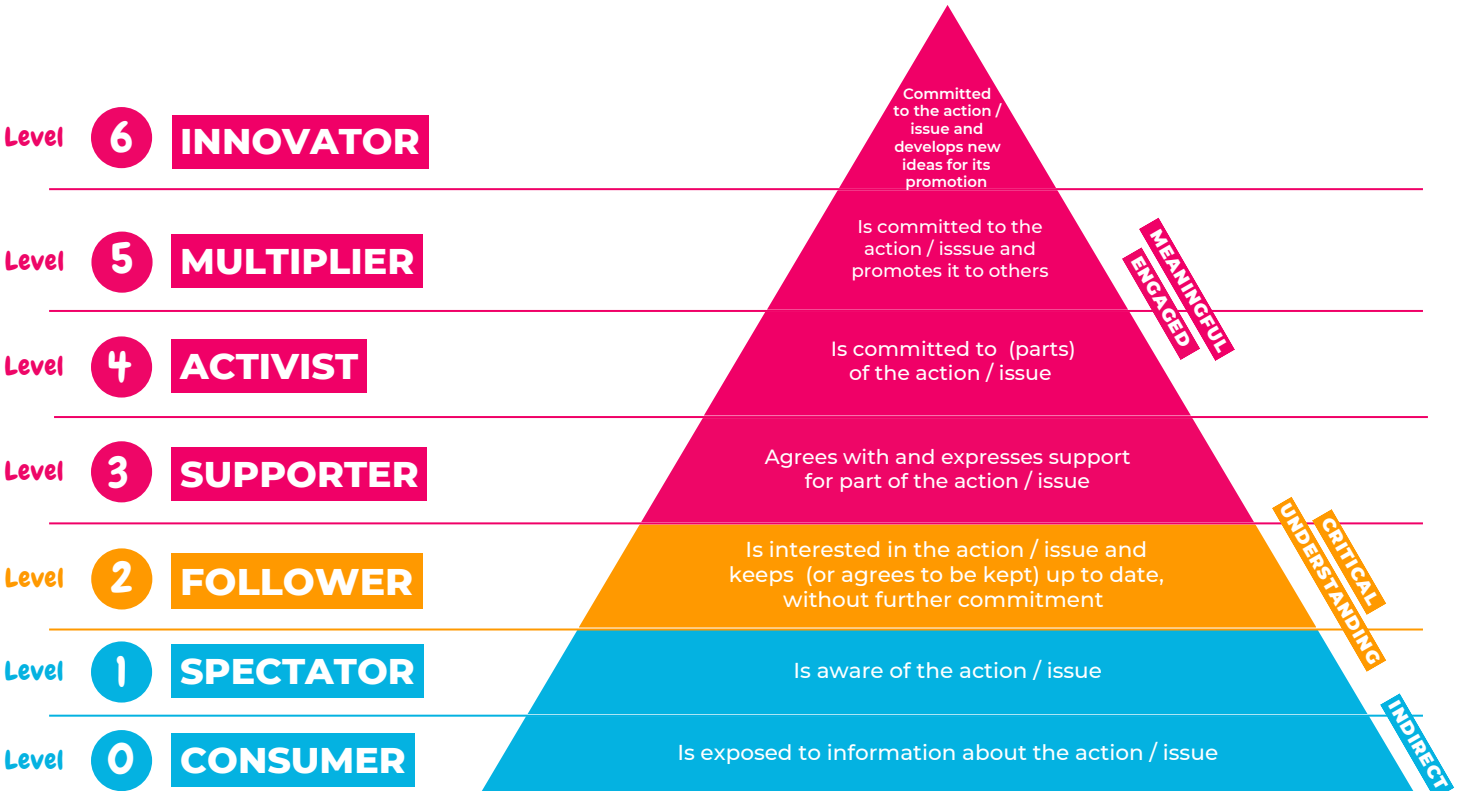
Level 6 INNOVATOR
Committed to the action / issue and develops new ideas for its promotion
Level 5 MULTIPLIER
Is committed to the action / isssue and promotes it to others
Level 4 ACTIVIST
Is committed to (parts) of the action / issue
Level 3 SUPPORTER
Agrees with and expresses support for part of the action / issue
Level 2 FOLLOWER
Is interested in the action / issue and keeps (or agrees to be kept) up to date, without further commitment
Level 1 SPECTATOR
Is aware of the action / issue
Level 0 CONSUMER
Is exposed to information about the action / issue
MEANINGFUL
ENGAGED
CRITICAL
UNDERSTANDING
INDIRECT