

DELIBERATIVE POLLING®

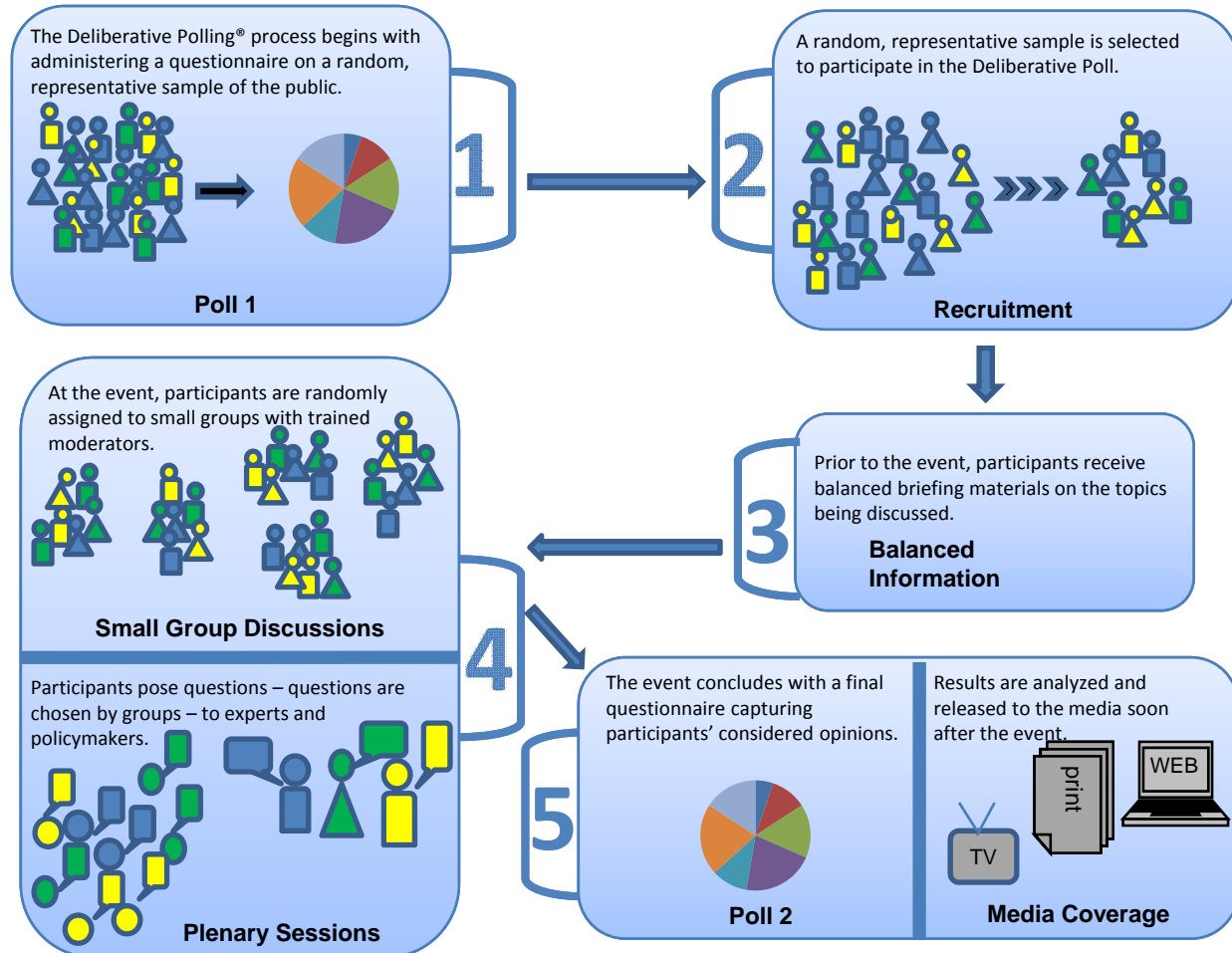
the center for deliberative democracy

at Stanford University

<http://cdd.stanford.edu>

The Problem Citizens are often uninformed about key public issues. Conventional polls represent the public's surface impressions of sound bites and headlines. The public, subject to what social scientists have called "rational ignorance," has little reason to confront trade-offs or invest time and effort in acquiring information or coming to a considered judgment.

The Approach Deliberative Polling® is an attempt to use public opinion research in a new and constructive way and present results of a poll with a human face.



Our Projects Deliberative Polling® has been conducted face-to-face and online in the US and numerous countries around the world, and here are few examples.



National Projects. CDD and MacNeil/Lehrer Productions have conducted DPs on issues facing the citizens of the US such as foreign policy, health care, education, and citizenship in the 21st century.



State and Local Projects. Energy Choices - Vermont, Nebraska, Texas (8 projects) and Nova Scotia have used DP to give guidance on how their state/province should meet its future electricity needs.



European Union. CDD and its European collaborators conducted the first European-wide DP with more than 360 randomly selected citizens from all 27 member states and discussions were conducted in 23 languages.



China. Zeguo Township in Zhejiang Province has conducted three DPs - allowing residents to impact the budgetary decisions of their local government.