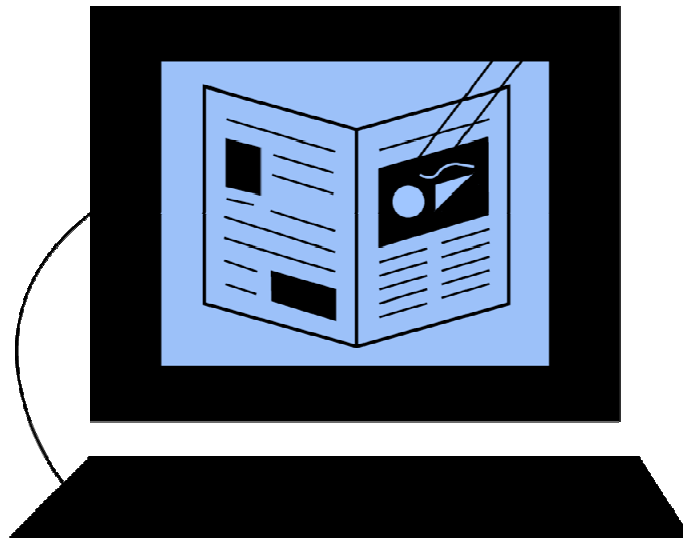


# Hyperlocal Communication



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## About Us

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### **ADVANCEMENT PROJECT**

Advancement Project ([www.advancementprojectca.org](http://www.advancementprojectca.org)) is a public policy change organization rooted in the civil rights movement. We engineer large-scale systems change to remedy inequality, expand opportunity and open paths to upward mobility. Our goal is that members of all communities have the safety, opportunity and health they need to thrive. Advancement Project's Programs include: Educational Equity, Equity in Public Funds, Healthy City, and Urban Peace Institute.

### **HEALTHY CITY**

Healthy City ([www.healthycity.org](http://www.healthycity.org)) is an information + action resource that unites community voices, rigorous research and innovative technologies to solve the root causes of social inequity. We transform how people access and use information about their communities. As a program of Healthy City, the Community Research Lab partners with community-based organizations to develop, implement, and disseminate data/ mapping projects, tools, and workshops that promote community knowledge and Community Based Participatory Action Research.

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## Acknowledgements

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### **ACKNOWLEDGEMENTS**

This toolkit was made possible through our work with such organizations as California WALKS and programs such as First 5 Los Angeles' Best Start Initiative. Healthy City, through the Community Research Lab, developed this toolkit with funding from First 5 Los Angeles. This and other toolkits can be accessed through the Healthy City website at [www.healthycity.org/toolbox](http://www.healthycity.org/toolbox).

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Advancement Project – Healthy City

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## About the Toolbox

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Healthy City supports communities in identifying, organizing, and sharing its collective voice with decision makers at the local and state levels. Through the Community Research Lab, we share best practices and methods for Community-Based Organizations (CBOs) interested in supporting their strategies with research that combines community knowledge with Healthy City technology. Toward this aim, we have developed the Community Research Lab Toolbox.

The toolbox presents research concepts, methods, and tools through topical guides and toolkits such as Community Research, Participatory Asset Mapping, and a Short Guide to CBPAR (all of which can be accessed at [www.healthycity.org/toolbox](http://www.healthycity.org/toolbox)). It is based on best practices from our work with CBOs and a unique approach to the Community Based Participatory Action Research (CBPAR) framework, which promotes research that:

1. Starts with issues and strategies then produces analysis that informs action
2. Uses mapping technology to engage organizations in the research process
3. Is both community-based and place-based, often focusing on a geographic place such as a neighborhood

The toolbox's CBPAR framework explicitly focuses on community-based organizations that bring together community members to visualize and actualize research and its outcomes. This includes non-profit organizations that operate in specific, local communities and are staffed by, work with, represent, assist, and/or advocate on behalf of residents of those communities on issues that affect their quality of life. These organizations have worked to gain trust among community members and have brought together a spectrum of people with varying ideas and perspectives that unite around a particular set of concerns relevant to a large portion of the community. Though it may have utility for other groups, it supports these organizations whose work directly engages community members in creating change.

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## About this Toolkit

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### *How can this toolkit be used?*

**+ As an instructional toolkit for using hyperlocal communication tools for sharing the process, experiences, and outcomes of a participatory research or mapping project.** Community-Based Organizations can use the concepts, methods, and online tools provided to turn research into news that can be shared within and outside of their community.

**+ As a workbook for workshops on using hyperlocal communication tools.** It can be used to help plan and facilitate a workshop on how to use these tools in a participatory way, to not only engage community members in doing research, but in sharing it as well.

**+ As a resource and information guide** for conducting research within the CBPAR framework.

### *What will you find in this toolkit?*

**+ Key research concepts and methods**

**+ Additional Tools You Can Use, with in-depth guides for applying the concepts and methods**

**+ Glossary terms in BOLD**

**+ Notes like the one below to write down any thoughts or ideas you have as you read**

**HOW CAN THIS TOOLKIT BE USEFUL IN YOUR SPECIFIC WORK OR PROJECTS?**

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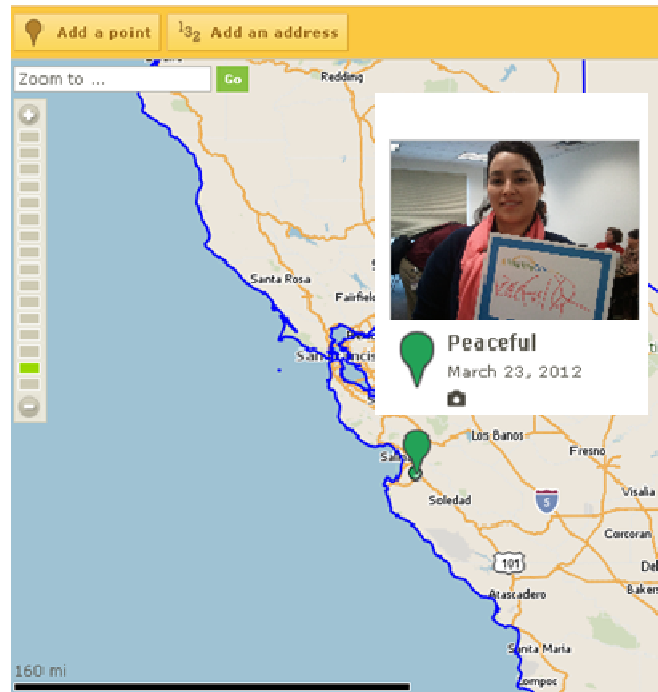


# What is hyperlocal communication?

*“Changes in the political landscape are transforming the ways in which organizers network, exchange information and ideas, and link with people in their communities and across communities...Today, technology can be used to create innovative tactics and techniques.... for empowering oppressed, disenfranchised, and forgotten people.”<sup>i</sup>*

Community changemakers can use **Community-Based Participatory Action Research (CBPAR)** and mapping as powerful tools for lifting community voice and building community capacity. But, once you collect the data, create the map, or complete the analysis, how can you share and communicate the results in a way that is just as participatory? **Hyperlocal communication** helps engage people in your local community in sharing their perspective and analysis of important community issues and conditions. While highly effective dissemination can take place in community forums, face-to-face, or newsletters, online hyperlocal communication tools can help community-based organizations easily share data, maps, stories, and victories, as they are available, with people in the community and communities far and wide.<sup>ii</sup>

Hyperlocal communication is *“technology [that allows] citizens to help create and share news on a very local level—by town, neighborhood or even block...”<sup>iii</sup>* It can involve using mobile phones, **social networking** websites, and **social media** platforms for local awareness and advocacy. These tools can help communities immediately turn their data and analysis into place-based, community generated, local-level news.



Hyperlocal communication provides accessibility for community members, activists, students, youth and the general public to engage media locally and internationally to:

- + share the issues, strengths, concerns and needs of the community
- + strategize, organize and make a call to action
- + share participatory research and outcomes of community-engaged events
- + provide general awareness of community work, wins, and events

This type of communication tools expands how you share and use research to make issues, strategies, and research widely known and opens the door for the local community to share information.

# Why is hyperlocal communication useful?

Community-Based Participatory Action Research (CBPAR) “seeks to disseminate findings, in language that is understandable and respectful, and ‘where ownership of knowledge is acknowledged.’”<sup>iv</sup> Although communications is a key part of CBPAR, community members are not always provided with the data and outcomes of the research they participate in, nor included in the dissemination process. When community members share their own research and analysis, they can present their own images and representations of their community. This enhances the “collective intelligence” of the community, builds community capacity, and increases community visibility, interaction, and action.<sup>v</sup>

Hyperlocal communication tools such as social media and social networking also give the public access to events and stories on a global scale unlike ever before. When communities utilize hyperlocal communication tools to report conditions and injustices in their specific places, they can garner national and international attention as a result of it. For instance, in 2012, **community journalists**, community-based organizations, and community members flooded social media and networking websites with critical images and commentary that helped draw national attention to the tragic case of Trayvon Martin.<sup>vi</sup>

Additionally, many websites that offer hyperlocal communication tools such as *Mobile Voices*, *Facebook*, and *Twitter*, easily link to mobile phones and place the power to inform, organize, and mobilize in the hands of a wide range of community members. “Do not assume that [communities] don’t have access to technology,” says Jung Hee Choi, Communications Director at Community Coalition, a prominent South Los Angeles-based grassroots community organization. “[Our]

Projects that involve community members in sharing, as well as participating in, research, benefit in several ways: <sup>vii</sup>

- + Community members have often experienced the effects of an issue and can highlight parts of it that wouldn’t occur to anyone sharing it from outside.
- + Community members can pick up on important comments and concerns (from the research) that may be overlooked by someone who is not part of the same community.
- + Community members live in the community and are on the scene all of the time, so they may find information even when they are not looking for it.
- + The information community members share may get more community support because other community members can relate to the people who presented it (people in the same circumstances as their own).

*members are using Facebook more and more, older [members] and youth. Social media is changing everything and folks cannot ignore it. [It’s important] to have a diverse mass communications strategy.* <sup>viii</sup>

WHAT ARE SOME WAYS HYPERLOCAL COMMUNICATIONS HAVE BEEN OR COULD BE USEFUL TO YOU IN YOUR WORK?

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# How can you use hyperlocal communication?

In our [Short Guide to CBPAR](#), we highlight how communications should occur throughout the participatory research process.<sup>ix</sup> You can use hyperlocal communication tools to reflect upon and share your thoughts about the process, experiences during the process, and the outcomes and strategies you develop as a result of the process.

For example, let's say you are working on improving local parks to provide safe, recreational spaces for youth. You can work with youth to map out the parks they go to and take photos and videos of the parks, to capture images of their experiences there (keep in mind ethics such as permission to take and post images; see Appendix C, for more information). Then, they can share their research through a digital story using [VozMob](#), through an interactive map of videos through [HealthyCity.org](#), or through posting comments on their [Facebook](#) page.

The following sections highlight four categories of tools you can use for sharing process, experiences, and outcomes of participatory research in real time: **digital storytelling**, **wiki tools**, **hyperlocal news/media**, and **social media and networking**. Though most of these tools can also be used to *do* participatory research, the focus here is how you can use them to communicate it. Each category lists examples of specific tools that you can explore and to communicate the research process, experiences, and outcomes. These tools are free, publicly available, do not require advanced technical skills, and can be used to add to the many other ways you share stories, facts, information, and news created from research.

## Digital Storytelling



Digital storytelling involves using computer technology tools, with photos, videos, images, music, or sound, to share personal stories and experiences. Websites such as Voces Móviles/ Mobile Voices ([VozMob](#)) show community members how to use an everyday item— their cell phone— to report what is happening in their lives, families, and communities for the purpose of sharing community conditions and organizing. [VozMob](#) is “a low-cost open-source platform for immigrant workers in Los Angeles to create, share, and publish” stories using pictures, videos, and text or voice messages directly from their mobile phones.”<sup>x</sup> Some additional tools for telling your community's story include:

- + Photovoice: <http://www.photovoice.org/>
- + Fotobabble: <http://www.fotobabble.com/>
- + Storify: <http://storify.com>
- + Healthy City Stories: <http://www.healthycity.org>



## Example: South Kern County Youth Video Voice



As the Kern County Community Lead for the Central California Regional Obesity Prevention Program, Jennifer Lopez attended a training about using maps and data for advocacy.<sup>xi</sup> At that time, she and a group of youth leaders from the communities of Greenfield, Lamont, Arvin, and Weedpatch had gathered videos about their experiences at local parks for a project with California WALKs, a statewide pedestrian advocacy group. They used a participatory video research process they called Video Voice. They filmed videos that showed dangerous power lines, poor play equipment, shopping carts they used as soccer goals, and abandoned homes they used as recreational space because schools with access to ample equipment locked up their facilities after school. They made the videos in Spanish and English so that parents who only spoke Spanish could understand what their children were experiencing.

They then used HealthyCity.org to combine their videos into a map and story that they shared with other community members and decision makers. They used the video maps and story to give an online tour of parks with graffiti and poorly maintained equipment and share the conditions they faced as youth struggling to identify safe and healthy spaces in their community. Through this story, they showed the problems and offered solutions about how to create an environment where youth could enjoy the places in their community.

Armed with skills, data, videos, and a passion to see change in their community, they created a conversation between local decision makers and local youth. Empowered by their own voice and skill in using digital storytelling and mapping, these youth now travel across the state teaching Video Voice Mapping to other youth and adults how to use these tools to advocate for quality resources in their community.

Want to see their story? Visit

<http://www.healthycity.org/c/forum/sc/pv/etp/group/eid/35>

Want to create this type of story for your own

project? Visit <http://www.healthycity.org> or

<http://vimeo.com/21725614>

**DO YOU OR YOUR ORGANIZATION USE ANY OF THESE MAPPING AND SOCIAL MEDIA TOOLS? IF SO, HOW? IF NOT, HOW DO YOU THINK IT COULD HELP YOU IN YOUR WORK?**

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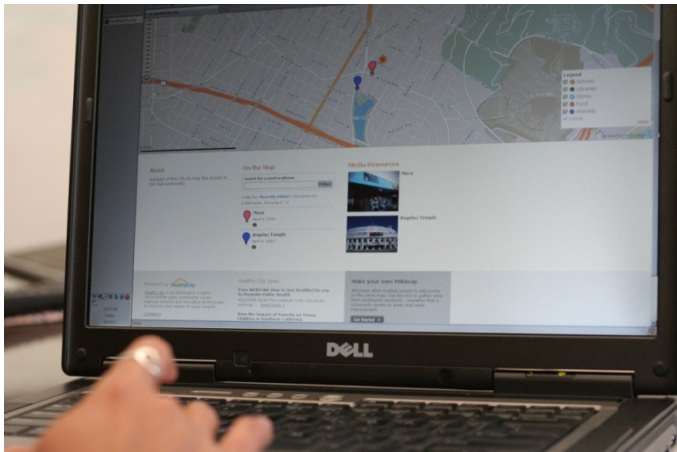
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## Wiki Tools

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Wiki tools provide collaborative “space on the Web where you can share work and ideas, pictures and links, videos and media — and anything else you can think of.”<sup>xii</sup> These tools allow input and collaboration from many different people (like [Wikipedia](#), a popular online encyclopedia in which the general public provides the information). [HealthyCity.org](#) offers several wiki tools for collaborative, online mapping, research, and communication of key community issues, priorities and solutions:

- + Wikimaps (pictured above):  
[http://www.healthycity.org/c/myhcv2/sc/wikimap\\_promo](http://www.healthycity.org/c/myhcv2/sc/wikimap_promo)
- + Groups: <http://HealthyCity.org>
- + Neighborhoods: <http://HealthyCity.org>

### Example: Best Start LA community wikimaps



In a meeting room in Compton, California, several community residents looked at a map of First 5 LA's Compton Best Start community and agreed its boundaries should be changed. The map in front of them, with the proposed boundary outlined in a thick black line, did not fully represent the place they proudly called their community. Through **Community-Engaged Mapping** on [HealthyCity.org](#) Wikimaps and Groups, they created and shared a new community boundary map with First 5 LA. These collaborative wiki tools provided a way for community members to discuss and document their data and analysis, then share it immediately with the entity using this research to bring resources to the community.

Want more information about this project? Visit:  
<http://www.facebook.com/BestStartLA>.

Want to create your own group or wikimap or draw a neighborhood? Visit: [Click here to learn how to create a map of your community boundary](#). [Click here to watch a video tutorial](#) (or go to <http://vimeo.com/39461857>) or see the Wikimaps section of the Participatory Asset Mapping Toolkit.

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## Hyperlocal News/Media

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Hyperlocal news and media is content created and shared at the local level, contributed by individuals or **community journalists**. As described by [Patch.com](http://Patch.com), it is “community-specific news and information platform[s] dedicated to providing comprehensive and trusted local coverage for individual towns and communities.”<sup>xiii</sup> Hyperlocal media websites can help you:

- + Keep up with news and events
- + Look at photos and videos from around town
- + Learn about local businesses
- + Participate in discussions
- + Submit your own announcements, photos, and reviews”

Hyperlocal media websites such as these allow you to generate and share news material and volunteer opportunities within your community:

- + EveryBlock: <http://EveryBlock.com>
- + Patch: <http://patch.com>
- + Youth Journalism International: <http://YouthJournalism.org>

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## Social Media and Networking

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You can share the link for others to upload data, resources, comments, photos and video or share maps on Facebook and Twitter! For instance, during a Community-Engaged Mapping event, you can use hyperlocal communication tools such as Facebook to upload photos, videos, and comments from community members creating a map, their experiences during the event, and the actual map they created, as in the picture shown on the right. Below are a few popular social media websites for sharing information:

- + Facebook: <http://facebook.com>
- + Twitter: <http://twitter.com>
- + Change.org: <http://change.org>



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## Conclusion: New tools for sharing

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Whether you’ve gathered and created a map with community members using [HealthyCity.org](http://HealthyCity.org), and then posted your map and story on [Facebook](https://www.facebook.com), or shared it through [Twitter](https://twitter.com), or sent it the local hyperlocal news website, hyperlocal communication can offer many new ways and opportunities for community members to be heard. You can use social media, social networking, hyperlocal news sites, texting, mobile mapping, wiki tools and data and research sites to share issues, policies, campaigns, local news, local struggles and local wins with everyone. You can select a combination of these tools and websites to maximize community engagement in sharing research to inform community action.

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## Glossary

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### **Community Based Participatory Action Research (CBPAR )**

A research approach that aims to address the practical concerns of people in a community. CBPAR is a collaborative approach to research that involves all stakeholders throughout the research process, from establishing the research question, to developing data collection tools, to analysis and dissemination of findings.

### **Community-Engaged Mapping**

A group mapping exercise designed to answer specific research questions and gather neighborhood-level primary data from community members (who live, work or attend school in the area), for the purpose of developing place-based planning, policy, and interventions.

### **Community Journalism**

The form of journalism that is created and reported by professional journalists at the local and neighborhood level. In the traditional sense, community journalists are professionals writing stories that are relevant and/or based within a specific neighborhood or local setting. It can also be news coverage of national events and how those events impact local residents. In the social media age- it can also mean individuals, community based organizations, activists, youth and concerned community members who are contributing their own stories, information and experiences, as well as contributing to stories and coverage made by professionals.

### **Community Reporters**

An individual or community comprised of non-professionals who create and share “news” from and about their community. The data collected, and stories composed are often from community-based organizations, or individual knowledge and experience and are both qualitative and quantitative.

### **Digital Storytelling**

Using computer technology tools, with photos, videos, images, music, or sound, to share personal stories and experiences.

### **Hyperlocal Communication**

“Technology [that allows] citizens to help create and share news on a very local level—by town, neighborhood or even block.”<sup>xiv</sup>

### **Hyperlocal News/Media**

News and media content created and shared at the local level. It is community centered and community focused. It is largely community and individual contribution-based, and can be a vital resource for news, events and collaboration opportunities for neighborhoods and neighbors alike.

### **Social Media**

Media that is mobile and web based; it is often shared publically and socially engaging. It is a communication method that engages public participation and is readily accessible. It can also be understood as the plural form of information shared on social networking sites.<sup>xv</sup>

### **Social Networking**

Similar to social media, it is the collaboration and clustering of people and organizations—or online communities—who can engage one another via topic, website, hobby, political affiliation, etc. It is grounded in connecting with others. [Facebook](#) is an example of a social networking website.

### **Wiki Tools**

A collaborative “space on the Web where you can share work and ideas, pictures and links, videos and media — and anything else you can think of.”<sup>xvi</sup>



# Additional Tools You Can Use

*The following tools provide further instructions and resources for using hyperlocal communication tools to share research:*

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- APPENDIX A: HEALTHY CITY- YOUR FREE, ONE-STOP SHOP FOR DATA, MAPS, AND HYPERLOCAL COMMUNICATION
- APPENDIX B: ADDITIONAL RESOURCES AND LINKS
- APPENDIX C: ETHICS IN COMMUNITY BASED PARTICIPATORY ACTION RESEARCH



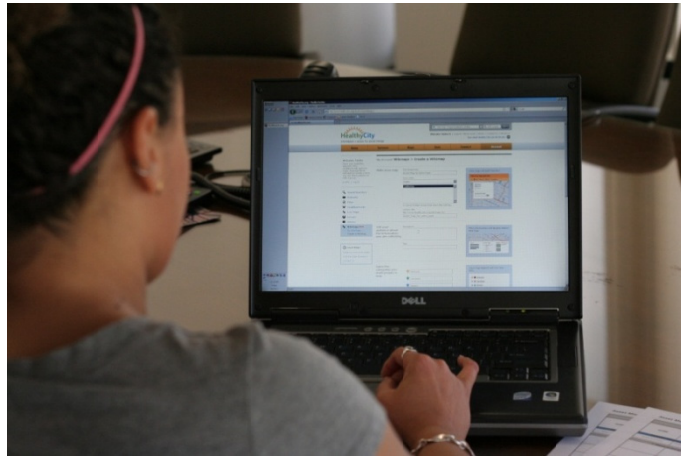


# Healthy City- Your free, one-stop shop for data, maps, and hyperlocal communications

[HealthyCity.org](http://HealthyCity.org) combines technology with advocacy tools like data and maps. The website helps you find data specific to your community, provides lists of services in your community (and across the state of California), and has multiple interactive mapping capabilities which you can print, PDF, email, share, post and tweet.

You can also generate your own content, upload your own data, develop individual and community pages and advocate for the communities you live in and serve using the social media tools available on the website. You can share stories, news and events taking place in your communities as well as share your organization's work. You can "share" a map, a chart, a profile that you create to [Facebook](#) and Twitter. You can post videos to YouTube about the entire process and share them with local and international audiences and also upload them to [HealthyCity.org](http://HealthyCity.org).

The site also offers a platform for maps and social media in our [Map Room](#), [Data Room](#), [Connect Room](#), and [new Wikimap tool](#). What your CBO and your community create on Healthy City becomes "actionable information" for community reporters. In the [Connect room](#), you can view projects taking place all over the state and identify a collaborative and organizations engaging in similar work. In our Connect Room, you can upload your own data, photos and videos. You can also share links, tag/filter stories and create groups to help organize and mobilize your issues and campaigns. You can even request to join a group doing similar work in your area and add capacity to your issue!



You can log onto our site, create a wikimap, upload photos, create your own map categories and make comments on the maps you make. You can also share your map with folks and have them do the same. The map you create can be shared on [Facebook](#), [tweeted](#), and [embedded on your blog or website](#).

# Additional Resources and Links

### + Digital storytelling and community journalism

- *6 Ways To Tell Your Stories With Data - Nonprofits: Move your Mission Forward By Following These Examples.* Kurt Voelker. <http://www.socialbrite.org>
- *Delegating Trust: An Argument for an 'Ingredients Label' for News Products.* Citizen Journalism/Journalism Ethics. <http://www.journalismethics.ca>
- *Hyper-Local News: It's About the Community Or It Fails.* Mathew Ingram. <http://gigaom.com>
- National Parks, Place-Based Digital Storytelling Modules. <http://www.pbs.org/nationalparks/for-educators/digital-storytelling/>
- Patch. A community-specific news and information platform dedicated to providing comprehensive and trusted local coverage for individual towns and communities. <http://patch.com>
- *Social Media: Game-Changer for Journalism.* Karen Pinchin. <http://vancouver.openfile.ca/blog/news/2011/social-media-game-changer-for-journalism>
- Storify. A tool for story compilation, storytelling and story sharing using several mainstream social networking sites including Facebook and Twitter. <http://storify.com>
- Tools and Resources for Digital Storytelling. <http://psdtech.pbworks.com/w/page/19549910/Tools%20and%20Resources%20for%20Digital%20Storytelling%20July%2009#DigitalStorytellingWorksheetsandPlanning>
- Voces Móviles/Mobile Voices. Allows the user of any cell phone to take pictures, record video and generate news stories and upload them directly onto the VozMob website. <http://vozmob.net>

### + Media Literacy

- *Building Accessible Websites: What is Media Access.* Joe Clark. <http://joelclark.org>
- *Empowerment Through Education.* Center For Media Literacy. <http://www.medialit.org>
- *Media Literacy- The Partnership for 21<sup>st</sup> Century Skills.* <http://www.p21.org>.
- *What Is Media Literacy?* Media Awareness Network. <http://www.media-awareness.ca>

### + Social Media and Diversity

- *Digital Media Diversity: Think Differently, Leap Past 'Intellectual Apartheid.'* <http://www.coolglobalbiz.com>
- *For Minorities, New 'Digital Divide' Seen.* Jesse Washington. <http://www.usatoday.com>
- *Media Diversity Matters: A Media Justice Activist Toolkit.* LCCR Foundation & LCCR Education Fund. <http://www.civilrights.org>
- *Social Media's Diversity Problem.* Wayne Sutton. Sparksheet. <http://sparksheet.com/social-media's-diversity-problem/>
- *We Media: How Audiences Are Shaping The Future of News and Information.* Shayne Bowman and Chris Willis. The Media Center at The American Press Institute Thinking Paper. <http://www.hypergene.net/wemedia/>

+ Participatory mapping and communication

- EveryBlock. *A hyperlocal media site that allows users to interact with their neighborhoods, as well as generate and share news material and volunteer opportunities in communities in 16 U.S. cities.* <http://EveryBlock.com>
- EveryBlock Learns Secret to Local News: People. Mathew Ingram. <http://gigaom.com>
- Participatory Mapping and Communication: A guide to developing a participatory communication strategy to support participatory mapping. International Fund for Agricultural Development (IFAD). [http://www.ifad.org/pub/map/pm\\_iii.pdf](http://www.ifad.org/pub/map/pm_iii.pdf)

+ Social media and networking

- Centers for Disease Control and Prevention (CDC) Social Media Guides, Tools, and Best Practices. <http://www.cdc.gov/SocialMedia/Tools/guidelines/>
- Change.org. *An online advocacy platform that empowers anyone, anywhere to start, join, and win campaigns for social change.* <http://change.org>
- Community Information Toolkit. Knight Foundation. <http://www.infotoolkit.org/>
- How People Learn About Their Local Community. Tom Rosenstiel, Amy Mitchell, Kristen Purcell, Lee Rainie. PEW Research Center. <http://www.pewinternet.org>
- Local Media Diversity Matters: Measure Media Diversity According to Democratic Values, Not Market Values. Mark Lloyd and Phil Napoli. Center for American Progress
- Mobile Media Toolkit. Mobile Active . <http://www.mobilemediatoolkit.org/>
- Social Media: A Guide For Researchers. Research Information Network. <http://www.rin.ac.uk/social-media-guide>
- Using Twitter for Advocacy. <http://socialmediatoday.com/colindelaney/266031/online-advocacy-tools-twitter>



# Ethics in Community Based Participatory Action Research

Research Ethics are the principles and rules that guide how people should be treated, when they are participants in a research process or project. It might be difficult to anticipate all of the research ethics that may arise during, but it is important to be sensitive to the people involved in your research. Here are some ethics to consider:

### **Accessibility of findings**

Are the findings presented in an accessible and meaningful way for community members?

### **Benefits to the Participants**

How will you ensure that the participants in the community are not harmed during the research and gain as much benefit as possible through their participation?

### **Community Voice**

Who is the community? Who represents the community? Who speaks for the community? Do participants come from only some of the areas you are working in? Do they represent only some of the social identities in the community overall? Are there institutional, organizational or other social dynamics that privilege some voices over others? Will some portions of the community benefit more than others as a result?

### **Credit**

How are the results represented? Whose voice(s) are heard and represented? Who receives credit for the work conducted?

### **Data ownership**

How will you responsibly make the data available to the different community and other stakeholders?

### **Division of labor**

How does 'equity' in the process translate into divisions of labor on the project/process? Is the work divided equitably among partners?

### **Justice**

Do all members of the community have equal

opportunity to participate in the research? Are there some participants who are unfairly impacted by the research? (Ex. The U.S. Public Health Service Syphilis Study at Tuskegee included only poor African American men, who were not treated for the disease even when a cure was found; the study was also conducted without the benefit of their informed consent. For details about this study, visit

<http://www.cdc.gov/tuskegee/index.html>).

### **Privacy**

Will it do any harm to the community or individuals to report the findings? How can you protect privacy in the data collection and sharing process? Did you get adequate permission from participants? Do they understand and agree with the way you plan to use the data?

### **Representation of local communities**

Does the presentation (or presenter) of findings in any way reinforce negative social stereotypes in presenting communities? Be mindful and transparent about how representative the findings may or may not be of the community based on participation.

### **Respect**

How do you maintain respect for a person's ability to engage/not engage in the research without coercion?

### **Rigor of research and fidelity to findings**

Are the findings being presented accurately? Are they presented with any bias or in a way to make people hear what they want to hear?

If you are conducting research involving community members and this research will be published, you may want to consider an ethical review board. For more information on this topic, see the University of Southern California's Office for the Protection of Research Subjects brochure "Is Your Project Human Subjects Research?" at [www.usc.edu/admin/provost/oprs/training/brochures.html](http://www.usc.edu/admin/provost/oprs/training/brochures.html).

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