





DIGITAL DEMOCRACY

Raina Kolluri, Anna Ekholm, Avni Kakkar

Introduction



Raina Kolluri



Anna Ekholm



Avni Kakkar



Within digital democracy, our specific interest was in
Political Education and Engagement.

What did we ask?

- On a scale from 1 to 10 how interested are you in politics?
- How educated do you feel about your elected representatives?
- Where do you find most of your political information?
- Do you feel connected to your elected officials?
- How do you learn about candidates' positions?
- Do you currently donate to candidates for offices?
- Do you ever feel overwhelmed or disenfranchised by politics?



WHO DID WE INTERVIEW?

Participants



Vikram



Christie



Tasmia



Samantha



RESULTS



“NEWS HAS TO BE
WORTH YOUR TIME
CONSUMING.”



“I FEEL DISCONNECTED WHEN I HEAR ABOUT NEWS THAT I DIDN’T KNOW ABOUT. I FEEL LIKE I SHOULD HAVE KNOWN THEM.”



“I FEEL LIKE IF I CARED ENOUGH
I WOULD KNOW WHO [MY
LOCAL REPRESENTATIVES] ARE,
BUT I DON’T.”

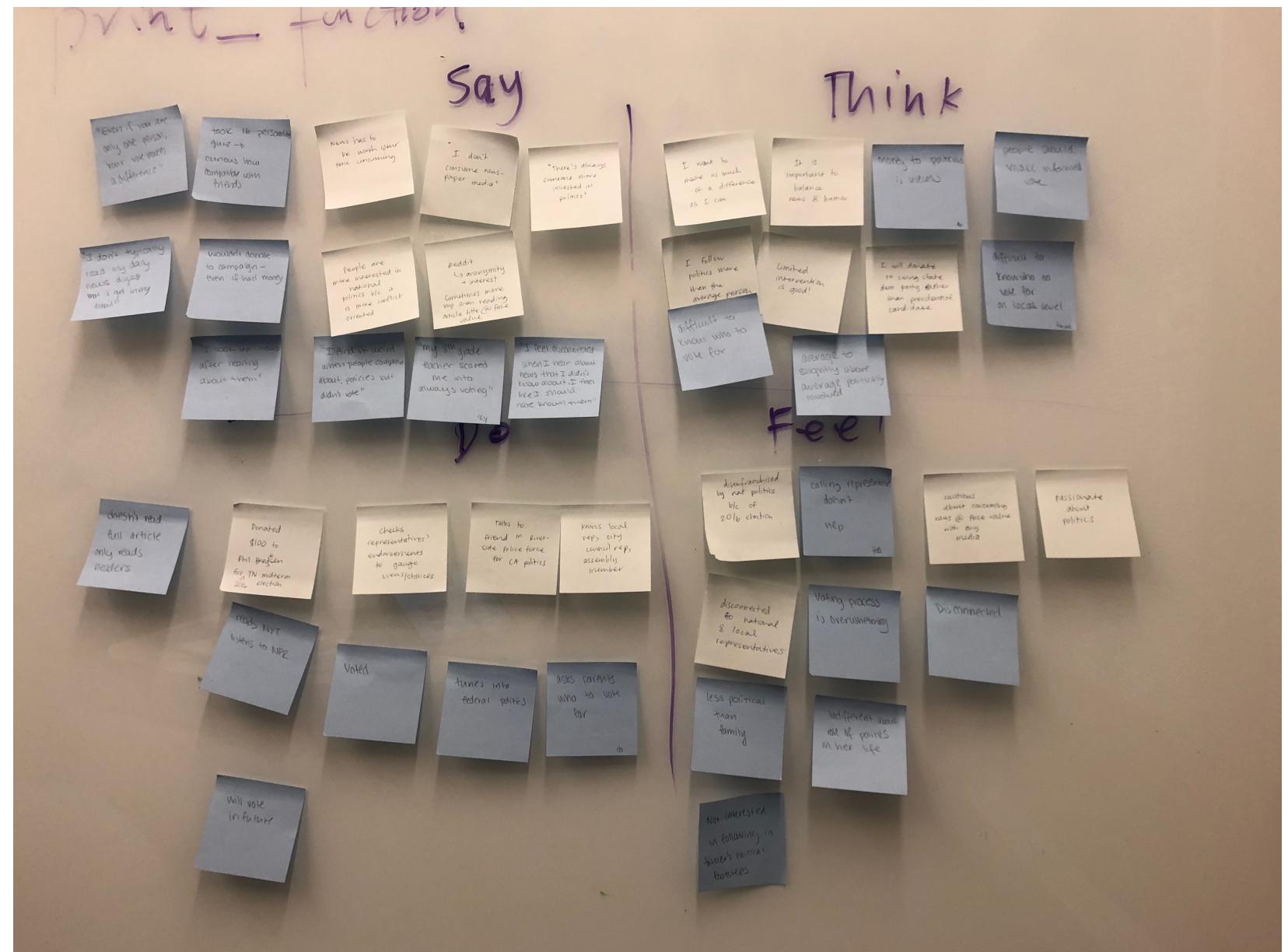


**“DO I VOTE FOR SOMEONE
MY PARENTS ARE VOTING
FOR OR MY FRIENDS ARE
VOTING FOR?”**



WHAT DID WE LEARN?

Empathy Map



Empathy Map

Say

- “Even if you are only one person, your vote makes a difference.”
- “Essentially, I'll hear about stuff first and then go read about it.”
- “I don't consume newspaper media.”
- “It can be alienating and confusing because there's a lot of different people who all seem the same and you have to pick between them.”

Think

- It's important to balance news and humor
- Donating to politicians is useless
- Only matters to donate to swing state politicians
- Difficult to know who to vote for, especially on a local level
- Local elections are insignificant

Do

- Checks representatives' endorsements to gauge political views and stances
- Doesn't read full articles – only headlines
- Study before a voting cycle, but don't keep up regularly
- Lost interest after 2016 election
- Gets most news from social media

Feel

- Guilty about not keeping up to date
- Disenfranchised with the government after 2016 election
- Less politically inclined than their family
- Cautious about consuming news at face value through all mediums
- Insignificant when calling representatives

Contradictions and Surprises

It's your civic duty to vote, but it doesn't feel like it makes a difference

Social media has become a primary news source for many

At least two interviewees didn't know their local representatives, nor their senators and house representatives

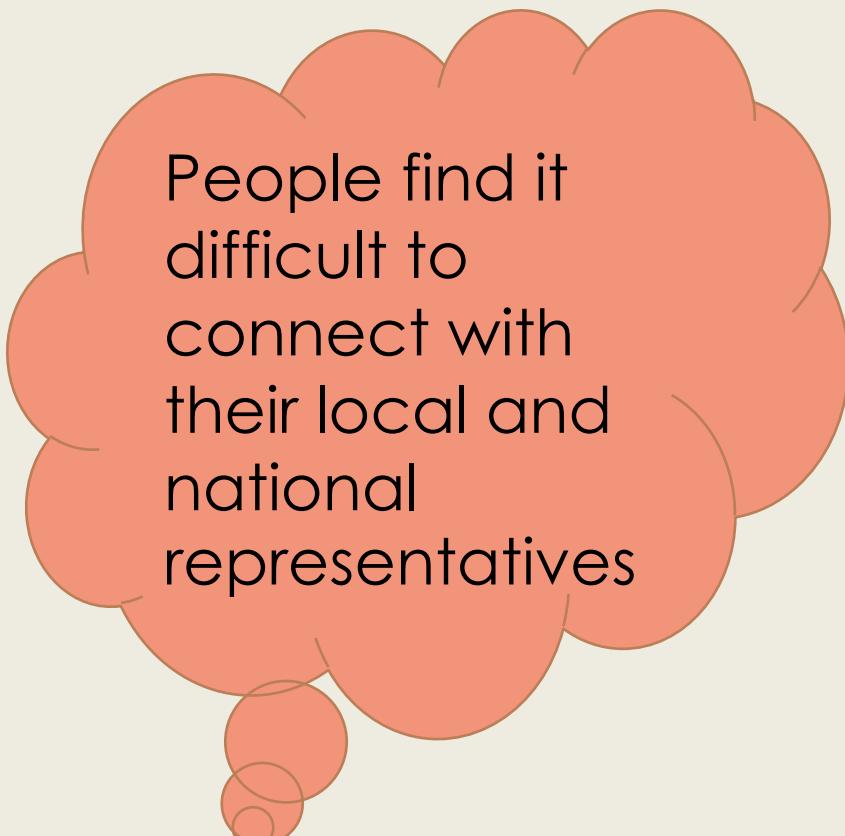
Family influences politics and interest in politics

Vikram never solely reads headlines, but Christie exclusively reads headlines, and often neglects the article



INITIAL INSIGHTS

Insight



People find it difficult to connect with their local and national representatives

Need



Easily digestible information about their representatives and their positions

Insight



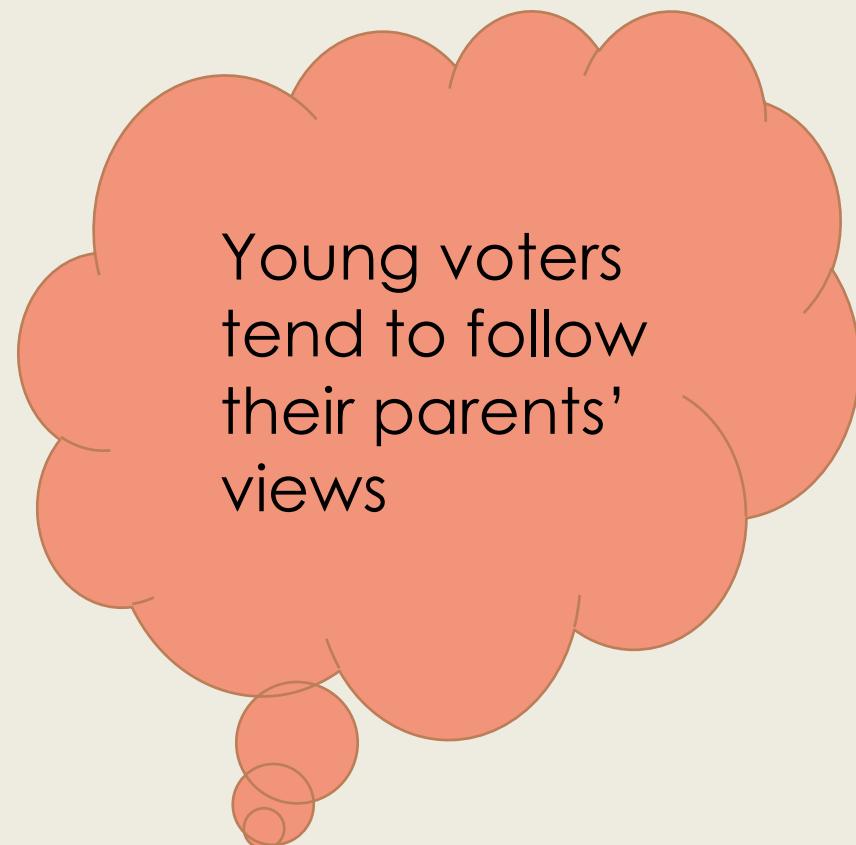
Following news is a time commitment that can be boring or seem unreliable

Need



News presented in a factually correct but still entertaining and engaging manner

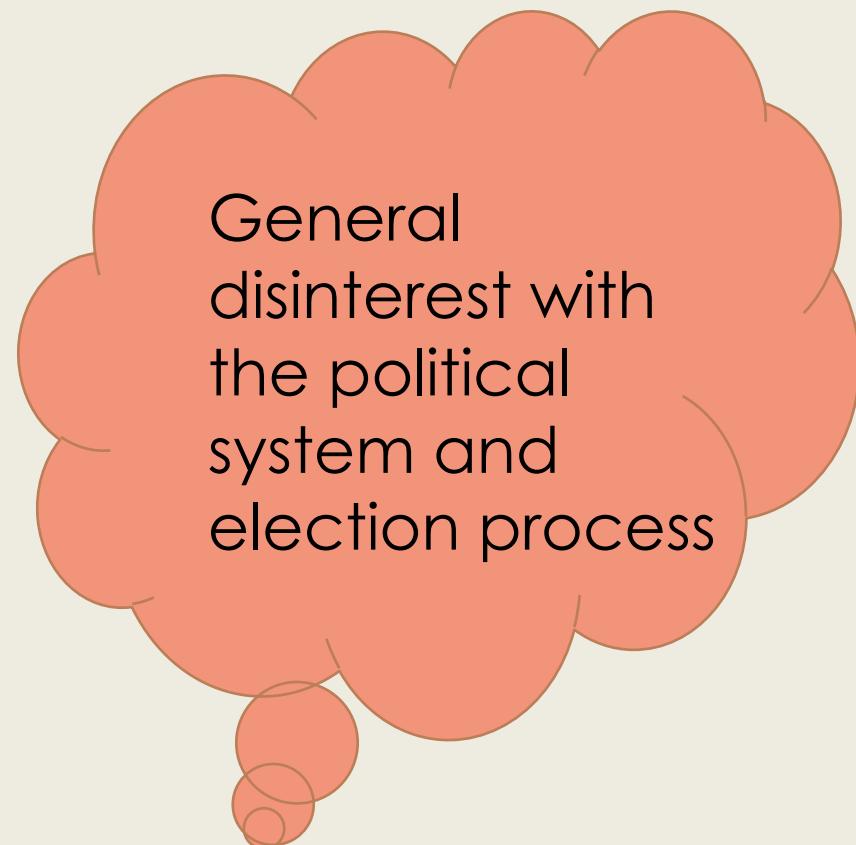
Insight



Need

Starting the conversation of empowerment and education of young voters earlier

Insight



Need

Education tailored to young people in a more exciting way that emphasizes its importance



SUMMARY

We interviewed three young voters and one experienced and involved voter.

We saw similarities...

- A disconnect from their federal and local representatives
- A want to consume media in a more accessible format
- Preference to be entertained by their news, otherwise it feels like a chore.

... but also differences.

- The young voters struggle with who to vote for while the experienced voter engages in political conversation online
- The younger voters typically only engage when its voting season
- They are fairly uninformed about the political process



THANK YOU!

Questions?