

# Social Media and the Global Climate Strike: A tool for youth climate change activists and politicians

Justin Chia  
University of British Columbia

**Abstract.** The Global Climate Strike has brought youth climate change activism to the forefront of social issues in Canada. Recent scholarship has established the prominence and success of Canadian youth as climate change activists (Tupper 2014). Much of this success can be attributed to the youth's adoption of social media as an effective tool for mobilizing support on a national and global scale (Arnold et al., 2009). This paper analyzes youth climate change activists' use of social media as a tool for the global climate strike movement in Canada. This analysis will employ the Resource mobilization and Political process theories as frameworks to analyze the social media framing techniques employed by Global Climate Strike organizers and politicians, respectively. The applicability of these theories in relation to social media and the Global Climate Strike will then be evaluated using the four stage approach to social movement theory.

## Introduction

In recent years, scholars have established the emergence of the youth as climate change activists, attributing social media as a large reason for their success (Tupper 2014). The recent Global Climate Strike exemplifies the prominent role that Canadian youth are taking in leading the movement against climate change (Arnold et al., 2009). Social media has become a valuable tool for the youth to mobilize support and communicate their demands for government action. In turn, politicians have responded to these demands as a means of pursuing their own political goals. The large turnout of the global climate strike around Canada raises the question; in what ways has social media been used by youth climate change activists to mobilize support and by politicians to pursue their own electoral goals? The first part of this question will be addressed by applying the Resource Mobilization theory to analyze the rhetoric and framing techniques that youth climate change activists have employed on social media to impel participation in the Global Climate Strike Movement. The latter portion of this question will be addressed using the Political

Process Theory framework, through which we will examine the social media strategies that politicians have employed to alter the political opportunity structure that has been forged by the Global Climate Strike Movement, as a means of achieving political objectives. Using the four stage approach of social movement theory, with an emphasis on the coalescence stage, I will then turn to a critical evaluation of the applicability of these theoretical frameworks to the current context of the Global Climate Strike.

## Literature Review

The existing literature has established the strong presence of environmentalism in Canada, which dates back to as early as the 1900s (Mckenzie, 2007). Indigenous communities in Northern Canada were amongst the first groups to raise awareness of global warming and have played a crucial role in establishing climate change activism throughout the country (Macdowell, 2012). For Indigenous peoples in this region, environmental conservation became a necessary means of preserving cultural traditions and maintaining a spiritual relationship with the land (Macdowell, 2012). Early waves of environmental activists during this period engaged in a similar form of environmental activism that was motivated by a sense of responsibility to protect the environment from rapid social changes, such as urbanization and industrialization (Mckenzie, 2007).

These early stages of environmental activism emphasized the issue of Global warming, as opposed to climate change, the latter of which is a more comprehensive term that encompasses a wide range of environmental changes caused primarily by human activity (Mckenzie, 2007). The environmental movements of this period failed to gain widespread support due in large part to a lack of an effective organization mechanism by which to mobilize support (Mckenzie, 2007). Over time, however, environmentalism in Canada has shifted from a focus on Global warming to an emphasis on climate change, an organized movement that is being led by an unlikely source on a global scale.

In recent years, the youth have become key contributors towards the success of the climate change movement in Canada (Arnold et al., 2009). With the environment being such an integral component of the K-12 school curriculum in Canada, whether through physical education or environmental education, it is not surprising that the youth are motivated to join the fight against climate change (Arnold et al., 2009). The term 'youth climate change activist' will refer to an individual between the ages of 16 and 19 that actively seeks the implementation of environmentally sustainable policies, by participating in political demonstrations, such as the global climate strike (Arnold et al., 2009).

Tupper (2014) cites the increasing youth involvement in climate change activism. The primary goal of the youth climate change movement is to challenge the societal norms regarding poor treatment of the environment (Helferty and Clarke 2009). Such protests

may involve advocating against unsustainable industrial practices that contribute to air pollution or rising sea levels (Mckenzie, 2007). Evidently, the youth are making significant contributions towards climate change activism in Canada (Arnold et al., 2009).

The contributions of the youth are now being incorporated into the legislative process, largely due to their familiarity with modern technology, such as social media (Arnold et al., 2009). Specifically, lawmakers have acknowledged the increasing importance of social media as a means of communication and mobilization for climate change movements (Stoddart et al., 2015). In the age of technology, social media can be an effective tool to reach broader audiences that have deviated from traditional mass media (Schafer, 2012). In fact, the Indigenous-led Idle No More movement of 2012 exemplifies the Canadian youth's contributions to the climate change movement. Supporters of the movement utilized social media as a platform to educate and inform the general public of its goals, namely that of exposing the Canadian government's history of infringing upon the rights and land of Indigenous peoples in Canada (Tupper 2014). The role of social media as a tool in the climate change movement is also evident in the formation of large student-led climate change protests on university campuses throughout Canada (Helferty and Clarke 2009). The widespread support for these movements is due in large part to the role of social media, which has served as an organizational tool to unite diverse groups of climate change activists over a common cause.

Although the benefits of social media as a means for the youth to mobilize support are well established, there are potential drawbacks. Stoddart et al., (2015) argue that, while social media does reach large segments of the youth population, many Canadians still prefer traditional forms of mass media, such as news outlets (Stoddart et al., 2015). Additionally, the environmental facts and information communicated through social media may at times lack scientific accuracy, due to lack of expertise (Schafer, 2012). Likewise, social media misinformation regarding the aims and objectives of a social movement may frame the movement in a negative light, which could prove to be a significant obstacle in gathering widespread support (Schafer, 2012). Despite social media companies, such as Twitter and Facebook, pledging to eliminate misinformation on their platforms, there continues to be a proliferation of dishonest information circulated on social media by politicians and the public.

Two key components of social movement theory will serve as a framework for this analysis; Resource Mobilization Theory and Political Process Theory. Resource mobilization theory analyzes the resources that are necessary to organize support and encourage collective action (McCarthy and Zald, 1977). The primary resource that will be covered in our analysis is the commitment of participants (McCarthy and Zald, 1977). This theoretical framework will enable a unique assessment of social media as a tool for mobilizing mass support for the global climate strike, given its relatively recent emergence in Canadian environmental movements. The second of our two frameworks, Political Process Theory, analyzes the interactions between organizers of a social movement and

politicians (McAdam, 1999). In particular, this framework evaluates the extent to which various political opportunities influence the ability for a social movement to mobilize support and achieve its political goals (McAdam, 1999). The political process theory will be a useful measure of the Global Climate Strike's ability to incorporate politicians and influence the legislative process.

Both the Resource Mobilization and Political Process theories, though promising in their theoretical implications, nonetheless disregard practical implications that may hinder the progress of a social movement. For instance, the Resource Mobilization Theory places too great an emphasis on the need for social movements to accumulate socioeconomic capital, while neglecting the importance of political factors (Piven and Cloward, 1991). Such political factors, including bureaucratic negotiations and the vested interests of political institutions and actors, ultimately determine whether the goals of a social movement translate into meaningful legislation (Piven and Cloward, 1991). The Political Process Theory, meanwhile, tends to exaggerate the ability of collective action to generate political opportunities and influence legislative action (Morris, 2000). Although collective action, whether through large-scale protests or signing petitions, may be necessary to garner the attention of politicians, it is certainly not sufficient for generating legislative action (Morris, 2000).

The four stage approach to social movement theory is a useful framework for contextualizing the implications of the Resource Mobilization and Political Process Theories.

According to Blumer (1969) and Tilly (1978), social movements typically progress along four stages; emergence, coalescence, bureaucratization, and decline. This paper will focus on the second of these stages - coalescence - whereby a social movement begins to generate widespread support around a collective goal and coordinate organized demonstrations demanding government action (Blumer, 1969). Social media plays an integral role in this stage of a social movement by generating support amongst youth around the globe. Unlike in the next stage of a social movement, bureaucratization, a social movement in the coalescence stage lacks formal political organization for its goals to be realized (Blumer, 1969). The limitations of the Resource Mobilization and Political Process theories - that of a lack of emphasis on political hurdles - are perhaps less relevant in an analysis of a social movement that is in the coalescence stage.

While the literature has established social media as an effective tool for mobilizing youth support, scholars have yet to identify how organizers frame their goals on social media. Additionally, there is a lack of research on how social media incorporates politicians into the climate change movement, by providing a platform to communicate their own interests.

The following discussion will address this knowledge gap by providing a comprehensive analysis of social media as both a tool for organizers of the global climate strike

in Canada and a new form of communication for Canadian Politicians.

A distinguishing feature of the global climate strike in Canada has been its remarkably large support throughout the country that has enabled a powerful demonstration of collective action. In Canada, upwards of 800,000 people attended climate strikes throughout the nation (Global Climate Strike, 2019). This figure translates to 2.1% of the population, which ranks second amongst participating countries (Global Climate Strike, 2019). The streets of Vancouver alone were filled with roughly 80,000 protesters advocating for environmentally sustainable policies (Little, 2019). A majority of the organization and coordination for these demonstrations took place on social media, in the form of events and hashtags (Little, 2019). The overwhelming support for the global climate strike, in Canada and around the globe, is a testament to how social media has been integral in mobilizing support.

## Data & Methods

This paper will examine the framing techniques that organizers of the Global Climate strike in Canada have employed on social media to mobilize youth support. Due to the fact that organizers of this movement are targeting the youth population as their primary support base, social media is perhaps the only viable platform for mobilizing support in a technologically dependent generation. Likewise, I will also analyze the techniques utilized by Canadian politicians on social media to mobilize electoral support during the Global Climate Strike. I will examine a collection of Global Climate Strike posts from Twitter and Facebook - two social media platforms that have been frequently used to promote climate activism (Tupper 2014). The analysis will include Twitter and Facebook content from two central groups.

The first group consists of Climate Strike Canada, Fridays For Future Canada and UBC 350, three youth environmental organizations that are associated with the Global Climate Strike and promote its goals. Specifically, I will expand upon Resource Mobilization Theory to analyze the ways in which these organizers have framed their goals on Twitter and Facebook to mobilize support. I will then consider specific reasons as to why these social media posts may motivate Canadian youth to participate in the climate strike.

The second group of interest is Canadian politicians. I will focus on how leaders of the Liberal, NDP and Green Parties have used various social media platforms to politicize the Global Climate Strike. I will also elaborate on Political Process Theory, by evaluating the extent to which these politicians have leveraged social media as a means of involving themselves in the Global Climate Strike and mobilizing support for the upcoming federal election. Additionally, I will analyze how politicians have used social media as a tool for announcing policies and legislation related to the objectives of the Global Climate Strike.

## Findings

### Resource Mobilization Theory

Organizers of the Global Climate Strike in Canada were tasked with recruiting youth participants to take part in a series of school walkouts throughout the country, in an attempt to prompt government action. Figure 1 displays a Facebook post from Climate Strike Canada, urging students around the country to join the Global Climate Strike. This post emphasizes the crucial role of Canadian youth as climate change activists. The rhetoric used in the message conveys a sense of hope in signifying that each individual has the capacity to enact change by simply joining the movement. The potential for youth individuals to become part of a larger demonstration of collective action is quite appealing. This post gives youth the impression that their actions are a significant, if not necessary contribution towards the success of the Global Climate Strike.

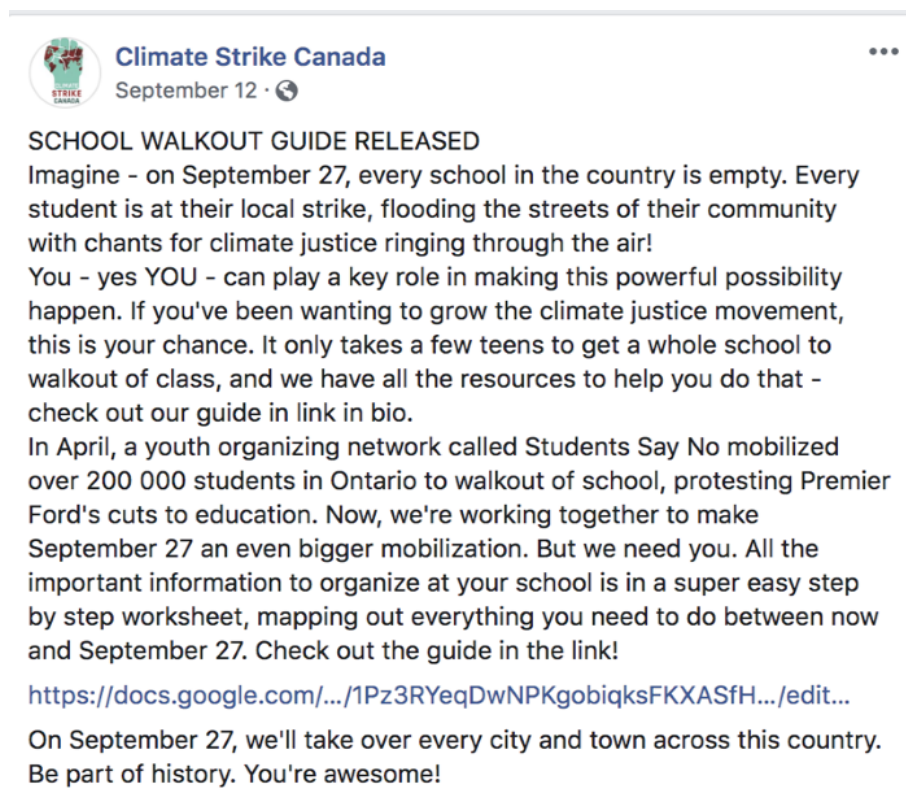


Figure 1.



Figure 2.

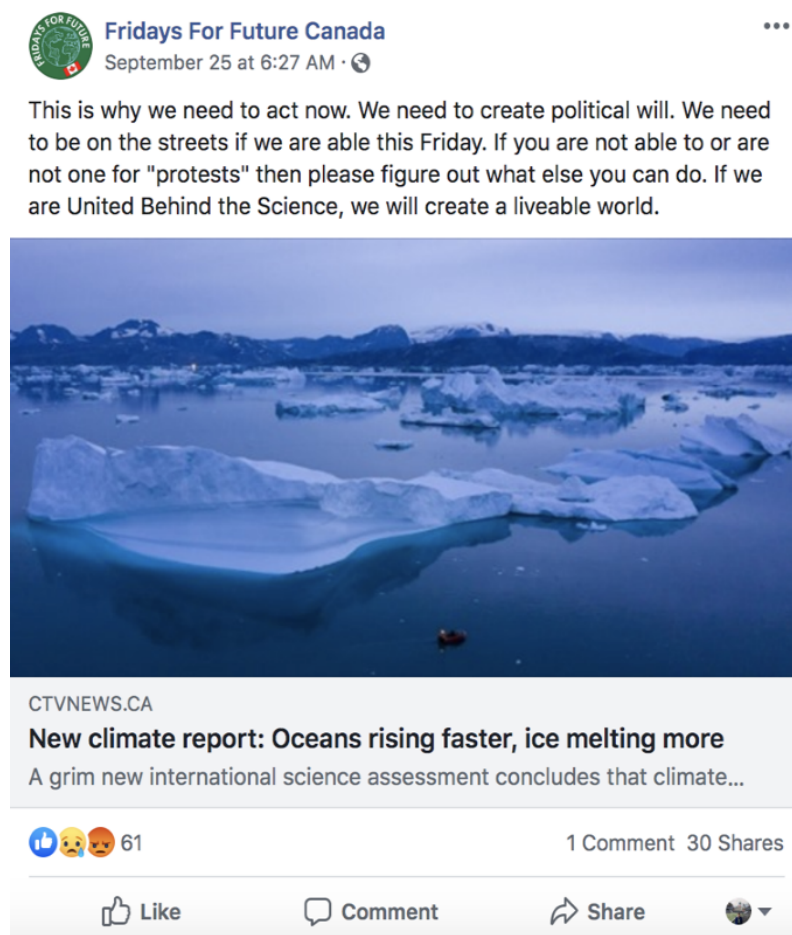


Figure 3.

Youth climate change activists are communicating this call to action with a sense of urgency, a critical strategy of Resource Mobilization Theory (McCarthy and Zald, 1977). As shown in figures 2 and 3, Fridays For Future Canada makes clear that climate change is rapidly destroying the planet. They frame the Global Climate Strike as an urgent call to government action, through the use of key phrases such as “Our Earth is Dying. We need to act now” (Figure 3). It is evident from this post that the current condition of the environment is simply not sustainable for the future, which gives the youth legitimate incentive to participate in the Global Climate Strike. This post presents the youth with the responsibility to protect the environment so that they can inherit a safe and sustainable planet in the future. Thus, the youth are not merely passive agents in the climate change movement. Rather, like organizers, the youth play an active role in mobilizing support for the Global climate strike by sharing posts on social media and urging others to join the movement.

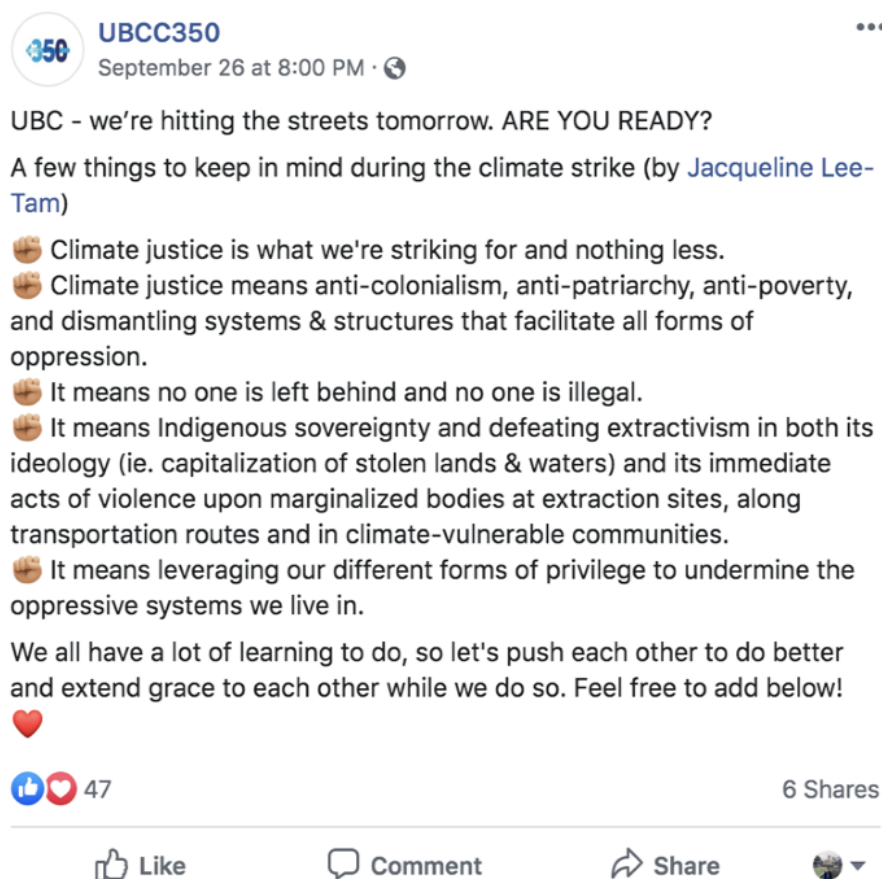


Figure 4.

The ability for organizers to emphasize the importance of the Global Climate Strike is another crucial aspect in mobilizing youth support (Staggenborg, 2012). As figure 4



demonstrates, UBC350 extends the scope of their agenda by connecting climate change to other relevant social issues, such as colonialism, patriarchy and poverty. This enables the Global Climate Strike to appeal to youth who may prioritize these other social issues over climate change. By outlining the causal effect that climate change activism has on these other social issues, UBC350 has effectively expanded the support base of the Global Climate Strike.



Figure 5.

As figure 5 exemplifies, Fridays For Future Canada has established a sense of unity amongst Global Climate Strike supporters. This tweet emphasizes the importance of individual agency and the ability to enact change; “Every riding, person & strike no matter how small is making a difference” (Figure 5). This assures youth supporters of the Global Climate Strike that their contributions are meaningful. Each of these individual contributions eventually culminate in a large and powerful display of group solidarity. This message is indicative of the fact that supporters are united in their demands for government action, which is a key determinant of the success of the Global Climate Strike (Staggenborg, 2012).

In addition to mobilizing support for the Global Climate Strike, youth climate change activists are encouraging further demands for change. Figures 6 and 7 are both indicative of climate change activism beyond the Global Climate Strike. Furthermore, sustained activism is crucial for the success of a social movement (Staggenborg 2012). Voting for climate policy-oriented parties in the upcoming Federal election or signing a petition for fossil fuel divestment and the declaration of a climate emergency at UBC are all forms of sustained activism that advocate for government action. Organizations such as UBC350 acknowledge the large turnout and support of the Global Climate Strike, yet

they stress the importance of maintaining this momentum. The Global Climate Strike is only one critical juncture in an ongoing process of climate change activism.

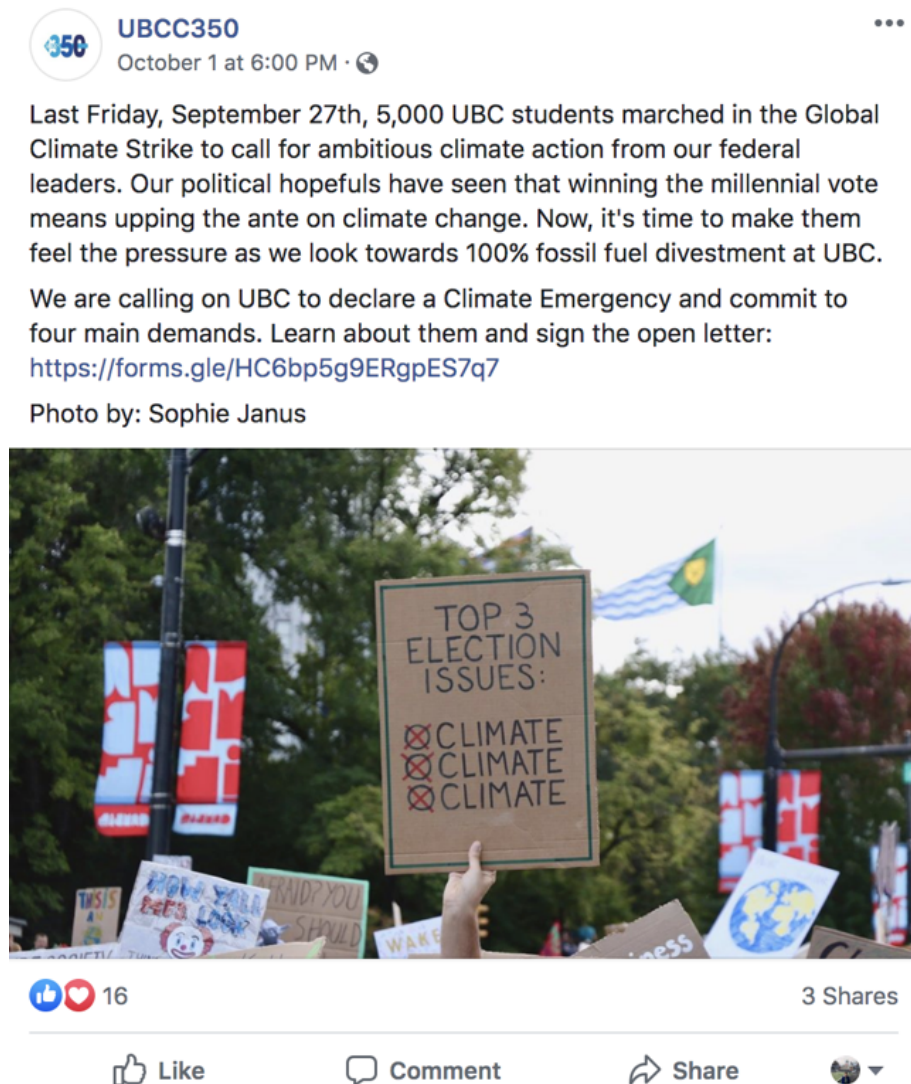


Figure 6.

While youth climate change activists and organizations have utilized social media as a tool to spread awareness of their goals and mobilize support, misinformation regarding the aims and outlook of the global climate strike threaten the momentum the movement has garnered. Figure 8 depicts a disinformation tweet that falsely attributes littering to participants of a global climate strike organized by Extinction Rebellion. This post attempts to undermine the Global Climate Strike Movement by highlighting the hypocrisy evident in the notion that climate change activists would litter despite advocating for environmental sustainability. Though this post has been falsified, such a deceiving image



Figure 7.

imparts a problematic reputation among climate change activists. Those who were convinced by the initial post and did not see the fact check may be deterred from supporting the Global Climate Strike and its aims.



Figure 8.

Similar social media disinformation is exemplified in a tweet by People's party of Canada leader Maxime Bernier, in which he diminishes and misrepresents the objectives of the Global Climate Strike Movement (Figure 9). Though the extent of climate change may be subject to debate, Bernier seems to be outright denying the urgency and severity of the issue, which scientists have been warning of in recent years. This piece of misinformation



Figure 9.



is particularly harmful given that it is coming from a former elected representative and leader of a political party. Thus, not only are there large segments of the population that will give weight to this perspective, but Bernier's message also carries political implications. Should Bernier's party enter the government in the near future, sentiments of climate change denial are likely to become institutionalized in the form of environmentally harmful policies and initiatives.

## Political Process Theory

Canadian politicians have utilized social media to associate themselves with the Global Climate Strike Movement for political purposes, namely that of bolstering their public image ahead of the federal election. Perhaps the most notable of these politicians is Prime Minister Justin Trudeau, one of the three federal leaders to participate in the Global Climate Strike. Trudeau took part in the march, making clear his support for the Global Climate Strike; "Today we marched for our planet, our kids, and our future" (Figure 10). However, the Prime Minister's involvement in the strike is more so a political strategy than a sign of solidarity. According to Political Process Theory, politicians are likely to support social movements that benefit their campaign goals (Staggenborg, 2012). Several key features of this post indicate such politicization. Firstly, the inclusive rhetoric of the



Figure 10.

post, such as ‘we’ and ‘our’ frames Trudeau as a champion of the people. By using the slogan #Cooseforward, Trudeau has essentially asserted himself as the leader of the Global Climate Strike in an effort to gain electoral support from participants of the movement.

By representing the interests of future generations, Trudeau’s message appeals to parents who may prioritize the needs of their children when voting in the upcoming election. Thus, Trudeau’s call to action is emblematic of the importance of political opportunities, such as elections, in determining the success of a social movement (Staggenborg 2012). The picture itself is also indicative of blatant politicization. The Prime Minister is placed front and centre of the march, with one hand grasping that of a child’s, and the other waving in the air. This picture has been carefully crafted to align with the overall message of the Global Climate Strike; one of protecting the planet for future generations.

In a similar manner to Prime Minister Trudeau, NDP leader Jagmeet Singh has voiced his support for the Global Climate Strike (Figure 11). Much like Trudeau, Singh indicates himself as being representative of the goals and supporters of the Global Climate strike by using inclusive rhetoric such as “We need to step up” (Figure 11). Although Singh issues a call for government action, it takes the effect of a call to voters. In contrast to Prime Minister Trudeau’s tweet, Singh’s efforts to mobilize voters are more subtle. The shades of orange scattered throughout the photo are meant to present the Global Climate Strike as a movement comprised of NDP supporters. Singh’s emphasis on the reluctance



Figure 11.

of the government to address climate change concerns is symbolic of the NDP's efforts to take control of the government, amidst failures of the two dominant parties.



*Figure 12.*

Amongst the three federal party leaders, Elizabeth May and the Green Party's tweet is perhaps the most politicized. The post is a direct attack on May's political opponent, Prime Minister Trudeau; "How does it feel to be betrayed by Trudeau? The youth are on to him. Change is coming" (Figure 12). The Green Party's message is in stark contrast to both Trudeau and Singh's efforts to unite supporters of the Global Climate strike. In identifying the youth's frustration with the government's failure to protect the environment, the Green party – with its climate change platform – position themselves as ideal representatives of the Global Climate Strike in Canada.

In addition to its use as a tool for mobilizing electoral support, social media can also serve as a platform for announcing key policy decisions. Figures 13 and 14 depict the



Figure 13.

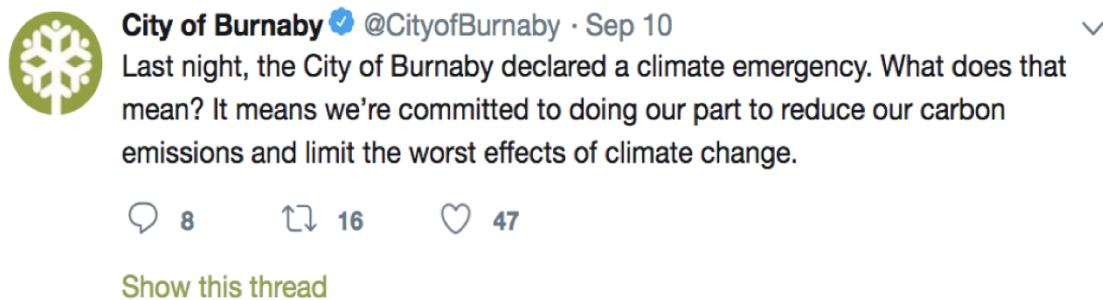


Figure 14.

declarations of climate emergencies in Toronto and Burnaby, which are in direct response to Global Climate Strike supporters' demands for government action. These announcements are testaments to the success of the Global Climate Strike. Local governments have taken notice of youth climate change activists' demands for action, by pledging to implement sustainable policies. Yet, as we will come to realize later on, these announcements may very well turn out to be empty promises that do not translate to the meaningful policy change that supporters of the Global Climate Strike are demanding.

## Discussion

The various Facebook and Twitter posts from Global Climate Strike supporters and politicians establish social media as an effective platform for mobilization and communication.



The Resource Mobilization and Political Process theories provide useful frameworks for analyzing the fundamental similarities in how youth climate change activists and politicians frame their goals on social media. Despite contrasting intentions, both groups convey their messages with a sense of urgency. Youth climate change activists cite the rapidly deteriorating state of the environment as a motivation for support of the Global Climate Strike. Similarly, politicians have encouraged supporters of the Global Climate Strike to vote for their respective parties in the upcoming federal election. In many of the posts, activists and politicians attempt to establish unity amongst their supporters, enabling displays of collective action. Youth climate change activists emphasize the Global Climate Strike as a collection of individuals, with a shared responsibility to protect their planet and the capacity to make a difference. Likewise, politicians aimed to unite supporters on the basis of partisanship and aligning their parties with the interests of the Global Climate Strike.

Our analysis of how social media has been employed during the course of the Global Climate Strike movement also demonstrates the interconnectedness of the Resource Mobilization and Political process theories. These frameworks mutually reinforce one another in ways that fundamentally alter the outlook of the Global Climate Strike. Social media has become an integral platform for the Global Climate Strike Movement to voice its demands and for politicians to respond to these demands in politically strategic ways. The manner in which Youth Climate Change Activists and politicians frame their messages on social media has a significant impact on the support that each group garners.

Despite these implications, however, both the Resource Mobilization and Political Process theories suffer from conceptual pitfalls that limit our analysis of social media and the Global Climate Strike. Greta Thunberg's tweet (figure 15) underscores the importance of political factors in determining whether the Global Climate Strike fulfills its objectives. Such political factors, which function independent of the resource mobilization process, are not adequately addressed by the Resource Mobilization theory. This is evident in Prime Minister Trudeau prioritizing the investment of environmentally unsustainable Oil-Sands projects in spite of his commitment to represent the interests of the youth. Trudeau's hypocrisy also sheds light on the limitations of the Political Process theory, under which widespread support for the Global Climate Strike would translate into meaningful climate policy change. Despite the movement's ability to forge political opportunities, such as nation-wide protests and declarations of climate emergency, further progress is inhibited by political barriers.

In applying the Resource Mobilization and Political Process theories to an analysis of the role of social media in the Global Climate strike, it is crucial to contextualize the limitations of these theories within the four stages of social movements model. From this perspective, the Global Climate Strike would seem to be in the Coalescence stage, whereby participants are uniting around a common goal and making collective demands for the government to address climate change. Being that this is primarily an organization-



Figure 15.

al stage of development, it is understandable that our theoretical frameworks primarily address the role of social media in mobilizing support for the movement. The coalescence stage of a social movement precedes any formal legislative action. In fact, social movements typically take years to progress through the coalescence stage, while the Global Climate Strike had already begun to initiate promising dialogue with political actors almost immediately after the protests took place. The Resource Mobilization and Political Process theories, therefore, present a fairly accurate analysis of the Global Climate Strike, given its current progression.

## Conclusion

Scholarly research has established Canadian youth as effective climate change activists. Due in large part to the prevalence of technology in the current generation, social media has become an integral component of youth climate change activism (Arnold et al., 2009). The youth have utilized social media as a tool to communicate their goals and mobilize support (Stoddart et al., 2015). Specifically, Facebook and Twitter provide effective platforms for the youth to promote climate change activism (Tupper 2014). Such climate activism may take the form of large-scale university protests, whereby social media has been a key component in organizing support and communicating objectives (Helferty and Clarke 2009). Resource Mobilization Theory provides a useful framework for identifying citizen participation as a necessary resource for climate change movements (Staggenborg 2012). Likewise, Political Process Theory examines the relationship between organizers and politicians and denotes the impact of political opportunities on the success of the movement (Staggenborg 2012). A further analysis of the social media strategies that enable organizers to mobilize support and communicate their goals to politicians will add another dimension to these frameworks.

The Global Climate Strike in Canada is indicative of the youth's ability to utilize social media as a tool to communicate their demands and mobilize support. An analysis of various Facebook and Twitter posts from organizations associated with the Climate Strike reveals the framing techniques that youth climate change activists have utilized to generate mass support. Organizers have emphasized the youth as key actors in the Global Climate Strike, by indicating their capacity to enact individual and collective change. Facebook and Twitter posts have also conveyed the urgency of the climate crisis, imploring the youth to take part in the strike as a means of demanding government action. Furthermore, the Global Climate Strike demands that the government also address issues beyond climate change, such as colonialism, patriarchy and poverty. In effect, the youth have expanded the support base of the Global Climate Strike. Subsequently, organizers have established solidarity amongst supporters, who each share a common goal and desire for change. Finally, organizers have emphasized climate change activism as an ongoing process that continues beyond the Global Climate Strikes. For such a process to persevere, however, youth climate change activists must navigate the proliferation of social media misinformation, which seeks to diminish support for the climate change movement.

Apart from serving as a form of youth climate change activism, the Global Climate Strike has also been heavily politicized. From the perspective of Political Process Theory, it becomes clear that politicians have used social media to involve themselves in the Global Climate Strike, strictly for political purposes. Leaders of the Liberal, NDP and Green Parties have proclaimed themselves as being representative of the interests of the Global Climate Strike. Both the Liberal and NDP have utilized similar framing strategies to youth climate change activists, in emphasizing unity amongst their supporters, based

on partisanship. These parties have also urged supporters of the Global Climate Strike to vote for their respective parties in the upcoming federal election. On the contrary, the Green Party has used social media to exploit a political opponent and represent the interests of youth climate change activists. Politicians have also made use of social media as a platform to declare climate emergencies, which symbolize an acknowledgement of and a commitment to the Global Climate Strike's message.

The efficacy of social media as a mobilization and communication tool for both youth climate change activists and politicians is evident. The Resource Mobilization and Political Process theories are useful frameworks for relating the framing techniques that each of these groups have utilized on social media. Youth climate change activists have mobilized support for the Global Climate Strike, while politicians have gained electoral support for the Federal election. The Global Climate Strike is indicative of how social media can be used to achieve both political and social objectives.

Nonetheless, both theories are limited in their capacity to account for political obstacles that persist beyond the Global Climate Strike's ability to mobilize support and create political opportunities. This is perhaps best illustrated by the Canadian government's empty promises to support the Global Climate Strike, which have been overshadowed by its commitment to unsustainable environmental projects. However, the limitations of these theories can be contextualized using the four stage approach to social movement theory. From this perspective, the Global Climate Strike is currently in the coalescence stage, one that is characterized by mobilized support and collective action. Therefore, the Resource Mobilization and Political Process theories are appropriate frameworks for analyzing the current stage of the Global Climate Strike.

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## Findings

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