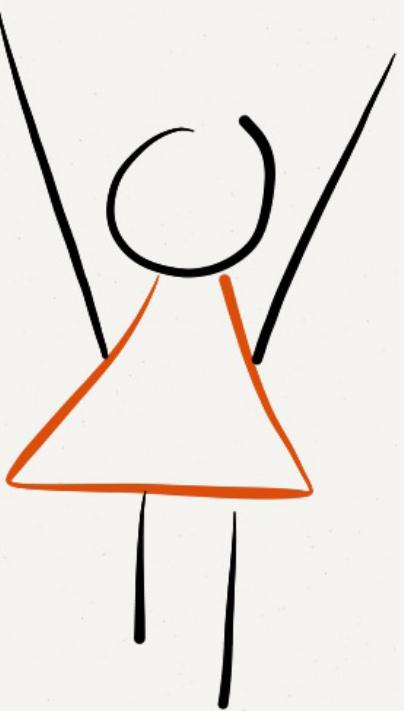


WORKBOOK:

Design for Activism



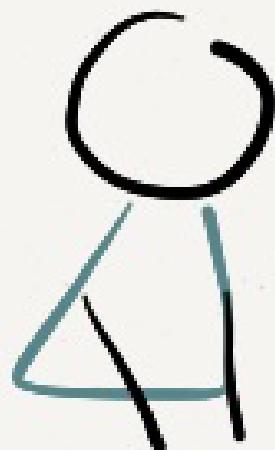
Ryan Mochal

Michael Hardy

Mengyao Zhao



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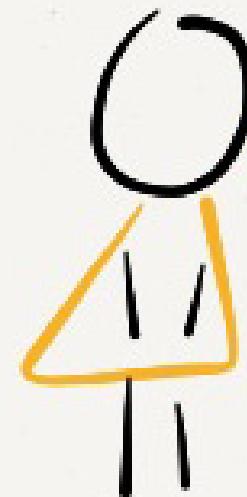


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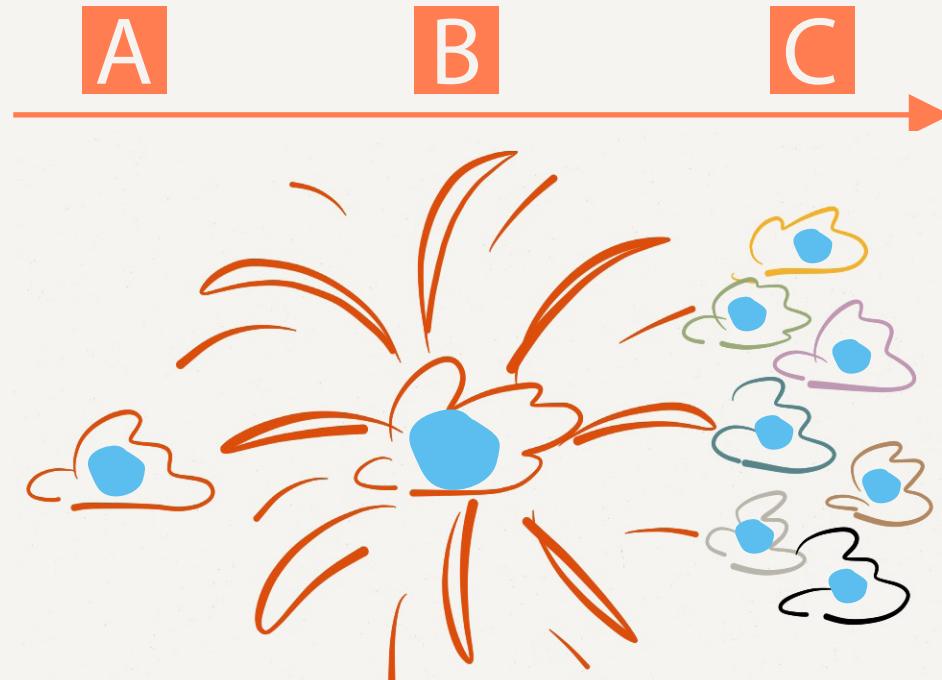
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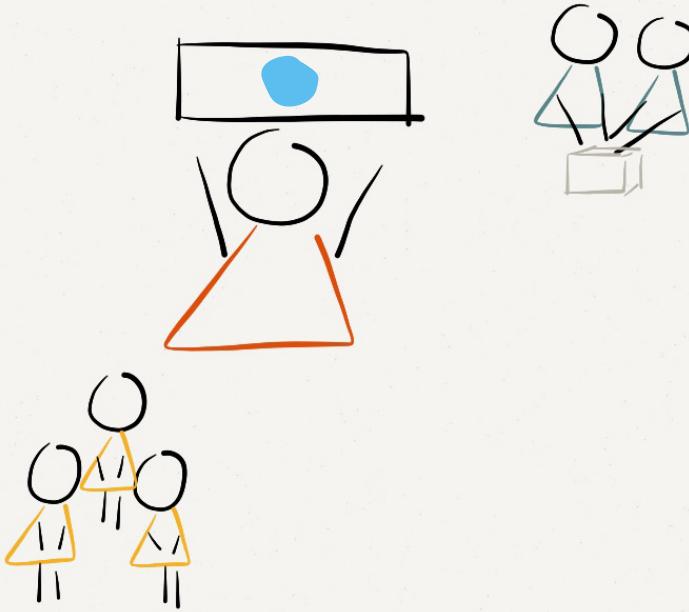


For this workbook, we chose to focus on the failures of moving from activism to action, seeking to understand procedural breakdown and its causes. The above graph represents the procedures we have observed through several activist events.

A Inspiration

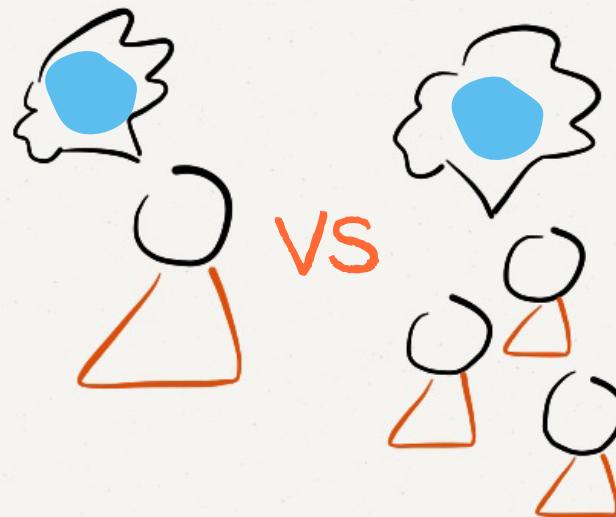
B Strategical/Tactical Formation

C Understanding Environmental Dynamics

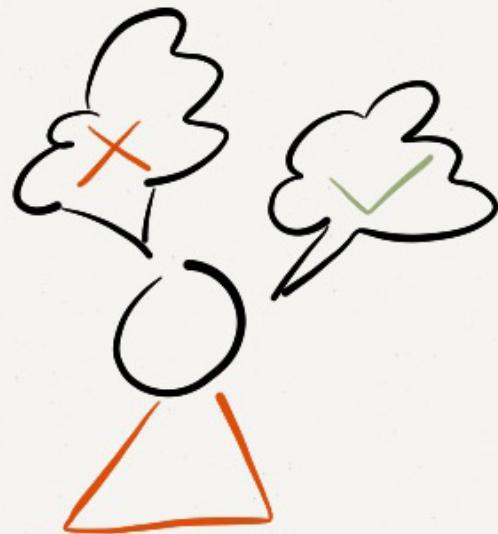


-  Activist
-  Observer
-  Supporter

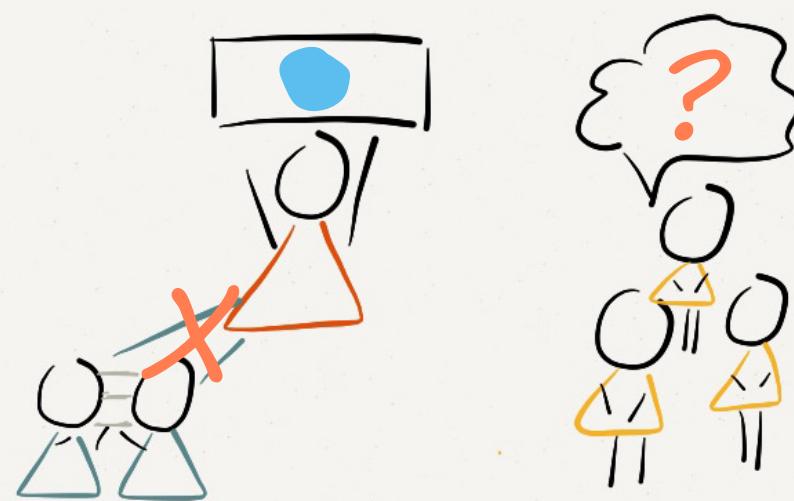
The above graph represents three different groups of participants we have observed through several activist events.



Assumption Two: Single vs Group



Assumption One: Cause (or problem space)
needs to stay current



Assumption Three: Information disconnect

A

B

C





EXEMPLARS

Continuum, a global innovation consultancy suggested that companies do three things to stay relevant to consumers in the “post occupy” era - we find their insights indicative of the challenges those engaged in activism on IU’s campus. [3]



GIVE THEM ACCESS



MAKE THEM FAMOUS



HELP THEM MAKE THEIR MARK





"THEY DONT WANT TO HEAR HOW AN
ORGANIZATION IS COMMITTED TO A CAUSE,
THEY WANT TO BE ON THE FRONT LINES."



TOP 1%

YU NO SHARE?

INSIGHT: HUMAN-CENTERED ACTIVISM

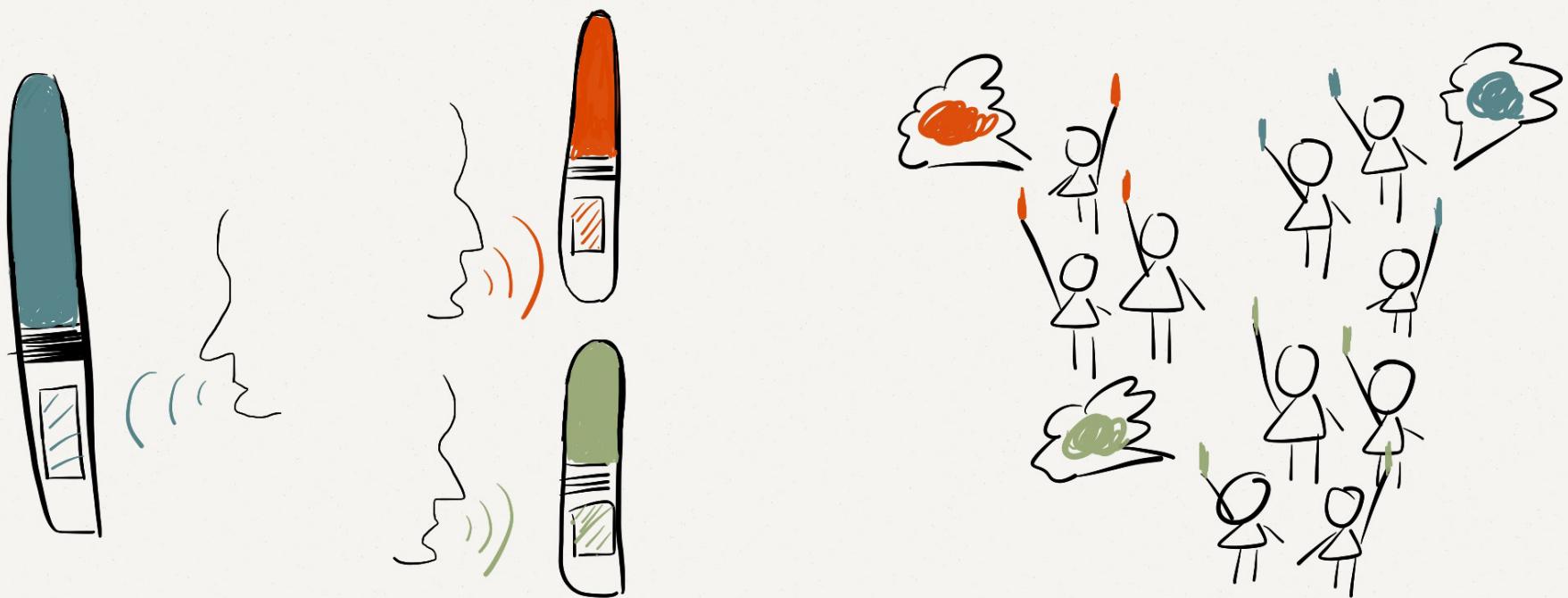
As the central insight of the affinity diagramming exercise, we found that much of the breakdown in the process of activism is centered on not following basic human-centered approaches – activists often “skipping steps” on the path to social change.

Our diagram fell into 3 high level groups: Inspiration, strategy, and environmental dynamics. User centered HCI approaches often favor starting with a problem (inspiration), gaining a deep understanding of users (environmental dynamics), and developing concepts (strategy). Activist approaches often favor other progressions, failing to understand environmental considerations or ignoring strategic/tactical development all together.

We also find that activist choice of tactics (i.e. protests, town hall meetings, demonstrations, etc.) is the gateway for both reaching and understanding their target audience. This is an important insight given the broad diversity of opinion in common to socially motivated causes. As an example, there are many definitions of gender equality. Conducting a town hall on the topic allows the activist to know the differences and establish common ground toward a common purpose.

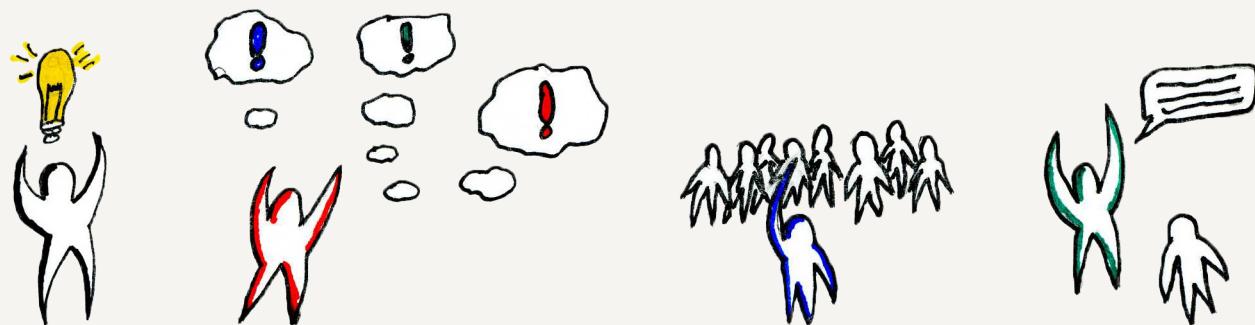
1. Identity Bar

This design is for people who will participate in an event. People can talk about points they support. The bar will turn into a specific color according to the key word people have mentioned. After that people can hold this bar to the site and people with the same colored bar are the same group or who have the similar ideas.



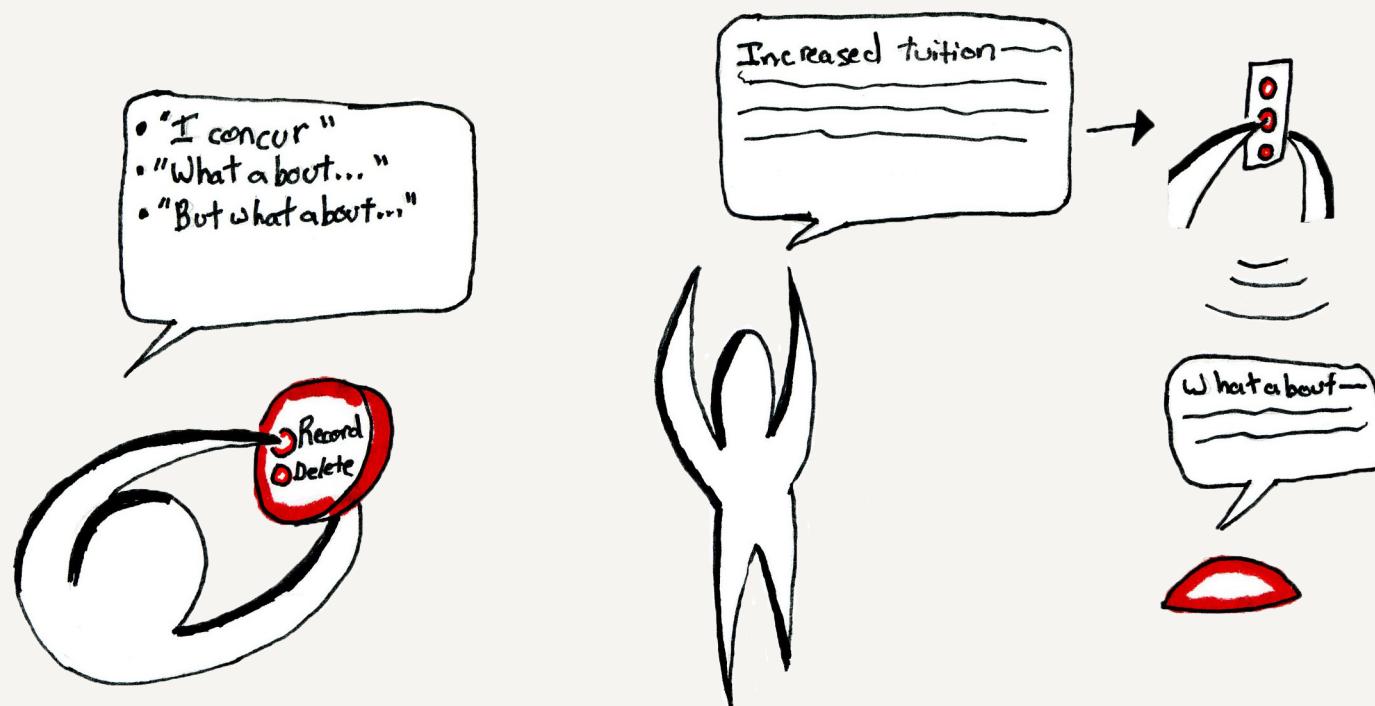
2. Assembly Line Activism

It can often be hard to construct activism due to the time constraints that are often associated with it. Assembly Line Activism allows a group of individuals with limited time to participate in an activist cause at some point in the process and then be able to pass on the next stage to another individual(s).



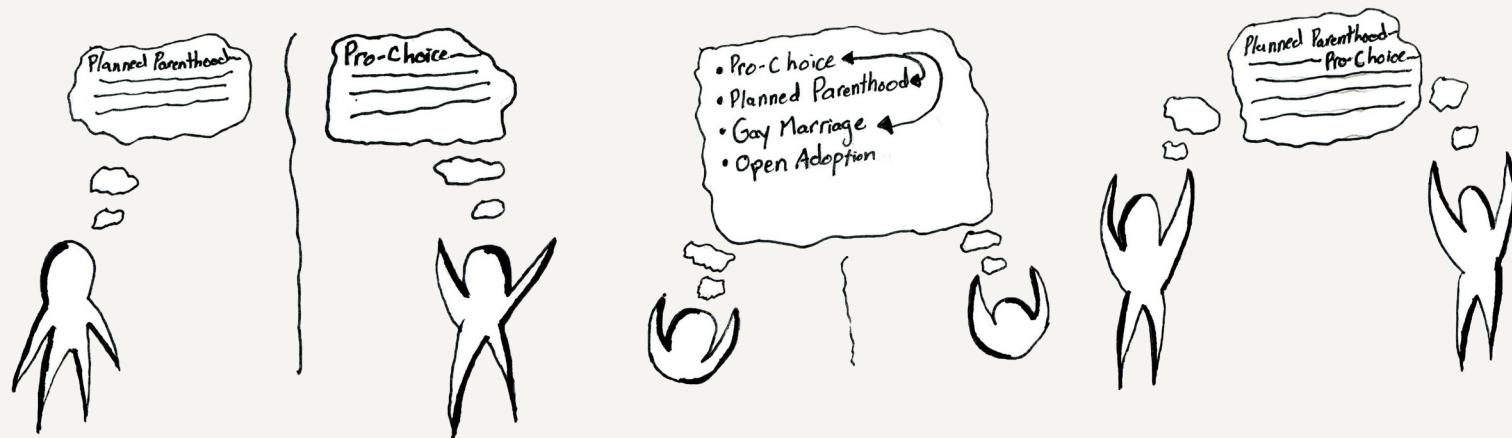
3. Portable Advocate

This device allows an advocate to make sure s/he always has support when in a public environment. The person chooses pre programmed phrases to record into the Portable Advocate. Once the device has the phrases, they then put it in a secret location close to where they will be advocating. As they are preaching their ideas and beliefs, they simply need to push a button and activate the Portable Advocate, which states out-loud the preprogrammed statements.

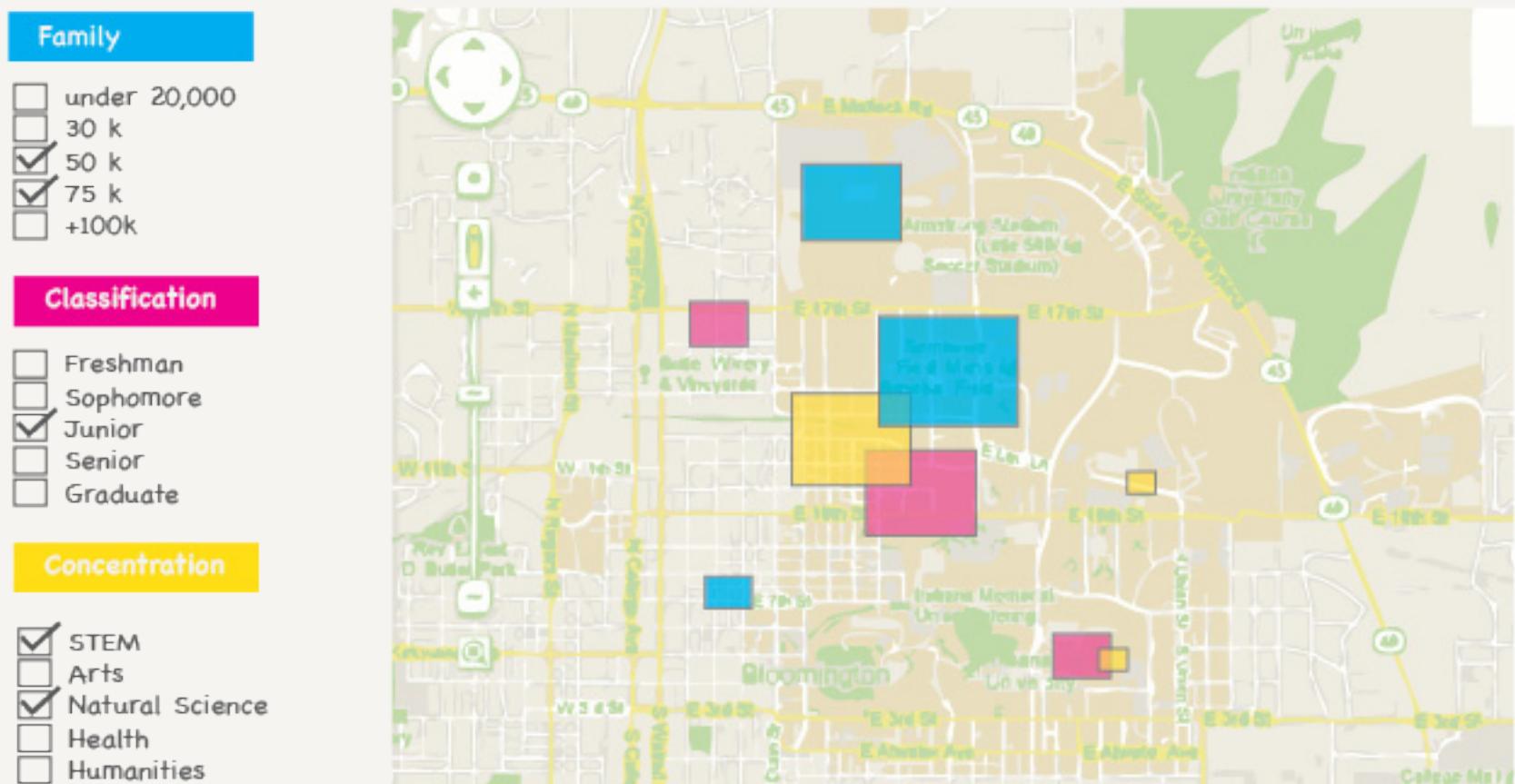


4. Hybrid Causes

People often believe that their cause or belief is alone when they have an idea for a movement or activism. By connecting people's ideas and thoughts on their topics of activism, they are able to break down barriers and join together towards the same end goal.

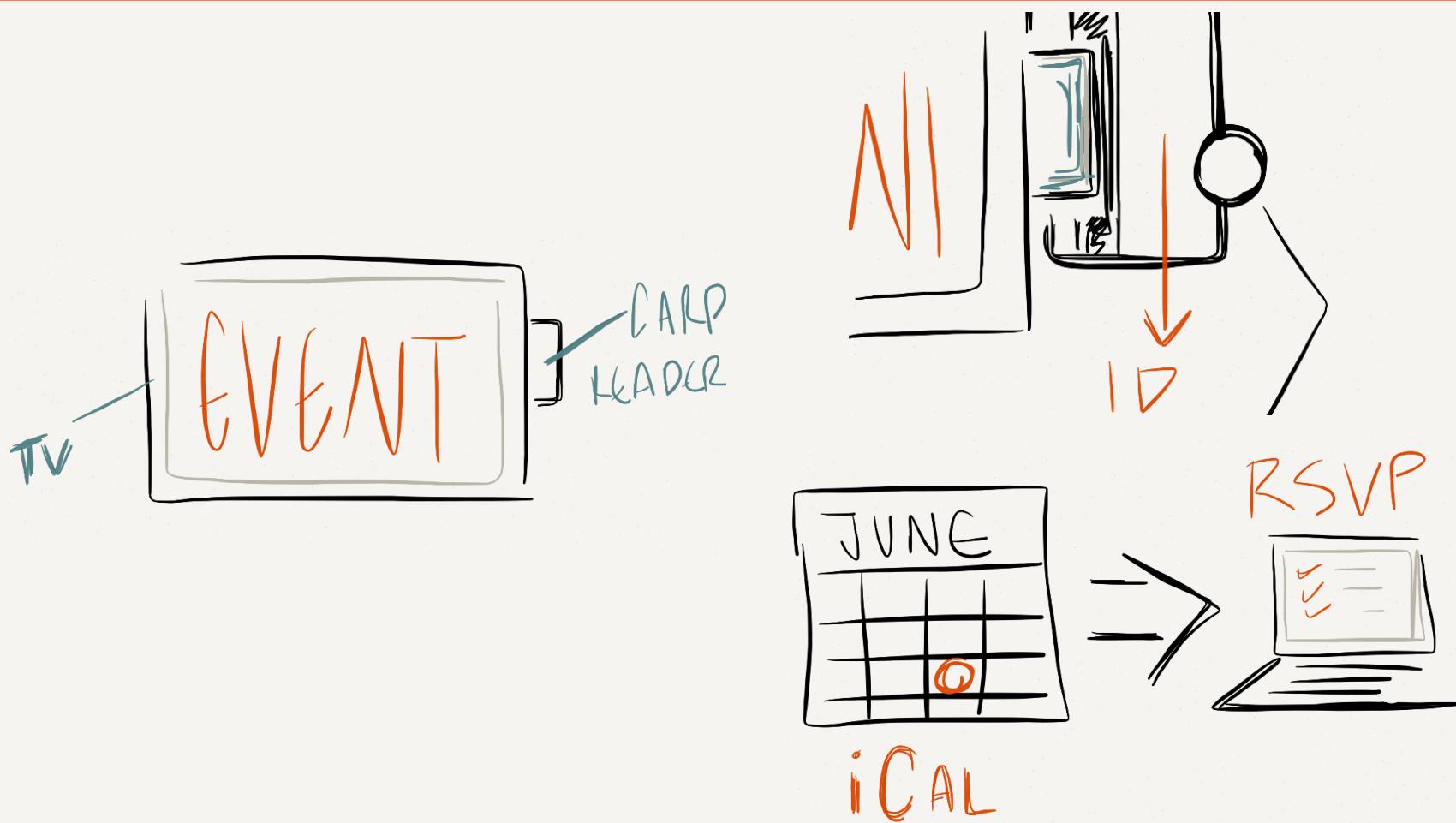


5. Heat Mapper



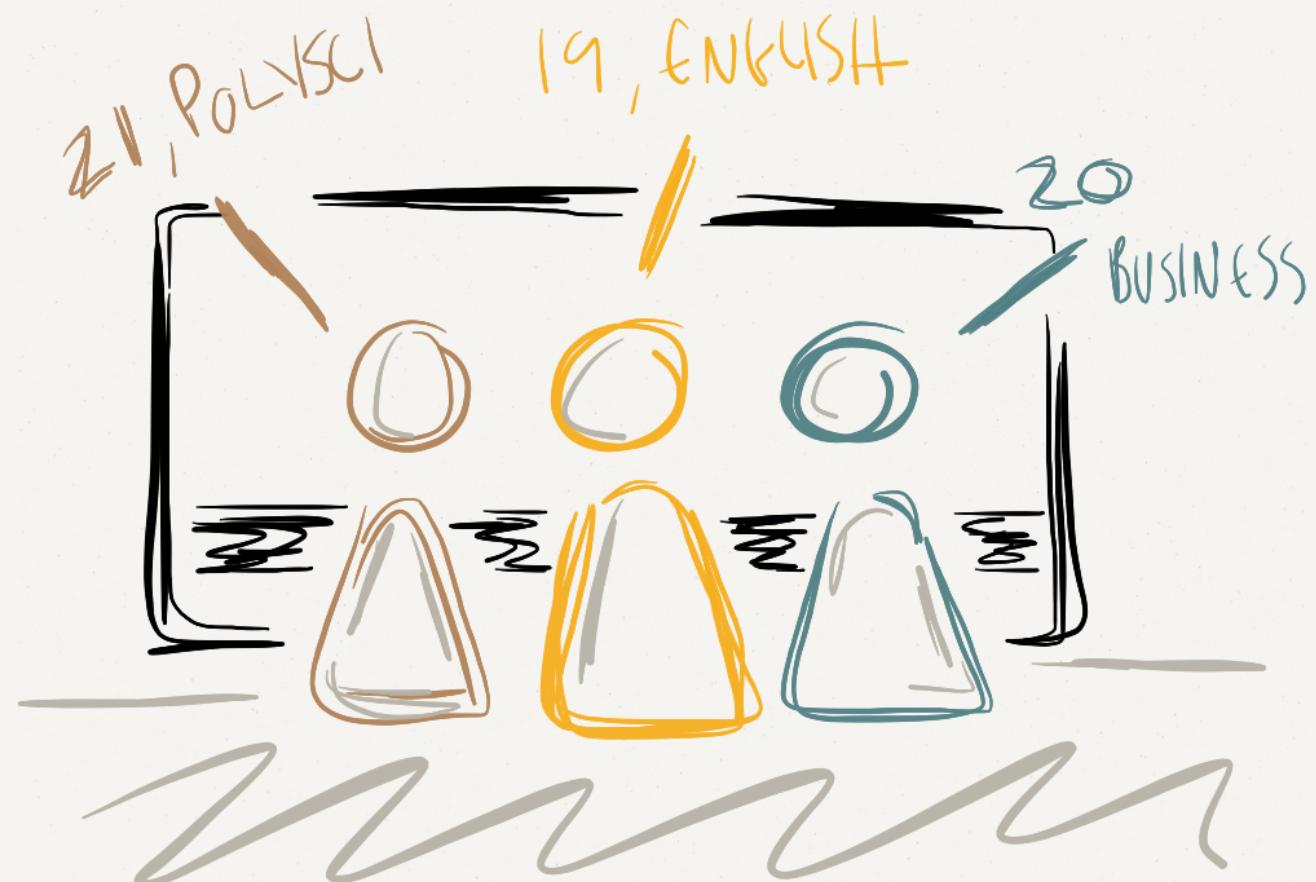
6. Direct Connection

While online tools such as Twitter and listservs are utilized to get the activist communications to the campus, flyers and posters remain a popular choice both on phone polls and digital displays. However, accounting for potential participants, even with QR codes, remains a challenge. This concept leverages something everyone on campus has - ID cards - to directly sign up and be reminded of an event they find interesting.



7. Background Checker

As an extention of Direct Connection, Background Checker allows activists to gain insights on who they are reaching by leveraging student data such as age, name, and classification associated with campus ID cards. This allows them to tailor their organization to their unique needs to improve participation.



EXEMPLAR: OCCUPY IU TRUSTEES MEETING

Recently, students of the Occupy Bloomington movement protested the most recent IU Board of Trustees meeting, voicing opposition to proposed tuition hikes set to take place in the 2012-2013 academic year. Citing "structurally broken" university governance that "isn't accountable to the students who pay their salaries" have exercised a diversity of tactics [1] from large public demonstrations to more subtle student gatherings. Noticeably missing from this protest was IU Student Association. While news of this event has reached larger regional media, tangible results are inconclusive.





"IT'S THE SOCIAL DRAMA THAT MAKES THE NEWS, WHAT THE [PUBLIC] MISSES ARE THE OTHER THINGS WE DO EVERYDAY"

-PETER OREN, OCCUPY BLOOMINGTON

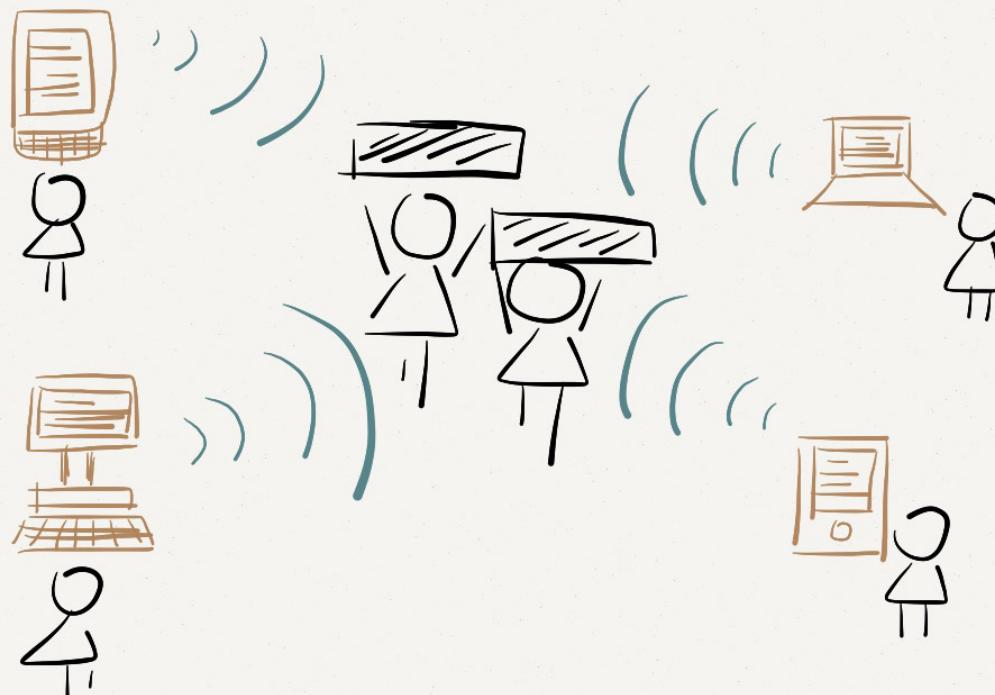
INSIGHT: INFORMATION DISCONNECT

Social studies have shown that prosperous societies benefit from the free and open exchange of information. Concerning local activism, we find good ideas are not given proper support or even the chance to be heard - even among other like-minded individuals - for reasons of politics, ritual, personal motive, or fear of being judged.

Sharing of information creates more chances of collaborating for change. That may mean activist talking with people they don't like very much at all. To quote Steven Johnson [Where Good Ideas Come From, 2011], "chance favors the connected mind" – we couldn't agree more.

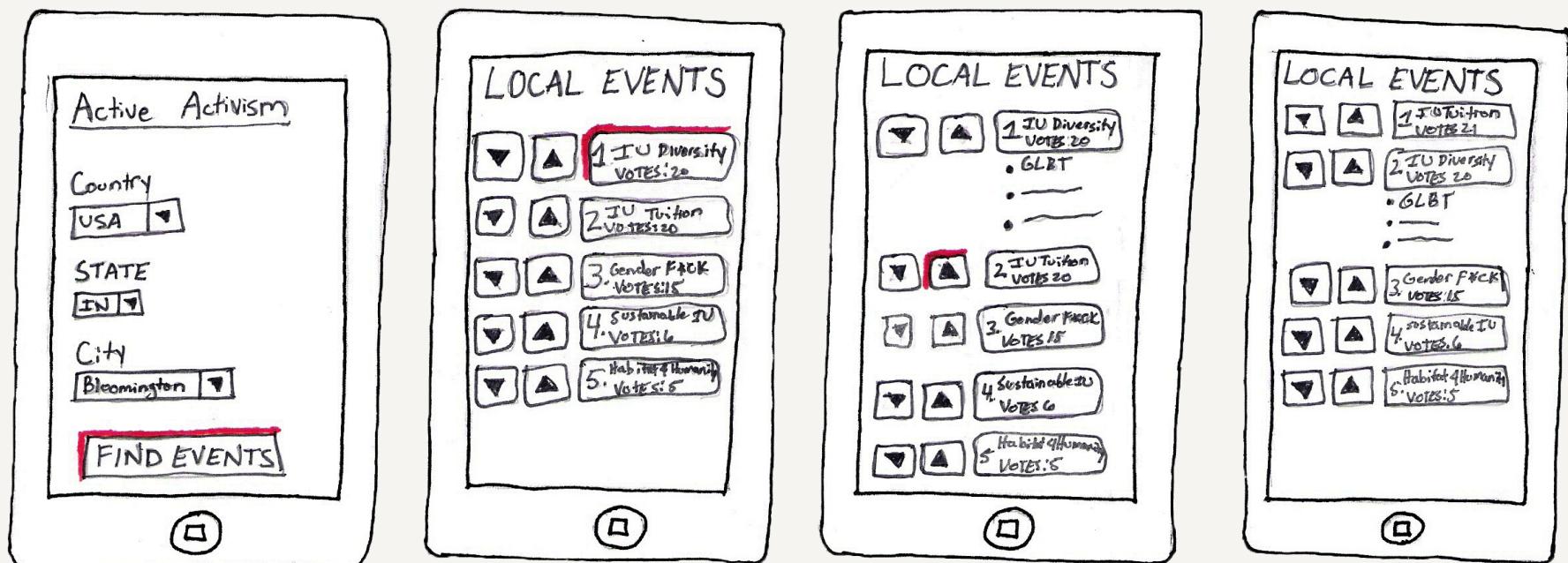
8. Group Message Board

This design can allow people who participate in a specific event to write up their opinions, feelings, feedbacks or anything they want to a public forum. Users can open it up at the beginning of a event, and close it at the end of it. Participants will have the chance to speak out what they want and share to the other participants.



9. Active Activism

The Active Activism device/app provides local activism activities to the user and allows them to upvote or downvote activities they think would help to better the community or are causes they think deserve more publicity. If a person upvotes/downvotes an activity, it is calculated into the overall vote count. This allows users to support causes they feel their community needs while remaining anonymous.



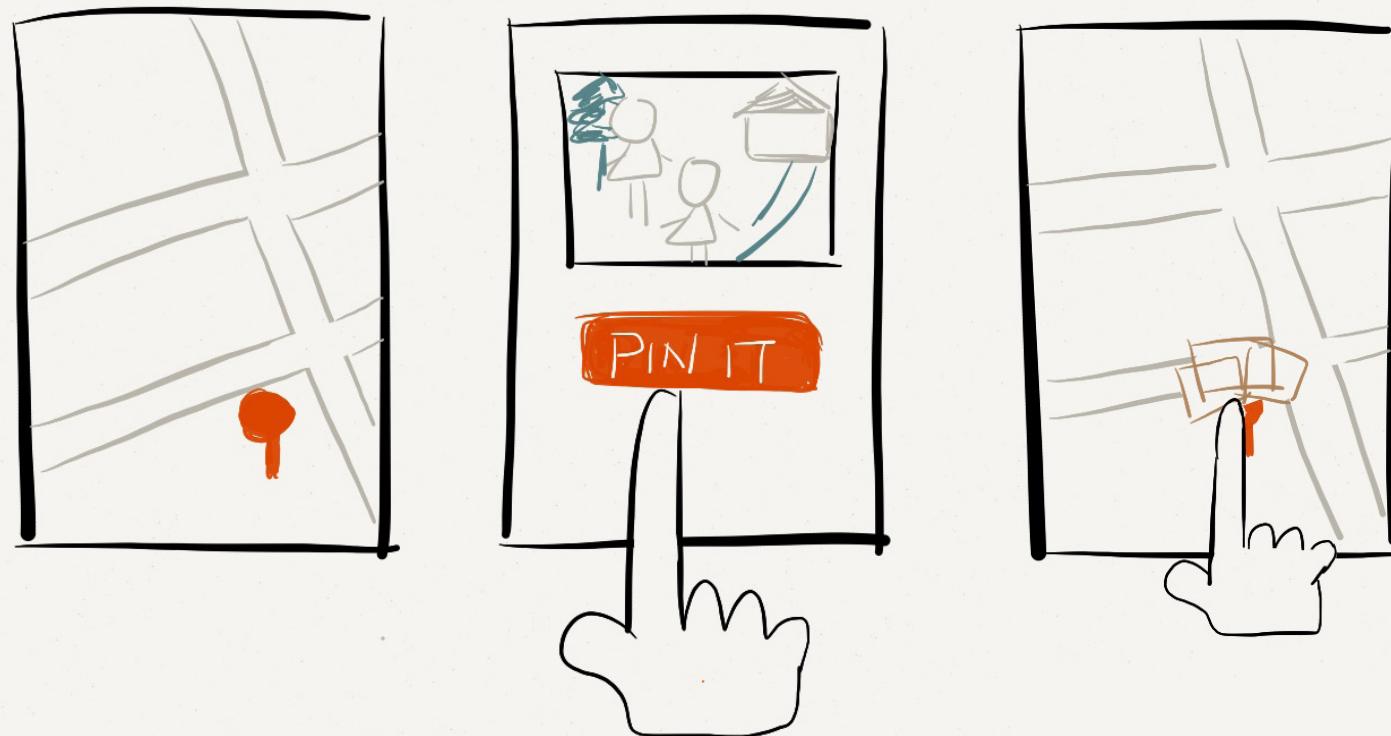
10. Feedback Collector

This design can collect people's voices during one event. People will "write" into the collector and collaborate the information including the name, time and location of the event, and the time and location of the writers. All of these records will turn into a digital book after the event and can be turned in to the organization.



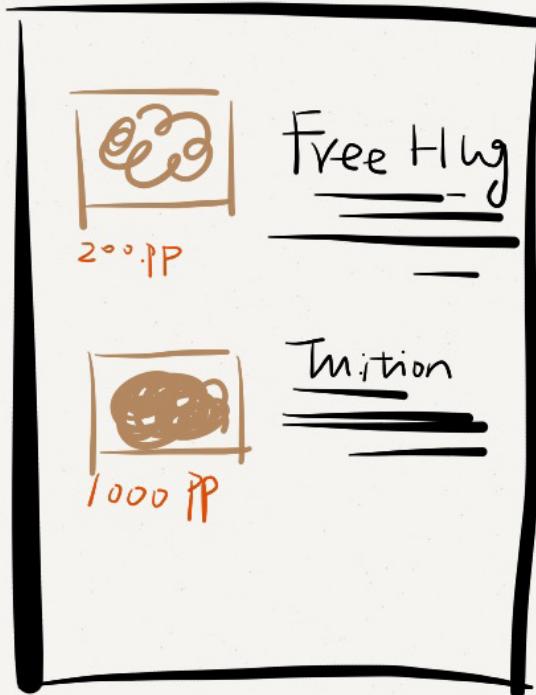
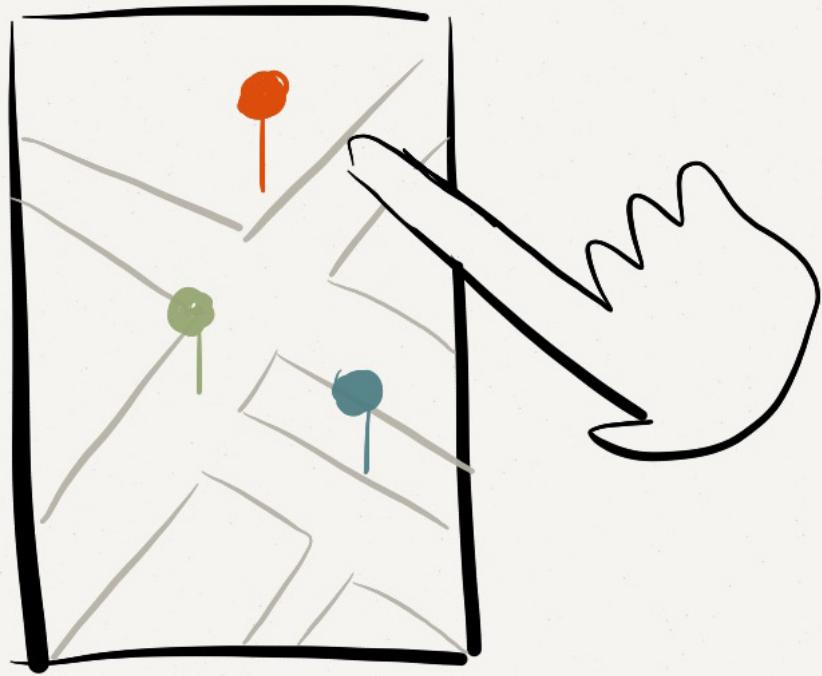
11. Activity Pin

Activity Pin is a location sensed mobile application, which allows people to Pin their photos to the activity happening in their current place. When people get to a place and see there is an event happening, or they are one of the members who participate in the event, they can take photos of the events, upload them and PIN IT at the current place. People who have this app can have a view of these photos and share these moments with each other.



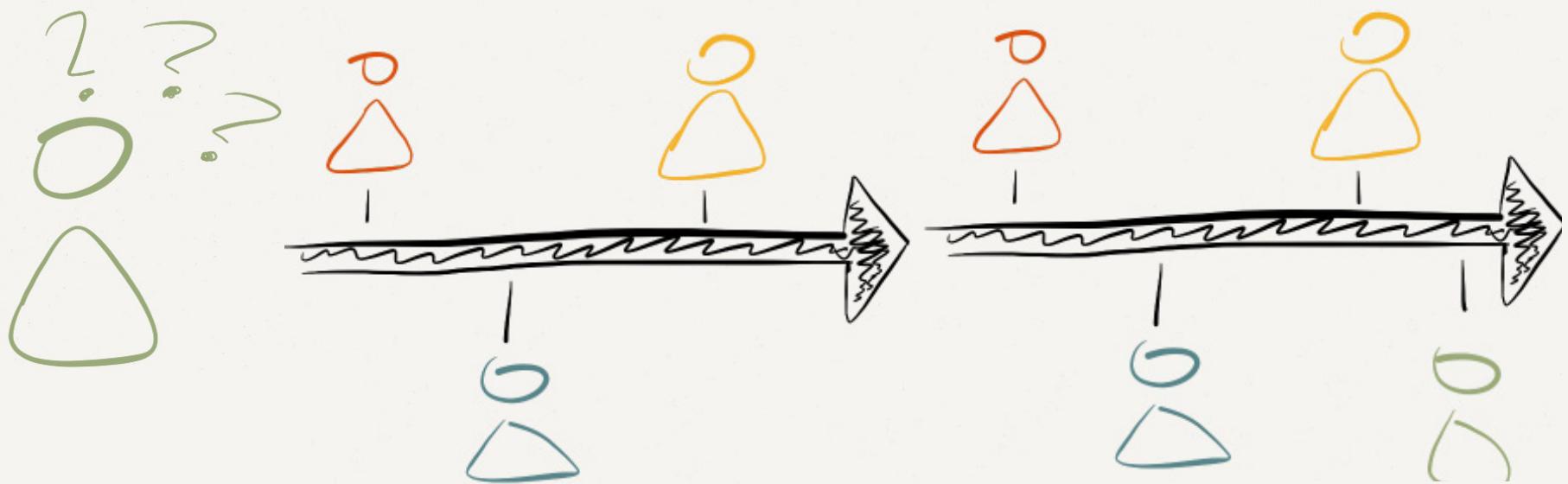
12. Around Me

Around Me is a location sensed mobile application, which allows people to have a view of what is happening around them, view the photos uploaded by the people who are there and have the idea of what the event is about. This makes events more accessible and if people feel interested in an event, they can participate in it.



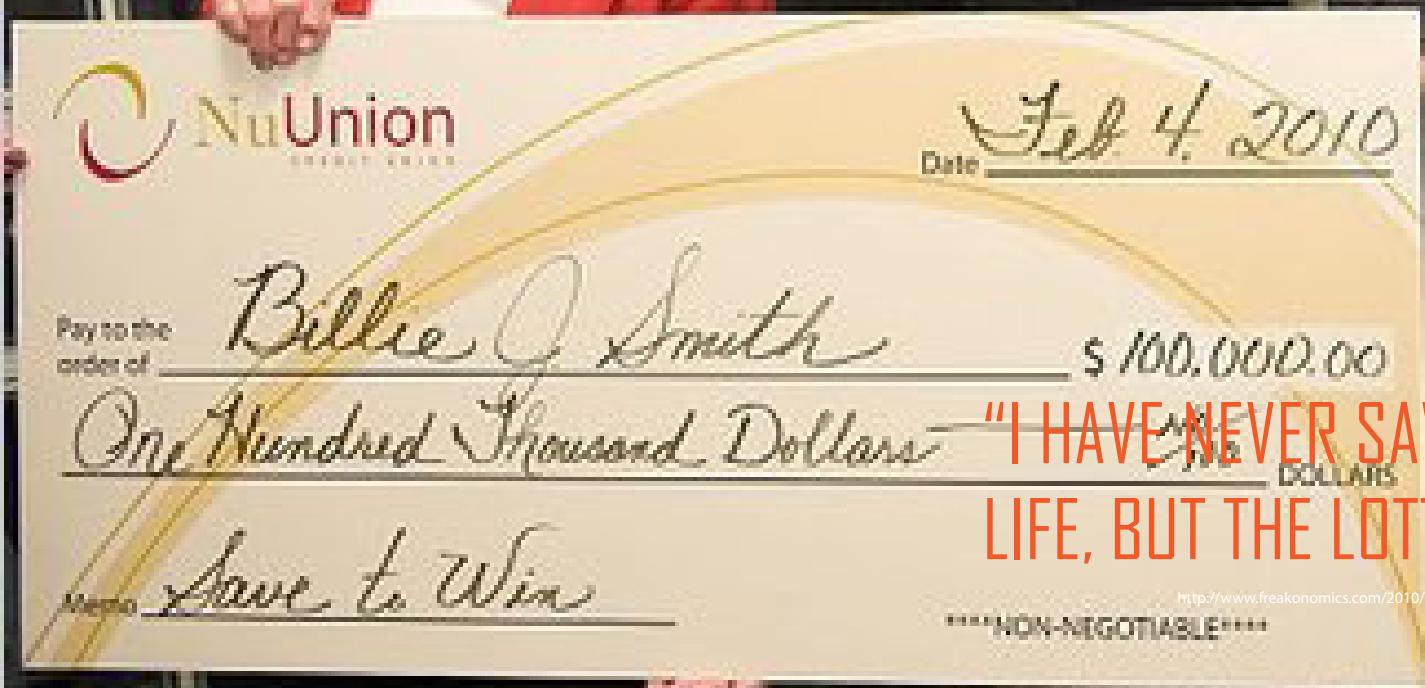
13. Events Visibility

From our research we found that many campus activist duplicate each others efforts, fractionalizing support and leading to fatigue for participant and organizer. Events Visibility pools all events on campus based on type and cause, allowing for smarter planning and increased chances of collaboration.



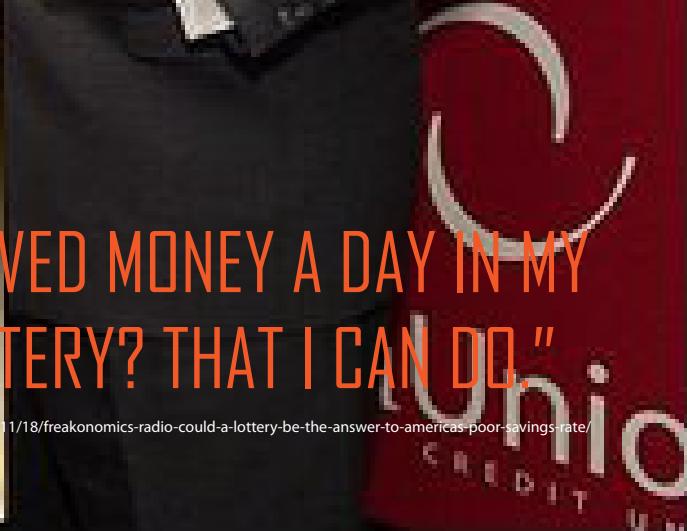
EXEMPLAR: MICHIGAN'S NO LOSE LOTTERY

Responding to The Great Recession's impact on Michigan's economy and anxious to find ways to boost individual savings rates, Detroit area credit unions tapped into emergent behavior of low income residents, implementing Prize-Linked Savings (PLS) accounts - special accounts issuing lottery payouts for each 'ticket' purchased. In short, players walk away with no less money than they put in plus a little interest. Other Credit Unions in states such as Alabama and Florida have tried PLS with great success, however they are suffering similar challenges experienced by pioneers of PLS in South Africa - being sued by state lottery commissions reliant on revenues to fund state expenditures.



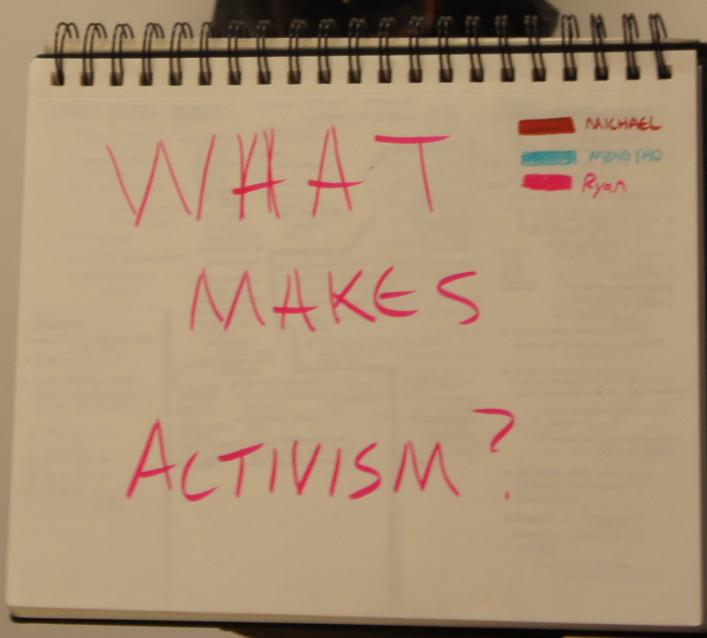
NON-NEGOTIABLE

<http://www.freakonomics.com/2010/11/18/freakonomics-radio-could-a-lottery-be-the-answer-to-americas-poor-savings-rate/>

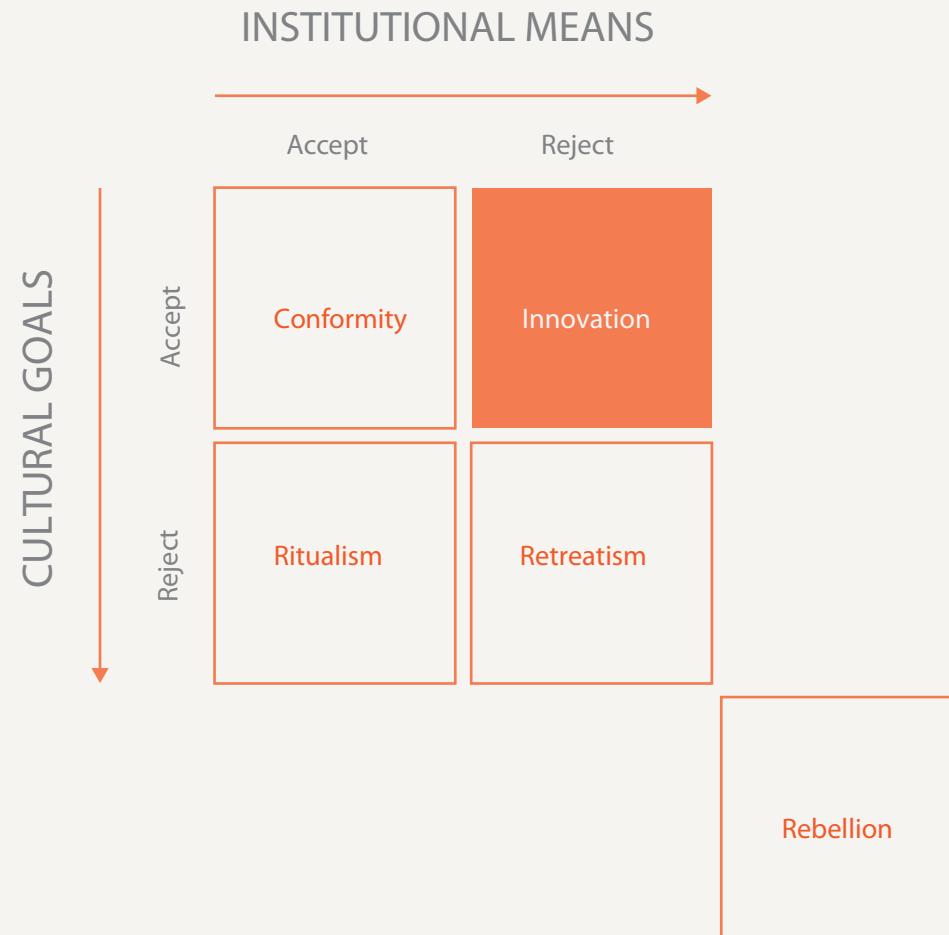


EXEMPLAR: INTERVIEW WITH AN ACTIVIST

Reaching out to an individual at Indiana University, we were able to gain an inside perspective on activism and its causes. We sat down with the individual and discussed the organizations and committees he was a part of as well as the individuals he has mentored with specific causes on campus. He told us about the process these individuals and the committees he is a part of have to go through in order to institute change within his local community.



Robert Merton's Deviance Typology^[6]

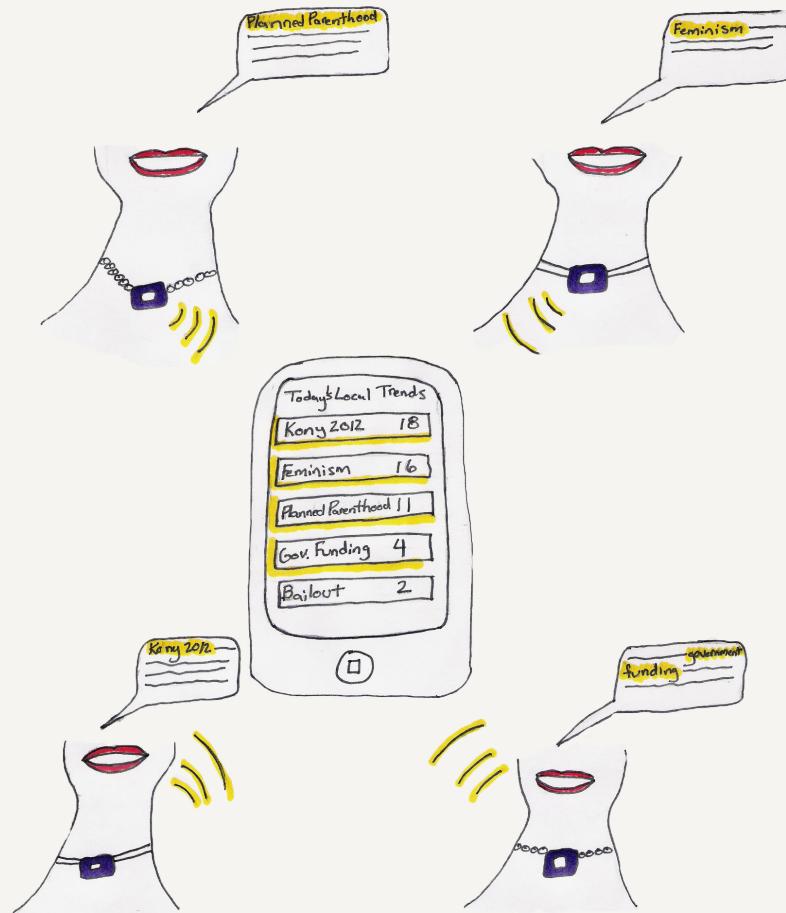


INSIGHT: RETHINKING ACTIVISM AS SOCIAL INNOVATION

Innovation can be thought of as accepting cultural goals, but rejecting how they are accomplished. During this exercise, we discovered that the challenges of activists/activism are similar to those of entrepreneurship/innovation, a distinguishing characteristic being the emotional nature of many activist causes. Given the relevance of innovation to HCI, this thinking is incredibly useful. Activism (or social innovation) could benefit from similar oversight applied to hi-tech start-ups, allowing for tough questions such as 'how does this idea scale?' or 'is this cause even relevant' to be asked from experienced mentors, improving chances of material impact. The main challenge to innovation at any level remains how open those in power are to change.

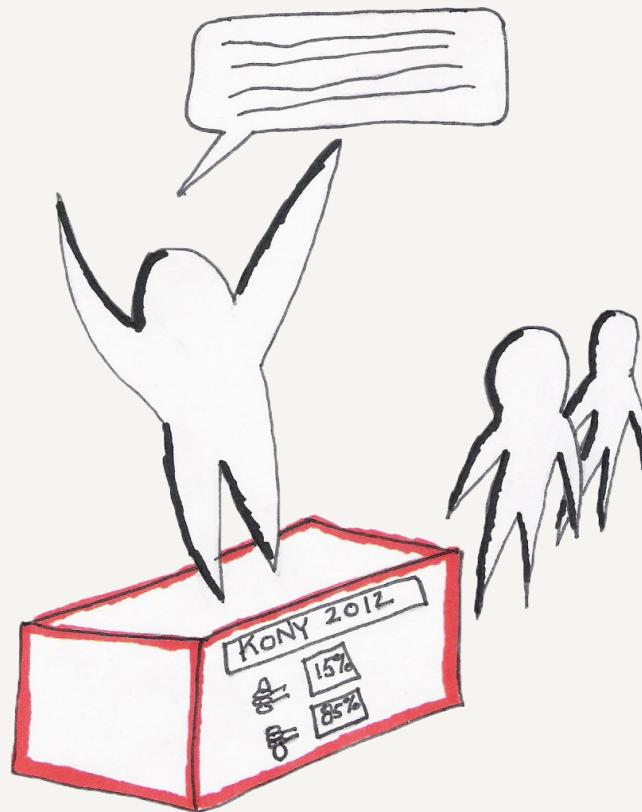
14. Rant Tracker

The Rant Tracker is a necklace that picks up on conversations that the user has. As a person states a predetermined issue/topic, the tracker turns-on and sends data to an online database where the information is configured and sorted to a readable format. This device allows a community to see what topics are trending amongst their community.



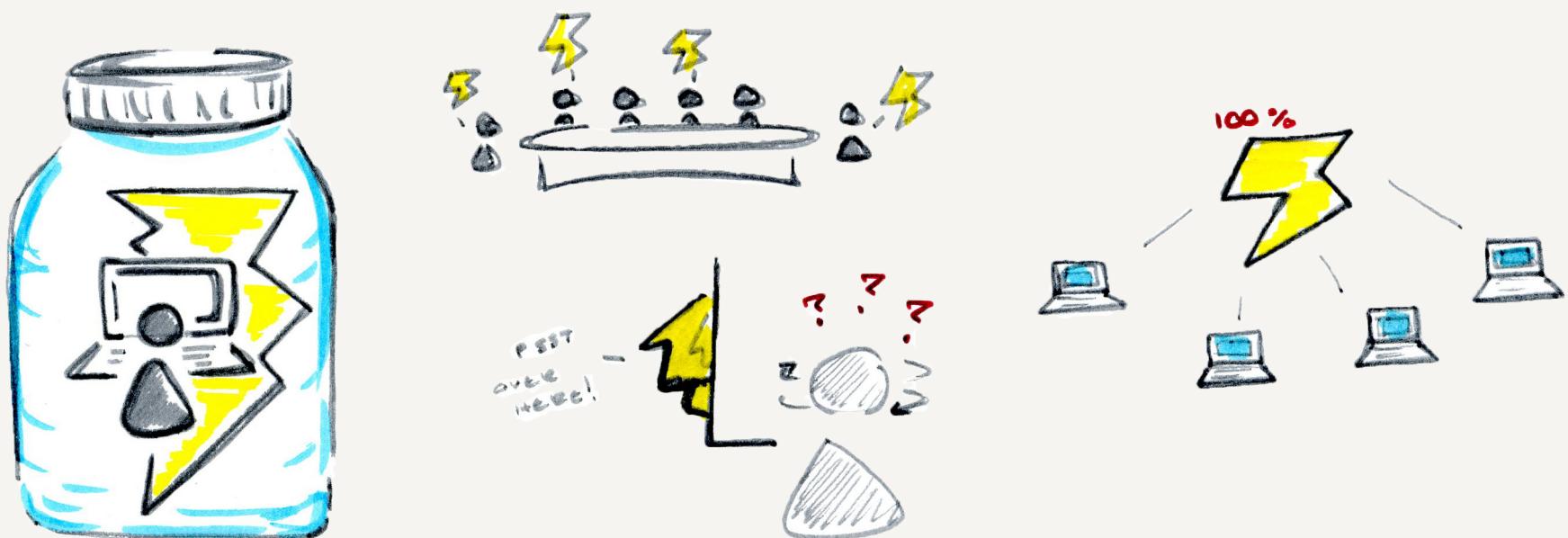
15. Interactive Soap Box

This Interactive Soap Box allows observers to anonymously interact with activists. The activist stands on the soap box and tells their stance on an issue. The audience then approves or disapproves of what they are saying through their mobile device. If an issue gets high approval, it may be an issue/topic the community should pursue.



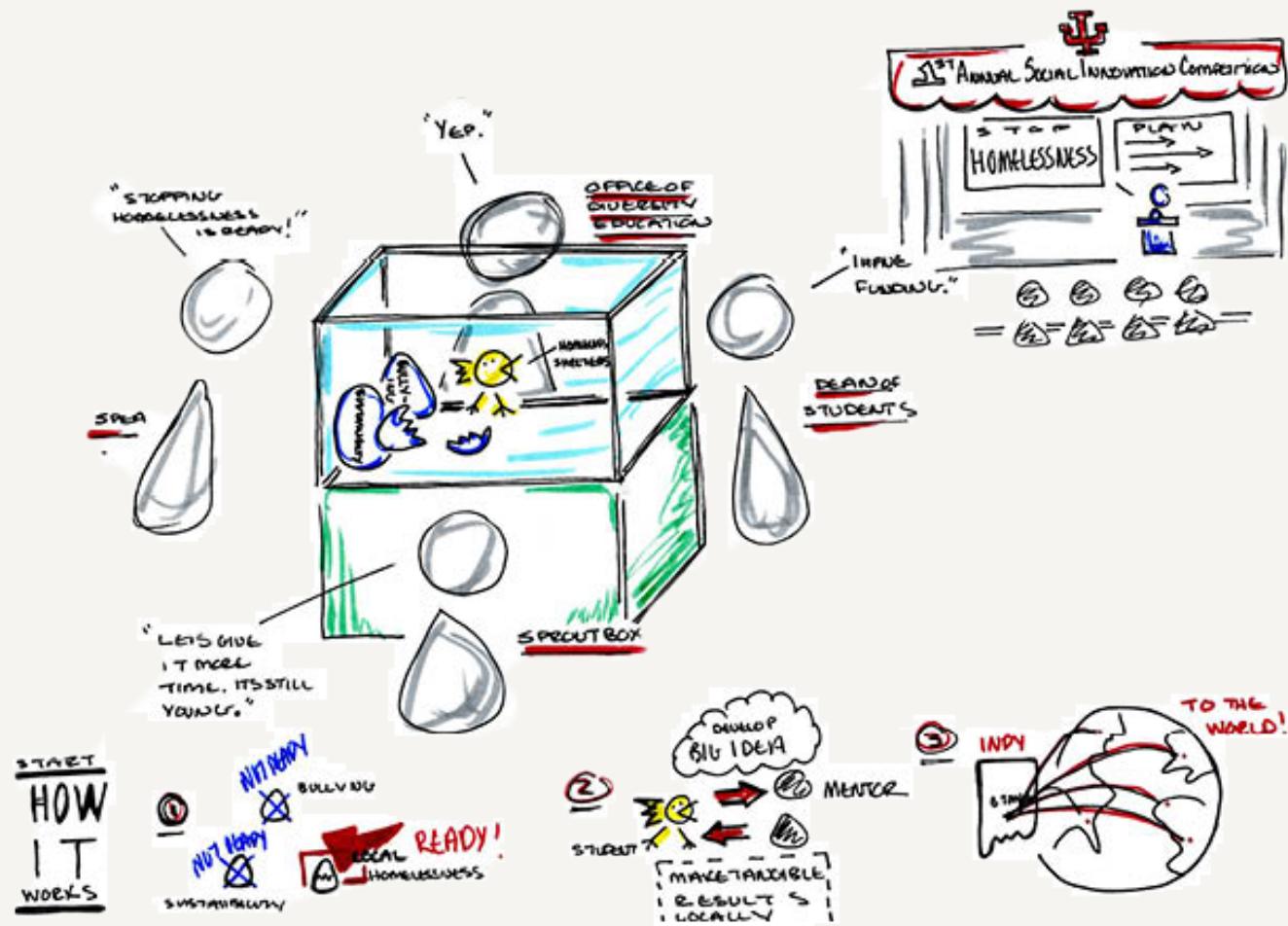
16. Campus Open Source Project

This concept seeks to address the problems of organizers translating their ideas into action and participants finding a way to be involved without deep commitment, through an open source project structure, 'bottling the lightning' to create change on campus.



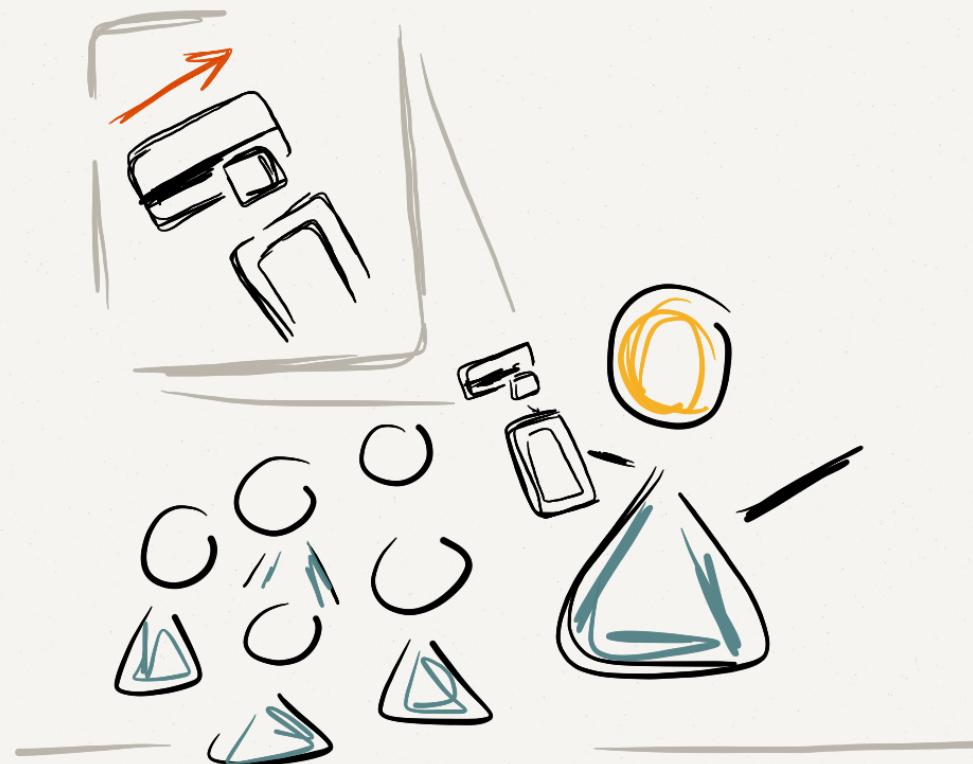
17. Social Innovation Incubator

In this concept, we connect to IU student activist with mentorship, funding, and other resources necessary to help human centered social causes succeed, similar to that of a hi-tech startup incubator. Starting with a business plan-esque competition, the idea is to develop a “proof of concept” in the Bloomington area before taking it global.



18. Event Square

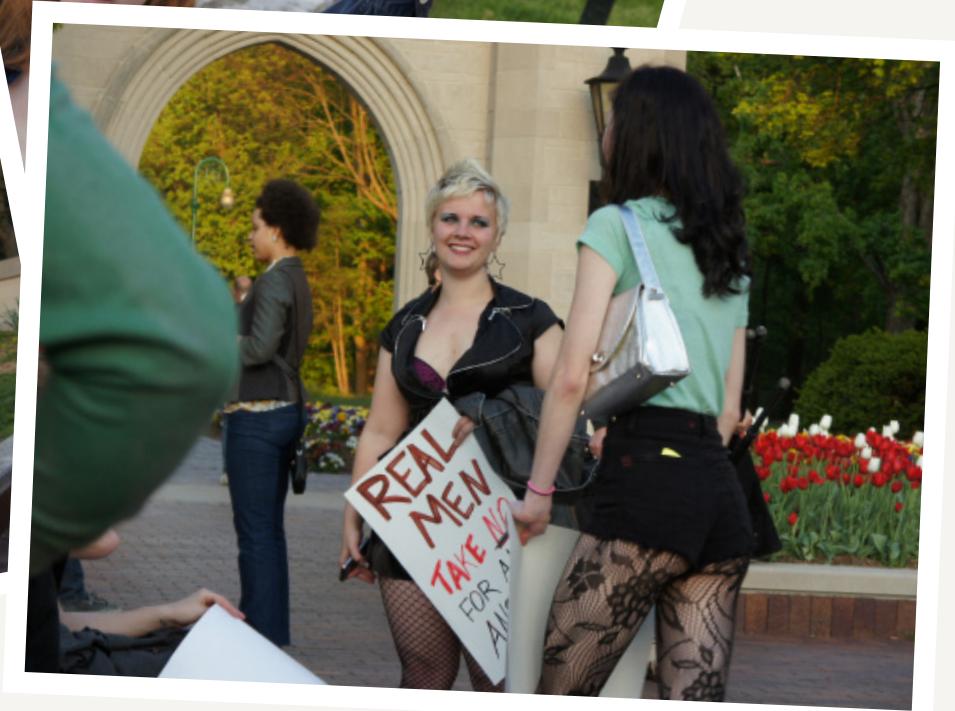
Many rallies and events on campus hope to maintain a connection with people afterward. Event Square allows an organizer to capture who came to their event with a simple swipe. Such a device could have a variety of uses from signing petitions, campus elections, or simply collecting market data to understand participants on the go.



EXEMPLAR: SLUT WALK

An example of activism starting as a response to a local problem, later finding similar audience worldwide is noted by the SlutWalk . Beginning in Toronto after a police officer commented sexual assaults could be lessened if women didn't dress like 'sluts'. These protests have been replicated in areas as far as India, Australia, and most recently Bloomington.



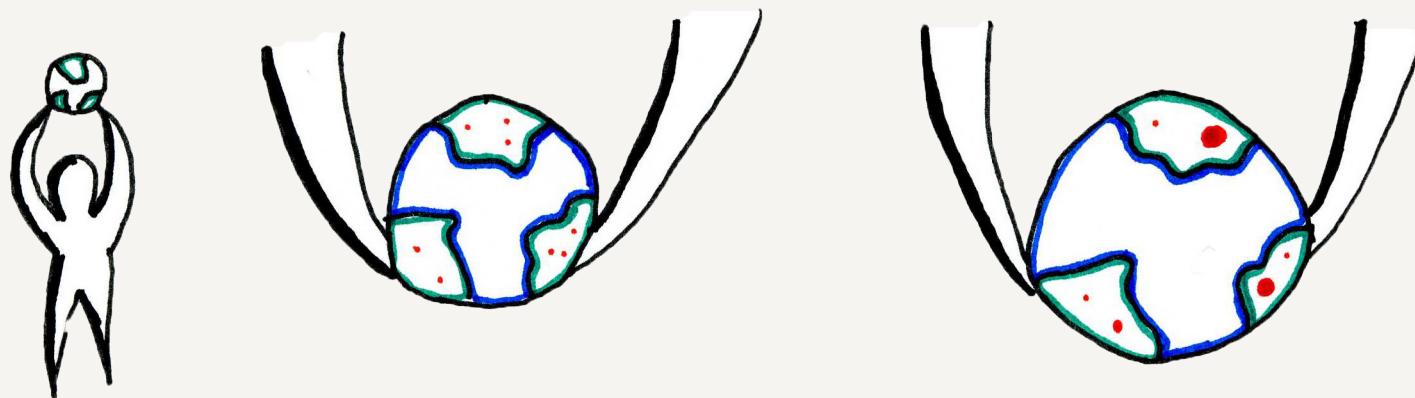


INSIGHT : START LOCAL. SCALE GLOBAL.

In today's hyper-connected society, local issues often give way to national or global considerations. Activists looking to impact their world tend to follow this pattern, having passions larger than their ability to make good on any one of them. We find this imbalance often leads to 'burnout' for the activist and apathy from those they seek to reach. As a result, we believe that social causes should be better prioritized, proven locally before being applied at a larger scale.

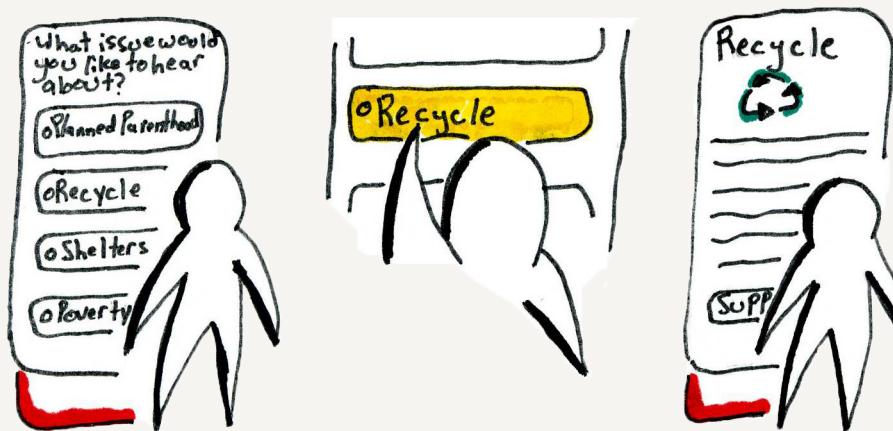
19. Global Tracker

This concept is intended to show people around the world that are connected through the same cause. By purchasing a Global Tracker, you are able to choose a cause you wish to represent/donate to. Once the tracker is activated, you are able to see everyone else who has purchased a Global Tracker under the same cause.



20. Activism Polling Board

This interactive board allows people to approach it and see what causes/topics people are discussing within their community. By clicking on an option, they are able to view more details about it locally and can also choose to "Support" it. The device keeps a running tally of the amount of "Support" a topic brings so that people in power can see the concerns of the community-at-large.



21. Cause Cards

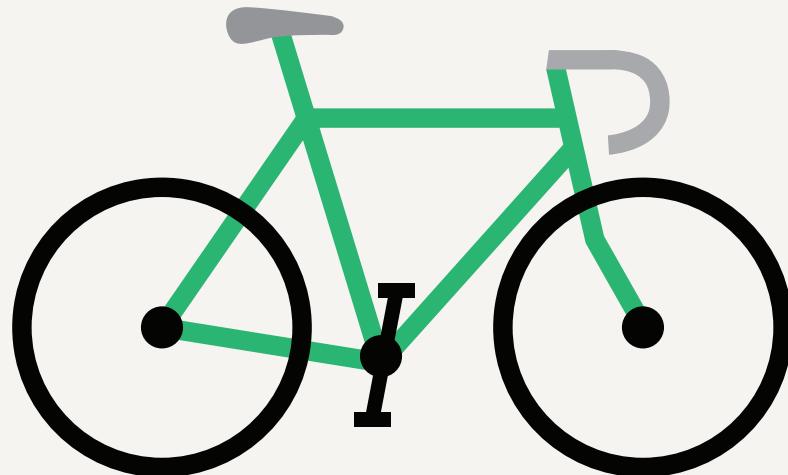
Many students want to help make a change on campus, but with little long term commitment to an organization. Cause Cards are vendable small tasks to directly enact change. Completion of these tasks would be accounted for online with the potential for rewards such as reduced tuition.



22. Kickstarter for Change

Students and other locals fight for very limited funds to promote their cause. Getting national attention is time consuming and often produces little results. Leveraging crowdsourcing and strong local interest, Kickstarter for Change, patterned after the orginal Kickstarter, allows the campus community to bypass redtape and see local causes come to life. It also allows for public vetting of activist ideas, further ensuring it meets real needs.

Hoosiers for Clean Water



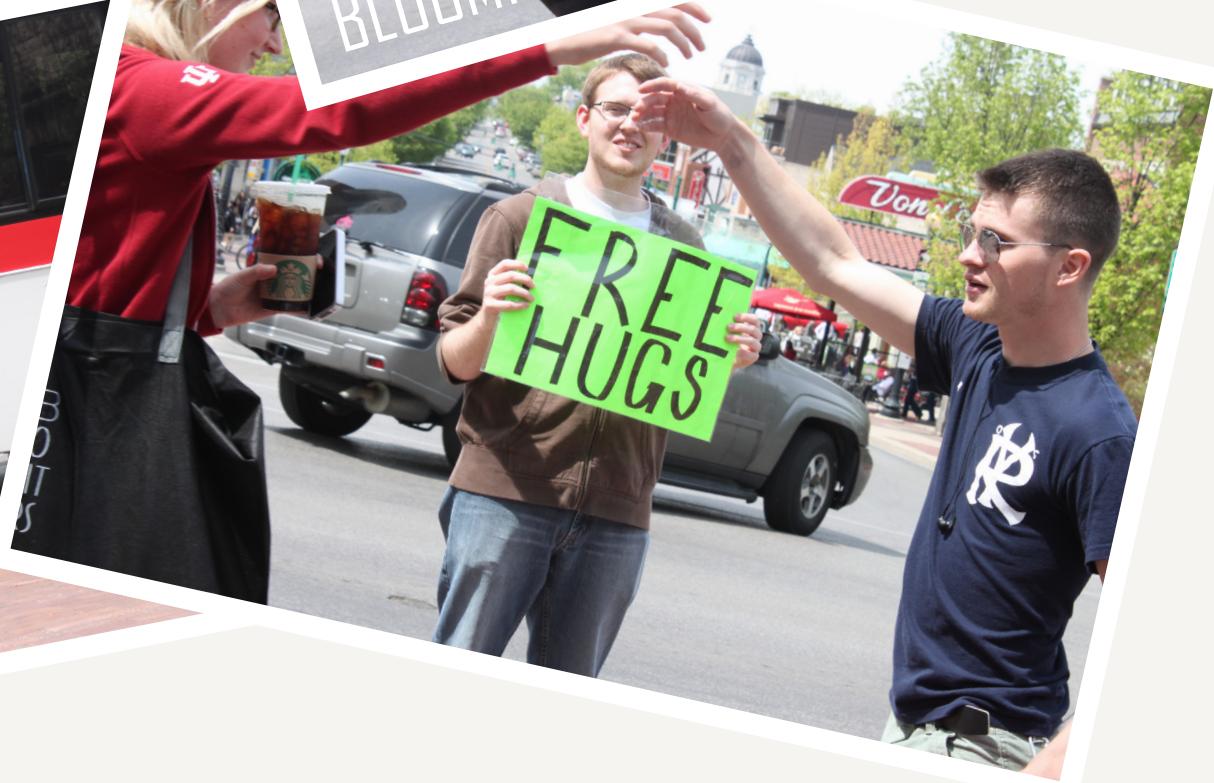
425
Campus Supporters

10,311
Goal: \$5,000

[Click to Support](#)

EXEMPLAR: Free Hugs Campaign

The Free Hugs campaign is a movement started by Juan Mann to help spread the joy of happiness through hugs. Beginning in Sydney, the movement has spread through many countries (and people) throughout the world. Today, there are students at IU Bloomington who go out every Friday and try to lighten the spirits of passer-bys through Free Hugs.



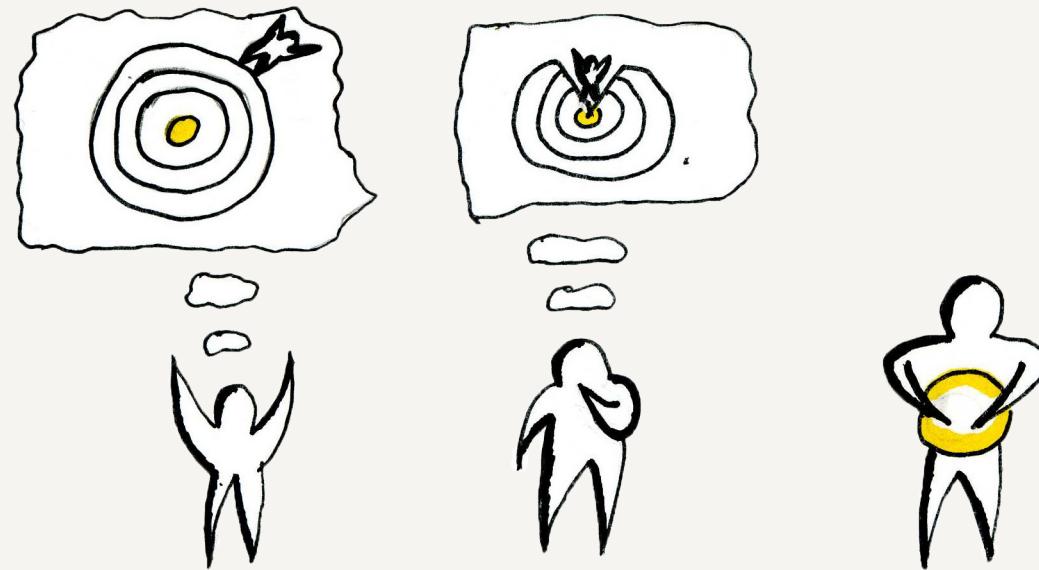
INSIGHT : ACTIVISM AS SOCIAL CURRENCY

The \$1 BN acquisition of Instagram - a company that has generated no revenue in its four-year history, has many asking the question what makes value? Is it money or something else? We feel that thinking of activism, as social currency is beneficial to understanding the incentives of participating as an activist.

From our research we found that the motivation to engage in activism is largely selfish in nature. This feel is okay - people have many reasons why they do what they do. However the consequences are similar to that of financial incentive: Activists are often too focused on the activism itself rather than the change they seek to make.

23. Core Finder

Many people have an idea for activism but are often misguided or are unclear on the underlying goals they hope to reach. By searching out and digging through the layers, activists will be able to find a core problem that they can get people to rally behind and find support.



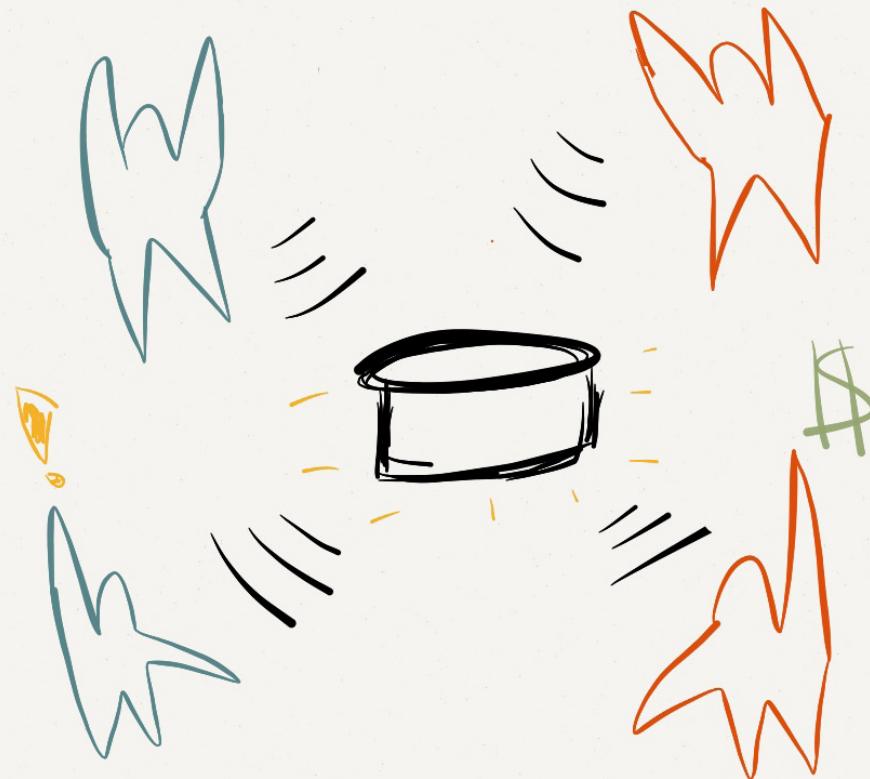
24. Supporter Award

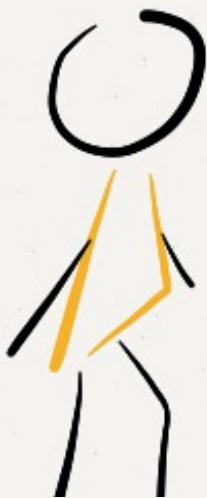
From our research, we found people involved in social causes like to feel 'famous' for their level of involvement. Linked to Cause Cards and Event Square, Supporter Awards seeks to recognize the people who may not be leaders, but are avid supporters in many ways.



25. Swap Meet

Swap Meet allows activists to pool resources together and help each other achieve their goal. They will post their 'Wants' and 'Needs' to a database where they can then browse other activists wants and needs. They can then reach out to or give help to other activists, furthering both of their causes.





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Attributions

Primary

All sketches were hand-drawn by Michal Hardy, Ryan Mochal, and Mengyao Zhao
Free Hug Pictures by Mengyao Zhao
Slut Walk Pictures by Michael Hardy

Secondary

Interviewees: Joanna, Austin., Eric, David
Events (Bloomington, IN): Slut Walk, Free Hugs, Gender F*ck

All exemplar pictures were accessed at the corresponding links and were accessed under educational fair use only

