

Understanding the conditions that facilitate **collective action**.

## What we did

- Built an online system for workers on Amazon Mechanical Turk to **suggest**, **discuss**, and **vote** on ideas for collective action
- **Guided** discussions toward consensus on action

Understanding the conditions that facilitate **collective action**.

## Some takeaways

- **Stalling** can stymie movement toward a goal; **friction** can derail momentum
- Some **scaffolding** can mitigate these issues, but people have to be involved as well

Understanding the conditions that facilitate **collective action**.

## Some takeaways

- **Stalling** can stymie movement toward a goal; **friction** can derail momentum
- Some **scaffolding** can mitigate these issues, but people have to be involved as well

Understanding the conditions that facilitate **collective action**.

## Some takeaways

- **Stalling** can stymie movement toward a goal; **friction** can derail momentum
- Some **scaffolding** can mitigate these issues, but people have to be involved as well