



MAD


Make a difference



Activism

Influence and campaign

Activism

- Previously we thought about what bullying is, and what kind of technology we could develop to prevent or mitigate it
 - Today we will think about other ways we can have an impact concerning issues we care about or that impact our lives
 - We will ideate an activism campaign to get your voice heard
- 

Activism

- Everyone can participate concerning issues and causes they care about!
- The purpose is to work together for a better, fairer world, where everyone feels comfortable
- Examples of activism include
 - Donating to charity
 - Conservation like picking up trash
 - Volunteering for a cause you care about



Voting is one form of activism

By voting you can influence different things such as who makes decisions concerning matters impacting your home country, or municipality. Or for example if your football or hockey team will get red or blue jerseys! Have you had a chance to vote on something?

Voting is important, because for example in municipal elections city councilors are elected for four years. They use a mandate given by the townspeople to make decisions for the city. That means that they decide for us.

Source: [City of Oulu](#)



Demonstrations and marches are also activism

- Demonstrations aim to draw attention to an issue, like school closure, climate change, status of minority groups, or other current or local issue
- They can be events of one person or a small group or a gathering of a lot of participants or anything in between.
- Also marches, charity events or sporting events can be organized for a specific cause
- For example, you could participate in a demonstration against closing your local school or a youth center.



Art can also be activism

You can draw attention to your cause for example by

- Writing a book, opinion piece or a blog post about it
- Writing a song or a poem about it
- Arranging a flash mob dance that awakens people
- Making a painting or making graffiti art
- Or for example by making a video about it!



Activism and self-expression

You can also express the things and causes that are important to you through

- Your clothing, such as t-shirts with logos or messages
- Accessories such as pins or sewn-on badges
- Stickers on your phone or backpack or in the environment.



Tasks

Let's ideate in groups:

1. What kind of an anti-bullying message would you like the students and teachers to hear?
 - This is your groups anti-bullying slogan!
2. What form of activism will you use to present this message to the students and teachers in your school?
 - Will you organize a demonstration or a march? Create a piece of art with an anti-bullying message? Write a song or a blog post? Create a video or a dance? Wear your message on your clothing? Or something completely different?
 - This is your activism campaign!
3. Present your plans to the whole class

