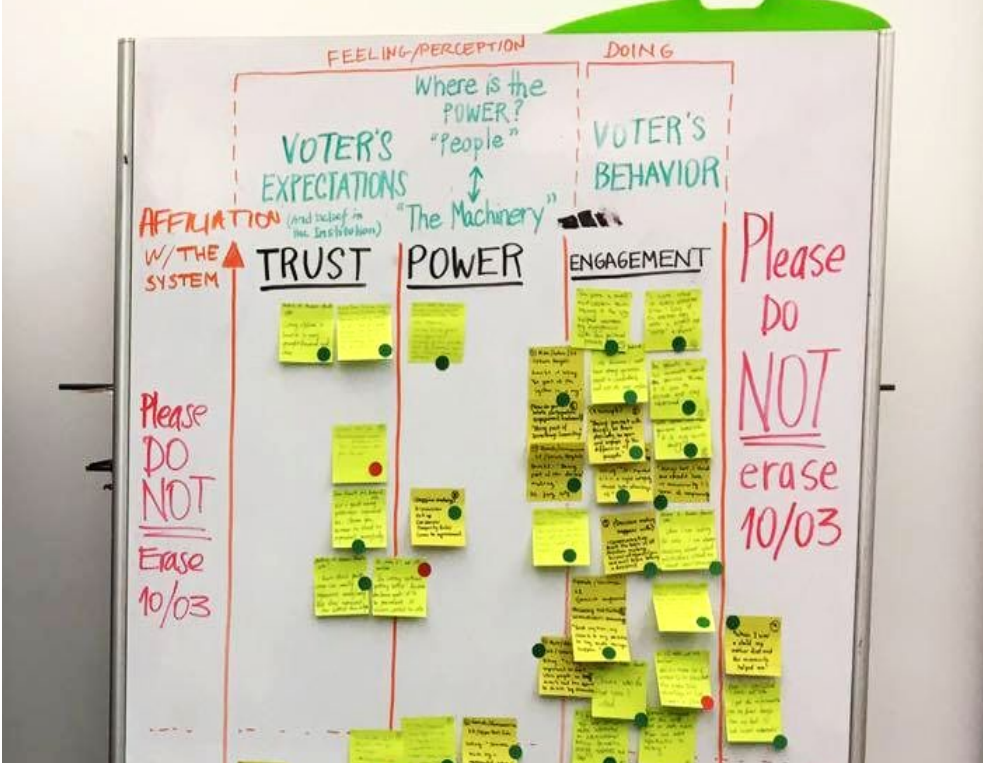
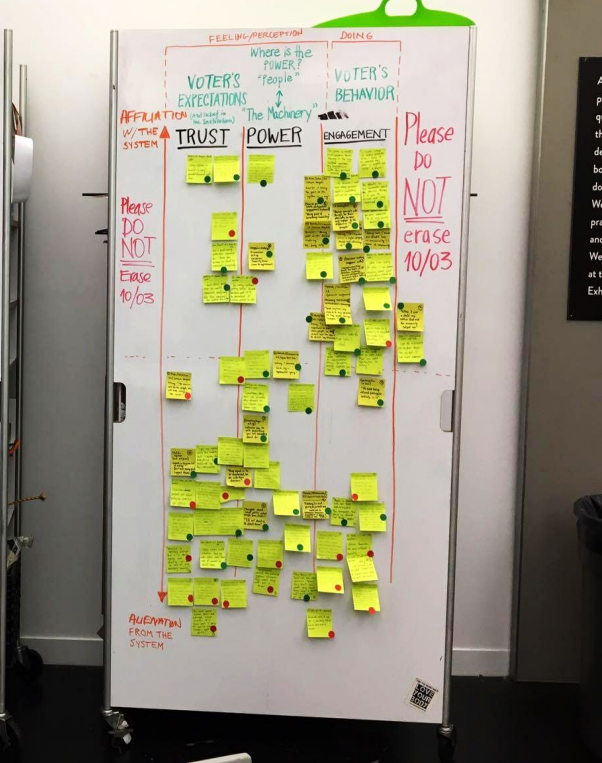


# Research on Voting Habits

**Johanna, Emma, Haijing, Amanda, Javi and Juliana**

# Manipulation 1 Alienation/Affiliation with the system & Trust/Power/Engagement

Note: Green dots indicate interviewees who vote. Red dots indicate interviewees who don't vote.



# Manipulation 2 Possible areas of intervention, round 1: main clusters

Note: Green dots indicate interviewees who vote. Red dots indicate interviewees who don't vote.



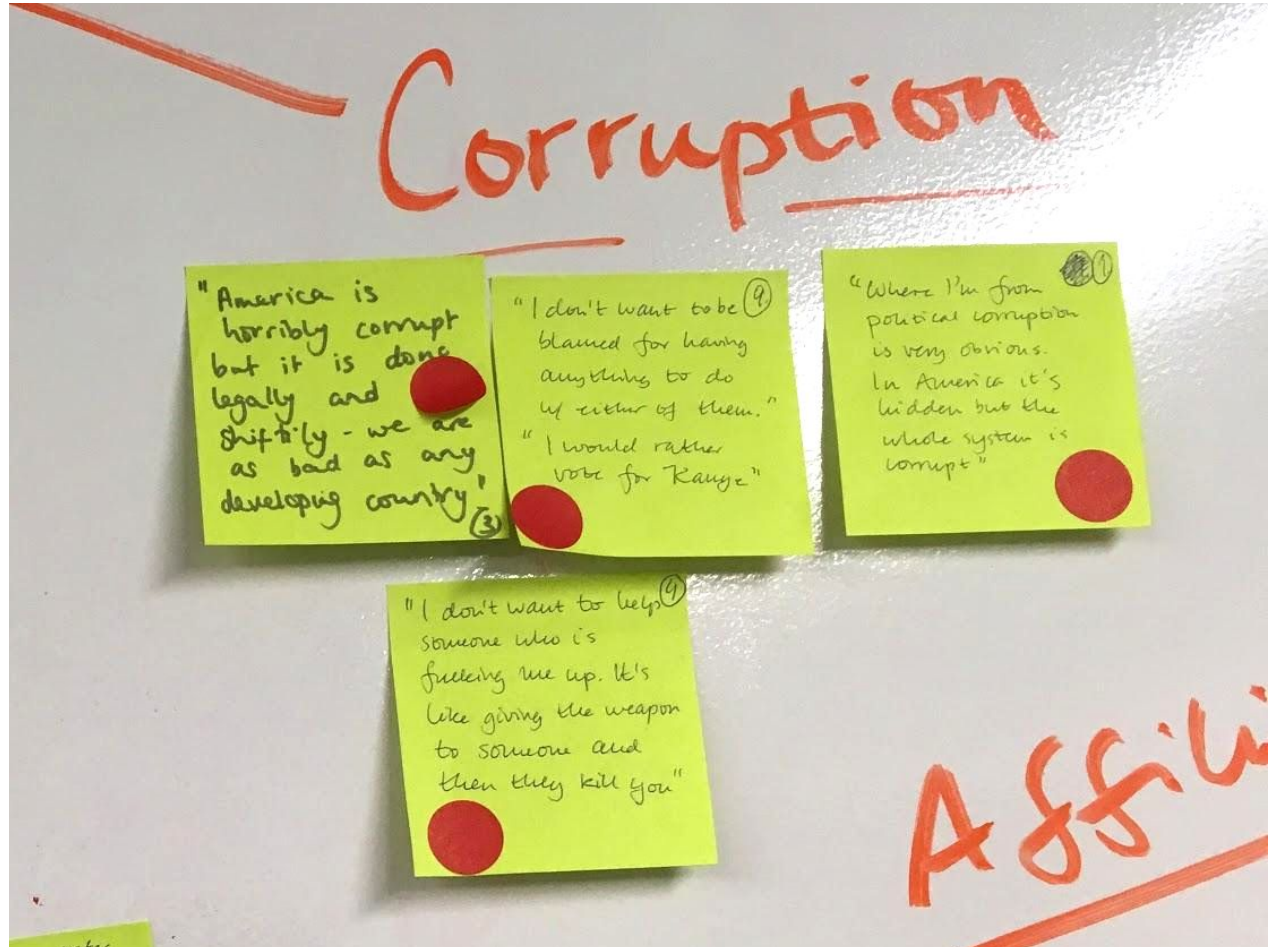
# Manipulation 2 Possible areas of intervention, round II: creating sub clusters & insights



## Manipulation 2

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General political issues:  
Corruption





# Manipulation 2

General political issues:  
Corporate Control

Believes that corporations<sup>(4)</sup>  
control the political  
system, regardless of  
who is president.  
"All decisions are  
already made"

"Corporations  
control the political  
system. whoever  
they want they  
will put in  
power"

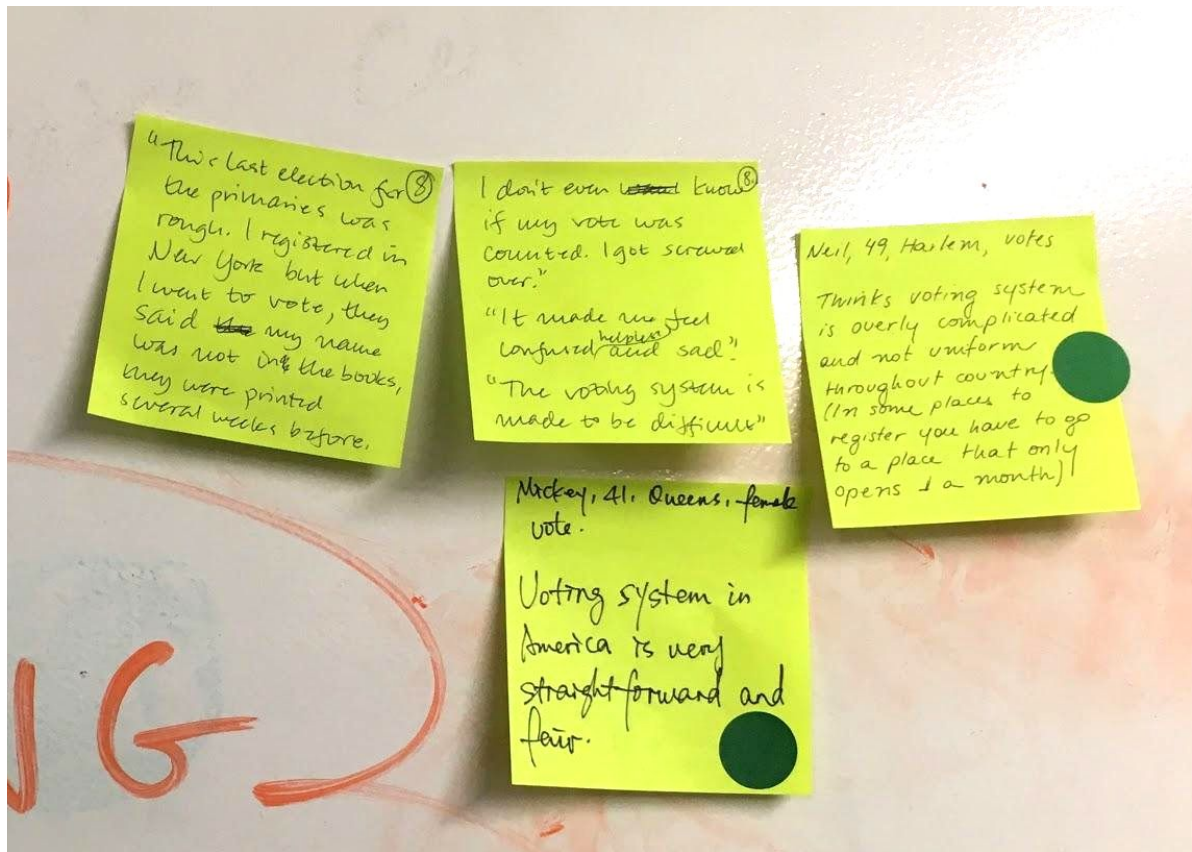
Female/African American/  
53/Spawh Nigh (holen)

(2)  
"(Voting) is not  
going to break me  
make me or.  
Whoever becomes  
president it doesn't  
affect me really"

# Corporate Control

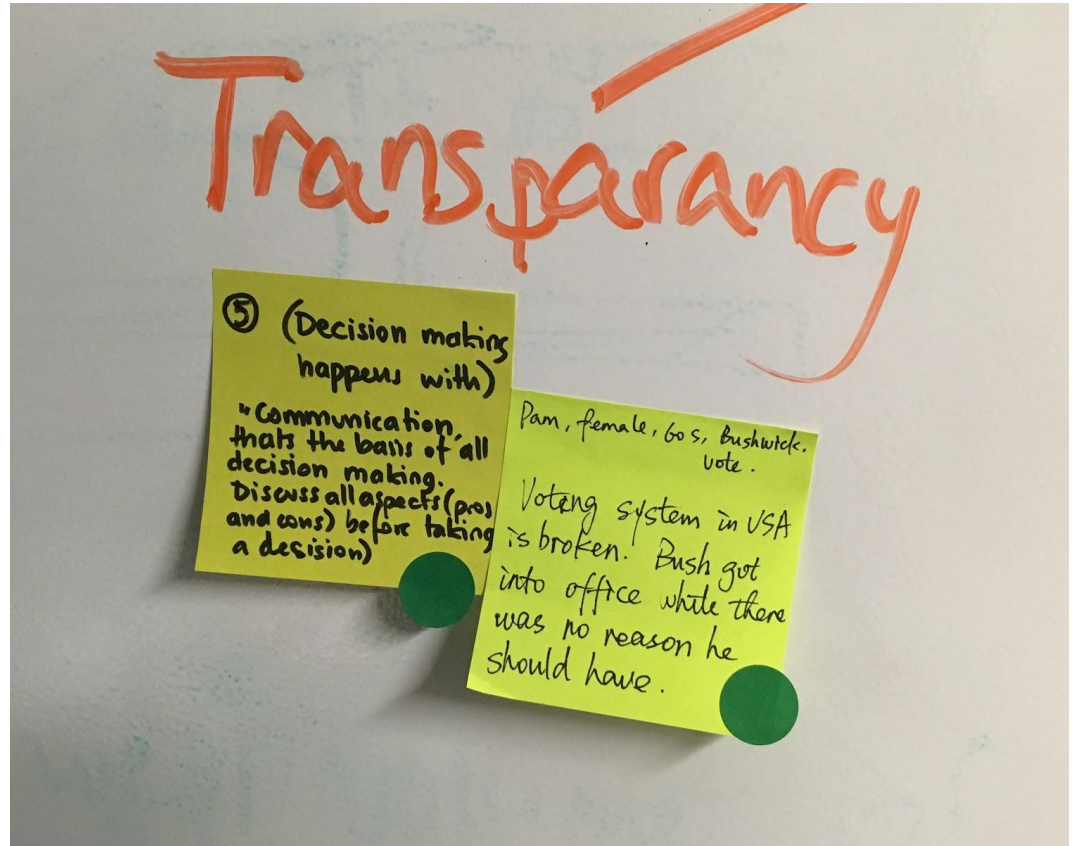
# Manipulation 2

## Voting Process: Accessibility



# Manipulation 2

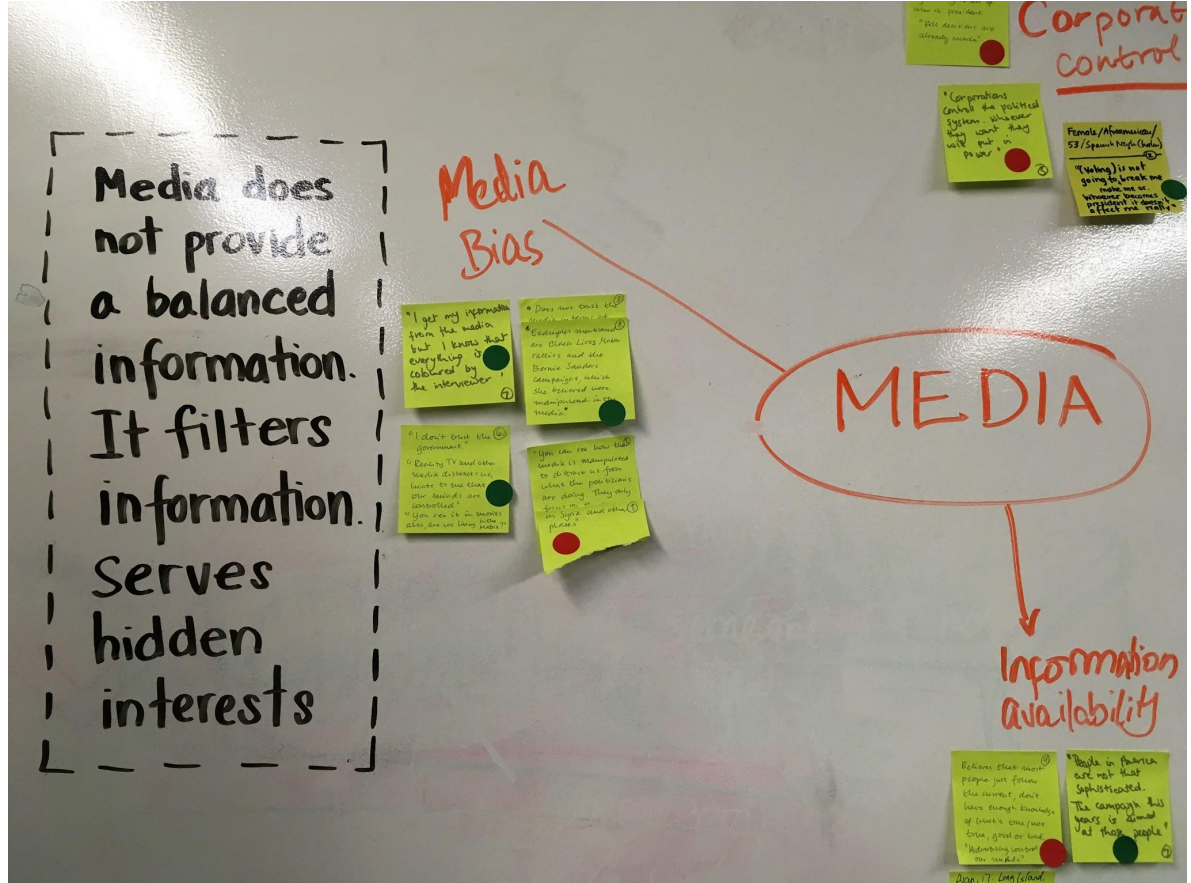
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Voting Process:  
Transparency





# Manipulation 2

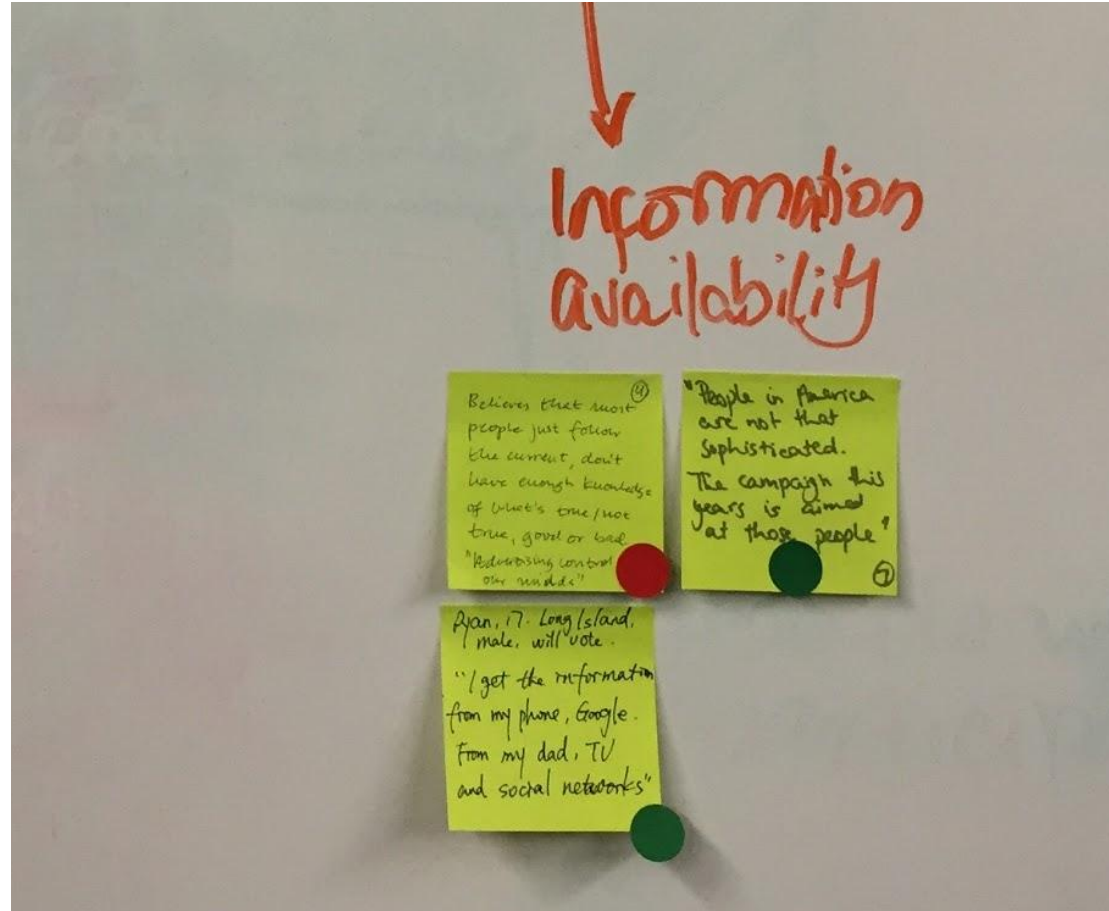
Media:  
Media Bias



# Manipulation 2

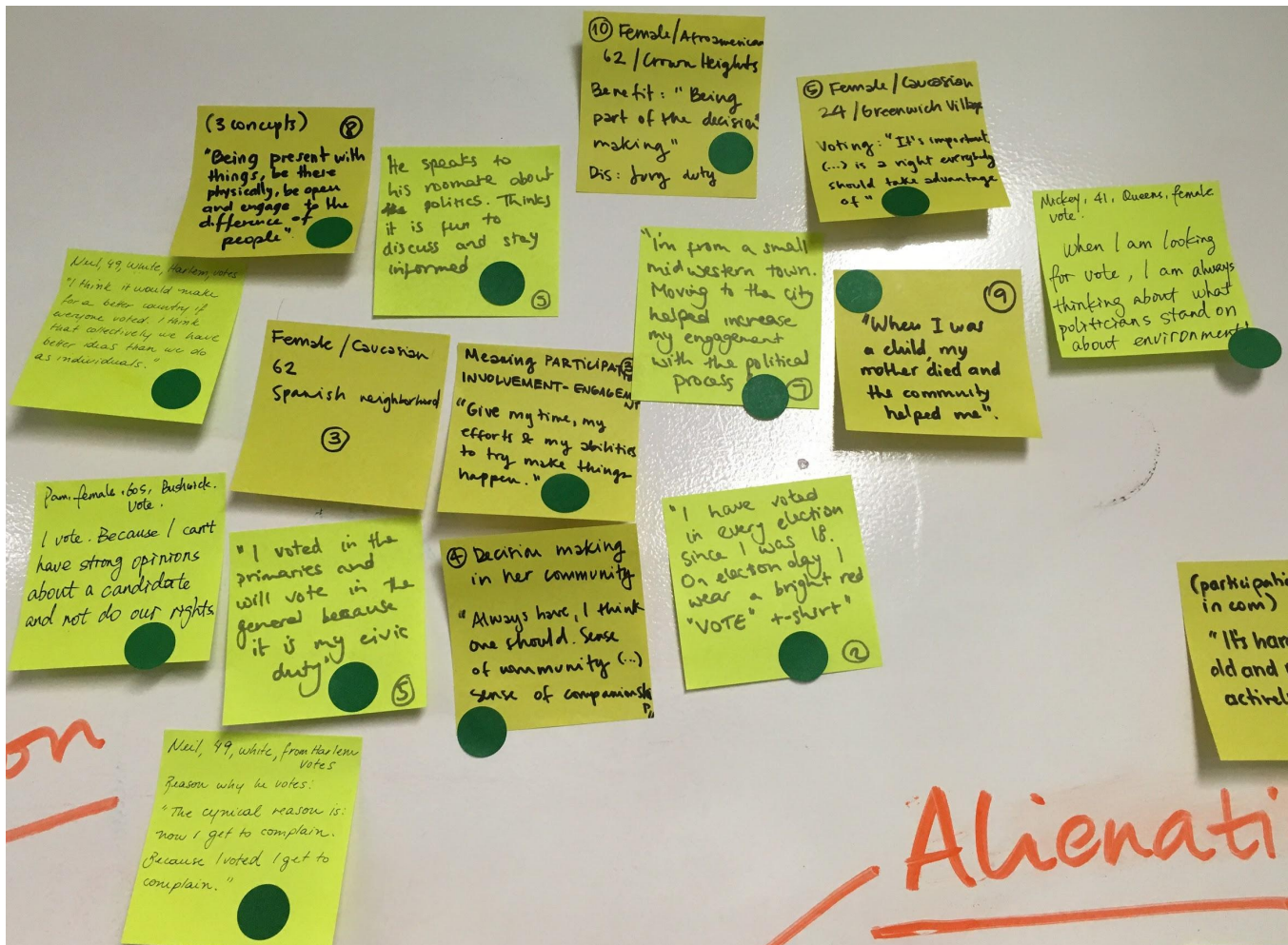
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Media:  
Information availability



# Manipulation 2

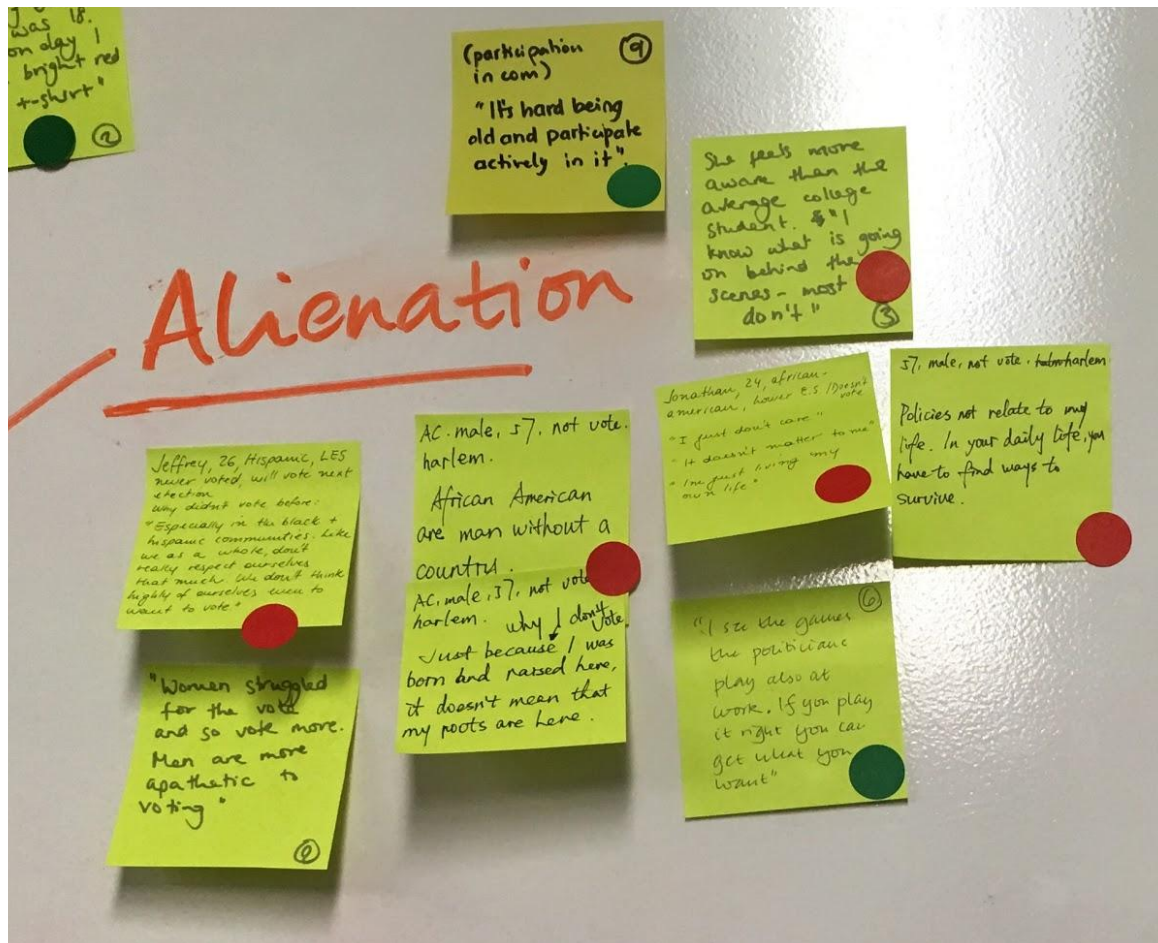
## Community: Affiliation





# Manipulation 2

## Community: Alienation

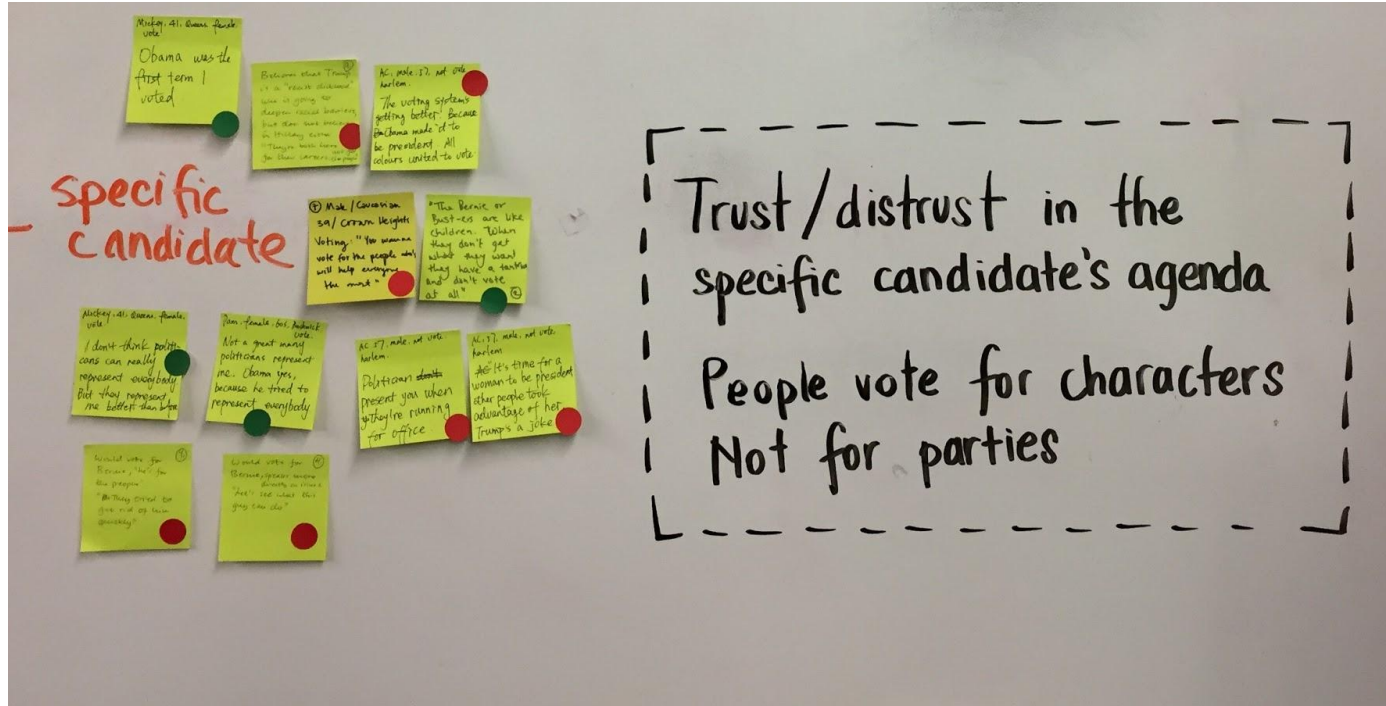




# Manipulation 2

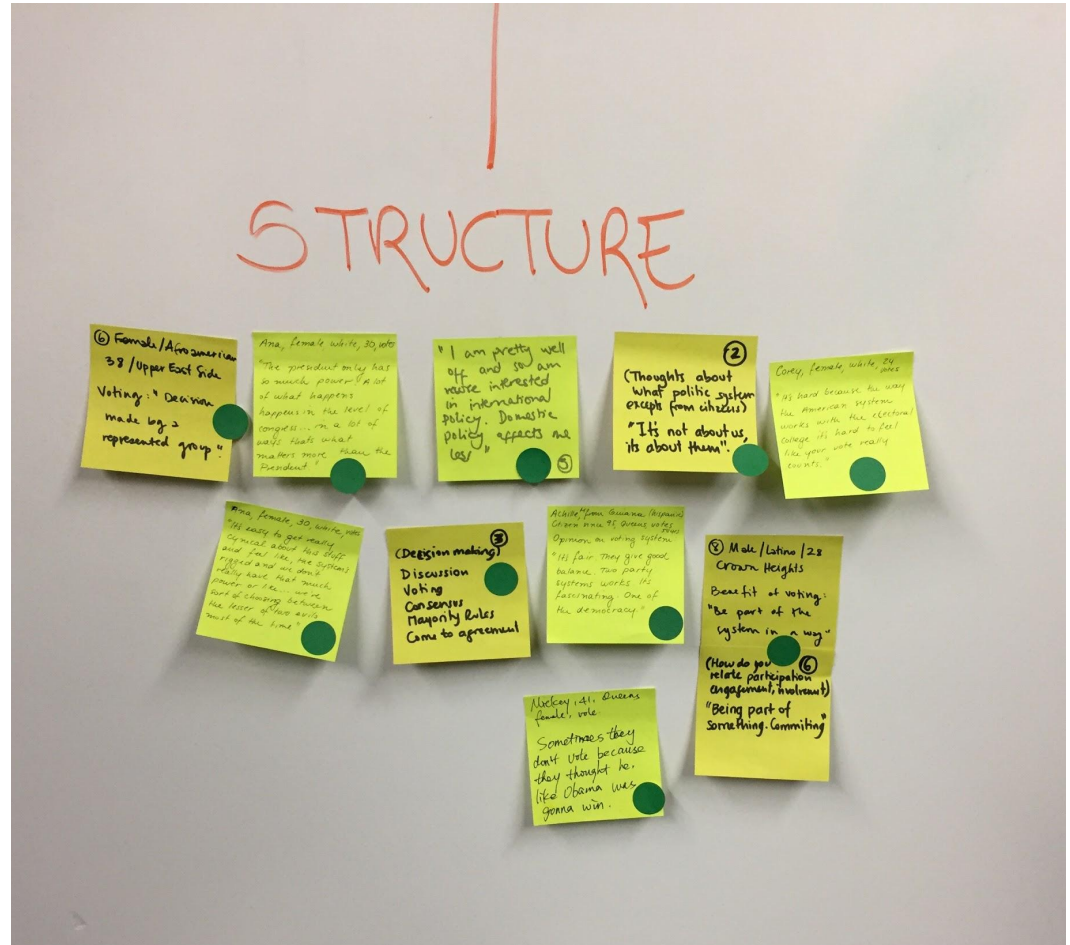
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System of representation:  
Specific Candidates



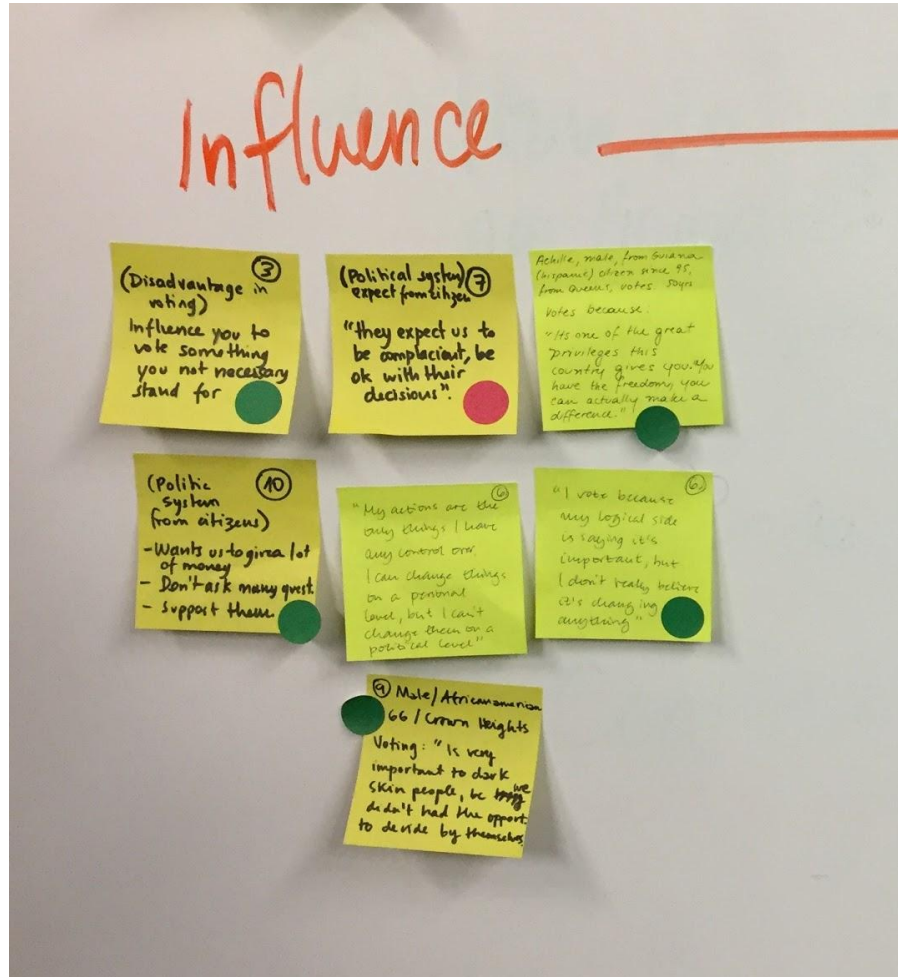
# Manipulation 2

## System of representation: Structure



# Manipulation 2

## System of representation: Influence



# PERSONA: Mike, 21 yrs old, China Town, voter.

— — —

Half white American, half Chinese, student.

Voted for the first time in the primaries, for Bernie, “because he talks about corporate control, income inequalities and things that are important to our country”. Registered online but when he went to the ballots his name was not on the list, as he was told they were “printed a few weeks ago”, long before the deadline. He ended up not being sure if his vote was counted or not. “It made me feel really screwed over, helpless.”

For the coming presidential election, he received two envelopes, one telling him he was registered, another that he was not. “I don’t know what’s going on. It’s not professional. The whole voting process is old, sad and confusing. It’s like made to be difficult”.

He also feels suspicious of the voting system because of the Bush election, where “Bush managed to win because they messed with the voting system in Florida”. “Something is not right about the system”. Says he will vote in the presidential election regardless. “Just in case it counts, but I’m not enthusiastic about it, I just feel like I should”.



# PERSONA: Ricardo, 24 yrs old, Lower East Side, Non-voter.

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Ricardo is Hispanic and has lived his entire life in Baruch Houses, a public housing development in the Lower East Side. His parents migrated from Puerto Rico 32 years ago and are voters, however Ricardo is not. He is not interested in politics and does not believe governmental policies have a direct connection to his daily life. He has a job delivering pizzas in a restaurant also in the lower east side and believes that the only person responsible for improving his life quality is himself, which is why he focuses on having a job, making money and “living his own life” - away from politics.

Ricardo's immediate acquaintances are mainly of the Hispanic community. His friends also do not vote and because of their lack of interest, he has never voted either. He just did what they did. In a subconscious level by being part of a minority community he does not think he has the power to influence the political system or that he is worthy of voting.

# PERSONA: Billz, 20 yrs old, Bushwick, Non-Voter.

— — —

Dominican descent, student.

Billz has never voted in any local or federal elections. Billz is in the process of obtaining his GED. He hopes to one day go on to university to study music production but knows that it will be challenging in terms of funding.

Billz doesn't vote because he doesn't believe that voting will make any significant changes in his life. Although he acknowledges that Trump is a bad person and will likely be bad for race relations, he does not believe Hillary will be any better. Billz believes that politics in America is under the control of corporations and special interests, what the people want ultimately doesn't matter.

Billz and his friends believe that regardless of what happens in the election their lives won't change. He will decide to vote when he feels like a candidate truly represents his interests. Bernie may have been that person but ultimately the system was never going to allow him to be an option.

# PERSONA: Naomi, 42 yrs old, Spanish Harlem, voter.

— — —

Full-time job. Full-time mom.

Courtney, her husband Jordan, two twins Jason and Renee, and her mom Annie, live near the 125 St metro station in East Harlem.

Before Obama she never really took interest in voting, since she never felt really represented. For this next presidential elections she decided she will vote mainly because she believes Trump is a racist and it is urgent that he doesn't make it to the White House. Also she feels it's time for a woman to be president. She doesn't really believe the political system directly affects her day-to-day or her life generally speaking, but she can't stand the idea of "that man" running the country.

She is a hard worker as a retail salesperson, she takes long hour shifts, all for a better quality of life for her family. She doesn't rely on the government, and tends to believe that she and her family will not be affected by whoever is president... though Trump makes her doubt... and makes a brief shiver run down her spine...

# PERSONA: Rachel, 37 years, Crown Heights, voter.

— — —

Rachel has two little girls, Lauren and Sophie. She works in advertising in Mid-Manhattan, in a little firm related to teenagers. Her parents are democratic, and always told her that her vote matter, even when she didn't like any of the candidates.

Because of her work, she had to be connected continuously in social media, where she gets more of her information and news, but she admits that she doesn't buy what they say most of the time. She has seen -thanks to her work- how people can manipulate reality to their convenience.

Leaving all that behind, she want to her daughters to be involved in civic representation, at least get the notion of what it means and what it can take.



# PERSONA: Jani, 40 years, East Village, voter.

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Female, librarian working in The New School library for 8 years. Living with her husband and two lovely daughters. Social worker in her spare time. Jani is very active in community because it's the community helped her when her mother died when she was a child.

“Being present with things, be there physically, be open and engage to the difference of people.”

Jani starts to vote in every presidential election since she turned to 18, and each year during voting, she wears a bright red “VOTE” T-shirt. She thinks voting is important, it's a right for everyone to make your voice heard, and everyone should take advantage of it.

She talks about policies with her husband and friends to keep her being informed. Voting is a way for her to be engaged in policy making and political process. When she is looking for vote, she is always particularly thinking about what politicians stand on about environment protection.

Community - Affiliation