



VOTO ESPERTO

a tool to help
Brazilians to elect
who they actually feel
represented by,

promoting political knowledge,
engagement, and reasoning



POLITECNICO DI MILANO | Scuola del Design | Master of Science in Product Service System Design

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This work is dedicated to all that directly or indirectly participated in the process. For me, there is no design without collaboration! So, to you all, my biggest and sincerest thank you!

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**“ Power to the people, right on
Say you want a revolution
We better get on right away
Well you get on your feet
And out on the street**

Lyrics for “Power To The People”, by John Lennon

”

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ABSTRACT

This project started with these simple questions: Why the political scenario in Brazil is how it is? Why people don't do anything about it? And how can design help?

From a macro understanding of the political scenario and the points that could be addressed with a solution, the vote was chosen as a key aspect to be addressed. Why? It's already an obligation for all Brazilian citizens, it's the minimum effort of political participation, and it's what is in control of the population. So why not make a better use of the power we already have?

To understand the dimension of the issues around voting, three main dives where necessary: understanding the Brazilian political and electoral scenario, understanding the mindset of the people and their reluctance towards the issue, and understanding the efforts that have been made from the bottom-up, either in the form of manifestations or web services. From this research, I was able to define three main challenges for this project:

- **How to provide information**, since the elections present so many parties and politicians, and so little useful information?
- **How to rouse interest**, since people are so deeply rooted in their beliefs that there is

no more faith in politics or politicians?

- **How to keep people politically active**, since politics demands constant updating?

From these challenges, a second research was structured to find out how to provide a solution, and it was divided in researching with users and researching tools.

From users I could understand how people feel and think, which is their criteria, and what they need to be taught or informed about. From the tools, I saw ways of providing what people demanded in a real PSS solution.

The development process led to an assertive solution, which works in the three steps that involve a choice making: learning, choosing and understanding the consequences. For teaching and unblocking the misbelief: the gamification; For helping on choosing: standardized information and logical process. And for the comprehension of the consequences, a proper following of the work politicians elected are doing.

All features were based on what people actually want to know or judge important. The result is a user-centered design tool that helps people to approach the issue of politicians and voting in an invitee way, helping them to decide with property on whom best represent them.

**image illustrating
questioning the
situation - why
so bad and why
people accept it**

PROBLEM SETTING

WHY THE VOTE



Photo by Andrew Babington

source: <http://www.flickr.com/photos/andrewbabington/7096159091/in/photostream/>

THE FIRST WHY

The idea of working with politics came when, in April of 2012, the campaign to make Kony visible, started by Invisible Children, became popular. The video promoted the idea of the entire world joined together, to fight Kony, the leader of the Lord's Resistance Army (LRA, in Uganda. Kony has been accused by government entities of ordering the abduction of children to become child-sex slaves and child soldiers.

Regardless of supporting or not the campaign, the video shows this massive commotion in the U.S., of people manifesting, going after politicians, to ask the government of the United States to act in some way, being either donating, supporting or even, sending the army to Uganda, to rescue the abducted children and freeing the people of the fear.

Famous and influent figures joined the campaign, and the politicians who, at first, had denied their supported, after the protests and pressure from the people, decided to help.

This made me realize that, when people demand something from the government, when they act, make pressure, speak up and make a stand, the government cannot deny it.

That idea got stuck in my head. I started to wonder, back then, why these kind of protests were not happening in Brazil. With so many scandals involving corrupt politicians, so many people suffering from absurd decisions made by the Governors and Mayors, moving them from their homes to make a prettier city for the World Cup of 2014, with such a precarious infrastructure of transportation, health and education, why the 201,032,714 millions of Brazilians were not stepping up and fighting for a change.

Another interesting aspect of the video of the Kony movement is the strategy of the campaign itself, that uses tools of Guerrilla Marketing and Viral Videos to propagate the idea among civilians in such a strong, moving and effective way. The strategy of the campaign made me realize that tools could be provided, with the aid of design, to promote the change.

For the first time, I, who was never politically engaged, and was always the first one to say out of it, could actually envision the possibility of contributing. **I saw how effective communication aligned with the right tools could shake people out of their comfort zone, and how design could be the missing key ingredient.**



Photo of a gathering in Minas Gerais, Brazil

source: <http://jornal.editorasantuario.com.br/nha-chica-e-inspiracao-para-o-povo-brasileiro/>

FRAMING THE ISSUE

A FIRST GLANCE

And so my quest began, and so did the challenge of trying to understand the mindset of Brazilians, the political system, the cultural aspects and how the engines work in order to be able to identify how design could help to promote social change in Brazil.

My first task: trying to learn minimally the Brazilian Political System. So I went to Google to see: What is Representative Democracy? What is Federative Republic? What are all the post we vote for, what each of them do, how is the balance of their powers and interactions? It is important to state that this was a 25-year-old Brazilian designer, from upper-middle class, who studied in the 2nd strongest high-school of Rio de Janeiro, and graduated in one of the best Universities in Brazil; a person who always had full access to education and Internet, and whose parents have Masters Degrees. Why am I putting this picture? Because I simply had no idea of how the political system was or worked. It was not a matter of lacking any kind of privilege or condition. I was just never interested in politics, always thought it was boring, hard to understand, and

had in myself the same misbelief of many, that politics in Brazil is a bad joke, and we, Brazilians, are forced to be in it.

That brought to my attention how the education in Brazil is not given to form citizens. We learn politics in a dissipated way, among Brazilian History and Brazilian Resources in Geography; but never as an official political education, in how to be politically engaged or keep track of happenings in the main national issues.

So it took me a lot of time to be able to compound in my head a coherent first glance of how the political system is in Brazil.

Another reason why it took me so long was that there is no place where the entire information is placed, in a cohesive way, and in an accessible language.

I struggled with the number of sources, from official government websites, to websites for children's education, and even websites of politicians, that they themselves probably felt the need to explain to their voters what is the job that they do.

It was hard to make sense of things, also because there is an entire political vocabulary: ministers, ministries, jury, advocates, secretaries, judges, courts of Union, of Justice, Supreme Federal Court,

offices, Upper and Lower houses, etc. When a text is written with so many words that lack a comprehension of meaning, it is almost impossible to make sense of what is being read. Of course I had read and hear those terms before, but nobody had never explained me what they actually meant, and, until that moment, I had never bothered myself to go after understanding them.

So it was a mix of a lot of sources to get all information, and words and expressions that I could understand alternated with words that, to me, were empty in their meaning.

Therefore, adding to a lack of previous education and interest, a confusing text and multiple sources, I had to make a giant effort to be able to put it all together in my mind.

That gave me a first glance of the depth of the problem, because it made me wonder that, if I, who had all the opportunities in my life, great education and trained reasoning, had this much trouble in understanding the entire picture, for someone who had less or none of the opportunities I had, which is the reality of most of Brazilians, this task is practically impossible. And it is not only a matter of access to Internet, which is considerably good among the middle and lower-middle classes. It is also not a matter of illiteracy or complete alienation (of course that exists in some areas in Brazil, specially in

the northeast, but here I am talking about the most urban share of the population). It is a matter of motivation: of ignoring how things could be different if they took interest and act towards it. People do not perceive the power they have or how their actions could change things.

A COMPLEX PICTURE

As I realized the depth of the problem that I was getting into I tried to identify the main points that needed improvement, and that could benefit from the tools that design can offer in terms of problem solving.

The main points I identified were:

1- Knowing their rights. The Constitution written in a very particular language, a “law language”, that most people can’t understand even if they are well-educated. There is the need of a translation, from the strict language, to the popular language.

2- Understanding the Political System. People don’t know the political system or the political positions to which we are obligated to vote for. It is not clear to us. We don’t understand the differences between the politicians, the responsibilities they have, or what each of them can or should do for us. And this way, their promises easily deceive us.

3- Sense of community, of collective. Fighting not just for you, but for all. People,

sometimes see themselves as part of the problem, and hardly see themselves as part of the solution. The kindest or more generous try to make a difference by helping NGOs and other institutions that are closer to them. Youngsters are more proud of being Brazilians and tend to believe in a better future for Brazil, but still a lot of people is closed in their bubbles, and do not connect to neighbours, don't feel part of a tribe, a nation. And this affects the motivation for the hard fight.

4- No importance to the vote, resulting from not believing in politics having something to offer to civilians. Voting is a big issue because the political campaigns look more like advertisements than actually proposals for the improvement of the city. That lack of "consistency" on the proposals, aligned with the scandals of corruption, generates a giant misbelief, so the vote becomes something without value to people. People don't believe their vote will make a difference.

5- Demanding the fulfilment of promises and improvements. After voting, it comes the time of manifesting their rights and asking the governors why aren't they fulfilling the promises that made us vote for them. The moment of inspect their work, and complain about the things that are not right, never use to happen. The recent events in June of this year can show us that

there is the will of people for a change, but that is all very disorganized and still lacking concrete demands; another consequence of the deficient political education.

6- A participatory government. One that actually corresponds to what people need the most, that listen to its population and addresses them with respect and work to solve their needs. A voice for the population in the government is lacking. Some doors for public participation exist, such as starting a law process from a petition, but is not that easy and not all people know that.

Both point 5 and 6, have started to change recently. Manifestations are now happening, and webservices like AVAAZ.ORG are helping to promote more participation. But still, there is a long way to go.

So, the question was: where to start? Analysing the benefits and difficulties on each issue, and the relevance according to the macro scenario and immediate change, I figured that the vote was the strategic key point to start. That is because it's something we are all obliged to do, it's something we can't escape from, and it's the minimum thing we can do as civilians for a better country. We don't need to go on manifestations, we don't need to understand the entire constitution, we don't need to know how to make law proposals according to the law system, and, basically,

we will have to go one day, press a button (in Brazil, we vote using an electronic system) and choose someone. And it is something that seems logical: the elected are the most voted, representing the choice of most of the people. So, if democracy works, and we are in fact the holders of the power to decide, why not make a better use of the power we already have?

MAIN CHALLENGE: HELP PEOPLE TO VOTE WISELY.

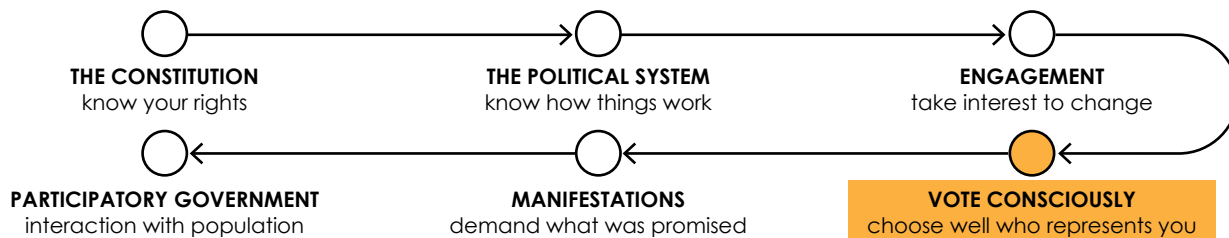




Photo of the street floor with all the ads from the politicians during elections

source: <http://fotos.noticias.bol.uol.com.br/eleicoes/2012/10/07/veja-imagens-do-primeiro-turno-em-belo-horizonte.htm>

RESEARCH AND ANALYSIS

- 1. CURRENT SCENARIO**
- 2. THE MINDSET**
- 3. WILL INT ACTION**

**“ The supreme lesson of
any education should be
to think for yourself and
to be yourself; absent this
attainment, education
creates dangerous,
stupefying conformity. ”**

Bryant H. McGill

1 - THE CURRENT SCENARIO

IDEA IN BRIEF

This chapter analyses the scenario the project will happen, and the main issues that arise from a conundrum of social-economic aspects and developments, and a dysfunctional electoral system. The big picture of current reality in which Brazilians have to make the choice of vote was divided in three points:

- **WHO IS BRAZIL**
 - **THE POLITICAL SYSTEM**
 - **DIAGNOSIS FROM EXPERTS**
-

The need of understanding the context where the project will take place exists because this study is key to unveil important points that can either foster or slow the success of the solution provided.

Here in Brazil, this context is framed by social- economic issues, that explain what are the aspects need to be worked on in order for Brazil to foster, and how the maturity of the mentality of the population can be a barrier in this development.

Then it comes the challenge of describing the Brazilian political system, how elections are, and what people have to vote for. This is a challenge to describe because it is a challenge to live in it: the confusion generated by an overload of information and littler inner guidance makes choosing

a politicians an almost impossible task. And this is confirmed also by the people, who are asked to research about their candidates and take interest in politics, but it is not as easy as it sounds.

Many experts have tried to study and identify the issues that stop Brazil to be the ideal democracy. The problems of corruption exist, but they are one consequence of a structure that is flawed from within. Models that were implemented for this system no longer represent the diversity of the people and the multiple positionings of political parties have made this political system unfitted to represent peoples interests as a democracy should be. It all adds up, and culminates in the heads of the voters, who feel guilty, not knowing its not their faults.



WHO IS BRAZIL?

This part intends to give an overview of the relevant socio-economic scenario and changes that contribute for the democratic scenario. Touching the topics of level of education, economy, communication technologies and maturity in dealing with long-term planning, it brings a general picture of Brazil and its inhabitants.

Brazil finds itself in a very important moment for its development in the next years. Which issues are promoting and which issues are slowing our progress?

- Putting kids on school is no longer an issue, but making them go all the way is. Only a small part of Brazilians complete higher education.
- A new middle class is emerging and bringing systematic social changes.
- On one side, our purchase power is higher than ever. On the other, our lack of quality in education creates gaps in the market and problems in infrastructure.
- Brazil is in its Demographic Bonus.
- Communication technologies are

entering in the lives of Brazilians in an impressive fast pace. Brazil is a hot market for smartphones.

- Brazilian history and mentality affect the way people deal with their personal errands and serious issues.

How this socioeconomic situation brings challenges for Brazil's progress and which new doors does it open? How all of this is related to the political scenario?

EDUCATION

With an unemployment of only 5,3%, which is something for Brazilians to be proud of, there is still the lack of specialized services in some areas, especially in technology and science. **Education has become, recently, one of the main issues discussed, and the need to higher the level of education was never discussed this much.** It is true that the level of illiteracy is only 8,7 percent, corresponding to 13,2 million of Brazilians, being 54% of them in the northeast of Brazil –which is of no surprise, since it is indeed, one of the main issues Brazil

faces as a country, because it is where a significant dry area is located, bringing thirst and misery to families and animals in that region, making agriculture and livestock practically impossible, and with survival being such an urgent issue, education is no longer a priority. Even with such low levels of illiteracy, the overall quality of education is not good enough to sustain the economical growth. A lot of economic and scientific studies prove that **education is the lowest factor in Brazil's HDI** (currently ranking 85th in the world wide ranking – 0,73). That brings even more emphasis to the need of education to foster development. According to recent data released by UN studies, the biggest challenges for Brazil's growth are concentrated in education, the third component of Municipal HDI, after the increase of income and life expectancy, which both increased in the past decades. Proportionally, education is the item that had more growth, but at the same time, it was the item with the biggest set back, being still the one slowing the development and progress.

In 2012, little bit more than half of Brazilians of 18 years old or more had concluded the elementary school; and only 57,2% of the teenagers between 15 and 17 years old had completed the elementary school. Brazil overcame, according to studies, the issue of enrolling the children in school, but

now the matter is to make them stay and complete the entire cycle.

An interesting index that brings an interesting lens to the issue of education in Brazil is the Social Progress Index (SPI), recently developed and published in April of 2013 in the UK, by the internationally acclaimed economist and Harvard teacher Michael Porter and the team of the Social Progress Imperative*¹.

Their interpretation of social progress is that it is something that cannot be measured only by economic growth: “there is growing awareness that economic measures alone do not fully capture social progress”.

The Team defines Social Progress as “as the capacity of a society to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all individuals to reach their full potential.” As something composed by several aspects that are divided in three dimensions: Basic Human needs, Foundations of Wellbeing, and Opportunity.

As the image shows, the access to Higher Education level is the second lowest aspect in Brazil's ranking, surpassed only by the personal safety. As a Brazilian, I can say that it is a study that is very aligned with the reality that Brazilian population lives in.

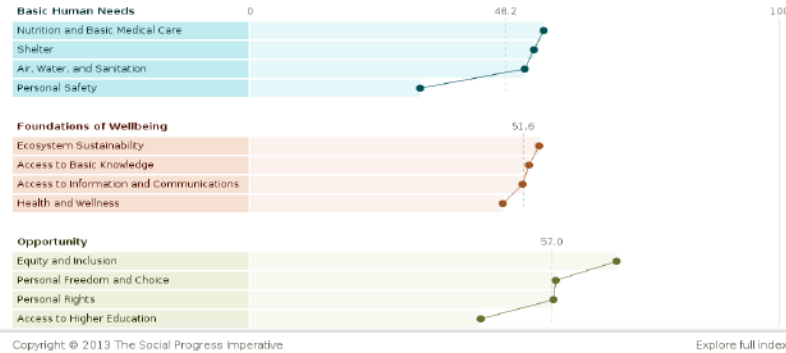
SOCIAL PROGRESS INDEX

The Social Progress Index measures the extent to which countries provide for the social and environmental needs of their citizens.

SOCIAL
PROGRESS
IMPERATIVE

Main Value

Brazil



Social Progress Index of Brazil

source: <http://www.socialprogressimperative.org>

ECONOMY

Brazil's GDP is the 8th of the world, adding up to the sum of 2,4 trillions of dollars and the Per Capita GDP still points an income of 12.200 US\$. These index place Brazil as one of the strongest economies in the world, pointing a development that exists, but is not homogeneous.

Brazil's economy has improved in the past decades, specially with the improvement

of life in the basis of the social pyramid, bringing more power of purchase to millions of Brazilians.

One of the actors that contributed to the decrease of social disparity is the Bolsa Familia program. The program is a public policy that started at Lula's first term as president of Brazil (2003), and was created to fight hunger and misery, helping to reduce the social gap by fostering the emancipation of the families in situation of

*1 Social Progress Imperative. Social progress is defined as the capacity of a society to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all individuals to reach their full potential.

Source: <http://www.socialprogressimperative.org>

extreme poverty in the country.

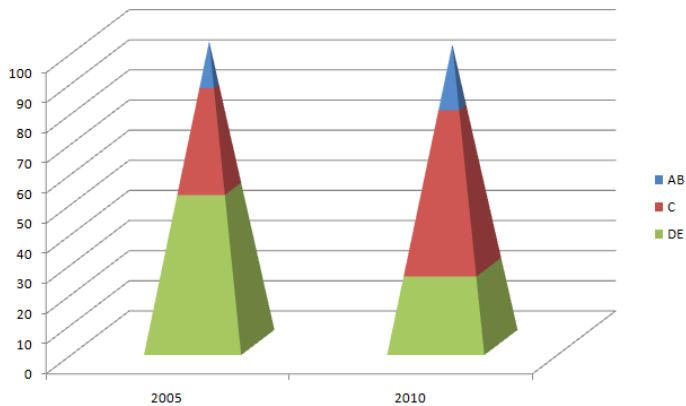
The program consists of assuring that all families in Brazil have a minimum income of 70 Reais (equivalent of 32US\$), per person in the family, per month, under the condition that the children stay in school, and complete the basic education. The program completes 10 years in 2013. It reaches today 13,8 million of families and, only this year, distributed R\$ 24 billion (equivalent of US\$ 11 billion). Only now, 10 years later, the results of this distribution of income program starts to show its significant impact and is being appointed as one of the most successful public policies for the distribution of wealth around the world.

Of course, it cant be affirmed that the Bolsa Familia Program was itself the only cause of the social improvement, but it is considered by some scholars as one strong factor in favor of the rise of PPP (Purchasing Power Parity). Either way, it is a fact that social classes division is changing.

Above, the graphic shows how the proportion of the different social classes have changed.

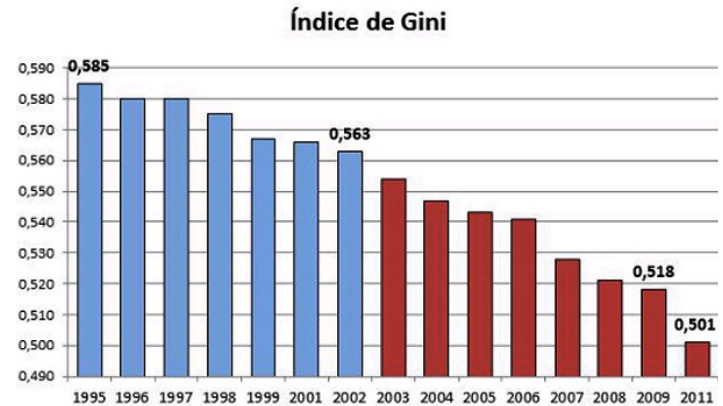
Another social indicator is the Gini Index, which shows how the social gap has been diminishing, reaching 0,5 in the past years (a Gini index of 0 represents perfect equality, while an index of 1 implies perfect inequality), which is especially good





change in social classes poportion

source: <http://www.altaneirafm.com/2013/08/brasil-tera-novo-criterio-para-definir.html>



Brazil's Gini Index

source: <http://gritasaopaulo.com.br/agencia/?p=4716>

because it shows that the underprivileged portion of population has diminished.

SOCIAL CHANGES

The rise of the lower classes has been promoting a lot of changes and new challenges to society. One recent happening that can exemplify the impact that the rise of the lower classes had on the daily lives is the so-called Law of Housemaids.

The habit of having housemaids in Brazil is old, since the time of the slaves. When the abolishment of slavery was proclaimed, there was no policy to give a direction to the ex-slave population, or a place for

them in the society. Although no longer slaves, the afro-descendant population still suffered immensely with the prejudice of the plantation owners, who refused to pay salaries to the ones that previously were "working for free". Along with the abolishment, another happening made the issue even worse, which was the arrival of the European immigrants, that came to live in Brazil, running from the crisis that was ruining many families in Europe. Therefore, the plantation owners had "white labor" available, and the afro-descendants had to strive in the situation of underemployment. That was the origins of the favelas (Brazilian slums), with the outcast population building

their own houses in the hills of the city, and creating the samba at night to forget the pains of the hard life.

The full-time housemaids are a habit since then, and of course, in the course of history, the situation of their work changes. The prejudice is very low in Brazil, and being a housemaids now a days is a decent choice of work for the population of less income and education.

And even being an official job for some time now, with registration in the court and social security, this law brought more structure to a job that had very flexible agreements of hours, conditions and payment.

Now, with this new law, promulgated by the National Congress and valid from April of 2013 onwards, the work hours are more strict and limited to 8 hours per day, with payment of extra-hours and 1 hour for lunch. More taxes were also imposed to the employer, which drove many families of the middle class to opt to have a cleaning lady coming once or twice a week, than having to register a housemaid fulltime.

This law made the profession of housemaids more similar to normal jobs, who already function under that structure of time and taxes. But what was not considered was that here, normal families are the employers, not big companies, and the taxes that were added made it unfeasible for regular families to maintain their maids.

For better or worse, the fact is that “normal people” are “feeling in their skin” the social changes and interference of politics. It changed the house logic, making people have to create new habits for living together, bringing new rules for most of middle class population (since the higher class can pay anyways).

The interference in the logic of family organizational structure makes people feel the shake much closer. I can say from my own experience that fighting for deciding who will cook the dinner after everyone in the house is exhausted from the workday has been a drama.

For Europeans this may seem not such a problem, because Europeans, as Americans, are used to have to organize their house chores without counting with extra help. But in Europe, machinery and equipment have more quality, are more affordable and last longer. Here in Brazil, the automatization of the heavy domestic chores is a bit more complicated. Electronics don't work so well, break more and work less. They don't substitute 100% the human work (specially in the case of dishwashers and washing machines). In addition, Brazilians eating habits are more complicated; we eat more dishes combined, and a lot of fresh salads and fruits, that demand constant supply. This is all making people reconsider their domestic economies and organizations.

Domestic drama's aside, the situation has been improving for most of the population. Now you can hear housemaids, cleaning ladies and manicures talking about putting their kids in college, which, some time ago, this idea of the importance of higher education and the act of sacrificing to get in one good university was not so common among lower classes.

The rise of the power of purchase of the lower classes has been also causing some crisis in the infrastructure of the supply of some common services such as cellphone connections and Internet. The power of consumption grew faster than the technology available and companies are struggling to find specialized employees, especially in the areas of technology and science.

POPULATION AND COMMUNICATION TECHNOLOGY

Brazil is presently living the final years of its Demographic Bonus, with most of its population being economically active. That also brings a lot of power to the economical growth. Now, **around 135 million of Brazilians are in age of production, between 15 and 65 years old.**

With a population of over 200 millions, an interesting point is how telecommunication channels are distributed among Brazilians

and in Brazilian homes. According to data published in the website of Teleco, a consultancy firm in the area of intelligence in telecommunications, statistics released this year say that, from the 62.849 homes existent in Brazil in 2012, 97,2% had TVs (in 2005 they were 91,4%). Radio has diminished: in 2005 there were 88% homes equipped with at least one, and now that number went down to 80,9%.

The most impressive growth was with Internet connections at home. In 2005, only 13,7% of homes had computers with Internet access, and in 2012, that number grew to 40,3%, and the federal government is promoting public policies to achieve 60% by the end of 2014.

With cellphones, the number is also impacting: in 2012, there were 261,8 cellphone subscriptions. There are more cellphones than people in Brazil. Of course that means that a lot of people have 2 or more cellphones, since homes with telephones (both landline and mobile) was 91,2%. Nevertheless, it is impressive how cellphones penetrate the Brazilian market. According to the Forbes magazine, an article entitled "4 Reasons Why Brazil Is The Next Hot Mobile Market", says that Brazil is the sixth largest market for mobile in the World, and the prediction is that, by the end of 2013, 75 million Brazilians will own a smartphone by the end of 2013, with

Android technology being stronger than IOS. That is not far from reality, since services using mobile applications are growing fast. In Sao Paulo, radio taxi cooperatives are rapidly losing their clients for taxi services called by mobile applications, that use the connection between the mobile of the client and the mobile of the taxi driver to find the closest free car to the client's point of request.

With a total number of Internet users estimated between 83 and 94 million (depending on the source), being the heaviest users among the ages of 10 to 24 years old, and with a big participation until the age of 59, and with the internet achieving 94% of the high class (A), 80% of the middle class (B), and 47% of the low class (C) – and still reaching the lowest (D and E), but with only 14%, it is possible to affirm that the internet will play a very important role in the mission of leveraging the higher education to the masses in Brazil.

CULTURE AND BEHAVIOR

To talk about social progress, it is important to analyze socioeconomic and market data, but something extremely important cannot be left aside: the human factor. How people deal with the issues in their daily lives and which posture or stance do they adopt when facing certain problems?

In his book, entitled *The Cultural Code*, Clotaire makes a very interesting parallel of the level of maturity of the mentality of a population and the way in which people deal with certain values and aspects. Using the USA as example, he talks about how the way Americans did not kill their king made them stay in the mental phase of teenagers, since they never had to overpower their parents (or, in this case, the colonizers) and, therefore, never achieved the level of maturity Europe has. Regardless the validity of this theory, thinking of Americans as teenagers does make sense. It is not a statement that all Americans are immature; it is a theory about how people perceive value and behave accordingly. The author goes deeper, using examples such as: the gender of movies that Americans make and consume the most are the action movies, with all those explosions and high-tech and speed, love is portrayed as idealistic, platonic, intense and/or impossible; work and progress are seen as self-achievement, as freedom and being able to not depend on anyone; it is more important to keep moving forward than to do it with precision, and if things go wrong, they get fixed along the way, as they happen. Seeing the general behavior of a culture set in terms of maturity helped me to see Brazilians with different eyes.

If the relation between maturity and the

fight for its own independence is right, then Brazil should be even younger than Americans. Clotaire puts the scenario of American independency as one of a teenager rebelling against parents and kicking them out. There was a war, of course, but it was not completed because they never killed their king, therefore, they never overcame their Oedipus complex (to kill the father and take his place, metaphorically and psychologically speaking). In the case of Brazilian independency, there were some battles as well, but it is not comparable to, for example, the other countries of South America. **Brazilians bought their independency**, borrowing money from England to buy their freedom from Portugal. Apart of the fact that who declared our independency was the son of the Portuguese king himself (Dom Pedro I, son of Dom João VI), it was a business transaction, and Brazil took its first external debt, that continued for so many year after, and, until today, the Public Debt is one of the main expenses of Brazil's government. Of course it is not specifically this one with England, but debts of the government in general are one heavy cost, and it all started there.

That theory made me realize how we, Brazilians, could be set, therefore, in a childhood or early teens mind set. The Present bias, which describes our tendency to overvalue the present and discount the



Picture from the Monument to Independency, in Rio de Janeiro

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source: <http://www.flickr.com/photos/sickilla/2573182351/sizes/o/in/photostream/>

future, is very strong. That means that a benefit seems more valuable now, than it seems in the future, and a cost seems greater today than we imagine it will be tomorrow. As a result, people frequently make choices that contradict what their future selves would want. ^{*2}

Brazilians do not have the culture to plan for the long run, to fight long-term battles. In addition to the independency episode, the country is placed in a very comfortable position. We never had problems of earthquakes, since we are placed in the center of a tectonic plate. We were never

put under strict conditions of weather, and had to find a way to survive and produce food in severe climate. So, as a country, we never had a serious crisis of lack of food. There is abundant water, so the consciousness of the need to save water is still something new. There is a common habit of washing the sidewalks with water hoses, which, in my opinion, was always an absurd waste of something so important, but it is a common habit, nevertheless. We never had to suffer long-term wars and e never felt the destruction of entire cities and populations. We don't know the pain of having a world war in our territory. And even having several punctual cases of civil wars though our history, Brazilians do not have the culture to remember the past. History is not something acclaimed by most and, just recently, the culture of preserving historical monuments and marks took place.

All these natural and historical aspects made Brazilian's lives relatively easy so far, comparing to the situation of many around

the world. Natural resources come relatively easy and taking insurances or making reserves for the future never seemed to be necessary. There is plenty of food and water, and most of the territory is blessed with a good weather. And since there is no feeling of honoring the memory of previous fights or losses, the behavior of preserving and making reserves is not installed as a cultural habit. It might be presumptuous of me to affirm, but the lack of heavy tangible challenges that are perceived by the entire population as a major threat or danger, makes progress moves slowly. In my opinion, the lack of the urge to survive or overcome difficulties decelerates innovation. *³

Therefore, without having to build a consistent social net, and fight together to overcome a difficulty, the sense of being responsible for the well being of the collective was not strongly developed. And politics and civil duty find a hard time to become important to be seen as praxis (demands action, it is more than theory) by

² Present bias: explanation taken from the article "Rx: Human Nature", about behavioral economics by Nava Ashraf, published in the Harvard Business Review Magazine, of April 2013.

³ Though many theories say that it is in time of crisis that innovation comes at its strongest, I do not have authority in the matter to affirm with precision that the lack of challenges made Brazil develop slower. It is a theory based on my perception, only. I also underline here the importance of the part where I say "heavy tangible challenges that are perceived by the entire population", because I also believe that there are big challenges such as the dry areas of the northeast or the deforestation of the Amazon Forest, which, although very serious and very sad, are not perceived by the entire population as an urgent national matter, either because people see other issues as priorities, or for the lack of awareness in the dimension or seriousness of the matter.

the common sense.

Until today, the mentality of people tends to the Present Bias. We (common people, not government, scholars or institutions) do not have the habit to forecast problems and we do not plan in the long run. One interesting aspect of the is that Brazilians, specially in the base of the social pyramid, tend to buy in installments, dividing the cost of a pair of tennis shoes, for instance, in 10 parts to be paid monthly. That sort of behavior demonstrates how we do not fear that maybe tomorrow something will prevent us to pay. We live today, enjoy the present, and it seems easier to pay the price in the future.

This is not said here in a pejorative way. It has its positive sides as well, and I am sure this aspect of our culture is beneficial in many other ways. But when it comes to politics, it is particularly prejudicial, because social and economic developments do not happen overnight.

In conclusion, socioeconomically speaking, Brazil is in a very good moment to foster the engagement of the common people in politics. Social changes have been shaking the ground of Brazilians and helping to promote a sensitization towards the importance of participating in political decisions. The low quality of education is an important

step to be overcome, and it is essential that it be fostered to sustain the growth, which includes political education as well. And the impressive fast pace in the penetration of communication technology in people's lives, including the use of Internet, also opens more opportunities to promote education, to democratize information and promote civic participation in government decisions.



Picture from an important voting session in the Chamber of Deputies, at the National Congress
source: <http://blogdomarioflavio.com.br/vs1/camara-federal-rejeita-pec-37-e-texto-sera-arquivado/>

THE POLITICAL SYSTEM

HOW THE SYSTEM WORKS

“In theory, a beautifully designed system”

Brazil is a federative republic with a presidential regime. Its territory is divided in 26 states and 1 federal district, where the federal government offices are.

The 26 states are joined in 5 different regions: North, Northeast, Center-west, Southeast and South. Each region has a particularity to its culture that derivate from the different colonies and immigrants that took part in the history of each state. Because of that, each state pronounces Portuguese with a different accent, has it own slangs and preferred music and festival, and also, independent law, as they are, each one, a Federative Unit.

The miscegenation made Brazil a country of all races and religions, and welcoming to tourist from all around the world. There is no particular ethnic aspect in Brazilian's facial features, as people can have all origins mixed, from Native Americans to Europeans, Africans or Japanese. Joy and a festive spirit

are part of the culture of all states, each one with its peculiarity.

Each region offer different contributions and challenges: the Southeast and South regions are the richest, where the level of education is higher, the biggest metropolis like Sao Paulo and Rio are Placed, and Brazilian industrial history had its beginning, and is concentrated until today. It also was, originally and for 63 years, the headquarters of the federal government, more precisely in Rio de Janeiro. Moving the headquarters to Brasilia, a city that was entirely planned and created for this purpose, placed in the middle of the country side of Brazil, was a strategic move from the government to avoid the political pressure coming from the intellectual elite and student movements of Rio. The Northeast, though it offers a lot of the most beautiful beaches and sites in the country, has also a very big dry area, and suffers more with agriculture and cattle rising. The level of illiteracy is higher there, and therefore, the corruption can penetrate and work more easily, since there is a lot of need and little knowledge or resources. North is the region with the Native

American culture biggest influence, and where Amazon Forest is. Center-west has the biggest share of farms and cattle rising, as well as country culture, and it is where the Federal District is.

The diversity of culture, influences and education generates also a political diversity of interests. Many politicians take advantage of the less fortunate population of the most remote cities to buy votes for 1kg of cement or 1 basket of imperishable food. It is a sad reality, indeed. The center-west, on the other side, provides the politicians that are called "ruralistas" (rural representatives), that usually fight to approve laws that strengthen the rights

of plantations over the Environmental protection or rights of protection of Native Indian Reserves. The southeast brings more capitalists and socialists than other states, as, on one side, they defend the interest of the big businesses, but on the other, also represent the population who was inspired by the dreams of socialists and communists of other countries.

The Brazilian State (conjunction of institutions that govern a country) is divided in 3 powers: legislative, executive and judiciary. Brazilians vote for the legislative and the executive in all three stances of the power: federal, state, and municipal. In the judiciary power, ministers appointed by the



Picture of the Tree Powers Square - Brasilia, BR
source: <http://www.hqd-site.com/0410/html/sports.html>

federal executive and legislative powers compose the collegiate body; the posts bellow are approved by a public test.

The three headquarters of each power are all placed in the “Praça dos Três Poderes” (Square of the Three Powers) in Brasilia, and just right next to the “Esplanada dos Ministérios” (Esplanade of Ministries), are the identic 17 buildings that compound the Ministries.

The President, who, in Brazil, is both head of the state and head of the government, works from “Palacio do Planalto” (Planalto Palace) – the first of the three buildings - and, along with 24 ministers, 10 secretaries and 5 organs (last 2, loth with status of ministries), administrates the country. The Legislative Federal Power is the National Congress – the second of the three powers - which is bicameral, and is located in the well-known building shaped as two towers in the center and two semi-spheres on the sides. The concave semi-sphere (faced up, as if it was open, to represent a recipient open for the people) is the Lower house, and contains the green room, where all the 513 Federal Deputies discuss and vote the projects of laws, that are, posteriorly, voted by all 81 senators in the blue room of the Upper House, which is, consequently, placed in the convex semi-sphere. The Supreme Federal Court is the last of the three buildings of the Square of the three powers,

and is used for ceremonies and plenary sessions, as the administrative services are conducted in outbuildings. There, is also exhibited a permanent exhibition of all Brazilians Constitutions through history, since its first one in 1824, when Brazil was still an Empire.

HOW ELECTIONS ARE

“ They say: Research about your candidates. Easier said then done.”



A Brazilian voting
source: <http://goo.gl/hmeZGH>

Elections are made through electronic urns, and it is one of the most developed systems in the world currently installed for national elections. Vote is obligatory in Brazil, to each literate citizen between ages of 18 and 70.

People vote for both Executive and Legislative powers:

- Executive: president, governors and mayors
- Legislative: Congress (senators and federal deputies), state deputies, and city councilman

National elections happen every 2 years, alternating municipal elections with federal and state elections.

Federal and state together – last held in 2012, next in 2014

Federal Posts

- President – 1 post
- Federal deputies – 513 posts divided though the states, proportionally to the population of each state, minimum of 8 and maximum of 70.
- Senators – 81 posts, being 3 per state

State Posts

- Governors – 1 post per state

- State deputies – related to the number of federal deputies of the state, by the following rule: if the state has up to 12 federal deputies, the number is multiplied by 3 (therefore, if the minimum is 8, the minimum number of state deputies would be 24); if the state has more than 12 federal deputies posts, the number of state deputies will be the number of federal deputies plus 24 (meaning that the maximum of federal deputies would be 94).

Municipal alone – last held in 2012

- Mayor – 1 post per city
- City Councilman – is proportional to the population of each city, being: the minimum of 9 posts, if the population is under 15.000 habitants, and the maximum of 55, if the city has more than 8 million habitants.

Politicians become candidates through political parties. In Brazil, the total number of political parties has reached 32 so far and, though there is no limitation for number of parties, there are regulations that authorize or not the creation of one. Because of the number of parties and the lack of clear differentiation of their stances, there were already some attempts to declare a limit for the number of parties that can coexist, but none were approved so far.

The number of candidates that run at

each election is quite disturbing. For city councilmen, each party can put up to run 150% of the number of chair available for that post, which is 1.5 times. If you multiply that by the 32 parties, the number gets impossible to be tracked by voters. Just as an example, in the elections of 2012, in Sao Paulo - a city of 10.886.518 habitants - for the position of Mayor there were 12 candidates, and for the 55 positions for city councilmen, there were 1227 candidates.

NORMAL CAMPAIGNS

Traditional campaigns give more importance to the face and the number of the candidates, then their proposals and ideas. People don't get to connect with the candidates to be able to understand if they feel represented by them.

People get completely lost and confused during elections and they are not to blame. Websites, news, community reunions, debates, and also signs on the streets, painted walls, pamphlets, jingles, a lot of images and very little content. The "Yahoo Brasil" website made a series of 6min footage of interviews during the elections of 2012, asking people about what they do to choose their candidates. I got these videos from a friend for mine, who worked shooting the material and I used these videos to get a first general idea of the seriousness of the



Picture of the print given by politicians in the streets
source: <http://www.sacsbrindes.com.br/p/grafica.html>



Picture of a campaign ad painted in a wall
http://www.portalaz.com.br/noticia/grande_dirceu/122315

situation, and to confirm some previous theories on the opinion of people about candidates, elections and politics. A lot of people could not answer the questions made by the reporter (a few of the interviews are available here: <http://br.noticias.yahoo.com/eleicoes-2012/>).

One of the first issues that the interviews show is that people believe that a white vote is a form of protest, of not choosing anyone is not colluding with the system, which in reality does not work. People don't even know where their vote goes when they vote "blank". Those votes go to the trash; they are not taken in consideration. It means you are leaving to others the power to choose. Not vote equals "I have nothing to do with it." And a couple of people declared also that the blank vote was due to a lack of options, even with so many candidates to choose from; they say there is no valid option: "for me, none of them does anything".

People complain about not having good options, but actually one of the most common errors when choosing a candidate is the lack of criteria: the most beautiful picture, the coolest song? Some answers were: "I go by my feeling (guts)", "when the candidate has a good dialectic", "they feel the personality"... "I won't vote for a candidate I have never seen"...

This lack of trust makes it hard for young or unknown politicians that have good

proposals to start because they don't find in people a welcoming reception.

In theory, the age limit for federal deputies is younger because they are supposed to bring the fresh innovative ideas to turn into proposals, and the senators, that have the origin of their name in the word "senior", should be the voice of experience (over 35), mediating the proposals. So it would be good, for example, to look for more daring and vanguard stances for deputies, and more experienced minds for senators. But people don't have this information to be able to develop this kind of reasoning.

Other common excuse is that researching the candidate takes a lot of time. So what people do is they live the TV on while eating, so they overhear the candidate's speech and go by what they can capture. From these answers, it is possible to affirm that people go more by intuition than by the information they have.

There is also a lack of inner confidence or guidance for decision making: "I don't feel like I am able or capable of knowing what is best, to be able to judge the proposals."

That brings again the point of not having a political education since a young age. A man declared in the interview:

"We start to know a bit more about politics after a long time. I myself only start to understand it after my 30s. You only understand the point of voting later on.



Screen shots of the Interviews on Yahoo channel during the election period, in 2012
source: <http://www.youtube.com/watch?v=24oPcgmo5kY>

It takes a lot of time for you to become politicized.”

The “Tribunal Superior Eleitoral” (Superior Election Court) conveys campaigns in time of elections saying “Research about your candidate”. The point is: where to start? Should I start with a Political Party? But the parties generally provide no clear political posture. A candidate? There are so many. Who should I trust? How can I know if the information they display on their website can be trusted? What gives me the guarantee that all those promises are actually viable?

Politicians usually work more on strategies of fixation of a number and a face in people’s memories, than on propagating their work, ideals and proposals. Their campaigns do not focus on their proposals, or concrete plans. Instead, they sound like advertisement campaigns, with jingles and pretty pictures, and a number to vote for. Bellow, there is a screenshot of a real video of an electoral airtime for city councilman



Screen shot of a common electoral campaign of a coalition on TV
source: <https://www.youtube.com/watch?v=EwrlxylfCqg>

in a city in the state of Rio de Janeiro: it illustrates how the information provided is displayed to people.

Also, as politician’s proposals often are made based on the same kind of market research, they all start from the same problems and give vague proposals that seem to address all the problems that came out of the research, instead of actually trying to analyze the bigger picture, prioritize the issues and promise, maybe just 3 things, but they are 3 things we could count on, and vote for. There is a serious issue of saturation of information; there is only a limit of information people can process at once. After that, the brain creates shortcuts to memorize fragments by heart, and that’s where most politicians work on: being memorized, instead of comprehended.

One of the most dreadful consequences of this disturbing situation is how good politicians get less attention or credit because they have lesser budgets for campaigns and have less connection in the mass channels.

Another item to add in the picture is the Intention of Vote Polls, which are often made by renowned institutions like IBGE (Brazilian Institute of Geography and Statistics) that counts the votes of a heterogenic sample of people according to age, gender, schooling and profession, which can influence people who have low confidence about

politicians and filing accusations against them in the Supreme Court.

People also have very little or no knowledge about what politicians do, specially the legislative ones (since the executives are just 1 per territory and it is easier to imagine). They have very little or no contact with the city council for instance, or the legislative assembly of their states. And this becomes a problem, not only to choose a candidate, but also to follow, supervise or police the work of the politicians. Nobody knows how to do this "checking". That is in fact something nobody told us how. The "Adote um Vereador" NGO (<http://www.adoteumvereadorsp.com.br>) has an interesting idea on how a system of each "adopting" a city councilman could work, so that it becomes your responsibility, not to follow all of them, but just one, and publish the findings and content of your observations on a blog, that, then, is pointed in the web of the NGO. I took it as a study case to analyze it in the end of this chapter, along with other related proposals.

A great achievement: Lei da Ficha Limpa (clean record law)

The clean record law started to be valid since last year elections. This law ensures that politicians are only able to become eligible if they were not condemned by

crimes of corruption. This was considered a victory of the people in our recent political history, since the law process started by a popular initiative, with the effort of the MCC - Movement against Corruption.

Even though the law helps, it is not completely efficient to keep corrupt politicians out of the public power. That is because the judiciary is not so fast or efficient (and sometimes not so trustable), and therefore, many politicians were accused but not condemned yet, and until they are considered guilty in Court, they can be eligible, and the justice plays its part by postponing trials, and sometimes, even delaying so much the trial that the process expires and another accusation has to be placed for it to start again. And in this dynamic, people keep having corrupt candidates as options. And because people have a "short memory", this law does not stop all corrupt politicians from being elected. A proof of that is Fernando Collor, former president of Brazil, who suffered an Impeachment for a corruption scheme set up by the former campaign treasurer, Paulo César Farias, is currently Senator, elected by the state of Alagoas (in the northeast of Brazil). He was elected in 2006, for the 8 year term between the years of 2007 and 2015.

This serious issue of people having no political "memory" also prevents people from checking up the work of their candidates,

because, specially for the legislative positions, people don't remember whom they vote for. How to keep checking on it if you don't even remember the candidate's name? A website called "Eu Lembro" took an attempt of providing the service for people to keep record of the politicians they voted for in the elections of 2010.



source: <http://goo.gl/PUmql>

I saved some screenshots I got in an article about the service but could not study it in depth because the web was discontinued and is not available online anymore, which brings me to questions of it was violating the secrecy of the vote itself.

From this conundrum that is the situation, I realized that one of the first challenges that this project would face was how to organize information for people to guide themselves

through the facts and vote with a proper reasoning and conscience behind it.

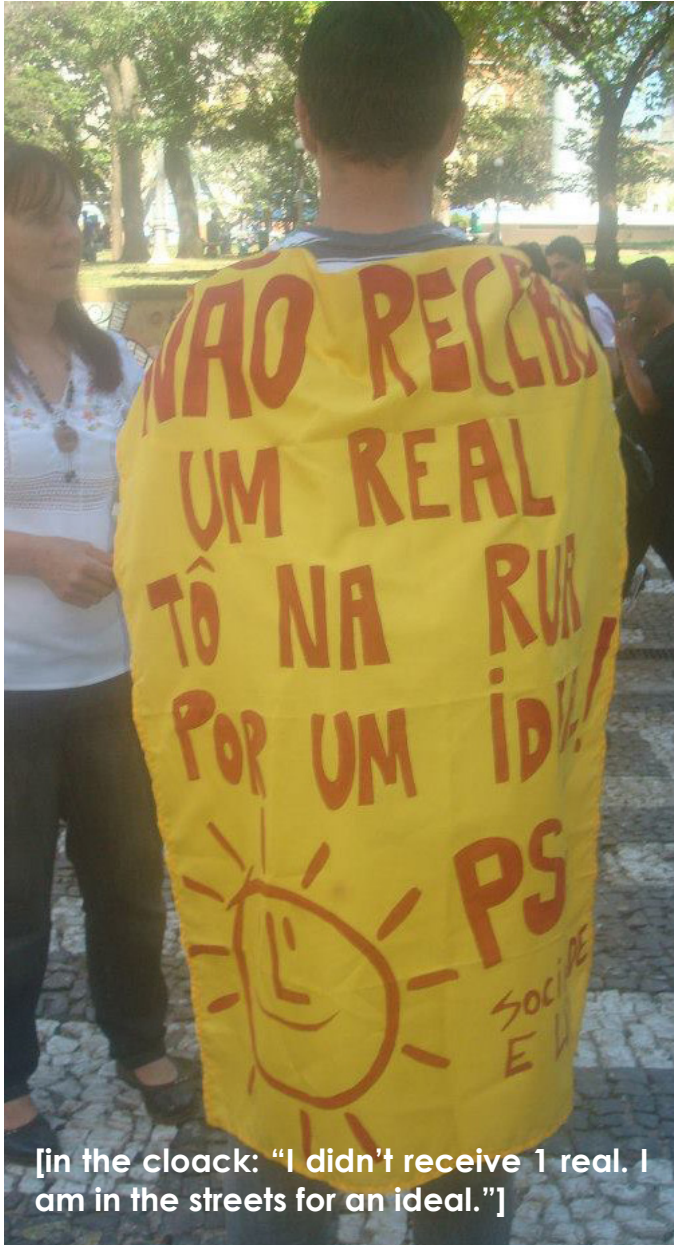
AN INNOVATIVE CAMPAIGN

A Case Study of Marcelo Freixo's Campaign for Mayor of Rio de Janeiro in 2012 – design and social networks for engagement and promotion of ideals

A few politicians are more aware for the need of getting closer to the voters, but only a few are acting on this direction. I chose to give here the example of Freixo's campaign for a couple of reasons:

On top of an organized plan of govern (proposals), he used ideals to speak to people. His ideals were contagious and brought together many people, specially the youth: students and young citizens. I believe that happened, not only because he used social networks for his campaign, but also because his tone of language was one of promoting radical change, a city for all, he gave hope to people. And because the youth has in them this "energy for transformation", they were more impacted by his ideals.

His proposals also became more transparent with the use of infographics shared online. And because people understood his proposals and connected with them, they believed in him. Many



[in the cloak: "I didn't receive 1 real. I am in the streets for an ideal."]

source: <http://babapsol.blogspot.com.br/2012/09/faca-voce-mesmo.html>

students started to voluntarily promote the campaign.

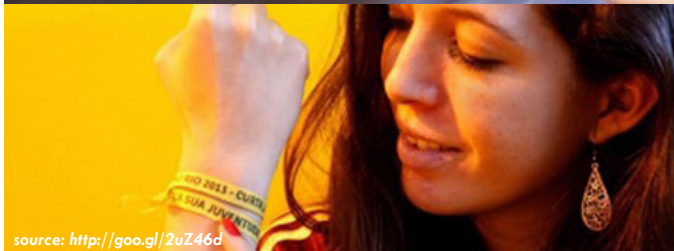
The use of icons made the campaign gave a character of movement to the campaign that was very interesting: the yellow color was the main present sign, that propagated not only in flags, but also in yellow balloons and ribbons. The campaign became popularly called the "Primavera Carioca" (Carioca Spring - carioca means who or what is from Rio de Janeiro).

The t-shirts were also a very smart move, because it had no name of the politician or the party, they only carried inspiring phrases. In the picture on the side, the girls' t-shirt says: "Nothing should seem impossible to change". The t-shirts were sold to bring funds to the campaign and they carried inspiring quotes, that soon became popular among everyone, they spread the hope, and the symbolic side of "wearing the shirt", as you would wear proudly the one of your football team, gave the feeling to people of themselves becoming actors of change.

As youngsters themselves became actors in the campaign, they would organize reunions in public squares, receptions of building, or wherever they could find a place for gathering. They would discuss ideas and ways of promoting the campaign and the ideals, among other things. Freixo also was present in some of these reunions, which made people become a real part of



source: <http://noticiasriobrasil.com.br/?tag=prefeito-do-rio-de-janeiro>



source: <http://goo.gl/2uZ46d>

the campaign, and, together, they would also discuss proposals for the city. Here is a deposition of a friend of mine, called Mayã Luiza, who is 25 years old, graduated in Geography; a Carioca (born in Rio) and citizen, who participated and have friends who also joined the campaign.

“One of the most interesting things were that the t-shirts did not have the name of Freixo or the party, but everybody knew it was his. The yellow ribbon also worked in this way. These two symbols were really strong in his campaign. A lot of people also added Freixo to their last names in Facebook.

About Freixo, I think he is a politician who is present, we see him in manifestations, in a lecture at university, speaking in the Assembly (he always post videos). He shows his opinion, which does not happen with other politicians. When I first met him, it was before he became a politician, in a lecture he gave in my university. I know people of my age that were his students. I have seen him in the streets. For sure, he is ‘someone who exists’, you can find him in public, see him around. I believe his campaign was based in that: in being someone like us, but that is putting his face out there politically.

It was good to feel part of a group of people that believed in a change that would be made by them. Everyone who worked in the campaign did it voluntarily. That showed how people believed in him, and in the ideals. During the campaign, the number of people that became available for fighting grew in different fronts (online in the gatherings, talking to friends). It was a very important moment of political expression. I believe that is also contributed for the strength of the manifestation in Rio this year, when Freixo, again, was showed himself active, participating in debates and giving his support to the movement. I just remembered another symbol of the campaign: the sunflower. A lot of people carried one around and during the comities. I, myself, have a plastic one until today.”



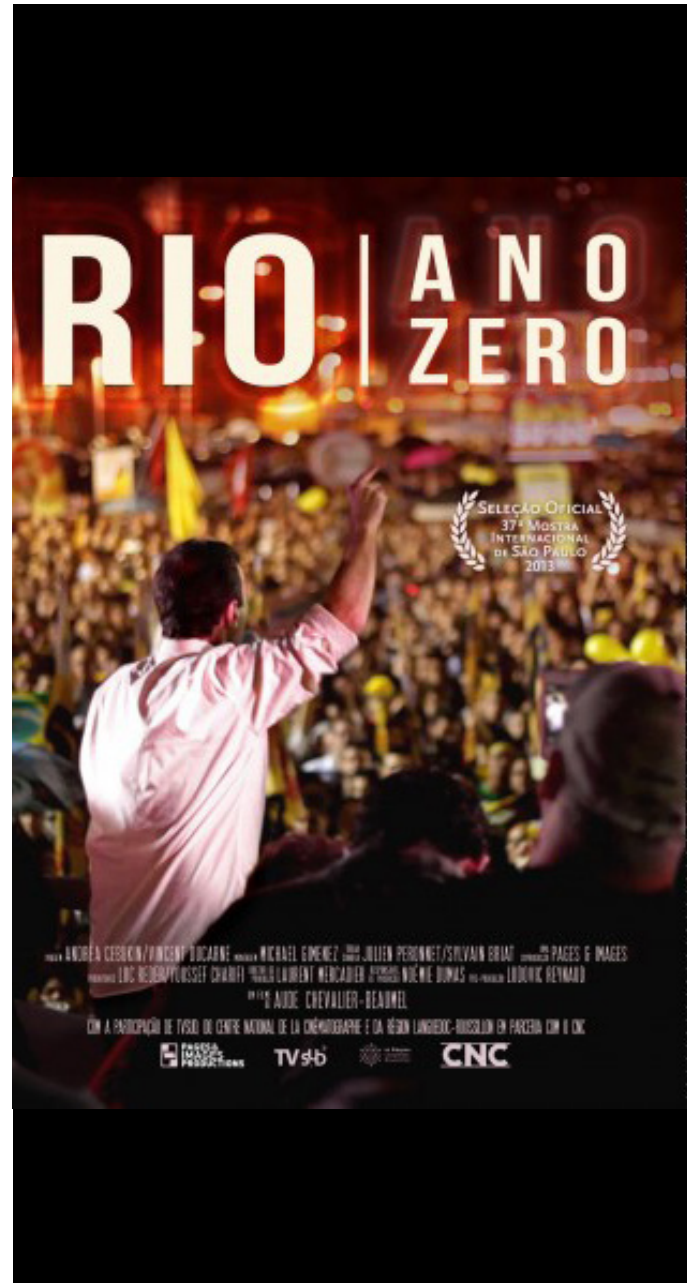
photo of a gathering from Freixo's page, with the caption: "Internautas mobilizados para apoiar a candidatura. Na reunião de ontem, havia representantes de todas as regiões da cidade. #assessoria — com Iralde Vota Freixo, Pedro Souto, Eulícia Esteves, Sara Azevedo, Luísa Côrtes, Liana Fonseca, Morena Santana, Vivian Virissimo, Vanessa Valverde e Edimilson Rosario." (translation: online supporters mobilized to support the candidacy. At yesterday's gathering, there were representatives from all regions of the town – comment followed by the names of the participants tagged in the picture)

source: <https://www.facebook.com/MarceloFreixoPsol>

Unfortunately, Freixo lost, getting 27% of votes, against 67% in favor of Paes. Nevertheless, Freixo keeps working as Deputy, keeps showing his work, expressing his opinions online, active in movements and manifestations, and keeps inspiring people to believe in change. A proof that there are good people fighting for a better place for all in politics, and another reason why these politicians deserve a better chance to connect with the electors.

Rio, Ano Zero (Rio, Year Zero. Original name; Rio, Anné Zeró)

Freixo campaign was such a mark that the French director Aude Chevalier did a documentary on his campaign. The movie was shoot along with the campaign, as the director, who takes deep interest in serious social issues around the world, when she knew that Freixo was going to run for Mayor. Because Freixo was one of the leader of a CPI (Parliamentary Commission of Inquiry), that investigated the involvement of Rio's Police with the drug dealers that controlled the favelas in Rio, and sent over 700 people to jail, he receive some death threats and had to do his entire campaign worried about his safety and the ones around him. The movie was just displayed in the 37^o International Film Festival of São Paulo.





Picture of a young person working for the elections on the voting day
source: http://www.lagoanovadestaque.com/2012_06_01_archive.html

DIAGNOSIS FROM EXPERTS

A FLAWED DEMOCRACY

Data from the Democracy Index, published by the British Magazine, The Economist Intelligence Unit ranks all countries in the world on the quality of their democracy, taking in consideration indicators of political education, culture and electoral system.

Brazil is among flawed democracies

Flawed democracies: These countries also have free and fair elections and even if there are problems (such as infringements on media freedom), basic civil liberties will be respected. However, there are significant weaknesses in other aspects of democracy, including problems in governance, an underdeveloped political culture and low levels of political participation.

Rank 44 – tied with Poland

Overall Score – 7.12

categories and partial scores:

I Electoral Process And Pluralism – 9.58

ii Function Of Government – 7.50

iii Political Participation – 5.00

iv Political Culture – 4.38

V Civil Liberties- 9.12

Brazil has elevated performance in the matters of electoral process and pluralism (rate 9.58) and civil liberties (rate 9.12). Brazil has an above average rate in functioning of government (rate 7.50). Nevertheless, the country has inferior performance in the matters of political participation (rate 5.00) and political culture (rate 4.38). The performance of Brazil in political participation is comparable to the ones of Bangladesh and Ecuador, considered “hybrid regimes”, meanwhile the performance of political culture is comparable to Cuba, considered an authoritarian regime.

The overall rate of Brazil (rate 7.12) is inferior only to Uruguay (rate 8.17) and Chile (rate 7.54) in South America. Among the BRIC, just India (rate 7.52) has a better performance. In fact, in relation to the BRIC countries, the magazine had already paid compliments to Brazil's democracy before, saying, “in some aspects, Brazil is the most stable among the BRIC. Unlike China and Russia, it is a genuine democracy; unlike India, it does not have any serious conflicts with its neighbors”.

Even with the manifestations that happened this year, which are discussed in

the last part of this chapter of research and analysis, the daily participation in politics in Brazil is very low. People take very little interest in political matters, such as law voting in the congress or governors building public policies. The active participation in politics in Brazil is reduced to a small parcel of the politicized population.

THE QUALITY OF REPRESENTATIVENESS

A paper published by the renowned Brazilian political scientist, Lucio Rennó, points out the main issues that affect the quality of democracy here. The text, entitled "the quality of the representation of interests in Brazil", from 2012, gives precious insights about what is democracy in theory, how elections should represent the interest of a population and the main obstacles for the outcomes of the work of the politicians not being the reflection of the people's interests.

In the first part, when describing the theory of democracy, Rennó explains that the representation of interests comes in successive stages.

First, the choices of the people are structured in a way that the variety and diversity of interests of the citizens become national collective choices, mainly through the act of political parties and other organized collectives. The second stage is the one of the transposition of votes into

parliamentary seats, and allocation of the positions of power in a system according to people's will. Third, comes the translation, by the elected ones, of the will of the people into concrete outputs, being those public policies, laws, or investments. According to this logic, this is how the will and interests of the majority guide the actions of the governors, therefore, deciding the course of the country's progress.

In the second part, Rennó analyses, then, the problems that happen in each of the stages that hinder the democratic process. The identification of these outputs matched the complaints of the people, what assures me that the problems people face is not a matter of them being lazy or just not interested. There is a conjunction of factors that causes the "flawed democracy".

Steps: theory and issues

The diversity and variety of the people is translated into representative groups, which should be the political parties. Political parties choose the candidates to represent the party and, after collecting these interests or requests from people, they turn them into proposals for plan of government. People, then, vote for the candidates based on their proposals, and plans, and for the ideals that the party he or she belongs to represents.

1. intentions into votes

1.1- obtainment and processing of information

- More information is given about the candidates for the executive than about the ones for the legislative.

- Too much information given at the same time preventing people to make a deeper research about each candidate to chose wisely.

The amount of information given at the same time about all the candidates makes it impossible for anyone to make a deeper research about each candidate to choose the best ones. And the kind of information electors are receiving (lack of consistency or importance to proposals) are intimately connected to the incentives for learning and access to information offered. When commenting about the options of candidates each party gives, Rennó said: “Electors have very few information because the party system does not help the elector to differentiate the alternatives.” That means: not only the situation causes an overload of information, but also, those in charge of sending the right messages, don't help – government, who should incentive learning, and parties and politicians, that should prioritize ideas and ideals, and direct and simple speeches.

1.2 - complexity of the party system and incoherence of parties

- There are a large number of political parties.

- Their ambivalence in ideologies and not clear stances makes it had for people to differentiate them.

As quoted by Rennó: “When it comes to political parties, the Brazilian system was already considered by many experts, as chaotic, especially for the large number of parties, and their ambivalence in ideologies and not clear stances.” This confirms my perception as voter, and the depositions of other voters in the Yahoo interviews.

1.3 - Turning variety of interests and diversity into “representative groups”

- It is hard to determine what criteria of choice people use and how the political parties act in order to structure the elector's choices.

- Choices are compound by a conjunction of beliefs and options.

- Parties are not sufficiently open for the inclusion of different points of view.

The complexity of this stage is due to the way electors make their choices. One of the most traditional studies in political sciences is the one of researching why people vote for one Politian instead of another. None of

the studies done so far came with concrete data.

Electoral choices in Brazil are made based on: political patronage or national issues, personal characteristics, in their work on previous mandate, or in preferences about public policies. The studies say electors use all of these criteria.

Limitation of choices: electors may not feel represented by any of the parties or politicians and parties are not sufficiently open for the inclusion of different points of view.

2. votes into seats

2.1 - two different electoral systems: majority for the executive and senate, and proportional for the rest of the legislative power.

2.2 - The election of candidates without votes

The proportional system: a well voted candidate in one party can elect a candidate that had no votes at all. Coalitions bring even more mess.

2.3- Having both kind of elections together confuses the voters, and the executive overlaps the legislative in terms of perception of importance.

The executive power, as well as the senate, is elected for the majority of votes per

candidate. The candidates with most votes occupy the seats. This is a simple system, and it works also because in the executive power and in the senate, there are much less posts.

For the rest of the legislative power – federal and state deputies, and city councilmen - the occupation of seats is done according to the proportional system, also known as the D'Hondt method. That system allows politicians who got no vote at all to be elected. When one deputy gets a lot of votes, he or she raises the percentage of votes given to that party, who, then, will receive the number of seats in the parliament according to the percentage of votes. Then, the party can allocate the politicians, starting from the ones who received the most votes. For example, if one party gets 30% of the votes, it gets 30% of the seats, even if the votes went all to only one politician. And if, in the end, all politicians who were voted are allocated, and the party still has seats, then it calls other candidates to fill them.

This proportional system would work perfectly if the parties actually represented different ideologies. Then, the percentage of socialists or environmentalists, for example, would be in proportion to the amount of the population that gave the votes to that ideology. This would, indeed, make the parliament a reflection of the proportions

of different groups or niches of ideologies in society. And the righteous parties would, then, allocate the most votes politicians in those seats.

The problem is that, not only the parties represent so distinctive ideologies, but also they are not that righteous. Many parties here use famous people from the Entertainment industry as candidates to raise their percentage of seats and, therefore, their power in the parliament. They use singers from the communities or comedians, for example, as candidates, and the less instructed people vote for them massively, giving a lot of votes to the party, and therefore, the party manages to enter

with many candidates in the Assembly or Congress, by the means of the lack of instruction of the less fortunate citizens.

This picture bellow was for the candidacy of Tiririca, a popular comedian and singer that ran for elections for Federal Deputy, in 2010. His motto was: “worst than it is, it cannot get”. And, another famous quote from him was: “Do you know what a federal deputy does? Neither do I. Vote for me that, when I get there, I tell you”.

Maybe his honesty was the key ingredient. Maybe people voted for him to manifest their indignation, since it was better to vote for a clown than to feel like a fool.

The fact is that he got elected with an

The image shows two side-by-side visual elements. On the left is a campaign poster for Tiririca, featuring him in a colorful patterned shirt and a red and yellow hard hat, giving two thumbs up. The text on the poster includes "VOTE TIRIRICA, PIOR QUE TÁ NÃO FICA!", "DEPUTADO FEDERAL", "TIRIRICA", and "2222". On the right is a screenshot of the official profile of Tiririca on the website of the Tribunal Superior Eleitoral (TSE) for the 2010 elections. The profile includes a photo of him in a suit and tie, and a table of personal and political details.

TRIBUNAL SUPERIOR ELEITORAL Eleições 2010 Divulgação de Registro de Candidaturas	
Detalhes do Registro de Candidatura - Deputado	
Nome para urna eletrônica:	TIRIRICA
Nome completo:	FRANCISCO EVERARDO OLIVEIRA SILVA
Data de nascimento:	01/05/1965
Nacionalidade:	Brasileira nata
Grau de instrução:	Lê e escreve
Endereço do site do candidato:	
Partido:	Partido da República - PR - (22)
Coligação:	Juntos por São Paulo
Composição da coligação:	PRB / PT / PR / PC do B / PT do B
Cargo a que concorre:	Deputado Federal - (SP)
No. processo/protocolo:	2936-20.2010.6.26.0000 / 429772010
CNDI da campanha:	12 177 121/0001-28

Pictures from the Deputy Tiririca - On the left, the electoral campaign. On the right, his official profile in the website of the government.

sources: left - http://www.clownlink.com/2013/01/tiririca_brazilian_congress/ and right - http://www.camara.leg.br/Internet/Deputado/dep_Detalhe.asp?id=160976&btnPesquisar.x=7&btnPesquisar.y=9&btnPesquisar=OK

absurd number of votes, bringing with him also many other politicians from his party. He has been working in the Congress as a Federal Deputy since then.

This proportional system is also extended for Coalitions between parties: they are considered one big party for the vote counting. This is extremely important for people to know, in order for them to pay attention in the other candidates from the party and possible coalitions. Because if someone likes a deputy but doesn't like the party he or she belongs to, the voter should consider if it is worthy to vote for the candidate, even with the risk of actually giving the vote for the party and not for him.

Also, the occurrence of both legislative and executive elections together, makes the executive more important than the other one, so people pay much less attention to the legislative. There is also a major difference between the amount of information people receive from the candidates for the executive and the ones for the legislative power.

That is also reflected in the little knowledge people have about these posts and the little importance people give when voting for the legislative politicians. As a result, the corruption and other unethical acts have an easy entry.

3- the decision made by the executive

and legislative powers

“To govern, it is necessary to form coalitions.”

This part is very important in order for people to be able to evaluate the work done by the politician, which is important for deciding if the candidate deserves to be reelected or not.

According to Rennó, the concentration of the executive power as opposite to the fragmentation in the parliament produces the need to form alliances. The “game of power” prevents politicians to achieve concrete results in the benefit of their voter, since they have to negotiate to get support. The executive cannot work without the approval of the congress, and the presidential party is not always the most representative in the Congress (it had only 20% of the seats in the parliament in the previous elections). Because of that, for the president to pass a law, he or she needs to get more support than only the politicians from the same party. And in these alliances, the game of power begins and the public interests become a second plan.

Moreover, other external factors can impair the process of governors making political decisions according to the will of their voters. These external factors can go beyond their control, for example: international

economic crisis that could cause restrains the public resources; limitations of the infrastructure and the logistics, such as inability of obtaining updated data about the reality of a certain region; or even corruption, that also messes with the money invested.

“But with great volumes of data comes great amounts of complexity. That’s where design’s power to simplify and make sense of data for ordinary individuals comes in. It’s about turning information into meaningful insights people can use, giving data a human shape and a connection with the messy real world that we live in. So how can companies better use design to turn data dread into data delight?”

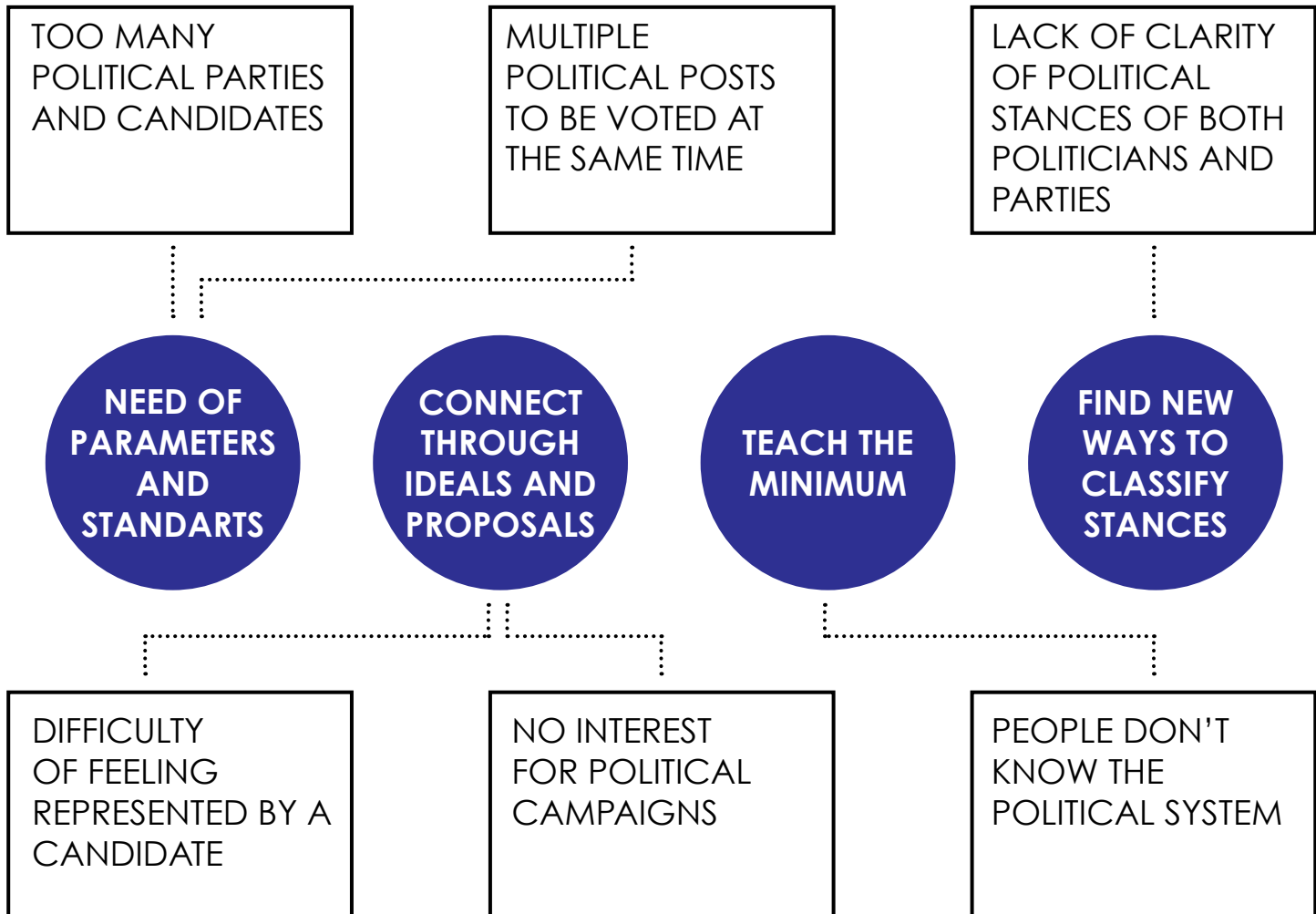
(by Olof Schybergson)



Picture of the arrestment of José Genuino, a politician condemned of corruption
source: <http://www.blogdoanchietaalves.blog.br/index.php?start=84>

CONCLUSIONS FOR CURRENT SCENARIO

HOW TO PROVIDE INFORMATION?



“ *A man without a vote is man
without protection.* ”

Lyndon B. Johnson

2- THE MINDSET

IDEA IN BRIEF

This chapter analyzes how the context can influence how people feel and behave in a determined situation. Here I question the point of apathy and misbelief themselves, and I study how the presentation of an idea can be the tipping point in shifting social behaviours. Therefore, in this chapter, I analyze 2 aspects that, to me, are key pillars in the “structuration” of apathy. They are:

- *Inner motivation*
 - *How information is delivered*
-

“ I actually think people are amazing, and smart, and they do care, but as I said, we live in this environment where all these obstacles are being put in our way. As long as we believe that our own neighbors are selfish, stupid or lazy, there is no hope. But we can change all those things that I mentioned. (...) My message is: if we can redefine apathy not as some kind of internal syndrome but as a complex web of cultural barriers that reinforces disengagement, and if we can clearly define, we can clearly identify what those obstacles are, and if we can work collectively to dismantle those obstacles, then anything is possible.”

Dave Meslin

Dave Meslin is a “community choreographer”, who works to make local issues engaging. In this video, Meslin proposes that Social Apathy as we know it does not exist; it is a sum of several aspects.

This video was very inspiring to me because as Meslin points out the items in his speech that prevent people from being engaged, I could visualize design tackling some of those issues, proving tools that actually could give input for change.

And as Meslin points out, I also believe that people are not just simply good or bad, interested or disinterested; people behave also accordingly to the information they are given and the tools they have around them.



Picture of a politician approaching an old lady during campaign
source: http://unipopppers.blogspot.com.br/2011_09_01_archive.html

INNER MOTIVATION

PEOPLE DON'T SEE THEIR VOTE AS THEIR VOICE

The Antidote to Apathy, a TED Talk by Dave Meslin

Dave Meslin declares in his video that people don't see themselves as actors of change. They are made to believe through stories and movies acclaimed by public, (such as Matrix, Harry Potter, and many more) that heroes are chosen people that are put in a mission and they have no choice but to fulfill it. Instead, he talk about how true leaders are not "the chosen ones". True leadership is collective, imperfect and voluntary; true leaders pursue their gown beliefs, there was no previous invitation to defy their destiny. Therefore, the possibility of promoting change is open to anyone who believes in that cause, decides to act towards it, and call the ones around to fight for it too.

I thought that it was very interesting because it does relate to studies of social behavior made by Malcom Gladwell, in his book, *The Tipping point*, where he talks

about social epidemics, how they start and how they proliferate.

The most relevant part of the study of Gladwell that relates to the declaration of Meslin is the one that talks about the power of context. A few examples show how we tend to classify others as good or bad, when people also behave according to the situation they are in. This phenomenon is called the fundamental error of attribution. "When it comes to interpreting other's behaviors, human beings fail when they overestimate the importance of fundamental traits of character, and underestimate the importance of the situation of the context. They seek always an explanation related to the personality, instead of one related to the context." (Gladwell)

To prove this theory, Gladwell describes an experiment that was done to identify the behavior of the people regarding a situation. In the study, an homogeneous group of students of the same university where told that their next class was in a determined room. In the path the students would have to cross, they put an actor was put to play a person that would fall very

sick at the exact moment a student passed by. To half of the students, they gave the information that they had plenty of time, and to the other half, that they were already late. The percentage of the “late” students that stopped to help was much lower than the ones who supposedly had time. Therefore, the mind state they were put in also affected their attitude of helping or not; it was not just a matter of being good or bad that would help others or not. Here, my conclusion is that the attitude of people being apathetic is also deeply related to the mind state they are put in, and just as Meslin affirms, they might care if it was another context.

Another example that to me was relevant was the one of the divided responsibility, that is a phenomenon that happens in society when something is going wrong and it is not a responsibility of just 1, but, instead, of the collective, and how, instead of people seeing themselves as responsible and have the initiative to act to solve the issue, people become spectators of the situation, as if it was a scene from a movie and they just wanted to know what would happen next. This theory is exemplified with the case of a crime in New York where a woman was being murdered at home, but it was possible to be seen through her window from the streets, and how a group of people stopped to watch but no one had

the impetus of calling for help or preventing the crime; people just stood there, impacted and watching. And one theory to explain why people just simply froze there is the one of the divided responsibility. Everyone was expecting that someone would do something. Here, again, I can see similarities with the case of elections and politicians in Brazil.

Lastly, the power of context also states that we don't need to bring big solutions to solve big problems, that sometimes a shift in one aspect can change the perception of the context and, therefore, affect the behavior of people. The theory was called the theory of the broken windows, and it was developed specifically to the problem of criminality, by the criminologists Q. Wilson and George Kelling, under the argument that crime is a result of disorder, and how fixing broken windows could diminish greatly the incidence of crimes in an area.

This theory was applied in New York to solve the wave of crimes that were constantly happening in the subways of New York. People would just jump the turnstiles in the entrance, without paying for a ticket, and it was so frequent that police force could not take care of it; it just kept happening. Beyond that, the cars were very unsafe, with constant episodes of violence and crime happening, and, again, police force could not handle it.

Instead of increasing the police force, and trying strategies of surveillance and severe punishment, Kelling was called to implement his theory, and his plan of action was to reform the cars that were scrapped, vandalized and dirty. By painting and renewing the cars, and insisting on keeping it clean (because in the beginning some gangs tried to paint with graffiti and signatures of gangs, and as they saw it got immediately fixed, they got demotivated and stopped), Kelling got an astonished reduction of crimes. The clean and organized environment did not impelled people to violence.

Here, my conclusion is that, because the public power is filled with politicians involved in corruption scandals, people don't care about "keeping it clean". And moreover, a simple thing like cleaning and fixing the cars solved a major problem, so here, maybe, a simple thing as a tool that "organizes" the mass of the scenario of elections, could be the tipping point to help solve the problem of corruption and social apathy.

REVOLUTION THROUGH COMMUNICATION Movie "NO"

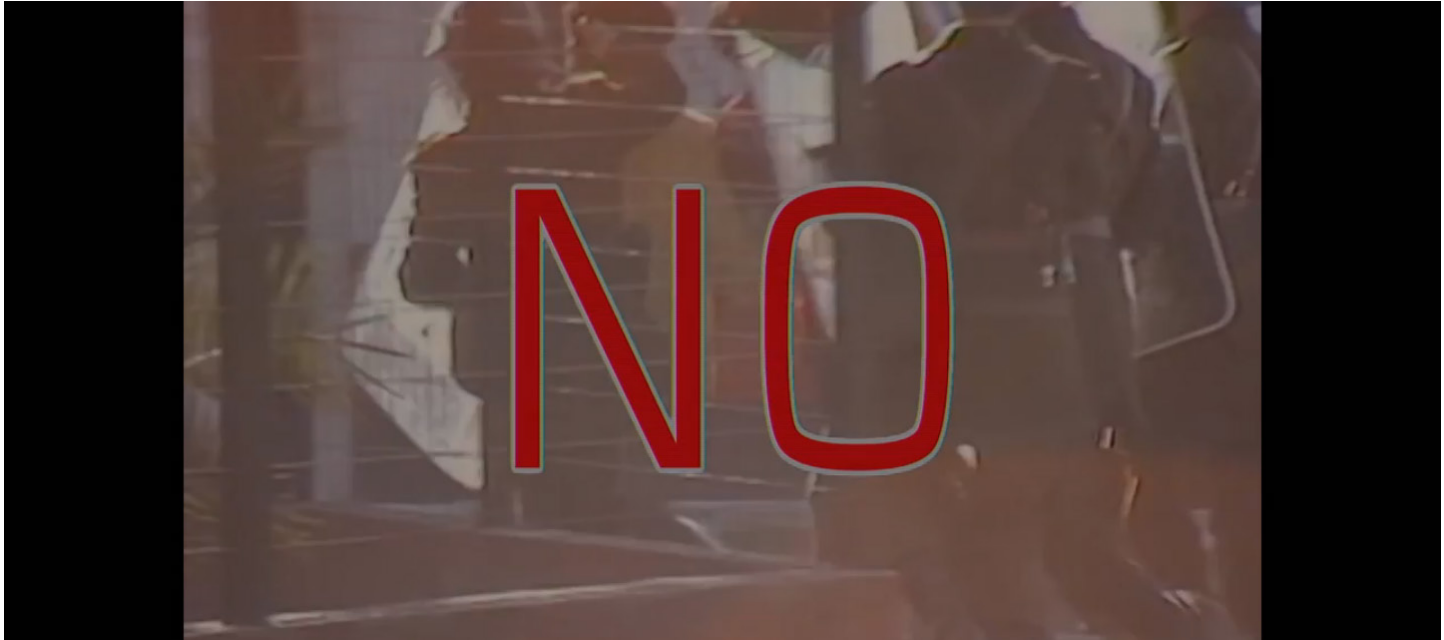
This movie unveils to the world the true story of a marketing campaign that sparked a revolution, and is about how a campaign of hope and joy incentivized people to take down Pinochet's Dictatorship in Chile, in

1988. Because of an increasing international pressure, Augusto Pinochet, then the dictator of Chile, called a public referendum to legitimize his regime, where people would vote yes, for keeping Pinochet as their governor, or no, to bring back democracy.

The obvious impression is that he called a referendum to loose, judging by the open minds of our current times. But back then, it wasn't so simple, and, of course Pinochet had a strategy behind it.

Everyday, each side (yes and no) would have 15 minutes to do their campaign on open television. Pinochet had all 15 min for himself and his government, to show how Chile, under his direction, had become a prosperous country, full of opportunities and safety for the future. All the opposition parties, being them socialist, communist,





Screen Shots from the trailer of the movie NO
source: http://www.youtube.com/watch?v=IOeiw_BJPas

liberals, capitalists, all of them got to share the other 15 min for NO.

The referendum seemed already lost, and the opposition was already conformed that it would serve more as a way of bringing awareness to the issue, then actually winning.

That's when the young publicist René Saavedra is invited by the opposition to propose an idea of campaign for the NO. The first thing the opposition did was to show him the material they had prepared, that they were thinking about using in the campaign. The material showed images of people being hurt by the military force, depositions of people who had relatives and friends disappeared, and a lot of the tone of disgrace and tragedy that ravage all countries under a dictatorial regime.

Saavedra comment about the movie is: "this doesn't sell. We have to be more creative. We have to find a way to turn this around. To me, democracy seems fun. A happy product, if you put it in that way. (...) We should use joy. "

Saavedra made a real strike with his idea, and as said in the movie, the idea for the campaign was entirely based in the current sociocultural context. With campaign coming from Pinochet showing prosperity, but in a very produced artificial way (as if it all was cover of magazine pictures), Saavedra went for the concept of joy in the simple

small things, the spontaneous joy, related to the freedom that would come with the end of the dictatorships. He used the liberator side of the no to show the happiness that would come once everyone was free to be him or herself, once democracy won. A rainbow was used as the symbol for the campaign.



Of course not all of the opposition members were instantly in favor, but Saavedra convinced them that it was all part of a strategy. The rainbow, besides joy, represented the pluralities of all parties of the opposition, united for democracy. And in between the happy scenes of joy in the daily life, the political tone was input. "We're using advertising language, but building a political concept behind it.(...) I was a jingle." (line from Saavedra in the movie, defending his proposal).

The chorus of the jingle became: "Chile, la alegría ya viene". Meaning: Chile, joy is already coming. And in the song, parts of



Happiness will come



We're going to say NO

Screen Shots from the trailer of the movie NO
source: http://www.youtube.com/watch?v=IOeiw_BJPas

political standing are input: “For life, NO! For our children, NzO!...” , all in a very cheerful way. All artists also came to the side of the NO, and is gained national proportions. It became inspiring for everyone, and big marches were organized, all with music and happiness, but without losing the point of what they were fighting for. As any dictatorship take-down, there was trouble in the end, when Pinochet realized the dimension the campaign was gaining and that he was about to lose. Even with death threats and attempts of scams, the NO won, and Chile became a democracy.

From this movie, a few things cause me commotion. First of all, it was a true story, meaning that it was indeed possible to contaminate an entire population with an ideal using the right communication tools. Secondly, and most importantly, is that Saavedra got it right when he realized you can fight fear with fear; when he realized he had to give people hope of a better tomorrow. Because he had the ingeniousness of perceiving that even though people were scared and feeling oppressed with the dictatorship, they had suffered before it with lack of all sorts of security in life, of having no job, losing their homes, economic crisis and so on. They were scared of what would come after dictatorship was over, if things would be back as they were before. And by

perceiving this, he was able to structure a campaign based on what people were lacking: hope.

This strategy inspired me to understand what were the things people could not stand anymore here, according to the elections and politicians. As the population of Chile, people of Brazil also are lacking hope on the political system. But because here there is no clear enemy, a dictator to be overthrown, it becomes trickier. Hope has to be given, yes, but not just in a joyful aspect, but also with a tone of orienteering, because the lack of hope of people doesn't come just because they lost faith in politicians, it is also, and maybe mainly, because they have no idea of how to solve this riddle, they have no tools that can give them the capacity to take control of the situation.

So, here, to give people hope, means to give them tools to be again owners of their power as citizens, to help them master the art of vote. From this study, I could really see that true apathy is not real, but instead, it is a product of the cultural context in which we are raised. And it is a matter that is valid for other countries, as happened in Chile, and even in the ones as developed as Canada (from where Meslin is) or USA (Gladwell). Therefore, Design can play an important part in the role of communication, in the point of activating in people the motivation to take a stand.

Portal Atividade Legislativa

- CONSULTE**
- Agenda do dia
- Projetos e Matérias
- Plenário do Senado
- Plenário do Congresso
- Comissões do Senado
- Comissões Mistas
- Conselhos do Senado
- Conselhos do Congresso
- Resenhas e Relatórios
- Consolidações Temáticas
- Questões de Ordem
- Dados Abertos

Destaques

Emenda Constitucional nº 76, de 2013 - Voto Aberto para perda de mandatos e vetos Jovem Senador - Proposições Apresentadas
Relatórios de Apuração de Vetos - Sessão CN de 19-11-2013
Resultado da sessão deliberativa ordinária de 28.11.2013

Atividades no Plenário e Comissões

PLENÁRIO		COMISSÕES	
Pautas	Resultados	Pautas	Resultados

Pesquisa completa Pesquisa rápida Pesquisas prontas

Argumentos de Pesquisa

pesquisar limpar

* Informe quaisquer dos argumentos abaixo

Identificação básica

Tipo: * Proposições *

Tipos ativos Tipos encerrados

Número: Ano: Complementar:

Nº da norma gerada: Tipo TOD - TODAS

Número Ano

Assunto: * Selecione * ?

Natureza: * Selecione * ?

Autoria

SERVIÇOS

- Acompanhamento de matérias
- RSS da Atividade Legislativa
- Processo Legislativo Eletrônico

POSSE SENADORES

- Manual da Atividade Legislativa
- Documentos Posse de Senadores

BUILDING DISCOURAGEMENT

THE ENVIRONMENT GENERATING DISINTERESTED PEOPLE

Besides inner confidence, Meslin also puts to question an important issue that is how information is delivered to discourage public participation. He points out the importance of giving information in a way that people can understand, in a way that “sells”.

He proves his point by comparing two articles from magazines and showing the difference between them. One article is about a movie, and besides describing the story and giving reviews, the piece shows where the movie is being played, time, address and phone, website, and so. The other article is about an election race, where the article is well written, talking about politicians and their backgrounds, and how it shows no information about the candidates, where to talk to them, debates, discussions and so on - building the idea that “politics is a spectator’ sport”.

This part of Meslin’ speech brought my attention to the fact that, here in Brazil, we have a law called Law of Access to Information, where public power is obligated

to display information about their expenses and status of their work online. This tackles the issue of following the work of candidates, of people being able to evaluate the work of politicians during their mandates.

The websites are confusing, badly designed and all written in the language normally used in the law world, full of words that normal citizens (and here I do not talk about the uneducated poor part of society, I mean anyone who has not had a degree in law, including myself) can’t really make sense of it. Most of the information seems unimportant and you can’t really filter what is essential from what would be a deeper content.

There are a lot of texts, from which normal people can make no sense of. It is not clear where one should start, or a tour to learn how to use it. If you open the web just to check the work of politicians, you are faced with the entire list of 512 names, and not knowing which one to click first. There is no clear division or any sort of parameters or criteria to guide the newly arrived on how to sort a politician.

Their profiles are also as uninviting. If you

da
Constituição Cidadã

A Câmara Deputados Atividade Legislativa Documentos e Pesquisa Comunicação Transparência Responsabilidade Social Participe

Proposições
 Projeto de Lei
 Número Ano Acompanhe por e-mail

Deputados Federais
 Escolha um Deputado... Acompanhe por e-mail

Legislação
 Lei Ordinária
 Número Ano

Agenda
 Plenário: Acompanhe por e-mail
 Comissões: Acompanhe por e-mail
 Eventos: Acompanhe por e-mail

Administração Pública

 Encerrada maratona hacker promovida pela Câmara

Política
Plenário pode votar novo Código de Processo Civil na terça
 Entre os projetos que poderão ser votados está também o marco civil da internet. A presidente Dilma pediu urgência para a proposta depois das denúncias de espionagem do governo dos Estados Unidos.

Últimas notícias

- 19:57 - Comissão rejeita proposta sobre meia-entrada na Copa e nas Olimpíadas
- 19:27 - Comissão aprova projeto que retira gastos com policiais de limite da LRF
- 17:01 - Comissão rejeita mudança nas regras do Campeonato Brasileiro

[mais notícias >](#)

Presidência

- Presidente marca votação do piso nacional de agentes de saúde para o dia 12

e-Democracia

- Acссе os debates virtuais
- Reforma Política

Fique por dentro

- Orçamento Impositivo
- Maioridade Penal

WebCâmara

- Acompanhe ao vivo  vídeo
- Pesquisa completa

Transparência

- Acompanhe seu Deputado

Consumidor
Comissão restringe fidelidade nos contratos de telecomunicações
 A Comissão de Desenvolvimento Econômico, Indústria e

Violência contra a mulher
Inscrições para concurso de curtas sobre a Lei Maria da Penha estão abertas
 Os interessados já podem se inscrever na segunda edição do


A Câmara Deputados Atividade Legislativa Documentos e Pesquisa Comunicação Transparência Responsabilidade Social Participe



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Deputado ABELARDO LUPION

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Informações do Deputado


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Aniversário: 25 / 8 - **Profissão:** Agropecuarista e Empresário
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Legislaturas: 91/95 95/99 99/03 03/07 07/11 11/15
 Biografia
 Fale com o deputado

Minhas informações na Câmara

Projetos de sua autoria Projetos relatados Cota parlamentar Discursos em plenário Áudios	Titular das Comissões CAPADR, CEAGRIRU, PEC33909, SUBCANANA. Suplente das Comissões PEC36809, PL602505, SUBCARTL.	Votações 2011, 2012, 2013 Presença em Comissões 2011, 2012, 2013 Presença em Plenário 2011, 2012, 2013
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Screen Shots of the website of the Chamber of Deputies
 source: <http://www2.camara.leg.br>

decide to choose any politician, you are faced with their file, with the commissions he participates in in for or codes, some irrelevant information, and the important information without any appeal or highlight. So even though there is such a law that ensures that information is provided, the way it is done repels anyone who has difficulties with or dislikes politics.

Another important point of Meslin's speech is when he talks about the role of Political Parties in current society: "Political Parties should be the entrance of public participation in politics, but, instead, they become uninspiring and uncreative organizations that relies so heavily on market research and polling and focus groups that they end up all saying the same thing, pretty much regurgitating back to us what we want to hear, at the expense of putting forward bold and creative ideas and people can smell that and it feeds Sinicism." So, not only information is given to discourage, but also the posture of the institutions that are responsible for this engagement, and how they don't play their part by not creating channels that promote participation.

Now, slowly, parties are starting to perceive the importance of these channels, and are putting an effort on the use of social network to talk to the voters, but still in a very top-down approach, not inviting for interaction. The openness for participation in politics is

still something that has to count on the will of the politician him or herself to promote points of discussion and interaction. A few of them, like Marcelo Freixo, have been being the pioneers on interacting with the public, but this is still far from being a common attitude.

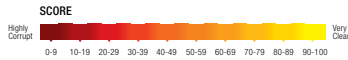
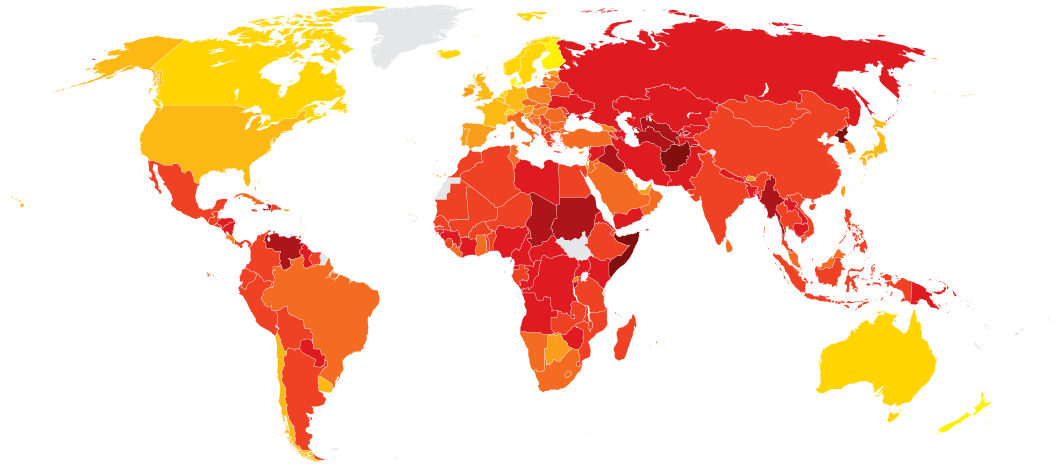
THE CORRUPTION AND THE MEDIA

How the media feeds the fear

The Corruption Perception Index is again a study made by the Transparency international. This study talks about the perception of corruption, and how this can put democracy in danger. About Latin America, it says:

There was little change in this region between 2010 and 2012. In most countries free and fair elections are now well established. The recent evidence from surveys on attitudes towards democracy is mixed. In some countries, surveys indicate a slow shift in public attitudes on many issues in a direction that is conducive to democracy. However, a recent report (UNDP 2011) found that the sustainability of democracy in Latin America is being endangered by the concentration of power, the world's most pronounced social and economic inequalities, and mounting insecurity and violence.

Brazil is seen like the 69th less corrupted



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country in the world, losing to Romania, and Saudi Arabia by only one tenth in a score of ten.

For me, more importantly than how much corrupted Brazil is, is the part that points on how mounting insecurity and violence endangers democracy. There are theories in Brazil that talk about how the media feeds the fear, displaying news in a tragic and sensationalistic tone, and building more despair, and fomenting the feeling of powerlessness of people. And, when taking a closer look to the matter, it seems to be not so far from true.

The picture on the next page was made by me in July of last year, and it shows well

my point. The magazines displayed use the colors red and black, inflicting the feeling of danger and despair, and the cover article is about the scandal of Mensalão (a term for “big allowance”, in portuguese), that erupted last year. The Menslão was a scam that was taking place during the govern of Lula, where the PT Party, which is the party of Lula, and also the current President, Dilma, was paying a monthly fee for some Congressmen, for they to approve the laws and public policies of Lula.

This scam came up when one of them was caught by justice and decided to bring the entire crew down with him.

It was, indeed, a horrible scandal that



stained, even more, the reliability of the Brazilian Political System. But, besides the points enlightened by Rennó in his study, about the quality of representativeness, and the game of power, here, again, a better choice and a proper follow up from the part of the voters could be discouraging this kind of unethical negotiation.

But which is the role of the media in this situation? Instead of enlightening people with the truth and making sure people do not forget it happen in the next elections, the media extorts the scandals, making sensationalists covers to sell more, and feeding even more the sense of powerlessness of people.

The recent manifestations happening in Brazil are a reflection of this. People claim for better infrastructure, while government tries to play the good guy, praising the people as voice of democracy in the streets, but still offering solutions that sound like a placebo medicine to most of people.

And the mass media cover these events helping to sustain the government stance. Magazines use the scandals to sell more copies, so they focus of the violent isolated acts, giving the wrong impression of what the fight is really about, and not focusing on enlighten the population that if people are claiming for something, there is a reason for it, and it may be a valid one.

Instead of informing the reality of the

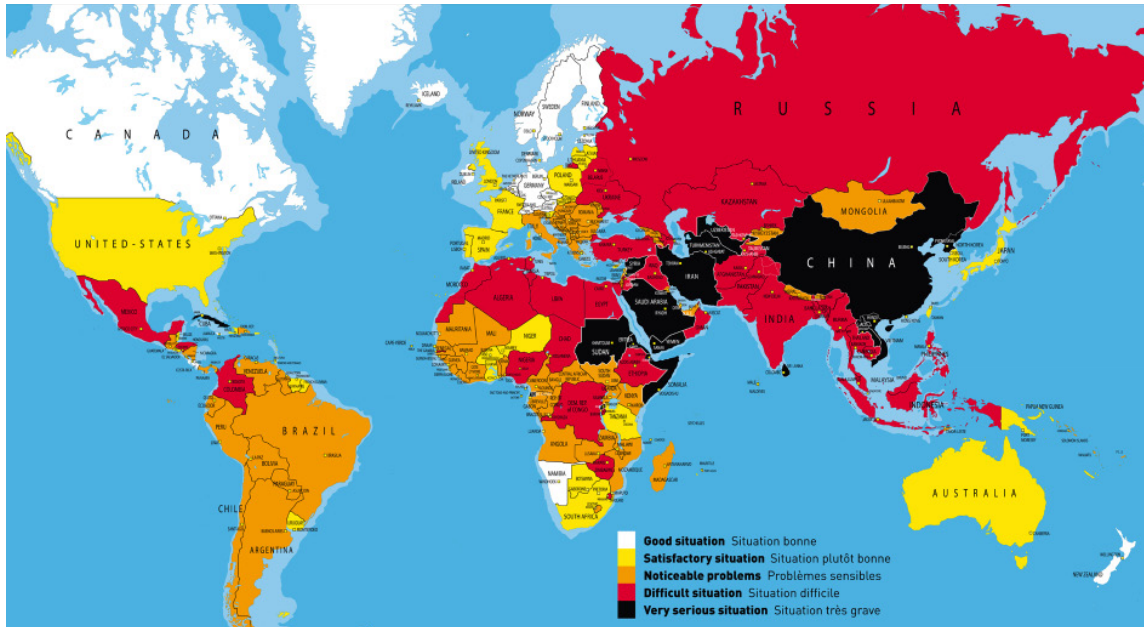
situation, these articles and reports published inputs fear and doubt in the heart of people that could, otherwise, be strong change actors.

Instead of informing the reality of the situation, these articles and reports published inputs fear and doubt in the heart of people that could, otherwise, be strong change actors.

The use of media channels to get more buyers is not new, or exclusive to Brazilian culture. The problem here is that, if people are not well educated, informed and structured to have their own opinion, then these mass media channels become their only source of information, and it builds a common belief against social change. Once a politician said: "I can fight with anyone but the owner of the main media channels".

Maybe not by coincidence, the media and the government are not so far from one another; they are joined to control the information people receive. The control of the media channels in Brazil all comes down to 11 families, who do have relations to the public power. 25% of senators and 10% of deputies are owners of media channels. And from those 11 families before mentioned, 6 of them control over 70% of the media.

According to Julian Assange, the funder of Wikileaks, one of the biggest problems in Brazil and in Latin America is the



(Freedom of the Press Worldwide 2013 - Image from Reporters without Borders. It classifies Brazil as "Noticeable Problems, and is ranked in the 108th position, from a list of 179 countries. Brazil fell 9 points in comparison of last year because five journalists were killed in 2012 and because of persistent problems affecting media pluralism.

concentration of the media. He defends the Ecuadorian president Rafael Correa, who gave him refuge against a dispute with the local press. He says: "When we talk about freedom of speech, we should include the freedom of distribution, and this is one of the most important things that internet gave us."

We have a big part of society awaking now, wanting to promote riots and strikes against the major mass media channels because, thanks to the power of the internet, people have now more ways of accessing information, so the "brainwash" does not affect everyone, but it still is quite effective in the suburbs, in the older generation and other segments of population that are

digitally excluded. That means that the lower classes of the population, who all have TVs at home, and basically learn most of what they know from there, are learning exactly what is allowed by the government.

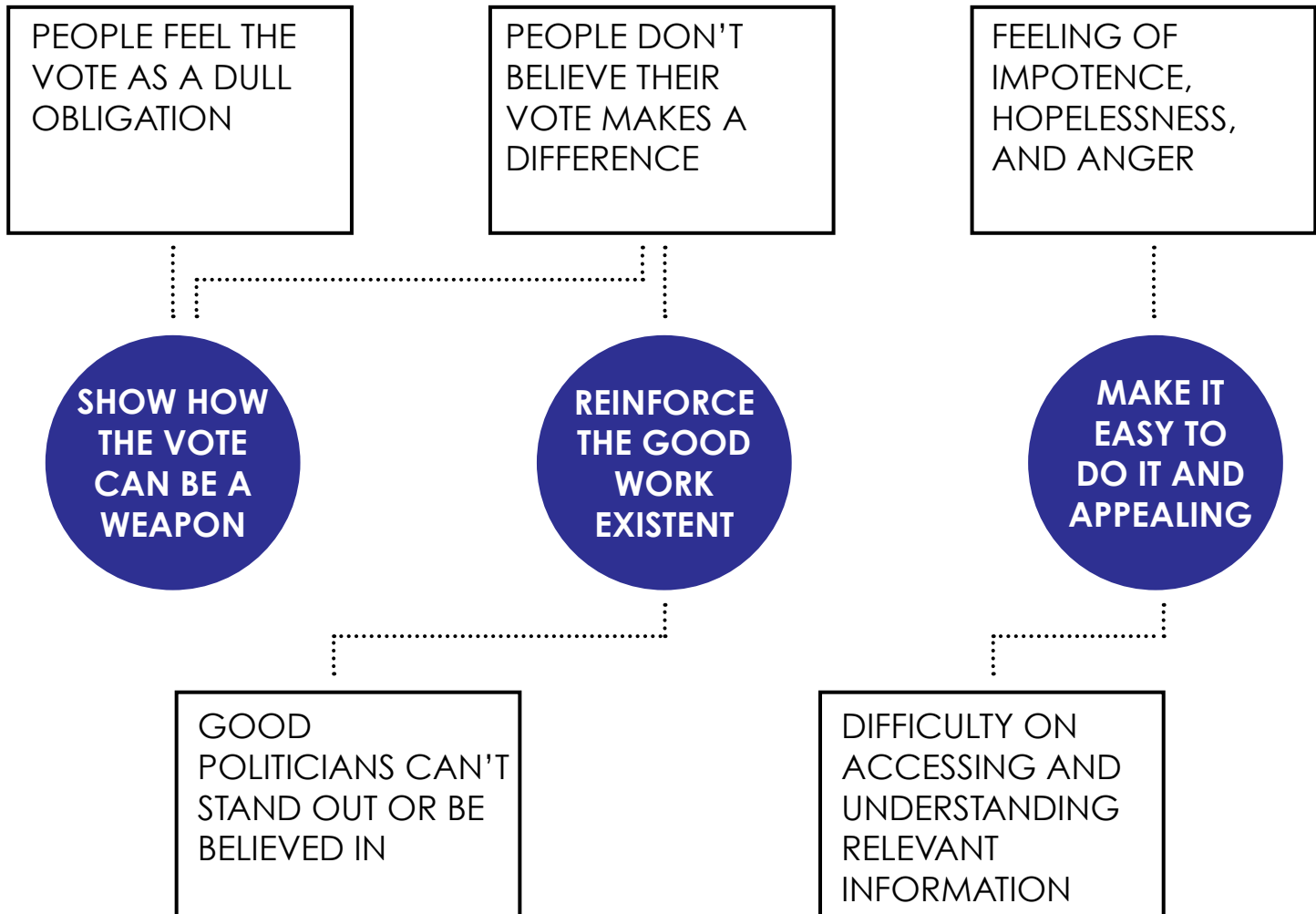
This helps to give foundation to the argument of Meslin, so that the feeling of citizens as actors of change, and believers of a better tomorrow gets shattered by the powerful players that foment the overall "apathy", by keeping people uninformed and scared.

"People with fear do not leave home. People with fear do not change their country."

by Ricardo Boechat

CONCLUSIONS FOR THE MINDSET

HOW TO ROUSE INTEREST?



“ *In politics the middle way
is none at all.* ”

John Adams

3 - WILL INTO ACTION

IDEA IN BRIEF

Here I analyze how the new generation is coming with new values, a strong will to promote change and fix what is wrong, but how, on the same time, they had no education to be able to structure themselves politically. Internet playing an important role in this shift of posture, as it not only connects people through social networks, but also provide a new channel for services that can foster political change. In two parts:

- **WILL WITHOUT STRUCTURE**
 - **BOTTOM-UP SOLUTIONS RISING**
-

Change is usually promoted by the youth, who still carry in themselves strongly the motor for fighting for change, and the courage to dare trying. The new generation taking the initiative to promote change also in Brazil.

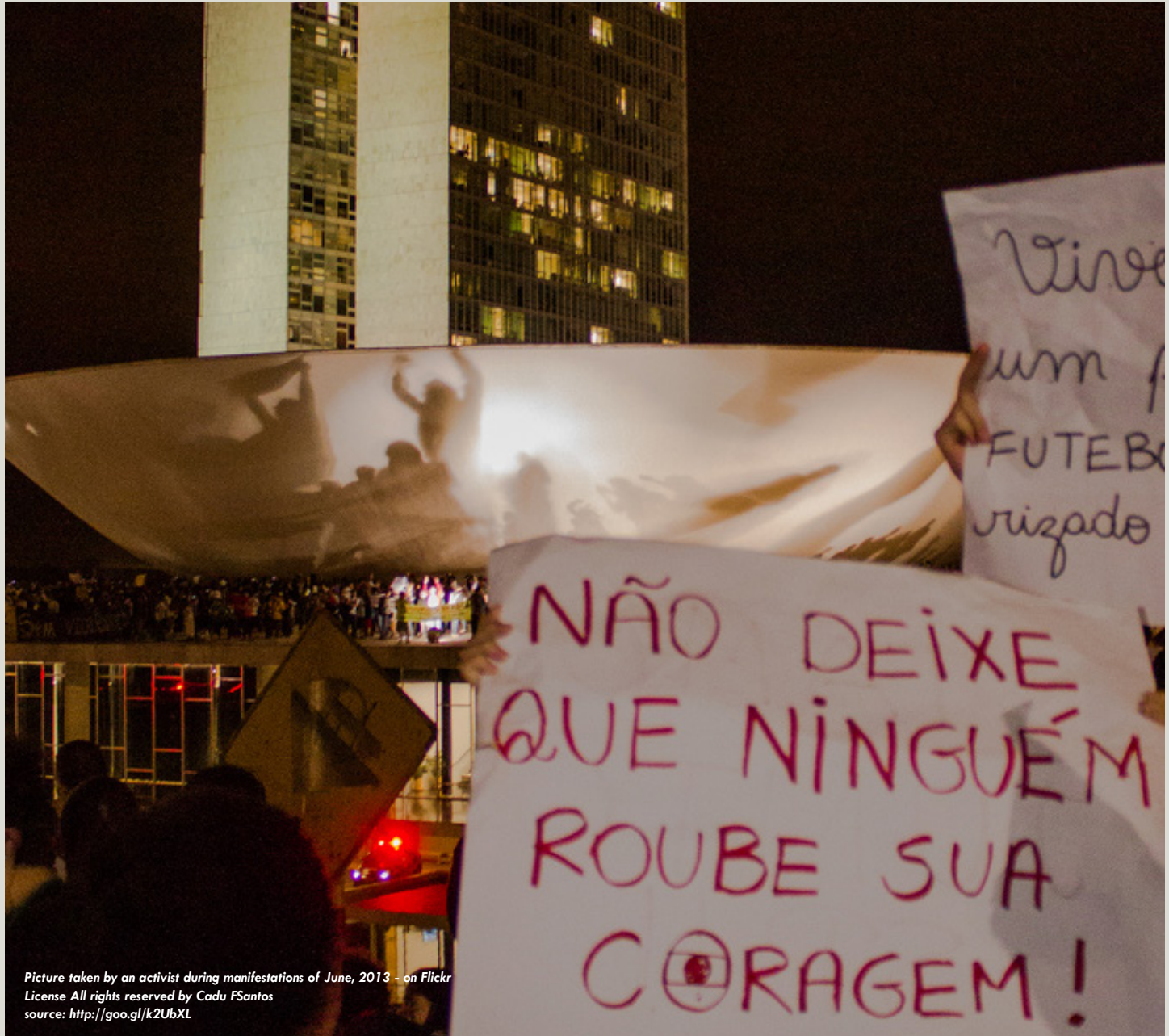
But as sons and daughters of parents that had their minds framed by the dictatorship that took over Brazil between 1964 and 1985, they, as their parents, were not raised to question things or fight the system. They were taught that politics was to be watched, rather than participated. But the internet and the revolutions around the world changed that posture.

As social networks inhabitants, they have connected and organized their will and rage and this year, went to the streets shouting

the anger that was being kept captive for so long. And their voice has contaminated everyone, from all generations. People went to the streets and had a glimpse of the size of the giant that is Brazil.

The internet also fosters the freedom of information and services, and the trend of people take matters in their own hands, and stating services and movements to fix what they believe is wrong.

This generates a rise of services related to politics, that intend to promote more engagement and participation politically, that propose ways to help people to get politicized, and attempt to contribute to the issues that surround them. This shows the importance of steering this will of fight and change into the right direction.



Picture taken by an activist during manifestations of June, 2013 - on Flickr
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source: <http://goo.gl/k2UbXL>

WILL WITHOUT STRUCTURE

MANIFESTATIONS OF JUNE, 2013

In June of this year, manifests exploded in Brazilians streets across the entire country. Students, adults, elderly, people with their kids, friends, teachers, all occupied the street under the same voice. Posters had all kinds of claims, but they all spoke of the same thing: "He had enough".

The Movimento Passe Livre (Free-Tax Movement) was founded in 2005 in Porto Alegre, South of Brazil, and since the beginning, defended the idea of free public transportation to all citizens. Protests where always focused in this issue, it was mostly organized by students and on each protest, and people would always set fire in a turnstile, as a symbol of their cause.

The movement gained strength during the years, and in June of this year it hit it's top point, when on the 2nd of June, 2013, the government announced the rise of 20 cents of reais in the price of the taxes in public transportation all over the country. This was the reason for the fist big act, which took place on June 6th and the episode ended up with violent repression from the part of

police against protesters in Sao Paulo, which revolted people who had paid no attention to the protests before.

The anger, for so long kept inside, the scream that was longing to be released for so long, found in the oppression of this protestor, an opportunity to come out. As result, the second big act was arranged in social networks and it took place on Monday, 17th of June. The impact of the size of the manifests all over the country is still marked as a day to remember.

It was astonishing, and people had a glimpse of the size of their power as a united mass. That's when the movement gained proportions

beyond the transportation taxes, and it became famous the sentence: "It's not about 20 cents."

All sorts of complaints came up. From the horrible quality of the transport, to the low level of education, and mainly about the overcharged bills of the 2014 World Cup stadiums that are being built. The episode also coincided with the Confederations Cup, and games happening in Maracanã, in Rio, and also in other cities. This was a

perfect moment for calling up the attention of the world, and the second most common complain from the people was: we don't need stadiums, we need education of good quality".

The episodes even scared FIFA, who declared that if manifestations kept happening, the occurrence of the world cup in 2014 could be reviewed. Realizing the critical state of the situation, Dilma made a pronouncement of public television, announcing some measures she was taking to assure that education received proper investment, such as the plan of giving 75% of the royalties from the extraction of pre-salt oil, and also for health, announcing the arrival of doctors from Cuba that will work in the remote areas in the country side. Among the declarations, she assured that all the money spent in the world cup was an investment that private enterprises made, and they were the ones paying for the stadiums, and that the government had spent very little. Being truthful or not, her declaration appeased a portion of the people. She also declared being open to receive the leaders or the manifestations personally, and negotiate the demands, saying that the manifestations reflected the beauty of democracy and that she was happy to see people making a stand. Again, regardless of the truthfulness of her happiness (which did not reflect the action

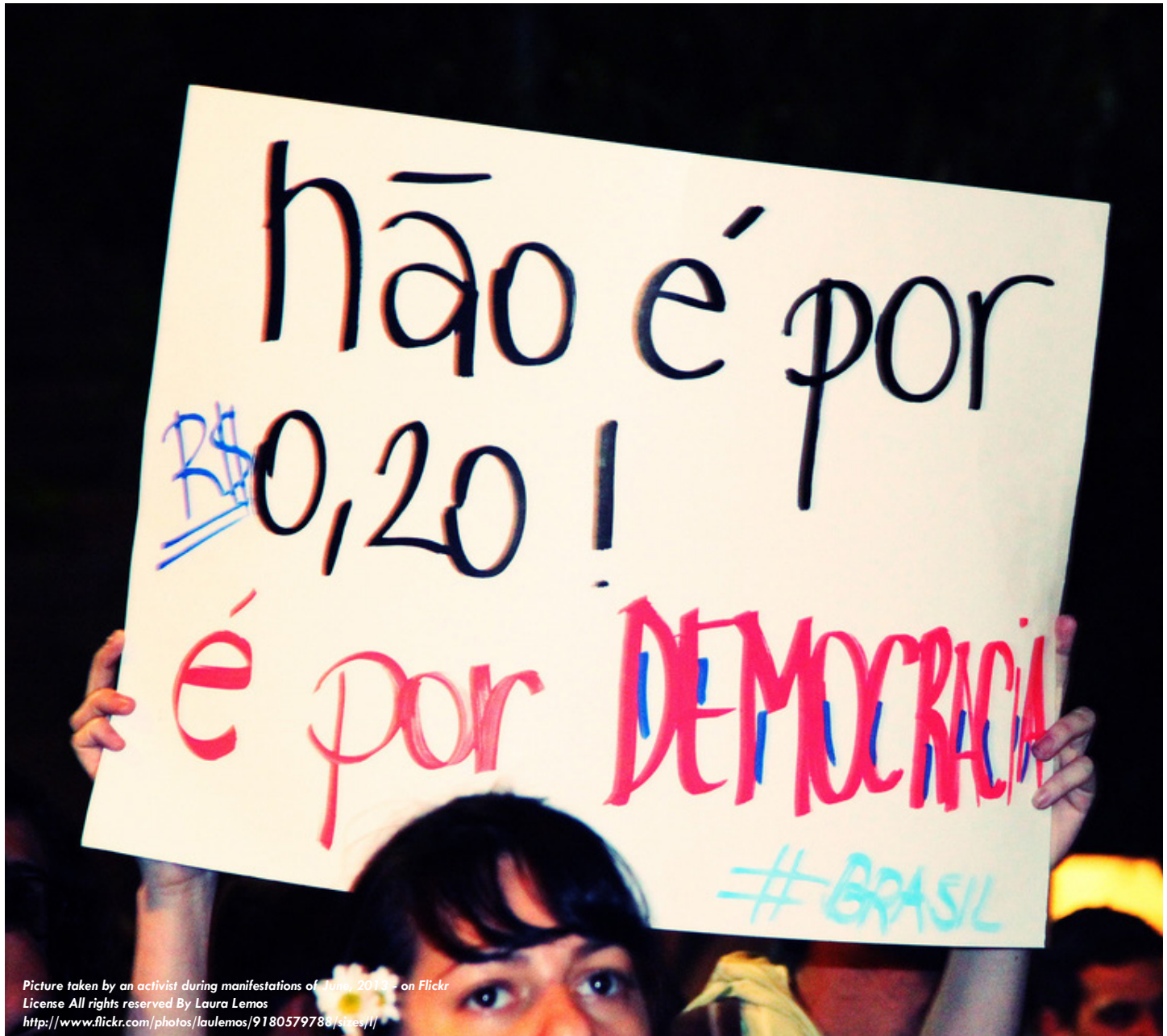
of many politicians, who did commit acts of violence during the manifestations that kept happening), the fact that she called the leaders for negotiating terms woke the people up.

Who were those leaders? What was the agenda of the complaints and demands? A lot of things were asked in the posters in the streets, but the truth is that the leaders of the Movimento Passe Livre were only demanding the retrieve of the 20 cents. All the rest of the people wanted things like the end of the corruption, more health and education, things that don't happen overnight, and go beyond the purview of the President.

Many images were shared through Facebook for suggestion of agenda, but nothing was concretized, specially for the lack of leaders, since no one came upfront to talk about them.

There were some victories: the rise of the taxes was retrieved and also the PEC37, which was a project of amendment of the constitution, that would take the responsibility of condemning crimes of corruption from the judiciary and giving it to the congress (also known as the PEC of impunity, since in summary, it proposed that the same people who committed crimes of corruption became the ones to receive the accusation and judge it), was also filled.

The protests continued, still asking for some



Picture taken by an activist during manifestations of June, 2013 on Flickr
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<http://www.flickr.com/photos/laulemos/9180579788/sites/>

general demands like the resignation of Renan Calheiros from the post of president of the Senate. Calheiros was one of the politicians involved in the Mensalão scam of last year but still not condemned, and but even with the request coming from the manifestations, and also petitions organized by the people with over 1.7 million signatures sent to the congress, nothing was done and Renan remains in the post. But depositions of friends that took part in the first big acts declared that it was all starting to lose focus, and therefore, purpose. People started to bring beers and instruments, and soon it became a kind of protest mixed with carnival. The mass protests ended, giving birth to little objective ones that happened since then, such as the support of the teachers who are in strike asking for better salaries.

A good side of it all is that people had the first taste of the fight, and now these smaller protests (not that small, but not in a national scale either) are happening punctually, and Brazilians are starting to learn to stand up, but there is still a long way to go.

A NEW TYPE OF REBELS

A report The Economist Intelligence Unit called Rebels without a cause - What the upsurge in protest movements means for global politics – was recently published in

the website of The Economist magazine, and it analyses the protests that took place in the past couple of years, including the ones in Brazil.

The author proposes categories for all the movements, from the Arab movements to Occupy Wall Street, as it separates them in 3 broad protest types: Regime-Change or anti-authoritarian – among them are Russia and Egypt; Traditional Focus or Anti-Austerity, which a objective purpose, such as labor or natural resources, and lastly, the New Social Movements, in which Brazil is comprehended.

“The most interesting and the hardest to define. We are seeing an increasing incidence of what can be called New Social Movements, as exemplified by the recent protests in Brazil. (...) These movements are amorphous, often loosely organized, but organized rapidly by social media. They are often closely related to the rise of new middle classes and emerging markets. These types of protests reflect a decline in trust in political elites, and institutions, widespread disappointment with democracy, and also a sense of entitlement. Their distinguish features are deliberate lack of engagement with traditional politics, a refusal to articulate alternative policies, and a failure to build new political organizations.”

(Quote from the video in the article)

I agree with all the characteristics of the manifestations pointed in the author's speech, being the main ones:

- Loosely organized
- Organized by social media
- No clear ideology
- Policy-lite (low in politics) – I would add: low in political structure

I can only agree with the report, adding, from a perspective of being very close to the protests here that they were:

- non-partisan: people from all sides claimed these were protests without a party because the intention was to show that the anger and nonconformism was coming from everyone, and not under a flag of a party. At the same time that this proved the protest to be "from all", it made it weaker in terms of direction.

- had all sorts of demands: from punctual items, such as reduction of 20 cents in the public transportation tax prices, to "end of corruption", which is more broad and hard to tangibilize into a concrete action.

To me, this is a result of a lot of will, but no political education or direction. The protests are a reflection of the beginning of a political

awakening and a will to participate in the decisions that decide so much of our lives. But it also expresses the need, more than even, that tools that can help people to get more politicized, to learn how to structure their beliefs, to understand how the system works, so they can demand objective change. **That is why, in my opinion, there is the need of a tool for orienteering, so that it can bring some sense to the chaos, and provide facilitations that help people find their ways and fight for their beliefs.**

In the picture on the side, the sign says: "manifestations are also done in the voting urns". For me, this sums up well the point of this project, and why voting is such a key ingredient: it's actually the real control that we, the population, have over the Public Power and who runs it. And this is why this tool has to help to awake the interest of the people and their will to, not only scream and protest on the streets, but also do the hard work of making a good choice where their opinion is the only one that matters: in the 2014 elections.



Picture taken by an activist during manifestations of June, 2013 - on Flickr
License: All rights reserved by Debora Eloisa
source: <http://www.flickr.com/photos/charmoflife/>



Picture from activists of the Conscious Vote Movement collecting signatures
source: http://votoconscienteotia.blogspot.com.br/2010_03_01_archive.html

BOTTOM-UP SOLUTIONS RISING

Lately, some web-services related to politics started to come up, and all of them approach the issue of trying to make sense from chaos, help to foster people to get politicized, and give more awareness of the importance to follow the work of politicians, so we get less fooled in the next elections.

Here I put the most interesting examples, and as I explain the proposal of each service, I also point out the highlights and the setback in each of them, according to my opinion and the studies I showed here that where done so far.

Before starting with the cases, an interesting aspect is that all of them use mainly the web as a platform. It made it clear to me that a web portal is definitely a key channel for services like this, because it aligns interaction and practicality, as well as a range that a service in a personal level could not get.

In Brazil, not only there has been a fast spreading the range of the Internet, but also Brazilians are heavy online users. Brazil is the 3rd country in number of Internet users, after USA and Japan. From the 201 million people, over 140.5 are in age for voting, and being the age of voters from 16 onwards, and a

number of Internet users of an average of 90 million, that start navigating from the age of 10, it is possible to say that at least 60% of voters are active online.

And more: Brazil has around 58 million Facebook users, being the second contingent per country, right after USA. And Sao Paulo is among the TOP 5 cities in the world in number of twitter users and usage.

From that information, it is possible to affirm that Brazil is very open to Internet based services and has a tendency to keep frequent use of a service once they liked it. That makes the Internet a very important channel and, a very good one to start from, for this project.

STUDY CASES OF RELATED SERVICES

Analysis of services that promote awareness, information, participation and/or supervision or inspection of the work done by politicians. I point the good and efficient proposals, as well as talk about whether it was a good solution according to my findings, or even if it could generate interesting partnerships.

RANKING DOS POLÍTICOS

Ranking of the Politicians

<http://www.politicos.org.br>

Ranks politicians by parameters, giving or taking points for attendance, laws proposed and approved.

good: gives a measurable comparison between politicians' work.

bad: it is quantitative, not taking the quality of their work in consideration

This website was created by a private initiative, focused on trying to bring some criteria to the evaluation of politicians' work, and help people to vote better. This initiative

comes from the same routes as mine, saying that the best weapon that we have against corruption is to filter the politicians that get to the public power, and the best way to do that is through a conscious vote.

Though it has an idea behind quite similar to what I propose with my project, It gives ranking to politicians through numbers according to their presence or absence, number of laws voted or proposed, and so on.

To that I have three critics:

First, numbers do not mean anything when someone does not have enough parameters to read into them and understand what they mean. If there is no parameter to understand

The screenshot shows the website 'Ranking dos Políticos' with a navigation bar and a list of politicians. The list includes the following data:

Ranking Geral	Ranking de Senador	Ranking de Deputado Federal																
Utilize os campos ao lado para filtrar o ranking: Estado <input type="text"/> Partido <input type="text"/> Parlamentar <input type="text"/> Limpar																		
1º		<table border="1"><tr><th>Pontuação Inicial</th><th>Presença nas sessões</th><th>Privilégios</th><th>Mestrômetro</th><th>Processos judiciais</th><th>Outros</th><th>Qualidade Legislativa</th><th>Pontuação</th></tr><tr><td>209</td><td>40</td><td>57</td><td>40</td><td>-22</td><td>-8</td><td>88</td><td>395</td></tr></table>	Pontuação Inicial	Presença nas sessões	Privilégios	Mestrômetro	Processos judiciais	Outros	Qualidade Legislativa	Pontuação	209	40	57	40	-22	-8	88	395
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Pontuação Inicial	Presença nas sessões	Privilégios	Mestrômetro	Processos judiciais	Outros	Qualidade Legislativa	Pontuação											
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what a “good number” would be, how can you judge that? That means, what is the use of the information of “invested X in consultancy services”, if I don't know would the ideal number would be? It is not possible for people unfamiliar with these numbers to evaluate if it was too much or too little.

Secondly, number of laws proposed or approved means nothing, especially if it doesn't tell what each law was for. If one politician proposes 13 laws to change names of streets or promoting new national holidays, he will be ahead of another politician that may be fighting strongly to approve a law to help with the starvation in the northeast. And the last one could be

finding a hard time to get the supporters needed for the approval of his project, so it is not just up to him. Therefore, numbers only do not represent quality of work or effort put.

And third: People can give or take points from politicians. I think it's wrong that the final points each candidate received according to his performance can be raised or discounted by people, according to their approval or disapproval of him. Therefore, popularity also affects the ranking, making it biased and open to violations.

The screenshot shows a web browser window displaying the 'RANKING políticos' website. The page features a navigation bar with options like 'O ranking', 'O vídeo', 'O livro', 'Participe', and 'Fale conosco'. Below the navigation bar, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn. The main content area is titled 'Informações do parlamentar' and lists details for José Antônio Machado Reguffe, including his name, email, party (PDT), state (Distrito Federal), and various other biographical and political information. At the bottom of the page, there are three buttons: 'TIRAR PONTOS DESTA POLÍTICO' (red), 'DAR PONTOS PARA ESTE POLÍTICO' (green), and 'RETORNAR AO RANKING' (grey).

RANKING políticos

O ranking O vídeo O livro Participe Fale conosco

Facebook Twitter YouTube LinkedIn

Fale Leopoldo de Sá e outros
70.340 pessoas curtiram isso.

Informações do parlamentar

NOME: José Antônio Machado Reguffe APELIDO: Reguffe
E-MAIL: cpo.reguffe@camara.gov.br CPF: 782.297.661-34
PARTIDO: PDT PARTIDO ELEITO: PDT
ESTADO: Distrito Federal ORGÃO: Câmara dos Deputados/BR
CARGO: Deputado Federal CARGO ANTERIOR:
FILIAÇÕES PARTIDÁRIAS: PSDB 1998, PPS 2002,
PDT 2005 até o momento
CARGOS RELEVANTES: Exerceu mandato de deputado distrital (2007-2011, PDT).
OUTRAS INFORMAÇÕES: Formado em economia e jornalismo. É apresentador de televisão. Candidatou-se a deputado distrital em 1998 pelo PSDB e em 2002 pelo PPS.

Informações utilizadas para definição da pontuação do ranking

PONTUAÇÃO INICIAL

PRESEÇA NAS SESSÕES (Assiduidade)

PRIVILEGIOS (Cota parlamentar/verba indenizatória)

MENTIRÔMETRO (Pontuação Pública)

PROCESSOS JUDICIAIS (Processos)

PROCESSOS JUDICIAIS (Deu no Jornal)

OUTROS (Demais Critérios)

QUALIDADE LEGISLATIVA (Como votou, astor e revisor)

Caso encontre algum dado incorreto [clique aqui](#) para informar o erro. A informação será analisada por nossa equipe.

TIRAR PONTOS DESTA POLÍTICO DAR PONTOS PARA ESTE POLÍTICO RETORNAR AO RANKING

VOTE NA WEB

Vote on the Web

<http://www.votenaweb.com.br/politicos>

Unpartisan website that follows the bills proposed in the Congress, put them in a simpler and more communicative format to people to vote for or against the law proposals, and then forward the public opinion to the congress. It also gives the profile of the politician with the laws proposed, how many were approved, and which laws the politician took interest of voting for.

good: it is possible to keep updated with the ongoing law proposals in the Congress,

and also to see the laws that each politician took enough interest to vote on.

bad: you can't see which was the stance of the politician, neither why he or she approved or refused a bill. The qualitative aspect of the decision is left out.

This service proposes the civic engagement inside the congress, for people to be able to take part in the process of decision-making itself. Though people's opinions do not count directly in the approval or disapproval of a bill, the opinion of the public is exposed, and politicians that receive them can consider this before giving their final vote in the congress.

It is already a very valuable attempt

The screenshot displays the 'VOTE NA WEB' website interface. At the top, there's a navigation bar with 'Não votou', 'Partidos', 'Classificação', and 'Categoria'. Below this, a grid of bill proposals is shown. Each proposal includes a title, a brief description, the proposer's name and party, and a voting interface with 'Votar Sim' and 'Votar Não' buttons. Progress charts are also present for each bill, showing the percentage of 'Sim' votes and a map of Brazil with colored states. Comments are visible below each bill.

Bill ID	Topic	Proposer	Party	Sim Votes	Não Votes	Sim %	
PLC 6690-2013	Internet	Romário	PSB	306	483	43	86%
PLC 6146-2013	Ambiente	Adrião	PMDB	1.673	1.339	311	81%
PLC 6770-2013	Trabalho	Silas Câmara	PSC	480	471	315	58%
PLC 2900-2013	Administração pública	Pedro Tugão	PDT	2.266	1.210	95	97%

of promoting people's participation in the legislative process. In this service, an interesting aspect is that in each law showed, it appears the name of the politician who created it. And if you enter in the profile of the politician, you can see the laws he proposed and people's approval of those laws through the Brazilian territory.

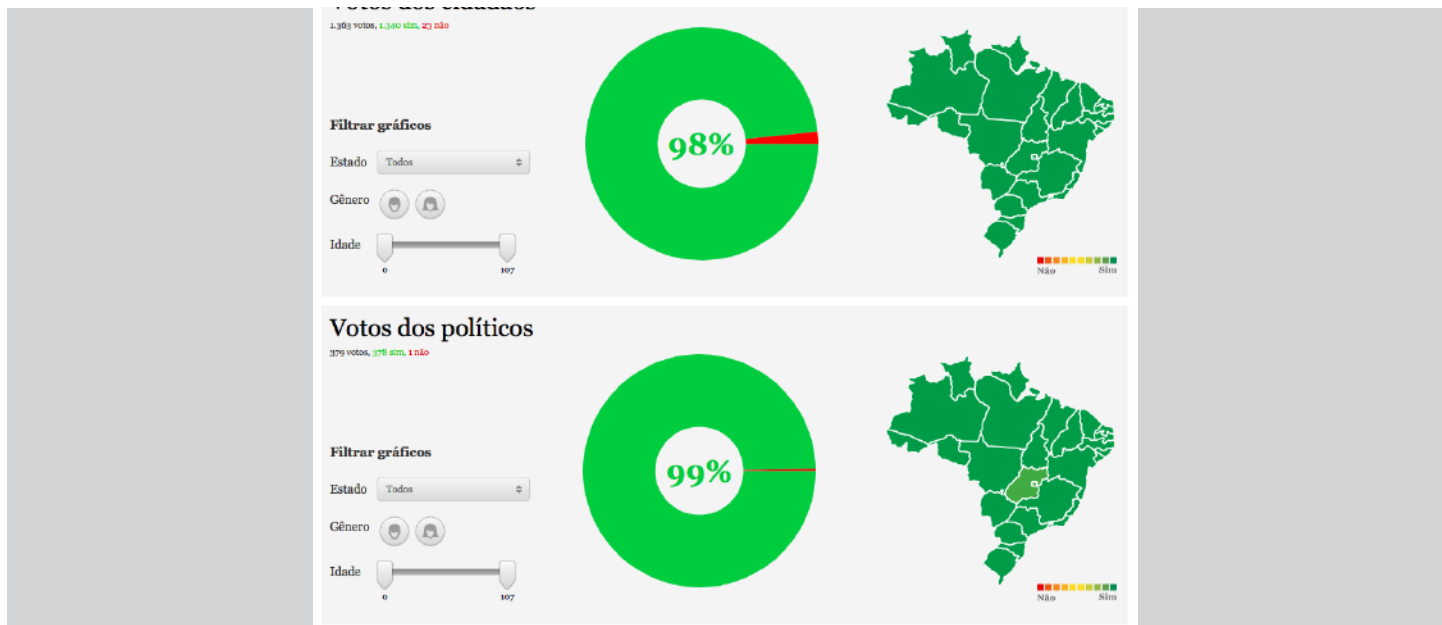
What is also interesting is that people can give a classification to the law proposed as: urgent, relevant, brave, impracticable, irrelevant or nonsense, and leave comments. So at least from the people's side, there is extra information regarding the character of the approval or disapproval of it.

And after laws are voted, the web also

gives the final decision, and compared the opinion of the politicians with the opinions of the people.

In the image above, it is possible to see that both politicians and people were practically unanimous in favor of this bill. This screen shot is taken from the voting of the clean record law.

This is a very useful and smart website. My concern is that still lacks the part of teaching people to think politically. Without the education base, it is easy for people to vote in favor or against a law, without actually understanding what is behind of it or the consequences it brings. And without reading into it, the text can also be tricky or



deceiving. For example, if the law is about amplifying the area for plantations, but it doesn't say that this would be deforestating part of the Amazon forest, people can think it is a good idea to give more area for soy cultivation, for example.

So, not always, the vote of the people would be the voice of wisdom. It is necessary to teach people to read into these laws, to search more about them to be capable of expressing an educated opinion.

I the part that I think is most similar to my project proposal is the part of where it describes the politicians profiles, which I think it was already a good effort, better than the interfaces of the government, but it still gives

little information about who the politician is, what he or she thinks, reasons for stance, and so on. Even though the politicians are not the main characters of this service (the laws are), understanding politicians through their work, meaning, though the laws, is very important.

That is why I think that this service is complementary to the service I am developing, and could even have some interesting possibilities here for partnerships in exchange of information or interconnections between the services.

The screenshot displays a web interface for a Brazilian politician, Acelino Popó. On the left is a profile card with a photo and details: 'Deputado • 1º mandato • Bahia', 'Acelino Popó', 'PPB - PRB - Partido Republicano Brasileiro', 'Enviou 5 projetos', 'O aprovados, 0 reprovados', 'Votou em 27 projetos', '17 sim, 10 não', 'Naturalidade: Salvador, BA', 'Profissões: Empresário', and 'Suplências e Efetivações: Deputado Federal, 2011-2015 (Bahia - PRB)'. A 'Feedback' button is visible on the left edge of the profile card.

The main content area shows three bills with their respective voting statistics and maps of Brazil indicating regional support:

- Bill 734 / 2011 (Cultura):** 'Autorizará o Poder Público a criar o Programa "Viver Bem" - Sem Estigma e Preconceito no Brasil, com o objetivo de diminuir as discriminações e preconceitos.' Proposed by Acelino Popó do PRB. 412 votes: 307 sim, 105 não. 73% support.
- Bill 8021 / 2011 (Esporte):** 'Regulará a prática de MMA no país, para que os profissionais brasileiros tenham amparo jurídico e criará o Dia Nacional das Artes Marciais Mistas.' Proposed by Acelino Popó do PRB. 1.267 votes: 370 sim, 897 não. 70% support.
- Bill 8111 / 2011 (Esporte):** 'Isentará os atletas que representarem o Brasil em competições internacionais do pagamento de taxa de inscrição em concursos públicos da Administração Pública Federal, com o objetivo de compensar estes atletas pelos serviços prestados ao país.' Proposed by Acelino Popó do PRB. 1.206 votes: 259 sim, 1.047 não. 82% support.

Each bill card includes a 'Votar Sim' and 'Votar Não' button, a pie chart showing the vote distribution, and a map of Brazil with colored regions representing the vote counts. Comment counts are also shown: 20 for the first bill, 57 for the second, and 33 for the third.

MEU RIO - VERDADE OU CONSEQUÊNCIA

Meu Rio - Truth or Dare

<http://verdadeouconsequencia.org.br/home>

A social network focused on public participation specifically in Rio, and founding political culture. There are tools to help mobilization of people, keeping them updated about manifestations, petitions and public hearings. It is more about people participating in the political life and improvement of the city of Rio. I think the interface is quite appealing, and very “carioca”(from Rio).

I think this platform also touches the point of the service I am proposing, but, again,

the politicians are not the main character here. This website invests in promoting engagement in general.

But even not being their focus, in the elections of last year, Meu Rio proposed a game of truth or dare between voters and politicians, so that people could see if their stances and the stances of a politician would match.

good: through the questions, people can see which politicians support the same answers as them towards issues; it promotes the approximation of stance or ideals.

bad: it was temporary, and the questions only give a part of what is necessary to know in order to know if a politician can represent you. It was a superficial service, meaning that it didn't dive deeper in the matter of matchmaking voters and candidates. And the questions that were made to the politicians were, in my opinion, too direct, and just yes or no, so there is no explaining the reasons behind a stance.

I could not take get deeper information about this service because, as I said, it was temporary, so I could only analyze images, but could not use it, to evaluate it properly. But since it was an attempt, nevertheless, and I liked the lucidity of the approach, I decided to keep it as reference. It was the first service that I saw that was using the game-like interactions to achieve a more serious goal.

Entre com a sua conta de **MEU RIO** ou de **FACEBOOK**

CHEGOU A HORA DA VERDADE!
RESPONDA AO QUESTIONÁRIO E DESCUBRA QUAIS CANDIDATOS COMBINAM MAIS COM VOCÊ E COM O QUE VOCÊ DESEJA PARA O RIO.

1 Você responde ao questionário

2 Nós comparamos suas respostas com as dos candidatos...

3 O Verdade ou Consequência encontra os candidatos com o perfil mais parecido com o seu!

E AÍ, VAHOS LÁ?

COMEÇAR O TESTE

CONHEÇA OS PARTIDOS QUE ESTÃO COLABORANDO

POLITQUÊ?

"Politiwhat?"

<https://www.facebook.com/projetopolitique>

This is a Facebook page that promotes political awareness, through the elaboration and sharing of images with information about the political system in Brazil.


good: provides information where people already are everyday, through their Facebook feed, so there is a fast and broad potential of reaching a lot of people very fast.

bad: the content comes out of place and the penetration of the information is low due to the lack of belonging to a narrative.

This example is interesting because it touches the education side of the matter. Because it has just started, there is not much I can evaluate from it. The content is daily posts with information. There isn't a website yet, and the posts give little content per day, and I don't know how effective this is for learning, because you can't keep all the information on one place to study later, and the content given daily does not allow one to construct a line of thinking, or to connect the information, since it is give in pieces. But the initiative is valuable, and they, also, could be an interesting partnership in the creation of content for the learning part in my service.

VOCÊ SABIA?

Só pode haver segundo turno para prefeito em municípios com mais de 200 mil habitantes.



POLITQUÊ?

PEC PARA QUE SERVE, COMO SE CRIA, E QUAIS OS SEUS LIMITES?

POLITQUÊ?

PARTE 03.c - DIFERENÇA DO PROCESSO DE LEI ORDINÁRIA

Processo de Aprovação



```
graph TD
    subgraph Turno_01 [Turno 01]
        R01[Rejeitada] --> A01[PEC Arquivada]
        A01 --> C01[Vai para Comissão competente para redação do vencido. O vencido é o texto final da proposição com todas as modificações aprovadas pelo Plenário. Caso a PEC tenha sido aprovada sem emendas, a redação do vencido pode ser dispensada, a não ser que haja vício de linguagem, defeito ou algum erro manifesto a corrigir. Art. 194/RICD]
        A02[Aprovada] --> C01
    end

    subgraph Turno_02 [Turno 02]
        R02[Rejeitada] --> A02[PEC Arquivada. Pode ser reapresentada na sessão legislativa seguinte]
        E02[Emenda] --> C02[Câmara: No segundo turno não é mais possível fazer modificações na PEC, a não ser que não modifique o que já foi aprovado em prímoturno. Senado: Poderão ser oferecidas emendas que não envolvam o mérito.]
        A03[Aprovada] --> C02
    end

    C01 --> S01[Se houver necessidade de redação final]
    C01 --> S02[Dispensada a redação final]

    S01 --> C03[Vai para Comissão Especial no caso da Câmara ou para CCJC no caso do Senado para elaboração da redação final]
    S02 --> C04[Vai para a casa revisora]

    C03 --> R03[Reprovada]
    C03 --> A04[Aprovada]
    C04 --> R03
    C04 --> A04
```

examples of images shared by the page

VOTO CONSCIENTE

Conscious Vote

<http://www.votoconsciente.org.br/>

A Civic and non-partisan Entity that promotes conscious vote, inspection of the Legislative Entities, and Civic Participation, though the Movement called “Conscious Vote”. Here, volunteers: follow the work of politicians in Sao Paulo, give lecturers and courses about politics, and interact with similar movements for the implementation of policies that benefit the population.

good: the proposal of a movement is strong and indeed offers a lot of opportunities for people to get involved in political issues.

bad: it does not “break the ice” of those not interest in politics. People with high resistance or very low political education, which is the case of many, can be excluded. Also, the broadness of the movement may lead to not doing any of the proposals that efficiently for lacking focus.

Voto Consciente is a platform designed to really promote political formation for citizens. It has a content that is complete, transparent and very clear for people who have a minimum knowledge in politics.

This service comprehends two of the three steps of my proposal; it promotes the education in politics though courses,

The screenshot shows the homepage of the Voto Consciente website. At the top, the navigation bar includes the site logo, the slogan "VOTE. COBRE. PARTICIPE.", a "Doar com pagseguro" button, and a search bar labeled "BUSCA". Below the navigation bar is a horizontal menu with seven categories: "CÂMARA MUNICIPAL", "ASSEMBLEIA LEGISLATIVA", "EDUCAÇÃO POLÍTICA", "COMO FUNCIONA O PODER PÚBLICO", "PARCERIAS E REDE", "QUEM SOMOS", and "BLOG". The main content area features a "Home" section with a date "2 NOVEMBRO 2013" and a prominent orange box containing the text: "SÓ 16 DAS 27 UNIDADES DA FEDERAÇÃO E METADE DAS CAPITAIS REGULARAM A LEI DE ACESSO À INFORMAÇÃO". Below this, a news snippet titled "Wilson Tosta – O Estado de S. Paulo" discusses the progress of the Access to Information Law. To the right, a welcome message states: "Bem vindo, ao site do Movimento Voto Consciente. Procuramos reunir aqui uma série de informações úteis ao desenvolvimento da cidadania e ao aprimoramento da democracia." Below the text is a graphic with the title "DE OLHO NO LEGISLATIVO" and the subtitle "UM MÉTODO PARA ACOMPANHAR MANDATOS PARLAMENTARES". At the bottom, there is a "LEIA MAIS" button, social media sharing options for "Comentários", "Like", and "Tweet", and a section titled "AVALIAÇÃO DOS DEPUTADOS ESTADUAIS".

lectures, online courses and forums for discussions, and also does a very good work in following the work of the politicians and displaying some evaluation.

My observations here are:

This service, though complete, demands that the user has already some inclination or predisposition around the topic. The contents displayed inside are mostly in the form of text, and though it's a well written one, it is not inviting if someone had emotional barriers around the topic added with lack of knowledge. Those two elements combined make people easily give up on the task of learning or getting engaged in politics. And sadly, it is the case of the majority of the population, even if in different proportions.

The following of the work of the politicians is very elaborated, and done by volunteers who are formed in political education by the movement, so they are trained well, and they evaluate both numbers and content. They follow the politicians that work for the legislative power, in both state and municipal instances in the state of Sao Paulo. They don't have national range yet, and the Municipalities in Sao Paulo are not all covered. Still, their network seems to be growing, and I believe they would make excellent partners for my service as well.

Regarding the analysis of the politicians' work, they give a grade to each politician according to their balance of presence

in Committees and voting sessions, as well as participation (not just go, but also discuss and contribute for the work of the collective), and also the impact of the laws proposed by the politician. This last topic, I thought it was very relevant, because it also touches the point that a lot of the laws here are about changing names of streets or creating holidays, and other issues that promote no improvement on the quality of public life. So here, this is also analyzed, and points are given according to the level of the impact that would result from the approval of the proposed law.

The final grade is exposed in the politician profile, but there is no further information about the elements that led to that final grade. And here is where I disagree about this grading system, because although the website explains very clearly the method of analysis, the user has to trust in the final grade, since there is no deeper explanation in each politicians' case.

It also shows the numbers of expenditures of office, but in the form of a list, very similar to the website of the government, so here also the information is not very visual, and it is also not organized by argument (like transportation, stationery, etc).

A plus point is given for showing the declared income before and after the mandate. This, as shows the research done with people in the next part of this work,

was asked for by people, since it is one of the thermometers to understand whether the politician took advantage of his or her position or not.

In conclusion, as I said it is indeed a quite complete, and the work is really broad, starting, as the name say, a movement of politicizing the people. But as I said, it requires an inclination for the topic. It is very didactic, but it gives me the feeling of being a university for political formation. And my intention here is to go one formation before, for people who literally knows nothing, and on top of it, had a high resistance on taking interest for politics. What I see here is a great potential for partnership, as my

project could open doors for the deeper formation they offer, and they could help provide information on supervising the work of politicians, since they are already doing such a good work with the volunteers capacitated by them.

CÂMARA MUNICIPAL ASSEMBLEIA LEGISLATIVA EDUCAÇÃO POLÍTICA COMO FUNCIONA O PODER PÚBLICO PARCERIAS E REDE QUEM SOMOS BLOG

Home » Câmara Municipal » Vereadores » Adilson Armando Carvalho Amadeu

PTB
ADILSON AMADEU

ADILSON ARMANDO CARVALHO AMADEU
63 ANOS
NATURAL DE SÃO PAULO/SP
46º GABINETE DE VEREADOR

5,62
NOTA VOTO CONSCIENTE
ENTENDA ESSA NOTA

154 PROJETOS
37 APROVADOS
117 TRAMITANDO

41.686 VOTOS (POR REGIÃO)
FINANCIADORES DE CAMPANHA

R\$ 420.621,47 PATRIMÔNIO
DECLARADO EM 2008

GABINETE: GASTOS 1 EQUIPE

ADOTE UM VEREADOR

Adopt a City Councilman

<http://www.adoteumvereadoresp.com.br>

A NGO that proposes the idea of one person following the work of one city councilman, and publishing the important happenings on a personal blog, that feeds the blog of the main website.

good: the idea of a divided responsibility. If each one inspected the work of one politician and shared the information, the "heavy load" of inspecting all would be lessened, and it would be much harder for the politicians to be unethical.

bad: the way the idea is delivered in a

service is not very attractive, and it does not teach how to inspect, which items to pay attention to or what to do. It does not offer a parameter to inspect, making it harder to trust the evaluation.

Their web itself says that they are more of an idea of a movement done collectively, than something structured and organized by a group. The best of this service is the idea of teamwork. What worries me here is that with the lack of a leadership or someone to answer too, the risk of people losing interest of stop providing this job is very high.

The screenshot shows the homepage of the website 'Adote Um Vereador'. The top navigation bar includes links for 'Página Inicial', 'Blog', 'Galerias', 'Sobre Nós', 'TV Câmara', 'Vereadores (as)', and 'Vereadores Adotados'. The main header features a magnifying glass icon with the text 'ADOTE UM VEREADOR' and the slogan '"Controle os políticos ou os políticos controlam você"'. Below the header, there is a search bar with the text 'Pesquisar no site' and a 'Pesquisar' button. To the right of the search bar, there are social media sharing icons and a 'Compartilhe' button. A gold award badge on the left side reads 'TOP BLOG PRÊMIO 2013 VOTE AQUI!'. The main content area is titled 'Conheça e participe de nosso projeto' and contains the following text: 'O Projeto **Adote um Vereador** tem por objetivo fazer com que o cidadão acompanhe um vereador em suas atividades parlamentares. Primeiro passo: Escolha um vereador (pode ser um deputado ou senador, também) Segundo passo: Abra um blog onde serão publicadas as informações e seus comentários sobre o escolhido; Terceiro passo: Procure informações sobre o parlamentar nos jornais, rádio, TV, sites e blogs; mande e-mail ou Twitter com perguntas; telefone para o gabinete ou faça visitas na Câmara Municipal (ou na Assembleia e Congresso, se for o caso)'. At the bottom, there is a video player showing a close-up of a person's face.

POLITICAL COMPASS

<http://www.politicalcompass.org/test>

This website provides a tool that helps people to discover which is their own political stance. By answering a series of general questions about big topics, the answers lead to a position on a Cartesian Axis, that cross the social stance (Authoritarian versus Liberal) with economic stance (Left - Communist versus Right - Libertarian)

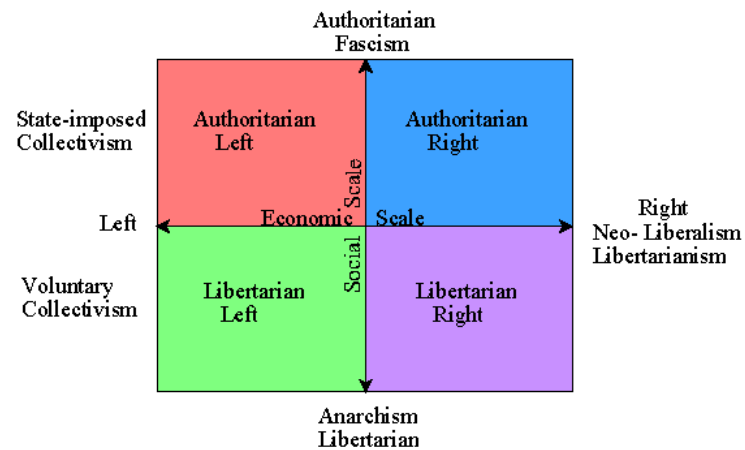
good: the tool provides orientation for knowing your own stance, and also provides examples of famous leaders, so that you can have a more tangible notion of your stance.

bad: It does not work with people with low level of political education, since this position will not mean much. Not made with an invitee design; no work done on graphics, to make it more appealing.

A test that helps citizens to visualize where they are placed in terms of Political Beliefs in a Cartesian Map, where one polarity goes from Right to Left and the other from Authoritarian to Libertarian. After answering a list of general questions related to social-economic and ethical issues, such as abortion or distribution of wealth, the results come out, placing the person tested in the map.

The website gives some examples of

The Political Compass*



* Adapted from The Political Compass graphics at <http://politicalcompass.org/index>

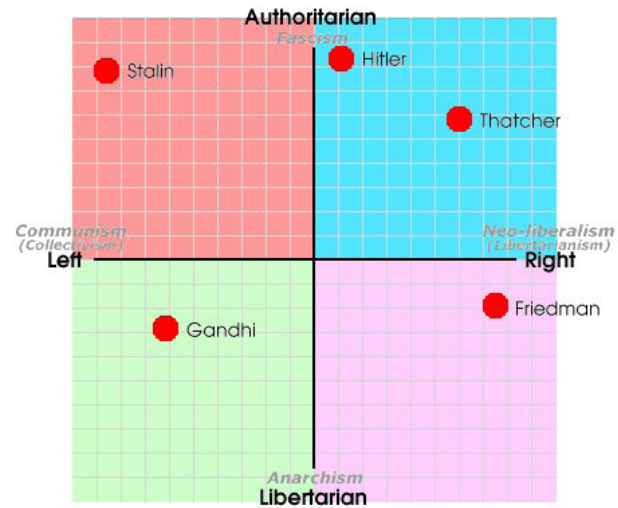
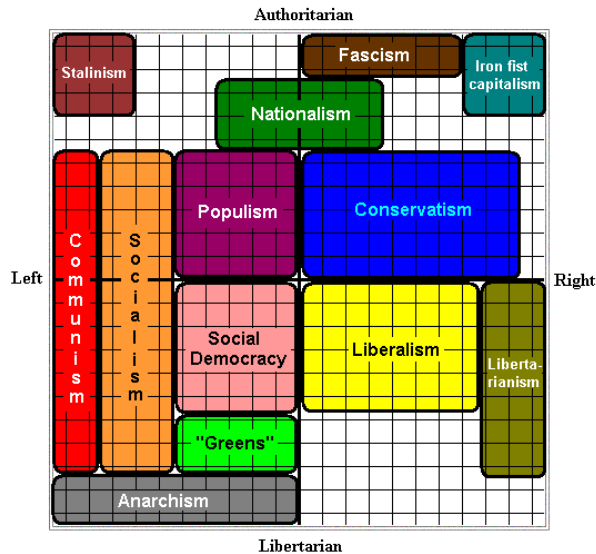
famous leaders through out history, so that someone can relate their own way of thinking to the one of public figures like Gandhi and Stalin.

I found an image in a forum about politics, where one of the participants placed in the compass the most famous ideologies. The charter instantly made more sense to me.

What I thought was interesting is to see how well spread this compass tool is, and it is quite useful for one to understand their own stance if they have political knowledge. My concerns here is that people may not be educated enough to know clearly the map, and understand their positioning. Also, the positioning of politicians and parties here in

Brazil is also not that clear, so it is hard for someone to do this positioning for them; it would have to be a test done by them for the result to be more accurate.

What I really like about this tool is that the questions are general and not that hard to understand. Therefore, it becomes easier to understand that political orientation comes from one's beliefs in an ideal society and the foundational guides upon which the rules should be built. I really liked this tool for users that know politics, as part of the service solution, of the moment of getting to know the candidate. And since they seem very open, I believe a real collaboration could be developed here, if the service solution I



I could not find more details about the construction of this image, but the source is: <http://forum.dune2k.com/topic/19174-the-political-compass/>

propose ever comes to be implemented.

VOI SIETE QUI

You are here

<http://www.voisietequi.it/>

This is a tool that uses the concept of the political compass to approximate people of political parties in Italy, according to their stance towards a topic.

good: approximates base on stance on current issues

bad: political parties lost a lot of credibility in Brazil, not only because of the scandals of corruption, but also for not supporting a clear political positioning, therefore, they could not be a valid measure for parties



here.

The Voi Siete Qui service works in a similar manner to the Political Compass. But here, the questions people answer are more specific about local issues in Italy. And the result approximates the people to the political parties that would be in the same logic.

The problem to use this kind of service here in Brazil are mainly that most of the parties are not really positioned differently in terms of ideology, and, even when they are, not necessarily the actions of the politicians elected in that party will be in the same logic of the party.

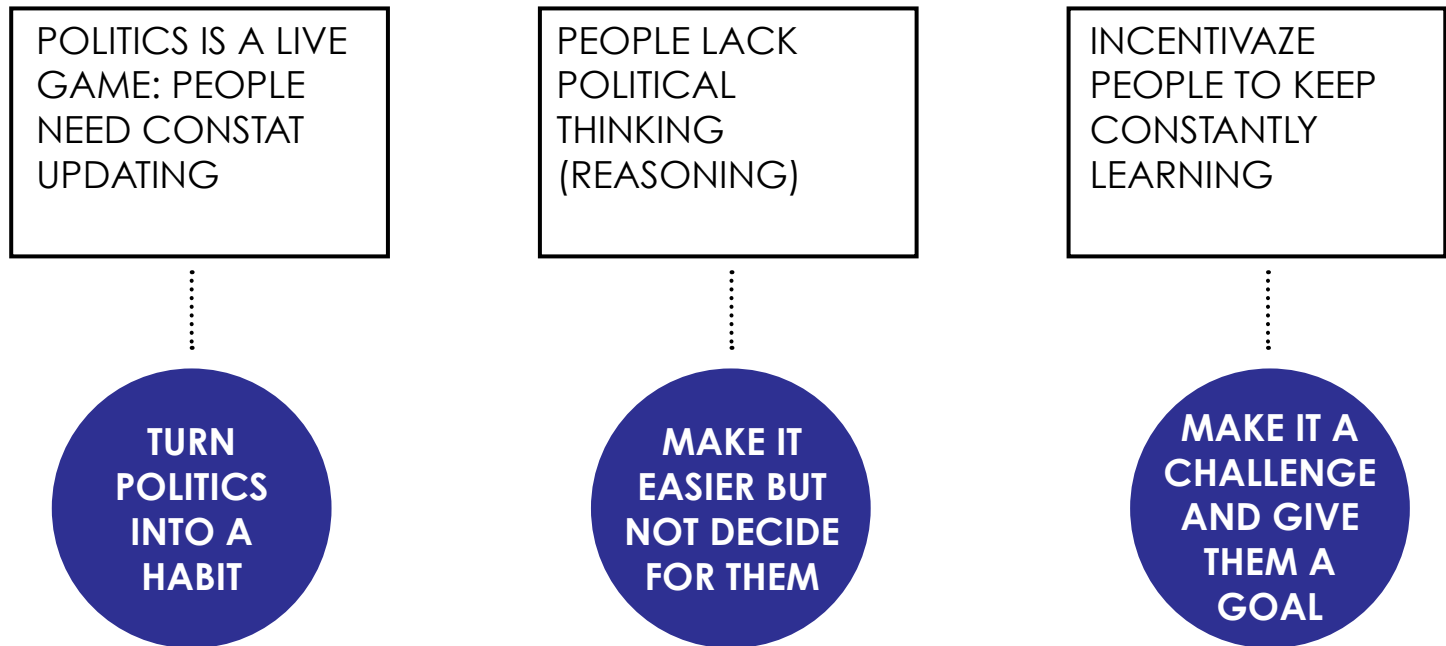
This is why I believe that approximating people to politicians are better.

Also, maybe in the case of complex questions about not-so popular issues, people may not feel like they have enough knowledge in the matter to judge. This tool could be more interesting to those who have a deeper understanding of social economic issues, though.

Lastly, as researches will show in the next chapter, Brazilians take more things in consideration when choosing than the stance. Therefore, as the political compass tool itself, it is a very interesting idea for a part of the project, but not as the whole solution.

CONCLUSIONS FOR WILL INTO ACTIONS

HOW TO KEEP PEOPLE POLITICALLY ACTIVE?





THE PROJECT'S FRAMEWORK

- 1. FRAMING THE BRIEF**
- 2. RESEARCHING WITH USERS**
- 3. RESEARCHING TOOLS**
- 4. CONCLUSIONS OF FRAMEWORK**

**“ When we are no longer able
to change a situation - we
are challenged to change
ourselves. ”**

Viktor E. Frankl

1. FRAMING THE BRIEF

IDEA IN BRIEF

The change can start from the people, giving tools to make them able to stand for their beliefs and become owners of their vote, earning the capability of making the wisest decision possible. No more letting others to decide for them.

In this chapter I define the challenges this project intends to help on solving, I frame the problem into punctual goals, and define what needs to be done, in order to get there.

THE PROPOSAL

The vote in Brazil is compulsory and also not easy, based on the number of political positions to vote for and the vast number of candidates running on each election.

When put together the lack of political education of Brazilians and the lack of structure and rules in the political system, it becomes possible to understand why the task of choosing a candidate is so hard for Brazilians, and because of that, their level of interest or engagement is impaired.

On the side of the election's structure, there is a vast number of parties and no limit for number of candidates, filtered only by age and, most recently, by not having previous official involvement in corruption

crimes.

On the side of the electors, the quality of the political education in Brazil is critical, which makes the task of choosing a candidate even harder. There is no clarity about which political position does, and the lack of political culture in the upbringing of Brazilians leads to poor criteria for a choice in elections.

The idea here is to give the input to change this complex situation, starting from the people, challenging them to become better voters, so they can have a better government.



Picture of an Orienteering activity

source: <http://www.sardiniadiscovery.com/it/incentive-team-building-sardegna/orienteering.html>

THE PROJECT'S MISSION

ORIENTEERING

“Orienteering is a family of sports that requires navigational skills using a map and compass to navigate from point to point in diverse and usually unfamiliar terrain, and normally moving at speed. Participants are given a topographical map, usually a specially prepared orienteering map, which they use to find control points. Originally a training exercise in land navigation for military officers, orienteering has developed many variations. Among these, the oldest and the most popular is foot orienteering. For the purposes of this article, foot orienteering serves as a point of departure for discussion of all other variations, but basically any sport that involves racing against a clock and requires navigation using a map is a type of orienteering.

Orienteering sports combine significant navigation with a specific method of travel. Because the method of travel determines the needed equipment and tactics, each sport requires specific rules for competition and guidelines for orienteering event logistics and course design.

An orienteering map is a map specially prepared for use in orienteering competitions. It is a topographic map with extra details to help the competitor navigate through the competition area.

These maps are much more detailed than general-purpose topographic maps, and incorporate a standard symbology that is designed to be useful to anyone, regardless of native language. In addition to indicating the topography of the terrain with contour lines, orienteering maps also show forest density, water features, clearings, trails and roads, earthen banks and rock walls, ditches, wells and pits, fences and power lines, buildings, boulders, and other features of the terrain.” (source: Wikipedia)

WHAT COULD MEAN ORIENTEERING IN POLITICS?

“(...) using a map and compass to navigate from point to point in diverse and usually unfamiliar terrain (...), indicating the topography of the terrain (...)”

Here, the unfamiliar terrain is the political

scenario and the electoral system, where us, Brazilians, have to navigate in, in order to form our opinions and make our decisions according to the information we are given.

Due to the unfamiliarity of the terrain, meaning how little people know and understand of the Brazilian political system, there is no question of the need of this supposed map or compass. The question here is which maps or compass can be created here, that could be useful to people? Where exactly do people get lost, when “navigating” in politics?

“ (...) the method of travel determines the needed equipment and tactics, each sport requires (...)”

This means that, to find the proper “method of travel”, to determine the “equipment and tactic”, I need to understand from people what, in the mess of the electoral campaign, do they actually give importance to, where do they want to arrive, and which values would guide their experience, which criteria would they use to guide themselves.

(...) symbology that is designed to be useful to anyone, regardless of native language (...)

This is relevant when it comes to the language and the support of the information

that it will be used. When guiding people through a road, it is necessary to create signs that will indicate the directions. Which are these signs? This would also have to come from people.

Therefore, it is imperative that the input of the user is used in the construction of this PSS solution. Only they can tell which is the hardest path, which maps and compass do they need, and which are the symbols that need to be provided in order for them to don't get lost, and get to their destiny.

This is why this service aims to be a tool for political orienteering that, shows the possible paths but don't walk the path for them. After all, political opinion is about beliefs and personality, so this service needs to make use of people's own analytical or emotional intelligence to make choices, so that it can be a tool that builds the reasoning through education and information, guiding people using their own personal values of right and wrong and the North of the compass.

So, instead of making just one more service for “instant choices”, I propose that people actually take time to think and learn how to think for themselves. And for that, people need to receive information “halfway”, in an easy language, but without being biased or providing answers. They have to do the job of thinking.

In this way, people can slowly become

more aware of the importance and weight of their voice and opinion and seeing themselves as actors of change. Only when armed with the capacity to think politically and question the decisions taken, is that people will be able to participate in the building of a new society. This implies one comprehending its role as a citizen, in expressing opinions and interests, including through the use of the vote.

THE RESPONSIBILITY OF VOTING

The vote is symbolically similar to passing a check to someone, so that one can decide for you where to best invest, in what is best for you. This is why it is so important that people connect with politicians, so they can know, as well as possible, who is this person they are giving the check to.

For someone to understand the responsibility that voting implies, it is necessary to understand what choosing a politician means. Not, people vote for the person, not for a purpose, and that needs to change. Of course empathy cannot be disregarded, but it also cannot be the only criteria of choice. What, then, makes a choice wise?

It is not necessary to do much research to find that choices are decisions that are based on options and that have consequences: you chose something instead of another.

An interesting report available at lifehack.org talks about difficulties on choosing when presented with too many options.

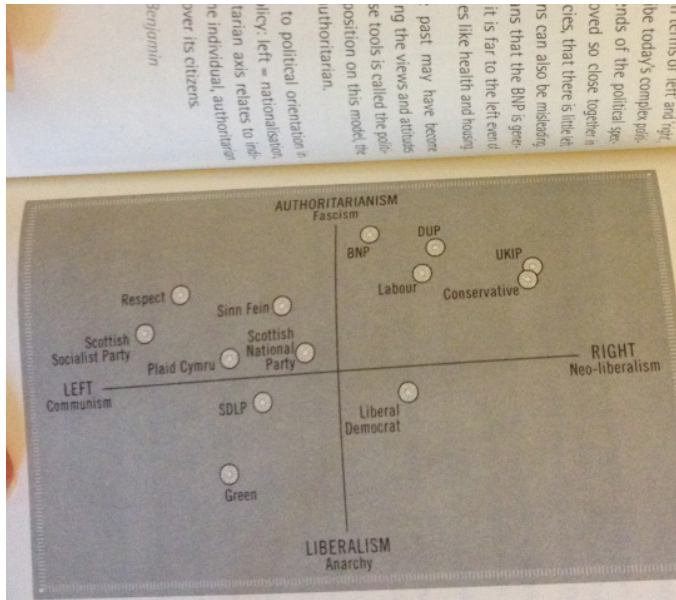
"Life is full of hard choices, and the bigger they are and the more options we have, the harder they get.

As it happens, our brains are fairly binary. They can react very quickly when presented with two options, especially when one's clearly better. Stand here and drown in the rising waters or jump onto that big rock and be safe? Easy choice.

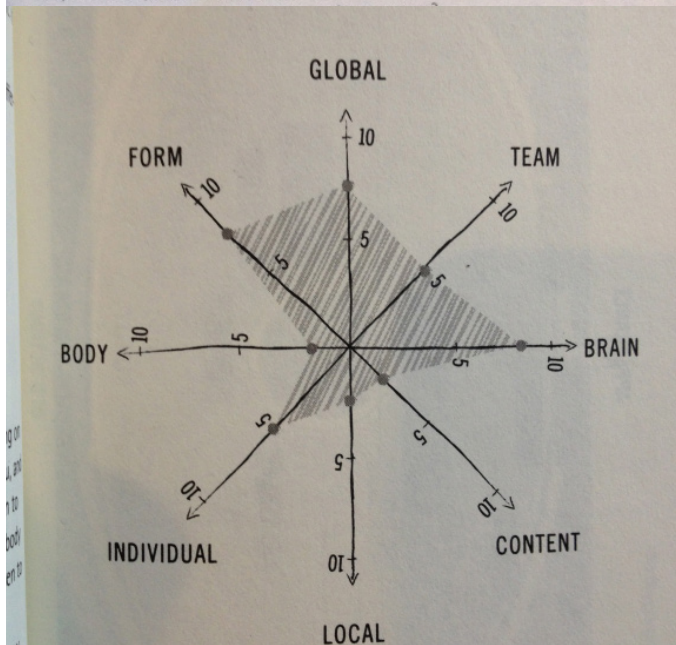
When presented with more options, though, we choke up. Jump onto the rock or climb the tree? We don't know which is clearly better, and research shows that most people will not choose at all when presented with several equally good options."

When voting, instead of people perceiving all choices as equally good, they automatically assume that all choices are equally bad, which makes their vote useless, because it changes nothing; it brings no good or bad consequences. Voting, as the choice that it is, implies then, in evaluating your choices.

An interesting book came to my hands while doing this project, and it contributed with many different tools people have used in several different ways ad context to be able to make choices. It is called "The decision book", and it presents 50 models for strategic thinking.



Analysis of the UK political landscape at the time of the 2010 general election by politicalcompass.org.



I didn't use any in particular, since the only one that had a direct relation with politics was the political compass, which could be useful, as said before, to people more educated politically, but it would not be useful to all. But it gave some interesting insights about the process of choice making when it comes to voting.

It made me see that:

1- All choice uses a **previous personal repertory** that will affect what is seen as a vantage and what is seen as a disadvantage when evaluating the options;

2- The evaluation of the options depends on how much **information** you have from each of them;

3- Every choice implies in getting something from it, in having a **feedback**, being it a good or a bad one.

From these 3 points, I understood that a **tool to facilitate the making of a well-thought choice for voting would have to affect these 3 points: personal repertory, presentation of options, perceiving the consequences.**

INCLUSIVE DESIGN

Since the common knowledge is so low, making the solution inclusive in this case,

is specially related to language. It doesn't matter how much you give tools and symbols if people cannot make sense of words.

So there is, of course, the effort of giving people more repertory in politics, but also **the political universe would also have to come "lower"** in terms of level of complexity of language and political terms, so that the people and the knowledge can advance together, from the start.

Therefore, the solution has to be able to help all people, including the ones that don't know anything at all.

And just to reinforce, this includes people of every kind, since it's something so common in Brazil (political illiteracy).

People with no previous knowledge are present in all social classes, in all niches, with all levels of education, because the political education is inexistent here as an agenda in the schools.

That is why this is so important in this project: because not knowing anything about the Brazilian political system is so common and so frequent, that politics is a boring topic in the dinner tables of most houses in Brazil.

So **to have an inclusive language here means to be able to reach everyone.**



Picture of Sao Paulo City Center

source: [http://commons.wikimedia.org/wiki/File:Rua_Barão_de_Itapetininga_\(São_Paulo\).jpg](http://commons.wikimedia.org/wiki/File:Rua_Barão_de_Itapetininga_(São_Paulo).jpg)

LEVELS of
IMPORTANCE
AND ORDER
OF APPEARANCE

HIGH

WHAT IS
IT RESPONSIBLE
FOR?

①
C.V.

WHAT
THAT
POSITION
DOES?

①
INFLUENCES

⑤
ACOMPLISH
MENTS

HOW
PREPARED
HE HAS
TO BE?

MEDIUM

③
ALIANCES

WHO DOES
HE WORK
WITH?

LOW

②
PARTY

LEARNING :

IMPORTANT STUFF PEOPLE SHOULD KNOW

WHO DOES
IT ANSWER
TO?

WHAT IS
IT'S LEVEL
OF
INFLUENCE

WHAT IS
THE
OUTCOME
OF THIS
JOB

THE
INFORMATION
WILL BE
AVAILABLE
FOR CONSULT

THE PROJECT' STRATEGY

After deciding that this project would be about **political orienteering**, that would have to make people **understand the responsibility of their vote** (comprehending the three moments of choice), and after deciding it would have to be **inclusive**, start from people who knew nothing at all, it came to time to think about how to design the solution. That's when I went back to the facts and challenges organized in the end of my research.

• **current scenario: How to provide information?**

- 1) Need of parameters and standards
- 2) Connect through ideals and proposals
- 3) Teach the minimum
- 4) Find new ways to classify stances

• **how to rouse interest?**

- 5) Show how vote can be a fun weapon
- 6) Reinforce the good work existent
- 7) Make it easy to do it and appealing

• **will into actions: How to keep people politically active?**

- 8) Get into people's lives: Turn politics into a habit
- 9) Develop political reasoning: Help "half-way". Make it easier but not decide for them.
- 10) Engage: make learning a challenge and give them a goal.

These 10 points list the goals I think that this project needs to achieve. But, **in order to achieve these goals, which are the things that need to be understood?**

In the following graphic, I bring back these 10 goals, and I bring the actions that I should take in order to understand how to get there. From these actions, it can be concluded that two different types of research need to be done: **Research with Users** and **Research Tools**.

goals intended to be achieved

PROVIDE
INFORMATION

1

SET
PARAMETERS
AND
STANDARTS

2

CONNECT
THROUGH
IDEALS AND
PROPOSALS

3

TEACH THE
MINIMUM

2

FIND NEW
WAYS TO
CLASSIFY
STANCES

ROUSE
INTEREST

4

SHOW HOW
THE VOTE
CAN BE A
WEAPON

5

REINFORCE
THE GOOD
WORK
EXISTENT

6

MAKE IT
EASY TO
DO IT AND
APPEALING

KEEP PEOPLE
POLITICALLY ACTIVE

7

TURN
POLITICS
INTO A
HABIT

8

MAKE IT
EASIER BUT
NOT DECIDE
FOR THEM

8

MAKE IT A
CHALLENGE
AND GIVE
THEM A
GOAL

what needs to be done to get there

1 Understand what are the parameters according to the people

3 Understand what is the level of people's knowledge, what they already know and what need to be taught (the start point).

4 . Understand the criteria people use (or would think it's ideal to use) to choose their candidates . Understand how people would separate the "good candidates" from the "bad candidates"

5 . Emphasize the activities that would determine a good work, which demands understanding [1] what is important according to "experts" (who keeps checking and evaluating the politicians work), and [2] what is important according to the people (what they think is important). . Give space for the "good politicians" to prove themselves through their work, plans and proposals or intentions

7 Provide content frequently. Understand what people would like to keep updated about.

RESEARCH WITH USERS

RESEARCH TOOLS

2 Research references of matchmaking dynamics (services, games, etc)

6 Make the information well displayed and as "instant" as possible. Research for ways to provide data visually: info graphics and similar tools.

8 Provide training, exercising and reasoning through constant stimulus. Research gamification for learning.

“ *Being human centered means more than human-centered research and ergonomics. It means an entire way of thinking how to tackle problems in a more human approach considering people’s lives, cultural backgrounds, mind models and dreams.* ”

Tim Brown

2- RESEARCHING WITH USERS

IDEA IN BRIEF

To be able to understand people's logic of choice, I understood that I needed to get out of the stereotypes. Because the belief that no candidate is good is so heavy, a simple survey would keep giving me the same answers. I conducted, then, a reflective activity, forcing people to think in an "ideal scenario", to be able to structure their own thoughts, give their opinions and be comfortable in telling what they don't know and what they think everyone should learn. Human nature not only as a problem, but also as a source of solutions.

A very interesting article called "Rx; Human Factor" Nava Ashraf talks about behavioral economics and how it helped to solve the problem of incentivizing people to take the proper health care procedures, in preventing diseases and unwanted pregnancy. It talks about how just providing the information was not enough: **"Improving access to and the use of essential health products and services will take more than addressing proximity and price. Another factor in the health care equation: human nature."**

It goes on, pointing how the human factor is important and usually disregarded by economists. **"Behavioral Economics has shown us that we not always act in our best interest, no matter where we live."**

The article shows how **it is not enough to give the right information; you have to deliver it in the right way.** And to discover it right way, it can't come from anywhere else rather than the people themselves. With this input, a well-based design can bring people to make better decisions, and create better habits. The point of this part of the research is to do exactly that: discover through which gates and in which format politics and voting can enter people's lives. The solution, therefore, has to **hit their inner tipping point:** "It requires understanding what makes both providers and users tick. What motivates them? What do they value? What are the trade-offs they make in choosing one course of action over another?"

Election - 3 stages

LEARNING

→ What needs to be known BEFORE CHOOSING

• WHAT PEOPLE DON'T KNOW ABOUT THE POLITICIAN'S JOB

WHICH PARTY DO YOU WANT?
HOW EXPERIENCE DO YOU WANT?
WHAT ARE THE POLICY PRIORITIES?
WHO WILL THEY WORK WITH?

• HOW INFORMATION SHOULD BE DELIVERED

AT ONCE
VIDEOS
SMALL POSTS
OPTIONAL
FIRST
INFO GRAPHS
DURING CHOICE MAKING
ONLINE

CHOOSING

→ How people decide: the parameters and hierarchy

• What politicians "offer" vs. what people search for

• What determines the choice

PARTY HISTORY WHAT STANDS FOR BELIEFS
CV. ACHIEVEMENTS PLAN/PROPOSAL REWARDS

• What information comes first

Feed-back

→ How to determine whether it was a good choice

• History of previous choices

• HOW MUCH PEOPLE WANT TO KNOW ABOUT THE WORK THEY ARE DOING?

• HOW DO THEY WANT TO RECEIVE THIS INFORMATION?

WANTED FIRST? PROBABLY WITH REPORT ONLY BEFORE ANY REPORT TEXT GRAPHICS

• HOW TO DETERMINE WHETHER IT WAS A GOOD WORK?

REPORTING POLICY WORDS POLICY STANDS FOR WHAT STANDS FOR

BUILDING THE STRUCTURE OF THE WORKSHOPS

To create a political culture, more than just helping people to choose, it is important to help people to learn why are they voting and the consequences of it. Therefore, the act of voting was divided in 3 steps:

1. a previous minimal knowledge

First, it is important to understand what is known and what needs to be taught to reach the minimal basic knowledge necessary in terms of political education for a conscious choice on voting.

2. the choice making

First, it is necessary to understand what Brazilians take in consideration when choosing a candidate, how their mental model works when it comes to politics: what is important and what comes first.

It is also important to understand how the “ideal choice” should be made, how the correct way of choosing should be. In this way, it is possible to cross match the correct way of thinking when choosing a candidate and create tools that can work according to the Brazilian logic, in a language that they can understand.

3. the importance of their vote and the consequences of such

Finally, a proper follow-up of the candidates elected and a history on who people voted for in the previous elections can help them to start building their own political stand, getting a feedback from the work the candidates are doing and therefore, getting a better understanding on what their vote meant, so they can continue to learn and make a even better choice in the next elections

That is how the main structure of the activities were divided, so that the full cycle of a vote can be studied and cocreated with the users.

THE METAPHOR *voting vs. hiring*

While trying to understand which should be the right way of choosing, and how to bring the matter of voting in a way that people realize that it is their choice and responsibility, but in a context that is closer to the way people think, it came to me the

idea that voting is not that different from hiring.

When you hire someone, you need to understand first the position this person will occupy, their duties, responsibilities and level of power, who will they work under or with, etc. Only understanding to what you are hiring the person for, you can start to interview candidates and make a well-thought choice.

What I like about the approach of hiring instead of voting is that it stops people from thinking in the stereotypes and clichés, and also makes the action of choosing something less scary and also closer to their normal daily activities. It allows people to make a conscious choice without being so scared or building emotional barriers.

ORIGINAL DYNAMICS OF THE ACTIVITY:

As my first idea for the workshop activity, I decided to start with the metaphor, asking people to list 10 items of criteria for choosing when [A] hiring someone and [B] voting.

Then, the idea was to match the items of both lists to find a “common list” that would be valid for both an employee and a candidate, with the aim of making people think a little bit more about the job that candidate was going to do.

After that, people would get that “common list” and place them in a table

according to the level of importance - high, medium or low - and finally, number them to give an order of what comes first and so on. The idea of the table was to identify, in the top role, which were the most important criteria, and with the ranking, what is the reasoning behind the choice.

That would close the choosing part, that I thought would be better to come first, since both learning and choosing would make them think about the system and other things, so the choosing part would not get the intuitive or spontaneous reactions.

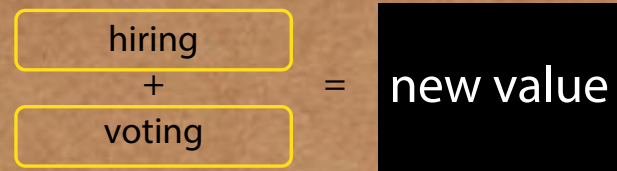
Then, it would be the time of the learning. Basing myself on my first experience when trying to understand politics, and remembering how I got lost among all those words and expressions, I thought it would be nice to ask from people what they thought was relevant in a beginner level - basic information or most important - and what is relevant in a second moment - advanced or secondary. As I also wanted to grasp what people knew or not overall (e.g. usually people know what a president knows, but people usually don't know what a deputy does), the horizontal direction of the matrix would separate just that: the generally known from the generally unknown. Therefore, I would place the information given by people in this matrix, so that I could understand which is the most important information that people usually

CHOOSING

list 10 criterias
match the 10 criterias in pairs

hiring	voting
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____
7. _____	7. _____
8. _____	8. _____
9. _____	9. _____
10. _____	10. _____

from each pair, a value



the hierarchy

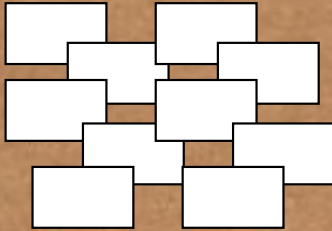
high	new value	new value	new value	
medium	new value	new value	new value	new value
low	new value	new value	new value	

order of appearance

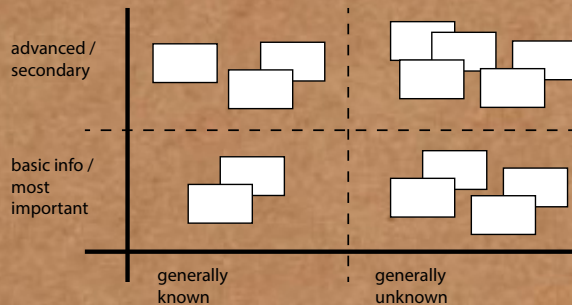
high	^{1.} new value	new value	new value	
medium	new value	new value	new value	new value
low	new value	^{2.} new value	new value	

LEARNING

brainstorm what wants to learn



classify



don't know, and teach it first, and then manage the other quadrants.

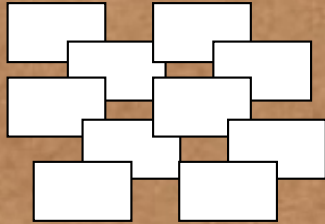
As the last part of the workshop regarding the follow-up, I divided it in two parts: the first to collect information, and the second to categorize and define tools. Therefore, on a first moment, people would brainstorm about what would be considered a “good job done” from politicians, and then talk about ways they would like to know about it (videos, graphics, etc). Then, they would talk about how often they would like to receive information about politician's work.

The last part would be to group the three aspects: items of interest (attendance, laws proposed, etc.), media (e.g. videos, info graphics, and text) and frequency (monthly, weekly, daily), in three clusters of different levels of interest in politics: high interest, average interest and disinterest.

My idea was that, with that information, I would be able to get, in the end, the idea of the website practically defined, but things were not that simple.

FOLLOWING

brainstorm what wants to follow



brainstorm media and frequency

e.g.

video

graphics

text

e.g.

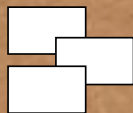
monthly

weekly

semiannually

clusterize

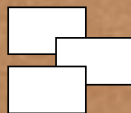
high interest



e.g.

weekly
text

average interest



e.g.

monthly
graphics

low interest



e.g.

video
semiannually

ADJUSTMENTS

I did the first workshop in Brasilia, with a group of friends and friends of friends that were special because since a few of them worked with or were very engaged in politics, it was the only group who actually had some repertory in politics to be able to talk about it. But mixed with them, there were also people who had never taken any interest in politics and were from other fields like nutrition or marketing.

This first workshop took place in a bar, where a birthday gathering would take place later on. As the activity started, I realized that promoting discussions around politics is something that prolongs easily, and people diverted from the topic of voting very easily, starting arguments about previous governments and corruption scandals. The conversation prolonged itself and I managed to finish the first part of the choosing, and ended up with the list of criteria, but without ranking or level of importance. At the moment I decided to interrupt, more people had shown up and the entire table of almost 9 people were discussing politics and in smaller groups, and about different issues, so it came out of control. **First lesson learned: few people and a controlled environment.**

On the next day, I met 4 of those people that started the conversation continued,

and so I managed to do it all the way. But a few things needed adjustments. I guess since I organized the dynamic according to the answers I wanted to get, it did not occur to me that people may think differently. So this first workshop was also a trial, from which I learned a few things.

First, **matching values of hiring and voting was not very clear but discussing the difference was.** The hiring argument drags the discussion more into skills and expertise, where voting brings it more towards ethics. Since the voting discussion stressed more on ethics and its various forms of manifestation (mainly honesty), I thought an even richer comparison is the one between **an employee and a leader.** In that way, people could focus more on the matter of one representing and deciding for a group, which was, after all, the key ingredient. And since the matching did not work, this list would, then, be a warm-up for the discussion of both competence and of representation. I also narrowed down the list from 10 to 5, not only to save time, but also because people could not think of so many in one go.

The discussion would move, then, to the criteria for the candidate. And since people had already filled their own list individually, this was the moment to discuss in groups the criteria for a politician and use the list as a reference, to help people to move out of

stereotypes and do a deeper reflection on the matter.

Since the mid-step of trying to match the two lists did not work, I decided to go straight to discussing the criteria together.

In deciding the items that would be of high, medium or low importance values, there were mostly very important ones, followed by only 1 that was more or less and none that were of less importance, there was also a development: there were mostly very important ones, followed by only 1 that was more or less and none that were of less importance. And more: some values formed a cluster of their own: the filters. Things like having a religious positioning clean criminal record and transparency would all come first as things all candidates should or should not have. Other values like education or proposals where comparable on being better or worse in one candidate, in relation to another. So they became the comparative values.

Therefore, **my table of high, medium and low importance became two columns of filter and comparative values.**

A curiosity was also that the candidate's beliefs and proposals were the last thing to be remembered but after it was discussed, it was said that the proposals for the government should reflect the beliefs of the candidate and that it should be the first of all criteria. In my opinion, if that keeps

.1a

CHOOSING comparing hiring and voting

ESCOLHENDO

PENSANDO NA PESSOA // O QUE MAIS CONTA

CONTRATAR

- 1. ~~Exatidão~~ **EXPERIÊNCIA**
- 2. **CARISMA**
- 3. _____
- 4. _____
- 5. _____
- 6. _____

VOTAR

- 1. **FICHA LIMPA**
- 2. **FORMAÇÃO**
- 3. **EXPERIÊNCIA**
- 4. **CARISMA**
- 5. _____

CONTRATAR

- 1. **Curriculo c/ histórico**
- 2. **Pontualidade**
- 3. **Processo Seletivo**
- 4. **Responsabilidade**
- 5. **Voluntade de se empenhar**
- 6. _____
- 7. _____

VOTAR

- 1. **Ética**
- 2. **Positiv**
- 3. **Sincericidade**
- 4. **Compromisso coletivo**
- 5. **Solidariedade**
- 6. _____
- 7. _____
- 8. _____

CONTRATAR

- 1. **Curriculo** { **Formação** / **Experiência** }
- 2. **Dinamismo**
- 3. **Facilidade de aprendizagem**
- 4. **Inglês**
- 5. **Voluntade de trabalhar**
- 6. **Motivo que levou a querer esse trabalho**
- 7. **Conhecimento da área**
- 8. **Inteligência**
- 9. **Experiência extracurricular**
- 10. _____

VOTAR

- 1. **ÉTICA**
- 2. **INTELIGÊNCIA**
- 3. **BONS IDEIAS**
- 4. **BONS PROJETOS**
- 5. **EXPERIÊNCIA PASSADA**
- 6. **FICHA LIMPA**
- 7. **BONS ALIANÇAS**
- 8. _____
- 9. _____
- 10. _____

CONTRATAR

- 1. **CURRICULO**
- 2. **FORMA DE SE EXPRESSAR**
- 3. **EXPERIÊNCIAS EXTRA-CURRICULARES**
- 4. **ECRITAS**
- 5. **COMPORTAMENTO**
- 6. **DINÂMICA DE GRUPO**
- 7. **SABER REIPENAR HIERARQUIA**
- 8. **PONTUALIDADE**
- 9. **EXPECTATIVAS NO EMPREGO**
- 10. **LÍNGUAS (?)**

VOTAR

- 1. **PARTIDO**
- 2. **PROPOSTAS**
- 3. **FORMAÇÃO**
- 4. **OUTRAS EXPERIÊNCIAS POLÍTICAS**
- 5. **EXPRESSION (COMPORTAMENTO LOCAL)**
- 6. **FICHA LIMPA (?)**
- 7. **RETÓRICA**
- 8. **ÉTICA**
- 9. **ALIANÇAS POLÍTICAS**
- 10. **COMPROMISSO C/ A VERDADE (DILIGÊNCIA)**

.1b CHOOSING values and order

ESCOLHENDO
PENSANDO NA PESSOA // O QUE MAIS CONTA

.2 LEARNING content

2 ENT...
PENSAR CARGO PRECIS...

FILTER

HIGH

2.b
CAPACIDADE FAZER ALIANÇAS
COMUNICABILIDADE / habilidade política

sort of alliances - it he/she is true to a belief or do it for convenience

3.
INSTITUCIONAL / solo da República
TRANSPARÊNCIA
TRANSPARENCIA
o quanto que ele mostra

shows his/her work

8.
rende meu voto
é impossível religião / o le junto aprova
Religião

religious cause - uses religious argument to gather votes

0.
PROJETOS / VALORES / IDEOLOGIA
interligado, influencia o outro

projects, values, ideology (proposal should reflect what fights for)

1.
FICAR LIMPO (LÍZIO)
limpo / vivendo no passado / histórico o que ele já fez com os com que ele já fez?
Honestidade
o que que ele faz com o? / o que que ele faz com o?

ethics + clean criminal record

2.a
Anidade frente voto / comício de sua pessoa / se me de sua pessoa / do que
PARTIDO POLITICO
(ninguém faz nada s...)
Pessoa WITH NO POLÍTICO
log o voto vai e/o

political party- people vote but should learn from

4.
PENSAR NO INTERESSE PÚBLICO
ALTERNISTA / pensar nos outros
pensar + no interesse público

ability to think first in the public interests, before his/her own

5.
FALAR E FAZER
coerência / estudo
em dos projetos que já sustentam
COERÊNCIA

coherence - actions reflecting speech

6.
PATRIMÔNIO
≠ de seu s...
(e quem

coherence - actions reflecting speech

7.
FORMAÇÃO
onde se forma
(língua + credibilidade)

educational formation / background

+ OU -
MEDIUM

9.
QUANTO JÁ TRABALHA TRABALHA NISSO
EXPERIÊNCIA
EXPERIÊNCIA

Nº ORDER OF LOGIC
IMPERATIVE YES OR NO

básico / essencial
BASIC

secundário ou aprofundado
ADVANCED

1º THE SYSTEM
Federal / Estadual / municipais da federação
3 PODERES

2º "THE JOB"
OS PODERES
QUAL O PODER QUE
which powers it gives

ORGÃOS / O QUAL TRABALHA / com quem trabalha
with whom they will work

SEUS RESPONSABILIDADES
what are the daily responsibilities

Beyond what was listed and connected and are not so simple and gets too complicated language, according to the notes from this workshop.

TENDENDO

ND NO
// O QUE
O SABER

dual/Municipal
cargo

RES<
3 powers - Legislative, Executive and Judiciary
3 entities - Federal, State and Municipal

OBJETIVO DO
CARGO DELE

the main objective of the post

A QUEM ELE SE
REPORTA

to whom he will have to answer to

ALTA
rio
dele

abilities

above, the issues start to be all
o clear to be pointed as single items,
d to explain briefly in a colloquial
he two lawyers that participated in

3

FOLLOWING content

3

ACOMPANHANDO

PENSANDO NO
DEPOIS // O QUE
ANALISAR

presidente
deputado estadual
governador
senador
prefeito
vereador
deputado federal

for the legislative power

deputado federal

deputado estadual

vereador

Quais projetos
ele votou
e qual voto

which projects he/she voted
for and stance

QUANTOS e
QUAIS PROJETOS
APROVOU e PROPôs

how many projects he/she
proposed and/or approved

COMPARECIMENTOS

attendance

Quanto que o
gabinete gastou
e em que
GASTOS

expenses of his office: how
much and on what

CONTRATAÇÕES

contracts and hires

MEDIDA
PROVISÓRIA

provisional measures

QUANTO CADA
MINISTÉRIO GASTA
↳ TRANSPARÊNCIA
(presidência)

how much each ministry
spends and on what

presidente

under the responsibility
of the president

for the executive power

ernador

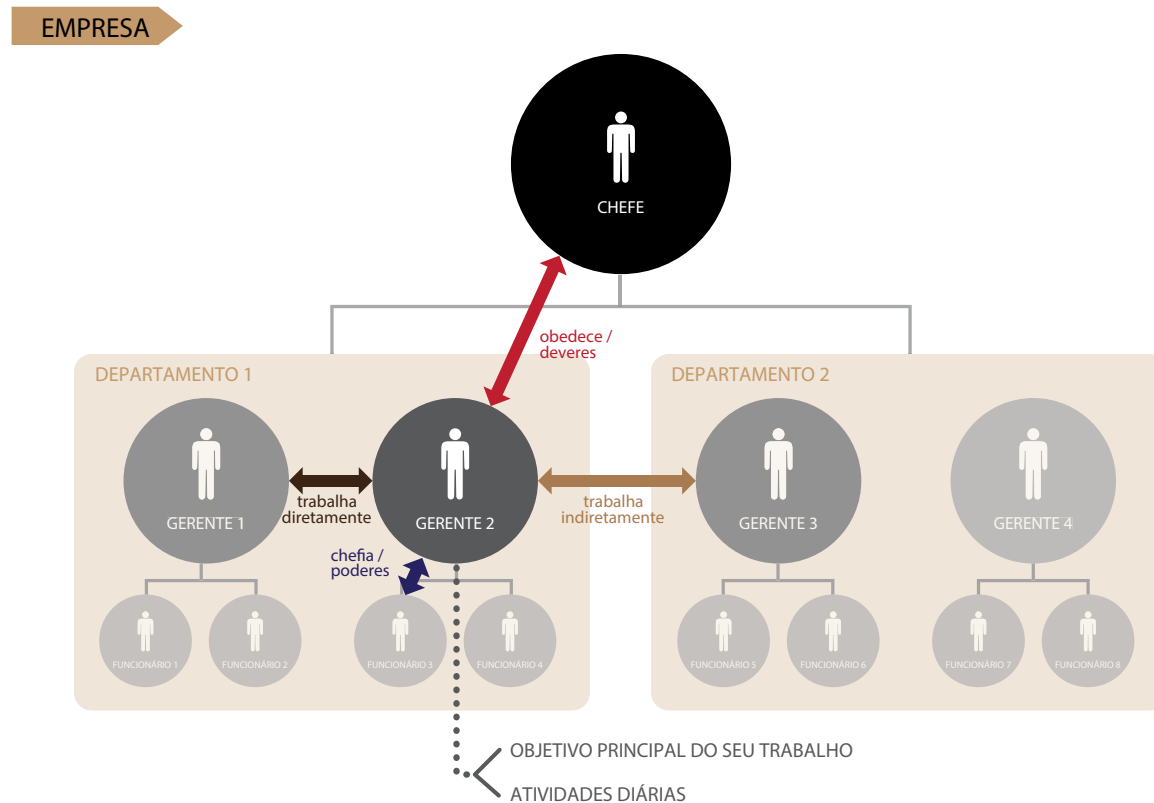
prefeito

happening in the next workshops, this would reflect how much **people vote (now) for the person more than for the proposal.**

The activities of learning and follow up also received a major shift, since the share of people that were not law students or engaged had really knew very little, so there was no way I could do the classification of information in basic or advanced, or the

clusterization of information, media and frequency according to the level of interest.

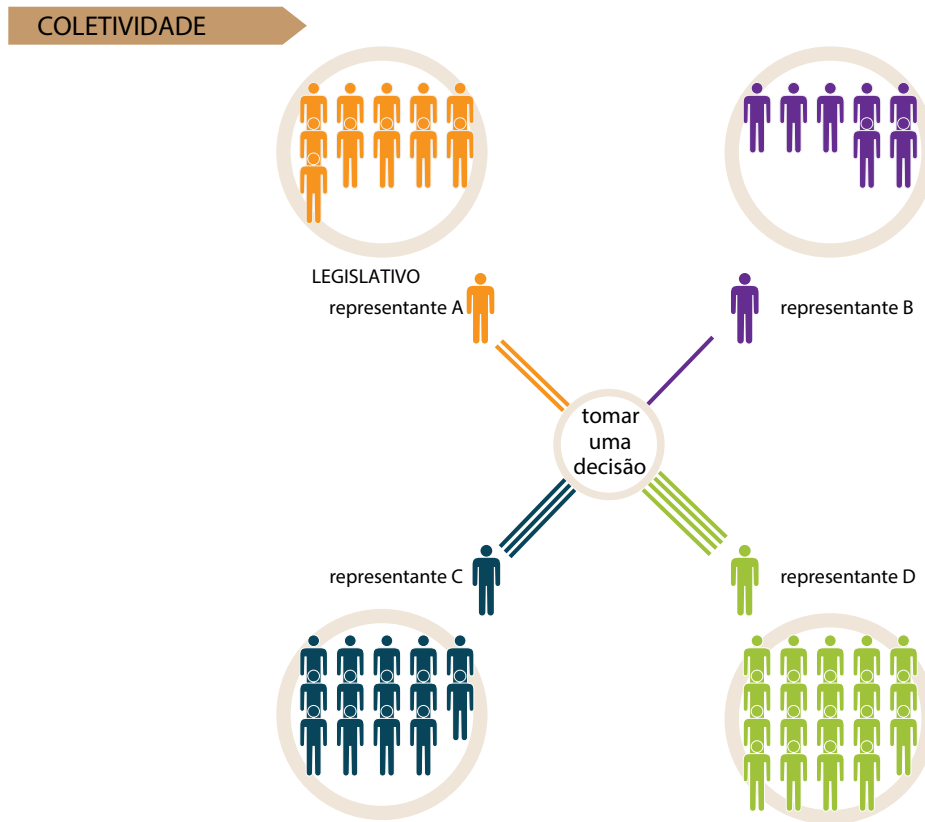
These two parts became, then, a brainstorming activity that I would, later on, cluster myself according to the findings. And since the level was so low, to help in the brainstorming, I did two graphics that made visually the **organization of a company** and how one employee, when working

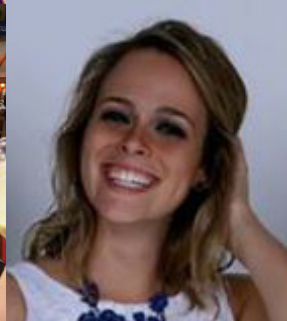
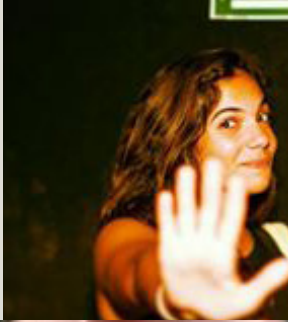
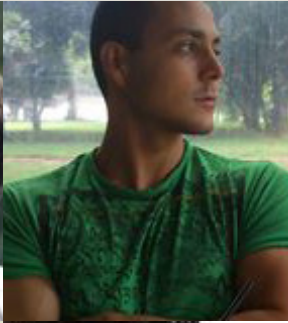


in it, belongs to a system of hierarchy and obligations, and another **scheme of groups and representativeness**, showing how someone has more power according to the number of people they are representing.

These two graphics were presented both in learning and following, to help people to think about what they wanted to learn about the position of each political post, and what

they wanted to keep updated about. One last observation from the first workshop was that the information of learning and following would change according to whether the candidate is running for a legislative or for an executive post.





THE WORKSHOPS AND RESULTS

OVERVIEW OF THE GROUP

After the workshop in Brasilia, 4 more workshops were conducted in Sao Paulo. One great aspect is that, because Sao Paulo is such a big and important city, people from all parts of the country come here to live and work. Therefore, I got participants also from the Northeast and the country areas as well, making a very heterogenic group.

I also managed to research with people from various professional areas, from IT to singers, ages from 21 to 55, and also different social classes (from manicures to bankers). The most interesting aspect was that, even with so different origins, ages and lifestyles, the results were very similar. **The difficulties where in the same moments, meaning that regardless of the situation people live in, they all suffer from this lack of political knowledge.**

THE FOLLOWING 4 WORKSHOPS






First, the employee vs. leader list was very important because it became clear how people had never given a deeper thought

of the role of a politician. The moment I asked them to say what was important in a candidate, the first things that would come up was “honesty” and “clean record”, as if these two were the main things and nothing beyond that would matter. More than that, people would take time to stop and reflect, and it was like they could not think of anything else.

That’s when I would bring the conversation back to the list, asking people to tell me if any of the things they had listed before would count for them, and slowly the discussion would come alive.

So that helped people to think a little bit more, but I still had to propose things like “do you pay attention on proposals”? And things like that. It was very clear to me how much the despise and complete misbelief on politics is deep within people. And I had the feeling as well that they were also repeating speeches, as if the argument of not existing one good candidate was an excuse for not researching and seeing if they find one. I started, then, to ask people to forget about the current politicians, and wonder what, in an “ideal world”, the

5 GROUPS OF DIFFERENT SOCIAL CLASSES, LIFESTYLES, PROFESSIONS, ORIGINS AND AGES

color mark*	city of workshop	n° of participants	age range	social class range	cities of birth	professions
	Brasilia	9	23 - 35	AB / B	Brasilia	lawyers law students nutricionists publicist
	Sao Paulo	2	28 - 29	B	Belem** Rio de Janeiro	webdesigner information architect
	Sao Paulo	3	21 - 25	A / AB	Sao Paulo Rio de Janeiro	marketing student economy student bank manager
	Sao Paulo	5	21 - 42	B	Sao Paulo Padua (IT) Bogota (CO)	graphic designers industrial designers singer
	Sao Paulo	5	26 - 55	AB / B / C	Salvador** Sao Paulo	singer nurse publicist system analist government employee

* marks done by pilot on the top-right corner of papers (appears in the pictures of the wall of papers from the workshops). ** cities from the northeast of Brazil

perfect politician would have to have or be. And then discussions would get more vivid, also showing me that if it weren't for the scandals, disappointments and difficulties, democracy could actually be fun, and people could actually enjoy political discussions.

On the third part of the choosing activity, they would have to enumerate from the most important to the least important all the criteria, and also separate what would be a filter - like a "yes or no" question and what would be comparative. So first would come the constraints, and secondly, what were the things they would compare between politicians to be able to make a well thought decision. This was very controversial, but overall, one thing that can be said is that stance and posture would always be put first.

The learning and choosing activities worked, but I had a really hard time on extracting this information from people, because the overall level of the political education is so low, that people find it hard to imagine what they wanted to learn or follow, even with the use of the graphics. So I had to push a little bit, and provoke questioning, but in the end I managed to get a general picture. It actually made me feel less bad about not understanding these things before, because I saw that this is actually really hard and it was just not me

that could not understand it anything; it is a problem common to all, regardless of social class level or level of education.

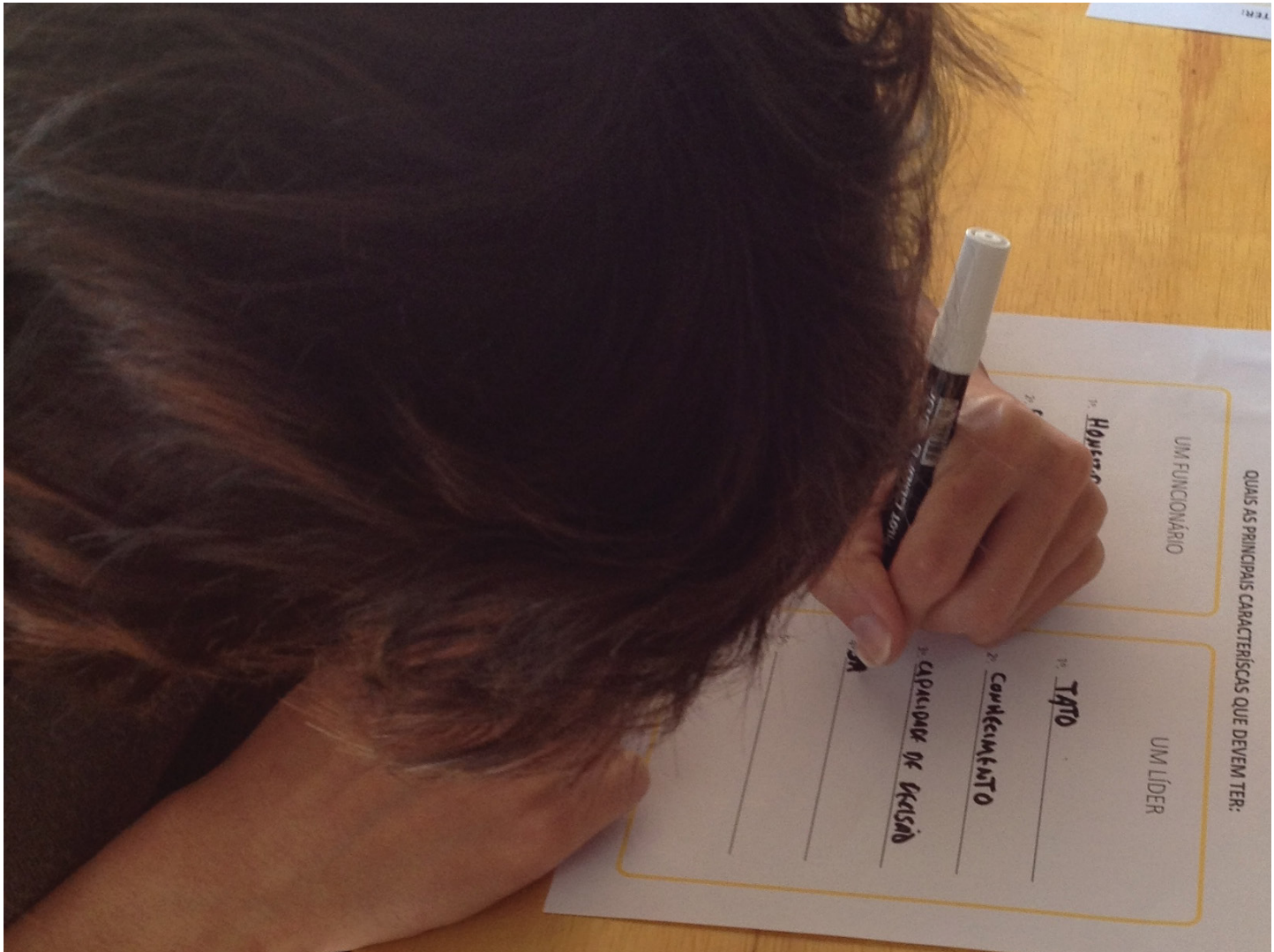
HOW ANALYSIS WAS STRUCTURED

Analysis of the first part was more complex. I gathered all the criteria of choosing and analyzed both the filters and the comparison values according to two aspects: number of repetitions overall, and place the value was ranked, which gave me important information about people's choice making logic.

Since there wasn't much information in second and third part, I only had to gather the information and clusterize them.

What was confirmed was that people were very interested in these two last parts as well, but also scared because of the lack of proximity of familiarity with the topic, as if making politics something closer to them and easier was something rather strange and quite impossible in their minds.

Here, I display the results step by step, and after, the conclusions for each part.



.1a

CHOOSING

comparing representing and hiring: thinking out of stereotypes

analysis of part 1a

grouping similar words, building clusters and understanding the general perception for each logic of choosing employees or leaders.

FOLLOWING WORKSHOPS (ADJUSTED)
EMPLOYEE VS. LEADER

1 ESCOLHENDO
PENSANDO NA PESSOA
// O QUE MAIS CONTA

QUAIS AS PRINCIPAIS CARACTERÍSTICAS QUE DEVEM TER

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> SAZER FORMAL? CURSOS EXTRAS VOLUNTARIADO 	<ul style="list-style-type: none"> CONHECIMENTO DE OUTROS FORMAL? "PÁRAQUÍ"

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA EMPREENHO RESISTÊNCIA RESISTÊNCIA/INTELIGÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> TIPO COMUNICATIVO COMUNICATIVO DE FORMA SAZER A MATÉRIA SAZER DE FORMA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

UM FUNCIONÁRIO	UM LÍDER
<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA 	<ul style="list-style-type: none"> RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA RESISTÊNCIA

FIRST WORKSHOP
VOTE VS. HIRE

CONTRATAR	VOTAR
<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação 	<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação

CONTRATAR	VOTAR
<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação 	<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação

CONTRATAR	VOTAR
<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação 	<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação

CONTRATAR	VOTAR
<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação 	<ul style="list-style-type: none"> Experiência Formação Experiência Formação Experiência Formação

RESULTS FOR AN EMPLOYEE

PERSONALITY

personality 11

- 2 accept orders
- 5 proactivity
- 1 creativity
- 1 respectful
- 1 emotional intelligence
- 1 flexibility

personality + behaviour 11

- 5 social skills
- 1 ability to communicate
- 1 communicative
- 3 argumentation
- 1 teachable

behaviour 11

- 1 behavior
- 2 volunteering
- 6 team work
- 2 dynamism

PROFESSIONAL

professional competence 27

- 1 good writing
- 2 know other languages
- 2 experience
- 2 intelligence
- 2 fast learning
- 3 extra courses
- 8 education
- 3 technique
- 4 practical and theoretical knowledge

organizational 5

- 1 organized
- 1 planning
- 2 punctuality
- 1 attendance

POSTURE

ambition 13

- 1 motivation for that job
- 1 will to learn
- 6 will to grow
- 3 effort
- 2 visionary

reliability 12

- 1 reliable
- 1 integrity
- 2 honesty
- 1 ethics
- 4 commitment
- 2 responsibility

RESULTS FOR A LEADER

PERSONALITY

personality 23

- 1 obey the rules
- 2 humble
- 3 team spirit
- 1 political
- 1 social skills
- 1 conciliate posture
- 4 empathy
- 2 good listener
- 4 social behaviour
- 1 collective thinking
- 3 know how to motivate

personality + professional 3

- 1 professional posture
- 2 proactive

PROFESSIONAL

professional competence 21

- 1 performance
- 1 ability to teach
- 1 estategy
- 5 experience
- 2 education
- 1 didatic
- 1 intelligence
- 3 knowledge
- 2 technical knowledge
- 4 speech skills

organizational 10

- 1 efficiency
- 2 ability or will to make plans
- 1 know how to prioritize
- 1 problem solving
- 1 ability to make decisions
- 4 ability to delegate

POSTURE

reliability 15

- 3 be the example
- 1 responsible
- 3 ethics
- 1 honesty
- 1 commitment to the truth
- 1 integrity
- 3 clean record
- 1 solidarity
- 1 caracter

stamina 5

- 2 persuasive
- 1 puts effort
- 1 strong will power
- 1 posture / stance

alliances 2

- 1 good alliances
- 1 political alliances

vision 7

- 1 visionary
- 1 vision of the future
- 1 proposals
- 1 good ideas
- 1 good projects
- 2 knows how to lead

RESULTS FOR AN EMPLOYEE

TOTAL OF ANSWERS: 90

TOP MOST MENTIONED

8 education
6 team work 6 will to grow
5 proactivity 5 social skills
4 practical and theoretical
knowledge
4 commitment

PROPORTION OF CLUSTERS

personality + behaviour 33 **36,6 %**
professional 32 **35,5 %**
posture 25 **27,7 %**

RESULTS FOR A LEADER

TOTAL OF ANSWERS: 85

TOP MOST MENTIONED

- 5 experience
- 4 social behavior
- 4 empathy
- 4 speech skills
- 4 ability to delagate

PROPORTION OF CLUSTERS

personality + behaviour 26	30,6 %
professional 31	36,6 %
posture 28	33 %



conclusion

.1a

People tend to divide proportionally the three aspects: personality, professional and posture. Personality counts more for employee than for leader, and posture counts more for leader than for employee.



.1b

CHOOSING

in groups, deciding which criteria should be used when choosing a candidate, and then, deciding the order of importance

analysis of part 1b

clustering similar values, and then analyse the cluster both by repetitions and average in ranking.

repetitions

Number of times a value came out from different workshops.

The more repetitions, the more the value is relevant to everyone.

average in ranking

Participants were asked to put all values mentioned in an order, being 1 being the most important.

the lower the average, the more important the value was (closer to 1)

CRITÉRIO: REPEAT 6 AVERAGE 1,6

Y / RENCY

casos que responde 1

CRITÉRIO: PARTIDO POLÍTICO

CRITÉRIO: PARTIDO POLÍTICO

REPEATS 3 AVERAGE 8

CRITÉRIO: ALIANÇAS/COLIGAÇÕES

PORQUE: OUTROS PARTIDOS / candidatos da mesma coligação "EQUIPE"

REPEATS 2 AVERAGE 2

ALIANÇAS A COALITIONS (EXCLUDENT)

CRITÉRIO: TRANSPARÊNCIA NAS PROPOSTAS (CERTeza DE QUE VAI FAZER, CONCRETO)

3

CRITÉRIO: LEALDADE PARTIDARIA

TER ESTADO SEMPRE NO MESMO PARTIDO → O CARA ACREDITAR NA IDEOLOGIA DO PARTIDO

PORQUE DO PARTIDO

o desvio não acontece HO O PARTIDO VAIOS + PELO CANDIDATO POR ISSO O CARISMA + IMPORTANTES

REPEATS 3 AVERAGE 3

CRITÉRIO: CAPACIDADE FAZER ALIANÇAS

COMUNICABILIDADE / Habilidade política

VAI CONTRA COERÊNCIA/INTEGRIDADE

CRITÉRIO: INSTITUCIONAL

seja da República

3

CRITÉRIO: TRANSPARÊNCIA

TRANSPARÊNCIA

O quanto que ele mostra qua confiança poder entrar na justiça p/ digira não

CRITÉRIO: TRANSPARÊNCIA

PORQUE: ESFORÇO P/ MOSTRAR e a pessoa que representou isso na sua vida

CRITÉRIO: EXTREMISTAS/RADICAIS

REPEATS 1

EXTREMISTS/RADICALS

RESULTS FOR FILTER

TRUST

not involved in scandals

4 repetitions
1.3 average

honesty / transparency

6 repetitions
1.6 average

10 repetitions

1.45 average

NOT "IMPARTIAL"

religious argument / extremist

4 repetitions
9 average

4 repetitions

9 average

POLITICAL STANCE OR STRATEGY

political party

*excludent - "can't be from or with"

3 repetitions
8 average

political alliances and coalitions

*excludent - "can't be from or with"

2 repetitions
2 average

loyalty to party

*how many times changed party and
if it was for one with similar ideology

2 repetitions
2 average

7 repetitions

4 average



criteria

TRUST

POLITICAL STANCE OR STRATEGY

NOT "IMPARTIAL"

conclusion

Clearly there is an hierarchy of importance here. Trust is inegociable, and should receive emphasis in the politican profile.



RESULTS FOR COMPARISON

PERSONALITY

set the example

2 repetitions
4 average

empathy

2 repetitions
4 average

coherence

"do what you preach"
4 repetitions
6,5 average

9 repetitions

4.1 average

POSITIONING

ideology

2 repetitions
1 average

putting the public interests first

4 repetitions
4,3 average

posture / stance

4 repetitions
7,5 average

effort for transparency

1 repetitions
6 average

11 repetitions

4.5 average

GOVERN ABILITIES

govern plan

3 repetitions
4 average

ability to plan on long term

3 repetitions
4 average

who will hire to work with

1 repetitions
5 average

9 repetitions

4.3 average

PROFESSIONAL ABILITIES

experience

2 repetitions
7 average

political history

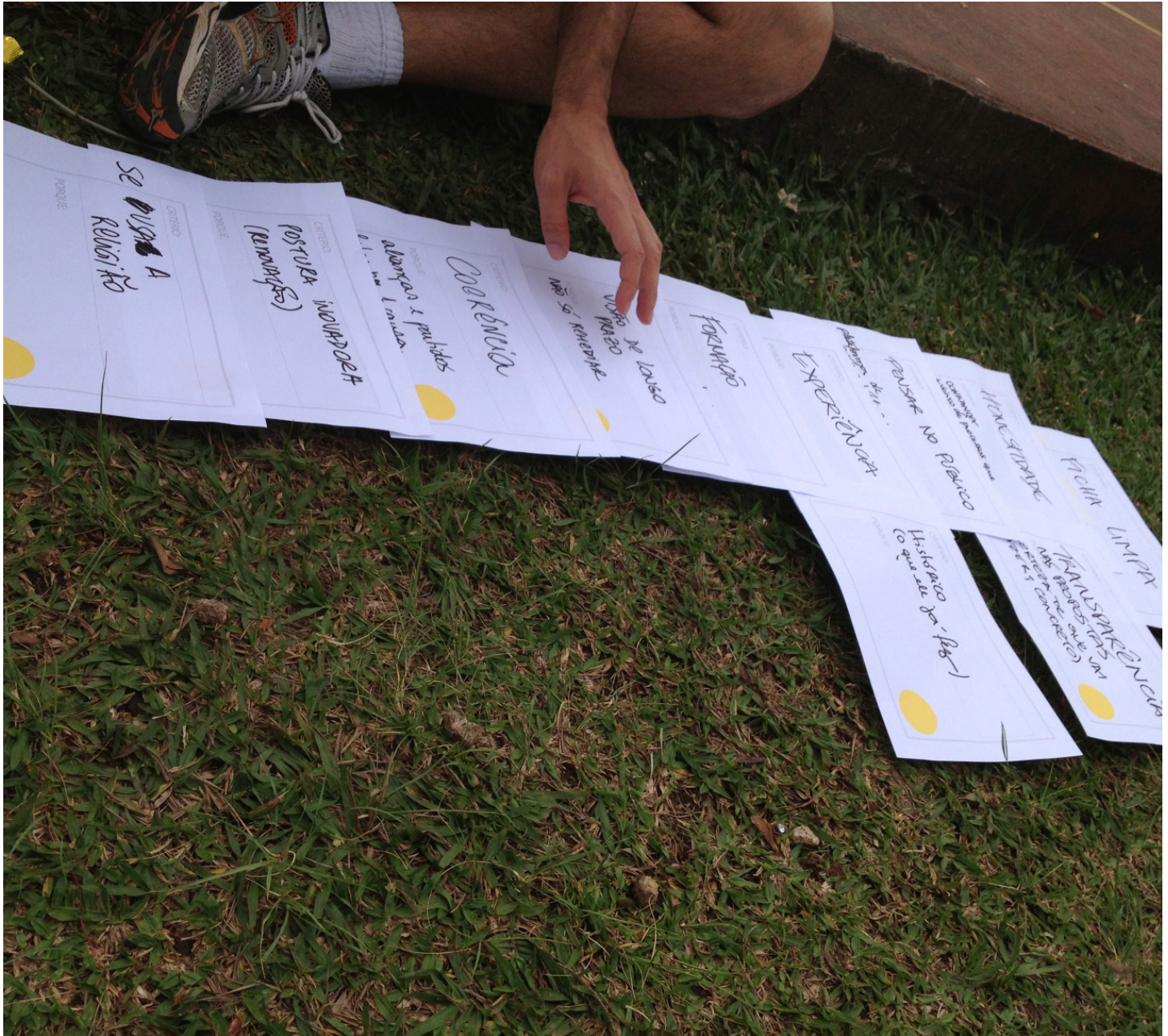
4 repetitions
3 average

educational background

4 repetitions
6,4 average

10 repetitions

5.5 average



criteria

PERSONALITY

POSITIONING

GOVERN ABILITITES

PROFESSIONAL ABILITITES

conclusion

all 4 clusters should be displayed with same weight and hierarchy in the politicians profiles.



2

LEARNING

brainstorming about what would they want to learn from the job each political post does

analysis of part 2

grouping and compilation of main issues pointed

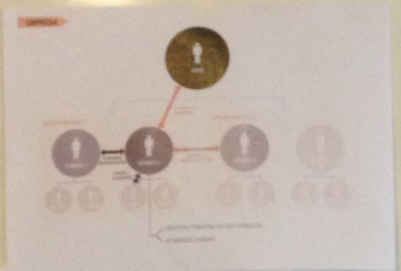


intuição não usual

causing, ambas / os + ignorantes

2 ENTENDENDO
 PENSANDO NO CARGO
 // O QUE PRECISO SABER

TO LEARN ABOUT THE SYSTEM'S STRUCTURE

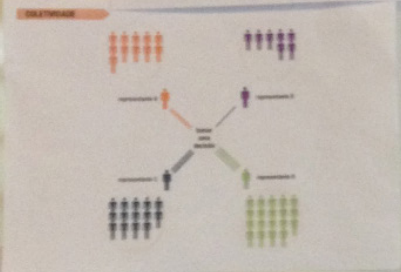


SYSTEM

BRASIL	REPÚBLICA FEDERAL E SEMIPRESIDENTAL	PRESIDÊNCIA DO SENADO
ESTADOS UNIDOS	REPÚBLICA FEDERAL	PRESIDÊNCIA
FRANÇA	REPÚBLICA SEMIPRESIDENTAL	PARLAMENTARISMO
INDIA	REPÚBLICA SEMIPRESIDENTAL	PARLAMENTARISMO

LEGISLATIVE ≠ EXECUTIVE

3 PODERES
 Executivo, Legislativo, Judiciário



Diferença do 1º / 2º TOR
 1º - todos imunes
 2º - coligações

ELECTORAL SYSTEMS
 MAJORITY / PROPORTION

1ST AND 2ND ROUNDS
 MAIN DIFFERENCES

JOB

ME DIR O QUANTO AS
 AVALIAR O JULGADO O
 AVALIAR O JULGADO O

MAIN CURRENT SOCIAL-ECONOMIC CHALLENGES TO BE FACED BY THAT POLITICIAN WHEN ELECTED
 DO MOMENTO

CENÁRIO MACRO DIAGNÓSTICO DA SITUAÇÃO ATUAL

Qual a real necessidade do projeto ou proposta

CONTEXT

Quem defende os interesses do povo?

PODER:

RESULTS FOR THE SYSTEM

THE STRUCTURE:

LEGISLATIVE AND EXECUTIVE

- hierarchy of country, state and city
- interactions: which work demands whose approval

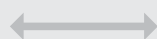
THE ELECTORAL SYSTEM:

PROPORTIONAL AND MAJORITY

- 1st and 2nd rounds
- alliances and coalitions
- what to look for:
 - heterogenic alliances
 - who funds the campaigns

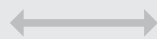
RELATIONS OF POWER

create and vote for laws for their specific regions



validate or veto the correspondent laws

police the expenses of the correspondent executive power



administrate the correspondent region



LEGISLATIVE



EXECUTIVE

RESULTS FOR THE JOB

FOR



LEGISLATIVE
AND EXECUTIVE

WHAT DOES DAILY // MAIN JOB
RESPONSABILITIES AND OBLIGATIONS
THE STRUCTURE TO WORK WITH

salaries and benefits
office budget available
covered and refundable
expenses
hours of work
employees to assist them

WHO WILL WORK WITH
under, together and above

**WHO RAISES THEIR SALARIES OR
CUT BENNEFITS**

**HOW MUCH POWER HAS: WHAT CAN BE
PROMISED AND ACCOMPLISHED**
HOW MUCH TIME HAS TO ACCOMPLISH IT

HOW STABILISH PRIORITIES

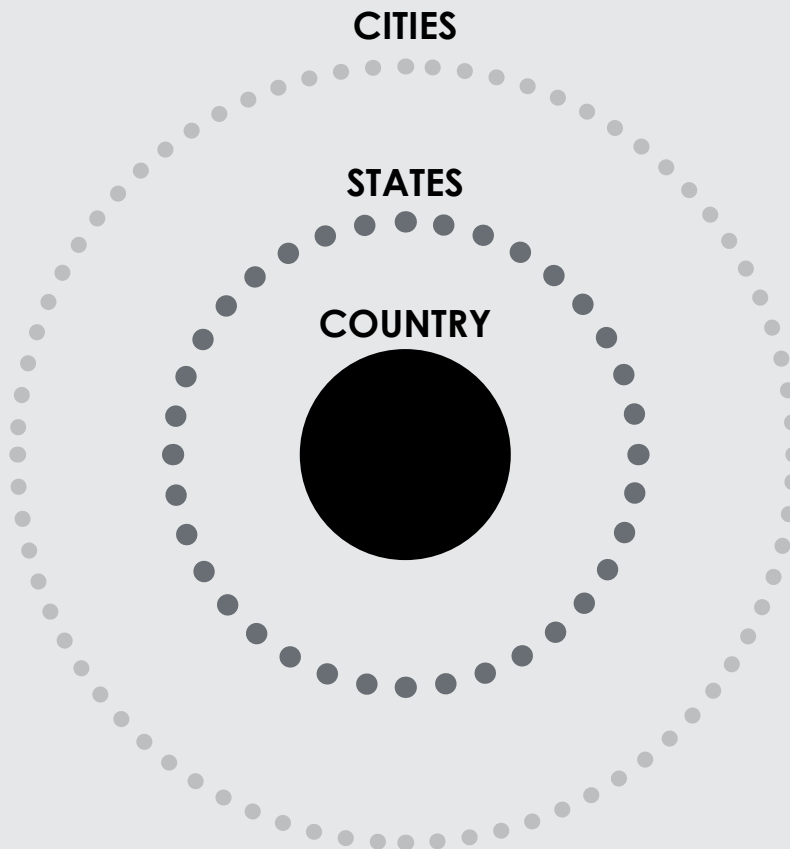
how decides who needs what first
with what methods / researches?
whose interests represents

RESULTS FOR THE CONTEXT

FOR



EXECUTIVE

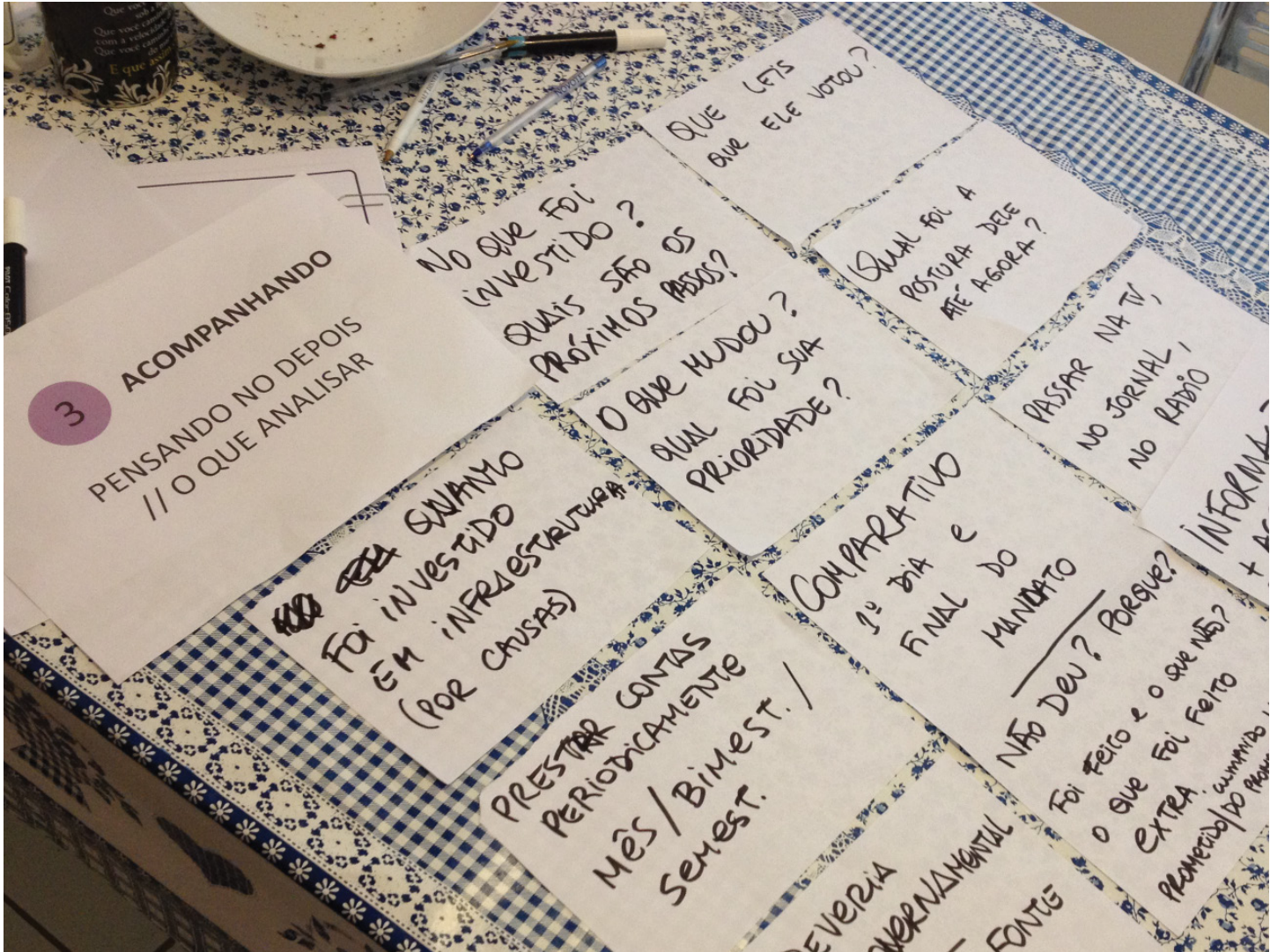


THE CHALLENGES: MAIN CURRENT SOCIAL-ECONOMIC CRISIS TO BE FACED BY THE POLITICIAN WHEN ELECTED

specific to each region

overall panorama per topic (ex. transportation, health, education...)

analysis provided by recognized experts in each field



3

FOLLOWING

brainstorming about what would be important to know when deciding whether the politician has done a good job or not

analysis of part 3

grouping and compilation of main issues pointed



RESULTS FOR EFFORT PUT AND REASONS WHY



LEGISLATIVE

WHAT HIS/HER STANCE WAS SO FAR

VOTED FOR WHAT? FOR OR AGAINST? WHY?

WHICH LAWS PROPOSED? WHY? BASED IN WHAT INFORMATION?



LEGISLATIVE

MAIN HAPPENINGS, EVENTS AND DEVELOPMENTS DURING HIS/HER MANDATE

HOW MUCH THE OFFICE SPENT? IN WHAT? (show this frequently) An average of how much is an acceptable amount should be placed next to it. So, in case the amount is way beyond the "normal", the politician would have to explain why.

ATTENDANCE

HOW MUCH HIS OR HER HERITAGE HAS INCREASED DURING THE MANDATE



EXECUTIVE

HOW MUCH DECIDED TO INVEST IN WHAT

PROMISES FULLFILED? WHY?

- indicator of amount of attempts
- main internal and external obstacles
- how much effort was put into it
- reasons for success or failure

CONTINUED WHAT THE ONE BEFORE STARTED? WHY?

COMPARE SUCCESS IN EACH ISSUE, WITH PREVIOUS GOVERNMENTS

OVERALL SAYINGS DURING ALL WORKSHOPS

"Plan of government is so extensive that is impossible to read it all."

"It is always the same candidates, and they are all the same."

"It is hard to distinguish right from wrong in politics."

CARISMA

A FORMA COMO ELE SE MANIFESTA, EMPATIA

RELIGIÃO

PLAN
VISA

SABER
TENDO

FAZER
estrutural
na
pra
(na Argentina)

ANO DE
GOVERNO

EXECUTIVO

COMPETÊNCIA/
CONVICÇÃO

"There should be a law to only allow 'plausible proposals'."

"I get influenced by who my parents will vote and by the media."

"I don't understand very well what the deputies do."

"I ignore their proposals because they are all the same. That's why I prefer the politicians with a revolutionary posture."

"The good politician is not afraid to say what is wrong, no matter who will be affected by it."

CONCLUSIONS FOR RESEARCHING WITH USERS

1- People take into consideration aspects of the politician's life, education and personality to form opinions. Some parameters are filters (yes or no), and others are comparable between candidates.

2- People have no clear understanding of what each political post does, main job responsibilities, infrastructure, or power. Teaching should be able to start from scratch.

3- Both learning and follow-up should be according to what the person already know, and develop from there. To give complicated information to who knows very little is pointless and unproductive, and generates more confusion.

4- Information should be as visual as possible to facilitate understanding, since the general level of political education is very low. It has to be as easiest as possible, as if it could work for kids, didactic, visual and simple.

People are generally unprepared to vote. It is really hard for them to think politically, because they are so stuck into stereotypes. But after the workshops where done, and people could understand better the idea of my project, all of them said how important a tool like this would be, and they got excited with the idea of finally having some control over their vote, and consequently, over the politicians. From that, I could understand that the choosing part was good enough through this tool.

Still on the learning and the following part, I realized how boring that was for people to talk about as well and how angry they where when they had to talk about how politics are and the conversation would always drive at some point to some sort of argument of how government is bad, how is corrupt, and so on.

So I decided that it could not be just something boring, to read, because people wouldn't care. And then, it would not be efficient. So, if I want people to learn about politicians, it would have to be fun.

“ *Nothing comes from nothing.* ”

Parmenides

3- RESEARCHING TOOLS

IDEA IN BRIEF

Research references of matchmaking dynamics (services, games, etc) Make the information well displayed and as “instant” as possible. Research for ways to provide data visually: info graphics and similar tools. Provide training, exercising and reasoning through constant stimulus. Research gamification for learning.

After understanding the logic of the people, I saw how these 3 ingredients were even more important, to solve the issues of teaching, engaging and making politics a habit.

This time, the search was not so deep, since it went right to the point of what I needed to understand. Therefore, the examples are just a few, but all of them bring important strategies that were imported to the final solution in different manners.

GAMIFICATION

When studying games, I tried to understand what points that actually make us keep playing and not wanting to stop.

The first thing I identified was that you have

a **main goal**: so, your goal is to rescue the princess or achieve the end of the path of 300 phases, but you have something to **look forward to arrive**, you have challenges to overcome and each time you **conquer** a challenge you feel better about yourself, so there is a sense of **achievement**, self development, and you feel smart, and if you feel like you got it right because you got lucky, it doesn't matter because it's cool to feel lucky and catch a break sometimes. That's what I wanted, **I wanted politics to become something fun to learn, and could be something you could feel good about it when learning.**

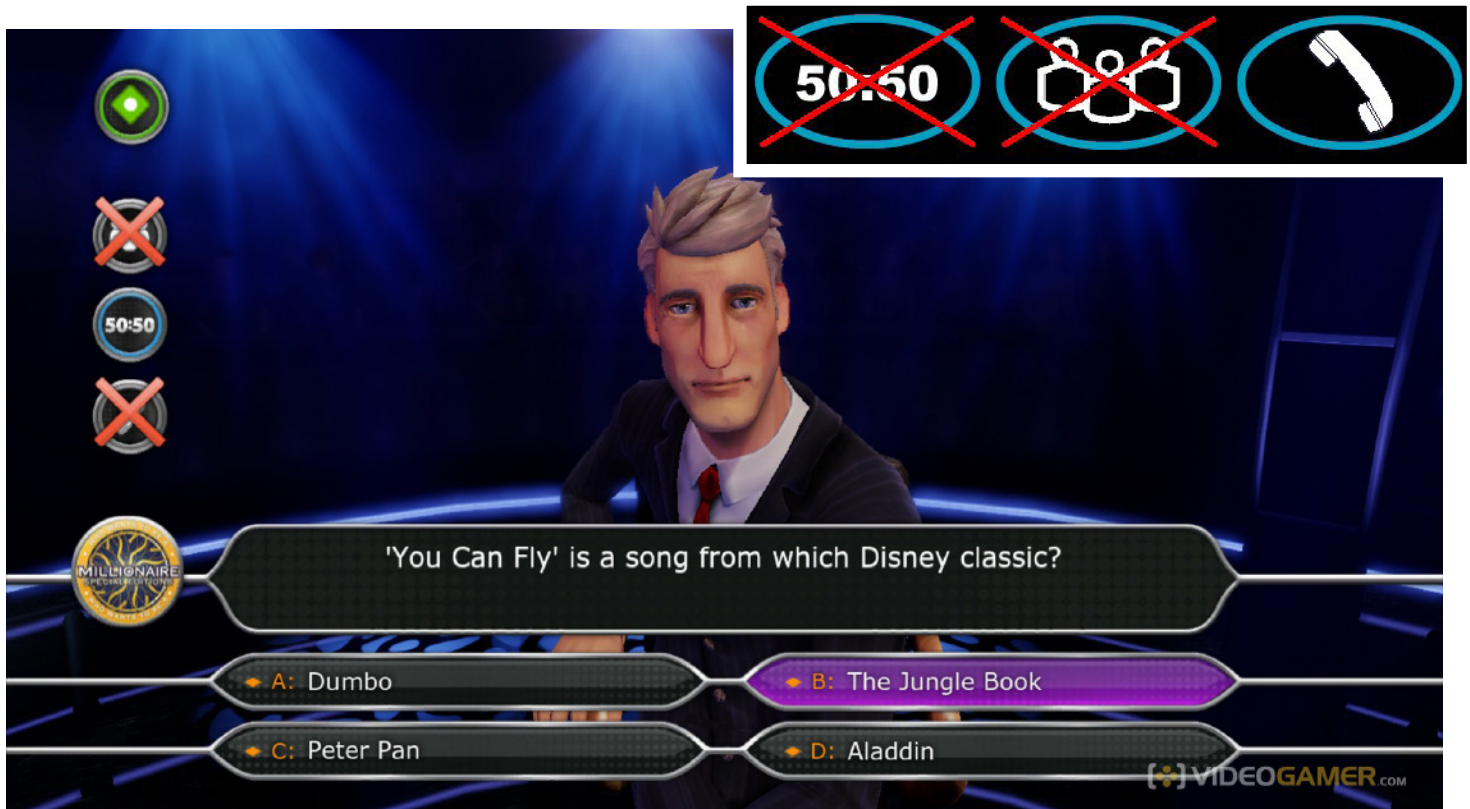
So I joined together two types of well-known games worldwide: **Who wants to be a millionaire?** and **Candy Crush Saga.**

WHO WANTS TO BE A MILLIONAIRE

What made me search for this game is that it is not only challenging and its world wide famous, but because it's a quiz form that aligned the questions with types of consultancy (the audience, delete an answer, ask the academics...)

I thought it was interesting because I remembered that, when I was younger it became a fever in Brazil because of a popular TV show here that imported the

game, and the game was fun to play even if it was just for guessing the answers. It is a game that mixes challenging your knowledge and consulting or getting hints at the same time. So I thought it could be a perfect game to bring the theoretical aspect, of the questioning.



CANDY CRUSH

What made me take a look at Candy Crush was the fact that almost everyone I knew from my age had the game application on their smartphones and people could simply not stop playing it, so I decided to go check it out. I decided to download it to analyze the experience, and ended up addicted myself.

Apart of the well-designed graphics, and how it is appealing to eyes and stomach, a

few characteristics caught my attention:

1- endless path: somehow it keeps you wanting to discover what comes next.

2- comparing your position to your friends: provided a healthy competition, with stimulus to overpass your friends, but also collaboration in helping each other on unlocking new levels.

3- also provides "boosters" as help;

4- there is a feeling of conquest when winning each level, regardless of being a lucky move or a strategic one.



MATCHMAKING

VOLUNTEER MATCH

<http://www.volunteermatch.org>

When thinking about the discussions in the workshops, about how people wanted politicians to defend the same ideology as they did, it occurred to me that it was similar to matching common interest of people, so I went after examples of matchmaking services. The one that caught my attention the most was this one, the Volunteer Match,

that helps people from several parts of the world, who want to contribute to society in some way, to find a place near their homes to work as a volunteer. It uses the concept of causes to classify the areas of interest, and the use of icons next to each cause was very inspiring to me, because it makes it not only more appealing visually, but its faster to understand. This could work really well in the politician's profiles, to help people quickly identify themselves with the politicians through the causes, using the icons as a visual short-cut.

The screenshot shows the Volunteer Match website interface. At the top, a red banner contains the text "We bring good people & good causes together" and "Find a cause that lights you up. Get in touch with a nonprofit that needs you." Below this are two buttons: "Join Us" and "LEARN MORE". The main content area features a search bar with the placeholder text "I care about..." and a magnifying glass icon. To the right of the search bar is a "BROWSE" section with four circular icons representing different causes: "Advocacy & Human Rights" (heart icon), "Animals" (dog icon), "Arts & Culture" (purple polka-dot icon), and "Board Development" (gavel icon). Below the search and browse sections, there are tabs for "LOCAL" and "VIRTUAL". The "LOCAL" tab is selected, and a message below it states "No local listings." The background of the interface is a photograph of an elderly man interacting with two children in a library setting.

[Opportunities](#) Organizations Learn About Volunteering

 Narrow your results

4,328 virtual volunteer opportunities [SEARCH BY](#)

LOCATION

Keywords [GO](#)

DISPLAYING 1 - 10 OF 4328

SORT BY

[ADVANCED SEARCH](#)

[Organization Results](#)

Organizations represented in these results:

Art AIDS Art

Association for Glycogen Storage Disease






























Show

Virtual

Local

Cause

Choose your cause areas:

- | | | |
|---|---|---|
| <input type="checkbox"/>  Advocacy & Human Rights (514) | <input type="checkbox"/>  Education & Literacy (1198) | <input type="checkbox"/>  Justice & Legal (132) |
| <input type="checkbox"/>  Animals (499) | <input type="checkbox"/>  Emergency & Safety (120) | <input type="checkbox"/>  LGBT (73) |
| <input type="checkbox"/>  Arts & Culture (562) | <input type="checkbox"/>  Employment (133) | <input type="checkbox"/>  Media & Broadcasting (480) |
| <input type="checkbox"/>  Board Development (171) | <input type="checkbox"/>  Environment (499) | <input type="checkbox"/>  Politics (94) |
| <input type="checkbox"/>  Children & Youth (1222) | <input type="checkbox"/>  Faith-Based (196) | <input type="checkbox"/>  Race & Ethnicity (40) |
| <input type="checkbox"/>  Community (1515) | <input type="checkbox"/>  Health & Medicine (611) | <input type="checkbox"/>  Seniors (261) |
| <input type="checkbox"/>  Computers & Technology (726) | <input type="checkbox"/>  Homeless & Housing (239) | <input type="checkbox"/>  Sports & Recreation (91) |
| <input type="checkbox"/>  Crisis Support (186) | <input type="checkbox"/>  Hunger (216) | <input type="checkbox"/>  Veterans & Military Families (222) |
| <input type="checkbox"/>  Disabled (254) | <input type="checkbox"/>  Immigrants & Refugees (46) | <input type="checkbox"/>  Women (348) |
| <input type="checkbox"/>  Disaster Relief (63) | <input type="checkbox"/>  International (639) | |

CANCEL  [SEARCH](#) 

meaningful impact on a fast-growing nonprofit organization. Art Aids Art promotes education, wellbeing and sustainable... [MORE](#)

THIS IS A VIRTUAL OPPORTUNITY, WITH NO FIXED ADDRESS.

PROVIDING DATA VISUALLY

For this topic, it took me little more than just a quick desk research and evaluation, since it is more complex, and it covers a bigger part of the service development.

When trying to search how to provide data visually, Since graphic design and UX design are not my areas of expertise, as an industrial designer, I tried to break the information in parts.

First I went after the infographics, since they are not only a trend right now, but also a fast and delightful way of learning things that, otherwise, could be quite boring. They came to me as a very interesting way of providing political theory.

Information comes in blocks, but in a coherent style. Numbers usually come big or expressively. Icons are largely used to add meaning to words, and a good work of typography completes the scene.

It is also really important to be as objective as possible: infographics don't work unless the information is straightforward. "Extra-text" should then be discarded.

There is a very good work of figure and background, working the areas of spacing in order to put information close enough to look as one big block, but apart enough so it gives space for reading.

Colors are strategically picked and usually carry a meaning: the same color is used for

the same type of information, making colors another help on "screening" the information, rather than reading step by step.

Even with this work of analyzing infographics, doing one is a lot more complicated. I did a couple of infographics to use in the prototype of the solution and it took me a long time to get to an acceptable result. It does require a lot of practice to master this art.

One particular aspect that also demanded help on trying to make data visual was the personality of the candidate. How to show it in a way that is reliable and makes sense?

That's when the idea of using archetypes came to my mind. In Jungian psychology, archetype is an inherited pattern of thought or symbolic imagery derived from the past collective experience and present in the individual unconscious.

When doing an activity of teambuilding in the first semester at Politecnico, a psychologist and expert on team building brought to us the idea of the archetypes as being them a sort of pattern in one's behavior. She showed us how a group, in order to be the most effective, should have members of different archetypes. To know their archetypes, people do a simple test of multiple choices where there are no right or wrong answers; they simply define a tendency of one to behave in that line, according to their archetype.

THE POLITICAL AGENDA

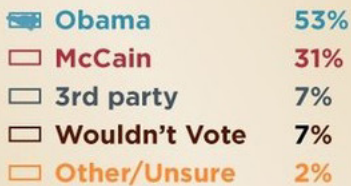
National or local politics, which do you follow?



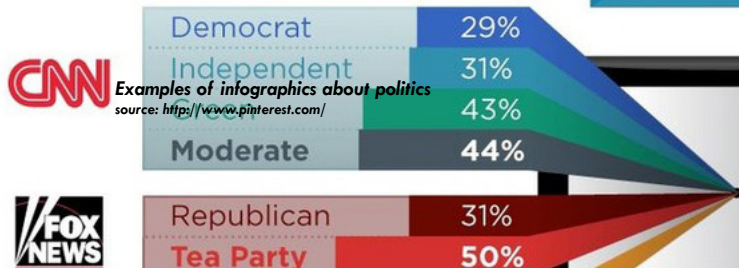
Who did you vote for in the 2008 Presidential Election?



If you could relive the 2008 Election, knowing what you know now, how would you vote?



Top Political TV stations by Political party



CNN Examples of infographics about politics
source: <http://www.pinterest.com/>



GOING TO THE POLLS

For those of you who will be voting for the first time in the next Malaysian general elections, congratulations! Here's a quick guide on the Malaysian electoral system, and what to expect on the big day.

Who Can Vote?

The criteria to qualify as a Malaysian voter according to Article 119 of the Federal Constitution:

- Malaysian citizen**
- Registered voter**
- 21 yrs** Minimum voting age
- Only members of the Armed Forces, public servants, students and their spouses living overseas are eligible to register and vote as postal voters.
- Is resident in a constituency on the voting date.



Who Are You Voting For?

#1
STATE LEVEL

An individual to represent your district at the State Assembly (*Dewan Undangan Negeri*) except for the Federal Territories.



YAY!

#2
NATIONAL LEVEL

An individual to represent your district in Parliament – House of Representatives (*Dewan Rakyat*).



YAY!

ARCHETYPES

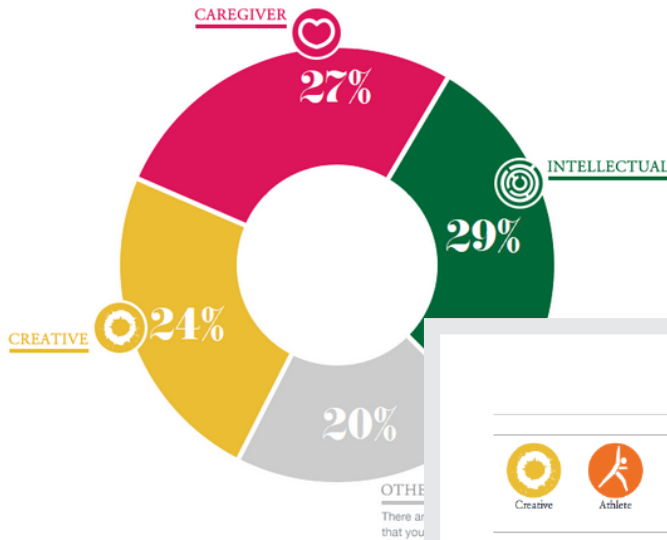
<https://www.archetypes.com>

Understanding the personalities of the politicians means to get to know them as people, which is where the empathy is welcomed. On researching how to display the personality using archetypes, I came across this service called Archetypes.

The proposal of it is that a person takes the multiple-choice test, and as a result, they are presented with 4 archetypes for

behavior tendencies. After your archetypes are defined, the website shows you content that's related to the archetypes, as a way of bringing content more in tune with the user's taste.

I liked two particular aspects: [1] it gives 4 archetypes per person, so one is not just one thing or another, but a sum of things, which I think is more coherent with human behavior; and [2] both categories and icons for archetypes, which for me are well designed and easy to understand.



MEET YOUR ARCHETYPE

29% Intellectual

If you're an Intellectual, you're always seeking knowledge and wisdom.

27% Caregiver

A Caregiver is someone who lives to give and needs to be useful.

24% Creative

The Creative woman lives to express herself and is

THE ARCHETYPES

Click on the icons below and explore.

FEMALE



MALE



CONCLUSIONS FOR RESEARCHING TOOLS

1- Gamification: align the challenge of quiz and knowing the theory, with the long path to grub and the **phases to unlock**, celebrating the smaller accomplishments. **Comparing your position with your friends** in the long path gives motivation to surpass them, but each one keeps playing their own game. So it's a good mix of individual growth and collective fun.

The helps or **boosters are welcomed but should be limited**, as they are ways for the age to help you out, but they should be valuable, so it can't be unlimited.

2- The matchmaking: the **icons** make the reading of the causes instant, and they are very useful in describing which fights the politician prioritize. Since the requirement of the politician having the same ideology as the voter came in first in all rankings of all workshops, this aspect should be made as clear and interesting as possible.

3- How to provide information:

3.1 - The use of **infographics** as tools for **exploring the political theory** and learning

while screening the image to find an answer. The fact that **each color has a function** was also saved as an important lesson for the design of the final solution.

3.2 - The use of **archetypes** to describe the politician's personality, when showing items that came as relevant to people in the workshops like ability of having a long term vision, being a caregiver or being a fighter.

3.3 - The **interaction experience** is quite important. Small animations and simple ideas for displaying data are important. The **word count tool** was also inspiring to solve another issue that came as very important to people in the workshops: the politician's coherence.



voto esperto



THE SOLUTION

- 1. THE PROJECT'S CONCEPT**
- 2. PROTOTYPING**
- 3. CONCLUSION**

“ *You have to learn the rules of the game. And then you have to play better than anyone else.*

Albert Einstein

”

1. THE PROJECT'S CONCEPT

IDEA IN BRIEF

Design helping delivering politics from a new perspective, not as something the just watch anymore, but as something that people can get closer to, take interest, understand, and even enjoy. Missions of the project: [1] to orienteer people in the world of Brazilian politics; [2] to teach the responsibility of the vote, helping throughout the decision-making process over the three steps of the choice: understand, choose, and see the results; [3] to be inclusive to all levels of knowledge, including having none at all; [4] to make it all fun.

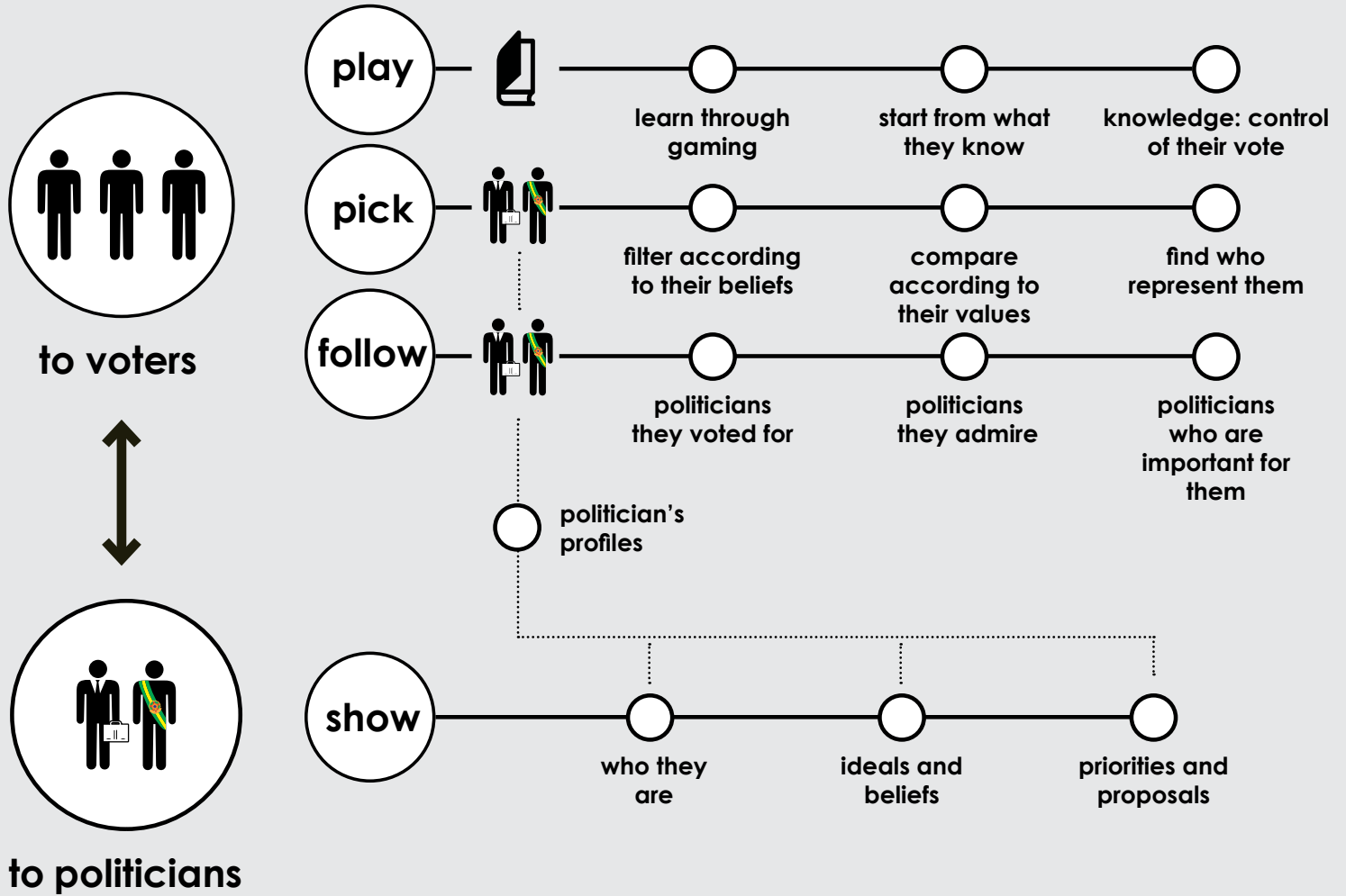
Do's

- Non-partisan: keep a **neutral stance**, with commitment with facts and truth.
- Always **provide sources**. It brings credibility and proves people that the information was researched or endorsed by someone who have authority in the matter to say something.
- Information must be as **clear** as possible, and as summarized as possible.
- Balance of language: between being **helpful and challenging**.

Don'ts:

- **Decide** for the people, let they decide.
- Be **biased** by personal inclinations of the moderators.
- Let **popularity** affect the decision process.
- Be **boring**.
- Show **too much information** at once.z

MAP OF OFFERING



THE PRODUCT SERVICE SYSTEM

THE PROPOSAL

To guide voters through the three steps of the choice, comprehended in the three main actions: play, pick and follow.

In the play section, the voter can, through the game, learn politics progressively, in a fun and engaging way. Before start playing, every user takes a test to know how much they know. Therefore, the game can start teaching them from the level of political education they have, and as they learn, their level of reasoning when choosing a candidate is improved.

The education is also favorable for the politicians who take their work seriously, since people will be able to see beyond another picture, and actually understand the importance of the politician's work, and, therefore, the importance of their vote.

When picking a candidate, this service provides a profile for each candidate, which is interesting for both sides: voters and politicians.

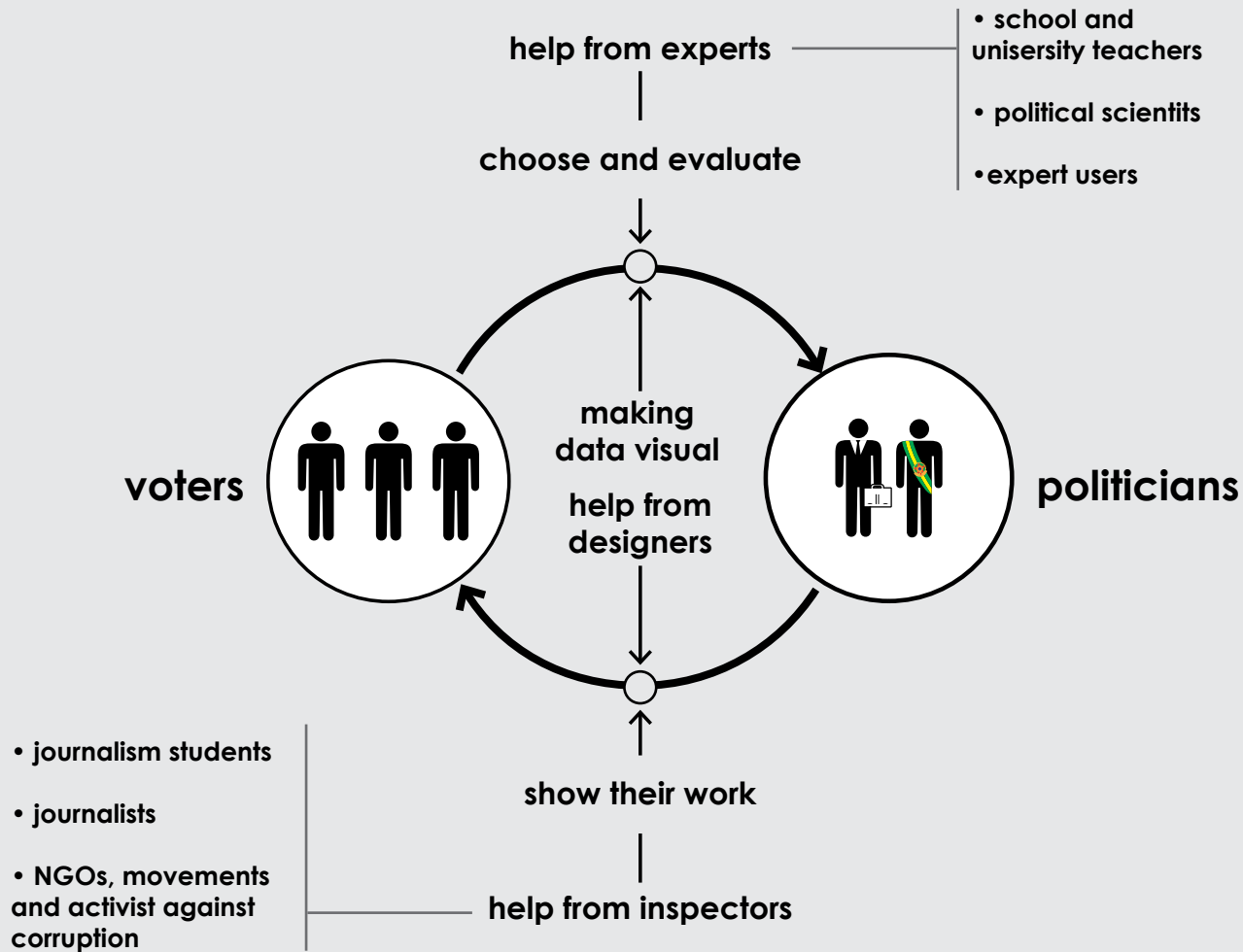
For voters it is interesting because the profile was entirely build from the information that came from the workshops,

which means that it was co-created by the voters themselves, bringing aspects of the politician's personality, work, history, formation, priorities and plan of action.

For the side of the politicians, this profile is also interesting because it allows them to show the depth of their work, explain all the "whys" behind their plans and intentions, and they can surpass the barrier of misbelief and actually connect with the voters that, later, can give them more support when they fight for their proposals in the government.

The follow is also a tool that helps both voters and politicians who have been doing a good job in their positions. People can keep track of the politicians they judge important, being because they voted for them, admire their work, or think the position is important, and so on. People will receive both social economic data to evaluate the results of the job done, and data from their office: expenses, investments and hiring. The politician who has done a good job or could not accomplish their promises can have a change here to display the good work or show the barriers that stopped them. In this way, voters and politicians can be in sync.

WHO: STAKEHOLDERS



THE PEER TO PEER THEORY

collaboration and credibility

From the research done both from users and of online services, one thing can be stated: there are a lot of people trying to fix the questions regarding politics in Brazil.

Thinking about how much people wanted to contribute and find effective ways to give more power to the people, it came to me that this power had to be used when providing the service solution.

The trend of collaborative and open-source services is more and more present in the reality of our current society, in various cultures.

The peer to peer theory described in the book written by Michael Bauwens talks about how people are more than ever seeking for personal and emotional rewards from their jobs; it's not a matter of just making money and surviving anymore, but also a matter of personal purpose, of self-accomplishment. Therefore, people are contributing with content for services like Wikipedia, which are open source, or in discussions in LinkedIn, as a way of getting acknowledgment of their work and feeling rewarded by the recognition of the public, more than just the objective of profit. This shows me that, more than a trend, is a shift of values regarding people's own purpose in life.

While reading the article about behavior economics, the issue of collaboration is also touched, but more specifically talking about volunteering. It declares how people naturally have an inner desire to be of service, naming it as altruistic capital and putting it as a very powerful motor.

So here, the proposal of this service unites both concepts of peer-to-peer collaboration and recognition, and the altruistic capital of people to help. But how people will collaborate in this political scenario?

“EXPERTS” AND “INSPECTORS”

The mission of this project is to connect voters and politicians better, fostering as much as possible a truthful representative democracy. But for that, people need to learn about politics, and politicians need to be able to display their work. These two would be considered the main users of the service.

But in order to teach, even though the concept of gamification, “content providers” are necessary; they are the ones who will format the questions and the theory that needs to be thought, and separate them in levels of difficulty, so that people can learn. It's the turn of the “experts” to contribute, then.

Experts can be: [1] Teachers from schools and universities, which will provide content

from the most basic to the most advanced level. They contribute for the general knowledge, and in return, they get the acknowledgment from their contribution (and also the schools and universities they work for get recognition indirectly). [2] Political scientists who can help providing content about analysis of government performance for the following task, as well as contribute with content for learning. [3] Expert users who “graduated” in the service, and wish to give something back through either providence of content or evaluation of new questions and theory.

On the other side of the cycle, in order to make sure that the information given by the politicians are real, another kind of help is needed: the “inspectors”. They can be journalism students or professionals, or also activists and members of movements against corruption. They will make sure the information provided by the politicians about themselves, especially in the part of the political history, is true, and will also do the search of the polemic or controversial facts involving that politician lately, to keep people aware of important happening that could affect their judgment. They are also important in the job of collecting information for the following part of the service, where people keep updated about the politician’s profile through a proper report. So the inspectors are also fundamental to bring

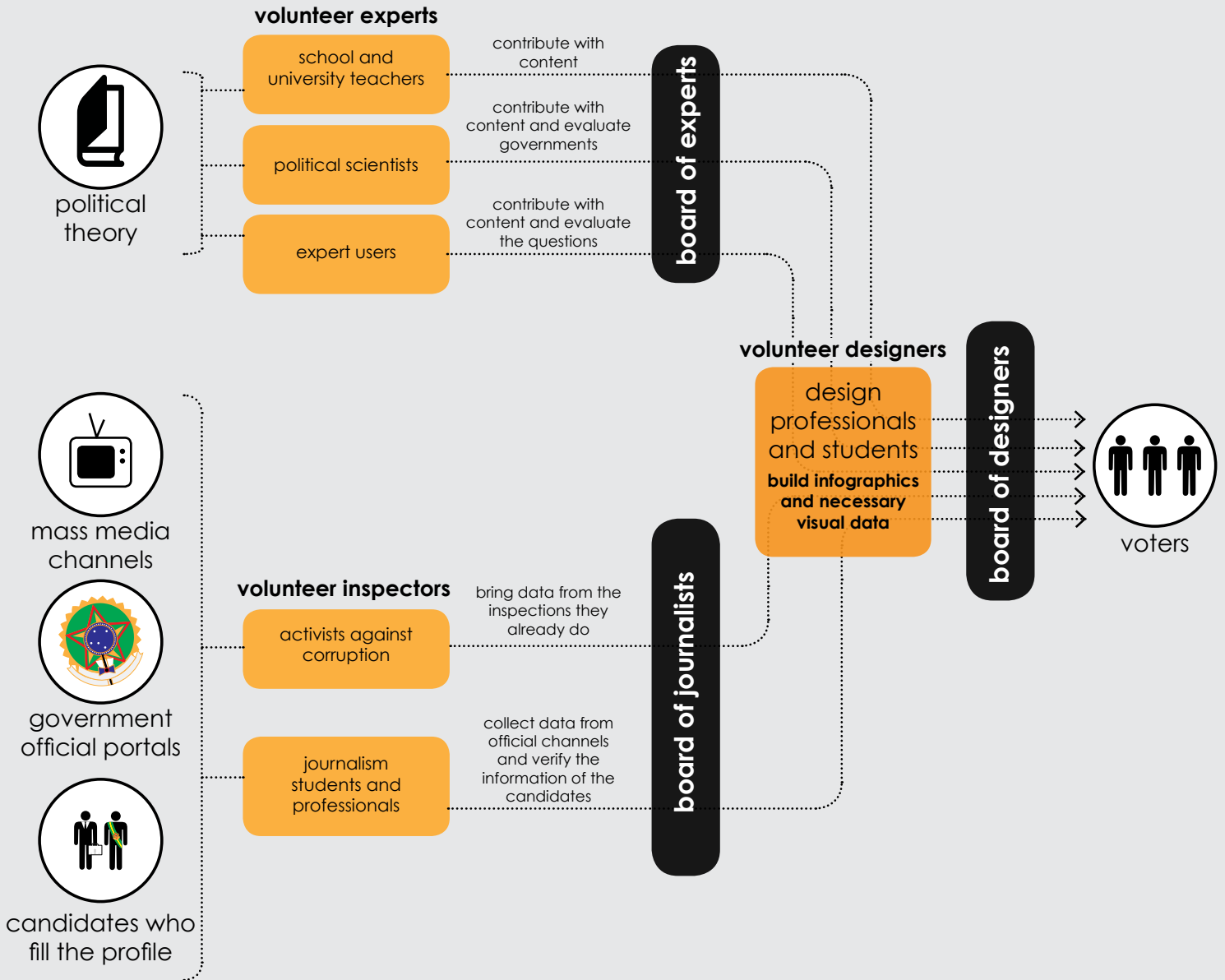
the credibility a service that involves such a serious matter needs.

THE MODERATORS

A board of mediators guards the vision of the project and control the quality, as editors of the service. They keep the content homogeneous, the tone of language both fun and challenging, the information in the level they should be, truthful and coherent, and they also synthesize it.

That is why it cannot be a literal open source service. In order to keep the integrity of the project, the collaborative work must pass through a “control of quality” to be delivered to the public. Showing transparency also by presenting the team of moderators, making them exposed and giving relevant information about them also reinforces the truthfulness of the service.

FLOW OF INFORMATION



THE SERVICE EXPERIENCE

THE FEATURES

The modus operandi of this service works in the logic of a game, where the more you play, the more features you unlock. The three tools of playing (where the user learns and acquires political repertory), choosing (where people can find the politicians they want to vote for) and following (where people can track the work done by their preferred politicians) are all synced in the logic of the game.

The idea is that, **the more you play, the more you learn**. Therefore, as the user gains knowledge, he or she becomes capable of comprehending what that level brings as information. And **to master the art of voting, they need to play it until the end**.

This logic of giving the data in levels works in two ways:

- in the didactic way: of not showing to people words that they don't know, and therefore, not confusing them;
- in the engaging way: of giving people an expectation, the feeling of accomplishment at every conquest.

The levels start in the red, and as a beginner,

the user is one of the people that, just like me and most of the people that participated in the workshops, knows nothing about politics, the political system, who does what. Basically, who enters in the red level, know almost nothing.

At this point, the person has the tools of choosing and picking, but the full tool of following comes just in the easy level. . For the person to receive the report given in the follow part, the person has to conquer at least the first level. That is so that the person is be able to understand the data, because at that point, the person knows already a little bit of the political system.

Now, since the work done by the legislative and by the executive powers is different, also the profiles and the report had to have contents specially directed to each power.

Because the legislative works mostly on regulations and laws, his work is better displayed related to the laws he proposed or voted for, and so on. The executive is more into the administrative aspect, and the social economic data that the politician should evaluate in order to decide where to invest.

FEATURES SYNCED

GAME

beginner

easy

medium

hard

expert

CONTENT
CONTENT
CONTENT
CONTENT
CONTENT

POLITICIAN'S PROFILE

CAUSES
CV // EDUCATION
PERSONALITY
POLITICAL HISTORY

executive — PROPOSALS

legislative — INTENTION OF OR
CURRENT PARTICIPATION
IN COMMITTEES

executive — PRIORITIES AND
PLAN OF ACTION

legislative — LAWS TO BE
PROPOSED

executive — ANALYSIS OF SOCIAL
ECONOMIC NEEDS

legislative — FAMOUS LAWS
BACKED OR VOTED
AGAINST

POLITICAL COMPASS

POLITICIAN'S REPORT

* STARTS WITH THE FIRST ACHIEVEMENT
THE PERSON NEEDS TO KNOW A LITTLE BIT
MORE - BUILDS EXPECTATION

OFFICE EXPENSES
DECLARED PROPERTY
TIME SPENT IN COMMITMENTS

executive — INVESTMENTS DONE
PER CAUSE

legislative — COMMITTEES THAT
PARTICIPATED IN

executive — BALANCE OF
PROPOSALS

legislative — LAWS PROPOSED
AND EFFECTIVATION

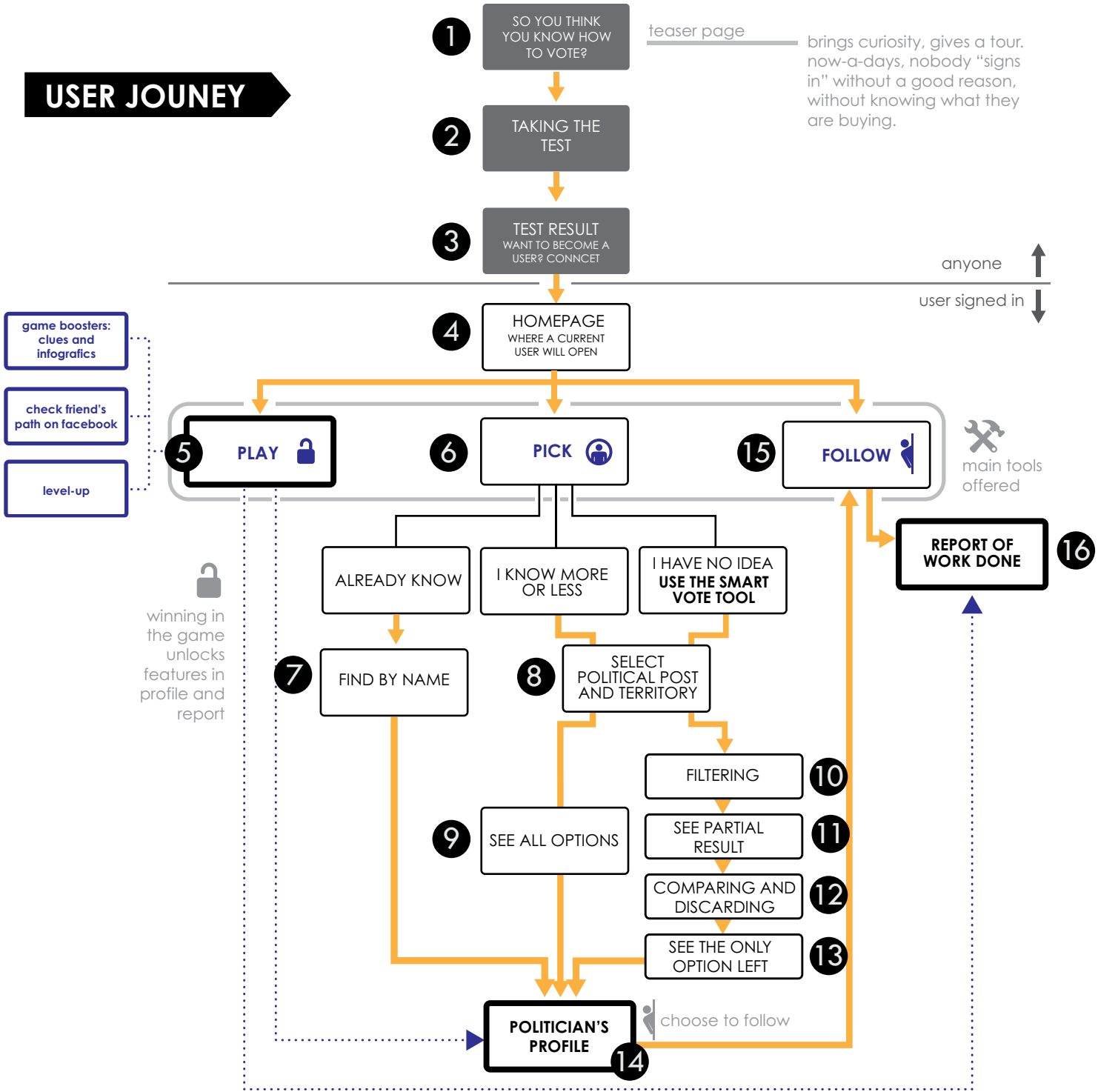
executive — RELATION BETWEEN
MANDATES

legislative — ALL LAWS BACKED OR
VOTED AGAINST

executive — SOCIAL ECONOMIC
PROGRESS BETWEEN
MANDATES

legislative — SOCIAL ECONOMIC
IMPACT OF APPROVED
LAWS

USER JOURNEY



THE USER JOURNEY

The journey is divided in two phases. The first is before the user is subscribed. To instigate people to question themselves about their own judgment when choosing a candidate, the first page is a teaser page that asks people if they feel capable of choosing who will take important decisions in their behalf, which will affect the place

they live.

At the same time, the page shows quotes that talk about how easy it is to feel lost when faced with so many candidates, how the system is complicated, how there is no clear definition of what the politicians do, and so on. Lastly, the text tells people that, if they identified themselves with the quotes above, they should take the test and discover how the service can help them.

1

TEASER PAGE



As the user is taking the test, he or she will be presented with questions from the easiest to the hardest level possible. That is so that it is possible to identify in which of the levels the person fits in. In this way, people won't go through what they already know or start from a difficult level; both situations could cause the users to lose interest and give up. So, to be able to keep the language adjusted and friendly, the main question on

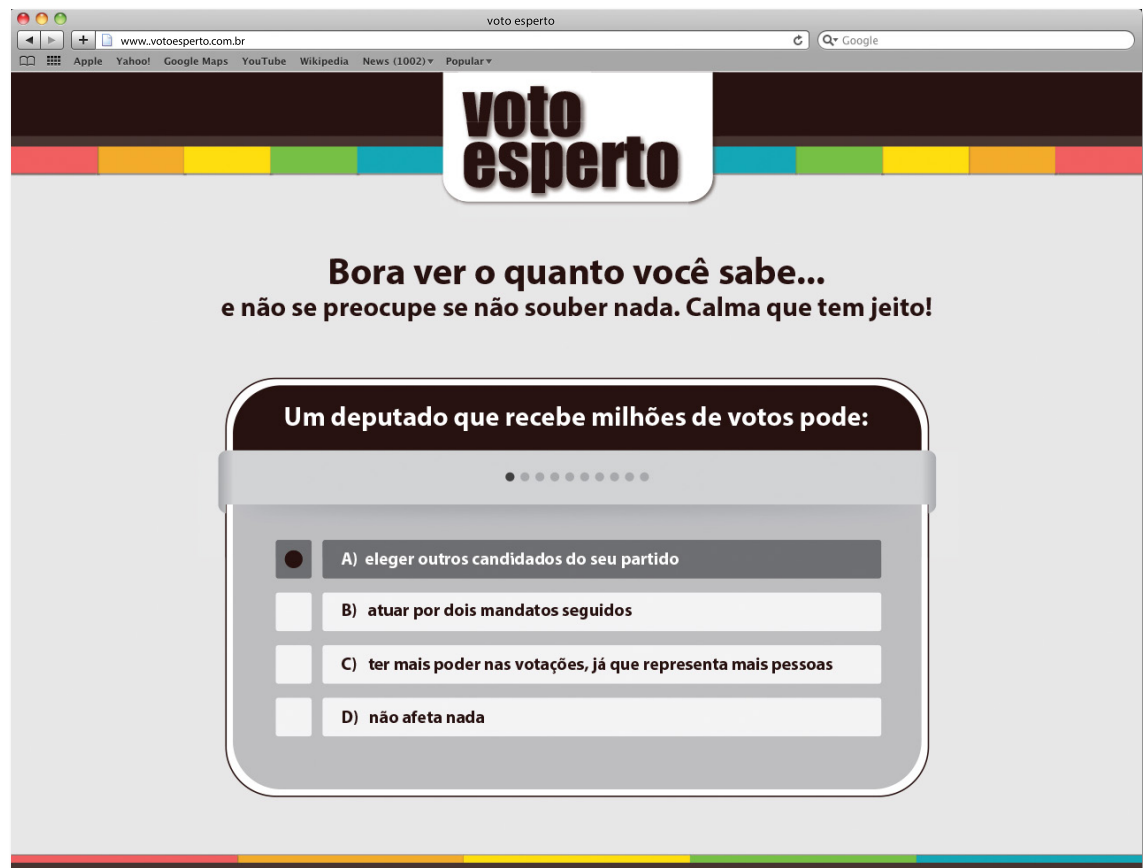
top says: "Let's see how much you know, and don't worry if you don't know anything. Keep clam. There is a way!"

As people answer the 10 questions, they are classified in one of the five levels and are invited to use the service.

For all levels, a message appears that both congratulates the user and defies them to keep moving on. Only if the person already scores expert, he or she can be invited

2

THE LEVEL TEST



3

THE POSSIBLE RESULTS

LEVEL COLORS

beginner

easy

medium

hard

expert

BADGETS



MESSAGES

**You know nothing, right?
No worries! Congrats for
starting! And welcome!**

**Cool! Reached Easy level.
It's already something. :)**

**Ha! Medium level! Great.
Can you do better?**

**Yey! Hard level!
You are a bad ass!**

**Woowww! Expert level!
That's the way to do it! Setting
the example! Proud of you!**

to contribute as an expert user, either evaluating the questions or as a volunteer providing political knowledge for new questions and theory. Only after the score, the person is invited to register and begin to use the service. The idea of the teaser before the registration is that there are so many services online now-a-days that registering is only made when there is a real interest, otherwise, it can be an imposing barrier that

can drive people away.

As people become full users, every time they log in, they will arrive in their homepage, where the three options are given: play, choose or follow. As people move the mouse over the buttons, they enlarge, and as they click on the “saiba mais”, they can have a quick tour to know more. The idea is to be as intuitive and interactive as possible.

4

HOMEPAGE PLAY



PLAYING

Here, the journey starts with the user clicking on the play tool.

The game is simple a multiple choice quiz to test people's knowledge, and, is composed by challenges of 10 questions. At every challenge complete, the person advances one step towards the next level.

An idea that came from studying the

Candy Crush game structure was the "connect with Facebook" tool that allows people to see in their path where they are in relation to the position of their friends. The idea is that the healthy competition can stimulate the user, and the fact that the game connects with Facebook also makes the service present in the most used social network in Brazil, collecting new users through people's personal network.

5

PLAYING



Quem é responsável por decidir o quanto do dinheiro do Estado vai para a educação?



- A) Vereador
- B) Governador
- C) Presidente
- D) Deputador Estadual

-1
ELIMINAR UMA ALTERNATIVA
x1


CONSULTAR A TEORIA
x4


GANHAR UMA DICA
x5

Aêee!
Chegou no nível fácil.
Já é alguma coisa! :)



BORA JOGAR O PRÓXIMO NÍVEL?

**OU CHEQUE AQUI O QUE VOCÊ DESBLOQUEOU
NO PERFIL DOS POLÍTICOS!**

level, a message of congratulation comes, awarding the user with the badge of the level conquered and inviting the user to see the items he or she unlocked in the politicians' profiles and reports.

CHOOSING

As the user moves on and decides to use the choosing tool, he is presented with three

options: "I already know who to vote for", "more or less" or "I have no idea". These options are divided in this way because sometimes the user wants to look into a specific politician, so in the first button, he or she can go straight to the candidate's profile, just by typing his name.

Going to the second type of choosing: the "more or less button". The idea here is that sometimes the persons can know the face

6
PICK OPTIONS:
I KNOW WHO I
WANT TO VOTE
FOR

4 HOMEPAGE: PICK



7 FIND BY NAME

6

PICK OPTIONS:
I KNOW MORE
OR LESS - SEE
ALL OPTIONS



8

SELECT
POLITICAL POST

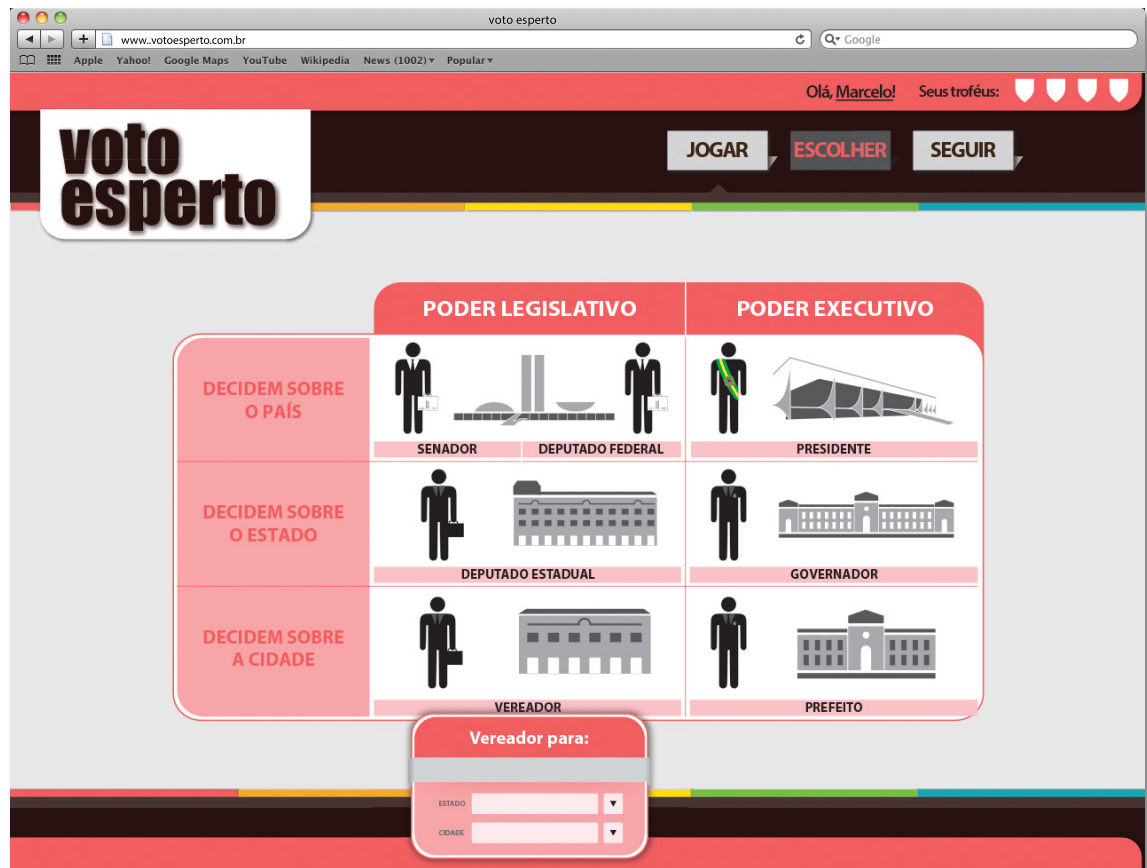


of the candidate, or remember him or her partially, but doesn't remember his or her name. In this case, this button allows one to go straight to picking a candidate through the political position he or she is running for.

The idea is also to teach through the interface, so in the screen of choosing, it shows the difference of the two powers, and the level of hierarchy in side the powers (who decides about what). In this way,

every time the person chooses, she will be faced with the system structure, which is something that should be well known for that person to make relations between posts and responsibilities when learning. So, after the person selects the position, a small pop-up appears, asking the person the territory which she wants to d her research. That would not appear for president, of course, but all the other positions are related to the

8
**AFETR
SELECTING
POLITICAL
POST, SELECT
TERRITORY**



city or state, so that small step is necessary.

Now, after this step, the person will be conducted to a page that shows all options for the position chosen, so that person can recognize the candidate he or she slightly remembers. The page of the results display the options like cards, with the face, name and party, which are the three items that usually appears in websites that shows politician's profile.

THE CAUSES

The causes was a way that I found to, though the website of the volunteer match, connect voters and politicians through the aspect of fighting the same battles. They are displayed as icons, to make it the most intuitive and automatic as possible. So seeing from outside, you can already know

9

**PICK OPTIONS:
MORE OR LESS /
SEE ALL OPTIONS**



what that politicians prioritizes and stands for, and people can have a reason to click on that candidate to know more about him or her, instead of just having a picture and a name to decide.

The causes became such an important item in connecting politicians and users, that they became one of the main visual guidelines in the politician's profile, which will be displayed a little bit ahead.

The causes, as the rest of the interface, change colors as the user advances through the levels. Here is an example of them blue.

To define which causes there would be, I did a mix of the causes of the "Volunteer Match", with the classification of subjects of the laws of the "Vote na Web", and the proposals of a candidate for mayor of Sao Paulo in the elections of last year, which gave me these 23 causes.

From left to right, each line at a time, they are: Rights of the children and adolescent; fighting hunger and misery; public transportation; train rails, roads and seaports; environment and sustainability; technology and innovation; human rights; sports and leisure; fight against prejudice; health, hospitals and medicine; public safety; education; civic participation in politics; work rights; fight against corruption; infrastructure and urban administration; social inclusion of people with disability and elderly; water distribution; animal rights;



culture incentive; political reform; women rights; farms and plantations.

Going back to the user journey, if the user has no idea of who to vote for, he or she can use the option “I have no idea”. This button leads the user to the tools of the smart vote.

THE SMART VOTE TOOL

Developed from the experience of the workshops, the smart vote tool leads the voter through the process of choosing that was done in the activities. First, the person will pass quickly through the same page of picking the position and territory, since through that, the website can identify the candidates for that position, and, after the person has given the position he or she is choosing for, the website opens the page of the tool.

The tool, as the workshops, has two stages: one of filtering and one of comparing.

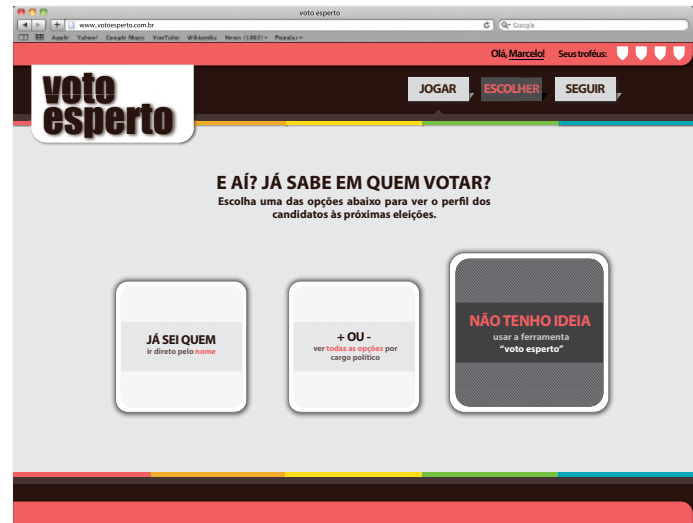
THE FILTER

The Filter comes first, where the user has to provide the things that to him or her, are unacceptable in a politician.

The options of filters where determine as per the workshop results as well, and the person can check as many as they want.

The filters are:

1- Not have been ever even mentioned in



6 PICK: I HAVE NO IDEA



8 SELECT POLITICAL POST, THEN TERRITORY

scandals of corruption: this filter is because a lot of politicians are pointed as involved in scandals, but the, their trial expires or they are not condemned, so they are not filtered by the “clean slate” law. So this filter will search thorough the names that came on the news related to corruption and will leaves these out.

2- Belonged to up to “X” political parties: this filter exists because here politicians

change party and support, or form alliances according to convenience or interests, and the idea is to filter the politicians who change parties every elections, because it shows no constancy in their stance or “side”. And here, people can say how much they think is the limit.

3- To have a diploma from a university: this is to filter politicians without superior education. A lot of politicians get elected

10
**PICK:
FILTERING**

The screenshot shows a web browser window with the URL 'www.votoesperto.com.br'. The page features a navigation bar with 'JOGAR', 'ESCOLHER', and 'SEGUIR' buttons. A user is logged in as 'Marcelo' with three trophies. The main content area is titled 'SELECIONE SEUS FILTROS:' and contains several filter options:

- Não ter nunca sido mencionado em escândalos de corrupção
- Pertenceu a, no máximo, [dropdown] partidos
- Ter diploma em universidade
- Não usar argumento religioso
- Não pertencer ao(s) partidos (s) [dropdown]
- Apenas o partido [dropdown]

The dropdown menu for 'Apenas o partido' is open, showing the following options: PSDB, PMDB, PSL, PT, PPB, PL, PSOL. An 'ENVIAR' button is located at the bottom right of the filter selection area.

even without knowing how to write or read properly, which is absurd considering the responsibility of their job.

4- No using religious argument: a few use the religion to get voters, which shouldn't happen since the State here is Secular.

5- Not belong to the parties "X": for the people who got aversion for a party after many scandals of corruption, or believe one party is too radical, for example. Here they

can type the parties they don't want.

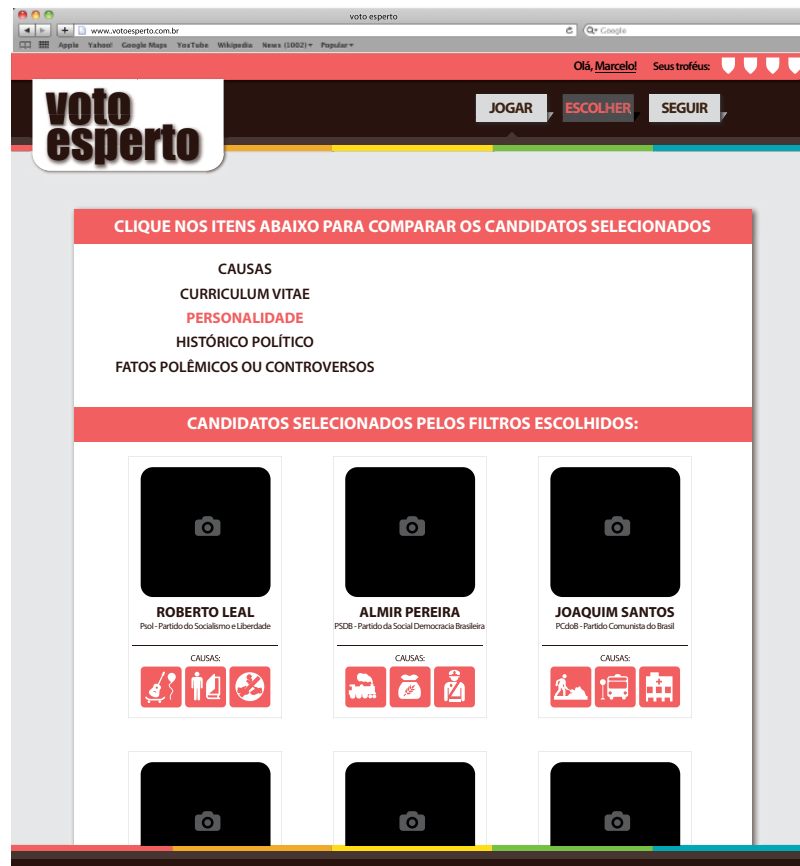
6- Just belonging to the party "X": for the people who really like one party specifically, but are still lost in the candidates they provide for the legislative. Here they can type that party to filter their options.

THE COMPARISON

After giving the filters, people are led to

11

PICK:
SEE PARTIAL
RESULT

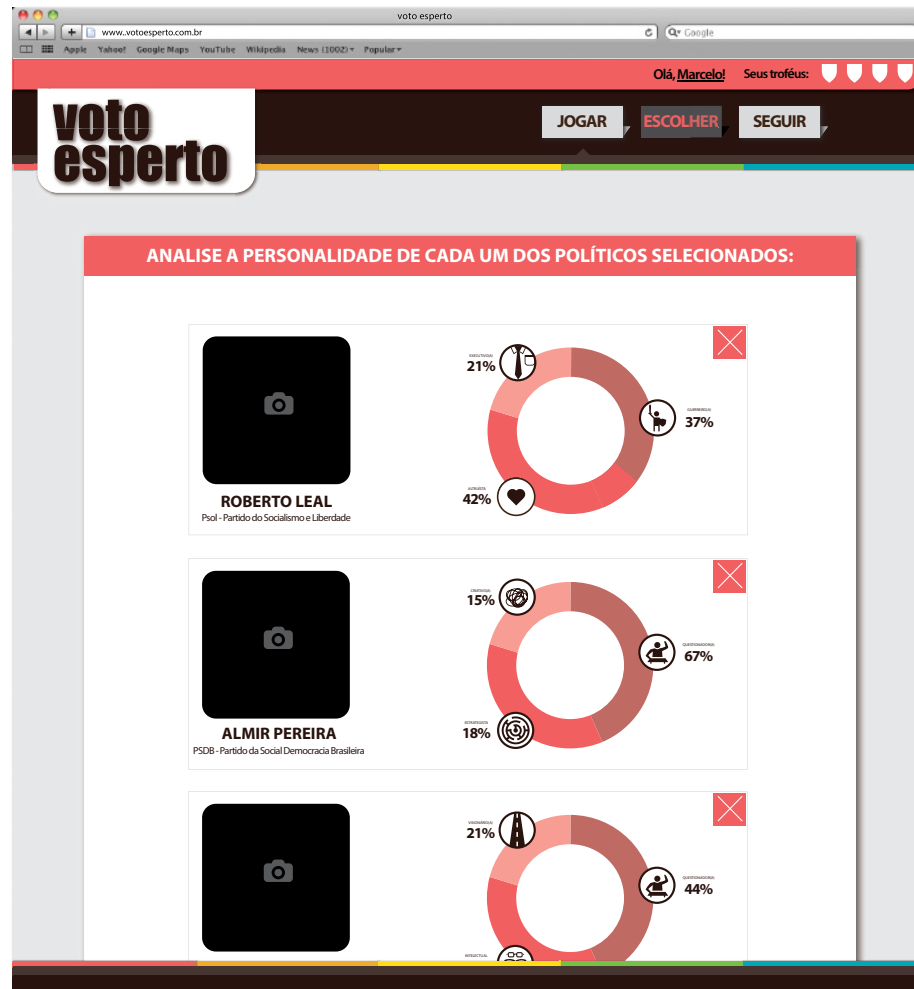


a with all candidates resulting, but with the aspects of the politician's profile listed, and people can choose one of them to compare. These options will be displayed according to the level of the game the user is and, therefore, the options of the profile he or she will have to compare. Here is an

example of a person choosing to compare personalities. So it will show candidates, and the person can pick the ones to that interested to keep comparing and also already discard the ones they dislike. The user keeps discarding options until there is only one left.

12

PICK:
COMPARING



voto esperto

QUIRÓ

RESUMO DE DADOS

CARGAS

CURRICULUM VITAE

PERSONALIDADE

HISTÓRICO POLÍTICO

TEMAS POLÊMICOS OU CONTROVÉRSIOS

COERÊNCIA DE TEMAS ENTRE PERFIL

voto esperto

QUIRÓ

RESUMO DE DADOS

CARGAS

CURRICULUM VITAE

PERSONALIDADE

HISTÓRICO POLÍTICO

TEMAS POLÊMICOS OU CONTROVÉRSIOS

PROPOSTAS

COERÊNCIA DE TEMAS ENTRE PERFIL

voto esperto

QUIRÓ

RESUMO DE DADOS

CARGAS

CURRICULUM VITAE

PERSONALIDADE

HISTÓRICO POLÍTICO

TEMAS POLÊMICOS OU CONTROVÉRSIOS

PROPOSTAS E PLANOS DE AÇÃO

COERÊNCIA DE TEMAS ENTRE PERFIL

voto esperto

QUIRÓ

RESUMO DE DADOS

CARGAS

CURRICULUM VITAE

PERSONALIDADE

HISTÓRICO POLÍTICO

TEMAS POLÊMICOS OU CONTROVÉRSIOS

PROPOSTAS

ANÁLISE DE NECESSIDADES SOCIAIS E ECONÓMICAS

COERÊNCIA DE TEMAS ENTRE PERFIL

voto esperto

QUIRÓ

RESUMO DE DADOS

CARGAS

CURRICULUM VITAE

PERSONALIDADE

HISTÓRICO POLÍTICO

TEMAS POLÊMICOS OU CONTROVÉRSIOS

PROPOSTAS

ANÁLISE DE NECESSIDADES SOCIAIS E ECONÓMICAS

PROJEÇÃO DE PLANO DE AÇÃO

COERÊNCIA DE TEMAS ENTRE PERFIL

14

THE
POLITICIAN'S
PROFILES

The screenshot shows a web interface for 'voto esperto'. At the top, there are navigation buttons: 'JOGAR', 'ESCOLHER', and 'SEGUIR'. The main profile is for Roberto Leal, a politician from the Partido de Socialismo e Liberdade (PSOL), with the post of 'PRESIDENTE'. The profile is organized into several sections:

- QUEM:** Basic information including name, party, and current position.
- CAUSAS:** A row of four icons representing different causes: 'Educação', 'Saúde', 'Trabalho', and 'Meio Ambiente'.
- CURRICULUM VITAE:** A section with sub-sections for 'TRABALHO ATUAL', 'FORMAÇÃO', and 'MAIS INFORMAÇÕES: LINGUAS PUBLICADAS'. It lists his profession as 'JORNALISTA E PROFESSOR' and provides details about his work and education.
- PERSONALIDADE:** A donut chart showing personality traits: 'Liderança' (21%), 'Empatia' (35%), and 'Iniciativa' (44%).
- HISTORICO POLITICO:** A timeline from 2008 to 2013 detailing his political career, including roles like 'Presidente do PSOL' and 'Deputado Estadual'.
- FATOS POLÊMICOS OU CONTROVERSOS:** A section with three items, each starting with '# 2012 - LEI PROPOSTA' and describing legislative proposals related to the 2012 elections.
- COERÊNCIA DE TEMAS NESTE PERFIL:** A diagram showing the coherence of themes in the profile, with 'EDUCAÇÃO' as the central theme, surrounded by 'LÍNGUA', 'OBJETOS DE ESTUDO', 'TRABALHO', and 'MEIO AMBIENTE'.
- play to unlock more features:** A footer area with icons and the text 'Avance para o próximo nível! JOGAR'.

your trophies

THE POLITICIAN'S PROFILES

So, from either way the user decides to choose: through the name, through to pictures, or through the tool, it all comes down to the politician's profile.

As the smart vote picking tool, the politician's profile also came from the workshops, according the analysis that I did of all the material collected, from which the main criteria for people to choose were identified.

Because it is all synced in the logic of the game, I will show here first the beginner level of the profile, given to the people who scored closer to zero in the entry test. This is the most basic form of the profile, and as the user plays the game, he or she unlocks the features of the subsequent levels.

Because it's part of the game, at the top, next to the user's name, it shows the trophies he already has (in this case, none), and in the bottom, it invites the user to play to unlock more features.

The items of the profile come in the middle. The politicians fulfill these items, so the good ones have the chance to display their content as well as possible. The volunteer journalists will do the job of double check information to keep it truthful.

First, the profile presents **who** is the politician, with the name, party and post he or she is running for. To instigate curiosity,

who

causes

curriculum vitae

personality

political history

polemic or controversial facts

coherence

play to unlock more features

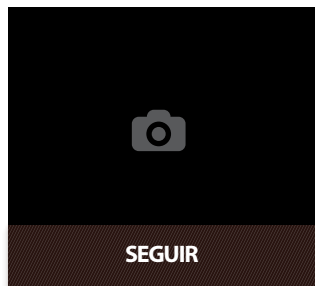


JOGAR

ESCOLHER

SEGUIR

QUEM



Roberto Leal

Psol - Partido do Socialismo e Liberdade

Candidato a deputado federal pelo estado de SP



PRESIDENTE

O que esse cargo faz?
O que ele pode prometer?

CAUSAS



LUTA CONTRA O
PRECONCEITO



DIREITOS DA CRIANÇA E
DO ADOLESCENTE



DIREITOS HUMANOS

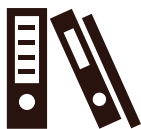


LUTA CONTRA A
CORRUPÇÃO

CURRICULUM VITAE



CURRICULUM VITAE



PROFISSÃO JORNALISTA E PROFESSOR

TRABALHO ATUAL

- Professor universitário na Escola Superior de Propaganda e Marketing (ESPM) e na Universidade Veiga de Almeida (UVA)
- Colunista da Carta Capital

FORMAÇÃO

- Mestrado em Letras e Linguística pela UFBA,
- Professor de Cultura Brasileira e de Teoria da Comunicação na ESPM e na Universidade Veiga de Almeida
- Ajudou a criar o curso de pós-graduação em Jornalismo e Direitos Humanos da Universidade Jorge Amado, em 2004, em Salvador, na Bahia.

MAIS INFORMAÇÕES:

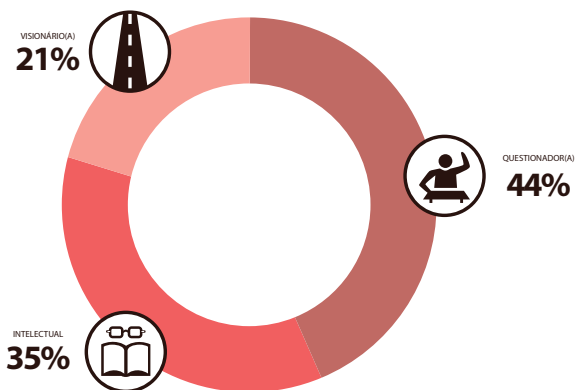
LIVROS PUBLICADOS

Aflitos - crônicas e contos, vencedor do Prêmio Copene de Literatura (atual Prêmio Braskem)¹¹, editado pela Casa de Palavras da Fundação Casa de Jorge Amado.¹²

Ainda Lembro - crônicas e experiências vividas no BBB5, editado pela Editora Globo.¹³

Tudo ao mesmo tempo agora - contos e crônicas, lançado pela Giostro Editora.¹⁴

PERSONALIDADE



HISTÓRICO POLÍTICO

a button invites people to learn more from that position, which would open the position's infographic. After that, the main **causes** are displayed, which are picked by the politician.

The **curriculum vitae** comes next, with emphasis to the profession of the politician, and then showing where and with what he or she currently works with, their educational formation, and extras. In the case of this example, this politician has books published written by him.

After that, comes the **personality**, which is a result of the test of archetypes, inspired in the website of Archetypes.com, that I showed in the research. This features provides tendencies of behavior that, although may seem unimportant, could be extremely influent in the process of decision making that politician does.

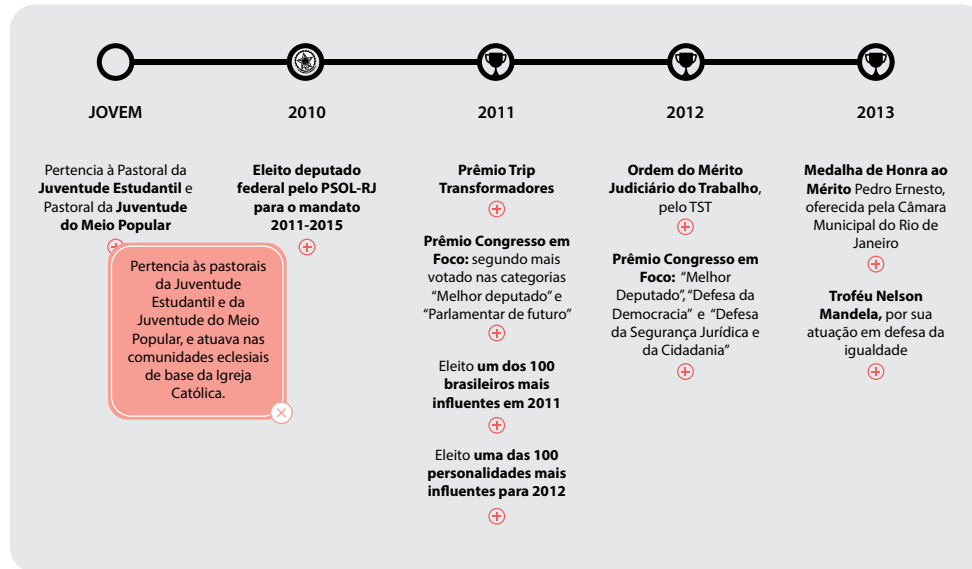
The archetypes come as a result of multiple questions the politician has to answer, where their tendencies of behavior are identified and the three main ones are displayed.

I took inspiration from the Archetypes website, but I took the liberty to change icons or names to better suit the political posture. It came down to 9 aspects of personality, as shown on the right, left to right, top down: altruistic, warrior, spiritual, visionary, creative, intellectual, questing, executive and strategist. The interesting thing is how they can combine, revealing results like

“strategist and caregiver” or “strategist and executive”, which may tell that the posture that politician will take, either making plans for taking better care of the population, or bringing more money to invest in the city. It all depends on the judgment of the user, and these personality traits crosses with their history and plans.



HISTÓRICO POLÍTICO



FATOS POLÊMICOS OU CONTROVERSOS

2012 - LEI PROPOSTA

PROPOS A LEI GABRIELA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO. PROPOS A LEI GABRIELA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

2012 - LEI PROPOSTA

PROPOS A LEI GABRIELA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

2012 - LEI PROPOSTA

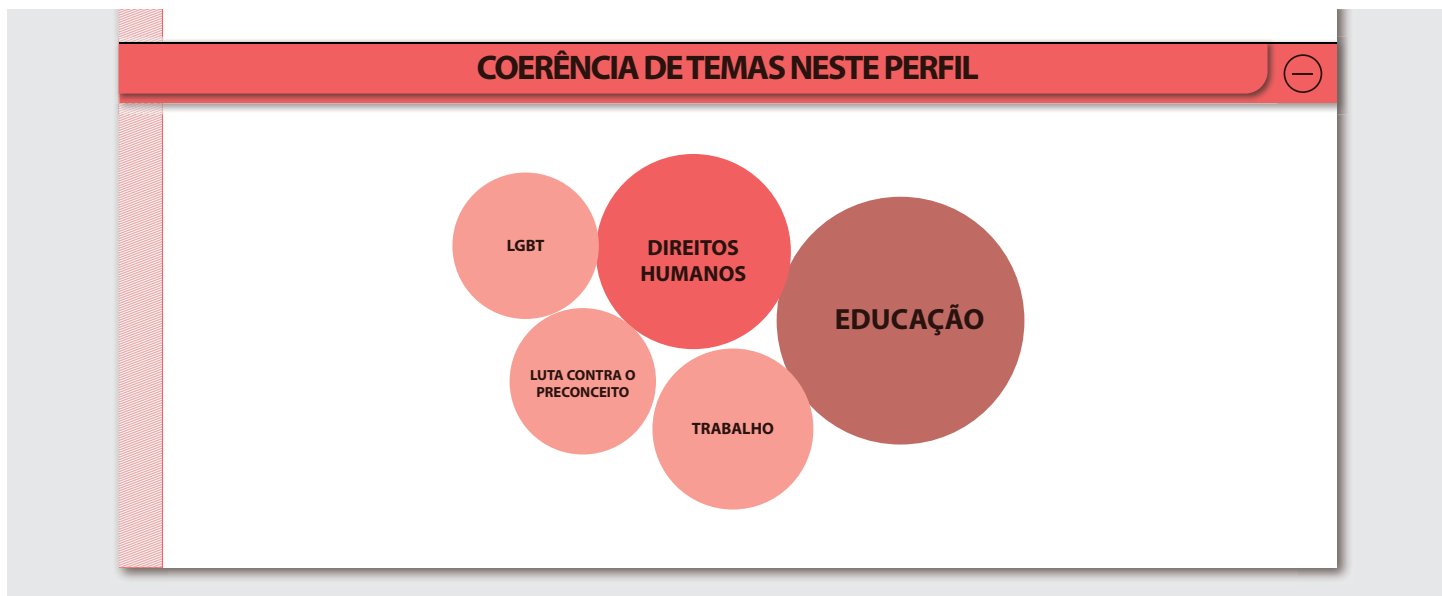
PROPOS A LEI GABRIELA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

After the personality, it comes the **political history**, with the main happening related to the political life that happened in the candidate' story. Its presentation is in the form of a timeline, with small icons that identify mandates (the republic symbol - in the example on the left, in 2010), and awards with the trophy icon. To keep it simple, just a few is said about each episode, and with the "plus" link, a pop-up shows telling more about that.

A proper highlight was given to **polemic or controversial facts**. As the name says, it will be based o facts, so it is not biased, and it is there to brings attention to facts, not only about corruption, but as whether the politician claims to be in favor of Brazil

building an atomic bomb or not, of if that politician proposes that homosexuals can be cured. In this case in particular, the volunteer reporters supply the information, since it is important to check several sources. The sources can be displayed to bring more trust.

Since **coherence** between what the politician says and what the politician does was so evident in the workshops, the last tool measures the coherence of themes in the profile. It is basically a word count tool that brings the subjects most mentioned in the profile. That makes it possible for the user to see if what is mentioned as causes (or plans and priorities in the advanced levels) are aligned with the content of the profile.



PROPOSALS



IMPLEMENT POLICIES AGAINST VIOLENCE

by assuring good street lighting and housing for all. Plans for social integrating with the youth in suburbs are included.



PROVIDE DAY SCHOOL FOR ALL

by making mandatory that public schools fulfill a timetable of 7 hours of lessons everyday



REDUCE TIME SPENT WAITING FOR PUBLIC MEDICAL ASSISTANCE

with the plan "Family Health", that will recruit health agents to visit people's homes, treat and educate about healthcare.



FULL TRANSPARENCY

by investing in the systemization of statistics and providing informations in an easier and more accessible way.



REDUCE THE TIME SPENT IN TRAFFIC JAMS

by improving the quality of public transportation and implementing the monthly ticket at a low cost.



RECYCLE CITY WASTE 10X MORE

through partnerships with industries and cooperatives and with policies to foster the use of organic waste for composting and power generation.



MANAGEMENT

GIVE MORE POWER TO THE SUBDIVISIONS OF MUNICIPALITY

by integrating districts and municipality, so that districts can also provide better indicators for government actions.

LONG TERM PLANNING

by implementing a "Strategic Master Plan", that will set the guidelines for one decade of government, diminishing discontinuity between governs.

HOUSING AND NEIGHBOURHOOD

REDUCE THE NUMBER OF IRREGULAR HOUSING BUILT IN RISK AREAS

by building new houses to eradicate the slums and ilegal constructions in a faster pace.

REVITALIZATION OF THE HISTORICAL DOWNTOWN AREA

with tax breaks both for housing and comertial stabilishments, bringing city life back to the region.

ADMINISTRATIVE CONNECTIONS

REDUCE THE DEBT WITH THE COUNTRY

by renegotiating with the President and Ministers the distribution of funds and payment of taxes.

INTEGRATE ADMINISTRATION OF CITY, STATE AND COUNTRY

by putting efforts in unbinding alliances based on the interest of parties, and promoting better relations between the instances.

At each new level, the entire color-code changes, to give the sense of newness, refresh and conquest of the new level.

From the easy level, onwards, the profiles of the candidates for the executive power and the legislative power change, according to their main tasks and responsibilities. Because I started with the example of the president, I will keep displaying the executive profile, and, later, I show the changes for the legislative.

1st LEVEL-UP

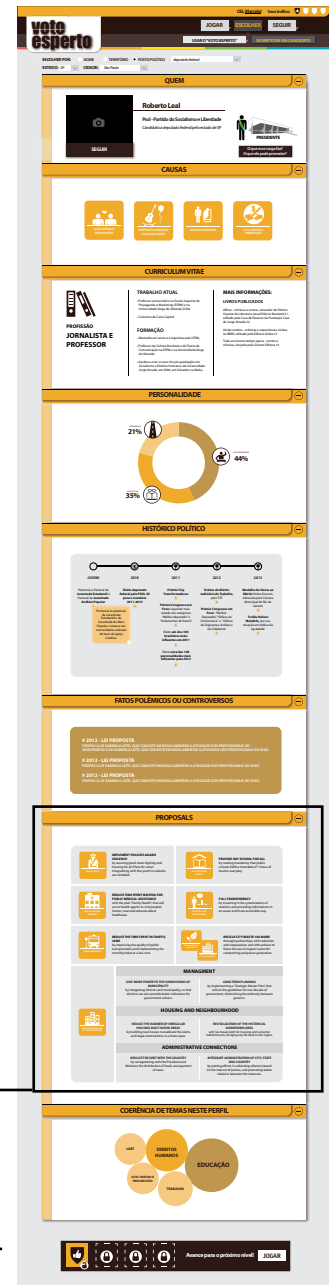
- from red to orange
- easy level unlocks proposals

Now the user can see the proposals that candidate have for it's city, state or country, depending on the post. I based this feature in the "plan of goals" given by the elected mayor of Sao Paulo last year. I took his 12 goals for the city of Sao Paulo during his mandate, and organized them in this feature.

The causes here start to gain more presence, creating a visual guideline for coherence of content as well, as they are used to display the matter that each proposal addresses. Some proposals address more than one cause, so they can come combined in a goal, and also sometimes there are multiple goals about the same matter. So here I tried to foresee and exemplify both cases.



unlocked feature:
proposals
one badge earned.



PRIORIDADES E PLANOS DE AÇÃO

1º	<p>O QUE ? More doctors in the emergency rooms in the country areas of Brazil.</p> <p>PORQUE ? Raise salaries and benefits for doctors who accept to work in remote areas.</p>	 
2º	<p>O QUE ? More equipment for the 100 crowdest hospitals in the state.</p> <p>PORQUE ? Agreement with the equipment suppliers for reduction of taxes.</p>	
3º	<p>O QUE ? Stop the depredation of the rain forests and green areas.</p> <p>PORQUE ? Making deforestation a heidous crime and using the help of the army to protect the rain forests and green areas, using their special training in the Amazon forest and getting them to train the police force.</p>	
4º	<p>O QUE ? Create the daily ticket with a low cost.</p> <p>PORQUE ? Lower taxes for fuel and implementation of more eletric bus lines.</p>	
5º	<p>O QUE ? Development of a new channel for public participation in government decisions and monitoration of status of each area in the city according to its own inhabitants.</p> <p>PORQUE ? Promotiong of an event for brainstorming ideas and a contest to select the best ideas and developers to work as a team,</p>	

COERÊNCIA DE TEMAS NESTE PERFIL

2nd LEVEL-UP

- orange to yellow
- intermediate level unlocks priorities and plans of action

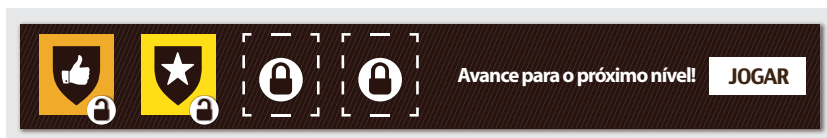
The priorities and plans of action are important so that the voter can understand from all the proposals, which are the ones the candidate intends to fulfill first.

This demands a vision of future and sense of what is most critical or urgent in the place the candidate wishes to administrate. Therefore, to fulfill this item, the candidate will actually have to thought the proposals through, and see how they will be managed in order to be accomplished.

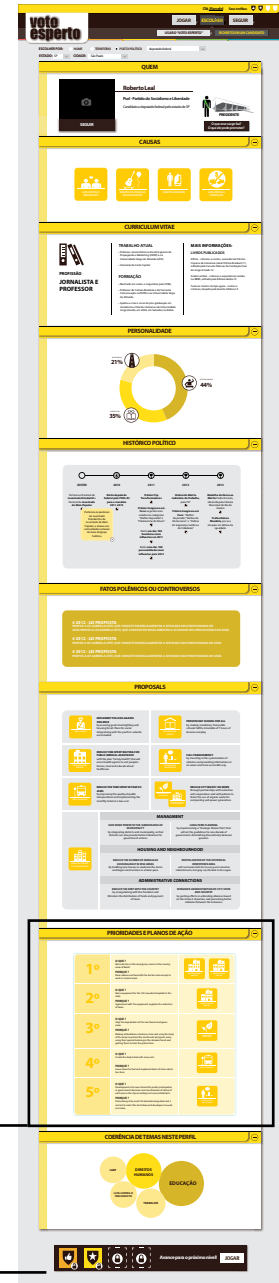
Big numbers and causes appear again, to bring the visual reading, and the priorities have to, not only be pointed out, but also come with a brief explanation of why that item comes as the first priority and so on.

I believe this tool can help also politicians to revise and evaluate their government plan, to see if their proposals are actually viable and how they intend to make it happen.

Here also the point where the voter can get to know the politician a little bit better, because until the easy level, the information was what people already get is they search a little bit more about the candidates, and they don't provide deep content. Here voters can grasp the logical reasoning and vision of the politician, and start connecting with their work.



unlocked feature:
priorities and plans of
action —
second badge earned.



5º

Development of a new channel for public participation in government decisions and monitoring of status of each area in the city according to its own inhabitants.

PORQUE ?

Promoting of an event for brainstorming ideas and a contest to select the best ideas and developers to work as a team,



ANALYSIS OF SOCIAL ECONOMIC NEEDS (OF CITY / STATE / COUNTRY)

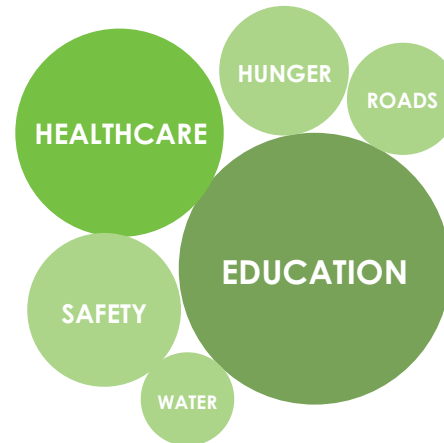
Text writteng by the politicians analysing the current situation of the city, state or country, depending on which post he or se is running for.

The analysis should contain the main issues according to his or her perspective, as well as a deeper explanation of why these issues are the most important, how solving them would improve people's lives, how strategically they could be solved, where the funds would come from to implement these solutions and how he or she sees the effects of these solutions in the short and long run.

ARTICLE BY ISSUE

RESEARCH METHODOLOGY TO ACHIEVE THESE RESULTS

- WHICH SORT OF INTERVIEWS?
- WHICH QUESTIONS?
- WHICH PEOPLE WERE INTERVIEWED, INCLUDING NEIGHBOURHOOD OF RESIDENCE, SOCIAL CLASS, AND AGE?



COERÊNCIA DE TEMAS NESTE PERFIL



3rd LEVEL-UP

- yellow to green
- hard level unlocks analysis of social economic needs (as per city, state or country)

Analysis of Social Economic Needs come in the hard level, where the candidate has to provide a deeper diagnosis made by him about the scenario of the current situation in the territory he or she intend to administrate, being the city for the mayors, the state for governors and the country for the president.

And in order to provide people with this diagnosis, the politician will have to do a special study on the overall scenario. Therefore, this analysis also has to display the research he or she did, and the methodology behind it that made the politician arrive to the conclusions.

Why is this important? Because now-a-days, most proposals are build based on the same kind of market research, based on index and numbers that provide the same results to all candidates, making all them promise the same things.

In this analysis, candidates who took the time to get to know the situation in which the population lives, that asked for special qualitative or human-centered research, that went after the real serious issues that affect people's live, can here display their conclusions baked by a solid methodology. This provides even more credibility and admiration for the work done by the candidate. A graphic map makes the data visual.



unlocked feature:
analysis of social
economic needs
third badge earned.

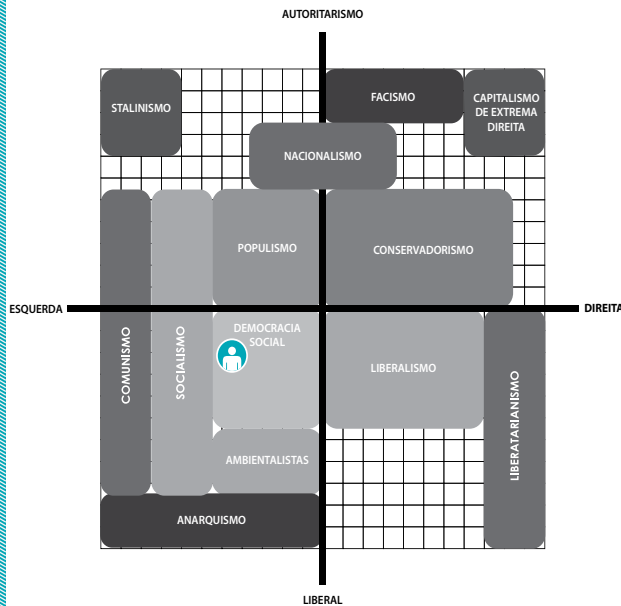


- WHICH QUESTIONS?
 - WHICH PEOPLE WERE INTERVIEWED, INCLUDING NEIGHBOURHOOD OF RESIDENCE, SOCIAL CLASS, AND AGE?

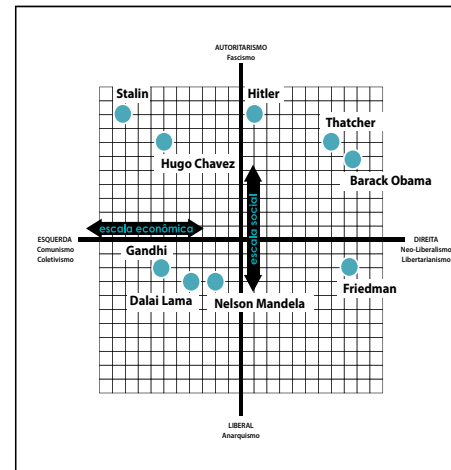
WATER

POSICIONAMENTO POLÍTICO

ESTE(A) CANDIDATO(A)



LÍDERES FAMOSOS



COERÊNCIA DE TEMAS NESTE PERFIL

proposals for government

PROPOSALS

IMPLEMENT POLICES AGAINST VIOLENCE
By ensuring good street lighting and keeping full street for social interplay with the youth in schools and in parks.

PROVIDE DAY SCHOOL FOR ALL
By making mandatory that public schools have a minimum of 3 hours of lessons everyday.

REDUCE TIME SPENT WAITING FOR PUBLIC MEDICAL ASSISTANCE
With the use of health facilities that will attend health requests in people's homes, transit and adequate about health care.

FULL TRANSPARENCY
By ensuring the organization of health and security operations in schools and providing alternatives in transit and more accessible way.

REDUCE THE TIME SPENT IN TRAFFIC JAMS
By improving the quality of public transportation and engineering the monthly ticket at a low cost.

RECYCLE CITY WASTE 10% MORE
Through partnership with industries and companies and with policies to boost the use of organic waste for composting and power generation.

MANAGEMENT

GIVE MORE POWER TO THE SUBDIVISIONS OF MUNICIPALITY
By delegating powers to their districts and providing better relations for government actions.

HOUSING AND NEIGHBOURHOOD
REDUCE THE NUMBER OF IRREGULAR BUILDINGS BUILT IN RISK AREAS
By building new houses to replace the slums and illegal constructions in a safer place.

LONG TERM PLANNING
By implementing "Strategy Master Plan" that will set the guidelines for one decade of government, directed by development between generations.

REACTIVATION OF THE HISTORICAL DOWNTOWN AREA
With its layout suitable for housing and cultural establishments, bringing city life back to the center.

ADMINISTRATIVE CONNECTIONS

REDUCE THE DEBT WITH THE COUNTRY
By negotiating with the financial and Multilateral the debt reduction of loans and payment of taxes.

HOUSING AND NEIGHBOURHOOD
REACTIVATION OF THE HISTORICAL DOWNTOWN AREA
With its layout suitable for housing and cultural establishments, bringing city life back to the center.

INTEGRATE ADMINISTRATION OF CITY, STATE AND COUNTRY
By putting efforts in an already alliance based on the interest of justice and promoting better relations between the instances.



priorities and plan of action

PRIORIDADES E PLANOS DE AÇÃO

1º	<p>QUE? Main actions in the emergency issues in the country and in Brazil.</p> <p>PORQUE? Main actions and benefits for citizens who accept to work in rescue areas.</p>	
2º	<p>QUE? Main engagement for the 100 considered hospitals in the state.</p> <p>PORQUE? Agreement with the equipment suppliers for reduction of prices.</p>	
3º	<p>QUE? Care for reparation of the sea forests and green areas.</p> <p>PORQUE? Making interventions that reduce costs and saving the help of the environment for the sea forest and green areas, using their special features by the Amazon forest and providing the necessary protection.</p>	
4º	<p>QUE? Open the roads toll with a low cost.</p> <p>PORQUE? Lower costs for fuel and implementation of these roads to the toll.</p>	
5º	<p>QUE? Establishment of a new channel for public participation in government decisions and involvement of a great of each area in the city according to its own situations.</p> <p>PORQUE? Promotion of an event for localizing ideas and a platform to select the best ideas and development work as a team.</p>	



analysis of social economic needs

ANALYSIS OF SOCIAL ECONOMIC NEEDS (OF CITY/ STATE/ COUNTRY)

Text written by the politicians analyzing the current situation of the city, state or country, depending on which post he or she is running for.

The analysis should contain the main issues according to his or her perspective, as well as a deeper explanation of why these issues are the most important, how solving them would improve people's lives, how strategically they could be solved, where the funds would come from to implement these solutions and how he or she sees the effects of these solutions in the short and long run.

ARTICLE # ISSUE

RESEARCH METHODOLOGY TO ACHIEVE THESE RESULTS

- RESEARCH OBJECT OF INTERVIEW
- RESEARCH QUESTION
- RESEARCH PEOPLE AND INTERVIEW, INCLUDING NEIGHBOURHOOD OF RESEARCH, SOCIAL CLASS, RACE, AGE

HEALTHCARE

HUNGER

ROADS

SAFETY

WATER

EDUCATION

POSICIONAMENTO POLÍTICO

ESTÁE(A) CANDIDATO(A)



PROPOSA A LEI GABRIELLA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO. PROPOSA A LEI GABRIELLA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

2012 - LEI PROPOSTA
PROPOSA A LEI GABRIELLA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

2012 - LEI PROPOSTA
PROPOSA A LEI GABRIELLA LEITE, QUE CONSISTE EM REGULAMENTAR A ATIVIDADE DOS PROFISSIONAIS DO SEXO.

intention of participation in committees

INTENÇÃO DE PARTICIPAÇÃO EM COMITÊS

EM DEFESA DOS DIREITOS HUMANOS	ENFRENTAMENTO AS DST E AO HIV/AIDS
ATUALIZAÇÃO DO VÍCE-PRESIDENTE DA CPI DA DEFENSORIA PÚBLICA, DE CRIANÇAS E ADOLESCENTES	EDUCAÇÃO
PARLAMENTO JOVEM BRASILEIRO	CIDADANIA LGBT IGUALDADE RACIAL
PROJETO "O CAMARÁ QUEB TE QUER"	CULTURA LIBERDADE DE EXPRESSÃO

laws that want to propose

LEIS QUE QUER PROPOR

TRABALHO PARA PESSOAS COM DEFICIÊNCIAS

PLC - 5002/2013

Proposta de alteração que garante o acesso ao trabalho para pessoas com deficiência e o acesso ao ensino superior, a ser desenvolvido e o acesso ao ensino superior, a ser desenvolvido e o acesso ao ensino superior, a ser desenvolvido.

TRABALHO PARA PESSOAS COM DEFICIÊNCIAS

PLC - 771/2011

Proposta de alteração que garante o acesso ao trabalho para pessoas com deficiência e o acesso ao ensino superior, a ser desenvolvido e o acesso ao ensino superior, a ser desenvolvido.

famous or polemic laws voted

LEIS VOTADAS

A FAVOR <input checked="" type="checkbox"/>			CONTRA <input checked="" type="checkbox"/>		
ASSUNTO	LEI	PORQUE SIM	ASSUNTO	LEI	PORQUE SIM
CRIM FACILITADO	PLC 720/2010 INSTITUCIONAL FEDERAL DO BRASIL	NECESSIDADE de atualizar o Código Penal Brasileiro para garantir a segurança jurídica e a aplicação da lei penal, bem como a eficiência do sistema de justiça criminal.	ESTRUTURA DO GOVERNO	PLC 788/2010 CRIAÇÃO DE COMISSÃO DE FISCALIZAÇÃO	MÁXIMA NECESSIDADE de criar o Ministério do Cidades, que tem a função de integrar a política de desenvolvimento urbano e a política de habitação, além de integrar a política de desenvolvimento urbano e a política de habitação, além de integrar a política de desenvolvimento urbano e a política de habitação.
CRIM FACILITADO	PLC 720/2010 INSTITUCIONAL FEDERAL DO BRASIL	NECESSIDADE de atualizar o Código Penal Brasileiro para garantir a segurança jurídica e a aplicação da lei penal, bem como a eficiência do sistema de justiça criminal.	HOMENS JOVEM ALEMÃO	PLC 1186/2010 REVOGAÇÃO DE LEI	NECESSIDADE de atualizar o Código Penal Brasileiro para garantir a segurança jurídica e a aplicação da lei penal, bem como a eficiência do sistema de justiça criminal.
TORNAR OBRIGATORIO O ASSUO DE EMPREGO	PLC 481/2011 AVANÇO DELEGADO	NECESSIDADE de atualizar o Código Penal Brasileiro para garantir a segurança jurídica e a aplicação da lei penal, bem como a eficiência do sistema de justiça criminal.	CRIMES CONTRA BENS	PLC 481/2011 AVANÇO DELEGADO	NECESSIDADE de atualizar o Código Penal Brasileiro para garantir a segurança jurídica e a aplicação da lei penal, bem como a eficiência do sistema de justiça criminal.

POSICIONAMENTO POLÍTICO



EXECUTIVE VS LEGISLATIVE PROFILES

easy, intermediate and hard levels different

Whether in the case of the executive, the work is more deepened in terms of planning and priorities: proposals, plan of action and analysis of social economic needs, the legislative will be more focused on the laws and stances of the politician.

Therefore, when the user passes to the easy level (from red to orange), in the legislative profile, the first thing that appears is the intention of participation in committees. This is here because in Brazil, the deputy work is divided in committees that discuss and regulate about specific areas, such as public security or human rights.

So here, the politician can tell the voters which are the committees he would like to participate in.

In the intermediate level (yellow), the user is presented with the laws the politician wishes to propose. As happens in the executive, from the intermediate level onwards, the user gets to learn the work of the politician more in depth. Therefore, here the politician will also have to think about the work he or she wants to do, and plan the laws that are needed, and display here which ones will they be. Here the causes are again aligned with the content, to make it visual, but they are not alone. Pictures of the specific situation are also displayed with the laws. I

thought they were necessary because, as the “Vote na Web” shows the laws, they also put pictures, and sometimes they give more input of the reality of the situation and the content, that can be still vague just with the causes.

In the hard level (green), the user is able to see the most famous and polemic law proposals and the stance of that politician towards it, taking some laws that became quite a big discussion among the population this year. Here the most known ones are displayed, with a picture, a keyword, a summary of the law and the reason why that politician supports or rejects that law proposal. The idea of bringing the “why” into the picture is also for people to understand better the stance and the values the politician has, connecting better the voter and the politician.

Why causes don't appear here? When a politician wants to propose a law, he or she can explain with the cause which things he or she is fighting for. When it comes to laws from others, the cause would not demonstrate the intention, just the theme. So if the politician is against a law that demolished a school, but school is related to education and the education cause appeared, the instant reading would be to see the politician as against the education cause. So causes are not displayed in the laws voted for.

FOLLOWING

The last part of the service and the voting is the follow feature, that presents the user with reports about the politician's work done, so that the user can evaluate whether it was a good work or not.

In every politician's profile there is a button under the picture of the politician of follow. When, in the homepage, the user clicks



4

HOMEPAGE: FOLLOW



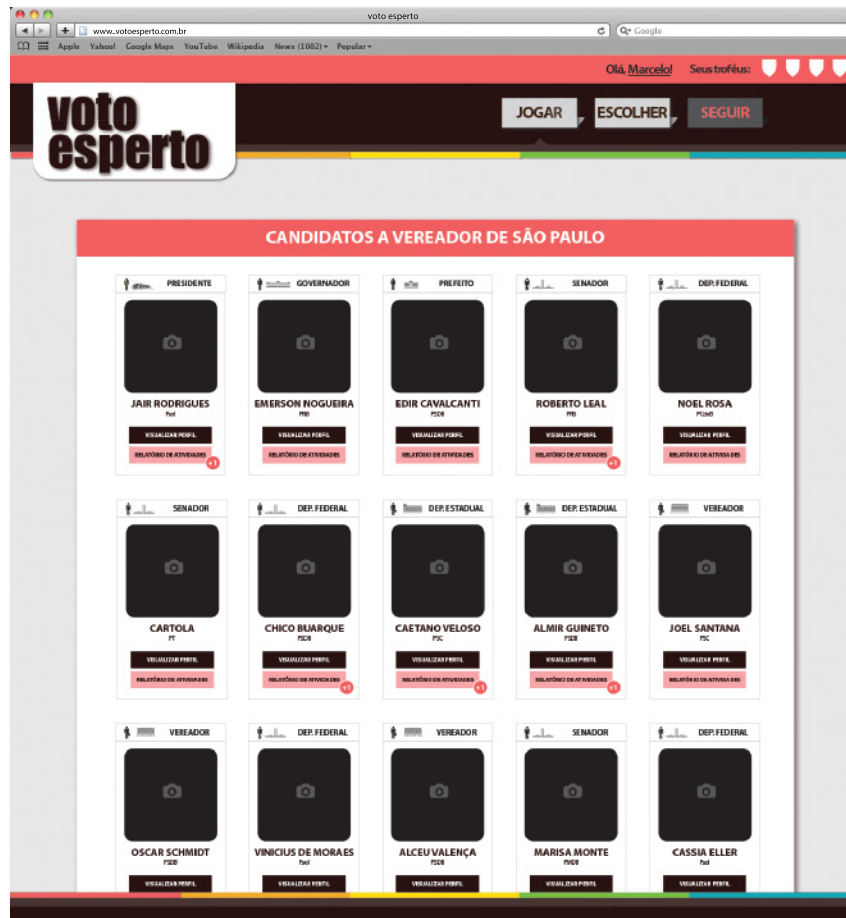
in the follow option, he or she will be led to their collection of politicians, with comes with every politician they are following, along with their political positions, a link to their profile and a link to the report. Reports are uploaded often, according to the period that is necessary to register changes, especially in the case of socio-economic evaluations. The profiles, since they carry

information about political history and polemic facts, also may need updates. All features with updates will show a notification number on each politician profile, so the user knows which ones to check.

Notifications will also be sent through email if asked, giving the link for the person to come check the updates in the voto esperto web.

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FOLLOW: ALL POLITICIANS THE USER IS FOLLOWING



voto esperto JOGAR ESCOLHER VERBAIS

RELATÓRIO PODER LEGISLATIVO

PATRIMÔNIO DECLARADO

QUANTO DEPENDER	ATUAL
0%	0%

TEMPO GASTO EM COMPROMISSOS

TEMPO GASTO	TEMPO DISPONÍVEL
0%	0%

GASTOS DE GABINETE

CONTABILIDADE FINCA	CONTABILIDADE EXTRA	RECEBÍVEIS	PAGUELA
0%	0%	0%	0%

PARTICIPAÇÃO EM COMITÊS

PARTICIPAÇÃO	COMO PARTICIPOU	MAIORES CONTRIBUIÇÕES
EM DEFESA DAS INTERESSES COMUNITÁRIAS	ATIVIDADE	Participação em reuniões e eventos comunitários.
ORÇAMENTO ORÇAMENTAL	ACOMPANHAMENTO	Participação em reuniões e eventos comunitários.
PROJETO "O CARIÓTIPO QUE TE QUER"	ASSISTENTE	Participação em reuniões e eventos comunitários.
ESTRUTURA COMUNITÁRIAS E COMUNITÁRIAS	ASSISTENTE	Participação em reuniões e eventos comunitários.

voto esperto JOGAR ESCOLHER VERBAIS

RELATÓRIO PODER LEGISLATIVO

PATRIMÔNIO DECLARADO

QUANTO DEPENDER	ATUAL
0%	0%

TEMPO GASTO EM COMPROMISSOS

TEMPO GASTO	TEMPO DISPONÍVEL
0%	0%

GASTOS DE GABINETE

CONTABILIDADE FINCA	CONTABILIDADE EXTRA	RECEBÍVEIS	PAGUELA
0%	0%	0%	0%

PARTICIPAÇÃO EM COMITÊS

PARTICIPAÇÃO	COMO PARTICIPOU	MAIORES CONTRIBUIÇÕES
EM DEFESA DAS INTERESSES COMUNITÁRIAS	ATIVIDADE	Participação em reuniões e eventos comunitários.
ORÇAMENTO ORÇAMENTAL	ACOMPANHAMENTO	Participação em reuniões e eventos comunitários.
PROJETO "O CARIÓTIPO QUE TE QUER"	ASSISTENTE	Participação em reuniões e eventos comunitários.
ESTRUTURA COMUNITÁRIAS E COMUNITÁRIAS	ASSISTENTE	Participação em reuniões e eventos comunitários.

LEIS PROPOSTAS

PROPOSTAS	PROPOSTA E RESOLUÇÃO	SITUAÇÃO	IMPACTO/EFETIVIDADE
PROPOSTA 1	PROPOSTA DE RESOLUÇÃO Nº 1/2018	APROVADA	RELEVANTE
PROPOSTA 2	PROPOSTA DE RESOLUÇÃO Nº 2/2018	APROVADA	INTERMEDIÁRIA
PROPOSTA 3	PROPOSTA DE RESOLUÇÃO Nº 3/2018	REPROVADA	RELEVANTE
PROPOSTA 4	PROPOSTA DE RESOLUÇÃO Nº 4/2018	REPROVADA	INTERMEDIÁRIA
PROPOSTA 5	PROPOSTA DE RESOLUÇÃO Nº 5/2018	REPROVADA	RELEVANTE

voto esperto JOGAR ESCOLHER VERBAIS

RELATÓRIO PODER LEGISLATIVO

PATRIMÔNIO DECLARADO

QUANTO DEPENDER	ATUAL
0%	0%

TEMPO GASTO EM COMPROMISSOS

TEMPO GASTO	TEMPO DISPONÍVEL
0%	0%

GASTOS DE GABINETE

CONTABILIDADE FINCA	CONTABILIDADE EXTRA	RECEBÍVEIS	PAGUELA
0%	0%	0%	0%

PARTICIPAÇÃO EM COMITÊS

PARTICIPAÇÃO	COMO PARTICIPOU	MAIORES CONTRIBUIÇÕES
EM DEFESA DAS INTERESSES COMUNITÁRIAS	ATIVIDADE	Participação em reuniões e eventos comunitários.
ORÇAMENTO ORÇAMENTAL	ACOMPANHAMENTO	Participação em reuniões e eventos comunitários.
PROJETO "O CARIÓTIPO QUE TE QUER"	ASSISTENTE	Participação em reuniões e eventos comunitários.
ESTRUTURA COMUNITÁRIAS E COMUNITÁRIAS	ASSISTENTE	Participação em reuniões e eventos comunitários.

LEIS PROPOSTAS

PROPOSTAS	PROPOSTA E RESOLUÇÃO	SITUAÇÃO	IMPACTO/EFETIVIDADE
PROPOSTA 1	PROPOSTA DE RESOLUÇÃO Nº 1/2018	APROVADA	RELEVANTE
PROPOSTA 2	PROPOSTA DE RESOLUÇÃO Nº 2/2018	APROVADA	INTERMEDIÁRIA
PROPOSTA 3	PROPOSTA DE RESOLUÇÃO Nº 3/2018	REPROVADA	RELEVANTE
PROPOSTA 4	PROPOSTA DE RESOLUÇÃO Nº 4/2018	REPROVADA	INTERMEDIÁRIA
PROPOSTA 5	PROPOSTA DE RESOLUÇÃO Nº 5/2018	REPROVADA	RELEVANTE

LEIS VOTADAS

A FAVOR			CONTRA		
ASSUNTO	LEI	FORÇAR LEI	ASSUNTO	LEI	FORÇAR LEI
ASSUNTO 1	LEI Nº 1/2018	FORÇAR LEI	ASSUNTO 1	LEI Nº 1/2018	FORÇAR LEI
ASSUNTO 2	LEI Nº 2/2018	FORÇAR LEI	ASSUNTO 2	LEI Nº 2/2018	FORÇAR LEI
ASSUNTO 3	LEI Nº 3/2018	FORÇAR LEI	ASSUNTO 3	LEI Nº 3/2018	FORÇAR LEI

voto esperto JOGAR ESCOLHER VERBAIS

RELATÓRIO PODER LEGISLATIVO

PATRIMÔNIO DECLARADO

QUANTO DEPENDER	ATUAL
0%	0%

TEMPO GASTO EM COMPROMISSOS

TEMPO GASTO	TEMPO DISPONÍVEL
0%	0%

GASTOS DE GABINETE

CONTABILIDADE FINCA	CONTABILIDADE EXTRA	RECEBÍVEIS	PAGUELA
0%	0%	0%	0%

PARTICIPAÇÃO EM COMITÊS

PARTICIPAÇÃO	COMO PARTICIPOU	MAIORES CONTRIBUIÇÕES
EM DEFESA DAS INTERESSES COMUNITÁRIAS	ATIVIDADE	Participação em reuniões e eventos comunitários.
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PROJETO "O CARIÓTIPO QUE TE QUER"	ASSISTENTE	Participação em reuniões e eventos comunitários.
ESTRUTURA COMUNITÁRIAS E COMUNITÁRIAS	ASSISTENTE	Participação em reuniões e eventos comunitários.

LEIS PROPOSTAS

PROPOSTAS	PROPOSTA E RESOLUÇÃO	SITUAÇÃO	IMPACTO/EFETIVIDADE
PROPOSTA 1	PROPOSTA DE RESOLUÇÃO Nº 1/2018	APROVADA	RELEVANTE
PROPOSTA 2	PROPOSTA DE RESOLUÇÃO Nº 2/2018	APROVADA	INTERMEDIÁRIA
PROPOSTA 3	PROPOSTA DE RESOLUÇÃO Nº 3/2018	REPROVADA	RELEVANTE
PROPOSTA 4	PROPOSTA DE RESOLUÇÃO Nº 4/2018	REPROVADA	INTERMEDIÁRIA
PROPOSTA 5	PROPOSTA DE RESOLUÇÃO Nº 5/2018	REPROVADA	RELEVANTE

LEIS VOTADAS

A FAVOR			CONTRA		
ASSUNTO	LEI	FORÇAR LEI	ASSUNTO	LEI	FORÇAR LEI
ASSUNTO 1	LEI Nº 1/2018	FORÇAR LEI	ASSUNTO 1	LEI Nº 1/2018	FORÇAR LEI
ASSUNTO 2	LEI Nº 2/2018	FORÇAR LEI	ASSUNTO 2	LEI Nº 2/2018	FORÇAR LEI
ASSUNTO 3	LEI Nº 3/2018	FORÇAR LEI	ASSUNTO 3	LEI Nº 3/2018	FORÇAR LEI

IMPACTO DE SUAS LEIS APROVADAS

BIODIVERSIDADE E ECOSISTEMAS	IMPACTO A SERIA
EDUCAÇÃO BÁSICA	IMPACTO A SERIA
EDUCAÇÃO SUPERIOR	IMPACTO A SERIA
CIÊNCIA E INOVAÇÃO	IMPACTO A SERIA
SANIDADE BÁSICA	IMPACTO A SERIA
SANIDADE - CUIDADOS ESPECIALIZADOS	IMPACTO A SERIA
SEGURANÇA E INFRAESTRUTURA	IMPACTO A SERIA

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FOLLOW:
REPORTS

THE REPORTS

As the last tool of the service, the reports are only given to users from the easy phase onwards, because only after understanding the minimal structure of the political system, is that the user can make sense of the information here displayed. And, because it is also synced to the game, the user unlocks new features as he or she plays the game and passes to the harder levels.

The information displayed in the reports are a sum of what was said in the workshops, with the work done by entities that already follow and make public the work of the public power. Here, my main challenge was to bring the information summarized and in categories that meet something to the

general public.

EASY LEVEL

- **orange**

As the profiles, the reports are also different for legislative and executive powers. The only part which is common for both are the first three data presented:

1- Declared heritage: total sum of the property before and after the mandate. This information can come from the official IRS website.

2- Time spent in appointments: a bar graph presents the time spent in studying, projects, gatherings and travels. That information could be given by the politician if he wishes to, and confirmed by the volunteer journalists. If the politician



does not want to provide it, his denial could be informed, bringing a non-collaborative image to his office.

3- Expenses of office: instead of providing a giant list of the expenses of the politicians' offices, like the government website does, and also most of the entities that inspect the work, I chose to categorize the expenses in four main categories: fixed hiring, which comprehends the official employees of the office; extra hiring, comprehending the consultancies, researches and other outsourced services; mobility, which includes cars rented, travels and taxi and fuel; and stationery, since they spend a lot in Xerox and documents. This information can be both declared by the politician and confirmed by the journalists, or simply gathered by journalists directly.

Bellow each number, there is also an average number so that people can have an idea of what would be a reasonable amount spent, so they can compare. In the end of the table, a button shows other expenses in detail, in case the user wants to know.

And this concludes the common part for legislative and executive.

Still in the easy level, the part of the legislative presented is the report of participation in committees, displayed on the right, that shows the actual committees that the politician participated in, how was

his participation in one word (active, just followed discussions, listener, absent, and so on). There is also a brief report of how this participation was exactly. So if the politician was active, which were his main contributions, did he start a special investigation, did he not showed and gave an explanation for his absence and so on. This is a chance for the hard working politicians to have their main contributions registered and visible to people. Because the causes are a sort of "intention of battle", it is interesting to have them here to show which battles the politician actually fought.

INTERMEDIATE LEVEL

- **yellow**

- **unlocks laws proposed**

For this level of the legislative report, all the laws the politician proposed are shown here, including reasons why the law is necessary, and also status (if it was approved or not) and main difficulties, if there where any.

The idea of this part is to promote the effort of politicians that sometimes are fighting for a good law but for the lack of second interests of other politicians, he or she may not get support and has this law passed on. In this way, people can not only give credits to the effort put, but even get in touch with the politician to

GASTOS DE GABINETE

	CONTRATAÇÕES FIXAS	CONTRATAÇÕES EXTRAS	MOBILIDADE	PAPELARIA
ATE HOJE, NESTE MANDATO	R\$	R\$	R\$	R\$
MEDA	R\$	R\$	R\$	R\$
	OUTROS GASTOS			

PARTICIPAÇÃO EM COMITÊS

PARTICIPOU:	COMO PARTICIPOU:	MAIORES CONTRIBUIÇÕES:
 <p>EM DESEFA DOS DIREITOS HUMANOS</p>	ATIVAMENTE	Permitirá que as pessoas troquem seus nomes de acordo com o gênero com o qualificação psicológica ou autorização judicial.
 <p>CRIANÇAS E ADOLESCENTES</p>	ACOMPANHOU	Permitirá que as pessoas troquem seus nomes de acordo com o gênero com o qualificação psicológica ou autorização judicial.
 <p>PROJETO: "A CÂMARA QUER TE OUVIR"</p>	OUVINTE	Permitirá que as pessoas troquem seus nomes de acordo com o gênero com o qualificação psicológica ou autorização judicial.
 <p>EXTREMO COMBATE À CORRUPÇÃO</p>	AUSENTE	Permitirá que as pessoas troquem seus nomes de acordo com o gênero com o qualificação psicológica ou autorização judicial.

show support for his law project and gather signatures to back him. Since the laws were intention of fight, they also get the icons to make the visual connection.

HARD LEVEL

- green
- unlocks laws proposed

The green level brings the stance the politician took in all laws he or she voted for. Differently from the profile, that brought the stance of the politician towards the most polemic laws, here the people can see the full list of laws voted for, and also see the kind of laws the politician actually supports, or

takes interest in vote for, which says about his stance and also possible alliances, if the politician ends up voting in favor of a law that is completely incoherent with his work done so far.

EXPERT LEVEL

- blue
- unlocks impact of laws approved in social economic aspects

The idea of this evaluation of the impact of the laws proposed came from reading the evaluation the Conscious Vote Movement does on the city councilman and federal deputies they keep an eye

LEIS PROPOSTAS			
PROPOSTAS	PORQUE É NECESSÁRIO?	STATUS	MAIOR DIFICULDADE
 <p>Nononon nononon ooo non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	<p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	APROVADA	NENHUMA
 <p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	<p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	APROVADA	ENTRAR NA PAUTA DE VOTAÇÃO
 <p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	<p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	REPROVADA	NÃO CONSEGUIU APOIO
 <p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	<p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	REPROVADA	EXPIROU PRAZO
 <p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	<p>Nononon nonon non o non nonon nonononooo non oon ooono nononononono onono oonon onon.</p>	REPROVADA	INCONSTITUCIONAL

LEIS VOTADAS		
A FAVOR <input checked="" type="checkbox"/>		
ASSUNTO	LEI	PORQUE SIM
CRIAR FACULDADE 	PLC - 7291/2010 INSTITUIÇÃO FEDERAL DO RN Autorizará o Poder Executivo a criar a Instituição Federal do Rio Grande do Norte, na cidade de Goianinha.	NECESSIDADE A cidade de Colínia não tem instituições públicas de ensino e precisa despedidamente de escolas e universidades.
CRIAR FACULDADE 	PLC - 7510/2010 INSTITUIÇÃO FEDERAL DO ES Will create the Campus of Federal Institute of Espírito Santo, in the city of Barra de São Francisco.	NECESSIDADE As Instituições Federais nas cidade mais próximas já estão sem vagas, então há a necessidade de se criar mais uma instituição nessa região.
TORNAR OBRIGATÓRIO O AVISO DE IMPOSTO 	PLC - 426 / 2011 AVISAR O REEMBOLSO Tornará mandatório que o contribuinte seja informado por email sobre o montante de reembolso nos impostos pagos por ele.	NECESSIDADE DE TRANSPARÊNCIA Ajudará as pessoas a organizarem melhor suas despesas.

on. The Conscious Vote crew follows the work done, and gives a score to the overall performance of the candidate based in their work.

Here I propose that, instead of giving a grade that automatically puts one politician ahead of the other, to display the actual social progress achieved through the laws proposed and approved.

Enlightened by the Social Progress Index bar graphs on each of the four main categories for measuring social progress, I simplified them to 5 pairs: living and environment, basic and superior education, culture and access to information, basic

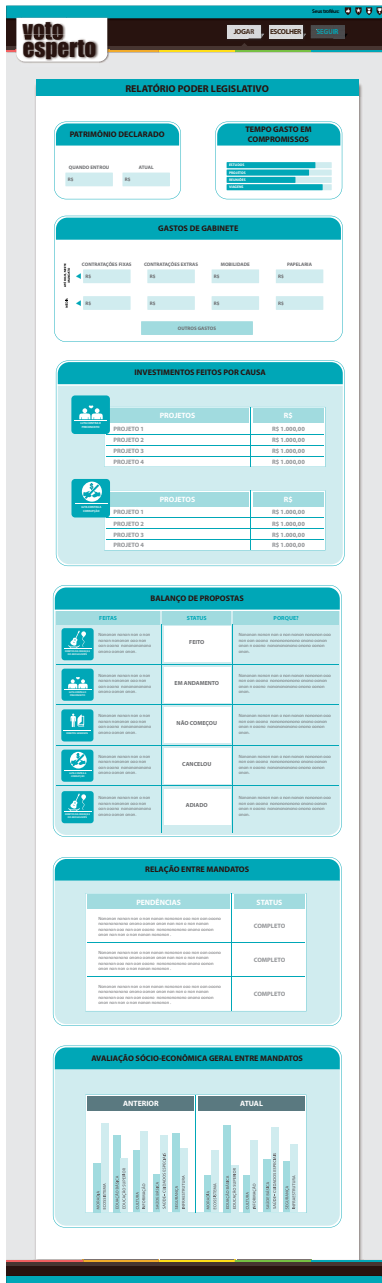
and advanced healthcare, and safety and infrastructure.

I paired the information according to relation of matter, but kept the bar graphs independent, so that people can evaluate each category separately.

Next to the categories, key words that summarize the change and a plus button for users who want to learn more. This report has to be made by the volunteer experts, and could even be a collaboration with the Conscious Vote Team.

OTADAS		
CONTRA <input checked="" type="checkbox"/>		
ASSUNTO	LEI	PORQUE SIM
ESTRUTURA DO GOVERNO	PLC 7388 / 2010 CRIARÁ O COMITÊ DE ARTICULAÇÃO Criará esse Comitê para servir de ponte entre o Governo Federal e os Municípios.	NÃO HÁ NECESSIDADE Já existe o Ministério das Cidades, que There is already the Ministry of the Cities, that should be taking care of this articulation.
HONRAR JOSÉ ALENCAR	PLC 1141 / 2011 NOME DE RODOVIA Nomeará de "Rodovia José Alencar Road" a parte da BR - 381 entre Belo Horizonte e Governador Valadares.	SEM RELEVÂNCIA Não há a necessidade de uma outra lei para alterar nomes. Há melhores formas de se homenagear alguém.
CRIMES CONTRA ÍNDIOS	PLC 693 / 2011 PUNIRÁ MAIS SEVERAMENTE OS CRIMES CONTRA ÍNDIOS Aumentará em 1/3 a punição para crimes cometidos contra a população indígena.	CONTRA A IGUALDADE Todos devem ser iguais perante a lei. Crimes contra os direitos humanos, seja contra índios, homossexuais ou pessoas de cor, ou racismo devem ser punidos da mesma forma.

IMPACTO DE SUAS LEIS APROVADAS		
MORADIA	AMPLIOU A VERBA	+
ECOSSISTEMA	_____	_____
EDUCAÇÃO BÁSICA	AUMENTOU SALÁRIOS	+
EDUCAÇÃO SUPERIOR	MAIS PROFESSORES	+
CULTURA	_____	_____
INFORMAÇÃO	REGULAÇÃO ANATEL	+
SAÚDE BÁSICA	_____	_____
SAÚDE - CUIDADOS ESPECIAIS	MAIS MÉDICOS	+
SEGURANÇA	MAIS VERBA	+
INFRAESTRUTURA	_____	_____



investments per cause, available at easy (orange) level

balance of proposals, unlocked at intermediate (yellow) level

pendencies between mandates, unlocked at hard (green) level

social economic evaluation between mandates, unlocked at expert (blue) level

THE REPORT FOR THE EXECUTIVE POWER

The difference in the report for the executive is that it touched three main aspects: investments, proposals (or promises) and relation between mandates.

1- Investments per cause: the idea here is to display a counterpoint to the priorities and plans of action, to show how much money was pumped into each cause, and though which projects. The total cost of the project will be displayed, and people can lean more by clicking on them.

So, if the politician pointed out the education cause or public transport cause as a priority, here, if it shows it as a top investment, that displays a coherence of posture from the politician, and shows that he or she keeps their word.

2- Balance of proposals: available in the yellow level, this report shows all the proposals the politician had pointed as ideas for his government, next to the cause, and shows the status: done, ongoing, not started, cancelled and postponed, among other possibilities. After, the politician has to declare the reasons why a proposal was not complete yet or postponed. This is a chance for politicians to display the main difficulties in fulfilling their projects.

INVESTIMENTOS FEITOS POR CAUSA



PROJETOS	R\$
PROJETO 1	R\$ 1.000,00
PROJETO 2	R\$ 1.000,00
PROJETO 3	R\$ 1.000,00
PROJETO 4	R\$ 1.000,00



PROJETOS	R\$
PROJETO 1	R\$ 1.000,00
PROJETO 2	R\$ 1.000,00
PROJETO 3	R\$ 1.000,00
PROJETO 4	R\$ 1.000,00

BALANÇO DE PROPOSTAS

FEITAS	STATUS	PORQUE?
<p>Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon.</p>	FEITO	Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon n ooano nononononono onano oonon onon.
<p>Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon.</p>	EM ANDAMENTO	Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon n ooano nononononono onano oonon onon.
<p>Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon.</p>	NÃO COMEÇOU	Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon n ooano nononononono onano oonon onon.
<p>Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon.</p>	CANCELOU	Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon n ooano nononononono onano oonon onon.
<p>Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon.</p>	ADIADO	Nononon nonon non o non nonon nononon ooo non oon ooano nononononono onano oonon onon n ooano nononononono onano oonon onon.

The items 3 and 4 are related to the continuity of the work between candidates.

The idea of bringing these items to the project is to start to develop a culture of continuity between politicians.

As many people complained in the workshops, a lot of politicians, once elected for executive posts, are only interested in investing and starting their own projects, not realizing that the "unfinished business" of the previous government is also an issue, and uncompleted working sites, for example, disturb immensely the daily life of the people who have to pass by the place every day.

More over, it can also be concluded from the research on the social economic data that real changes are not done or perceived quickly, So here, it is interesting to evaluate whether a politician has both humility and intelligence to continue a good work that was started in the previous mandate, even if it was from a politician from a different party or coalition.

This shows integrity, and show that the politician can put the best interest of the collective over his or her own ego.

There fore, these two tools for the hard and expert levels were created, and they are placed here for demanding a deeper understanding of both position

and social economic scenario, for the person to see if the changes were for better or not.

3- Relation of pendency: lists the incomplete work left from the previous mandate, and gives the status of whether it was completed or not, and why.

4- Social economic evaluation between mandates: this tool uses the pairs that measure the social impact of the laws on the legislative also here, to compare the index from one mandate to the other. This makes it possible for people to judge if the discontinuity of a good work brought a decrease in the quality of one aspect, or if the cancelling of a bad project brought improvements to it, for example.

This concludes the report part. Here, the user will have experienced all that this service has to offer, will have played all the levels and mastered the art of a smart vote, being able to decide for himself, the work done by the politicians.

At this point, the user will have achieved a good start point in the quest of gaining political reasoning and could even start to read and search about politics in other channels, creating their own political path, which was the idea after all: to foster engagement and rouse interest for learning something so important for our lives.

“ *All movements begin in
conversation.* ”

Vicki Robin

2. PROTOTYPING

IDEA IN BRIEF

Clinics for evaluating the outcome of the service proposal. Understand: acceptance of the main idea, feedback of information displayed from users with different levels of knowledge, and analysis of logic and coherence of navigation flow (sequence of interfaces).

Understand whether the levels and information match, and if there are any final considerations that should input in revising the content. Necessary adjustments.

Prototyping in Industrial Design is about doing one “sample” or “test” of the final product to understand possible changes that need to be done. In service design is no different.

Prototyping can be done to test aesthetics, function, understanding, relevance, and assertiveness of an idea, among other things. What happens with Service Design that differs from Industrial Design is that instead of having one single concrete object in their hands, people will have a series of tasks or interactions to be evaluated. And to make these interactions tangible and measurable, tools are created to be the “elements of the game” in the activity of simulating the service.

In the case of this project, the idea was

to test the functionality of one special part, and also test acceptance and assertiveness of the entire concept.

Because this service idea is a tool to be used individually, a personal quest if I may say, in the Brazilian political scenario, and it's about finding yourself as a citizen, learning to think and use the power of your vote, the tests here were then, done individually, to understand not only the overall opinion and feedback, but mainly the reasoning behind each comment, action or decision. And because the service is an online platform, the tools where mainly the interface tested and a simulation of the “voto esperto” choosing tool, to check if the logic of the platform was aligned with the logic of its users.

voto esperto [FILTRO] [SELECIONAR]

CLIQUE NOS ÍTEMS ABAIXO PARA COMPARAR OS CANDIDATOS SELECIONADOS

CAUSAS
CURRICULAR VITAL
PERSONALIDADE
HISTÓRICO POLÍTICO
FATOS POLÊMICOS OU CONTROVERSOS

INTENÇÃO DE PARTICIPAÇÃO EM COMITÊS
LEIS QUE QUER PROPOR
OPINIÃO SOBRE ÚLTIMAS LEIS MAIS FALADAS
POSICIONAMENTO POLÍTICO
COERÊNCIA DE TEMAS NESTE PERFIL

CANDIDATOS SELECIONADOS PELOS FILTROS ESCOLHIDOS

 ROBERTO LEÃO [ÍCONES]	 ALMIR PEREIRA [ÍCONES]	 JOAQUIM SABINO [ÍCONES]
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voto esperto [FILTRO] [SELECIONAR]

ANALISE A PERSONALIDADE DE CADA UM DOS POLÍTICOS SELECIONADOS

	21% [Gráfico de personalidade]	[X]
	21% [Gráfico de personalidade]	[X]
	21% [Gráfico de personalidade]	[X]

INTENÇÃO DE PARTICIPAÇÃO EM COMITÊS

PERSONALIDADE

21%
[Gráfico de personalidade]

COERÊNCIA DE TEMAS NESTE PERFIL

CURRICULAR VITAL

PROFISSÃO

TRABALHO ATUAL
MAIS INFORMAÇÕES
LENDAS PUBLICADAS

FORMAÇÃO

FATOS POLÊMICOS OU CONTROVERSOS

2012 - LEI PROPOSTA

QUEM

NOME
PARTIDO
SIGUR

DEPUTADO ESTADUAL

CAUSAS

HISTÓRICO POLÍTICO

OPINIÃO SOBRE ÚLTIMAS LEIS MAIS FALADAS

LEIS QUE QUER PROPOR

DIREITOS PARA TRANSEXUAIS

POSICIONAMENTO POLÍTICO

ESTESIA CANDIDATO(A)

LÍDERES FAMOSOS

QUEM

DEPUTADO ESTADUAL

DEPUTADO ESTADUAL

CAUSAS

D.E. 1

D.E. 2

THE PROTOTYPE STRUCTURE

THE THREE PARTS

With the intent of evaluating both the concept and the “voto esperto tool”, the activity had to comprehend both an overview of the concept, and also the simulation of choosing a politician.

In order to contextualize the activity of choosing, the overview of the service was given first. Then, the choice making activity would take place, and a series of questions on both the choice and the idea of the service were made. Therefore, the prototype was done in these three stages.

[1] Presentation of the service concept and platform.

The main interfaces were printed out, and I explained the general idea through the “user journey” in the website, while making punctual questions along the way, about language, appeal and understanding,

In this first moment, I only showed the path from getting to know the service, until getting to the choice making tool, leaving the following for after choosing, so that it would not overload people with information

at once.

[2] Test “smart vote tool”

The idea was to test how comparing each part of the profile separately can help on choosing. For that, three state deputies were chosen and real information was gathered from each of them, their profiles were fulfilled by me, keeping information as truthful as possible, so that the choice made by the users could also be a “real one”.

To be able to get a sample of politicians with diverse stance and interests, a friend of mine who is a lawyer and also worked as an assistant of a deputy for six months in the National Congress helped me with picking the candidates, and filling the information that I could not find online, like political compass of each, or personality.

I chose to show the profile in the expert mode to test with the target “politically uneducated” users how they feel the difficulty of the information and tell which would require previous knowledge.

The choice of state deputies was made because, not only because it is easier to find information about them online (specially

due to the Vote na Web tool, where the laws proposed and voted of the legislative candidates are displayed), but also because it is a position that people give very little importance and know very little about what these politicians actually do. And I imagine that that's when this tool will be used the most: when there is not enough understanding of the role of the politician, and very few information about their concrete work available (since the executive power usually shows proposals, but the executive power campaigns are based on just one word or sentence to indicate what they fight for).

To evaluate the comparison part, the profiles were divided in parts, so that people could compare one same aspect of all three options of the same time. Each part was kept in a different sheet so that they could be rearranged and organized as the user felt like needed.

The profiles were kept anonymous, as well as the political party, to avoid biased opinion before the comparison. And since before the comparison there is the filter part, there the user would have already discarded the unwanted politicians or parties. Therefore, each part of each politician's profile was marked with a number, so that people could mix the parts without losing track of who is

who.

The only part that was left partially open to be discussed in the prototype activity was the causes. I selected the causes according to the themes most mentioned or relevant in the history and work of each of the three candidates. The number of causes varied according to how much information was actually possible to be grasped, and also how much the politician is focused on his work or not.

So, with the possibility of displaying 4, 5 or 8 causes, I asked people whether if they preferred that politicians had a limited number of causes to use, forcing politicians to prioritize what mattered the most for them, or if the causes should be left open, so that you can see which politicians actually focus their work or not,

The activity consisted, then, in showing the page that would come as a result of the filter, with all options of items displayed in the politician's profile listed.

People would, then, pick items from the list according to their own curiosity, and compare that feature, giving a feedback on how it was understandable, interesting and useful. The intention was to ask people to talk out-loud while choosing and provoke them to reflect in order to give valuable criticism for the results. As people finished reading one feature,

they would pick the next, and so on.

From this part, after the choice was done, the following questions would be asked:

Was the tool useful to choose on whom to vote for?

How do you feel about your choice?

Which features were most relevant or decisive for your choice?

Are there any useless features?

Did you find any feature hard to understand?

[3] Interview about concept, layouts and experience.

After the choice making part was over, I would ask people to back to the overall concept of the idea, remembering them the idea of the game and also showing the profile of the executive power, as well as the reports from the following tool, all in the expert level.

After showing the rest of the journey, with the user having already experienced a part of it "for real" (when choosing), the concept of the idea was more clear to people, and I could also show the flow of information, talking about the concept of the structure behind the service, getting a feedback also on the proposals of volunteering, funding and advertisement.

The questions asked after that were:

1. about the acceptance of the idea

- What are the strongest points in your opinion of this service?

- Is there any feature that is wrong in some way or useless?

- Order of items from beginner to expert: in both profiles and reports

- Colors, language and icons (layout): are they cool, interesting and understandable?

2. about the website experience flow:

- Do you think the idea is engaging? Do you feel challenged to keep playing and learn more? If not, what is missing?

- Would you access it frequently? How often? Which part the most?

- Complex information: would you understand it without learning about it (both profile and report straight to expert level)?

3. about the structure of the service:

- Would you trust this system? Do you think that the concept of volunteering brings more credibility to the information displayed?

- Would you donate to help maintain it? How often?

- How would you like to get to know about it?

- Where to find info? Feed on Facebook, email, what else?



THE USERS

8 people with an age range from 21 to 55, being:

- **1 politically engaged (as expert);**
- **7 disinterested and politically uneducated (as normal users).**

Social classes ranging from A, B+ and B-.

Variation of professions: design, economy, advertisement, psychology, market consultant, veterinary, and administration.

From the pictures of the users, it can be noticed that 2 people from the research workshops also participated in the prototype activity. The idea was that these people would help me evaluate if the things discussed in the workshops were well “transported” in the tool developed.

The remaining participants were seeing the idea of the choice making for the first time, and just two had an idea of the concept; the other five users saw the entire project for the first time, so that I could also get reactions from people that were not “acquainted” with the idea yet.

From all users, just one is an expert in politics, and the rest are people with low political education and very low interest

(two of them with a high resistance to the idea of good politicians existing and vote being worthy). The intention was to understand from the expert user his opinions of the concept politically, and interest in participating or contributing. From the others, their own political abilities were put into test, and they gave the feedback of the main target this project is intended to achieve.

Two users were also chosen for special reasons. The psychologist contributed in the point of view of understanding how much this approach could actually provoke people to break their own barriers and find a way to surpass their anger and feeling of impotence, and invite people to think and participate. Another user, the economist, is actually also a game addict, and she was able to give valuable input for evaluating the “gamification” of the idea itself, and how the service could be improved in order to be even more “catchy”.

The age, social class and profession range was as heterogeneous as possible, with the intent of verifying different perspectives.



THE RESULTS

FEEDBACK OF THE CONCEPT quotes

“This tool was very useful, and it helped me to make a choice that goes beyond just a reaction to political campaigns”. - Marcos, 54, engineer

“The surprise in the end of who you choose is really cool”.

“Very useful. A decision that is much more precise and conscious. I feel more informed.” (Lucas, 25, studying design)

“It helped me to see the person that I will vote for. I had given up, but now I can vote again!”

“It gives a sense of function, of me being working for it. I became capable of deciding. I became part of the process”.

“It approximates one with the citizen they actually are. It brings a factual reality, something that we don't have in the current scenario of Brazilian politics. This takes the vote out of the territory of the promises”.

“Everything is fun, which is extremely

important to drag people out of the apathy. The fun is the big insight.” (Evelin, 55, psychologist)

“Cool, useful and important., specially the parts of polemic and controversial facts, laws that want to propose, projects and government plan. Curriculum is also very important.” (Marcelo, 37, designer)

“I think the theme is boring, but put like this, I think it is the most acceptable as possible.” (Luiza, 21, studying marketing and fashion)

The game is the coolest. It is a very fun and contemporary way of teaching. It is also cool to see that there are several things that should be taken in consideration when choosing. This could be used in high schools, or before one takes their voter

Registration. It rouses interest in the theme.” (Marcela, 25, studying economy)



ANSWERING THE QUESTIONS

about the choosing

- Was it useful?

Answers ranged from useful to extremely useful for everyone. The feedback was really positive in this aspect.

- How do you feel about your choice?

The goal of helping people to feel “owners” of their vote was very satisfactory for me. That feeling of being empowered with the capability of choosing was among answers in every case. Everyone felt like the choice was no longer made by instinct, but was now a result of a process of their reasoning. The goal of not giving the answer, but making an important decision easier, but still made by the users was, then, very important for the users to feel they are capable of making a good choice. I was very happy about this too.

- Which features were most relevant or decisive for your choice?

The most relevant features varied from user to user. The orders of checking each point of the profile changed in each

case, which tells me that the approach of letting people choose which features to see first is correct. Each person does their own sequence according to their priorities of curiosity.

- Any useless feature?

The only feature considered useless was the coherence of themes in the end of the profile, and just by one user, who said that there were already enough items to be considered and this one would be unnecessary.

- Did you find any feature hard to understand?

No feature was considered hard to understand after I explained what it was, which gave me the perspective that each feature would have to come with a brief explanation to tell better what it is and how it should be interpreted.

The observations that to me were interesting insights were:

- 1-** Causes and personality: show all options as well, for comparison
- 2-** Political history: put the legend of the icons on the bottom
- 3-** Political compass: explain better that one is the candidate and the other is an explanation with references.



- Number of causes per politician:

6 people said that politicians should be forced to prioritize, ranging from 3 to 5, against 2 that believed it should be free, but still up to 10.

I thought an interesting idea would be to put it “up to 5”, but asking politicians to rank the causes according to how much their work is focused on them. In this way, when, in the follow or in the result of the filter pages, when the picture of the candidates shows up with 3 causes, it would be the top 3 always. And politicians that fight strongly on fewer causes can show how their work is focused.

acceptance of the overall idea

- What are the strongest points in your opinion of this service?

The strongest points varied from learning through playing, helping on choosing, and being able to follow, which shows me that the strength of the tree steps are well balanced, and this is key for the use of the service to be complete, and for the full reasoning of the voting cycle to be traveled by people.

- Is there any feature that is wrong in some way or useless?

Because the service became an extensive and dense tool, covering a lot of issues, my intention in this question was to understand if there was anything in the full concept that was either wrong or “too much”. But as it was happily showed, people considered all three steps important.

- Order of items from beginner to expert: in both profiles and reports:

Well put. I realized that the more dense information in the profiles and reports where the ones that needed further explanation. And the items that where put in the beginner where the ones that I didn't have to give additional information in advance.

- Colors, language and icons (layout): are they cool, interesting and understandable?

People generally liked the idea. The trophies where really well accepted, as well as the friendly colloquial language. The intention of “breaking the ice” worked well. In terms of layout, one of the users tested who is more addicted to games said that the profile could be even more “game-like”, with more colors and animations. She gave the idea of also



turning the icon that shows the progress in the game into a brain that grows as the user plays, among other ideas, like showing a wall of achievements and features to be unlocked. She also said that a key ingredient had to be put in the game: people had to loose, to cherish the victories, so number of attempts of time to answer could be factors to make the game even more challenging.

I thought they where very valuable insights, and will be studied when making the adjustments to the final solution.

website experience flow

- Anything useless?

No

- Do you thing the idea is engaging?

Do you feel challenged to keep playing and learn more? If not, what is missing?

Answers ranged from yes to extremely engaging. Some people liked more than others, but all agreed with the importance of such service and said that at least in times of elections would use it.

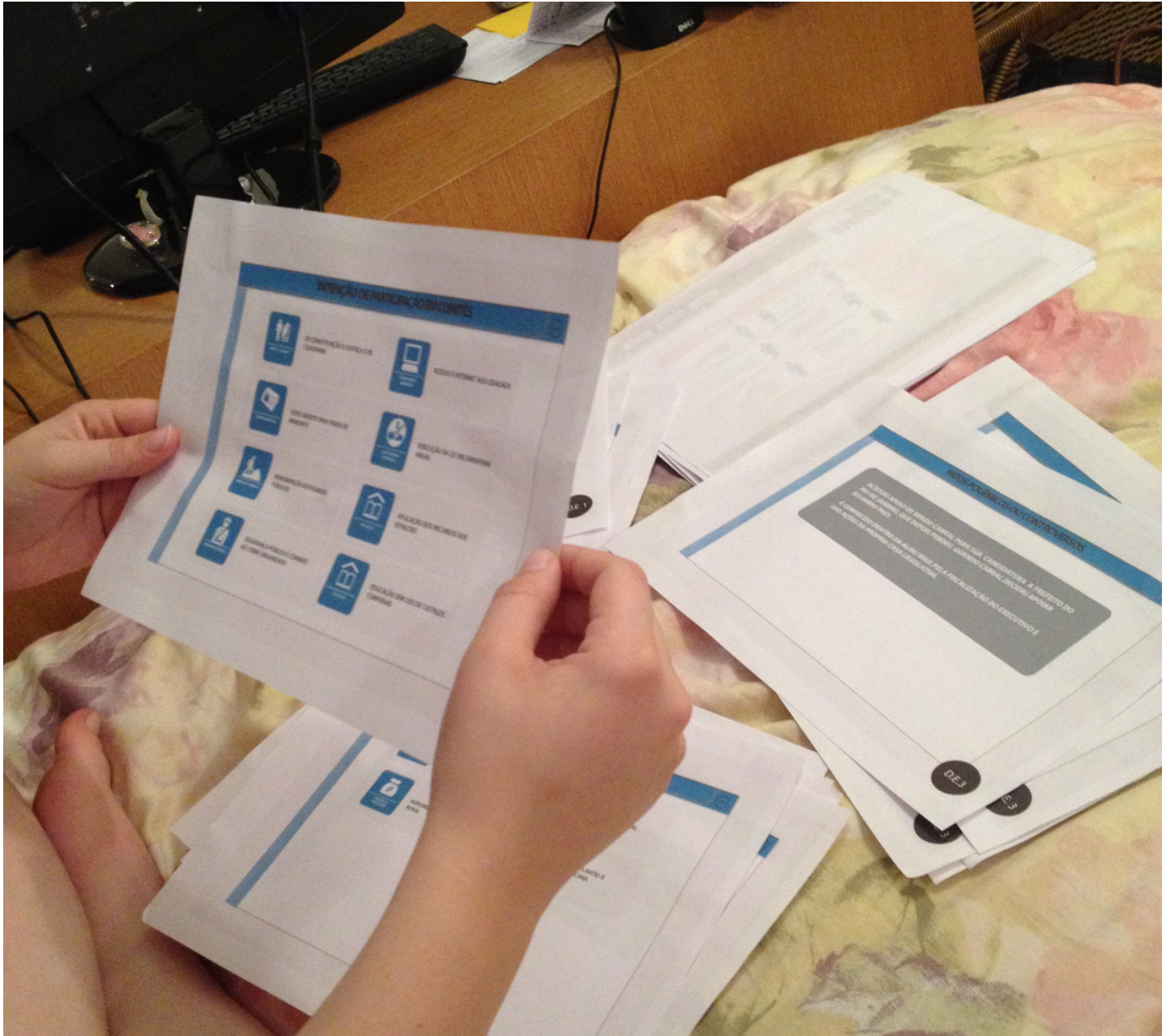
- Would you access it frequently?

How often? Which part the most?

Follow gained 4 votes, with 2 for the game and 2 for the choosing. I felt like this part depends on each person's taste or values. But all confirmed that would use for the elections, and probably also I times of polemic events, to check if their politicians are involved and how.

- Complex information: would you understand it without learning about it (both profile and report straight to expert level)?

Everyone agreed that it was important to learn before getting all the information at once. Just one person said that didn't want to play the entire game to be able to se the political compass, for example, and that would rather see all the information directly, and if she had any doubt, she would use Google to learn more. I decided to not take this comment in consideration because, not only it was just one person, but also the idea of teaching is part of the vision of the service, and even with Google, one could find a hard time to find complete explanation (according to my own experience). Moreover, I believe that without understanding, information can be misinterpreted, and not all people would take the effort of researching what they didn't understood, so the cycle of



understanding what, in order to make a conscious choice becomes flawed.

- Would you trust this system? Do you think that the concept of volunteering brings more credibility to the information displayed and the integrity of the service?

The idea of volunteering was very well accepted, and seen as a strong point of trust, since people would really want to contribute, to be working for free; they should be people committed with promoting change to be doing such work. That confirmed my hypothesis on the upside of using the peer-to-peer logic here. One user said that maybe there would be no one to volunteer for it, but after I mentioned the existing NGOs and services I had found in the study cases, she said that if there are already people doing this, than that the idea is great.

- Would you donate to help maintain it? If not, how do you think it should be sustained financially?

All except one said that would donate. And I believe that, because the idea of the crowd funding is so strong now, and with a full transparency of the process, this could be the best solution. Other

suggestions where: politician would have to pay to enter, or the government should be the provider. But I believe that the crowd funding is the option that sustains the most the idea of an unbiased system. And if majority of the people are interested in participating, I see no issue for trying to find another way.

- How would you like to get to know about it?

Here, some channels where pointed out like TV channels (either on the news or in TV shows), the “subway TV” (a TV that displays information in the subway cars), and social networks. Most people said also that would love to hear it from friends that had used and liked it, which brings the “viral” concept to the picture, in the step of activating the service.

- Where to find info? Feed on Facebook, email, what else?

After being a user, people said that generally would like to receive notifications through email, but that it could also be through SMS messages or social network feed.

A VALUABLE FEEDBACK

I also did an “informal prototype” with Rose, the lady who helps with the house chores at my home, and who, despite having no opportunity to study, is very clever and a true warrior in a hard life. Her biggest pride is her son, who is currently in the university, and she has a very valuable vision on how education is important to bring perspective into one's life.

I showed her the idea, the main interfaces and concepts, and she was so excited with the idea, asking me when this service would be working because next year is election year, and that we needed to catch all the bad politicians out there. She even commented on how many people could give up on being politicians because would not be able to fulfill such profile. She said that even though she knew she had limited understanding, she would have her son to sit next to her and show her everything, because she wanted to learn.

She said that is really nice that this is on the Internet because it's free and everyone she knows has Internet, either in a computer at home or in the cellphone, and that she could see everyone using.

This also made me feel how much the less informed or educated people are mostly the most affected by this corrupted

of inefficient electoral system. And if one could think that the lower classes would take no interest in the service, it would be a deeply mistaken point of view, because they, who are the most explored, are also the one with maybe the biggest motivation to learn and to outsmart the politicians that for so long have been taking advantage from them.

Rose is from Bahia, the biggest state in the Northeast of Brazil, and came at a young age to Sao Paulo with her sister to find better opportunities in life. An extremely hard worker and strong woman, who started working for companies when younger, but as the job began to demand more qualification, she decided to work as a housekeeper to have a better pay.

With her sister, she bought the terrain in which the two of them are building their house, which is her biggest accomplishment in life. As a mother of two boys, one of 14 and the other of 18, she gives a big importance for her sons education, and all her savings goes for building the house and keeping her kids at school. Her oldest son is about to enter in the university and is doing really well in his job. She said that he would be the one sitting with her to use this website. She would make him show her everything, and help her understand it because she wants to catch all the bad politicians.

FEEDBACKS ABOUT THE CONCEPT

"The surprise in the end of who you chose is really cool. It is a very useful service. I made a decision that is much more precise and conscious. I feel more informed."

(Lucas, 25, studying design)

"I think the theme is boring, but put like this, I think it is the most acceptable as possible."

(Luiza, 21, studying marketing and fashion)

"The game is the coolest. It is a very fun and contemporary way of teaching. It is also cool to see that there are several things that should be taken in consideration when choosing. This could be used in high schools, or before one takes their Voter Registration. It rouses interest in the theme."

(Marcela, 25, studying economy)

"Cool, useful and important., specially the parts of polemic and controversial facts, laws that want to propose, projects and government plan. Curriculum is also very important."

(Marcelo, 37, designer)

"This tool was very useful, and it helped me to make a choice that goes beyond just a reaction to political campaigns".

(Marcos, 54, engineer)

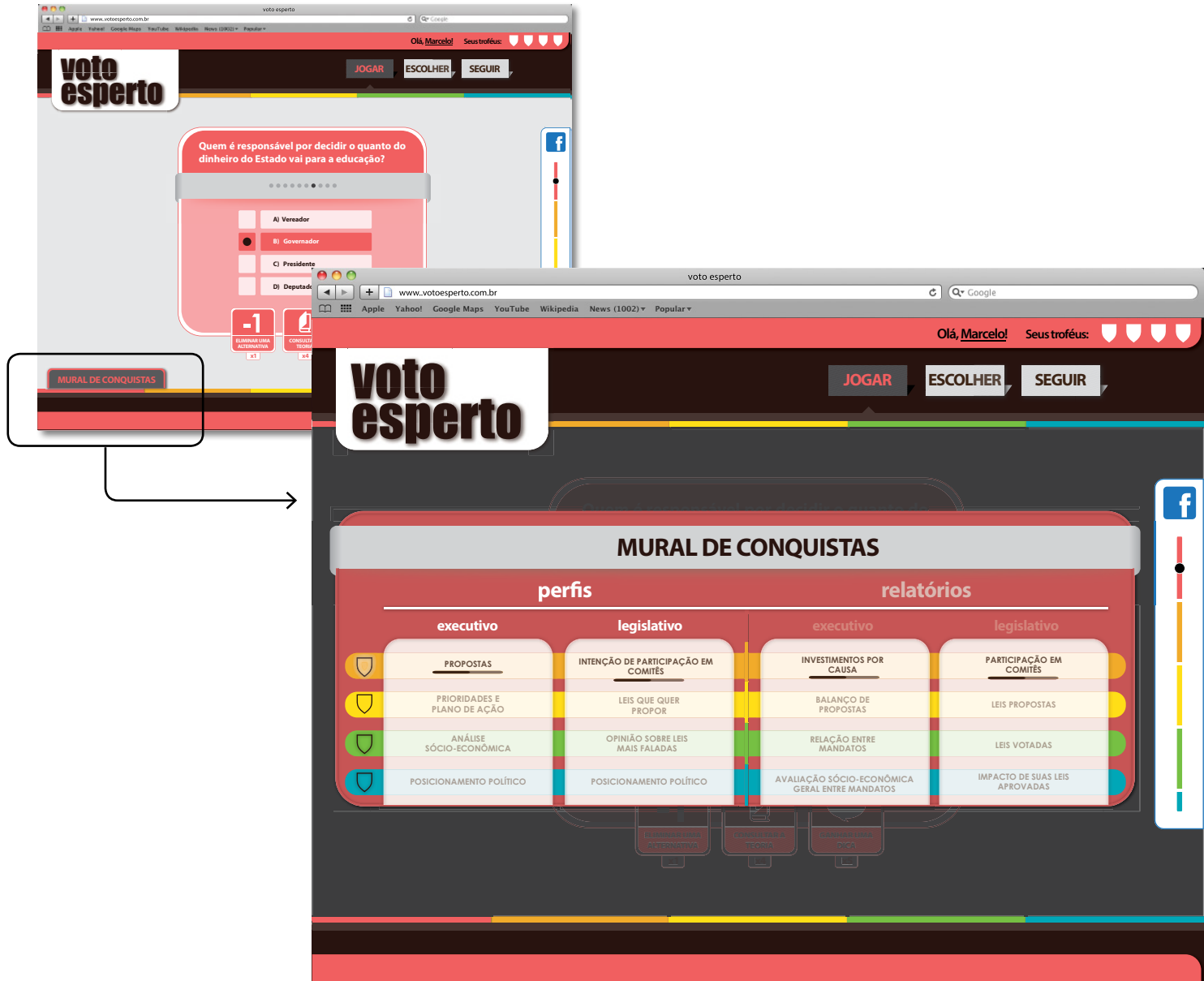
"It helped me to see the person that I will vote for. I had given up, but now I can vote again! It gives a sense of function, of having to work for it. I became capable of deciding. I became a part of the process. It approximates one with the citizen they actually are. It brings a factual reality, something that we don't have in the current scenario of Brazilian politics. This takes the vote out of the territory of the promise.

Everything is fun, which is extremely important to drag people out of the apathy.

The fun is the big insight."

(Evelin, 55, psychologist)

WALL OF ACHIEVEMENTS



THE ADJUSTMENTS

The prototype led to a very positive result. Feedbacks were given about the concept, the tools and the features. Some ideas also came from the users tested, and a few of them I thought were essential for the original concept to work as planned. Others, due to its complexity and broadness, were put into the group of “possible next developments”, and comprehend the next steps for the evolution of the service.

So here I show the ideas that were included in the original concept that for me brought value to proposal.

The first and more outstanding idea is to show in the game a “wall of achievements”, that, as shown in the right, is a list of features to be unlocked by winning the game.

This idea was given by one of the users who is a “game addict”, and it is valuable because it reinforces the expectation towards what you are playing for. So, in its design, I show the colors of the next levels, as well as the outline of the trophies to be accomplished and the names of the features with a transparency effect, and

a progress toolbar, to instigate people to complete the entire wall. An interesting aspect, that to me was very clear in the prototype, was the gaming appeal that the names of the features have. That's why I liked to have the names listed here as well, instead of giving a teaser of the graphical tool. During the workshops, the list of features was the basis that users had to choose which feature they wanted to see first and onwards; they chose the order. And in the experience, I sensed that the name of the features do make people curious about what will they get. So I used the names here as well.

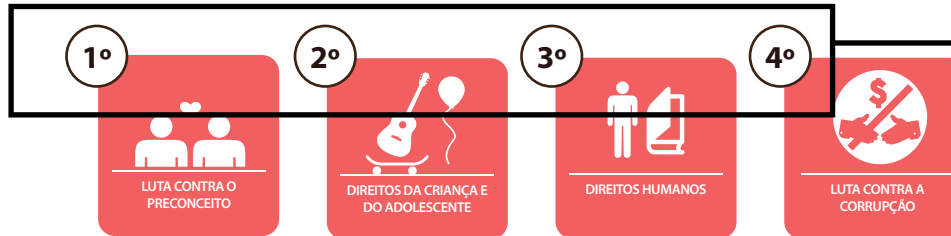
The other adjustments have a more incremental character. They are:

[1] The adjustment of the display of the causes as per the result of the test: in order of priority, and from three to five causes.

[2] Displaying all archetypes in the personality tool, so that users have a base of comparison between what the candidate has among the possibilities.

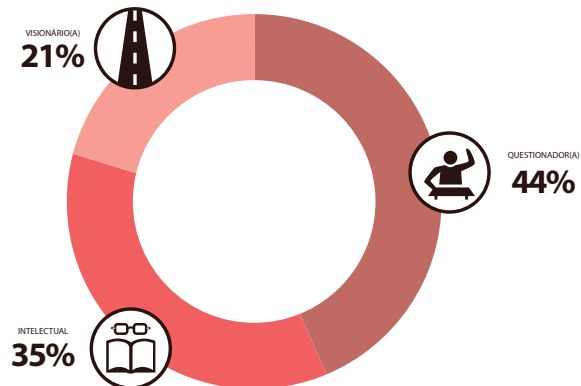
[3] Explaining better the dynamic of discarding options, with instructions and a button to go back to all features.

CAUSAS



[1] causes:
up to 5 and
in order of
effort put by
the politician

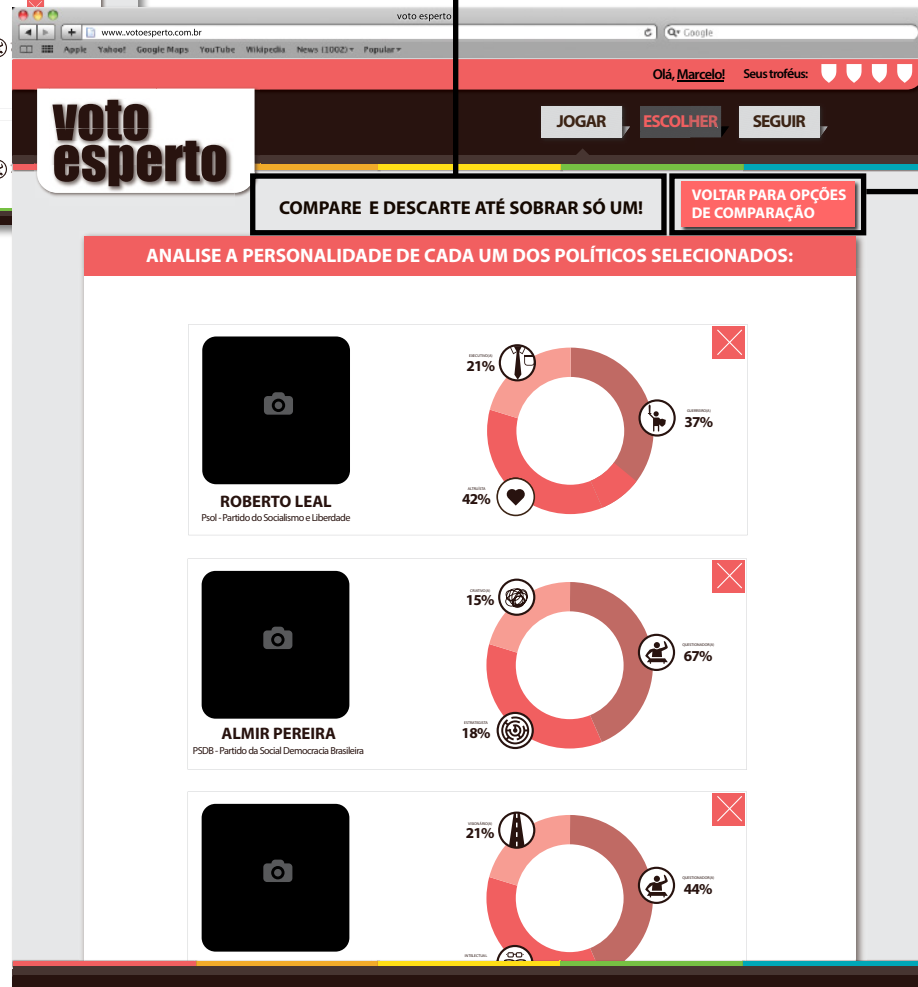
PERSONALIDADE



[2] personality:
all listed
bellow,
with further
description
when clicked



[3] instruction:
discard until
there is only
one profile
left



[3] button:
back to
profile's
features

“To work at this work alone is to fail”, says the poet Wendell Barry (1990). Almost no one changes the world single-handedly. To make real change, we have to learn how to find and work well with others. We need to search out allies, build networks of people who share our values, support good causes, and trade ideas. To change the world, we need to connect. ”

Alex Steffen

3. CONCLUSION

IDEA IN BRIEF

The conclusion of the project brings the vision of how it would be inserted in today's logic. Thought to sensitize people on the subject of politics, the idea for activation intends to impact and bring curiosity, planting the seed of restlessness, so the service itself gives the North later. The touchpoints z ideas of how people would continue to keep in touch with the service, and the developments bring the possible next steps. For the final considerations, I talk about the project, my professional learning and my personal gain, as well as my gratitude to all who collaborated in this journey.

“Making politics work isn't simple. We need to show how the future could be better, and band together with others to create the conditions for that better future. We need to bring forward new ideas, and connect people who are passionate about seeing them implemented. We need to demand transparency in the government, elect the best politicians we can find, and hold accountable leaders who do wrong. We need, in short, to spread, grow and protect democracies.”

The text above is part of the Politics chapter in the book “World changing: A User's Guide for the 21st Century”, by Alex Steffen. For me, this text brings exactly the motivation that moved me to start this journey; and, as it says, it is imperative that

we foster good voters for a better world for us all to live.

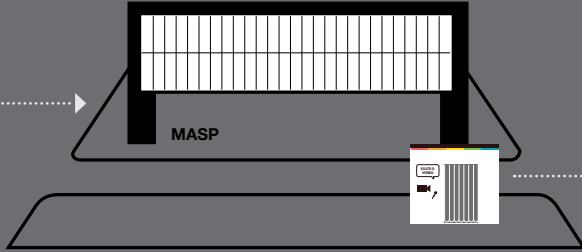
With that in mind, I begin here the final chapter. It is hard to come at this point of the project, after such a long time carrying this work, reflecting about it, connecting it with every information, idea or conversations. For the almost two years I worked in this project, the idea of how to engage people in politics and present the importance of vote for them was present.

For this final part of the book, I decided to join to my final considerations the idea of how this service would belong to our reality, in our everyday lives, because I feel it is all part of “delivering” this project, and publishing it for others to share this journey with me and with all that took part in it.

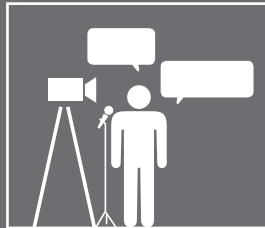
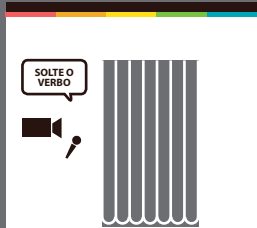
ACTIVATION



to voters



SPEAK-UP BOOTHS



THE CHAMBER-POT BLOG



to politicians



THE SERVICE IMPLEMENTATION

ACTIVATION

I considered activation important in this project because, due to the resistance about politics, and the variety of channels present now-a-days online, it is fundamental that activation is planned in a participative and impacting way, so that people will actually be instigated to go online, and check the service.

The idea for activation is to use a multichannel platform to instigate people's curiosity and bring also a sense of tension and expectation towards the service, clashing the vision that electors have of "bad politicians", with the idea that hard working politicians have of "bad voters".

There would be mainly two channels: the speak-up booths and the outflow blogs.

The speak-up booths: Placed for both users and politicians, these booths are basically a secluded area with a microphone and a camera inside, where people can express and record their outrage towards the system, the

corruption, their impotence and anger, as well as their wishes for a better county and their longing for change.

The idea here is to, first, allow people to let all their anger out, to deflate all that has been kept inside for all this time, and then input the question if things need to stay like this, and the curiosity to check the blog after to see the videos of everyone and have a surprise.

Without people knowing, the booths will also be placed in the surroundings of official buildings of the government, so that the politicians themselves can also express their frustrations on the lack of interest and support from the people, on how people complain, taxing all the politicians as corrupt and inefficient, when they actually do not take the effort and time to actually check which ones are the corrupt and which ones are the hard working, and when they barely know their daily challenges to say that politicians don't work, when actually, the ones that take their mission of improving the public life do work and it is a lot.

The chamber-pot blog: Videos from

both sides will be placed in a blog called "the chamber-pot blog", that will contrast the rage and frustration of both sides, which will be a surprise for a lot of people, since they are used to see only their side of the story, and do not know how the life of a serious politician could be hard. The name of chamber-pot is inspired in a saying common in Brazil, that when one starts talking about their problems in other's ears, the other can say: "stop whining 'cause my ears ain't a chamber-pot". So the idea is to, with humor, bring the curiosity for people to check the videos later.

When people open the blog, they will see immediately both channels, and the blog will say that there are good people on both sides wanting change, and that now there is a way of match-making them in an interesting way, and will invite people to get to know the "voto esperto" website, where they can actually find the politicians that do have similar beliefs and posture as they do, and defying people to confront their own prejudice and preformatted ideas, giving their hope in a better government a chance to become reality.

* The phrase spoken by the politician in the illustration comes from a real outflow expressed by a politician called Jean Wyllys, about the habit that people have

of complaining about politicians and politics, when they actually know nothing about it.

TOUCHPOINTS

Touchpoints are thought here to work in two circumstances: on and off election periods.

Daily

Since the project aims to make politics a habit, and it is a digital tool, the idea is that for the daily touchpoints that will instigate people to keep using the service, the social networks will serve as a vehicle. People can share on Facebook and other networks their achievements in the game, as well as facts about politicians they think are interesting, which will bring the curiosity of their friends to check the service too. The idea is also to use the word of mouth effect, since most people said in the prototypes that they would like to get to know the service through friends who had tried and liked it.

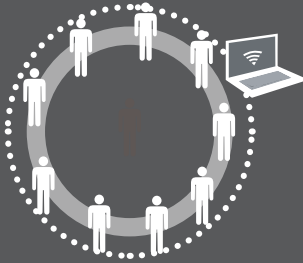
In Election times

Here, the collaboration with mass media channels could be made, as well as independent channels and the

TOUCHPOINTS

DAILY

SOCIAL MEDIA: SHARING MADE BY USERS AND POLITICIANS



DUUUDE! LEVEL-UP FOR ME! SURPASSED YOU ALL! HAAAAHA

HEY GUYS! CHECK THIS POLITICIAN PROPOSAL! HE MENTIONS THAT ISSUE WE TALKED ABOUT LAST WEEK. COOL, RIGHT?

HI EVERYONE. I JUST FILLED MY PROFILE IN THE SMART VOTE WEBSITE. CHECK IT OUT! DID MY BEST. HOPE YOU ALL LIKE IT!



voters



politicians

IN ELECTION TIMES



OFFICIAL GOVERNMENT CAMPAIGNS BROADCASTED IN TV AND NEWSPAPERS



IN DIGITAL MEDIA OF PUBLIC TRANSPORTATION



AND THROUGH THE POLITICIANS OWN CHANNELS THAT WANT TO USE THE TOOL TO PROMOTE THEIR WORK

Government itself could be useful. The TV is, as showed in the research, the element with most penetration in people's homes, so advertisement in the TV, promoting a fun and informal, but yet well structured awareness campaign could invite the voters to use the service to become better informed about the candidates and also about the political system in Brazil. The Superior Electoral Court, the official institution that regulates the elections in Brazil, that every year already conveys at every election terms, educative ads with the intention of orienting people on how to vote and to research about their candidates could embrace the project's idea and promote the website as a fun option for people to become better voters.

TVs in the subway and subway stations could also be an important touchpoint around the city, in people's daily routine. And politicians who support the idea and want to promote their work through the "voto esperto" website can also invite their voters to check their profile in the website, to get to know their work better.

POSSIBLE DEVELOPMENTS

As new interesting ideas, there was one given by one of the users in the prototype

of creating a score for the game, and make the politicians also play the game and show their score in their profiles, which I think it was very clever, and could be done as a next update of the service.

Another idea was to create a "notebook" for users to, while paying", save the information they thought here most relevant, so they would create their own learning diary, helping them to study, remember, share their learning process, and consult it was well in the game while playing. I also liked that Idea very much.

The reason why these ideas would not be implemented from the start is that, as an article I read about interface design, is that you cannot give too many options for people at once, or they will get lost and not know where to start. Therefore, these could be features to be implemented in a short-term.

For the long-term developments, two needs were identified in the prototype activities that caught my attention: a version for the less privileged and a version for kids. I believe this tool could be a start for developing a simpler version of it for helping and teaching each target.

On the side of the less privileged, who also had less opportunities for studying, the perspective of Rose made me see how these people are very keened on catching the bad ones, and a feature

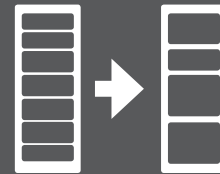
that could be specially interesting for this public would be the polemic or controversial facts, but also police records and promises fulfilled. Initially the tool for them would have to bring emphasis on not being fooled anymore, with tangible information for them. Probably the entire profile, if not the service, would have to be simplified and focused on special points for them. The language would have to be simplified as well, but I think that the full expert mode would be the same in the end, since the idea is to raise the political level of everyone, including the less privileged, who are, sadly, still the majority of the population in Brazil. And even though changes are happening in the social aspects, and the social gap is diminishing, it is still a process that will take some time, and meanwhile, this tool could have a version that reached even the ones who at least know how to read.

On the side of the kids and the education, the game would be the most interesting tool to be adjusted, and the choosing could turn into a game of roleplaying where they themselves have to propose ideas and laws and exercise their political reasoning. A proper board game could be developed to assist teachers in these exercises, planting the seed of active citizenship when the soil is the most fertile.

DEVELOPMENTS

.1

AN EVEN SIMPLER VERSION FOR VERY HUMBLE PEOPLE



.2

A BOARD-GAME TOOL TO TEACH ACTIVE CITIZENSHIP AT SCHOOLS





CLOSING

POINTS PROVEN

The idea of providing an alternative for the voters that goes beyond promises was extremely important because it actually helped people to connect with the professional, rather than just empathy.

So I can conclude here, that information displayed and offered in the right way, can be a valuable strategic point in the mission of fostering democracy.

The causes became indeed a very helpful factor in helping people to identify themselves with the politician, fostering the representativeness aspect of democracy.

I believe that with the right guidance, people could and would become more interested and active politically. With teaching them the basics and inputting the right questions, this service can be a starting point for their own political path. From here, people can start following their own political channels, because not that they can understand what they are talking about, they can navigate through the world of politics with more property

and confidence.

As research with users proved, people actually do care and need desperately a way to get out of this mess. The fun factor can be a very important tool to take people out of their “depressed yet comfort zone”, while giving them tools to become capable of finding themselves I the mess and take an assertive decision based on their own parameters and priorities. As Meslin affirms and I believe I proved with this project, apathy as we think we know it does not exist.

get to know

PROFESSIONAL LEARNING

When it comes to Product Service System Design, and the Design Process, I believe the quest of this project was an amazing source of apprenticeship. From a macro and extremely confusing and chaotic scenario, I had to do the exercise of identifying important issues, understanding the dimension of each of them, and focusing on, what, in the beginning, seemed like punctual, but it

was in fact, a tip of an iceberg. The simple task of helping people to vote better opened up an entire unknown universe for me, where I had to do several modalities of deep dive in order to comprehend the extension of the problem. From political aspects, to psychology and social epidemics, this broad overview of the human dimension, approaching both rational and emotional factors, unveiled so many issues, that the effort to identify the key aspects and to goals where in itself a mental marathon.

After understanding the theoretical side of the issue, it came the time to understand the problems using the lenses of the people themselves, which forced me to shift from the position of “holder of the solution” to the “holder of methods”: I understood that from that moment onwards, my mission was not to propose the ultimate genius solution, but to guide people to tell me what the true problems are and how the solution should be.

From the study cases, which presented different approaches to the issue, I could find a start point for the process of understanding what I wanted to provide with this project. The bottom-up solutions helped me to analyze the problem and understand that the qualitative approach of the work of candidates was missing, and that guided the user-

centered research that followed.

Getting to talk to people and understand their visions, and help them through designed tool to structure their own values, find and express their priorities and issues, gave to me a singular perspective of the richness that a deep dive in understanding the users can give to a project.

From that moment on, my mission became to organize, analyze and cross match then information gathered, which showed me how the solution do comes from the users, but needs the lenses and vision of design to become tangible and real.

In the final prototypes, the positive response only confirmed to me that the journey I had taken was assertive and that people from different ages and periods in life all saw value in the idea and would like to use it. And in the end, the entire solution came from need, priorities and the way the people think on politics. The reason why the solution felt so assertive to them, is because it was entirely based on people’s point of view, enriched and structured with design theory and related disciplines.

The process of this project proved to me how multidisciplinary human centered approach is vital in designing services, and how the users that are part of the

problem, can also become a part of the solution.

PERSONAL GAIN

As for the final gains to be mentioned, I can't leave aside the fact that so many preformatted concepts to me were deconstructed. It was an amazing learning from the point of view of personal development, because a lot of my beliefs were gladly shattered. When we see an issue from so many perspectives, we dismantle our way of seeing things as facts or destiny, and instead, we learn to see them as a conjecture of elements that work synced to form the reality we think that is definitive. And as we see these elements, we are able to identify the points that need to be acted on in order to promote change.

This project helped me see that we should never make assumptions on people's interests, needs and desires based on appearance, origin, education or profession. That will and stamina can come from anyone, and that putting people to work collectively can be the key to approach complex contemporary issues.

And the speech of Meslin marked me again, in another way. When he defines true leadership as being collective, imperfect

and voluntary, I could add that so is social change processes. As a Brazilian citizen, I feel extremely grateful for having lived this quest, and maybe, to be able to use design to provide a tool that can actually help to change people's posture towards politics. And as a designer that walked this design journey, I feel not only grateful but even more convinced on how design is an important articulation tool that can change the reality of the people, connecting problems and solutions, needs with tools, and people in need with people who can help, emerging with a collective co-created solution on the other end.

Designers can help changing the world, not because they are heroes or do the impossible, and neither could they possibly do it alone. Designers can help because they are in the unique position of being able to work as strategic connectors of people, linking demands with the right offers, and helping to build a more cohesive and integrated social net of product service systems, to create and structure a better reality for us all.

ACKNOWLEDGMENTS

As said before, this project has a big emotional value for me because I never saw it as just a thesis project. To me, this was a journey that I decided to start, moved by the need of change, by the will to help the country I was born in, and all that live in it. Economic aspects aside, I see a great potential in Brazil because in it I see a lot of love and joy, and with this research, I managed to get to know my own culture better, and through the lenses of everyone around me.

I thank, first, **Politecnico di Milano** for the scholarship and the amazing and life changing opportunity to study this course and live this experience. To those who decided to invest this scholarship in me, I can only say thank you and say that it was extremely well harnessed.

I thank **all my teachers**, and here I also include the friends I had the opportunity to work with, because from each one I learned a valuable lesson and will carry it with me always.

I thank **my closest friends in Milan**, who where a real family to me during the time I lived there, and even if not being directly involved, motivated me, gave me precious tips and directions that helped me to feel more confident and motivated. You guys are the best, and this entire experience of the Master was amazing also because of you!

I thank the collaboration of VRD Research and **the VRD amazing team**, with whom I have the honor of working. They became my “design family” and everyone collaborated in very special moments, with ideas, design theory, sources, participating in workshops and also giving me time to work on the thesis on work hours as well. I admire them not only as professionals, but also as human beings, and the conclusion of this project would also not have been possible without their precious collaboration.

I thank **my family** for the support in bearing with me the stress and even sparing me from so many house chores so

that I could have time to do this project. And I also thank them for the patience and collaboration to listen to the idea, to discuss it, and to be interviewed, and also to spare their time on weekends with workshops and prototypes. Each of them is a special teacher to me, and all provided special insights in several parts of the project.

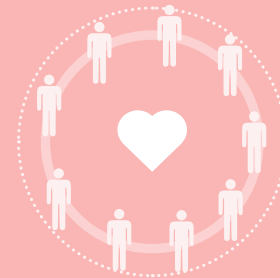
A special big thank you goes to **my very special friend Ana Luiza**, who is a sister to me, and from the beginning was a great collaborator of the project, with political knowledge, patience to teach me, and belief in the mission. This project would not even have started without her. Ana gave me information from the inside, helped to build the vision of the project from the side of the law, and with her warrior spirit, brought fuel to the belief that it is possible to promote change. This project is also yours!

I thank all the **friends that had the patience and will of participating in the workshops, interviews and prototypes**. I hope they know that this a result of the puzzle made with pieces they provided, and that, without them, the solution would be just an idea of a designer in her own world. So, this is also a result of the collaboration with them as well, who

provided the input or raw material of this thesis.

And last, but not least, a special thank you for **my lovely boyfriend Marcelo**, that so kindly and patiently helped me in the final push, not only into making this project feasible in terms of time and production, but also with love, care and patience. I would not have concluded this without you either, and I hope you know how special you are to me!

I thank everyone that participated, and I hope that they can see, as I can, their participation reflected in special parts along the final concept solution, and this, to me, is the biggest treasure! This project belongs to all of us.



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OF ABSTRACT

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ABOUT BRAZIL AND BRAZIL'S POLITICAL SYSTEM

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- <http://goo.gl/SwSSJZ>
- <http://www.brasil247.com/pt/247/mundo/92535/>
- <http://www.eiuresources.com/GlobalProtests/>
- <https://www.youtube.com/watch?v=8OBoWGER4Cw>
- <http://en.wikipedia.org/wiki/Orienteering>

MORE OF RESEARCH

- <http://www.idsbrasil.net/display/CS/Capa+Site>
- <http://www.meurio.org.br>
- <http://www.nossasaopaulo.org.br/portal/>
- <http://www.causabrasil.com.br>

- <http://mapa.gestaourbana.prefeitura.sp.gov.br/>
- <http://www.govjam.org/>
- <http://www.kickstarter.com/projects/therules/crowdring-a-mobile-organising-tool>
- <http://oseleitoralistas.com.br>
- <http://www.osconstitucionalistas.com.br>

WEBSITES FROM POLITICIANS AND POLITICAL PARTIES

- <http://psol50.org.br/site/>
- <http://jeanwyllys.com.br/wp/>
- <http://www.marcelofreixo.com.br>
- <http://www.joseserra.com.br>
- <http://www.romario.org>
- <http://www.ifhc.org.br>
- <http://www.dilma.com.br/site/>

WEBSITES FOR DESIGN REFERENCE

- <https://www.archetypes.com/>
- <http://www.volunteermatch.org>
- <http://www.king.com/games/puzzle-games/candy-crush/>
- <http://millionaire.itv.com/home/>
- <http://www.globalinheritance.org>

SPECIAL VIDEOS

- Como funciona o Brasil (how Brazil works - in Portuguese): <http://www.youtube.com/watch?v=iGdj6B2lsfY>
- Levante Sua Voz - Documentário que mostra o poder da mídia na nossa formação (Raise your voice - a documentary short film that shows the power of the media in our formation - in Portuguese): <http://www.youtube.com/watch?v=hlgvEuysACI>
- Democracy Prep Citizen-Scholars: Vote For Somebody!: <http://www.youtube.com/watch?v=EVkfNUxRh7g>
- Tutorial Pega Safado (catch the bastards tutorial - in Portuguese): https://www.youtube.com/watch?v=ESenZF_G1ql

TED TALKS:

- Dave Meslin: The antidote to apathy <http://on.ted.com/Meslin>
- Brenda Brathwaite: Gaming for understanding - <http://on.ted.com/Brathwaite>
- Clay Shirky: How the Internet will (one day) transform government - <http://www.youtube.com/watch?v=CEN4XNth61o#t=19>

► MOVIES

“NO” (2012)

Drama | History

Director: Pablo Larraín

Writers: Pedro Peirano (screenplay), Antonio Skármeta (play)

Storyline: Based on a true story, when Chilean military dictator Augusto Pinochet, facing international pressure, calls for a referendum on his presidency in 1988, opposition leaders persuade a brash young advertising executive, Rene Saavedra (Gael García Bernal), to spearhead their campaign. With scant resources and constant scrutiny by the despot’s watchmen, Saavedra and his team devise an audacious plan to win the election and free their country from oppression.

Trailer at: <https://www.youtube.com/watch?v=3uh6weE7hEY>

“RIO, ANNÉ ZERÓ” (2012/2013)

A documentary film by Aude Chevalier

Storyline: While Brazil gets ready for the World Cup of 2014 and the Olympic Games of 2016, Rio, Anné Zeró questions the future of a megalopolis corroded by corruption. The film follows the elections for Mayor of Rio de Janeiro of 2012, focusing on the campaign of Marcelo Freixo, a candidate threatened of death, fighting against inequality and awakening in many a desire for change.

Trailer at: <http://vimeo.com/54771063>

THE NOUN PROJECT ICONS

DESIGN ATTRIBUTIONS



BUILDING

designed by Antonis Makriyannis from The Noun Project



BUILDING

designed by Pipe Rosas Licht from The Noun Project



BUILDING

designed by Ricardo Antonio Cabral Mejía from The Noun Project



ANIMALS

designed by Pete Fecteau from The Noun Project



ARTS AND CULTURE

designed by Pete Fecteau from The Noun Project



GUITAR

designed by Ethan Clark from The Noun Project



BUS STOP

designed by Marc Serre from The Noun Project



WARRIOR

designed by NAMIRUS from The Noun Project



RAISE YOUR HAND

designed by Garret Nelson from The Noun Project



UNLOCK

designed by Marc Antosch from The Noun Project



WHEELCHAIR ACCESSIBLE

designed by João Carlos Cabanita Miranda from The Noun Project



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designed by Tiago Rodrigues from The Noun Project



HOSPITAL

designed by Eduardo Souza from The Noun Project



POLICE

designed by Luis Prado from The Noun Project



CAMERA

designed by Edward Boatman from The Noun Project



FILES

designed by Pieter J. Smits from The Noun Project



STAR

designed by P.J. Onori from The Noun Project



THUMBS UP

designed by Nick Holroyd from The Noun Project



TROPHY

designed by The Crew at Fusionary from The Noun Project



HANDSHAKE

designed by factor[e] design initiative from The Noun Project



TOOLS

designed by John Caserta from The Noun Project



FOLLOW

designed by Dean Oakley from The Noun Project



SUBWAY

designed by SC Klauss from The Noun Project



NEWSPAPER

designed by Ross Sokolovski from The Noun Project



SOCIAL MEDIA

designed by Joris Hoogendoorn from The Noun Project



CARD GAME

designed by XOXO from The Noun Project



FOOD

designed by OCHA Visual Information Unit from The Noun Project



CASH FOR WORK

designed by Iconathon from The Noun Project

