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*Peace and Myanmar's Civil War: A Social Media Campaign*  
New York City, USA

### **Introduction**

On Feb. 1st, 2021, the Myanmar military seized power and took over the civilian government. The people of Myanmar responded by using Facebook to mobilize people, coordinate demonstrations, spread pictures/videos of the junta's violence, solicit funding for resistance movement particularly the violent wing of the movement: People Defense Forces, and media narrative that consistently made people hate the Myanmar Military. Meanwhile, the Myanmar military responded by cutting off the internet entirely, and then curfew from 9 am-11pm. When that wasn't enough, they cut off the mobile broadband internet and only made fiberoptic internet available. They hunt free media, citizens journalists, and influencers offline.

Many were either forced to operate underground or fled to liberated zones. They flooded Facebook newsfeed with disinformation campaigns to mislead people and destroy the pro-democracy movement. Facebook has become a battleground over which both Spring Revolution Movement and the Myanmar military fought over. Facebook is the enabler for this increasing conflict in Myanmar.

I request a Davis Projects for Peace grant in order to make legislators, policymakers, researchers, and stakeholders become more aware of the destructive impact Facebook has contributed to Myanmar's conflict.

### **Project Objectives & Activities:**

Our project aims to spread awareness of the destructive impact that Facebook has had on Myanmar's civil war in order to reduce the conflicts in Myanmar. Our project plan contains 4 parts:

- We will partner with NGOs, humanitarian organizations, and media partners to hold social media campaign in order to bring awareness of the destructive impact that Facebook has been made on Myanmar's conflicts
- We will launch our social media platforms like the website, Facebook page, etc.
- We will get in touch with lawmakers such as congressmen, senators, and bi-partisan thinktanks in order to make laws to regulate Facebook's harmful foreign-language content.
- We will recruit volunteers to help us with content creations such as articles, photos and videos, language translation, and web design.

**Timetable & Plans:**

- Preparation for the social campaign: February 1 to May 20, 2022. Bringing together various trusted partners and organizations such as Amnesty International, Human RightsWatch, and UN Refugee Agency. We will work with volunteers to create content on our social media platforms such as articles, photos, and videos in various languages.
- Launch of the social media campaign: May 20 to June 14, 2022. Taking the whole campaign public, people post content about the tragic stories because of Myanmar's CivilWar. NGOs, humanitarian organizations share their experience and what they have seen at the war. Using hashtags #LetAngerGo, social media aggregator, and social wall to increase the engagement of audiences.

Closeout: June 14 - June 20: Finalizing drafts of reports.

**Indicators of Success:**

- The social media campaign will integrate NGOs and humanitarian organizations to bring awareness of the destructive impact of social media's harmful content.
- Gaining 10,000 social media impressions during our social media campaign. Driving traffic to our website and other social platforms with the goal of 100 views per day.
- At the same time, we get in touch and have conversations with lawmakers such as congressmen, senators, as well as bi-partisan think tanks to let them help with the regulation of Facebook's harmful foreign-language content.

**Sustained Impact:**

Our goal is to identify harmful information and disinformation in English and foreign languages before it can be spread out. People will be aware of how harmful contents affect their emotions and behaviors. As a consequence, this project can reduce Myanmar's conflicts as well as other countries' conflicts.