Traditional activism usually involves a more direct approach to making an ideology change rather than heavy use of computers. Traditional activism usually involves some direct action such as boycotts, rallies, street marches, and strikes. Activism can invoke large change in the world and is used daily to try and inspire change. Activism promotes ethical changes such as in the early 2000’s where activists pressured Starbucks into selling Fair Trade Certified coffee [1].

Hacktivism and activism are one in the same. Hacktivism is just another form or medium of activism to allow people to voice their opinion. Hacktivism allows for people to get their message across by using computers to protest by using attacks such as DDoS. Hacktivism is usually organized either by a small group or individual due to the nature of computers and the relative knowledge of computers to regular people. So hacktivism is limited to people with some sort of computer knowledge which means that there will be no large gatherings like there is in traditional activism.

Activism is not looked so kindly upon by some however, as activists are killed every year. It frequently happens with environmental activists. Due to the fact that environmental activists usually go against large corporations or poachers who will be at a great financial loss depending on their success. For example, Jario Mora was murdered in 2013 for his work in protecting leatherback turtle eggs [2]. Hacktivism allows for a more safe approach as users are more likely to be anonyms or semi anonyms.

[1]Deborah James. (2010, October). *Starbucks Campaign* *Global Exchange.* Available: <http://www.globalexchange.org/fairtrade/coffee/starbucks>

[2]Lindsay Fendt. (29, March). *4 convicted, 3 acquitted in Jairo Mora murder trial.* Available:<http://www.ticotimes.net/2016/03/29/4-convicted-jairo-mora-murder-trial>