Alternative Media Practices: the case study of NuitDebout

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Abstract

With the advent of Web 2.0 and the social media in particular, there has been a "revolution" in terms of cultural and political participation of actors such as the social movements, that often use social networks, blogs, Internet sites, and so they build what Manuel Castells in "Communication and Power" called "a mass self-communication system". The effects of this system have not yet been investigated. Since The Arab Springs in 2011, the overseas movement Occupy Wall Street or the Spanish Indignados movement # 15M, or that which arose against the austerity policies in Greece, to the NuitDebout, social movements, in fact, have experienced new forms of political communication that by using the Network channels were able to involve millions of netcitizen. The movement of NuitDebout was created in opposition to the LoiTravail, drawn up by the Minister of Labour El Khomri, the Socialist government led by President Hollande and the Prime Minister Valls. The LoiTravail, as labor reforms reads that involve other European countries, including Italy and its Job Act, might, in fact, been seen as an exception to the national collective bargaining in favor of the company, with an obvious loss of negotiating power of the part of the workers, and of a company's greater ease to fire its employees. According to therefore with the other anti-austerity movements, since last March, also in France, there was the resumption of a cycle of protests and mobilizations that involved all major cities of the country, with protest actions such as marches and unauthorized demonstrations, direct actions, blockades, strikes, occupations of the squares, but also an alternative use of communication strategies to build an "autonomous dimension of communication". In this paper I will present the first results of an ongoing research work focused on the "analysis of the communication strategies" used by the French movement of NuitDebout, which were characterized by an alternative use of media practices on the use of traditional social networks like Facebook and Twitter and independent ones like Weriseup.net. The movement of NuitDebout has indeed experienced a "Techno Politic" dimension, since they were able to realize a new form of digital democracy symmetrical to the direct and material democracy tested in the Place de la République by activists occupying the square. Just this "connetted multitude", whose real bodies shave also projected in a digital dimension, in fact, represent a subjectivity that is able to produce "collective intelligence" mentioned in "Cognitive Surplus" by Clay Shirky. The cyberspace was than a space where to build, through social media, an "alternative" and "other" communication": it contrasted that produced by the mainstream media. From a methodological point of view the research employ technique such us the analysis of big data, pages and profiles on the social networks, or the use of softwares like Nodexel, semi-structured qualitative interviews, investigation of the social network, the blogs and Inte
Introduction: The International Social Movements against Austerity: An Overview

With the advent of the global crisis, which began in the United States (Marazzi, 2015, p.8) and then spread to the rest of Europe, opens a new chapter in terms of cycles of protests by social movements at the international level. The austerity policies and the restructuring of the welfare state systems launched by Governments, supranational institutions according to the guidelines like the International Monetary Fund and the European Central Bank, have had the effect of lowering the standard of living of those populations already heavily affected by the crisis, in particular the major effect has been an impoverishment of the middle class increasingly being depleted. Parallel to the spread of the crisis, there has been a resumption of what F. Berardi, (2015, p.9) defined subjective onsets “which have recently involved France with the mobilizations against the Loi Travail, despite the approval of the Labor reform in the summer of 2016. This event has been preceded by several other movements: The London summer of riots of 2010, The Arab spring of 2011, the movement of Occupy Wall Street, Plaza de mayo and the Indignados in Spain, the protests against the reforms of education in Italy and the gentrification policies in Turkey. Therefore, taking into account the intervening period, lasting a little less than a decade (2008-2016) in which these movements have shown their full potential in terms of conflict and radicalization of the protests and the specificity of very diverse contexts and territories, it is still possible to trace according to a comparative analysis, common traits relating to actors involved, the frames used, repertoire of actions used by the protesters, and the use of social networks as new communication vectors for the spreading of the reasons of the protesters and organizations. First, if you look at the social composition, although intergenerational, it can be observed that a large selection of it, is marked by the young age of those who take part in these movements: mainly digital natives, as G. Riva upholds (Riva, 2014, p.38) when talking about generations born and raised with the new information technologies. Always connected to the network and to the internet, through the use of electronic devices such as tablets and smartphones. A disappeared generation of G. Roggero (2014) says because it is exposed to precariousness due to the absence of rights and protections on the social level and the lack of solid evidence of life perspectives. As far as the master frames are concerned, the liaison of these movements is the discussion relating to the economic, political and social system currently in force system as a forge of that capitalist accumulation which is at the origin at the capital and labor exploitation in the area. So the rejection of austerity policies and the dismantling of the welfare state fits right in the vein. Another important theme is the critique of classical political representation (see the role of the political parties) as a function of mediation of politics and interests of the parties involved (Vaccaro 2012). What movements have claimed and still claimed are new forms of direct democracy and non-mediated political participation experienced by the construction of autonomous political spaces, both physical and virtual as the occupation of squares in urban tissue of the rebel cities mentioned of Harvey (2013)- in a continuous but not symbolic exchange of the two areas. As for the logic of the protest, social movements against austerity have practiced and continue to practice the
occupation of squares or large public and private building for residential purposes or as social centers. Manif Sauvage or other unauthorized demonstrations often follow by blocks of the main metropolitan arteries placed where the accumulation of the capital flows, which are repressed by the police who try to prevent the unfolding. As stated above, one of the main characteristics of global social movements consist precisely in the use of technologies, particularly social media such as Facebook, Twitter and Instagram in order to spread the reasons of the protest and to organize them through the use of these microblogging and social networking platforms. If it is true, as Morozov argues in his essay “The ingenuity of the network and the dark side of the Internet “ (2011, p.7 ) that any revolution has its media, it is also true as M. Castells (2009, p. 25) supports, in “Communication and Power” that these social and political actors have exploited a “mass self communication”, managing to build an autonomous dimension in communications. To this purpose the Arab Spring has been defined as one of the Twitter Revolutions. By using #15M as #diregezi #globaldebout just to name a few, as alternative media practices, the movements have launched protests spreading directly self-produced contest by the protagonists themselves in real time, whose effect has been a self –narrative of the protest, using the language of these movements, deconstructing the official narratives of the mainstream media with the goal of reaching public opinion. Following this branch of studies, is this paper the first results – albeit partial- of a study on the extent of French Movement Nuit Debout political communication as a case study, are reported. In particular it is analyzed the use of alternative media practices that this movements has managed to achieve. From a methodological point of view research employs techniques such as the analysis of big data, pages and profiles of social network or the use of software such like Nodexel semi structured qualitative interviews, investigation of the social networks, blog and internet sites.
1. The Nuit Debout: genealogy of a movement

The French movement of Nuit Debout fits into the broader opposition movement to the Loi Travail that, from the presentation of the Law in February of 2016 to its approval in July in the same year saw the mobilization of hundreds of thousands of people across France, both belonging to organized groups and trade unions, both simple citizens opposing to the proposed law to reform the labor market of the Minister El-Khomri, the socialist government Valls-Hollande. During the general strike on March 31 organized by the trade union Cgt, a group of activists linked to Fakir a magazines whose news editor Francois Ruffin has called a meeting for the occupation, along with militants of MILI composed of high school students who had already organized a manif sauvage in the morning. Thousands of people have answered the call and from that moment on The Nuit Debout Movement was born. This movement literally called the standing night, has experienced new forms of direct democracy and organized mobilizations that have spread all over France and abroad. They have also occupied squares and created popular assemblies. Today there are about 266 squares Nuit Debout in major French cities and about 166 in the rest of the world. By breaking the diktat imposed by the state of emergency declared by president Hollande, after the terrorists attacks that shook France, protesters have managed to make the movement grow and organized theme self in commissions and assemblies. The later have been able to involve thousand of people, even minorities belonging to the banlieus developing political proposals and organizing protest in a convergence des luttes, able to place at the centre of the debate, not only the opposition of labor reform, but also the capitalist economic system and representative democracy. Taking into account the approval of the law with the article 49.3 of the French constitution the mobilization, though less strong than those of last spring, doesn’t seem to decrease in power. In fact, the hashtag #nuitdebout is launching a popular appeal in order to organize a new protest to repeal the law in the major French cities. The

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1 The disputed points by all the components of the movement are: the decrease of wages labor and the Confédération Général du Travail is the most representative trade union in France led by Philippe Martinez, who organized the general strikes against the approval of the law and blocks of factories across the country.  
2 François Ruffin, author and director of the film “Merci Patron” and managing editor of Fakir magazines. Is considered one of the most important Nuit Debout exponents.  
3 The term MILI stands for Movement Inter Luttes Indépendant composed of high school students, it has represented the main protagonist of the mobilization that organized blocks and manif sauvages.  
4 The Nuit Debout movement is formed from some structural commissions such as Accueil et Coordination, Action, Droit Banderoles, Campement, Communication, Démocratie et Assemblée Générale, Infirmerie, Banlieu Debout, International, Logistique, Numérique Debout, Restauration. It is also composed from thematic commissions such as : Grève Générale, Féministes, Economie Politique, Françafrique, Jury citoyens, Débat économique, Lgbt, Université Populaire, Prison, Migration, Constitution, Ecologies, Climat, Cahiers de doléances, Antispécisme.  
5 For the movement social composition you can refer to the survey conduct by a group of sociologist who administered a questionnaire to the activists. A preliminary investigation has shown that the average age of protesters is around 33 years old. They are educated on average and come from the suburbs of Paris. This study was published in the ecologist magazine “Reporterre”. See in http://www.reporterre.net/Dessociologuesrepondent  
6 The article 49.3 of the French constitution allows to pass a law without a parliamentary vote and only once per sessions.
communication analysis represents an important issue in the approach to the movement and its protagonists, who through the use of social media such as Twitter, Facebook and the independent Weriseup.net, have managed to build a Techno Politic dimension. These activists have also integrated the use of these networking platforms in their organizational structure in order to recruit new militants both online and offline to spread the reasons of the official complaint in their own languages.
The Nuit Debout’s communication strategies as alternative media practices:

The Movement Nuit Debout, as well as other movement for social justice against neoliberal globalization, in one of the movement that Lauren Langman defines Internetworked (2008, p.48), which owe their existence to the Internet. The Information technologies, because of their intrinsic characteristics as they use electronic networks, create new opportunities in terms of cyber activism facilitating the exchange of informations against the narratives and the control of corporations by dominant media. The later, in fact, allow to exploit cyberspace and increase a lively debate and democratic participation (e-democracy) through the use of fluid mobilizing structures. The objective of this research is precisely to demonstrate how the communication strategies used by activists, represent the Nuit Debout ‘s alternative media practices. The theoretical basis of this claim derive from Manuel Castells’s network society (2008, p. 37) where the capitalist accumulation is produce by the sharing economy. Before analyzing these aspect in detail, it is important to make some premises : first, we’ll try to give a definition of the alternative media practices, despite the current debate in very complex and rich in different perspectives and points of view. According to C. Fuchs ( 2010, p. 181) alternative media and alternative media practices, we mean those media and those media practices that challenge the dominant capitalist form of media content, distribution, receiving news. James Hamilton in his article “ Analternative practice of alternative media” (2001) defines the alternative media as deprofessionalized, decapitalized, destitutionalized. The first term claims that the news producers should be common people or non – professionals like in the case of Nuit Debout social movements, where activists are mobilizing to inform and address a wider audience. The second term, indicates that is not necessary to invest a lot of money to find resources. The third term, instead, states that the sources of the news have to be independent from institutions and mainstream media. According to C. Atton ( 2001, p.8) an effective theory of alternative media must take its assumption from Foucault’s subjugated knowledge where from the French philosopher “ the other” in this case the movement, is able to represent itself and voice its opposition to the capital system. According to Atton an alternative media theory can be considered complete and exhaustive when it is radical, prefigurative and anti systemic. All this refers to both the cooperative aspect of their organization and to their content which has to express an alternative political vision. Atton’s theory refers to Walter Benjamin’s critical media theory (1982, p. 213216) nota where the media is radical when it becomes explicitly political through the collective efforts operated by its social actors. Journalist and militant organizations are also part of this process. It is also possible to categorize the alternative media including the funzines, the pirate radio, the communities online, the blogs and independent social media, like the new platforms produced by the movements for the movements.
2.1 La Nuit Debout: a multilevel repertoire of action

The objectives of this research is to demonstrate how the communication strategies used by the Nuit Debout movement fall within the alternative media practices: a first consideration to be made in this respect consists in highlighting how these communicative strategies are of a multidimensional nature. The repertoire of media practices of Nuit Debout is not only limited to the use of capitalist technology such as Facebook, Twitter and Youtube, but also it uses a varied repertoire of tools and actions. In particular it will deal with:

1) Paper communication
2) The use of RadioDebout self managed streaming movement
3) The use of social networks Twitter and Facebook
4) The use of independent social networks such as Weriseup.net

The Nuit Debout Movement is producing its own literature such as newspaper, documents, brochures, flyers, phamplets, journals made by activists and distributed in the streets or widespread through social networks like the GazetteDebout\
The Bulletin Quotidien distributed by the Commission Accueil in the Place de la République reports:

“Do you know what’s happening? Thousands of people are gathering in Paris and all over France after the 31\textsuperscript{st} March. People are assembling in order to argue and exchange opinions. Everybody is restarting to speak in public areas and they are taking positions about the future of the world. Policy is not a question of professionals but it is a public affaire”\textsuperscript{8}.

\begin{itemize}
\item[7] See http://www.gazettedebout.wordpress.com
\item[8] See in “Bulletin Quotidien” of #50Mars, according to the calendar adopted by movement on 19\textsuperscript{th} April 2016
\end{itemize}
The Nuit Debout literary production stimulates the analysis and the political reflections on this matter allowing the experimentation of language in order to overthrow power according to Foucault’s Microphysics of Power (1978), As far as the use of social networks is concerned the communicative strategies of Nuit Debout make use of innovative practices such as Twitter Storming\(^9\), the Radio Debout programming, the independent weriseup.net. The proliferation of Facebook pages and Twitter accounts which have contaminated the web and the social networks, since the genealogy of the movement, are considered new tools through which they can repossess virtual spaces and build new forms of political participation of e-democracy. This paper shows an extract of an interview from a Spanish activist belonging to the Indignados movement who took part to the international meeting on the 7\(^{th}\) - 8\(^{th}\) may this year. He talks about the use of social networks from the Nuit Debout movement:

“\textit{There is a group of people that work very well in the communication field because they have acquired a certain know-how thanks to the connection with the 15M and the Indignados movement. The Spanish and the French activists gathered in order to occupy the squares and after working on communication. They have produced a 50 thousand tweets and Facebook fan page that grow with thousands of users every day. This was an excellent result for France. Another important feature of the Nuit Debout movement is the innovative use of Telegram}\(^{10}\). Thanks to technopolitic innovation the movement opposed to the monopolization of Facebook, Twitter and Youtube networks in global communication. By the term “\textit{Techno Politic}”\(^{11}\) we mean a new concept and new type of analysis we are working on with Manuel Castells and a group of militant activists and researchers in order to fight for a new form of communication. Communication is the ability of making a collective intellect. Today we have launched a tweet\(^{12}\) shared by 5 thousand of people, so it is necessary to make a community where everybody can participate not only the militants.”\(^{14}\).

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\(^9\) The term “Twitter Storming” stands for a frenzy of activity in the Internet around a specific topic on Twitter. A Twitter Storm is can be launched by a single user sending a controversial message to its followers who retweet it in real time. The tweet is widespread rapidly on the web thanks to a specific hashtag which allows it to become more visible and trendy in the social network.

\(^{10}\) Telegram is an instant messaging application which protects users ‘ communication who get into secret groups whose conversations can be erased through personalized timer.

\(^{11}\) See Manuel Castells’ Communication and Power (2011) .The definition designates the tactical and strategic use of digital technologies for the organization, communication and collective action. It also emphasizes the ability of the connected multitude to create networking and mould collective action.

\(^{12}\) It refers to the Twitter Storming action within the communication workshop on 7th May 2016.  

\(^{14}\) The Interview refers to 7th May 2016.
As for as the use of social network is concerned, another interview by a French activist from the Lyon movement is reported. He reports:

“Facebook and Twitter are the main means of the Nuit Debout communication. All the activists are accustomed to making use of this means to communicate, especially the young. For instance, by using Periscope\textsuperscript{13} young people post their videos on the social networks in real time”\textsuperscript{14}.

Nowadays Nuit Debout Twitter accounts count 48,100 followers while Facebook pages count 172,250\textsuperscript{15} users on the home page. News profiles and hashtags have been made form these accounts directly linked with #NuitDeboutParis, #GlobalDebout, #15M to quote a popular few. As Diraj Murthy (2013) observes: twitter, has an opened star structure so the social network is considered a microblog where its users share thoughts and opinions with other users. To this extent Twitter has represented a valid tool of spreading users’ generated contents\textsuperscript{16}. The posted contents (pictures, videos, hashtags, etc.) opposing the Loi Travail, also express political anti capitalist political positions, whose main purpose is build direct democracy against the dominant political system echoing the Indignados’ democracia real ya! The social media have also worked as means of communication linking the different realities within the movement all over France and abroad. Several accounts have been created in the major cities of the world i.e #MadridDebout, #NuitDeboutPaysBasque #RomaDebout ect... during the global mobilization on 15\textsuperscript{th} May 2016\textsuperscript{17}. The Nuit Debout movement not only makes use of the social media but also uses repertoires of actions in an alternative way. During the International meeting organized by the Nuit Debout on the last 7\textsuperscript{th} and 8\textsuperscript{th} May, the media center communication commission organized a workshop to plan a twitter storming action for the World Debout, involving several activists coming from different countries\textsuperscript{18}. On the 7\textsuperscript{th} of May from the hashtag #Global Nuit Debout the activists posted the tweet “From the Square in Paris we call a Twitter Global action” for the international mobilization on 15\textsuperscript{th} May together with the French movement against the neoliberal and austerity policies. This post was shared 258 times becoming a social trend on Twitter, that is to say a popular topic on the social network. By monitoring also the Nuit Debout Facebook pages it can be observed that the most popular post is relating to the day on 15\textsuperscript{th} May with 1435 likes received and 180 comments\textsuperscript{19}. The first result of the network analysis Nuit Debout, Nuit Debout Paris and Global Debout Facebook pages, from the 7\textsuperscript{th} to 9\textsuperscript{th} May 2016 are here reported. After creating an exhaustive list of active users, it has been

\textsuperscript{13} Periscope is a Twitter application allows you to make live videos and share them in real time.

\textsuperscript{14} The Interview was released on 11th July 2016.

\textsuperscript{15} See http://www.facebook.com and http://www.twitter.com . The data are date back to August 26\textsuperscript{th} 2016 and therefore these are likely to be changed.

\textsuperscript{16} User Genetated contents are the contents produced by the Web 2.0 users.

\textsuperscript{17} The 15th May 2016 is a merely symbolic date and recalls the famous 15 Mayo 2011 when the Indignados organized the acampadas in major cities of Spain.

\textsuperscript{18} The researcher has taken part in the workshop as an observer.

divided into clusters\textsuperscript{20} : according to the type of algorithm used Clauset –Newman (2016) or Wakita –Tsurumi (2010) the users have been divided into 7 or 15 clusters respectively according the network structure. However by calculating the level “betweenness centrality”\textsuperscript{23} two main groups can be noted to display data on graph 1. One of the groups (indicated by the dark blue spheres) is made up by those users that on 7\textsuperscript{th} May posted the tweet “we’ll occupy Twitter all together: from Place de la République toward 15\textsuperscript{th} May Debout”. This was one of the most popular tweet of the network. By calculating the “size” meaning the users’ weight within the network, it is possible to identify the leaders or the most important influencers. The biggest blue and green spheres display them and identify them with non - profit organization such as Eiche Demokratie Jetz” and “Laurent Lemmonnier” belonging to the “ Intermittents”, one of the Nuit Debout components. Graph 2 shows two biggest spheres representing those users whose posts have received a great number of likes on facebook, as for example “Mobilisierung fur Global Debout!”

\textsuperscript{20} A cluster analysis is a quantitative analysis technique which is used to classify the types of research examined (i.e: a tv program audience or mobile phone users ect…). It makes use of different techniques to agglomerate and to divide and other techniques to measure local density and neural networks. See A. Trobia, 2010, p.130
Graph 1: 7-9th May 2016: betweenness centrality

Legenda Graph 1 Betweenness Centrality:

23 The betweenness centrality measures the ability of a vertex to make other vertices connect with each other on the network. Vertices with high betweenness centrality may have a considerable influence within the network thanks to their control of the information passing between others. See A. Trobia, V. Milia, 2011, p.48.
Graph 2: 7th -9th May 2016 liked received

Legenda Graph 2 Like Received per Post:
The Twitter storming alternative use of media has allowed the Nuit Debout activists the spreading of communication through the mainstream media to call a members movement’ meeting. The activist in order to extend the media effect made use of Titanpad platform\textsuperscript{21} by making a list of contacts of the main international press with the names of the journalists and the alternative press sites to which could send their news updates, pictures, video, posts, press release. Herbert Marcuse (1964) stresses the fact that the alternative media can make use of the media power in order to decrease itself. The author also emphasizes the important of the content of communication rather than its means because the content is radical when it is against the dominant power.

It is worth noting that the use of social networks and the Internet have reactivated some repertoires of the alternative media practices with the creation of pirate radio streaming, like Radio Debout Lannion. Another instrument of alternative press widely exploited by the movement is represented by the self - managed radios and the Facebook and Twitter accounts to reach the global communication Radio Debout Lannion is an example of free radio which utilises streaming mixclouds digital platform which broadcast interviews, comment, debates every evening and representing a reference system for the Nuit Debout followers. Alternative media practices make use of independent media but these with the spreading of new technology and social networks have evolved in something new. In particular the Nuit Debout movement utilizes Weriseup.net\textsuperscript{22} as well as the Indignados use N-1\textsuperscript{26}. Weriseup.net is an independent social network run by the Rise up collective in Seattle but working all over the world use main objective is to build an alternative and free society where class structures are abolished. They also want society to be free in communication by using Internet and social and political networks. Riseup collective also developed its branch of studies called Riseuplab for the development of a software to support the organizations and movements which demand for social justice. We.riseup.net works as a common social network where it is possible to make an account with a list of contacts, to chat, interact, share contents make groups with other users. It also differs from all the other social networks as it guarantees the privacy rights. First We.riseup.net doesn’t register the IP address that every computers posses which is archived whenever users surf the web. Therefore the users’ data are retained within the computer’s main memory with a cryptographic code. Another important feature of this social network is that its web master develop security system to protect it from hackers’ attacks. We.riseup.net make use of Crabgrass, a sort of free software web app form AGPL built to promote web cooperation and organization. This programme works as all the common social networks. In fact, in order to guarantee the privacy of the Nuit Debout members activists make use of this platform, both for the mailing list relating to international, immigration and prisoners committee and for the create groups of social debate like nuitdebout pays viganais\textsuperscript{23}. Within this group there are some committees such as : Incroyable comestibile,

\textsuperscript{21} Titanpad is a virtual platform allowing several people to work simultaneously at the same documents. See \url{http://www.titanpad.com}

\textsuperscript{22} See “Altra Internet” from the monthly magazine “Umanità Nova” n. 37 16\textsuperscript{th} 2008. See “Reti sociali Alternative crescono, Altra Internet” taken from “Umanità Nova” on 26 th June 2011. \textsuperscript{26} N-1 is an independent social network created by Indignados movement and used during the demonstration of 2011.

\textsuperscript{23} With the following addresses commissionpriondebout@riseup.net, intinuitdebout@riseup.net, commissionmigation@listriseup.net.
Revenue Universelle, S.E.L des chataignes, Soutieux au refugees. The plug ins enable the web masters to produce shared documents, or make a discussions with other users, load pictures, political documents and give specific tasks to every group member. It is also possible to make public opinion polls through a list of choices provided by web masters according to the group needs. It is worth noting how through a specific plug – in collective decision making and online voting can be made, though the Nuit Debout movement makes use of this platform only to protect the privacy of its users without exploiting its all potential. On the contrary the N-1 platform registered a great number of profiles during the mobilization in 2011. This independent social networks represent autonomous cyberspaces on the web which has been privatized by Google, Facebook, Youtube corporations. The usage of these independent platforms guarantees the privacy and establishes a alternative media practice which attacks the system in the cyberspace. The Nuit Debout movement shows its post – ideological features on one hand, while on the other is able to bring its member together and to reach consensus of opinion on the movement. How is the Nuit Debout Movement able to do this? Both the communication and political action are two keys factors through which the Nuit Debout movement tries to succeed in its aims against the government, institutions and dominant media narratives. The later tend to give a phoney idea of the movement by presenting the protesters as violent criminals or “casseurs” who are also said to be riotous and extremist and for this reason must be isolated.

I would like to sum up my position by saying that the objective of this study is to verify whether the communication strategies adopted by the Nuit Debout Movement fall into the alternative media practices as not all of them can be classified within specific category mentioned previously. It is also possible to give a positive evaluation after analyzing the repertoire of action in partial terms within the examined areas of interest :

1) Paper communication
2) Facebook and Twitter profile analysis
3) Pirate radio streaming
4) Independent social networks (We.riseup.net)

It is also important to bear in mind that all the Nuit Debout communication strategies have a multidimensional nature and so they require a multilevel analysis of its repertoires of action.

Firstly, as far as Paper communication is concerned for instance, it can be said that the Nuit Debout movement is producing a varied type of literature such as newspaper, documents, brochures, flyers, pamphlets, journals made by activists and distributed in the streets or widespread through social networks like the GazetteDebout. In addition this literary production stimulates the analysis and the political reflections on this matter allowing the experimentation of language. Secondly, by analyzing the Facebook and Twitter profiles it can be commented about the alternative use of Twitter resulting in a Twitter storming action during the international meeting on May 7th and 8th 2016. Activists posted a tweet to organize the mobilization for the Global Debout on the occasion of the communication workshop. Thirdly, another repertoire of action used by
the movement has been the pirate radio streaming through which Radio Debout can broadcast its political programs, debates, interviews, music etc... Finally, Weriseup.net represents a novelty in the field of the alternative media practices because this new type of social network guarantees its users’ privacy and keeps its social dimension via profiles, mailing lists, groups and pages. Further this autonomous platform attacks the dominant power of such corporations as Facebook, Twitter and Youtube by gaining more cyberspace on the web.

Consequently, this type of methodological approach has demanded a multilevel kind of analysis relating to social networks, semi–structured interviews, web sites, blogs and profiles monitoring and paper documents, but it can be really effective if it monitors constantly the evolving social movements as the Nuit Debout.
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