

Social Capital Mobilisation and E-advocacy: An Examination

ASHALEKSHMI B.S
Central University of Kerala

Several elements of social capital have existed under various names for decades, despite their novelty. Social capital has been traced in some authors to the Aristotelian era when men were considered a vital force for attaining shared interests. Sociologists, political scientists, economists and organisational thinkers have all applied the concept of social capital to find solutions to the many challenges they face in their respective fields. Today's social, economic, and business organisations face perennial problems of asymmetric information, lousy governance, transaction costs, conflicting contractual obligations, distrust, and a lack of cooperation. Proponents of the social capital concept claim that it is beneficial for explaining or solving these problems. Digital advocacy can influence public perception or policy by bringing people together to achieve a common goal. In electronic advocacy, the policy can be influenced, awareness can be raised, perceptions can be changed, or specific actions can be demanded. By incorporating virtual communities into real-world processes, opinions and concerns are expressed. This paper explains how e-advocacy can mobilise social capital to achieve multiple goals.

Keywords: social capital, e-advocacy, virtual allies, disaster, digital divide

Man's existence as a social being indicates the significance of social capital. "Social capital is seen in one of the primordial features of the human beings' social life i.e. social interactions, relations, ties, and/or connections "(Adler & Kwon, 2002, as cited in Venkatanarayana, 2018, p. 1). "It is observed that the glue that holds society together with a sense of belonging and shared norms is necessary for a functioning social order)" (Serageldin & Grootaert, 2000, as cited in Venkatanarayana, 2018, p.1.). Social relations are the glue, and these include some critical factors such as trust, reciprocity, norms shared, and cooperation. The bulk of the literature discussing social capital emphasises the importance of social relations as resources that facilitate individual and social actors' actions and that they can benefit from. It is based on the premise that social interactions, relationships, connections and ties within a social or network structure are valuable resources. However, it depends on the density and content of those networks and connections. As an important resource in a social structure or organisation, social cohesion that incorporates trust, norms, reciprocity, and cooperation makes coordination easier, facilitating mutual benefit; such social relations are seen as an integral part of social relations. Social capital, then, enables those pursuing it to gain an advantage. Through the social relations and interactions that flow from close family and extended family circles to friends' circles to acquaintances in groups, communities, associations, networks and in

organisations, capital as a resource can be realised or used to its full potential. The appropriability of social relationships, linkages, and/or interconnections in a social structure has been observed (Coleman, 1988). As a result, every relationship, link, or bond established for one purpose can be repurposed for another, thus being useful. “Overall, social capital is concerned with the existence of social interactions/ties/connections between and among actors, as well as the structure and content of such linkages as a resource” (Adler & Kwon, 2002).

The research questions here pertain to the use of e-advocacy enhancing social capital mobilisation. Additionally, how e-advocacy facilitates the formation and mobilisation of social capital in diverse contexts is examined. Further, the contribution of e-advocacy to bridging and bonding social capital is also analysed. The study employs a descriptive approach. The study relied on secondary sources for its data. Content analysis is also incorporated to understand better how e-advocacy is presented. India Against Corruption movement, Kerala Floods 2018, #MeToo campaign, and online non-profits were all used to examine the link between e-advocacy and social capital mobilisation. People nowadays rely primarily on the establishment of online communities to settle real-world concerns. In the actual world, this can sometimes result in mass mobilisation. As a result, e-advocacy plays a vital role in a higher degree of social capital mobilisation, regardless of distance or time.

Social Capital: Meanings and Perspectives

Social capital is a relatively new concept, although several elements of the concept have existed under various names for decades. Some authors have traced the roots of social capital to the Aristotelian age when man was thought to be acting as a vital force for pursuing common interests. The concept of social capital has since been applied by sociologists, political scientists, economists and organisational theorists who seek answers to the many challenges they face in their respective fields. “Informal organisation” has long been used as a label for the study of social capital in organisations. The work norms and performance of workers could be traced to the Hawthorn studies, which attempted to map cliques among workers. Marshall (1919) discussed industrial districts as a source of social capital between organisations. Essentially, to reconstruct the history of the notion of social capital before its explicit invocation would be to retrace the history of organisational research (Adler & Kwon, 1999). During the late nineteenth century, Marshall and Hicks used the term social capital to distinguish between the temporary and permanent stock of physical capital. Hanifan (1916) also made observations on social capital as “...goodwill, fellowship, mutual sympathy, and social intercourse among a group of individuals and families who make up a social unit, the rural community... accumulation of social capital, which may immediately satisfy one’s social needs and which may bear a social potentiality sufficient to the substantial improvement of living conditions in the entire society”.

Researchers have attempted to define social capital in a number of ways. Bourdieu and Burt argue that, in particular networks with limited membership, members can generate social capital through recognition and reputation derived from that membership (Bourdieu, 1986; Burt, 1992). Clardige (2004) differentiates between strong ties, weak ties, horizontal and vertical, open or closed, cognitive or structural, spatially distributed or circumscribed, and instrumental and principled relationships based on stratification by density, continuum, and spread. It should

be noted that Granovetter (1973) and Burt (1992) focus their analysis primarily on strong or weak ties. However, the majority of the research has addressed both internal and external relationships. Accordingly to Adler and Kwon (2002), “bonding” and “bridging” pertain to ties, connections, and external relationships that bind a group, organisation, or association to its members. Through the creation of bonds between groups, group cohesion can be achieved, while creating connections between groups in a broader social structure facilitates greater social harmony. Based on trust, shared norms, and reciprocity, bonds (between people of similar backgrounds) and bridges (between people of different backgrounds) can be viewed as the basic components of social capital (Dekker & Uslaner, 2001).

The perennial problems and challenges that any social, economic, or business organisation face today include asymmetric information, governance, transaction costs, conflicting contractual obligations, distrust, and lack of cooperation. According to its proponents, the social capital concept was proven to help explain or solve these problems. The idea of social capital began to gain popularity during the last two decades, but its roots go back to the early twentieth century and the middle of the nineteenth century. By accumulating social capital, a community or group can improve its living conditions. The members of a group provide security and status credit to each other. Group members maintain relationships through the exchange of material and symbolic goods. Interactions reinforce existing relationships and can be used to institutionalise them or guarantee them socially. Social capital has become a policy discussion concept in the past two decades. For Putnam (1993), social capital refers to “features of social organisations, such as networks, norms and trust that facilitate action and cooperation for mutual benefit”. Putnam follows Coleman’s belief that social capital is a quality that can be a facilitator of interpersonal cooperation. Following the study of social capital, scientists and policymakers have focused on its application and analysis. Coleman’s concept of social capital incorporates rational choice theory. Actors become interdependent when they rationally choose the best possible solution, considering the events and resources of other actors to maximise their utility. Exchanging goods or transferring control can occur when permanent social ties exist, such as authority relations or trust relationships. Its role in society is defined by its function. In contrast to a single entity, it is a collection of entities with two characteristics: “They all have something to do with social structure, and they facilitate certain actions of individuals who are part of the structure” (Coleman, 1990).

Norms are established based on the social structure. In our definition, norms are those behaviours that the actors believe to be correct and appropriate. “It is likely that those who deliberately establish or support a norm anticipate that the norm will be observed and observed by the general population” (Coleman, 1995). Norms are defined as a social way of controlling behaviour that is not controlled by the performer, but by another actor. According to Coleman, a norm may regulate a specific action if there is a right to control the action that the performer does not control. Rewards and punishments are most often used to enforce norms (Coleman, 1995). By maximising their utility, actors build social capital (e.g., by asking others for assistance). As actors interact with one another, they have obligations to support one another (e.g., the announcement of future assistance). Keeping social capital sustainable requires the fulfilment of incurred obligations. If the opposite behaviour is more advantageous, the actor ignores their obligations. In this way, the actor can

utilise social capital without investing enough in maintaining it. “Because a great deal of social capital is established through utility-maximising actions, there is no incentive for actors to invest further into social capital without their deliberate contributions” (Coleman, 1995). Under such circumstances, an investor only invests as much as is necessary to maximise utility.

Coleman categorises social capital in a variety of ways. The main components of social capital are mutual trust and authority. Both are required for the formation of family networks and social organisations. In relationships, there is informational potential as well as effective norms. The trustworthiness of the social environment (the likelihood of debts being redeemed) and the number of outstanding obligations are particularly important for this type of social capital. The number of outstanding commitments is determined by a variety of criteria, including the specific need for aid, the level of prosperity in the society, and the existence of other sources of support. If a person does not require assistance or can obtain it outside of their personal relationships, they will not form new ones. Information can be found in relationship networks. This includes the ability to provide information to its members to aid in maximising utility. Because it offers a foundation for action and has a cost, information potential is another type of social capital. Relationships maintained for other purposes can be used to obtain information pretty quickly (Coleman, 1995). However, unproductive investments can be discovered in this sort of social capital due to underinvestment. Actors serve as information sources for other actors since they have more knowledge than they require. They only “profit” from spreading this information to their connections and friends because it benefits them. Otherwise, they will not provide the actor with anything.

Putnam’s bonding and bridging social capital formation has been considered in this work. According to Putnam, bonding social capital sustains exclusive identities and supports homogeneity, whereas bridging social capital facilitates connections between people of different origins. Since Granovetter’s landmark article “The Strength of Weak Relationships” in 1973, another differentiation of social interactions between strong and weak ties has been extensively influential. According to Granovetter, the strength of a tie is determined by a combination of time, emotional intensity, intimacy, and reciprocal services. Strong ties appear to refer to close relationships with immediate family and close friends that are multi-stranded and maintained regularly. Non-intimate ties, such as social contacts with acquaintances, are examples of weak ties. Single-stranded and infrequently maintained connections are common. The basic premise of Granovetter is that the latter sort of links serves as bridges connecting people to other social circles for knowledge that is unlikely to be available within their social circles and that this information is useful. He also claims that all bridges are weak links and that strong and non-bridging ties are more common among people who not only know one another, but also have few non-ego (the network’s focus individual) contacts. But through this work, the time-space constraint in bridging social capital is proven to be insignificant because of the scope of e-advocacy.

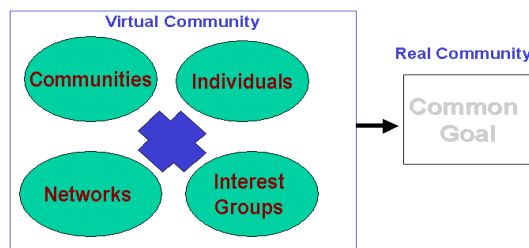
E-Advocacy and Mobilisation of Social Capital

Developing countries have been experimenting with various models to determine the optimum e-governance paradigm. Few of these models have relied on simple technology, but the conclusions have far-reaching implications on how information is dispersed and applied in society. Several models in utilising ICTS for accessing

services include the Broadcasting Model, comparative analysis model, Critical flow model, E-Advocacy model, and Interactive Access Model. Broadcasting Model is built on using ICT to disseminate and broadcast relevant governance information that is already in the public domain. The model's strength stems from the idea that a better-educated populace is better equipped to assess the effectiveness of existing governance processes and form an informed opinion about them. As a result, people are better able to execute their rights and obligations. The widespread use of this approach corrects 'information failure situations' by giving people appropriate knowledge about governance in order for them to develop educated opinions and influence governance processes. The Critical Flow Model is centred on using ICT and convergent media to disseminate/channel critical information to a specific audience. The strength of this paradigm is that when information is placed on a digital network, ICT renders the concepts of "distance" and "time" obsolete, which might be exploited by sending essential information to a strategic user group located everywhere or making it freely available in the public domain. The Comparative Analysis Model is a powerful tool for developing countries that can be utilised to empower people. Essentially, the model continuously assimilates effective governance practices and then uses them as benchmarks to evaluate other governance practices. It then uses the information to argue for positive reforms or to sway 'public' opinion about governance procedures. Through ICT, the Interactive-Service Model allows individuals to directly participate in governance processes while also increasing objectivity and transparency in decision-making. Fundamentally, ICT has the ability to connect every person in a digital network and enable interactive information exchanges between them.

By bringing people together to reach a common goal, technology can be used in digital advocacy to influence public perception or policymaking. It is possible to use electronic advocacy (e-advocacy) for various objectives, such as influencing policies, raising awareness, changing perceptions, or demanding specific actions. This concept adds opinions and concerns expressed by virtual communities to the momentum of real-world processes. This paradigm enables civil society around the world to impact the global decision-making processes. It is built on establishing a planned, directed flow of information to develop powerful virtual allies to supplement real-world efforts. Virtual communities are formed around shared ideals and issues, and these communities then collaborate with or support real-world groups/activities to take coordinated action.

Mobilisation and Lobbying Model Networking Networks for Concerted Action



Those developed within the contexts of a movement are more likely to be used and adopted by other supporters than tools developed by a single organisation. Movements are expert and activist networks with many resources. Working within a movement allows all of the members' talents to be used in developing solutions, and the network's lines of communication can be used to distribute new approaches quickly. Through networks, we aggregate our knowledge, amassing insights that are greater than the sum of its parts. Networks are necessary to disseminate expertise, collect financial resources, and create durable constituencies for change.

Social Capital Mobilisation through E-advocacy: Some Cases

Because it allows individuals to form new relationships and activate latent ties – those ties that are latent but not yet active, such as a friend of a friend – the internet can contribute to social capital through increasing communication with family members, friends, and acquaintances who reside near or far. For example, social networking sites like Facebook enable us to interact with new individuals and friends of friends. It is much easier to form virtual allies than to create a friends' circle in the real world. Irrespective of distance and time, communication and the widening of the circle become much simpler in the cyber world. Hence, joining together and advocating for a cause is not a difficult job for social media users. Owing to its potential, social media can be considered as a better tool for electronic advocacy. Social media platforms impact our online social lives by devolving social media work to its users based on specific micro-tasks such as “liking,” and acting as a negotiator. Mobilisation of virtual allies can be seen as the first step in this cyber era for resolving an issue in the real world, irrespective of its nature. Some examples of e-advocacy are examined here.

India Against Corruption

Since the early 1960s, civil society has called for establishing an Ombudsman office to combat corruption in India. This campaign used to be about fighting corruption in government, but in recent years it has become more about asking for the establishment of an independent accountability agency for the political system. The Administrative Reforms Commission (ARC) suggested in 1966 that state-level Lokayuktas and national-level Lokpals be established to eliminate the perception of injustice from the minds of adversely affected citizens and restore faith in the effectiveness of India's administrative apparatus (Baisakh, 2005, p. 1). The Lokpal Act was initially tabled in the fourth Lok Sabha (lower house of parliament) in 1968, and it was passed that year. Since then, Lokayuktas have been created in 17 of India's 28 states and seven union territories. However, they lacked independent investigation processes, making them reliant on government agencies and prone to political and bureaucratic intervention (Baisakh, 2005). Almost every Indian political party has pledged to build the Lokpal institution, although it is yet to be legally established. Following constant media coverage of scandals and frauds, a mood of outrage and terror permeated the country. A group of individuals who had previously participated in civic initiatives, such as the access to Information (RTI) campaign, which became legislation in 2005, gathered to discuss ways to combat the deep-rooted corruption that plagues the country.

India Against Corruption (IAC) garnered support for their fight against corruption through the popularity of their website and Facebook page and subsequently their

Twitter account, which led to the creation of various public initiatives, including text-messaging drives and petitions at local levels around the country. Volunteers were sought in several Indian cities and towns to help with the campaign. Several local and regional rallies, including one on January 30 in Delhi, contributed to boosting the momentum of the anti-corruption effort. Several other projects have been developed in parallel, including a website that named and shamed corrupt municipal authorities. Anna Hazare, who had been fighting corruption and maladministration in Maharashtra, joined the movement after being approached by Arvind Kejriwal. While youngsters and professionals used Twitter and Facebook to demonstrate their support during the protests, IAC organisers used their cellphones to communicate and pick up those whom the police had brought up from various protest areas. They spoke via text messaging and sent SMS notifications regarding police activity. They used social media sites to spread awareness about planned activities and protests. Many working-class residents joined the campaign, including taxi drivers, farmers, the unemployed, and religious leaders. Their chorus demanded that politicians be removed from office and that they be imprisoned.

On Wednesday, August 17, the India Against Corruption movement's Facebook page and Twitter account sent a message inviting people to congregate at India Gate at 4 p.m. IndiaACor's posts gained 2,000 likes and more than 500 comments in less than an hour. TV stations used the posts and tweets to announce march updates. By 4 p.m., over 15,000 people assembled at India Gate, signifying the protest's transition into a mass movement led by Anna Hazare. The use of social media as a medium for widespread mobilisation and rapid information dissemination via the internet is credited with the success of the India Against Corruption movement. Here we can see how social capital had been mobilised from the perspective of bridges (between people from various backgrounds) built on trust, shared norms, and reciprocity. E-advocacy here played a crucial part in developing social capital among various societal stakeholders. Without using online channels, Hazare's campaign would not have been able to mobilise such a large amount of social capital. We can observe how several groups of people were linked together in this movement (bridging social capital). However, all bridges were weak connections; according to Granovetter, strong and non-bridging linkages are more likely among people who not only know each other but also have limited non-ego encounters. It is shown to be inaccurate in this case since social capital building and mobilisation can occur even among people who do not know each other if there is a strong cause and accessible media. If e-advocacy is employed more effectively, the rate of social capital formation accelerates.

Social capital formation through e- advocacy during disasters

Social media has become a crucial part of our lives in recent years. It has proven to be helpful as a tool for disaster communication and management during disasters. There are two basic categories of how people use social media in emergencies and disasters. First, through incoming messages, wall posts, and polls, social media can be used to disseminate information and obtain user responses passively. The systematic use of social media as an emergency management tool is a second method. Here, online mobilisation (e-advocacy) can be considered the best possible means of managing the disaster regionally. Systematic use could include, for example, using the medium to conduct emergency communications and issue warnings,

receiving victim requests for assistance via social media, monitoring user activities to establish situational awareness, and creating damage estimates using uploaded images, among other things. (Lindsay, 2011).

A study on the role of social media during Kerala floods 2018 by Varghese and Yadukrishnan (2019) among 100 respondents indicates that all respondents used social media during the disaster. The role of social media during the Kerala floods of 2018 was investigated using five leading social media platforms: Facebook, Twitter, Instagram, Youtube, and Whatsapp. During the flood of these five social media networks, most respondents used WhatsApp, Facebook, and Instagram for varied purposes.

TABLE 1. Hashtags during Kerala floods,2018

<i>Hashtag</i>	<i>often</i>	<i>Sometimes</i>	<i>neutral</i>	<i>seldom</i>	<i>never</i>
#keralafloods	80(80%)	10(10%)	3(3%)	5(5%)	2(2%)
#keralafloods2018	28(28%)	30(30%)	6(6%)	8(8%)	-
#keralaflooding	10(10%)	4(4%)	3(3%)	6(6%)	-
#floodrelief	54(54%)	6(6%)	2(2%)	-	-
#standwithkerala	48(48%)	15(15%)	4(4%)	-	-
#keralaflood	51(51%)	8(8%)	7(7%)	3(3%)	2(2%)
#keralafloodrescue	21(21%)	17(17%)	3(3%)	3(3%)	1(1%)
#savekerala	27(27%)	21(21%)	3(3%)	3(3%)	-
#cmdrf	54(54%)	35(35%)	1(1%)	-	-
#floodreliefkerala	15(15%)	14(14%)	19(19%)	7(7%)	2(2%)
#donate4kerala	10(10%)	35(35%)	7(7%)	5(5%)	2(2%)
#weshallovercome	23(23%)	12(12%)	15(15%)	3(3%)	1(1%)
#others	4(4%)	5(5%)	2(2%)	2(2%)	2(2%)

Source : Rekha Rani Varghese and Yadukrishnan T A (2019)

During the 2018 floods in Kerala, we could see the formation of social capital in a big way which supported the victims to manage the disaster significantly. Various WhatsApp and Facebook communities coordinated and distributed clothes and groceries to the relief camps apart from different groups and voluntary organisations. To be safe, organisers and volunteers disseminated information about the access point and the availability of camps in a variety of locations. These messages were disseminated over social media to reach the most vulnerable people. Social networks were used to communicate information on the availability of particular medicines, personal hygiene items, and other essentials, resulting in the proper distribution of supplies in the camps. People trapped in the middle of the road with relief supplies had no idea where to turn them in. People were able to reach the

access points owing to an ordinary man's updates in such instances. Better social cohesion was observable during the disaster, and this was mainly because of the e-advocacy measures adopted by various groups in the society.

Ensuring women's rights through e-advocacy

Women's rights organisations have also jumped on board, citing social media's unrivalled political and awareness-raising potential. Female bloggers have contributed to recruiting a younger generation of activists, who are an important target audience for debunking prejudices and supporting gender equality. By bringing under-reported issues to the forefront of the mainstream media, hashtag activism has contributed to raising public awareness about women's rights. In 2013, for example, the #BringBackOurGirls movement generated over 1 million tweets, raising awareness of the need for national and international stakeholders to assist in retrieving the abducted Nigerian schoolgirls. The case had received little public attention prior to the hashtag campaign's success.

Tarana Burake, an African American activist, saw the potential of social media in 2006 and founded the #MeToo Movement in response to sexual assaults and harassment (Braileanu et al., 2020). It gained traction after an actress named Alyssa Milano tweeted the hashtag "#Me Too" on Twitter. As a result of the actress' actions, the "#Me Too" movement gained popularity among victims, inspiring survivors to speak up on social media. Soon, the trend spread worldwide. With the "MeToo" movement, we have begun to discuss the power-sex relationship critically and politically (Gill, 2016). These advertisements made it evident that sexual harassment goes far beyond that. The #MeToo social media campaign has generated numerous headlines to raise awareness and influence people's views on sexual assault against women. This movement has raised public awareness of sexism and sexual crimes by bringing attention to issues of sexual assault against women. It has also brought to the notice of the general public the power structures and gender inequities deeply rooted in a patriarchal culture. The "#Me Too" movement is one of the most well-known social media initiatives addressing sexual abuse against women. It has also sparked debates and critical discussions on social media regarding gender discrimination and crimes against women. A similar trend may be seen in the mainstream media (Jaffe, 2018). As a result, many people were affected. In this way, Social media can be considered a powerful tool for e-advocacy. In protecting the rights of women, we can observe the formation of a higher degree of bonding social capital through e-advocacy measures because of the similarities in the demography.

E-advocacy for Charity

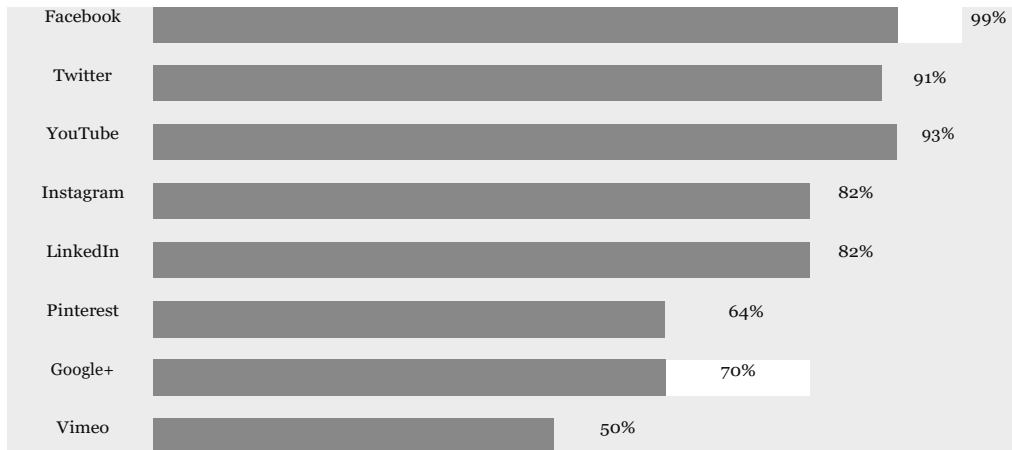
Donations have experienced certain widespread shifts due to the rise of information technology and e-commerce as regular, fast-growing practices. Online contributions have become an alternate, vital, and successful source for fundraising and crowdfunding as traditional means of obtaining monetary gifts grow less effective (Hoefer, 2012; Li & Yu, 2020). The internet has evolved into a key platform for charitable giving, not only for seeking monetary donations but also for promoting charitable activities and supporting grants, recruiting volunteers, and developing a sense of social solidarity. Non-profits worldwide have converted from manual to online contribution platforms to make the process easier. The internet has made money

transactions more efficient, quick, and straightforward (Reddick & Ponomariov, 2012).

The broad use of internet technology has significantly impacted people's daily lives. Non-profits and charities have used the internet in their charity operations as financial institutions throughout the world quickly shifted from branch-based banking to online-based service delivery. According to Quinton & Fennemore (2013), social networking platforms democratise fundraising campaigns or donations by enlisting the participation of large audiences while simultaneously connecting them on a personal level. Internet technology has various advantages for charities, including being simple, safe, and time-saving. According to the study, internet technology has a lot to offer in terms of influencing contributors' donating views. Potential audiences can be accessed from anywhere owing to the increased use of smartphones, tablets, and netbooks. Building and maintaining great relationships with target audiences should be a top priority for businesses. In the world of NGOs, social media has had a major impact because it has allowed them to engage with a broader audience at a lower cost and more effectively promote their cause.

Below we can see the adoption of social media by non-profits, outlined in a study published by Dunham Research, 2019. This study aimed to uncover the gap between how nonprofits use social media to connect with their contributors and how they may better exploit these resources. Social networking is a fantastic method of keeping the contributors up to date and replenishing the pipeline with new donors. The research examined 151 charity organisations to discover how they manage donor queries and interactions on social media.

FIGURE 1. Social Media Adoption by Non-profits



Source : *Nonprofits and Social Media : A Missed Connection* : A National study published by Dunham Research, 2019

Nowadays, online media and social networking groups are doing better in advocacy for charity as issues can be redressed at the earliest, irrespective of time and space. Here, we can observe the mobilisation of monetary capital through the formation of bridging social capital.

It is clear from the study that Facebook, Youtube, and Twitter are at the forefront of online platforms used for charity. Online requests for help are reaching lakhs of people, unlike the conventional fundraising methods for charity purposes. Nowadays, online media and social networking groups are better at doing the advocacy for charity because, irrespective of time and space, issues can be redressed at the earliest. Here, we can observe the mobilisation of monetary capital through the formation of bridging social capital. Let us discuss the case of two non-profit organisations that are effectively mobilising social and financial capital through e-advocacy measures. Since 1980, the *Make-A-Wish Foundation* has granted the wishes of countless children. As per the information on their website, together, generous donors, supporters, staff and more than 43,000 volunteers unite to deliver hope to wish kids and their families when they need it most. On its YouTube account, Make-A-Wish posts all of its video wishes. The foundation's website and its Facebook and Twitter pages feature videos of the children receiving their desires. Make-A-Wish has seen a boost in interaction as a result of this technique. *Save the Children* is a non-profit organisation whose mission is to enhance the lives of children all over the world. The group, in particular, focuses on children living in combat zones. *Save the Children* produced a video in which a Western youngster was placed in a circumstance similar to a child living in a war zone. Donors were able to better understand and empathise with these children, resulting in a slew of donations and video shares. E-advocacy plays a crucial role in mobilising social capital. Technology improves the mobilisation of people and resources, from local to global.

Conclusion

In the era of information and communication technology, it has become much easier to form social capital through e-advocacy. Similarly, like how time and distance have changed with the widespread use of the internet, the concept of place has also changed. The internet allows for virtual human interactions. People have been introduced to various new ways of sharing knowledge and interacting with others. In addition to interacting with others online, people maintain an array of social contacts and develop a new kind of community known as the online community.

Because of the heterogeneity of the members, it cannot be maintained that in bridging social capital, weak ties exist. Bridging social capital will have a more significant impact than bonding social capital if the members share common interests through accessible media. Mobilising social capital through e-advocacy, however, is not without challenges. Through online measures, not every individual can participate in social capital formation. Social capital mobilisation through e-advocacy is dependent on certain criteria such as e-literacy, education, and income since all of these are determining factors of access to technology. Accordingly, societies with a higher digital divide will have a lower proportion of social capital formed through e-advocacy. Social capital can be greatly enhanced by digital equality. As a result, it is clear that e-advocacy in the digital age depends heavily on shared interests and technology access. In fact, this is an indicator of the strength and weakness of ties among the members of the group.

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