

STANFORD
UNIVERSITY



Center for Deliberative Democracy
Deliberative Polling ®

■ Eight Forms of Public Consultation

	Method Of Selection			
Public Opinion	Self-selection	Non-random	Random sample	“Everyone”
Raw	<i>SLOPS</i>	<i>Some polls</i>	<i>Most polls</i>	<i>Ref. democracy</i>
Refined	<i>Discussion groups</i>	<i>Citizens, Juries, etc.</i>	<i>Deliberative Polls</i>	<i>“Deliberation Day”</i>



- Public consultation:
Two basic questions
 - Who is consulted?
 - What kind of opinion is solicited?

- Public Opinion:
Three Problems
 - Rational Ignorance
 - Phantom Opinions
 - Selectivity of Sources

- Key components:

- Balanced information
- Small group deliberation
- Expert Q & As

■ Key components:

- Random sampling/
representative samples
- Control groups who do not
deliberate

Projects Around the World

- Deliberative Polls have been conducted in 23 countries (plus some additional jurisdictions): Argentina, Australia, Brazil, Bulgaria, Canada, China, Denmark, Greece, Ghana, Hungary, Italy, Japan, Korea, Macao, the Netherlands, N. Ireland, Poland, Tanzania, Thailand, Uganda, UK, and US.
- In addition, European-wide with all 27 countries (twice)
- Multiple DPs, in the UK, US, China, Italy, Japan, Bulgaria, Australia, Uganda and Hungary.

Criteria For Evaluation

- representativeness
- opinion change
- information gain
- avoiding distortions
- impact on policy
- better citizens

Four Democratic Theories

	Competitive Democracy	Elite Deliberation	Participatory Democracy	Deliberative Democracy
Political equality	+	?	+	+
Participation	?	?	+	?
Deliberation	?	+	?	+
Non-tyranny	+	+	?	?

China - April 2005



Table 1: Policy Changes (slide 1 of 2)

	Before Mean	After Mean	
Treatment of sewage, earlier stage	8.916	9.658	*
Urban and countryside environmental projects (city plan)	8.642	9.239	*
Wenchang Main Ave	8.261	9.23	*
Danyan environmental project (sewage disposal)	7.531	9.145	*
Muyu environmental project (sewage disposal)	7.301	8.866	*
Citizen park (first stage)	6.693	7.44	*
Urban environmental constructions	7.551	7.313	
Danyan hill park	7.612	7.231	
Muyu hill park	7.11	7.04	
Auxiliary environmental construction for Muyu industrial zone; Lianshu industrial zone; Shuichang industrial zone	6.667	6.895	
Bridge	7.423	6.531	*
Demonstrative street	6.746	6.491	
Xicheng Road (first stage)	6.259	6.296	
Shuangchen Road (first gate)	6.972	6.073	*
Zeguo main Ave (second stage)	5.827	5.972	
Guojialing hill side reconstruction	5.604	5.953	





Greek Deliberative Poll for Candidate Selection Preliminary Results June 2006



National Issues Convention 1996





記者会見で質問に答える米スタンフォード大のジェームズ・フィッシュキン教授(右)ら(5日午後、東京都港区で)＝守谷遼平撮影

- ◆ 将来のエネルギー政策を決める流れ
- 6月29日 政府が3案を提示
 - 7月14日 意見聴取会を開始
 - 8月4日 意見聴取会が終了
 - 4.5日 討論型世論調査
 - 12日 パブリックコメント締め切り
 - 8月中旬以降 討論型世論調査、パブリックコメント結果発表
 - 8月末? 2030年の原発比率などを決定

力発電のあり方を巡る討論は白熱した。討論後のグループの代表と専門家との質疑応答では、「原発ゼロを目指す場合、廃炉費用はいくらかかるか」など具体的な質問も寄せられた。最後のアンケート調査では、2030年の原発依存度「0%」、「15%」、「20〜25%」の3案について、それぞれ「強く反対」から「強く賛成」まで10段階で尋ねた。4日まで全国11か所で開催した意見聴取会では、意見表明を希望した7割が、12日まで募集しているインタ

専門家と質疑白熱

◆ 客観性重視

「日本は資源がない。再生可能エネルギーと、原発、火力のバランスが必要」「原子力は安全ではないことはすでに証明された」討論型世論調査の2日目となった5日も将来の原子

原発比率 世論調査

2030年時点の原子力発電など電源比率目標について国民の考えを聞く「討論型世論調査」が5日、終わった。2日間の討論や専門家との質疑応答を経て、意見を変える参加者もみられた。政府は8月中旬にまとまる分析結果と、4日までに開いた意見聴取会の結果などを参考に月内にも新たなエネルギー戦略を決める方針だが、割れる世論への対応に苦慮しそうだ。(山内竜介、上地洋実、本文記事2面)

◆ 討論型世論調査に参加した人の主な意見

	支持する原発比率		理由
	参加前	参加後	
福岡県の主婦(39)	0%	0%	今すぐではなくとも将来は原発ゼロを目指すべきだ
東京都の会社経営男性(64)	0%	0%	福島で事故で原発への意識が変わった
広島県の病院職員女性(22)	15%	0%	東北の人と話して意識が変わった
北海道の会社員女性(35)	15%	0%	電力使用量を抑えれば原発ゼロは実現できる
沖縄県の男性保護司(72)	0%	15%	化石燃料はいつか枯渇するので、原発は必要
佐賀県の主婦(43)	15%	15%	国も借金を抱える中、再生エネにコストはかけられない
東京都の公務員男性(54)	15%	20〜25%	再生エネの普及の難しさが分かったから
埼玉県の無職男性(74)	15%	20〜25%	生活水準や経済を維持するには原発が必要
大阪府の会社員男性(34)	20〜25%	20〜25%	再生エネの普及がどのくらい進むかも見通せない
神奈川県会社員男性(36)	20〜25%	20〜25%	環境への影響が大きい火力への依存に反対

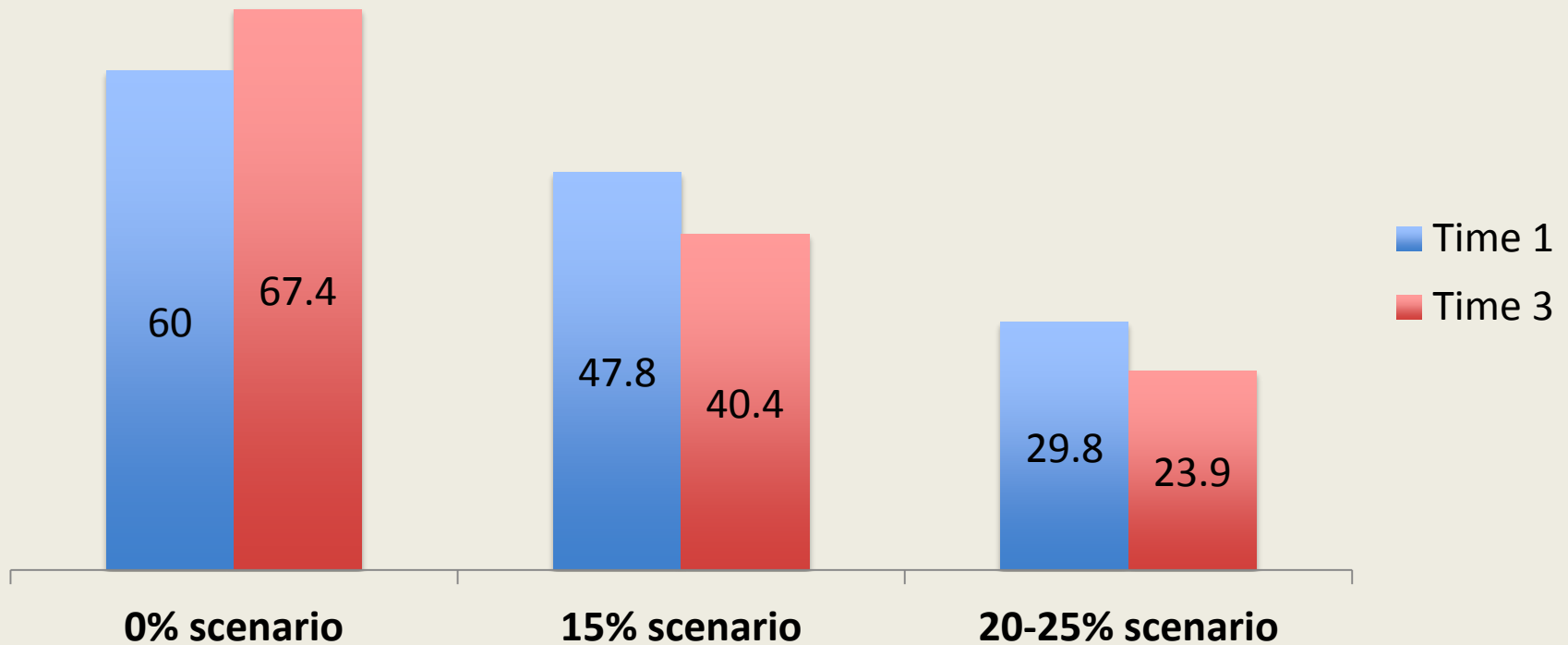
討論を経て意見変化も

Japan (2011)

- National Project on Pensions
 - Support for the “funded” (private account) system decreased from 69 to 35 percent
 - Increase in consumption taxes – Agreement increased from 64 to 75 percent and Disagreement fell from 32 to 19 percent

Japan, National DP on Energy

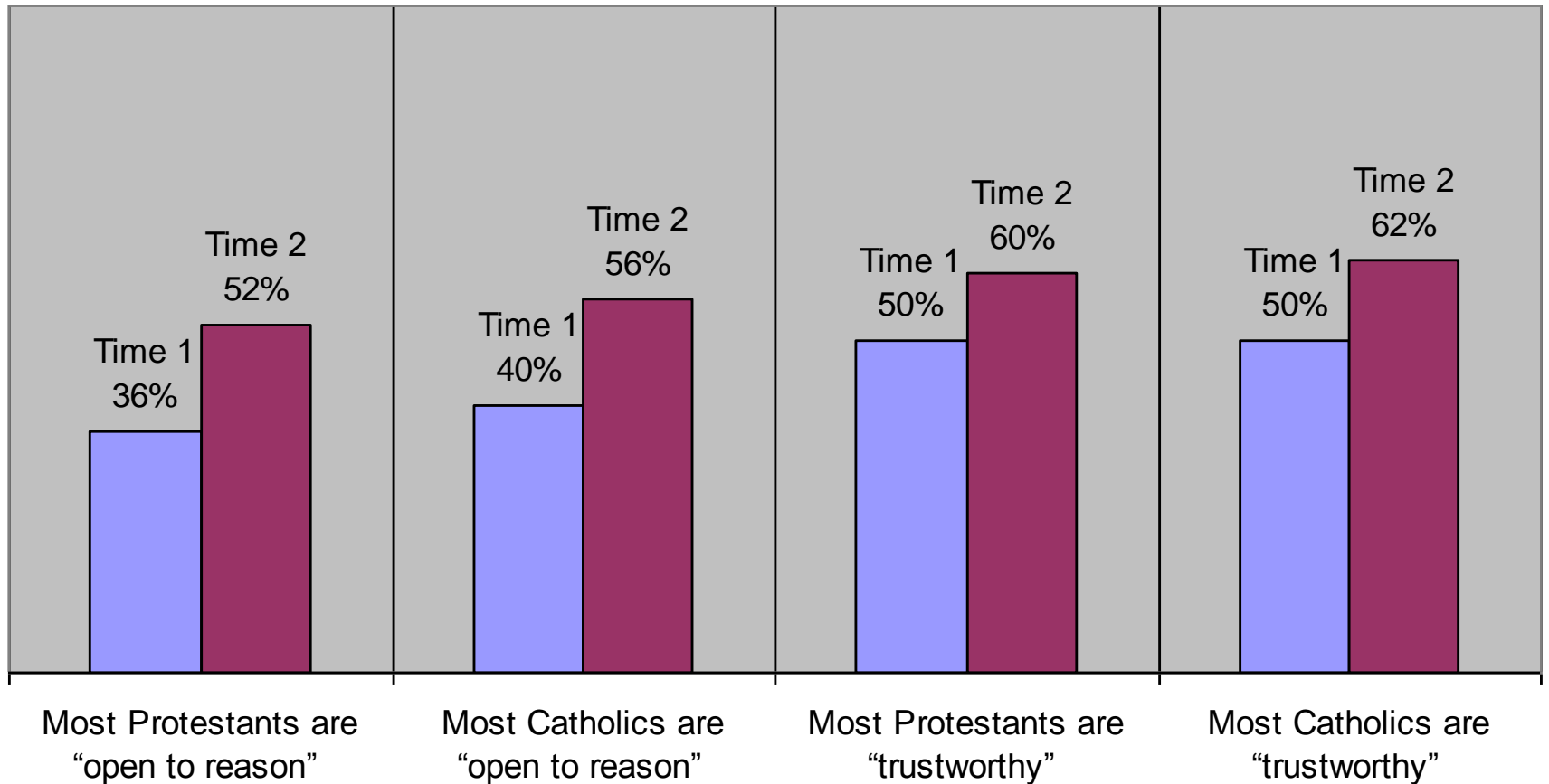
% Support for Three Nuclear Energy Scenarios



Northern Ireland Deliberative Poll[®]

Omagh, January 27, 2007

Community Perceptions



Bulgaria (2007)

- National Project on Policies Toward the Roma
 - “The Roma schools should be closed and *all* the children should be transported by buses to their school.” Agreement rose from 42 to 66 percent.
 - “Roma schools should be preserved.” Agreement fell from 46 to 24 percent.

Utility Deliberative Poll®



Illustrative Preference Changes

Average of 8 Utility Deliberative Polls

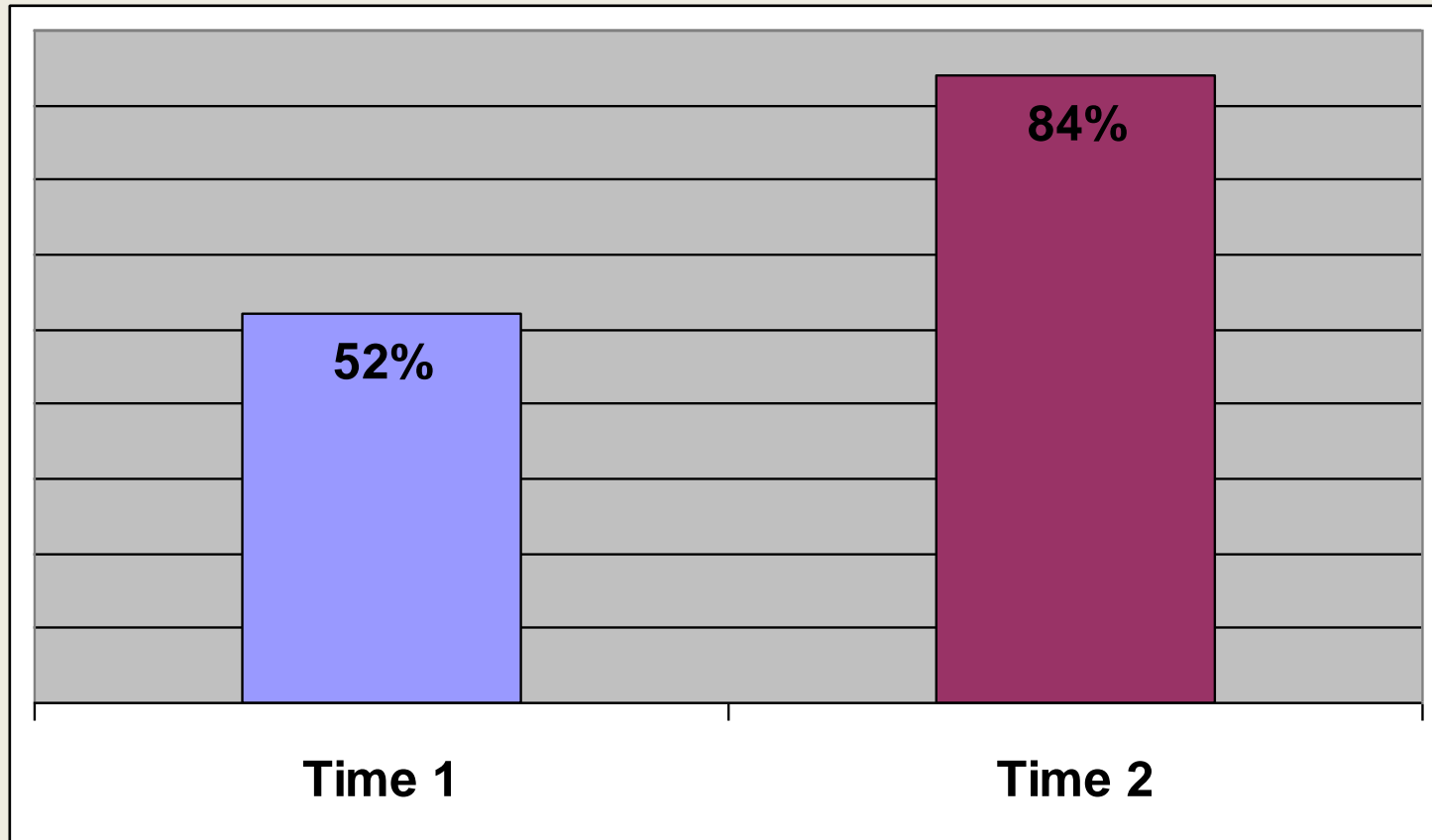
Percentage willing to pay extra for increased wind and solar power

Time 1

52%

Time 2

84%



Illustrative Preference Changes

Average of 8 Utility Deliberative Polls

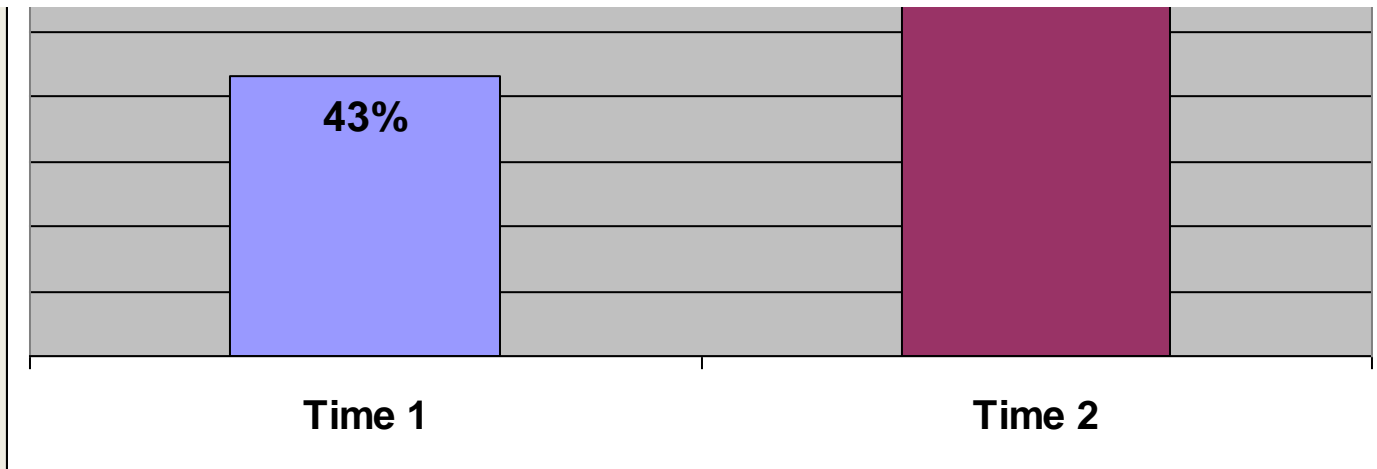
Percentage willing to pay more to reduce the need for electricity (demand side management)

Time 1

43%

Time 2

73%



What's Next California? (WNC)

- State-wide Deliberative Poll
 - Torrance, CA
 - June 24-26, 2011
 - 412 registered voters participated (93% attendance!)
 - Topics: Initiative Process, Legislative Representation, State/Local Reform, Taxation

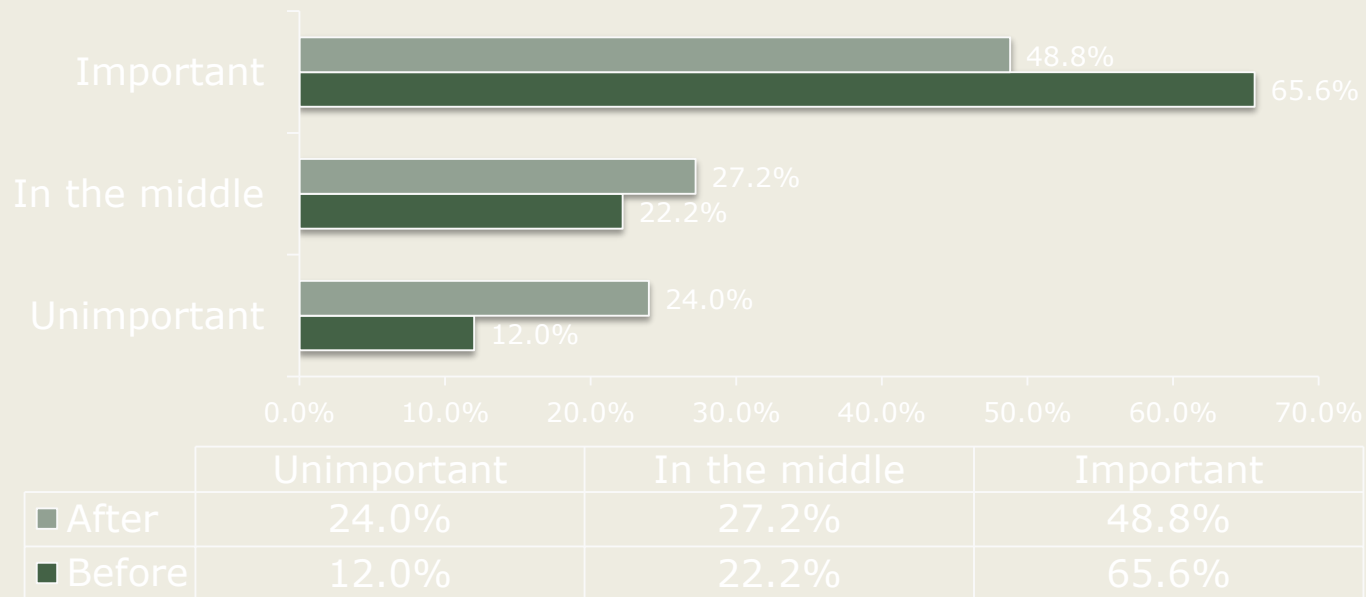
Proposal	Before Discussion	After Discussion
Establish clear goals for government programs, assess and report on progress toward them at least once every ten years.	86%	90%*
Require the Governor and the Legislature to adopt two-year instead of one-year budgets.	56%	72%*
Require the Governor and the Legislature to publish three and five year budget projections prior to the budget vote each year.	80%	83%*
Transfer from the state to local governments control and financing of services provided at the local level and require minimum standards for delivering them.	67%	73%*
Require state and local governments to identify policy goals and publish progress toward meeting them.	89%	92%*
Require legislation creating new programs or tax cuts costing \$25 million or more to indicate how they will be paid for.	84%	88%*

Brazil

Rio Grande do Sul

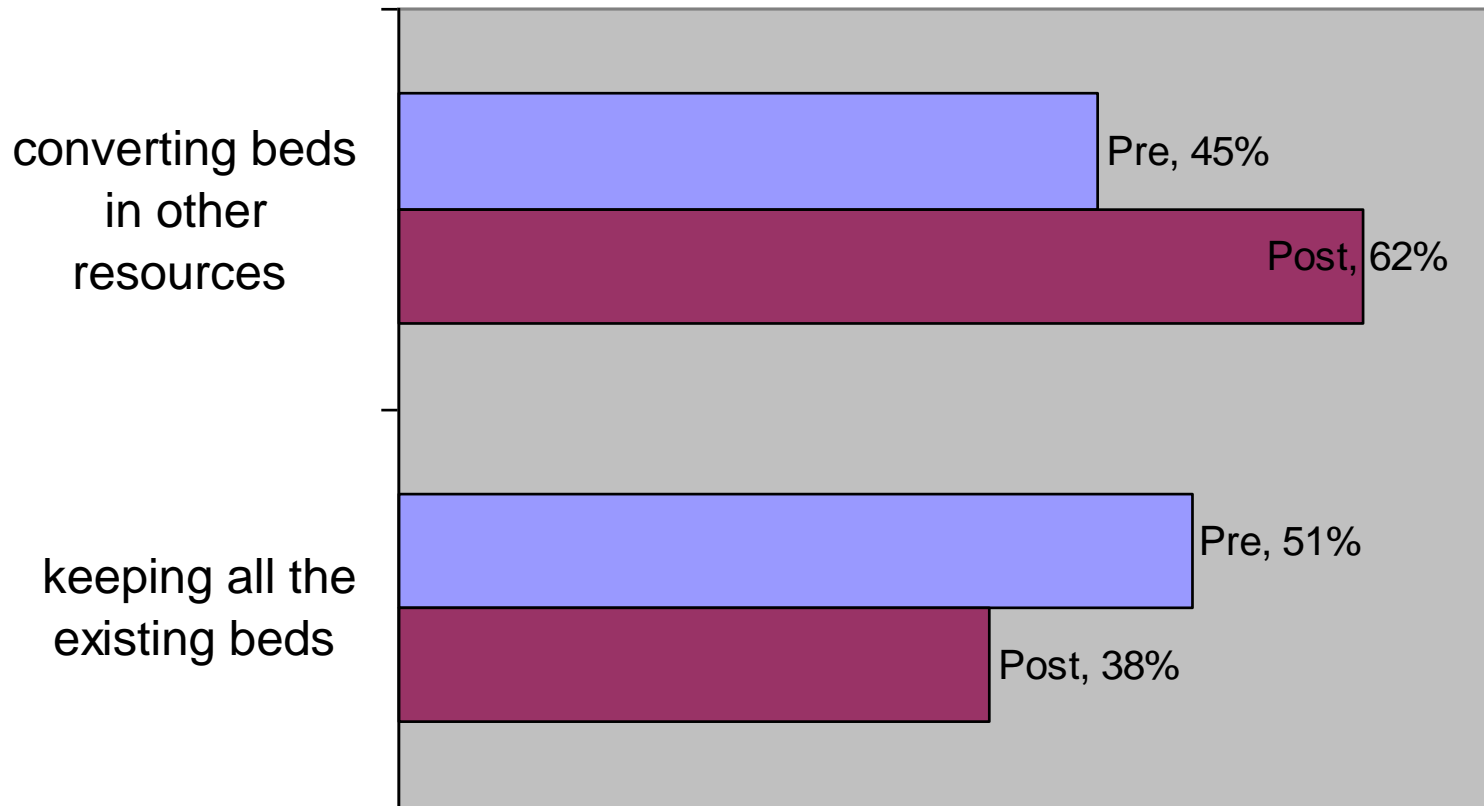
Career reform results

- The percentage thinking "years in service" was important in awarding pay increases went from 65.6% before deliberation to 48.8% afterward ($p < .01$).



Rome Deliberative Poll Italy December 2006

**% who said they
strongly or somewhat prefer:**



Tamale, Ghana – Deliberative Poll

Dates: January 10-11, 2015

Topics

- Water, Sanitation, and Hygiene
- Food Security and Livelihood

Scientific random sample of 243 individuals

Random selection of households, random selection within the households.

Only two respondents selected did not take the initial survey

- 208 Participants
- Highly representative sample
 - Male: 47.6% of participants
 - Average age: 33.7 years
 - 27.9% of participants had never been to school; 3.9% first degree holders
- 35 non-participants; individuals did not attend the event or did not complete both surveys

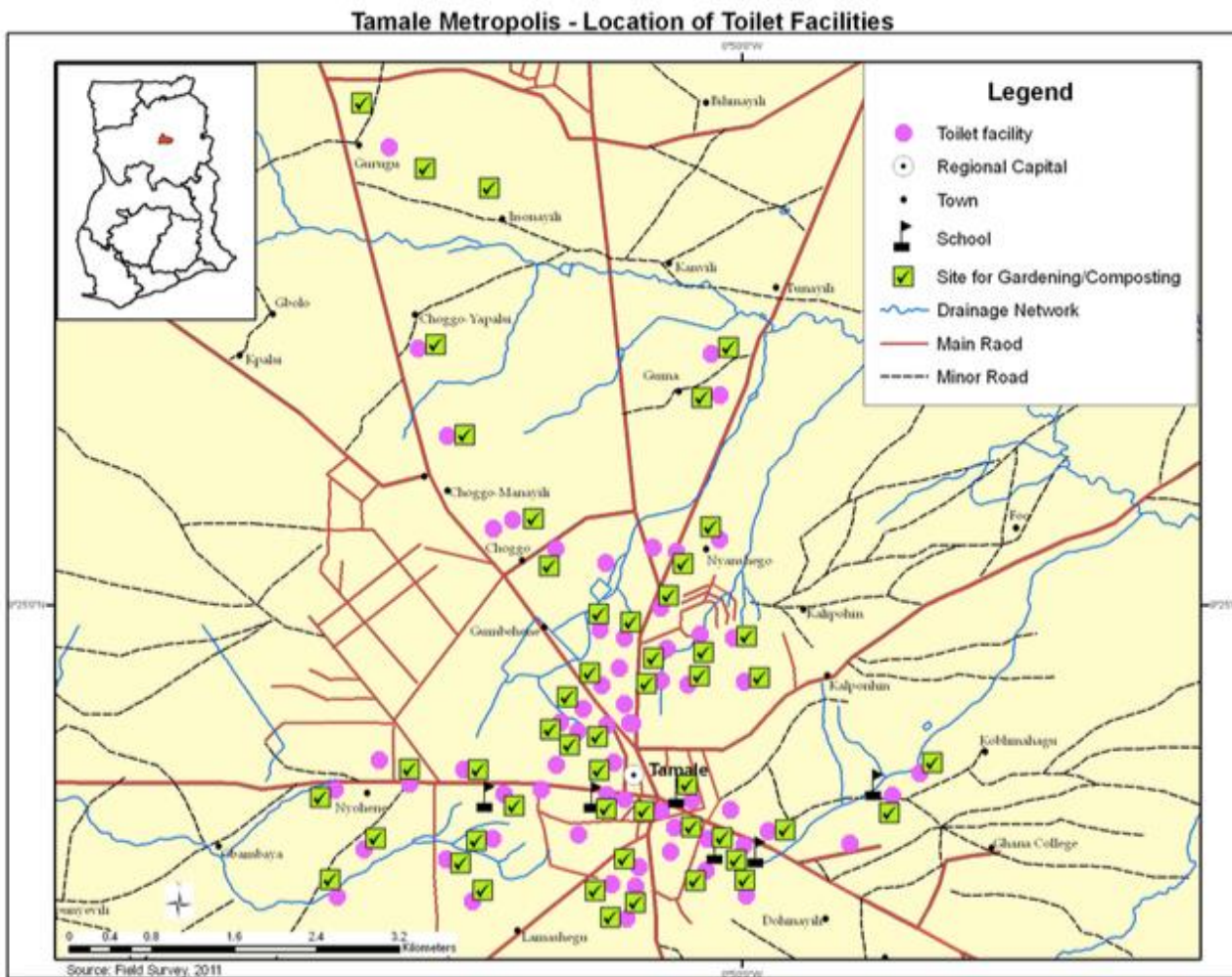


Policy Attitudes

- 39 policy proposals
- 29 changed significantly with deliberation



Figure 1 Map depicting location of toilet facilities and vegetable gardens





Tamale, Ghana



All Proposals with Significant Change (1/2)

Question	Pre	Post	Post-Pre	Sig.
1. Promote training for households and community groups to set up backyard poultry farms	8.11	8.93	0.82	0.000***
2. Promote training for households and community groups to set up backyard gardens	7.14	8.34	1.20	0.000***
3. Promote access to information on credit opportunities for livelihood activities	7.57	8.26	0.69	0.002***
5. Provide water tanks for setting up rain water harvesting systems in all educational institutions	8.85	9.35	0.50	0.000***
6. Promote access to credit for urban farmers through the Common Fund	7.89	8.46	0.57	0.005***
9. Provide appropriate storage facilities for farming	8.71	9.2	0.49	0.000***
10. Provide technology training for food storage	8.64	9.25	0.61	0.000***
11. Promote maximum use of local foods	8.82	9.33	0.51	0.000***
12. Train people to prepare nutritious foods using local food items (millet, groundnuts)	8.61	9.10	0.49	0.000***
13. Promote the cultivation of fonio and other neglected nutritious local crops	8.05	9.02	0.97	0.000***
14. Promote food fairs to encourage the consumption of local foods	8.08	8.65	0.57	0.001***
16. Set up sewage treatment plants for managing solid and liquid waste	8.69	9.19	0.50	0.001***
17. Encourage a Public-Private-Partnership to convert waste to energy	8.55	9.15	0.60	0.000***
18. Ban the use of plastic carrier bags in the city	6.79	7.64	0.85	0.001***
19. Promote the use of carrier bags made of biodegradable materials	8.14	8.97	0.83	0.000***



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All Proposals with Significant Change (2/2)

Question	Pre	Post	Post-Pre	Sig.
20. Encourage media houses to allocate weekly airtime for water, hygiene and sanitation information	8.90	9.16	0.26	0.042**
23. Promote the use of environmentally-friendly toilets in all houses	9.27	9.48	0.21	0.052**
25. Ban the use of untreated waste water for gardening	8.53	9.09	0.56	0.004***
26. Intensify the behaviour change communication campaign to improve hygiene and sanitation	8.86	9.18	0.32	0.017**
27. Intensify the hand washing campaign in schools	9.26	9.51	0.25	0.008***
28. Build the capacity of local institutions such as the School of Hygiene to promote good hygiene and sanitation practices	8.97	9.35	0.38	0.001***
29. Promote a low cost treatment of waste water for farming through the use of charcoal and stones	7.77	8.36	0.59	0.003***
30. Promote the use of drip irrigation	8.44	9.01	0.57	0.001***
31. Encourage communities to use organic materials in agriculture such as composting	8.79	9.39	0.60	0.000***
33. Provide water tanks for setting up rain water harvesting systems in residential facilities	8.80	9.20	0.40	0.006***
34. Ensure regular desilting of gutters	9.24	9.51	0.27	0.005***
37. Implement a systematic plan to control mosquitoes	9.09	9.52	0.43	0.001***
39. Promote public education for effective cholera control	9.46	9.71	0.25	0.001***



Top Ten Proposals *After* Deliberation

Question	Pre	Post	Post-Pre	Sig.
39. Promote public education for effective cholera control	9.46	9.71	0.25	0.001***
37. Implement a systematic plan to control mosquitoes	9.09	9.52	0.43	0.001***
27. Intensify the hand washing campaign in schools	9.26	9.51	0.25	0.008***
34. Ensure regular desilting of gutters	9.24	9.51	0.27	0.005***
23. Promote the use of environmentally-friendly toilets in all houses	9.27	9.48	0.21	0.052**
24. Promote the use of environmentally-friendly toilets in all institutions	9.24	9.44	0.20	0.059
31. Encourage communities to use organic materials in agriculture such as composting	8.79	9.39	0.60	0.000***
28. Build the capacity of local institutions such as the School of Hygiene to promote good hygiene and sanitation practices	8.97	9.35	0.38	0.001***
5. Provide water tanks for setting up rain water harvesting systems in all educational institutions	8.85	9.35	0.50	0.000***
11. Promote maximum use of local foods	8.82	9.33	0.51	0.000***



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USAID
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Event Evaluations

Question	% Valuable	% Extremely Valuable
The small group discussions	99.5	87.7
The briefing materials	100.0	83.0
The plenary session	99.5	76.3
Event as a whole	100.0	90.1
	% Agree	% Strongly Agree
My group moderator provided the opportunity for everyone to participate in the discussion	100.0	95.3
	% Disagree	% Strongly Disagree
My moderator sometimes tried to influence the group with his or her own views	90.1	82.0



Efficacy Questions

Question	Pre	Post	Post-Pre	Sig.
47. On a 0 to 10 scale, where 0 is not at all serious, 10 is completely serious, and 5 is exactly in the middle, how serious or not serious do you think the government will take into account your views and suggestions provided in this event?	6.90	7.93	1.03	0.000***
48. On a 0 to 10 scale, where 0 is not at all confident, 10 is completely confident, and 5 is exactly in the middle, how confident are you the government will use the results from this event?	6.59	7.92	1.33	0.000***
49. On a 0 to 10 scale, where 0 is not at all confident, 10 is completely confident, and 5 is exactly in the middle, how confident are you the community will use the results from this event?	7.38	8.42	1.04	0.000***
50b. "I have opinions about my community that are worth listening to."	8.3	8.76	0.46	0.023**



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Changes in Knowledge

Knowledge Questions (% correct)	Before	After	Difference	Sig.
Percentage of people who are not working in Tamale is higher than in any other city in Ghana	24.1	33.5	9.4	0.018**
Which of the following diseases is the biggest killer in Ghana?	31.0	46.5	15.5	0.0000***
How much more densely populated is Tamale compared to the Region?	8.6	24.5	15.9	0.000***
Which percentage of Tamale has access to potable water daily?	21.6	37.6	16.0	0.000***
About 20% of the population uses open drains, private toilets with fee, and/or open defecation.	40.0	45.3	5.3	0.205
Index	25.1	37.5	12.4	0.000***



News Media on Tamale DP



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ResilientAfrica Network conducts Deliberative Poll in Tamale



RAN conducts Deliberative Poll in Tamale

Opinion Featured Articles Jan 13, 2015



Table 2
Homogenization and Polarization

DP	Homogenization		Polarization	
	Frequency	Extent	Frequency	Extent
New Haven, CT	.531	.009	.656	.030
National Issues Convention 2	.694	-.022	.690	.021
National Issues Convention	.641	-.022	.230	-.053
By the People 2004 US General Election	.600	-.015	.382	-.025
San Mateo, CA	.663	-.030	.465	-.012
By the People	.530	-.004	.426	-.018
UK EU	.328	.061	.210	-.194
UK Health	.503	-.005	.411	-.018
UK Monarchy	.567	-.021	.550	.003
UK General Election	.650	-.018	.383	-.034
Australia Republic Referendum	.646	-.026	.468	-.110
UK Crime	.520	.000	.430	-.010
Tomorrow's Europe (EU)	.738	-.022	.379	-.043
Central Power & Light	.667	-.021	.594	.023
West Texas Utilities	.655	-.015	.622	.012
Southwestern Electric Power	.667	-.028	.634	.037
Bulgarian National	.515	-.016	.369	-.049
Zeguo Township	.569	-.018	.427	-.008
By the People 2004 US Presidential Primaries	.479	-.003	.596	.009
By the People: National	.548	-.007	.489	-.012
Europolis	.560	-.006	.429	-.020
Mean	.584	-.011	.469	-.022



Table 3
Reflecting Advantage

A. As Defined by Gender

DP	By Whole Group		By Women	
	Frequency	Extent	Frequency	Extent
New Haven, CT National Issues Convention 2	.375	.013	.094	.200
National Issues Convention	.412	.018	.236	.040
By the People 2004 US General Election	.452	.005	.350	.032
San Mateo, CA By the People: Health and Education	.511	-.013	.183	.062
UK EU	.490	.005	.292	.097
UK Health	.485	-.002	.160	.038
UK Monarchy	.234	.170	.278	.053
UK General Election	.382	.019	.323	.034
Australia Republic Referendum	.417	.012	.153	.058
UK Crime	.417	.013	.118	.101
Tomorrow's Europe (EU)	.313	.058	.120	.071
Central Power & Light West Texas Utilities	.370	.014	.188	.065
Southwestern Electric Power	.476	.015	.247	.048
Bulgarian National Zeguo Township	.417	.009	.343	.026
By the People 2004 US Presidential Primaries	.429	.023	.318	.029
By the People: National Europolis	.381	.040	.479	.000
	.436	.017	.327	.066
	.396	.009	.352	.020
	.500	.011	.369	.052
	.489	.007	.356	.033
	.400	.007	.250	.067
Mean	.418	.021	.282	.055



Table 3 (cont.)
Reflecting Advantage

B. As Defined by Education

DP	By Whole Group		By Less Educated	
	Frequency	Extent	Frequency	Extent
UK EU	.250	.138	.250	.138
UK Health	.400	.012	.424	.009
UK Monarchy	.483	.010	.483	.010
UK General Election	.333	.026	.333	.026
Australia Republic				
Referendum	.479	.004	.375	.025
UK Crime	.350	.021	.350	.021
Tomorrow's Europe				
(EU)	.452	.022	.452	.022
Central Power & Light	.479	-.001	.500	-.006
Zeguo Township	.341	.035	.348	.032
Bulgarian National	.309	.026	.309	.026
Europolis	.340	.039	.406	.005
New Haven, CT	.406	.005	.505	-.015
National Issues				
Convention 2	.505	-.015	.388	.004
By the People: National	.388	.004	.477	.006
By the People 2004 US				
General Election	.477	.006	.604	-.009
By the People 2004 US				
Presidential Primaries	.604	-.009	.468	-.037
San Mateo, CA	.495	-.033	.445	-.002
By the People: Health				
and Education	.445	-.002	.439	.558
West Texas Utilities	.452	.027	.467	-.004
National Issues				
Convention	.467	-.004	.367	.023
Southwestern Electric				
Power	.345	.036	.286	.638
Mean	.419	.016	.264	.057



[Table 3 (cont.)

Reflecting Advantage

C. As Defined by Income

DP	By Whole Group		By Lower Income	
	Frequency	Extent	Frequency	Extent
UK Health	.382	.010	.273	.041
UK General Election	.317	.052	.200	.065
Australia Republic				
Referendum	.208	.131	.167	.153
Central Power & Light	.500	-.006	.271	.034
Bulgarian National	.435	.017	.350	.058
New Haven, CT	.200	.070	.033	.093
National Issues Convention				
2	.435	.018	.282	.050
By the People: National	.452	.005	.319	.031
By the People 2004 US				
General Election	.411	.004	.356	.019
By the People 2004 US				
Presidential Primaries	.583	-.017	.563	.003
San Mateo, CA	.414	-.016	.327	.052
Mean	.394	.024	.285	.055

