1. Questions for qualitative thought:

1. Design a hypothetical online activist campaign for a cause you care about. Utilize the strategies discussed in the chapter and consider the potential challenges and opportunities you might face in the current digital landscape.

- Using the chapter’s strategies like speed, visuals, and inclusiveness, I’d create an online campaign called #YouthForNature. It would highlight young people protecting green spaces through photos, stories, and group actions. Challenges might include keeping engagement high and avoiding misinformation. But by using creative visuals and anonymous organizing, it could reach broad audiences while staying safe and effective just like the Zapatistas and BLM did.

2. Brainstorm ways to bridge the gap between online and offline activism, maximizing the collective impact of both spheres. How can online initiatives inspire on-the-ground action and vice versa?

- To connect digital efforts with real-world impact, online platforms can be used to plan, share, and livestream protests or clean-ups, while offline actions provide content for social media. Both spaces work best when they support each other, online posts inspire action, and in-person events deepen the story. The chapter’s mention of “choreography of assembly” shows how powerful this connection can be.

3. Compare and contrast how the Zapatista and Black Lives Matter movements utilized the specific technological affordances of their respective eras (early web vs. social media) to achieve their goals. How did historical and cultural contexts influence their choices and the overall effectiveness of their online strategies?

- The Zapatistas used early websites and emails to spread global awareness of NAFTA’s impact on indigenous farmers. In contrast, BLM used social media i.e hashtags, videos, and rapid-response to protest racial injustice. The Zapatistas were limited by Web 1.0 but were still effective. BLM used modern tools to mobilize millions quickly. Both movements adapted their strategies to the tech and political realities of their time.