




LET'S CHANGE THE
WORLD—WE'LL START
TODAY


 **HELLO!**

I'm John McNutt, PhD, MSW
I teach at the Joseph R. Biden, Jr.
School at the University of Delaware
You can find me at
mcnuttjg@udel.edu

SOCIAL CHANGE IS HARD WORK





WE LIVE IN A WORLD WITH NEW CHALLENGES
AND OLD PROBLEMS
But we have new tools—as well as
a number of old friends to help us out

OLD PROBLEMS/NEW CHALLENGES

Classic	New
+ Poverty	+ Climate Change
+ Violence	+ Contingent Labor Force
+ Injustice	+ Privacy
+ Discrimination and hatred	+ Profiling
+ Inequality	+ Information Poverty
	+ Algorithmic Justice

WE HAVE THE TOOLS
TO MAKE OUR WORLD
A BETTER PLACE

OLD FRIENDS/NEW FRIENDS

Old Friends	New Friends
+ Community Organizing	+ Technology based organizing
+ Traditional advocacy & Lobbying	+ Electronic Advocacy
+ Political Fundraising	+ Technology led Social Movements
+ Legal Strategies	+ Data Strategies
+ Administrative Advocacy	

WE NEED BOTH

WHAT TECHNOLOGY BRINGS TO THE TABLE

- + Democratizing social change
- + Effectiveness
- + Reduced Cost and Extended Reach
- + A wider range of opportunities

CONSIDER

- + 69% of the public uses some type of social media.
- + 95% of Americans own a cellphone/77% own a smartphone.
- + A huge majority of American adults use the Internet and about a quarter say that they are "almost constantly online".

Source: Pew Internet and American Life Program
<http://www.pewinternet.org>

AND

- + Congress, most state legislatures and many local governments have sophisticated technology for public involvement.
- + Rulemaking is often done online
- + Legislative Staff make extensive use of technology

NOT TO MENTION

- + Problems that were once local are now global
- + Power centers are often out of reach
- + Competing groups use technology and some interests employ AstroTurf campaigns

AND OF COURSE

- + Even the most traditional macro practice uses technology today

SO WHAT DOES ONLINE SOCIAL CHANGE LOOK LIKE?



EARLY STUFF

- + E-Mail
- + Discussion Lists
- + Websites
- + Texting

LATER—SOCIAL MEDIA & SO FORTH

- + Social Networking (Facebook)
- + Microblogging (Twitter) & Blogging
- + Image and Videosharing
- + Pooling of Collective Intelligence
- + Crowdsourcing

EMERGING

- + Data Science and Data4Gd
- + Civic Technology
- + Self Organizing Systems and Leaderless Organizations
- + Web 3.0

NEXT

- + Leveraging Information Environments (AI, Open Data, Citizen Science, Internet of Things)
- + Getting together online and offline strategies
- + Bringing more people into the effort (Co-creation)

