

Domain Report: POLITICS

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CS 377A 2/2003

Political Captology's 2 Goals

- 1. Persuade people to agree in principle with a particular political or social cause*
- 2. Persuade people to take some kind of action towards achieving a particular political or social cause*

Why Captology?

- *ETHICS: to know what's out there, how to recognize & evaluate it. Government impacts EVERYBODY.*
- *Political persuasion changes the country and the world - whoever can PROPAGATE IDEAS & translate ideas into VOTES has the power.*
- *Technology (especially software and the WWW) have economies of scale that can be key to funding-challenged causes.*

So, How?

- *SIMULATION* can show personalized effects of proposed legislation/policy.
- *The internet (and maybe mobile technology)* can remove geographical inhibitors to action
- *REDUCTION* technology allows people to “cut through red tape” and hassle when communicating with political leaders.

World's Smallest Political Quiz

Loading "World's Smallest Political Quiz - by the Advocates for Self-Government"

http://www.lp.org/quiz/

Libertarian Party
THE PARTY OF PRINCIPLE

LP NEWS & EVENTS | ISSUES & POSITIONS | ORGANIZATION | SERVICES & SALES | CAMPAIGNS | GET INVOLVED

The Advocates for Self-Government presents...

The ORIGINAL Internet political quiz!

World's Smallest Political Quiz

Take the **World's Smallest Political Quiz** to find your political identity.
Choose Y when you agree with a statement, M for Maybe, Sometimes or
Need-More-Information, or choose N for No.

Personal Issues			
	Y	M	N
Military service should be voluntary. (No draft)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Government should not control radio, TV, the press or the Internet.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Repeal regulations on sex for consenting adults.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Drug laws do more harm than good. Repeal them.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
People should be free to come and go across borders; to live and work where they choose.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Economic Issues			
	Y	M	N
Businesses and farms should operate without govt. subsidies.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
People are better off with free trade than with tariffs.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Minimum wage laws cause unemployment. Repeal them.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Loading "http://www.lp.org/quiz/" completed 3 of 4 items

World's Smallest Political Quiz

- *Libertarian Party*
- *GOAL: people identify themselves as Libertarian.*
- *Commitment Principle*

Your Political Philosophy:

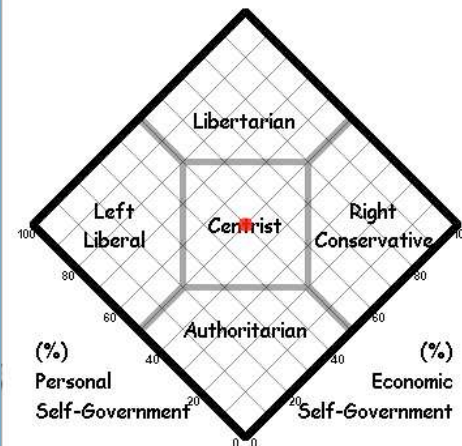
According to your answers, your political philosophy is **centrist**.

Centrist

Centrists favor selective government intervention and emphasize practical solutions to current problems. They tend to keep an open mind on new issues. Many centrists feel that government serves as a check on excessive liberty.

Find out how to get [free information](#) about libertarian ideas.

The red dot on the chart shows where you fit on the political map.



Get the **free**, biweekly electronic newsletter – [The Liberator OnLine](#).

My E-Mail:

BYO Federal Budget

- Encourages support for spending cuts, proposes where cuts could be made.
- SIMULATION

The screenshot displays the 'Budget Calculator - The Heritage Foundation' website. The main content area shows a table with columns for Agency/Entity, CBO Code, Dept, and fiscal years (FY 1999, FY 2000, FY 2001, FY 2002) in millions of dollars. A 'Heritage Recommendation' column and a 'Compute Your Own' column are also present. A dialog box titled 'Change Budget - The Heritage Foundation' is overlaid on the table, specifically for the 'Department - Department of Agriculture'. The dialog box asks the user to 'Please choose one:' and provides two options: a percentage change (currently set to -5%) and a level increase/decrease in millions. The dialog box also includes 'Change' and 'Close' buttons.

Agency/Entity	CBO Code	Dept	FY 1999 (\$Millions)	FY 2000 (\$Millions)	FY 2001 (\$Millions)	FY 2002 (\$Millions)	Heritage Recommendation	Compute Your Own
Totals:			\$ 581,263	\$ 584,328	\$ 663,832	\$ 710,621		\$ 710,621
[-] Agriculture, FDA, and Related Agencies			\$ 14,649	\$ 14,982	\$ 16,442	\$ 16,988		\$ 16,988
[-] Department of Agriculture		5 Agriculture	\$ 13,608	\$ 13,865	\$ 15,030	\$ 15,522		\$ 15,522
Food and Drug Administration	910 HHS							
Commodity Futures Trading Commission	33900 Other Ager							
Denali Commission	51300 Other Ager							
United States Customs Service	1515 Treas							
[-] Commerce, Justice, State, the Judiciary and Related Agencies								
[-] Defense								
[-] District of Columbia								
[-] Energy and Water Development								
[-] Foreign Operations			\$ 33,412	\$ 16,266	\$ 15,705	\$ 15,390		\$ 15,390

ConsumerFreedom.org

- GOAL: awareness about consumer legislation. Hidden goals?
- “Lawsuit Fabricator”
- “Whack-a-Nanny”
- Likeability
- Straw man



SocialSecurityPlus.org

- Support privatizing social security
- Tailors based on target users

SocialSecurityPlus.org

a solution everyone can celebrate

[Check out other like-minded groups that support Social Security Reform](#)

[Click here for our bi-monthly Social Security Strategy Meetings](#)

Our country has a problem: [Social Security is going broke](#). But we can save Social Security - without cutting benefits or raising taxes - with personally owned and directed Social Security Plus accounts. Everyone wins: These tax-free accounts will allow us to save Social Security for current or near-retirees, provide options for baby boomers and create real wealth for young workers. See for yourself - sign up for our newsletter and get involved!

figure it out calculator

[Click here to find out how much YOU can save using Social Security Plus](#)

do you believe in ufos?

A recent poll showed that more Americans believe in an alien "first contact" than believe they will receive the Social Security they pay for every day.

They may be right.

Opportunity for Young Workers

SocialSecurityPlus.org
A Project of:
Americans for Tax Reform
1920 L Street, NW Suite 200
Washington, DC 20036
(202) 785-0266 | Fax: 202-785-0261
rfunk@atz.org





Go to <http://www.socialsecurityplus.org/yng.htm>

SocialSecurityPlus.org












Social Security Calculator -- The Heritage Foundation

http://www.heritage.org/research/features/socialsecurity/R

RESEARCH
Social Security Calculator

My Results    

Using the information you provided we have [estimated](#) the following results

Customize Your Information	Your Results	
 Your Zip Code	Current Social Security System	
 Yearly Earnings	Taxes Paid into Social Security	\$371,557
 Life Expectancy	Monthly Benefits	\$2,462
 Select Investments	Rate of Return on Monthly Benefits	-0.72%
 Create Wealth	Had Your Taxes Been Invested in a Personal Retirement Account (PRA)	
 Retirement Age	Total Value of your PRA at Retirement	\$1,050,381
	Rate of Return of your PRA at Retirement	4.89% 
	With Your PRA You Can:	
	1 - Spend it All on Yourself	
	Monthly PRA Benefits	\$8,556 
	Rate of Return on PRA Monthly Benefits	4.25% 
	OR:	
	2 - Create Wealth for Your Heirs	
	Monthly PRA Benefits	\$4,278 
	Rate of Return on PRA Monthly Benefits	1.61% 
	Amount Passed to Heirs (Bequest)	\$846,964

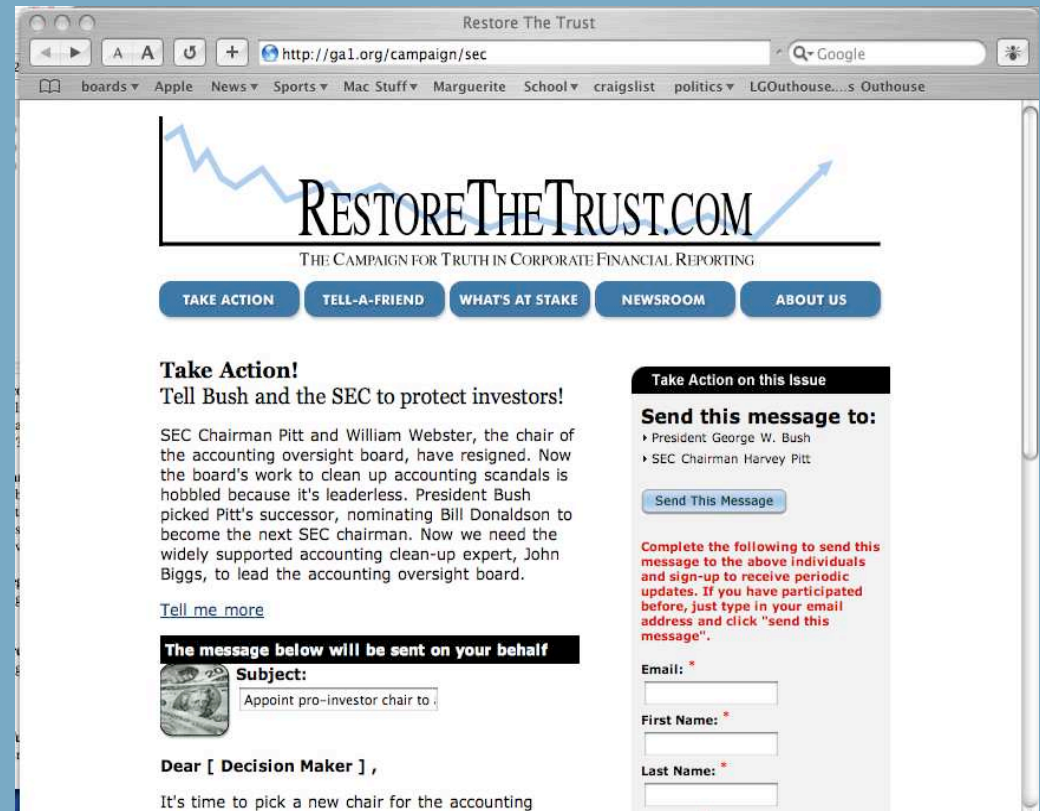
"A Walk In Her Shoes"

- Demonstrates difficulties of getting an abortion in California, goal to convince user freedom of choice currently abridged
- "Choose Your Own Adventure"-type simulation



ASTROTURFING

- *Send customized but automated letters to editors, politicians.*
- *3 levels of persuasion*
 - *Persuade to write*
 - *Persuade to publish*
 - *Persuade to believe*
- *Reduction*
- *Commitment*



The screenshot shows a web browser window titled "Restore The Trust" with the URL "http://ga1.org/campaign/sec". The browser's address bar and search bar are visible. The website content includes a navigation menu with links for "boards", "Apple", "News", "Sports", "Mac Stuff", "Marguerite", "School", "craigslist", "politics", and "LGOuthouse...s Outhouse". The main heading is "RESTORE THE TRUST.COM" with the tagline "THE CAMPAIGN FOR TRUTH IN CORPORATE FINANCIAL REPORTING". Below this are five buttons: "TAKE ACTION", "TELL-A-FRIEND", "WHAT'S AT STAKE", "NEWSROOM", and "ABOUT US".

Take Action!
Tell Bush and the SEC to protect investors!

SEC Chairman Pitt and William Webster, the chair of the accounting oversight board, have resigned. Now the board's work to clean up accounting scandals is hobbled because it's leaderless. President Bush picked Pitt's successor, nominating Bill Donaldson to become the next SEC chairman. Now we need the widely supported accounting clean-up expert, John Biggs, to lead the accounting oversight board.

[Tell me more](#)

The message below will be sent on your behalf

Subject:
Appoint pro-investor chair to .

Dear [Decision Maker] ,
It's time to pick a new chair for the accounting

Take Action on this Issue

Send this message to:

- ▶ President George W. Bush
- ▶ SEC Chairman Harvey Pitt

[Send This Message](#)

Complete the following to send this message to the above individuals and sign-up to receive periodic updates. If you have participated before, just type in your email address and click "send this message".

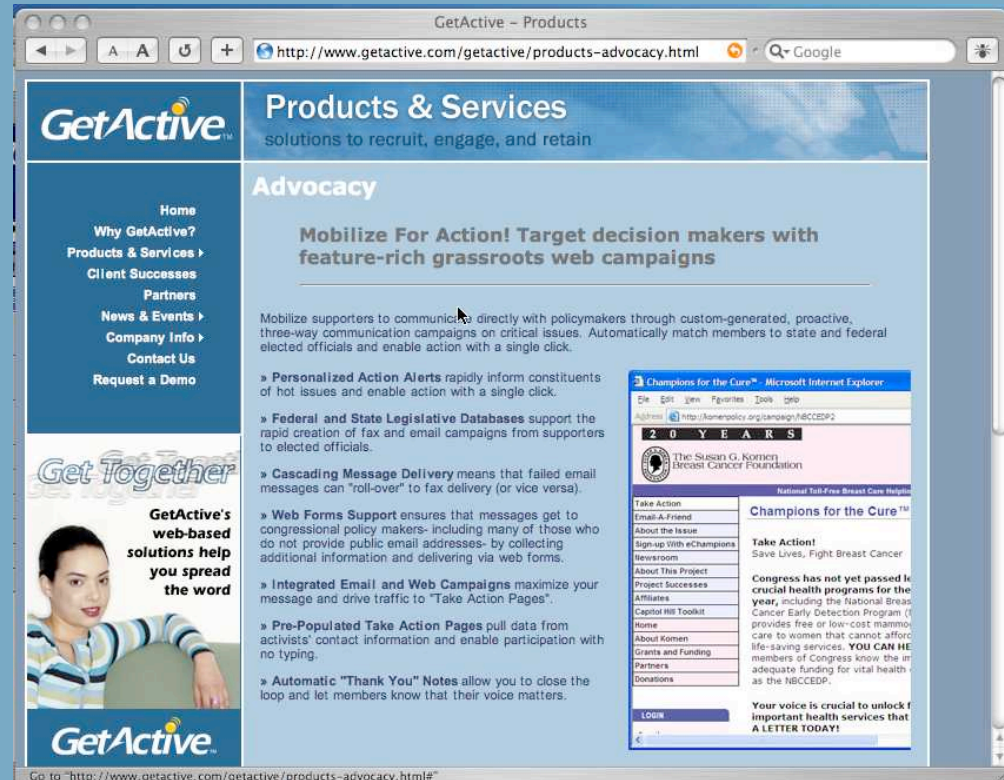
Email: *

First Name: *

Last Name: *

GetActive.com

- COTS software package.
- GOAL: participate in letter writing/faxing supporting a specific political/social cause. (Astroturfing tool)
- REINFORCEMENT: automated "thank you" notes sent to participants.



GOPTeamLeader.com

- GOAL: stay up to date on current GOP issues, recruit others, perform specific "Action Items" e.g. letter-writing, phone calls
- "GOPoints" rewards system
- Public recognition
- Personalization
- Flattery

The screenshot shows a web browser window titled "Team Leader Tour" with a "Close" button. The website header features the "Team Leader" logo with an American flag and the URL "www.gopteamleader.com". A navigation bar includes links for "home", "faqs", "links", "search", "my profile", "log out", and "build my team".

The main content area is divided into several sections:

- Action Center:** A sidebar menu with options: Action Center, Races, My State, Bills/Legislation, My Issues, Policy Center, Got Info?, GOPoints, and Outstanding Leader.
- Action Center Article:** Titled "Investors Vs. Non-Investors: Why The Democrat Attacks Aren't Working". It includes a small image of a newspaper with the word "Markets" and a text snippet: "Today roughly two-thirds of American voters have some investment in the stock market from individual stocks, retirement plans, mutual funds... Full Story."
- Event Calendar:** A section with a right-pointing arrow.
- Team Leader News:** A section with sub-tabs for "Today in the House" and "Today in the Senate". It lists news items such as "President Bush Builds a Strong Record of Accomplishment for the American People", "Lott accuses Daschle of being irresponsible", "Red-Faced Dems", and "Statement by RNC Chairman Marco Rubio: Setting the Record Straight (Again) for DNC Chairman Terry McAuliffe".
- My State:** A section for Virginia (VA) featuring a state map and lists of federal and state representatives: Federal (President George W. Bush (R), Sen. John W. Warner (R), Sen. George Allen (R), Rep. James P. Moran (D)) and State (Governor Mark Warner (D), Sen. Patricia S. Ticer (D), Del. Robert H. Brink (D)).

The footer contains a navigation bar with links: "Action Center | Races | My State | Bills/Legislation | My Issues | Policy Center | Got Info? | GOPoints | Outstanding Leader | home | faqs | links | search | my profile | log out". Below this is a copyright notice: "Copyright ©2002 Republican National Committee. Paid for by The Republican National Committee."

Future Directions: MOBILE

- *Mobile device equipped with GPS to enable “Smart Mob” activity*
- *“Anti-war rally 3 blocks north in 15 minutes”*
- *“Eco-score”: step into McDonalds, warning buzzer sounds.*

