YES!

YOUTH EMPOWERMENT FOR SOCIAL INCLUSION

Module 3
Youth Digital Activism

Introduction
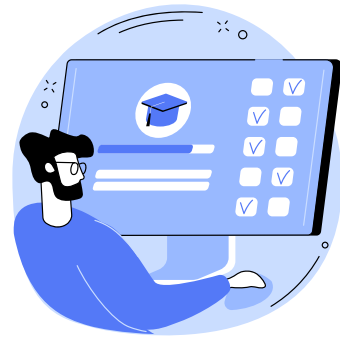
The purpose of a youth digital activism module is to provide young people with the skills and knowledge they need to effectively use digital tools for activism

The module is going to review methods to educate participants on the required digital skills to have an impact on communities' problems. The structure of the module begins with a theoretical part aiming at improving strategic and digital skills, providing information on the available online tools and concludes with two activities and a case study. The first activity/lesson introduces the concept of youth digital activism and works as an assessment tool for the participants evaluating their knowledge on the meanings and key points of the concept. The second activity educates participants on successful examples, a case study and then proceeds with the analysis of the idea and strategy of the successful example. All the information for the case study is provided in the last section along with an assisting video.

Objectives

This module aims at:
- Increasing digital literacy
- Improving strategic planning skills:
- Enhancing critical thinking.
- Increasing engagement in activism
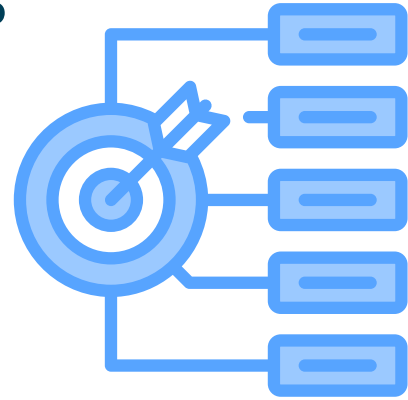
Outcomes

The outcomes of this youth digital activism module include:

- **Increased digital literacy**: Young people who complete the module should have a better understanding of digital literacy and the digital tools available for activism. They should be able to effectively communicate, research, and navigate the online world.

- **Improved strategic planning skills**: Young people who complete the module should be able to plan and execute effective digital campaigns for activism. This includes skills such as setting goals, creating a social media strategy, and using online fundraising platforms.

- **Enhanced critical thinking:** Young people who complete the module should be able to think critically about the use of digital tools for activism. They should understand the potential impact of their actions online and offline and be able to assess the risks and benefits of different digital strategies.

- **Increased engagement in activism**: Young people who complete the module should be more engaged in activism and have the skills and confidence to use digital tools to make a difference in their communities and beyond.

Theoretical part

Youth digital activism refers to the use of digital technology by young people to engage in activism, social change, and civic participation. This includes using digital tools and platforms such as social media, mobile apps, and online communities to organize, mobilize, and amplify voices on social issues.

In the technological era that we are living there are many online tools available and effective that could assist young changemakers into successfully implement their work. We will review some of the tools below.

- **Social media platforms:** Social media platforms such as Facebook, Twitter, Instagram, and TikTok are powerful tools for youth digital activism. These platforms allow young people to reach large audiences, share information quickly, and mobilize people around a cause. Social media can also be used to build online communities, amplify marginalized voices, and challenge dominant narratives.

- **Crowdfunding platforms:** Crowdfunding platforms such as Kickstarter, Indiegogo, and GoFundMe allow young people to raise money for a cause or project online. Crowdfunding can be an effective way to mobilize support from a large number of people and can be used to fund events, social initiatives, and community projects

- **Online event platforms:** Online event platforms such as Zoom, Google Meet, and Microsoft Teams allow young people to organize and host events online. These platforms can be used to host virtual rallies, conferences, and meetings, and can enable young people to connect with others from around the world.

- **Digital storytelling tools:** Digital storytelling tools such as video editing software, podcasting software, and graphic design software can be used by young people to create compelling content that promotes social change. These tools can help young people to tell their own stories and share their perspectives on social issues, and can be used to challenge dominant narratives and amplify marginalized voices.

By leveraging these digital tools, young people can make an impact in their communities and beyond. These tools enable them to reach a wider audience, mobilize support, and create compelling content that promotes social and political change.

1st Activity
Digital Activist Quiz
F2F Version

Duration: 90 minutes

Overview and goal(s)

The objective of the activity is to educate young people about digital activism and its impact on society. The quiz aims to inspire players to become digital change-makers in their own communities.

Training Method Used:

1. Divide players into teams: Players can be divided into teams of 3-4 people.
2. Explain the rules: Explain the rules of the quiz and the scoring system. You can use a PowerPoint presentation or printed handouts to explain the rules. (Annex 1) (10 minutes)
3. Start the quiz:
4. The quiz can be a mix of multiple-choice, true/false, and open-ended questions related to digital activism, such as social media campaigns, online fundraising, and digital storytelling. (20 minutes)
5. Keep score: Each correct answer earns points for the team. At the end of the quiz, the team with the highest score wins.
6. Discuss the answers: After the quiz, you can discuss the correct answers and provide more information about each topic. This can be an opportunity to share inspiring digital activism stories and discuss the impact that digital campaigns can have on society. (15 minutes)
7. Brainstorm a digital activism campaign: In the last part of the activity, each team can brainstorm a digital activism campaign that addresses a social issue they care about. They can discuss the target audience, goals, and digital platforms they would use to promote the campaign. (20 minutes)
8. Present the campaigns: Each team can present their campaign ideas and get feedback from the rest of the group. (15 minutes)

1st Activity
Digital Activist Quiz
F2F Version

Sources

#MeToo Movement official website: https://metoomvmt.org/
https://www.kickstarter.com/
E-Activism: The Rise of Online Citizen Participation by Steven Clift (2013).

1st Activity
Digital Activist Quiz
Online Version

Duration: 90 minutes

Overview and goal(s)

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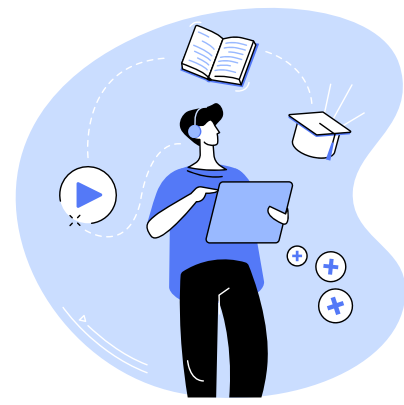
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1st Activity
Digital Activist Quiz
Online Version

Tips for online implementation
Embed on website: Consider embedding the quiz directly onto your organization's website or blog to make it easily accessible to visitors.

Sources
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https://www.kickstarter.com/
E-Activism: The Rise of Online Citizen Participation by Steven Clift (2013).

2nd Activity
Breaking the Internet for a Cause
F2F Version

Duration: 90 minutes

Overview and goal(s)

The overview of the activity is to provide participants with a case study of successful digital activism campaigns, and facilitate a discussion around the strategies and challenges faced by the activists in achieving their goals. By analysing the case study, participants will gain a deeper understanding of the impact of digital activism on social issues, develop critical thinking and analytical skills, and apply theoretical concepts to real-world examples.

The goal of the activity is to enhance participants' digital skills, such as online research and communication, while also strengthening their understanding of digital activism and how it can be used effectively to create social change. Additionally, the activity aims to foster collaboration and discussion among participants, allowing them to share their own experiences and learn from one another. By the end of the activity, participants should be able to reflect on what they have learned about digital activism and how they can apply these learnings to their own activism efforts.

Learning Outcomes:

- Understanding the impact of digital activism on social issues
- Developing critical thinking and analytical skills
- Applying theoretical concepts to real-world examples
- Strengthening digital skills, such as online research and communication.

2nd Activity
Breaking the Internet for a Cause
F2F Version

Training Method Used:

1. Provide participants with a case study of a successful digital activism campaign, such as the Fridays for Future movement. (Information & video of case study below) (30 minutes)
2. Break participants into small groups and have them analyse the case study, answering questions such as: (20 minutes)
3. What were the goals of the campaign?
4. What strategies were used to achieve these goals?
5. How did social media play a role in the campaign?
6. What were the challenges faced by the activists, and how were these overcome?
7. Have each group present their analysis to the larger group and facilitate a discussion around the similarities and differences between the different analyses (20 minutes)
8. Conclude the activity by asking participants to reflect on what they have learned about digital activism and how they

Materials needed

- Writing utensils (pens or pencils) and A3 papers
- Laptop and internet connection for presentation and video

Sources

Fridays for Future: https://fridaysforfuture.org/about-us/
Extinction Rebellion: https://rebellion.global/the-truth/about-us/
Youth Climate Strike: https://www.youthclimatestrikeus.org/
School Strike 4 Climate: https://www.schoolstrike4climate.com/

Assessment

The assessment in this case will be for participants to fill the below table (Annex 2) either in small groups or individually to be able to evaluate their knowledge and gained skills

2nd Activity
Breaking the Internet for a Cause
Online Version

Duration: 90 minutes

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Learning Outcomes:
- Understanding the impact of digital activism on social issues
- Developing critical thinking and analytical skills
- Applying theoretical concepts to real-world examples
- Strengthening digital skills, such as online research and communication.

2nd Activity
Breaking the Internet for a Cause
Online Version

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Materials needed

- Writing utensils (pens or pencils) and A3 papers
- Laptop and internet connection for presentation and video

Tips for online implementation

- Use visuals: Incorporate relevant images, videos, or graphics to help illustrate key points in your presentation. This can help keep participants engaged and enhance their understanding of the case study.

2nd Activity
Breaking the Internet for a Cause
Online Version

Sources
Fridays for Future: https://fridaysforfuture.org/about-us/
Extinction Rebellion: https://rebellion.global/the-truth/about-us/
Youth Climate Strike: https://www.youthclimatestrikeus.org/
School Strike 4 Climate: https://www.schoolstrike4climate.com/

Assessment
The assessment in this case will be for participants to fill the below table (Annex 2) either in small groups or individually to be able to evaluate their knowledge and gained skills

Annex 1
(Quiz)

1. What is the term used to describe the use of social media to promote a cause or campaign?
A) Social marketing B) Social activism C) Social media activism D) Social media marketing

2. Which of the following online platforms can be used to fundraise for a cause or project?
A) Facebook B) Twitter C) Instagram D) All of the above

3. What is the term used to describe the use of online tools to tell a compelling story about a social issue?
A) Digital storytelling B) Social media marketing C) Online advocacy D) Fundraising

4. Which of the following is a successful digital activism campaign that focused on environmental issues?
A) Black Lives Matter B) #MeToo C) Fridays for Future D) None of the above

5. What is the term used to describe the use of online petitions to promote a cause or campaign?
A) Digital advocacy B) Online petitioning C) E-activism D) None of the above

6. What is the term used to describe the use of social media to share personal stories and experiences related to a social issue?
A) Digital storytelling B) Social media marketing C) Online advocacy D) Fundraising

7. Which of the following is a successful digital activism campaign that focused on social justice issues?
A) ALS Ice Bucket Challenge B) Arab Spring C) #BlackLivesMatter D) None of the above

8. What is the term used to describe the use of online platforms to mobilize people to take action on a social issue?
A) Digital activism B) Online advocacy C) E-activism D) None of the above

9. Which of the following is an example of a successful online platform for crowdfunding?
A) Kickstarter B) Facebook C) Instagram D) All of the above

10. Which of the following is a successful digital activism campaign that focused on women's rights issues?
A) #MeToo B) Arab Spring C) Fridays for Future D) None of the above

Answers:
1. C) Social media activism
2. D) All of the above
3. A) Digital storytelling
4. C) Fridays for Future
5. C) E-activism

Annex 2

Activism Campaign:..

Campaign goals and objectives

Digital tools and platforms to be used

Timeline and schedule of activities

Strategies for measuring impact and success