

Design Principles for
Civic & Political Agency
in a Digital Age



10

Why Frame Principles as Top 10 Questions?

Because context and engagement matter!



For Whom?

Change-Makers

- ▣ Tool-Builders
- ▣ Online (and Mobile)
Organizers
- ▣ Educators



Those principles...

#1 Why Does it Matter to Me?



Example:

Imagine Better

Youth Radio Q:

“You connect fantasy worlds like Harry Potter to real-world social issues. Can you share an example?”

#2 How Much Should I Share?



Example:

Global Voices

Youth Radio Q:

“How do you help authors think through how much about themselves to reveal?”

#3 How Do I Make It About More Than Myself?

noi A BIG, BOLD FUTURE FOR THE PROGRESSIVE MOVEMENT

PROGRESSIVE MAJORITY

WELLSTONE IS HONORED TO CARRY FORWARD THE LEGACIES OF NEW ORGANIZING INSTITUTE AND PROGRESSIVE MAJORITY.

A UNIFIED CENTER TO DEVELOP THE NEXT GENERATION OF PROGRESSIVE MOVEMENT & POLITICAL LEADERSHIP.

WE ALL DO BETTER WHEN WE ALL DO BETTER

2015 PRIORITIES WELLSTONE IS WINNING IMMEDIATE CHANGE — THE KIND THAT IMPROVES PEOPLE'S LIVES, RIGHT NOW — WHILE ALSO BUILDING OUR MOVEMENT FOR THE LONG HAUL.

Example:

New Organizing Institute

Youth Radio Q:

“Can you walk me through how you move people from ‘self’ to ‘us’ to ‘now?’”

#4 Where Do We Start?



Example:

#SayHerName

Youth Radio Q:

“How do you move from a hashtag to a movement?”

#5 How Can We Make It Easy and Engaging?



Example:

Do Something

Youth Radio Q:

“How important is it for young people to continue from light-weight civic engagement to deeper forms of activism?”

#6 How Do You Get Wisdom From Crowds?

Dressed as a "cosmic geisha" for her music video "Zero Gravity."



Example:

yourfavisproblematic.tumblr.com

Youth Radio Q:

“You get to see feedback & criticism on your posts. Does that dialogue ever change your opinions?”

#7 How Do You Handle the Downside of Crowds?



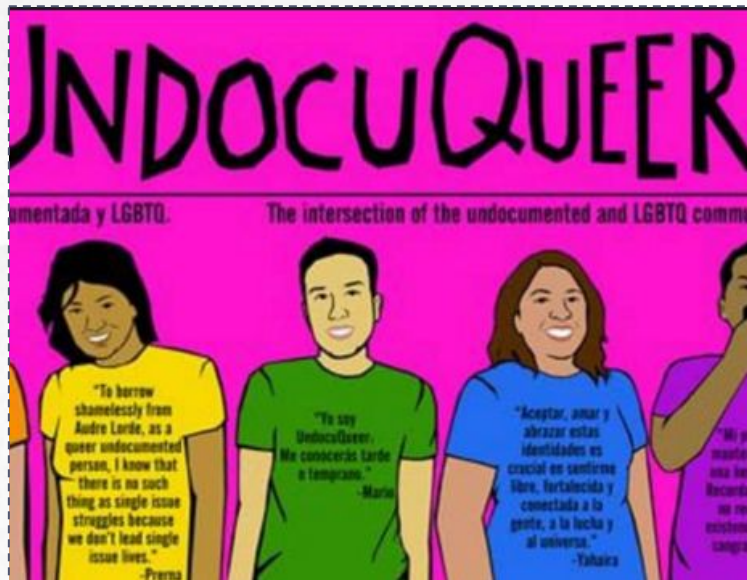
Example:

#iftheygunnedmedown

Youth Radio Q:

“How did you make sense of, and discuss with your supporters, attempts to undermine your message?”

#8 Does Raising Voices Count As Political Action?



Example:

No More Closets
Campaign

Youth Radio Q:

“What are some examples of how you’ve raised awareness in a way that left a lasting impact?”

#9 How Do We Get From Voice To Change?

Petitioning National Federation of High School Associations -

No More Steubenvilles: Educate Coaches About Sexual Assault

 Carmen Rios & Connor Clancy
United States

We are Connor and Carmen, a student athlete and a young feminist act with [SPARK Movement](#), and we are fed up with hearing the stories of male athletes committing acts of violence against young women from Johannesburg, South Africa to Steubenville, Ohio. We are sick of the sports communities surrounding them blindly supporting the boys and men, seemingly terrified of disrupting their athlete-hero culture that celebrates local "golden boys" whose behavior has no consequences and ignores voices and experiences of the girls and women they hurt. **We need to change this culture that tolerates violence. We need solutions.**

Example:

No More Steubenvilles

Youth Radio Q:

“How do you distinguish between raising awareness vs having influence? Are there different steps you have to take?”

#10 How Can We Find Allies?



Example:

Students For Liberty

Youth Radio Q:

“How does the culture of SFL (non hierarchal, no membership) help you engage a diverse community?”

A blurred background image of a busy outdoor event, possibly a market or festival. People are seen sitting at tables with laptops, suggesting a tech or business fair. The scene is filled with activity and people in the background.

Dissemination

Resources,
Workshops, Social
Media

Thanks!

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