

Digital Organizing Resource B: Research Design and Methods

This resource is part of a suite of publications based on a study of digital organizing that was conducted by the Research Hub for Youth Organizing at the University of Colorado Boulder and commissioned by The Colorado Trust, to support the digital organizing work of the Building and Bridging Power (BBP) strategy grantee partners. Data comes from interviews with ten organizing groups and a review of available literature. [Go to our website](#) for more information.

The research for this report is guided by the following questions:

- How can digital organizing be used to build, engage, and activate a base?
 - How do these uses differ by geography (urban vs rural)?
- What are the digital applications that are most effectively used by organizers across the nation and in service to various demographics?
- What are the most effective digital organizing strategies used by community organizers across the nation and in service to various demographics?
 - What digital applications, tools, and strategies are the best options for grantees of The Colorado Trust, based on geographic scope of work and unique questions of accessibility? (e.g., language, internet speed, communication hardware and software).

To answer these questions, the research team began with a broad search for literature with key words like “digital organizing,” “online organizing,” “online activism,” and “digital social activism.” This yielded several toolkits, journal articles, online articles, dissertations, and theses.

The research team also collected semi-structured, one-on-one interviews with members of ten organizations. Please see Digital Organizing Resource A: Interviewed Organizations and Networks for a list of participating organizations. Interview participants were selected for their organization’s knowledge and expertise in digital organizing, and their organization’s base and shared similarities with the Building and Bridging Power strategy grantee partners.

Interviews were recorded via Zoom and transcribed verbatim. Interview data were analyzed using grounded theory. The goal was to identify themes related to the use of specific organizing applications and strategies within those applications, paying attention to tactics used to build community power and strengthen organizational infrastructure.



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