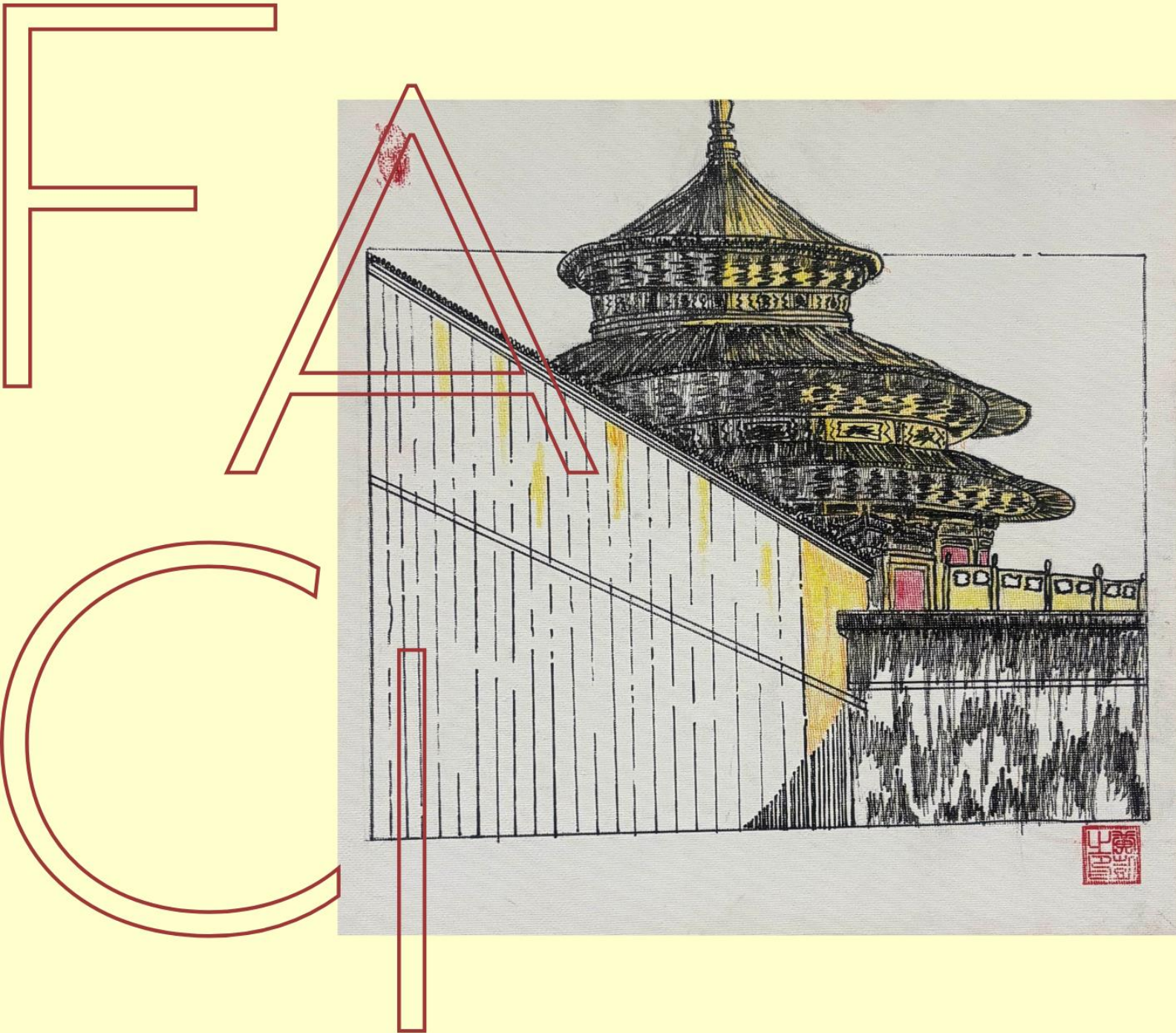


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International Journal Fine Arts and Creative Innovation are created to promote and support the dissemination of work to faculty members, academics, researchers, students, and the general public. Artists and art enthusiasts around the world have the opportunity to publish academic works and research covering all types of creative arts, invention, innovation, product innovation, innovative artistic processes, educational innovations, and more.

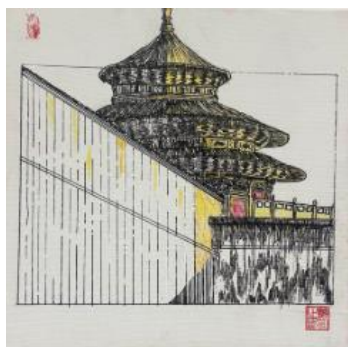
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International Journal Fine Arts and Creative Innovation has a policy of supporting researchers, academics, faculty, and students both internally and externally. It serves as a platform for exchanging academic knowledge, research, and creative work. It provides a space for expressing opinions, debates, and criticisms regarding art and culture. Innovations in various sciences bring benefits to the public in various areas, including:

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We are pleased to present *Volume 2, No.2 (May–August 2025)* of the *International Journal of Fine Arts and Creative Innovation*. This issue highlights research in the field of **journalism studies**, reflecting the journal's mission to embrace both the arts and the broader dimensions of creative communication.

The featured articles examine journalism as a crucial medium for knowledge, culture, and innovation. They offer perspectives on how journalism continues to adapt in a changing world, while maintaining its essential role in fostering dialogue, shaping public understanding, and connecting communities.

As always, we extend our gratitude to the authors, reviewers, and editorial team for their valuable contributions. Their dedication ensures that the journal remains a space for exchanging ideas, advancing research, and inspiring creative innovation.

We invite our readers to engage with this issue and to reflect on the evolving role of journalism in society today.

With kind regards,

Asst. Prof. Dr. Kasemrat Wiwitarakulkasem
Editor-in-chief

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THE ROLE OF COGNITIVE BIAS AND EMOTIONAL DRIVE IN THE DISSEMINATION OF FAKE NEWS: A REVIEW AND PROSPECTUS

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Abstract

The rapid proliferation of fake news in digital societies poses significant challenges to information integrity, social trust, and democratic governance. This review examines the role of cognitive bias and emotional drive in shaping the dissemination of fake news across political, health, economic, and cultural domains. Drawing on insights from psychology, sociology, neuroscience, and communication studies, the paper highlights how biases such as confirmation bias, the availability heuristic, and the illusory truth effect interact with emotional triggers including fear, anger, and hope to amplify the virality of false information. The review also analyzes the enabling role of social media platforms and algorithmic systems in reinforcing echo chambers and accelerating misinformation spread, illustrated through case studies in elections, public health crises, and environmental debates.

Empirical evidence underscores that misinformation persists due to both cognitive vulnerabilities and structural features of digital ecosystems. The implications are far-reaching: strengthening media literacy and education, crafting balanced public policies, and redesigning platform architectures are essential but complex tasks. Future research must integrate cognitive science, communication, political science, and data science, leveraging machine learning and big data for detection while also addressing the psychological and emotional drivers of misinformation.

This paper argues that reducing the harmful impact of fake news requires a multi-stakeholder approach, where media users, researchers, policymakers, and technology developers work collectively to foster resilient and trustworthy information environments.

Keywords: Fake news, cognitive bias, emotional drive, misinformation, media literacy, social media, disinformation, information disorder

Introduction

In the digital era, fake news has emerged as one of the most pressing challenges for contemporary society. False information intentionally created to mislead spreads rapidly through social media platforms. The consumption of unverified news undermines not only individual perception but also long-term trust in journalism and institutional credibility (Lazer et al., 2018; Wardle & Derakhshan, 2017). This highlights the importance of critically understanding the phenomenon of fake news as both a communication and societal problem.

Fake news affects not only information ecosystems but also has profound social, political, and economic consequences. In politics, misinformation can distort voter decision-making and undermine democratic legitimacy (Allcott & Gentzkow, 2017). In economics, fake news related to financial markets or public health can trigger significant losses, such as panic selling caused by false investment rumors. On the societal level, fake health-related news—particularly during the COVID-19 pandemic—has led to misinformed decisions, such as vaccine hesitancy, which jeopardize public well-being (Pennycook et al., 2020). These consequences underscore the necessity of investigating the mechanisms that drive the rapid diffusion of false information.

The purpose of this article is to **review the role of cognitive bias and emotional drive** in the dissemination of fake news. It aims to highlight how cognitive biases (e.g., confirmation bias, availability heuristic) and emotional triggers (e.g., anger, fear, and excitement) interact to make false news more likely to be shared than factual information (Vosoughi et al., 2018). Furthermore, the article seeks to propose directions for future research to develop an integrated understanding of the psychological and social mechanisms behind fake news dissemination, as well as to explore policy and technological interventions that may mitigate its long-term effects

Conceptual Framework

Fake news refers to deliberately fabricated or misleading information presented in the format of news with the intention of deceiving audiences. Scholars typically distinguish between three related but distinct categories: misinformation, which is false information shared without intent to harm; disinformation, which is deliberately false or misleading content intended to cause harm; and malinformation, which involves the use of genuine information presented in a misleading context or used to cause harm (Wardle & Derakhshan, 2017).

The typologies of fake news vary across thematic areas. Political fake news often emerges during elections or political campaigns, aiming to manipulate voter opinions or undermine institutional legitimacy. Health-related fake news—such as false claims about vaccines, diseases, or treatments—can significantly influence public health behaviors, as evidenced during the COVID-19 pandemic (Pennycook et al., 2020). Economic fake news, such as fabricated reports about market crashes or corporate bankruptcies, can provoke panic and create large-scale financial instability. Finally, cultural fake news often spreads rumors or stereotypes that reinforce prejudices, social divisions, or cultural misunderstandings. These variations highlight the multifaceted impact of fake news across different domains.

Cognitive biases significantly contribute to the dissemination of fake news, as individuals rely on mental shortcuts in processing information.

- Confirmation bias refers to the tendency to seek, interpret, and recall information in ways that confirm preexisting beliefs (Nickerson, 1998). This bias makes individuals more likely to accept fake news that aligns with their worldview.
- Availability heuristic occurs when people assess the likelihood of events based on how easily examples come to mind. This leads to overestimating the validity of frequently encountered fake news stories (Tversky & Kahneman, 1973).
- Anchoring effect reflects the reliance on initial information as a reference point when evaluating subsequent information. Fake headlines can anchor perceptions even when later corrected, leaving lasting impressions.
- Bandwagon effect describes the tendency to adopt beliefs because others hold them. On social media, the popularity of fake news (e.g., likes, shares, retweets) can reinforce its perceived credibility (Bikhchandani et al., 1992).
- Illusory truth effect demonstrates that repeated exposure to information increases perceived truthfulness, regardless of accuracy (Fazio et al., 2015). Fake news becomes normalized when repeatedly encountered, even if known to be false.

Beyond cognitive biases, emotional responses play a powerful role in shaping how individuals consume and share news.

- Emotions such as fear, anger, disgust, and hope can amplify the salience of fake news. For instance, anger and fear are particularly effective in motivating rapid

sharing, while hope-based messages may generate virality in health or cultural narratives (Brady et al., 2017).

- Emotional contagion on social media refers to the phenomenon where emotions expressed in online interactions spread across networks. Negative emotions, in particular, are more likely to cascade and accelerate the reach of fake news (Ferrara & Yang, 2015).

- Emotional arousal and virality suggest that high-arousal emotions—whether positive or negative—are more likely to drive content sharing (Berger & Milkman, 2012). Fake news designed to evoke outrage or shock often achieves greater visibility than neutral or factual content (Vosoughi et al., 2018).

Together, these cognitive and emotional mechanisms provide a robust framework for understanding why fake news spreads more widely than factual information

Mechanisms of Fake News Dissemination

Interaction Between Cognitive Bias and Emotional Drive

The dissemination of fake news is not solely the result of deliberate misinformation campaigns but emerges from the interplay between cognitive biases and emotional drives. Cognitive biases, such as confirmation bias and the illusory truth effect, predispose individuals to accept and share content that aligns with their beliefs or has been repeatedly encountered (Nickerson, 1998; Fazio et al., 2015). When combined with strong emotional responses—such as anger, fear, or moral outrage—individuals are more likely to engage with and disseminate such content (Brady et al., 2017). This interaction creates a self-reinforcing cycle: emotional arousal amplifies the salience of biased information, while biases legitimize emotionally charged but inaccurate content, fueling its virality.

The Role of Social Media Platforms and Algorithms

Social media platforms serve as the primary vectors of fake news dissemination due to their structural reliance on algorithmic curation. Algorithms prioritize engagement-based metrics—likes, shares, and comments—thereby amplifying content that provokes strong emotional reactions regardless of its accuracy (Bakshy et al., 2015). The design of these platforms fosters echo chambers and filter bubbles, where users are exposed predominantly to information that reinforces their preexisting worldviews (Pariser, 2011). Such environments magnify the effects of cognitive bias and emotional drive by reducing exposure to corrective or diverse perspectives. Moreover, coordinated disinformation campaigns exploit these algorithmic systems, using bots and fake accounts to artificially inflate the popularity of false content, further legitimizing it in the eyes of ordinary users (Ferrara, 2017).

Case Studies

Elections. During the 2016 U.S. presidential election, false stories on social media were shared more widely than factual ones, particularly those that aligned with partisan identities (Allcott & Gentzkow, 2017; Vosoughi et al., 2018). Fake news fueled political polarization, demonstrating the combined influence of confirmation bias, partisan emotional investment, and algorithmic amplification.

Public health crises. The COVID-19 pandemic highlighted how fake health-related news spreads rapidly online. Misinformation about treatments, vaccines, and the origins of the virus circulated globally, leading to vaccine hesitancy and undermining public health measures (Pennycook et al., 2020). Emotional triggers such as fear and distrust in authorities, combined with the illusory truth effect from repeated exposure, made these narratives especially persuasive.

Environmental debates. Climate change discourse illustrates another domain where fake news thrives. Disinformation campaigns funded by interest groups have strategically

exploited cognitive biases—such as the tendency to discount long-term risks—and emotional appeals that sow doubt or fear about economic consequences (Oreskes & Conway, 2010). These strategies have delayed policy action by polarizing public opinion and obscuring scientific consensus.

These mechanisms illustrate that fake news dissemination is not accidental but deeply rooted in the psychological vulnerabilities of individuals, amplified by technological infrastructures that privilege engagement over accuracy. Understanding these interactions is essential for developing interventions that address both the human factors (cognitive and emotional) and the technological systems that enable the virility of fake news.

Empirical Evidence from Previous Studies

Psychology of Misinformation

Research in psychology has demonstrated that misinformation exerts persistent effects on memory, judgment, and decision-making, even after corrections are issued. One well-documented phenomenon is the continued influence effect, whereby individuals continue to rely on false information despite being aware that it has been debunked (Lewandowsky et al., 2012). The illusory truth effect further reveals that repeated exposure to false claims increases their perceived accuracy, regardless of prior knowledge (Fazio et al., 2015). Experimental studies show that cognitive biases—such as confirmation bias—make individuals more likely to accept fake news that aligns with their preexisting beliefs, reinforcing political or ideological polarization (Nickerson, 1998). Together, these findings highlight the resilience of misinformation once it is embedded in cognitive structures.

Sociological and Communication Studies

From a sociological and communication perspective, fake news dissemination is shaped by social dynamics, network structures, and media environments. Studies have found that social media networks amplify misinformation through echo chambers and selective exposure, where individuals preferentially consume information that reinforces their identities (Bakshy et al., 2015; Sunstein, 2018). Research by Vosoughi et al. (2018) showed that false news spreads more rapidly, broadly, and deeply than true news on Twitter, particularly because it elicits strong emotional reactions. Communication studies also emphasize the role of media trust and institutional legitimacy, finding that communities with low trust in mainstream media are more susceptible to fake news (Tsfati & Cappella, 2003). This body of work underscores the interplay between structural factors and individual behavior in the social life of misinformation.

Neuroscience and Behavioral Studies

Neuroscientific approaches provide insights into the biological underpinnings of misinformation susceptibility. Brain imaging studies indicate that emotionally charged misinformation activates the amygdala and other regions associated with fear and reward processing, thereby enhancing memory retention and likelihood of sharing (Kaplan et al., 2016). Behavioral experiments reveal that emotionally arousing misinformation is more likely to be shared, even when individuals are aware of its questionable veracity (Martel et al., 2020). Moreover, findings from neurocognitive studies suggest that cognitive load and limited attentional resources make individuals more prone to accept misinformation without critical evaluation (Pennycook & Rand, 2019). These findings support the claim that both affective and cognitive mechanisms jointly contribute to the virality of fake news.

Comparative Insights: Cross-Cultural and Regional Perspectives

Cross-cultural studies reveal that susceptibility to fake news is influenced by cultural norms, media systems, and political contexts. For instance, research in Western democracies has shown that partisan bias strongly predicts the acceptance of political misinformation

(Guess et al., 2019). In contrast, studies in Asia and Africa suggest that social hierarchies, trust in community leaders, and varying media literacy levels significantly shape misinformation consumption (Oyeyemi et al., 2014; Chen et al., 2015). Comparative research on vaccine misinformation demonstrates regional variations: while in the United States political ideology predicts vaccine hesitancy, in countries like India and Nigeria, misinformation is often tied to religious or cultural beliefs (Wilson & Wiysonge, 2020). These insights highlight the importance of context-sensitive strategies for combating fake news at both local and global levels.

The empirical evidence across psychology, sociology, communication, neuroscience, and cross-cultural research converges on a central conclusion: fake news dissemination is the product of intertwined cognitive, emotional, and structural factors. The robustness of misinformation across domains underscores the need for interdisciplinary approaches to fully understand and address the phenomenon.

Implications and Challenges

Media Literacy and Education

One of the most significant implications of fake news dissemination is the urgent need to strengthen media literacy. Research indicates that individuals with higher levels of critical thinking and digital literacy are less likely to fall victim to misinformation (Guess et al., 2020). Educational interventions that emphasize source evaluation, fact-checking skills, and awareness of cognitive biases can help mitigate susceptibility. However, challenges remain in implementing scalable and context-specific media literacy programs, particularly in regions with limited access to quality education or diverse media environments (Mihailidis & Viotty, 2017). Moreover, media literacy cannot be seen as a one-time intervention; it requires continuous updating to adapt to evolving technologies and misinformation tactics.

Public Policy

Fake news also poses challenges for public policy and governance. Policymakers face the dilemma of balancing misinformation regulation with the protection of free speech and democratic principles. Several governments have enacted laws targeting the spread of fake news, but these measures have raised concerns about censorship and the misuse of power (Bradshaw et al., 2021). Effective policy responses require multi-stakeholder collaboration involving governments, civil society, academic institutions, and technology companies. Furthermore, policies must address the global nature of misinformation, as fake news transcends national borders, complicating enforcement and regulation. Without nuanced and transparent approaches, anti-fake news policies risk undermining democratic trust while failing to address the root psychological and structural drivers of misinformation.

Technology and Platform Design

Social media platforms play a central role in both enabling and potentially mitigating fake news dissemination. The current algorithmic design of platforms prioritizes engagement, inadvertently amplifying emotionally charged misinformation (Bakshy et al., 2015). To counter this, platforms have begun experimenting with interventions such as fact-check labels, accuracy nudges, and limiting the virality of flagged content (Pennycook et al., 2020). However, these efforts remain partial and face challenges, including user resistance, accusations of bias, and the adaptability of disinformation campaigns. Designing technology that promotes information integrity without undermining user autonomy requires integrating insights from psychology, communication studies, and computer science. Future challenges include ensuring transparency in algorithmic decision-making, developing scalable detection systems for emerging misinformation formats (e.g., deepfakes), and embedding ethical safeguards into platform governance (Gillespie, 2018).

The implications of fake news dissemination extend beyond individual cognition into societal, political, and technological domains. Strengthening media literacy, crafting balanced public policies, and redesigning platform architectures represent crucial pathways forward. Yet, each of these approaches faces significant challenges that require interdisciplinary collaboration and continuous adaptation to the evolving dynamics of the digital information ecosystem.

Future Directions and Research Prospectus

Future research should aim to bridge the gap between cognitive science, communication studies, and artificial intelligence. While cognitive and emotional theories explain why individuals are susceptible to fake news, AI-based detection tools can provide scalable technological solutions. Integrating these fields can help design interventions that both anticipate human vulnerabilities and automatically filter harmful content (Shu et al., 2020). For instance, cognitive models of bias can inform the development of AI systems that detect not only linguistic signals of misinformation but also emotional triggers that increase virality.

Advances in machine learning (ML) and big data analytics provide powerful tools to detect fake news at scale. Techniques such as natural language processing, network analysis, and multimodal learning (text, images, video) have been successfully applied to identify coordinated misinformation campaigns (Zhou & Zafarani, 2020). However, challenges remain in ensuring transparency, avoiding algorithmic bias, and countering adversarial tactics like deepfakes. Future research must therefore focus on explainable AI models that provide clear reasoning for their classifications, thereby fostering trust among users and policymakers.

While detection technologies are necessary, they are insufficient without addressing cognitive and emotional vulnerabilities. A future research priority is the development of intervention frameworks that reduce the influence of biases and emotions in news consumption. These could include accuracy prompts (nudges that encourage users to consider accuracy before sharing), de-biasing educational modules, and emotional regulation strategies to mitigate high-arousal reactions that drive misinformation spread (Pennycook et al., 2020; Lewandowsky et al., 2017). Such frameworks must be adaptable to diverse cultural and political contexts, recognizing that susceptibility to fake news is not uniform across populations.

Fake news is a multidimensional problem that cannot be fully understood within the boundaries of a single discipline. Psychology offers insights into cognitive heuristics and emotional processing, communication studies illuminate media ecosystems and framing effects, political science highlights the democratic and policy implications, and data science provides computational tools for detection and intervention. Cross-disciplinary collaboration is therefore essential for developing holistic solutions that combine theoretical rigor with practical applications. Building such collaborations will not only enhance the academic understanding of fake news but also generate actionable insights for policymakers, educators, and platform designers (Lazer et al., 2018).

The future of misinformation research lies in interdisciplinary integration and the fusion of human-centered and machine-centered approaches. By combining insights from cognitive science, communication, political science, and AI, researchers can build frameworks that address both the psychological roots and the technological vectors of fake news. This prospectus underscores the need for ongoing, global research efforts to anticipate emerging threats and build resilient information ecosystems.

Conclusion

The dissemination of fake news in the digital age cannot be understood solely as a technological phenomenon; rather, it reflects the interplay between cognitive biases and emotional drives that shape human information processing. Cognitive shortcuts such as confirmation bias, the availability heuristic, and the illusory truth effect predispose individuals to accept and share misleading content. When combined with emotions such as fear, anger, or hope, these biases amplify the virality of fake news, making it more likely to spread than factual information (Fazio et al., 2015; Brady et al., 2017; Vosoughi et al., 2018).

The persistence of fake news underscores the need for continued interdisciplinary research. Future studies should integrate cognitive science, communication, political science, and data science to build frameworks that address both psychological vulnerabilities and the structural features of digital platforms. Practical strategies—such as media literacy interventions, accuracy nudges, and explainable AI systems—offer promising pathways, but their effectiveness requires rigorous empirical testing and adaptation to diverse cultural and political contexts (Pennycook et al., 2020; Lewandowsky et al., 2017).

Ultimately, mitigating the impact of fake news demands a multi-stakeholder effort. Media users must cultivate critical consumption habits; researchers should advance interdisciplinary knowledge and evidence-based interventions; and policymakers must design balanced regulations that safeguard both information integrity and democratic freedoms. By addressing fake news through these combined efforts, societies can move toward more resilient and trustworthy information ecosystems.

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Communication Mechanism, Mobilization Network And Narrative Construction Of Digital Media In Women's Rights Protection Movement In Iran

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Abstract

In recent years, the role of digital media in social movements has become increasingly prominent, especially in countries with strict government censorship, where their information dissemination, mobilization mechanism and narrative shaping capabilities are particularly critical. The women's rights movement in Iran has long been limited by legal and social structure, but the rise of social media has broken the traditional mode of communication and provided a new mobilization channel for women's rights struggle. This study takes the Iranian women's activist movement as a case to explore digital media such as How to shape the path of information dissemination, enhance the social mobilization ability, and construct the protest narrative on a global scale.

This study uses a multi-level data analysis method, combined with the theory of online social movement, Theory of resource mobilization, and Frame Theory, Focusing on the "White Wednesday" Movement and # MahsaAmini Protest cases, tracking the communication characteristics of social media transmission at different stages. Through the user interaction data of Twitter, TikTok and other platforms, the diffusion mode of topic tags, information flow path and the scale of protest are analyzed. The results show that digital media plays three core roles in the women's rights movement in Iran: First, social media breaks through the government information blockade and realizes decentralized communication, and the # MahsaAmini hashtag exceeds 200 million page views in a week, became the hot topic of global public opinion; second, the digital platform reduced the cost of protest groups, Telegram and Instagram became the main mobilization tools, the protest action expanded from Iran to more than 150 cities, and the Berlin rally was more than 80,000 people, Set one of the largest protests in Germany in recent years; third, social media shapes global protest narrative, visual symbols such as hair cutting and burning headscarf become the focus of international communication," Zan, Zendegi, Azadi (women, life, freedom) "slogan strengthens the global resonance of women's rights protection.

This study innovatively proposed the framework of "triple mechanism of digital protest", combines quantitative data and qualitative analysis, and reveals the specific mode of role of digital media in information dissemination, social mobilization and narrative shaping. At the same time, the research reveals the dynamic game of the government's digital repression and protesters' technology, providing a new perspective for the future research on the interaction mode of government censorship and social media struggle. The results not only enrich the theoretical research of digital media in social movements, but also provide practical inspiration for the struggle against women's rights on a global scale.

Keywords: Iranian women's rights protection, digital protest, network social movement theory, resource mobilization theory, narrative framework, # MahsaAmini, white Wednesday

Introduction

In recent decades, the role of digital media in social movements has undergone profound transformation, particularly in contexts where authoritarian regimes impose strict

control over traditional channels of communication. Iran exemplifies such a case, where restrictions on women's rights are deeply embedded in legal frameworks, cultural traditions, and political institutions. Despite these barriers, the women's rights protection movement in Iran has continued to evolve, finding new strategies to resist oppression and assert claims to equality. Among these strategies, the adoption of digital media has become especially significant, as it not only provides alternative avenues for communication but also reshapes the dynamics of mobilization and the construction of protest narratives.

Global attention to Iran's women's rights struggle has intensified with the rise of movements such as White Wednesday and the #MahsaAmini protests, both of which demonstrate how digital platforms enable the circulation of powerful symbols, slogans, and images that transcend national borders. Hashtags, viral videos, and online campaigns have transformed local grievances into global concerns, fostering solidarity across countries and cultures. These cases illustrate the ability of digital media to bypass state censorship, expand participation, and frame narratives that resonate internationally—functions that are particularly vital under conditions of political repression.

The theoretical foundation for analyzing such phenomena lies in scholarship on online social movements, resource mobilization, and frame theory. Previous studies have emphasized the capacity of digital platforms to lower the cost of collective action, strengthen organizational capacity, and generate new collective identities through symbolic communication. Yet, the specific mechanisms by which digital media simultaneously enables information dissemination, social mobilization, and narrative construction in highly restrictive environments remain underexplored, particularly in the Iranian context.

This study addresses this gap by examining the women's rights protection movement in Iran through a multi-level analysis of digital communication. By focusing on the cases of White Wednesday and #MahsaAmini, and analyzing user interaction data across platforms such as Twitter, TikTok, Telegram, and Instagram, the study identifies how digital media sustains activism, amplifies global attention, and negotiates the contest between state censorship and popular resistance. Through this analysis, the research proposes the framework of a "triple mechanism of digital protest"—comprising information dissemination, social mobilization, and narrative shaping—which offers new insights into the evolving role of digital media in contemporary social movements.

Ultimately, this research not only contributes to theoretical discussions on digital activism and women's rights but also highlights practical implications for understanding the interplay between government repression and technological resistance. By situating Iran's women's rights struggle within broader debates on global justice, this study underscores the transformative potential of digital media in amplifying marginalized voices and advancing gender equality.

Communication mechanism of digital media in the Iranian women's activist movement

The communication characteristics and information flow mode of digital media

The Iranian government has long exercised strict speech censorship and media control, making it difficult for the traditional media to report the protests objectively. In this context, social media has become a key tool for information flow. Through Twitter, Instagram, Telegram and other platforms, protesters can successfully bypass the traditional media censorship, quickly spread the protest messages, and attract global attention and support. For example, in the "White Wednesday" campaign and the Mahatha Amini incident, Iranian women posted photos and videos against wearing headscarves through social media, taking advantage of the decentralized nature of social platforms to break through government censorship. The use of the # WhiteWednesdays tag allowed protests to spread to other cities

and even overseas. Despite the government's blockade of multiple social platforms, protesters can bypass the blockade through VPN and post real-time protest progress on Twitter and Instagram, successfully building a global movement framework of "women, life, freedom".

Communication path of digital media and protest information diffusion mechanism

The structured characteristics of digital media make the information spread rapidly through the network effects and present a multi-node connection mode. Take the #MahsaAmini tag as an example, which has quickly spread from Iran to the world on Twitter and attracted the support of many media, celebrities and politicians through interactive forms such as forwarding and comments. More than 200 million views of the #MahsaAmini tag within 72 hours of his death, showing the high efficiency and universality of information dissemination. In addition, visual content plays an important role in information dissemination. Protesters used Instagram and Telegram to generate global attention with images and videos of women removing their headscarves and cutting off their hair. Through the communication function of social platforms, these visual symbols further guide the support of international media and public figures, and expand the influence of the movement.

Network structure and mobilization effect of digital media

Digital media endows social movement participants with real-time response ability. In the wake of the Maqha Amini incident, Iranian social media users posted a lot of live protests in a short period of time, including live video and personal experience. This information not only helps more people understand the truth of the incident, but also promotes the internationalization of the movement. According to Twitter Analytics, the number of global tweets increased by more than 300 percent within 72 hours of the protests, demonstrating the strong influence of digital media among protest groups. Moreover, the interactivity of digital media enhances the cohesion of sports participants. Protesters and supporters interact through comments, retweets, live broadcasts and other forms to form a close social network, enhancing the sense of participation and consistency of the movement. This real-time response and interaction mode provides protesters with strong immediate transmission and collective action capabilities.

Diversity and audience expansion of digital media

The diversity of digital media makes information dissemination diversified and extensive. Protesters flexibly use different platforms to maximize the spread of movement information to a variety of audiences.

Twitter: As a global platform, Twitter has become the main channel for the global discussion of women's rights movements in Iran. The spread of the #MahsaAmini hashtag has put millions of tweets into a global focus, driving the international perception of the issue of women's rights in Iran.

Instagram: As a vision-driven platform, Instagram has unique advantages in image propagation and visual symbol shaping. Protesters showed the emotional and visual impact of the protest worldwide by publishing headscarves and photos and videos of the protest site.

Telegram: As an encrypted communication platform, Telegram has become an important tool for protesters in Iran. Especially when the government blocked other platforms, Telegram provided protesters with a safe and efficient communication channel, playing a key role in organizing gatherings and instant news dissemination.

Social mobilization of digital media in the Iranian women's activist movement

Network mobilization: a decentralized organization mode

The mobilization of traditional social movements usually relies on centralized organizational structure, while digital media provides decentralized mobilization methods for

movements, enabling organizers and participants to mobilize more flexible resources and organize actions. In the Iranian women's rights movement, encrypted communication platforms such as Telegram have become the core tool for decentralized mobilization. Protesters used Telegram's group function to build multiple underground organizations and action groups, coordinate rallies, release protest messages, and maintain contact with supporters around the world. For example, when the government strengthened the cyber blockade, the Telegram provided the protesters with a safe information exchange space to quickly organize their actions and create widespread social mobilization effects. This decentralized mobilization not only breaks through the limitations of traditional media, but also enhances the flexibility and ability to withstand pressure.

Transnational mobilization: global concern and collective action

The global characteristics of digital media make the women's rights movement in Iran transcend national borders and form a unique model of transnational mobilization. Social media platforms such as Twitter, Instagram, and Facebook enable protesters to quickly spread information around the world, attracting attention and support from the international community. In the case of Mahaxha Amini, the # MahsaAmini hashtag quickly became a call sign for a global rally on Twitter, attracting participation and discussion from millions of users. Supporters around the world organized demonstrations through social media, such as in September 2022, when protesters in Europe, North America and Asia took to the streets to support the Iranian women's activist movement. In addition, international human rights groups such as Human Rights Watch and Amnesty International have forwarded the protest messages through social media, calling on the international community to put pressure on the Iranian government. This transnational mobilization not only increases the external pressure on the Iranian government, but also enhances the social mobilization effect of the movement through global collective action.

Platform Diversity: flexible mobilization and precise organization

The diversity of digital platforms provides a variety of mobilization methods and strategies for the Iranian women's activist movement, enabling the organizers to flexibly select the target audience according to the characteristics of the platform.

Instagram: As a vision-oriented platform, Instagram plays a key role in mobilization. Protesters quickly struck a global emotional resonance by releasing visual content such as women's hair cuts and burning headscarves. These images and videos became the core symbol of the movement and attracted wide attention from the international community.

Twitter: The rapid propagation characteristic of Twitter enables the wide diffusion of motion information in a short time. The # MahsaAmini tag attracts political leaders, media and public figures, and many international politicians express their support through Twitter and put pressure on the Iranian government.

Telegram: As an encryption platform, Telegram provides a secure environment for protesters to communicate. Through local and transnational groups, protesters are able to adjust their operational strategies in real time and maintain precise control of protests everywhere

Narrative shaping of digital media in the Iranian women's activist movement

Construction of the core narrative: women, freedom and resistance

The core narrative of the women's rights movement in Iran revolves around women's rights, freedom and resistance to oppression. Through extensive dissemination, digital media transform these narrative themes into demands for global identity and become the core symbol of the movement.

Women's rights and freedoms: Iranian women have long faced oppression such as headban law, educational restrictions and employment discrimination. After the Mahatha Amini incident, social media has become the main platform for discontent and protests. Through words, pictures and videos, the protesters repeatedly emphasized the slogan of "women, life, freedom" (Zan, Zendegi, Azadi), making it a central symbol of the movement. For example, images and videos of female hair cuts and headpads on Instagram and Twitter intuitively express the pursuit of freedom and have attracted wide attention from the international community.

Resistance to oppression: Digital media constructs an "anti-oppression" narrative by showing visual evidence of the protest scene. Pictures of conflicts released by protesters and videos of the government's violent response to the protests have enabled global viewers to directly feel the urgency of the protest, further reinforcing the justice and legitimacy of the movement.

Communication of the narrative framework: the multiple functions of the platform

The diversity and interactivity of digital media platforms provide multiple channels for narrative communication, and different platforms promote the multi-dimensional expansion of narrative through their unique functions.

Instagram: As a vision-oriented platform, Instagram plays a key role in propagating symbolic images. Images of women picking headscarves and cutting hair have become the core symbol of global communication, crossing cultural barriers and triggering emotional resonance.

Twitter: Twitter Through the # MahsaAmini tag, quickly expand the movement narrative to the whole world. Short and easily disseminated tweets attract the participation of public figures, celebrities, and international organizations, further expanding the reach and influence of the narrative.

YouTube And TikTok: The video platform shows the scene of the protest and the women's heroic actions (such as waving a headscarf and cutting hair) through short videos, enhancing the visual impact and emotional appeal of the narrative. These contents further strengthen the global influence of the campaign through the sharing and discussion on the platform

Emotional resonance and identity: global support and solidarity

Digital media for Iranian women's rights protection movement provides a platform of emotional expression, the movement can quickly reach the global audience, win international support and unity

Global resonance: Through visual narratives and emotional stories, protesters present the oppression of Iranian women to a global audience. The widespread spread of the # MahsaAmini tag allows the global audience to quickly understand the sports context and express support. For example, feminists in Western countries have linked the Iranian women's rights movement to global women's rights issues, forming a cross-cultural framework of global solidarity.

Transnational identity: The interactivity of digital media allows protesters to connect with supporters around the world. Feminists in Western countries have organized rallies and demonstrations through social media to call for global attention to Iranian women, further enhancing the emotional cohesion and international influence of the movement.

Challenges and Limitations of narrative shaping

Although digital media plays an important role in narrative shaping, it also faces many challenges and limitations.

Simplization and symbolization of narrative: Although visual narrative and emotional resonance can attract attention, over-reliance on symbolic images (such as hair cutting and headscarf picking) may ignore the deep political and social problems behind the movement and limit the diversified development of narrative.

Government censorship and repression: The Iranian government's blockade and censorship of digital media and the violent repression of protesters have seriously affected the integrity and breadth of the narrative. Many protesters and information communicators face a crackdown, blocking the narrative spread.

Future development trend of digital media in the Iranian women's rights protection movement

The Future Development of Digital Media: Technological innovation and platform change

Future developments of digital media will be driven by technological innovation and platform changes that may further influence the organization, dissemination, and expansion of social movements.

Artificial Intelligence and Algorithms Recommendation: Artificial intelligence (AI) and machine learning technologies will play a bigger role in social platforms. Through data analysis and algorithmic recommendation, AI can help campaign organizers more efficiently locate potential supporters and disseminate core information. For example, in the Iranian women's rights movement, the algorithmic push on social media platforms significantly affects the effective effect of information dissemination. In the future, more complex algorithm mechanisms can optimize the information dissemination strategy, expand the audience scope, and help the organizers to adjust the action strategy through emotion analysis.

Virtual reality (VR) and Augmented Reality (AR): VR and AR technology will bring brand new forms of communication to digital media. Through an immersive experience, protesters can more intuitively demonstrate the emotions and actions of the movement. In the future, women's rights movements in Iran can use VR technology to allow global audiences to interact with protesters in a virtual space, enhancing emotional resonance and sense of participation.

Decentralized platform and blockchain technology: The decentralized characteristics of blockchain technology may provide new ways of information protection and circulation for digital media. Decentralized platforms (such as Mastodon) can avoid censorship and information manipulation of a single platform, and make movement information more compressive. For example, blockchain-based social platforms can ensure the free flow of information and reduce intervention in government scrutiny.

The long-term impact of digital media on social movements: mobilization mechanism and social change

The popularization and technological development of digital media not only provide a communication platform for social movements, but also may profoundly affect their long-term mobilization mechanism and the process of social change.

Decentralization and grassroots mobilization: Digital media provides a decentralized mobilization method for social movements, allowing participants to bypass traditional organizational structures and directly participate in action. For example, in Iranian women's activist movements, social media enables protesters to unite with global supporters through grassroots mobilization, a model that could have a profound impact on the organizational form of future social movements.

Globalization and transnational support: The global communication capacity of digital media enables social movements to transcend national boundaries and form a transnational support network. The Women's activist movement in Iran has attracted global attention through social media, and supporters in Western countries have built a transnational women's solidarity network through online solidarity and offline gatherings. This globalization support could further promote social change and even affect international policy.

The Accelerator of social change: Digital media accelerates the process of social change by rapidly spreading information, organizing large-scale gatherings, and advocating for policy change. The Iranian women's rights movement has attracted global attention in a short time, promoted the global consensus on the issue of women's equality, and promoted the implementation of policy and legal changes.

Conclusion

This study explores the multi-dimensional role of digital media in Iran, combining the theory of network social movement, resource mobilization theory and framework theory. The results show that digital media provides strong support for women's activist movements in Iran by breaking through the information blockade, enhancing social mobilization and shaping the global narrative. However, the government's digital repression and technological confrontations also pose many challenges to the campaign. In the future, as technological innovation and platform change advance, digital media will play a greater role in social movements. The study suggests a further focus on the impact of technological innovation on social movements, while exploring how to respond to government censorship and repression to better promote social change.

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