

Active Citizenship – Knowledge organiser

Citizenship action	Citizenship is all about joining in and being an active citizen.	Citizenship action could involve running a campaign, organising a protest, raising money for charity or educating about a issue.
Collaboration	Working together towards an outcome.	A campaign group should have a range of expertise. Groups should support each other and communicate well. It is useful to have a group leader to oversee the campaign.
Secondary research	Published research collected by other people.	This would likely be newspaper articles or research paper about your chosen citizenship action. Secondary research will provide you with statistics and data to inform your campaign.
Primary research	New research to answer a question(s)	This would likely be in the form of a questionnaire. This will allow you to find out what people in your target audience thought about your citizenship action.
Qualitative data	Deals with descriptions and cannot be counted.	This data will tell you what people think about a issue. These opinions will help you to adapt your citizenship action to make it more successful.
Quantitative data	Deals with information that can be counted or measured.	This data will give you statistics and figures about a issue. These figures will help you to be more persuasive in your citizenship campaign. If you are hoping to raise money, this will give an indication as to how much people are willing to spend.
Closed questions	Asking for short, factual answers.	A way to gather quantitative data.
Open questions	Asking people to express a point of view or give a longer answer.	A way to gather qualitative data.
Negotiate	The process of discussing something with someone in order to reach an agreement.	If there is some acceptance of your plans for citizenship action but also some resistance, you may need to negotiate. This means you might compromise or change part of your plans to make them more agreeable.
Advocacy	Publically supporting an issue or proposal.	This would likely be in the form of a petition. It could also mean persuading people to take part in a fundraising event or attend a protest or march.
Lobbying	Trying to persuade a politician or the government to change the law or take a particular action.	To make this change happen, people will work together, collaboratively to meet their aims. Pressure groups do not wish to have power themselves; they simply wish to achieve a goal. An example of a pressure group is Jamie Oliver and his campaign to make school dinners healthier. Another example is Fathers for Justice, a group of dads who campaigned for improved parental rights.
Pressure group	Putting pressure on the government to do something/change something.	