

ooo Research report

Sign here to fight the pandemic

Discover more



Question 01



Question 02



Question 03



What is slacktivism on Change.org?

One of the most frequent arguments of those who critique online activism is that it rarely resolves in offline public action.

By looking at online activism during the Covid-19 pandemic - a period of time during which even the willing could not take part in street rallies - we have been able to focus our attention on people demands' and the way they are presented, rather than trying to estimate their success or consequentiality.

Index

Q1

Which topics are most frequently associated with Covid-19 in Canada, Great Britain, India, Italy and the United States in petitions posted on Change.org?

Q2

Which are the most common words used on Change.org by those who leave a comment after signing petitions about mandatory masks in the U.S.A.?

Q3

Which are the most common subjects and graphic treatments of the images used in American petitions about mandatory masks on Change.org?

×

We have based our research on Change.org, one of the most popular platforms used to promote causes online. Starting from a global analysis of the main themes in each of the five countries that use the platform the most, we progressively narrowed our focus guided by our findings.

ooo Question 01

Petitions and topics

x tags

x country



Question 01



Question 02



Question 03

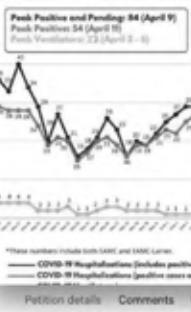




द्वाव के लिए विश्व का सबसे बड़ा मंच

46,96,43,657 आवाज उठाते लोग। रोज नई कामयाबियाँ।

अपनी पेटीरल शुरू करें



Kenston L.

**FOLLOW
THE SCIENCE:
UNMASK
THE KIDS**



प्रेस at Catholic Diocese of Dallas Schools

1,531 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

First name _____
Last name _____
Email _____
Miller, 20186
Italy

Before
I support a policy that requires all Diocese to wear mask.

After
I acknowledge that I defense against Covid its or visitors from Biden's Covid 19 former Interholm, said, "We

Sign this petition

Do not display my name and comment on this petition

Not present your information in accordance with our Privacy Policy

Privacy Policy

1,600,000 signatures
politic-economic, conservative 61%
politic-economic, liberal, template 39%

5G

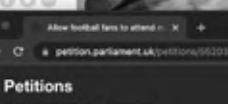
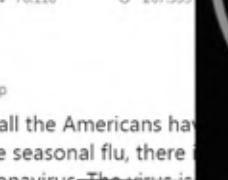
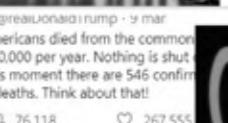
обеззараживатели воздуха в общественном транспорте!

1,728 have signed. Let's get to 2,000!

At 2,000 signatures, this petition is more likely to get picked up by local news!

Dmitry Neyda signed this petition
Виктория Шнейдер signed this petition

First name _____
Last name _____
Email _____



चीन में फंसे भारतीय न

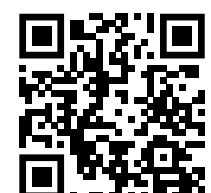
1.6 लाख से ज्यादा लोगों ने के लिए आवाज उठाई। सरकार नामिक दैश वालस आ सके।

Kenston L.

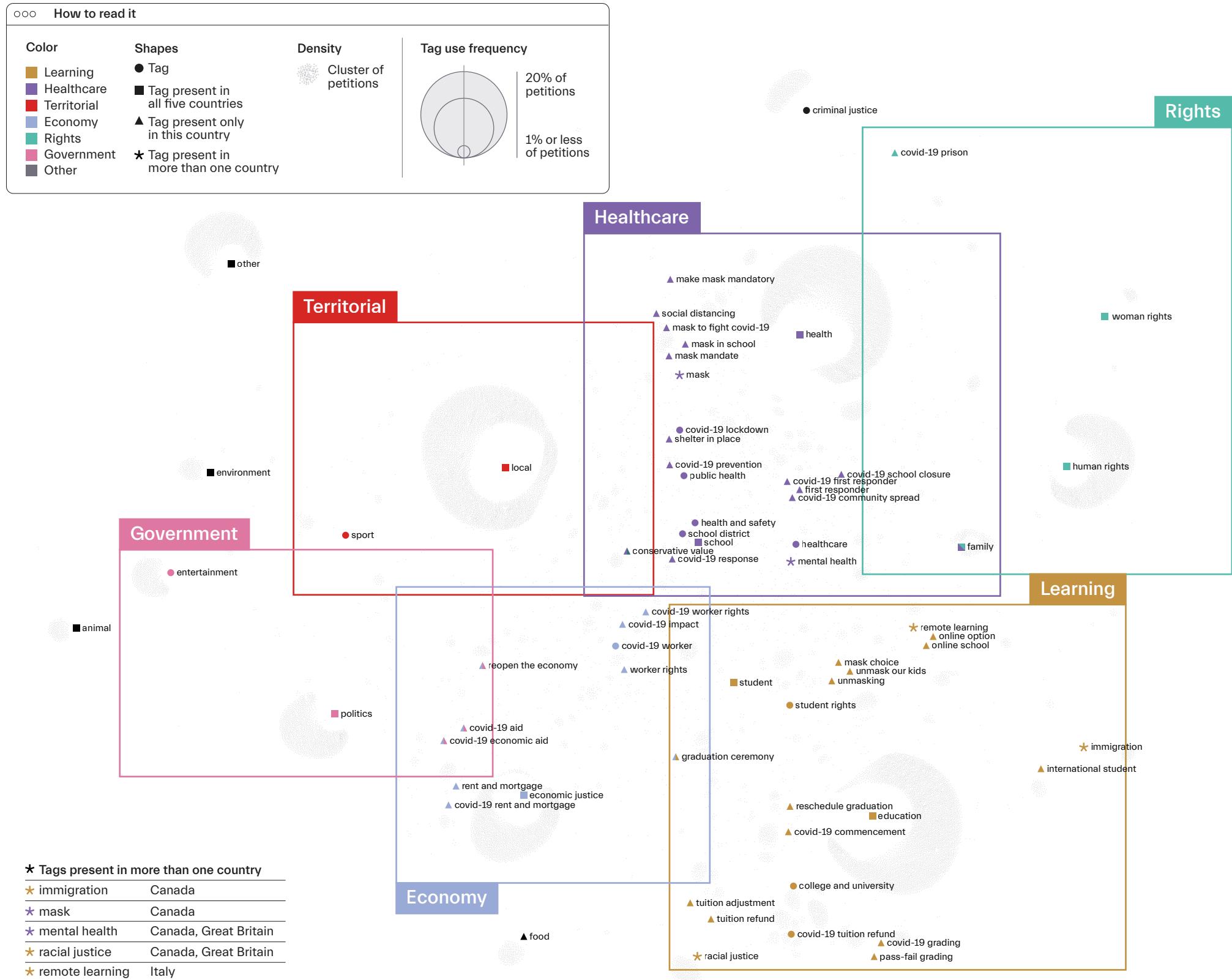
Question N°1

Which topics are
most frequently
associated with
Covid-19 pandemic
in Canada, Great
Britain, India, Italy
and the United States
in petitions posted
on Change.org?

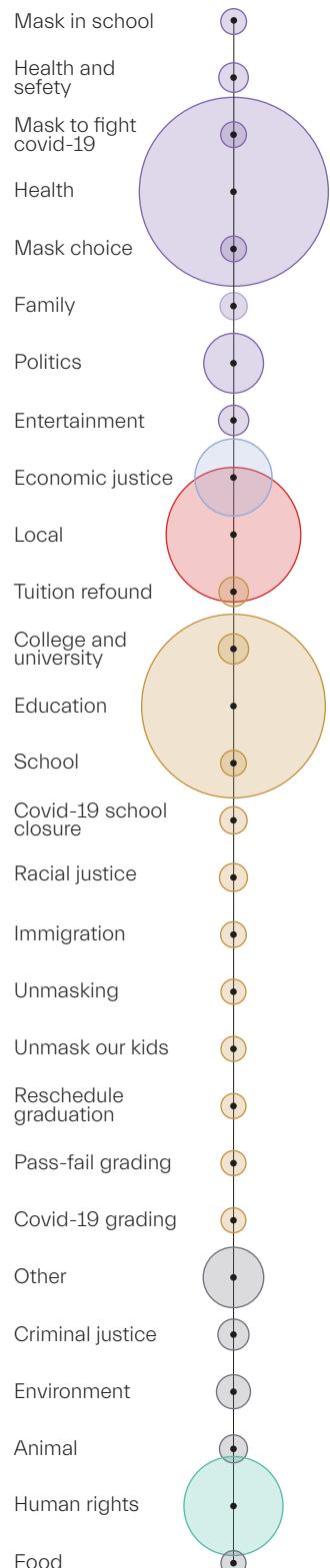
Online activism has been part of our online experience during the covid pandemic. Lockdown and social distancing made it the only option to promote a cause in a digital public space. Our research seeks to survey the most relevant petition topics in the five countries that used Change.org the most during the pandemic.



United States tag network

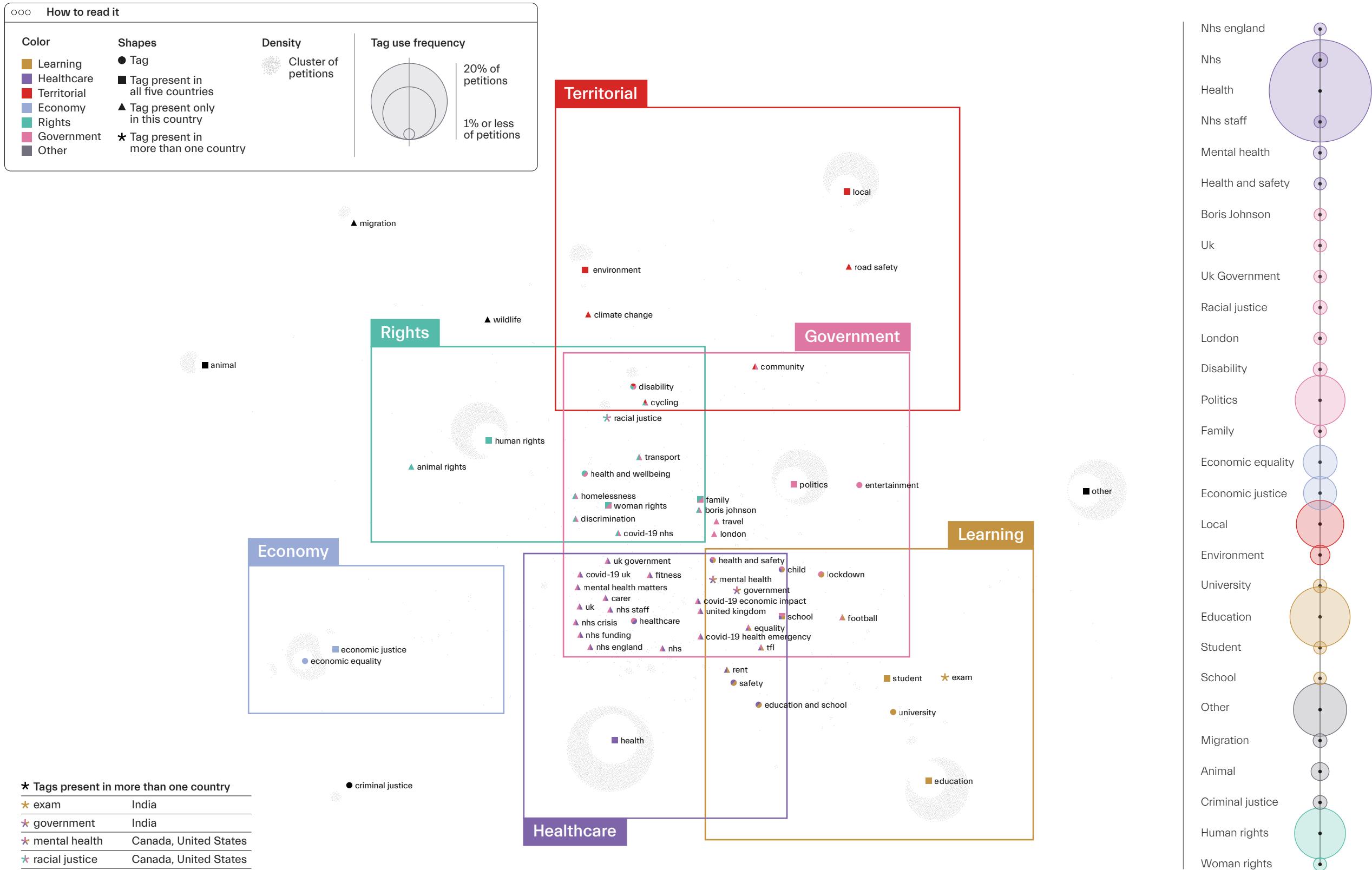


Tags with more related petitions

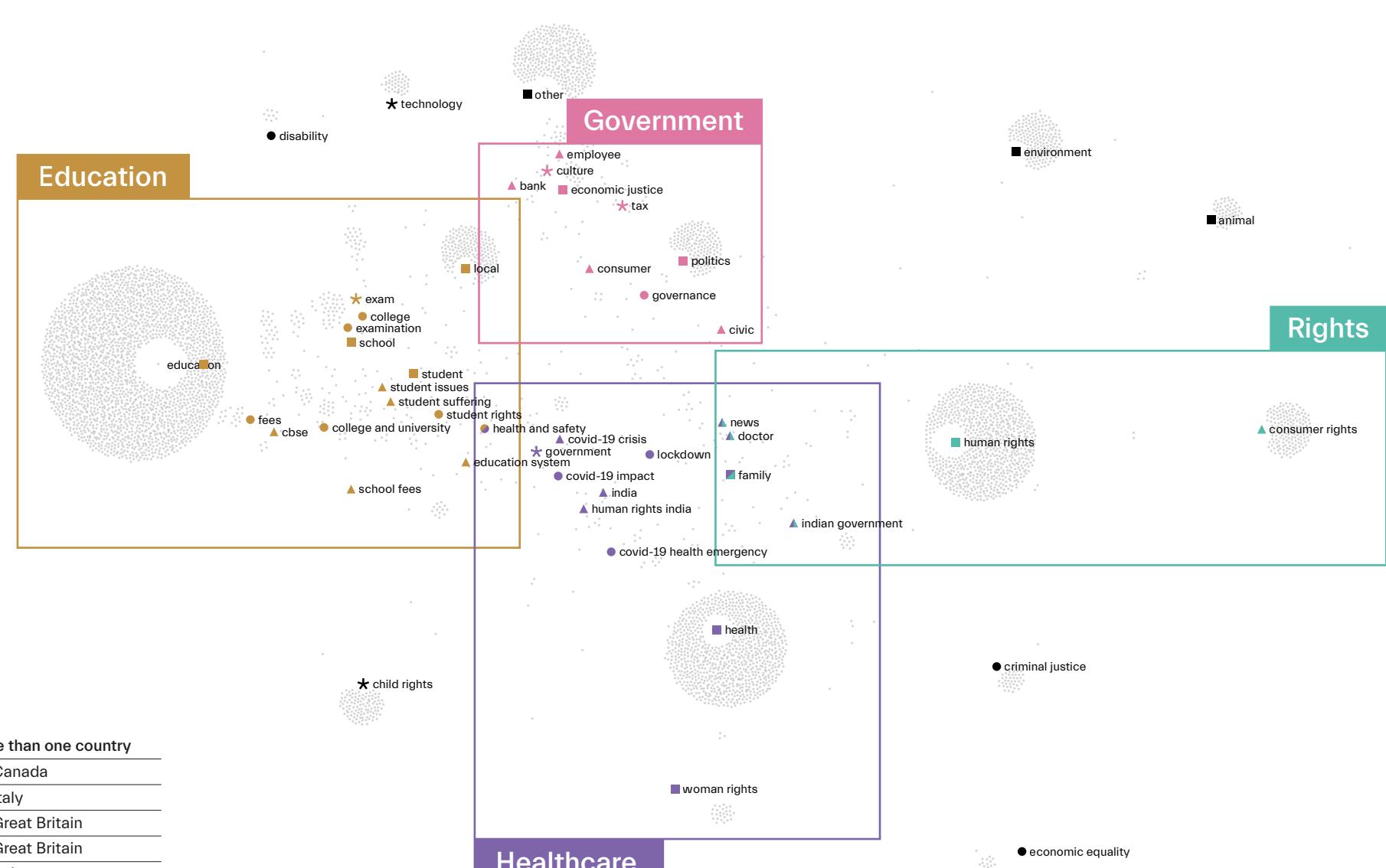
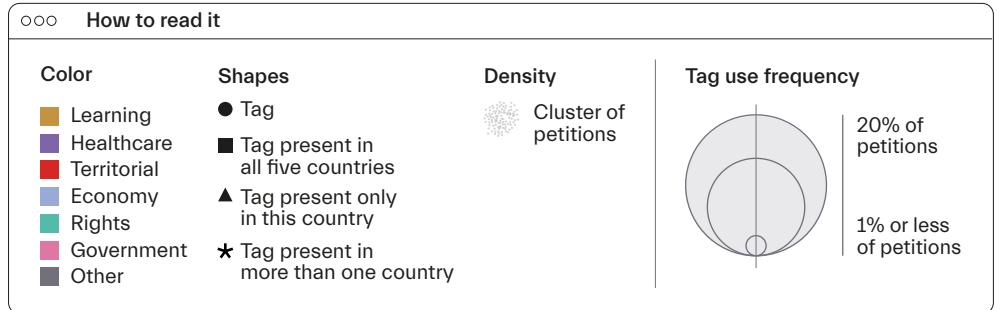


United Kingdom tag network

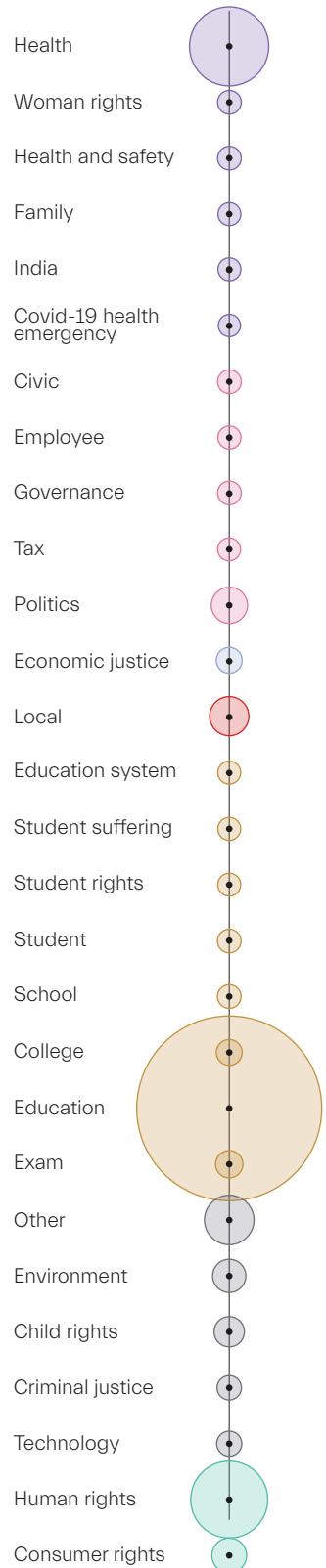
Tags with more related petitions



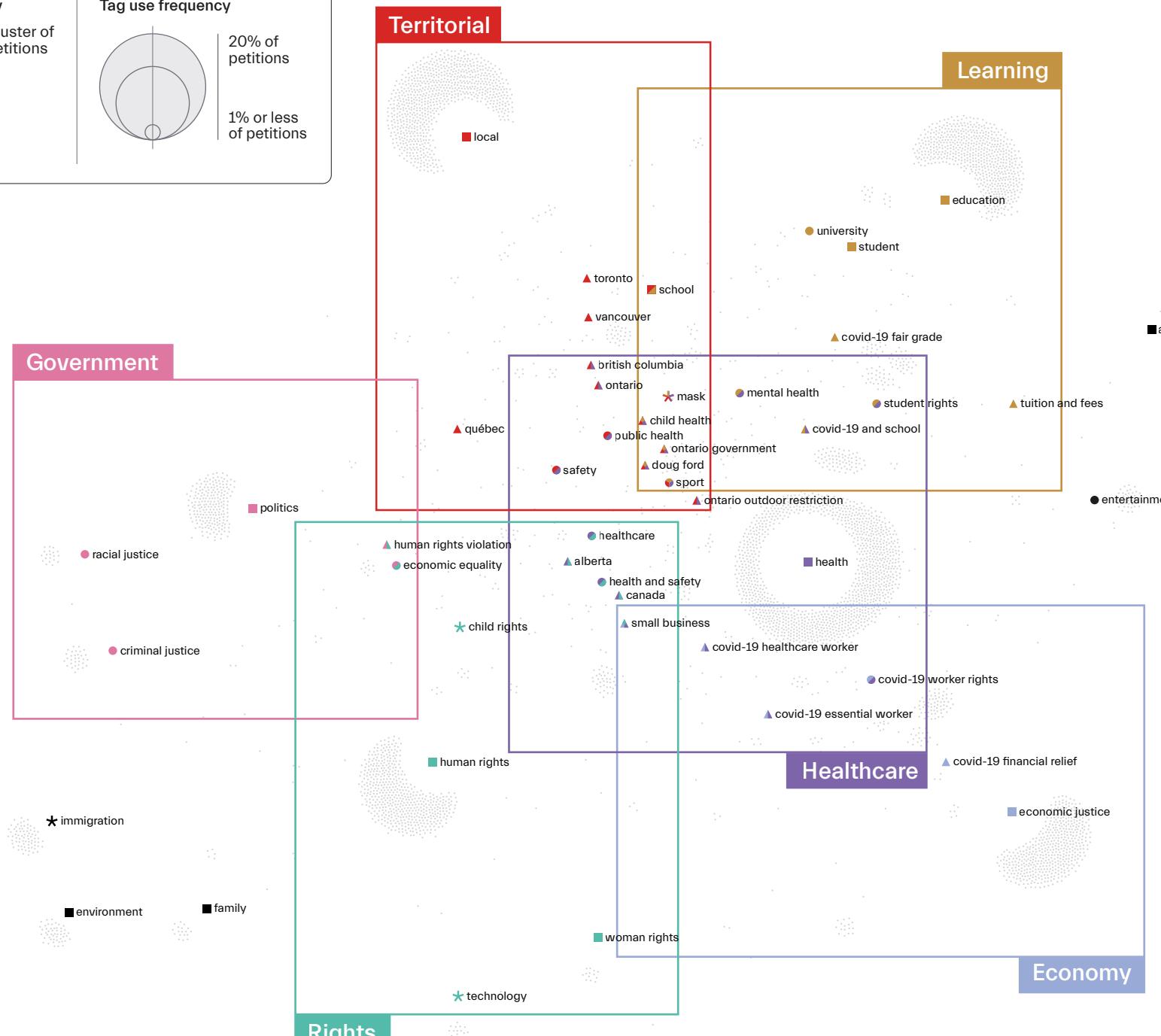
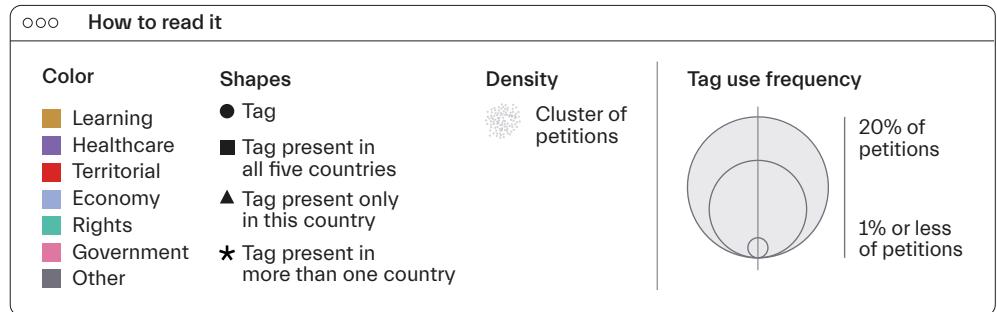
India tag network



Tags with more related petitions



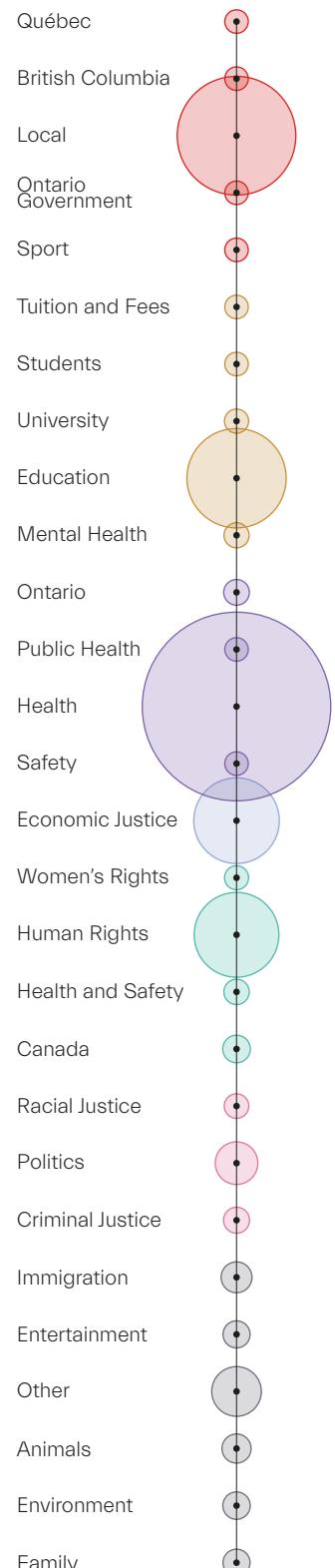
Canada tag network



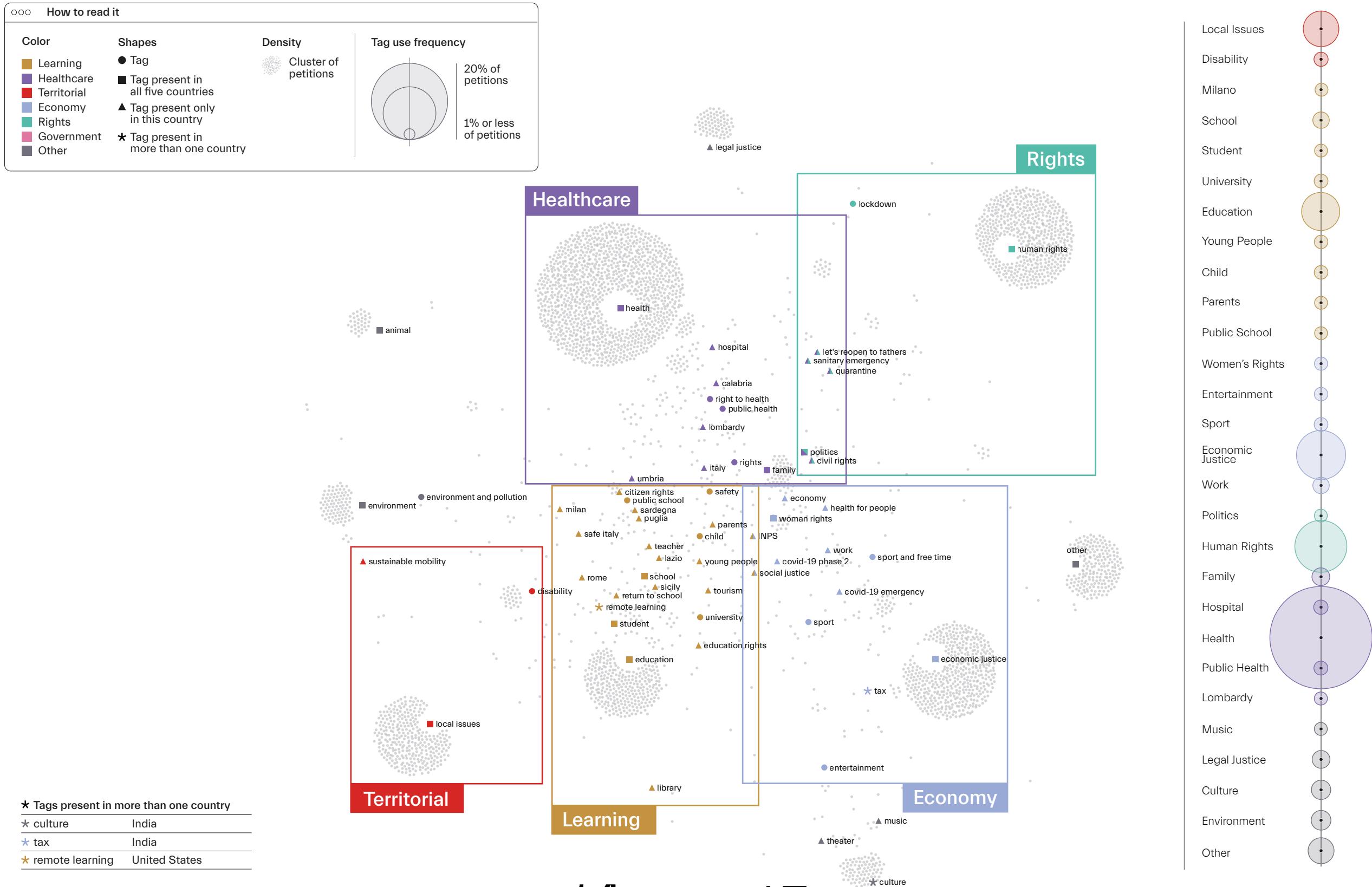
* Tags present in more than one country

child rights	India
immigration	United States
mask	United States
mental health	Great Britain, United States
racial justice	Great Britain, United States
technology	India

Tags with more related petitions

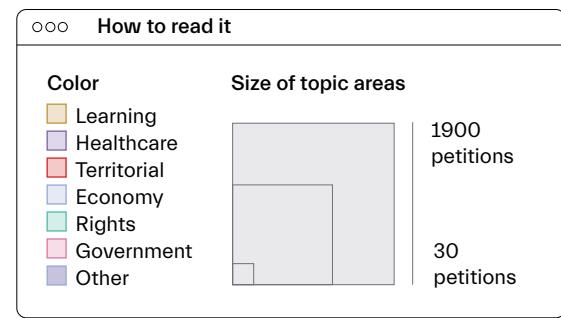


Italy tag network



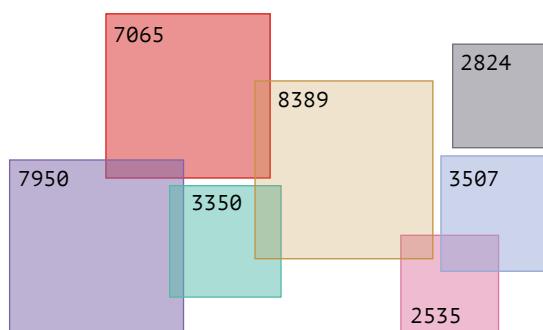
General Overview

Each squares represents thematic area. Size is proportional to the number of petitions found in each area.

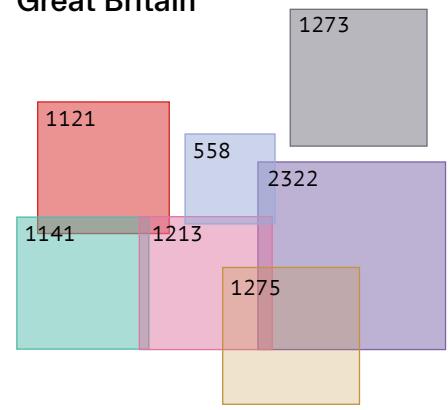


United States

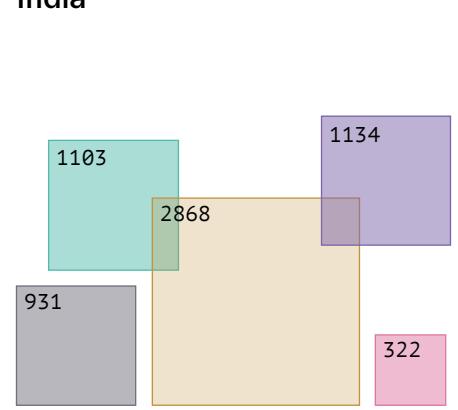
* U.S. areas have been halved



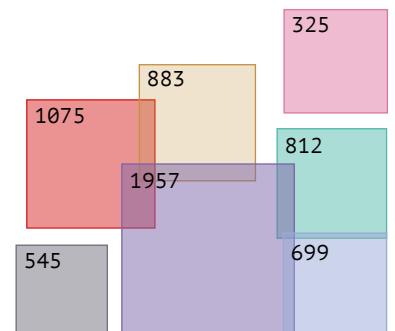
Great Britain



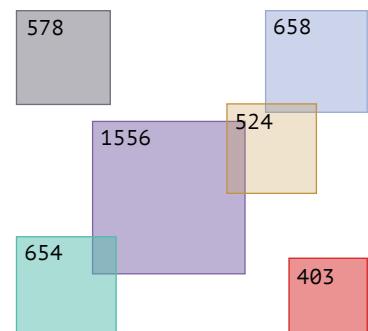
India



Canada

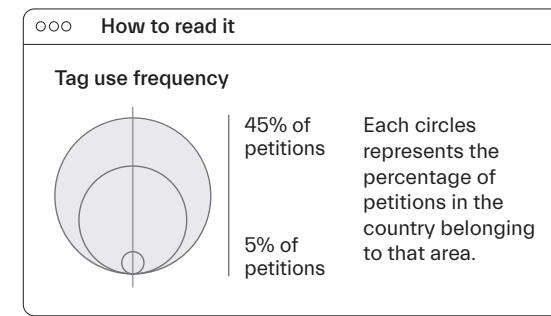


Italy

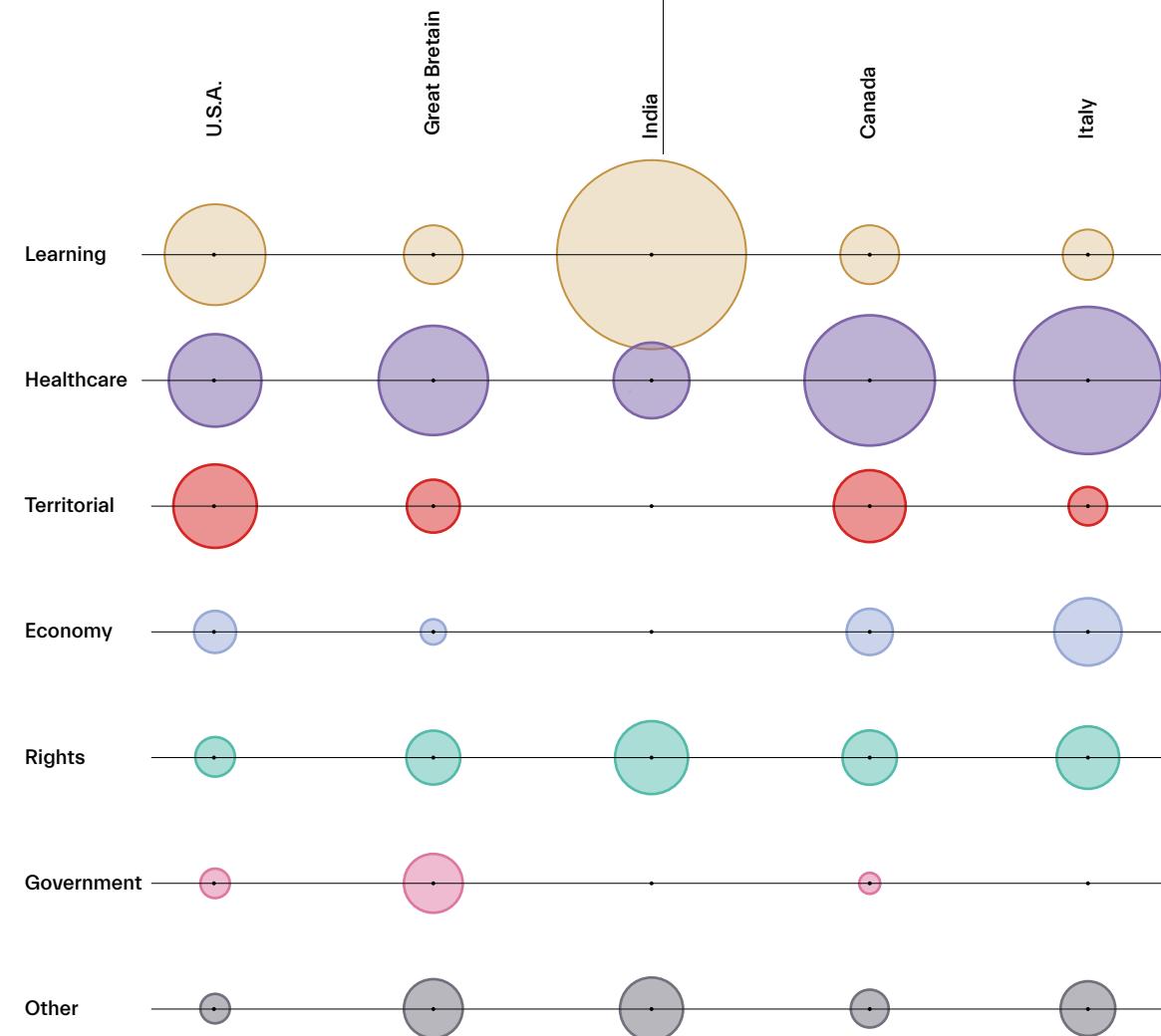


Trending Topics- Finding /01

Comparing the usage of tags in different countries, we find that health, education, local issues and human rights are the most relevant topics in each of the countries analysed.



India is the only country where learning area (45%) prevails over healthcare (18%).

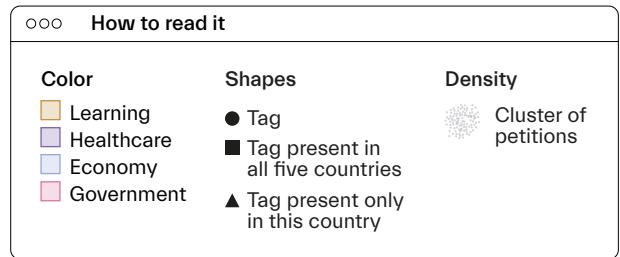
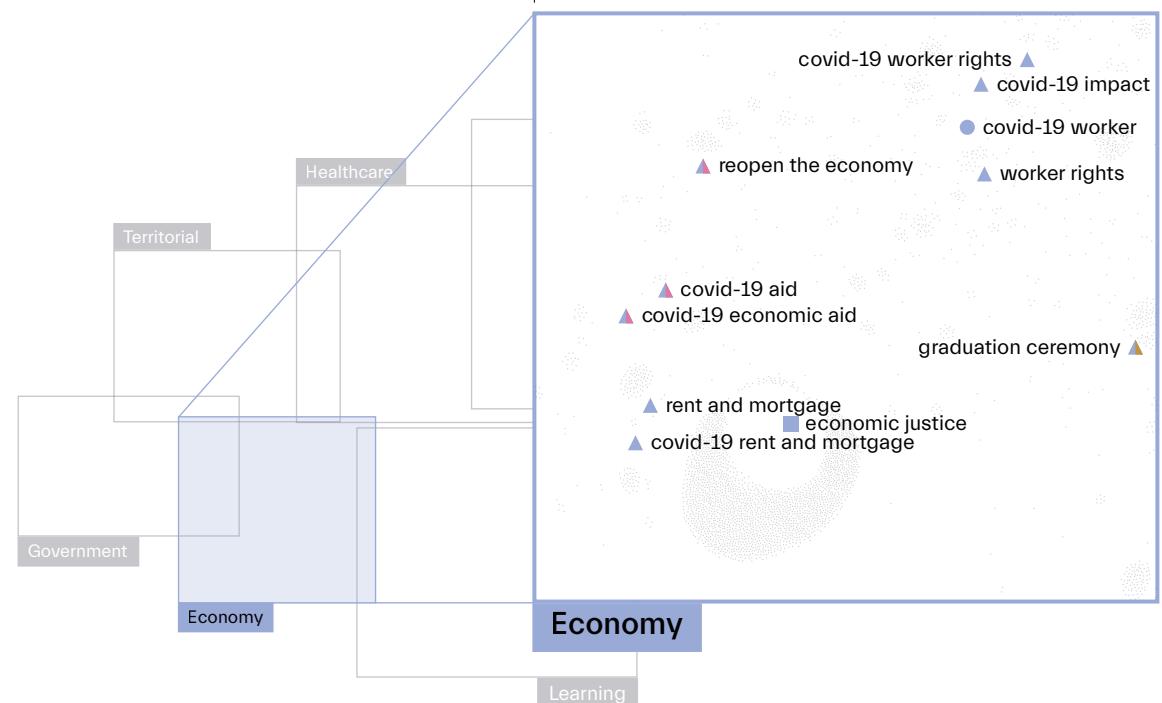


Investing in our future – Finding /02

Economic justice is a prominent topic in Canada, Italy and the U.S.A. Its usage differs in each of these countries: Canada associates it to Healthcare workers, the U.S.A. with rent payments and Italy with culture and free time.

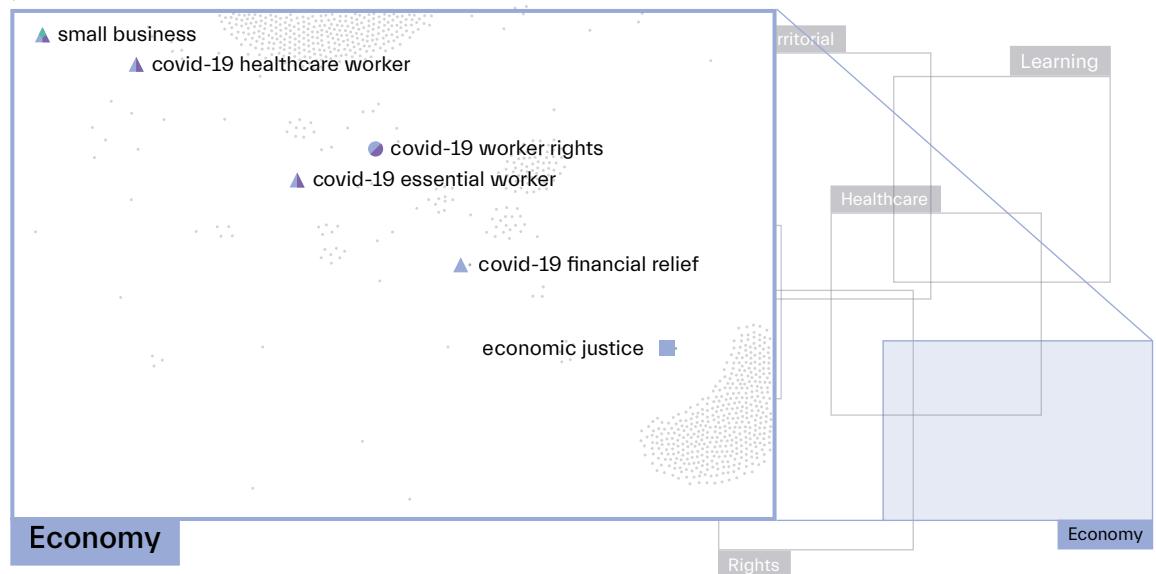
United States

Tags inside the “economy” thematic area are related to rent and mortgage.



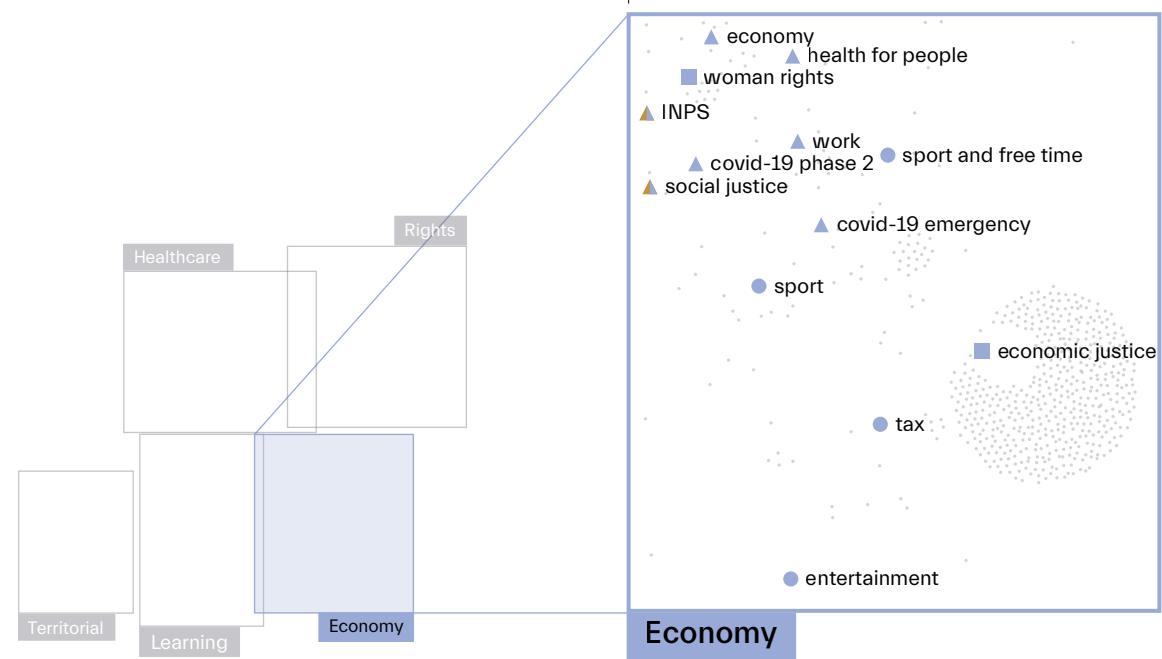
Canada

Tags inside the “economy” thematic area are related to work and workers’ issues.



Italy

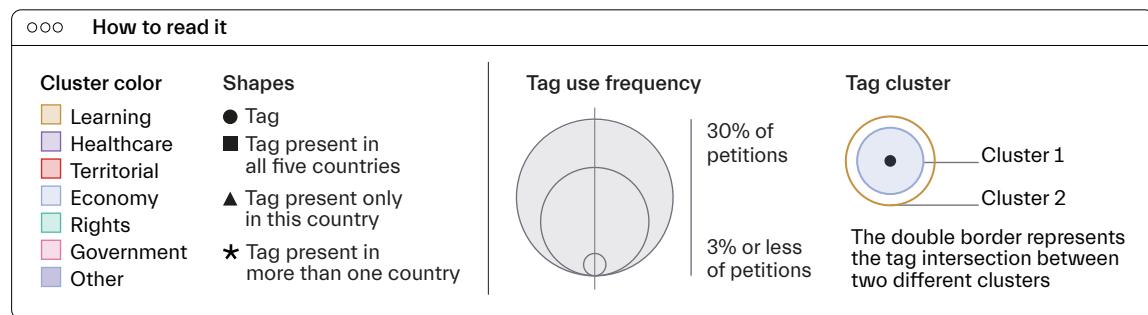
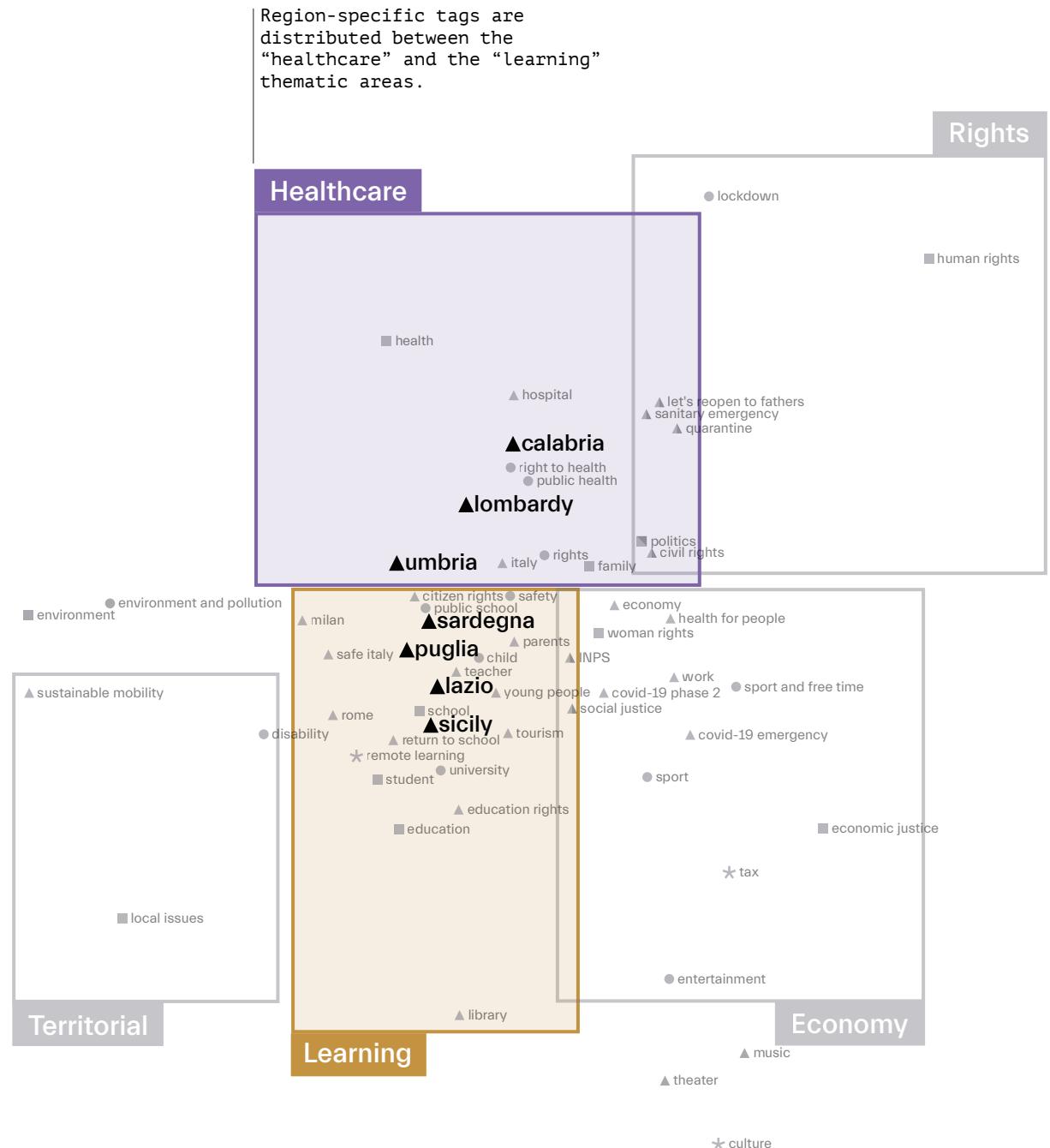
Tags inside the “economy” thematic area are related to social rights, entertainment and free time.



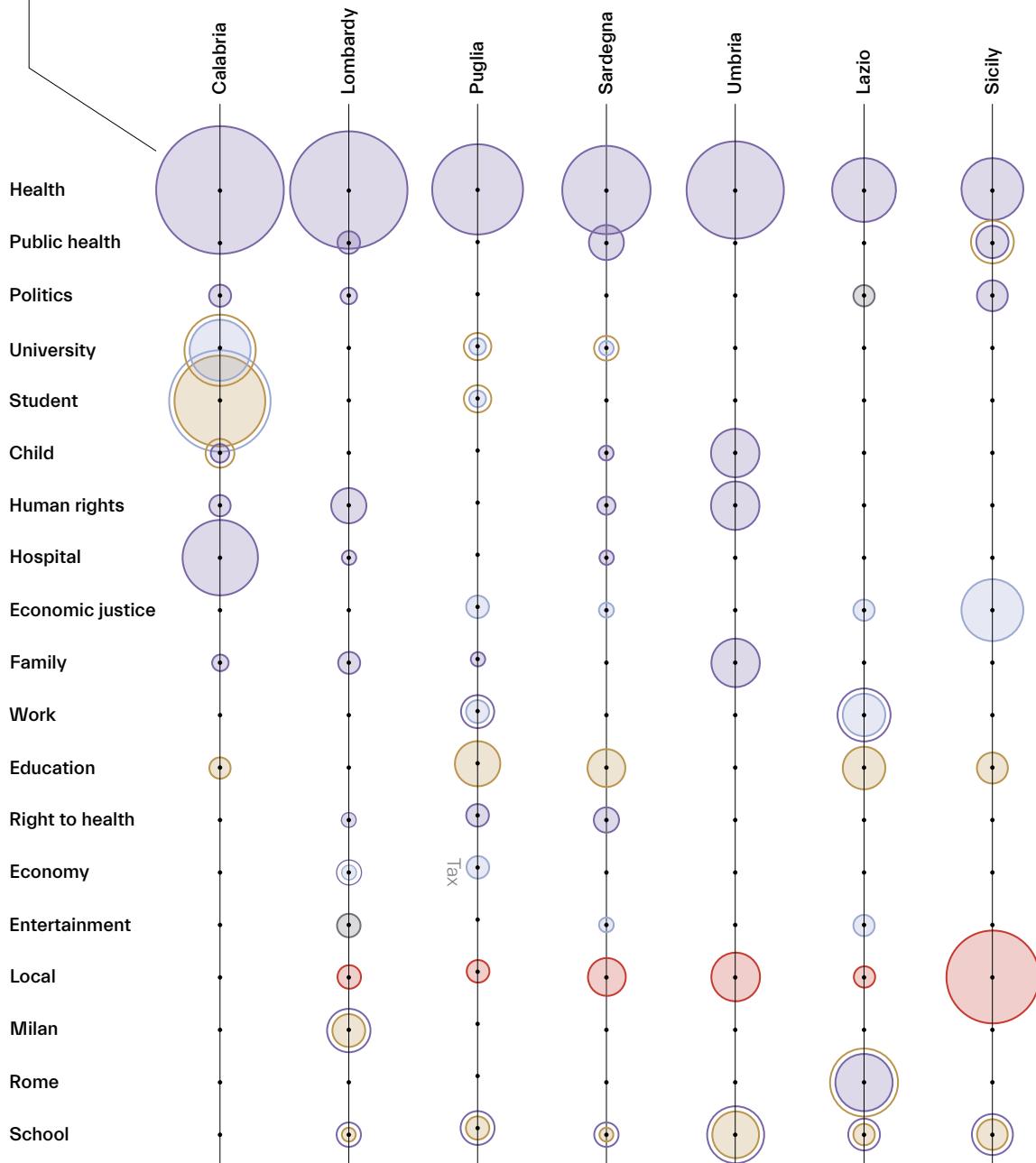
Tending to our land – Finding /03

Italy is the country with the highest number of region-specific tags. Most of them form a cluster close to the education area, while others are closer to the health area. An analysis of the tags used together with the region's tag allows us to measure the interest in different topics for each region.

Italy

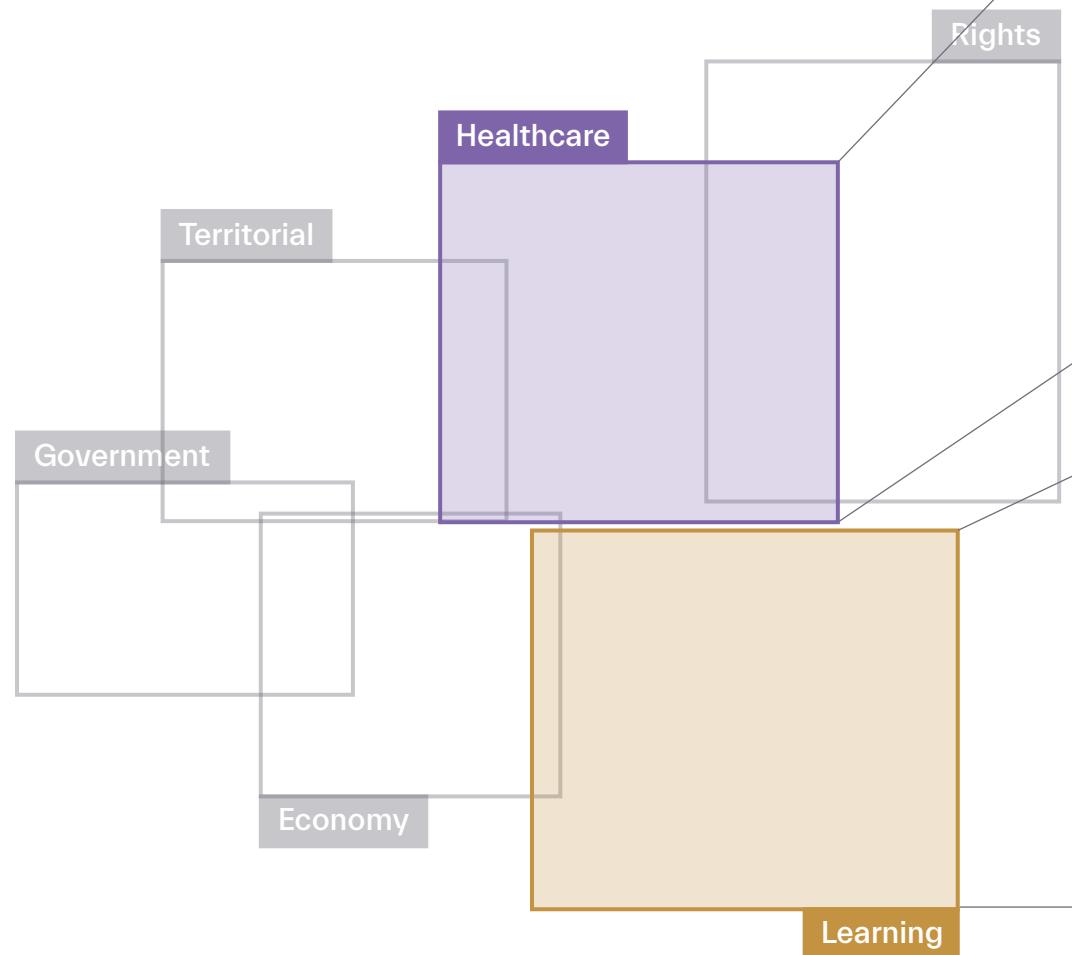
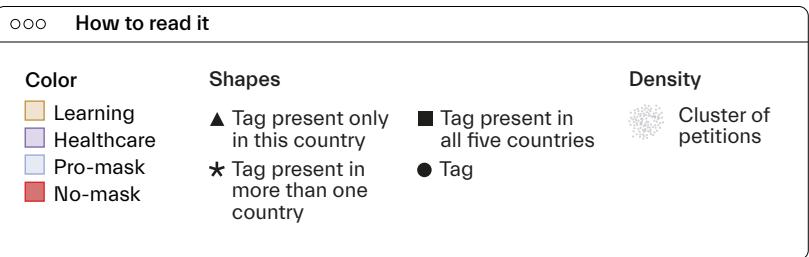


Colors indicates the cluster to which the tags belong.

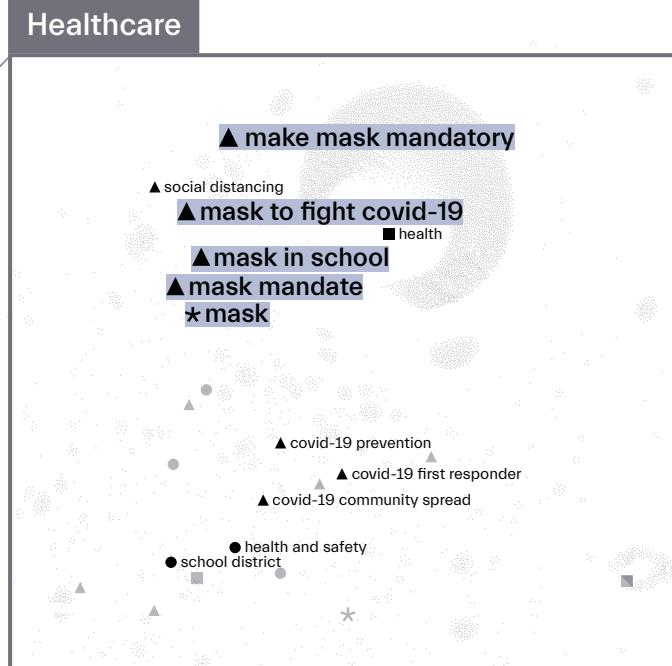


The bone of contention – Finding /04

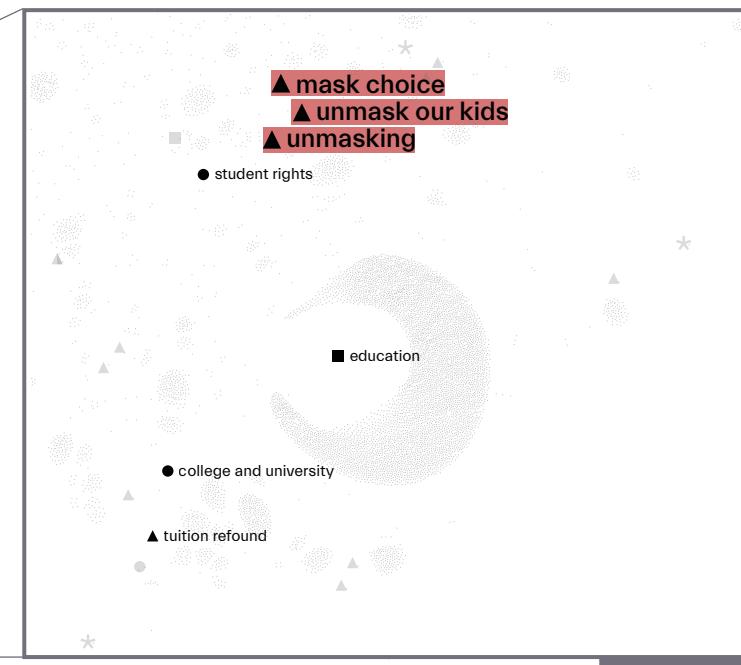
The U.S.A. is the only country to present tags about mask mandates, both in favour and against. Those in favour tend to mention health and prevention, while those against strongly associate their petitions with education.



Petitions with at least one of the blue tags will be considered as Pro-Mask in following phases of the research.



Petitions with at least one of the red tags will be considered as No-Mask in following phases of the research.



Protocol

Data collection

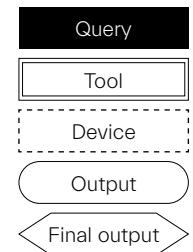
Trending topics in the 5 countries
with the most results for keyword "covid"

change.org

Searching for all 18 languages on change.org

Australia	EN-au	France	FR-fr
Canada	EN-ca	Turkey	TR-tr
Germany	DE-de	Russia	RU-ru
Great Britain	EN-gb	Latin America	ES-419
America	EN-us	Indonesia	ID-id
Spain	Es-es	Japan	JA-jp
Italy	IT-it	India	EN-in
Argentina	ES-ar	Thailand	TH-th
Brasil	PT-br	Hindi	HI-in

Legend



Data analysis

Searching keyword "Covid"
through change.org API

Python

counting petitions to find the 5
countries with the most results
for keyword "covid"

country ranking by number of petitions

US IN GB CA IT

.csv file with 60k petitions

.csv file with the top 75 tags
for each country

tags were translated and
normalized
E.g. 'schools' and 'school'
were merged in one tag

slug title signature ... slug name count clean

Python

nodes and edges csv for
nomask and promask

Gephi

spatial visualization of tag
connection in a network

Illustrator

tag clustering by topic similarity

visualization

Data visualization



from Change.org

○○○ Question 02

Petitions and words

✗ tags

✗ comments



Question 01



Question 02



Question 03

Fake news

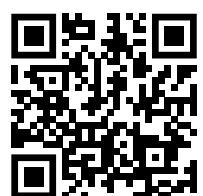


Question N°2

Which are the most common words used on Change.org by those who leave a comment after signing petitions about mandatory masks in the U.S.A.?

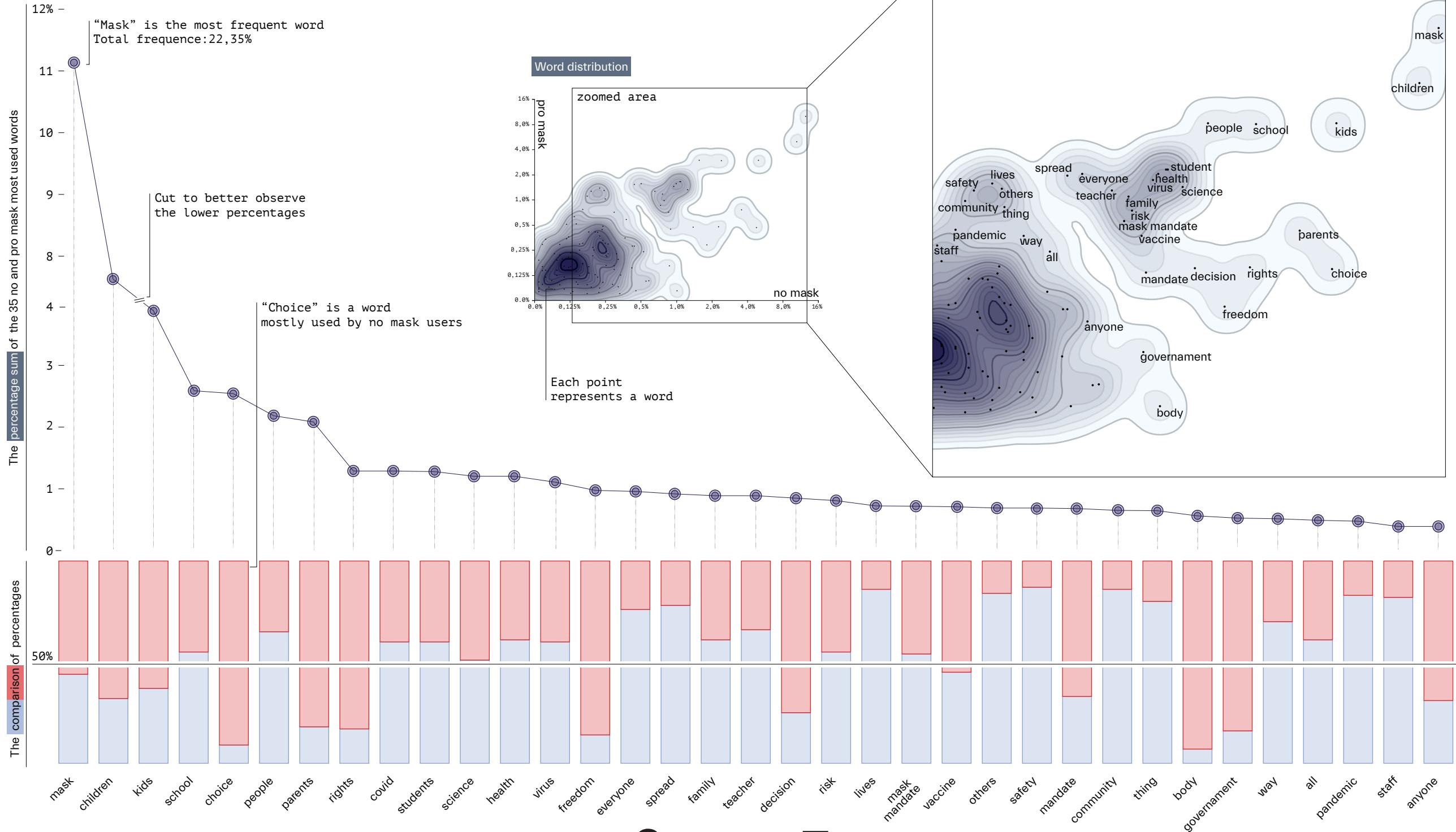
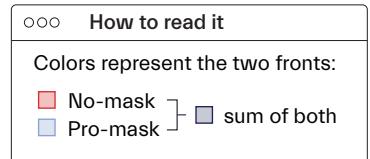
Change.org allows those who signed a petition to leave a comment to show their support or explain the reason they signed. Since the U.S.A. was the only country to show clusters of petitions both in favour and against the same topic - the mask mandate - we decided to explore the points raised by both sides and the words used to do so.

From now on, we will consider No-Mask petitions all those who use the tags “mask choice”, “unmasking” and “unmask our kids”. Pro-Mask petitions will be those tagged with “make mask mandatory”, “mask to fight covid-19”, “mask in school” and “mask mandate”.



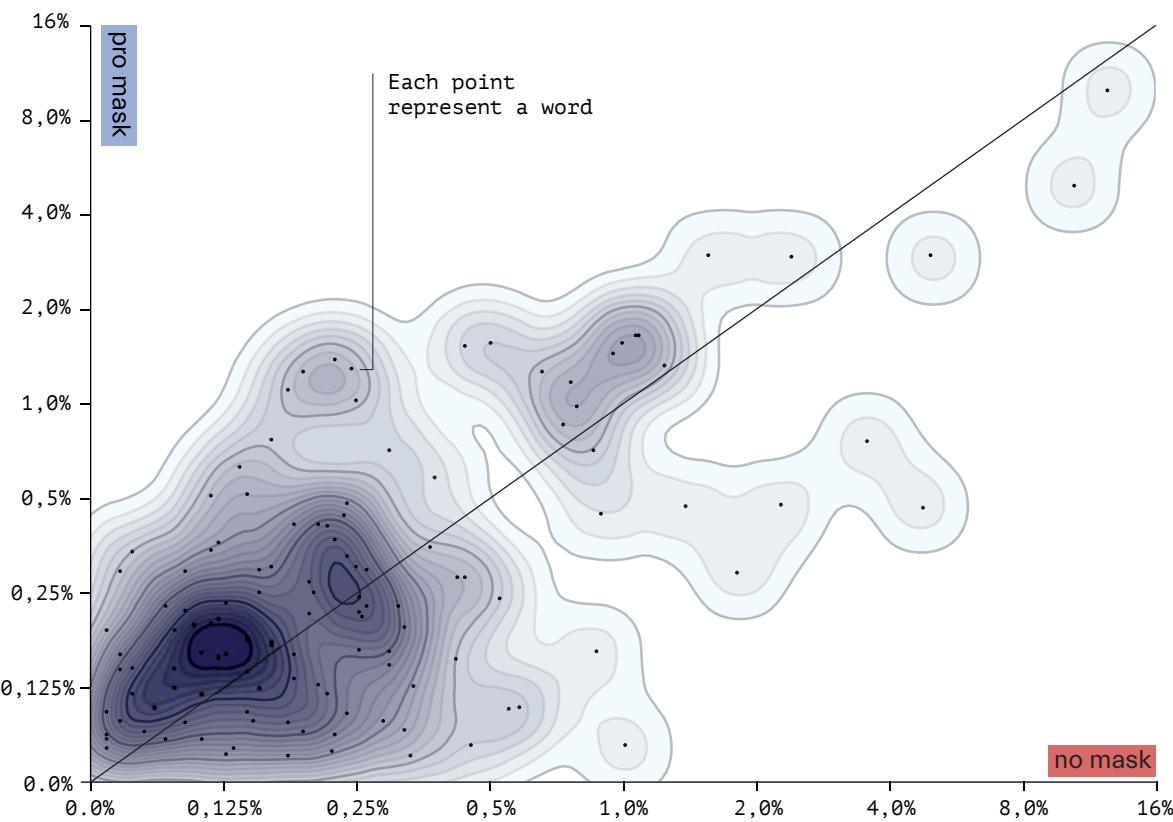
Two worlds in words

The text corpus used for this analysis is composed of all the comments from the 100 most signed petitions in the pro-mask cluster and 100 most signed petitions in the no-mask cluster.



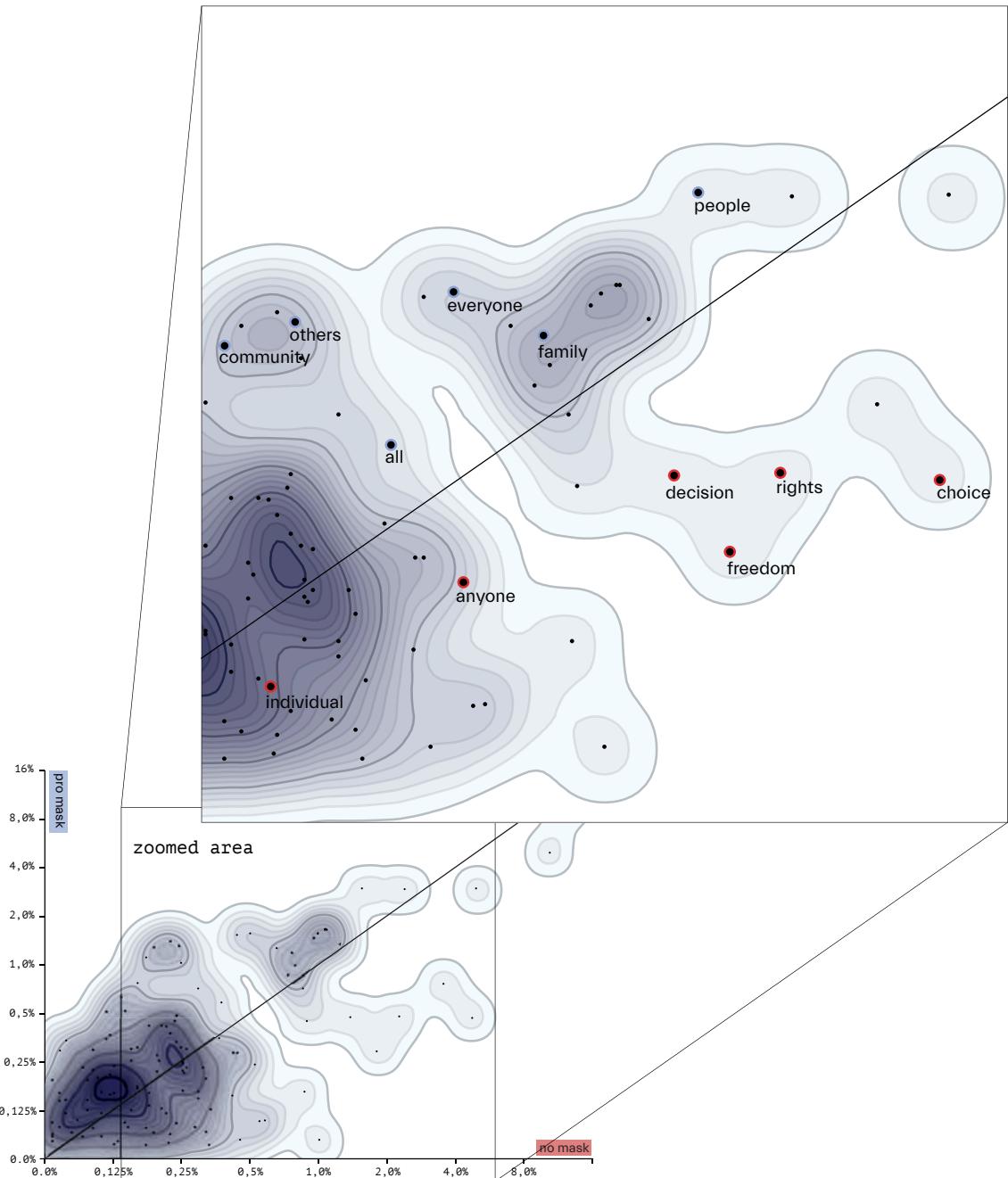
Say that again? – Finding /01

Word usage in the two groups is not symmetric, showing a higher variety of words in the pro-mask area. This suggests they use a wider vocabulary in their comments when compared with their counterpart.



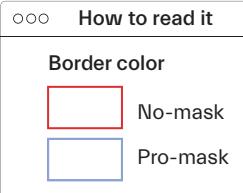
Two worlds in words – Finding /02

The diagonal line divides words more frequently used by pro-masks from those used by no-masks. Those in favour cite community, responsibility and science, while those against use words like family, rights and choice.



When there's kids involved - Finding /03

Both those in favour and against oftentimes cite children, which is the second most used word for both groups - the first being "mask". Pro-mask comments mostly show a general interest in preserving kids' health. No-Mask comments often mention the inefficacy of masks and the low death-rates of covid, making comments a source of misinformation.



Patrick Holland
Masks are not an infringement on anyone's rights. We set speed limits & ban weapons in school to keep children & staff safe. While not 100% effective, masks do provide protection to reduce the impact & spread of covid.

Katherine Scheidt
I have two children under 12 in Wayne Schools. I want to protect them and our community.

As we have seen in the previous finding, "community" is often used by pro-mask

Gina Valerio
I just don't understand why some parents are so angry and against their children having to wear masks in school. It's for their own safety! As well as their families, friends and everyone around them!
Don't want them wearing masks, then homeschool them!

Caitlin Ellis
I am signing this petition because I'm concerned about the health and well-being of the children who attend Haywood County, NC public schools and the faculty and staff who work there. What could be more horrible than the illness or death of a child from a preventable disease?

Juliet Abram-Wen
There is no vaccine for children under 12 and masks slow the spread. This protects children, parents, grandparents-teachers & staff- and the community we interact with. Follow the science.

Bonnie Hughes
For my Grandchildren and the future promise each one holds. Let's not let a virus take away that promise when the simple act of wearing a mask can protect them.

Words such as "oxygen" and other health problems are used by no-mask users to support their position against masks in school

Nyda Faith
47 studies prove masks have zero efficacy and I believe it's wrong to mask up when children have less than .005 % chance of even getting covid. I believe parents and families should make their own decision, vs be forced by the government or school board to embrace something vs their beliefs and values.

Anna Daigle
I am signing because our children deserve to be free of these masks. They have been the victims in all of this. Masking our children is child abuse.

Kristie Leech
Wearing a mask for the entire school day is too dangerous for our children. They need oxygen for their developing brains.

John Wolf
Masks are proven to be a bacterial nightmare and also slow the development in speech and facial recognition which is essential for young children.

Joseph Pennington
We are letting our children be abused with masks for political gains. If the Diocese doesn't reverse quick, we all need to speak with our pocketbooks and pull our children from this Diocese.
The church only understands money, these days.

Prospector P
NO MANDATES-Individual Rights are the Greatest Asset of Our Freedoms. That Individual Mandate Includes Our Rights as Parents to decide for Our Children. Not the Government, Not the Diocese, NO ONE Supersedes Individual and Parental Rights! Vaccines only protect the Vaccinated. Nothing More. Freedoms Lost are Never Recovered!

Linda Madden
I do not feel masks are healthy for the children. Science does not show this!

Stop mask mandates at Catholic Diocese of Dallas Schools

Nyda Faith
47 studies prove masks have zero efficacy and I believe it's wrong to mask up when children have less than .005 % chance of even getting covid. I believe parents and families should make their own decision, vs be forced by the government or school board to embrace something vs their beliefs and values.

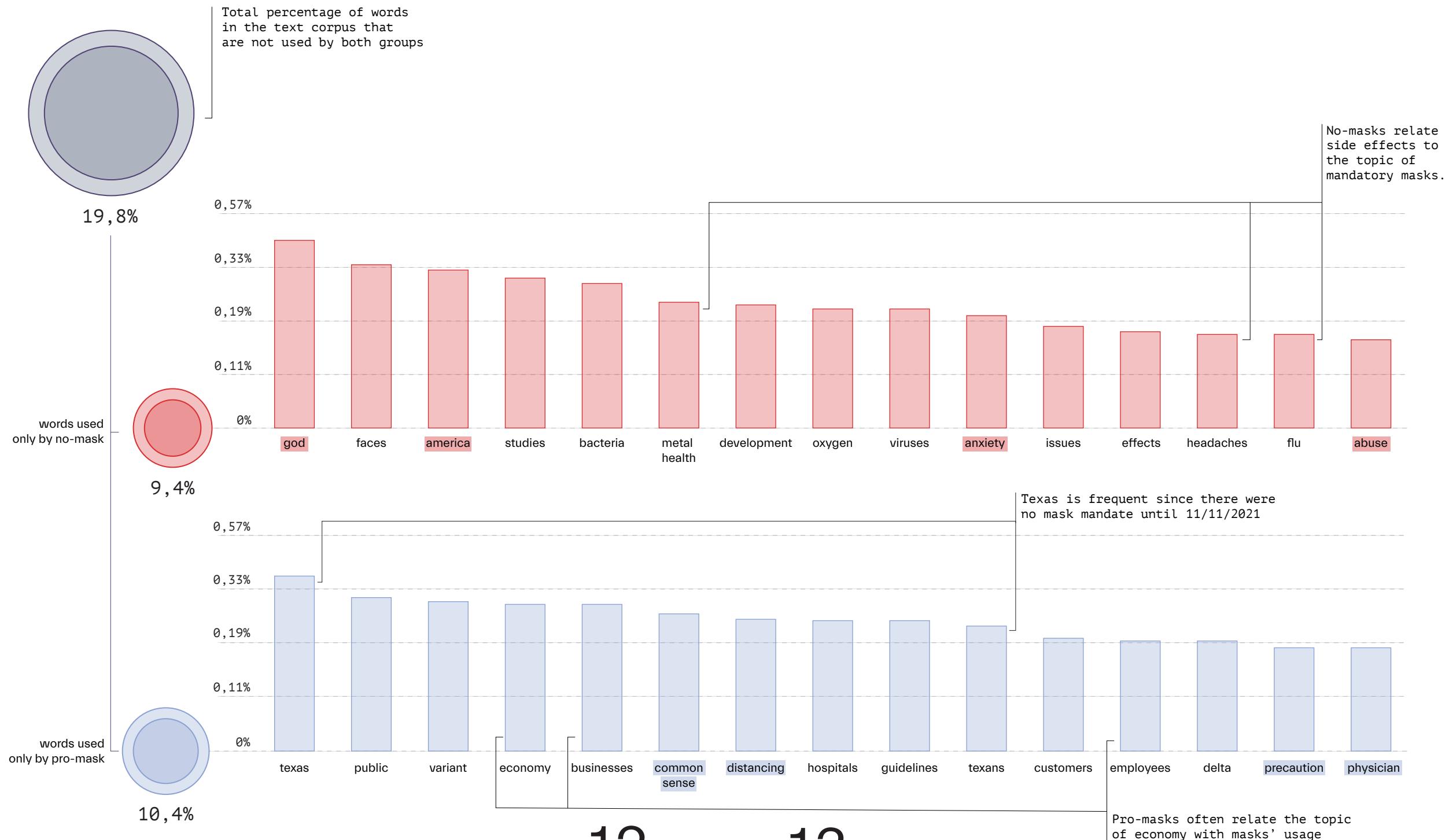
Anna Daigle
I am signing because our children deserve to be free of these masks. They have been the victims in all of this. Masking our children is child abuse.

I don't speak your language - Finding /04

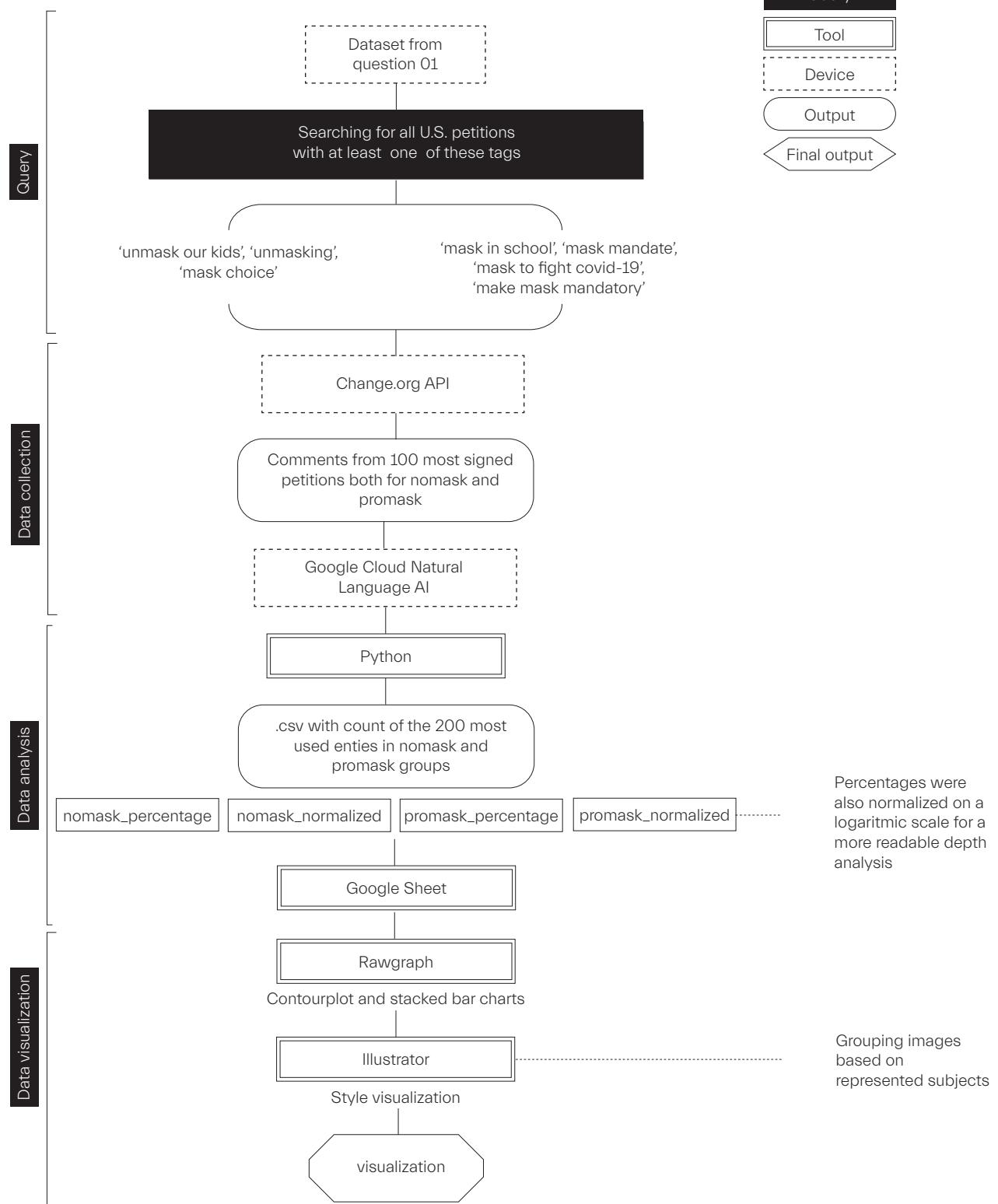
Analysing words only used by one of the two sides we find that

Pro-Masks mention "common sense", "distancing", "physicians" and "precaution", while No-Masks often appeal to a different semantic field, using word such as "God", "America", "anxiety" and "abuse".

ooo	How to read it
word	word taken in consideration in the creation of the insight
Colors represent the two fronts:	
■	No-mask
■	Pro-mask



Protocol





from Change.org

ooo Question 03

Petitions and photos

x tags

x images

x image subject



Question 01



Question 02



Question 03

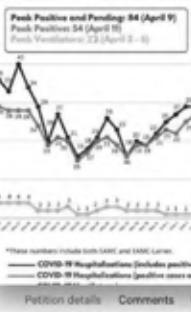




द्वाव के लिए विश्व का सबसे बड़ा मंच

46,96,43,657 आवाज उठाते लोग। रोज नई कामयाबियां।

अपनी पेटीरल शुरू करें



चीन में फंसे भारतीय न

1.6 लाख से ज्यादा लोगों ने
के लिए आवाज उड़ाई। सरकार
नामिक दैश वालस आ सके।

Kenston L

**FOLLOW
THE SCIENCE:
UNMASK
THE KIDS**

Donald J. Trump (@realDonaldTrump - 31 mar)

So last year 37,000 Americans died from the common seasonal flu. This year it's been between 27,000 and 70,000 per year. Nothing is shut down. The economy go on. At this moment there are 546 confirmed cases of CoronaVirus, with 22 deaths. Think about that!

74,389 likes 76,118 retweets 267,555 replies

Roberto Burioni (@RobertoBurioni) 31 mar

President, while all the Americans have been unmasked, we have a unity against the seasonal flu, there is no reason to mask children. Let's protect this new coronavirus. The virus is here to stay.

Shivraj G 4077

Chiavi (Change.org): grandissimo

Allow football fans to attend matches at all levels

This petition is closed. All petitions run for 6 months.

200,571 signatures

Show on a map 100,000

Parliament debated this topic

This topic was debated on 9 November 2020.

Allow football fans to attend matches at all levels

Football is a powerful tool of social cohesion which allows a range of benefits such as physical activity, employment, and other important aspects of life. Football can be associated with passion, emotion, excitement and dedication across the community. With fans attending football games a range of economic benefits are there too.

More details

This petition is closed. All petitions run for 6 months.

200,571 signatures

Show on a map 100,000

Parliament debated this topic

This topic was debated on 9 November 2020.

Monica ramponi (@RamponiMonica - 11 nov)

Firmate. Io lo ho fatto oraCreare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto - Firma la petizione via @Changeliaitalia

At 2,500 signatures, this petition is more likely to get picked up by local news!

Dmitry Neyda signed this petition

Viktoriya Shnayder signed this petition

First name _____

Last name _____

Email _____

обеззараживатели воздуха в общественном транспорте!



1,728 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

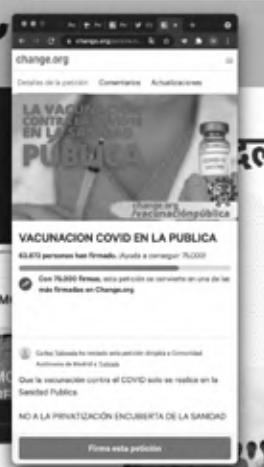
Dmitry Neyda signed this petition

Viktoriya Shnayder signed this petition

First name _____

Last name _____

Email _____



L TO BE NERVOUS FIRST DAY OF SCHOOL.

Allow football fans to attend matches at all levels

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Monica ramponi (@RamponiMonica - 11 nov)

Firmate. Io lo ho fatto oraCreare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto - Firma la petizione via @Changeliaitalia

At 2,500 signatures, this petition is more likely to get picked up by local news!

Dmitry Neyda signed this petition

Viktoriya Shnayder signed this petition

First name _____

Last name _____

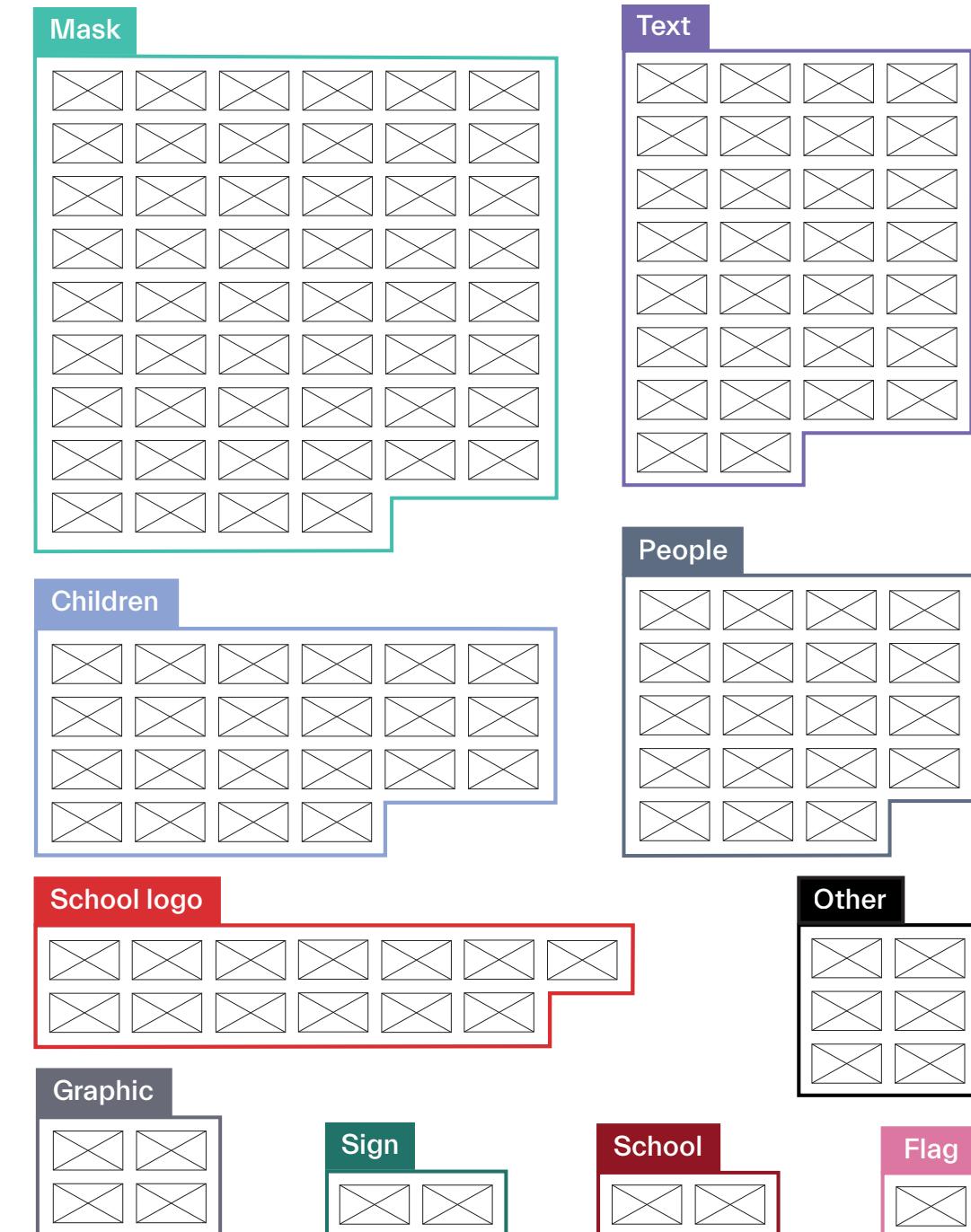
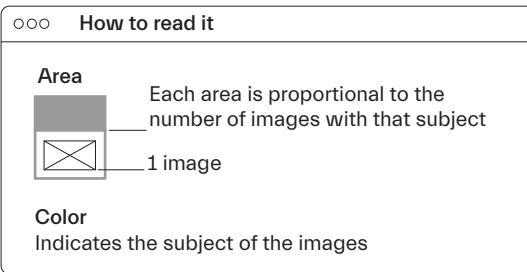
Email _____

Question N°3

Which are the most common subjects and graphic treatments of the images used in American petitions against mandatory masks on Change.org?

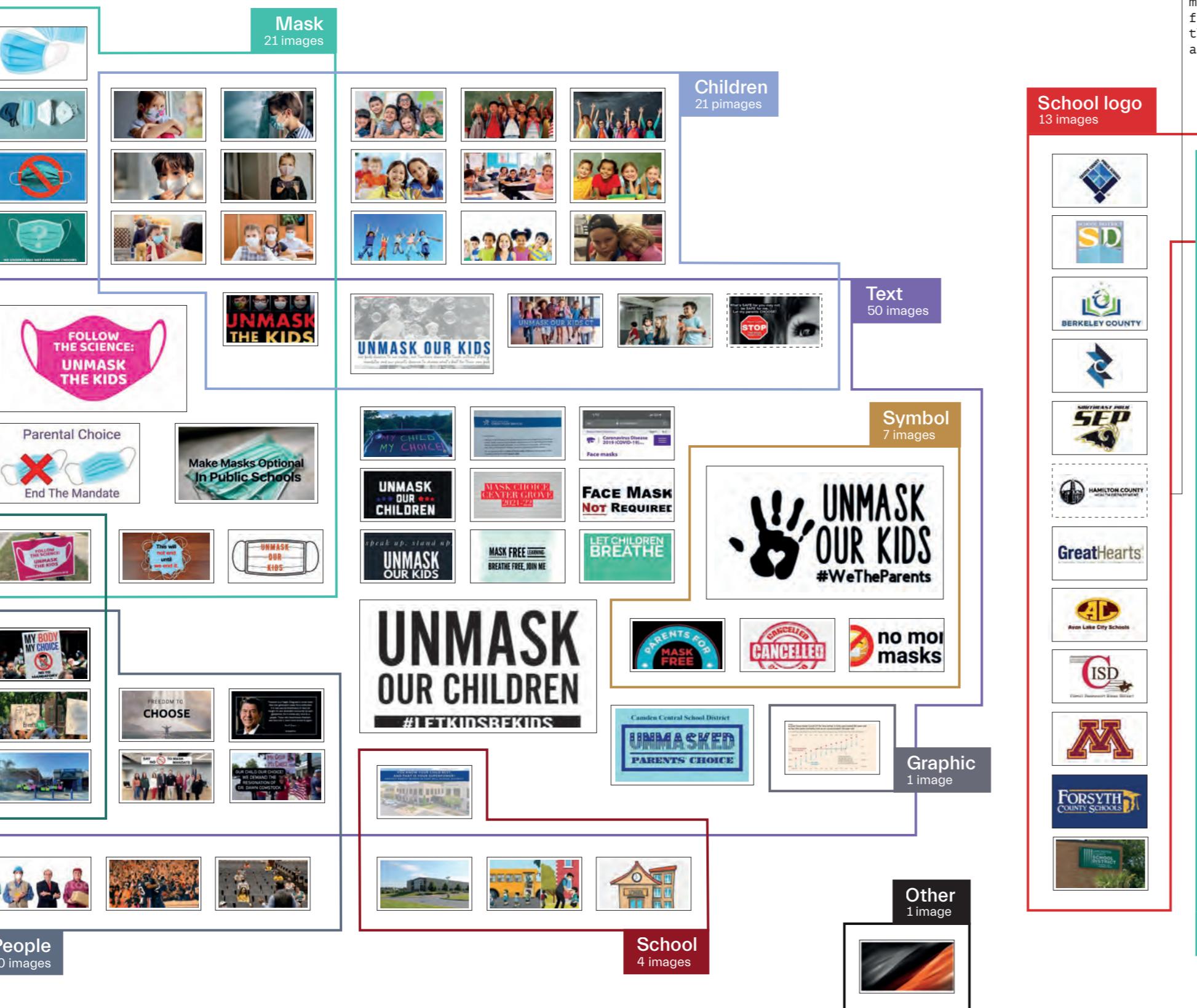
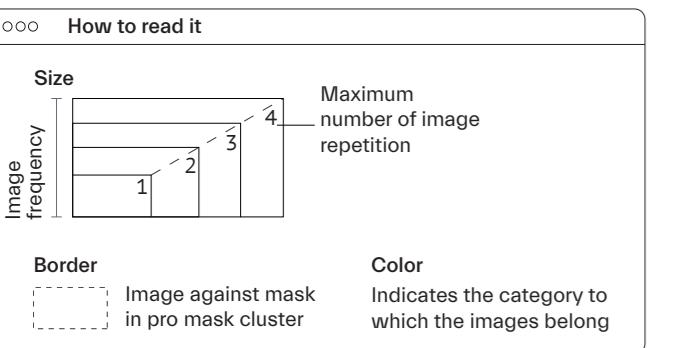
When posting a petition on Change.org users can attach a cover image to it, the last step of our research explored which were the content of these pictures. Text, Children and School Logos were found to be recurring subjects in these pictures. For this reason, they were chosen as the focus of this last research phase.

Pro-mask



No-mask

Cover images from the 100 most signed petitions with pro-mask tags, grouped by main subject. Intersections indicate that more than one subject is present in the same picture.



Some of the images in the pro-mask group display no-mask messages. These are from petitions opposing the mask mandate but are tagged as pro-mask.

Pro-mask

Cover images from the 100 most signed petitions with pro-mask tags, grouped by main subject.



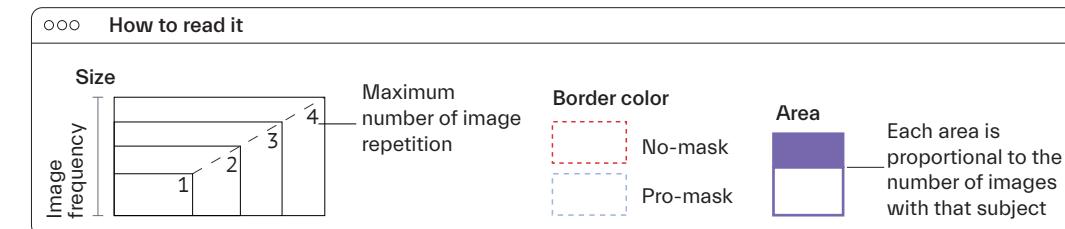


No-mask

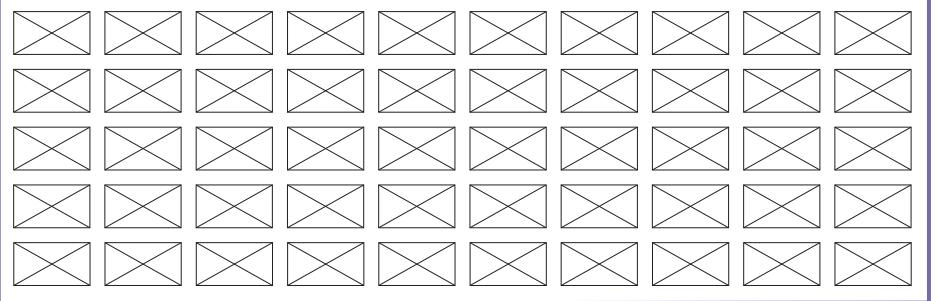
Areas represent the amount of images with a certain subject.
The complete set of images is displayed in the pages inside.

A call to Arms - Finding /01

Most no-mask images only display text, in the majority of cases commanding the reader to take action, e.g. "Unmask our kids". Pro-mask use fewer text-centric images and use a friendlier tone, appealing to safety and community.



Text



The following messages have been identified among the images with text:

Mask free

9 images

7 No-mask / 2 Pro-mask

Freedom to choose

17 images

15 No-mask / 2 Pro-mask

Unmask the kids

23 images

21 No-mask / 2 Pro-mask

Mask on

4 images

- / 4 Pro-mask

Protection and safety

7 images

- / 7 Pro-mask

Mask at school

5 images

- / 5 Pro-mask

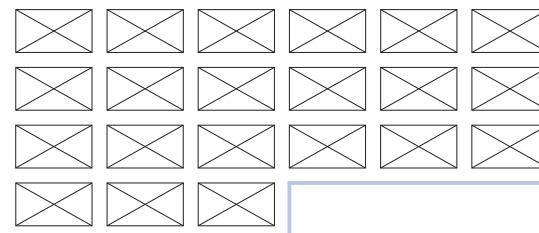
Various

15 images

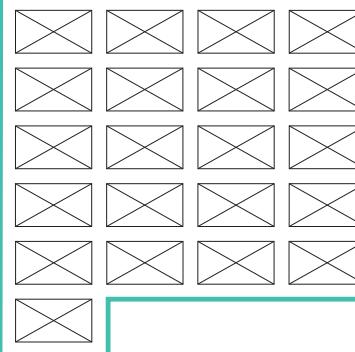
7 / 8 Pro-mask

Most of the images have no-mask text.
This quantity is not absolute but proportional to
the total number of images for no and pro-mask.

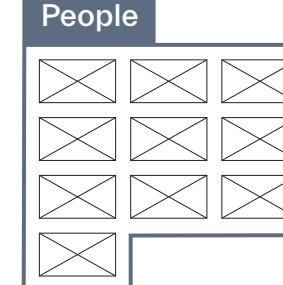
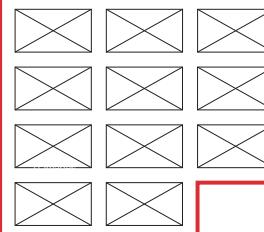
Children



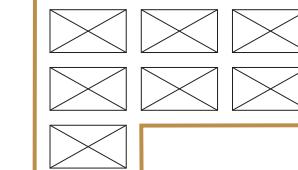
Mask



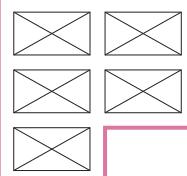
School logo



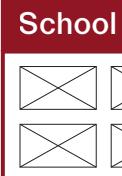
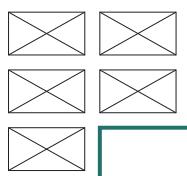
Symbol



Flag



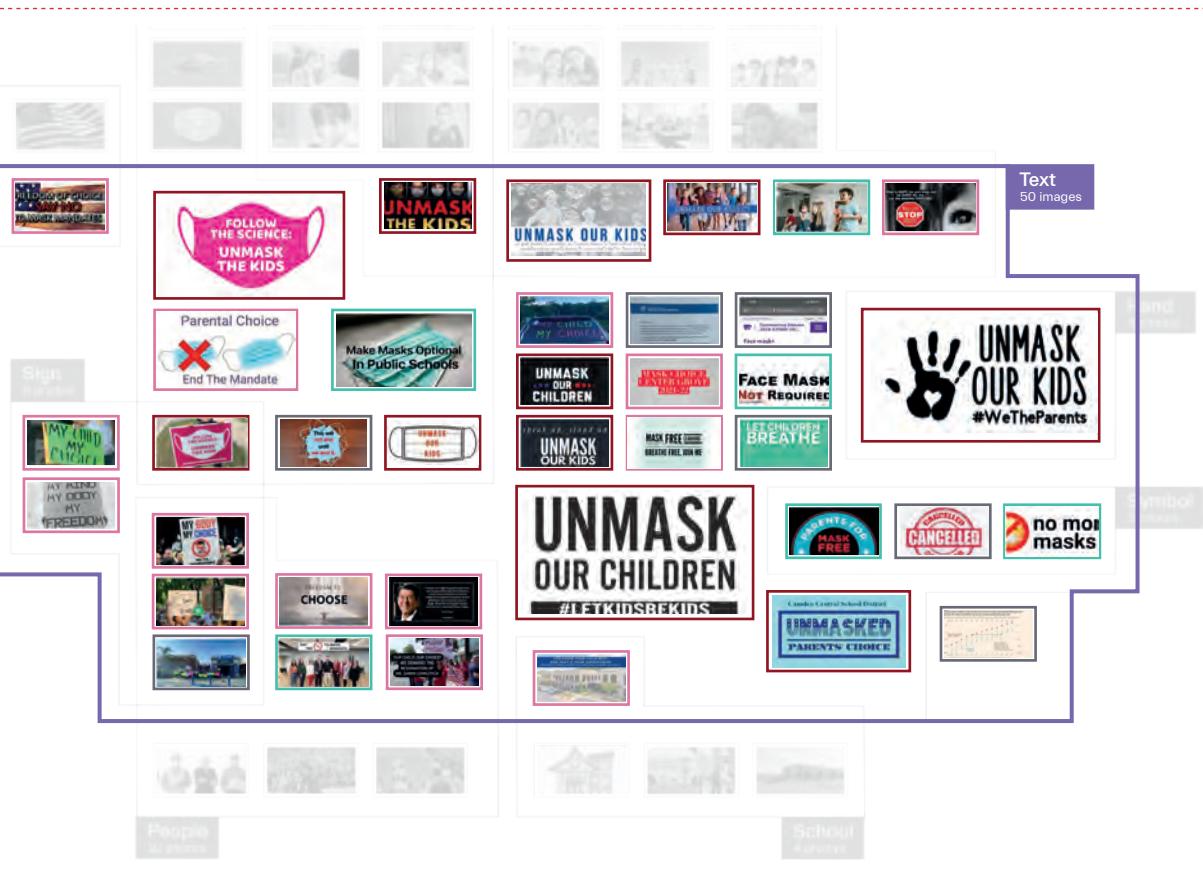
Sign



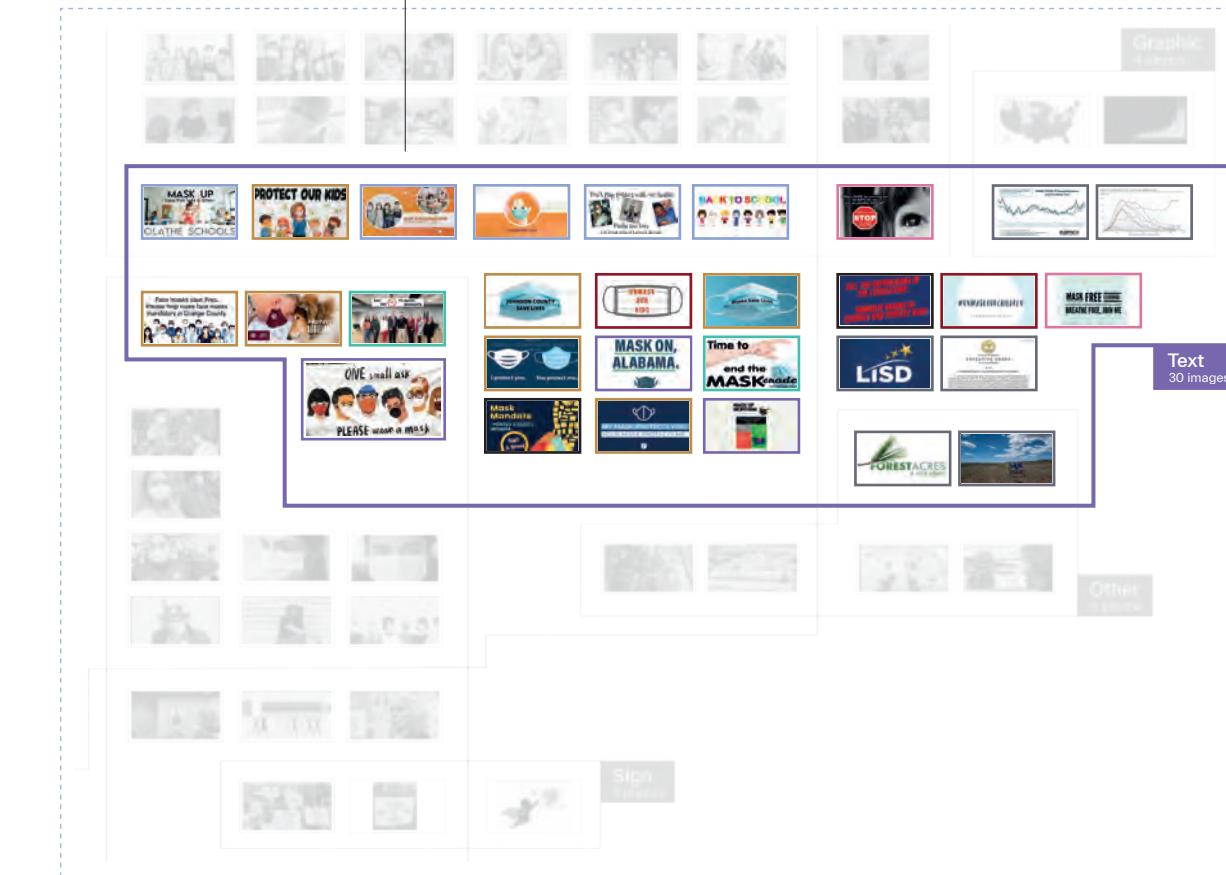
Graphic

Other

The categories shown are indicated in the visualization with the outline of the images:

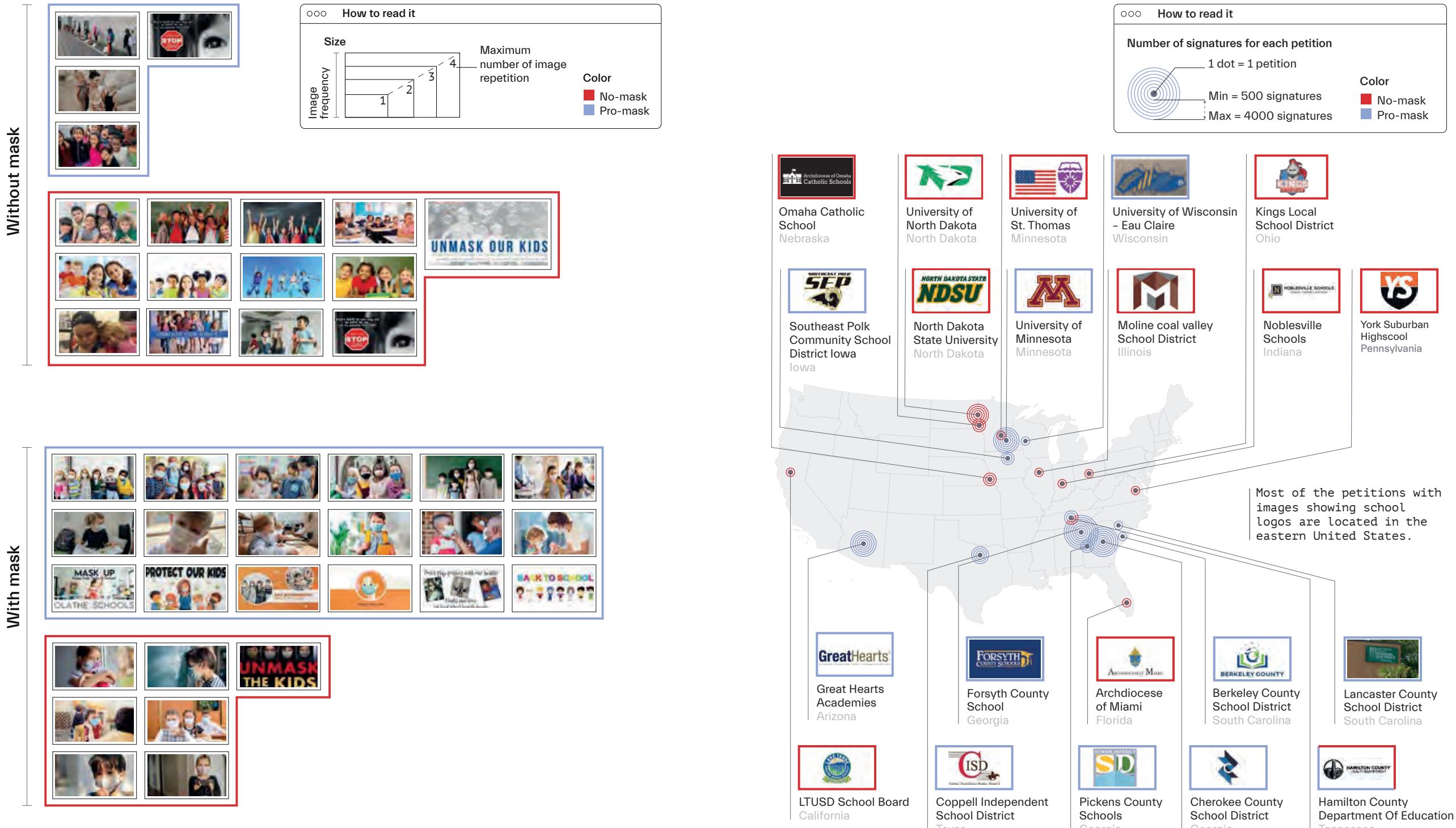


Among the images that present text, many have children and masks at school as their subject



A smile behind the mask - Finding /02

The most common subject in the images analysed is children. Those against mandatory masks depict kids as sad and lonely when wearing a mask while the opposite happens with those in favour of the mandate, showing kids having fun with their friends when wearing a mask.

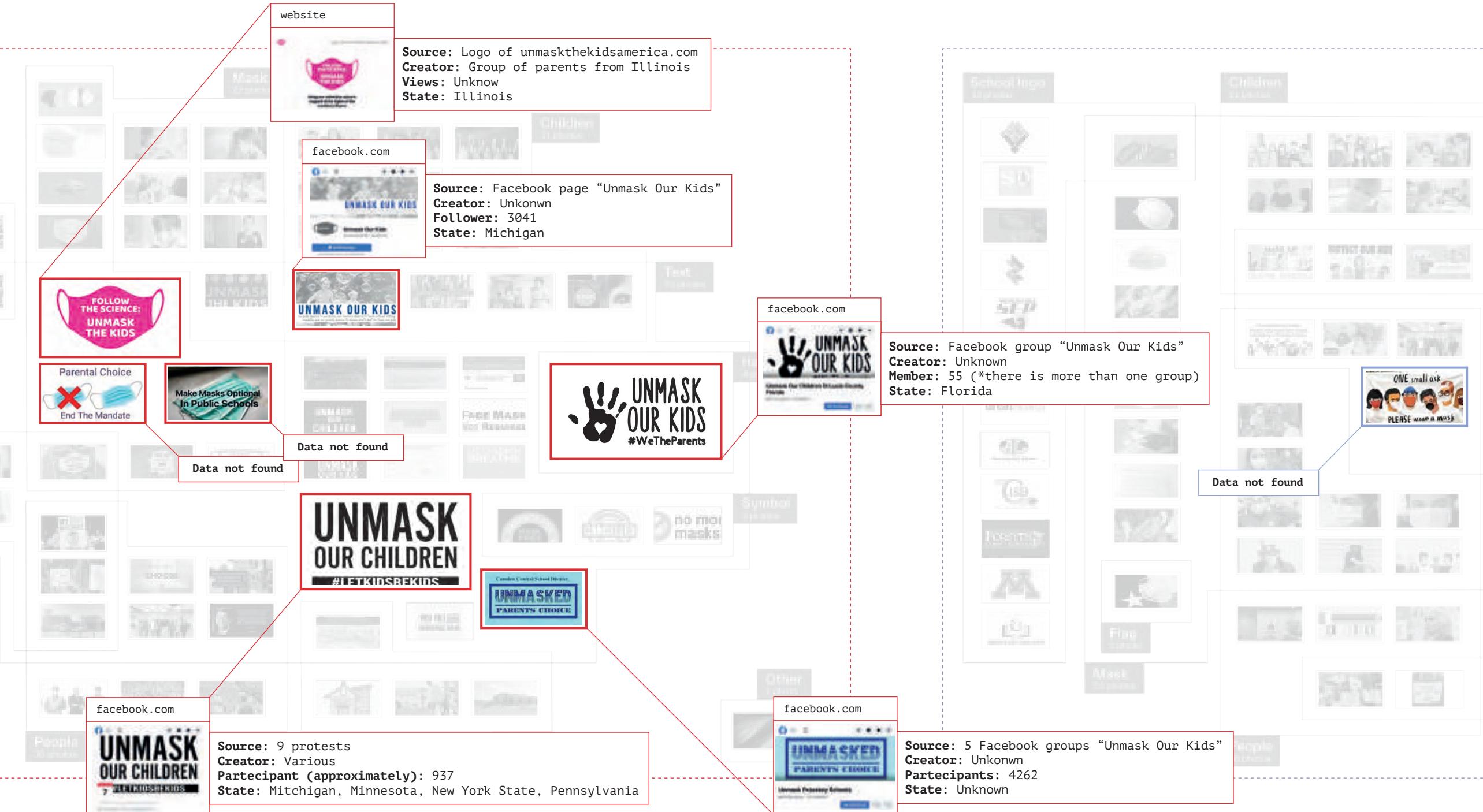


Back to school - Finding /03

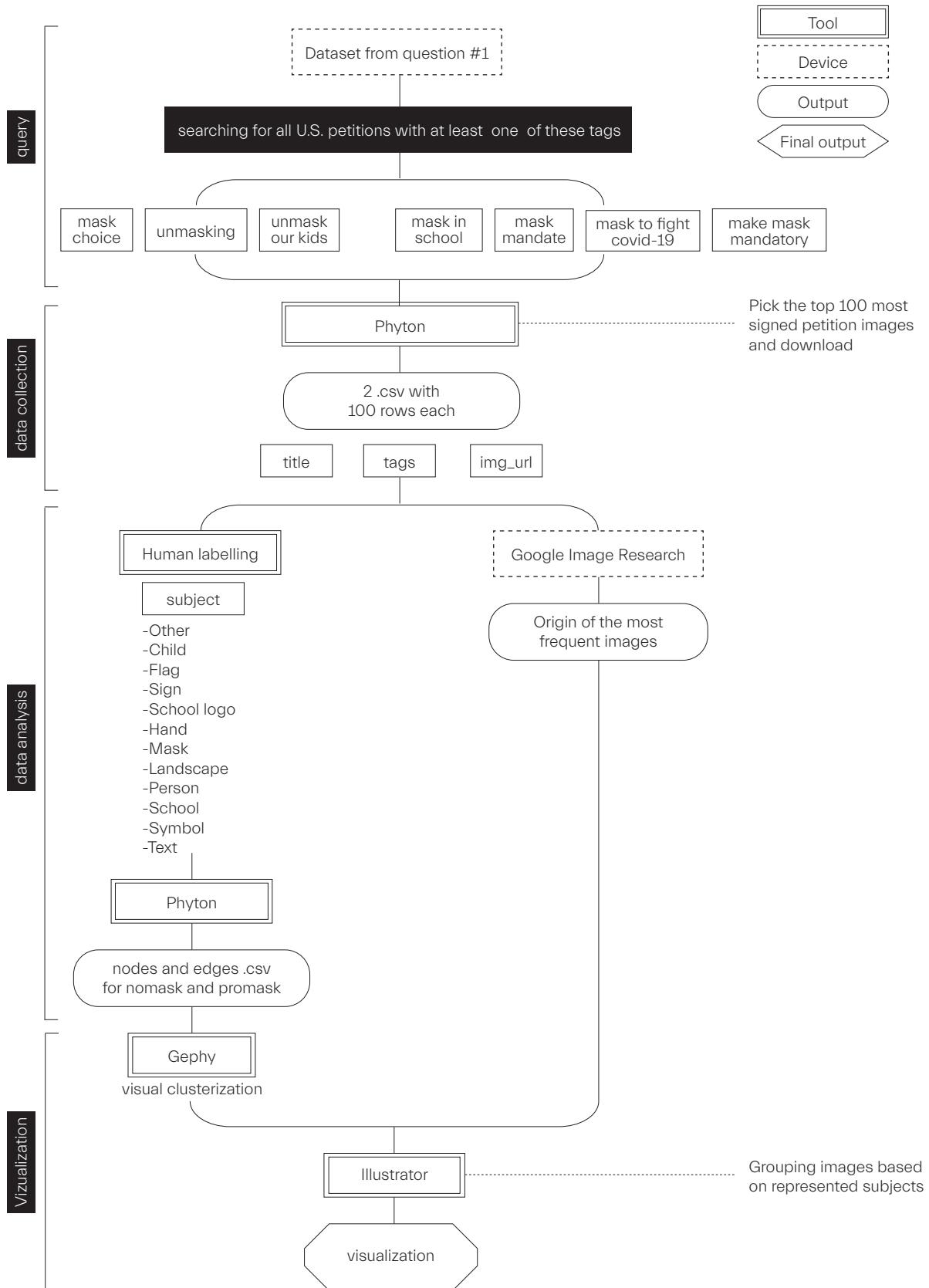
The majority of the logos used can be traced back to universities or educational institutions. This peculiarity highlights a tendency to target local decision-makers rather than country-wide institutions.

Do I know you from somewhere? – Finding /04

Some of the images appear in more than one petition. This mostly happens in petitions opposing the mask mandate, these images often are the cover picture of a Facebook group or page, or they are associated with an hashtag on Twitter.



Protocol





from Change.org

Sign here to fight the pandemic. An analysis of petition trends on the Change.org platform

AUTHORS

Alice Bocchio
Michele Bruno
Maria Celeste Casolino
Luca Draisici
Virginia Leccisotti
Barbara Roncalli
Sara Zanardi

FACULTY

Michele Mauri
Ángeles Briones
Gabriele Colombo
Simone Vantini
Salvatore Zingale

TEACHING ASSISTANTS

Elena Aversa
Andrea Benedetti
Tommaso Elli
Beatrice Gobbo
Anna Riboldi

D E N -
S I T Y
G N +



POLITECNICO
MILANO 1863
SCHOOL OF DESIGN

FINAL SYNTHESIS DESIGN
STUDIO Sect. C3
LM in Communication Design
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