Beyond the Click: Investigating the Impact of Clicktivism on Real-World Action

Background

Clicktivism is a form of digital activism that involves expressing support for a cause through online actions such as likes, shares, and clicks. While it can be a convenient and accessible way for individuals to engage with social and political issues, it can also lead to slacktivism - a term used to describe shallow, online engagement that does not translate into real-world action. When people feel they have done their part by simply clicking a button, they may be less likely to take concrete steps towards creating change. This can result in a lack of progress and a false sense of accomplishment. As such, it is important to understand the potential benefits and drawbacks of clicktivism, and to consider how it can be used effectively to inspire meaningful social and political change.

Approach

Based on an initial literature search and online service analysis, various patterns as to how clicktivism mechanisms are designed will be categorized and assigned to potential use cases. Followingly, a representative online prototype for each of the identified categories will be designed and implemented. Finally, the implemented prototypes are evaluated as part of a user study to explore the effects of clicktivism on the probability of taking action in the real world. Programming specifics, tools, and other details are adapted upon problem definition.

Based on Bachelor or Master level the thesis will be adapted

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Focus in this project

Software Prototype
Persuasive Computing
User Evaluation