

#Activism? An Investigation into the changing nature of adolescent social activism and the extent to which interactive behaviours and decision-making influence the outcomes of activism

[Extract from the Conclusion]

..... My hypothesis, that an interconnected application of both traditional methods of activism alongside the possibilities afforded by technology and social media driven e-activism would be most effective, was largely supported by both the primary and secondary research I undertook. However what I had not initially anticipated the large extent to which the two methods contrast, primarily in the organisational structure and the interactive behaviours, and how substantially these factors contribute to ability to accomplish high-risk or low-risk objectives. Although I came to understand the complex decision-making process adolescents engage in on their micro worlds, this remains an area which could be further investigated. Principally, the development of slacktivism is relatively recent and the full extent of its implications on both decision-making and the efficacy of change is yet to be realised. Hence further investigation would be insightful to examine whether individual commitment remains restricted or whether its potential and capacity to accelerate social change is evolved and utilised beyond the virtual space.

The methodologies I have employed were useful and relevant for my topic as they were able to give me a substantial understanding of my topic. The use of content analysis was formative in illustrating the influence of technology on activism, as the nature of communication had been dramatically altered and adolescent participants were engaging with each other in a varied of new ways. Similarly the questionnaire was valuable as it allowed me to grasp to various attitudes and perceptions about social activism so I would understand what factors impacted their decision-making and my focus groups ramified its shortcomings and clarified the decision-making in adolescents' micro worlds. However I feel as though a greater use of quantitative statistics to reinforce my investigation would be beneficial.

Through my investigation I can to realise that not only does the changing nature of social activism alter the interactive behaviour and interpersonal relationships established on the micro level and by extension the collective effectiveness, but that it similarly impacts on individual's decision-making to a great extent. Through engaging in a number of activism channels, it allows those who do significantly immerse themselves in the possibilities offered and the online activism community to interact with similar and different ideas, values and perspectives. By developing a comprehensive knowledge of this through my PIP journey, I developed a substantial understanding of my own personal experience engaging in e-activism by comprehending the factors driving my decision-making process. This will allow me to become an aware global citizen through a thorough understanding of how the vast macro world change is impacting my personal communications, interactions, and decisions by engaging with activism.