

# Mashing the Vote

Using the Web to build grassroots action

Phillip Smith, Community Bandwidth

Mark Greenspan, Habitat New Media Lab

1. Introductions (10 minutes)
2. Dotversity (5 minutes)
3. Pillars of Web 2.0 (10 minutes)
4. Examples (15 minutes)
5. Small group work (10 minutes)
6. Report back (10 minutes)

- Techies, geeks, programmers, etc.
- Designers, UI, IA, etc.
- Strategists, campaigners, etc.
- Biz dev, VC, operations, finance
- Onlooker, blogger, press, comms
- Educator, lawyer, politician, etc.

What are the  
principles and  
tools of Web 2.0?

1. The Long Tail
2. Data is the Next Intel Inside
3. Users Add Value
4. Network Effects by Default
5. Some Rights Reserved.
6. The Perpetual Beta
7. Cooperate, Don't Control
8. Above the Level of a Single Device

- Folksonomy, tagging
- Blogging, participation
- Gmaps, AJAX
- Identity, trust, personal brands
- Standards/services: APIs, RSS, etc.
- Group editable pages, wikis, comments
- Exposing user data, emergence
- Creative Commons, GPL, F/LOSS

# Using the Web to build grassroots action: examples



Our planet is worth it  
- Geoffrey Laxton

For wildlife  
- Eileen Chung

Our planet is worth it  
- JOAN KONKIN

# DONATE NOW AND PUT YOUR NAME IN OUR SKY.

We care  
- Tammy Granter

Blue skies forever  
- Kara-Lee Adams

For wildlife  
- Denise Daly

For wildlife  
- Laurie Moore

I will make a difference  
- Ruth J. Clark

**POLAR BEARS IN PERIL**  
Canada's melting Arctic is causing polar bears to drown and starve – they must swim up to 100 km in search of food and have less time on the ice to hunt.  
Learn how to help the polar bears!

I will make a difference  
- Cameron Stutters



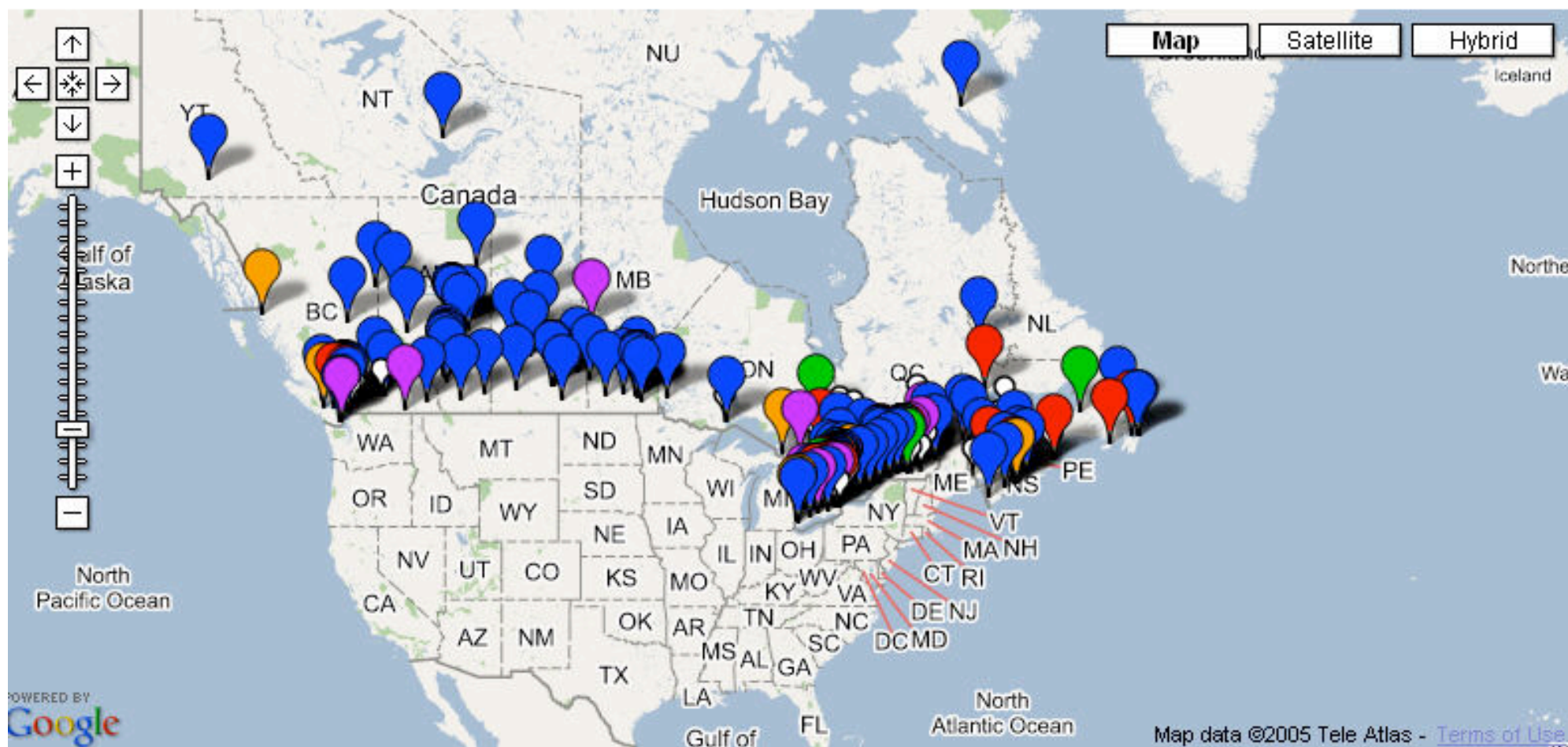


# Election 2006 Mashup - Don't forget to Vote Today!

[Click to share who you think will be our new PM.](#)

Then find your riding below and share your opinions.

☒ Display Who Will Win ☐ Display Who People Would Like to Win



## At TheyWorkForYou.com you can:

### 1. Find out more about your MP

Enter your UK postcode here:  GO

### 2. Search Commons and Lords debates, written answers, and statements since 2001; for an MP, peer, constituency, or date.

Type what you are looking for:

SEARCH

Popular searches today: [freedom of information act](#), [space](#)

### 3. [Sign up to be emailed when something relevant to you happens in Parliament](#)

### 4. Comment on:

- Thursday's [Commons debates](#):
  - [Private Business](#)

## ? What's all this about?

[TheyWorkForYou.com](#) is a non-partisan, volunteer-run website which aims to make it easy for people to keep tabs on their elected **and unelected** representatives in Parliament.

## Site news

### [Changes to the Register of Members' Interests](#)

One of the many things that does, probably without realising, is to track the Members' Interests, in order to provide information on any pecuniary interest or other benefit which a Member might have. [Read more](#)

### [TheyWorkForYou.com Award](#)

We're proud to announce the TheyWorkForYou.com Award for the best MP or peer who has been most helpful to constituents.

## Most recent comments

- Gerard Mulholland:** On Monday 22 May, the Armed Forces Bill will be considered in full for the last time in Parliament. It has already been through the Lords. All that the Lords will be able to do after 22 May is... (10 hours, 55 minutes ago) [Read comment](#) | [All by this user](#)
- Alexander Dietz:** Is there a question here? (16 hours, 45 minutes ago) [Read comment](#) | [All by this user](#)
- Sam Evans:** Not at the cost of much larger sums going to French cauliflower growers... (1 day, 1 hour ago) [Read comment](#) | [All by this user](#)
- CLAIRE DOUGLAS:** I MUST AGREE WITH JOHN REDWOOD'S STATEMENT. AS A PARENT OF THREE, EVEN THOUGH GOING THROUGH SOME FINANCIAL PROBLEMS WHEN MY CHILDREN WERE YOUNG AND SUBSEQUENT DIVORCE, THE ONE WAY I ... (1 day, 4 hours ago) [Read comment](#) | [All by this user](#)

## Diane Abbott MP



- **Labour MP for Hackney North & Stoke Newington**
- **Majority:** 7,427 voters — 183rd safest out of 644 MPs
- [Send a message to your MP](#) (via WriteToThem.com)
- [Sign up to HearFromYourMP](#) to keep up with your MP
- [Email me whenever Diane Abbott speaks](#) (no more than once per day)

- [Voting record](#)
- [Performance data](#)
- [Recent appearances in Parliament](#)
- [Register of Members' Interests](#)
- [Expenses](#)
- [Early Day Motions signed by this MP](#) (From edm.ais.co.uk)

### This data as a spreadsheet

Vacher Dods charge [95 pounds](#) for this list of MPs names. We think democracy should be free. Click [here](#) to download a CSV (Comma Separated Values) file that you can load into Excel.

### Voting record

How Diane Abbott voted on key issues

- **Moderately for** introducing a **smoking ban**
- **Very strongly for** the **reduction of pupil numbers**
- **A mixture of for and against** introducing **free school meals**
- **Quite strongly against** introducing **free school meals**
- **Moderately against** introducing **student union fees**
- **Moderately against** Labour's **anti-terror laws**
- **Quite strongly against** the **Iraq war**
- **Moderately for** the **fox hunting ban**
- **Quite strongly for** equal **gay rights**

Read about [how the voting record is decided](#).

### Performance data

*Please note that MPs and peers may do other things not currently covered by this site – for example, take part in Select Committees.*

- Has spoken in [20 debates](#) in the last year — 369th out of 645 MPs.
- Has received answers to [69 written questions](#) in the last year — 222nd out of 645 MPs.
- Replied within 2 or 3 weeks to [53% – 61%](#) (click for details) of messages sent via WriteToThem.com during 2005 — 443rd out of 687 MPs.
- Has attended [66% of votes](#) in parliament — 494th out of 645 MPs. (From Public Whip)
- People have made [2 comments](#) on this MP's speeches — 236th out of 645 MPs.
- **56** people are tracking whenever this MP speaks — [email me whenever Diane Abbott speaks](#).
- Has used a three-word alliterative phrase (e.g. "she sells seashells") **88 times** in debates — 313th out of 645 MPs.
- Has ended a sentence with 'with' **0 times** in debates — 463rd out of 645 MPs.





# Peter Tabuns

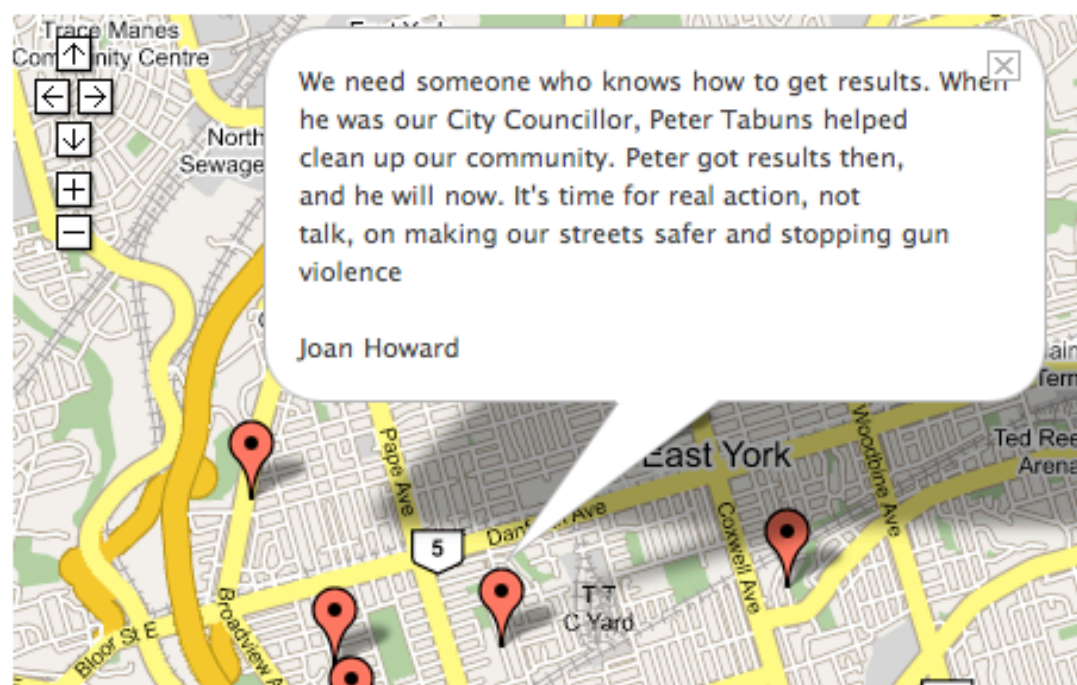
*Standing up for our community, Standing up for Toronto Danforth.*



[HOME](#) [BIO](#) [ON THE ISSUES](#) [ENDORSEMENTS](#) [IN THE NEWS](#) [PHOTOS](#) [GET INVOLVED](#) [MAKE A DONATION](#) [PRESS](#) [CONTACT](#)

## Home

### What people are saying about Peter Tabuns



### VOTE ON THURSDAY, MARCH 30!

Want to know where to vote? Need a ride to the polls? We can answer all your voting day questions: 416-466-8412.

### ENDORSEMENT

We need someone to defend medicare. It makes me angry that McGuinty has done nothing to stop private clinics opening in Ontario, and then pretends he's defending medicare from the federal Conservatives. I expected more from McGuinty. Peter Tabuns has integrity, and isn't afraid to speak out for what's right.

Andy Summers, Emergency Room Nurse



# SinceSlicedBread.com

WHAT'S YOUR COMMON SENSE IDEA?

[about](#)[finalists](#)[ideas](#)[updates](#)[faq](#)[feedback](#)[media](#)[login](#)

## Help Senator Clinton make this SSB idea a reality!

Senator Hillary Rodham Clinton just introduced a bill that would link Congressional pay increases to increases in the federal minimum wage. We told Senator Clinton how important the minimum wage is to SinceSlicedBread community members, and she decided to take action, modeling her bill on three ideas submitted to the SSB contest!

[Help make this SSB-inspired bill a reality »](#)



In honor of **Mothers' Day**, we're sharing a sample of ideas addressing child care and parenting — key work and family issues. That family issues are important to working life in America came shining through in the citizen-generated ideas on SinceSlicedBread.com.

[Download the report \(PDF\) to read more »](#)

### Top Taggers (last 24h)

- Lynnet B.
- Tim N. in OK
- Jared G.
- David W. in OR
- JOHN G. in GA

### See All Tags

Visit the tagcloud to see terms grow as they're being added to ideas.

economy education  
energy environment  
financial government



Find out what's next with  
SSB... Sign up here!



Tell a friend about  
SinceSlicedBread



Tag, You're It!



Help tag ideas to make  
them easier to find,  
access and spotlight!

## Latest News

- Ideas for Mom, Family and America
- Earth Day Ideas
- Taxes, Sliced.

[more>>](#)

## Sign the Petition to Renew the Assault Weapons Ban.

toms petition.org

first name

last name

zipcode

e-mail address

SUBMIT

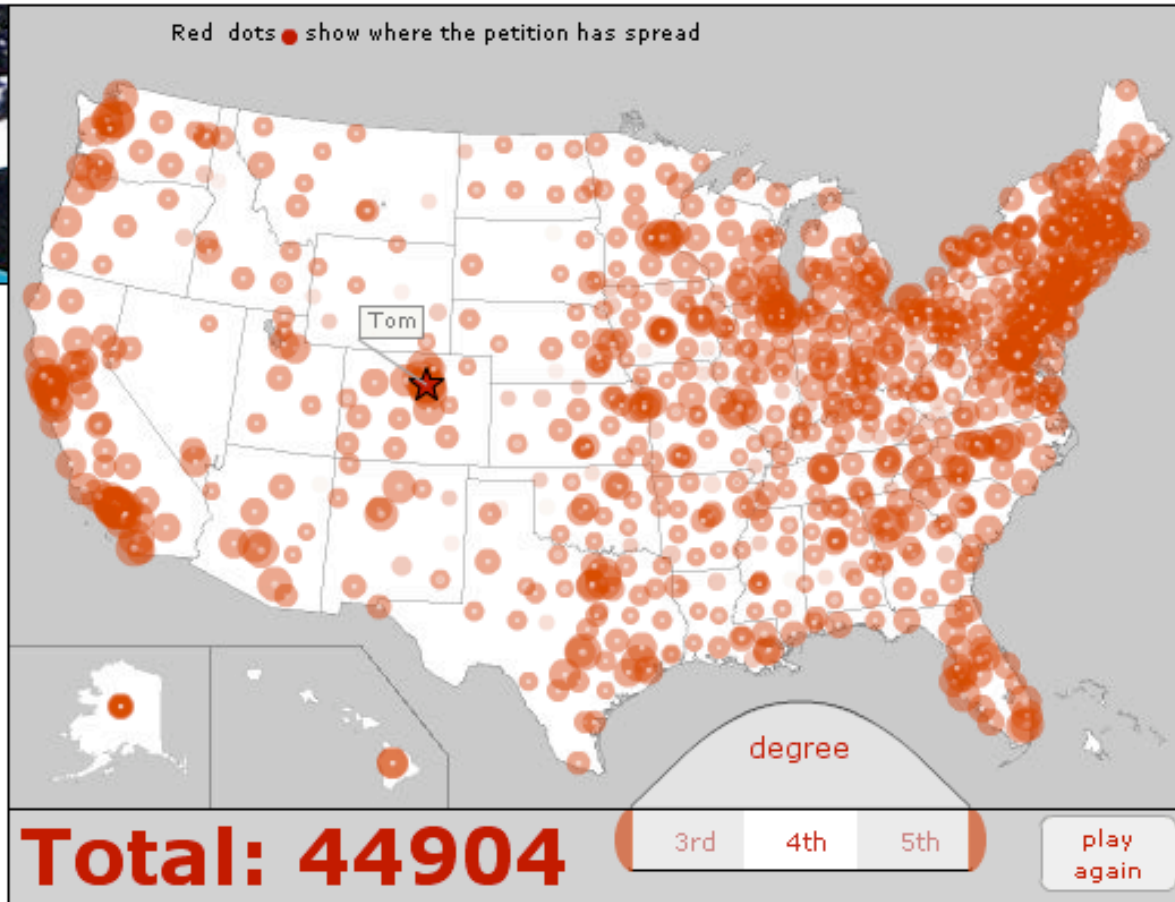
- **Tom Mauser started this petition by sending it to 29 people. So far 54,192 have signed on.**



Five years ago my 15-year-old son **Daniel Mauser** was one of 13 people killed at Columbine High School by two students. One of them used an illegal assault weapon.

The national Assault Weapons Ban automatically expires at the end of the summer. Congress must renew this ban or military-style assault weapons will be back on the street and available for sale in our neighborhoods. We cannot let this happen. **We have to put pressure on Congress to ACT NOW.**

Red dots show where the petition has spread



**See how many supporters Tom has reached through the power of six degrees of separation:**

Tom Mauser	1st degree	2nd degree	3rd degree	4th degree	5th degree	6th or more
• 1	• 30	• 22,606	• 33,301	• 40,279	• 45,077	• 54,192

**In the spirit of my son, get involved, sign up, and see how many others you can get to join.**



Sign up for emails when people make pledges in your local area — Works in any country!

Email:  Country:  Town:

## Tell the world "I'll do it, but only if you'll help me do it"



"We all know what it is like to feel powerless, that our own actions can't really change the things that we want to change. PledgeBank is about beating that feeling..."

[Listen to how PledgeBank works](#), as explained by mySociety's director Tom Steinberg. Or [read a full transcript](#).

## Start your own pledge

Pledgebank is free and easy to use. Once you've thought of something you'd like to do, just [create a pledge](#) which says "I'll do this, but only if 5 other people will do the same".

[Start your own pledge »](#)

## Why not sign a live pledge?

[RSS](#)

Canada ([change country](#)) pledges and global English ([change language](#)) pledges listed

1. Nigel Roberts will [join a non-profit support group to help people who want to take spammers to court and will contribute £3 per month or equivalent by standing order](#) but only if 35 other people will too. (17 days left, 15 more signatures needed)



Find out why these things are

# [GEOCODER.CA](#)

[Services](#) - [Solutions](#) - [Terms of Service](#)

[Login](#) (for [account](#) holders)

**find the latitude & longitude of any Canadian address or postal code - for free**

## **WHAT IS GEOCODER.CA?**

[Geocoder.ca](#) is a public web service providing both free and commercial *geocoding* services for [Canada](#). *Geocoding* is the process of computing the [latitude](#) and [longitude](#) of a location.

## **WHY?**

Looking for a Canadian *geocoding* service to use with the newly released [Google Maps API](#), we found a few inaccurate, incomplete and expensive ones.  
So we decided to build our own.

## **HOW DOES IT WORK?**

An [algorithm](#) uses some of the geospatial datasets of [Statistics Canada](#) for geocoding functions.

The digital co-ordinates are in latitude/longitude and are based on the North American Datum of 1983 (NAD83).

## **WEB APPLICATIONS USE GEOCODER.CA**

It is easy to use our real time geocoding port to build location based applications such as for

**Geocode a Canadian address:** [[Reverse Geocoding.](#)] [[Geocode street intersections.](#)]

**Number:**

**Street Name:**

**City:**

**Province:**

or **Location:**

(for eg. 330 metcalfe  
ottawa)

or... **Enter a Canadian Postal Code:**

(for eg. K1R 7S9)

☐ Show postal code.

## **examples...**

- [Reverse geocoding of 45.44,-75.7](#)
- [3916 17 Avenue Southwest 2, Calgary, AB](#) (by address)
- [K1R7S8](#) (by postal code)
- [patterson and metcalfe, ottawa, ontario](#) (by intersection)
- [Highway 401 & Yonge Toronto](#) - [hwy 400](#) and [hwy 401](#) toronto

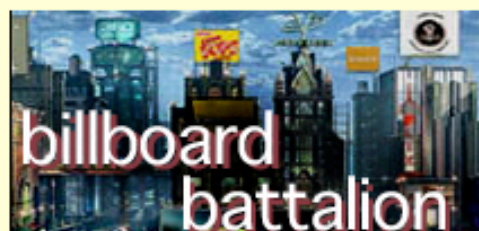
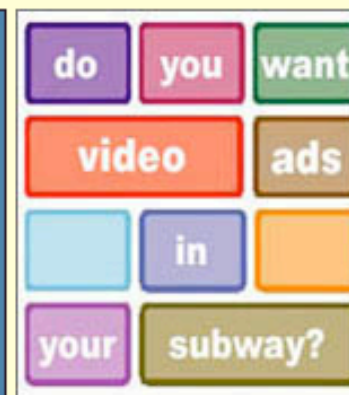
## **HOW CAN I USE IT?**

You can do lookups on this page, or if you wish to use our geocoding services for your web application, data visualization and standardization, or other applications that require mapping locations to geographical coordinates and vice versa, see [the services page](#) or go directly to our geocoding port [XML api](#) pages.





**toronto's  
anti-postering  
bylaw**



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The Toronto Public Space Committee is dedicated to celebrating our shared common spaces, and protecting them from political erosion, commercial influence and privatisation.



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**On November 10 2003 we hired 45 people to run our city**



**Their contracts expire in 182 days**

[CLICK HERE](#)



Almost three million people live in Toronto.  
All important decisions are made by forty five people.  
They're called City Councillors.

**We're looking for new Councillors.**

Elections have become so dull and mundane that most people simply tune them out.  
Is it possible to turn things around? Can an election actually be a time when people  
step forward with new ideas, new energy, a sense of optimism  
and maybe even a little imagination?

We're going to try.

[Click here to meet the candidates!](#)



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# Action Network

[What Is Action Network?](#) [Help](#)

## Change the world around you

Start small: share concerns online

Grow roots: find people near you

Branch out: make a difference in your neighbourhood

**Search or enter postcode**

e.g. SA1 5DT, Speed bumps, ID cards

Search

or browse our [issues](#) or [places](#).

## Latest activity by Action Network users

This is an open forum run by the BBC. Anyone may contribute. The BBC doesn't endorse users' campaigns. [More...](#) [Latest notice](#)[Forthcoming events](#)[Latest campaign updates](#)

# MOPORT.ORG

A WEBSITE TO GENERATE AND SHARE MOBILE PHONE REPORTS -- FIRST MOPORT: NYC DURING THE RNC 2004

## MOPORT: REPUBLICAN NATIONAL CONVENTION

ACTIVE: AUGUST 29 — SEPTEMBER 2

TOTAL NUMBER OF SUBMISSIONS: 296

FILTER BY KEYWORDS: [PROTEST](#) | [COP](#) | [SLOGAN](#) | [ODD](#) | [INSIDE](#) |

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### August

Su	Mo	Tu	W	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### September

Su	Mo	Tu	W	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

[RESET](#)

▼ [back 12 hours](#) | [fwd 12 hours](#) ▲

### Related News:

**Reuters:** Kerry Speech to Baptists Slams Bush 'Compassion'

Thu, 09 Sep 2004 23:18:40 GMT  
NEW ORLEANS (Reuters) - Democratic candidate John Kerry warned black Americans on Thursday to beware of George W. Bush's overtures and called the Republican president a false prophet who "traffics in the politics of division."

**Reuters:** White House, Democrats Battle Over Bush Service

Thu, 09 Sep 2004 21:29:57 GMT  
WASHINGTON (Reuters) - Democrat John Kerry rejected President Bush's claims of compassion on Thursday and said he had "walked right by" Americans in need, while the White House called questions about Bush's Vietnam-era National Guard service a sign of Democratic desperation.

**Reuters:** Study: Bush Judges Most Conservative on Rights

Thu, 09 Sep 2004 21:14:40 GMT  
HOUSTON (Reuters) - A study of thousands of federal court cases has found that judges appointed

Fri, Sep 3

Thu, Sep 2

23:49



KEYWORDS: [100 CENTRE COURTHOUSE](#)

Sender: [920069](#)

Timestamp: 2004-09-02 23:49:13

Filesize: 124K

Description: Waiting for the detainees to be released.

23:48



KEYWORDS: [DELEGATES AT UNION SQ](#)

Sender: [920069](#)

Timestamp: 2004-09-02 23:48:33

Filesize: 103K

Description:

23:43



KEYWORDS: [SLOGAN](#)

Sender: [824845](#)

Timestamp: 2004-09-02 23:43:21

Filesize: 84K

Description:

23:36



KEYWORDS: [COPS MSG RALLY](#)

Sender: [920069](#)

Timestamp: 2004-09-02 23:36:46

Filesize: 88K

# [[murmur]]



(Click the red dots to hear the stories!)



You are connected to the [Wireless Toronto](#) hotspot at [St. Lawrence Market](#) and may surf the web.

[Map of this location on Google Maps](#)



## Venue Information

Over 50 specialty vendors await you at Toronto's premier market at Front and Jarvis Streets. In the centre of the historic St. Lawrence Neighbourhood, close to the hub of today's downtown, sit three buildings that have served as Toronto's social centre, City Hall and market place throughout the City's history.

## St. Lawrence Market Community Links

[Heritage Toronto](#)   [History of St. Lawrence Market](#)   [Fred Victor Employment Resource Centre](#)   [Old Town Toronto 1793](#)   [St. Lawrence Market Neighbourhood BIA](#)   [St. Lawrence Neighbourhood Association](#)   [Smart Living](#)  
[St. Lawrence](#)   [South East Downtown Economic Revitalization Initiative \(SEDERI\)](#)   [The Bulletin](#)   [Toronto Dollar](#)

## St. Lawrence Market Photos

(from photo-sharing site [Flickr](#))



More [Flickr photos tagged with stlawrencemarket](#)

## Toronto Classified Ads

### For Sale

- [k nokia 8890 unlocked c \\$135.00...](#)
- [k blackflys metal flyway patrol sunglasses like new! c...](#)
- [k samsung a920 with bell mobility \(used for 1 month\) c...](#)
- [garage sale - may 27 & 28...](#)
- [1 mogwai ticket available \\$1...](#)

### Volunteers Wanted

- [k want gmat volunteer ...](#)
- [k miss oakville ...](#)
- [k volunteers wanted to establish branch of npo in toronto. ...](#)
- [psychology research study online...](#)
- [free radio advertising...](#)



## One Free Minute

**What** would you say, given one free minute of anonymous public speech?

**One Free Minute** is a mobile sculpture designed to allow for instances of anonymous public speech. When you call the cellphone inside One Free Minute, you get connected for exactly a minute to a 200 watt amplifier and speaker. The speech produced by the speaker can be heard clearly more than 150 feet away from the sculpture.

**There** are two ways to participate in One Free Minute:

**Call** now and leave a message on one of our trans-global answering machines. We'll transfer your message the sculpture (that's it on the left), and play it back randomly during future performances:

(11) 3711-2533 Sao Paulo, Brazil  
(22) 219 5233 Warsaw, Poland  
(44) 020 7871 9533 London, United Kingdom  
(888) 500-1011 Canada & USA (toll-free)

To speak live, **email** us and we'll send you the live number a day or so before the next performance. We also accept MP3 files for public broadcast: just send them to the same email. Have you called yet?

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- Identity, trust, personal brands
- Standards/services: APIs, RSS, etc.
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What are your ideas?

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