



THE NEW AVENGERS: THE ROLE OF SOCIAL JUSTICE AND TEAMWORK IN DIGITAL ACTIVISM – A LITERATURE REVIEW

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ABSTRACT

Obstacles to channeling conventional political aspirations and the prevalence of systemic discrimination in the public sphere are the background to this article. These issues trigger sociopsychological alienation, which drives the emergence of independent collective movements in cyberspace. The main focus of this theoretical study is to comprehensively explore the central role of social justice and teamwork in mapping the phenomenon of digital movements driven by a new generation of activists called The New Avengers. The research steps were carried out using a narrative literature review method that adopted the selection principles of the PRISMA framework. The secondary data screening procedure systematically synthesized twenty original scientific articles from Scopus, PsycINFO, and Google Scholar databases published over the past ten years. Thematic synthesis-based research findings indicate that the principle of social justice serves as a core motivation and fundamental goal of the movement. Digital platforms have proven to provide powerful tools for narrative amplification, fostering solidarity among marginalized groups, and coordinating collective action in real time. The main conclusion emphasizes that although cyberspace offers freedom of expression, the success of digital activism is heavily influenced by cyber structural barriers, the threat of antagonism, and the repressive dynamics of authoritarian networks. Activists are recommended to draft a strategy to strengthen critical media literacy and inclusive collaborative ethics to ensure the sustainability of the impact of social change.

Kata Kunci: *Social Justice, Online Activism, Digital Activism, Social-Psychological Factors*

ABSTRAK

Hambatan penyaluran aspirasi politik konvensional serta maraknya diskriminasi sistemik di ruang publik melatarbelakangi penulisan artikel ini. Masalah tersebut memicu alienasi sosiopsikologis yang mendorong munculnya gerakan kolektif independen di ruang siber. Fokus utama kajian teoretis ini adalah mengeksplorasi secara komprehensif peran sentral keadilan sosial serta kerja sama tim dalam memetakan fenomena pergerakan digital yang digerakkan oleh generasi aktivis baru bernama *The New Avengers*. Langkah-langkah penelitian dijalankan menggunakan metode tinjauan literatur naratif (*narrative literature review*) yang mengadopsi prinsip seleksi kerangka kerja PRISMA. Prosedur penyaringan data sekunder secara sistematis menyintesis dua puluh artikel ilmiah orisinal dari basis data Scopus, PsycINFO, dan Google Scholar dalam rentang publikasi sepuluh tahun terakhir. Temuan riset berbasis sintesis tematik menunjukkan bahwa prinsip keadilan sosial berfungsi sebagai motivasi inti dan tujuan fundamental pergerakan. Platform digital terbukti menyediakan alat yang ampuh untuk amplifikasi narasi, penggalangan solidaritas kelompok marjinal, serta koordinasi tindakan kolektif secara *real-time*. Simpulan utama menegaskan bahwa meskipun ruang siber



menawarkan kebebasan ekspresi, tingkat keberhasilan aktivisme digital sangat dipengaruhi oleh hambatan struktural siber, ancaman antagonisme, dan dinamika represi jaringan otoriter. Para aktivis direkomendasikan menyusun draf strategi penguatan literasi media kritis dan etika kolaborasi inklusif demi menjamin keberlanjutan dampak perubahan sosial.

Keywords: *Keadilan Sosial, Aktivisme Online, Aktivisme Digital, Faktor Sosial-Psikologis*

INTRODUCTION

The digital age has profoundly reshaped the landscape of social and political engagement, giving rise to new forms of activism and collective action. Over the past decade, the world has witnessed a surge in complex social justice challenges, underscoring a critical need to understand how collective action can effectively drive social change. Persistent racial inequalities and systemic discrimination have fueled movements like Black Lives Matter, which gained national recognition as early as 2013, with majorities across racial and ethnic groups expressing support amid 2020 protests (Parker et al., 2020). Simultaneously, urgent climate crises have mobilized global youth strikes, with digital platforms playing a key role in their organization. The Women's March in 2017, which drew nearly half a million people, originated from a Facebook post and spread through online social networks like wildfire, demonstrating the immense power of digital mobilization for large-scale protest (Gomez & Kaiser, 2019). Furthermore, human rights abuses in authoritarian contexts have been increasingly exposed through digital activism serving as a crucial tool for documenting dissent and challenging state control. In 2019, the Russian government imprisoned citizens for online activities at the rate of one every 8 days (Dal et al., 2023). Another example includes anti-xenophobia movements during the COVID-19 pandemic, where Asian American activists used social media to combat surging acts of xenophobia, violence, and racism against people of Asian American descent (Lee et al., 2022). These examples collectively demonstrate that digital platforms have become indispensable tools for individuals and groups to articulate grievances, mobilize support, and advocate for social change in response to global problems. This evolving phenomenon has seen the emergence of a new generation of activists who leverage digital technologies to champion social justice causes.

Ideally, digital platforms should function as highly effective, inclusive, and transformative arenas where online activism seamlessly translates into sustained, real-world structural reform. The widespread reach and instant connectivity of social media are expected to foster deep collaborative teamwork, bridge diverse grassroots movements, and empower marginalized communities with minimal barrier to entry. In an ideal digital ecosystem, technological tools enable activists to build long-term psychological resilience, maintain high levels of civic efficacy, and execute strategic collective actions that consistently dismantle systemic oppression. Furthermore, the global accessibility of these networks should theoretically protect dissidents, guarantee equitable participation, and neutralize authoritarian repression through decentralized solidarity. Under these optimal conditions, digital activism becomes not merely a temporary outlet for expressing public outrage, but a robust, systematic engine for achieving durable equity and democratic accountability across borders.

However, a significant gap exists between this idealized vision and the actual reality of contemporary digital activism. While the widespread influence of online activism is undeniable, digital platforms often facilitate superficial engagement, commonly critiqued as *slacktivism*, where symbolic online participation fails to yield concrete policy changes or sustained offline mobilization. Activists frequently encounter severe digital repression, algorithmic bias, online





harassment, and surveillance, which erode psychological well-being and disrupt collaborative teamwork. In 2019, state authorities suppressed digital dissent by imprisoning citizens for online activities at the rate of one every 8 days (Dal et al., 2023). Furthermore, the rapid viral spread of digital campaigns often leads to fragmented organizational structures and activist burnout rather than long-term strategic success. These persistent real-world challenges demonstrate that technology alone cannot guarantee meaningful social transformation without a deeper understanding of the underlying psychological, structural, and collaborative mechanisms.

To address this critical gap, this literature review offers an innovative synthesis by examining the role of social justice in online activism through an integrative framework that connects psychological variables, collaborative teamwork, and digital mobilization dynamics. Unlike existing studies that focus solely on the technological mechanics or political outcomes of social media campaigns, the novel value of this research lies in identifying the core psychological underpinnings—such as collective identity, efficacy, and emotional regulation—that sustain effective team-based activism in digital environments. By analyzing how digital platforms are strategically leveraged to mobilize support and advocate for social change, this review provides a fresh, multi-dimensional perspective on the factors that transform transient online outrage into resilient, high-impact social movements.

The primary objective of this literature review is to comprehensively explore the role of social justice in the rapidly evolving phenomenon of online activism, with a particular focus on how digital platforms are leveraged to mobilize support and advocate for social change. Drawing upon a synthesis of recent scholarly articles, this review identifies key psychological variables and dynamics that underpin effective social justice activism in online and team-based contexts. The subsequent sections present a thematic overview of the synthesized findings, discuss their implications for understanding the complexities of digital activism, and conclude with strategic considerations for enhancing the impact of social justice initiatives in the digital age. Ultimately, this study aims to bridge theoretical insights and practical applications, offering valuable guidance for scholars, activists, and organizations seeking to navigate the intricacies of digital mobilization.

METHODS

This study employed a qualitative narrative literature review approach to comprehensively investigate the role of social justice and teamwork in digital activism. The research framework was designed to evaluate how online networks amplify social movements and foster team-based collaboration among emerging activist networks without introducing experimental manipulations or empirical field stress. The screening procedure systematically synthesized twenty original scientific articles published over a ten-year span from 2015 to 2025 (Alberici & Milesi, 2016; Krispenz & Bertrams, 2024). To ensure an exhaustive yet rigorous collection of relevant academic texts, the retrieval strategy targeted prominent electronic databases including Scopus, PsycINFO, Google Scholar, and EBSCO. The researcher functioned as the primary human instrument, utilizing explicit keywords and Boolean operators such as "social justice" AND "online activism" AND "teamwork" to isolate interdisciplinary insights regarding cyber solidarity, structural boundaries, and public mobilization dynamics.

The procedural execution followed a highly structured data management protocol to maintain methodological transparency and academic rigor. Preliminary literature harvests were filtered through explicit inclusion criteria, which restricted the sample to English-language,





peer-reviewed documents containing accessible full texts focusing on educational, political, or social-psychological dynamics within digital spaces. Data extracted from the selected texts were processed using thematic synthesis techniques, which involved repeated readings, open coding, and conceptual grouping into definitive thematic structures (Greijdanus et al., 2020). Quantitative parameters within the selection pipeline were recorded textually, detailing the precise sample size of 20 analyzed articles and the 10-year publication limit. To safeguard the validity of the final synthesis, the analysis integrated a rigorous triangulation of sources, extensive cross-checking across independent empirical case studies, and a conscious critical evaluation to minimize generational analytical bias (Snyder, 2021).

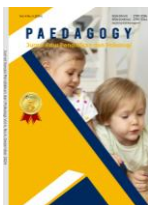
RESULTS AND DISCUSSION

Results

The analysis of the selected literature reveals several interconnected themes pertaining to social justice and teamwork within the context of digital activism. To provide an overview of the current research landscape, 20 articles published within the last 10 years (2015-2025) that are most relevant to the intersection of social justice, teamwork, and digital activism were selected for in-depth analysis. This structured analysis facilitates a clearer understanding of the empirical foundations and identified in the subsequent sections.

Tabel 1. Social Justice and Teamwork in Digital Activism

No	Authors & Years	Variables	Methods	Results
1	Alberici, A. I., & Milesi, P. (2015)	Online discussion, politicized identity, collective action, collective efficacy, group-based anger, moral obligation.	Two studies involving web-based social movements; survey.	Investigates how online discussions contribute to politicized identity and stimulate collective action. Finds that frequency, homogeneity, and quality of online discussions moderate the effects of efficacy and moral obligation on politicized identity, which in turn mediates collective action intention.

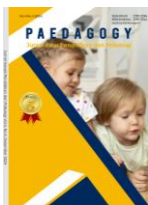


2	Rosenthal, L. (2016)	Intersectionality, oppression, social justice, equity, stigma, discrimination, well-being, resilience, resistance, power dynamics.	Literature review; synthesis of theoretical and empirical work.	Explores how incorporating intersectionality into psychology offers opportunities to promote social justice and equity. Highlights that oppression and inequality have wide-ranging adverse consequences for well-being and emphasizes addressing structural issues, engaging with communities, building coalitions, and teaching social justice curricula.
3	Colton, J. S., & Holmes, S. (2016)	Active equality, passive equality, social justice, political philosophy (Rancière, liberalism, libertarianism), technical communication, ableism, accessibility, racism.	Theoretical framework and case study analysis (closed captioning).	Proposes "active equality" (based on Rancière's philosophy) as a way for technical communicators to enact social justice directly, contrasting it with "passive equality" where justice relies on institutional redistribution. Argues that individual communicative practices can make inequalities visible and verify equality.
4	Fleming, J., & Ward, D. (2017)	Empowerment, social action, collective action, participation, power, rights, groupwork, anti-oppressive practice, conscientisation, social change.	Literature review; qualitative study using ethnography, observations, and interviews.	Revisits "Self-directed Groupwork" as a model for achieving social justice through social action and community empowerment. Argues for re-engaging with core values and collaborating openly with community members as partners in

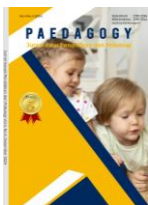


change, emphasizing that oppressed individuals possess power to resist and effect change.

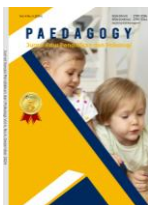
5	Poorisat, T., Boster, F. J., & Salmon, C. T. (2018)	Activism (online/offline), communicative efficacy, perception of cause (structural vs. personal failings), political affiliation, prevalence of urban homelessness.	Survey data; Guttman scale analysis; path analysis.	Identifies predictors of willingness to engage in activism for social causes (e.g., homelessness). Suggests that perceiving structural forces as the cause of homelessness directly motivates activism and indirectly boosts communicative efficacy. Political affiliation also influences these perceptions.
6	Gomez, E. M., & Kaiser, C. R. (2019)	Online activism, sexism, backlash, slacktivism, moral credentialing, impression management, egalitarian norms.	Literature review; synthesis of theoretical and empirical scholarship.	Reviews how the internet is used to confront sexism, but also discusses limitations such as online sexism itself, "slacktivism," and pressure to conform to egalitarian norms, which can hinder the impact and authenticity of online activism.



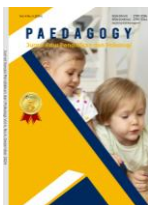
7	Fisher, E. S. (2019)	Cultural humility, social justice, cultural diversity, school psychology training, self-awareness, advocacy skills.	Literature review; conceptual paper.	Reviews the literature on cultural humility as a form of social justice, suggesting promising practices for training school psychologists. Emphasizes cultural humility as a "way of being" that links cultural diversity and social justice, enhancing practitioners' ability to advocate for equity and systemic change.
8	Hailes, H. P., Ceccolini, C. J., Gutowski, E., & Liang, B. (2020)	Ethical guidelines, social justice, relational power dynamics, distributive justice, procedural justice, empowerment, strengths-based approaches, systemic impacts.	Conceptual paper; proposes a set of ethical guidelines.	Provides a proposed set of ethical guidelines for social justice work in psychology, framed around interactional, distributive, and procedural justice. Emphasizes critical reflection on power dynamics, mitigating power imbalances, focusing on empowerment, prioritizing marginalized communities, and engaging with social systems.
9	Ferman, B. (2020)	Social justice frameworks, neoliberalism, youth activism, collective action, intersectionality, adult allies, institutional privilege.	Case studies of youth activism programs.	Argues that social justice frameworks are powerful tools to counter neoliberalism by connecting disparate issues, challenging dominant narratives, and emphasizing intersectionality. Highlights the critical



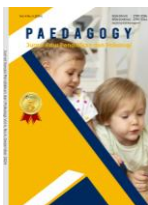
				role of adult allies in leveraging their privilege to support youth-led social change.
10	Greijdanus, H., de Matos Fernandes, C. A., Turner-Zwinkels, F., Honari, A., Roos, C. A., Rosenbusch, H., & Postmes, T. (2020)	Online activism, offline collective action, slacktivism, community building, norm formation, shared realities, digital divides, echo chambers, digital dualism, repression.	Literature review; synthesis of empirical evidence.	Reviews the relationship between online activism and offline collective action. Highlights that social media facilitates online activism through documenting experiences, community building, and norm formation. While evidence for "slacktivism" is mixed, most findings suggest a positive and intertwined relationship between online and offline actions, although the internet can also facilitate repression in authoritarian contexts.
11	Curnow, J., & Veal, T. (2020)	Emotion, politicization, social justice movements, sociocultural learning, concepts, epistemology, practices, identity, emotional configurations.	Qualitative study; micro-interactional analysis of video; ethnographic interviews.	Traces how emotion shapes politicization and how politicization reshapes emotion in social justice movements (youth climate, animal rights). Argues that emotional configurations significantly impact activists' politicization and that politicization can reframe the meaning of emotions.
12	Museus, S. D., Lê Espiritu, G.,	Solidarity, social justice, activism, advocacy,	Qualitative study; semi-structured interviews with 11	Investigates the role of solidarity in Asian American college



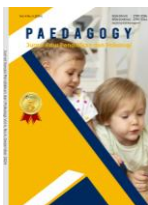
	& Ng, C. (2021)	interconnected realities, shared struggles, shared futurities, intersectional approaches, model minority myth, racial exploitation.	Asian American undergraduates.	students' social justice activism. Findings show participants recognize interconnected realities among oppressed communities, center solidarity due to this recognition, and utilize intersectional approaches to integrate solidarity into their work.
13	Noltemeyer, A., & Grapin, S. L. (2021)	Social justice, anti-racism, equity, school psychology practice, training, racial and ethnic discrimination, systemic oppression, collaboration.	Editorial; outlines a joint commitment and initiatives.	Articulates a joint commitment from school psychology journals to prioritize anti-racism, social justice, and equity in research, practice, and training. Emphasizes the need to challenge discriminatory systems and promote diverse voices in the field.
14	Lee, Y., Tao, W., & Li, J.-Y. Q. (2021)	Social identity, perceived injustice, efficacy, situational motivation, online activism, offline activism, racism, xenophobia.	Online survey; structural equation modelling (SEM).	Examines motivations for online and offline activism against racism and xenophobia among Asian Americans during the COVID-19 pandemic. Finds that Asian American identity enhanced perceived injustice, efficacy, and situational motivation, which in turn facilitated online activism. Online activism then drives offline activism.



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| 15 | Prilleltensky, I., Di Martino, S., & Ness, O. (2022) | Common good, citizenship, justice, well-being, mattering (feeling valued and adding value), inequality, equity, human rights. | Editorial; synthesis of articles in a research topic. | Argues for a psychology of the common good that integrates citizenship, justice, and well-being. Highlights "mattering" (feeling valued and adding value) as a central concept linking these elements, showing how interventions and societal conditions that promote fairness and participation contribute to individual and collective flourishing. |
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| 16 | Warren, M. A., Donaldson, S. I., & Galport, N. (2022) | Positive psychology, social justice interventions, strengths-focused evaluation, empowerment, prosocial, gratitude, volunteerism, leisure. | Case study of a halfway house for incarcerated women; formative evaluation. | Illustrates a strengths-focused approach to formative evaluation of social justice interventions. Demonstrates how focusing on program strengths and stakeholders' peak experiences can empower individuals and organizations, facilitating positive psychological phenomena and successful reintegration. |
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| 17 | Dal, A., & Nisbet, E. C. (2023) | Online activism, digital repression, risk signals, affective responses (positive/negative emotions), cognitive appraisal of risk, contentious online political expression (COPE), issue involvement. | Online field experiment in an authoritarian context (Russia). | Examines how citizens perceive and respond to risks of online activism in authoritarian contexts. Demonstrates that emotional responses to the regime's risk signals about online activism, rather than cognitive appraisal of |
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				risk, drive decisions about contentious online political expression. High issue involvement amplifies this effect.
18	Choi, A., D'Ignazio, C., Welles, B. F., & Parker, A. G. (2023)	Sociopolitical engagement (online), critical consciousness (reflection, motivation, action), critical pedagogy, social injustice, systemic inequities.	Online survey; multiple linear regression; thematic analysis.	Examines the relationship between youths' online sociopolitical engagements and their critical consciousness. Findings show mixed associations across platforms, with some positively (e.g., TikTok with critical reflection) and some negatively (e.g., YouTube with critical reflection) associated. Overexposure and fear of antagonism can hinder youths' critical consciousness development.
19	Lev-On, A. (2023)	Ad-hoc activism, social media group administration, motivations for activism, time investment, lack of prior activism background, issue publics.	Ethnographic research (observations, content analysis, interviews).	Characterizes administrators of social media activist groups, highlighting a phenomenon of "ad-hoc activism." Admins often have no prior activism background, are primarily motivated by a single cause (e.g., justice for Roman Zadorov), and invest considerable time, but their activism rarely "spills over" into other causes.



20	Krispenz, A., & Bertrams, A. (2024)	Left-wing authoritarianism (antihierarchical aggression), dark personality traits (narcissism, psychopathy), altruism, social justice commitment, ego-focused motives.	Two pre-registered online surveys with US samples.	Investigates the relationship of left-wing authoritarianism with ego-focused traits. Finds that strong ideological views endorsing violent revolution are associated with antagonistic narcissism and psychopathy, suggesting some activists may be driven by ego-focused needs rather than genuine social justice commitment.
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The analysis of the selected articles reveals several key insights into the dynamics of social justice and teamwork within digital activism. These insights are categorized into three overarching themes: the facilitative role of digital platforms, the psychological drivers of social justice activism, and the manifestation of social justice principles in professional and team contexts.

Digital platforms serve as powerful conduits for modern activism, enabling both individual and collective action. Studies consistently highlight how social media facilitates the documentation of individual experiences, community building, and the formation of shared realities (Greijdanus et al., 2020). These platforms are instrumental in mobilizing support and coordinating actions, often bridging the gap between online engagement and offline protest. For example, Lee et al. (2022) demonstrated how online activism among Asian Americans during the COVID-19 pandemic, driven by perceived injustice and efficacy, directly facilitated their offline activism. Similarly, Poorisat et al. (2019) showed how online communications activities contribute to willingness to engage in activism for social causes like homelessness. Online discussion can stimulate political participation by developing politicized identities, indirectly leading to collective action (Alberici & Milesi, 2016). The ease of information dissemination and the ability to reach wide audiences are consistently cited as key advantages. For marginalized groups like Dalit activists, digital platforms serve as a necessary means to overcome institutional neglect and repression, providing alternative avenues for voice and mobilization (Fatima et al., 2025). Earlier foundation works, such as “Hacking for Social Justice” (Milberry, 2012), identified the role of technology in fostering democratic communication and prefigurative activism, remaining relevant in today’s digital landscape.

However, the digital realm also presents unique challenges. Governments in authoritarian contexts employ “networked authoritarianism” to dissuade activism by publicizing repercussions and fostering fear. Pearce & Kendzior (2012) provided an early analysis of this phenomenon, demonstrating that increased internet use can correlate with less support for protest due to government tactics that publicize repercussions. Dal et al. (2023)



further explored this, finding that emotional responses to risk signals from authoritarian regimes, rather than cognitive appraisals, drive decisions about contentious online political expressions. Misinformation, antagonism, and the potential for “slacktivism” (low-effort, unproductive online engagement) are also identified as hindrances to sustained and impactful activism (Gomez & Kaiser, 2019). Choi et al. (2023) specifically noted that overexposure to sociopolitical content and fear of antagonism can hinder youths’ critical consciousness development.

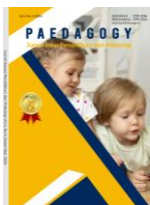
Several psychological factors consistently emerge as critical motivators for individuals engaging in social justice activism. The Social Identity Model of Collective Action (SIMCA) posits that perceived injustice, efficacy, and social identity are key determinants of collective action. While foundational work by van Zomeren et al. (2008) established this model, recent research continues to build upon it. Individuals are more likely to act when they identify strongly with their group, perceive unfair treatment, and believe their action can effect change (Lee et al., 2022; Poorisat et al., 2019). Lee found that Asian American identity enhanced perceived injustice and efficacy, which in turn fueled situational motivation for online activism. Solidarity, often cultivated through the recognition of interconnected struggles and shared futures, plays a role in mobilizing and sustaining social justice efforts, particularly among marginalized communities (Museus et al., 2021). Museus highlighted how Asian American college students centered solidarity in their social justice work due to recognizing interconnected realities among oppressed communities.

Furthermore, activism is linked to psychological well-being. Studies suggest that engaging in political activism is positively associated with higher levels of hedonic, eudemonic, and social well-being, and activists are more likely to experience “flourishing.” While Klar & Kasser (2009) provided early insights into this, more recent work continues to explore these dynamics. However, motivation can be complex. Krispenz & Bertrams (2024) found that certain personality traits, such as antagonistic narcissism and psychopathy, can drive individuals to engage in aggressive, anti-hierarchical activism, sometimes under the guise of social justice, to satisfy ego-focused needs. This highlights the importance of discerning genuine prosocial motivations from ego-driven or destructive tendencies. Foundational research by Moskalenko & McCauley in 2009 on distinguishing “activism” from “radicalism” remains relevant in contemporary discussions of political mobilization.

The principles of social justice extend beyond individual activism into professional and collaborative environments. In psychology, there is a growing call for ethical guidelines that promote social justice, emphasizing critical reflection on power dynamics, empowering marginalized groups, and engaging with systemic issues (Hailes et al., 2020; Villalobos & Cabrera, 2025). Hailes proposed specific ethical guidelines for social justice work in psychology, focusing on interactional, distributive, and procedural justice. Cultural humility is presented as a crucial link between cultural diversity and social justice, providing a framework for practitioners to understand themselves and their interactions with diverse populations, and advocating for systemic change (Fisher, 2020). Fisher outlined promising practices for training school psychologists in cultural humility to address social injustice effectively. In 2021 Noltemeyer & Grapin further emphasized this by articulating a joint commitment from school psychology journals to prioritize anti-racism, social justice, and equity.

Teamwork is identified as a vital mechanism for enacting social justice. Self-directed groupwork, for instance, is a model that empowers individuals to create social change through collective action, emphasizing shared power and non-oppressive practices (Fleming & Ward,





2017). They argue that this model promotes a mindset, and practices needed for achieving social justice through social action and community empowerment. In organizational settings, effective teamwork and fair management are crucial. Rogala et al. (2024) identified eight challenges for managers in temporary teams, including ensuring honest communication, mutual respect among team members, and appreciating individual contributions for team success. The concept of "active equality" suggests that individuals within organizations can directly enact social justice through their daily practices, rather than solely relying on institutional mechanism. This includes addressing issues of ableism and racism in communication practices, such as closed captioning, as discussed by Colton & Holmes (2018). Youth activism, particularly when supported by adult allies leveraging their institutional privilege, demonstrates how social justice frameworks can foster broader movements by connecting disparate issues and challenging dominant narratives (Ferman, 2021). Ferman highlighted how adults' allies play critical roles in securing resources and providing safe spaces for youth activists. Furthermore, Villalobos & Cabrera (2025) provided a constructive critique of Positive Psychology, emphasizing the need for the field to integrate equity and justice more intentionally into its scholarship, profession, education, and practice. Prilleltensky et al. also highlighted the importance of "mattering" in integrating citizenship, justice, and well-being for the common good. Warren et al. demonstrated how a strength-focused approach to evaluating social justice interventions can empower individuals and organizations.

Discussion

The synthesized findings from this literature review underscore the multifaceted and evolving nature of social justice and teamwork in the context of digital activism. The social justice as a core motivation and digital platforms as powerful tools. Our expanded analysis confirms these points while delving deeper into the psychological mechanisms, collaborative dynamics, and inherent challenges.

Digital platforms, as evidenced by numerous studies, are not merely passive conduits but active facilitators of social change. They enable rapid mobilization, foster community building, and allow for the amplification of narratives, which are crucial for "The New Avengers" to articulate issues of injustice and advocate for change. The positive correlation between online and offline activism suggests that digital engagement can translate into tangible real-world impact, challenging the notion of "slacktivism" as a universal deterrent. However, the digital space is also a battleground where repressive regimes and societal biases can hinder activism through surveillance, misinformation, and the creation of echo chambers. This necessitates a critical approach to digital engagement, where activists must navigate risks and actively seek diverse information.

Psychologically, the motivations for engaging in social justice activism are complex and deeply rooted in social identity, perceived injustice, and efficacy. The consistent finding that individuals are more likely to participate when they identify with a disadvantaged group, feel a sense of injustice, and believe their actions matter, provides a robust framework for understanding activist recruitment and retention. The role of solidarity is particularly salient, indicating that collective identity and shared purpose are powerful drivers. Furthermore, the link between activism and psychological well-being, including "flourishing" and vitality, suggests that engagement in social justice can be intrinsically rewarding, offering a positive feedback loop for sustained commitment. However, the emergence of "dark" personality traits





in some forms of activism highlights the importance of discerning genuine prosocial motivations from ego-driven or destructive tendencies.

In terms of teamwork, the literature emphasizes that social justice is not solely an individual pursuit but is deeply embedded in collaborative practices and organizational structures. The principles of ethical conduct, cultural humility, and intersectionality are vital for fostering inclusive and equitable environments, whether in professional psychology or activist groups. The concept of self-directed groupwork and the importance of fair management in temporary teams demonstrate that effective collaboration, built on mutual respect and shared decision-making, is fundamental to achieving social justice outcomes. The role of "active equality" further empowers individuals to enact justice in their daily interactions, reinforcing that systemic change begins at the micro-level. The success of youth activism, often facilitated by adult allies, exemplifies the power of intergenerational and inter-group collaboration in challenging entrenched power dynamics.

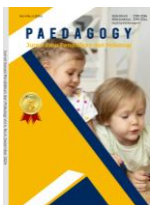
The synthesis of findings indicates that while digital platforms offer powerful tools for narrative amplification, community building, and action coordination, the efficacy and inclusivity of online activism are significantly influenced by various structural barriers and power dynamics. These challenges include digital repression, the spread of misinformation, and the potential for online interactions to become antagonistic or to foster inauthentic engagement. Overcoming these limitations requires strategic considerations that go beyond mere technological access, focusing instead on fostering genuine solidarity, critical consciousness, and ethical collaborative practices.

CONCLUSION

The principles of social justice and teamwork have been empirically proven to be core motivations and key drivers of the effectiveness of digital activism for a new generation of activists. The accessibility of social media platforms has successfully facilitated the amplification of narratives of resistance, the mobilization of cyber solidarity for marginalized groups, and the real-time coordination of collective action. The construction of collective identity, perceptions of injustice, and civic efficacy fostered in cyberspace have proven capable of transforming online concerns into social movements with real impact offline. However, the success of these movements is heavily influenced by structural barriers, the risk of slacktivism, the threat of antagonism, and authoritarian repression from the network. Therefore, strengthening the ethics of inclusive collaboration and team resilience are key determinants in maintaining the sustainability of the impact of social change.

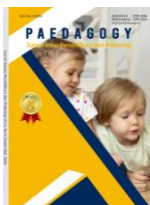
The implications of this research provide strategic guidance for activists and civil society organizations in building digital movement governance based on critical media literacy and cybersecurity. Strengthening the capacity for inclusive collaboration is essential to mitigate the risk of depersonalization and internal divisions resulting from digital repression. However, because this narrative literature review focused on synthesizing secondary data from published articles, the findings are limited in capturing the psychological dynamics of activists directly in the field. Therefore, future research is recommended to employ quantitative longitudinal studies or mixed methods to empirically test the effects of media literacy interventions, team emotion regulation, and digital resilience on the sustainability of the direct impact of social activism.





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