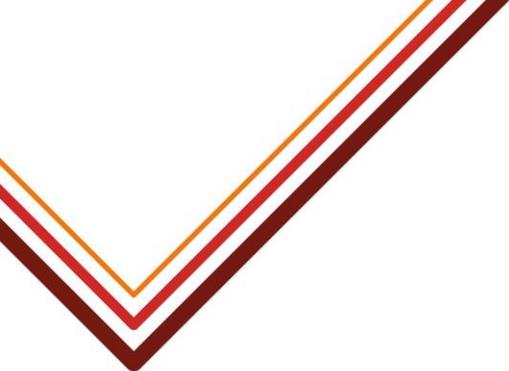




Activism

Poppy Bienias



Lesson 5: Online Activism

Learning Intentions

At the end of this lesson you will be able to...

- Identify the advantages and disadvantages of online activism
- Analyse the success of Marcus Rashford's online activism
 - Create a leaflet about online activism

Key Vocabulary

Online
activism

Minority
groups

Government

Activism

issue

Communication

Members of
Parliament

Activist

Inequality



Prior Learning

What do we already know?



Working for every child





The Problem With Social-Media Protests

The Rise of Tech Activism

How technology is shaping creative activism in the 21st century

Technology, Activism, and Social Justice in a Digital Age

Is Online Activism a **Positive** or **Negative** way of **Generating Change**?

What we learned from over a decade of tech activism

What's tech got to do with political activism? Everything.

Task: Read the following statements. Decide if they are a positive or negative statement about online activism and put them into the correct part of your Venn Diagram.

Online activism can enable fast communication to large and specific audiences

In order to be part of online activism, people are sometimes asked for personal details or money contributions

Online activism can gain attraction all over the world

People may become victims of cyber-bullying through expressing their opinions online

Online activism has promoted the voices of minority groups who have not had a voice before

People don't have to leave their homes in order to be activists

Online activism doesn't cost anything

Online polls have been created which are quick and easy to be a part of and are sent directly to government

When people sign up for online activism efforts, they can be spam emailed

Task: Read the following statements. Decide if they are a positive or negative statement about online activism and put them into the correct part of your Venn Diagram.

Disabled people who cannot attend marches may find online activism a helpful way to protest inequalities.

Because they use technology less, older generations will find it more difficult to engage with online activism.

Online activism puts messages in front of people who weren't necessarily looking to be activists, therefore reaching a larger audience.

Online activism can be perceived as lazy. It doesn't involve the effort, time and dedication that offline activism requires.

Some people would argue online activism isn't enough to generate change. It needs to be combined with offline activism as well to actually make significant changes.

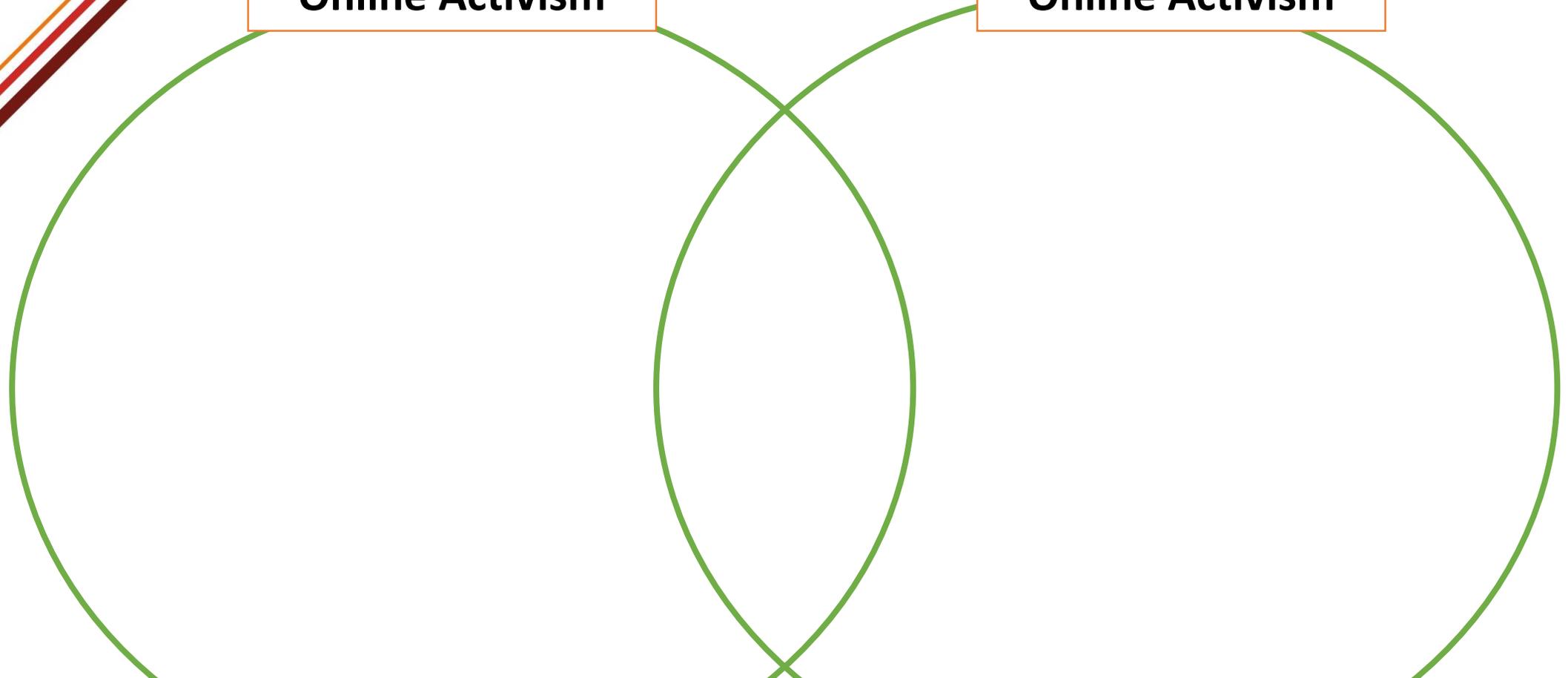
The use of online activism can encourage criminal groups to rally support with no consequences

Online activism campaigns can become very popular and then be forgotten very quickly.



**Advantages of
Online Activism**

**Disadvantages of
Online Activism**



Decide whether the statements on the previous pages are advantages or disadvantages of online activism.

Marcus Rashford – Case Study

Marcus Rashford is a 22 year-old footballer, who plays for Manchester United.

He used his 'Twitter' social media account to raise 20 million pounds to supply three million meals to vulnerable families during the Coronavirus lockdown.

He then wrote an open letter to members of parliament, which drew on his own experiences of free school meals. He was asking government to provide free school meals over the school summer holidays because he strongly believed 'no child should be going hungry this summer.'

Working for every child



 Hackney

Marcus Rashford – Case Study

Using social media, he was able to gather support for his campaign from different businesses such as supermarkets.



Marcus Rashford ✓ @MarcusRashford · Mar 19

Guys, across the UK there are over 32,000 schools. Tomorrow all of these will close. Many of the children attending these schools rely on free meals, so I've spent the last few days talking to organisations to understand how this deficit is going to be filled. (1)



1.1K 8.1K 42.2K



Co-op ✓ @coopuk · Jun 15

We're with you @MarcusRashford. No child should go hungry, so we're extending our free school meals scheme throughout the summer holidays at our 25 @CoopAcademies

6,000 students who normally receive government funded free school meals will receive Co-op gift cards.

416 7.4K 36.8K

As a result of the campaign that Marcus Rashford ran, the government decided to keep providing free school meals to families in England over the summer holidays.



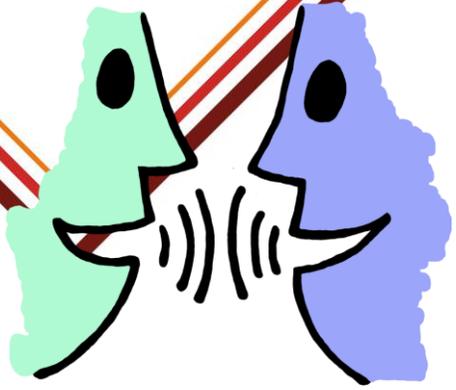
“I’m by no means a politician but I had a voice and a platform that could be used to at least ask the questions,” says Rashford. “If I didn’t put myself out there and say, ‘This is not OK and it needs to change,’ I would have failed my 10-year-old self.”



Food voucher U-turn after Rashford campaign
The Manchester United star praises the government free school meals in England this summer.
bbc.co.uk



Talk to your partner...



1. Do you think online activism is a positive or negative way of generating change? Explain your ideas.
2. Do you think Marcus Rashford has been successful with his online activism? Why/why not?
3. Do you think online activism would be a powerful tool to generate change in our local community?

Let's share our ideas with the class...

Task

You are going to create a leaflet about online activism.

You can choose what the content of your leaflet is.

1. A leaflet warning about the negative side of online activism
2. A leaflet promoting the positive side of online activism

Use your Venn Diagram and the case study of Marcus Rashford to support your ideas.

