

Title: Examining Hashtag Co-Occurrence Network on BlueSky: A Multi-Case Study of Protest Movements

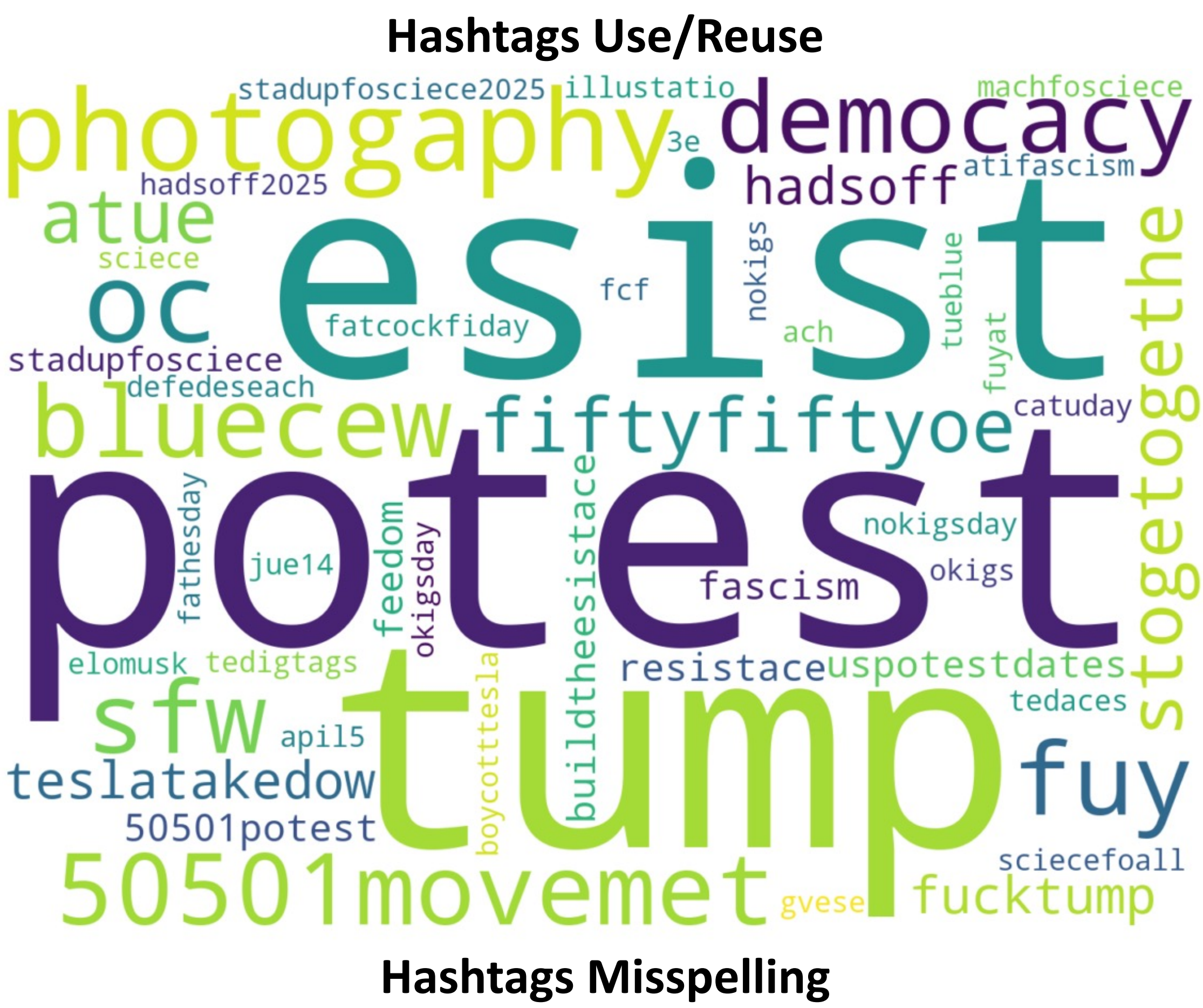
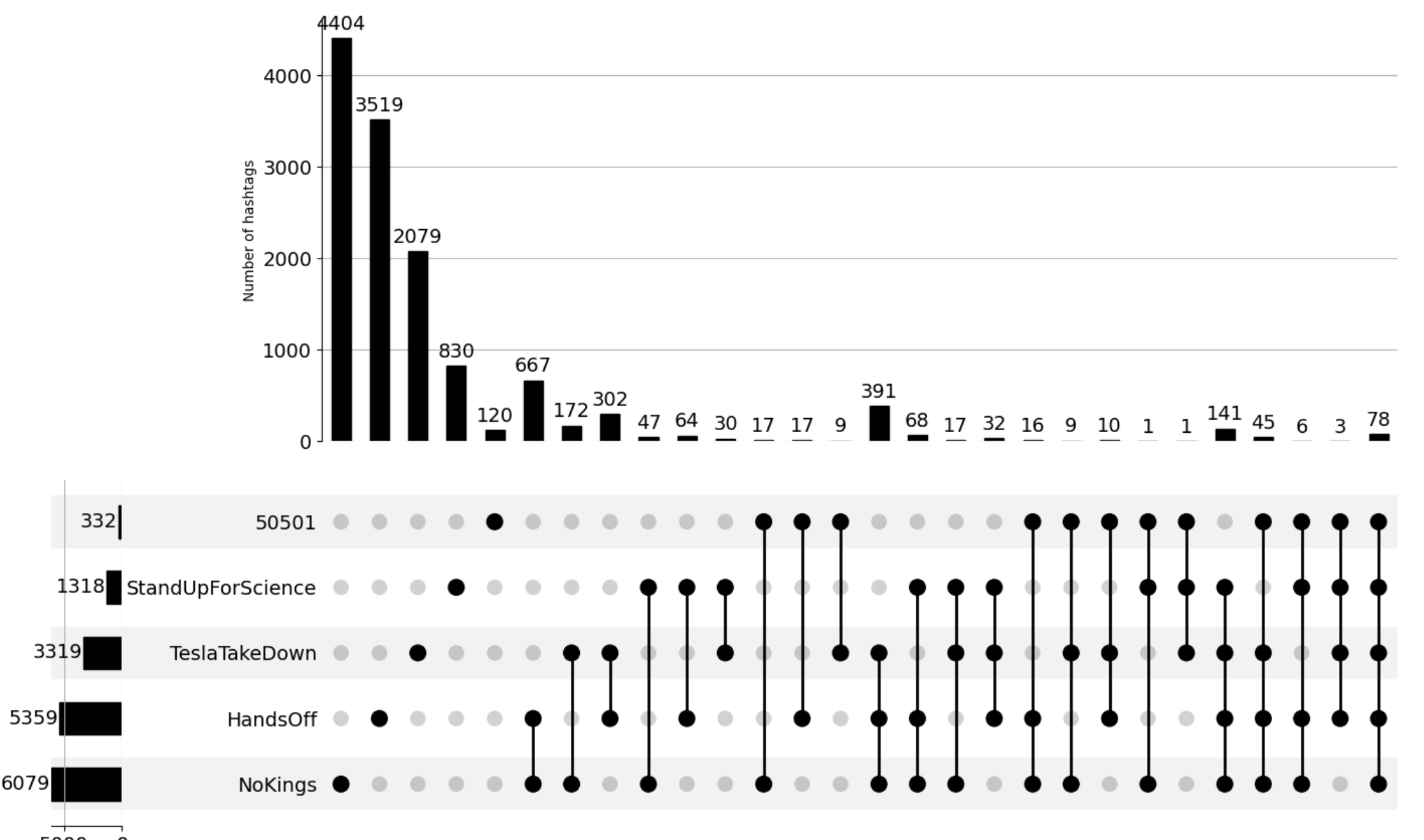
PRESENTER:
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BACKGROUND: The year 2025 has already witnessed numerous protest movements in the U.S. Many people have used social media to coordinate and organize demonstrations aimed at driving societal change and expressing resistance to various government policies. Decentralized social media platforms such as BlueSky have become popular destinations for users migrating from mainstream sites like Facebook and X, often due to concerns about censorship and privacy. In this research, we examine the hashtags used to disseminate narratives on BlueSky during five protest movements to understand the platform's role in these events and to identify posting techniques and strategies used by activists.

METHODS

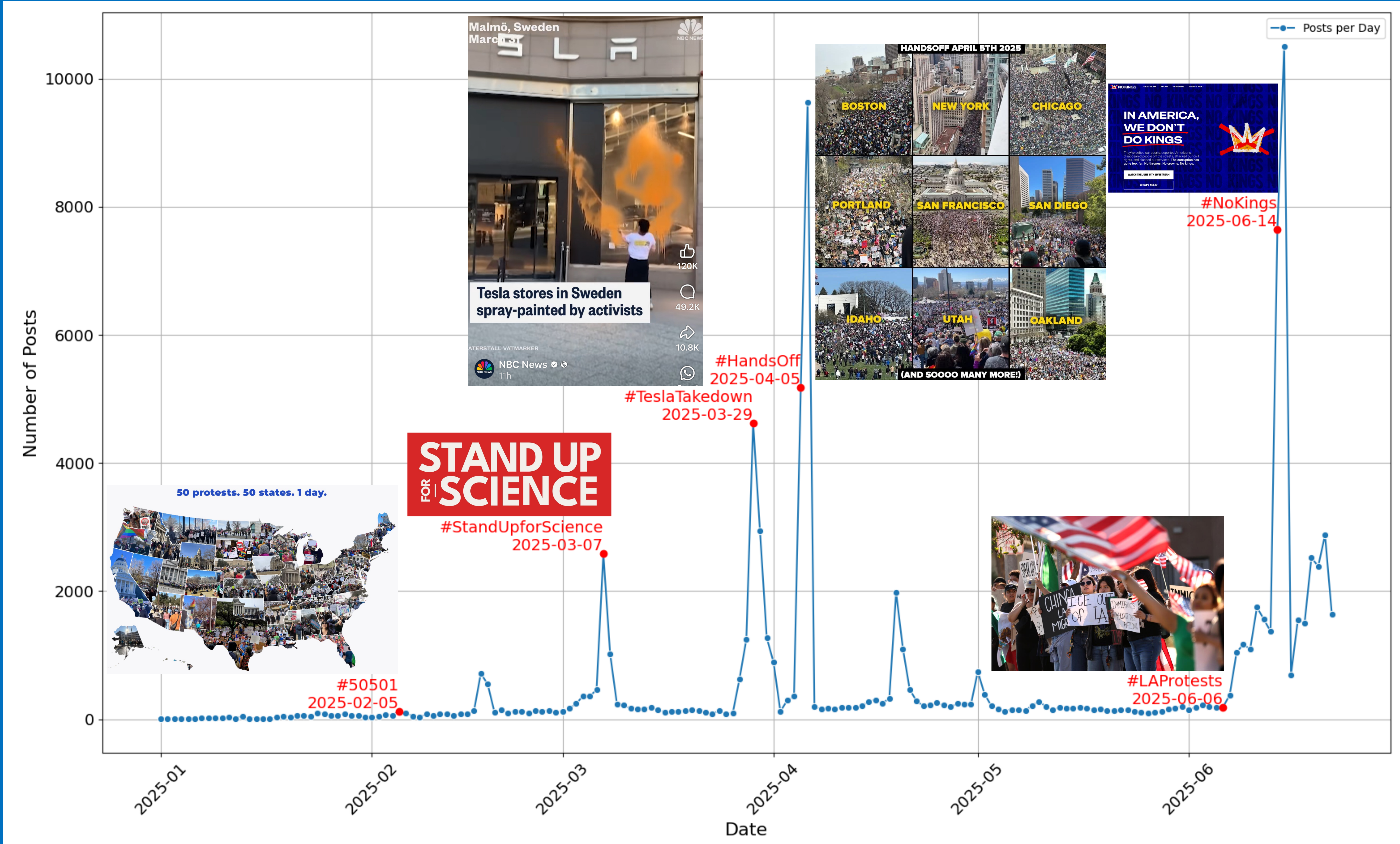
1. Collected data from BlueSky using hashtags and keywords.
2. Created hashtag co-occurrence networks, then analyzed these networks.

RESULTS

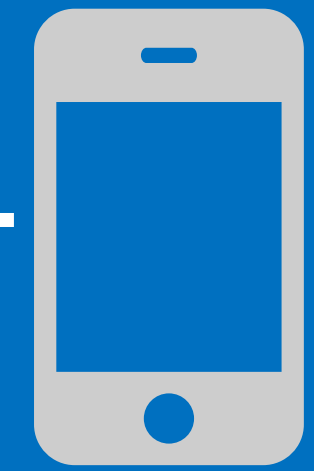


In 2025, activists used BlueSky  as a tool for communication, mobilization, and community building during five protest movements     

Activists successfully attracted more participants by using various techniques, such as hashtag latching, hashtag reuse, and hashtag misspelling.

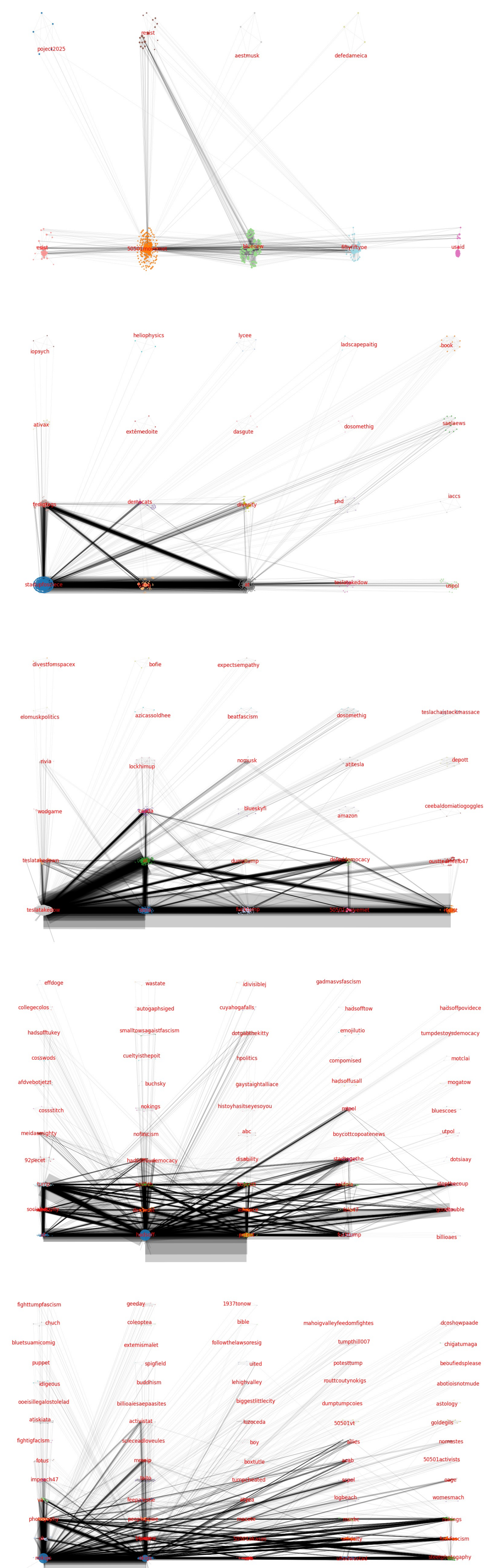



Trend of the unique posts collected highlighting the protest movements studied.



Take a picture to visit the project website

Hashtags Co-Occurrence Growth



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