

## **Abstract**

An increasing attention has been drawn to mobilizing heterosexual allies to participate in collective action on behalf of the sexual minorities. Notwithstanding the considerable progress in researching the motives of the advantaged group members in collective action, we are still searching for effective strategies to mobilize the majority to engage in collective action. To bridge this research gap, this current study aimed to design an experiential activity to promote lesbian, gay and bisexual (LGB) rights activism. Participants were blindfolded to undergo a series of scenarios that addressed the oppression and discrimination that homosexual individuals face on a day-to-day basis. The effectiveness of this experiential activity was compared with the control group. Eighty-four participants were recruited and randomly assigned to either experimental group or control group. Participants of both conditions completed pre-intervention, post-intervention, and one-month follow up questionnaires. Findings suggested that this experiential activity was effective in creating a change in willingness to participate in collective action. Therefore, future research is needed to investigate whether this kind of experiential activity could go beyond participants' intention to participate to actual participation in collective action.

*Keywords:* collective action; lesbians, gays, and bisexual individuals (LGB); experiential activity; oppression; discrimination