



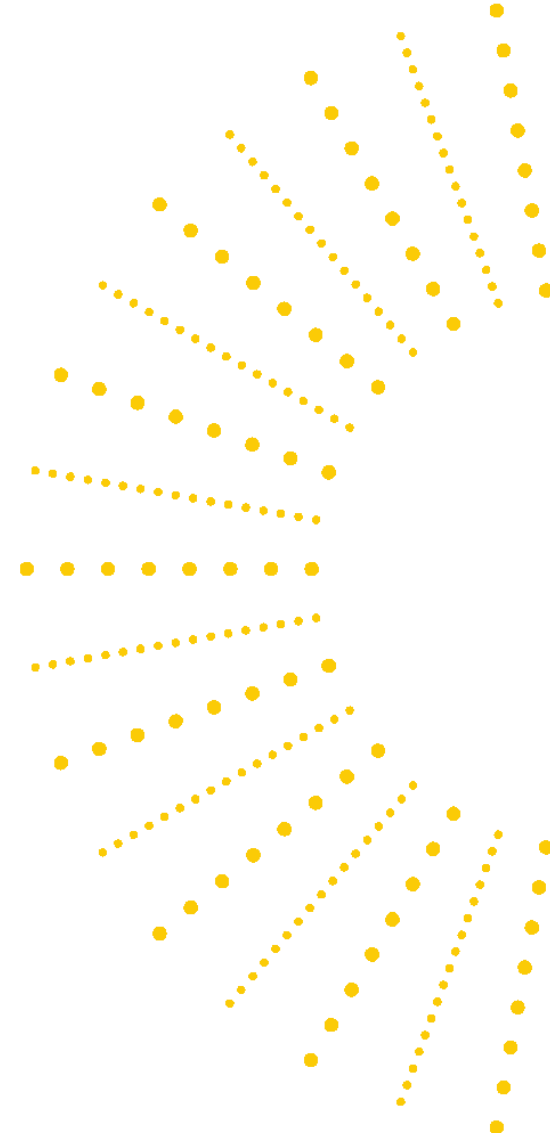
SLACKTIVISM:

THE GOOD, THE BAD, & THE REAL WORLD

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Agenda

- Outcomes
- What is slacktivism?
- Pros and cons
- Professional competencies
- Applying strategies
- Questions



Outcomes

At the end of this session, we hope you will:

1. Gain tools for positively engaging students in civic action to promote student learning for success.
1. Build strategies for supporting online activism to enhance the student experience.

Slacktivism



Image source: Pixabay

Slacktivism

slack•tiv•ism

noun

the practice of supporting a political or social cause through simple measures, but are not truly dedicated to the cause or to making a change.

The United Nations

Slacktivism



Image source: <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

Slacktivism

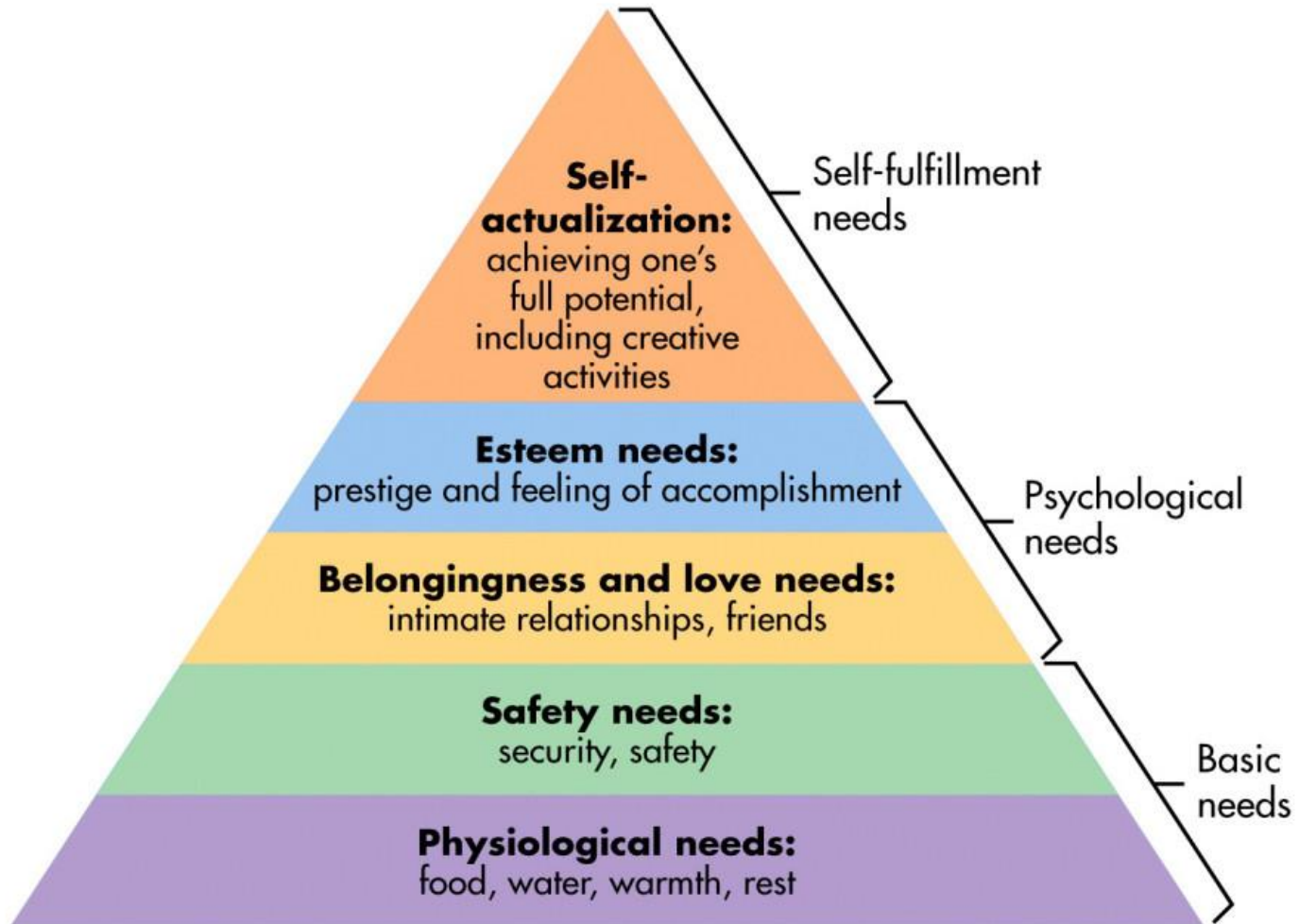


Image source: <https://www.simplypsychology.org/maslow.html>

Slacktivism

#Kony2012
Arab Spring
Livestrong bracelets
#NeverAgain
#MeToo
#BlackLivesMatter
ALS ice bucket challenge

Slacktivism

Is it really making a difference?

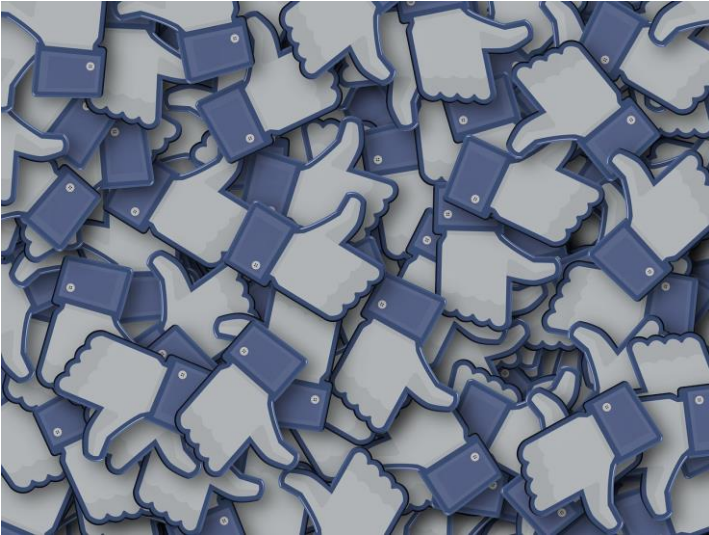


Image source: Pixabay

- Positive self-efficacy
- Sense of personal influence
- Connection to global issues
- Interactive conversation
- Meaningful participation

Slacktivism into Activism



Image source: Pixabay

Professional Competencies & Tools

- Leadership skills
- Communication skills
 - Rhetoric
 - Public speaking
 - Debate
- Cultural competence

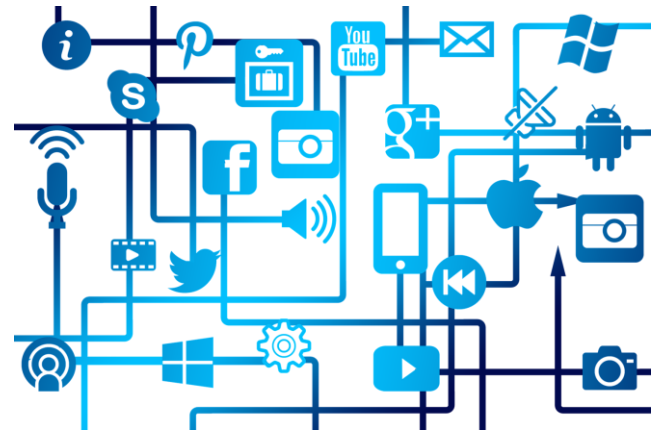


Image source: Pixabay

Strategies

- Reference social media
- Integrate into problem-based learning
- Share experiences
- Connect to content and work



Image source: Pixabay

Conclusion





Image source: Pixabay

Questions?

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