

Action Research Proposal

Name of social enterprise: Video Volunteers

Mission: to empower the world's poorest citizens to right the wrongs they witness by becoming players in the global media revolution.

Webpage: <http://www.videovolunteers.org> and <https://www.facebook.com/VideoVolunteers>

GSBI (2011) business plan presentation: <https://www.youtube.com/playlist?list=PL4D73509412F6FB2D>

Headquarters: Goa, India

Location(s) of research: India

The challenge: further document the social impact of this enterprise.

Action research products needed: an analytical report to document and measure a range of social impacts made by this social enterprise.

Student skills needed: interviewing skills; ethnographic field research; monitoring and evaluation tools; social impact analysis.

Special student skills required: Hindi fluency is highly desirable, but not required.

Keywords: advocacy; media studies; social impact evaluation; social change theories.