

YourVoice

A 2.0 ENVIRONMENT DESIGNED TO SUPPORT THE PROCESSES OF PARTICIPATORY DEMOCRACY

The spread of communications via the internet has opened up considerable opportunities for relationship-building and dialogue in both the public and private spheres. The use of the net to exchange and survey opinions and share competencies and points of view, boosted by the web 2.0 model, has opened up new scenarios for companies and the public administration, facilitating relationships with clients and the public, fostering customer satisfaction and introducing a new vision of participatory citizenship.

It is in this context that CSP has created YourVoice, an integrated web-based suite designed to manage opinion polls, votes, debates and, more generally, strategies to integrate and aggregate collective interests using the internet.





WHAT IT DOES

YourVoice enables the Public Administration, companies, trade associations, interest groups and any other interested subjects to gather and survey opinions and foster the circulation of ideas, thanks to a tool that can be used for discussion and direct participation, inspired by a web-based approach to participatory democracy. The tool can be used to foster user engagement with themes of collective interest, in the case of the PA, gather opinions on products for companies and carry out opinion polls for trade associations, political parties, pressure groups and lobbies.

THE MAIN FUNCTIONS

Voting procedures, active participation, feedback and popularity ratings can be set up using various tools integrated into a single suite that includes a blog section for discussions, a section dedicated to petitions and one for users to vote on specific themes.

Due to its flexibility, the environment can be applied in a wide range of different contexts, and includes:

- a blog: a tool that fosters discussion and generates opinions;
- petitions: an ideal channel for constructing and administering petitions, delivering a numeric measure of the level of participation on a specific theme previously debated on the blog or launched directly on this channel;
- polling: the system enables users to vote to express their preferences on the themes presented, thus completing the process of participation which begins with discussion and ends with a decisional outcome.

YourVoice boasts feedback functions designed to underpin the entire process, guaranteeing effective integration between the proponent and participants, from the launch of the debate on the blog, to the aggregation of a "critical mass" with the petition, to the completion of the process with the poll. To complete the picture there are social networking functions to facilitate exchanges of opinion, aggregating subjects with similar viewpoints and facilitating involvement on all levels.

