

The “Micro Action Movement App”: Linking Everyday Resistance and Mass Mobilization

The Resistance Studies Initiative (RSI) at University of Massachusetts, Amherst is, together with *Settings.se* from Sweden, promoting a new, free and non-commercial App—the *MicroActionMovement* (*M.A.M.*)—to encourage everyday resistance and small-scale political actions linking scattered individuals and diverse movements for social justice. In collaboration with a range of movement organizations, established ones, such as Greenpeace and the Red Cross, as well as local ones, *Settings.se* and RSI have created an App (first launched in Sweden by *Settings.se*) that now also will be launched in the USA.

The App is independent from party politics and religious affiliations. All suggested micro actions are nonviolent and legal, and participation is anonymous (no identity information of users is stored, only a random Device ID linked to a phone number). The App is under constant development and can be downloaded at any ordinary App Store for free, and can be used in other countries as well (although campaigns are specific to territories).

In the *MicroActionMovement* App users get suggestions on everyday resistance or political actions (“micro actions”) to do, suggestions given by collaborating movement organizations. And, you can subscribe to campaigns. It provides a way to exercise activism through mundane activities, and builds on the idea of one micro action per day. Users can choose to do the suggested action, or swipe and get other suggestions.

Suggestions might be of micro actions such as: “Hang a Pride flag at your window”; “Sign up for helping kids with homework”; “When asked to spell something orally, use only names of women”; “Put up five signs saying ‘Black Lives Matter’ in your area”; “Just before the start of your next meeting, make a short statement ‘recognizing that the land we are on now is land that was colonized and stolen from [give the name of the Indigenous Nation]’”; “Make it a point to eat vegetarian food today. Tell someone about it”; “Initiate small talk to a person you did not talk to before, preferably someone that belongs to a different or marginalized identity category”; “When going out in public, wear something that you like, but that is unconventional, breaking your normal style”; “Borrow a wheel-chair and try getting around for one hour. Tell others about how it felt”; “Invite a beggar for coffee and sandwich at a café, sit down and talk”; “Write down possible quick responses to sexist jokes or allegations, preparing yourself”; “Ask a manager or employee at a store what the minimum salary is, and if that is a livable income”; “Buy something you need that is fair trade”; “Buy nothing today”; etc.

For each suggestion there is a link to more info provided by an organization that mobilizes people on that theme. You can click on the link if you want to get more involved, or just move on to the next suggested micro action. National or local campaigns on certain themes of actions, with for example flash mobs, are promoted during periods for those that subscribe on them, for example during Pride, Mother’s Day, or Indigenous Day, and, with time the App will be able to show statistics of how many people are doing what kind of micro actions (Naturally, the names of people that do actions are withheld). Through the statistics people will get encouragement, awareness of others, and motivation to spread the idea further to increase the numbers, and thereby the impact. Thus, the App is a resource and meeting place for people interested in working for a more just world.

The idea is to encourage individuals to do actions in their everyday; at the workplace or school, in the neighborhood, on buses or at restaurants, among friends, or in the family—actions that challenge or undermine various forms of everyday domination, alienation or social injustices. It is the hope that by making micro activities more visible, explicit and organized, it will lead to ordinary people realizing they are part of something bigger, although mundane actions might seem insignificant. Ultimately, it is possible the App will be part of facilitating a scaling-up of everyday resistance into collective forms of activism, as well as movements becoming aware of the “deeper” everyday dimension of social change work, something public protests or manifestations are not able to address. The App is therefore one way to promote a culture of resistance and activism.

If you like the idea, download the *MicroActionMovement* App, recruit your organization to join, make workshops to develop new suggestions of creative micro actions, and spread the knowledge about micro activism, and the App that links the everyday and mass mobilization, to others. And, when you do micro actions report with stories, photos or videos through social media. Create a tag for @MicroActionMovement; #MicroActionMovement; #MicroAction; #M.A.M; #PeoplePower; or send an email to info@settings.se (mark with “MicroActions” in the subject line).

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The design of the *MicroActionMovement* App is done by *2typer* and the program development by *Oivvio Polite*, from an idea by Rebecca Vinthagen, all based in Sweden.