

**Ineffective**

- *Naive citizen:*  
Does not realise the powerholders and institutions serve elite interests
- *Super-patriot:*  
Blind obedience to powerholders and country

- Promotes positive, widely-held values e.g democracy, freedom, justice, non-violence
- Grounded in centre of society
- Protects against charges of 'extremism'

- Uses official channels to make change
- Uses variety of means: lobbying, legal action, elections
- Monitors success to assure enforcement, expand success and guard against backlash

**Ineffective**

- Promotes minor reforms
- Co-optation: identifies more with official powerholders than grass roots
- Limited by hierarchical/patriarchal structure
- Does not advocate paradigm shifts

**CITIZEN**

**REFORMER**

**REBEL**

**CHANGE AGENT**

**Ineffective**

- Self-identifies as 'being on the fringe'
- 'Any means necessary', including violence and property destruction
- Acts from strong negative emotions such as anger, desperation and powerlessness
- Anti-organisation, opposed to any rules or structure
- Personal needs outweigh movement needs

- Protests: Says "NO!" to violation of positive values
- Uses NVDA and civil disobedience
- Puts problems in public spotlight
- Strategic
- Exciting, courageous, risky

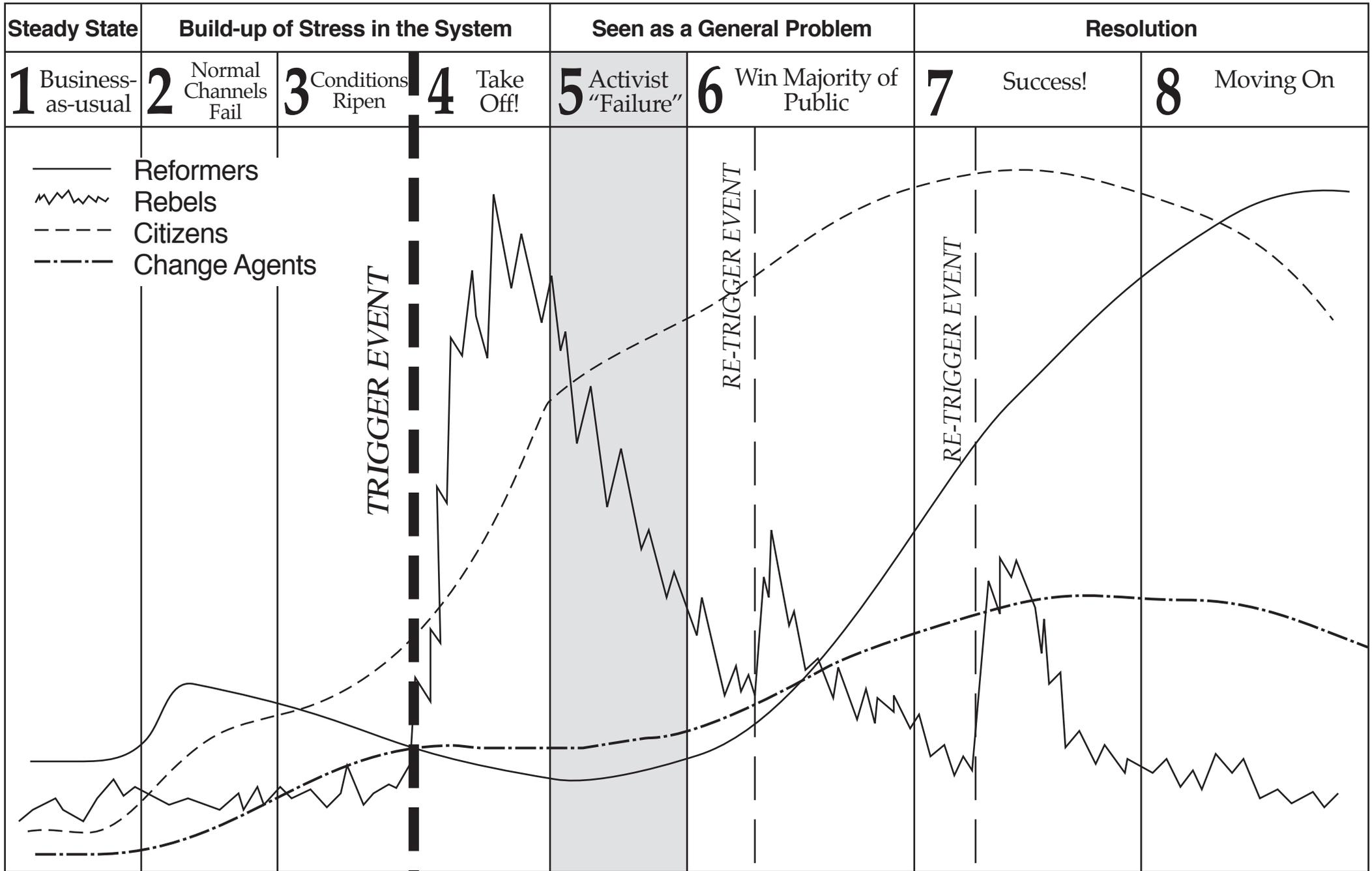
- Uses people power: educates, convinces & involves majority of citizens
- Mass-based grassroots organising
- Employs strategy & tactics for waging long-term movements
- Promotes alternatives & paradigm shifts

**Ineffective**

- Utopian: promotes visions of perfectionism disconnected from current movement needs
- Dogmatic: advocates single approach while ignoring others
- Ignores personal needs of activists
- Disengages from movement to live isolated, alternative lifestyle

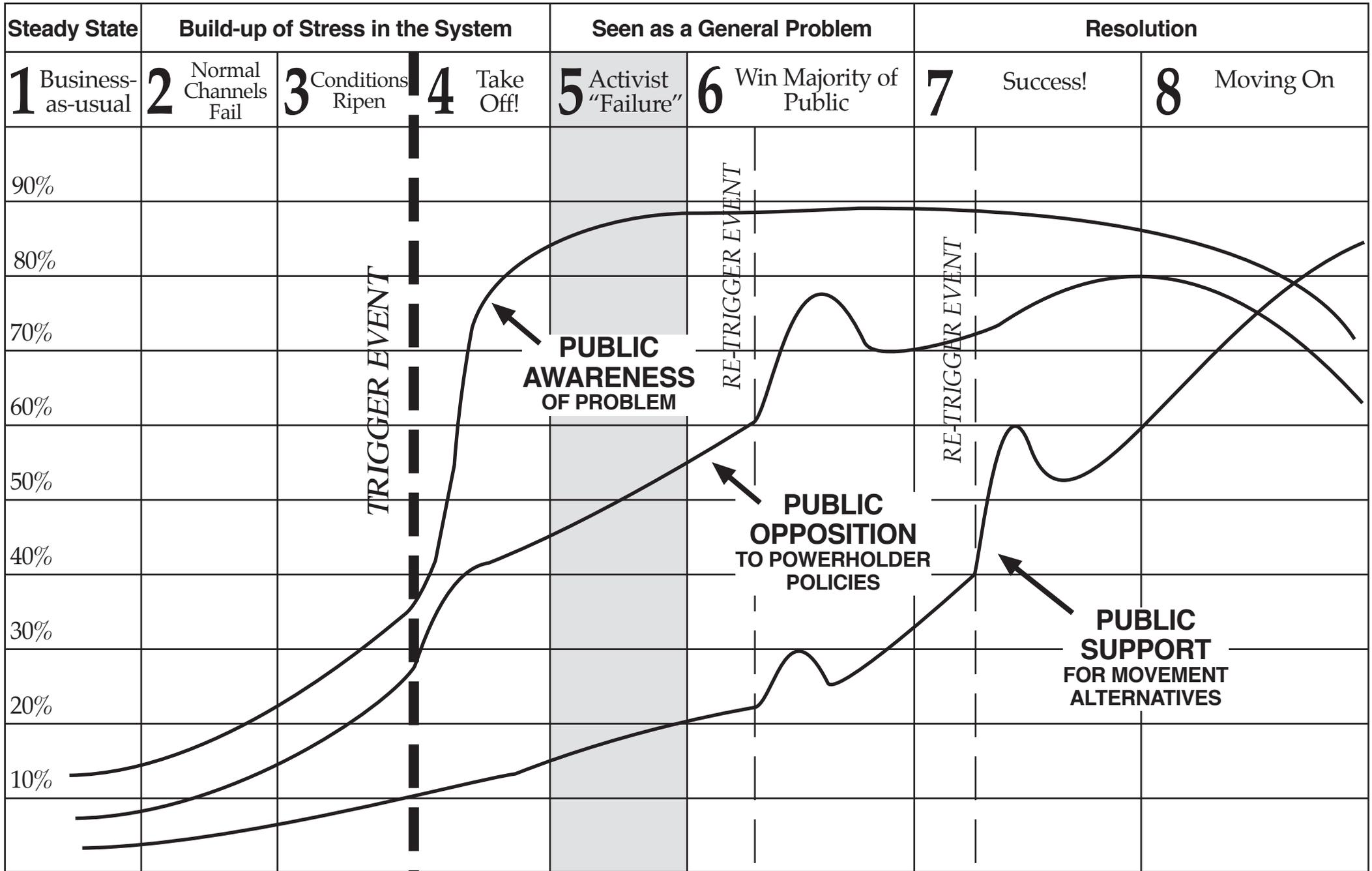
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Adapted from Moyer, Bill. *The Practical Strategist*. San Francisco: Social Movement Empowerment Project, 1990.



## The Four Activist Roles - Participation

Adapted from Moyer, Bill. *The Practical Strategist*. San Francisco: Social Movement Empowerment Project, 1990.



## Winning the Public in Three Ways

Adapted from Moyer, Bill. *The Practical Strategist*. San Francisco: Social Movement Empowerment Project, 1990.