

On-line Advocacy and Social Work Practice in Social Development: Empowerment, Strengths and Developmental Perspectives

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Overview

- Building a practice theory home for on-line advocacy
- The Rise of On-line Advocacy
- Possible Theoretical Homes
 - Empowerment
 - Strengths Perspective
 - Social Development

On-line Advocacy

- Electronic Advocacy, Cyber advocacy, Cyber activism, on-line advocacy
- Use of High Technology to change public policy

Processes and Tools

	Policy/Issue Research	Education /Awareness	Organizing	Political Pressure
Aims	Develop Information on policy and program issues	Make public aware of current issues and provide education	Bring supporters together and Involve potential supporters	Bring pressure on decision makers
Activities	Issue analysis, opposition research, policy analysis	Member education, Public education, public awareness.	Organizing, coordinating,	Contacting decision makers, participating in decision making
Tools	E-mail Discussion Lists Websites Data Bases Data Mining GIS	E-mail Discussion Lists Websites Blogs E-zines	E-mail Discussion Lists Websites Blogs SMS On-line fundraising	E-mail Discussion Lists Websites E-Petitions E-mail campaigns

Evidence of Use

- Research
- Popular Press
- Interest Groups and Consulting Firms
- Professional Literature

The Search for a theory base

- Why
- Development of the practice
- Important Considerations

Possible Theory Bases

- Empowerment Theory
- Strengths Perspective
- Social Development Theory

Social Development Theory as a Theory Basis of EA Practice

- More Global
- Scope
- More In-depth analysis of oppression
- Congruence

