

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

Office of Public Relations
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Hughes Center at Stockton Selected for Prestigious, Unique Polling Project

**Stockton Among First Colleges in Area to Engage in Deliberative
Polling[®] to Educate Public, Policymakers, Formulate Opinions**

For Immediate Release

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Galloway Twp., NJ – The Richard Stockton College of New Jersey has been selected as one of 15 colleges and universities nationally to participate in a sophisticated polling project that not only asks people questions but also educates them on the issues and then publicizes their thinking processes for the general public. The 15 colleges involved will be guided by the American Democracy Project (ADP) and Stockton's William J. Hughes Center for Public Policy will prepare and implement the poll.

Deliberative Polling[®], a relatively new and advanced technique, differs from traditional polling that simply measures the public's opinion on questions and issues. In traditional polling, those individuals surveyed have received their information through snippets of information from sources such as television, newspapers and the Internet, without the benefit of in-depth knowledge of the issues.

In Deliberative Polling[®] participants move on to more steps that include an initial poll, followed by the dissemination of balanced information on the topics and then a second poll. Additionally, participants take part in conversations and deliberations with other participants, experts and policy makers to discuss the topics in an unbiased atmosphere with the help of a facilitator. When participants retake the survey, changes – either positive or negative – are measured and analyzed.

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