Understanding Voting

The Election Landscape

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Welcome to Election Land

- Important work
  - Everyone will benefit
- Unique Constraints
  - Voting user bias (politics)

Voting Bias

Everyone has an bias:
- Citizens
  - Want free and fair elections
    - And want them to cost very little

Voting Bias

- Clerks
  - Want smooth, well-run elections
    - May want to look favorable for his/her own next election

Voting Bias

- Candidates and Elected Officials
  - Want to be elected
    - May be suspicious of the system
    - May want to "work" the system

Usability and Voting

- How to conduct a usability exercise for a voting system (or process)?
  - How do you navigate the landmines?

Code of Ethics

- Usability Professionals Assoc. proposed code of conduct
  - Openly adopt it:
    - Market yourself
    - Follow them in practice
    - http://www.upassoc.org/upa_projects/body_of_knowledge/code_of_conduct.html

Beyond the Code

- Go beyond this -- Openly state bias:
  - The political affiliations or agendas of the organizations or officials that provide funding.
  - History of your political activity, if any.
  - State your methodology:
    - Any deviation from standards
    - The reason for the deviation
    - Its possible influence on results.