



BIPARTISAN POLICY CENTER

# What's Next?

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Conversations on Civility: Making Our Democracy Work



# [Trends On the Horizon

- Evolution of Political Communication
- The rise of “Rateocracy”
- Augmented Reality
- The “gamification” of politics

# The Evolution of Political Communication

And the devolution of power.

Voter Generated Content



Peer-to-peer, voter-generated advocacy



Campaign Generated Content



Micro-targeting

Broadcast

Highly Targeted

# Real-time Reputation Ratings for Political Leaders

Welcome to **Rateocracy**, the world of immediate, streaming reputation ratings.



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Reputational ratings like eBay seller ratings, Yelp, and Glassdoor, but for everything and everyone.

Tracked in real-time on ubiquitous social networks.

And measured numerically like a currency by groups like the start-up Whuffie Bank.

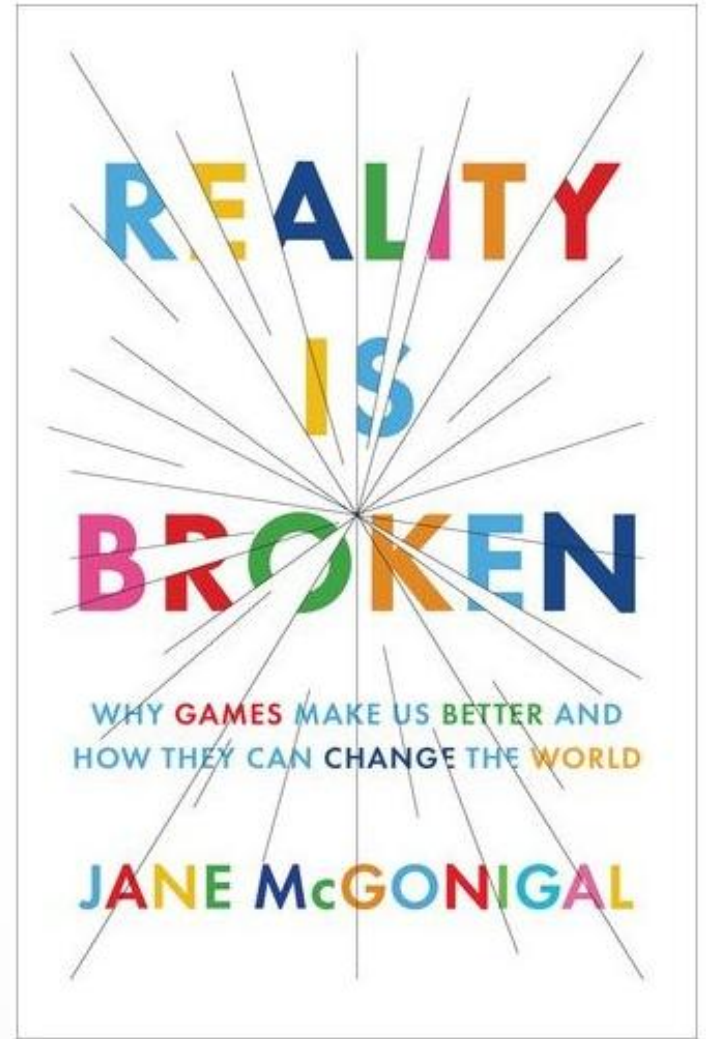
A new form of tracking data and a new form of campaign management.

# Augmented Reality: Political layers at the household level



Augmented Reality GOTV tools with households “painted” by partisan leaning and vote propensity.

# The “Gamification” of Politics?



# [ Implication for Campaigns

Political campaigns will become the co-creators and leaders of shared-purpose online and augmented reality communities.