



## For Immediate Release

### **How do you participate online? UBC study wants to know.**

Vancouver, B.C. An online survey with a twist is launching today. The survey targets users of online participation software. During the next four weeks users worldwide will have the chance to participate in this study, which is being conducted on PlaceSpeak, a Vancouver-incubated online consultation platform.

*“Specifically we want to know how people are participating online and get their feedback about how tools like PlaceSpeak and others contribute to the ease of participation and the public’s confidence in the validity of the consultation process”,* says Principal Investigator and UBC professor Dr. Mike Meitner.

*“This study comes as a result of my interest in finding out more about the participation and decision making interface between stakeholders and project proponents, and especially how people deal with issues such as transparency and privacy while sharing ideas and opinions online”,* says Claudia Castro, Co-investigator and MSc student. Castro says the results of the survey may inform best practices for future online consultations.

*“We are delighted to host this academic research study on PlaceSpeak”,* says PlaceSpeak Founder, Colleen Hardwick. *“PlaceSpeak has been a pioneer in the area of GeoSocial public participation, innovating with academic and institutional R&D support, so enabling this effort is a win-win proposition”.*

Visit [www.placespeak.com/onlineresearch](http://www.placespeak.com/onlineresearch) for more information on the survey and to participate in the study.

#### **About PlaceSpeak.**

PlaceSpeak is an innovative location-based engagement platform that transforms the way people in neighbourhoods interact with local consultation topics. PlaceSpeak connects people's online identities with their residential addresses so that they can voice their opinions digitally in a wide variety of forums and provides proponents with confidence that they are receiving feedback from the right places. PlaceSpeak’s mission is to advance the public consultation process by enabling inclusive, informed participation, policy development and decision making. It has consultation topics in Canada, the USA, UK and Australia. For more information visit [www.placespeak.com](http://www.placespeak.com).

#### **Contact.**

Claudia Castro



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604-822-3482

[ccastromi@alumni.ubc.ca](mailto:ccastromi@alumni.ubc.ca)

Colleen Hardwick

604-336-6977

[colleen@placespeak.com](mailto:colleen@placespeak.com)

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- 1. UBC researches Online Participation @PlaceSpeak**
- 2. UBC chooses @PlaceSpeak to research about online participation**
- 3. Placespeak is chosen as Case Study for UBC Research**
- 4. Academic research chooses PlaceSpeak as case study \***
- 5. Survey about online participation intends to get the whole online world attention.**