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# Building Community

# ENEMY?



Creative Commons via Flickr

**ENEMY**



Creative Commons via Flickr



# Online News Commenting



Most people see, expect public conflict.

Sharp contrast with private social networking.



# Big Question

**Is your “community” using  
online engagement to survive  
(even thrive)?**

***Moving from “potential” to survival.***

***What can you do?***

***What should you do now?***

**Big Cheese**





Pew Internet and American Life Project

## Neighbors Online

*27% of American adult Internet users use “digital tools to talk to their neighbors and keep informed about community issues.”*

*That’s 20% adults overall.*



# Dear Neighbors ...





**Big Block**

# Local "Community Sites", Facebook

- Stillwater, MN page has 10,000 friends (over 50% of local residents)
- Citizen-run, others are government started

The screenshot shows the Facebook page for "Stillwater Minnesota". The page header includes the Facebook logo, notification counts (3, 27, 3), and a search bar. The main content area features a cover photo of a park with a bridge and a fountain. Below the cover photo are buttons for "Add to My Page's Favorites", "Suggest to Friends", and "Subscribe via SMS". A quote reads "Stillwater is a great place to live!". The "Information" section lists the location as Stillwater, MN, with a Twitter link and a phone number. A "7 Friends Like This" section shows profile pictures of John Kaul, Rebecca Otto, Ted Thompson, Marna Madsen, Vince Tuss, and Andrew Hine. A "10,717 People Like This" section shows profile pictures of Paul, Dave, and Kate Smith. The main feed contains three posts: a post by Katie Flick Harris asking about a woman with a monkey mask, a post by Stillwater Minnesota about a prize for a post, and a post by Katie Nelson Swanson about a missing dog named Zella. A post by Stillwater Minnesota about a chili contest is also visible.

# But wait, something is wrong ...



**Steven Clift** Does anyone have a copy of the Strib article about this page? What was the city manager's quote again?

2 hours ago · [Comment](#) · [Like](#) · [Flag](#)



**Kate Krisik** Hi Steve, I think you may be referring to the Pi Press article last month. I'll send it to you via a FB message.

about an hour ago · [Like](#) · [Flag](#)



**Stillwater Minnesota** Hey Steven,

It was "City Administrator Larry Hansen said he "did not know much about Facebook. I've never been there, and I'm OK with that."

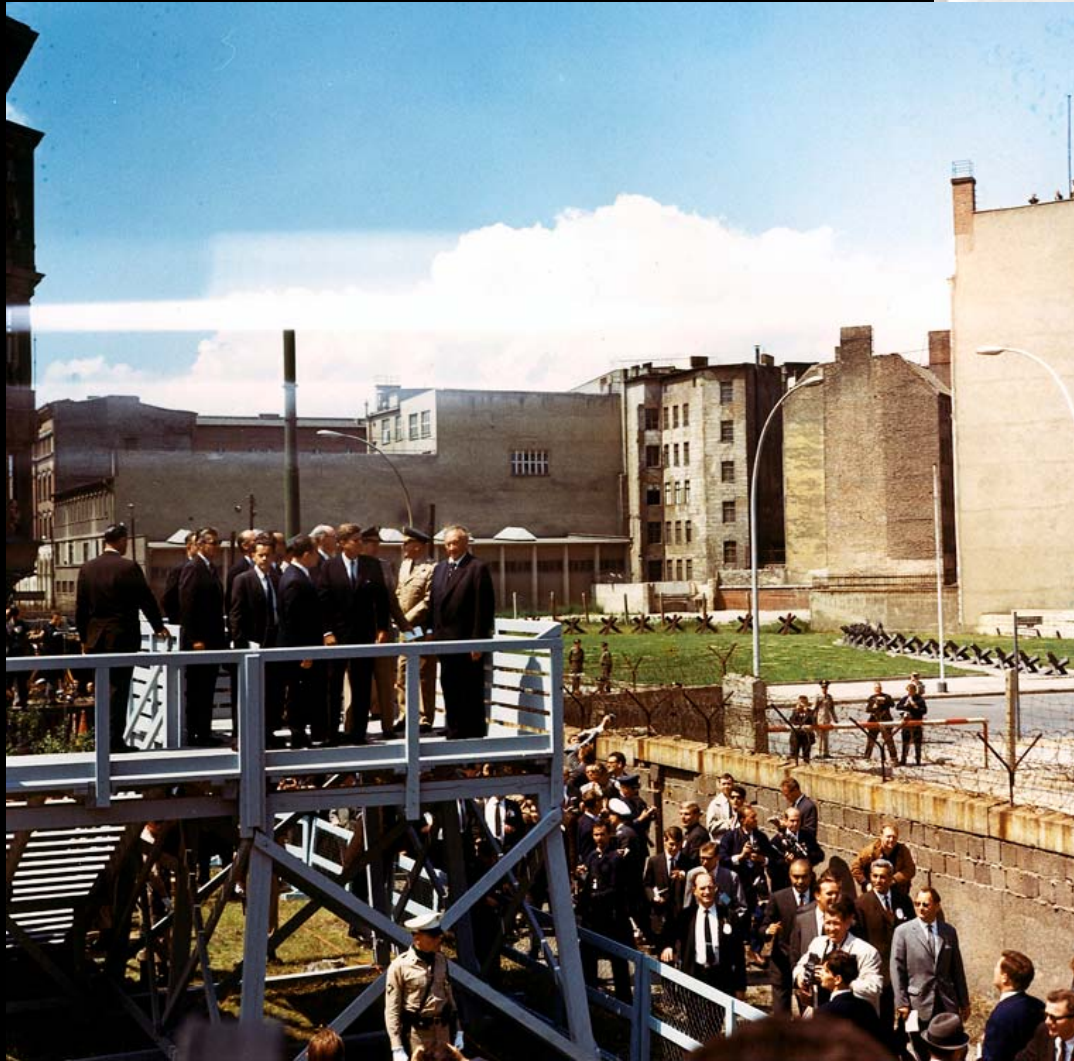
In fact, Hansen said he was not even sure he could access Facebook through his city computer. "I think it's blocked," he said."

about an hour ago · [Like](#) · [Flag](#)

Write a comment...



# Building Walls not Reaching People?



**Big Opportunity**

# Sunshine 2.0 – Draft Indicators

- Guide for national League of Women Voters
- <http://e-democracy.org/sunshine>
- Earn Five “Suns,” 25 Draft Indicators
  - Representation
  - Decision-Making
  - Information
  - Engagement
  - Online Features



# Online Support for Democracy

- “Your Government”
- Public = Online?
- Document Registers in Estonia

The screenshot shows the City of Palo Alto website interface. At the top, the logo "CITY of PALO ALTO" is visible. Below it, a navigation bar includes links for Home, Living in Palo Alto, Business in Palo Alto, Visiting Palo Alto, Environment in Palo Alto, Recreation in Palo Alto, Know Zone, Departments, and Emergency Information. The main content area displays a "Public Folders: Council Agenda Email" view, showing a list of messages with columns for From, Subject, Received, and Size. The list includes various agenda items and reports, such as "CM Price Agenda Questions: Public Safety Building study session" and "CM Klein agenda question: Item #6 Option Agreement on Roth Building".

The screenshot shows the "know zone" section of the City of Palo Alto website. The header features the "CITY of PALO ALTO" logo and a search bar. Below the header, there are navigation links for Home, Living in Palo Alto, Business in Palo Alto, Visiting Palo Alto, Environment in Palo Alto, Arts, Parks & Recreation, Know Zone, Departments, and Emergency Information. The "know zone" section is highlighted in orange. A large image of a city council meeting is shown. Below the image, there is a "Feature Story" section with the text: "Wondering about current events, major City initiatives, job openings, or topics for upcoming meetings? Visit the Know Zone. Be in the Know. Get in the Zone." To the right of the image, there is a "Know Zone News" section with a list of news items, including "SUMC Facilities Renewal and Replacement Project Draft EIR Released" and "Palo Alto Black & White Ball on October 2".

# Representation

Home Minneapolis City of Lakes

Residents Business Government Visitors

Google Site Search

311 Information

WARD 2

Can't find the information you need on our site? Call 311 anywhere within Minneapolis city limits. [Learn More](#)

**CITY COUNCIL**

**Ward 2 · Cam Gordon**

About Cam Gordon

Appointments

Reports and Newsletters

Subscribe to E-mail Updates

**Ward 2 Date Book**

[Today](#) | [This Week](#) | [This Month](#)

This calendar includes only public meetings of interest in the 2nd Ward and does not reflect the Council Member's full daily schedule.

**Cam Gordon**

[Click here for the latest Second Ward e-Update.](#)

**Ward 2 Neighborhoods**



**Neighborhoods**

- [SE Como](#)
- [Cooper](#)
- [Prospect Park](#)
- [Seward](#)
- [West Bank/Cedar-Riverside](#)

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[Cam.Gordon@ci.minneapolis.mn.us](mailto:Cam.Gordon@ci.minneapolis.mn.us)  
or use Cam's [Email Form](#)

To schedule an appointment with Cam, e-mail: [Nancy.Olsen@ci.minneapolis.mn.us](mailto:Nancy.Olsen@ci.minneapolis.mn.us)

facebook

Search

**Cameron Gordon**

Wall Info Photos Causes

Write something...

Attach: Share

View Photos of Cameron (32)

Send Cameron a Message

Chat with Cameron

Poke Cameron

**Information**

Relationship Status: Married

Birthday: November 23, 1955

Current City: Minneapolis, MN

**Mutual Friends**

76 friends in common See All

Steven C. Hildebrand Jeff Blodgett Jared Nordlund

**Friends**

543 Friends See All

Gary L. Cunningham Paul Thissen Stephen Cusulos

Margaret Anderson Kellner Randy Maluchnik Mark Dayton

**Photos**

2 albums See All

**Somali Independence Day At Luxton**  
Created about 11 months ago

**RECENT ACTIVITY**

Cameron likes Democracy Now!

Cameron joined the group Put a Star on First Avenue for Steve McClellan.

Cameron is now friends with Saumya Arya Haas and 4 other people.

Cameron is attending PRIDE Parade - Join the Annie for Auditor campaign.

Cameron is attending Nellie's Graduation Party.

Cameron likes Free Prof. Peter Erlinder Now!

Cameron is attending Green Party of MN Summer Membership Meeting.

**Fartun Ahmed** I hope you got my email, council member!  
June 2 at 12:40am · Comment · Like

**RECENT ACTIVITY**

Cameron commented on Campus Beyond Coal: UMTC Alum & Students's link.

Cameron and Steven C. Hildebrand are now friends.

Cameron and Jean Marie Youngstrom are now friends.

**Doug Mann**  
In this note: Cameron Gordon

**A balance sheet on the 2007-2012 Minneapolis Public Schools Strategic Plan**  
"...From 2007 to 2009, the proportion of students proficient at reading per MCA-II reading exams in grades 3-8 went from 82% to 85% for whites and 31% to 32% for African Americans, compared to the Strategic Plan goals of 86% for whites and 49% for African Americans in Year II of the plan, i.e.,...

June 1 at 7:55am · View note

**Sue Leskela**  
In this photo: Cameron Gordon

**Campaign 2010**  
Beautiful night on the deck of Bedlam watching the signatures come in! Thanks everyone!

May 31 at 12:16am · View album

Minneapolis provides all council members an e-mail newsletter tool in “governance.” Allows staff to assist with councilmember blog, but bans linking to it. Why limit Facebook/engagement exposure to elites?



# Engagement

- Look to the UK – Decade of lessons
- AskBristol.org
- Redbridge.gov.uk
- Geo-relevancy

# Big Inclusion

Pew Internet and American Life Project

## **Of 7% on Neighbors “Forums” – The Inclusion Divide**

**15% belong if over \$75K household/yr**

**8% Whites and African-Americans**

**9% Women, 5% Men**

**3% under \$50K (of Net users)**

**3% Latino**

**2% Rural**

[Analysis on E-Democracy.org blog.](#)



# Our Issues





E-Democracy.org

**Participation 3.0**

**Inclusive Social Media**

*- Ford Foundation Funded*

<http://e-democracy.org/p3>

**Big Whoopti Do**

# Big Whoopti Do Resources

- Using Technology to Build Community  
In-Depth Webinar, Podcast:
  - <http://e-democracy.org/webinars>
- CityCamp – Local Gov 2.0 meet Citizens 2.0
  - <http://citycamp.com>
  - <http://e-democracy.org/citycamp> - Forum
- Local Government 2.0 Reading List
  - <http://e-democracy.org/sunshine>

# Extra Slides



# How Would You Design?

- For Extremes
  - The Angry
  - For those with Too Much Time
  - To Divide People
  - For the Least:
    - Transparent
    - Accountable
    - Powerful
    - Meaningful
- That is online news commenting today.







# **Local voices, listening matters**

*Most democratizing, effective level for  
openness and engagement that works*

**Real names work, builds  
trust and community**

***Needed in “public life,” not just  
Facebook’s private life***

Pew Internet and American Life Project

## **Neighbors Online - Joiners**

**~12 million on US neighborhood e-mail lists/  
forums (7% net users) - often a DAILY  
experience**

**~ 8 million social net group member on a  
community issues (5% net users)**

***Roughly comparable to daily Twitter use in  
Fall 09, at 9% of Adult net users daily***

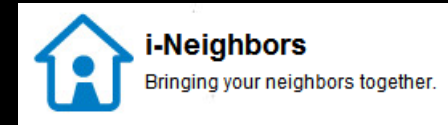


**Everyone in every local place  
needs an online public space  
that matters**

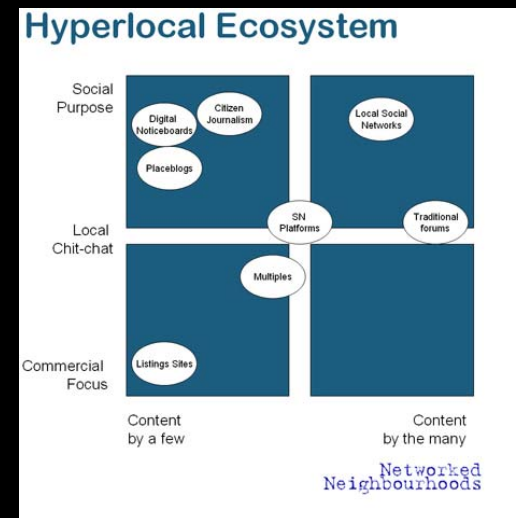
**What's next?**

***Empowering "ourselves" as citizens –  
don't wait to be served***

# Connecting local 2-way "hosts"



- Join "Locals Online" group:
  - <http://e-democracy.org/locals>



Conclusion

More - *stevenclift.com*  
*blog.e-democracy.org*  
*@democracy*

**Without real inclusion and civility, “Locals Online” will destroy community, weaken democracy, and concentrate power.**