

# Voting is Social!

Understanding voting  
behaviors through the lens of  
social interaction



# Voting is a 'dynamic social expression'

That is dependent on community  
support systems.





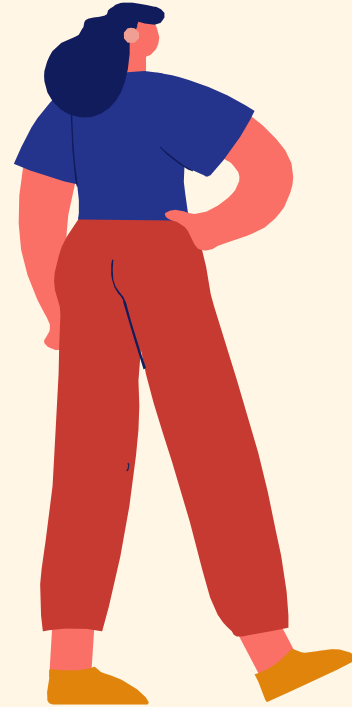
## Why?

- “Many people vote to conform with the social norm that voting is a civic duty.” (Coleman)
- This norm is maintained in the minds of individuals by external social cues related to voting.
- “[Voting] fulfill[s] basic needs of affiliation and belonging to a larger group.” (Fox, Gerber, and Rogers)

# The Vulnerable Voter...

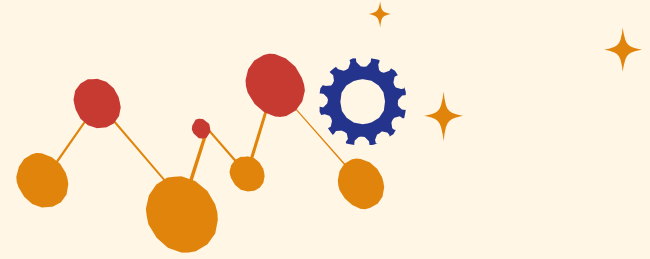
## Lacks Community Support!

- Confusion about registration and operating the polls.
- Poor access to transportation, work coverage, or childcare in order to vote.



# What Could Voting Pain Points

say about an individual's  
social support -



## 01 “I don’t know what to do”

“I have no one I trust enough to  
ask what’s up.”

## 02 “My vote doesn’t matter”

“I am struggling to see how I fit  
into larger trends.”

## 03 “This is a boring errand”

“I don’t want to go to this civic  
center alone.”

## 04 “My schedule doesn’t allow it”

“I am unsure of the best way to  
find local support.”

# Channels of Social Communication



## Digital Medias

Social media, text bots, annoying ads.



## Get-Out-The-Vote Activism

Canvassers, text-bankers, and volunteers.



## Family and Friends

Your circle of peers and people.

# Our Goal

To strengthen pre-existing community support of voting, or to introduce a new support system for vulnerable voters.



# Potential Solutions

## In-Person Voting Buddy

One of Kin + Carta's initial ideas.

## Community Specific Resource Campaign(s)

Vague and broad enough to generate some new ideas...

## Digital Voting Buddy

Similar to the voting buddy but using Video and Text Chat

## ChatBot/AI Voting Buddy

For when the volunteers run thin





# Thanks

Do you have any questions?



CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), infographics & images by [Freepik](#)



# Resources

- Coleman, Stephen. “The Effect of Social Conformity on Collective Voting Behavior.” *Political Analysis*, vol. 12, no. 1, 2004, pp. 76–96. *JSTOR*, [www.jstor.org/stable/25791755](http://www.jstor.org/stable/25791755). Accessed 17 Feb. 2021.
- Rogers, T., Gerber, A. S., & Fox, C. R. (2012). [Rethinking Why People Vote: Voting as Dynamic Social Expression](#). In Behavioral Foundations of Policy.