

*This was the original syllabus for our course-changes have been made*

## **SW XXX: Electronic Advocacy in Macro Social Work Practice**

### I Purpose of the Course

The development of Internet based technology has created a sea change in the practice of advocacy within social work. These new techniques have made it possible to engage in new and previously unthinkable efforts to advocate for social and economic justice.

This course is designed to provide students with (1) an understanding of the processes and techniques of electronic advocacy in social work practice (2) an appreciation for the empirical research that underpins practice and basic skills in using common electronic advocacy techniques.

The course requires some basic familiarity with the Internet and computers. No programming is required.

The course considers issues of diversity, populations at risk, social work ethics and values and social and economic justice within the context of this new practice. It draws on material from the liberal arts base, the professional foundation and other courses in macro social work.

### Objectives

Upon successful completion of this course, the student should be able to demonstrate mastery of the following competency outcomes:

### Knowledge

- Describe the nature of electronic advocacy as it relates to policy practice and community practice;
- Describe the elements in the electronic advocacy process
- Discuss the empirical research base for electronic advocacy
- Identify links between electronic and traditional advocacy
- Identify issues such as the digital divide, populations at risk social and economic justice and diversity in this type of practice.

### Skills

- Demonstrate the ability to design an effective electronic advocacy program
- Demonstrate the ability to use e-mail, newsgroups, chat and discussion groups in an action setting,
- Demonstrate the ability to plan, create and maintain a social change website
- Demonstrate the ability to evaluate electronic advocacy campaigns

#### Values

- Identify the major ethical issues in electronic advocacy
- Identify the major implications of electronic advocacy practice for social and economic justice, diversity and populations at risk.

#### Texts

Bennett, D. & Fielding, P. (1999). The Net Effect: How Cyber-Advocacy is Changing the Political Landscape. Merrifield, VA: E-Advocates Press.

Hill, K.A. & Hughes, J.E. (1998). Cyberpolitics: Citizen activism in the age of the Internet. Lanham: Rowman & Littlefield.

Schwartz, E. (1996). NetActivism: How citizens use the Internet. Sebastopol: O'Reilly.

#### Assignments and Grading

Since the course is taught on a web-based format, requirements are somewhat different than in a traditional classroom situation. Students are required to participate in the listserv and chat rooms.

Assignment 1: Students will create a plan for conducting an electronic advocacy program in their field agency or another organization. The plan will consist of a written document and PowerPoint slides.

Assignment 2: students will create a webpage around a policy or community issue.

Grading will consist of the following. Each assignment will be worth 45% and the remaining 10% will be for participation in the seminar.

Session	Content and Readings
1	Introductory Session: Overview of the Course and

	General Definition of Concepts.
2	<p>Electronic Advocacy and the Advocacy System: This section considers the practice of electronic advocacy and the general practice of social work advocacy. The section considers organizational settings, types of targets, traditional methods and emergent methods and so forth.</p> <p>Readings:</p> <p>Bonner, J. (1998). The Internet and grassroots lobbying: the next wave. <u>Campaigns and elections</u>. <u>19</u> (9), 46-48.</p> <p>Clausing, J. &amp; Rainey, R.F. (1998, January 15). More members are plugged in but few are making connections. <u>New York Times/Cybertimes</u>. <a href="http://www.nytimes.com/library/cyber/week/011598congress.html">http://www.nytimes.com/library/cyber/week/011598congress.html</a>.</p> <p>Krause, A., Stein, M. &amp; Clark, J. (1998). <u>The Virtual activist: A Training course</u>. Netaction. On-Line at <a href="http://www.netaction.org/training/">http://www.netaction.org/training/</a></p> <p>Rees, S. (1998). <u>Effective non-profit advocacy</u>. Washington, DC: Aspen Institute/Non-profit Sector Research Fund. Available On-line at <a href="http://www.aspeninst.org/dir/polpro/NSRF/enpatoc.html">http://www.aspeninst.org/dir/polpro/NSRF/enpatoc.html</a></p> <p>Turner, R. (1998). <u>Democracy at work: Non-profit use of Internet technology for public policy purposes</u>. Washington, DC: OMB Watch.</p>
3	<p>The Research Base for Electronic Advocacy: This section reviews the empirical evidence, in social work and in other disciplines, for electronic advocacy.</p> <p>Readings</p> <p>Lemmon, P. &amp; Carter, M. (1998). Speaking up in the</p>

	<p><u>Internet age</u>. Washington, DC: OMBWatch.</p> <p>McNutt, J.G. &amp; Boland, K.M. (1999). Electronic Advocacy by Non-Profit Organizations in Social Welfare Policy. <u>Non-profit and Voluntary Sector Quarterly</u>. 28 (4), 432-451.</p> <p>McNutt, J.G., Lima, J., Penkaukaus, K &amp; Rusoff, M. (1999, November). <i>A Study of the Impact of Internet Based Technologies on the Legislative Process at the State Level</i>. Paper read at the 28th Annual meeting of the Association of Voluntary Action Scholars, Arlington, VA.</p> <p>Raney, R.F. (1999, May 5). Congress builds a presence on the web, Study finds. <u>Technology/Cybertimes/The New York Times On Line</u> at <a href="http://www.nytimes.com/library/tech/99/05/cyber/articles/#1">http://www.nytimes.com/library/tech/99/05/cyber/articles/#1</a></p> <p>Zelwietro, J. (1998). The politicization of environmental organizations through the Internet. <u>Information society</u>. 14, 45-56.</p>
4	<p>Processes: This section presents an overall process for conducting electronic advocacy campaigns. The steps are issue research, coordination and organizing, public awareness and pressure.</p> <p>Readings</p> <p>Schwartz, Chapters 1-4</p>
5	<p>Issue Research and Analysis: This section deals with tools designed to gather information and analyze it within an advocacy context.</p> <p>Readings</p> <p>Bovee, J. (1998). How do do opposition research on the Internet. <u>Campaigns and elections</u>. 19 (9), 48-52.</p>

	<p>Roufa, M. (1999). How to find what you want on the web. <u>Nonprofit world</u>. 17 (1), 12-14.</p>
6	<p>Organizing and Coordinating: Coordination and organizing is a major function of on-line advocacy using a variety of group oriented tools to achieve results This section reviews the major tools and strategies.</p> <p>Readings</p> <p>Bonchek, M.S. (1995). <i>Grassroots in cyberspace: Using computer networks to facilitate political participation</i>. Paper presented at the 53rd Annual Meeting of the Midwest Political Science Association, Chicago, IL. April 6, 1995</p> <p>Memcott, C. (1999).Cyber volunteers: opportunities abound for doing good deeds online. <u>Volunteer Leadership</u>, 18-20.</p> <p>Wittig, M.A. &amp; Schmitz, J. (1996). Electronic grassroots organizing. <u>Journal of social issues</u>. 52 (1), 53-69.</p>
7	<p>Awareness and Education: Building public awareness can be critical in achieving an advocacy result. Technology can reach and target people in a wide range of settings. This section reviews the</p> <p>Readings</p> <p>Conner, M. (1997). New ways to reach voters and influence public opinion on the Internet. <u>Campaigns and elections</u>. 18 (8), 64-68.</p> <p>Coombs, K. (1999). Online voter mobilization: the Gilmore model. <u>Campaigns and elections</u> 20 (1), 26-29.</p>
8	<p>Pressure: This final step reviews the processes of</p>

	<p>using technology to apply pressure on decision makers.</p> <p>Readings</p> <p>Dreyfuss, R. &amp; Stolper, A. (1998). Getting out the vote, '90s style. <u>Campaigns and elections</u>, 19 (10), 15-20.</p> <p>Raney, R.F. (1999, June 3). Flash campaigns: On-line activism at warp speed. <u>New York Times/Cybertimes</u>. On line at <a href="http://www.nytimes.com/library/tech/99/06/cyber/articles/03campaign.html">http://www.nytimes.com/library/tech/99/06/cyber/articles/03campaign.html</a></p>
9	<p>Skills: Working with E-Mail, Newsgroups and Discussion Lists: This section discusses the mechanics of creating and using groupware based interventions to create change efforts.</p> <p>Readings</p> <p>Francisco, R. (1999). Good e-mail campaigns vs. bad spampaigms. <u>Campaigns and elections</u> 20, (6). 42-44.</p>
10	<p>Skills: Creating and Using Websites: This section discusses the planning, creation and maintenance of a social change website.</p> <p>Readings</p> <p>Hockaday, T. &amp; Edlund, M. (1999). Banner advertising as a voter outreach tool. <u>Campaigns and Elections</u>. 20 (4), 513-15.</p> <p>Johnson, C. &amp; Codron, A. (1998). Toward a cyberdemocracy: Political promotions on the Internet. <u>Journal of non-profit and public sector marketing</u>. 6 (1), 105-118.</p> <p>Roufa, M. (1999). Marketing your web site with search engines. <u>Nonprofit world</u>, 17 (2), 12-14.</p>

11	<p>Promoting Electronic Advocacy as an innovation: This section discusses diffusion of innovation theory as a practice theory to diagnose and plan change situations.</p> <p>Readings</p> <p>Rogers, E.M. (1995). <u>The Diffusion of innovation</u>. [Fourth Edition]. New York: Free Press. Chapter 1.</p>
12	<p>Evaluation: This final section discusses the design and execution of effort, activity, process, impact and outcome evaluations in electronic advocacy campaigns</p>
13	<p>Presentations</p>

## References

Adler, E.S., Gent, C.E. & Overmeyer, C.B. (1998). The Homestyle homepage: Legislator use of the World Wide Web for constituency contact. Legislative studies quarterly. 23 (4), 585-595.

Agboh, D.K. (1994). The Use and impact of computer technology on political elections. Computers and society. 24 (1) 21-27.

Aravosis, J (n.d.).Johns top tips for effective cyber-disobedience "cyber-disobedience: taking politics online." available online at <http://www.wiredstrategies.com/toptips.html>

Baldauf, S. (1999, April 20). Political Internet sites weave a tangled web for media. Christian Science Monitor. On-line at <http://www.csmonitor.com/durable/1999/04/20/p1s3.htm>

Beder, S. (1998). Public relations' role in manufacturing artificial grassroots coalitions. Public relations quarterly. 43 (2), 20-24.

Bennett, D. & Fielding, P. (1999). The Net Effect: How Cyber-Advocacy is Changing the Political Landscape. Merrifield, VA: E-Advocates Press

Bimber, B. (1998, July 15). *The Internet and citizen communication with government: Does the medium matter?* Paper presented at the 1998 Meeting of the American Political Science Association, Boston, MA, September 3-6.

Boland, K.M. (1998). Electronic Advocacy: An Introduction to the Use of Electronic Techniques for Social Change, Boxboro, MA: New England Network for Child, Youth and Family Services. <http://www.nenetwork.org/info-policy/ElecAdvo/index.html>.

Bonchek, M.S. (1995). *Grassroots in cyberspace: Using computer networks to facilitate political participation*. Paper presented at the 53rd Annual Meeting of the Midwest Political Science Association, Chicago, IL. April 6, 1995. Available on line at <http://www.ai.mit.edu/people/msb/pubs/grassroots.html>.

Bonner, J. (1998). The Internet and grassroots lobbying: the next wave. Campaigns and elections. 19 (9), 46-48.

Borland, J. (1998). Net lobbying grows up. TechWeb. Available at <http://www.techweb.com/wire/story/TWB19980327S0018>

Bovee, J. (1998). How do do opposition research on the Internet. Campaigns and elections. 19 (9), 48-52.

Bowen, C. (1996). Modem nation: The Handbook of grassroots activism on line. New York: Times Books.

Browning, G. (1996). Electronic democracy: Using the Internet to influence American politics. Wilton,CT: Pemberton Press.

Buck, K. (1996) Community organizing and the Internet. Neighborhood works. 19 (2).

Casey, C. (1996). The Hill on the net: Congress enters the information age. Boston: Academic Press.

Clausing, J. & Rainey, R.F. (1998, January 15). More members are plugged in but few are making connections. New York Times/Cybertimes. <http://www.nytimes.com/library/cyber/week/011598congress.html>.

Conner, M. (1997). New ways to reach voters and influence public opinion on the Internet. Campaigns and elections. 18 (8), 64-68.

Coombs, K. (1999). Online voter mobilization: the Gilmore model. Campaigns and elections 20 (1), 26-29.

Coombs, W.T. (1998). The Internet as potential equalizer: New leverage for confronting social irresponsibility. Public relations review. 24 (3), 289-296.

Davis, R. (1999). The Web of politics: The Internet's impact on the American political system. New York: Oxford University Press.

Demko, P. (1998, April 9). Acting up on line. Chronicle of philanthropy. 10. 34,36-37.

Dreyfuss, R. & Stolper, A. (1998). Getting out the vote, '90s style. Campaigns and elections, 19 (10), 15-20.

Faucheux, R. (1998). How campaigns are using the Internet: An Exclusive nationwide survey. Campaigns and elections, 19 (9), 22-25.

Fisher, D.R. (1998). Rumoring theory and the Internet. Social science computer review. 16 (2), 158-168.

Francisco, R. (1999). Good e-mail campaigns vs. bad spampaigns. Campaigns and elections 20, (6). 42-44.

Friess, S. (1999, March 2). Cyberactivism. The Advocate. 35

Fryer, B. & Chaudhry, L. (1999). Fwd: Fwd: Re: Read this now: E-mail has made it easier than ever to protest from your desktop, but is anyone getting the message? Mother jones. 24 (2), 50.

Glusker, S. (1998). Women networking for peace and survival in Chiapas: militants, celebrities, academics, survivors and the stiletto heel brigade. Sex roles: A Journal of research. 39, (7-8), 539-

Groper, R. (1996). Political participation and the Internet: A Review essay. Political communication. 13. 247-256.

Grossman, L.K. (1995). The Electronic republic: Reshaping Democracy in the Information age. New York: Penguin Books.

Hill, K.A. & Hughes, J.E. (1998). Cyberpolitics: Citizen activism in the age of the Internet. Lanham: Rowman & Littlefield.

Hockaday, T. & Edlund, M. (1999). Banner advertising as a voter outreach tool. Campaigns and Elections. 20 (4), 513-15.

Johnson, C. & Codron, A. (1998). Toward a cyberdemocracy: Political promotions on the Internet. Journal of non-profit and public sector marketing. 6 (1), 105-118.

Johnson, D. (1999). Politics in cyberspace. The Futurist, 33 (1), 14

Knight, F. (1998). The Internet and politics--more unfulfilled promises. Business communications review. 28 (11), 4.

Klotz, R. (1997). Positive spin: Senate campaigning on the web. PS: Political science and politics.30, 482-486.

Klotz, R. (1998). Virtual criticism: Negative advertising on the Internet in the 1996 Senate races. Political communication 15, 347-365

Krause, A., Stein, M. & Clark, J. (1998). The Virtual activist: A Training course. Netaction. On-Line at <http://www.netaction.org/training/>

Krause, A. (1997). Can the spam. Mother Jones. 22 (7)

Krause, A. (1997). The Online activist: Tools for organizing in cyberspace. Mother Jones. 22 (4),

Lebkowsky, J. (1999). A few points about online activism. Cybersociology. (5) On-line at <http://www.socio.demon.co.uk/magazine/5/5jon.htm>

Lemmon, P. & Carter, M. (1998). Speaking up in the Internet age. Washington, DC: OMBWatch.

Lindauer, C. (1999). Tactical cartography: mapping the political battlefield and targeting campaign opportunities in the computer age. Campaigns and elections. 20 (3), 48-52

Loeb, E. (1998) Summary statistics on Internet usage in campaign 98. Washington: Net.Capitol. On-Line at <http://www.capweb.net/classic/epl1998.morph>

Mann, W. (1995). Politics on the net: Surfing the world of Internet politics. Indianapolis, IN: Que Books.

Marlin, A.S. (1999). Politics on the web. why and where? Campaigns and elections, 20 (3), 11-13.

McNutt, J.G. (1999, November). *National Technology trends and social change strategies for the Non-profit sector*. Invited plenary presentation at the University at Albany's Center for Women and Politics Non-profit Education Initiative's 1999 Fall Symposium Non-profits and Academia: Strategies for Social Change, Albany, NY, November 10, 1999.

McNutt, J.G., Lima, J., Penkaukaus, K & Rusoff, M. (1999, November). *A Study of the Impact of Internet Based Technologies on the Legislative Process at the State Level*. Paper read at the 28th Annual meeting of the Association of Voluntary Action Scholars, Arlington, VA.

McNutt, J.G. & Boland, K.M. (1998). Teaching about advocacy and the Internet: Strategies for social welfare policy courses. Social Welfare Policy: The Newsletter of the social welfare policy and practice group. 4 (1), 3-6.

McNutt, J.G., & Boland, K.M. (1998, November). *Electronic Advocacy by Non-Profit Organizations in Social Welfare Policy Formulation: A Framework and Results of a Study*. Presentation at the 27th Annual meeting of the Association of Voluntary Action Scholars, Seattle, WA.

Metzl, J.F. (1996). Information technology and human rights. Human Rights Quarterly. 18, 705-746.

Memmott, C. (1999). Cyber volunteers: opportunities abound for doing good deeds online. Volunteer Leadership, 18-20.

Mills, G.A. (1997). Online democracy: Can Internet training move us toward greater justice? The Other Side, 33 (3), 24-29.

Moore, J. (1994, October 4). Nonprofit advocates' latest tool : technology. Chronicle of Philanthropy 6, 1, 40-2.

Mukherjee, S. (1998, November 9) Internet changes lobbying methods. Inside Washington. Online at <http://cgi.amcity.com/report/110998/report1.html>.

Nicolet, M. (1997). Using the World Wide Web to monitor implementation of the welfare act. Clearinghouse review. 1069-1074.

Owen, D., Davis, R. & Strickler, J.V. (1999). Congress and the Internet. Harvard journal of press and politics. 4 (2), 10-29.

Raney, R.F. (1999, April 18). Beyond campaign sites: Politicians seek support for legislation Online. Technology/Cybertimes/The New York Times On-Line <http://www.politicsonline.com/coverage/nytimes3/index.html>.

Raney, R.F. (1999, May 5). Congress builds a presence on the web, Study finds. Technology/Cybertimes/The New York Times On Line at <http://www.nytimes.com/library/tech/99/05/cyber/articles/#1>

Raney, R.F. (1999, June 3). Flash campaigns: On-line activism at warp speed. New York Times/Cybertimes. On line at <http://www.nytimes.com/library/tech/99/06/cyber/articles/03campaign.html>

Rash, W. (1997). Politics on the nets: Wiring the political process. New York: Freeman.

Schuler, D. (1994). Community networks: Building a new participatory medium. Communications of the ACM. 37, (1), 39-51.

Schuler, D. (1996). New Community networks: Wired for change. Reading, MA: Addison-Wesley.

Schwartz, E. (1996). NetActivism: How citizens use the Internet. Sebastopol: O'Reilly.

Selnow, G.W. (1994). High-tech campaigns: Computer technology in political communications. Westport, CT: Praeger.

Selnow, G.W. (1998). Electronic whistle stops: The Impact of the Internet on American politics. Westport, CT: Praeger.

Shapiro, A.L. (1998, June 6). New voices in cyberspace. The Nation, 36-37.

(1999). State democratic party web sites. Campaigns and elections. 20 (5), 33.

Tesdahl, D. B. (1996). How to lobby without breaking the law: hint your computer makes a great tool. Nonprofit world 14, 20-1

Turner, R. (1998). Democracy at work: Non-profit use of Internet technology for public policy purposes. Washington, DC: OMB Watch.

Westen, T. (1998). Can technology save democracy? National civic review, 87 (1), 47-56.

Williams, L. (1998) Teaching cyberian politics. First Monday. Available On line at [http://www.firstmonday.dk/issues/issue3\\_6/williams/index.html](http://www.firstmonday.dk/issues/issue3_6/williams/index.html)

Wittig, M.A. & Schmitz, J. (1996). Electronic grassroots organizing. Journal of social issues. 52 (1), 53-69.

Yerxa, S.W. & Moll, M. (1994). Notes from the grassroots: On-line lobbying in Canada. Internet research 4 (4) ,9-19.

Zelwietro, J. (1998). The politicization of environmental organizations through the Internet. Information society. 14, 45-56.

### **Internet Publishing and Web Page Development**

Frenza, J.P. & Hoffman, L. (1997). So you want a web site, Now what? Non-profit world 15 (5), 21-24.

Frenza, J.P. & Hoffman, L. (1997).Organizing your web site content. Non-profit world 15 (6), 14-16.

Hoffman L. & Frenza, J.P. (1998). Getting connected. Nonprofit world. 16 (5), 20-23.

Hoffman L. & Frenza, J.P. (1998).Choosing an HTML Editor: Software reviews from the experts. Nonprofit world. 16 (4), 22-24.

Hoffman L. & Frenza, J.P. (1998). Building your web site: HTML basics. Nonprofit world. 16 (3),22-24.

Grobman, G. M. & Grant, G. B. (1998). The Non-profit Internet handbook. Harrisburg: White Hat Communications.

Lemay, L. (1995). Teach yourself web publishing with HTML in a week. Indianapolis: Sams Publications.

Roufa, M. (1999). Marketing your web site with search engines. Nonprofit world, 17 (2), 12-14.

### **Information Poverty and the Digital Divide**

McConnaughey, J., Nila, C.A., Sloan, T. (1995). Falling through the cracks: A Survey of the "have nots" in rural and urban America. Washington, DC: US Department of Commerce. Available On-Line at <http://www.ntia.doc.gov/ntiahome/fallingthru.html>.

McNutt, J. G. (1996). National information infrastructure policy and the future of the American welfare state: Implications for the social welfare policy curriculum. Journal of Social Work Education. 6 (3), 375-388.

McNutt, J.G. (1998). Ensuring social justice for the new underclass: Community interventions to meet the needs of the new poor. In Ebo, B.(ed.) (1998). The Cyberghetto or Cybertopia: Race, Class, Gender & Marginalization in Cyberspace. New York: Praeger, pp. 33-47.

Quiero-Tajalli, I. & McNutt, J.M. (1998, March). *Information Poverty and the Latino Community: Implications for Practice and Education*. Paper at the 1998 CSWE Annual Program Meeting, Orlando, FL.