

DP Macau

商議式 民意調查® (澳門)  
Deliberative Polling® (Macau)

<http://www.dpmacau.org>

Executed by ERS Solutions (Macao) Ltd.

**Problem**



The public is often uninformed about key public issues. Conventional polls represent the public's surface impressions of sound bites and headlines. The public, subject to what social scientists have called "rational ignorance," has little reason to confront trade-offs or invest time and effort in acquiring information or coming to a considered judgment.

**Solution**



Deliberative Polling® (DP) is an innovative method of public consultation. The method begins with scientific random sampling and offers an opportunity for the public to engage in deliberation with fellow citizens using balanced briefing materials and communicate with experts directly. Participants are surveyed both at the beginning and at the end of the DP process. The Deliberative Polling method was developed by Prof. James Fishkin from the Stanford University, U.S. in 1988. It is an attempt to use public opinion research in a new and constructive way and present results of a poll with a human face. Participants discuss the issue based on the balanced briefing materials of the topics being discussed and get more information from the experts in a plenary session. The whole consultation process is executed in an open, transparent and scientific way.

**Key Component**



This method combines two of the most important concepts of democratic theory: equality and deliberation. Equality means each citizen has an equal opportunity of being selected, thus forming a microcosm of the population. Deliberation means public opinion is formed after careful weighing of arguments.

## Deliberative Polling® Process

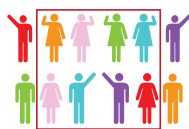
The Deliberative Polling® process begins with administering a questionnaire to a random, **representative sample** of the public.



Poll 1

1

A **random**, representative sample is selected to participate in the **Deliberative Poll**.



Recruitment

2

The event concludes with a **final questionnaire** capturing participants' **considered opinions**.



Poll 2

Results are analyzed and released to the **media** after the event.



Electronic Media



Newspaper



Internet

Media Coverage

5

At the event, participants are randomly assigned to **small groups** with **trained moderators**.



Small Group Discussions

Participants pose questions – questions are chosen by the small groups – to **experts** and **policymakers**.



Plenary Session

4

Prior to the event, participants receive **balanced briefing materials** on the topics being discussed, where materials are **approved by experts**.



Balanced Information

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More Information:  
[www.dpmacau.org](http://www.dpmacau.org)  
[cdd.stanford.edu](http://cdd.stanford.edu)