

**Can digital platforms
overcome barriers to
democratic participation
for young people?**

**‘It has never been easier to be as
influential as you can be today’**

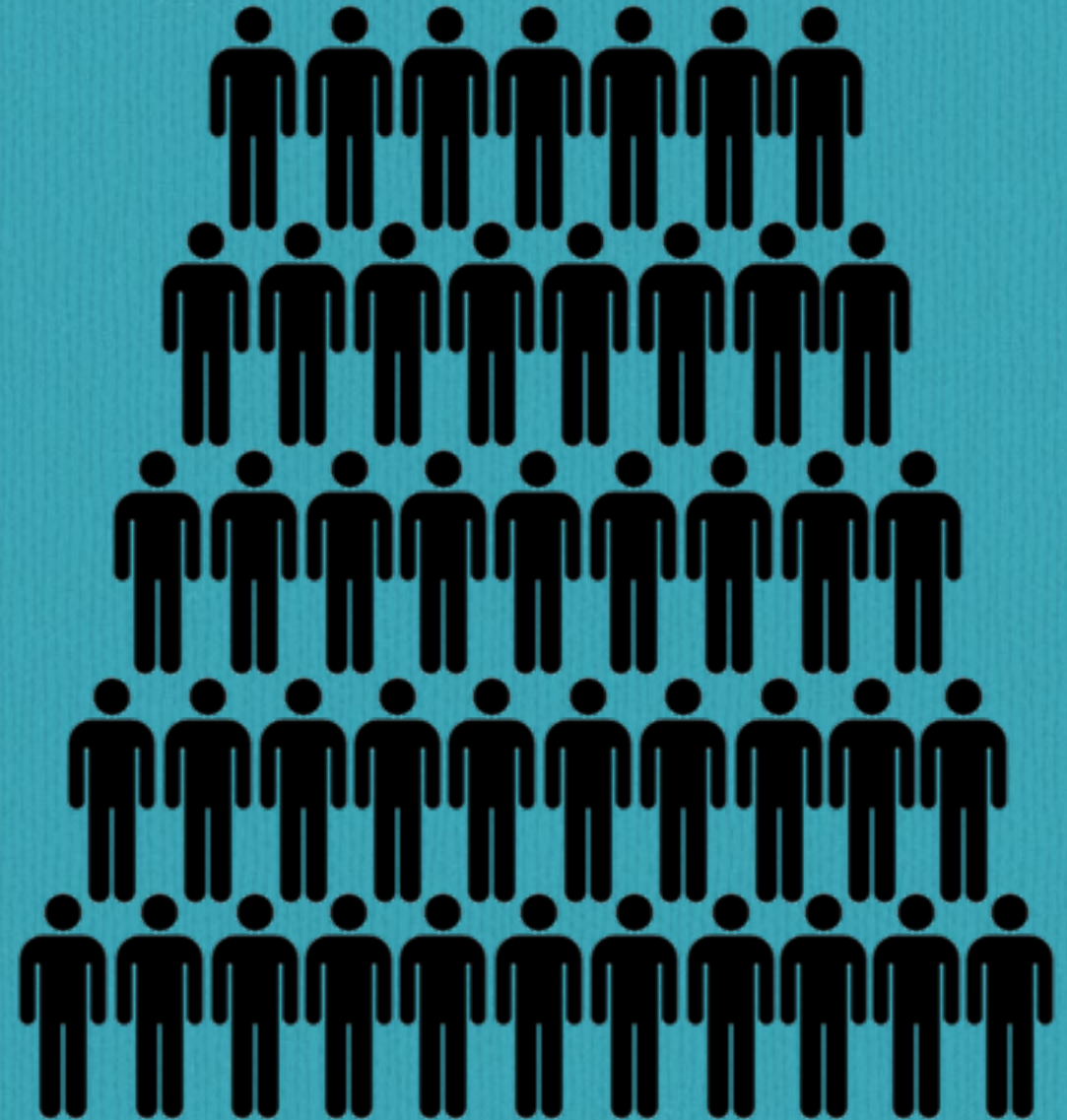
The internet has no owner, you can share/upload/voice your own opinion which proves democratic in itself.

Digital Media has become instant- a photo can be shared across the world, a conversation can be had instantly via video link and music can be heard by anyone around the world.

**In December 2000-
361 million people were
using the internet**



**In December 2013-
2.8 billion people are
using the internet**



Near a 700% increase of internet usage in just 13 years.

COMPUTERS, DEVICES, TELEPHONES ALL COMMUNICATE THROUGH MANY WAYS.

1.15 BILLION



200 MIL



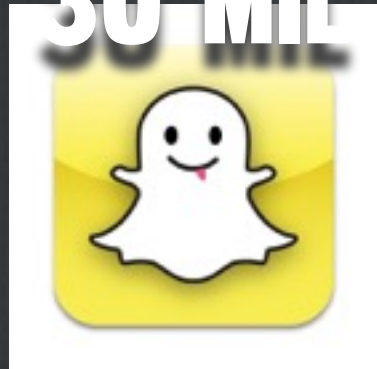
1 BILLION



230 MIL



30 MIL



70 MIL



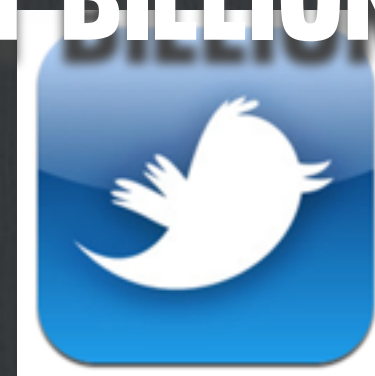
170 MIL



6 MIL



1 BILLION



90 MIL



What did you have to do, before the internet, to contact a politician?



Phone the constituency



Write Letters



Demonstrations

Waiting=Time consuming



You have to go where young people are already actually speaking and interacting with each other.

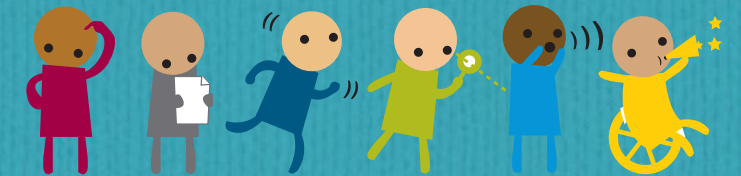
Digital platforms increase young peoples engagement and ways for them to influence their local decision makers, and for decision makers to engage with young people in places that are more accustomed to...

Social Media



wimps 
littlepeople**big**ideas

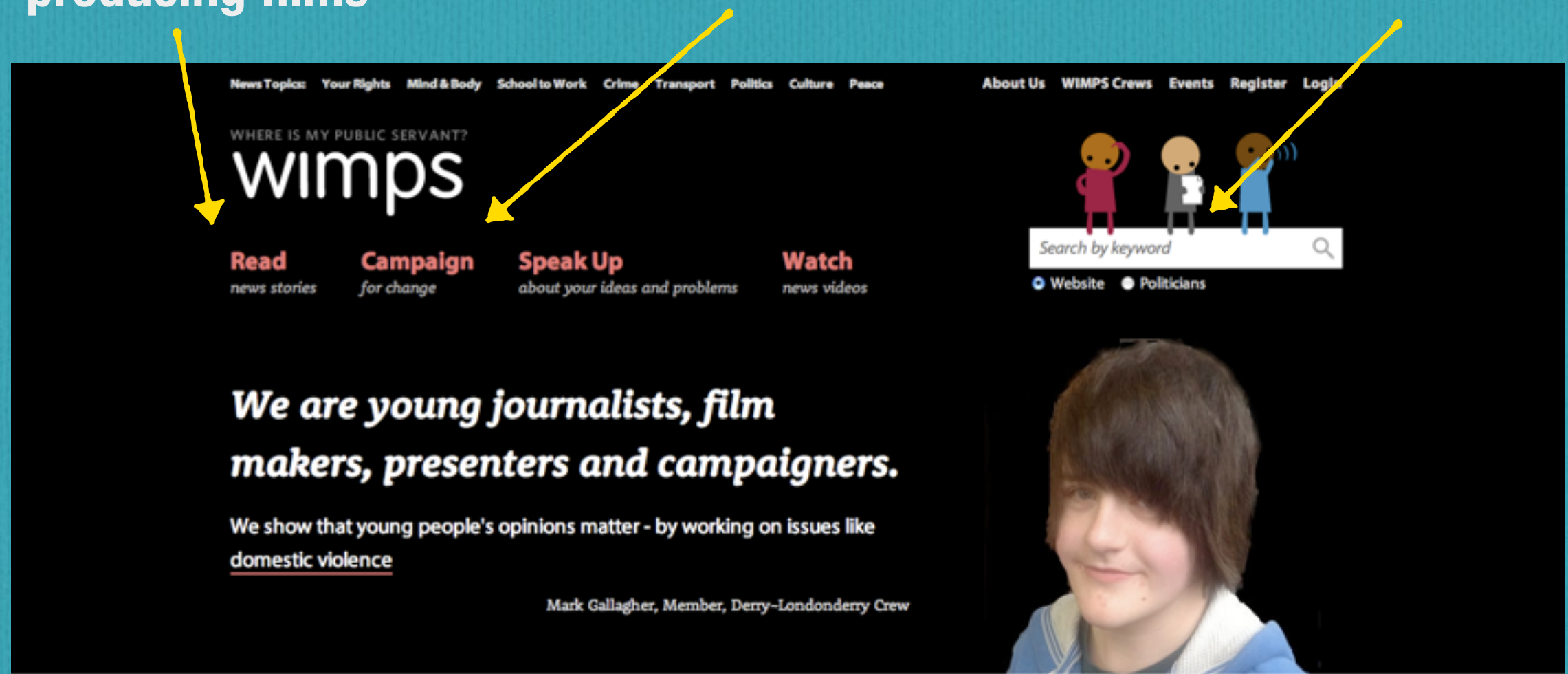
How does WIMPS use Digital Media?



Voice their opinions by
writing stories or
producing films

Starting campaigns that
young people
feel passionate about

You can search for any
elected representative



WIMPS.tv is at the forefront of young people calling politicians to account

How has it changed interaction with young people?

CREATED BY KARL SPENCE

STATUS **COMPLETE**

Our Goal

I would like threatening messages to be removed for a very visible mural at the Short Strand interface.

Why support my campaign?

People from all sides of the community should support this. The days of threats and violence should be behind us. Coming up to the marching season tensions are already high in interface areas and after the flag situation they are even worse. Something needs to be done to remove this of a HOPE mural which is very visible to everyone. Elected reps in the Short Strand need to take control of the situation and get it removed!

Our Targets

- Discuss with local reps within 2 weeks

Tell your friends

Tell politicians this matters

Find politicians to contact about your campaign, and create an email for your supporters to send to them.

Create Email

Campaign success for Karl and East Belfast

WIMPS East Belfast Crew member Karl Spence @NornIron2013 was appalled when he saw sectarian graffiti on the HOPE Wall, he decided to do something. Starting a campaign on WIMPS.tv, he engaged two councillors Adam Newton and Niall Ó Donnghaile. Within 3 days the graffiti was removed. Here's the story



Karl Spence
@karl_spence

@AdamNewtonDUP thank you for the very positive meeting today! @WIMPS

4:01 PM - 14 Jun 2013

1 FAVORITE

WIMPS
@WIMPS

WIMPS shortest campaign ever. Sorted in 3 days with the help of @NiallSF and Adam Newton - Well done Karl and disq.us/8dkiux

2:02 PM - 14 Jun 2013

1 RETWEET



Niall Ó Donnghaile
@NiallSF

@WIMPS @wiseabap @nomiron2013 @adamnewtondup thanks to Jim & the cleansing team for their work

5:22 PM - 14 Jun 2013

4 RETWEETS 4 FAVORITES

Karl Spence
@karl_spence

@NiallSF @WIMPS @Wiseabap @AdamNewtonDUP glad to see this well done to all involved!

5:23 PM - 14 Jun 2013

How has it changed in the political field?

2008 Presidential Campaign

Obama

30.7 million Facebook Friends **21 million Twitter followers**

237,000 YouTube subscribers **1.4 Instagram followers**

- Obama set the bar for engagement with young people.
 - Social Media was a key tool in his fight for American Presidency.
- 23 million young people went out and voted in 2008
 - 52% more than in 2004

**After Obama won the Presidential Elections
77/108 MLAs in Northern Ireland
the next week went and got themselves a
Facebook and Twitter profile.**



Party politics is having to change with the times.

**The representatives are having to put in place
Social Media Policies.**

Paris Brown



Paris Brown was the first Youth Crime Commissioner; she resigned after comments made on Twitter were deemed, racist, homophobic and condoned violence and drug taking.

As much as digital media platforms are great for sharing and voicing your opinions- People have to be aware of what they are saying and who is reading. Nothing on the internet is a secret.



Using the medium to communicate a positive message



What is Rock the Vote?

Rock the Vote has been a highly successful campaign in the US. It began in the United States in 1990 and it was set up to use music, popular culture and new technologies, to engage and incite young people to register and vote in every U.S. election.

Their aim, they say, is to give young people the tools to identify, learn about, and take action on the issues that affect their lives, and leverage their power in the political process.

What is Rock the Vote NI?

A coalition of organisations in Northern Ireland – including student unions, political parties, youth organisations and electoral organisations is helping to run the campaign, and local charity, Public Achievement holds a licence for Rock the Vote in the UK and Ireland.

Rock the Vote- Turning Out for What?



Democracy is a form of government in which eligible citizens may participate equally.

...a state of society characterised by formal equality of rights and privileges.

Young people are willing to engage.

Digital Platforms are used by young people daily to interact with each other and to share thoughts and ideas.

**The willing-ness of Democratic creation is there-
we just need to be involved.**

Any questions???