



Introduction





Promote Stakeholder Engagement

- Good Governance
- Security
- Democracy

One Beneficiary with Different names

- Good Governance-Public
- Security-Poor/Helpless/Victim
- Electoral Affairs-Voters



Why is it so hard?

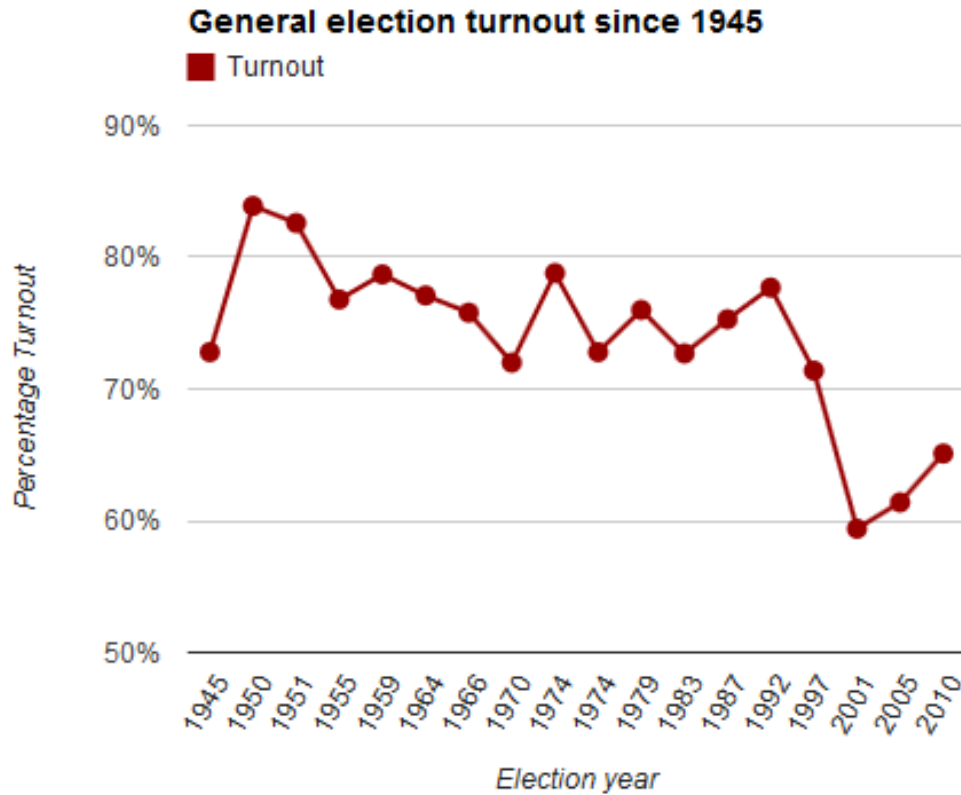
- Voters Not Organised
- They do not have the Knowledge

Role of Translating Voters Will Taken By Stakeholders:

- NGOs
- Political Parties
- Media
- Election Officials
- Electoral Logistics Organisations

Voters Lost in the Process resulting in Long-term Disengagement

- Particularly important for emerging democracies where reform is on going and can still get it right





- Over-reliance on single tool
- Traditional Market Research /Polling
- Business Concept Translated to Electoral Affairs
- Provides Score/Certainty
- Limits should be appreciated

- Several Weaknesses
- Artificial Mental Environment- Central Location Testing (CLT)
- One Dimensional
- Questioning Technique
- Need for Rational Response



- Case 1: New Coke
- Fall in Sales of Coke
- Pepsi Increase Market Share –Pepsi Challenge
- Coke Market Research - 200,000 Blind Testing.
- Result: Market Wanted Sweeter Product
- April 1985- New Coke Launched and Original Coke Discontinued
- Sales Fell Drastically
- July 1985 – New Coke was Discontinued



- Market Research –One Dimensional i.e Taste only
- No psychological/Emotional Consideration
- Artificial environment mental response specific



- The Need to be consistent and rational
- Case 2: Speed Dating
- Daters asked to fill a form about preferences
- Daters met other daters 4mins then move to next dater
- Makes their Choice
- Result: Majority Chose DIFFERENTLY from what they had originally indicated in the forms



International Centre for
Electoral Psychology

Our Contribution in Stakeholders' Engagement

iCPS
International Centre for
Parliamentary Studies



We Promote Knowledge Based Stakeholders' Engagement

- Psychological Research Of Voters
- Multi-Dimensional Approach
- Dynamic Research
- Evaluate Emotions
- Social Variations
- Test Implicit Association
- Multi-Dimensional Impact Assessment
- Electoral Ergonomy
- Voter- Centred Training Programmes
- Stakeholders forum and conferences



*‘The best argument against democracy is
a five minute conversation with the
average voter.’*

Winston Churchill



Thank You