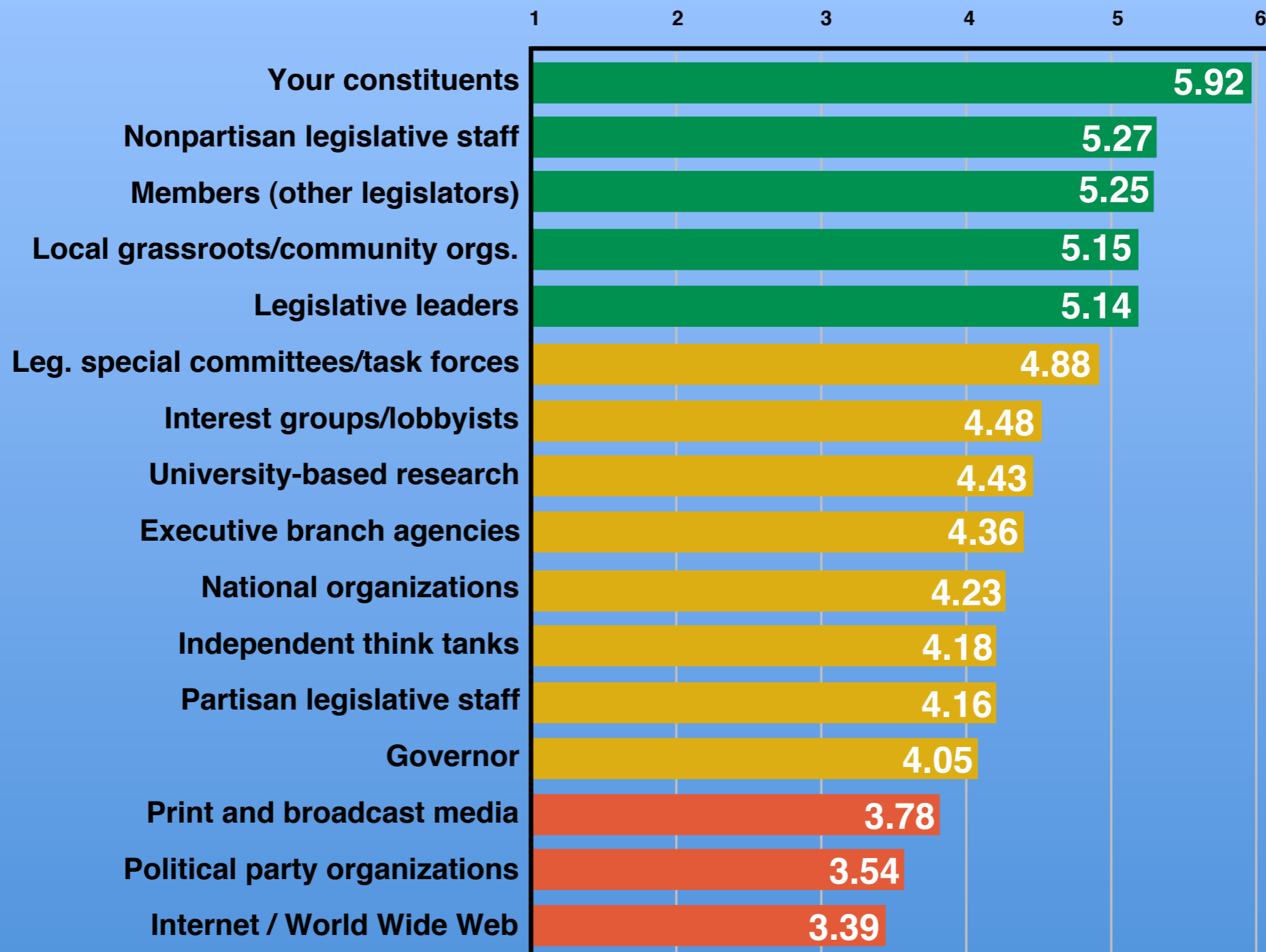
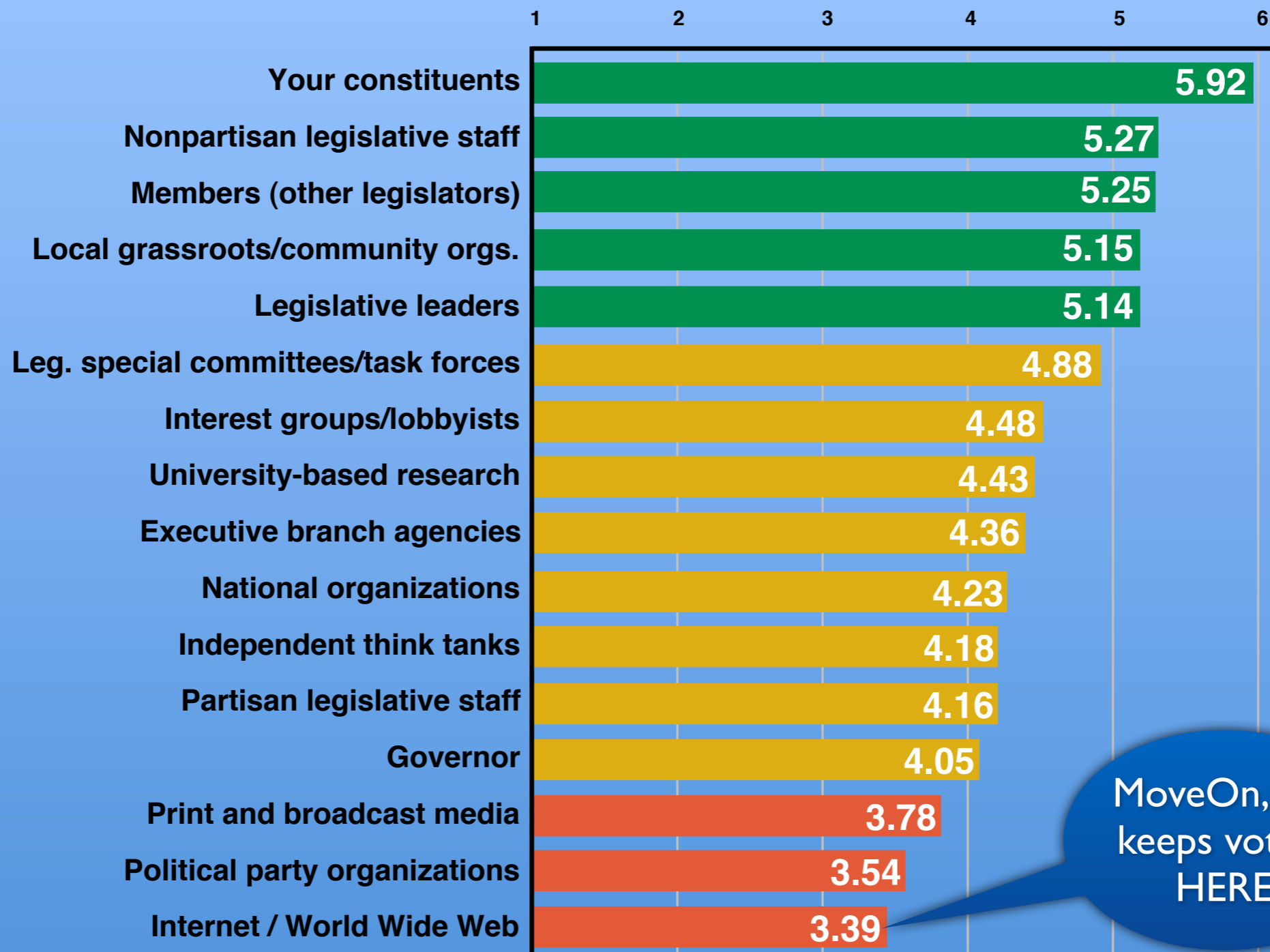


# Legislators' weighting of information sources



\*Based on research by John A. Hird,  
[Power, Knowledge, and Politics](#),  
Georgetown Univ. Press, 2005, p. 139

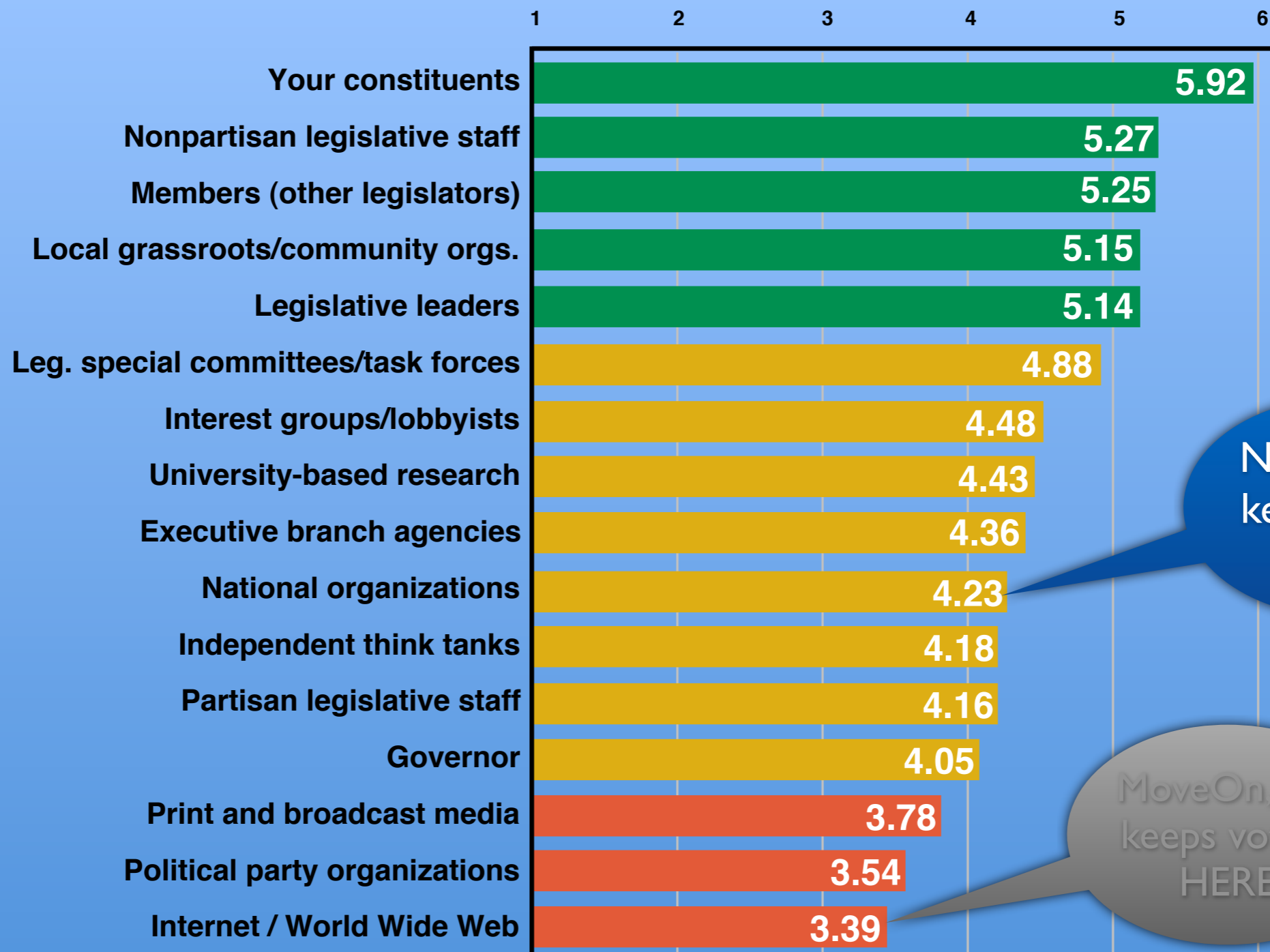
# Legislators' weighting of information sources



MoveOn, etc.  
keeps voters  
HERE

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[Power, Knowledge, and Politics](#),  
Georgetown Univ. Press, 2005, p. 139

# Legislators' weighting of information sources

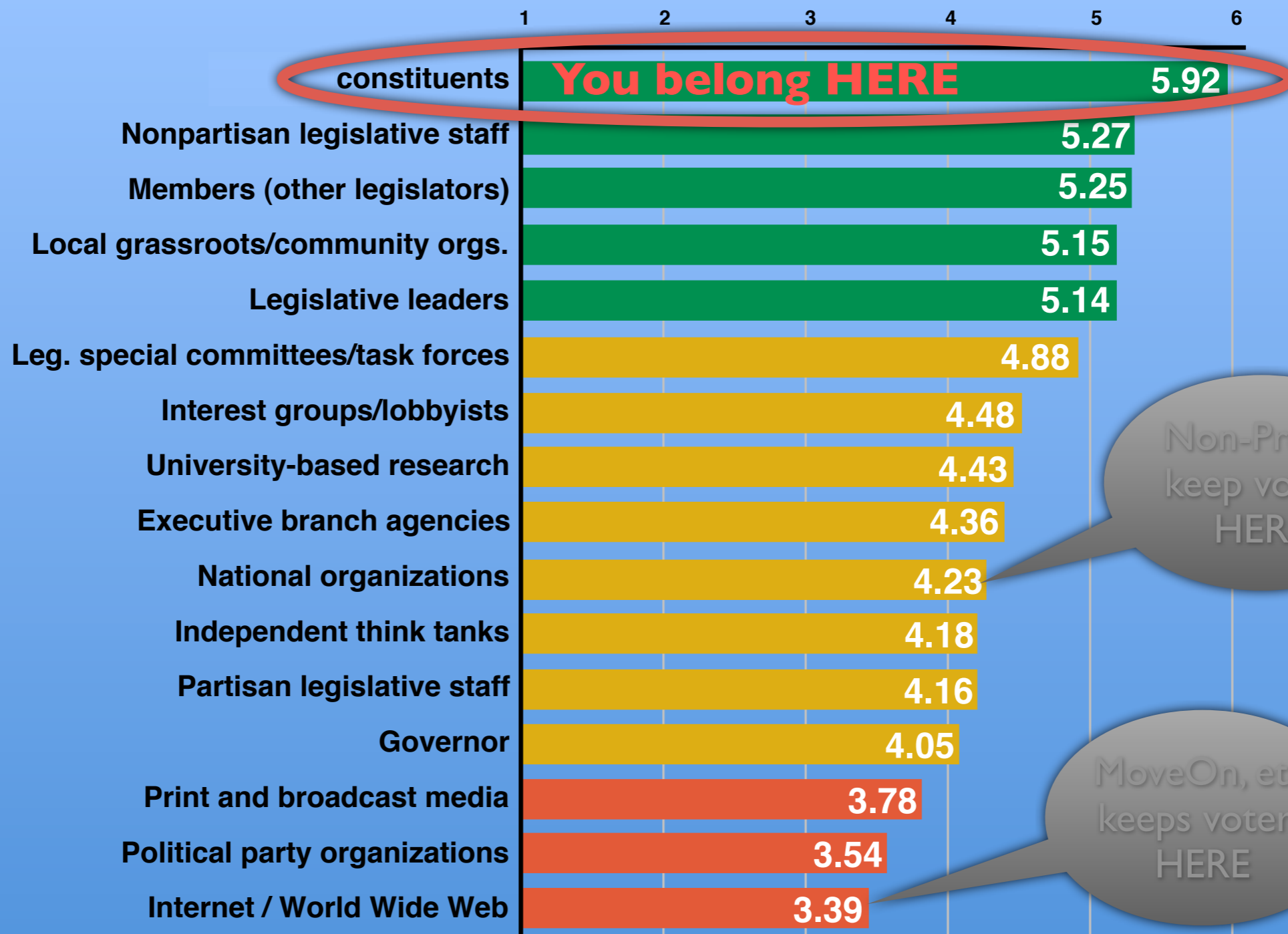


Non-Profits  
keep voters  
HERE

MoveOn, etc.  
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[Power, Knowledge, and Politics](#),  
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# Legislators' weighting of information sources



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constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

emailer

## From email address to Certified Constituent +75%

iVote4U's Google-powered process certifies voters as constituents. Now we have the power to drown out lobbyists and email campaigns.

Politicians value their constituents' opinions **75% more** than Internet messages.

Of 16 factors rated on a scale of 1-6, constituents influenced representatives the most (5.92: 98th percentile)

Internet-based messages influence representatives at the 48th percentile.\*

***On the Internet, no one knows you're a constituent,*** especially politicians and their staffs. So they ignore all the messages that the web inspires and delivers, unless they reinforce their ideological biases.

\*Based on research by John A. Hird, [Power, Knowledge, and Politics](#), Georgetown Univ. Press, 2005, p. 139

constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

party line

## From Party Line to Certified Constituent +47%

iVote4U's Google-powered process certifies voters as constituents. Now we have the power to drown out lobbyists and email campaigns.

Politicians value their constituents' opinions **47% more** than political party organizations.

Of 16 factors rated on a scale of 1-6, constituents influenced representatives the most (5.92: 98th percentile)

Political party organizations influence representatives at the 51st percentile.\*

***On the Internet, no one knows you're a constituent,*** especially politicians and their staffs. So they ignore all the messages that the web inspires and delivers, unless they reinforce their ideological biases.

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constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

media

## From MSM to Certified Constituent +42%

iVote4U's Google-powered process certifies voters as constituents. Now we have the power to drown out lobbyists and email campaigns.

Politicians value their constituents' opinions **42% more** than print and broadcast media.

Of 16 factors rated on a scale of 1-6, constituents influenced representatives the most (5.92: 98th percentile)

Print and broadcast media influence representatives at the 56th percentile.\*

***On the Internet, no one knows you're a constituent,*** especially politicians and their staffs. So they ignore all the messages that the web inspires and delivers, unless they reinforce their ideological biases.

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constituent

iVote4U Voter

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Certified  
Voter

From MSM to Certified Constituent +42%

Etc.

Etc.

Etc.

\*Based on research by John A. Hird,  
[Power, Knowledge, and Politics](#),  
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**constituent**

**iVote4U Voter**

**Upgrade System**

**Super  
Certified  
Voter**

## **Blocs of Super Voters keep politicians honest**

**Super Voters continuously monitor politicians to weaken their party loyalty and increase loyalty to their district or state.**

**"Members appreciate the consequences of party loyalty, and strategically move toward the party when constituents are least likely to notice."**

\*Based on research by John A. Hird,  
[Power, Knowledge, and Politics](#),  
Georgetown Univ. Press, 2005, p. 139

constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

## Blocs of Super Voters keep politicians honest

Super Voters continuously monitor politicians to weaken their party loyalty and increase loyalty to their district or state.

"Members appreciate the consequences of party loyalty, and strategically move toward the party when constituents are least likely to notice."\*

So:

- ✓ Super Voters constantly signal their preferences with Yes-No clicks
- ✓ Super Voters constantly signal their mood with seven emoticons.
- ✓ Wow! | Good | OK | ???? | frown | Cry | Angry!
- ✓ Super Voters Pledge votes: **a calendar appointment** with their ballot box.
- ✓ Super Voter Vote Bombs: "Pledge 250 new votes for Senator Smith by Monday."
- ✓ Super Voters invite friends to join iVote4U to manage their own politicians."
- ✓ Super Voters send Causes to their politicians, guiding actions and voting.
- ✓ Super Voters pledge money to politicians, linked to the voter's causes.
- ✓ iVote4U publishes the pattern of Causes sent to each politician.
- ✓ iVote4U publishes the pattern of Causes sent to all politicians.

\* John A. Hird,  
[Power, Knowledge, and Politics](#),  
Georgetown Univ. Press, 2005, p. 139

constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

## Blocs of Super Voters change who runs for office

Super Voters promote new politicians who are more interested in constituents than their party.

"U.S. Senators shirk in the direction of their party when elections are distant."\*

So:

- ✓ Super Voters constantly signal their preferences with Yes-No clicks
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constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

## Blocs of Super Voters help politicians win primaries

Super Voters express their new-found power by voting in primaries, the greatest threat to incumbents, usually for the first time.

"500 voters changes the balance of power in any district in the country."\*

So:

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- ✓ Super Voters constantly signal their mood with seven emoticons.
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- ✓ iVote4U publishes the pattern of Causes sent to **each** politician.
- ✓ iVote4U publishes the pattern of Causes sent to **all** politicians.

\*Micah Sifry,  
WikiMania Conference at Harvard's Berkman Center,  
August 5, 2006

constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

## Blocs of Super Voters help politicians win primaries

**Blocs of Super Voters are more valuable to politicians than money**

**Super Voters pledge their votes in return for loyalty.  
Politicians profit because they get votes for free.**

**"When you're handed a stack of messages at the end of the day, most of which are from people you've never heard of, and one from someone who has given you \$1,000, which call do you think you're going to make?"\***

**So:**

- ✓ Super Voters constantly signal their preferences with Yes-No clicks
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\*Senator Paul Simon,  
one of the most ethical Senators in US history

constituent

iVote4U Voter

Upgrade System

Super  
Certified  
Voter

## Super Voters influence their politicians to support fellow Super Voters' causes

**I vote for you by lobbying my politician to support your cause, and vice versa.**

**Super Voters pledge their votes in return for loyalty. Politicians profit because they get votes for free.**

**Super Voters manage their politicians as easily as they manage their iTunes.**

"A new president -- even one as talented and well-motivated as Obama -- can't get a thing done in Washington unless the public is actively behind him. As FDR said in the reelection campaign of 1936 when a lady insisted that if she were to vote for him he must commit to a long list of objectives, 'Ma'am, I want to do those things, but you must make me'...

"Find friends and family members in red states who agree with you, and get them fired up to do the same. For example, if you happen to have a good friend or family member in Montana, you might ask him or her to write Max Baucus and tell him they want a public option included in any healthcare bill. "

(**Robert Reich** former Labor Secretary and Obama adviser, [Salon](#), July 6, 2009.)

"SCHIP advocates were joined by six Republicans who had voted against the bill last year. Interestingly, one of those lawmakers was Rep. Thaddeus McCotter (R-MI). So what changed?

"McCotter faced enormous discontent from many of his constituents after his "nay" vote [on the SCHIP bill], as did many of his colleagues. In fact, 11 Republicans who voted against SCHIP lost their seats in 2008. McCotter held on to his seat, but just barely — he won only "51% against a Dem who raised just \$29K."

"Yesterday's SCHIP vote may be part of the new McCotter... We are now free to start thinking again, acting again, and doing the right thing by what our constituents and our country need."

(**Amanda Terkel**, Think Progress, Rep. McCotter Votes For SCHIP, Loses His 'Soul', January 15, 2009)

constituent

iVote4U Voter  
Upgrade System

Super  
Certified  
Voter

# Super Voters influence their politicians to support fellow Super Voters' causes

## The voter-powered cycle of cloud-based political clout

