

The background is a solid teal color. Overlaid on this are several thin, white, interconnected lines that form a network of geometric shapes, including triangles and polygons. Small white dots are placed at the vertices of these shapes, creating a starry or molecular-like pattern.

Beyond Tweeting – Impactful Community Engagement

With MindMixer...

1500+

*Organizations engaging the
public online with MindMixer*

100K+

Ideas Generated

2.5 Million

Engaged People



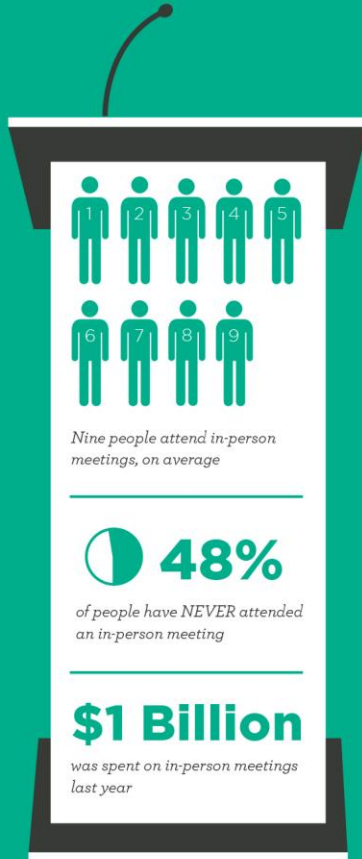
The Current Situation...

Stark Stakeholder Differences
Theory & Reality of Technology
Bias



- Millennials ('82-'00) OUTNUMBER Boomers ('46-'64)
 - 83.1 Million to 75.4 Million
- Millennials – 44.2% Minority, Boomers 21.7% Minority
- Majority is Minority
 - Age 5 and under in US – 50.2% minority or ethnic group
 - 2020 Estimate – Majority of All 18 and under Minority
 - 2044 Estimate – Majority of All Americans Minority

*Source: 2014 US Census Bureau Estimates,
released June, 2015*



In-Person Meetings:

Nine people attend in-person meetings, on average.

48% people have NEVER attended an in-person meeting.

\$1 Billion was spend on in-person meetings last year.




$$PB + D > C$$

P = Probability that the participant will impact the outcome of civic decision

B = Benefit of a changed outcome to the participant

D = Sense of civic duty the participant gets from an action

C = Cost of civic action

By William Riker and Peter Ordeshook

CIVIC PROFILES IN THE UNITED STATES

Based on the conjoint analysis survey, with latent class modeling of the underlying groups (*see technical paper* for details*)

COMMUNITY ACTIVE	NEIGHBORHOOD ADVOCATES	VOCAL OPINIONATORS	ISSUES AWARE	THE ABSENTEES	CIVICALLY DISCONNECTED
20.7%	14.7%	11.6%	22.6%	15.3%	15.8%

MOST ENGAGED

LEAST ENGAGED

** Technical paper:* Chapman, Krontiris, and Webb (2015), "Profile CBC: Using Conjoint Analysis for Consumer Profiles." Paper presented at the 2015 Sawtooth Software Conference, Orlando, FL, March 2015. (Forthcoming in B. Orme, ed. (2015), Proceedings of the 2015 Sawtooth Software Conference, Sawtooth Software, Orem, UT, and available from the authors.)

INTERESTED BYSTANDERS




CIVICALLY AWARE



CIVICALLY ACTIVE

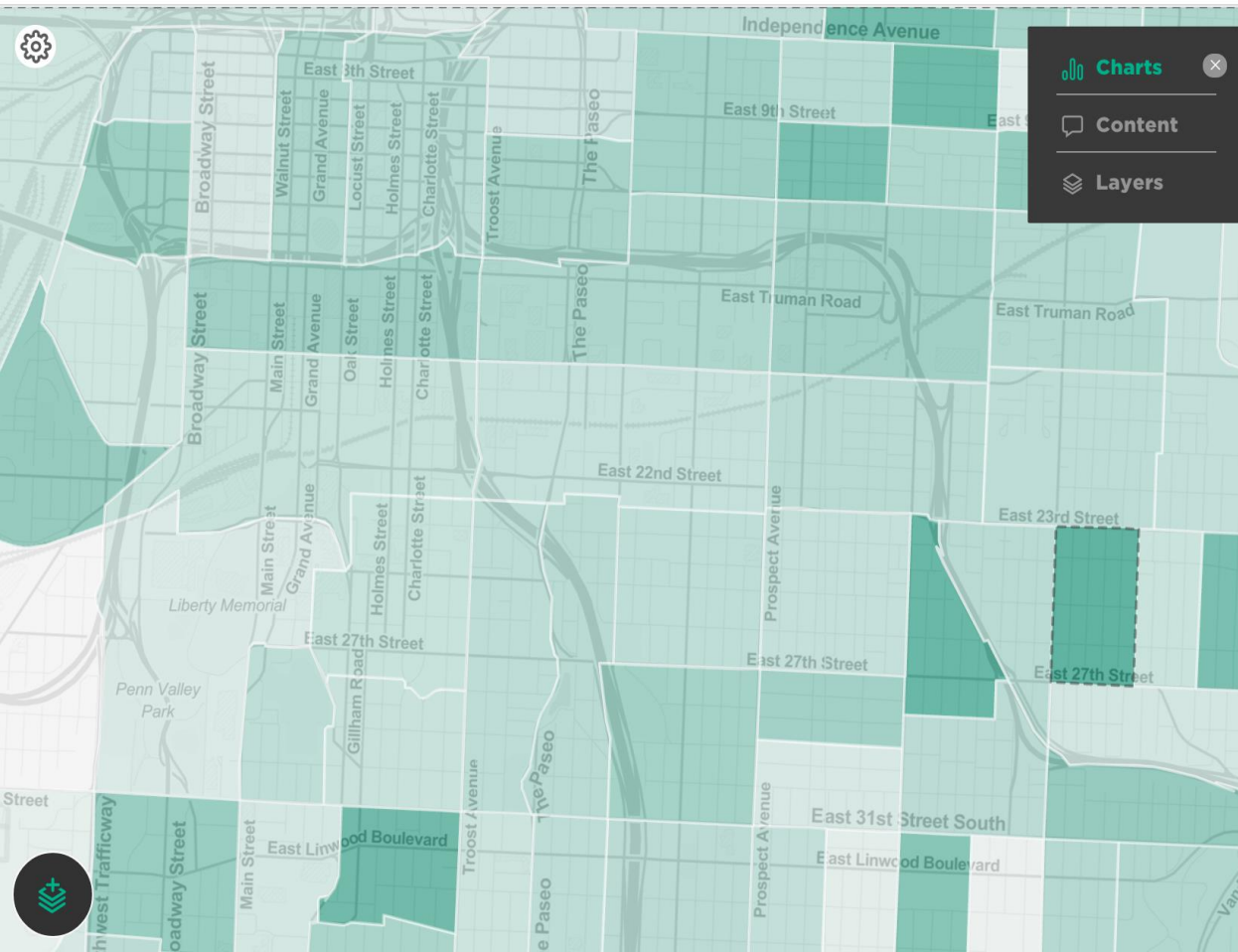




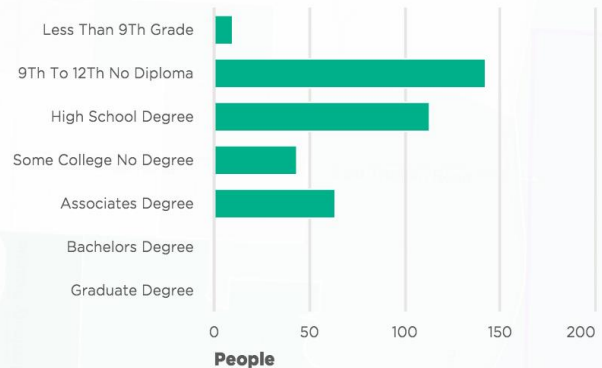
Rules for Impactful Engagement

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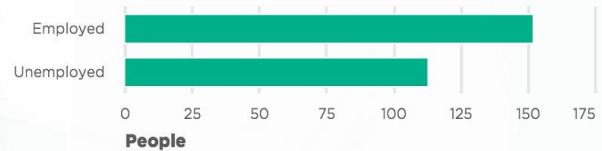
Know Your Audience



Educational Attainment



Employment Status



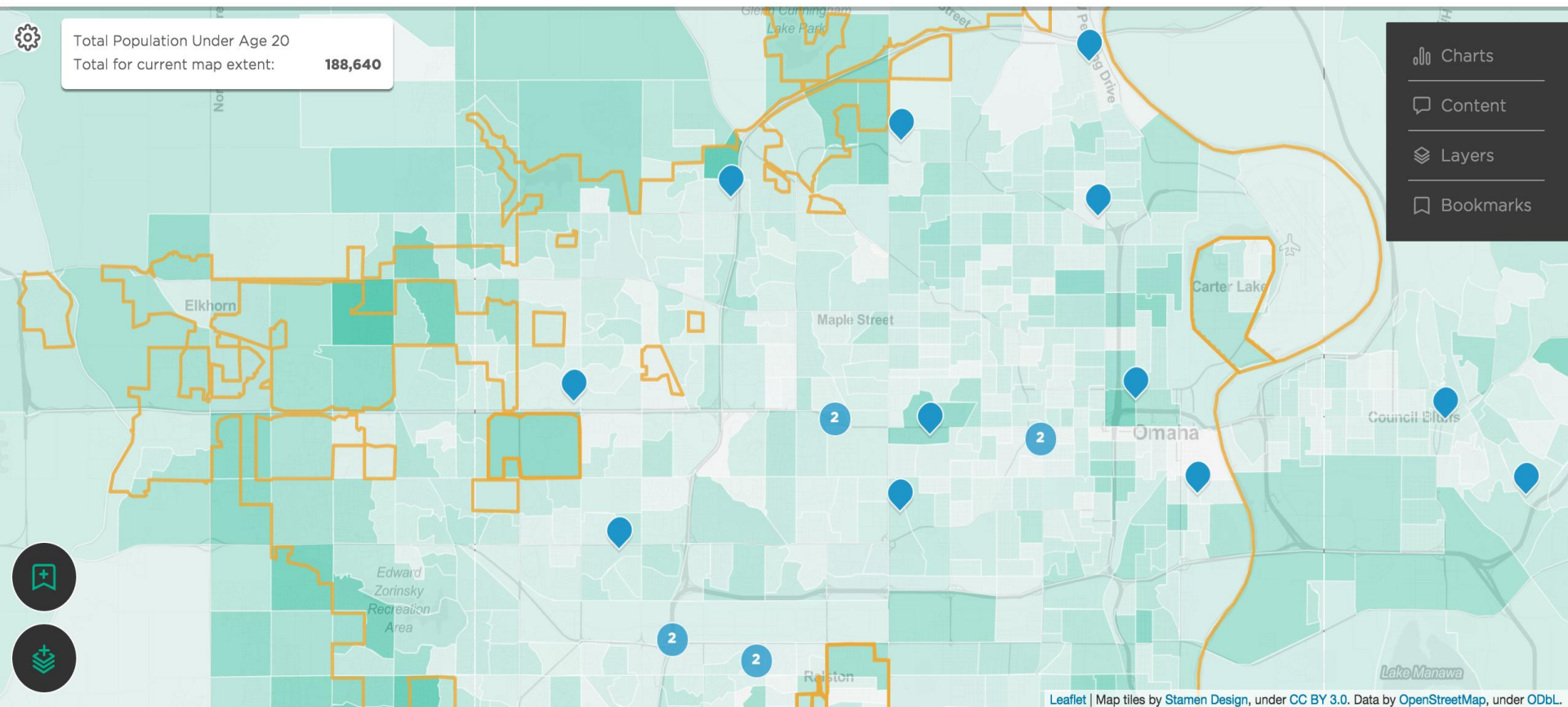
Add a data set

DISPLAY MAP BY:

Total Population Under Ag... ▾

DISPLAY DATA BY:

Census Bloc... ▾



The background is a solid teal color. It is decorated with several white geometric patterns. These include thin lines connecting small white dots to form various polygons and star-like shapes. The patterns are scattered across the frame, with some lines extending from the edges into the central area.

Tell A Story

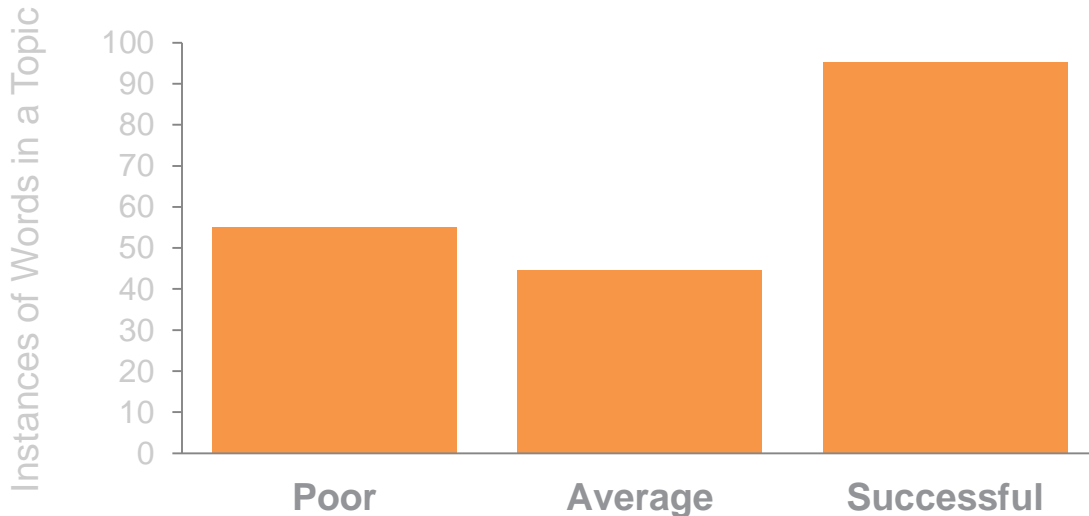
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Talk Like A Citizen

Be Descriptive

Articulately worded topic descriptions enjoy a greater response rate

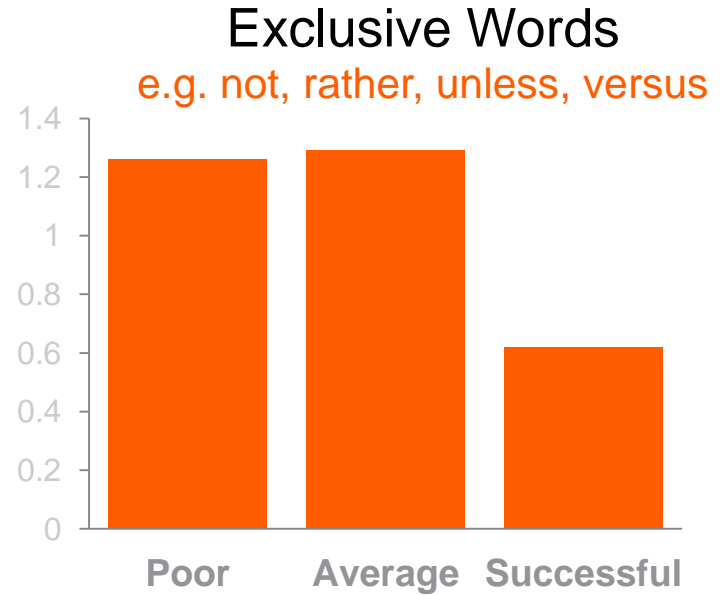
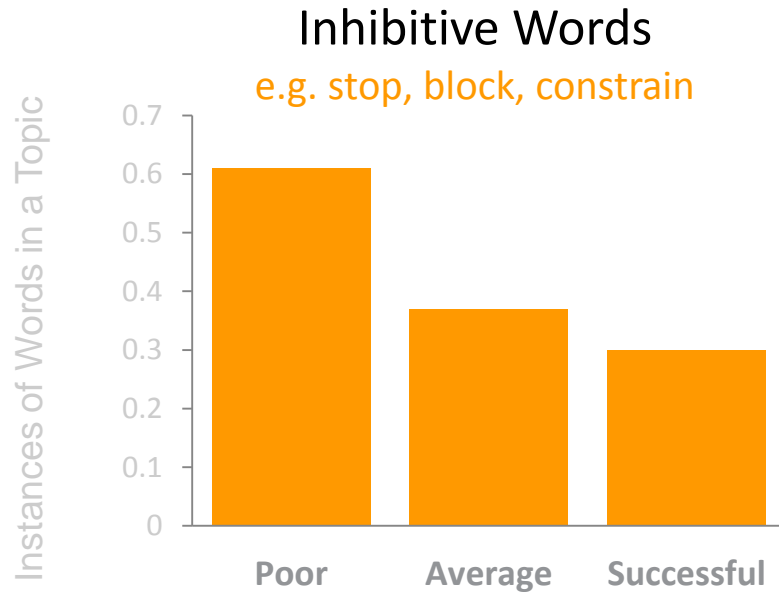
Descriptive Words



Questions with positively emotional achievement words encourage participation.



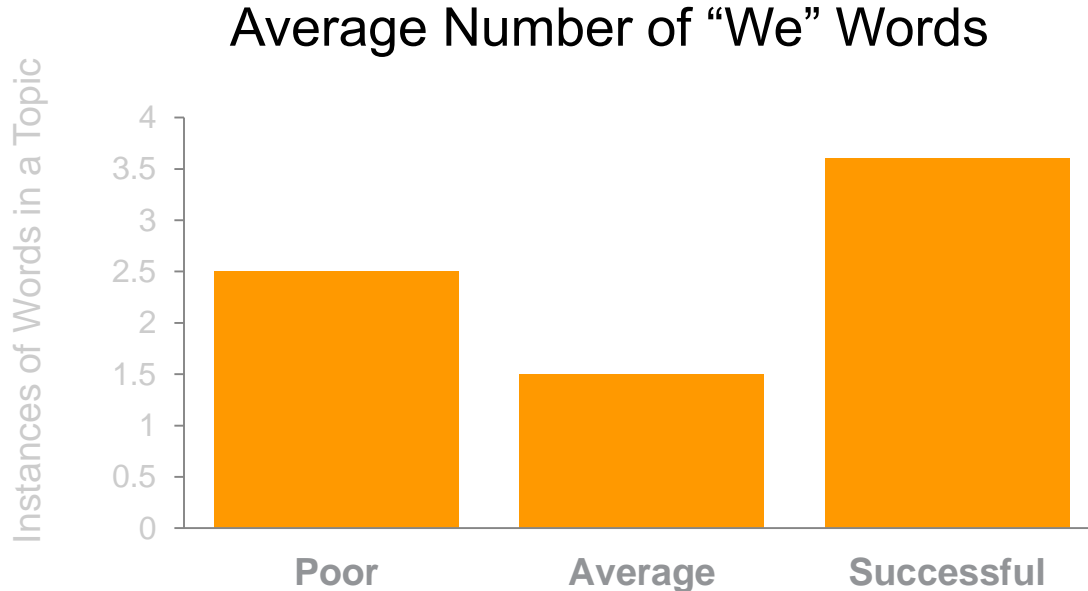
Questions with inhibitive or exclusive words discourage participation.



Highlight Personal Affiliations

“This is not somebody else’s problem. This is our own problem”

- Highlight group identity so that people consider community challenges as a personal problem
- Use words that showcase commonalities

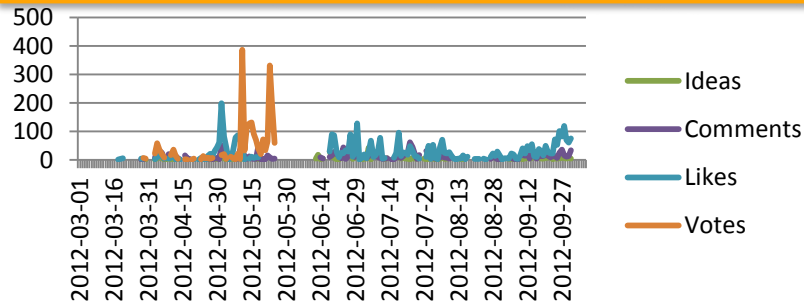


Listen to what people say

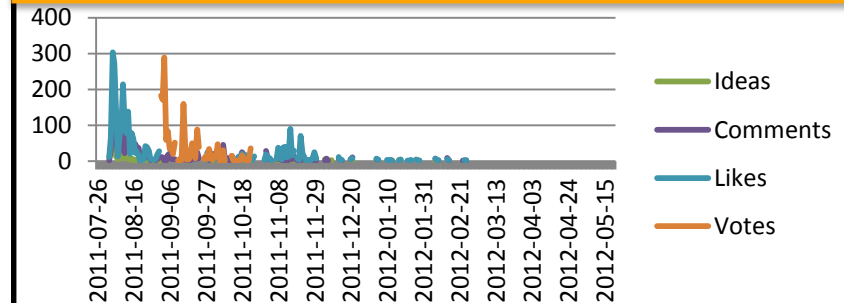
People like to know that their contributions matter

- If people feel their voice is being heard, they are willing to speak up again

SF: Active acknowledgment



KC: No acknowledgment



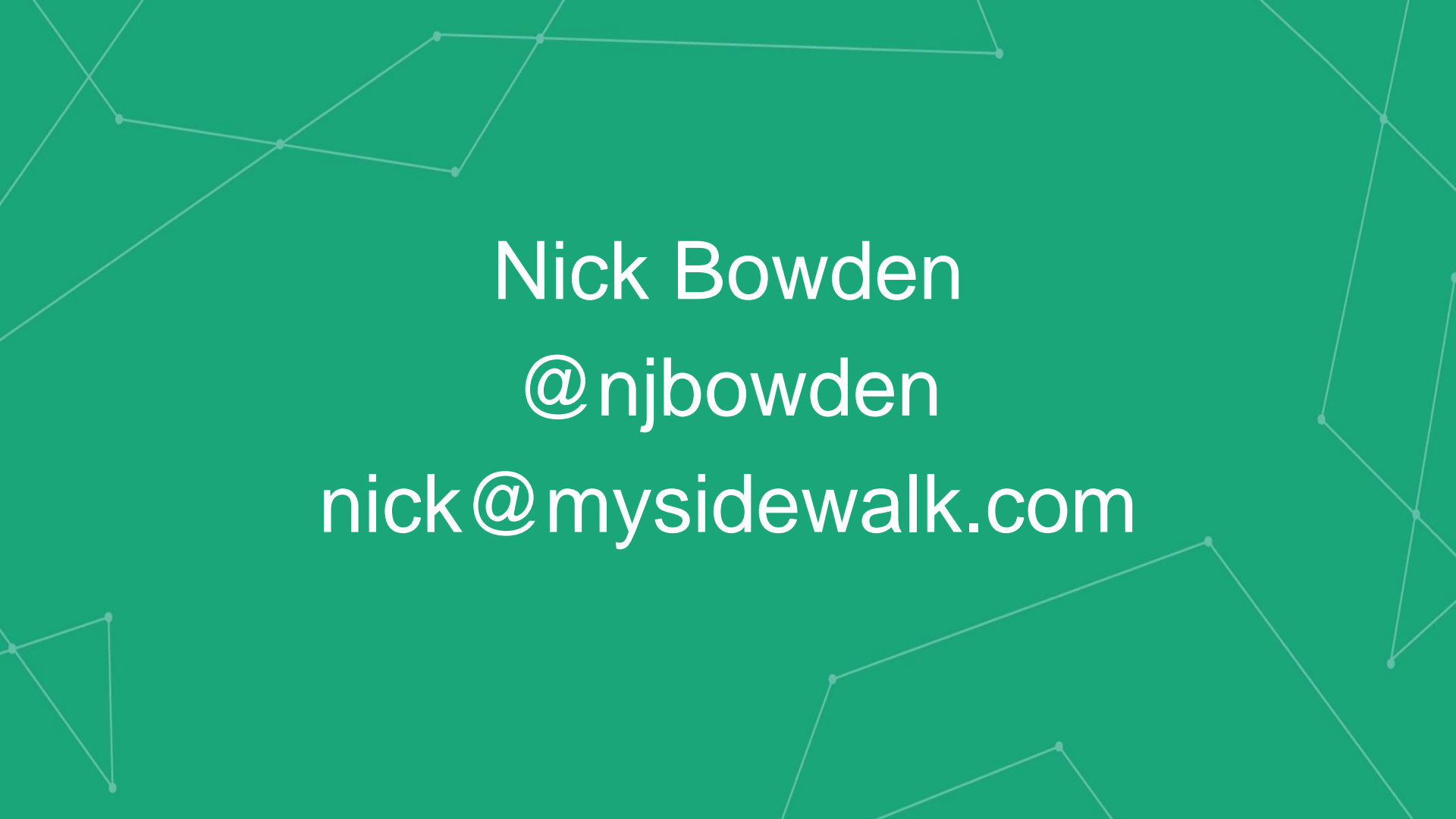
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Be Accessible

Going Online:

- 85** [percent of American adults use the Web
- 56** [percent of people 65+ use the Web
- 80** [percent of rural households use the Web
- 76** [percent of households earning <\$30K per year use the Web





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