The Change Compass

Your navigator through the world of social movements.

Scan me!!

Introduction

Have you ever wished to know more about topics such as sustainability and digitalization?

Have you ever thought of taking part in a social movement but had little guidance on where to start or had little knowledge on how to make an impact?

Fret not, because these are the challenges you will be able to tackle by participating in the "Digitainability" seminar!

This time, the theme was **"Responsible E-Participation"**. The project week, through **challenged-based** and **application-oriented teaching**, allowed us to critically reflect on similar topics and **bring our ideas and solutions to life** in collaboration with **expert challenge givers**.

You too, can experience the freedom of tackling problems with **agile methods** while also acquiring specific knowledge on **digitainability**. You will have personal assistance dedicated to your needs at any point in the project, and **sharpen a multitude of skills** - from communication, teamwork, and decision making to time management, pitching and even prototyping.

Process

Requirement analysis
- Identified end goals, risks and boundaries of the challenge
- Conducted research on existing solutions and gaps in products
- Demarcated different stakeholders
- Created an environment framing

Ideation
- Answered "How might we?" question to address different aspects
- Designed a future scenario
- Created user personas

Development
- Settled for a social web platform (one-stop solution website)
- Introduced basic functionalities in line with the requirements
- Created a prototype for the solution

Literature

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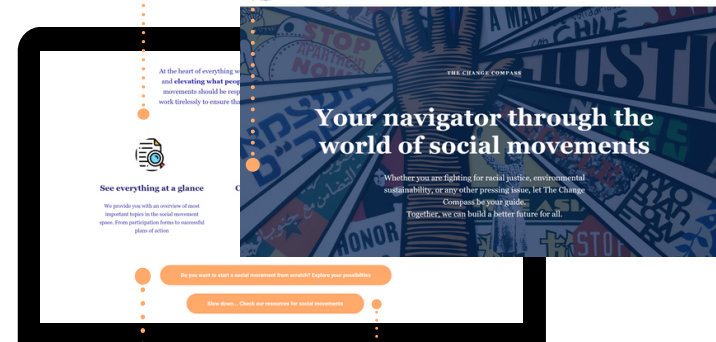Salem Press. (2014). Sociology Reference guide. Theories of Social Movements. Salem Press.
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Solution

Benefits of using the website.

① Start of Your Journey with Change Compass

If you already started a social movement, you can **explore useful resources.**

If you wish to start a social movement, you can get **information** on your possibilities.

② Resources for Social Movements

You can do a **self-evaluation**, if you are not sure where to start.

You get an **overview** of possible **online** participation (e.g., podcasts) and **offline participation** (e.g., creative performances) **forms**.
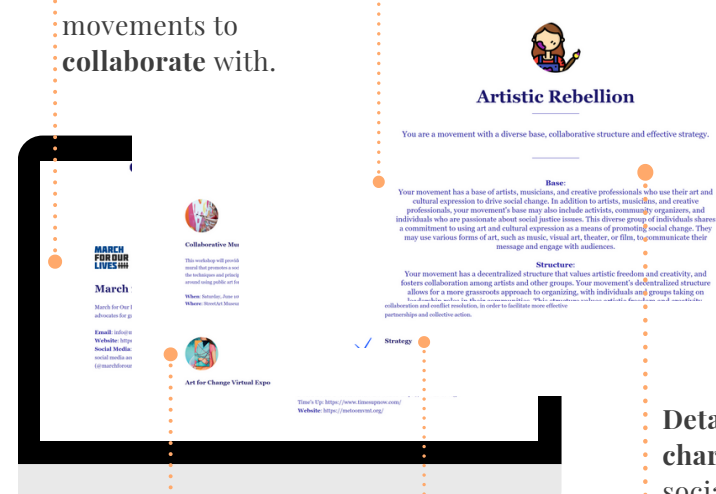
③ Self-Evaluation Form

You submit your answers to get the **profile** of your social movement.

You fill out a questionnaire that covers three areas: **Base, structure and strategy.**

④ Social Movement Profile

Other social movements to **collaborate** with.

Detailed characteristics of social movement.

Suggestions for improvement.

Upcoming events relevant to social movement.

Challenge

The main challenge addressed was:
"How can we help social movements achieve their goals?"

From a technical standpoint, in agreement with our challenge givers, we wanted a solution that did not only solve our problem but also considered other dimensions:
- **Pros** and **cons** of various **participation forms**
- The **mapping of different offers** based on the goals they want to achieve
- A solution **quick and easy** to implement

By talking to members of social movements, we identified subsequent fundamental ideas to consider to make our solution more successful:
- **Quick simple overview** to avoid getting lost in multitude of choices to make
- **Reduced time effort** as individuals do not have much time between their private/professional lives and coordinating the efforts in social movements

Future Outlook

The Change Compass could take many directions, but we believe it is important to start with small steps. We envision to:

1. Allow individuals to start a movement together/ create communities
2. Introduce new stakeholders: Funding partners and news media
3. Bring in a feedback loop between social movements and stakeholders

Key Learnings

- Importance of **collaboration** between social movements
- Higher **variety of movements** than one expects
- Possibility of fueling **internally driven improvement** of social movements
- **Aggregating resources** helpful for social movement as a game changer
- **Open source** is a valuable asset to leverage

Our Team

Christina Deutsch

Nandhini Meenakshi Selvakumar

Dragos Andrei Bucataru

Our Partners

Bayerische Landeszentrale für politische Bildungsarbeit

TUM

digitainability