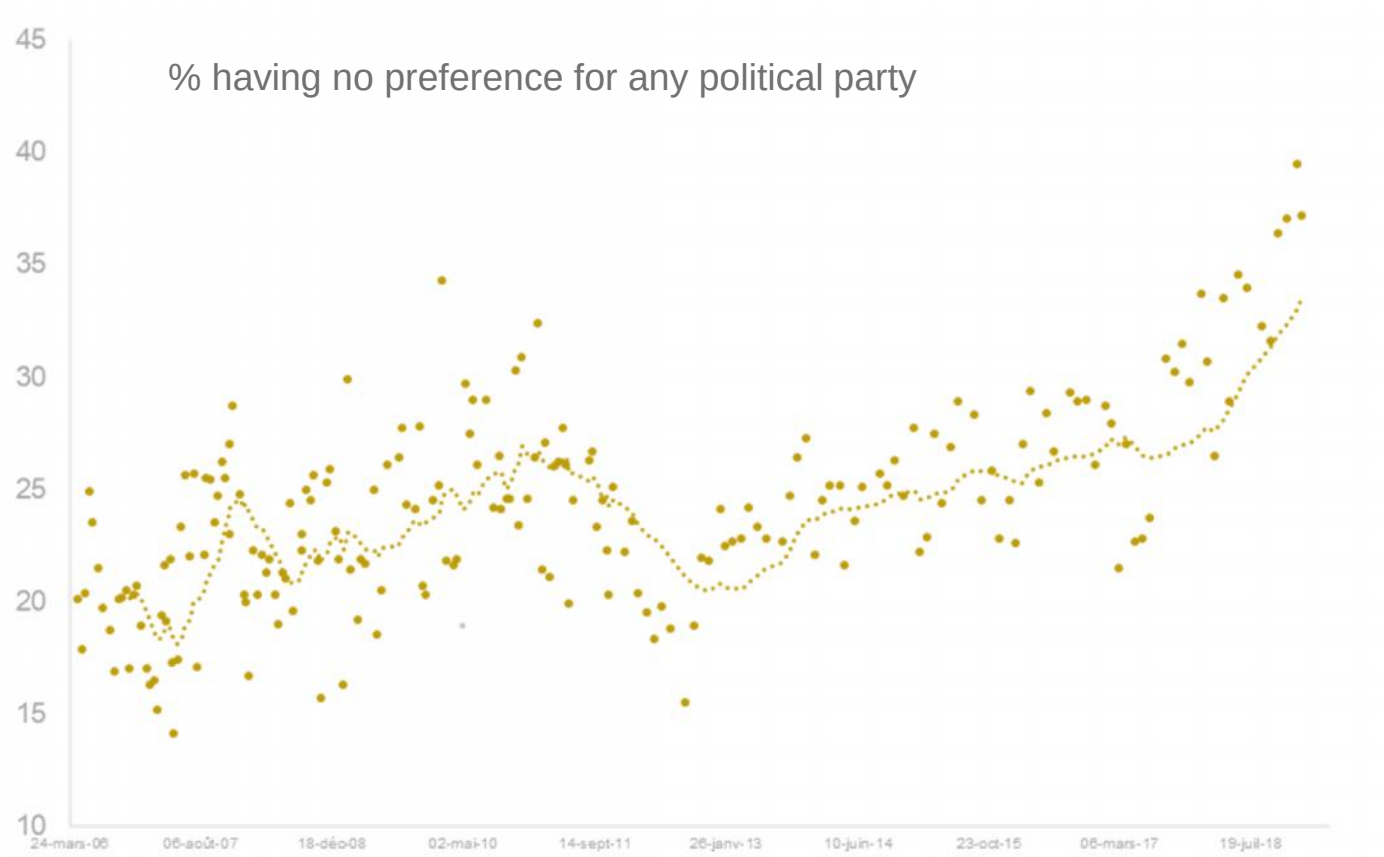
QB8.3 How satisfied or not are you with the following aspects of democracy in the European Union?

Media diversity (%)



Base: respondents who agreed to be asked questions about political views (n=22,629)

A favourable context



Genuinely viral, but not exclusively

A movement set in motion by individuals and accelerated by social networks

First “Anger Group”
Created 12 January 2018
90,000 members at peak

Facebook
algorithm
changes
announced
19 January
2018

chang
 Petition by Priscillia Ludosky
 Posted 29 May 2018
 1.2 million signatures
 Pour une Baisse des Prix du Carburant à la Pompe !

National Gilets Jaunes group on FB
Created 15 October 2018
311,000 members

FB video by Jacline Mouraud
Posted 18 October 2018
>6 million views

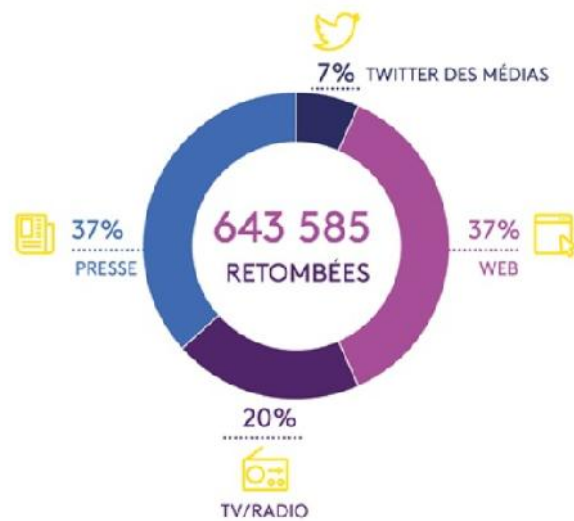
Local events/manifestations on FB
17 November onwards

Not only the social networks



Helped by the media but sceptical of how the media portray them

Press coverage of the Gilets Jaunes in French as of 18 January 2019

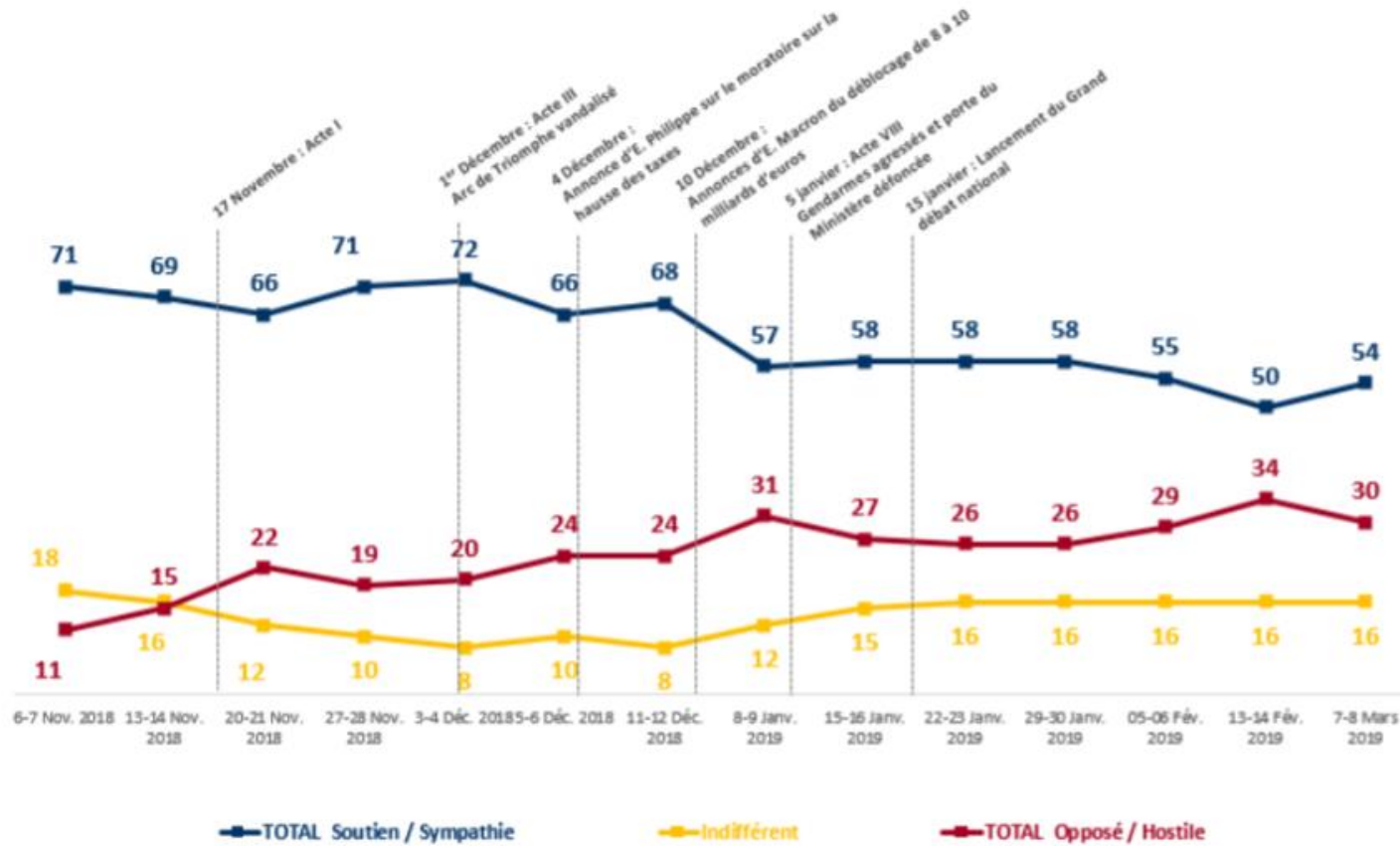


Source : Pickanews



Photo credit: RFI

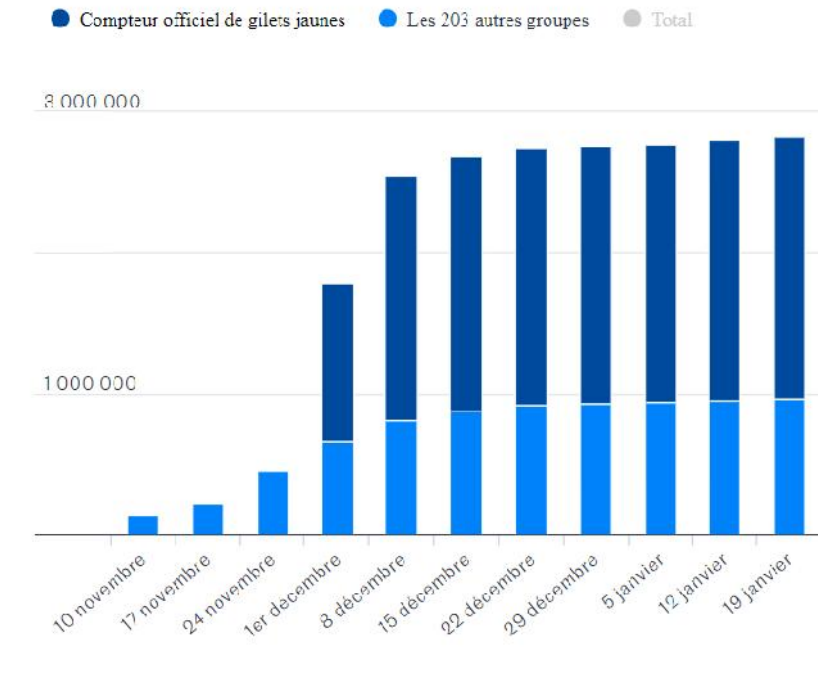
Polls conformed the conviction to represent « the people »



Sources : Ifop – Ministère de l'Intérieur

How social networks shaped the movement

A movement enumerated online instead of in the streets



Source : [Les Décodeurs](#)

Horizontality and plasticity



All equals

A form of engagement that perfectly reflects the social network's codes



Influencers but not leaders

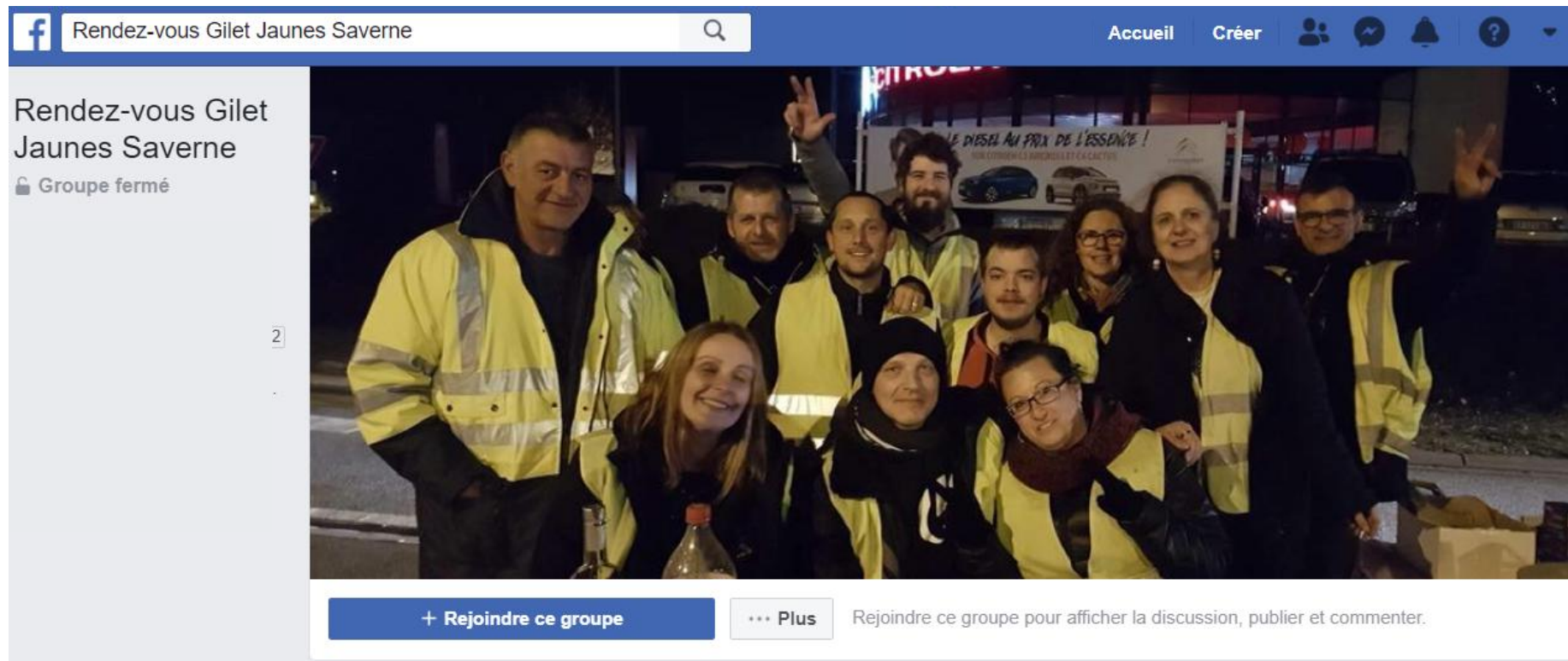
Networking

From social network
to social experience,
IRL



Horizontality and plasticity

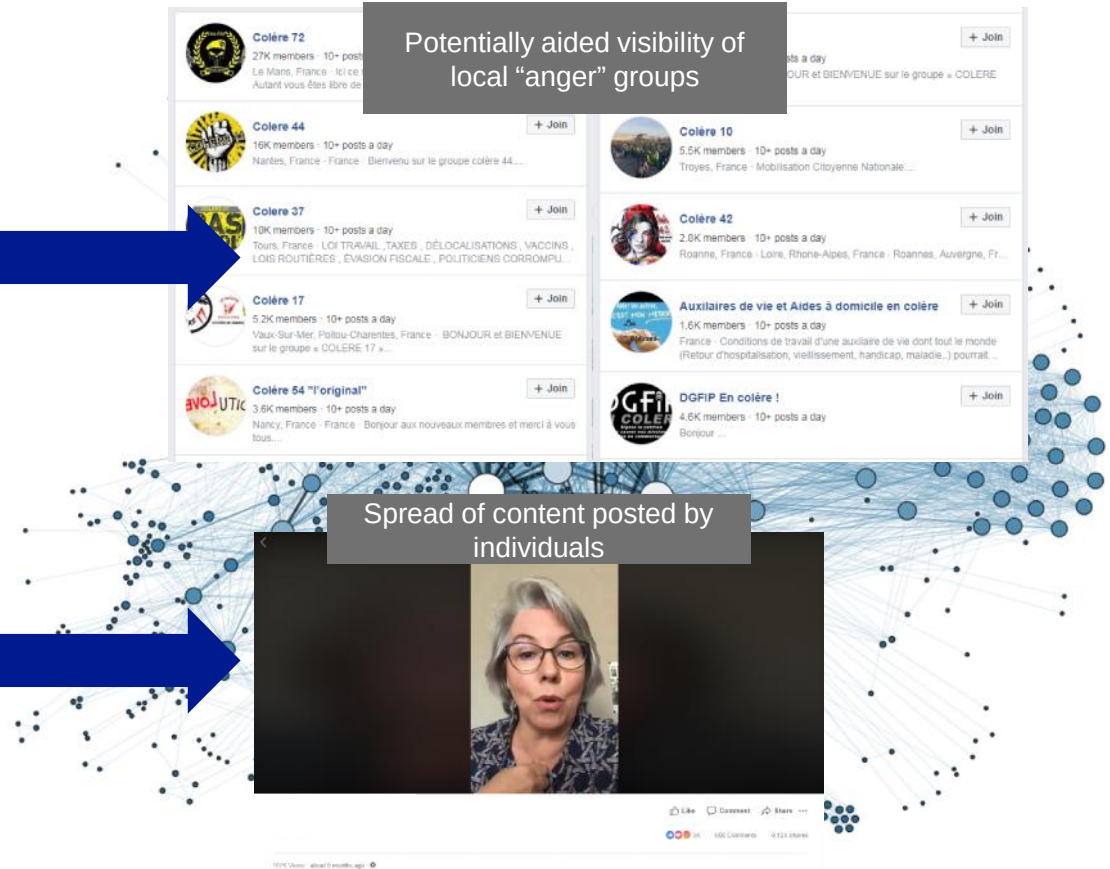
Activism
near home



Algorithm changes on Facebook that contributed to GJ content visibility

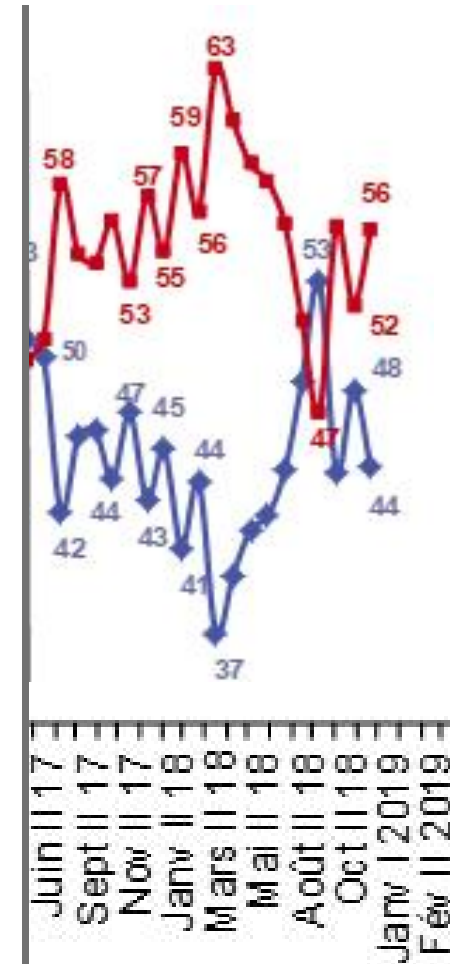
Prioritising/up-ranking news from local publishers

Prioritising posts from friends and family



CONCLUSION

A new path
to politics ?



Interest for politics

June 2017 – March 2019