Needfinding

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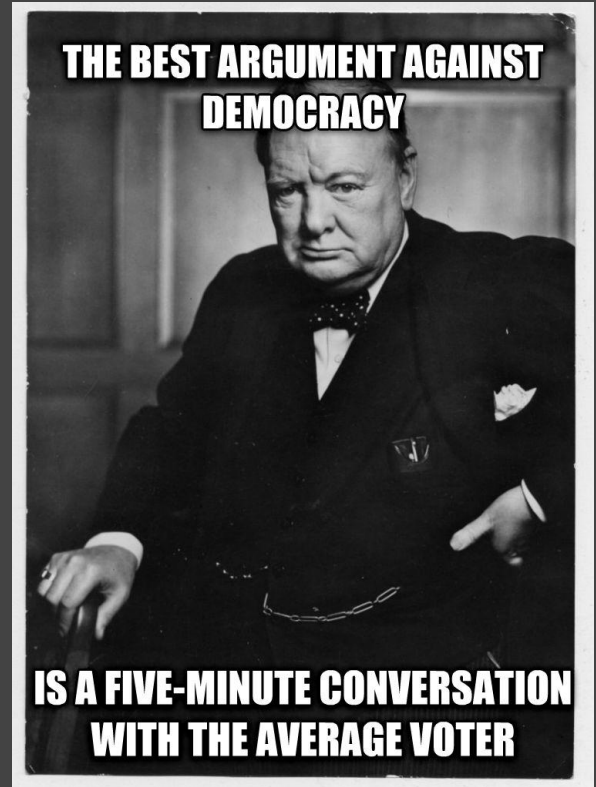**Studio:** Digital Democracy
Presenter: Saamon Legoski

Problem Domain

(Un) Informed Politics

THE BEST ARGUMENT AGAINST DEMOCRACY

IS A FIVE-MINUTE CONVERSATION WITH THE AVERAGE VOTER

Needfinding Methodology

Who we interviewed

We asked about...

- Voting experience

- Media the viewer sees
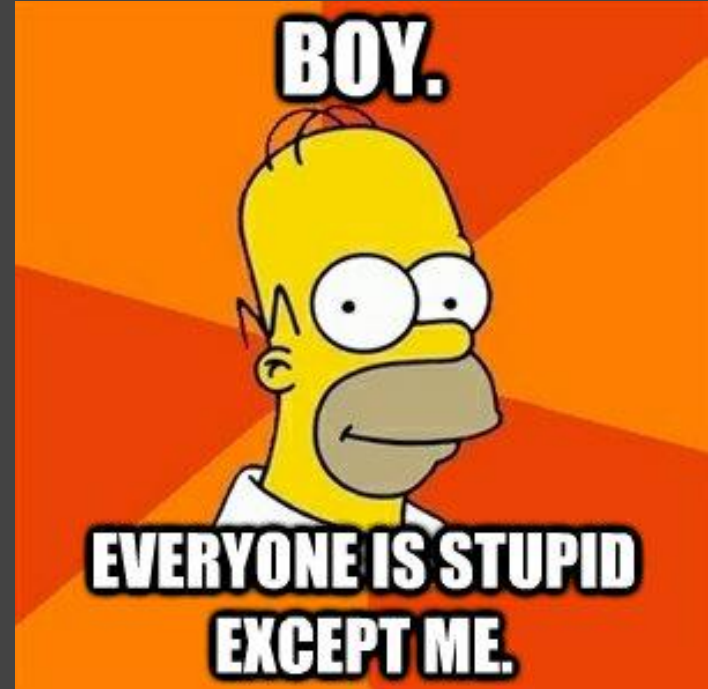
- Deciding how to vote on an issue

Interview Results

Interview Contradictions

How educated the voter feels:

- "Only **2% of voters read** as much as I read"
  - "I only read what comes in the mail"
- "I think that I am **more educated** than the average voter"
- "When I voted, I had a hard time feeling like an educated voter"

Interview Contradictions

"I look at articles published by [opposing view news source] so I can…"

- "…**argue** more with conservative friends…I don't use it for its ideas or news"
- "…have an educated **conversation** with the other side"
- "…**fact check** my own opinions"
- "…sometimes **refine** my own ideas about an issue"

Interview Surprises

- Misalignment between **issues** people supported and the **candidates** they voted for

- People do not think about **how** they get their information

- Interviewees were candid about their **shortcomings**

Analysis / Empathy Map

Say

"People tend to stick to what they believe in"

"I do more research than the average person"

"It feels good to have something come up that you agree with"

Do

People do not read documentation

Main source of the news is social media

Know more about politicians than propositions

Seeing one sided media

Think

Their beliefs are more legitimate than others

They are more informed than others

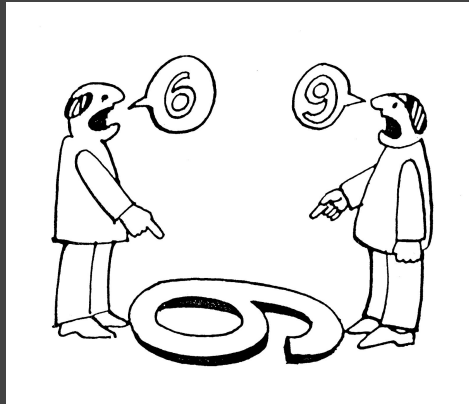They are getting a well-rounded version of news through social media

Feel

Proud/ patriotic

Confused/ skeptical

Annoyed/ frustrated

Needs

- Media sources that compare **opposing views**
- Way of helping people understand propositions and **how to vote** on them

Insights

- Everyone seemed to feel like they were **more educated** than the average voter

- People had their own **individual method** on how to determine how to vote

Conclusion

- Everyone thinks that he/she is more informed than other people

- People are getting one-sided news

- People struggle to vote in smaller elections and on policies

**How informed do people need
to be to vote?**

Appendix

What questions we asked

- How was the voting experience for you?
- How do you decide how to vote on an issue?
- How often do you see media that supports/contradicts your own opinion?
- Have you ever voted on a referendum? How was that experience different?
- What would you want to know about referendums beforehand?
- Have you ever taken a quiz about politics that tells you which politicians/ideologies you align with most? Was it accurate/surprising/…?
- How do you feel while reading something (political) that you disagree with?
-

Interview Contradictions

Do you think people would benefit from reading articles from the other side?

- People would become **more partisan** with contradictory information

- People with stronger views would read articles with opposing views and information would **go in one ear and out the other**

- People with more moderate views would **benefit** from reading articles with opposing views

Notes

Empathy Map
- goo.gl/r4Zyju

Interview Notes
- goo.gl/2UmnoG
- goo.gl/iQShRm
- goo.gl/NKEwy1