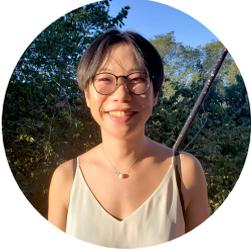


Increasing Voter + Civic Engagement

Brown | RISD



Our Team



Cyvian Chen | RISD '21
Industrial Design + Jewelry
Guangzhou, China
I can't vote 🙄



Danii Kim | RISD '24
Graphic Design
Washington State



Hanna Wells | Brown '21
Urban Studies
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Manmeet Sodhi | RISD '22
Graphic Design
Rhode Island



Jack Hester | Brown '21
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Nevada

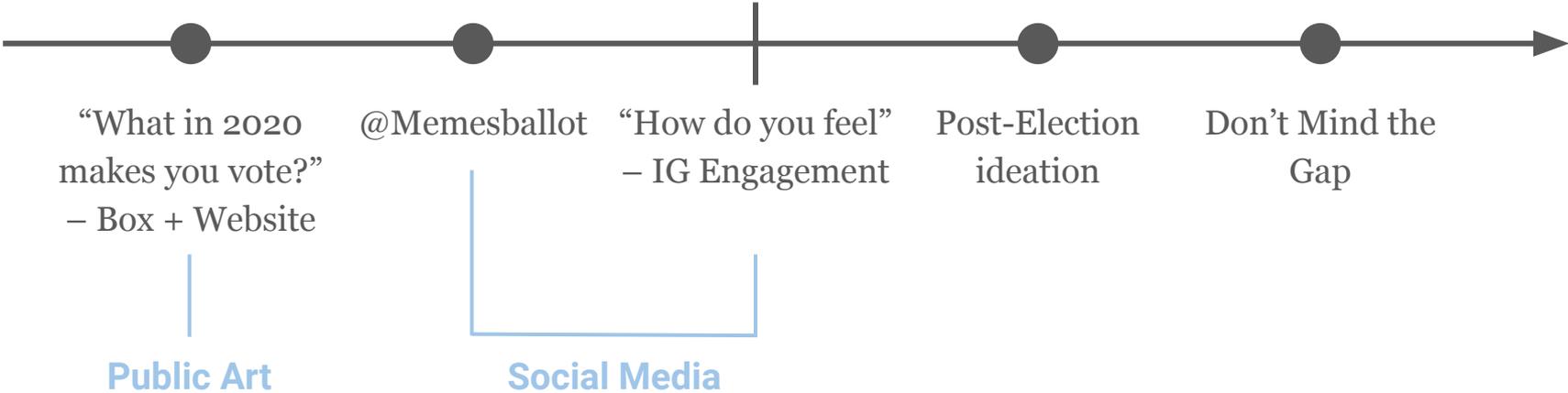


Mary Bibbey | Brown '22
Behavioral Decision Sciences
Connecticut



Alex Sarkissian | RISD '23
Graphic Design
California

Election Day
Nov. 3





Social Media

Target Audience College students

Format

- Memes, infographic, social media challenges

Goal

- To understand what kind of content sparks reactions among college students
- To build an audience for more extensive interactions in the future



Public Art

Target Audience Providence local community

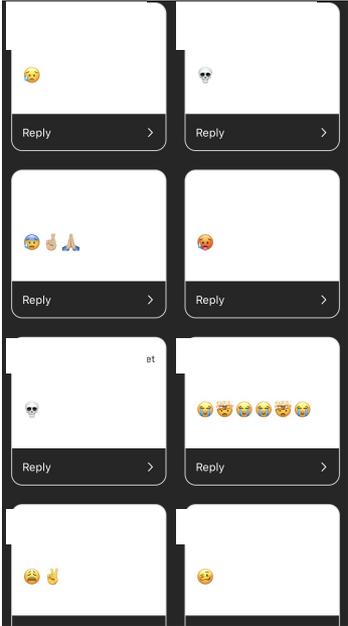
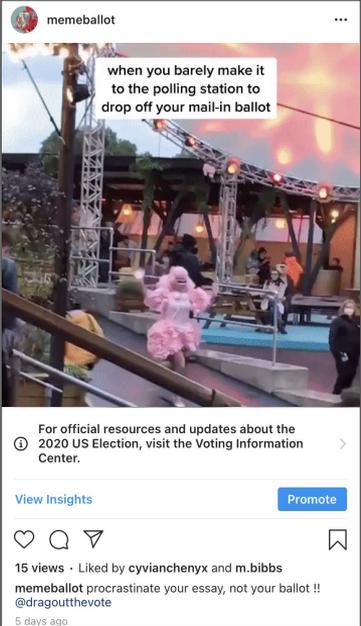
Format

- Interactive installation or mural

Goal

- To create a sense of community
- To engage local community to express their feelings for the election
- To motivate passersby to vote by showing how their community are actively engaged in the election

Engagement Through Humor and Testimony



What in 2020 Makes You Vote?

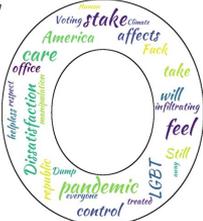
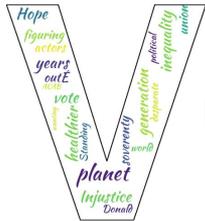


Website & Engagement Box

Add your voice!

(max 280 characters)

[\[data use\]](#) [\[view submissions\]](#) [\[about us\]](#)



THE DESIRE FOR
CHANGE + A BETTER FUTURE
IN A WORLD WHERE IT'S EASY
TO FEEL HELPLESS.

~~Standing~~ up
to corruption &
political manipulation

Insights

Social Media

- **Understanding** measurable success
- Building **traction**

Engagement

- Forms of engagement
- Timing
- Phrasing the prompt

How We Work

- **Working with shifting current events**
- Working with **short time frame** as election approaches

Post-Election

How Might We...

...Break the Echo Chamber?

...bridge the gap of empathy between voters of different views?

...encourage dialogue across different political alignment?

...build a self-sustaining digital platform?

...put civic engagement on the face of urban landscapes?

...encourage civic engagement especially after the election?



Student User Profiles



RALPH

moderate

Political Engagement: Inactive
Main Platforms: TikTok, IG

Overwhelmed by the information saturation on social media.

Would rather spend his time on **less critically engaging** things.

Responds to issues that have **more direct relevance** to him.



MATILDA

moderate

Political Engagement: Active
Main Platforms: IG, FB, Reddit

Fact-checks and is **well-versed** in American politics.

Can't vote in the U.S., but wants to have a say in the current climate.

Struggles to have an definite opinion, but **engages in conversations on both sides.**



SUZIE

liberal

Political Engagement: Active
Main Platforms: IG, FB

Has **negative assumptions** about conservatives.

Wants to educate themselves, but is **resistant to opposing views.**

Surrounded by others who **confirm her bias.**



CHAD

conservative

Political Engagement: Active
Main Platforms: IG, Twitter, Reddit

Raised **without questioning his perspective** and loves to share it others.

Is drawn to **alarming facts** and believes in authorities that have **earned his trust.**



Bringing the personal into politics;
dismantling polarization
one story at a time

WHAT:

Mission Statement:

A platform for people to share the stories that shaped their political stances, to have an open conversation outside their echo chamber, and to develop more empathy for people on the other side.

WHERE:

A Facebook Page, Website, & Reddit



Structure

Prompt

What was a personal experience that made you take up a specific political stance?

Rules

Strictly personal stories without generalization of a community

How we want to set up the platforms:

Preparation

Reach out to people around us to collect a initial set of personal stories

Expansion

Reach out to strangers that comment political views under social media posts

Send out Google form for story submission

Our Colors

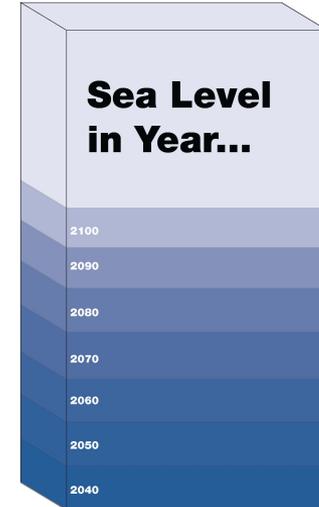
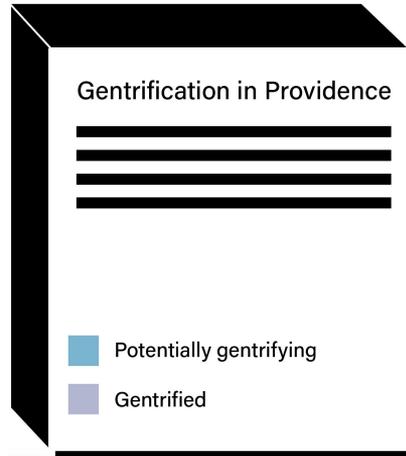


DONT MIND THE G A P

Electrical Boxes

Bringing local issues into the college hill bubble.

Captivating, simple graphics on the front, informative on the back





Next Steps



Don't Mind the Gap

- Collect more stories for initial roll-out
- Publish Facebook page and SubReddit



Electrical Boxes

- Propose ideas to our partner
- Generate specific designs over the break
- Start painting next semester



Feedback We Want

- Would you be interested in following “Don’t Mind the Gap”?
- How can we make our platform more effective?
 - How can we garner engagement with our platform?
 - Suggestions for collecting the story submissions and moderating comments?
 - Suggestions on managing a facebook page or subreddit?



Thanks!



Tell us your story!

