

Final Project Overview

Corinne, Danni, and Mary Beth

Metrics and Data Visualization | FA 2018

Overview of Thesis

What we're working on, how this visualization will help

Problem: There is a lack of citizen engagement around environmental issues due to the complexity of local government.

Thesis statement: Enable citizens to partner with their local elected officials to address environmental issues.

Hypothesis / Definition of question(s)

Based on your research and experience define the question(s) you intend to approach / comment on through your final project

How do we increase citizen engagement with local environmental issues?

How do we emotionally connect with citizens who feel afraid and overwhelmed when thinking about our environmental future, and inspire them to act?

Goals

Describe the higher level purpose of your intended project

1. Tell a compelling story of how and why we chose our thesis direction by visually representing the opportunity areas.
2. Create an “interface” with our findings and insights to more easily navigate the barriers and opportunities.
3. Show the opportunity to convert feelings of fear to hope and motivation to act.

Objectives

Describe tangible outcomes of your final project (e.g. create a hardware installation piece, develop an open API for XYZ)

1. Create 3 static and/or coded data visualizations.
2. Synthesize our findings and insights gathered from research to inform project direction and add color to our thesis presentations.
3. Tell the story of our chosen thesis direction in a compelling and visual way.

Background research / Literature review

clear indication that you've researched the current state of the art, literature, existing project landscape and/or similar works. Collect references and associated visuals

	A	B	C	D	E	F	G	H	I
1	Name	Sponsoring Org	About	Link					
2	National Citizen Survey	National Research Center	A national survey that shows what types of people are most and least likely people to speak up in local government	http://www.governing.com/topics/politics/gov-national-survey-shows-citizens-most-vocal-active-in-local-government.html					
3	Global Attitudes Survey	Pew Research Center	A global comparison of how impactful citizens think their voice is in government	http://www.pewglobal.org/2016/10/24/even-in-era-of-disillusionment-many-around-the-world-say-ordinary-citizens-can-influence-government/					
4	The Current State of Civic Engagement in America	Pew Research Center	The report looks at how and to what extent are digital and online tools being used by Americans to engage with the political system; online avenues for political activity bringing new voices and groups into civic and political life; and where new venues for civic debate fit into the overall spectrum of civic and political involvement; if these tools bring new voices into the broader civic debate.	http://www.pewinternet.org/2009/09/01/the-current-state-of-civic-engagement-in-america/					
5	Sustainability in Local Government 2015	ICMA	the first national survey on sustainability programs and policies in local government	https://icma.org/publications/sustainability-local-government-2015-full-dataset					
6	Findings and Insights	Thesis Team	Our finding and insights document developed from the research we've conducted for our thesis project.	https://docs.google.com/spreadsheets/d/1mgYa_9o1-5NUxtTWLulU_Nk_Cv4iVysc-eRLsFST8xg/edit?usp=sharing					
7			Not a dataset, but a fascinating article (from the UK) about the role of apps and data mapping in citizen engagement and policy	https://journals.sagepub.com/doi/full/10.1177/2399808317712515			<p>"Technological applications, if they are going to be successful, must therefore walk a fine line between being fluid and engaging, and fitting within decision-making mechanisms that are often more static."</p> <p>"What is often missing in the design of digital technologies is for the voices to be captured in a way that is actionable by decision-makers, whilst also being user-friendly and easily understood."</p>		

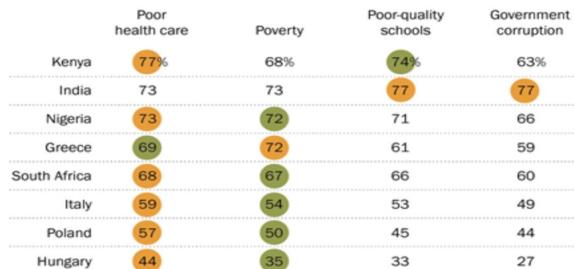
Background research / Literature review

clear indication that you've researched the current state of the art, literature, existing project landscape and/or similar works. Collect references and associated visuals

Many are likely to take political action on poor health care and poverty

% saying they are likely to take political action, such as contact an elected official or participate in a demonstration, for each issue

● Most common motivator ● Second most common motivator



*In Poland asked as "discrimination against racial groups"; in Greece, Hungary, Kenya and against ethnic groups"; in India asked as "discrimination against vulnerable or disadvantaged groups". Africa not included due to administrative error.

Source: Spring 2016 Global Attitudes Survey, Q94a-f.

Civic and political involvement in America

The proportion of adults who did each of the following in the last 12 months

Sign a petition	32%
Contact a national, state or local government official about an issue	30
Work with fellow citizens to solve a problem in your community	28
Attend a political meeting on local, town, or school affairs	24
Contribute money to a political candidate or party or any other political organization or cause	18
Be an active member of a group that tries to influence public policy or government	15
Attend a political rally or speech	12
Send a letter to the editor to a newspaper or magazine	10
Work or volunteer for a political party or candidate	8
Make a speech about a community or local issue	7
Attend an organized protest	4
Any of these	63

Offline and online engagement: Those who attend campaign events are more likely to post comments online

Among those who ___ a campaign speech or event, % saying they have posted thoughts or comments on a political or social issue online

	Have not attended	Have attended	Diff
			%
Hungary	6	31	+25
U.S.	31	54	+23
South Africa	11	34	+23
Poland	7	30	+23
Italy	10	32	+22
Nigeria	15	31	+16
Kenya	8	18	+10
Greece	12	21	+9

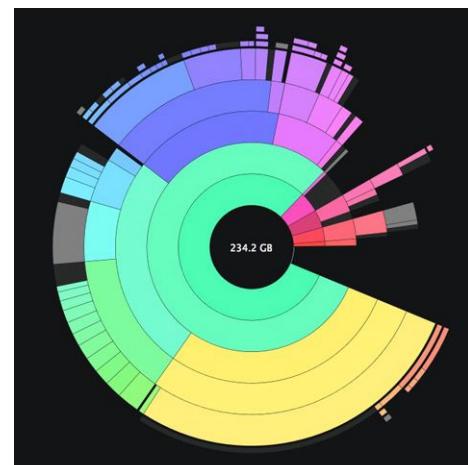
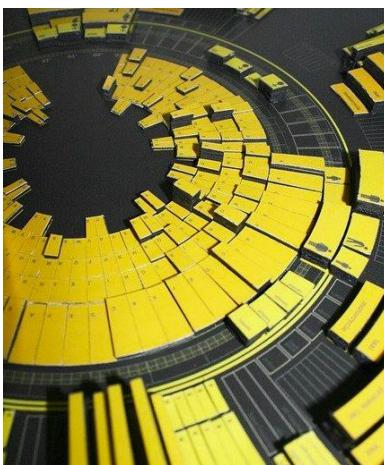
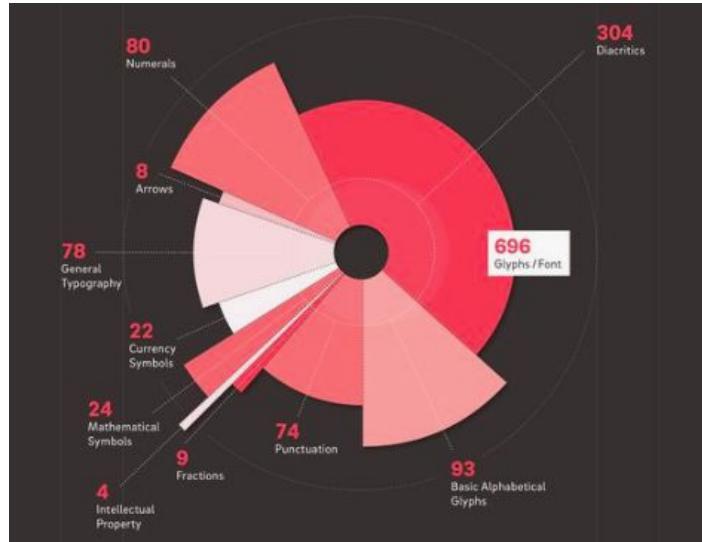
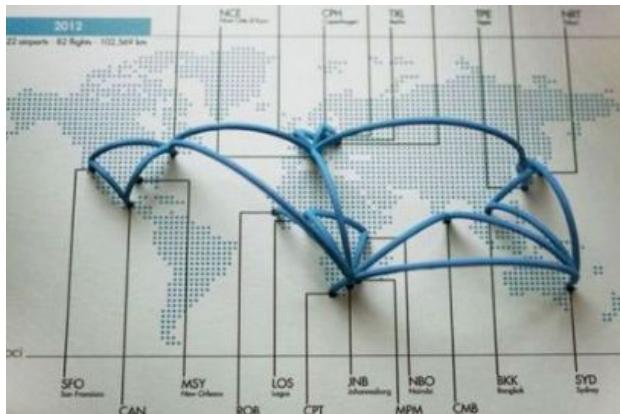
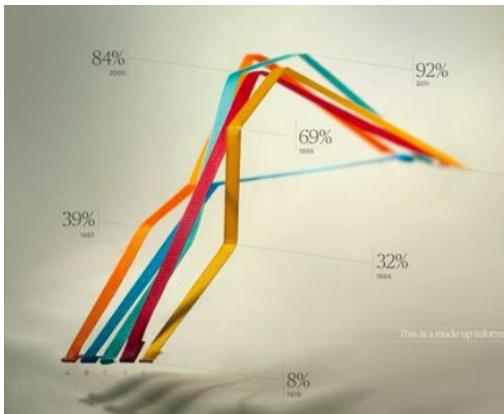
Note: Differences shown are statistically significant.

Source: Spring 2016 Global Attitudes Survey, Q92e.

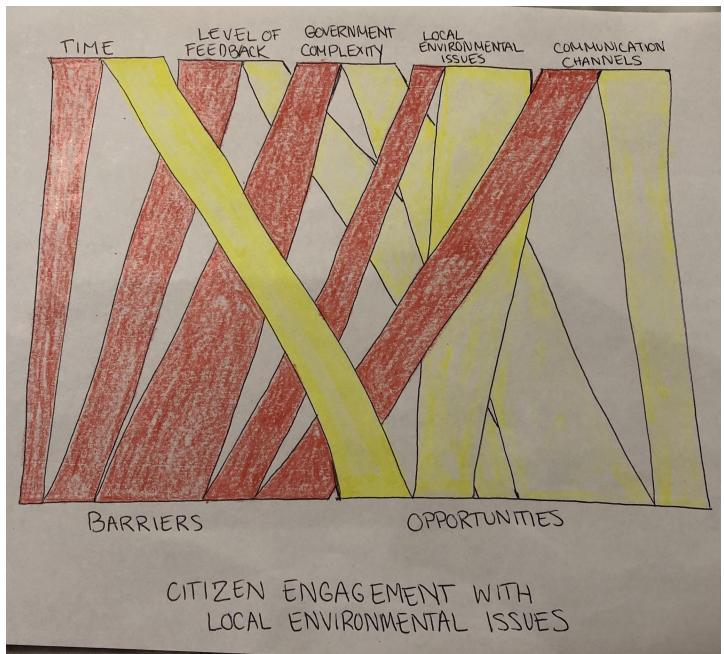
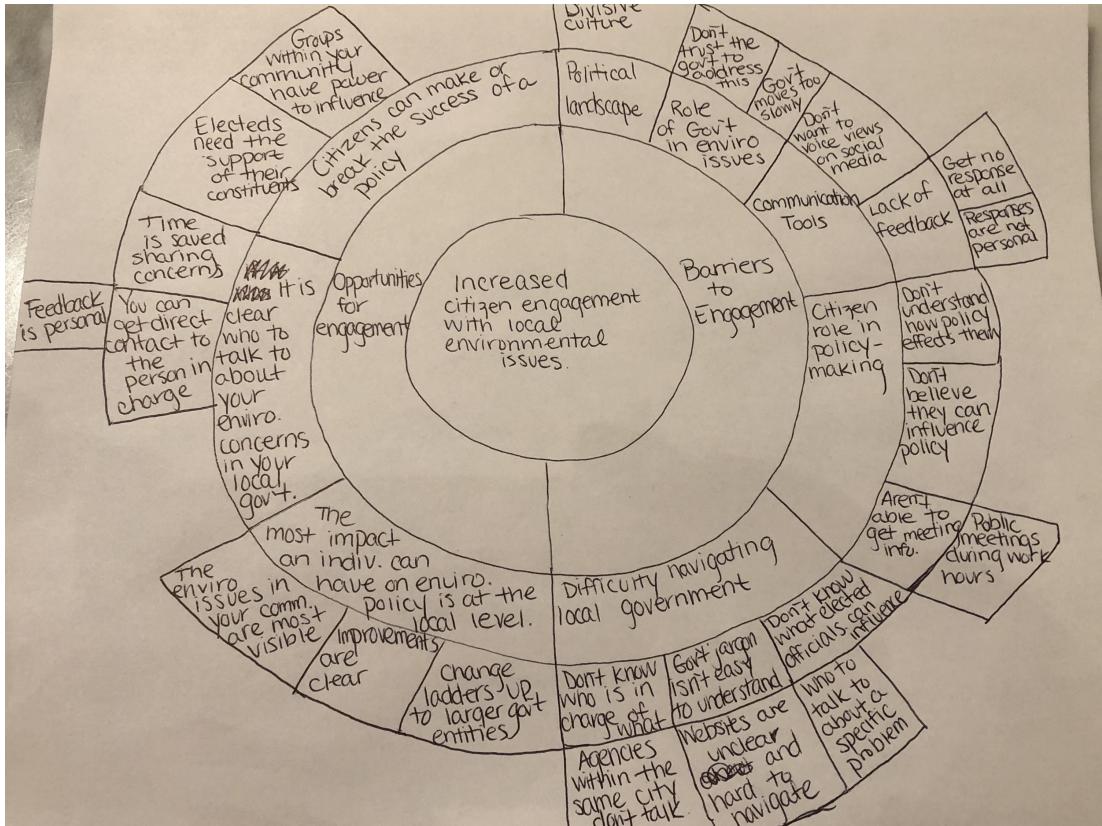
PEW RESEARCH CENTER

Moodboard - Data Visualization #1

Sunburst Diagram or Parallel Sets



Sketches for Data Visualization #1

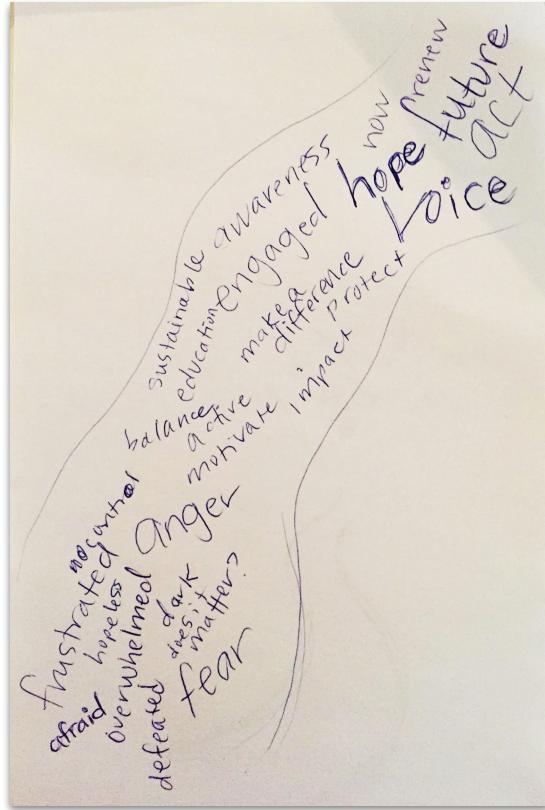


Moodboard - Data Visualization #2

Growing Hope (animated word cloud, of sorts)

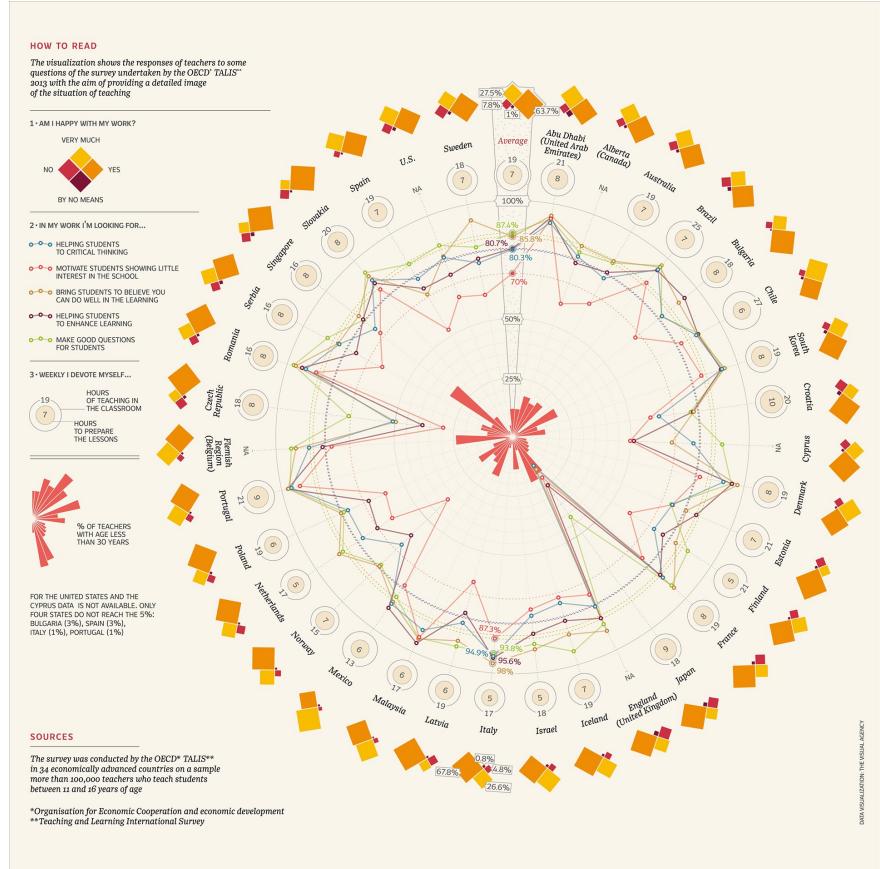
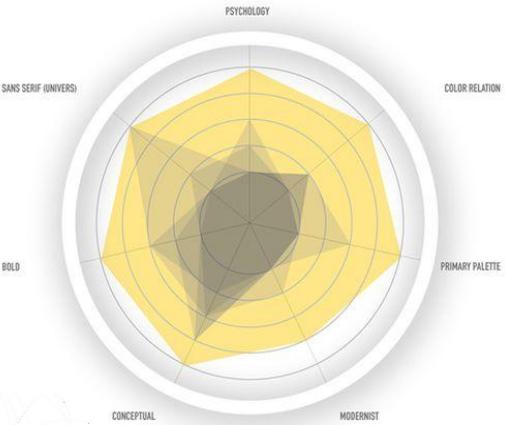
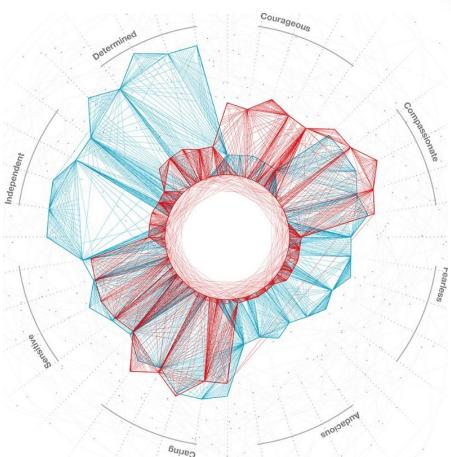


Sketch for Data Visualization #2

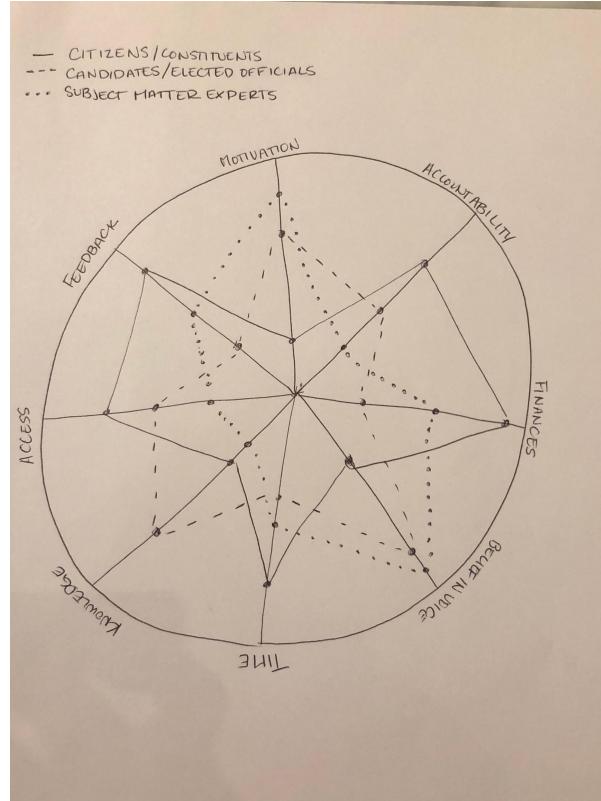


Moodboard - Data Visualization #3

Radar Chart



Sketch for Data Visualization #3



Our Dataset

2	Thesis Research Findings and Insights																					
3	WHAT WE HEARD / QUOTE		SOURCE	WHAT WE LEARNED / FINDING		WHAT IT MEANS / INSIGHT		CATEGORY		INSIGHT CATEGORY/ PRECONDITION		S										
65	"Vote for women over men. Women have more empathy for what's going on the world, they make decisions that take people into consideration."		Gayle – Citizen	Female politicians are seen as having more empathy and a stronger focus on people when making their political decisions.		Female candidates' strength lies in their ability to empathize and focus on their constituents' needs on a human level.		Candidate qualities		Effective communication about local elected officials		S										
66	"If a culture is truly going to embrace something, it has to originate within the people and come to the surface, vs. a strong top-down approach."		Jeff - SME	Changing culture is most effective when it originates from the people, rather than from a governmental mandate.		Bottom up, citizen-led movements have the most powerful effect on cultural norms.		Candidate qualities		Belief that your voice / actions matter		S										
67	"So, it's both – you need citizen-led movements and the power that comes from the voters, but so much of it comes from behind the scenes and up top, then gets implemented on the ground. It's both top down and bottom up."		Jeff - SME	When it comes to creating and passing legislation, it has to be both top-down and bottom up		Both lawmakers and citizens have a role in the policy and legislation-making process – citizens can't create laws without legislators, and legislators are swayed by the demands of citizens.		Candidate qualities		Belief that your voice / actions matter		S										
68	"The problem is that by doing the research and the leg work for people, we create lazy people. I get hundreds of phone calls a few weeks before elections asking, "who should I vote for?" No one should rely on my value system to make your voting decision."		Jeff - SME	There is a danger in siloing politics from the rest of society to voters, as it may disconnect people from the political process and lead to apathy. People want to be part of a solution.		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	What environmental issue do you think will affect the future?
69	I see elements of the product cycle as: development, consumer purchasing, usage, disposal, and regulations. The further up that stream you can get, the more impact you have. So, developing things that take out the human component all together is the most impactful, vs. trying to do plastic clean up on the back end, we shouldn't even be making products like that to begin with.		Jeff - SME	It's more impactful to address the upstream problem of dealing with the symptom such as plastic cleanup.		Timestamp	What is your age range?	With which gender do you associate?	In which US region do you reside?	Are you registered as a member of a political party?	If yes, what party are you registered with?	If no, are you affiliated with a party?	Of the following, which do you practice?	What is the main channel through which you receive information about political candidates and policies?	What are the top 3-5 issues you consider when assessing a politician? Please list in order of importance to you.	Are there certain issues you wish politicians talked more about?	What environmental issues/political issues do you hear politicians talk about?	Is there an environmental issue affecting you or your family currently?	What environmental issue do you think will affect the future?			
70	"My biggest pet peeve with the environmental movement (and politics overall) is how they use scare tactics to get funding, or embed themselves with the right political people to create regulations that benefit them financially in the long run."		Jeff - SME	Organizations and political parties often use negative and fear-based language to promote environmental innovation.		1	2018/08/31 9:25:36 AM AST	31 - 35	Male	Northeast	Yes	Democratic Party	Recycling/Using reusable bags	Friends and Family	Gun control, pro choice, healthcare, immigration	Gun control	Global warming	Worried about the water in Kansas	Depletion	Plastic waste		
71	"I truly believe citizen engagement around policy making makes a difference. I've seen it work to both stop bad policy and get good policy passed."		Matthew - SME	Citizens do have leverage to influence policy making. Investment in Policy advocacy is important.		2	2018/09/05 9:04:42 PM AST	25 - 30	Female	Northeast	Yes	Democratic	Recycling/Composting/Energy efficient appliances (light bulbs, etc.) Using reusable bags; Second-hand and upcycling; Green transportation (biking, public transportation, ride sharing, etc.)	Social Media	Healthcare, Reproductive Rights, Gun Control, Education	How does energy efficiency fit in to actually create/destroy policies so citizens of the world can understand how meaningful prospective legislation claims are.	Fracking	Technically we are all being affected by climate change, air pollution, and the negative effects of plastic production. But nothing I can say is direct or has manifested in the form of a condition that needs treatment.	Plastic waste			
72	"Framing an argument/policy position is just as important as what the policy actually does."		Matthew - SME	Politicians have to be clear about the policy when connecting with voters to be successful.		3	2018/09/05 9:04:42 PM AST	Over 40	Male	South	Yes	Democratic	Recycling/Energy efficient appliances (light bulbs, etc.) Using reusable bags; Second-hand and upcycling; Green transportation (biking, public transportation, ride sharing, etc.)	News Alerts	Integrity, experience, willingness to listen to people	Integrity	Global warming, non-recyclable waste	Waste recycling	Global warming			
	"on the political spectrum...framing of anything around climate change is important because it is the language of the moment."		Matthew - SME	There are ways to frame political communication to be more effective.		4	2018/08/30 2:41:13 PM AST						Recycling/Energy efficient appliances (light bulbs, etc.) Using reusable bags; Second-hand and upcycling; Green transportation (biking, public transportation, ride sharing, etc.)									

We'd love your feedback!