



# Succeeding In Self-Education

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The project on which this presentation is based was completed in collaboration with Ramsey County as part of the 2018–2019 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

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# Challenges

- Not knowing voting basics such as how to register, where to vote, etc.
- Feeling uneducated on the current local political issues and local candidates
- Finding reliable, unbiased sources to learn about candidates and the issues

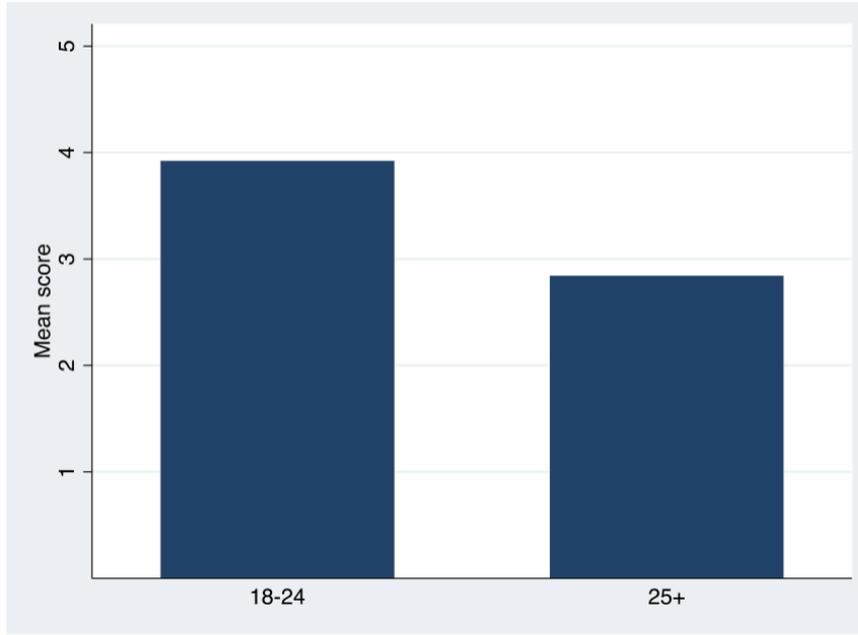


# Findings

- Many people believe there needs to be a greater focus on the effect and impact voting has on citizens lives
  - Lack of knowledge within communities
  - People are not informed enough about the voting process, importance of midterms, or even where to find this information
  - People stated they have difficulty finding information on local elections, “which really affects our lives.”
- The largest news source people benefit from to find their news is social media
  - Twitter, Instagram, Facebook, Podcasts, etc.
  - People rely on these for quick ways to receive their news
  - Difficulty relying on these news sources to be dependable, unbiased, and honest
    - “There’s too much false information on social media to be reliable.”

**1. Respondents aged 18-24 were more likely to cite “social media” as an important source of information about candidates and voters than older respondents.**

Mean frequency of use scores for respondents aged 18-24 (N=25) and 25+ (N=142) on the use of social media in obtaining information about issues and candidates.



\*  $\Pr(|T| > |t|) = 0.009$



# Suggestions

- Stress the importance of using reputable and non biased sources
  - What's on my ballot
  - I side with
  - Media bias factcheck
- Make sure there is plenty of information on social media on where to register to vote, how to vote, and the nearest polling place
- Facebook page



# Facebook

- Identified as the most popular social media platform by exit poll respondents
- Page could use feature “Facebook Live” to connect residents to candidates and resources
- Residents could post videos containing personal stories, questions about current events and political issues, and questions for candidates on the ballot
- Candidates can live stream their answers
- Resources surrounding voting and self education could be shared quickly and efficiently

## Facebook cont.

- Personal stories about how residents can overcome political barriers in their community
- Instant connection to daily posts and information through notifications when resident decides to “like” the page





# Important Quotes

- Survey 24: Didn't vote because "They all lie"
- Survey 27: "The extremes on both sides allowed me to the encouragement to research national & local issues"
- Survey 36: Uses Twitter as their main source because it has "quick info"
- Survey 38: There needs to be "better education on the registration and voting process, understanding of midterms, etc."
- Survey 75: "There's too much false information on social media to be reliable"



# Conclusion

- After evaluating the challenges and findings, it's obvious that a need for voter self-education needs to be stressed within the Frogtown area.
- Social media is an important tool if used correctly
- Reliable sources need to be promoted
- Create a Facebook page that contains relevant information about political participation in the Frogtown area



## Final Thoughts

We want to emphasize the importance of a central information hub that provides resources that encourage self education which can EMPOWER Frogtown Residents