

Grassroots vs Astroturfing

John Spacey, January 25, 2017

Grassroots is a movement or organization that represents the self-organization of citizens towards a goal. It is the opposite of an elite, although an elite may base their authority on the support of a grassroots base.

Astroturfing is the creation of a fake grassroots organization to pretend there is popular support for the agenda of an industry, firm or political elite. Such organizations may have deceptive names with terms such as "citizens for ...", "committee" and "project." It is also common for the name of the organization to contradict its goals. For example, an organization that lobbies for reduced environmental regulations may adopt a greenwashed name.

An astroturfed organization may have few actual members and simply act as a front for lobbying, political donations, promotion and advertising.

	Grassroots	Astroturfing
Definition	The organized effort of people who are not part of an elite to achieve a common goal.	An organization, cause or promotion that pretends to be grassroots that is sponsored and organized by an elite.