

Reflection

A regional and even global impact is reached through digital platforms, including through the web, social media, tyres and mobile apps. It can provide a distinctive way of reaching out without identity class restrictions, including the public, service providers, homeless people, policy makers, etc.; a platform that can be well utilised and put into more, larger and more decentralised hands, making it more beneficial to reach interventions, raise awareness and gain mass support.

Engaging with the topic of homelessness can combine various stakeholders and provide them with access to information and resources. It provides a mediated space, free of barriers, where people can access personal stories, data, research findings, tools, etc. with relative freedom, thus achieving an accelerated dissemination of information on a large scale. The same digital platform allows different media mediums to participate in a more diverse and vivid way of sharing the personal stories of homeless people through videos, images, narratives, etc. Humanising the emotional focus on the public can help to challenge preconceived ideas about homelessness, effectively communicating powerful real-life stories and breaking down social misconceptions and stigmatising barriers.

For activists and participants alike, it can also build a better online community and communication bridge, facilitating the organisation of events. It also allows for more real-time feedback on engagement and data, such as the effectiveness of interventions such as online surveys and tracking tools.

As we started when we chose the homeless - the documentary film Zhang Suying's Castle, which was released on the internet as a documentary interview - the creators of the film reflect the behavioural activities of Zhang Suying, who has been described by some as homeless or homeless, but also by others as an artist. No one knows her story, no one knows what's going on behind the scenes, what she's going through, but the fact that it's being released on a digital platform in the medium of video, that it's generating discussion and attention, I think that's a success. In the same way that the intervention used digital as a platform to drive discussion and awareness through so, viewers clicking on it, building buzz and keywords, protesting against the lack of human rights, discrimination and neglect of the homeless community, it helped to drive the goal home.