
Click to Remain

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Abstract

'Click to Remain' is a short essay film on digitally networked activism and its promotion through the online petitioning platform Avaaz.

Prior to the Brexit referendum in 2016, Avaaz invited recipients of its media alerts to demonstrate in the shape of a 'kiss chain', declared 'to send a signal of love'. The film follows the accounts of demonstrators in the wake of the vote, exploring their experiences with Avaaz, Brexit, and their own understanding of love. As the interviews show, interpretations of this feeling are not necessarily congruent or easily put, but hope is turned to account by Avaaz itself.

The film examines the implications of digitally networked activism both on an emotional as well as an economic level. Where citizens long deeply to react to the results of global capitalism, apparent in the issues Avaaz addresses - climate change, animal abuse, political upheaval and war - their online activities are being capitalized on. The call to action, however, remains a flexible one: in a mobile and digitally active society, as one participant puts it, 'you can spread out your commitment to almost everything.'

Keywords: digitally networked activism, clicktivism, political commitment

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