



## an intergenerational activism app

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### PROBLEM

Activists' ageist perspectives toward other activists and activist activities keep organizations from maximizing their impact.

### GOAL

Grassroots is an app that promotes sustained engagement and intergenerational cooperation in organization-based activism. Grassroots builds an intergenerational community and validates the advocacy efforts of both young and old.

**USER** *Grassroots meets the needs of advocacy groups and organizations whose goal is to have an increasing number of volunteers participating in daily, sustained activism.*

### DESIGN RATIONALE

By tracking, validating, and encouraging cooperative participation in diverse activities, volunteers can overcome ageist views around different types of activities - and each other --- without even realizing it. Three volunteer facing features strategically work to accomplish this goal:

- **Daily challenges:** These diverse on and offline micro-tasks use push notifications to encourage users to try new activist activities and take small actions that lead to larger impacts (Fogg & Euchner, 2019).
- **Community stream:** Users see and connect with the organization community, helping them to both identify like-minded friends and notice the richness of the diversity in community contributors (Gee, 2018; Keller, 2018).
- **Impact visualization:** Grassroots tracks and displays the reach of the efforts of individuals and the community as a whole to validate that diverse efforts and small actions is important (Cheema & Bagchi, 2011).

### MARKET ANALYSIS

Activist organizations have a need for a unified platform for campaign management, community cultivation, and volunteer engagement. Previous solutions have limitations or solve only one problem. For example, the Turn Up app is only for youth, and Mobilize is only for scheduling activities. Brigade focuses on letting users post their opinions instead of acting on them. Grassroots, with our daily challenges, community stream, and impact visualization, allows campaigns to gauge engagement while empowering volunteers to continue making impact with a diverse group of fellow activists.

### RESEARCH

In recent years, research has documented the negative effects of ageism on youth participation in civic engagement and intergenerational relationships (Lerat, 2020; Taft, 2015). Offering a possible solution, studies have shown that ongoing participation in intergenerational programs can successfully reduce ageism and cultivate social capital (Jones, Herrick, & York, 2009; Murayama, et al., 2019). Grassroots uses an obfuscated approach (Kaufman, Flanagan, & Seidman, 2015) to address the issue of ageism by cultivating an online environment where the diverse characteristics and contributions of the organization can be seen and validated.