

The aim of the dissertation is to describe the resistance identity on the example of the anti-globalization movement and to explain the mechanisms of its formation. These goals were achieved by analysing the Internet discourse created by the users of the Twitter microblogging service. It was assumed that the analysis of content on a social networking site would allow to identify the goals and values articulated by the members of the movement, to diagnose the dominant patterns of behaviour and fixed thought patterns, and to determine the social processes with which their attitudes are related.

Theoretical considerations were based primarily on Manuel Castells' typology of identity and the most important assumptions of his social theory, which were used in explaining the functioning of social movements. The central point was the concept of resistance identity as a form of collective identification, which is particularly manifested in the attitudes of the circles opposing dominant authority in society. This category is a kind of superior narrative connecting individuals characterized by a worse social situation, exclusion or stigmatization. It allows them to restore symbolic order, is a shelter from the "hostile world", offers solidarity and a sense of autonomy. Castells' concept was supplemented with issues related to the formation of collective identity and ways of its operationalization, which found expression, among others, in the observations of Zdzisław Mach, Tadeusz Paleczny, Zbigniew Bokszański, Józef Podgórecki, David Snow, Catherine Corrigan-Brown, Rachel L. Einwohner, Michał Rauszer. The theoretical background for the above was constituted by considerations about the subjectivity of the individual in the postmodern society and its reactions to social change represented in particular by globalization processes; reflections of sociology's classics were recalled e.g.: Anthony Giddens, Ulrich Beck, Zygmunt Bauman, Francis Fukuyama and Piotr Sztompka.

The subject of the research was the attitudes of representatives of the anti-globalization movement recorded in the form of multimedia, English-language messages (tweets), which were published during the two editions of the World Economic Forum in 2022 and 2023. The discourse of interest to the researcher was extracted on the basis of 10 hashtags representing key topics raised by the aforementioned social environment. 348,640 tweets were downloaded using dedicated Twitter API and Postman software, utilising access keys under the Academic Research Track program. Various types of Internet content were analysed: text, graphics and memes, photos, video materials, user location signatures and numerous accompanying information, e.g. about the activity of accounts or the popularity of their publications. In order to process a large amount of data, various tools and procedures from the so-called social data science (big data) were used.

The study showed that the anti-globalization movement observed on Twitter creates an imaginary community that clearly contests the existing social, economic or political order. For this purpose, a stereotypical alternative is created – a vision of a better and fairer social world. The conducted communication provides a relatively simple explication of the complex changes taking place in many areas of life for individuals for whom dominant institutions, ideologies identified with them or their representatives are a negative point of reference.

It was possible to confirm the assumption that the discourse of anti-globalists serves to build group awareness in opposition to the dominant national and supra-state power (mainly political and economic). This is done by promoting desirable values, goals and norms in online multimedia content. A special role in these activities is played by the creation of the figure of the common enemy and the mission. The thematic diversity of the mentioned discourse was confirmed and the existence of internal links between the various areas: economic, political, sanitary and climate was documented. It was noticed that the capacious interpretation frameworks used by anti-globalists was of great importance in constructing the resistance identity. These patterns enabled the creation of a simplified picture of reality and the inclusion of new objects of opposition without the need to care for substantive and logical coherence. The language of symbols and emotions was flexibly used in communication. Opinion leaders played an important role in merging the activities of the movement and building a common worldview.