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UNIVERSITY

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# Center for Deliberative Democracy

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NOVEMBER 13, 2000 \$3.50

# TIME



[www.time.com](http://www.time.com) AOL Keyword: TIME

NOVEMBER 13, 2000 \$3.50

# TIME

## Statesmen



NOVEMBER 13, 2000 \$3.50

# TIME

Entertainer

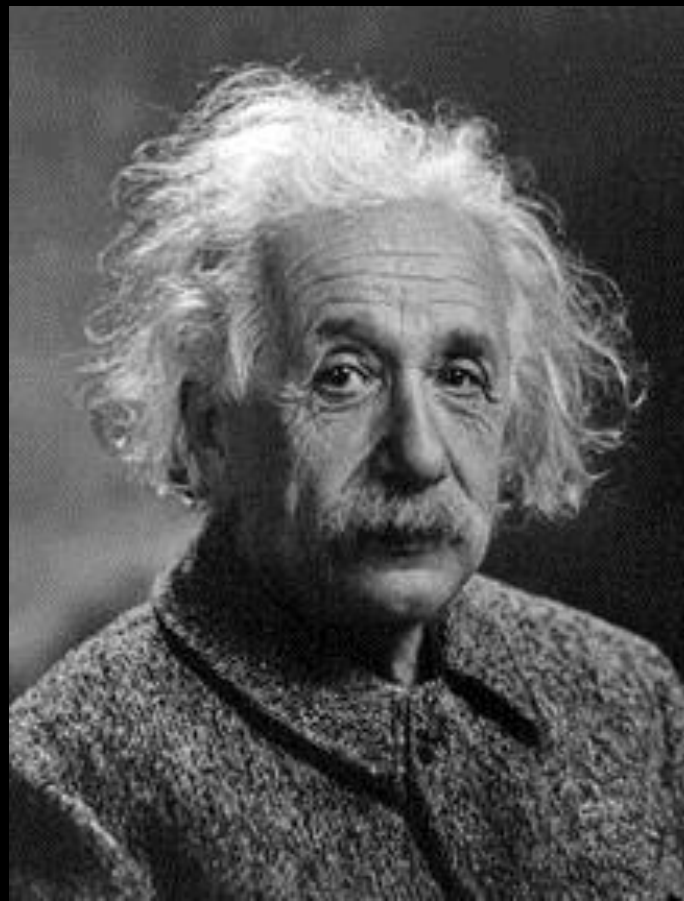




NOVEMBER 13, 2000 \$3.50

# TIME

Scientist

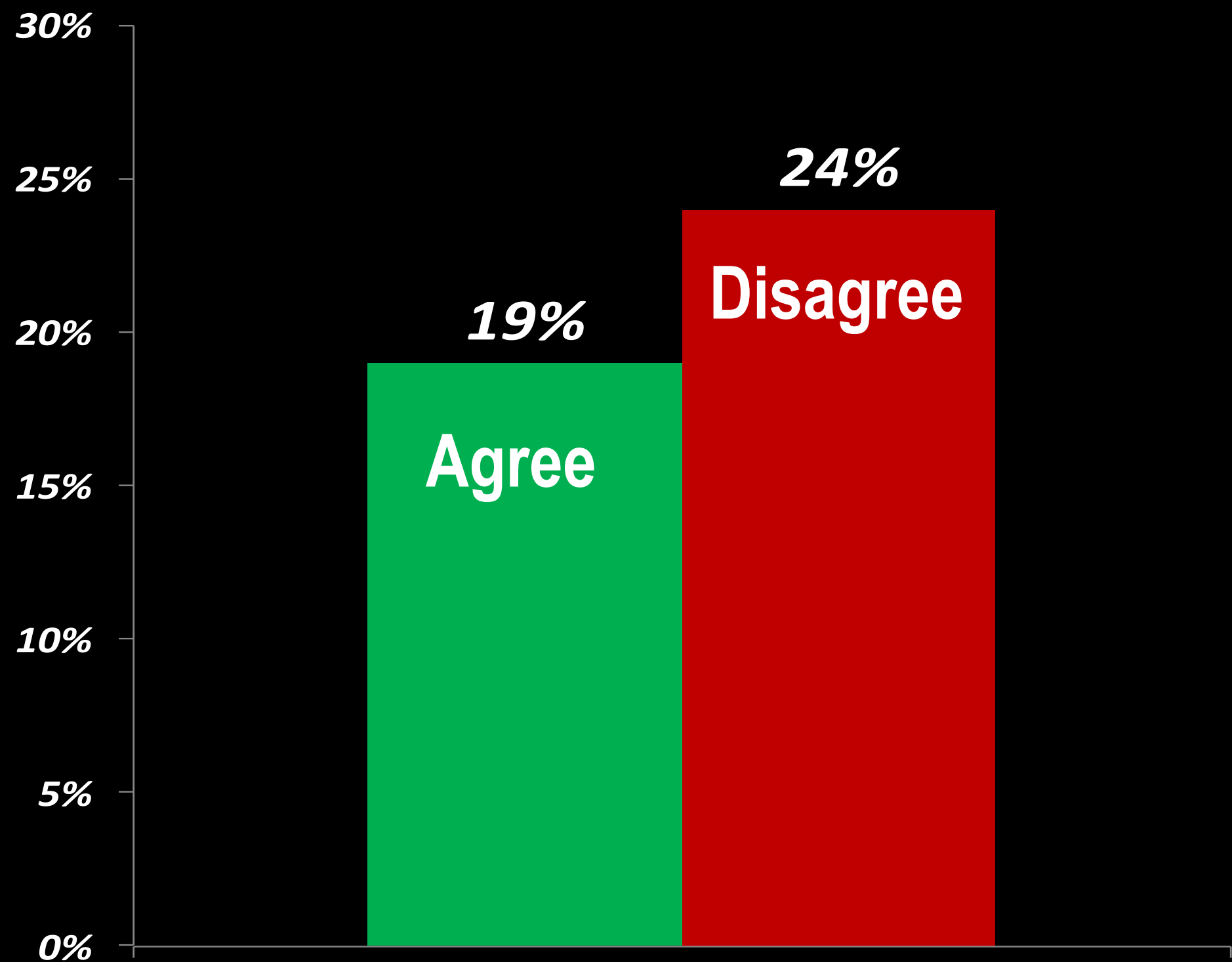




# The Colbert Report, with Stephen Colbert



***Should the 1975 Public Affairs Act should be repealed?***



*Should the 1975 Public Affairs Act should be repealed?*

However, the 1975 Public Affairs Act never existed

Unanniversary of the Public Affairs Act of 1975

# Selectivity of Sources



# The Conventional Opinion Poll

Gallup, 1936

- “mirrored” the public’s voice
  - Newspapers, radios, sampling method
- Partnership between newspapers & polls
- Bringing the public voice to the newspaper and media
- Changing media environment & concerns with conventional polling

Mobilization  
Rational Ignorance  
Phantom Opinions  
Selectivity of Sources



**Deliberative**  
Polling®

Deliberative  
(thoughtful and informed)

Self-selected

Representative

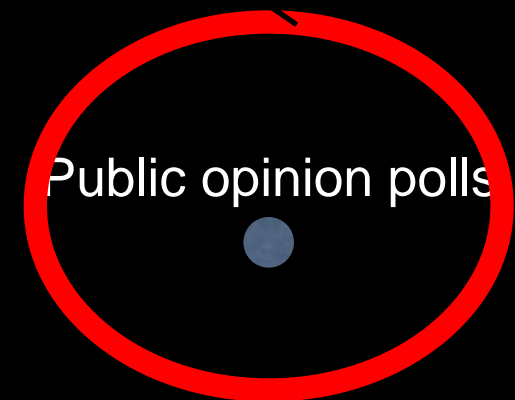
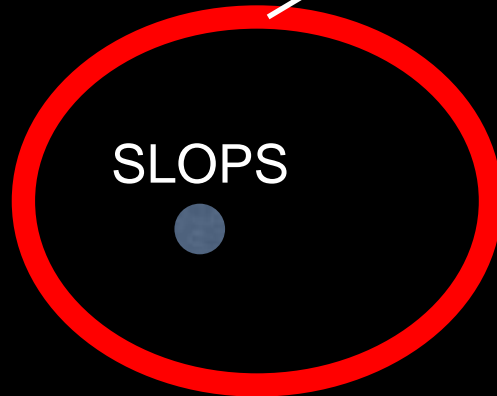
Time Magazine

Public Affairs Act

SLOPS

Public opinion polls

Top-of-head  
(not thoughtful, uninformed)



Deliberative

(thoughtful and informed)

Think Tanks

Activist groups

Astroturf groups

Voting

Self-selected

Representative

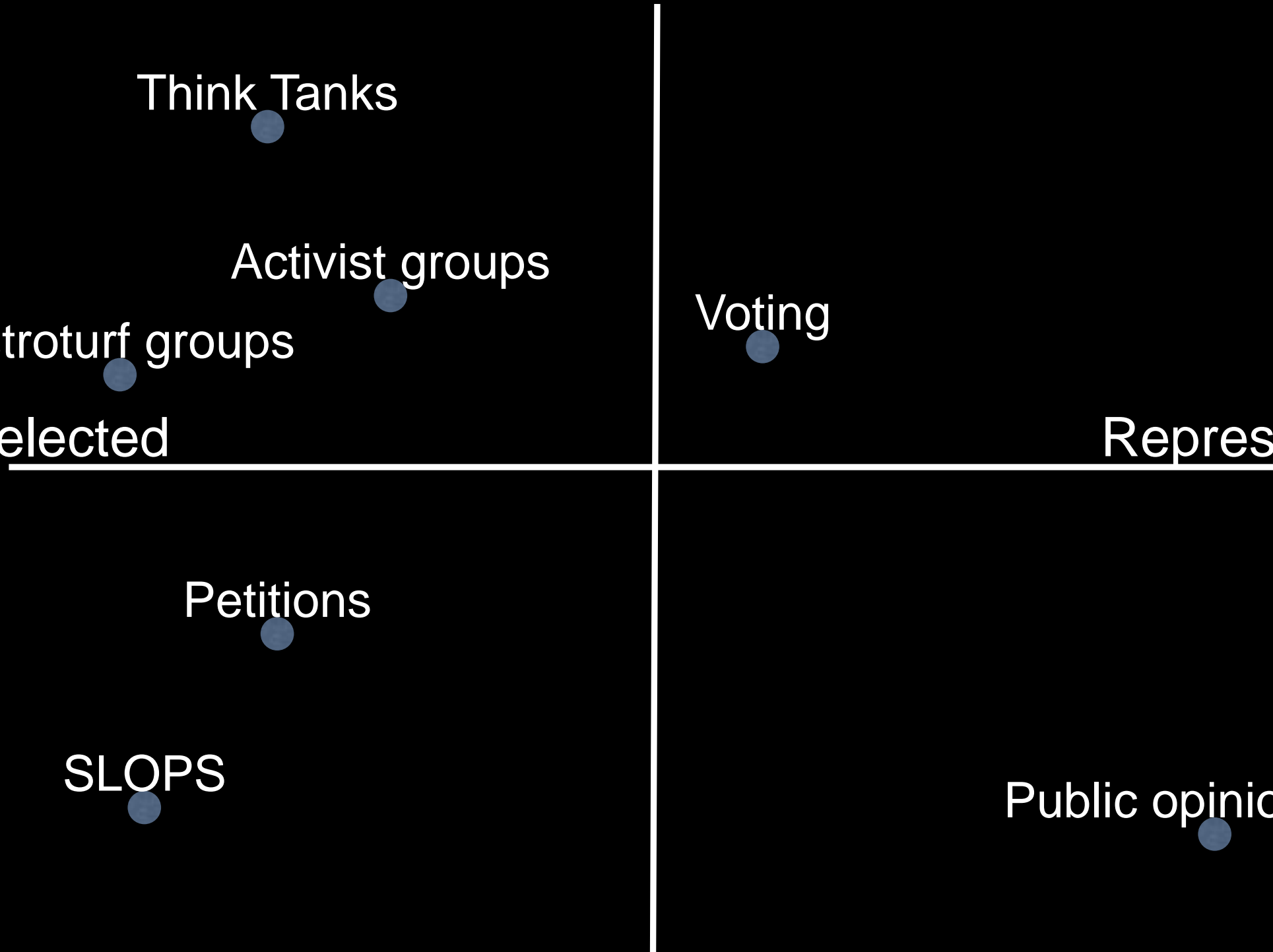
Petitions

SLOPS

Public opinion polls

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Deliberative Polling

Representative

Petitions

SLOPS

Public opinion polls

Top-of-head

(not thoughtful, uninformed)



- Public consultation:  
Two basic questions

Who is consulted?

What kind of opinion is solicited?

- Key components:

- Balanced information
- Small group deliberation
- Expert Q & As

- Key components:
  - Random sampling/  
representative samples
  - Control groups who do not  
deliberate

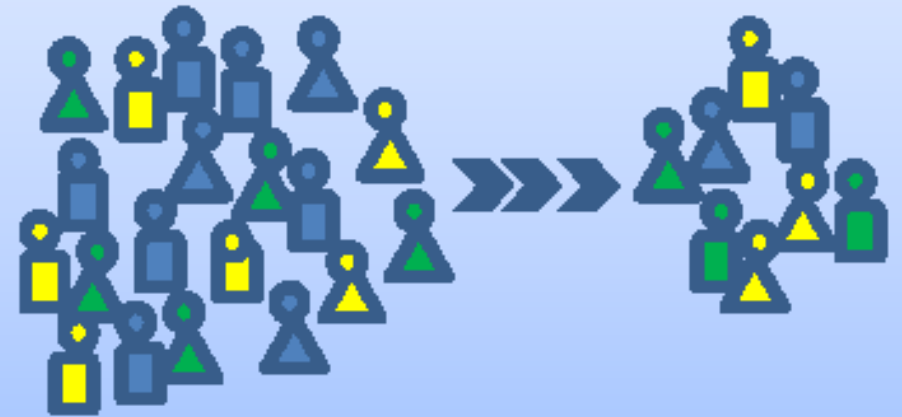
The Deliberative Polling® process begins with administering a questionnaire on a random, representative sample of the public.



1

**Poll 1**

A random, representative sample is selected to participate in the Deliberative Poll.



**Recruitment**



At the event, participants are randomly assigned to small groups with trained moderators.



**Small Group Discussions**

Participants pose questions – questions are chosen by groups – to experts and policymakers.



**Plenary Sessions**

Prior to the event, participants receive balanced briefing materials on the topics being discussed.

**Balanced Information**

The event concludes with a final questionnaire capturing participants' considered opinions.



**Poll 2**

Results are analyzed and released to the media soon after the event.



**Media Coverage**





# Deliberative Polling®

- 23 Countries
- 2015
  - Ghana, city of Tamale
  - Brazil, Internet Governance Forum (online + face-to face)
  - Mongolia, capital city of Ulaanbaatar (Dec)



エネルギー・環境の選択肢に関する  
討論型世論調査

August 2012, National Deliberative Poll in Japan  
on Energy and Environmental Policy Options



エネルギー・環境の選択肢に関する  
討論型世論調査

- Sample Representativeness, Demographics
  - 285 participants, 6564 non-participants
  - Representative in Age, Prefecture
  - Sample was slightly more *male* and had *fewer housewives/part time workers*
- Attitudinal Representativeness
  - No significant differences on 3 policy scenarios regarding nuclear power
  - Some differences in importance of issues such as *stable supply, safety, and global warming*



エネルギー・環境の選択肢に関する  
討論型世論調査

## Three proposed energy options

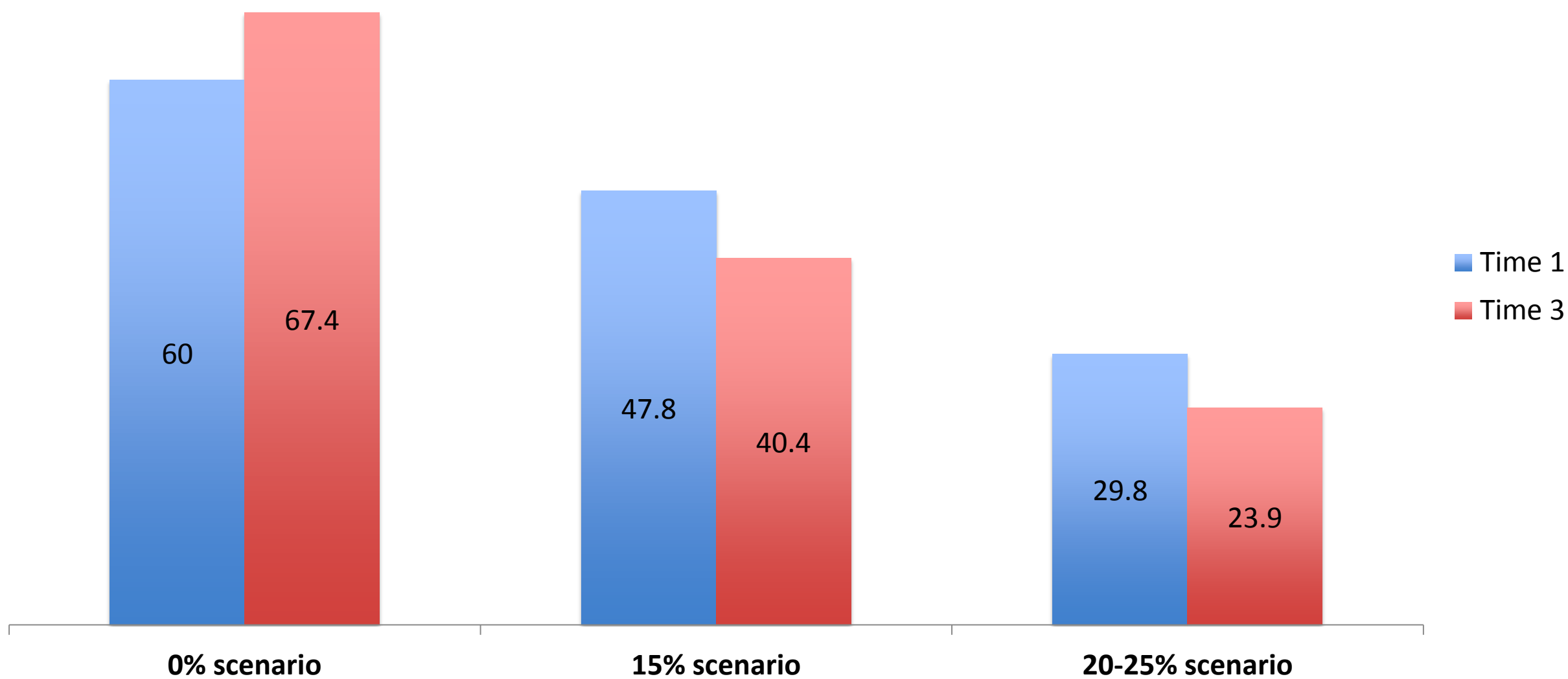
<Three Options (Scenarios) of Energy and Environmental Policy in 2030>

Option	Dependency of Nuclear Power	Renewable Energy (Solar, Wind, etc.)	Thermal Power (Coal, Oil, Natural Gas)	Amount of Greenhouse Effect Gas (Compared to the level in 1990)	Total Electricity Output	Final Energy Consumption	Spent Nuclear Fuel
①zero Scenario	0%	35%	65%	▲23%	About 1 Tkwh	0.3 B kl	All direct disposal
②15 Scenario	About 15%	30%	55%	▲23%	About 1 Tkwh	0.31 B kl	Reprocessing & direct disposal
③20-25 Scenario	20%-25%	30-25%	50%	▲25%	About 1 Tkwh	0.31 B kl	Reprocessing & direct disposal
As of 2010	26%	10%	63%	—	About 1.1 Tkwh	0.39 B kl	All reprocessing



エネルギー・環境の選択肢に関する  
討論型世論調査

**% Support for Three Nuclear Energy Scenarios**

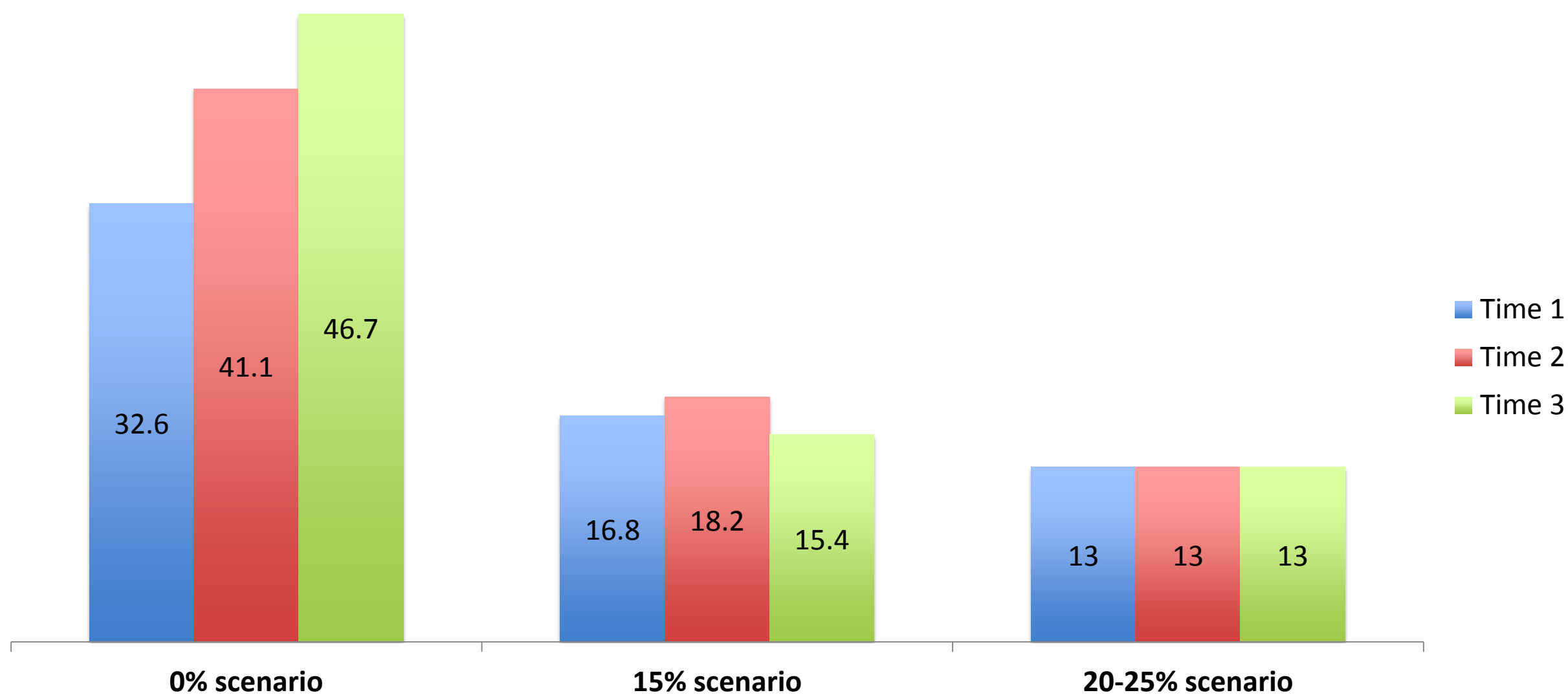






エネルギー・環境の選択肢に関する  
討論型世論調査

**% Support Based on Most Preferred Scenario**



Based on analyses of The Center for DP at Keio University



エネルギー・環境の選択肢に関する  
討論型世論調査

Question	T1	T2	T3	Change	Sig.
Q1: In 2010, % of Japan's electricity from nuclear power generation (about 30%)	47.4%	59.3%	61.1%	+13.7%	***
Q2: % of greenhouse effect reduction compared to 1990 levels (6%)	15.8%	17.9%	20.7%	+4.9%	
Q3: which renewable energy does not include feed-in tariff system (cogeneration)	38.2%	34.4%	44.9%	+6.7% <sup>a</sup>	
Q4: Organization that does not have the accidents investment commission for the Fukushima Daiichi Power Station (The Accidents Investigation Commission in the Science Council)		22.8%	29.1%	+6.3%	***
Q5: % of energy Japan imports, excluding nuclear power (96%)		27.7%	42.1%	+14.4%	***
Q6: most used energy in Japan as of 2009 (oil)		74.4%	73.0%	-1.4%	
Knowledge Index	33.8%	39.4%	45.2%	+7.4%	***



エネルギー・環境の選択肢に関する

討論型世論調査

- Event Evaluations
  - 86% felt the event as a whole was valuable
  - 87% felt the small group discussions were valuable
  - 78% agreed that “my opinions became clear”
  - 76% agreed that “I could understand complicated issues”



エネルギー・環境の選択肢に関する

## 討論型世論調査

- 83% disagreed that “moderator sometimes tried to influence”
- 82% agreed the “moderator provided the opportunity for everyone to participate”
- 73% agreed “I learned a lot about people very different from me”



# エネルギー・環境の選択肢に関する 討論型世論調査

Asahi, November 27, 2012 朝日新聞

ニッポン 人・脈・記  
jinmyaku@asahi.com

民主主義 ここから⑥

## 世界初を本物にしよう

「2030年の原発依存度をどうすべきか」  
野田政権は6月、発電量に占める原発の割合について「0%」「15%」「20、25%」の3案を提示した。

その上で、原発やエネルギーの基本政策を決める前に「国民的議論」を経ると説明。その柱の一つが、初めて導入する「討論型世論調査」(「Deliberative Poll」, DP)だった。

DPとは、賛否が分かれるテーマについて、「社会の縮図」になるように参加者を無作為抽出し、「討議を経て意見がどう変化したか」という点から民意をはかる手法だ。米スタンフォード大学教授のジェームズ・S・フィシュキン(64)が提唱している。

8月4、5日の2日間、政府は東京都港区の慶応大学でDPの討論会を実施、全国から285人が参加した。政府の意見聴取会に「やらせ」批判が起き、国民の信頼が揺らいだことが背景にあった。監修委員会委員長として招かれたフィシュキンは、高揚した面持ちで語った。

「ギリシャ以来2400年続く民主主義の歴史の中で、

小グループに分け、と全体会議は2日間時間にとんだ。参加者DPへの肯定的な意見の一方、「話し合いを政府がどう使うか不安」という声も

その後、不安は8月22日、DPの発表とまった。三つのうち「0%」支持は、32・6%から、調査で46・7%に意見聴取会やパネメントでも「原発は世論が鮮明になったところが、政府見集約が終わった「結果をどう解釈証する」とい

後、検証会を開き、その結果、DP「%」以外の支持を5割を占めるとい持ち出し、「ゼロ」は半数程度の国民に「結論している」と結論政府は9月14日0年代に原発稼働指すとするエネルギー

## 'Deliberative polling' planned for Japan's energy policies

June 20, 2012

Tweet 21 Recommend 59 G+ 1

THE ASAHI SHIMBUN

The Asahi Shimbun

The Japan Times

NATIONAL

Participants, experts discuss energy priorities, mix

## New hearing held to gauge nuke sentiment



ジェームズ・S・フィシュキンさん(右)と曾根泰教さん=東京都港区の慶応大学

# Pilot DP in Guangzhou, China

- Topic: Electricity Tariff and Demand-side Management
- 1 day event, random sample from Guangzhou city
- Held at the Guangzhou Institute of Energy Conversion, Chinese Academy of Sciences
- December 2015