

○○○ Research report

Sign here to fight the pandemic

Discover more



Question 01



Question 02



Question 03

What is slacktivism on Change.org?

One of the most frequent arguments of those who critique online activism is that it rarely resolves in offline public action.

By looking at online activism during the Covid-19 pandemic - a period of time during which even the willing could not take part in street rallies - we have been able to focus our attention on people demands' and the way they are presented, rather than trying to estimate their success or consequentiality.

×

We have based our research on [Change.org](https://www.change.org), one of the most popular platforms used to promote causes online. Starting from a global analysis of the main themes in each of the five countries that use the platform the most, we progressively narrowed or focus guided by our findings.

Index

Q1

Which topics are most frequently associated with Covid-19 in Canada, Great Britain, India, Italy and the United States in petitions posted on Change.org?

Q2

Which are the most common words used on Change.org by those who leave a comment after signing petitions about mandatory masks in the U.S.A.?

Q3

Which are the most common subjects and graphic treatments of the images used in American petitions about mandatory masks on Change.org?

ooo

Question 01

Petitions and topics

× tags

× country



Question 01



Question 02



Question 03



Porters call for public hear

Make English the only language in the USA

COR

change.org

LA VACUNACIÓN CONTRA EL COVID EN LA PÚBLICA

VACUNACIÓN COVID EN LA PÚBLICA

65.613 personas han firmado. Ayuda a conseguir 70.000

Con 70.000 firmas, esta petición se convertirá en una de las más firmadas en Change.org

Contra la medida de salud pública de la Comunidad Autónoma de Madrid y España

Que la vacunación contra el COVID se realice en la Sanidad Pública

NO A LA PRIVATIZACIÓN ENCUBIERTA DE LA SANIDAD

Firma esta petición

Change.org की मदद करें

दुनिया के लिए विश्व का सबसे बड़ा मंच

46,96,43,657 आवाज़ उठाते लोग। रोज़ नई कामयाबियाँ।

अपनी पेटिशन शुरू करें

Peak Positive and Pending: 84 (April 9)
Peak Positives: 54 (April 10)
Peak Ventilators: 1.3 (April 8 - 9)

चीन में फंसे भारतीय नागरिकों की मदद करें

1.6 लाख से ज्यादा लोगों ने! के लिए आवाज़ उठाई। सरकारी अधिकारियों को दबाव देना शुरू करें।

Kenston L...

as at Catholic Diocese of Dallas Schools

1,531 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Country: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy

Donald J. Trump @realDonaldTrump · 17 mar

So last year 37,000 Americans died from the common cold between 27,000 and 70,000 per year. Nothing is shut down if the economy goes on. At this moment there are 546 confirmed cases of Coronavirus, with 22 deaths. Think about that!

74,389 likes · 76,118 retweets · 267,555 replies

Roberto Burloni @RobertoBurloni

Replying to @realDonaldTrump

President, while all the Americans have been united against the seasonal flu, there is no unity against this new coronavirus. The virus is spreading rapidly.



1,531 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Country: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy

Roberto Burloni @RobertoBurloni

Replying to @realDonaldTrump

President, while all the Americans have been united against the seasonal flu, there is no unity against this new coronavirus. The virus is spreading rapidly.



Browse Subscription

UK Government and Parliament

Closed petition

Allow football fans to attend matches at all levels

Football is a powerful tool of which allows a range of benefits such as employment, and other important aspects of life. Football can be associated with passion, emotion, excitement and dedication across the community. With Fans attending football games a range of economic benefits are there too.

More details

This petition is closed

All petitions run for 6 months

200,571 signatures

Show on a map

100,000

Parliament debated this topic

This topic was debated on 9 November 2020



обеззараживатели в общественном транспорте!

Monica ramponi @ramponiManica · 1h

Firmate lo lo ho fatto ora! Creare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto. Firma la petizione via @ChangeItalia

change.org

Firma la petizione

Creare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto

TO BE NERVOUS FIRST DAY OF SCHOOL.

1,728 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

Dedry Nayda signed this petition

Beckylope Ullmeyer signed this petition

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Country: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy



Question N°1

Which topics are most frequently associated with Covid-19 pandemic in Canada, Great Britain, India, Italy and the United States in petitions posted on Change.org?

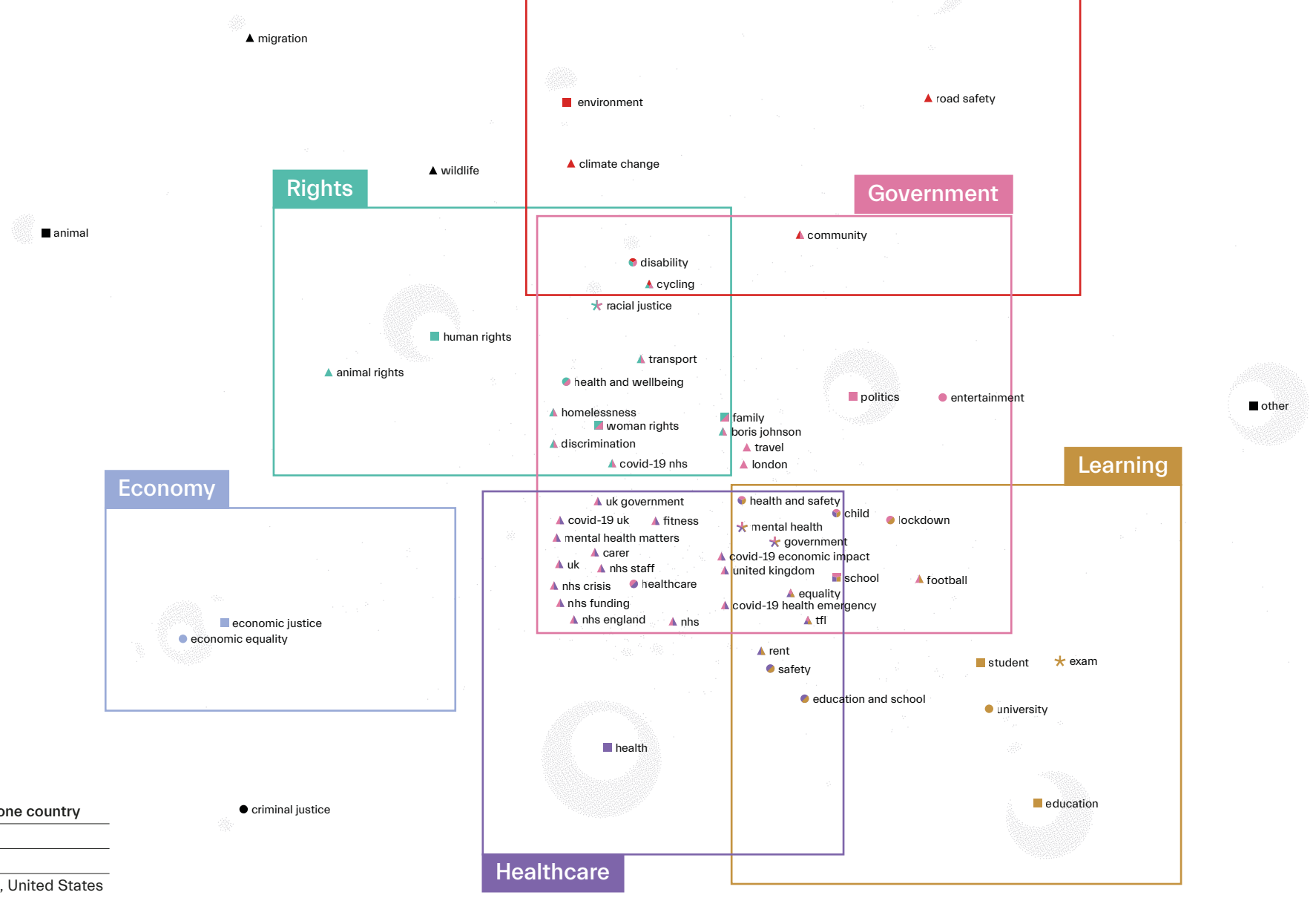
Online activism has been part of our online experience during the covid pandemic. Lockdown and social distancing made it the only option to promote a cause in a digital public space. Our research seeks to survey the most relevant petition topics in the five countries that used Change.org the most during the pandemic.



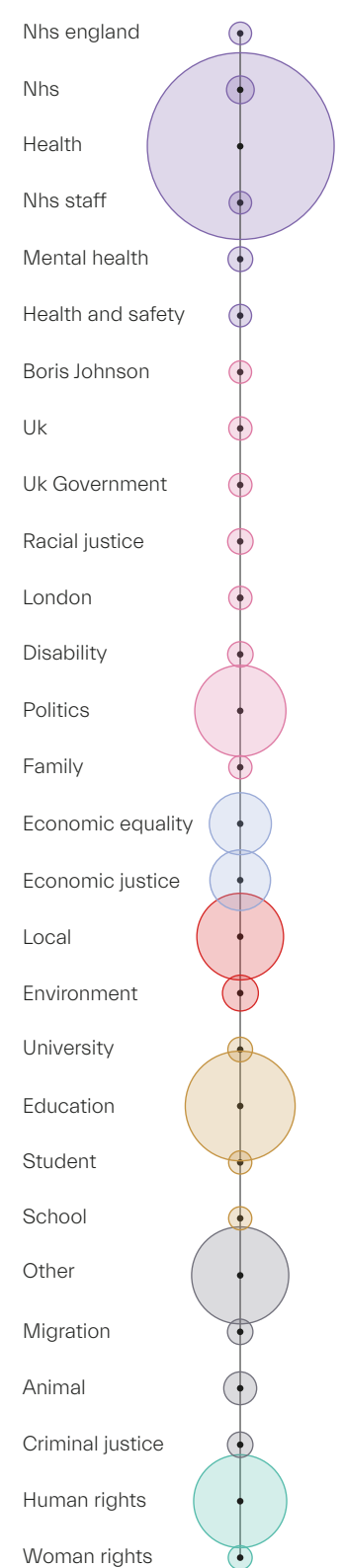
United Kingdom tag network

How to read it

Color	Shapes	Density	Tag use frequency
Learning	● Tag	Cluster of petitions	20% of petitions
Healthcare	■ Tag present in all five countries		1% or less of petitions
Territorial	▲ Tag present only in this country		
Economy	★ Tag present in more than one country		
Rights			
Government			
Other			



Tags with more related petitions



★ Tags present in more than one country

★ exam	India
★ government	India
★ mental health	Canada, United States
★ racial justice	Canada, United States

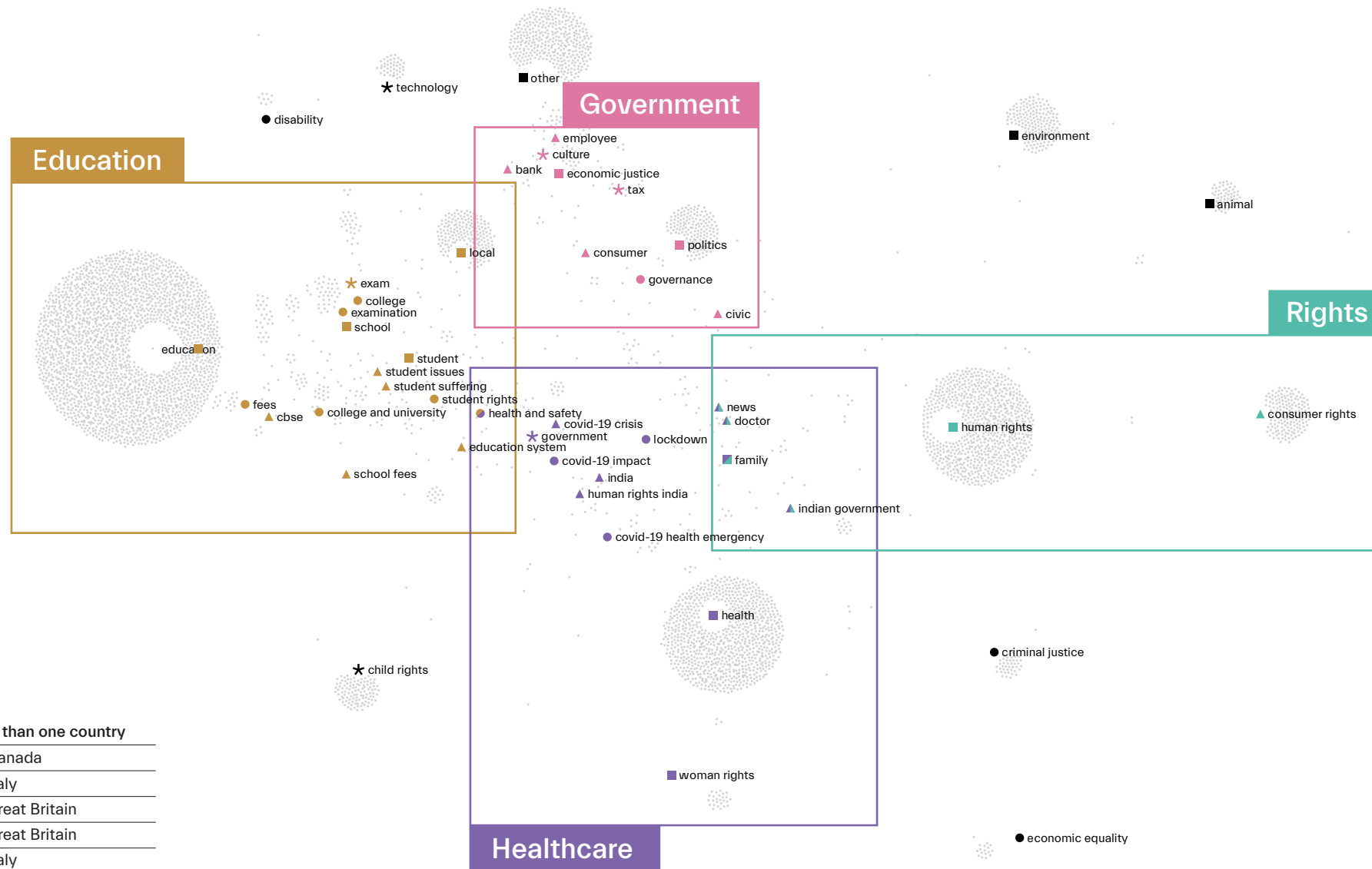
8

9

India tag network

How to read it

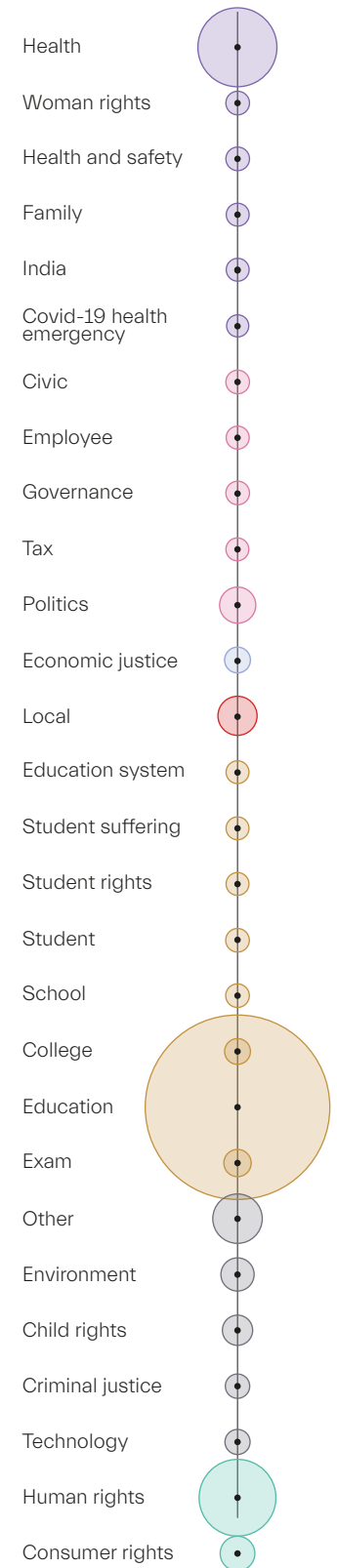
Color	Shapes	Density	Tag use frequency
Learning	● Tag	Cluster of petitions	20% of petitions
Healthcare	■ Tag present in all five countries		1% or less of petitions
Territorial	▲ Tag present only in this country		
Economy	★ Tag present in more than one country		
Rights			
Government			
Other			



★ Tags present in more than one country

★ child rights	Canada
★ culture	Italy
★ exam	Great Britain
★ government	Great Britain
★ tax	Italy
★ technology	Canada

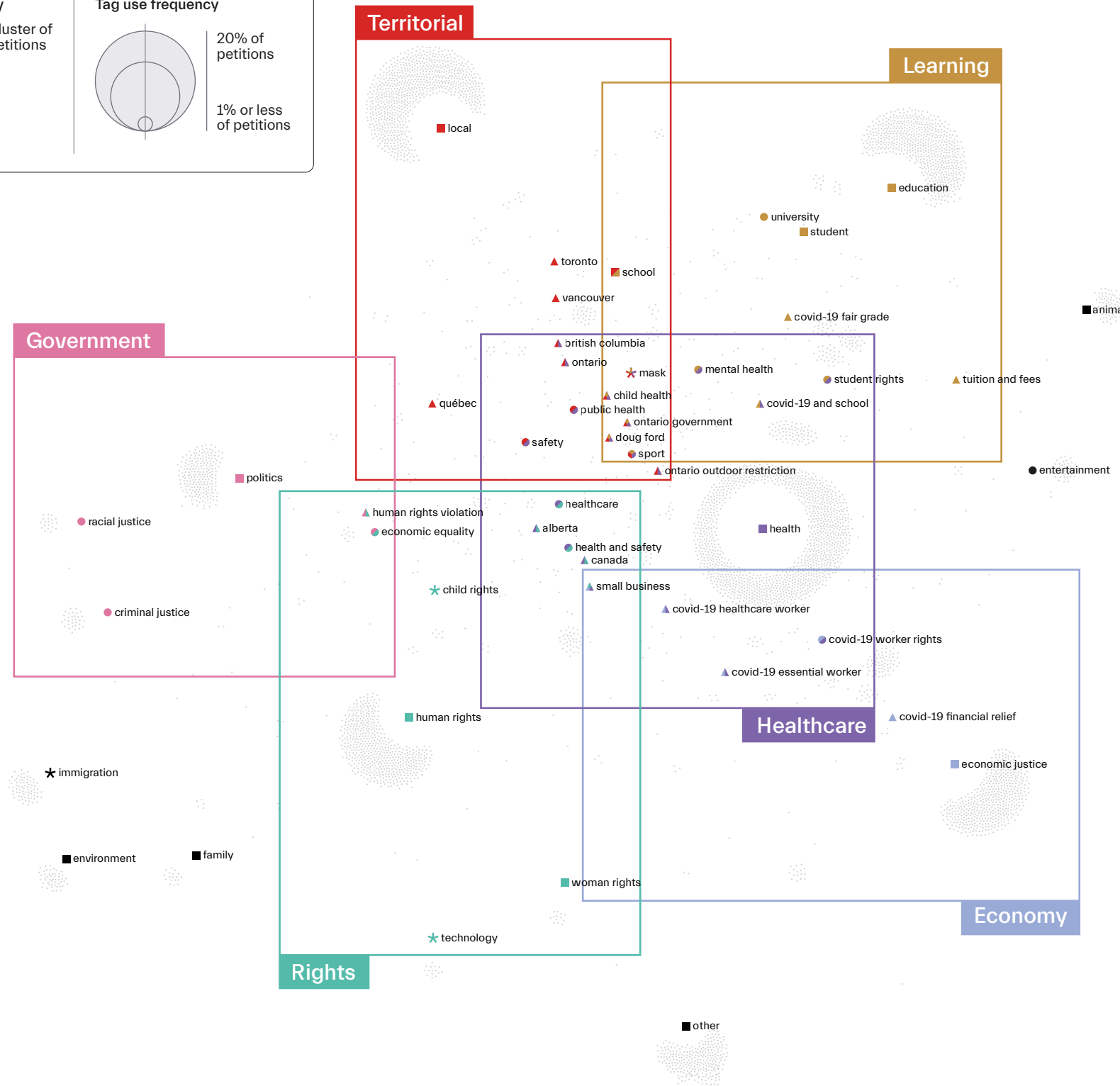
Tags with more related petitions



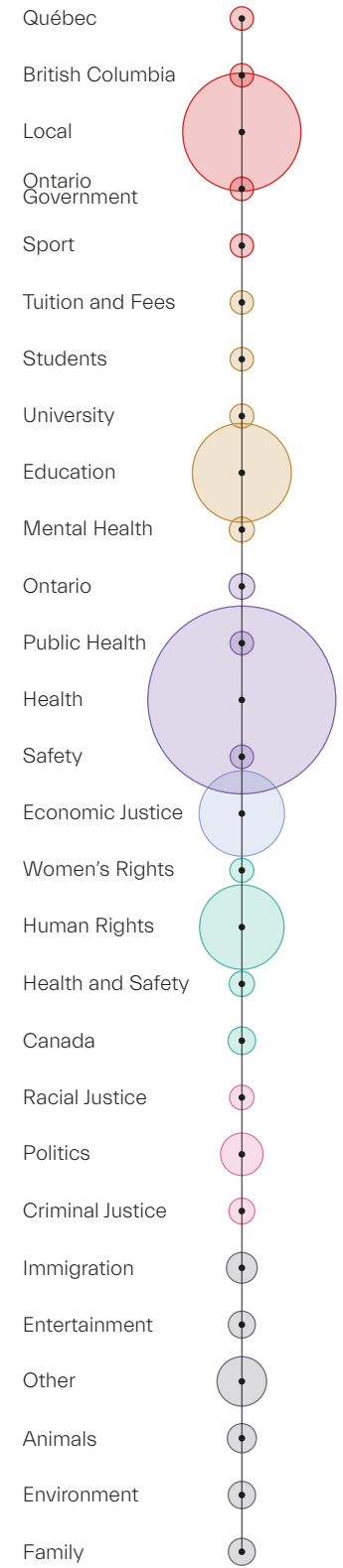
Canada tag network

How to read it

Color	Shapes	Density	Tag use frequency
Learning	● Tag	Cluster of petitions	20% of petitions
Healthcare	■ Tag present in all five countries		1% or less of petitions
Territorial	▲ Tag present only in this country		
Economy	★ Tag present in more than one country		
Rights			
Government			
Other			



Tags with more related petitions

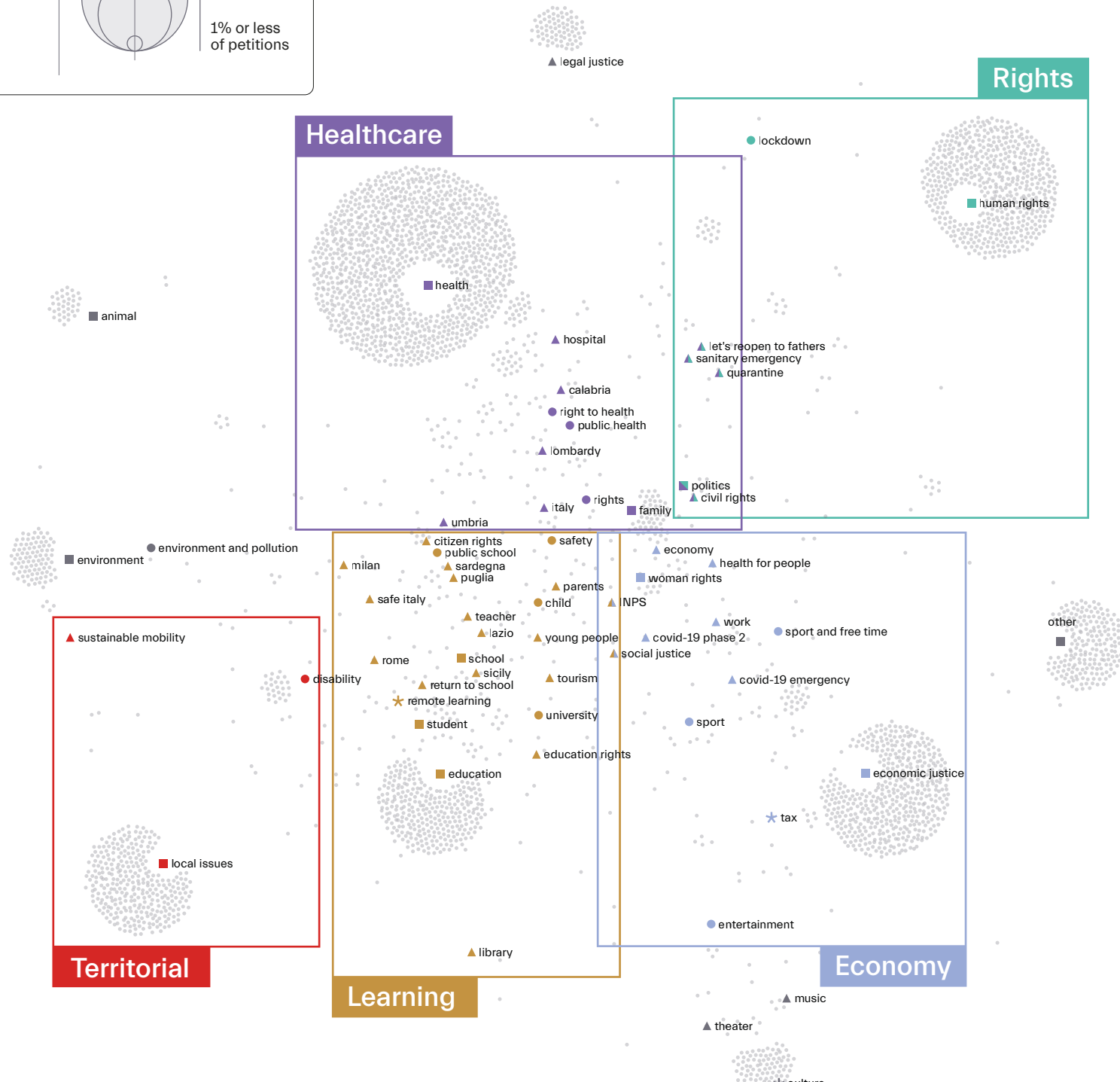


★ Tags present in more than one country	
★ child rights	India
★ immigration	United States
★ mask	United States
★ mental health	Great Britain, United States
★ racial justice	Great Britain, United States
★ technology	India

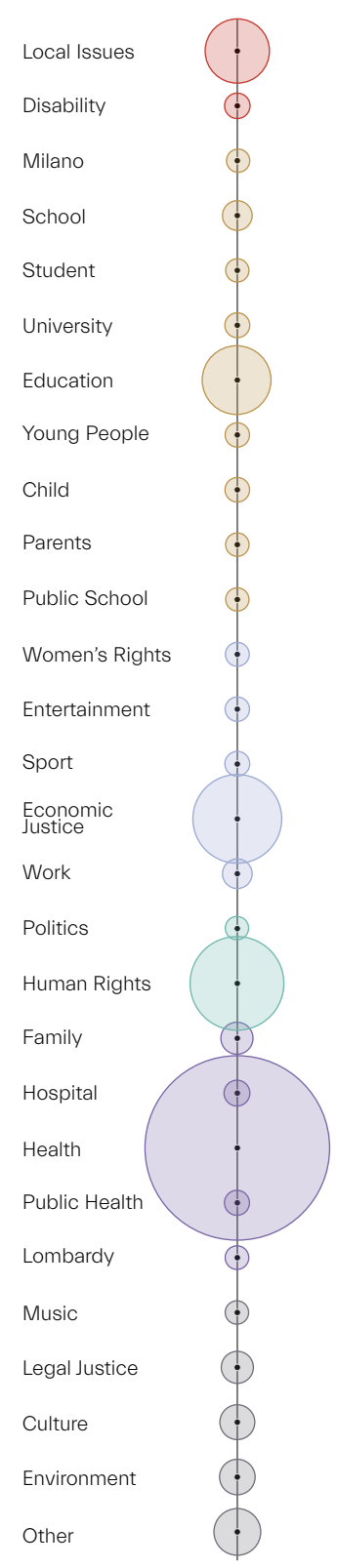
Italy tag network

How to read it

Color	Shapes	Density	Tag use frequency
Learning	● Tag	Cluster of petitions	20% of petitions
Healthcare	■ Tag present in all five countries		1% or less of petitions
Territorial	▲ Tag present only in this country		
Economy	★ Tag present in more than one country		
Rights			
Government			
Other			



Tags with more related petitions

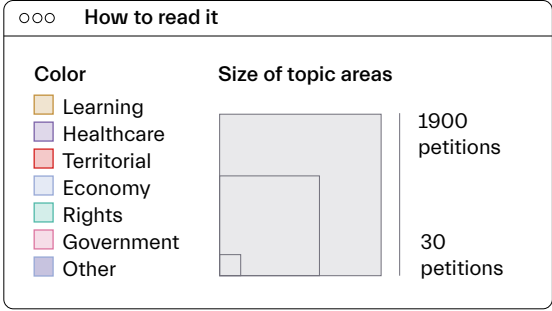


★ Tags present in more than one country

★ culture	India
★ tax	India
★ remote learning	United States

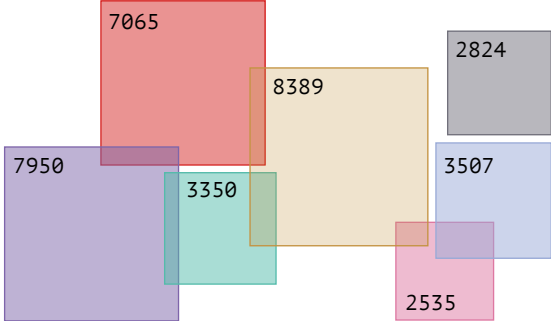
General Overview

Each squares represents thematic area. Size is proportional to the number of petitions found in each area.

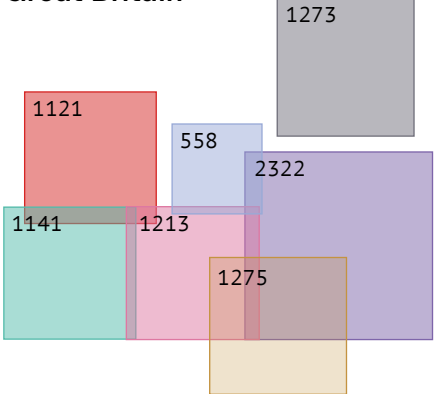


United States

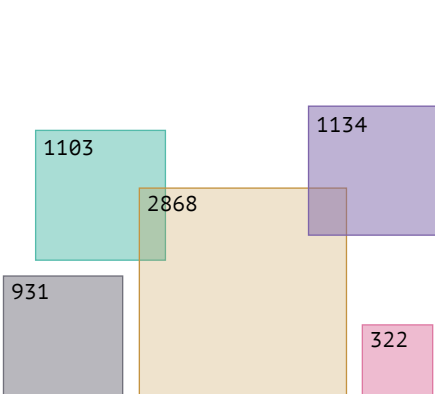
* U.S. areas have been halved



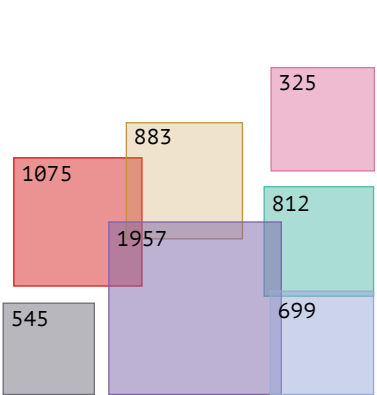
Great Britain



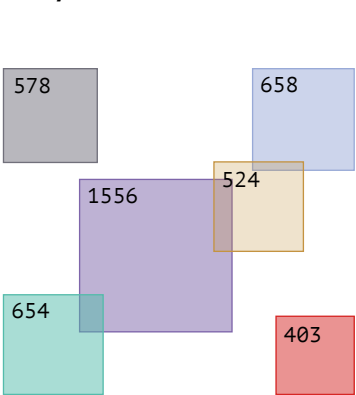
India



Canada

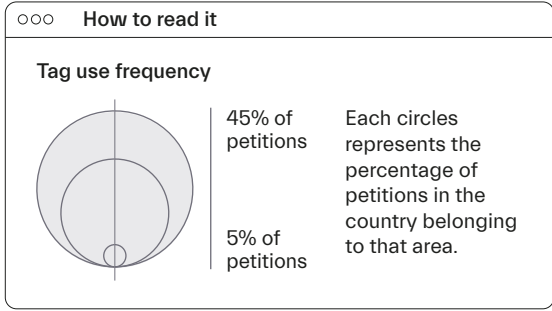


Italy



Trending Topics- Finding /01

Comparing the usage of tags in different countries, we find that health, education, local issues and human rights are the most relevant topics in each of the countries analysed.



India is the only country where learning area (45%) prevails over healthcare (18%).

Investing in our future – Finding /02

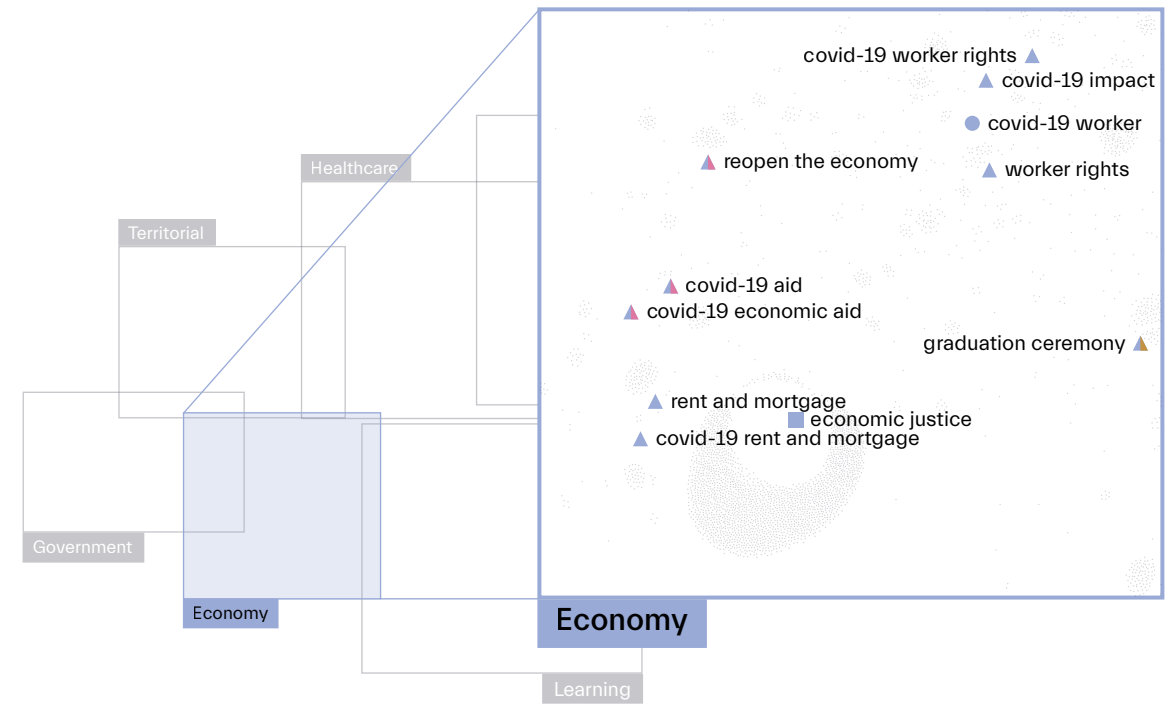
Economic justice is a prominent topic in Canada, Italy and the U.S.A. Its usage differs in each of these countries: Canada associates it to Healthcare workers, the U.S.A. with rent payments and Italy with culture and free time.

How to read it

Color	Shapes	Density
Learning	● Tag	Cluster of petitions
Healthcare	■ Tag present in all five countries	
Economy	▲ Tag present only in this country	
Government		

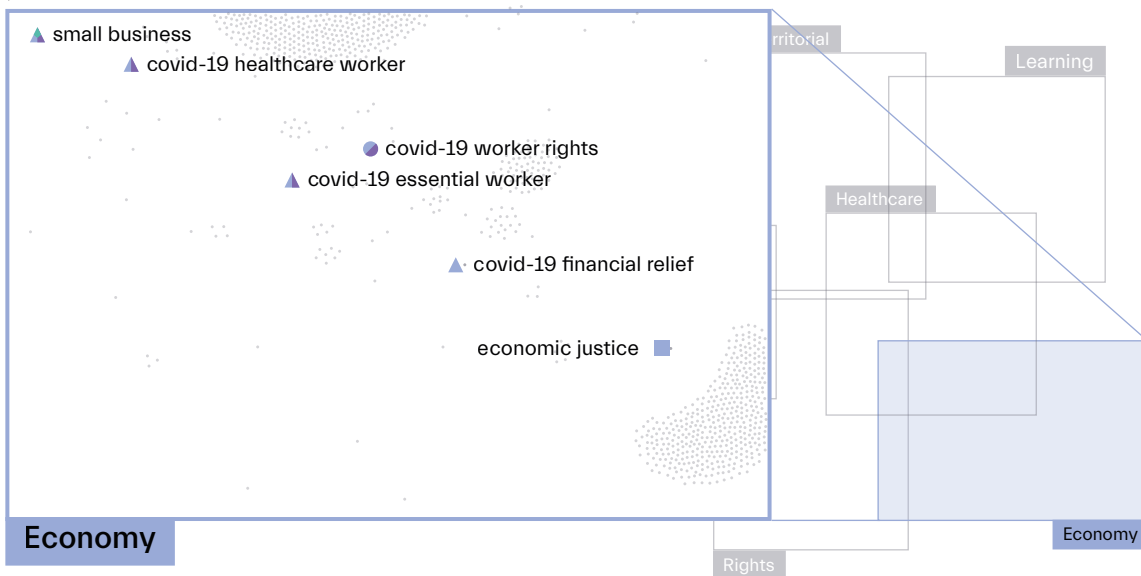
United States

Tags inside the “economy” thematic area are related to rent and mortgage.



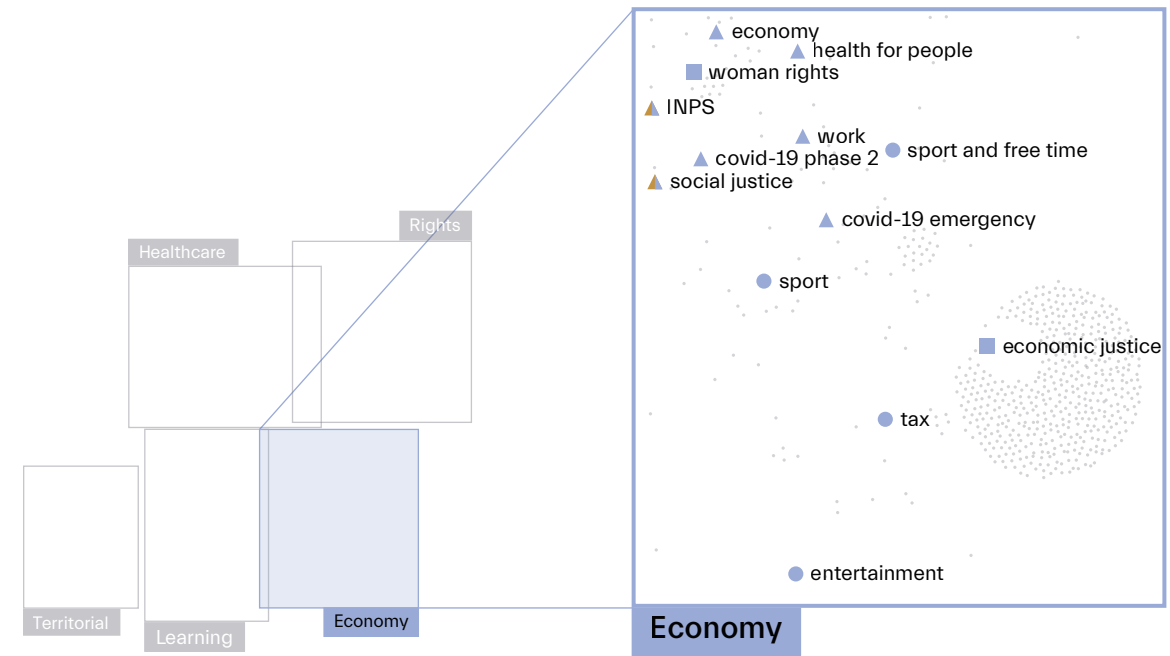
Canada

Tags inside the “economy” thematic area are related to work and workers’ issues.



Italy

Tags inside the “economy” thematic area are related to social rights, entertainment and free time.

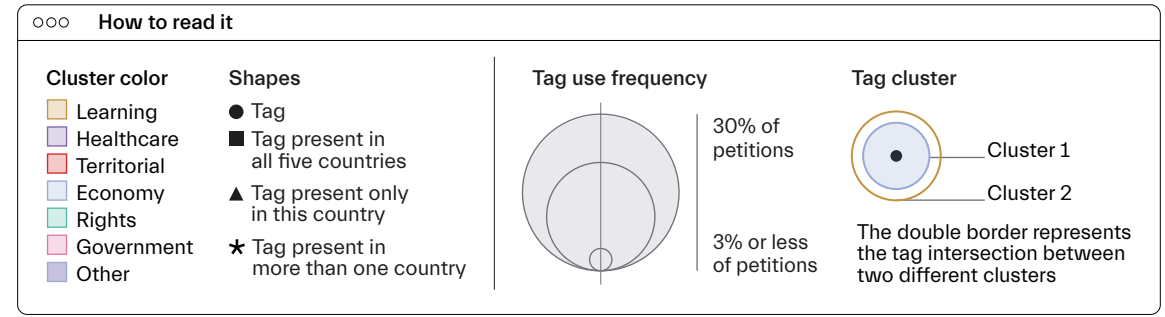
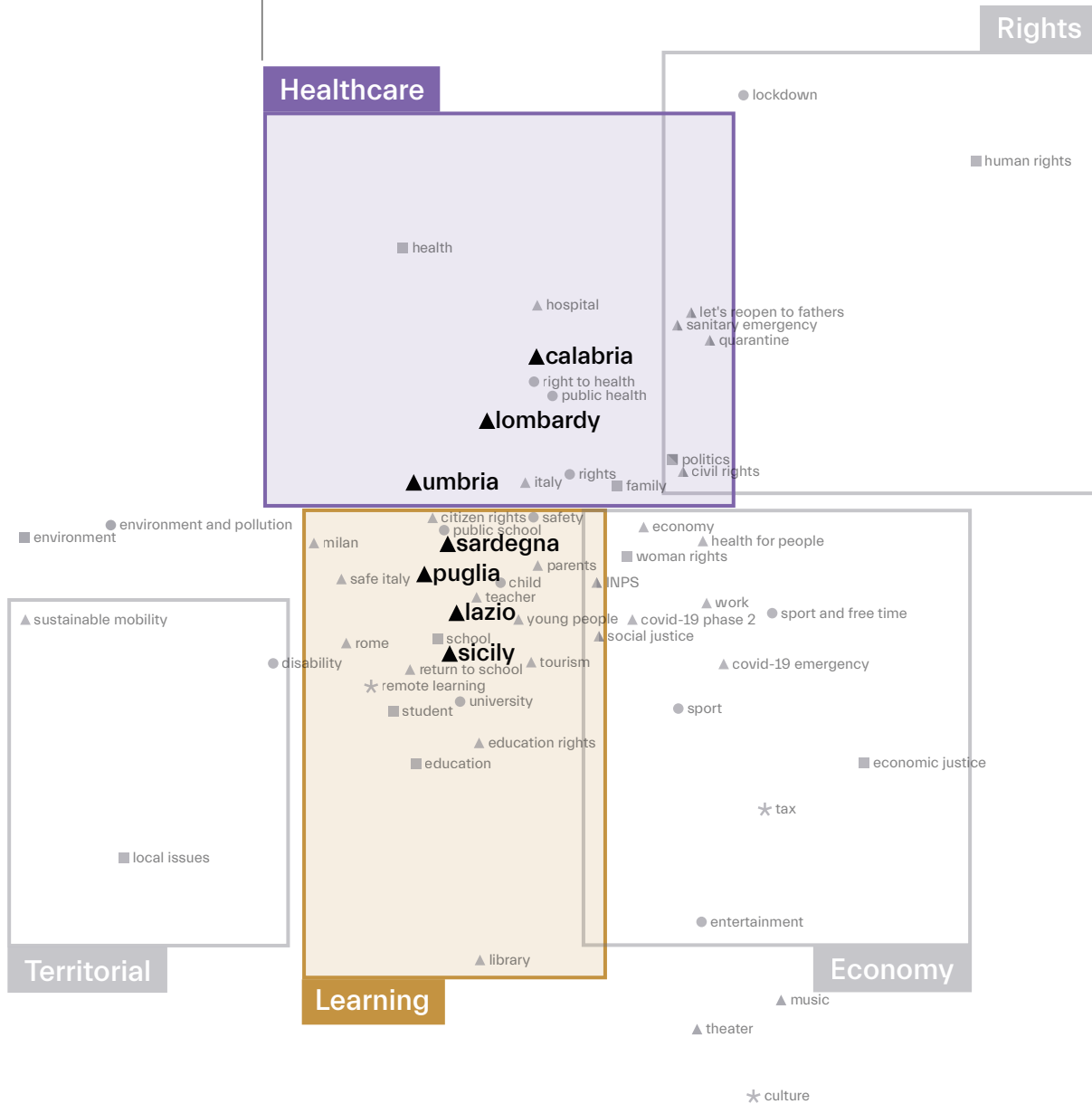


Tending to our land - Finding /03

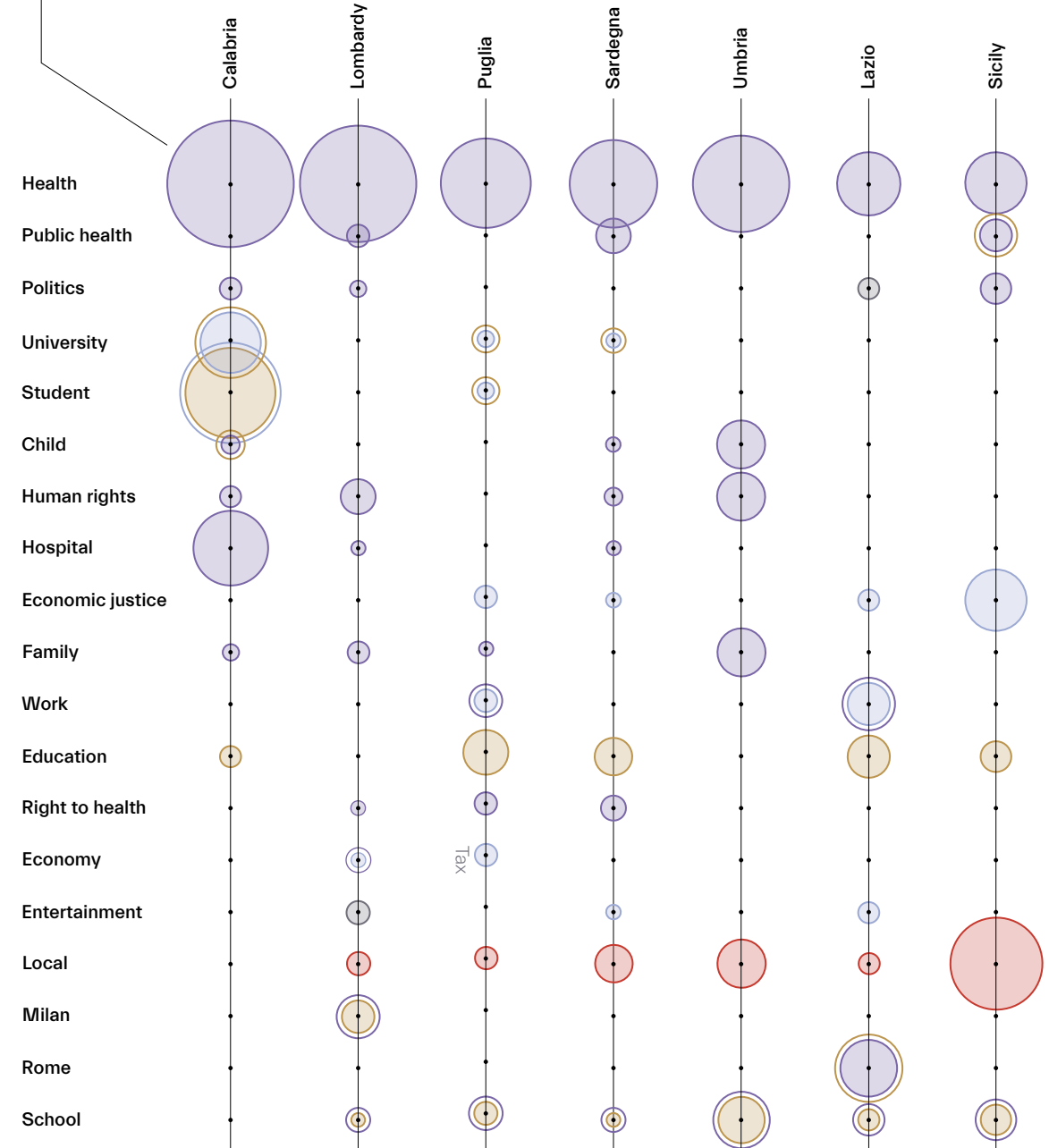
Italy is the country with the highest number of region-specific tags. Most of them form a cluster close to the education area, while others are closer to the health area. An analysis of the tags used together with the region's tag allows us to measure the interest in different topics for each region.

Italy

Region-specific tags are distributed between the "healthcare" and the "learning" thematic areas.



Colors indicates the cluster to which the tags belong.

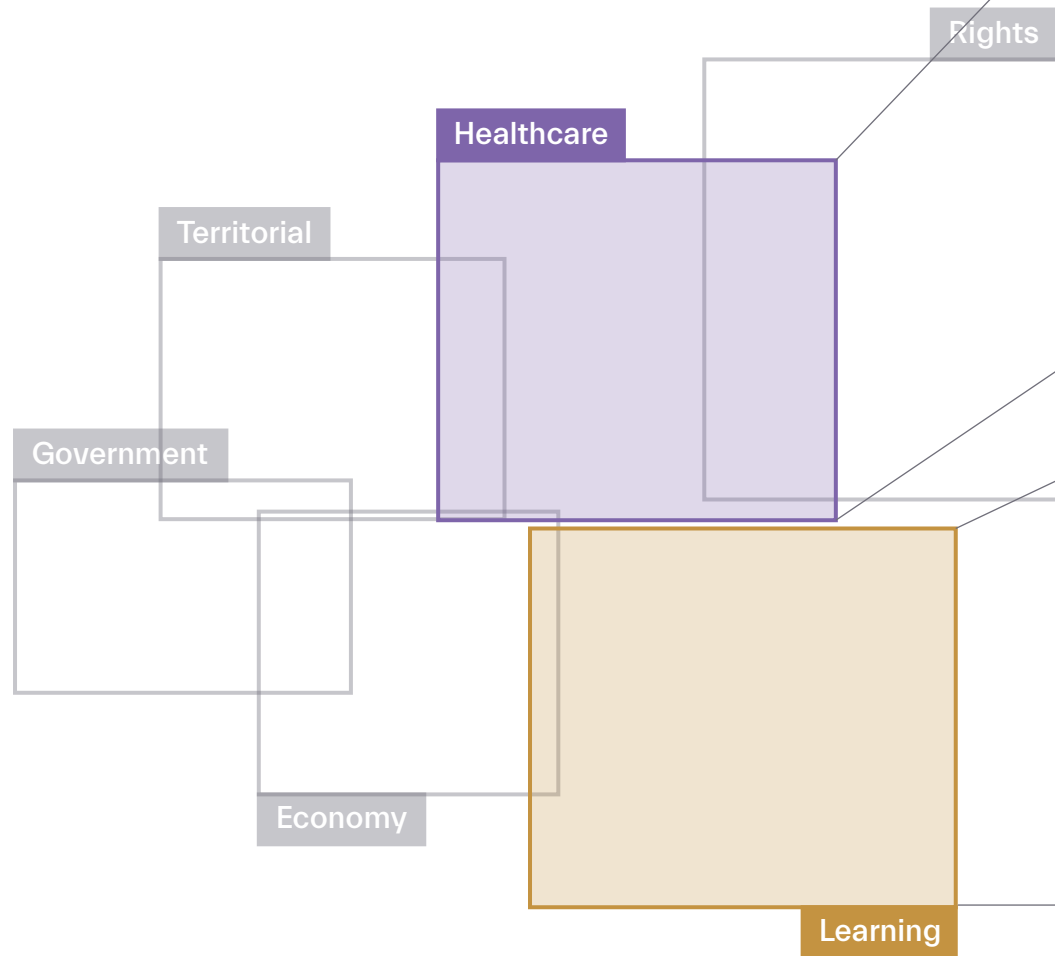


The bone of contention - Finding /04

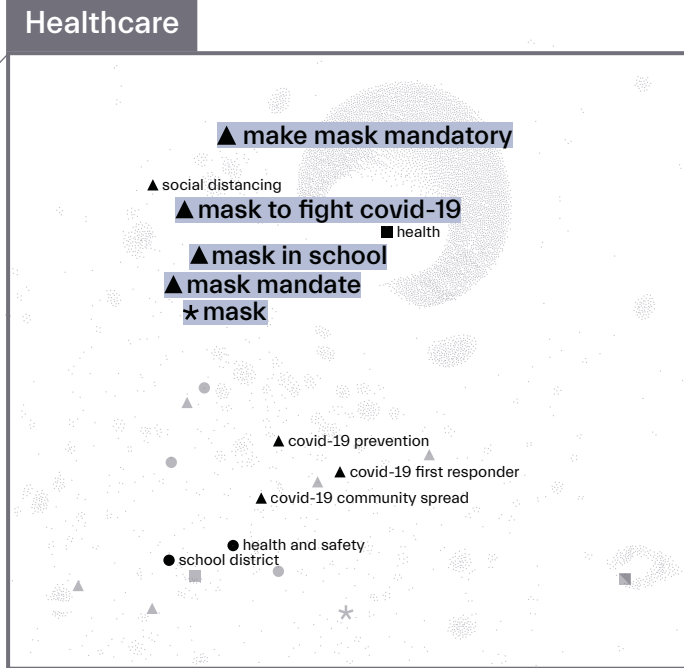
The U.S.A. is the only country to present tags about mask mandates, both in favour and against. Those in favour tend to mention health and prevention, while those against strongly associate their petitions with education.

How to read it

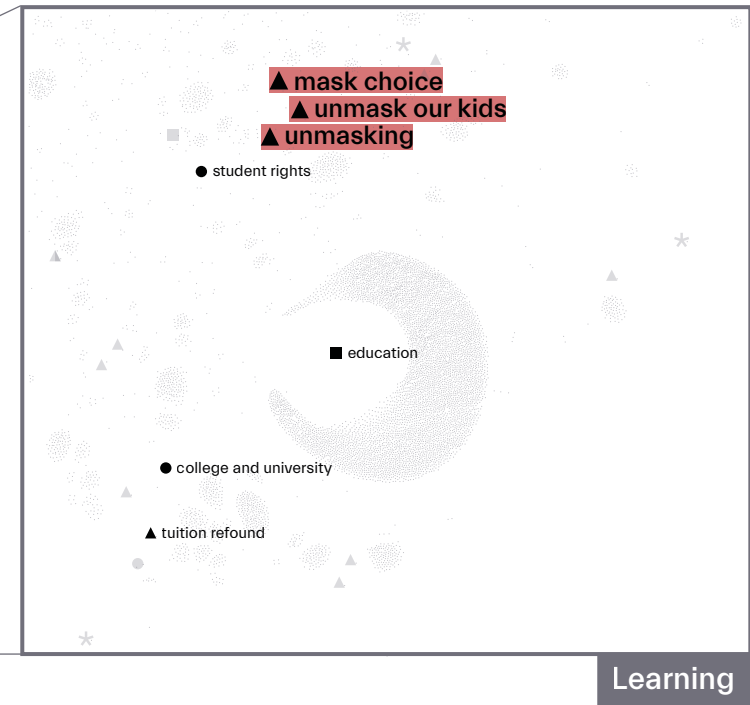
Color	Shapes	Density
Learning	▲ Tag present only in this country	Cluster of petitions
Healthcare	★ Tag present in more than one country	
Pro-mask	■ Tag present in all five countries	
No-mask	● Tag	



Petitions with at least one of the blue tags will be considered as Pro-Mask in following phases of the research.

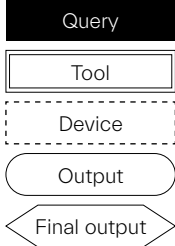


Petitions with at least one of the red tags will be considered as No-Mask in following phases of the research.



Protocol

Legend



Data collection

Trending topics in the 5 countries with the most results for keyword "covid"

change.org

Searching for all 18 languages on change.org

Australia	EN-au	France	FR-fr
Canada	EN-ca	Turkey	TR-tr
Germany	DE-de	Russia	RU-ru
Great Britain	EN-gb	Latin America	ES-419
America	EN-us	Indonesia	ID-id
Spain	Es-es	Japan	JA-jp
Italy	IT-it	India	EN-in
Argentina	ES-ar	Thailand	TH-th
Brasil	PT-br	Hindi	HI-in

Searching keyword "Covid" through change.org API

Python

counting petitions to find the 5 countries with the most results for keyword "covid"

country ranking by number of petitions

US IN GB CA IT

.csv file with 60k petitions

.csv file with the top 75 tags for each country

tags were translated and normalized
E.g. 'schools' and 'school' were merged in one tag

slug title signature ... slug name count clean

Data analysis

Python

nodes and edges csv for nomask and promask

Gephi

spatial visualization of tag connection in a network

Illustrator

tag clustering by topic similarity

Data visualization

visualization



from Change.org

○○○

Question 02

Petitions and words

× tags

× comments



Question 01



Question 02



Question 03

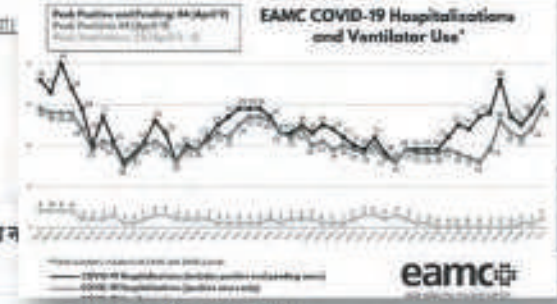


Fake news

इलाव के लिए विश्व का सबसे बड़ा मंच

46,98,43,657 आवाज उतारो लीजिए। [जोड़ें](#)

आपकी वैश्वीय चुनौती



चीन में कैसे भारतीय न

1.6 लाख में ज्यादा लोगों ने
के लिए अपना हाथ उठाया
कविता 258 वाक्यांश आवाजें



Kenston Local Schools Petition to Make Masks Optional

Donald J. Trump @realDonaldTrump · 7 days
 So last year 37,000 Americans died from the common cold between 27,000 and 70,000 per year. Nothing is shut down, economy goes on. At this moment there are 546 confirmed cases of Coronavirus, with 22 deaths. Think about that!

Roberto Barioni @RobertoBarioni
 President, while all the Americans have unity against the seasonal flu, there is no unity against this new coronavirus.



eri (Change.org): grandissimo



Petitions
 121 Government and Parliament

Allow football fans to attend matches at all levels
 Football is a powerful tool of which allows a range of benefits such as employment, and other important aspects of life. Football can be associated with passion, emotion, excitement and education across the community. With fans attending football games a range of economic benefits flow from this.

200,571 signatures

Parliament debated this topic
 This topic was debated on 8 November 2020



TO BE NERVOUS FIRST DAY OF SCHOOL.



rgenza CO bicicla



Strettiamo le crisi attese per...
 Date il possibile risalto di...
 La città deve continuare a...
 In particolare i giovani arrivati...

Question N°2

Which are the most common words used on Change.org by those who leave a comment after signing petitions about mandatory masks in the U.S.A.?

4

Change.org allows those who signed a petition to leave a comment to show their support or explain the reason they signed. Since the U.S.A. was the only country to show clusters of petitions both in favour and against the same topic - the mask mandate - we decided to explore the points raised by both sides and the words used to do so.

From now on, we will consider No-Mask petitions all those who use the tags “mask choice”, “unmasking” and “unmask our kids”. Pro-Mask petitions will be those tagged with “make mask mandatory”, “mask to fight covid-19”, “mask in school” and “mask mandate”.

5



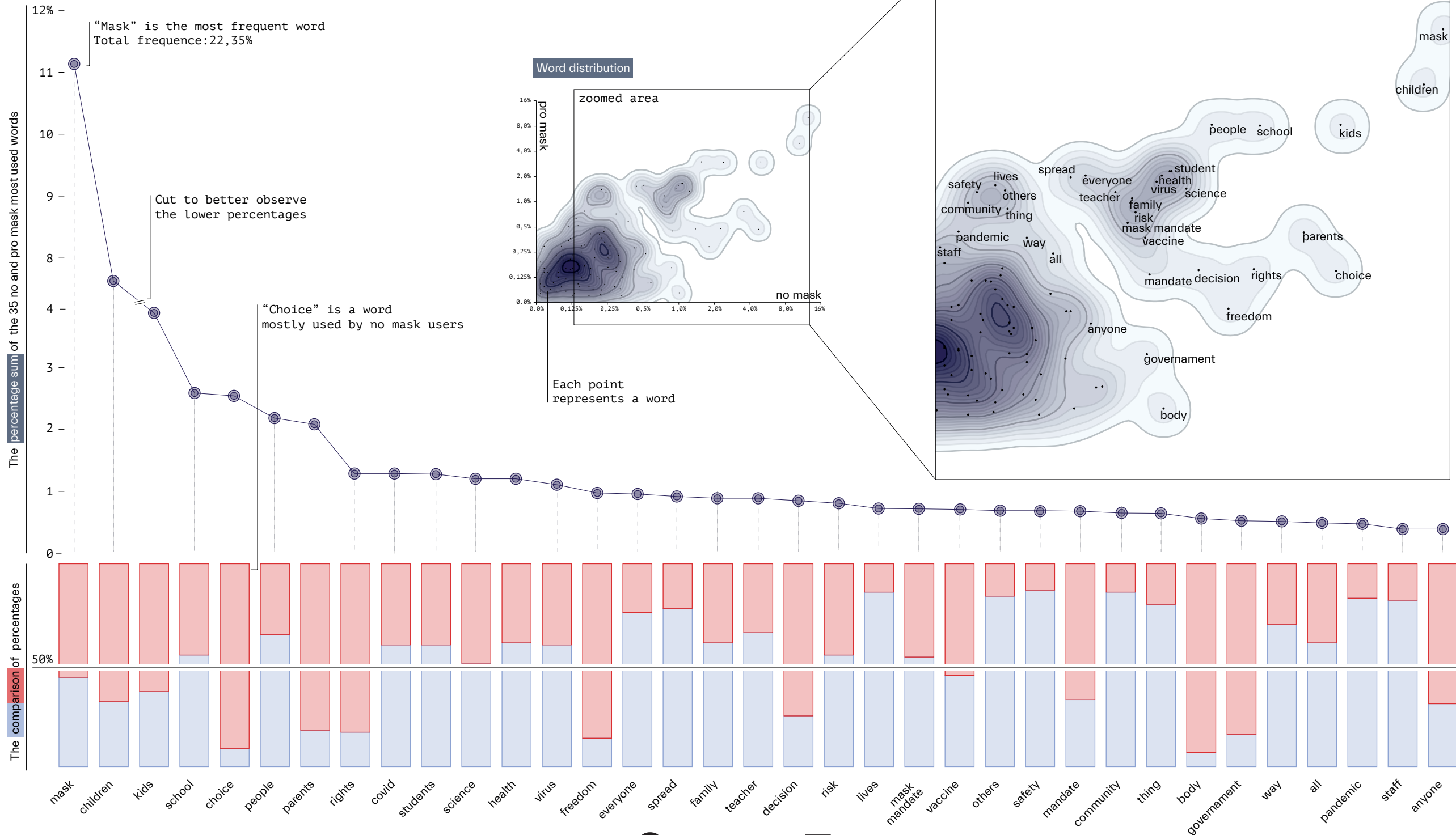
Two worlds in words

The text corpus used for this analysis is composed of all the comments from the 100 most signed petitions in the pro-mask cluster and 100 most signed petitions in the no-mask cluster.

○○○ How to read it

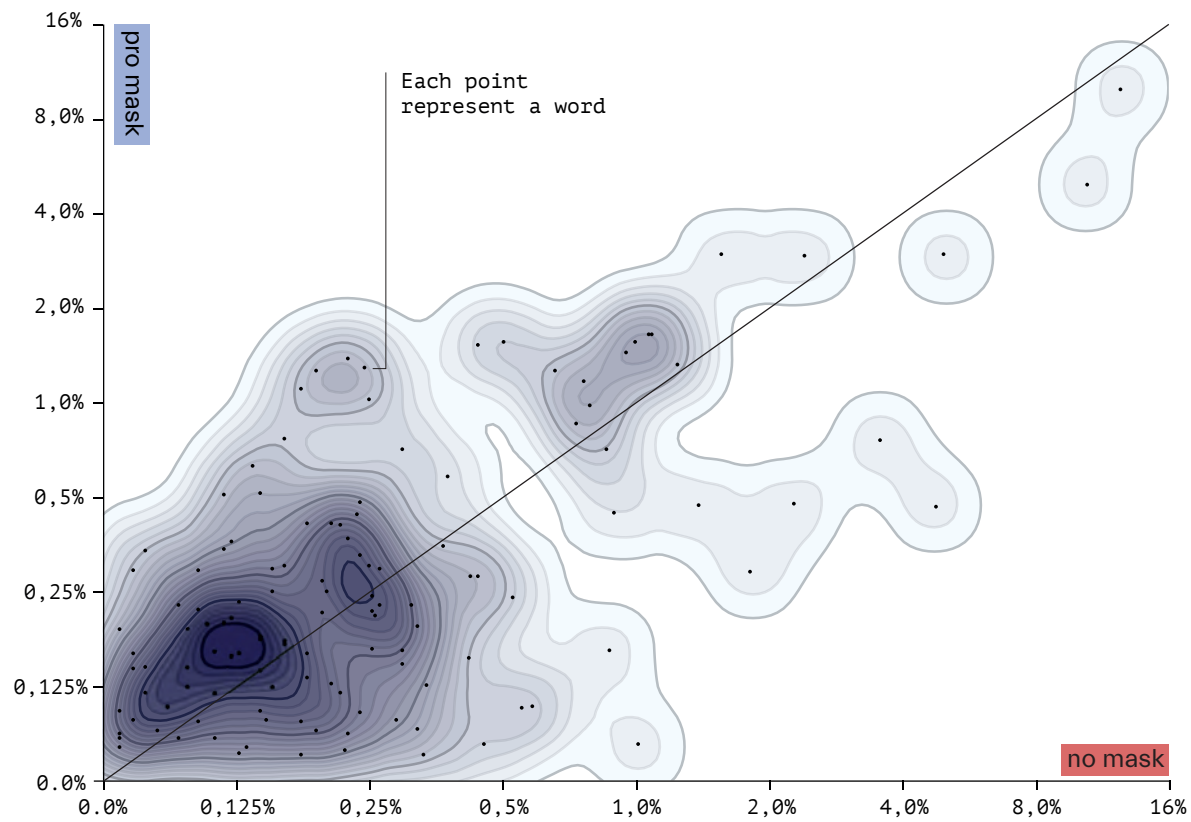
Colors represent the two fronts:

- No-mask
- Pro-mask
- sum of both



Say that again? - Finding /01

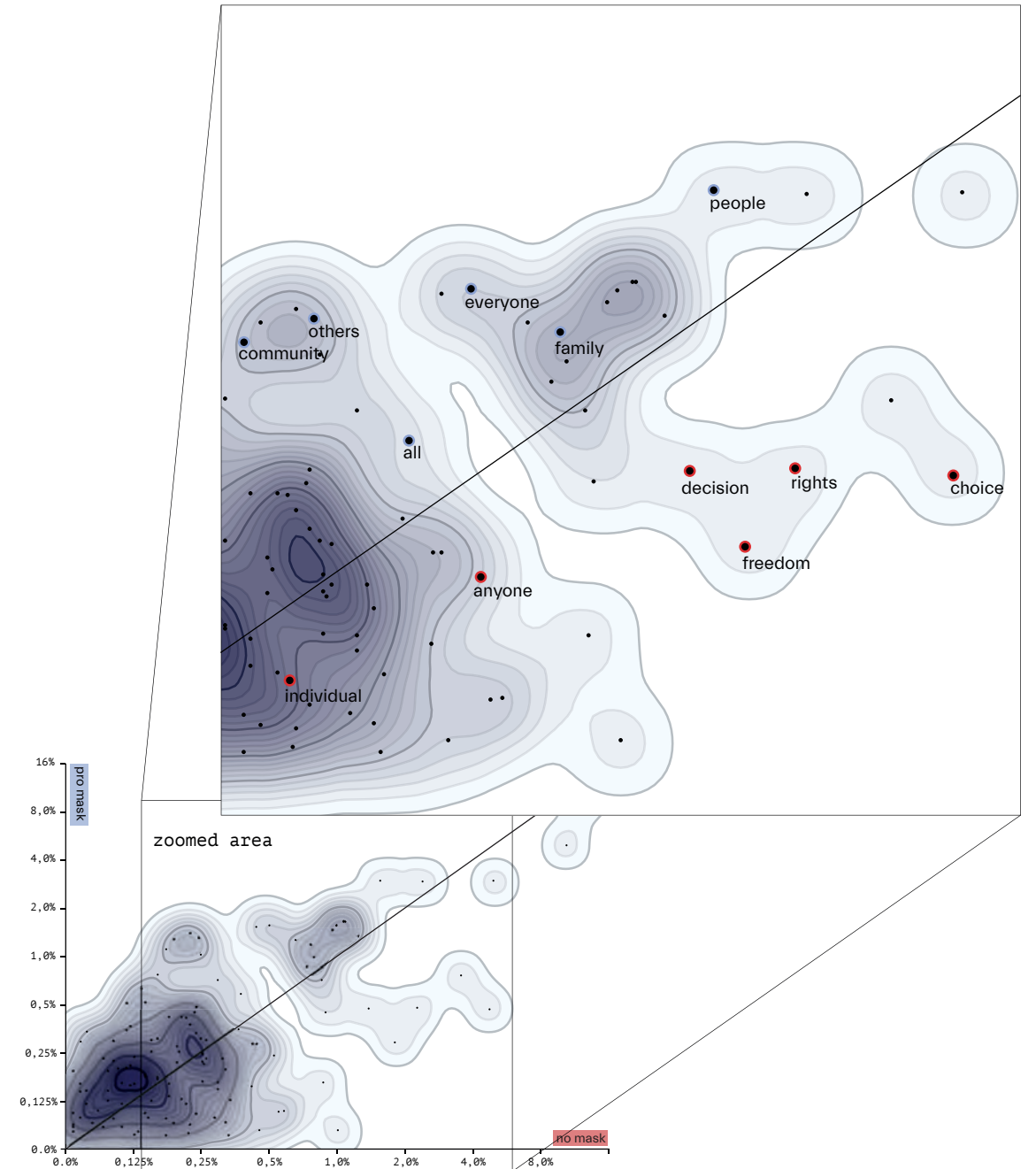
Word usage in the two groups is not symmetric, showing a higher variety of words in the pro-mask area. This suggests they use a wider vocabulary in their comments when compared with their counterpart.



8

Two worlds in words - Finding /02

The diagonal line divides words more frequently used by pro-masks from those used by no-masks. Those in favour cite community, responsibility and science, while those against use words like family, rights and choice.



9


When there's kids involved - Finding /03

Both those in favour and against oftentimes cite children, which is the second most used word for both groups - the first being "mask". Pro-mask comments mostly show a general interest in preserving kids' health. No-Mask comments often mention the inefficacy of masks and the low death-rates of covid, making comments a source of misinformation.

How to read it

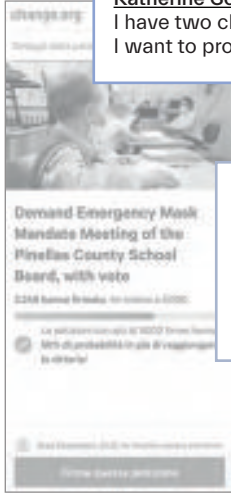
Border color

- No-mask
- Pro-mask

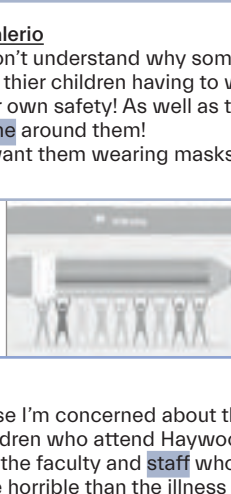


Patrick Holland
Masks are not an infringement on anyone's rights. We set speed limits & ban weapons in school to keep children & staff safe. While not 100% effective, masks do provide protection to reduce the impact & spread of covid.

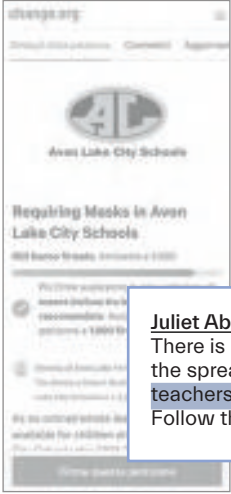
As we have seen in the previous finding, "community" is often used by pro-mask



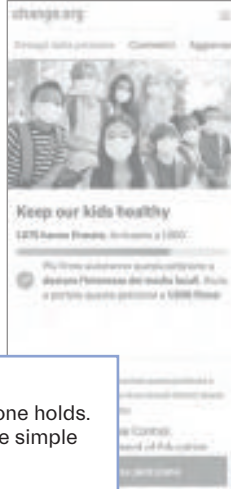
Katherine Scheidt
I have two children under 12 in Wayne Schools. I want to protect them and our community.



Gina Valerio
I just don't understand why some parents are so angry and against thier children having to wear masks in school. It's for their own safety! As well as thier families, friends and everyone around them!
Don't want them wearing masks, then homeschool them!

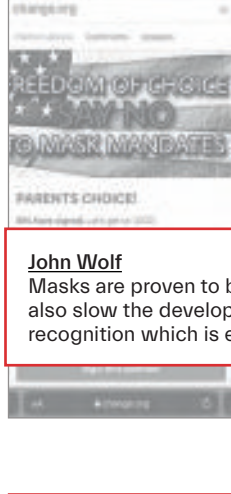


Caitlin Ellis
I am signing this petition because I'm concerned about the health and well being of the children who attend Haywood County, NC public schools and the faculty and staff who work there. What could be more horrible than the illness or death of a child from a preventable disease?




Juliet Abram-Wen
There is no vaccine for children under 12 and masks slow the spread. This protects children, parents, grandparents- teachers & staff- and the community we interact with. Follow the science.

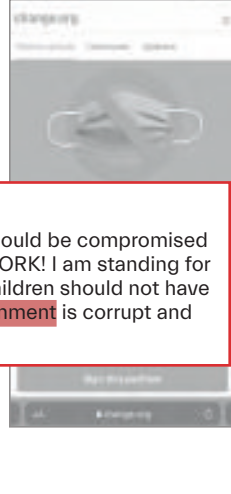
Bonnie Hughes
For my Grandchildren and the future promise each one holds. Let's not let a virus take away that promise when the simple act of wearing a mask can protect them



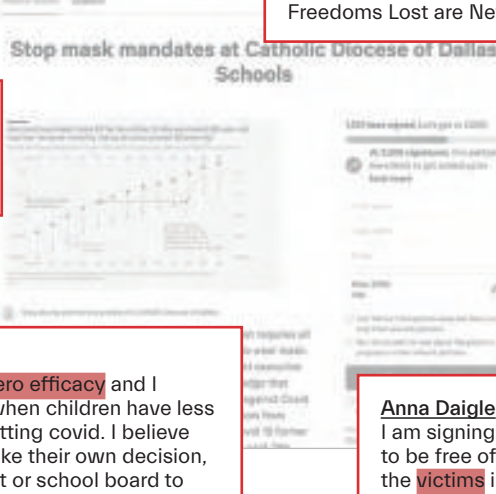
John Wolf
Masks are proven to be a bacterial nightmare and also slow the development in speech and facial recognition which is essential for young children.



Kristie Leech
Wearing a mask for the entire school day is too dangerous for our children. They need oxygen for their developing brains.

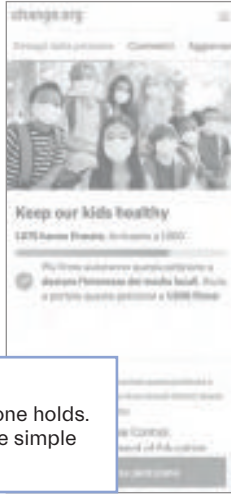


Jerika Whitley
No child's immune system should be compromised by a mask that DOES NOT WORK! I am standing for the children and teachers! Children should not have to suffer because their government is corrupt and can't make up its mind.

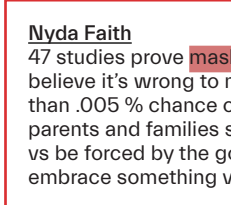


Joseph Pennington
We are letting our children be abused with masks for political gains. If the Diocese doesn't reverse quick, we all need to speak with our pocketbooks and pull our children from this Diocese. The church only understands money, these days.

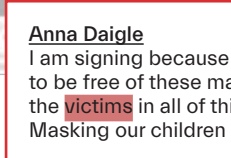
Prospector P
NO MANDATES-Individual Rights are the Greatest Asset of Our Freedoms. That Individual Mandate Includes Our Rights as Parents to decide for Our Children. Not the Government, Not the Diocese, NO ONE Supersedes Individual and Parental Rights! Vaccines only protect the Vaccinated. Nothing More. Freedoms Lost are Never Recovered!



Linda Madden
I do not feel masks are healthy for the children. Science does not show this!



Nyda Faith
47 studies prove masks have zero efficacy and I believe it's wrong to mask up when children have less than .005 % chance of even getting covid. I believe parents and families should make their own decision, vs be forced by the government or school board to embrace something vs their beliefs and values.



Anna Daigle
I am signing because our children deserve to be free of these masks. They have been the victims in all of this. Masking our children is child abuse.

I don't speak your language - Finding /04

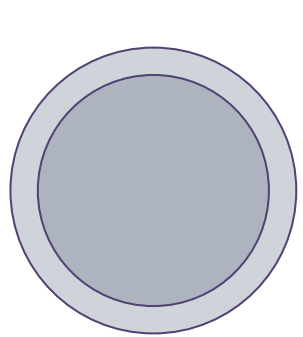
Analysing words only used by one of the two sides we find that Pro-Masks mention “common sense”, “distancing”, “physicians” and “precaution”, while No-Masks often appeal to a different semantic field, using word such as “God”, “America”, “anxiety” and “abuse”.

How to read it

word word taken in consideration in the creation of the insight

Colors represent that wo fronts:

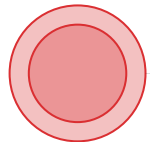
- No-mask
- Pro-mask
- sum of both



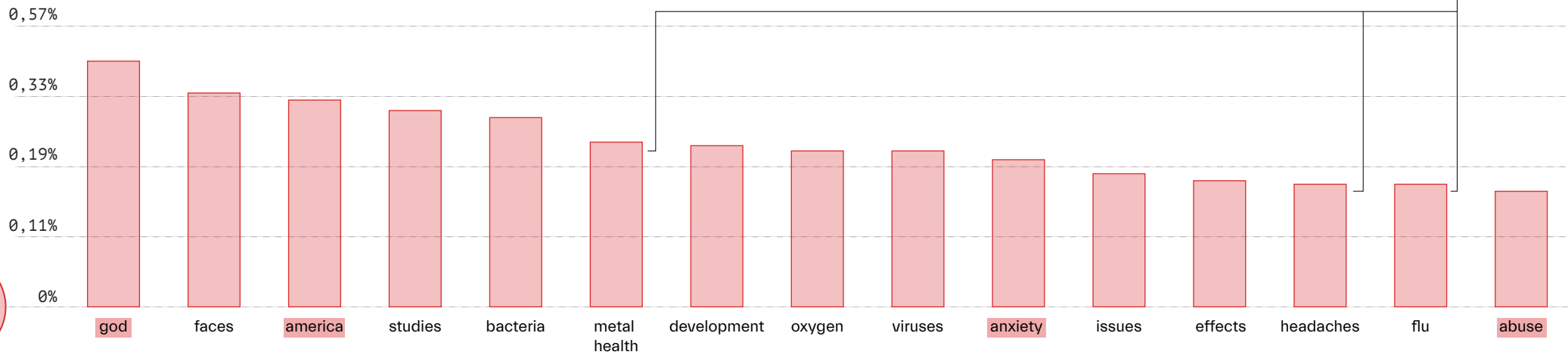
19,8%

Total percentage of words in the text corpus that are not used by both groups

words used only by no-mask

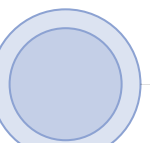


9,4%

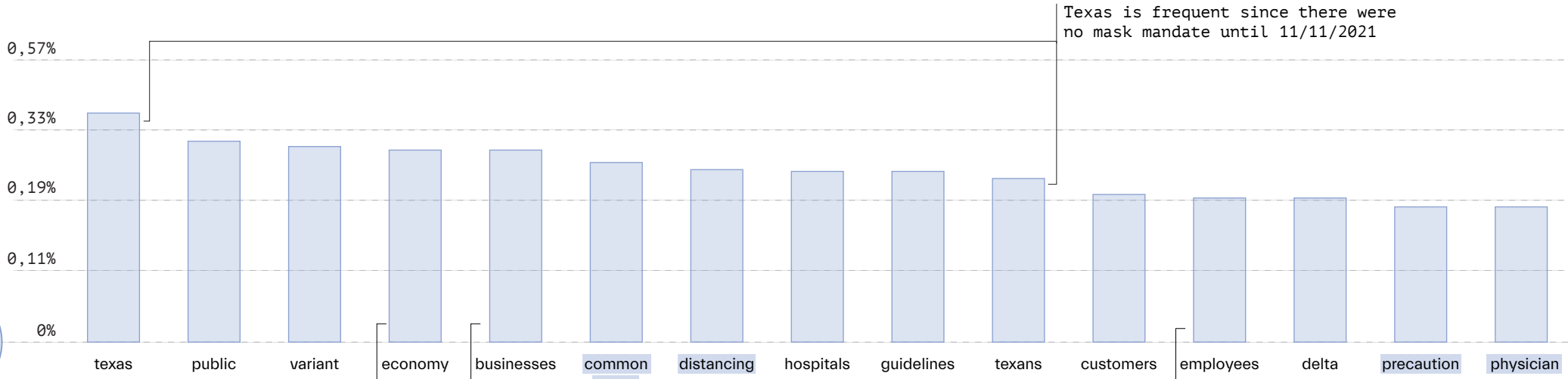


No-masks relate side effects to the topic of mandatory masks.

words used only by pro-mask



10,4%



Texas is frequent since there were no mask mandate until 11/11/2021

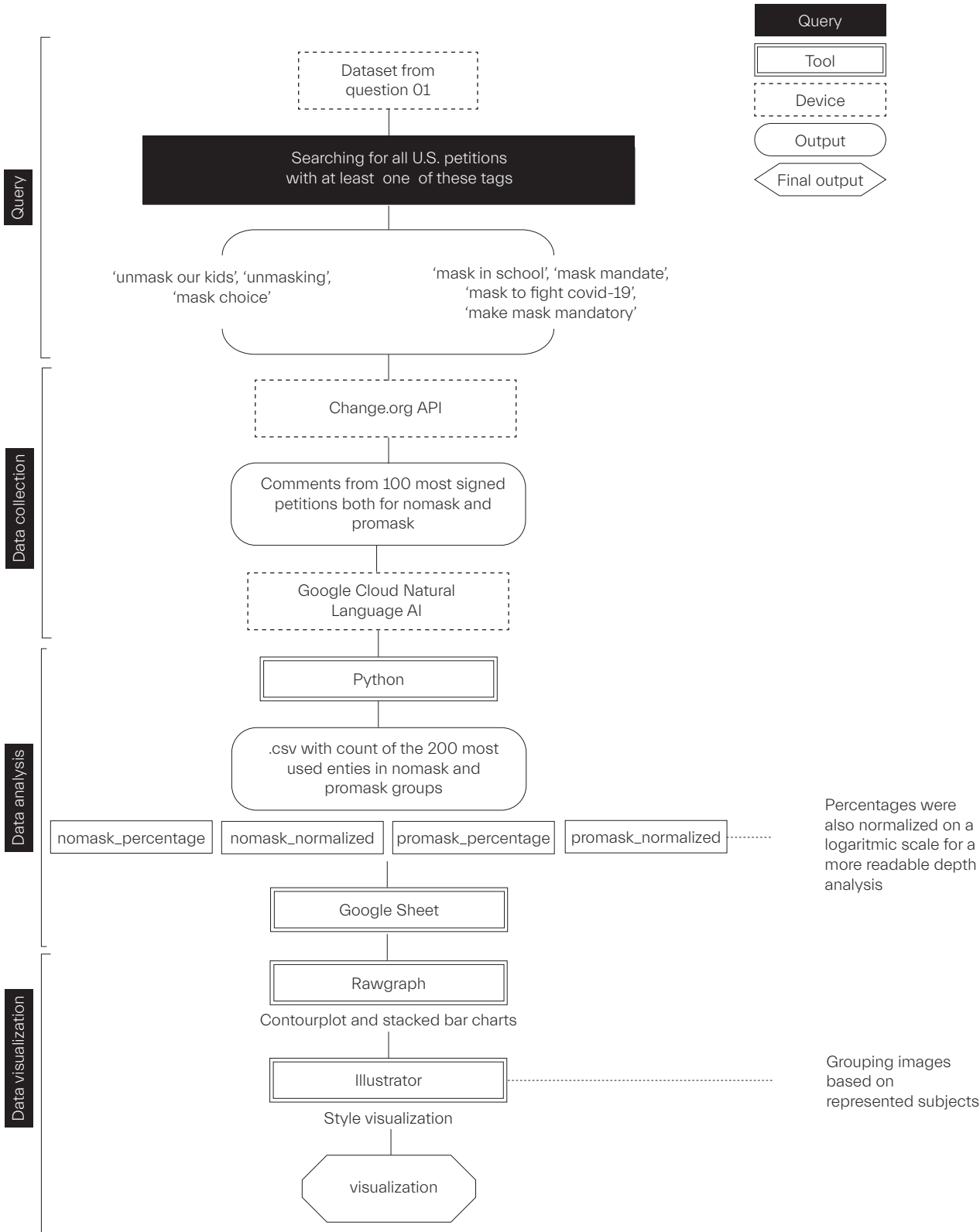
Pro-masks often relate the topic of economy with masks' usage

12

13

Protocol

Legend





from [Change.org](https://www.change.org)

○○○ Question 03

Petitions and photos

× tags × images × image subject



Question 01



Question 02



Question 03



Porters call for public hear

Make English the only language in the USA

COR

change.org

LA VACUNACIÓN CONTRA EL COVID EN LA PÚBLICA

VACUNACIÓN COVID EN LA PÚBLICA

65.613 personas han firmado. Ayuda a conseguir 70.000

Con 70.000 firmas, esta petición se convertirá en una de las más firmadas en Change.org

Contra la medida de salud pública y Comunitaria

Admisión de entrada a España

Que la vacunación contra el COVID se realice en la Sanidad Pública

NO A LA PRIVATIZACIÓN ENCUBIERTA DE LA SANIDAD

Firma esta petición

Change.org की मदद करें

दुनिया के लिए विश्व का सबसे बड़ा मंच

46,96,43,657 आवाज़ उठाते लोग। रोज़ नई कामयाबियाँ।

अपनी पेटिशन शुरू करें

Peak Positive and Pending: 84 (April 9)
Peak Positives: 54 (April 10)
Peak Ventilators: 1.3 (April 8 - 9)

चीन में फंसे भारतीय नागरिकों की मदद करें

1.6 लाख से ज्यादा लोगों ने! के लिए आवाज़ उठाई। सरकारी अधिकारियों को दवा देना चाहिए।

Kenston L...

as at Catholic Diocese of Dallas Schools

1,531 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy

Donald J. Trump @realDonaldTrump · 17 mar

So last year 37,000 Americans died from the common cold between 27,000 and 70,000 per year. Nothing is shut down if the economy goes on. At this moment there are 546 confirmed cases of Coronavirus, with 22 deaths. Think about that!

74,389 likes · 76,118 retweets · 267,555 replies

Roberto Burloni @RobertoBurloni

President, while all the Americans have the right to work, the President's duty is to protect the community against the seasonal flu, there is no need to shut down the economy. The virus is not a threat to the economy.

FOLLOW THE SCIENCE: UNMASK THE KIDS

1,531 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy

Roberto Burloni (Change.org): grandissimo

Allow football fans to attend matches at all levels

UK Government and Parliament

Closed petition

Football is a powerful tool of which allows a range of benefits such as employment, and other important aspects of life. Football can be associated with passion, emotion, excitement and dedication across the community. With Fans attending football games a range of economic benefits are there too.

This petition is closed. All petitions run for 6 months.

200,571 signatures

Show on a map

100,000

Parliament debated this topic

This topic was debated on 9 November 2020

TO BE NERVOUS FIRST DAY OF SCHOOL.

обеззараживатели в общественном транспорте!

1,728 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

Dedry Nayda signed this petition

Виктория Шмагина signed this petition

First name: _____

Last name: _____

Email: _____

City: _____

State: _____

Sign this petition

Do not display my name and comment on this petition

No process your information in accordance with our Privacy Policy

Monica ramponi @ramponiManica · 1h

Firmate lo lo ho fatto ora! Creare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto.

change.org

Firma la petizione

Creare appositi spazi per permettere ai cani di viaggiare su tutti i mezzi di trasporto.

Question N°3

When posting a petition on Change.org users can attach a cover image to it, the last step of our research explored which were the content of these pictures. Text, Children and School Logos were found to be recurring subjects in these pictures. For this reason, they were chosen as the focus of this last research phase.

Which are the most common subjects and graphic treatments of the images used in American petitions against mandatory masks on Change.org?

2

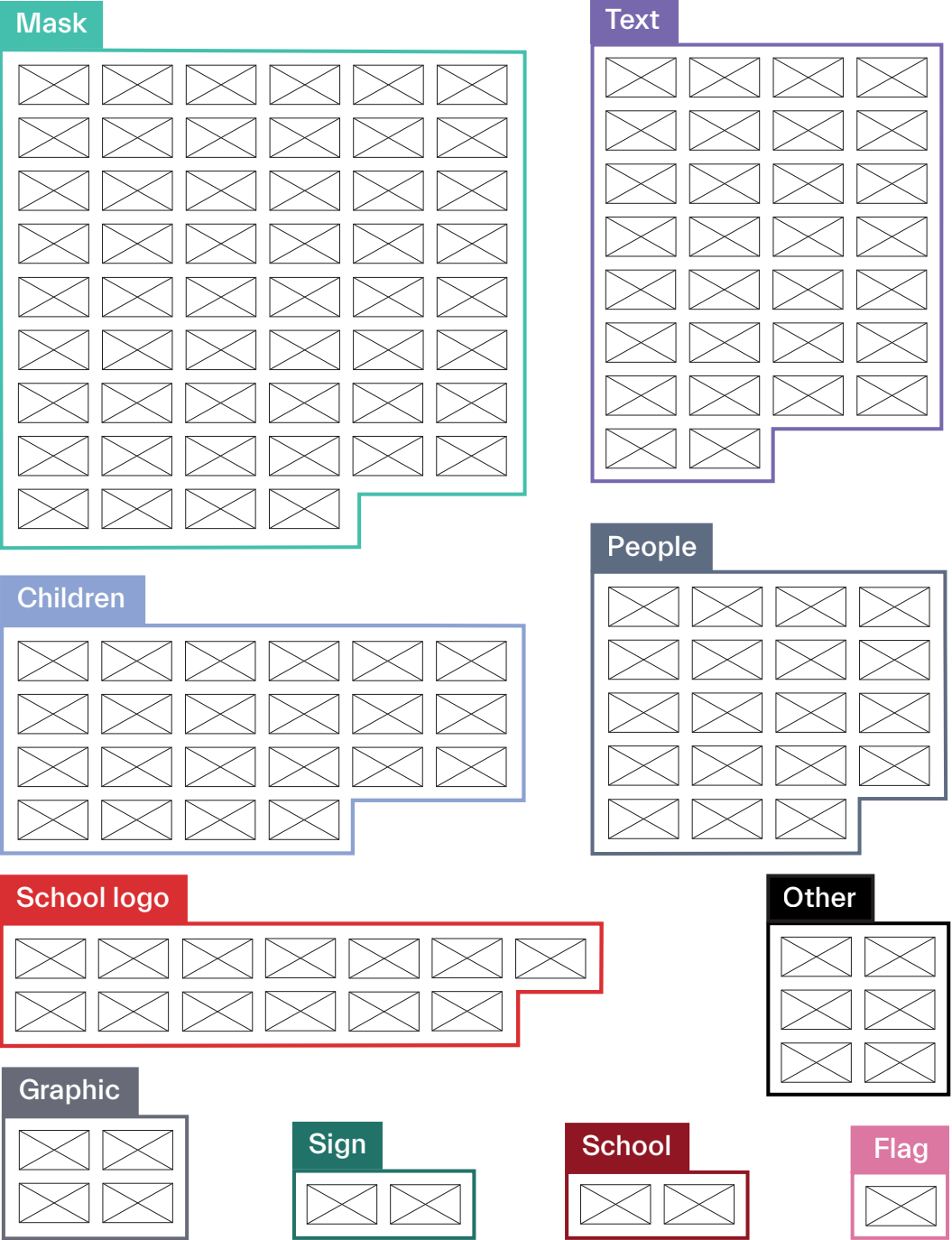
3

Pro-mask

How to read it

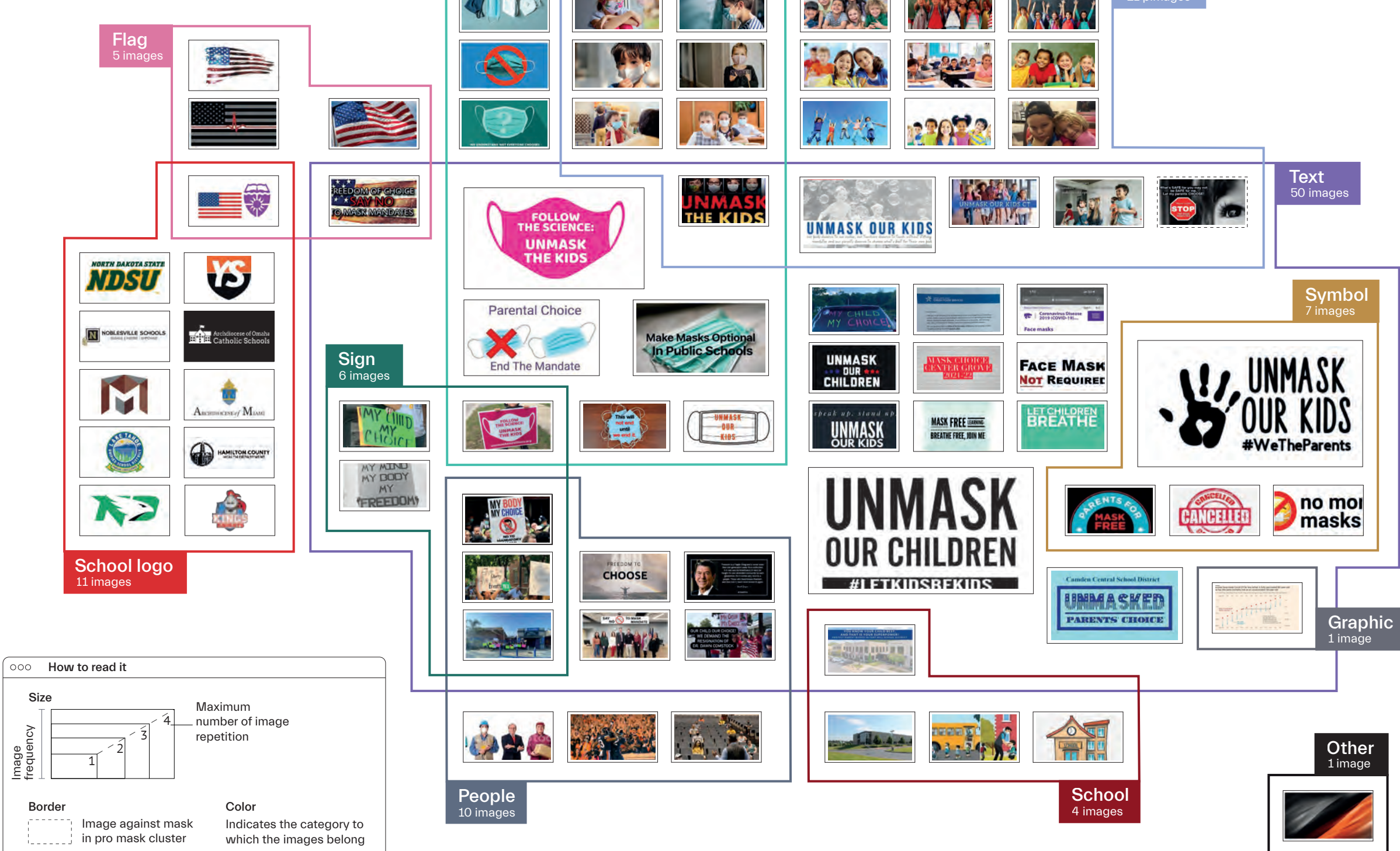
Area: Each area is proportional to the number of images with that subject. 1 image.

Color: Indicates the subject of the images



No-mask

Cover images from the 100 most signed petitions with pro-mask tags, grouped by main subject. Intersections indicate that more than one subject is present in the same picture.



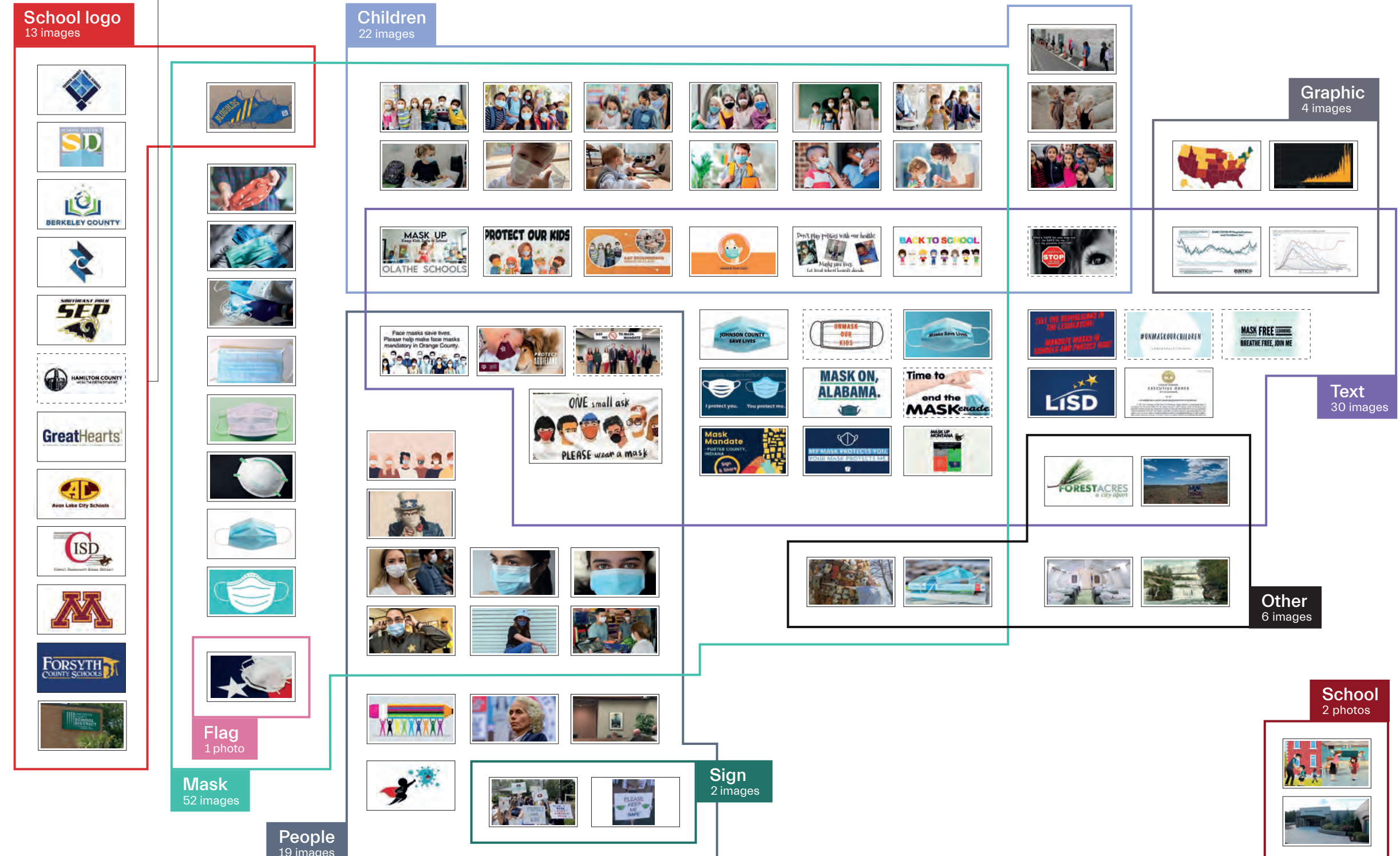
How to read it

Size
 Image frequency: 1, 2, 3, 4. Maximum number of image repetition.

Border
 Image against mask in pro mask cluster

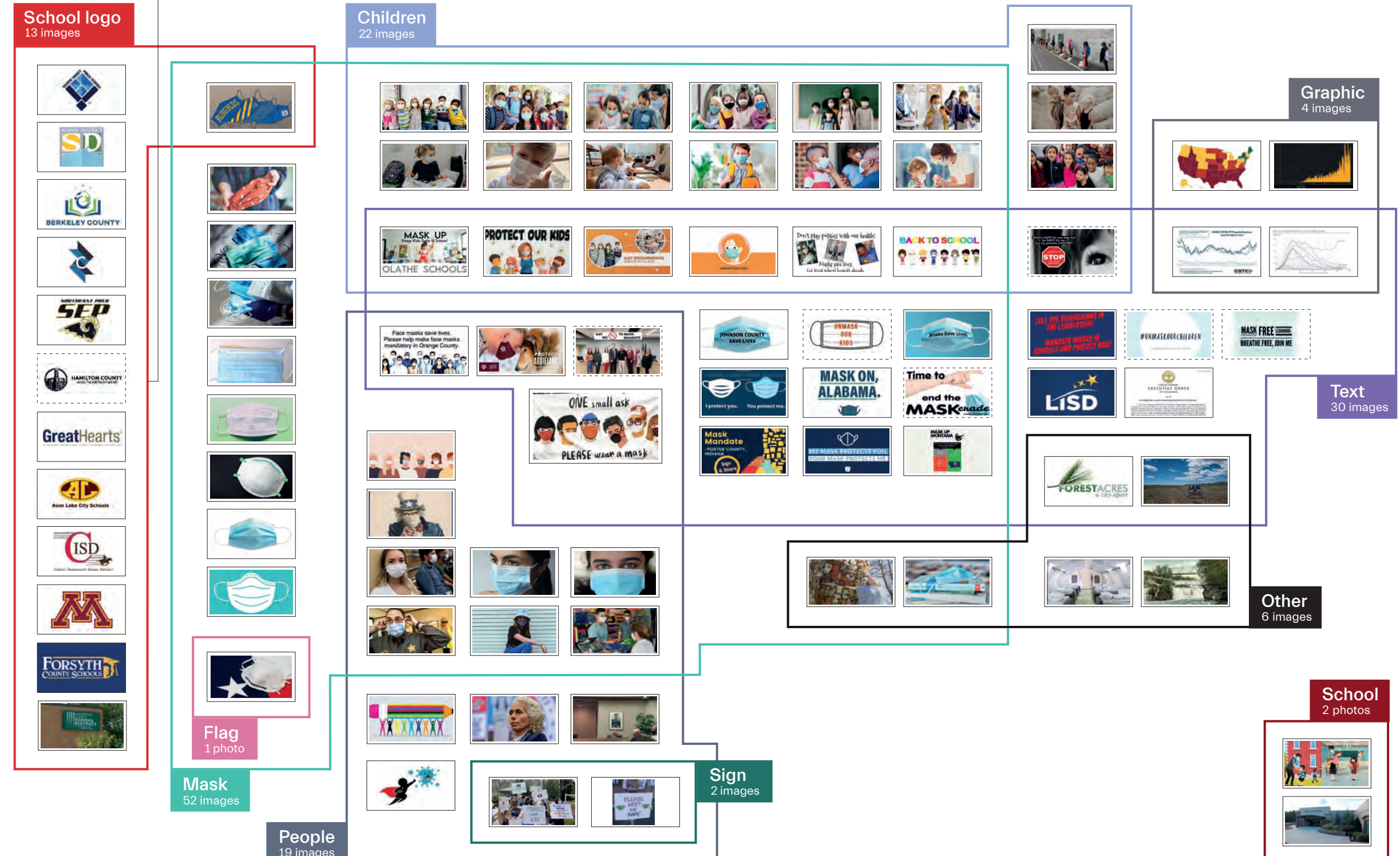
Color
 Indicates the category to which the images belong

Some of the images in the pro-mask group display no-mask messages. These are from petitions opposing the mask mandate but are tagged as pro-mask.



Pro-mask

Cover images from the 100 most signed petitions with pro-mask tags, grouped by main subject.



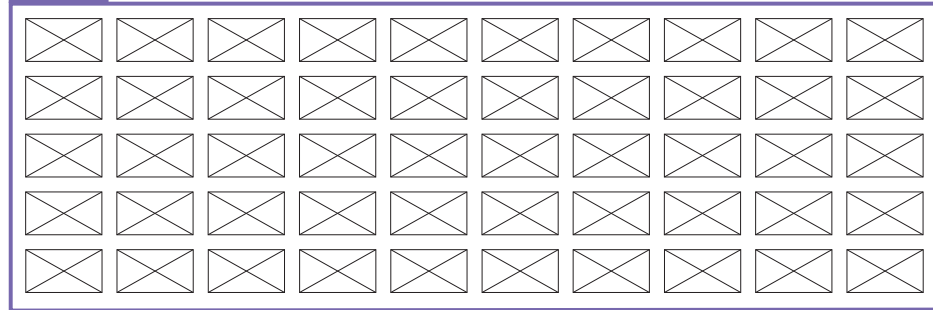
School
 2 photos



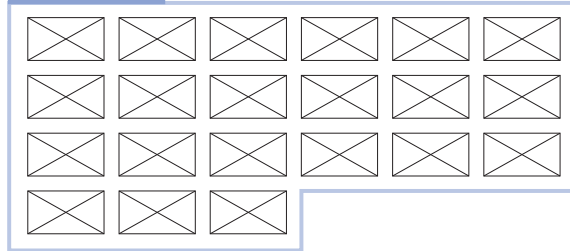
No-mask

Areas represent the amount of images with a certain subject. The complete set of images is displayed in the pages inside.

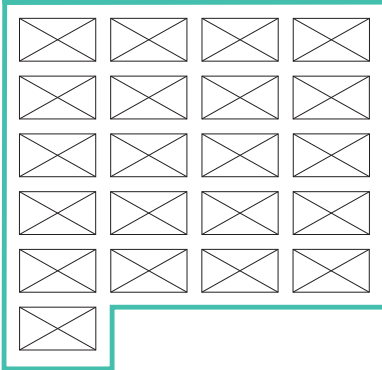
Text



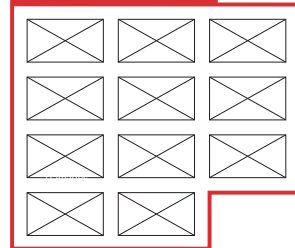
Children



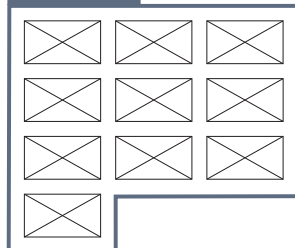
Mask



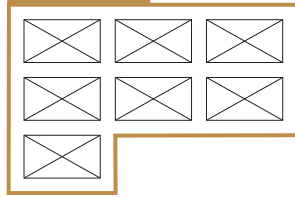
School logo



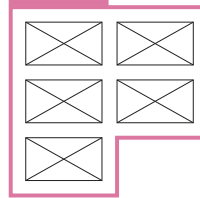
People



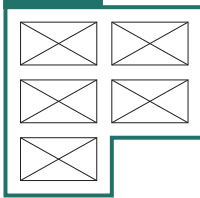
Symbol



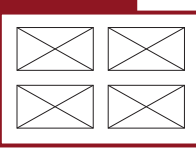
Flag



Sign



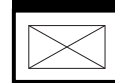
School



Graphic



Other



A call to Arms - Finding /01

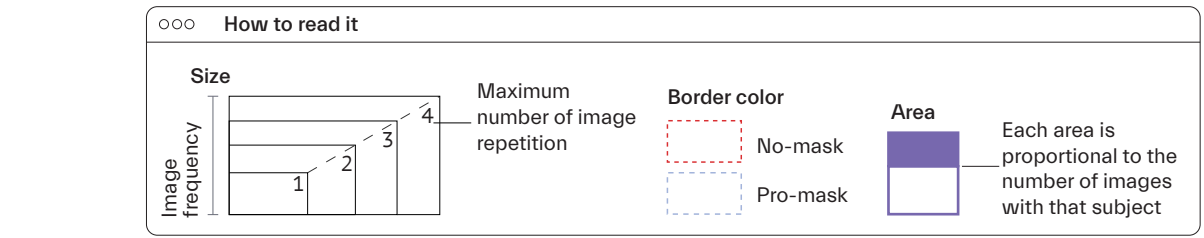
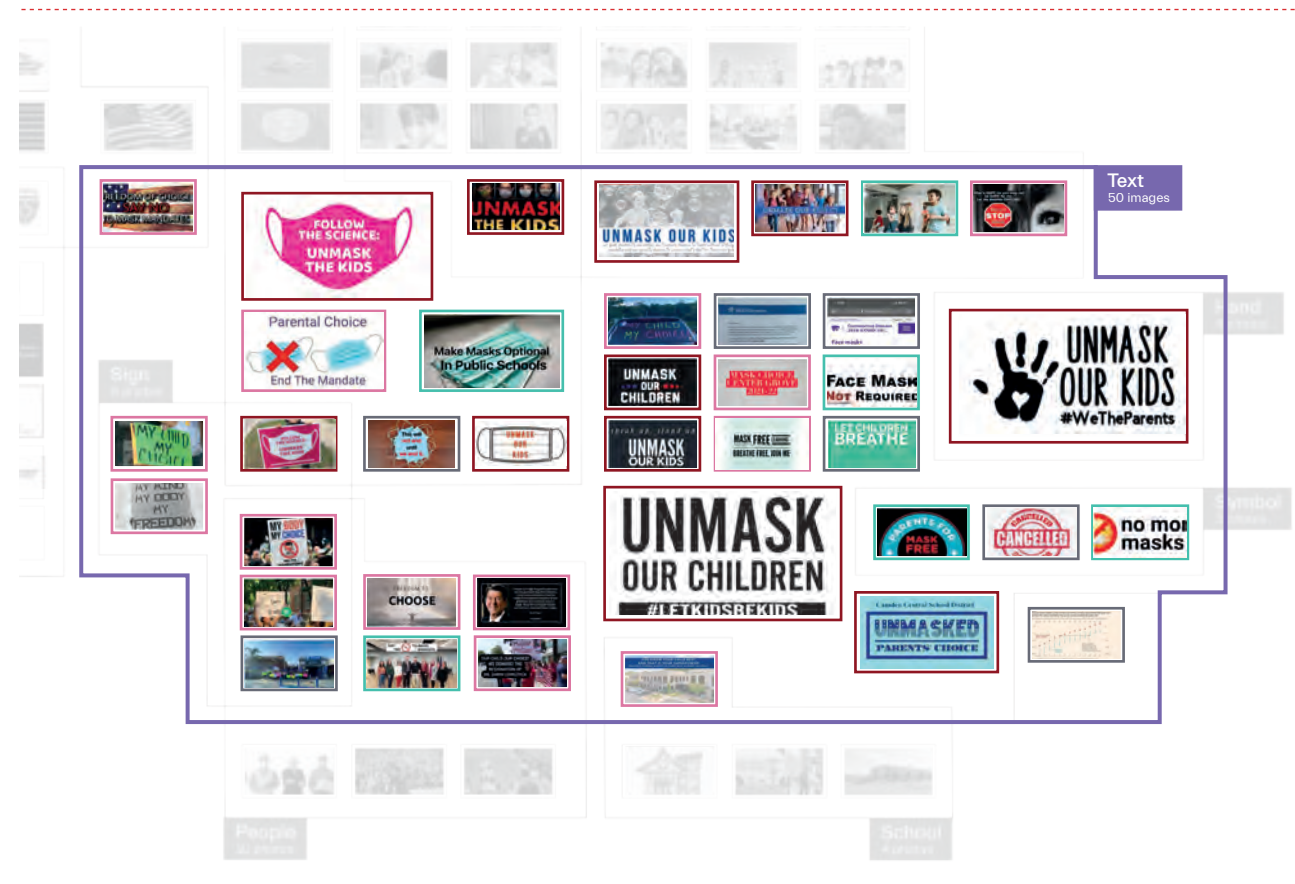
Most no-mask images only display text, in the majority of cases commanding the reader to take action, e.g. "Unmask our kids". Pro-mask use fewer text-centric images and use a friendlier tone, appealing to safety and community.

The following messages have been identified among the images with text:

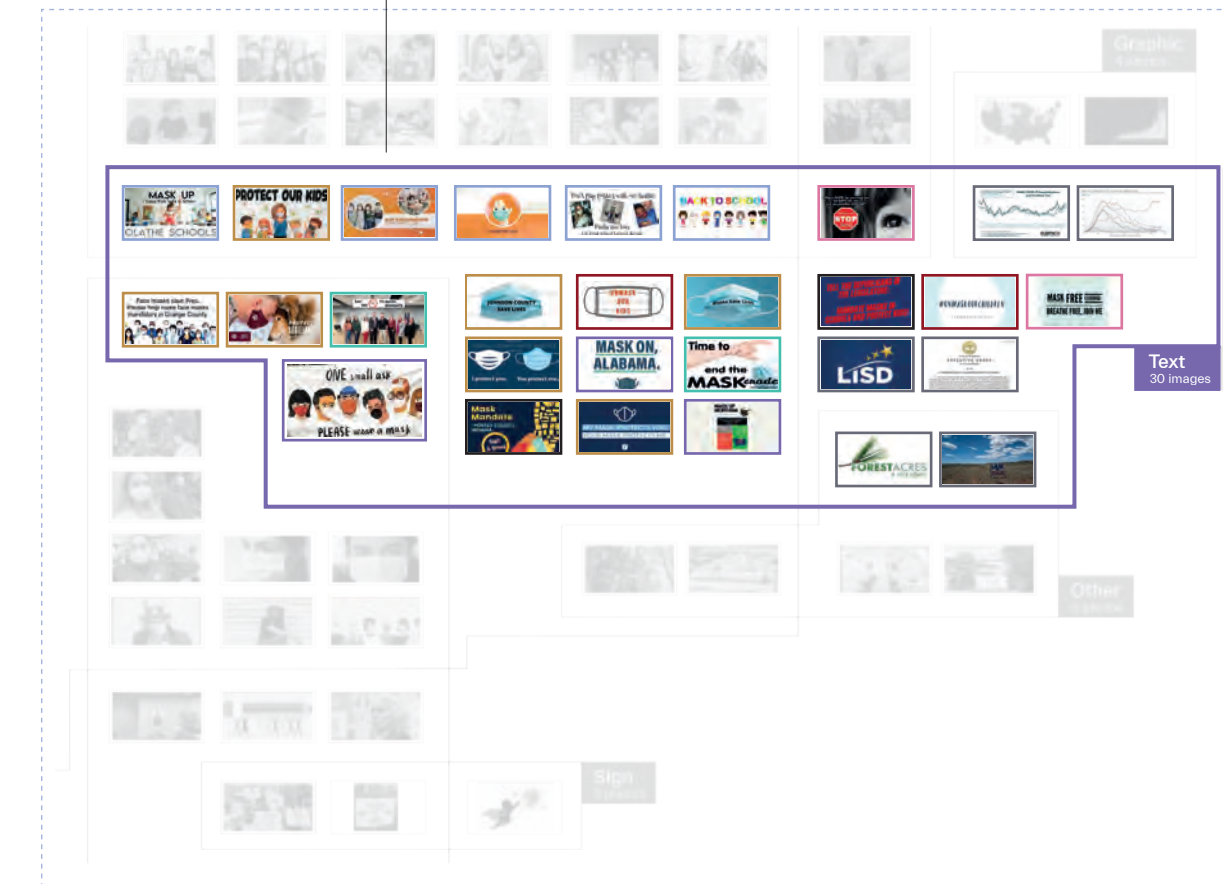
Mask free 9 images 7 No-mask / 2 Pro-mask	Freedom to choose 17 images 15 No-mask / 2 Pro-mask	Unmask the kids 23 images 21 No-mask / 2 Pro-mask	Mask on 4 images - / 4 Pro-mask	Protection and safety 7 images - / 7 Pro-mask	Mask at school 5 images - / 5 Pro-mask	Various 15 images 7 / 8 Pro-mask
--	--	--	--	--	---	---

Most of the images have no-mask text. This quantity is not absolute but proportional to the total number of images for no and pro-mask.

The categories shown are indicated in the visualization with the outline of the images:

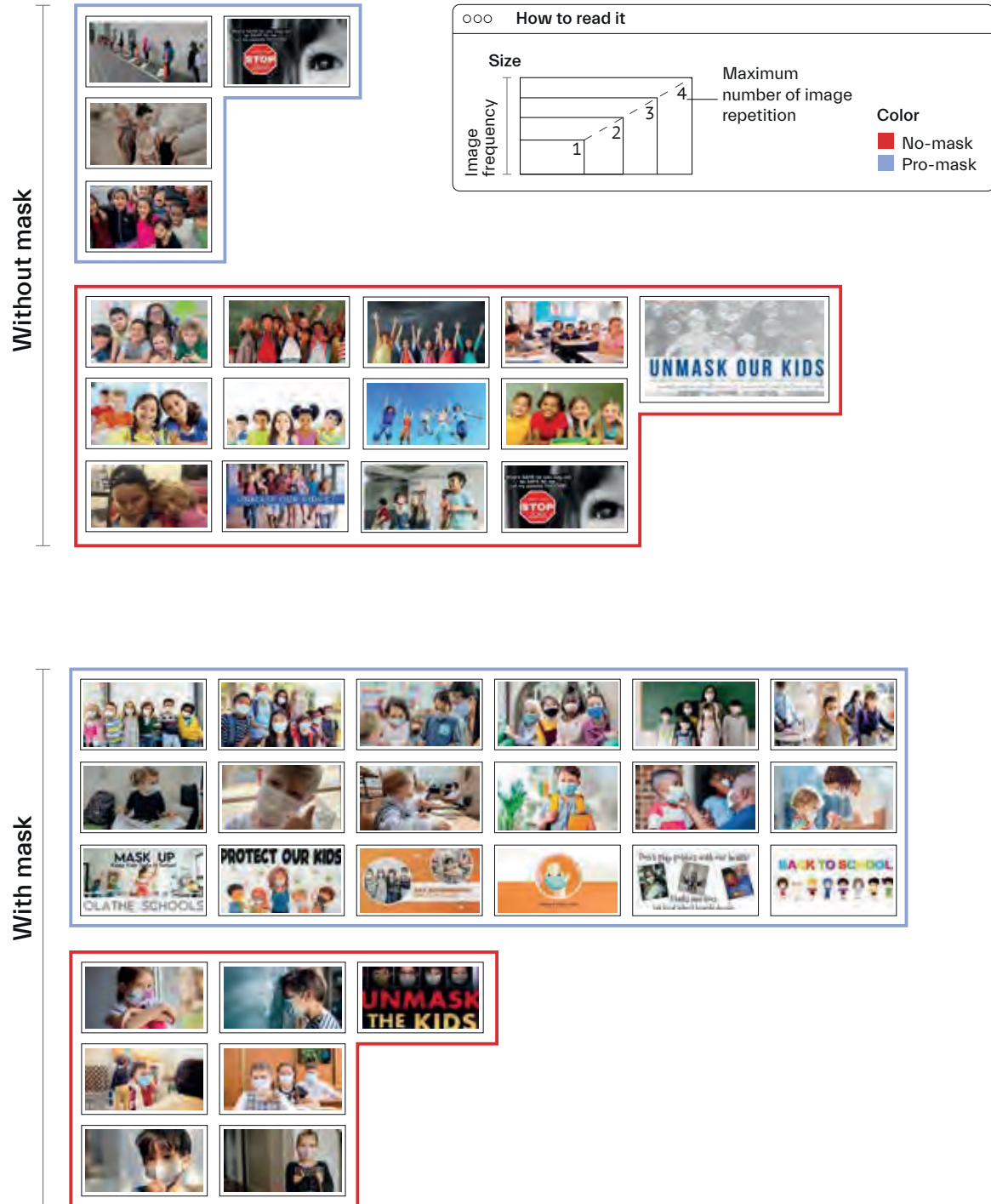


Among the images that present text, many have children and masks at school as their subject



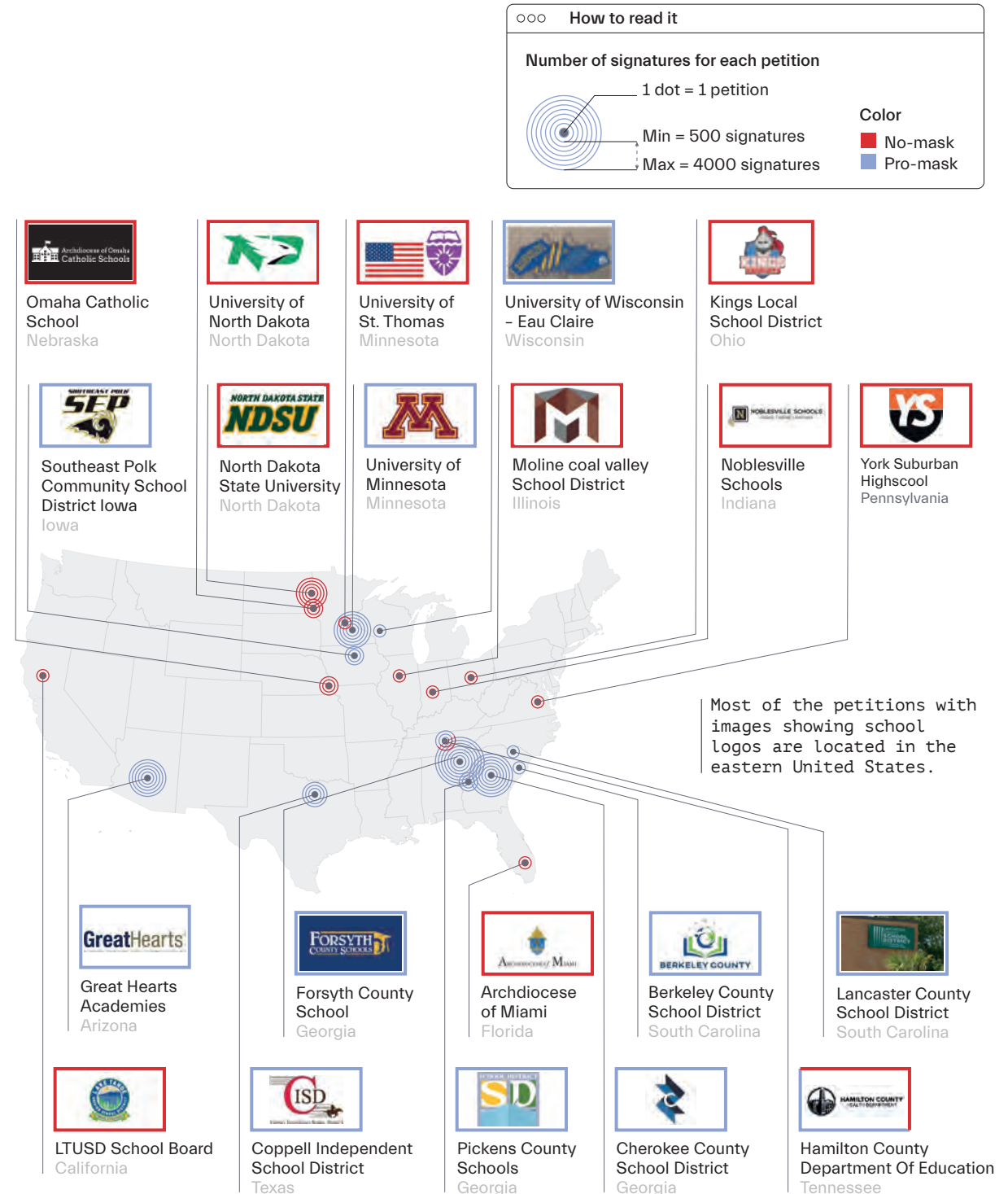
A smile behind the mask - Finding /02

The most common subject in the images analysed is children. Those against mandatory masks depict kids as sad and lonely when wearing a mask while the opposite happens with those in favour of the mandate, showing kids having fun with their friends when wearing a mask.



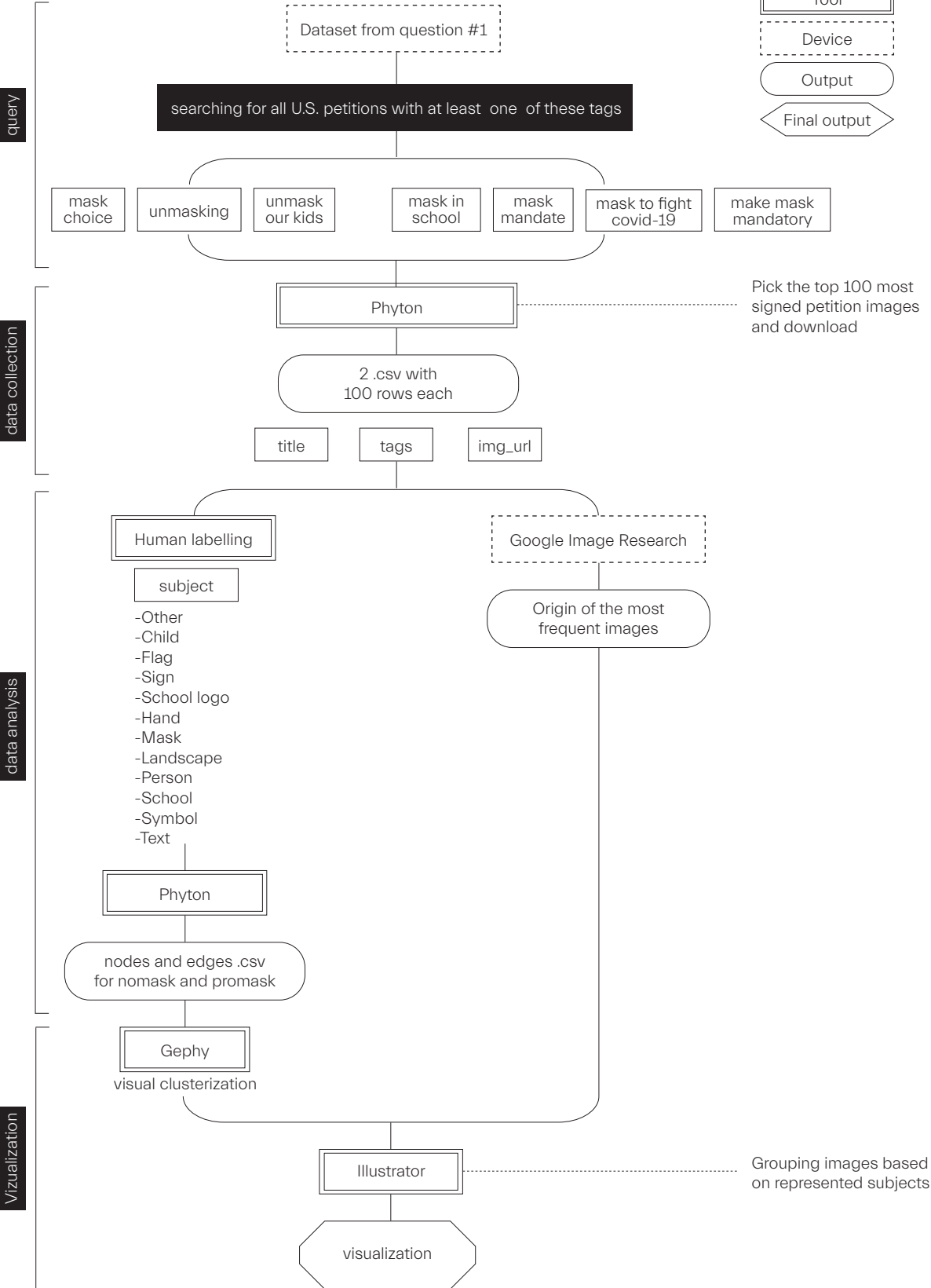
Back to school - Finding /03

The majority of the logos used can be traced back to universities or educational institutions. This peculiarity highlights a tendency to target local decision-makers rather than country-wide institutions.



Protocol

Legend





from [Change.org](https://www.change.org)

Sign here to fight the pandemic. An analysis of petition trends on the Change.org platform

AUTHORS

Alice Bocchio
Michele Bruno
Maria Celeste Casolino
Luca Draisci
Virginia Leccisotti
Barbara Roncalli
Sara Zanardi

FACULTY

Michele Mauri
Ángeles Briones
Gabriele Colombo
Simone Vantini
Salvatore Zingale

TEACHING ASSISTANTS

Elena Aversa
Andrea Benedetti
Tommaso Elli
Beatrice Gobbo
Anna Riboldi

DEN -
SITY
GN +



POLITECNICO
MILANO 1863

SCHOOL OF DESIGN

FINAL SYNTHESIS DESIGN
STUDIO Sect. C3
LM in Communication Design
A.A. 2021/2022