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
The Evolving Stakeholder

- 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

In-Person Meetings:

Nine people attend in-person meetings, on average.

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

$1 Billion was spent 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)

<table>
<thead>
<tr>
<th></th>
<th>Community Active</th>
<th>Neighborhood Advocates</th>
<th>Vocal Opinionators</th>
<th>Issues Aware</th>
<th>The Absentees</th>
<th>Civically Disconnected</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>20.7%</td>
<td>14.7%</td>
<td>11.6%</td>
<td>22.6%</td>
<td>15.3%</td>
<td>15.8%</td>
</tr>
</tbody>
</table>

INTERESTED BYSTANDERS

- **CIVICALLY AWARE**
- **CIVICALLY ACTIVE**
Rules for Impactful Engagement
Know Your Audience
Tell A Story
Talk Like A Citizen
Be Descriptive

Articulately worded topic descriptions enjoy a greater response rate

Descriptive Words

Instances of Words in a Topic

Poor  Average  Successful
Questions with positively emotional achievement words encourage participation.

Positive Words
e.g. best, great, proud

Achievement Words
e.g. win, advance, overcome
Questions with inhibitive or exclusive words discourage participation.

**Inhibitive Words**
- e.g. stop, block, constrain

**Exclusive Words**
- e.g. not, rather, unless, versus
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

Average Number of “We” Words
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
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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