Have you ever wonder why a post, comment, or picture shared by users in social media (e.g. Facebook, Twitter, Blog sites) suddenly creating a significant impact among other users and resulting into massive socio-political mobilisation such as Arab Spring, Occupy Wall Street, Gezi Park Resistance, #MeToo to # BlackLivesMatter? Many scholars tried to answer the questions, but they tried only focusing on one aspect emphasising on social media or the socio-economic condition. The digital activities, debate and discussion in the online space are translating into physical activities and actions in offline spaces, local issues spreading across the globe and engaging other people from a diverse background. At the same time, events and issues from the offline space affecting the online spaces in a congregation of ways. The advent of social media challenged the traditional idea of the public and private sphere, communication and socialisation. This challenge can be best visible during the time of social movements where social media used as a protest mobilisation tool, a space for socialisation, an online protest entity, a bridge between online and offline spaces. The process is a very dynamic and complex relationship between technology and society. This research tries to unmask this relationship in the context of the social media movement of Bangladesh. The movement is known as the 2013 Shahbag movement.

Blogger and online activists (educated, middle-class urban youth) of the online space, initiated the movement which translated into offline protest and later evolved into a mass movement which continued for one month demanding capital punishment of convicted war criminal of liberation war of Bangladesh. During this movement, numerous people showed solidarity online, 100,000-500,000 people joined in the street protest. (5th February to 5th March 2013). Spread in different cities in Bangladesh (e.g. Barisal, Sylhet). Bengali diaspora across the globe showed solidarity online and arranged street protest in different cities (e.g. London, New York). The main query in this research is, if the discussion of social media bringing substantive insights into the understanding of this dynamic relationship, concerning political public sphere? If so, how? Which way? To what extent?

The central research queries can be addressed through an analysis of the localisation process of social media, the emergence of digital resistance, dominant digital culture, forms of digital activism. Addressing the transformability of spaces through social media is also crucial because it will put light on the emergence of resistance in physical spaces. To understand what happens when digital resistance in physical space such as fluidity of collective identity, contamination of resistance-call, sporadic growth of transnational resistance activities. Moreover, the understanding of multimodality of Resistance-Sociality of the Shahbag movement is also vital. Therefore, the following objectives were developed; the first objective is to study the localisation process of social media in Bangladesh. Second is to understand the transformativity of space and its polymorphic dynamics between digital and physical localities. Moreover, the final objective is to analyse the multimodality of social media, resistance Sociality of the Shahbag movement.
This study is focused on the relationship between social media and society, specifically dealing with social movements (e.g. Shahbag movement and HI) in Bangladesh. The principal methodology used in this study is the ethnographic enquiry of the relationship between social media and society. Participant observation and social media ethnography were conducted during fieldwork. In the case of studying social movements, using multi-modal and multi-sited designs in social media ethnography are fruitful, often connecting online and offline observations to explore a given phenomenon. It is multimodal because actions of the actors of the movement are influenced not only by face-to-face interaction in the offline space but also in the different social network sites. One online space is connected with other online spaces. As the research is exploring the online-offline relationship within a polymedia environment, the traditional media has also been included. According to the theme of the research, the social media movements of Shahbag consisting of different interconnected sites have also been identified. In the online space, the research located the digital resistance before Shahbag, as well as the digital activism sites during Shahbag. As the movement progressed, it also located activism in physical protest sites (e.g. street and other physical locality. The blended mode of social media ethnography helps in identifying various sites (both online and offline) of resistance and sociality through exploring multimodal communication process as they function in the social media movement. The rigorous and meticulous analysis of the connectivity helped in examining the dynamics of the social media movement.

The phenomenon of social media movement presents a situation which is transcending spaces, fluid in sociality, with the form of resistance being transformed through multimodal polymorphic connectivity. In order to determine the dynamic, polymorphic relationship among social media, resistance and sociality, the theoretical framework of Resistance Sociality has been developed.

CHAPTER 2 explored the historical background of social media instigated the Shahbag movement. While introducing the Shahbag movement and its relationship with social media, CHAPTER 3 analysed the relationship between neoliberal economy, technological invention and expansion of social media worldwide and the localisation of social media in Bangladesh. CHAPTER 4 focuses on the resistance Sociality in the Shahbag movement. Analysing the technology of digital sociality and its relation to different actions of the actors, this section explored the process of creating concentration and interactivity in social media, which would eventually result in a street protest. CHAPTER 5 analyses the anti-Shahbag movement and activities and how those are operated in the digital and physical spaces. This chapter explored the connection between digital resistance against Shahbag and its connectivity to physical resistance. CHAPTER 6 focused on the online contestation and negotiation between pro and anti-liberation war bloggers and online activists. This chapter shed light on how the digital locality of Bangladesh became the protest sites for activists and how it created digital resistance, which, owing to the Shahbag movement, translated again into social media political efficacy.

This research not only explored the dynamic historical relationship between social media and society meticulously but also showed its diverse and complex outcome in social media movement. Through this, the research also developed an analytical tool of "Resistance Sociality" to analyse such phenomena across the globe.

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