



Succeeding In Self-Education

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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

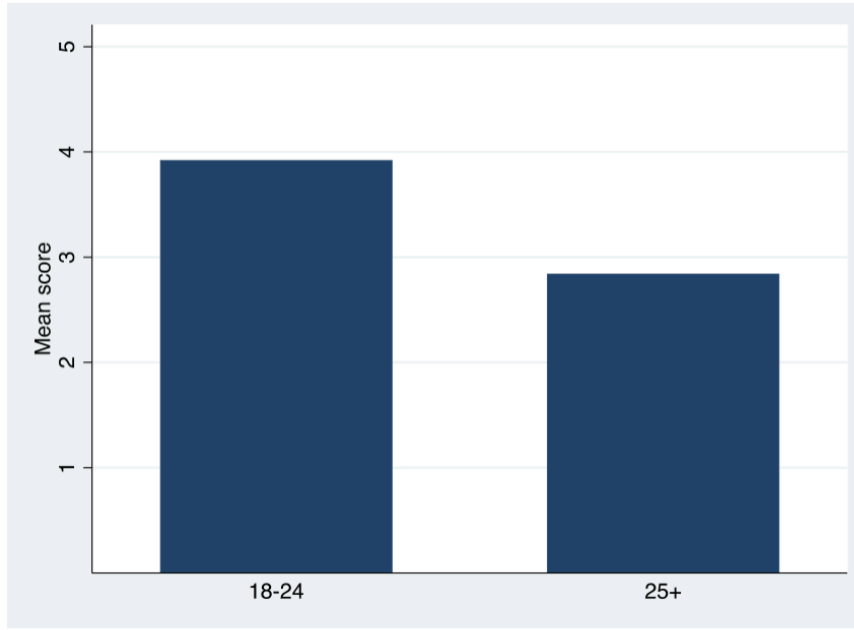


Findings

- 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