

## **CONCLUSION**

As I progressed through this cathartic yet rewarding experience, I have rid myself of ethnocentric prejudices regarding generations' portrayal and understanding of social activism, enhancing my social and cultural literacy. Through gaining a comprehensive knowledge of social activism and its marriage with time, I have further enriched my passion for social change, nurturing my micro-world experiences. I have also been able to raise my awareness of social justice issues in the contemporary context, and feel excited by the way in which my generation, the Millennials, are equipped with the resources to serve as effectual activists in the future.

Through the triangulation of my primary and secondary research, I validated my hypothesis that social activism is an institutional marker of social change, and thus, is a product of its context, experiencing change within itself. An examination of social activism's evolution with society allowed me to discover that it is through the processes of globalisation and modernisation that innovative resources, such as advancing technologies, are created, further shaping and influencing activism.

My findings from my secondary research substantially contributed to my Personal Interest Project, forming an overall foundation that was then built upon as I delved into my primary research methods of a questionnaire, content analysis, and interview. Whilst I was overwhelmed by the multitude of secondary information regarding social activism, I was surprised by the lack of scholarly sources regarding the effectiveness of 'traditional methods' of activism when compared to that of its online variant. My primary research enhanced the development of my PIP through the collection of both qualitative and quantitative data, deepening my appreciation of social activism's role in society.

Whilst both my secondary and primary research shed light on my cross-cultural comparison of a generational study, it was mainly through the creation of a questionnaire that this aspect of my PIP was emphasised, allowing me to gain empathy as I witnessed not only the ways in which different generations comprehend social activism, but also the stereotypical judgements that

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have created a gap between generations. Through conducting an interview with Dr. Karen Malone, I was able to discover another perspective regarding the continuities of social activism, and was enlightened by suggestions of how social activism can progress in the future. Although I found content analysis to be a tedious process, I was grateful of how conveniently it complemented the purposes of my research, exploring modernisation and globalisation as key factors of societal change.

The journey of the PIP has been extensive and strenuous, yet the rewards are indescribable. Not only have I been provided with the opportunity to enhance my organisational and analytical skills, I have also grown as an ethical researcher. However, the heightening of my micro-world passion for an egalitarian world far outweighs any tangible benefits, as I am left burning with desire to fight for social justice, utilise the opportunities and resources presented to me as an activist in the contemporary context, and encourage others to do so alongside me. If my Personal Interest Project has made me certain of one thing, it is that one whisper in the darkness of discrimination, one heart bleeding for the less fortunate, and even one click on a bright computer screen, *can* and *will* create positive societal change. And I for one, *can't wait* to join the action.