

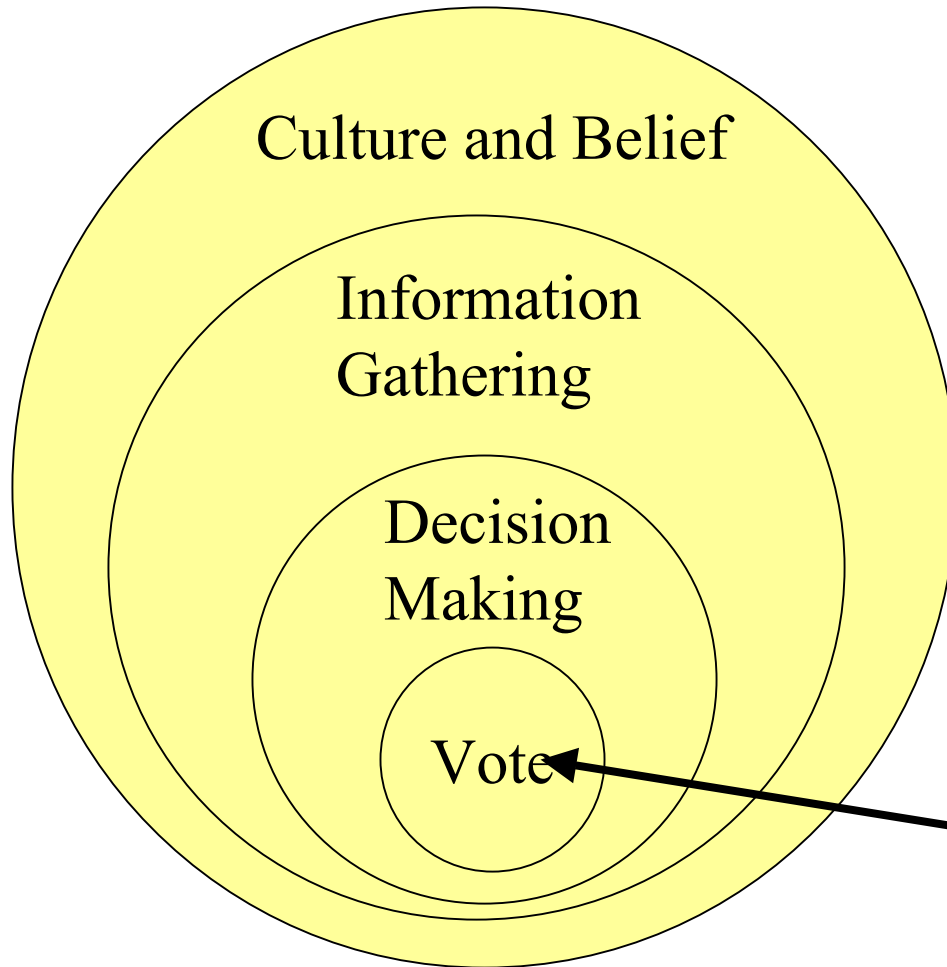
Paper Ballot As Metaphor?

Scott Robertson

College of Information Science



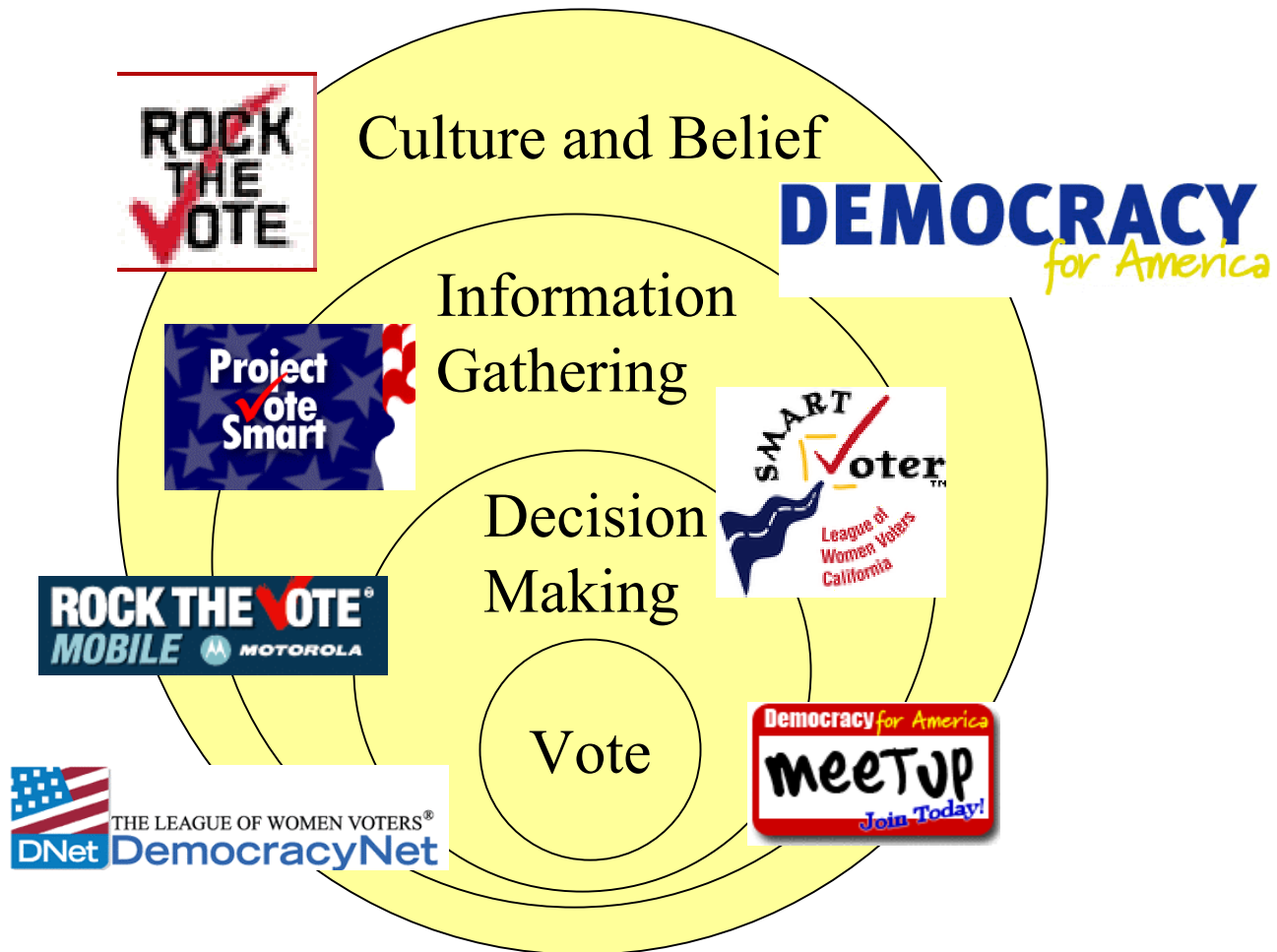
Voting Alone



Vote



Social Technologies Context



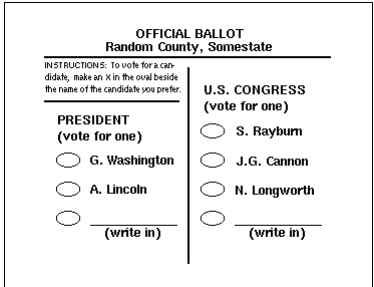
IT Design Context

- Rapid prototyping
- Voter-centered design
- Iteration
- Independence of interface software and hardware
- Rapid technology change is a given



DEMOCRACY
for America

Pros and Cons



- Paper ballots are familiar
- Paper ballots are simple
- Paper-ballot metaphor maps to touch screen technology



- “Frozen metaphor” hinders innovation
- New technologies are very familiar to younger voters
- Voting is out of mediated social contexts

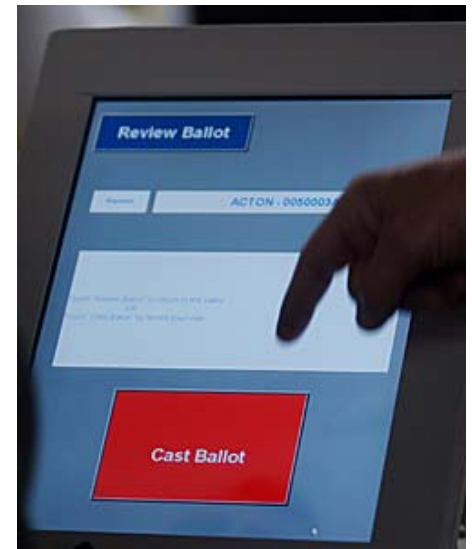


E-Ballot Futures

- Multiple platform support
 - (naturally accommodates accessibility)
- Integration with e-government services
- Integration with other social technologies
- Embrace change
 - Synchronized with 2-year and 4-year technology cycles

Further Out

- Integrated information seeking and voting
- Downloadable electronic sample ballots
 - Uploadable as real ballots?
- Customization
- Multimedia ballots
- Automated help agents for voters
- Automated decision-making advisors
- Rolling (on-demand) voting



Change Goes Both Ways



Examples:

- www.globalvote2004.org
- Internet campaign contributions