



Combating Erosion of Voter Confidence

with innovations of election administration

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THESIS

**COMBATTING EROSION OF VOTER CONFIDENCE
WITH INNOVATION OF ELECTION
ADMINISTRATION**

by

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Research Processes

Extensive Literature Review

(Pew, Gallup, Academic, International)

Interviews: County poll worker trainers

Focus Group: First-time 2020 poll workers

Case Study Reviews – Tech Deployment

(Iowa Caucus App 2016 vs 2020)

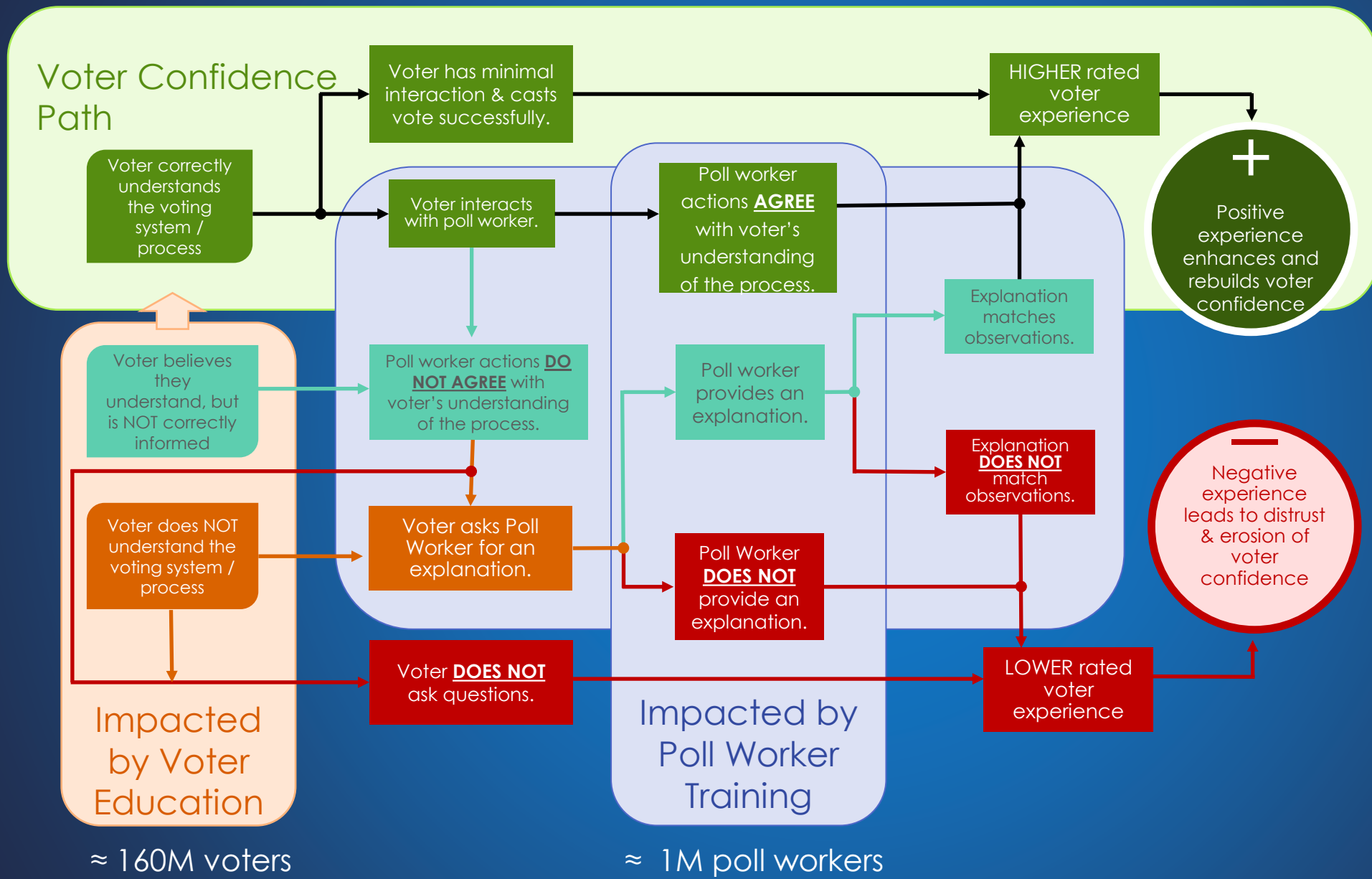


Significant Findings: VE/VC Drivers

- Voter Experience is a key driver in Voter Confidence
- Poll workers are the key front-line factor in VE/VC
- Voters with greater understanding = fewer interactions
- Voter Education = Poll worker training content



Voter Confidence Path



Significant Findings: Technology

- Three Constraints Theory – Scope v. Cost v. Time
 - Project: Training a poll worker to train the voter
- Typical Training – Policy, Procedure, Norms
 - TRAIN INSTEAD for lack of technical assistance
- Visual Differentiation → Stratified Expectations
 - Enables gamification, reward motivators
- Short Windows of Training require fast uptakes
 - Recruit QUALITY over QUANTITY. Success breeds same



Additional Recommendations

- Standardize to a baseline, Test for comprehension
- Gamify and differentiate to motivate quality
- Create Comprehensive Voter Education Plan
- Properly Prepare Poll workers to Teach Tech



Pragmatic Preparation + Concise Communication



Once you begin playing a video, they will automatically continue to the next one in the list.

Use the menu below to jump to a specific topic.

5.0 - Voting On Election Day Overview

Voting on Election Day

Vote Idaho

Watch later Share 19/38

MORE VIDEOS

0:05 / 2:18

- 1. Citizen's Guide To Voting
- 2. Idaho Voter Registration
- 3. Registration Management
- 4. Absentee Voting
- 5. Election Day
 - 5.0 - Voting On Election Day
 - 5.1 - Voter Identification
 - 5.2 - What is a Poll Book?
 - 5.3 - Voter Ballots
 - 5.4 - Accommodations for Voters with Disabilities
 - 5.5 - Poll Challenges and Poll Watch
- 6. Tabulation Process
- 7. Election Policies
- 8. Election Crimes

ADDITIONAL LINKS
Federal Voting Assistance Project: [FVAP.GOV](https://www.fvap.gov)

WELCOME TO VOTEIDAHO.GOV
Providing official voting information for the citizens of Idaho.
Lawrence Denney, Idaho Secretary of State

IDAHO VOTER EDUCATION VIDEOS

Have you ever wondered how elections work in Idaho? join us in this educational video series where we go into detail on the systems and processes behind Idaho elections.

We will be covering everything from absentee ballots, voter registration, maintaining the active voter list, ballot tabulation, election certification, and much more!

A new video is added each week, so keep checking back to see what we'll cover next!

VOTER EDUCATION VIDEO GALLERY

ONLINE VOTER TOOLS

Voting questions?
Chat with our virtual assistant



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THANK YOU

Any questions?

For a copy of the full thesis, email
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