

Aims and Considerations sheet

Existing Products:

How many existing artefacts do you feel you will need to look at?

In terms of existing artefacts to research I believe looking at three different organisations will be sufficient for my research. This is because it allows me to look at a wide range of different social action organisations and balance my research, rather than researching one organisation and ending up with one-sided and heavily misrepresenting results. This variety of artefacts allows me to form a stronger diversified final opinion.

What kinds of artefacts are you expecting to look at?

The range of artefacts that will be researched for this project includes different social action organizations that run similar campaigns to what the SAS is hoping to achieve. This includes campaigns that are aiming to improve the environment around coastal areas, or in broader terms a group that is trying to improve litter standards across the entirety of the United Kingdom, either by calling for heavier sanctions for littering or by cleaning up litter themselves with teams of volunteers.

What elements will you look at to help you with your research?

The elements I will look at for my research includes how these existing organizations operate, such as what formats of media they incorporate to communicate with the public, and the content they use for these advertisements. I will also look at the activities that the group undertakes and how they go about them, whether or not they receive support from the government for their actions or if they are an independent group that uses volunteers to accomplish things.

Considerations:

Why might you need to be sensitive when carrying out research on social action issues?

Sensitivity is needed when researching social issues because many causes are dedicated to helping people who are otherwise disadvantaged or do not have the same rights as others, meaning that they suffer discrimination or prosecution for who they are. Other organizations may be dedicated to helping people who are physically/mentally disabled, therefore it is important to ensure that due care is given when researching such organizations and that you do not intrude on anyone's privacy or cause upset.

Could you face any problems when trying to research social action issues? If so, is there a way to overcome these?

The problems that might be encountered during the research process include the fact that some organizations might not be as willing to share their information as others, which would make it hard to conduct research into that particular organization. To overcome this, we can look into a different organization that is more open about what they do and what they try and fight for.

Where would you expect your finished pieces to be displayed and distributed?

When I complete my pieces for this social action campaign I can expect them to be displayed in coastal areas that suffer a higher level of waste and litter, as the presence of a group that is combating such a problem will likely strengthen their ties with the local community. I can also expect the material produced by our campaign to be published around the country, helping ordinary people know about the problems that the coastline faces and what they as a person can do to help.

What funding issues might an organisation like Surfers Against Sewage (SAS) face?

Issues that may arise include the fact that their work is entirely voluntary, in that they are not paid for what they do by the government or the public. This means that the SAS has to turn to events such as fundraising and charity in order to raise the money needed to print their leaflets and posters, as well as fund the work they do for the environment.