

UNIT 11

## Évaluation



### Document A

- It's true that a "change.org" e-petition won't start a revolution, but protest marches do not achieve their aims every time, either. Yes, not all online activism is immediately productive – sharing images to raise awareness of cancer hardly seems necessary in a country where it affects 2.5 million people – but just as we don't lump Live Aid singles in with door-to-door donation drives, there is a diversity of activism to be found on the internet, and not all of it lacks substance or value.
- Take, for instance, the recent Anthony Nolan-backed Match4Laracampaign, which resulted in a rare stem cell tissue match for student Lara Casalotti, a feat only made possible by social media. Likewise, my own student activism saw online engagement converted into direct action when a last-minute protest amassed 200 participants thanks to a Facebook event that reached thousands of people within a day.
- Rather than lamenting the death of "real" activism, charities would benefit from understanding what participation really means: true social change will only be achieved by creating new, diverse activists, and by embracing the plethora of tactics that allow them to engage in the first place. Because if social change is achieved at the expense of those already disadvantaged,
- has it really achieved much at all?

Eve Livingston, , 2016

### Document B

- An enduring criticism of almost any organisation that campaigns for change is that it is not really having an impact. This is especially the case for environment campaigns that aim to engage and mobilise large numbers of people, as the No KXL pipeline campaign experienced in February.
- The accepted wisdom is that public engagement in community activism or politics is decreasing. [...]
- Digital media, such as social networks, campaign websites and email, are the twenty first century town square. [...]
- Across the developed world, there are activist organisations starting to capitalise on the desire for people to create a new civic space. These groups – Move On, 38 Degrees, Avaaz, Change.org and Get Up to name a few – sit at the centre of the 'clicktivist nexus'. They have the good will of hundreds of thousands of ordinary people who are willing to take small political actions: signing an online petition or liking something on Facebook.
- These small steps are important. Motivating people is not like a switch — either on or off — but a spectrum. People grow in passion and commitment, and causes build up over time. Lots of small actions contribute to massive change.
- Grassroots movements have a rich and potent history demonstrating that the big wins were only achieved through lots of people doing lots of little things over a long period of time.
- The labour movement throughout the world, the anti-war movements, women's rights and suffrage movements, anti-Apartheid and civil rights. Each of these have been 'social', built around face-to-face, personal contact.

Alexander White, , 2013